IPO Note Tuesday, July 30, 2024 Ng Hong Tong hongtong@mersec.com.my

# Sik Cheong Bhd

## Consumer Staple for All

#### **Valuation / Recommendation**

We recommend SUBSCRIBING to Sik Cheong Bhd (Sik Cheong), with a FV of RM0.33 based on 10x FY26F EPS, representing a potential upside of 24% to the IPO price. Our target PE of 10x is at a 30% discount to comparable peers' average valuation, given Sik Cheong's smaller market capitalisation. We like the stock for its proven track record, strategic expansion plans, and healthy balance sheet with expanding margins.

### **Investment Highlights**

**Proven track record.** Sik Cheong has achieved an impressive 3-year revenue CAGR of 23.2%, rising from RM43m in FY21 to RM78m in FY24. This growth can be attributed to the company's ability to secure sales from its large customer base of more than 500 annually. Notably, 90% of their clients are recurring customers, demonstrating Sik Cheong's reliability as a distributor of RBD palm olein oil products in Malaysia. The company has also established long-term relationships with its key suppliers, with 3 out of 4 having >10 years of relationships.

**Diversifying into soybean oil.** Sik Cheong currently offers RBD palm olein oil as its sole product. Management is considering diversifying into high oleic soybean oil as a potential new product due to several reasons, including 1) Less competition in the market; 2) Cost-effective and healthier option; 3) Cross-selling opportunities from existing customer demand; and 4) Second most demanded cooking oil in Malaysia.

Packaging facility expansion. A significant portion of the IPO proceeds (RM7.2m) will be used to rebuild Factory No. 9 into a 3-story building with new floor space. This expansion is necessary for its new venture into soybean oil, which will require additional space for new packaging machinery. To reach a wider customer base, Sik Cheong also plans to expand its operations to other states in Peninsular Malaysia, particularly Perak, Pahang, Negeri Sembilan, and Melaka.

**Expanding margins**. Sik Cheong's gross margins increased from 12.8% in FY21 to 16.0% in FY24. Management has effectively controlled production costs by passing on rising costs to customers through higher selling prices and implementing cost optimisation measures. A slight decline in FY25 margins is expected due to one-off IPO expenses, but improvements are anticipated in FY26-27 due to positive operating leverage with production and sales ramping up after the completion of Factory No.9 expansion.

**Risk factors** for Sik Cheong include (1) Change in consumer preference of edible oil and (2) Significant fluctuation in raw materials (CPO) price.

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FY Mar	FY23	FY24	FY25F	FY26F	FY27F
Revenue (RM m)	78.2	79.6	92.2	109.2	129.0
EBITDA (RM m)	8.6	8.7	11.9	15.2	17.8
PAT (RM m)	6.0	6.3	6.5	8.9	10.9
PAT Margin (%)	7.7%	8.0%	7.1%	8.1%	8.4%
EPS (sen)	3.0	3.2	3.3	3.3	4.1
EPS Growth (%)	84.9	5.0	2.9	2.5	22.6
BV Per Share (sen)	10.0	13.1	25.3	29.8	35.2
PE (x)	9.0	8.5	8.3	8.1	6.6
Net Gearing (x)	Cash	Cash	Cash	Cash	Cash
ROE (%)	30.2	24.1	12.9	14.9	15.5

ACE Market
Consumers Product & Services Sector
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IPO Price: RM0.27 Fair Value: RM0.33

#### **Business Overview**

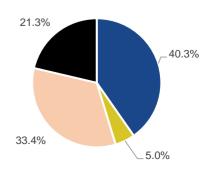
Sik Cheong is principally involved in repackaging, marketing and distribution of edible oil and other food products as well as lamp oil and other trading products.

Listing Details	
Listing date	13 August 2024
New shares (m)	66.0
Offer for sale (m)	20.0
Funds raised (RM m)	17.8

Post Listing	
Ordinary shares (m)	266.0
Market cap (RM m)	71.8
Free float	30.8
P/E (FY25F)	8.3

Top 3 Shareholders	
Wong Hing Ngiap	33.1%
Wong Hin Loong	33.1%
Choo Wai Yee	0.8%

Utilisation of Proceeds	RM m
Expansion of packaging facilities	7.2
Purchases of new delivery trucks	0.9
Working capital	6.0
Estimated listing expenses	3.8



Source: Company, Mercury Securities

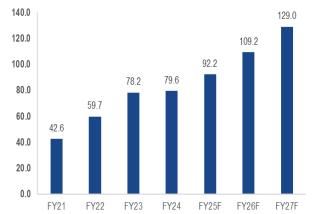
### **Financial Highlights and Valuation**

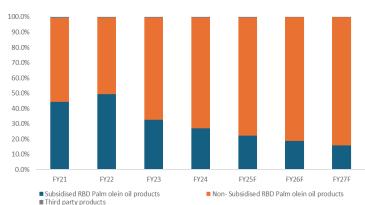
Impressive sales growth. Sik Cheong has achieved an impressive 3-year revenue CAGR of 23.2%, rising from RM43m in FY21 to RM78m in FY24. This growth can be attributed to the company's ability to secure sales from its large customer base of more than 500 annually. Notably, 90% of their clients are recurring customers, demonstrating Sik Cheong's reliability as a distributor of RBD palm olein oil products in Malaysia.

Non-subsidised RBD palm olein oil products remain Sik Cheong's key revenue driver (representing 73% of total revenue). However, the revenue contribution from subsidised RBD palm olein oil products is expected to decline due to the fixed sales quota imposed on subsidised cooking oil (700MT per month) under the COSS government program.

Figure 1: Sik Cheong's revenue trend (in RM m)

Figure 2: Sik Cheong's sales breakdown





Source: Mercury Securities, Company

Source: Mercury Securities, Company

**Strong presence in the industry**. Sik Cheong has been repackaging and distributing RBD palm olein oil products for over 30 years. This has allowed the company to attract a broad customer base of over 500 annually, including retailers, wholesalers, hotels, restaurants, catering operations, and food manufacturers. Additionally, the company has also established long-term relationships with its suppliers, having conducted business with three out of four for over ten years. See Figures 4 and 5 below for the key suppliers and customers secured by the Group:

Figure 4: Key customers list of Sik Cheong

Customers List	Customer Types	Types of products /services sold	Years of business relationship (years)
Sri Ternak Group of companies	Wholesaler and retailers	1kg polybag, 5kg bottle, 2kg bottle, 1kg bottle, 17 kg jerry can	12
Low Seat Hoong Group of companies	Wholesaler and food manufacturer	17 kg tin can, 5kg bottle	12
NSK Group of companies	Wholesaler and retailer	17kg jerry can	12
TCRS Restaurant Sdn Bhd	Restaurant	1kg polybag, 5kg bottle, 2kg bottle and 1kg bottle	12

Figure 5: Key suppliers list of Sik Cheong

Supplier List	Supplier Types	Types of products supplied	Years of business relationship (years)
Mewah group of companies	Palm oil refinery	RBD palm olein oil	11
Wilmar group of companies	Palm oil refinery	RBD palm olein oil	3
Intercontinental Specialty Fats Sdn Bhd	Palm oil refinery	RBD palm olein oil	11
Lee Oilmills Sdn Bhd	Palm oil refinery	RBD palm olein oil	11
MSP Pet Industries Sdn Bhd	Packaging material	Packaging materials	12

Source: Company

**Diversifying into soybean oil.** Sik Cheong currently offers RBD palm olein oil as its sole product in its cooking oil distribution business. Management has identified high oleic soybean oil as a potential market to explore for several reasons, which are: 1) There is less market competition, giving Sik Cheong an advantage as a new player, 2) It is a more cost-effective and healthier option compared to other edible oils, 3) There is existing demand from customers, allowing for cross-selling opportunities, and 4) It is the second most demanded cooking oil in Malaysia, making it a penetrable market. Venturing into the distribution of soybean oil would allow Sik Cheong to diversify its revenue stream and reduce its dependency on RBD palm olein oil products.

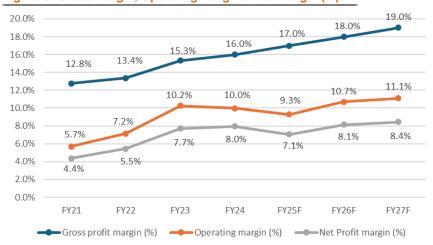
Widening geographical market reach in Peninsular Malaysia. Sik Cheong's customer base is mainly in Kuala Lumpur and Selangor, with 95-98% of the total revenue coming from these areas. To reach a broader customer base, the company plans to expand its operations to other states in Peninsular Malaysia, particularly Perak, Pahang, Negeri Sembilan, and Melaka. This expansion is feasible due to the proximity of these states to Factory 9. Management believes that targeting these states will have a positive impact on its earnings from FY25 onwards, as it sees them as untapped potential markets, supported by preliminary internal research on the potential demand from existing customers.

**Rebuilding Factory 9 for new floorspace.** A significant portion of the IPO proceeds (RM7.2m) will be used to rebuild Factory No. 9 into a 3-story building with a total built-up area of approximately 18,041 square feet. This expansion is necessary for Sik Cheong's new venture into distributing high-oleic soybean oil, which requires additional space for new packaging machinery. Additionally, there will be extra space to accommodate future expansion for RBD palm olein oil, if necessary. We expect the contribution from soybean oil to materialise starting 2QFY26, which is around the targeted completion date for the new Factory No. 9.

**Expanding margins**. Sik Cheong's gross profit margin has risen from 12.8% in FY21 to 16.0% in FY24. Throughout the years, management has effectively controlled its production costs by passing on rising costs to customers through higher selling prices and by implementing prudent cost optimisation measures during purchases of RBD palm oil from its suppliers. Some measures include negotiating price terms through 1-month contracts with suppliers, monitoring CPO prices that influence RBD palm oil prices, having oil tank storages to take advantage of favourable pricing, and practising just-in-time inventory to reduce inventory costs.

Overall, we expect a slight decline in Sik Cheong's FY25 margins primarily due to one-off IPO expenses. Nevertheless, there would be improvements in FY26 -27 margins due to positive operating leverage as its production and sales ramp up after completing the Factory 9 expansion.

Figure 6: Gross Margin, Operating Margin & Net Margin (%)



Source: Mercury Securities, Company

**RM0.33 FV based on 10x FY26F EPS**. Given Sik Cheong's relatively smaller market capitalisation, we peg a target PE valuation of 10x, which is at a 30% discount to comparable peers' average. We have selected peers who are mainly involved in the business of distributing edible oils.

#### Peer Comparison - Trailing 12-month basis (as of 29 July 2024)

Company	Country	Share price (LC)	Mkt Cap (in USD)	Earnings Growth (%)	P/E (x)	P/B (x)	ROE (%)	Net yield (%)
Salim Ivomas	Indonesia	386.0	374.6	(15.0)	6.7	0.3	5.2	2.6
Gokul Agro Resources	India	180.6	318.1	2.5	19.6	3.4	18.9	0.0
BCL Industries	India	62.9	204.6	1.9	21.5	2.7	13.0	0.8
CI Holdings	Malaysia	3.0	105.9	(21.1)	6.0	1.1	19.7	5.0
Simple Average				(6.3)	13.2	1.9	12.0	1.3
Sik Cheong		0.3	15.4	5.0	8.5	2.1	24.1	0.0

Source: Bloomberg, Mercury Securities

#### **Company Background**

Repackaging, marketing and distribution of RBD palm olein oil products. Sik Cheong specialises in repackaging, marketing and distribution of RBD palm olein oil products, including cooking oil (subsidised or non-subsidised) and lamp oil. Cooking oil is distributed under its brand name namely the Sawit Emas and Vitamas, while the lamp oil is solely distributed under its brand name of Pingat Emas. The group primarily operates in the downstream palm oil segment, where its clients consist of retailers, wholesalers, hotel restaurants and catering operators, as well as food manufacturers.

**Trading of third-party products.** Sik Cheong also sources and trades third-party branded products (mainly margarine) upon request from its existing clients. Some examples of third-party branded margarine sourced and distributed by the Group include "Adela," "Pelangi," and "Bunga Emas."

Figure 8: Business Overview

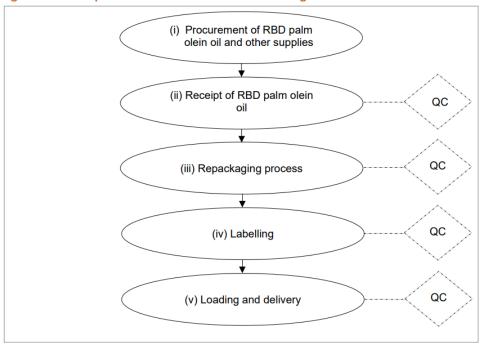
Principal activities		and distribution of RBD oil products	Trading of third-party products		
Products	Cooking oil: - subsidised - non-subsidised	Lamp oil	Complementary products such as margarine		
Customer segment	<ul> <li>Retailers</li> <li>Wholesalers</li> <li>Hotel, restaurant and catering operators</li> <li>Food manufacturers</li> </ul>	Retailers	<ul> <li>Retailers</li> <li>Wholesalers</li> <li>Hotel, restaurant and catering operators</li> <li>Food manufacturers</li> </ul>		
Market	Malaysia				

Source: Company

Figure 9: Program on Subsidised RBD Palm Olein Cooking Oil Participated by Sik Cheong

Programmes established by KPDN	Cooking Oil Stabilisation Scheme (COSS)	Program Mekanisme Kawalan Harga Minyak Masak (MKHMM)
Purpose	Stabilise retail price of all types of cooking oil in 1kg polybags	Control maximum retail price of palm cooking oil
Quota allocated	60,000 MT/month	25,000 MT/month
Quota obtained	700 MT/month	403 MT/month in September 2021 and subsequent quota of 331 MT/month from April 2023 to June 2023.
Sold under	"Sawit Emas" brand in 1kg polybags since June 2007	"Sawit Emas" and "Vitamas" brands.
Programme status	No stated expiry	Expired in June 2023

Figure 10: The Operation Process Flow of Sik Cheong



Source: Company

Figure 11: RBD Palm Olein Oil Products Offered by Sik Cheong

Subsidised RBD Palm Olein Oil Products

COSS Program

Brand

Sawit Emas

Packaging size and type

1kg polybag

### **MKHMM Program**

Brand	Sawit Emas	Vitamas
		Wanna Stanmar
Packaging size and type	- 1kg bottle - 2kg bottle - 5kg bottle	- 3kg bottle - 5kg bottle

Unsubsidised RBD Palm Olein Oil Products

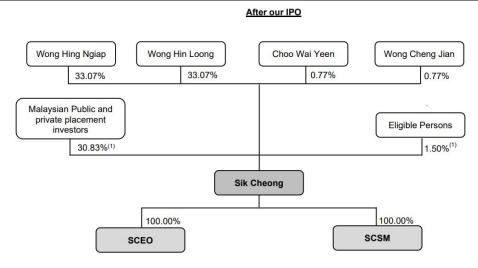


<b>Figurer</b>	12: Ke	v Manac	gement '	Team
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Name and Designation	Age	Profile
Wong Hing Ngiap Managing Director	52	business partner to carry out the delivery of RBD palm oil products at first and subsequently to undertake RBD palm oie product repackaging, marketing and distribution business.
Wong Hin Loong Executive Director	64	Responsible for the supply chain management of Sik Cheong, family partnership business. Established another family-based partnership business, Sik Cheong Supermarket with his sister that principally engaged in the retail and wholesale of sundry goods Oversees the group's supply chain management, which includes identifying and evaluating suppliers and liaising and negotiating supply contracts or prices for RBD palm oil olein with suppliers.
Choo Wai Yeen Chief Operating Officer	52	Oversees and manages the day-to-day operations of the group relating to the procurement, repackaging, quality management, warehousing and delivery of RBD palm olein oil products.  Diploma in Computer Studies from the National Centre for Information Technology, United Kingdom.
Dee Bee Lian Chief Financial Officer	43	Oversees the group's overall finance and accounting matters as well as human resources and Halal related matters.  Master's degree in Business Administration from the Anglia Ruskin University and member of Association of International Accountants.
Woi Chee Keong Factory Manager	40 •	Oversees the day-to-day operations of the Group's factory which include managing the main packaging facility operations, creating work schedules and assigning roles for workers based on the production planning schedule, and monitor the operation costs.

Source: Company

**Figure 13: Group Structure Post Listing** 



Note:

(1) Based on our enlarged issued share capital of 266,000,000 Shares after our IPO.

#### **Future Plans & Business Strategies**

**Expanding product range to include high oleic soybean oil.** Sik Cheong has received inquiries from food manufacturers to procure high oleic soybean oil for their use in their factories. In order to capture the potential market opportunity, Sik Cheong intend to set up a new packaging facility at the Factory No.9 using the IPO proceeds for repackaging and distributing high oleic soybean oil.

**Expanding current market reach to seize wider customer base.** The existing customer base of Sik Cheong are majority concentrated in Kuala Lumpur and Selangor states of Malaysia. It represents between 95.1% to 97.0% of the Group's total revenue generated from both business segment for the past 4 financial years. Sik Cheong intends to capture wider customer base from other states in Malaysia such as Perak, Negeri Sembilan, Melaka and Pahang due to their close proximity to Kuala Lumpur and Selangor, where the Group's Factory No.11 is located.

**Expansion of packaging facility.** The expansion of packaging facility includes the installation of additional 2 packaging line to its existing total 14 packaging lines at the new Factory No.9 which is to be rebuilt using the IPO proceeds. This would enable Sik Cheong to accommodate the expansion for both its existing repackaging RBD palm oil olein business and its future expansion into the repackaging of high oleic soybean oil business.

**Expansion and Improvement on delivery means.** Sik Cheong intends to purchase 5 new delivery truck with various size capacities which include 1 unit of 19MT truck, 2 units of 7.5MT truck and 2 units of 5 MT truck in order to replace the existing that had been in service for more than 8 years. Besides, the Group also intends to purchase additional 2 new delivery trucks to cater for the delivery needs when the Group's expansion plan is being executed. This is in line with the competitive advantage of Sik Cheong for being able to make prompt delivery of the repackaged RBD palm olein oil to customers on time and reduce the likelihood of depending on the third party's delivery companies if any of the delivery means of Sik Cheong (lorries) broke down or insufficient to meet the delivery needs due to strong sales.

### **Key Risks**

Exposure to risk of not being able to secure RBD palm olein oil supply at sufficient quantity and/ or at acceptable prices. Sik Cheong sources the supply of refined RBD palm olein oil from 4 key suppliers in Malaysia. Accordingly, the availability of RBD palm olein oil required for Sik Cheong's business operation at commercially acceptable prices are critical to their ability to maintain their GP margins and to deliver products promptly and reliably to their customers.

**Dependent on one single product offering.** The company is subjected to significant product concentration risk as RBD palm oil olein products are the only sole offering product by Sik Cheong with the total revenue contribution ranging between 99.1% to 99.5%. The company may face a significant decrease in its revenue as the demand on the RBD palm oil olein may vary significantly if there is change in the consumer preference to other types of edible oil. Despite of RBD palm oil olein being the cheapest cooking oil option, there is no guarantee that the other types of edible oil option will not be price lower which would adversely demand of RBD palm oil and subsequently the financial performance of the Group.

Exposure to risk of inability to operate due to failure to renew the required licenses. Sik Cheong's RBD palm olein oil repackaging, marketing and distribution business is subject to the Control of Supplies Regulations 1961 (CS Regulations) and Malaysian Palm Oil Board (Licensing) Regulations 2005 (MPOB Regulations). If Sik Cheong fails to renew these required licenses, the business operation of the Group will be disrupted.

## **IPO Details**

	Offer for Sale (m)	Public Issue (m)	Total (m)	(%)
Retail Offering				
Eligible Persons	-	4.0	4.0	1.5
Malaysian Public (Non-Bumiputera)	-	6.65	6.65	2.6
Malaysian Public (Bumiputera)		6.65	6.65	2.6
Institutional Offering				
Institutional and /or selected investors	20.0	48.7	68.7	26.4
<u>Total</u>	20.0	66.0	86.0	33.1

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