

China / Hong Kong Flash Note

Refer to important disclosures at the end of this report

DBS Group Research . Equity

9 May 2019

Consun Pharmaceutical Group (1681 HK) : BUY

Mkt. Cap: US\$558m | 3m Avg. Daily Val: US\$1.0m

Last Traded Price (9 May 2019): HK\$5.00

Price Target 12-mth: HK\$10.30 (106.0% upside)

Analyst

Mark KONG CFA, +852 36684187; mark_kong@dbs.com

Value emerges from a defensive play

- Attractive valuation at 7x FY19F PE, or 0.5x PEG, >1SD below average PE since IPO in 2013 and close to historical trough of 6x
- Fundamentals remain solid with expected y-o-y earnings growth >10% in 1Q19 and a product portfolio shielded from price cuts
- Potential share buyback to be a share price catalyst
- Reiterate BUY with TP of HK\$10.3

Forecasts and Valuation

FY Dec (RMB m)	2018A	2019F	2020F	2021F
Turnover	1,844	2,070	2,309	2,580
EBITDA	704	784	875	978
Pre-tax Profit	617	690	783	895
Net Profit	465	529	605	697
Net Profit Gth (Pre-ex) (%)	17.4	13.6	14.5	15.1
EPS (RMB)	0.54	0.60	0.69	0.79
EPS (HK\$)	0.63	0.70	0.80	0.92
EPS Gth (%)	18.3	10.6	14.5	15.1
Diluted EPS (HK\$)	0.61	0.69	0.80	0.92
DPS (HK\$)	0.19	0.21	0.24	0.28
BV Per Share (HK\$)	2.86	3.26	3.84	4.50
PE (X)	7.9	7.2	6.3	5.4
P/Cash Flow (X)	4.9	6.9	6.5	5.8
P/Free CF (X)	5.0	7.1	6.6	6.0
EV/EBITDA (X)	4.5	3.8	3.0	2.3
Net Div Yield (%)	3.9	4.2	4.8	5.5
P/Book Value (X)	1.7	1.5	1.3	1.1
Net Debt/Equity (X)	CASH	CASH	CASH	CASH
ROAE (%)	23.8	22.9	22.5	22.1

Earnings Rev (%): Nil Nil
 Consensus EPS (RMB) 0.60 0.68 0.78
 Other Broker Recs: B:6 S:0 H:0

Source: Company, DBS Bank (Hong Kong) Limited ("DBS HK"), Thomson Reuters

Company Guide



Summary of our point of view, and highlights the relevant data points, which are actively tracked

[Consun Pharmaceutical - iBanking Login](#)

[Consun Pharmaceutical - Institution Login](#)

What's New

Pharmaceutical sector share price correction due to fear of price cuts imposed by National Healthcare Bureau. After rallying since January 2019, the share prices of major players in the pharmaceutical sector have peaked and started correcting since early Apr 2019 (see the following table). Consun is one of them. We see this price correction as a result of market concerns that another round of price cut would be imposed by the National Healthcare Bureau. In December 2018, the average price cut imposed by the National Healthcare Bureau in collective drugs procurement for 11 cities was 52%. It was reported recently that the State Council recognized this achievement and is planning to expand the procurement to other regions (the news link: <https://wallstreetcn.com/articles/3512491>). We believe this triggered the correction.

Share price performance of peers

Company	share price peak in 2019	date of share price peak	share price Closing	share price correction % since peak
SINO BIOPHM. (1177 HK)	8.25	9-Apr-19	7.03	-14.8
CSPC PHARMACEUTICAL (1093 HK)	16.32	9-Apr-19	13.52	-17.2
3SBIO (1530 HK)	16.08	9-Apr-19	13.48	-16.2
LUYE PHARMA GROUP (2186 HK)	7.64	9-Apr-19	6.74	-11.8
CHINA MED.SY.HDG.(DI) (867 HK)	9.02	25-Feb-19	6.39	-29.2
CHIN.GRD.PHARM.& HLTHCR (512 HK)	5.30	6-Mar-19	4.34	-18.1
YICHANG HEC CHANGJIANG PHARM 'H' (1558 HK)	40.60	9-Apr-19	36.40	-10.3
CONSUN PHARMACEUTICAL (1681 HK)	6.13	8-Feb-19	5.00	-18.4

Source: Datastream, DBS HK



Live more, Bank less

Flash Note

Consun's product portfolio is less exposed to price cuts. We believe the product portfolio is shielded from price cuts because:

- 1) Judging from the price cut in December 2018, the National Healthcare Bureau is focusing on lowering the price of chemical generic drugs. About 93% of Consun's revenue in 2018 was from modern Chinese medicines, which are not in the category targeted by the National Healthcare Bureau;
- 2) 34% of its revenue in 2018 was from medicines for the drugstore market. These products do not need to go through collective drug procurement arranged by the government, and are thus not subject to the government's price cuts;
- 3) 50% of its revenue in 2018 was from an exclusive product called uremic clearance granule. We believe the price-cutting risk of this product is low. Firstly, with an annual expense of c.Rmb6,000 or daily expense of Rmb16 (much lower than Rmb100, the benchmark of affordability), it is definitely not something expensive. Hence, it should not be among the government's targets, at least for this round. Secondly, promoting uremic clearance granule is actually helping patients and the government to save money because it can delay the onset of kidney failure. With this, patients would not need to undergo dialysis that soon which costs Rmb40,000-80,000 a year.

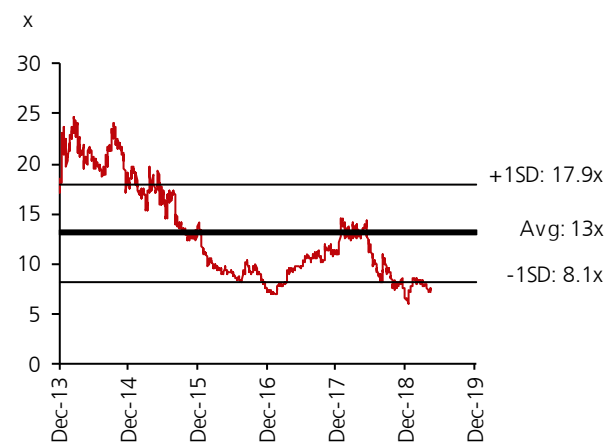
About 7% of its 2018 revenue was from medical contrast medium which is a chemical generic product. Assuming a 50% price cut is imposed on these products, the impact on revenue should be just around 3.5%. In terms of impact on earnings, it should be less than 3.5% as its net margin is lower than the group's average net margin.

Current valuation is very attractive. Trading at 7x 19F PE, we believe the valuation is very attractive because:

- 1) It is more than 1SD below historical average 1-year forward PE since IPO in 2013, close to the trough of 6x 1-year forward PE. Historically, each time the valuation dropped below 1SD, it would rebound in the next three months (see the following table);
- 2) On an ex-net cash basis based on the balance sheet as of December 2018, it is trading at 6x FY19F PE;
- 3) In terms of PEG based on 7x FY19F PE and 14-15% EPS CAGR in 2019F-21F, it is trading at just 0.5x;

Consun's fundamentals remain solid. We estimate the y-o-y earnings growth in 1Q19 to be >10% driven by uremic clearance granule and women's medicines. They made up c.55% of revenue in 2018. Thanks to the defensive nature of Consun's drugs, the company should be able to maintain double-digit earnings growth for the next two years.

1 year forward PE Chart



Source: Datastream, DBS HK

Share Price Chart



Source: Datastream, DBS HK

Share buyback by the company to be a share price catalyst.

Since January 2019, Consun has spent at least HK\$23m to buy back 4.7m shares (c.0.5% stake) in the market, at purchase prices ranging between HK\$4.32 and HK\$5.5. With net cash of Rmb877m as of December 2018 and the current share price within the buyback price range earlier this year, we believe the company is likely to do that again which would be a catalyst to its share price.

Reiterate BUY with TP of HK\$10.4. In view of the attractive valuation, the defensive product portfolio, and decent expected earnings growth of >10%, we reiterate our BUY call on Consun with a TP of HK\$10.4, premised on 1x PEG derived from 15x FY19F PE and 15% EPS CAGR in 2019F-22F.

Flash Note

Target Price & Ratings History



S.No.	Date	Closing Price	12-mth Target Price	Rating
1:	3-Jul-18	HK\$7.04	HK\$10.00	Buy
2:	22-Aug-18	HK\$6.36	HK\$10.00	Buy
3:	17-Jan-19	HK\$5.09	HK\$10.30	Buy
4:	21-Mar-19	HK\$6.01	HK\$10.30	Buy

Source: DBS HK

Analyst: Mark KONG CFA,

Flash Note

DBS HK recommendations are based on Absolute Total Return* Rating system, defined as follows:

STRONG BUY (>20% total return over the next 3 months, with identifiable share price catalysts within this time frame)

BUY (>15% total return over the next 12 months for small caps, >10% for large caps)

HOLD (-10% to +15% total return over the next 12 months for small caps, -10% to +10% for large caps)

FULLY VALUED (negative total return i.e. > -10% over the next 12 months)

SELL (negative total return of > -20% over the next 3 months, with identifiable catalysts within this time frame)

* *Share price appreciation + dividends*

Completed Date: 9 May 2019 12:00:26 (HKT)

Dissemination Date: 9 May 2019 16:41:27 (HKT)

Sources for all charts and tables are DBS HK unless otherwise specified.

GENERAL DISCLOSURE/DISCLAIMER

This report is prepared by DBS Bank (Hong Kong) Limited ("DBS HK"). This report is solely intended for the clients of DBS Bank Ltd., DBS HK, DBS Vickers (Hong Kong) Limited ("DBSV HK"), and DBS Vickers Securities (Singapore) Pte Ltd. ("DBSVS"), its respective connected and associated corporations and affiliates only and no part of this document may be (i) copied, photocopied or duplicated in any form or by any means or (ii) redistributed without the prior written consent of DBS HK.

The research set out in this report is based on information obtained from sources believed to be reliable, but we (which collectively refers to DBS Bank Ltd., DBS HK, DBSV HK, DBSVS, its respective connected and associated corporations, affiliates and their respective directors, officers, employees and agents (collectively, the "DBS Group") have not conducted due diligence on any of the companies, verified any information or sources or taken into account any other factors which we may consider to be relevant or appropriate in preparing the research. Accordingly, we do not make any representation or warranty as to the accuracy, completeness or correctness of the research set out in this report. Opinions expressed are subject to change without notice. This research is prepared for general circulation. Any recommendation contained in this document does not have regard to the specific investment objectives, financial situation and the particular needs of any specific addressee. This document is for the information of addressees only and is not to be taken in substitution for the exercise of judgement by addressees, who should obtain separate independent legal or financial advice. The DBS Group accepts no liability whatsoever for any direct, indirect and/or consequential loss (including any claims for loss of profit) arising from any use of and/or reliance upon this document and/or further communication given in relation to this document. This document is not to be construed as an offer or a solicitation of an offer to buy or sell any securities. The DBS Group, along with its affiliates and/or persons associated with any of them may from time to time have interests in the securities mentioned in this document. The DBS Group, may have positions in, and may effect transactions in securities mentioned herein and may also perform or seek to perform broking, investment banking and other banking services for these companies.

Any valuations, opinions, estimates, forecasts, ratings or risk assessments herein constitutes a judgment as of the date of this report, and there can be no assurance that future results or events will be consistent with any such valuations, opinions, estimates, forecasts, ratings or risk assessments. The information in this document is subject to change without notice, its accuracy is not guaranteed, it may be incomplete or condensed, it may not contain all material information concerning the company (or companies) referred to in this report and the DBS Group is under no obligation to update the information in this report.

This publication has not been reviewed or authorized by any regulatory authority in Singapore, Hong Kong or elsewhere. There is no planned schedule or frequency for updating research publication relating to any issuer.

The valuations, opinions, estimates, forecasts, ratings or risk assessments described in this report were based upon a number of estimates and assumptions and are inherently subject to significant uncertainties and contingencies. It can be expected that one or more of the estimates on which the valuations, opinions, estimates, forecasts, ratings or risk assessments were based will not materialize or will vary significantly from actual results. Therefore, the inclusion of the valuations, opinions, estimates, forecasts, ratings or risk assessments described herein IS NOT TO BE RELIED UPON as a representation and/or warranty by the DBS Group (and/or any persons associated with the aforesaid entities), that:

- (a) such valuations, opinions, estimates, forecasts, ratings or risk assessments or their underlying assumptions will be achieved, and
- (b) there is any assurance that future results or events will be consistent with any such valuations, opinions, estimates, forecasts, ratings or risk assessments stated therein.

Please contact the primary analyst for valuation methodologies and assumptions associated with the covered companies or price targets. Any assumptions made in this report that refers to commodities, are for the purposes of making forecasts for the company (or companies) mentioned herein. They are not to be construed as recommendations to trade in the physical commodity or in the futures contract relating to the commodity referred to in this report.

DBS Vickers Securities (USA) Inc ("DBSVUSA"), a US-registered broker-dealer, does not have its own investment banking or research department, has not participated in any public offering of securities as a manager or co-manager or in any other investment banking transaction in the past twelve months and does not engage in market-making.

Flash Note**ANALYST CERTIFICATION**

The research analyst(s) primarily responsible for the content of this research report, in part or in whole, certifies that the views about the companies and their securities expressed in this report accurately reflect his/her personal views. The analyst(s) also certifies that no part of his/her compensation was, is, or will be, directly or indirectly, related to specific recommendations or views expressed in the report. The research analyst (s) primarily responsible for the content of this research report, in part or in whole, certifies that he or his associate¹ does not serve as an officer of the issuer or the new listing applicant (which includes in the case of a real estate investment trust, an officer of the management company of the real estate investment trust; and in the case of any other entity, an officer or its equivalent counterparty of the entity who is responsible for the management of the issuer or the new listing applicant) and the research analyst(s) primarily responsible for the content of this research report or his associate does not have financial interests² in relation to an issuer or a new listing applicant that the analyst reviews. DBS Group has procedures in place to eliminate, avoid and manage any potential conflicts of interests that may arise in connection with the production of research reports. The research analyst(s) responsible for this report operates as part of a separate and independent team to the investment banking function of the DBS Group and procedures are in place to ensure that confidential information held by either the research or investment banking function is handled appropriately. There is no direct link of DBS Group's compensation to any specific investment banking function of the DBS Group.

COMPANY-SPECIFIC / REGULATORY DISCLOSURES

1. DBS Bank Ltd, DBS HK, DBSVS or their subsidiaries and/or other affiliates have proprietary positions in Sino Biopharmaceutical Ltd (1177 HK), CSPC Pharmaceutical Group Ltd (1093 HK) and Luye Pharma Group Ltd (2186 HK) recommended in this report as of 07 May 2019.
2. Neither DBS Bank Ltd nor DBS HK market makes in equity securities of the issuer(s) or company(ies) mentioned in this Research Report.
3. **Compensation for investment banking services:**
DBSVUSA does not have its own investment banking or research department, nor has it participated in any public offering of securities as a manager or co-manager or in any other investment banking transaction in the past twelve months. Any US persons wishing to obtain further information, including any clarification on disclosures in this disclaimer, or to effect a transaction in any security discussed in this document should contact DBSVUSA exclusively.
4. **Disclosure of previous investment recommendation produced:**
DBS Bank Ltd, DBSVS, DBS HK, their subsidiaries and/or other affiliates of DBSVUSA may have published other investment recommendations in respect of the same securities / instruments recommended in this research report during the preceding 12 months. Please contact the primary analyst listed in the first page of this report to view previous investment recommendations published by DBS Bank Ltd, DBS HK, DBSVS, their subsidiaries and/or other affiliates of DBSVUSA in the preceding 12 months.

¹ An associate is defined as (i) the spouse, or any minor child (natural or adopted) or minor step-child, of the analyst; (ii) the trustee of a trust of which the analyst, his spouse, minor child (natural or adopted) or minor step-child, is a beneficiary or discretionary object; or (iii) another person accustomed or obliged to act in accordance with the directions or instructions of the analyst.

² Financial interest is defined as interests that are commonly known financial interest, such as investment in the securities in respect of an issuer or a new listing applicant, or financial accommodation arrangement between the issuer or the new listing applicant and the firm or analysis. This term does not include commercial lending conducted at arm's length, or investments in any collective investment scheme other than an issuer or new listing applicant notwithstanding the fact that the scheme has investments in securities in respect of an issuer or a new listing applicant.

Flash Note

RESTRICTIONS ON DISTRIBUTION

General	This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation.
Australia	This report is being distributed in Australia by DBS Bank Ltd, DBSVS or DBSV HK. DBS Bank Ltd holds Australian Financial Services Licence no. 475946. DBSVS and DBSV HK are exempted from the requirement to hold an Australian Financial Services Licence under the Corporation Act 2001 ("CA") in respect of financial services provided to the recipients. Both DBS Bank Ltd and DBSVS are regulated by the Monetary Authority of Singapore under the laws of Singapore, and DBSV HK is regulated by the Hong Kong Securities and Futures Commission under the laws of Hong Kong, which differ from Australian laws. Distribution of this report is intended only for "wholesale investors" within the meaning of the CA.
Hong Kong	This report is being distributed in Hong Kong by DBS Bank Ltd, DBS Bank (Hong Kong) Limited and DBS Vickers (Hong Kong) Limited, all of which are registered with or licensed by the Hong Kong Securities and Futures Commission to carry out the regulated activity of advising on securities.
Indonesia	This report is being distributed in Indonesia by PT DBS Vickers Sekuritas Indonesia.
Malaysia	This report is distributed in Malaysia by AllianceDBS Research Sdn Bhd ("ADBSR"). Recipients of this report, received from ADBSR are to contact the undersigned at 603-2604 3333 in respect of any matters arising from or in connection with this report. In addition to the General Disclosure/Disclaimer found at the preceding page, recipients of this report are advised that ADBSR (the preparer of this report), its holding company Alliance Investment Bank Berhad, their respective connected and associated corporations, affiliates, their directors, officers, employees, agents and parties related or associated with any of them may have positions in, and may effect transactions in the securities mentioned herein and may also perform or seek to perform broking, investment banking/corporate advisory and other services for the subject companies. They may also have received compensation and/or seek to obtain compensation for broking, investment banking/corporate advisory and other services from the subject companies.  Wong Ming Tek, Executive Director, ADBSR
Singapore	This report is distributed in Singapore by DBS Bank Ltd (Company Regn. No. 196800306E) or DBSVS (Company Regn No. 198600294G), both of which are Exempt Financial Advisers as defined in the Financial Advisers Act and regulated by the Monetary Authority of Singapore. DBS Bank Ltd and/or DBSVS, may distribute reports produced by its respective foreign entities, affiliates or other foreign research houses pursuant to an arrangement under Regulation 32C of the Financial Advisers Regulations. Where the report is distributed in Singapore to a person who is not an Accredited Investor, Expert Investor or an Institutional Investor, DBS Bank Ltd accepts legal responsibility for the contents of the report to such persons only to the extent required by law. Singapore recipients should contact DBS Bank Ltd at 6327 2288 for matters arising from, or in connection with the report.
Thailand	This report is being distributed in Thailand by DBS Vickers Securities (Thailand) Co Ltd.
United Kingdom	This report is produced by DBS HK which is regulated by the Hong Kong Monetary Authority This report is disseminated in the United Kingdom by DBS Vickers Securities (UK) Ltd ("DBSVUK"). DBSVUK is authorised and regulated by the Financial Conduct Authority in the United Kingdom. In respect of the United Kingdom, this report is solely intended for the clients of DBSVUK, its respective connected and associated corporations and affiliates only and no part of this document may be (i) copied, photocopied or duplicated in any form or by any means or (ii) redistributed without the prior written consent of DBSVUK. This communication is directed at persons having professional experience in matters relating to investments. Any investment activity following from this communication will only be engaged in with such persons. Persons who do not have professional experience in matters relating to investments should not rely on this communication.
Dubai International Financial Centre	This research report is being distributed by DBS Bank Ltd., (DIFC Branch) having its office at units 608-610, 6th Floor, Gate Precinct Building 5, PO Box 506538, Dubai International Financial Centre (DIFC), Dubai, United Arab Emirates. DBS Bank Ltd., (DIFC Branch) is regulated by The Dubai Financial Services Authority. This research report is intended only for professional clients (as defined in the DFSA rulebook) and no other person may act upon it.

Flash Note

United Arab Emirates	This report is provided by DBS Bank Ltd (Company Regn. No. 196800306E) which is an Exempt Financial Adviser as defined in the Financial Advisers Act and regulated by the Monetary Authority of Singapore. This report is for information purposes only and should not be relied upon or acted on by the recipient or considered as a solicitation or inducement to buy or sell any financial product. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situation, or needs of individual clients. You should contact your relationship manager or investment adviser if you need advice on the merits of buying, selling or holding a particular investment. You should note that the information in this report may be out of date and it is not represented or warranted to be accurate, timely or complete. This report or any portion thereof may not be reprinted, sold or redistributed without our written consent.
United States	This report was prepared by DBS HK. DBSVUSA did not participate in its preparation. The research analyst(s) named on this report are not registered as research analysts with FINRA and are not associated persons of DBSVUSA. The research analyst(s) are not subject to FINRA Rule 2241 restrictions on analyst compensation, communications with a subject company, public appearances and trading securities held by a research analyst. This report is being distributed in the United States by DBSVUSA, which accepts responsibility for its contents. This report may only be distributed to Major U.S. Institutional Investors (as defined in SEC Rule 15a-6) and to such other institutional investors and qualified persons as DBSVUSA may authorize. Any U.S. person receiving this report who wishes to effect transactions in any securities referred to herein should contact DBSVUSA directly and not its affiliate.
Other jurisdictions	In any other jurisdictions, except if otherwise restricted by laws or regulations, this report is intended only for qualified, professional, institutional or sophisticated investors as defined in the laws and regulations of such jurisdictions.

DBS Bank (Hong Kong) Limited13th Floor One Island East, 18 Westlands Road, Quarry Bay, Hong Kong

Tel: (852) 3668-4181, Fax: (852) 2521-1812

Flash Note

DBS Regional Research Offices

HONG KONG

DBS Bank (Hong Kong) Ltd
Contact: Carol Wu
13th Floor One Island East,
18 Westlands Road,
Quarry Bay, Hong Kong
Tel: 852 3668 4181
Fax: 852 2521 1812
e-mail: dbsvhk@dbs.com

MALAYSIA

AllianceDBS Research Sdn Bhd
Contact: Wong Ming Tek (128540 U)
19th Floor, Menara Multi-Purpose,
Capital Square,
8 Jalan Munshi Abdullah 50100
Kuala Lumpur, Malaysia.
Tel.: 603 2604 3333
Fax: 603 2604 3921
e-mail: general@alliancedbs.com

SINGAPORE

DBS Bank Ltd
Contact: Janice Chua
12 Marina Boulevard,
Marina Bay Financial Centre Tower 3
Singapore 018982
Tel: 65 6878 8888
Fax: 65 65353 418
e-mail: equityresearch@dbs.com
Company Regn. No. 196800306E

INDONESIA

PT DBS Vickers Sekuritas (Indonesia)
Contact: Maynard Priajaya Arif
DBS Bank Tower
Ciputra World 1, 32/F
Jl. Prof. Dr. Satrio Kav. 3-5
Jakarta 12940, Indonesia
Tel: 62 21 3003 4900
Fax: 6221 3003 4943
e-mail: research@id.dbsvickers.com

THAILAND

DBS Vickers Securities (Thailand) Co Ltd
Contact: Chanpen Sirithanarattanakul
989 Siam Piwat Tower Building,
9th, 14th-15th Floor
Rama 1 Road, Pathumwan,
Bangkok Thailand 10330
Tel. 66 2 857 7831
Fax: 66 2 658 1269
e-mail: research@th.dbs.com
Company Regn. No 0105539127012
Securities and Exchange Commission, Thailand