

Buy

Tencent Holdings (0700.HK)

Return Potential: 9%

Equity Research

The rise of Weixin: China's social networking leader; Buy

Source of opportunity

Weixin is fundamentally altering users' communication experience on smart devices. Since its launch in Jan 2011, Weixin has established itself as China's leading mobile communication and private social networking app, providing rich media features from simple messaging to multi-user hold-to-talk-to-300mm registered users. While we do not expect Tencent to meaningfully monetize Weixin in 2013E, we believe the product has become a significant component of Tencent's investment thesis, and hence incorporate its financial projection into our estimates, referencing global Internet trends. Our estimates imply a HK\$300/share valuation for Weixin.

Conclusions

We reiterate our Buy rating and expect monetization to potentially be realized in three areas: (a) **Advertising**. Weibin's social network model leads to a virtuous cycle of reinforcing engagement that creates traffic inventory. (b) **Mobile gaming** has proven its revenue potential globally. We model Weibin's offerings after NHN's LINE, and expect Weibin to generate in-app revenues from micro-transactions of virtual items. (c) **While mobile commerce** remains at an early stage, we see optionality value considering the power of QR code enabling online-to-offline (O2O) services.

Abstract

We raise our 12-m target price to HK\$305 from HK\$280, based on 1.0X PEQ (22X 2014E EPS) off 22% 2014E-17E CAGR; previously based on 2013E-16E CAGR). We lower our 2013E/14E EPS by 4%/6% to incorporate near-term investment needed to secure Tencent's dominance in China's social networking space.

Share with:

weaker-than-expected desktop gaming, near-term margin weakness from e-commerce investments, regulatory risks with Weibo.

INVESTMENT LIST MEMBERSHIP

COOL SOUND TALKING FISHES: LISTS

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Source: authors' calculations from 1990-1994 data.

Approximation	1.1.10	1.1.11	1.1.12
Mean number of SCS clusters	10.0	10.000	100.0

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Goldman Sachs Trading Training Manual

Susanne Chishti, Thomas Puschmann



Goldman Sachs Trading Training Manual:

What Happened to Goldman Sachs Steven Mandis, 2013-09-10 This is the story of the slow evolution of Goldman Sachs addressing why and how the firm changed from an ethical standard to a legal one as it grew to be a leading global corporation In What Happened to Goldman Sachs Steven G Mandis uncovers the forces behind what he calls Goldman s organizational drift Drawing from his firsthand experience sociological research analysis of SEC congressional and other filings and a wide array of interviews with former clients detractors and current and former partners Mandis uncovers the pressures that forced Goldman to slowly drift away from the very principles on which its reputation was built Mandis evaluates what made Goldman Sachs so successful in the first place how it responded to pressures to grow why it moved away from the values and partnership culture that sustained it for so many years what forces accelerated this drift and why insiders can t or won t recognize this crucial change Combining insightful analysis with engaging storytelling Mandis has written an insider s history that offers invaluable perspectives to business leaders interested in understanding and managing organizational drift in their own firms

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s perspective on some of the least understood transactions in the distressed arena You will Gain In Depth Knowledge Understand the complexities of credit markets from trading dynamics to historical credit cycles allowing you to identify debt investment opportunities and avoid pitfalls Master the Analytical Framework Learn Michael s seven step process for analyzing credit investments including qualitative industry and business analysis financial statement analysis forecasting corporate valuation relative value analysis and debt structuring Learn How to Write an Investment Recommendation Review real life credit memos to understand how analysts translate this framework into recommendations that drive investment decisions at the top credit funds Discover Key Concepts and Terminology leveraged buyout financings LBOs trading levels price yields and spreads shorting and credit default swaps Navigate Distressed Debt Explore the strategies and nuances of distressed debt investing including bankruptcy subordination creditor on creditor violence and high profile case studies from the past three decades of Chapter 11 restructurings This book caters to finance majors pursuing investing careers credit analysts seeking to enhance their skills and seasoned professionals aiming to expand their expertise Professors researchers lawyers and advisors servicing the credit industry will also find immense value in this comprehensive guide

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