

## **SASSEUR REIT**

## Growth drivers intact

## Singapore | REIT | SITE VISIT NOTE

- We visited the outlet malls in Chongqing Liangjiang, Chongqing Bishan and Xi'an (ROFR asset) during SASSR's Anniversary Sales. Outlet sales at the Sponsor Group level increase 39% YTD as of Sept 22, 2023. Sales for the past nine months have outperformed the entire year of FY23 due to the pent up demand and clear value proposition for its products.
- We expect VIP membership at the REIT level to continue increasing after the Anniversary sales (3.2 million as of 1H23), as the average spending per customer tends to be higher during this period, resulting in a higher conversion rate to VIP status. Additionally, we project that VIP members will contribute to more than 60% of the total sales in FY23.
- Potential accretive acquisition of Xi'an asset to raise DPU by c.4% in FY24 as the gearing is currently 26.2% with debt headroom of c. S\$811 mn.
- We maintain our BUY recommendation with unchanged DDM-TP of S\$0.90 and FY23-24e dividend yield of 9.6% 9.9%.

## **Site Visit Highlights**

- Outlet sales at the Sponsor Group level robust. Sales for the past nine months have outperformed the entire year of FY23, with the Chongqing Liangjiang outlet mall being the top contributor, and domestic brands accounting for c.70% of sales. Nike, Adidas, and +39 Space are usually the top three best-performing tenants for Chongqing Liangjiang and Xi'an outlet. New brands, including Teenie Weenie (for teenagers), Le Coq Sportif (sports), and AIMER (lingerie), have also gained popularity among middle-income Chinese customers. We anticipate a 29% YoY increase in FY23 sales, driven by SASSR's clear value proposition, which capitalises on the trend of consumption downgrade in China.
- VIP membership at the Sponsor Group level is expected to increase by 20% to 20 million by the end of FY23, contributing to c.70-80% of total sales. At the portfolio level, VIP membership reached 3.2 mn as of 1H23, with a 3-year CAGR of 22.6%. SASSR has also adjusted its business model to adapt to several paradigm shifts post-COVID. To enhance customer conversion rates and engagement, SASSR has launched an online WeChat miniprogram as part of its omnichannel strategy. We believe that the proportion of online sales has significant growth potential, as products have higher exposure with greater convenience to shop (currently accounting for low-single digit of total sales). Meanwhile, SASSR is also extending operating hours during the Anniversary Sales event to attract more customers and is launching various events such as the upcoming National Day sales event for domestic Chinese brands.
- Xi'an outlet mall is a sponsor pipeline asset and the second largest outlet mall in terms of sales revenue. The valuation of the Xi'an asset is estimated to be c.S\$500mn-600mn as it is comparable to the largest asset in the portfolio (Chongqing Liangjiang) ,with a stable cap rate of c.7%. We believe such an acquisition is DPU accretive with a positive carry of 1.5% and would raise DPU by 4% given that EMA rental income would increase by 45%. However, given the current capital market condition, we believe acquisition is unlikely to be done in FY23. Leverage ratio as of 1H23 was 26.2% which is one of the lowest among S-REITs, as such SASSR has no intention to divest any asset.
- We maintain our BUY recommendation with unchanged DDM-TP of \$\$0.90. At the current share price, our FY23-24e DPUs of \$\$6.45 6.61 cents would translate into 9.6% 9.9% dividend yield.

# Bull AND BEAR" StocksBnB.com

#### 2 October 2023

## **BUY (Maintained)**

 LAST CLOSE PRICE
 SGD 0.67

 FORECAST DIV
 SGD 0.06

 TARGET PRICE
 SGD 0.90

 TOTAL RETURN
 44.8%

#### COMPANY DATA

| BLOOMBERG CODE:               | SASSR SP Equity |
|-------------------------------|-----------------|
| O/S SHARES (MN) :             | 1,234           |
| MARKET CAP (USD mn / SGD mn): | 684/925         |
| 52 - WK HI/LO (SGD) :         | 0.85 / 0.66     |
| 3M Average Daily T/O (mn):    | 1.37            |

#### MAJOR SHAREHOLDERS

|--|

#### PRICE PERFORMANCE (%)

|             | 1MTH  | 3MTH | YTD |
|-------------|-------|------|-----|
| COMPANY     | 4.2   | 0.4  | 1.1 |
| STTF RETURN | (1.1) | 0.0  | 0.5 |

#### PRICE VS. STTF



Source: Bloomberg, PSR

#### KEY FINANCIA

| KEY FINANCIALS    |       |       |       |       |
|-------------------|-------|-------|-------|-------|
| Y/E Dec           | FY21  | FY22  | FY23e | FY24e |
| Gross Rev (\$mn)  | 134.9 | 125.9 | 124.5 | 133.9 |
| Dist. Inc. (\$mn) | 86.2  | 80.3  | 80.0  | 82.2  |
| P/NAV (x)         | 0.75  | 0.92  | 0.78  | 0.79  |
| DPU (cents)       | 7.10  | 6.55  | 6.45  | 6.61  |
| Dist. Yield (%)   | 9.60  | 8.19  | 9.63  | 9.86  |

Source: Company, PSR

#### VALUATION METHOD

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DDM (Cost of Equity:9.16%; Terminal g: 1.5%)

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### **Description of the Chongqing Liangjiang asset**

Sasseur (Chongqing) Outlets stands out as the star asset with the highest valuation (Dec 22: RMB 3,129 mn) and the most significant foot traffic. It is a retail outlet mall strategically targeting middle and upper-class consumers. As of Dec22, VIP members reached 967k with 3 different tiers and own set of benefits (Figure 3 and 4).

Figure 1: Chongqing Liangjiang outlet mall



Source: Company, PSR
Figure 3: VIP Benefits



Source: Company, PSR

Figure 2: Chongqing Liangjiang outlet mall



Source: Company, PSR
Figure 4: VIP Lounge



Source: Company, PSR

#### **Description of the Chongqing Bishan asset**

Sasseur (Bishan) Outlets is a comprehensive shopping destination that seamlessly combines retail shopping with entertainment, dining, education, and leisure experiences. It offers various amenities, including UME cinema (Figure 12), Counter-Strike game area (Figure 8), a VIP lounge (Figure 11), and a super farm for strawberry picking (Figure 7). The recent Asset Enhancement Initiative (AEI) involves AI assistance to guide customers and provide the latest offers and promotions (Figure 10).

Figure 5: Bishan outlet mall



Source: Company, PSR

Figure 6: Bishan outlet mall



Source: Company, PSR

Figure 7: Bishan outlet mall - Super Farm



Source: Company, PSR

Figure 9: Bishan outlet mall - Carpark



Source: Company, PSR

Figure 11: Bishan outlet mall - VIP Lounge



Source: Company, PSR

Figure 8: Bishan outlet mall – Counter Strike



Source: Company, PSR

Figure 10: Bishan outlet mall - AEI



Source: Company, PSR

Figure 12: Bishan outlet mall - Cinema



Source: Company, PSR

#### Description of the Xi'an asset

Sasseur (Xi'an) Outlets has a collection of over 600 international and domestic brands, along with 50 specialty restaurants. F&B accounts for 10-15% of the total outlet sales (Figure 15). One of the largest F&B offering is to bring traditional Xi'an food from the village into the outlet mall (Figure 14). Tenant turnover is c.20% a year to replace non-performing tenants. Additionally, it has several amenities, including a five-star cinema called UME, three theme children's parks, a super children's hall, and a super sports hall. As a result, there are 1.2m VIP members. Sales of the first day of anniversary sales increased by c.15% yoy in 2023. Target sales in 2023 is RMB 2bn with record high of RMB 1.6bn last year and generated 12m traffic. During our visit to the Xi'an outlet, we observed that the parking lot, which has 1,330 parking spaces, was nearly at full capacity. In fact, some visitors had resorted to parking on the roadside due to the limited availability of parking spaces. (Figure 17). Nike as the TOP3 best performing tenants saw the most crowd (Figure 18).



Figure 13: Xi'an outlet mall



Source: Company, PSR

Figure 14: Xi'an outlet mall - F&B



Source: Company, PSR

Figure 16: Xi'an outlet mall - Carpark



Source: Company, PSR

Figure 18: Nike as the most popular store



Source: Company, PSR

Figure 15: Xi'an outlet mall – F&B



Source: Company, PSR

Figure 17: Parking on the street due to Anniversary sales



Source: Company, PSR

Figure 19: +39 Space (affordable luxury brands)



Source: Company, PSR



#### Comment

The biggest concern for SASSR is the weakened macroeconomic outlook of China. Retail sales nationwide increased by only 2.5% YoY in Jul 23. It slowed from a 3.1% growth in the prior month and missing market estimates of 4.5%. However, the outlet mall industry has proven to be resilient with Sasseur Group's sales experiencing consistent annual growth rate of 20.89% from Dec19 to Sep23. We noticed the change in consumer preference with people becoming more practical and more inclined to spend on experiential and value-for-money products rather than making substantial investments such as purchasing cars or homes.

We have observed that the sponsor is committed to the outlet mall business and is taking a leading role in the redevelopment of commercial buildings, especially considering the prevalent trend of developer defaults in China. This commitment includes converting projects such as the unfinished buildings in Changsha, the abandoned computer wholesale market in Lanzhou, and the suspended shopping mall in Suzhou into outlet malls.

Figure 20: Pre-redevelopment (Changsha)



Source: Company, PSR

Figure 21: Post-redevelopment (Changsha)



Source: Company, PSR





## **Financials**

| Income Statement                   |            |            |            |            |            |
|------------------------------------|------------|------------|------------|------------|------------|
| Y/E Dec, (S\$'000)                 | FY20       | FY21       | FY22       | FY23e      | FY24e      |
| EMA rental income                  | 125,248    | 134,850    | 125,932    | 124,451    | 133,922    |
| Manager's management fee           | (7,910)    | (11,083)   | (8,850)    | (8,429)    | (8,923)    |
| Trust expense                      | (2,515)    | (1,557)    | (1,638)    | (1,643)    | (1,648)    |
| Finance income                     | 64         | 162        | 171        | 171        | 171        |
| Finance costs                      | (28,476)   | (24,109)   | (26,280)   | (34,690)   | (34,690)   |
| Other items                        | (154)      | 102        | 3,116      | 3,537      | 180        |
| Total return before before tax     | 64,239     | 164,155    | 80,187     | 79,990     | 88,833     |
| Tax Expense                        | (17,216)   | (41,298)   | (18,089)   | (17,598)   | (20,432)   |
| Net income after Tax               | 47,023     | 122,857    | 62,098     | 62,392     | 68,401     |
| Distribution adjustments           | 31,712     | (28,952)   | 26,405     | 22,725     | 21,970     |
| Distribution to unitholders        | 78,735     | 86,192     | 80,322     | 80,010     | 82,238     |
| Per unit data                      |            |            |            |            |            |
| Y/E Dec, (S\$'000)                 | FY20       | FY21       | FY22       | FY23e      | FY24e      |
| NAV (S\$)                          | 0.91       | 0.99       | 0.87       | 0.85       | 0.84       |
| DPU (S cents)                      | 6.55       | 7.10       | 6.55       | 6.45       | 6.61       |
| ,                                  |            |            |            |            |            |
| Cash Flow                          |            |            |            |            |            |
| Y/E Dec, (S\$'000)                 | FY20       | FY21       | FY22       | FY23e      | FY24e      |
| CFO                                |            |            |            |            |            |
| Total return for the period before | 64,239     | 164,155    | 80,187     | 79,990     | 88,833     |
| Adjustments                        | 52,345     | (34,851)   | 39,609     | 36,529     | 37,690     |
| WC changes                         | (15,472)   | 2,020      | (45,596)   | 45,144     | 6,666      |
| Tax paid and interest received     | (8,018)    | (11,209)   | (7,074)    | (17,427)   | (20,261)   |
| Cash generated from ops            | 93,094     | 120,115    | 67,126     | 144,237    | 112,928    |
| CFI                                |            |            |            |            |            |
| CAPEX                              | (4,691)    | (5,821)    | (4,078)    | (5,000)    | (5,000)    |
| Cashflow from investments          | (4,691)    | (5,821)    | (4,078)    | (5,000)    | (5,000)    |
| CFF                                |            |            |            |            |            |
| Proceeds from bank loans           | 248,366    |            |            |            | 60,000     |
| Repayments of bank loans           | (238,440)  | (12,603)   | (5,592)    | _          | (60,000)   |
| Payment of borrowing-related       | (7,881)    | (12,005)   | (3,332)    | _          | (00)000    |
| Distributions to unitholders       | (74,881.0) | (86,421.0) | (87,418.0) | (80,009.8) | (82,238.0) |
| Others                             | (20,438)   | (14,912)   | (22,398)   | (28,267)   | (28,267)   |
| Cashflow from financing            | (93,274)   | (113,936)  | (115,408)  | (108,276)  | (110,505)  |
|                                    |            | ,.,.,      | ,,         | , -,       | ,          |
| Net change in cash                 | (4,871)    | 358        | (52,360)   | 30,960     | (2,577)    |
| Cash at the start of the period    | 146,147.0  | 146,550.1  | 152,421.1  | 100,755.0  | 131,715.3  |
| FX changes                         | 5,274.0    | 5,513.0    | (9,228.0)  | -          | -          |
| Ending cash                        | 146,550    | 152,421    | 90,833     | 131,715    | 129,139    |

| Source: Company, Phillip Securities Research (Singapore) Est | timates |
|--|---------|
|--|---------|

| Balance Sheet                 |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|
| Y/E Dec, (S\$'000)            | FY20      | FY21      | FY22      | FY23e     | FY24e     |
| ASSETS                        |           |           |           |           |           |
| Cash and short term deposit   | 155,944   | 159,761   | 100,755   | 131,715   | 129,139   |
| Prepayments, deposits etc     | 51,212    | 29,065    | 28,104    | 27,379    | 29,463    |
| Total current assets          | 207,156   | 188,826   | 128,859   | 159,094   | 158,601   |
| Investment properties         | 1,651,052 | 1,801,013 | 1,638,981 | 1,643,981 | 1,648,981 |
| Total non-current assets      | 1,651,052 | 1,801,013 | 1,638,981 | 1,643,981 | 1,648,981 |
| Total Assets                  | 1,858,208 | 1,989,839 | 1,767,840 | 1,803,075 | 1,807,582 |
| LIABILITIES                   |           |           |           |           |           |
| Other payables and accruals   | 137,047   | 123,177   | 69,635    | 114,055   | 122,804   |
| Loans and borrowings          | 2,359     | 2,457     | 487,355   | 60,000    | -         |
| Others                        | 26,261    | 31,077    | 31,384    | 31,384    | 31,384    |
| Total current liabilities     | 165,667   | 156,711   | 588,374   | 205,439   | 154,188   |
| Loans and borrowings          | 501,895   | 508,115   | -         | 427,355   | 487,355   |
| Deferred tax liabilities      | 85,232    | 115,805   | 111,667   | 111,667   | 111,667   |
| Total non-current liabilities | 587,127   | 623,920   | 111,667   | 539,022   | 599,022   |
| Total Liabilities             | 752,794   | 780,631   | 700,041   | 744,461   | 753,210   |
| Net assets                    | 1,105,414 | 1,209,208 | 1,067,799 | 1,058,615 | 1,054,372 |
| Represented by:               |           |           |           |           |           |
| Unitholders' funds            | 1,105,414 | 1,209,208 | 1,067,799 | 1,058,615 | 1,054,372 |

| Valuation Ratios       |             |             |             |             |             |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| Y/E Dec, (S\$'000)     | FY20        | FY21        | FY22        | FY23e       | FY24e       |
| P/NAV (x)              | 0.90        | 0.75        | 0.92        | 0.78        | 0.79        |
| Distribution Yield (%) | 7.98        | 9.60        | 8.19        | 9.63        | 9.86        |
| Growth & Margins       |             |             |             |             |             |
| Growth                 |             |             |             |             |             |
| Revenue                |             | 7.7%        | -6.6%       | -1.2%       | 7.6%        |
| Distributable income   |             | 9.5%        | -6.8%       | -0.4%       | 2.8%        |
| DPU                    |             | 8.5%        | -7.8%       | -1.5%       | 2.4%        |
| Key Ratios             |             |             |             |             |             |
| Net Debt or (Net Cash) | (1,353,954) | (1,479,267) | (1,280,485) | (1,315,720) | (1,320,227) |
| Gearing                | 0.27        | 0.26        | 0.28        | 0.27        | 0.27        |







#### **PSR Rating System Total Returns** Recommendation Rating > +20% Buy 1 +5% to +20% 2 Accumulate -5% to +5% Neutral 3 -5% to -20% Reduce < -20% Sell

We do not base our recommendations entirely on the above quantitative return bands. We consider qualitative factors like (but not limited to) a stock's risk reward profile, market sentiment, recent rate of share price appreciation, presence or absence of stock price catalysts, and speculative undertones surrounding the stock, before making our final recommendation



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