

JD.com: Sales beat estimates as investments start to pay off

DIGITAL ENGAGEMENT TEAM

10 DECEMBER 2021

TRADING MATTERS SERIES: STOCK HIGHLIGHT

Features a single stock and zooms in on its performance in the market

KEY METRICS	
Current Price	307.00
Latest Dividend	N/A
Dividend Ex-Date	N/A
Indicated Dividend Yield	N/A
RSI	38.82
Analysts 12M Target Price	422.51

REFINITIV STOCKREPORTS+ AVERAGE SCORE
7/10 As of 08 Dec 2021

Refer to page 3 for indicator components

JD.com (9618 HK) Price Chart



Any red lines drawn on the price charts are trendlines, which are visual representations of support & resistance levels. They are drawn by connecting a series of prices together to help indicate the data's best fit or the presence of any trend over a time frame, and are for illustration purposes only.

As of 08 Dec 2021 closing

KEY MARKET EVENTS

- 14 Dec** China Industrial Production (Nov)
- 15 Dec** US Fed FOMC Interest Rate Decision
- 22 Dec** US GDP Q3 Release
- 23 Dec** Singapore Nov CPI Release
- 25 Dec** Christmas Day

Hang Seng Index Price Chart



As of 08 Dec 2021 closing

Headline News & Information

- JD.com, Inc. is an online direct sales company in China. The company offers a wide selection of products through its website and mobile applications. JD.com sells appliances, computers, digital products, communication products, garments, books, and household items to consumers and vendors (Bloomberg)
- JD.com plans to boost overseas investment as China's e-commerce giants look to challenge Amazon (10 Nov 2021, CNBC)
 - JD.com plans to increase investment overseas, one of its top executives told CNBC, as Chinese e-commerce giants look to tap international users
 - The technology giant has been less aggressive than its rival Alibaba in expanding its presence overseas. However, international expansion from both Chinese firms could challenge the e-commerce dominance of Amazon in certain parts of the world
 - JD have focused on ideas of sustainability and inclusivity, which are part of the social responsibility narrative that Beijing has stressed. They have also backed away from touting big discounts and large sales
- JD.com sales beat estimates as investments start to pay off (18 Nov 2021, Bloomberg)
 - Chinese e-commerce giant JD.com Inc. reported sales that beat estimates, after it stepped up investments to win over users from rivals
 - Revenue climbed to 218.7 billion yuan (US\$34.3 billion) compared with the 215.6 billion yuan average of analyst forecasts
 - In an effort to diversify beyond its traditional strength in consumer electronics, the company has made a push into smaller cities by investing in new businesses such as community e-commerce

TRADING FLOWS

- Shares fell 10% in the past 5 days and are up 0.5% in the past 30 days

RESISTANCE LEVELS

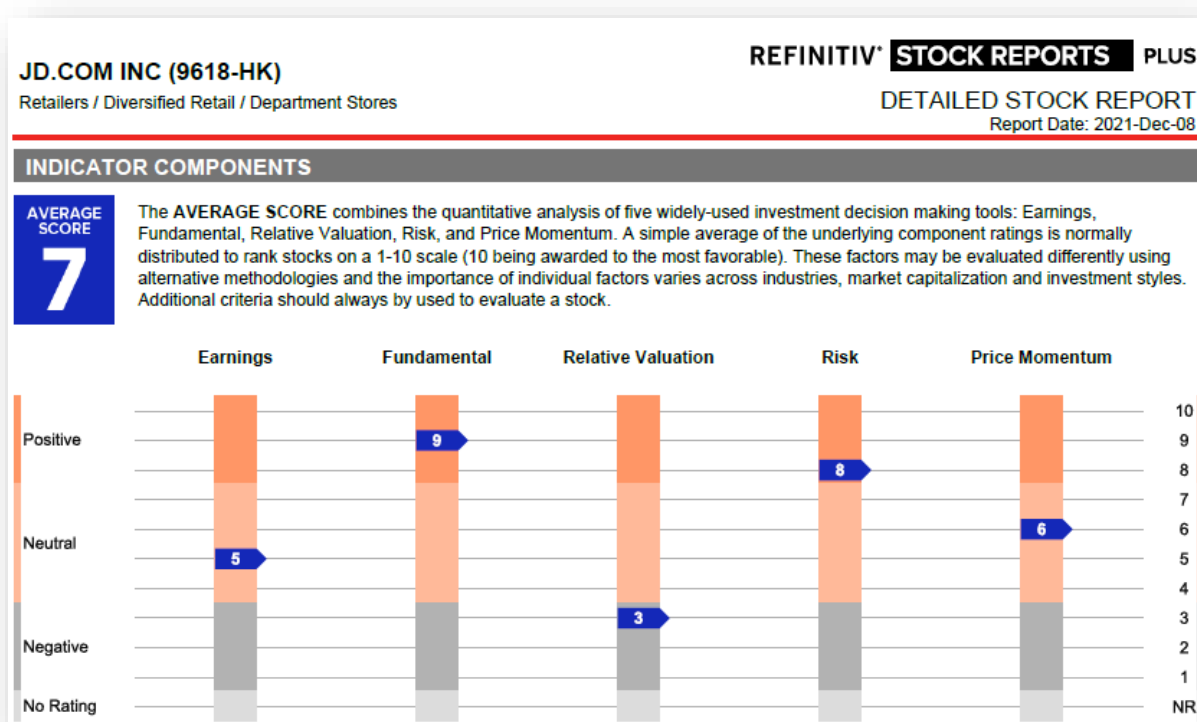
- 365.00 (22 Nov 2021)
- 422.40 (18 Feb 2021)

SUPPORT LEVELS

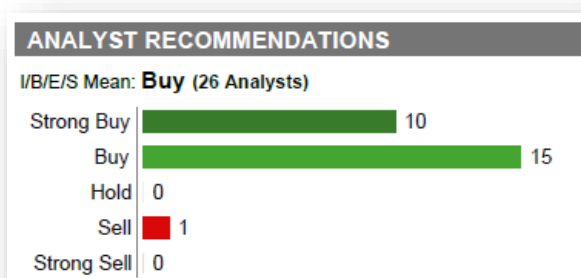
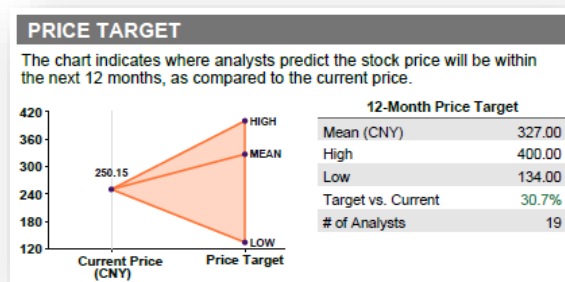
- 295.80 (07 Dec 2021)
- 236.00 (20 Aug 2021)

Fundamental Viewpoint

An Extract from STOCKREPORTS+



Analyst Price Target and Recommendations



Source: REFINITIV STOCKREPORTS+, extracted 08 Dec 2021

HK Peer Analysis (STOCKREPORTS+)

PEER ANALYSIS													Currency in HKD	
Average Score	Ticker	PRICE MOMENTUM				Market Cap	VALUATION		FUNDAMENTAL		ANALYSTS			
		Price (2021-12-08)	1-Mo Return	3-Mo Return	1-Yr Return		Trailing PE	Forward PE	Dividend Yield	Net Margin	LTG Forecast	I/B/E/S Mean	# of Analysts	
7	9618	307.00	0.5%	-5.1%	-5.8%	1.0T	15.8	45.7	--	2.8%	27.1%	Buy	26	
10	3308	6.60	-2.1%	-4.6%	-6.3%	11.5B	5.8	7.5	8.5%	34.3%	--	Buy	3	
2	1212	4.23	-6.0%	-21.4%	-33.1%	6.4B	47.0	8.3	--	27.7%	--	Buy	6	
9	289	17.94	0.1%	-2.5%	3.7%	5.2B	--	--	5.9%	24.7%	--	--	--	
4	825	1.26	-3.1%	-4.5%	5.9%	2.1B	--	--	--	-10.2%	--	--	--	
10	1373	2.70	0.0%	-6.9%	5.1%	2.0B	7.6	--	7.4%	9.5%	--	Hold	1	
7	2136	1.32	28.2%	17.9%	25.7%	1.6B	7.3	--	--	22.0%	--	--	--	
5	848	0.27	-3.6%	-3.6%	-17.2%	1.3B	--	--	--	-3.7%	--	--	--	
9	2209	1.60	32.2%	-16.7%	--	645M	7.3	0.7	0.3%	4.9%	--	--	--	
7	8041	0.45	12.7%	25.4%	-11.0%	351M	--	--	--	-8.3%	--	--	--	
2	8086	0.88	107.1%	46.7%	28.5%	22M	--	--	--	-100.3%	--	--	--	
6.5	Average	31.29	15.1%	2.2%	-0.4%	94.3B	15.1	15.6	5.5%	0.3%	27.1%	Buy	9	

PEER COMPANIES			
1212	Lifestyle International	3308	Golden Eagle Retail Group
1373	International Housewares	8041	Luxey International
2136	Lifestyle China Group	8086	Sino Vision Worldwide
2209	YesAsia Holdings	825	New World Department Store
289	Wing On Company International	848	Maoye International Holdings

Source: REFINITIV STOCKREPORTS+, extracted 08 Dec 2021

Global Peer Analysis (Bloomberg)

Ticker	Name	Mkt Cap (USD) (Millions)	Last Px	P/E	P/E 5Yr Avg	P/B	P/B 5Yr Avg	Indicated Yield (%)
Average		216,449	1270.68	136.74	59.17	15.90	13.22	0.54
9618 HK	JD.COM INC - CL A	122,742	307.00	N/A	112.46	N/A	4.35	N/A
VIPSHOP HOLDINGS								
VIPS US	LTD - ADR	6,776	10.00	7.43	16.85	1.39	3.20	N/A
BEIJING UNITED								
603613 CH	INFORMATION-A	6,139	113.38	82.24	83.80	9.54	9.93	0.08
ETSY US	ETSY INC	30,104	237.45	66.62	59.85	56.29	37.77	N/A
4385 JP	MERCARI INC	9,485	6,740.00	805.26		25.71	21.95	N/A
ALE PW	ALLEGRO.EU SA	9,459	37.62	55.61		4.41		N/A
8454 TT	MOMO.COM INC	10,894	1,660.00	109.12	75.04	38.40	24.16	0.46
EBAY US	EBAY INC	42,086	67.23	16.92	17.30	3.89	8.12	1.07
ALIBABA GROUP								
BABA US	HOLDING-SP ADR	340,328	125.54	18.58	37.43	2.24	4.35	N/A
AMZN US	AMAZON.COM INC	1,786,828	3,523.29	68.92	70.66	14.82	16.11	N/A
4755 JP	RAKUTEN GROUP	16,099	1,156.00	N/A		2.28	2.30	N/A

Source: Bloomberg, extracted 08 Dec 2021 closing

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