

VIETNAM'S CEMENT INDUSTRY STILL LOOKS UNATTRACTIVE

The continued supply overhang in Vietnam's cement industry coupled with sluggish cement consumption means we remain quite bearish on the medium-term prospects for this sector. We benchmark Vietnam's cement sector to Pakistan's and find that valuations of Vietnamese cement companies are not attractive in light of medium-term growth prospects. The steel sector serves as a sounder bet on construction materials growth in Vietnam.

11 December 2017

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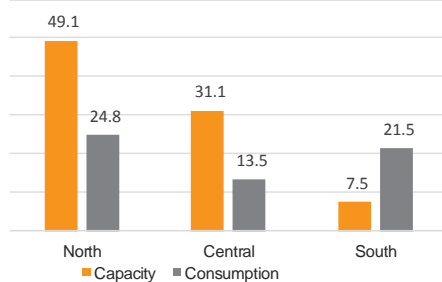
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Figure 1: Steel consumption by segment (mn tonnes)

	10M 2017	10M 2016	YoY
Steel construction	7.2	6.4	12.4%
Steel pipe	1.8	1.7	7.1%
Steel coat	2.9	2.4	25.3%
Steel coil	2.3	2.4	-1.6%
Total steel consumption	14.3	12.8	11.5%

Source: VNDIRECT, Fiinpro

Figure 2: Domestic Consumption by Region 2016 (mn tonnes)



Source: VNDIRECT, VNCA

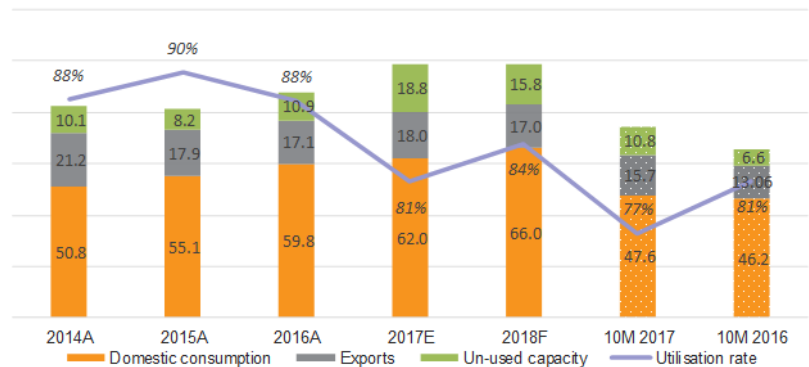
Domestic cement consumption is surprisingly sluggish. During the first ten months of 2017, domestic cement consumption reached 47.6mn tonnes (3% YoY) and 15.7mn tonnes of cement and clinker were exported (+20% YoY). Total output over the period was still 23% below industry-wide capacity. We find the domestic cement consumption growth figures to be surprising given the strong construction activity in Vietnam; as shown to the right, construction steel consumption grew at more than 3x the rate at which cement grew in the first ten months of this year. One possible explanation is unusually wet weather this year due to La Nina which disrupted construction activity (steel is purchased in advance while cement consumption is directly-related to progress on consumption sites)

Cement producers are focusing on boosting exports to narrow their surplus capacity. Since local demand is fully covered, producers are instead betting on export channels (both cement and clinker), mainly to Bangladesh and Philippines to maximize their plant utilization. However, companies are facing strong pricing competition from China in these export markets, as Chinese products were typically around 6-18% cheaper than products from Vietnam before Vietnam's government expanded this gap by imposing a 5% export tax on cement and clinker in 2016 (VNCA).

Recent curbs on capacity growth will take time to impact currently low capacity utilization. There are currently 83 cement production lines with a total capacity of around 98.8mn tonnes/year, a 12.5% increase from the end of 2016. 2016 utilization was only 88% and may fall to 81% this year based on the volumes realized in the first ten months of this year. The MOIT stopped granting licenses for new cement plants last year and also removed some small-sized plants (capacity below 1mn tonnes/year) out of its master plan due to their inefficiency and lack of competitiveness. Even with capacity growth being constrained, however, utilization will remain depressed in the near-term.

There is an oversupply in northern and central Vietnam, and an undersupply in the South. Over 90% of the national cement capacity is from northern and central factories. In the south, there are only 5 factories with aggregate designed output of around 7.5mn tonnes/year, which is constrained by the poor limestone quarry reserves in the area. However, the demand in the south accounted for ~36% (equal to 21.5mn tonnes) of total cement consumption in 2016. This undersupply in the South is a major advantage for southern cement factories particularly as it is expensive to transport cement from the North and Central regions to the South.

Figure 3: Cement & clinker supply-demand model in Vietnam (mn tonnes)

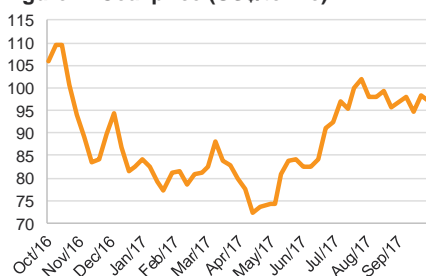


Source: VNDIRECT, VNCA

Chinese cement exports pose an indirect threat to Vietnamese producers by hurting their exports and delaying a market rebalancing. Vietnam has not recently been importing cement. Chinese cement exports have currently only impacted Vietnam’s cement exports, but there is also no existing protection to prevent future penetration of imported cement from China. We believe that the threat of dumping Chinese cement is low, as the high transportation costs and intense competition in Vietnam make it less attractive as an export destination for Chinese cement producers.

CPEC provides a new “safety valve” for excess Chinese cement output, thereby helping Vietnamese cement producers. Pakistan’s cement sector has already heated up due to massive funding inflows from China into infrastructure build-outs along the China-Pakistan Economic Corridor (CPEC) which is part of its One Belt One Road (OBOR) initiative. This has immediately boosted domestic cement consumption in Pakistan by 19.9%. China also plans to start building a rail system heading to Pakistan (TheEconomicTimes) which may help dump their surplus cement into the area, thereby easing excess capacity spillovers into other regional markets. This could indirectly benefit Vietnam exporters. However, this will take time to play-out and could yet still prompt a protectionist backlash from Pakistani authorities.

Figure 4: Coal price (US\$/tonne)



Source: VNDIRECT, Bloomberg

The rising price of coal threatens margins: Coal accounts for roughly 50% of the production cost for cement, and therefore recent coal price increases are strongly impacting the margins of cement producers. Most local cement factories have been using cheaper coal imported from Indonesia or Australia, rather than the local supply. However, the price of imported coal rose by 94% from the 9-year lows seen in Jan 2016. This has weighed on margins of coal producers, given that companies’ ASPs have barely changed due to severe industry competition.

2018 might see a slight improvement in conditions but Vietnamese cement producers will not be “out of the woods”: Given that the selling price of cement will likely remain stable in the coming years, domestic cement consumption will be the only sustainable driver for earnings growth in this sector. The construction industry will grow by 9.7% in value terms next year according to BMI, driven by both residential and non-residential building activity, as well as surging investments from the government and private sector into property and infrastructure. The Ministry of Construction also believes that domestic consumption will grow by 4-6% in 2018, reaching 66-67mn tonnes and that the industry’s export volume will remain nearly

the same, at 17-18mn tonnes, following the sharp spike experienced this year. The total demand in 2018 will touch 83mn tonnes (+3.8% YoY), still significantly below capacity. We remain skeptical about the prospects for exports, given that Vietnamese cement is less competitive than Chinese and Thai cement in terms of price, quality and delivery time.

Vietnamese cement companies look unattractive relative to peers in other promising frontier markets such as Pakistan: Pakistan's cement sector has been delivering strong growth, largely driven by CPEC. Over the last five months sales of cement rose by 13.9% YoY on the back of a 19.9% YoY growth in local dispatches. Local cement companies are also increasing capacity in anticipation of further demand in the future. The fundamentals of these companies are also interesting as the gross and net margin absolutely outperformed Vietnamese companies (Figure 3). Cement stocks in Pakistan are currently trading at a discount to stocks in Vietnam, which is attractive given the strong growth potential for Pakistan's cement sector.

Figure 5: Regional peer valuation

Sticker	Country	Exchange	Market cap (USDmn)	ROE	ROA	Net profit margin	Gross profit margin	EBITDA margin	EBIT margin	P/E
Sector average (Vietnam)			30	8.0%	2.0%	0.0%	11.0%	9.0%	4.0%	12.6
HT1 VN Equity	Vietnam	HOSE	282	12.0%	4.3%	6.1%	16.6%	21.6%	12.4%	12.7
BCC VN Equity	Vietnam	HNX	37	7.1%	0.5%	0.4%	14.2%	9.7%	4.1%	35.2
Sector average (Pakistan)			252	15.4%	9.4%	16.1%	29.8%	22.2%	16.9%	8.1
LUCK PA Equity	Pakistan	PSX	1,519	19.8%	11.9%	18.1%	31.1%	27.9%	21.9%	9.8
DGKC PA Equity	Pakistan	PSX	553	12.2%	8.8%	26.6%	35.5%	34.5%	27.6%	6.6
MLCF PA Equity	Pakistan	PSX	391	19.8%	12.3%	19.3%	38.0%	36.5%	28.5%	8.0
ACPL PA Equity	Pakistan	PSX	179	29.1%	21.0%	19.5%	38.1%	30.7%	27.6%	7.1
KOHC PA Equity	Pakistan	PSX	190	24.4%	17.9%	26.2%	43.0%	43.8%	40.2%	5.6

Source: VNDIRECT, Bloomberg

Overall, Vietnam's cement sector looks unattractive due to continued overcapacity which will limit the ability to pass through increased production costs. While Southern producers like HT1 can still benefit from the regional shortage, there is not capacity expansion in the anvil. Hence, we recommend that investors seeking to ride the construction materials growth story in Vietnam should look at the steel sector which has far stronger fundamentals than the cement sector.

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RECOMMENDATION FRAMEWORK

Stock Ratings

Definition:

- Add The stock's total return is expected to reach 15% or higher over the next 12 months.
- Hold The stock's total return is expected to be between negative 10% and positive 15% over the next 12 months.
- Reduce The stock's total return is expected to fall below negative 10% over the next 12 months.

The total expected return of a stock is defined as the sum of the:(i) percentage difference between the target price and the current price and (ii) the forward net dividend yields of the stock. Stock price targets have an investment horizon of 12 months.

Sector Ratings

Definition:

- Overweight An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation.
- Neutral A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation.
- Underweight An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation.

Country Ratings

Definition:

- Overweight An Overweight rating means investors should be positioned with an above-market weight in this country relative to benchmark.
- Neutral A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark.
- Underweight An Underweight rating means investors should be positioned with a below-market weight in this country relative to benchmark.

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