

# Citi Global Wealth Investments Asia Strategy

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## **Is Common Prosperity Investable?**

- The turn towards Common Prosperity started several years ago, but accelerated in 2021. This understandably caused many to worry whether China is still investable.
- Well, we believe it is. And we try to address several key investor fears about China in terms of the outlook for investor perception, competitiveness, innovation, access to capital and ESG standards.
- While we see continued efforts towards common prosperity, we also see it as
  conducive to expanding the middle class and to make economic growth more
  sustainable. Regulations of the tech industry are likely to move towards tightening
  globally, with China's now among the more stringent.
- Earnings are likely to be hardest hit in 2021, followed by gradual recovery. Valuations have adjusted downward substantially. Even though they're not at the absolute historical bottom, they already point to potentially strong 12-month returns.
- In this report, we address the following questions

1.	capitalism? And what other policies might be coming?	Page 3
2.	Past Cases of Reform: Some Historical Perspectives from inside and outside China.	6
3.	What kind of earnings growth rates and ROE are reasonable under the new regulatory regime?	9
4.	What are the areas that continue to exhibit strong growth?	10
5.	Will data privacy policies kill the internet industry?	11
6.	Are ADRs going to be worthless?	12
7.	What other EMs are interesting aside from China?	13
8.	Is China's Middle Class still growing?	13
9.	Where are China's fiscal and monetary policies going?	14
10.	How long does it take to recover?	15

## Is Common Prosperity Investable?

On August 17, President Xi connected the dots between the myriad policy actions taken this year, and the government's commitment towards achieving "common prosperity". Some in the market interpreted Xi's policy goals as a systemic plan to take from the rich to give to the poor, which is understandable, but this is an oversimplified view of a complex and comprehensive development plan.

We look at what "common prosperity" means and what kind of policies might be implemented to get there. We also look at historical experience with past regulatory changes and how they have created more sustainable industries. We look more specifically into data security and the Variable Interest Entities (VIE) structure to gauge their impact. We also see other macro policies easing in coming months to support growth and financial markets.

We estimate that the negative impact on earnings may be strongest in 2021, then expectations would likely return to growth. At current valuations, medium to long term returns are likely already attractive.

## Principle investor fears

It is broadly understood that China is embarking on a massive project to improve the conditions for labor and lower income households. This initiative aims to please a large portion of the population, which is key to maintaining stability in the current political economy, at the expense of the capital owning few. But there are a number of very pertinent questions of what this means for financial assets and investors, especially those outside of China.

Could further policies make China unattractive to Western institutional investors? this has already taken place. Equity risk premiums are higher. It could take longer for some western investors to feel comfortable again. But some of the policies taken are likely longer term positive, such as growing the middle income (see p4 and p13) and tackling monopolies (see p8). Core technologies continue to get support as well to improve competitiveness (see p10).

Could China's policies make firms less competitive and therefore less valuable? By raising the cost of compliance, margins are squeezed and valuations are already at historical lows as a result. There may be additional changes in taxation, but we see these as one-time adjustments that firms would be able to grow out of. In fact, tax discounts, lack of ESG awareness and de facto monopolies create dependence and inertia in business strategies. The immediate discount on valuations from recent abrupt policy changes could take time to recover, but they are likely to recover, once earnings expectations stabilize (see Other Potential Policies below).

Could there be less innovation? If regulations do not allow profits, no one would still want to innovate without getting paid. This makes intuitive sense, but the real question is "Does one \$400bn company generate more innovation or 400 \$1bn companies?" The practice of burning pre-IPO capital in price wars between two or three oligopolistic corporate groups isn't exactly innovation. The Keiretsui and Chaebol models of Japan and Korea were proven undesirable long time ago. Numerous recent policies aim at helping small business flourish. For the large platforms, their billion users remain and could help to scale up new businesses that they're forced to innovate now (see p6). For concerns over data privacy, there are examples from Europe and the US that did not sustainably damage innovation (see p11).

Would Chinese companies continue to have access to capital, especially from outside China? Interestingly, investors did not panic as much as the headlines might suggest. In fact, Northbound equity connect flows into the onshore A-share market

stayed positive in July and increased further in August. Global flows to Chinese ETFs turned strongly positive in late August. This is partly due to relatively limited margin leverage, at least compared to 2015. And partly because valuations have attracted new investors. The Chinese authorities support raising equity financing abroad, they just want to ensure they have regulatory authority over the issuers (see p4 and p12).

China is falling hard by ESG standards, would this make China uninvestable for investors who increasingly favour companies with high ESG scores? The standard that China is falling behind is Governance, as national policy makes corporate governance for shareholders difficult to predict. But on the Environment and Social aspects, the scores for Chinese firms should be surging collectively. As we discuss below, Chinese firms are racing to set up ESG foundations. These are not donations, but rather funds that the firms would set aside to invest in the society at large, including green, education, training, rural development, etc. These could be commercially viable projects and could face challenges that western ESG foundations face today. Setting aside these funds are likely to hit earnings, as they're set up, but would contribute to a more sustainable business (see p5).

## What is Common Prosperity?

It is rebalancing the distribution of economic gains more towards labor and less towards capital. The urgency has increased as China's economic growth is slowing. It does not mean abandoning market based development. But it could mean more taxes from wealthy individuals and businesses, which is likely common among many developed markets (DM) in coming years. And finally, even after these adjustments, China would solidly remain the second largest economy and likely continue to see investor inflows.

## Why rebalancing is needed and why now?

Household income, particularly those from wages, have been falling as a share of GDP or overall household income. This trend accelerated after WTO entry that stimulated massive investment and urbanization, during which income shifted towards capital. But since the global financial crisis, China had pushed towards worker rights and compensation, which accelerated during President Xi's government and labor had reclaimed some lost ground (**Figure 1**). By 2019, the labor share of GDP in China is not much lower than that of the US. China's income inequality, as measured by the GINI coefficient, also fell to below that of the US (**Figure 2**).

So what's the rush? When growth was much faster, distribution was less important since most people were enjoying visible improvements in living standards. As China's overall economic growth slows, the distribution of income is becoming more important, as the low and middle income population see less material improvements. In US's case, real wages have stalled since the 1980s and labor compensation share of income had been falling since the 1970s (**Figure 1**, the rebound in 2020 was due to GDP decline).

This may be more sustainable in a system where voters can voice their discontent via elections, but even then the Biden administration is clearly pivoting to state driven efforts to narrow the gap. In China's system, the need for repair appears more urgent.

As a result, an "olive shaped society" has become the objective, where the middle income group is much larger than the low and high end. However, the middle income group in China (annual income of CNY100K – 500K) accounted for just 29% of the population, while those below accounted for 68%, and the other 3% above (Li Shi, Yang Xiuna et. al. "Middle Income and Common Prosperity", China Development Research Foundation (CDRF), 2020).

Common prosperity is about rebalancing the distribution of economic gains towards labor

It has gained urgency, as China's growth slows, and more people are feeling less gains with more costs

Though large in absolute size, China's middle income group only account for 29% of the population, while nearly 70% are below

Figure 1: Compensation of Employees as % of GDP had fallen sharply in China during the boom years after WTO entry, but has rebounded during Xi's administration. The ratio in the US had been falling since the 1970s

Figure 2: Income inequality, as measured by the GINI coefficient, has moderated in China over the past decade, while it continued to rise steadily in the US





Source: Haver Analytics, as of 2020

Note: the Gini coefficient, sometimes called the Gini index or Gini ratio, is a measure of statistical dispersion intended to represent the income inequality or wealth inequality within a nation or any other group of people. Source: World Bank, Haver Analytics, as of 2019

## But this does not mean abandoning capitalism

Every official noted that common prosperity is not wealth equality, adding that equality means common poverty and that is not the objective. The CDRF paper noted above estimates that with 5% average growth through 2035, the middle income group would grow to 40.7% of population. At 4% growth, it would only rise to 35.4%. And at 3% growth, the share would be stuck at 29%. Clearly, having relatively robust growth is key to having something worthy to redistribute. And this growth can only come from continued market based development.

Relatively fast economic growth and capital market development are two critical elements of common prosperity and international competitiveness

An even bigger reason for sticking with market based development is having a globally accepted reserve currency. Breaking free of USD dominance is a key element to China's path towards international competitiveness. The leadership, including Xi, recognizes that strong capital markets is critical in this endeavor.

In the recently released 14<sup>th</sup> Five Year Plan to Develop the Shanghai International Financial Center, ambitious targets were set for transaction volume and direct financing. More importantly, goals were set for foreign ownership of bonds, and "Shanghai pricing" for commodities. Fintech was also a main area of development, which may seem unconvincing given the Ant experience, but setting up a robust regulatory framework can be an important pre-condition for sustained development.

Attracting foreign institutional investors has clearly gotten a setback in recent months. But it remains a goal, as authorities continue to create more tools for risk management that had been a pain point for foreign investors, such as rolling out index futures in HK. The wealth management industry remains an attraction for foreign institutions, especially if the private pension and insurance businesses are more open for entry.

### Other potential policies

We see four areas of potential policies to promote common prosperity. Potential new policies and are likely to be more gradual and much less dramatic.

Taxation: China is unlikely to pursue Northern European style "high tax, high
welfare" system, because it's simply unaffordable. And those economies have low
vibrancy as a result. As such, additional revenue is not expected to come from
personal income. Instead, the additional funding needed for secondary distribution
could come from the following areas. Many of these changes are long overdue and

are important revenue sources for developed market (DM) governments, and should be positive for China's development.

- Removing corporate income tax discount for some firms, like the internet platforms. This could lift effective income tax rate from about 15% to 20-25% and would represent a one-time hit to EPS growth.
- Estate tax: This has long been discussed, but no actions have been taken, presumably due to many policymakers' self interest. But this would affect very few people and would encourage greater philanthropy and ESG spending if wealth inheritance and gifts are taxed. It is also very common in developed markets.
- Property tax: This had been trialed in Shanghai and Chongqing for the past ten years. During these years, the property market in these two cities continued to develop strongly, with significant price gains. First properties are not taxed. Second property and beyond are taxed based on size. As such, it could be designed to be less disruptive to the market. And would also provide a significant source of income for local governments when land sales are dwindling due to tight control over developer financing.
- State Owned Enterprises (SOE) reform: SOE dividends are a major source of income for the government. Lifting SOE efficiency and profitability and dividend payout is a way to increase revenue. In addition, more dividends may be ear marked or explicitly directed to areas of social significance, such as the social security fund.
- Regulation: In addition to regulations on anti-trust, fintech and data security, there
  are likely to be more labor related regulations. China's supreme court and the
  Ministry of Human Resources and Social Security jointly published 10 cases
  defending labor rights, focusing on overtime practice, such as the right to refuse,
  proper compensation and job security. The press has focused on Alibaba and the
  internet industry, as they often require overtime commitment for the "privilege" of
  working at these firms. But this is likely a much wider problem. Again, these may
  represent higher cost of labor, but also opens up potential for more leisure
  consumption.
- **ESG** as a form of "tertiary distribution": Many firms plan to set aside significant funding for initiatives to promote common prosperity. These are effectively ESG foundations within companies, rather than donations.
  - Firms—not the government—can manage the pace, target and size of deployment. The projects can have marketing or commercial value. In effect, it is a rush to catch up in funding for ESG initiatives that are already prevalent at many western corporates. So far, companies have targeted green energy, rural development, advanced manufacturing, SME assistance, education, vocational training, etc. These should be a positive for suppliers in relevant activities, such as EV supply chain, agricultural equipment, software, cloud, etc.
  - ESG trends have been gaining pace in recent years in China and is likely to accelerate, as the goals of common prosperity are highly consistent with ESG objectives. The number of A-share listed firms that regularly release ESG reports have more than doubled to 1021 in 2020 from ten years ago. Within these reporting firms, those with high scores have outperformed those with low scores in the past year.

Taxes on wealth (property, estate) are long overdue

Tertiary distribution is more like a strongly enforced ESG initiative

• Stronger welfare: The aim is to bring the higher end of the low income group into middle income through various policies. These would include better basic welfare, stronger labor protection, subsidies for childcare (especially the third one), subsidies for education and training for graduates and migrant workers, etc.

## Past Cases of Reform: Some Historical Perspectives

### Online gaming regulation in 2018

In 2018, China suspended the approval of licenses for new games and tightened content regulations. Top two companies in the industry, for example, accounted for almost 70% of China's online gaming market. Their combined online gaming revenue growth fell from 36% in 2017 to 7% in 2018.

Their share prices dropped 47%, as consensus forward earnings were revised down by 23%, and their forward P/E multiple corrected from 30x to 20x. While earnings revisions turned the corner only in 2Q2019, the stock price bottomed half a year before that, followed by further rebound in 2019-2020.

In 2021, China tightened limits for young online gamers and banned school night play, while also regulating many other facets of the internet businesses. Share prices fell by 44% on average. Negative earnings revisions are underway, but may be less severe than in 2018, given minors accounted for very small share of online game revenue. Forward PE ratio of the aforementioned companies has fallen to a low of 20, similar to the 2018 bottom.

# Figure 3: Chinese online games companies average share price and consensus forward EPS estimates



Note: Data represents the market cap weighted averages of top two online gaming companies in China. Source: Bloomberg, as of 27 Aug 2021.

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## Drug procurement reform in 2018

In 2018, China announced a plan for centralized healthcare procurement reform to make drugs and services more affordable. Drugs' eligibility for the national insurance program depended on an open tendering process, in which the lowest prices won. 50-90% price cuts followed.

Taking the top three pharmaceutical companies in China, the price cuts mainly affected their old mature drugs, and did not materially hurt revenue and earnings. The market-cap-weighted share price the companies still corrected 40%, as valuations contracted for the industry, but was followed by two years of healthy growth.

In the past two years, China expanded the centralized procurement coverage to include more drugs, medical equipment, and healthcare services. While there was no negative earnings revisions so far, there are concerns that the terms of centralized procurement are expected to become harsher, due to the additional expenditure related to Covid-19 control. The aforementioned pharmaceutical companies corrected 40% YTD, with current valuations similar to the 2018 low.

Figure 4: Chinese pharmaceuticals companies average share price and consensus forward EPS estimates



Note: Data represents the market cap weighted averages of top three pharmaceutical companies in China.

Source: Bloomberg, as of 27 Aug 2021.

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## Anti-corruption campaign in 2012

In 2012, China launched a campaign against corruption and extravagance of government officials. The top three liquor companies accounted for over 90% of China's premium liquor market. Their products were priced beyond the reach of average consumers and often served as gifts and on state banquets. The anti-corruption campaign hit high-end consumption hard, and the earnings of those companies were revised down by 27% in 2013-14. Their share prices were down 52%, and the P/E multiple halved from 15x to 7x.

In the following years, private wealth took over government officials as the largest consumers of Chinese premium liquor brands. During 2014-2021, the top three premium liquor makers returned more than 50% per year driven by the resumption of earnings growth.

In 2021, the China State Administration for Market Regulation held a regular supervisory meeting with the liquor companies, where the companies were asked to keep price increases more gradual, with no new official regulations Given the strong end-market demand, no major earnings revisions are taking place. The 33% share price correction in the past quarter is mainly driven by valuation contraction

# Figure 5: Chinese liquor companies average share price and consensus forward EPS estimates



Note: Data represents the market cap weighted averages of top three Chinese liquor companies. Source: Bloomberg, as of 27 Aug 2021. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. For illustrative purposes only. Past performance is no guarantee of future results. Real results may vary. All views/ forecasts are expressions of opinion and are subject to change without notice and are not intended to be a guarantee of future events.

#### **Overall market**

In 2015, margin tightening burst a bubble, but related regulations on shadow financing curbed margin leverage risks since. RMB reform in August that year caused fears of insufficient reserves and devaluation. The combination took MSCI China down 43%, with 29% downward earnings revision. But that was followed by \$1tn of inflows to China's onshore bond & equity markets.

In 2018, aside from the gaming and drug regulations, China also pursued firms and individuals who bought a lot of foreign assets. Property policy tightening, trade war, and Fed tightening also added to the dark mix that brought MSCI China down 32%, with 10% negative earnings revision. But that was followed by a boom in 2019-20.

In both cases, the index price bottomed well before earnings revisions. Coincidentally, the forward PE contraction was 33%, which is matched by this current episode from Feb to Aug 2021. During these past six months, the index is again down 32% from the highs, which has historically been followed by strong returns in 12-18 months.

Figure 6: MSCI China share price and consensus forward EPS estimates



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Anti-trust regulations are not only common, they often create opportunities for economic value and unlock an industry's true potential that were once suppressed by the monopoly holder. We look at the cases of John D. Rockefeller's Standard Oil and Stanley Ho's Macau gaming business.

Standard Oil and Stanley Ho are two great examples where breaking down the monopoly enabled stronger development of an industry The first, and probably the most famous, case was Standard Oil. At its peak, John D Rockefeller's Standard Oil controlled 91% of oil production and 85% of final sales in the United States. In 1906, the US government filed an anti-monopoly case against Standard Oil. In 1911, Standard Oil was split into 34 separate entities and many of the oil giants today can be traced back to Standard Oil origin (**Figure 7**).

John D Rockefeller left the company in 1911. Yet, his wealth continued to flourish as he held onto his shares. At the time of his death in 1937, his net worth was estimated at \$1.4 billion (first billionaire in the world), which was equivalent to 1.5% of the US GDP at that time. If someone's wealth equalled 1.5% of US GDP today, that person would be worth over \$300 billion. Therefore, while it may not be intuitive, breaking down monopoly measures drive wealth.

Closer to home, another case was Macau gaming. In 1962, a group of investors won exclusive rights to Macau's gambling industry for 40 years. In 2001, those rights ended. This was a significantly positive development for the Macau economy, along with the growth of Mainland Chinese tourism to Macau. GDP in Macau grew by 18.3% per year for the 10 years after the monopoly ended, triple the 6.2% average pace during the 10 years before 2001. Moreover, the personal wealth of the key original investor also accelerated substantially after the breakup of the monopoly, as total business volume got much larger.

As we note below, China's internet industry stands to benefit from more creativity for business models of existing companies, more platform space for small businesses and start-ups, and potential for better capturing the demand of the growing middle class.

Figure 7: Global crude oil production levitated after Standard Oil was broken down

Figure 8: Macau's economy only levitated after gaming license monopoly ended

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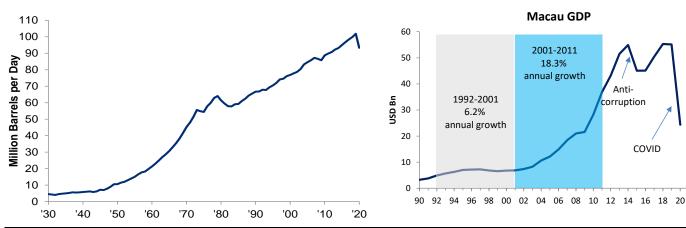
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Source: Wikipedia, visualcapitalist.com, 2020

Source: World Bank, Haver Analytics, as of 2020

# What kind of earnings growth rates and ROE are reasonable under the new regulatory regime?

2021 may be the bottom of the earnings revisions, followed by gradual recovery

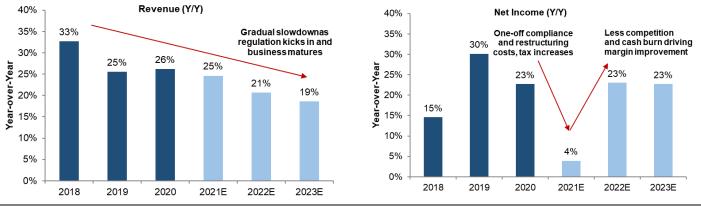
The Office of the Chief Investment Strategist (OCIS) studied a group of twenty large Chinese internet companies with a combined market cap of US\$1.4trillion, representing over 80% of total market cap of Chinese internet universe. We believe that as the regulatory effects kick in, there is the potential that total revenue growth of the group may fall to 21% in 2020-2023 from 28% in 2017-2020 (**Figure 9**). We see this as consistent with the slowdown in online retail sales growth to 10-15%.

Rising compliance costs and potential tax increases may pressure net margins, but the impact is likely to be front-loaded mainly in 2021. The other side of regulations is reduced competition and less cash burn, which would also have a positive impact on net margins in the coming years.

On balance, net income growth is expected to have an abrupt dip in the current year 2021, but return to a level that could be higher than many investors expect in the coming years (**Figure 10**). ROE is expected to decline into the next year, but could normalize at mid-teen level in the longer term from the previous high-teen levels.

Figure 9: Consensus expectations for revenue growth (China) Figure 9: Figure 9: Consensus expectations for revenue growth (China)

Figure 10: Consensus expectations for Net Income growth (China)



Source: Haver Analytics, as of 23 Aug 2021

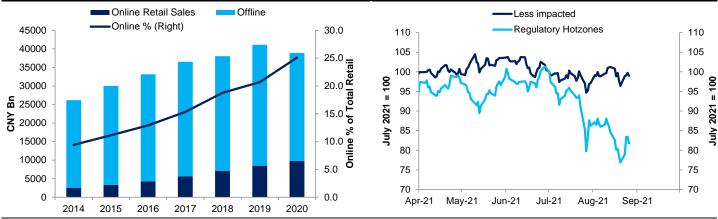
Source: Bloomberg, as of 23 Aug 2021

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In addition, take e-commerce as an example, the antitrust rules aim to encourage fair market competition practices. Previously, merchants were forced to list their products exclusively on a certain platform, but can now list the products across multiple platforms. The result could be a sustainable increase in the penetration of e-commerce given the current 25% is still not a particularly high number (**Figure 11**). In the meantime, it means online advertising could also grow beyond the current short-term weakness in the post regulation period.

Figure 11: Online retail sales in China have grown to 25% of total in 2020, and could continue to rise as monopolistic practices are reduced

Figure 12: Investors have been able to distinguish the targets of regulation versus the rest



Source: Haver Analytics, as of 2020

Note: Regulatory hotzones include Telecom Services, Consumer Discretionary, Healthcare and IT. The Less impacted includes Materials, Industrials, Energy, Financials, Staples, and Utilities. Source: Bloomberg, as of 26 Aug 2021
Past performance is no guarantee of future results. Real results may

Past performance is no guarantee of future results. Real results may vary. All views/ forecasts are expressions of opinion and are subject to change without notice and are not intended to be a guarantee of future events.

# What are the areas that continue to exhibit growth?

Amid the selloff among internet names, "core technology" industries have rallied, as investors rotated in. These are the industries supported by the 14<sup>th</sup> Five Year Plan, such as the EV supply chain, semiconductors and equipment, artificial intelligence, telecommunications, defense, etc. These areas have the potential to see additional growth for years to come. But even among the internet names, we believe their growth potential remains strong after the dust settles on regulations.

China has been a global manufacturing powerhouse for more than a decade, but we have seen increasing advancement of Chinese companies in the hard technology value chain (e.g. advanced industrial and new materials). This is driven by the increasing supply of better educated engineers that come from various academic backgrounds. The number of university graduates reached almost 10mn in the last year from merely 1mn in late 1990s.

As the current regulations are oriented to avoid the monopolistic behavior of large platform businesses and excessive capital burn in rent seeking (e.g. property), the availability of capital will increase in productive areas, which is expected to lead into the continued development of hard technology industries.

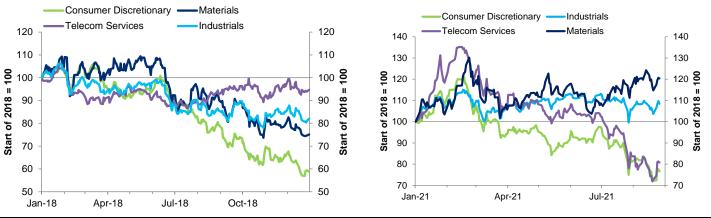
In fact, if we compare the performance at the sub-industry level, we can clearly notice that 2018 was a bear market in which all the sub-industries had similar downward adjustments (**Figure 13**). However, since July 2021, there was a clear divergence between the performances of sub-industries (**Figure 14**). Given the heavier weight of the industries facing tighter regulations, the overall Chinese equity indexes remain weak. Nevertheless, it seems the market understands the internal rebalancing happening inside the Chinese economy.

Both core technology and internet space could see sustained growth, after the regulation dust settles

Markets have been able to distinguish those under the regulatory microscope and those that are not

Figure 13: In 2018, all sectors were going in similar direction in a broad bear market

Figure 14: In 2021, markets are able to distinguish those heavily impacted by regulations versus others



Source: Bloomberg, as of 26 Aug 2021

Source: Bloomberg, as of 26 Aug 2021

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# Will data privacy policies kill the internet industry?

Well, no. But it is likely a part of a global regulatory trend to beef up data privacy protections, while governments explore how to also increase control and surveillance. Firms, especially those in China, can learn to adapt.

As we noted in the <u>July edition of Asia Strategist</u>, data security had just been added as an essential element for sustainability and the uncertainty around it has left tech equities vulnerable. With the official passage of the Personal Information Protection Law (PIPL) by on Aug 20, China has not only caught up with, but have surpassed, DM jurisdictions in formulating robust protections for personal data.

The PIPL will come into effect on Nov 1. It has outlined legal restrictions on personal data collection and usage, cross-border data security, as well as price discrimination that is enabled by big data. The law is considered as one of the most stringent personal data privacy law in the world, and closely resembles the General Data Protection Regulation (GDPR) in the European Union according to some legal consultants and market observers.

The implementation of the PIPL could weaken corporate profits mainly in the following ways:

- 1) Increasing legal costs/fines and internal compliance: Though the full text of the law is yet to release, the potential penalty under PIPL could be up to 5% of the preceding year's revenue, according to the latest draft. Under GDPR, it is up to 4% of the company's annual global sales. Therefore, the increasing legal cost for violating the law is manageable for tech giants. Setting up separate internal controls to comply with the new law may become an added standing cost of doing business.
- 2) Decreasing profit margins for those who highly rely on data acquisition and monetization. Like DM regulators, Chinese authorities is trying to address unfair market competition through the usage of big data and algorithms. As a result, Ecommerce, food delivery and ride-hailing providers are more likely to see their margin squeezed, while cybersecurity, social media and cloud services may be less impacted under the new law.

Both core technology and internet space could see sustained growth, after the regulation dust settles

Markets have been able to distinguish those under the regulatory microscope and those that are not

Despite the potential negative impact, we don't think the new law will derail the long-term growth potential of tech industry in China. The GDPR has empowered Europe's antitrust authorities to ramp up scrutiny of many other big tech firms over the past few years, adding probes into Apple and Facebook, as well as some \$9 billion in fines for Google. Last month, Amazon was fined \$888 million according to the GDPR.

Aside from Europe, Japan, South Korea, Brazil and India all released related legal documents recently. In the US, the Justice Department filed an antitrust suit in Oct 2020 accusing Google of abusing its power in internet searches. The Federal Trade Commission followed in Dec 2020 with lawsuits targeting Facebook's takeover of social media services. Democrats in charge of the House antitrust committee last Oct urged consideration of legislation that would prevent large tech companies from owning different lines of businesses (Bloomberg). Yet, NASDAQ has returned 111.4% since May 2018, with net income growing at an average of 16% annually for the past 4 years.

Annual earnings growth (RHS) NASDAQ Price 210 EU fined The EU GDPR came into effect in Google for 190 23.5% 25% US \$9bn May18 antitrust 19.2% 170 2017-2019 20% May 2018 =100 17.9% against 150 Google in 15% 綮 Oct20 Follow up 130 lawsuits 10% against 110 Facebook Dec20 5% 90 3.0% 70 20 18 19 21

Figure 15: Significant regulations in the EU and US did not sustainably disrupt share prices

Source: Bloomberg, as of 26 Aug 2021

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# As both China and US regulators try to steer away from VIE based listings, investors can seek to avoid the risk

Similar to our global focus on quality, we only like the profitable ADRs who are able to have a secondary listing

# Is China going to make ADRs worthless?

Governments on both sides of the Pacific have expressed concern around the current structure of Chinese VIE (Variable Interest Entity) listings in the US in recent years. Presidents Trump and Biden have advanced rules that would increase accounting scrutiny on US-listed Chinese ADRs, while the Chinese government is concerned that US regulators may obtain sensitive private data from Chinese firms. Amid rising competition between the US and China and a desire on the part of the China to further promote its domestic capital markets, the Chinese government would also prefer that its national champions and unicorns choose to list in mainland China or semi-offshore in Hong Kong.

The profitable Chinese companies with primary ADR listings in the US are clearly listening to Beijing's message. Other firms that have yet to achieve profitability are barred from listing on Hong Kong exchanges, which set a higher income bar than their American counterparts.

While we ultimately do not expect a total ban on Chinese ADR listings in the US, we see this risk as one that is fully avoidable for most investors. Major index providers like MSCI have already shifted their benchmarks to reflect Hong Kong shares when available, largely avoiding the US ADR issue altogether. We suggest our clients do the same, as China's domestic and Hong Kong markets are vibrant and ultimately a better reflection

of the broader Chinese economy than the more limited universe of US listed Chinese ADRs.

# What other EMs are interesting aside from China?

While we reduced our overweight to Latin America in July after a 63% rally from COVID lows, we retain a neutral stance on the region and see the potential for some US Multinational manufacturing to shift out of China towards countries closer to home. Mexico, which benefits from close physical ties with the US, stands out as a potential beneficiary from supply chain "reshoring". In line with US equity market strength since last year, Mexico has also outperformed the broader Latam region over that time horizon. Meanwhile, as China shifts to a stance of credit easing in an attempt to boost the real economy, commodity-sensitive equity markets in South America could benefit from higher metals and oil prices in the short-run.

Southeast Asia is another potential beneficiary of outbound capital from China. The region has underperformed this year due to the relapse in COVID. Longer term, the region stands to benefit from supply chain diversification from China, as well as investment interest from both China and US amid their competition.

India has seen a lot of investor interest, not just for its own growth potential, but also as an alternative large market aside from China. However, here too, the government is embarking on a systemic journey to regulate the internet and data businesses. It requires platform providers to take responsibility for content posted and demands data to trace the original source of posting.

Southeast Asia and India can both see strong long term development. In the immediate, there remain challenges, such as work force capacity, infrastructure deficit, difficulty in relocating supply chains, etc. But the low rate environment continues to support the region's need for financing.

Is China's middle class still rising?

Middle class consumption is the key rationale to own China. From healthcare to e-commerce, from name brands to vacations, the central theme is the growing disposable income of the middle class.

As noted above, 29.4% of China's population made CNY100K to 500K annually in 2018, or about 410mn people. Meanwhile, nearly 70% make less, among whom, the vast majority belong to the rural or migrant populations. Improving social welfare for these groups is a key policies objective, including expanding entitlements for migrants, providing more job opportunities, and increasing asset based income for rural population by allowing more transactions of their land. This could help expand the middle class by adding those just below the starting threshold.

Equally important is to prevent those on the lower end of the middle income range from falling to lower income. This is where containing the cost of living and protecting labor rights become more important. Making an easier environment for SMEs to get financing and access to all e-commerce platforms would be helpful to ensure those already in the middle class can stay. After all, SMEs employ about half of China's labor force.

Assuming 5% average GDP growth and a moderate narrowing in the wealth gap, the number of middle income population may rise by 150-200 million in the coming decade. Even at 29% in 2018, the middle income group accounted for nearly one half of total consumption. As a result, we continue to expect solid revenue growth driven by the development of the middle class, partly because of recent policy changes.

Mexico and Southeast Asia are likely to benefit from supply chain diversification, as well as investment from US and China amid their competition

China middle class is expected to rise by another 150-200mn in the coming decade, with significant potential for consumption

# Where are China's fiscal and monetary policies going?

Since mid-August, Chinese authorities have sent multiple signals of policy turning to support economic growth and financial stability. These included a dovish stance from the central bank, willingness to seek solutions regarding ADRs, and measures to reduce credit risk. Equities responded positively to these messages despite continued worries over regulations. The credit market has shown even stronger performance.

Both monetary and fiscal policies are in the process of easing, stronger credit impulse is likely to lift sentiment in 2H

As we've repeatedly highlighted, China's growth trajectory warrants additional monetary and fiscal policy accommodation. To this end, China's central bank chief—Yi Gang—vowed to stabilize the supply of credit for the real economy, particularly for smaller businesses. This came after both credit and economic growth slowed in July. Real GDP growth is poised to fall below 6% in 2H by current trajectory.

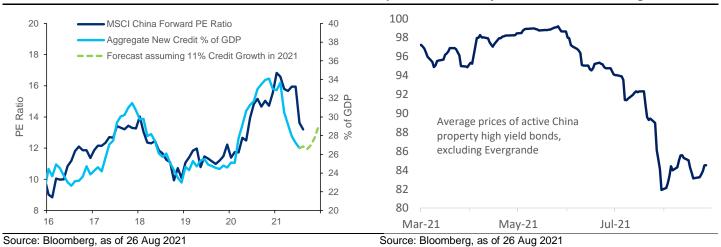
Yi reiterated that the PBOC "will basically match the expansion of money supply and social financing to nominal economic growth". With rebounding inflation, the GDP deflator jumped to 5.3% in 2Q and is poised to stay elevated in 2H. This could lift nominal GDP growth to 13-15% for the year. Yet, aggregate credit growth was 10.7%y/y in July, leaving plenty of room for credit expansion in the remaining months of 2021. This could help to lift valuations in Chinese equities when credit growth is no longer a major drag (**Figure 16**).

While achieving 6% is easy this year thanks to low base effects, keeping it above 6% in 2022 may prove challenging. With the potential credit supply expansion, the PBOC is stabilizing economic growth and adjusting excessive hawkishness in a still vulnerable environment amid slowing economic momentum and potential Delta variant tail risk.

The tilt towards credit easing is also visible in the credit market. The troubled state owned distressed debt manager finally reported its 2020 financials and showed major losses. But authorities have also pulled together a recapitalization plan and no restructuring is expected. The heavily indebted real estate developer saw its bond prices continue to decline in August, but the others were spared of spillover (**Figure 17**).

Figure 16: A dovish turn in monetary and credit policy may lift aggregate credit, and in turn, valuations

Figure 17: As policy stance turned dovish, Chinese property high yield bonds have no seen additional spillover from idiosyncratic credit risks in August



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# How long would it take to recover?

Recent drawdowns of at least 30% saw attractive returns in 12 months, then taking 2-3 years to recover the previous high

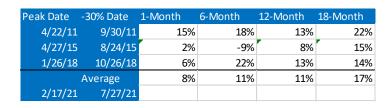
It took about 2.5 years to reclaim the 2015 and 2018 peaks. But it also took 4.5 years after the 2010 peak and 13 years after the 2007 peak. The key difference is that 2007 and 2010 were preceded by 230% and 170% rallies, whereas the more recent examples have had less breathtaking bubbles prior to the drop. This is partly attributable to the growing size of the Chinese market.

Moreover, since 2010, there had been three instances when MSCI China index had fallen by 30% or more (2011, 2015 and 2018). Each time, the 12-18 month returns were solid (**Figure 18**).

Valuation metrics also show a decent place in the spectrum of potential opportunities. We look at the z-scores (rolling 12-month standard deviation from mean) of five valuation measures, including price-to-cash-flow, PE ratio, enterprise value to EBITDA, price-to-book, and the inverse of dividend yield. In sum, China's metric is 1.6 standard deviations below mean, which had historically been associated with solid 12-month returns (**Figure 19**).

Figure 18: Past episodes of 30% corrections since the Global Financial Crisis were followed by double digit returns in 12-18 months

Figure 19: A summary of valuation metrics suggest show MSCI China is 1.6 standard deviations below mean, which has historically been followed by positive 12-month returns





Note: Peak dates are chosen as daily index peaks after the previous drawdown of at least 30%. Source: Bloomberg, as of 26 Aug 2021

Note: z-scores (rolling 12-month standard deviation from mean) of five valuation measures, including price-to-cash-flow, PE ratio, enterprise value to EBITDA, price-to-book, and the inverse of dividend yield. Source: Bloomberg, as of 26 Aug 2021

# Glossary

Terms	Definition
AxJ	Asia ex-Japan
AFC	Asian Financial Crisis (1998-99)
GFC	Global Financial Crisis (2008-09)

# Asset allocation definitions

Asset classes	Benchmarked against
Global equities	MSCI All Country World Index, which represents 48 developed and emerging equity markets. Index components are weighted by market capitalization.
Global bonds	Barclays Capital Multiverse (Hedged) Index, which contains the government -related portion of the Multiverse Index, and accounts for approximately 14% of the larger index.
Hedge funds	HFRX Global Hedge Fund Index, which is designed to be representative of the overall composition of the hedge fund universe. It comprises all eligible hedge fund strategies; including but not limited to convertible arbitrage, distressed securities, equity hedge, equity market neutral, event driven, macro, merger arbitrage and relative value arbitrage. The strategies are asset-weighted based on the distribution of assets in the hedge fund industry.
Commodities	Dow Jones-UBS Commodity Index, which is composed of futures contracts on physical commodities traded on US exchanges, with the exception of aluminum, nickel and zinc, which trade on the London Metal Exchange (LME). The major commodity sectors are represented including energy, petroleum, precious metals, industrial metals, grains, livestock, softs, agriculture and ex-energy.
Cash	Three-month LIBOR, which is the interest rates that banks charge each other in the international inter -bank market for three-month loans (usually denominated in Eurodollars).
Equities	
Developed market large cap	MSCI World Large Cap Index, which is free-float adjusted and weighted by market capitalization. The index is designed to measure the equity market performance of the large cap stocks in 23 developed markets. Large cap is defined as stocks representing roughly 70% of each market's capitalization.
US	Standard & Poor's 500 Index, which is a capitalization -weighted index that includes a representative sample of 500 leading companies in leading industries of the US economy. Although the S&P 500 focuses on the large cap segment of the market, with over 80% coverage of US equities, it is also an ideal proxy for the total market.
Europe ex UK	MSCI Europe ex UK Large Cap Index, which is free-float adjusted and weighted by market capitalization. The index is designed to measure large cap stock performance in each of Europe's developed markets, except for the UK.
STOXX 600	The STOXX Europe 600 Index has a fixed number of 600 components, representing large, mid and small capitalization companies across 18 countries of the European region.
Japan	MSCI Japan Large Cap Index, which is free-float adjusted and weighted by market capitalization. The index is designed to measure large cap stock performance in Japan.
Asia Pacific ex Japan	MSCI Asia Pacific ex Japan Large Cap Index, which is free-float adjusted and weighted by market capitalization. The index is designed to measure the performance of large cap stocks in Australia, Hong Kong, New Zealand and Singapore.
China & HK	The MSCI China Index is a free-float weighted equity index, representing Chinese companies listed in Hong Kong, as well as American Depository Receipts listed in the US. MSCI HK Index is a free-float weighted equity index, representing HK companies listed in HK.
Emerging market	MSCI Emerging Markets Index, which is free-float adjusted and weighted by market capitalization. The index is designed to measure equity market performance of 22 emerging markets.

# Asset allocation definitions

Bonds	
Developed sovereign	Citi World Government Bond Index (WGBI), which consists of the major global investment grade government bond markets and is composed of sovereign debt, denominated in the domestic currency. To join the WGBI, the market must satisfy size, credit and barriers-to-entry requirements. In order to ensure that the WGBI remains an investment grade benchmark, a minimum credit quality of BBB–/Baa3 by either S&P or Moody's is imposed. The index is rebalanced monthly.
Emerging sovereign	Citi Emerging Market Sovereign Bond Index (ESBI), which includes Brady bonds and US dollar -denominated emerging market sovereign debt issued in the global, Yankee and Eurodollar markets, excluding loans. It is composed of debt in Africa, Asia, Europe and Latin America. We classify an emerging market as a sovereign with a maximum foreign debt rating of BBB+/Baa1 by S&P or Moody's. Defaulted issues are excluded.
Supranationals	Citi World Broad Investment Grade Index (WBIG)—Government Related, which is a subsector of the WBIG. The index includes fixed rate investment grade agency, supranational and regional government debt, denominated in the domestic currency. The index is rebalanced monthly.
Corporate investment grade	Citi World Broad Investment Grade Index (WBIG)—Corporate, which is a subsector of the WBIG. The index includes fixed rate global investment grade corporate debt within the finance, industrial and utility sectors, denominated in the domestic currency. The index is rebalanced monthly.
Corporate high yield	Bloomberg Barclays Global High Yield Corporate Index. Provides a broad-based measure of the global high yield fixed income markets. It is also a component of the Multiverse Index and the Global Aggregate Index.
Securitized	Citi World Broad Investment Grade Index (WBIG)—Securitized, which is a subsector of the WBIG. The index includes global investment grade collateralized debt denominated in the domestic currency, including mortgage -backed securities, covered bonds (Pfandbriefe) and asset -backed securities. The index is rebalanced monthly.

Indices	
CFETS RMB Basket Index	The China Foreign Exchange Trade System (CFETS) RMB currency basket measures the RMB versus foreign exchange currency pairs listed on CFETS. This index refers to the currency basket accepted by CFETS and the 13 currencies which make up the basket were selected based upon international trade-weights with adjustment of reexport trade factors.
DXY Dollar Index	The U.S. Dollar Index (USDX) indicates the general international value of the USD. The USDX does this by averaging the exchange rates between the USD and major world currencies. The ICE US computes this by using the rates supplied by some 500 banks.
ADXY Index / Asian Currency Index	This Bloomberg JPMorgan Asia Dollar Index is a trade and liquidity weighted index of 10 EM Asian currencies' exchange rate versus the US dollar.
Bloomberg Barclays Multiverse Total Return Index	The Multiverse Index provides a broad-based measure of the global fixed-income bond market. The index represents the union of the Global Aggregate Index and the Global High-Yield Index and captures investment grade and high yield securities in all eligible currencies.
Bloomberg Barclays Asian- Pacific ex-Japan local currency bond index	The Bloomberg Barclays Asian-Pacific Non-Japan Total Return Index Value Unhedged USD is a market capitalisation weighted index and measures the performance of local currency denominated government-related and corporate bonds of the Asia ex-Japan region.
iBoxx Asian US dollar Bond Index	Markit is a global index provider which is involved in designing, administering and calculating this index that covers USD segments of Asian fixed income markets.
CRB Industrial Commodities Price Index	A Thomson Reuters/Core Commodity Excess Return Index which uses an arithmetic average of commodity futures prices with monthly rebalancing.
CRB Industrial Metals Index	This data represents Commodity Research Bureau BLS Spot Indices (1967=100). The metals sub-index includes aluminum, copper, gold, iron ore, nickel, silver and steel rebar.
MSCI Asia ex-Japan Index	The MSCI Asia ex-Japan Index captures large- and mid-cap representation across 2 of 3 Developed Market countries (excluding Japan) and 9 Emerging Market countries in Asia. With 955 constituents, the index covers approximately 85% of the free float-adjusted market capitalization in each country. DM countries in the index include: Hong Kong and Singapore. EM countries include: China, India, Indonesia, Korea, Malaysia, Pakistan, the Philippines, Taiwan and Thailand.

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Bond credit quality ratings	Rating agencies		
Credit risk	Moody's <sup>1</sup>	Standard and Poor's <sup>2</sup>	Fitch Ratings <sup>2</sup>
Investment Grade			
Highest quality	Aaa	AAA	AAA
High quality (very strong)	Aa	AA	AA
Upper medium grade (Strong)	Α	А	Α
Medium grade	Baa	BBB	BBB
Not Investment Grade			
Lower medium grade (somewhat speculative)	Ва	ВВ	BB
Low grade (speculative)	В	В	В
Poor quality (may default)	Caa	CCC	CCC
Most speculative	Ca	СС	СС
No interest being paid or bankruptcy petition filed	С	D	С
In default	С	D	D

Bond rating equivalence

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