

Malaysia Daily

SMALL/MID-CAP HIGHLIGHTS

GHL Systems (GHLS MK)

A Leader In The ASEAN Payment Wave

GHL is a leading payment service provider in Malaysia, the Philippines, Thailand, Indonesia and Australia. Its high transaction volume growth (at POS terminals) is sustainable, leveraging on the strong demand for online payments across ASEAN. This is supported by new direct merchant acquisitions/partnerships, and also innovative products such as AirPos (a mobile EDC terminal) and apps (PayHere, epay). Trading at 24x forward PE, the implied PEG ratio is decent at 0.5x.

WHAT'S NEW

- Riding on demand and regulatory push for e-payments. The explosive growth of mobile-/e-payments in Asia rides on rising consumption, favourable demographics, savvy consumers and digital innovations. Regulators have also become the enablers of epayment growth. Being an early beneficiary of this trend, GHL System's (GHL) organic growth will continue to be strong as regional markets are still severely underpenetrated. According to BNM's statistics, the number of local POS terminals is only 323,000 (2015: 274,000), of which GHL's market share is about 60,000. This implies a ratio of 9 terminals for every 1,000 inhabitants, stagnant since 2012 and far from BNM's 2020 target ratio of 25 terminals. The target for terminal numbers by 2020 is 800,000. Also, the comparable penetration ratios in GHL's ASEAN markets are much smaller.
- A market leader in TPA. GHL's transaction payment acquisition (TPA) model remains a core focus for its growth. After the acquisition of e-pay in 2014, GHL became a market leader in prepaid and e-wallet reloads (ie Maxis reload, Touch'nGo) and bill payments (ie utilities). Also, GHL is able to directly contract merchants for card payments; this allows GHL to tap into the needs of lower-tier SME merchants underserved by the banks, as well as have better control over margins (share of merchant discount rates).
- Growth through innovation. GHL has other innovative products which include: a) PayHere, a mobile app launched in 2016 to complement its e-pay division and allow users to access reloads and bill payments on smartphones; b) AirPOS, which functions as a convenient mobile POS terminal for small merchants; and c) eGHL, which offers secure omni-channel payment solutions to online businesses (targeting the e-commerce market). GHL is already established as one of Alipay's seven acquiring partners in Thailand, which taps into the trend of Chinese travelers spending from their e-wallets when overseas. Emulating the business model and partnership in Thailand, GHL has commenced deploying AliPay payment services to merchants in Malaysia, progressively from in-store merchants to e-commerce players.

KEY FINANCIALS

Year to 31 Dec (RMm)	2012	2013	2014	2015	2016
Net turnover	53	64	165	211	246
EBITDA	9	10	24	35	45
Operating profit	3	3	13	19	27
Net profit (rep./act.)	4	5	7	10	18
Net profit (adj.)	4	5	7	10	18
EPS (sen)	2.9	3.1	1.2	1.6	2.8
PE (x)	52.0	48.1	125.0	92.8	53.5
P/B (x)	5.5	4.7	3.7	4.1	3.7
EV/EBITDA (x)	25.0	23.9	33.9	26.7	20.5
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0
Net margin (%)	8.2	8.2	4.0	4.9	7.4
Net debt/(cash) to equity (%)	(0.3)	(0.2)	(0.0)	(0.1)	(0.2)
Interest cover (x)	16.1	22.1	8.1	6.6	13.0
ROE (%)	10.6	9.4	2.9	4.4	7.0
Consensus net profit	-	-	-	-	-
UOBKH/Consensus (x)	-	-	-	-	-

Source: GHL, Bloomberg, UOB Kay Hian

NOT RATED

Share Price	RM1.51
Target Price	n.a.
Upside	n.a.

COMPANY DESCRIPTION

A leading ASEAN payment service provider with >150,000 terminals.

STOCK DATA

GICS sector	Information Technology
Bloomberg ticker	GHLS MK
Shares issued (m)	657.3
Market cap (RMm)	953.1
Market cap (US\$m)	224.1
3-mth avg daily turnov	er (US\$m) 2.0

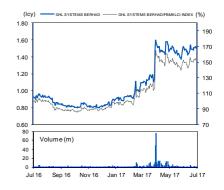
Price Performance (%)

52-week	k high/low		RM1.	87/RM0.78
1mth	3mth	1mth	3mth	1mth
(3.3)	41.4	(3.3)	41.4	(3.3)
Major S	%			
Actis Star	k		44.4	
Credit Su	isse			22.1
Loh Wee	Hian			13.0

0.40

PRICE CHART

FY16 NAV/Share (RM)



Source: Bloomberg

ANALYST

Kong Ho Meng

+603 2147 1987

homeng@uobkayhian.com



Malaysia Daily

STOCK IMPACT

- TPA: e-pay review. In the group's e-pay segment, its terminal footprint is expected to grow from 2016's base of 31,691, in line with the growth of reload end-demand across banks and non-bank merchants (petrol stations, consumer stores, telcos). Growth drivers in this division are the PayHere and e-pay apps, which allow users to access mobile e-pay services instead of relying on physical EDC terminals. By end-16, the group had approximately 5,000 agents and 2,300 e-pay app users. The growth in transaction volumes should more than offset margin contraction. The margin contraction was due to product mix as some of the margins are fixed and do not correlate with transaction values, as well as the downtrend in industry-wide merchant discount rates (MDR).
- TPA: Electronic TPA review. Based on its existing offerings and size, the group is able to acquire 1,000 new TPA merchants per month (excluding e-pay). Some of the volume growth drivers will come from more TPA partnerships and AirPos terminals which had 2,200 merchants by end-16. Similarly, volume growth should more than offset the decline in margins which is the result of market competition with banks and other merchant acquirers. One major difference between the AirPos terminal vs the EDC terminal is that the former does not require merchants to pay a monthly rental charge (lifetime use) but it does not incur capex/depreciation charges to GHL.
- Non-recurring hardware upgrades to continue. GHL's 1Q17 top-line grew 22% yoy, largely driven by the doubling of revenue in Malaysia shared services to RM13.5m (20% of revenue). We think the accretion could be supported by the tail-end of the non-recurring hardware sales for the Pin & Pay upgrade for its bank customers' EDC terminals to comply with the Jul 17 transition date for cardholders. There is also a non-recurring hardware upgrades for debit cards to comply with Europay-Mastercard-Visa (EMV) standards by Jan 18. The major one-time upgrades on the POS terminals, which had been ongoing since BNM imposed the migration to Chip and Pin cards in mid-14, may continue to support GHL's 2017 earnings base in shared services. Moving forward, more terminals upgrades are possible to accommodate newer technologies.

EARNINGS REVISION/RISK

• Strong earnings CAGR, in line with volume growth. GHL recorded 2014-16 earnings CAGR of 66%, while 1Q17 profit grew 57% yoy. Consensus PAT forecasts for 2017F-19F are at RM26m/RM38m/RM57m, implying growth of 44%/45%/49%. The high growth momentum can be sustained through volume/terminal growth as well as new TPA partnerships.

VALUATION/RECOMMENDATION

Not rated. The group is trading at 24x 2018F PE (consensus earnings), in line with its 5-year average. At a consensus CAGR forecast of 47% for 2019 earnings, the implied PEG ratio is 0.5x.

SHARE PRICE CATALYST

 Higher-than-expected volume growth. M&A activities: On top of its new pipelines, GHL plans to penetrate three new ASEAN markets in 2017.

AIRPOS



Source: GHL Systems, UOB Kay Hian

Thursday, 6 July 2017

POS TERMINAL IS STILL UNDERPENETRATED

Units	2015	2016	Apr 17
Total terminals	274,986	323,033	304,113
 International brand payment cards 	269,496	315,934	294,981
- Domestic debit	212,029	250,764	237,242
Terminals per 1,000	9	10	10
inhabitant			

* GHL's market share is 62,000 as at 2016 Source: BNM, UOB Kay Hian

TPA: E-PAY STATISTICS

RMm	2014	2015	2016	1Q17
Transaction value	2757	3313	3634	945
Gross revenue, A	118.3	134.5	145.8	37.1
Gross profit, B	35.3	43.5	44.5	12.0
A margin, %	4.3	4.1	4.0	3.9
B margin, %	1.3	1.3	1.2	1.3
Merchant footprint	na	22.7m	31.7m	33.9m

Source: GHL Systems, UOB Kay Hian

TPA: ELECTRONICS TPA STATISTICS

RMm	2014	2015	2016	1Q17
Transaction value	1349	1983	2692	818.6
Gross revenue, A	19.6	22.8	31.4	9.2
Gross profit, B	10.1	14.9	19.7	5.1
A margin, %	1.5	1.1	1.2	1.1
B margin, %	0.8	0.8	0.7	0.6
Merchant footprint	na	19.0m	25.8m	27.7m

Source: GHL Systems, UOB Kay Hian

PAYHERE APP





Source: GHL Systems, UOB Kay Hian



M	0 1/	:	D a	
IVI a	l a v	\sim 1 α	1) 4	- I V

Thursday, 6 July 2017

PROFIT & LOSS					BALANCE SHEET				
Year to 31 Dec (RMm)	2013	2014	2015	2016	Year to 31 Dec (RMm)	2013	2014	2015	2016
Net turnover	64	165	211	246	Fixed assets	33	49	57	60
EBITDA	10	24	35	45	Other LT assets	7	119	118	117
Deprec. & amort.	7	11	16	18	Cash/ST investment	14	45	59	84
EBIT	3	13	19	27	Other current assets	21	105	133	136
Total other non-operating income	1	4	4	7	Total assets	75	319	367	397
Associate contributions	0	0	0	0	ST debt	1	29	29	20
Net interest income/(expense)	(0)	(2)	(3)	(2)	Other current liabilities	14	55	83	98
Pre-tax profit	3	11	16	25	LT debt	0	11	18	18
Tax	2	(5)	(6)	(7)	Other LT liabilities	3	0	1	2
Minorities	0	0	0	0	Shareholders' equity	56	223	237	259
Net profit	5	7	10	18	Minority interest	(0)	0	0	0
Net profit (adj.)	5	7	10	18	Total liabilities & equity	75	319	367	397
CASH FLOW					KEY METRICS				
Year to 31 Dec (RMm)	2013	2014	2015	2016	Year to 31 Dec (%)	2013	2014	2015	2016
Operating	(5)	(9)	15	32	Profitability				
Pre-tax profit	3	11	16	25	EBITDA margin	15.7	14.5	16.8	18.3
Tax	(0)	(2)	(3)	(7)	Pre-tax margin	5.1	6.7	7.6	10.1
Deprec. & amort.	7	11	16	18	Net margin	8.2	4.0	4.9	7.4
Associates	0	0	0	0	ROA	7.0	2.0	2.8	4.6
Working capital changes	(16)	(34)	(19)	(6)	ROE	9.4	2.9	4.4	7.0
Other operating cashflows	1	4	4	2					
Investing	(2)	5	(7)	(3)	Growth				
Capex (growth)	(4)	(10)	(6)	(3)	Turnover	19.7	157.6	28.2	16.3
Investments	0	19	0	(0)	EBITDA	17.0	137.7	48.3	27.0
Others	2	(4)	(1)	1	Pre-tax profit	3.0	239.1	44.9	53.6
Financing	6	30	6	(6)	Net profit	18.7	23.3	60.8	77.3
Dividend payments	0	0	0	0	Net profit (adj.)	20.4	24.0	58.4	75.3
Issue of shares	9	38	2	2	EPS	8.0	(61.5)	34.7	73.7
Proceeds from borrowings	1	7	15	9					
Loan repayment	(4)	(15)	(11)	(17)	Leverage				
Others/interest paid	0	(0)	0	0	Debt to total capital	1.7	18.2	19.6	14.7
Net cash inflow (outflow)	(1)	26	14	23	Debt to equity	1.7	18.2	19.6	14.7
Beginning cash & cash equivalent	15	14	39	52	Net debt/(cash) to equity	(0.2)	(0.0)	(0.1)	(0.2)
Changes due to forex impact	(0)	(0)	(1)	2	Interest cover (x)	22.1	8.1	6.6	13.0
Ending cash & cash equivalent	14	39	52	77	·				



Malaysia Daily

Thursday, 6 July 2017

Disclosures/Disclaimers

This report is prepared by UOB Kay Hian Securities (M) Sdn. Bhd. ("UOBKHM") which is a licensed corporation providing investment advisory services in Malaysia.

This report is provided for information only and is not an offer or a solicitation to deal in securities or to enter into any legal relations, nor an advice or a recommendation with respect to such securities.

This report is prepared for general circulation. It does not have regard to the specific investment objectives, financial situation and the particular needs of any recipient hereof. Advice should be sought from a financial adviser regarding the suitability of the investment product, taking into account the specific investment objectives, financial situation or particular needs of any person in receipt of the recommendation, before the person makes a commitment to purchase the investment product.

This report is confidential. This report may not be published, circulated, reproduced or distributed in whole or in part by any recipient of this report to any other person without the prior written consent of UOBKHM. This report is not directed to or intended for distribution to or use by any person or any entity who is a citizen or resident of or located in any locality, state, country or any other jurisdiction as UOBKHM may determine in its absolute discretion, where the distribution, publication, availability or use of this report would be contrary to applicable law or would subject UOBKHM and its associated persons (as defined in the Capital Market Services Act 2007) to any registration, licensing or other requirements within such jurisdiction.

The information or views in the report ("Information") has been obtained or derived from sources believed by UOBKHM to be reliable. However, UOBKHM makes no representation as to the accuracy or completeness of such sources or the Information and UOBKHM accepts no liability whatsoever for any loss or damage arising from the use of or reliance on the Information. UOBKHM and its associate may have issued other reports expressing views different from the Information and all views expressed in all reports of UOBKHM and its connected persons are subject to change without notice. UOBKHM reserves the right to act upon or use the Information at any time, including before its publication herein.

Except as otherwise indicated below, (1) UOBKHM, its associated persons and its officers, employees and representatives may, to the extent permitted by law, transact with, perform or provide broking, underwriting, corporate finance-related or other services for or solicit business from, the subject corporation(s) referred to in this report; (2) UOBKHM, its associated persons and its officers, employees and representatives may also, to the extent permitted by law, transact with, perform or provide broking or other services for or solicit business from, other persons in respect of dealings in the securities referred to in this report or other investments related thereto; (3) the officers, employees and representatives of UOBKHM may also serve on the board of directors or in trustee positions with the subject corporation(s) referred to in this report. (All of the foregoing is hereafter referred to as the "Subject Business"); and (4) UOBKHM may otherwise have an interest (including a proprietary interest) in the subject corporation(s) referred to in this report.

As of the date of this report, no analyst responsible for any of the content in this report has any proprietary position or material interest in the securities of the corporation(s) which are referred to in the content they respectively author or are otherwise responsible for.

IMPORTANT DISCLOSURES FOR U.S. PERSONS

This research report is prepared by UOBKHM, a company authorized, as noted above, to engage in investment advisory in Malaysia. UOBKHM is not a registered broker-dealer in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution by UOBKHM (whether directly or through its US registered broker dealer affiliate named below) to "major U.S. institutional investors" in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act"). All US persons that receive this document by way of distribution from or which they regard as being from UOBKHM by their acceptance thereof represent and agree that they are a major institutional investor and understand the risks involved in executing transactions in securities.

Any U.S. recipient of this research report wishing to effect any transaction to buy or sell securities or related financial instruments based on the information provided in this research report should do so only through UOB Kay Hian (U.S.) Inc ("UOBKHUS"), a registered broker-dealer in the United States. Under no circumstances should any recipient of this research report effect any transaction to buy or sell securities or related financial instruments through UOBKHM.

UOBKHUS accepts responsibility for the contents of this research report, subject to the terms set out below, to the extent that it is delivered to and intended to be received by a U.S. person other than a major U.S. institutional investor.

The analyst whose name appears in this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA") and may not be an associated person of UOBKHUS and, therefore, may not be subject to applicable restrictions under FINRA Rules on communications with a subject company, public appearances and trading securities held by a research analyst account.



Malaysia Daily

Analyst Certification/Regulation AC

Each research analyst of UOBKHM who produced this report hereby certifies that (1) the views expressed in this report accurately reflect his/her personal views about all of the subject corporation(s) and securities in this report; (2) the report was produced independently by him/her; (3) he/she does not carry out, whether for himself/herself or on behalf of UOBKHM or any other person, any of the Subject Business involving any of the subject corporation(s) or securities referred to in this report; and (4) he/she has not received and will not receive any compensation that is directly or indirectly related or linked to the recommendations or views expressed in this report or to any sales, trading, dealing or corporate finance advisory services or transaction in respect of the securities in this report. However, the compensation received by each such research analyst is based upon various factors, including UOBKHM's total revenues, a portion of which are generated from UOBKHM's business of investment advisory.

Reports are distributed in the respective countries by the respective entities and are subject to the additional restrictions listed in the following table.

General	This report is not intended for distribution, publication to or use by any person or entity who is a citizen or resident of or located in any country or jurisdiction where the distribution, publication or use of this report would be contrary to applicable law or regulation.
Hong Kong	This report is distributed in Hong Kong by UOB Kay Hian (Hong Kong) Limited ("UOBKHHK"), which is regulated by the Securities and Futures Commission of Hong Kong. Neither the analyst(s) preparing this report nor his associate, has trading and financial interest and relevant relationship specified under Para. 16.4 of Code of Conduct in the listed corporation covered in this report. UOBKHHK does not have financial interests and business relationship specified under Para. 16.5 of Code of Conduct with the listed corporation covered in this report. Where the report is distributed in Hong Kong and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKHHK (and not the relevant foreign research house) in Hong Kong in respect of any matters arising from, or in connection with, the analysis or report; and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Hong Kong who is not a professional investor, or institutional investor, UOBKHHK accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Indonesia	This report is distributed in Indonesia by PT UOB Kay Hian Sekuritas, which is regulated by Financial Services Authority of Indonesia. Where the report is distributed in Indonesia and contains research analyses or reports from a foreign research house, please note recipients of the analyses or reports are to contact PT UOBKH (and not the relevant foreign research house) in Indonesia in respect of any matters arising from, or in connection with, the analysis or report.
Malaysia	Where the report is distributed in Malaysia and contains research analyses or reports from a foreign research house, the recipients of the analyses or reports are to contact UOBKHM (and not the relevant foreign research house) in Malaysia, at +603-21471988, in respect of any matters arising from, or in connection with, the analysis or report as UOBKHM is the registered person under CMSA to distribute any research analyses in Malaysia.
Singapore	This report is distributed in Singapore by UOB Kay Hian Private Limited ("UOBKH"), which is a holder of a capital markets services licence and an exempt financial adviser regulated by the Monetary Authority of Singapore. Where the report is distributed in Singapore and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKH (and not the relevant foreign research house) in Singapore in respect of any matters arising from, or in connection with, the analysis or report; and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Singapore who is not an accredited investor, expert investor or institutional investor, UOBKH accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Thailand	This report is distributed in Thailand by UOB Kay Hian Securities (Thailand) Public Company Limited, which is regulated by the Securities and Exchange Commission of Thailand.
United Kingdom	This report is being distributed in the UK by UOB Kay Hian (U.K.) Limited, which is an authorised person in the meaning of the Financial Services and Markets Act and is regulated by The Financial Conduct Authority. Research distributed in the UK is intended only for institutional clients.
United States of America ("U.S.")	This report cannot be distributed into the U.S. or to any U.S. person or entity except in compliance with applicable U.S. laws and regulations. It is being distributed in the U.S. by UOB Kay Hian (US) Inc, which accepts responsibility for its contents. Any U.S. person or entity receiving this report and wishing to effect transactions in any securities referred to in the report should contact UOB Kay Hian (US) Inc. directly.

Copyright 2017, UOB Kay Hian Securities (M) Sdn. Bhd. All rights reserved.

http://www.utrade.com.my