

Malaysia Thematic

Counting our eggs durians before they hatch fall

Consider AEON, RCE, MBM, BIMB & LAGENDA

On 16 Aug 2024, details of the civil service salary hike that will take effect on 1 Dec 2024 will be revealed. Referencing back to the last 2 civil service salary hikes of 2007 and 2012, we gather that there will be many beneficiaries. Potential beneficiaries under our coverage are AEON Co. (M), RCE Capital, MBM Resources and Bank Islam Malaysia. Potential beneficiaries out of our coverage are MBSB, AEON Credit Service (M), DRB-Hicom and Lagenda Properties.

Civil service salary hike details to be released soon

Salaries of the civil service will be reviewed upwards on 1 Dec 2024. According to the Public Services Department, more details will be released on 16 Aug 2024. The Communications Minister gave a teaser by revealing that salaries will be raised by 15% to 43%. Our 'back of the envelope' calculation indicates that the civil service salary scheme review will translate into an additional ≥MYR6,666 p.a. in average disposable income for each employee which we believe is meaningful.

Many beneficiaries of civil service salary hikes

The last civil service salary scheme review took effect on 1 Apr 2012 and the one before that was on 1 Jul 2007. Our research indicates that many sectors benefitted, including the direct selling industry (Amway, Beshom and Zhulian) and even jewelers (Poh Kong and Tomei). Yet, we believe that the positive impact of the civil service salary scheme reviews on the aforesaid beneficiaries was, at most, temporary and not very meaningful. Our preferred exposure in the Consumer sector is AEON Co. (M) as there was a perfect correlation between government emoluments and its retail sales pre-COVID.

NBFIs and autos biggest beneficiaries, in our view

We note that there is a near perfect correlation between government emoluments and RCE Capital and MBSB's financing receivables. Other potential beneficiaries are Bank Islam Malaysia and AEON Credit Service (M) which also lend to government employees, albeit, at a relatively smaller scale. We also note that national passenger total industry volume did better after the last 2 civil service salary scheme reviews. Thus, we posit MBM Resources and DRB-Hicom as potential beneficiaries this time around. Another honourable mention is Lagenda Properties, with government employees accounting for ~60% of buyers of its properties.

Analyst

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Other companies mentioned in this report:-

- 1. Amway (AMW MK, Not Rated, CP: MYR6.90)
- 2. Beshom (BESHOM MK, Not Rated, CP: MYR0.89)
- 3. Zhulian (ZHCB MK, Not Rated, CP: MYR1.24)
- 4. Poh Kong (PKH MK, Not Rated, CP: MYR1.11)
- 5. Tomei (TOME MK, Not Rated, CP: MYR1.81)
- 6. MBSB (MBS MK, Not Rated, CP: MYR0.77)
- AEON Credit Service (M) (ACSM MK, Not Rated, CP: MYR6.90)
- 8. DRB-Hicom (DRB MK, Not Rated, CP: MYR1.21)
- Lagenda Properties (LAGENDA MK, Not Rated, CP: MYR1.24)

Potential beneficiaries under research coverage

	Bberg	Price	TP	Rec	Mkt Cap	PER (x)	PER (x)	ROE (%)	Div Yld (%)	P/B (x)	Px chg (%)
		MYR	MYR		MYRm	CY24E	CY25E	CY24E	CY24E	CY24E	YTD
Bank Islam M'sia	BIMB MK	2.46	2.75	Hold	5,576	9.5	8.8	7.9	6.9	0.7	11.3
RCE Capital	RCE MK	3.20	3.00	Hold	2,103	16.2	14.9	17.2	5.2	2.8	(6.2)
MBM Resources	MBM MK	5.26	4.69	Hold	2,037	6.9	6.7	12.6	8.0	0.9	22.9
AEON Co. (M)	AEON MK	1.42	1.74	Buy	1,811	13.9	12.9	7.4	2.8	1.0	18.3

^{*} Share price as of 8 Aug 2024; Source: Maybank IBG Research



Civil service salary hike details to be released soon

On 1 May 2024, the Prime Minister announced that civil service salaries will be reviewed upwards by ≥13% on 1 Dec 2024 and this will cost the government ≥MYR10b p.a. According to the Public Services Department, more details will be released on 16 Aug 2024. The Communications Minister gave a teaser on 7 Aug 2024 that civil service salaries will be raised by 15% to 43% on 1 Dec 2024. The last salary scheme review took effect on 1 Apr 2012 where salaries were raised by 7% to 13%. The one before that was on 1 Jul 2007 where salaries were raised by 8% to 35% (Fig. 1).

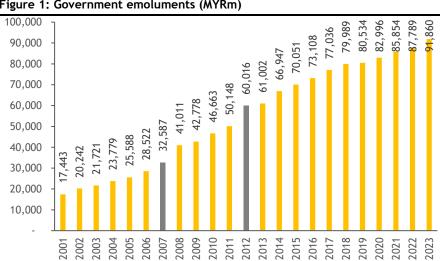


Figure 1: Government emoluments (MYRm)

Many beneficiaries of civil service salary hikes

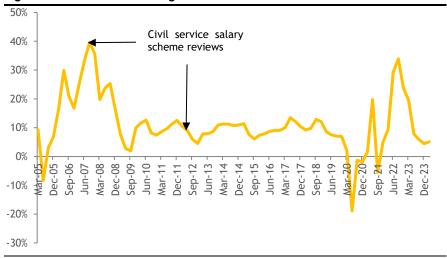
Our 'back of the envelope' calculation indicates that this will translate into an additional ≥MYR6,666 p.a. in average disposable income for each government employee (= MYR10b/1.5m civil servants) which we believe is meaningful. Thus, we look back into history to posit potential beneficiaries from the upcoming civil service salary scheme review:-

- Consumer sector we note that there was a 'bump up' in retail sales in the quarters following the civil service salary scheme reviews (3Q07: +40% YoY, 2Q12: +9% YoY) (Fig. 2). It follows that with higher salaries, government employees were able to buy more consumer goods. That said, the impact was moderated as RON92/RON95 petrol prices were subsequently raised.
 - In mid-2008 (one year after the Jul 2007 civil service salary review), RON92 petrol price was hiked +74sen/litre on 5 Jun 2008.
 - o In late-2013 (one-and-a-half year after the Apr 2012 civil service salary review), RON95 petrol price was increased +20sen/litre on 1 Sep 2013, again by +20sen/litre on 1 Oct 2014 and +40sen/litre between 1 Jan 2017 (+20sen/litre) and 1 Feb 2017 (+20sen/litre).

^{*} grey denotes years with civil service salary scheme reviews Source: Bank Negara Malaysia

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Figure 2: Total retail sales chg YoY

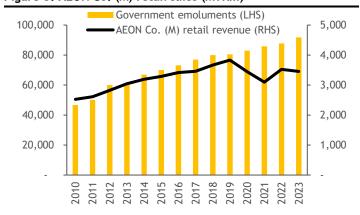


Source: Department Of Statistics

In the consumer sector, we posit **AEON Co.** (**M**) as a potential beneficiary. Pre-COVID, we note that there was a perfect correlation between government emoluments and its retail sales (R²: 1.0) (Fig. 3). Its retail sales eased in 2020 and 2021 only due to the Movement Control Orders then brought about by the COVID-19 pandemic. We also posit direct sales companies like **Amway, Beshom** and **Zhulian** as potential beneficiaries. We note that direct selling sales did better in the year after civil service salary scheme reviews were executed (2008: +16% YoY and 2013: +25% YoY) (Fig. 4).

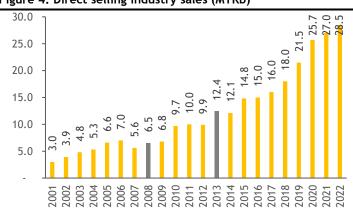
That said, we notice that direct selling industry sales fell in 2007 (-20% YoY), 2012 (-1% YoY) and 2014 (-2% YoY) for reasons unknown to us. Compare and contrast this to AEON Co. (M) retail sales which has grown consistently with government emoluments. We also acknowledge that the direct selling industry is currently very competitive as they now have to contend with sales via social media like TikTok Shop. Thus, they may not benefit as much this time around relative to the last 2 salary scheme reviews. Hence, AEON Co. (M) is our preferred exposure from the consumer sector for civil service salary hikes.

Figure 3: AEON Co. (M) retail sales (MYRm)



Source: Department Of Statistics

Figure 4: Direct selling industry sales (MYRb)



* grey denotes years after civil service salary scheme reviews Source: Ministry of Domestic Trade and Cost of Living



<u>Jewellers</u> - we note that the sales of <u>Poh Kong</u> and <u>Tomei</u> surged in the year civil service salary scheme reviews were executed and after (2007, 2008, 2012 and 2013) (Fig. 5). Their higher sales may be due to higher gold prices. Yet, we believe that the additional disposable income for government employees enabled them to purchase higher priced jewels. That said, jeweler margins are often inconsistent due to the volatile price of gold which serves as their raw material (Fig. 6). Thus, higher sales do not necessarily translate into higher profits for jewelers. For example, Poh Kong and Tomei net profit fell in 2007 and 2013 even though sales grew YoY.

Figure 5: Poh Kong and Tomei revenue (MYRm)

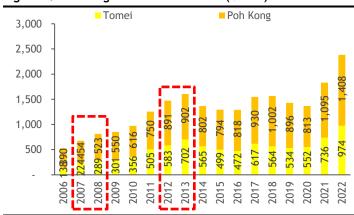
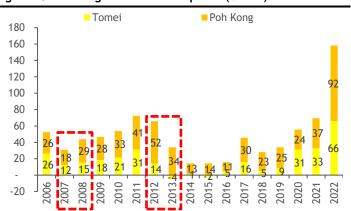


Figure 6: Poh Kong and Tomei net profit (MYRm)



Source: Poh Kong, Tomei

Source: Poh Kong, Tomei

NBFIs and autos biggest beneficiaries, in our view

In our opinion, the positive impact of civil service salary scheme reviews in the past on the aforesaid beneficiaries ex-AEON Co. (M) (i.e. direct selling companies and jewellers) was temporary and not very meaningful. Instead, we propose the 2 following group of beneficiaries and **Lagenda Properties** who we gather will experience lasting and more meaningful impact:-

• Non-bank financial institutions - non-bank financial institutions like RCE Capital and MBSB lend to government employees. We note that there is a near perfect correlation between government emoluments and their financing receivables (Fig. 7 and 8). Our channel checks reveal that government employees tend to borrow more after they receive higher salaries. Civil servants account for almost all of RCE's financing receivables. 68% of MBSB's financing receivables is attributable to consumers, which we understand is comprised largely of civil servants. Thus, we would say that they are the prime beneficiaries of the upcoming salary scheme review. Other potential beneficiaries are Bank Islam Malaysia and AEON Credit Service (M) which also lend to government employees but we understand that their exposure to this category of borrowers is ≤33% of net profit.

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Figure 7: RCE financing receivables (MYRm)

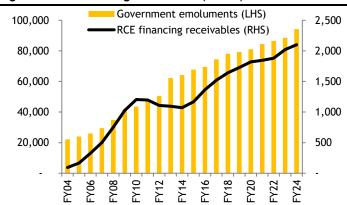
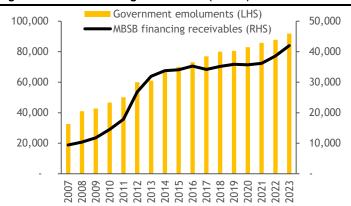


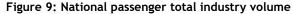
Figure 8: MBSB financing receivables (MYRm)

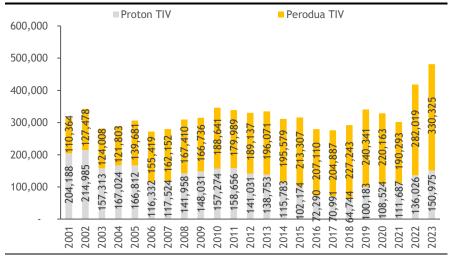


Source: RCE Capital Source: MBSB

• <u>Automotive sector</u> - we note that national passenger total industry volume (TIV) did better in the year after civil servants salary scheme reviews were executed (2008: +11% YoY and 2013: +1% YoY). The slower growth in 2013 was due to 2 events:- (i) Bank Negara Malaysia introducing macro prudential measures to restrain household debt in Jul 2013 by capping personal loans at 10 years and debt service ratios at 60%; and (ii) Proton ceding market share before Geely acquired 49.9% of it in Jun 2017. Note also that Perodua sales surged in 2015 after it introduced the popular *Axia* model in Sep 2014.

We gather that this was a delayed reaction to the civil servants salary scheme review of 2012. Since then, both marque's TIV have improved significantly, especially Proton after it introduced its range of sports utility vehicles in Dec 2018. Short of another round of macro prudential measures being introduced by Bank Negara Malaysia, we posit MBM Resources (owns 20% of Perodua) and DRB-Hicom (owns 50% of Proton) as potential beneficiaries. We understand that MBM Resources sources >80% of its earnings from Perodua and DRB-Hicom sources -60% of its earnings from Proton.





Source: Malaysian Automotive Association



Lagenda Properties - Lagenda Properties is a Perak-based property developer that focuses on low cost/affordable housing in self sustaining townships. With a price range of MYR150K-MYR200k/unit, the properties are targeted at the B40 and M40 income groups. Government employees account for ~60% of its buyers. The high civil servant population in its townships is due to the presence of the Royal Malaysian Navy home base, various government institutions and public/private universities in the vicinity of its townships.

Potential upside to our AEON, RCE and MBM earnings and TPs

Seeing that we cover AEON, RCE and MBM which we believe will be the biggest beneficiaries of the upcoming civil service salary scheme review, we postulate the potential positive impact to them. Although we cover BIMB, we exclude it from our postulation as only 35% of its financing receivables is attributable to government employees.

- AEON Co. (M) Our earnings estimates and MYR1.74 TP (based on 17x FY24E PER) are premised on FY25E retail segment sales growth of +2.8% (FY24E: -1.7%, FY23A: -2.0%). Based on our sensitivity analysis, every 1 ppt increase in retail sales growth translates to a 2% lift in our earnings estimates and 2% to our TP.
- <u>RCE Capital</u> Our earnings estimates and MYR3.00 TP (based on 2.5x end-CY25E P/BV) are premised on financing receivables growing an average 15.0% for 12 months from 1 Dec 2024 onwards. Every 1.0ppt higher-than-expected financing receivables growth will accrete 0.8% to our EPS estimates and 0.3% to our TP.
- MBM Resources Our earnings estimates and MYR4.69 TP (based on 6.0x FY25E PER) are premised on its FY25E vehicle sales growing by 3.0%. Every 1.0ppt higher-than-expected vehicle sales growth will accrete 0.9% to our EPS estimates and 0.9% to our TP.



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