29 October 2024

•

Hartadinata Abadi (HRTA IJ)

• IDR620 FV, based on back-on-the-envelope DCF (WACC 12%, TG 3%). We

see strong potential for Hartadinata Abadi, supported by: i) Resilient demand

for safe haven products, especially in domestic market, ii) market potential

from pawn business segment, and iii) increase in domestic market share from

improved penetration (c.19% now vs 7% in 2017). Management anticipates annual growth at c.15% for both topline and bottomline for medium- to longterm. There is also a positive appreciation from foreign funds, signalling HRTA's prudent business strategy as a long-term investment choice. **Consistent volume, reliable payment.** Currently, HRTA's gold sales are

primarily dominated by the wholesales channel (83%, with GPM: c.5%), followed by retail (17%, GPM: c.12%). The wholesales scheme enables the

company to distribute its gold production (at 16-18 tonnes pa) in large quantities while ensuring certainty in payments – HRTA receives the payments (in 30-60 days terms) in gold scraps or other finished form. This agreement also ensures the availability of raw materials for the continuity of HRTA's gold production, while also linking benefits to rising gold prices. HRTA offers its products in bullion and jewellery – management stated that

the current market preference is for smaller-sized gold bars, which could

provide a better margin. Moving forward, the company also sees potential in

the retail segment, which can be supported by improvements in purchasing

power. HRTA's retail stores increased to 85 units, up from 12 units in 2017.

A Golden Path Ahead

Indonesia Trading Idea

Consumer Cyclical | Retailing

Not Rated

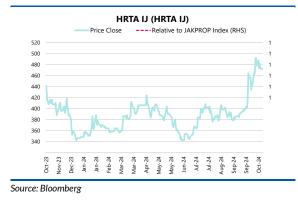
| Fair Value (Return): | IDR620 (+31%) |
|------------------------------|------------------|
| Price (Market Cap): | IDR472 (USD138m) |
| ESG score: | N/A |
| Avg Daily Turnover (IDR/USD) | 13,734m/0.88m |
| | |

Analyst

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Share Performance (%)

| | YTD | 1m | 3m | 6m | 12m |
|-----------------|------|-------|------|------|-----|
| Absolute | 35.6 | 19.2 | 17.4 | 17.4 | 7.8 |
| Relative | 35.6 | 19.2 | 17.4 | 17.4 | 7.8 |
| 52-wk Price lov | 342 | 2-492 | | | |



• Hidden value. HRTA sees significant potential in non-bankable loans market through its 91 pawnshop stores spread across several provinces in Indonesia, up from just three stores in 2018. Although revenue contribution from this segment is still relatively small (less than c.1%), the margins generated are significantly higher than HRTA's other existing businesses – with the possibility of contributing up to c.10-15% of HRTA's bottomline. Looking ahead, management anticipates loan disbursements to exceed IDR1trn (vs c.IDR400bn currently, translating to revenue from loan interest at c.IDR60bn). As comparison, Pegadaian (a subsidiary of Bank Rakyat Indonesia (BBRI IJ, BUY, TP: IDR5,900)) has a total market size of c.IDR30trn.

• Enticing valuation. With robust growth potential supported by stable demand for gold, store expansion, and the additional earnings from pawnshops, we believe management's target of achieving c.15% growth in revenue and bottomline is quite feasible (with net profit margin hovering at 4-5%). Our DCF valuation indicates an attractive upside and displays a multiple that remains appealing vs its sector peers – HRTA's P/E at c.6x (FY24F EPS growth at +20% YoY) vs average consumers (discretionary and retails) at c.15x. Additionally, the company's fair management is evidenced by regular dividend payouts since its public listing in 2017 (23-25% DPR, c.3% annual yield).

| Forecasts and Valuation | Dec-21 | Dec-22 | Dec-23 |
|---------------------------------|--------|--------|--------|
| Total turnover (IDRb) | 5,238 | 6,918 | 12,857 |
| Recurring net profit (IDRb) | 194 | 254 | 306 |
| Recurring net profit growth (%) | 13.3 | 30.7 | 20.6 |
| Recurring P/E (x) | 11.21 | 8.57 | 7.11 |
| P/B (x) | 1.4 | 1.3 | 1.1 |
| P/CF (x) | na | 387.51 | na |
| Dividend Yield (%) | 1.7 | 2.1 | 2.5 |
| EV/EBITDA (x) | 9.12 | 7.30 | 6.52 |
| Return on average equity (%) | 13.5 | 15.7 | 16.6 |
| Net debt to equity (%) | 120.8 | 112.8 | 127.0 |

Note:

Small cap stocks are defined as companies with a market capitalisation of less than USD0.5bn.



Financial Exhibits

| Financial summary (IDR) | Dec-21 | Dec-22 | Dec-23 |
|-------------------------------------|--------|--------|--------|
| Recurring EPS | 42.12 | 55.05 | 66.40 |
| DPS | 8.00 | 10.00 | 12.00 |
| BVPS | 328.17 | 373.03 | 427.25 |
| Return on average equity (%) | 13.5 | 15.7 | 16.6 |
| Valuation metrics | Dec-21 | Dec-22 | Dec-23 |
| Recurring P/E (x) | 11.21 | 8.57 | 7.11 |
| P/B (x) | 1.4 | 1.3 | 1.1 |
| FCF Yield (%) | (19.0) | 3.8 | (21.2) |
| Dividend Yield (%) | 1.7 | 2.1 | 2.5 |
| EV/EBITDA (x) | 9.12 | 7.30 | 6.52 |
| EV/EBIT (x) | 9.41 | 7.50 | 6.70 |
| Income statement (IDRb) | Dec-21 | Dec-22 | Dec-23 |
| Total tumover | 5,238 | 6,918 | 12,857 |
| Gross profit | 573 | 743 | 947 |
| EBITDA | 440 | 564 | 719 |
| Depreciation and amortisation | (14) | (15) | (20) |
| Operating profit | 426 | 549 | 699 |
| Netinterest | (178) | (223) | (302) |
| Pre-tax profit | 248 | 326 | 396 |
| Taxation | (54) | (72) | (90) |
| Reported net profit | 194 | 254 | 306 |
| Recurring net profit | 194 | 254 | 306 |
| Cash flow (IDRb) | Dec-21 | Dec-22 | Dec-23 |
| Change in working capital | (616) | (212) | (777) |
| Cash flow from operations | (433) | 6 | (509) |
| Capex | 21 | 77 | 48 |
| Cash flow from investing activities | (30) | (112) | (53) |
| Dividends paid | (37) | (46) | (55) |
| Cash flow from financing activities | 475 | 150 | 749 |
| Cash at beginning of period | 50 | 62 | 106 |
| Net change in cash | 12 | 44 | 187 |
| Ending balance cash | 62 | 106 | 293 |
| Balance sheet (IDRb) | Dec-21 | Dec-22 | Dec-23 |
| Total cash and equivalents | 62 | 106 | 293 |
| Tangible fixed assets | 141 | 204 | 233 |
| Total assets | 3,478 | 3,849 | 5,029 |
| Short-term debt | 649 | 885 | 1,893 |
| Total long-term debt | 1,243 | 1,163 | 904 |
| Total liabilities | 1,963 | 2,127 | 3,057 |
| Total equity | 1,516 | 1,723 | 1,973 |
| Total liabilities & equity | 3,478 | 3,849 | 5,029 |
| Key metrics | Dec-21 | Dec-22 | Dec-23 |
| Revenue growth (%) | 26.6 | 32.1 | 85.8 |
| Recurrent EPS growth (%) | 13.3 | 30.7 | 20.6 |
| Gross margin (%) | 10.9 | 10.7 | 7.4 |
| Operating EBITDA margin (%) | 8.4 | 8.2 | 5.6 |
| Net profit margin (%) | 3.7 | 3.7 | 2.4 |
| Dividend payout ratio (%) | 19.0 | 18.2 | 18.1 |
| Capex/sales (%) | (0.4) | (1.1) | (0.4) |
| Interest cover (x) | 2.38 | 2.44 | 2.29 |

Small Cap Asean Research

Key drivers i. Demand of gold in public; ii. Brand awareness to keep

Valuation basis DCF and P/E multiple

Asia Indonesia Consumer Cyclical Hartadinata Abadi HRTA IJ Not Rated

- ii. Brand awareness to keep and increase the market share;
- iii. Higher output from higher utilisation rate;iv. Diversification from pawnshop business to
- increase earnings contribution.

Key risks

- i. Sudden downturn in demand for gold from weaker purchasing power;
- ii. Decrease in supply of raw materials;
- iii. Fluctuation in gold spot price and FX adding pressure from non-operational factors.

Company Profile

Hartadinata Abadi's jewellery and gold bar products has been present for over 20 years in Indonesia. The company operates its own manufacturing and sales of gold products, with its headquarters located in Bandung, West Java. It has established a marketing network that extends across various regions in Indonesia including online sales channels. The company went public in JCI in 2017.

Source: Company data, RHB

See important disclosures at the end of this report



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Small Cap Asean Research

Trading strategy

Considering HRTA's strong performance throughout this year, we see the potential for the company's FY24F EPS to grow above +20% YoY. This growth is supported by higher-thanexpected gold sales volume (FY24F: 14 tonnes; +11% YoY) – especially in regions with economic growth linked to commodity movements, ie Indonesia's eastern region – against prevailing pressure from weakened purchasing power, and improvements in margins, eg increase in jewellery sales. We also factor in the potential contribution from pawnshop operations in our back-of-the-envelope calculations, with potential revenue from loan interest gradually increasing up to IDR130-175bn in the next five years. HRTA sees significant market potential among communities outside the reach of banks, aligning with management's target to distribute loans in the range of c.IDR1trn through its gold pawnshop business.

While current concerns are focused on the company's substantial inventory levels, it is noteworthy that when compared to its closest peers, HRTA's cash conversion cycle is virtually better (Figure 9). Another important point to consider is the willingness of financial institutions to support the company by using its current inventory value as collateral. This indicates a reasonable valuation of the company's working capital health, in our view. Management also mentioned several interests from foreign institutions in Finland, Germany, and US, which are eyeing solid business opportunities in HRTA. The stock has moved up 35% YTD with robust liquidity (c.IDR13bn of daily trading value).

Figure 1: Valuation methodology

| DCF | | 2024F | 2025F | 2026F | 2027F | 2028F | 2029F | 2030F | 2031F | 2032F | 2033F | 2034F |
|------------------------|-----------|---------|-------|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| EBITDA | IDRbn | 1,008 | 1,045 | 1,162 | 1,163 | 1,382 | 1,439 | 1,503 | 1,572 | 1,647 | 1,726 | 1,810 |
| ΔWC | IDRbn | (1,580) | (217) | (1,036) | (217) | (387) | (465) | (493) | (522) | (552) | (584) | (617) |
| Capex | IDRbn | (46) | (50) | (54) | (60) | (65) | (72) | (76) | (80) | (84) | (89) | (94) |
| Tax | IDRbn | (116) | (143) | (160) | (151) | (189) | (190) | (192) | (194) | (196) | (198) | (199) |
| FCF | IDRbn | (733) | 634 | (89) | 736 | 741 | 712 | 742 | 777 | 815 | 856 | 900 |
| Period | # | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| PV FCF | IDRbn | (733) | 567 | (71) | 525 | 472 | 405 | 377 | 353 | 331 | 310 | 291 |
| WACC | % | 12% | | | | | | | | | | |
| Terminal growth | % | 3% | | | | | | | | | | |
| Sum of PV FCF | IDRbn | 2,826 | | | | | | | | | | |
| PV of terminal value | IDRbn | 3,529 | | | | | | | | | | |
| Total | IDRbn | 6,356 | | | | | | | | | | |
| Net debt (cash) | IDRbn | 3,710 | | | | | | | | | | |
| NCI | IDRbn | 6 | | | | | | | | | | |
| Equity value | IDRbn | 2,640 | | | | | | | | | | |
| # shares | bn | 4.6 | | | | | | | | | | |
| EV/share | IDR | 570 | | | | | | | | | | |
| P/E | | | | | | | | | | | | |
| EPS 2024F* | IDR/share | 89 | | | | | | | | | | |
| EPS 2025F* | IDR/share | 110 | | | | | | | | | | |
| 24/25F RHB EPS* | IDR/share | 100 | | | | | | | | | | |
| 24/25F Cons EPS | IDR/share | 87 | | | | | | | | | | |
| Cons 12-M TP | IDR | 580 | | | | | | | | | | |
| Target multiple (Cons) | х | 6 | | | | | | | | | | |
| Rounded TP | IDR | 670 | | | | | | | | | | |
| Combined valuation | | | | | | | | | | | | |
| Average TP | IDR | 620 | | | | | | | | | | |
| Last price | IDR | 472 | | | | | | | | | | |
| Upside | % | 31% | | | | | | | | | | |

Note: *Unofficial, extrapolated by margin and growth scenarios during 1H24's achievements Source: Company data, RHB



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Consumer Cyclical | Retailing

| 1989 | Ferriyady Hartadinata established his gold business. |
|------|---|
| 1995 | Started own jewellery production with 625,000 g/month capacity and set up the first factory. |
| 1998 | ACC Gold Jewelry was the first outlet opened. |
| 2004 | Hartadinata Abadi was officially established 29 Mar 2004. |
| 2006 | The company opened its first modern outlet under the name "Claudia Perfect Jewellery" and established a second factory for casting products (capacity 500,000 g/month). |
| 2009 | Opened its third casting factory (capacity of 375,000 g/month). |
| 2015 | Opened its fourth factory for necklace product (capacity 1,000,000 g/month), first two modern outlets for "Celine Jewellery", and "Saphire" gold chain factory. |
| 2016 | The company opened a second outlet for "Claudia Perfect Jewellery". |
| 2017 | Made its initial public listing on the Indonesia Stock Exchange under the ticker code HRTA. |
| 2018 | HRTA expanded its business by opening several stores under the ACC brand in Jakarta, Bandung, Madura, and Batam. |
| 2019 | • The company continued to open several stores under the ACC and ACC Premium brands in West Java, East Java, Jakarta and Makassar, reopened one Claudia Perfect Jewellery store in Bandung and opened ACC Matahari Department Store in Jakarta, Bekasi, Cirebon, Madiun, Kediri, Depok Malang, and Bandung. |
| 2020 | Launched the Metamorphosa Collection jewellery design and participated in the Indonesian Fashion Designers Association (IPMI) Trend Show 2020. The company has an exclusive partnership with Shopee under ACC (Aurum Collection Center) jewellery collection Hartadinata Gold Bar was launched in small fractions simultaneously across the company's network. |
| | Participated in the IPMI Virtual Trend Show 2021. The company collaborates with Emas Antam Indonesia, a subsidiary of Aneka Tambang (ANTM IJ, BUY, TP: IDR1,800), and launches gold products under the name Emaskita for micro gold products and Kencana for gold jewellery products with a gold content of 99.99%. It has an exclusive partnership with Tokopedia |
| 2021 | Selected as The Top 50 Best Companies 2021, according to Forbes Indonesia magazine. Held exhibitions of Emaskita and Kencana jewellery simultaneously in West Java, Central Java, and East Java. Participated in an event entitled "Cipta, Rasa, and Karsa: Art in Creating and Collaborating" by streaming on Instagram together with Era Soekamto (Fashion Designer & Nusantara Wisdom Consultant) and Lina Gun (Editor-in-Chief Indonesia Design Magazine). Rebranded the ACC Store to Hartadinata Abadi Store. |
| 2022 | Opening of several shops and pop-up stores under Hartadinata Abadi Store brand in areas such as Jakarta, East Java, West Java, Yogyakarta, North Sumatra, Riau, and South Sulawesi. Participates in various events, ie the Wedding Fair Bridestory Market, Wedding EXPO 2022, Asia's Largest International B2B Jewellery Event in |
| | 2022, and the 25th Surabaya International Jewellery Fair. The company sponsored various events, eg Vesak Day Lantern Festival, MNC Charity Fun Run 2022, and Pabbajja Samanera Sementara 2022. Holding exhibitions of Emas Kita Precious Metals and Kencana jewellery in the East Java region and participating in several events such as the 14th Jakarta International Jewellery Fair 2023. |
| 2023 | Opened several new stores in Jakarta, East Java, Central Java, Riau Islands, South Sumatra, and South Sulawesi. On 25 Jan 2023, HRTA signed a Refinery Cooperation Agreement with Emas Murni Abadi. On 28 Feb 2023, the signing of the export cooperation to open promising international expansion opportunities. |

Source: Company data



29 October 2024

Consumer Cyclical | Retailing

Figure 3: HRTA's corporate structure



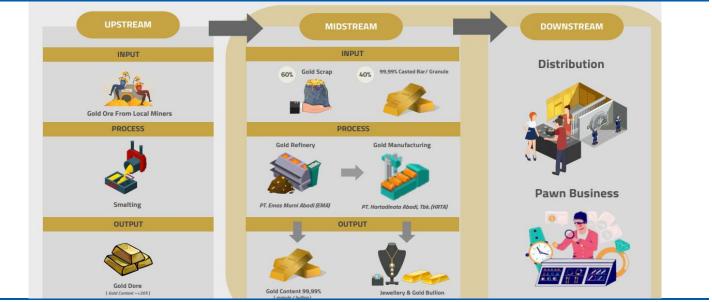
Source: Company data

Figure 4: HRTA's gold factories



Source: Company data

Figure 5: HRTA's gold value chain



Source: Company data



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Figure 6: HRTA's channel and business diversification

Consumer Cyclical | Retailing



Source: Company data

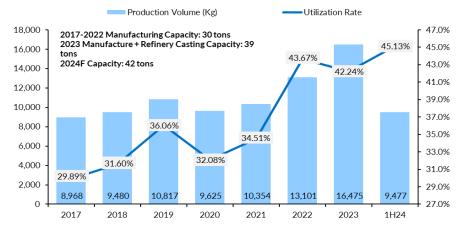






Source: Company data, RHB

Figure 8: HRTA's production vs utilisation



Source: Company data, RHB



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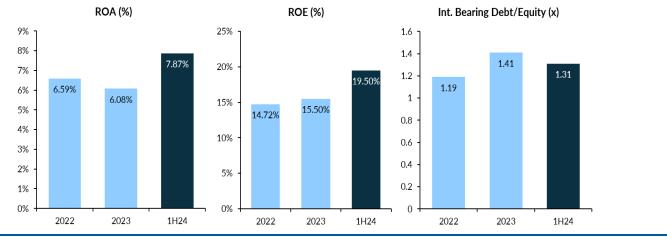
Figure 9: HRTA's peers comparison

Consumer Cyclical | Retailing

| | Chow Tai Fook | Titan Co Ltd | PNJ | HRTA |
|--------------------------|----------------|--------------|---------|-----------|
| Operating and efficiency | Hongkong/China | India | Vietnam | Indonesia |
| ROA (%) | 6.15 | 13.48 | 13.26 | 6.08 |
| ROE (%) | 16.31 | 30.73 | 19.06 | 15.50 |
| Gross Margin (%) | 22.36 | 24.81 | 18.23 | 7.36 |
| Operating Margin (%) | 8.07 | 11.08 | 7.39 | 5.43 |
| Net Margin (%) | 5.69 | 8.04 | 5.34 | 2.38 |
| Cash Conversion Cycle | 296.09 | 171.73 | 127.83 | 127.95 |
| Growth (3-year average) | | | | |
| Revenue (%) | 18.60 | 24.47 | 25.84 | 48.16 |
| Net Income (%) | 22.89 | 29.36 | 14.89 | 21.55 |
| Valuation | | | | |
| PER (x) | 19.01 | 92.07 | 19.80 | 5.76 |
| PBV (x) | 4.78 | 25.64 | 3.35 | 0.83 |
| P/S (x) | 1.28 | 6.73 | 1.21 | 0.16 |

Source: Company data, RHB

Figure 10: HRTA's profitability and debt management



Source: Company data, RHB

Figure 11: HRTA's balance sheet profile



Source: Company data



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| Buy: | Share price may exceed 10% over the next 12 months |
|--------------|--|
| Trading Buy: | Share price may exceed 15% over the next 3 months, however longer- |
| | term outlook remains uncertain |
| Neutral: | Share price may fall within the range of +/- 10% over the next |
| | 12 months |
| Take Profit: | Target price has been attained. Look to accumulate at lower levels |
| Sell: | Share price may fall by more than 10% over the next 12 months |
| Not Rated: | Stock is not within regular research coverage |

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