

ACTION

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 300mn 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\$30/share valuation for Weixin.

Catalyst

We reiterate our Buy rating and expect monetization to potentially be realized in three areas: **(a) Advertising.** Weixin'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 Weixin's offerings after NHN's LINE, and expect Weixin 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.

Valuation

We raise our 12-m target price to HK\$305 from HK\$280, based on 1.0X PEG (22X 2014E EPS off 22% 2014E-17E CA/GR; previously based on 2013E-16E CA/GR). 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.

Key risks

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

INVESTMENT LIST MEMBERSHIP

Asia Pacific Buy List
GS SUSTAIN Focus List

Coverage View: Neutral

Physical Delivery
485.0 2013-167 For equity delivery@gs.com Goldman Sachs & Co. LLC
Full Proxy
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Investment Profile



Key data

Price (USD) 215.00
12-month target price (USD) 245.00
Market cap (USD m) / US\$ mkt 500,000.0 / 17,130.3
Foreign ownership (%) --

	2011E	2012E	2013E	2014E
EPS (USD) New	5.12	6.03	6.72	8.14
EPS increase (%)	0.0	17.8	12.0	19.0
EPS growth (%)	26.7	20.1	27.7	25.0
EPS (USD) Global New	5.49	6.70	8.42	10.50
P/E (x)	26.7	31.8	24.7	24.9
P/B (x)	10.3	10.0	7.3	5.8
EV/EBITDA (x)	17.4	16.1	15.4	11.2
Dividend yield (%)	0.0	0.0	0.0	0.7
ROIC (%)	24.0	24.0	24.7	20.4
CRWD (%)	176.8	138.0	130.7	54.2

Price performance chart



Share price performance (%)	3 month	6 month	12 month
Relative to S&P 500	11.2	15.0	40.2
Relative to S&P 500	6.2	14.0	30.2

Source: Goldman Sachs Global Vantage, Bloomberg, Reuters, Yahoo Finance, I/B/E/S

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Goldman Sachs Trading Training Manual

JS Bruner



Goldman Sachs Trading Training Manual:

Goldman Sachs Trading Training Manual Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the energy of words has be more evident than ever. They have the ability to inspire, provoke, and ignite change. Such is the essence of the book **Goldman Sachs Trading Training Manual**, a literary masterpiece that delves deep into the significance of words and their affect our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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