

# **SASSEUR REIT – Growth in a Sunrise Industry**

First Listed Outlet Mall REIT in Asia

## **CLSA Group Call Investor Presentation**

18 May 2021

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# **Key Investment Highlights**



**Retail Outlet – A Sunrise Industry** 



**Sasseur - Leading Outlet Operator** 



Fast-growing retail outlet sector projected to become world's largest by 2030<sup>1</sup>



Growing middle-class population & spending power





Leading privately-owned outlet mall operator



Deep understanding of local retail market & diverse brand relationships

2 ROFR and 12 pipeline projects for potential acquisition

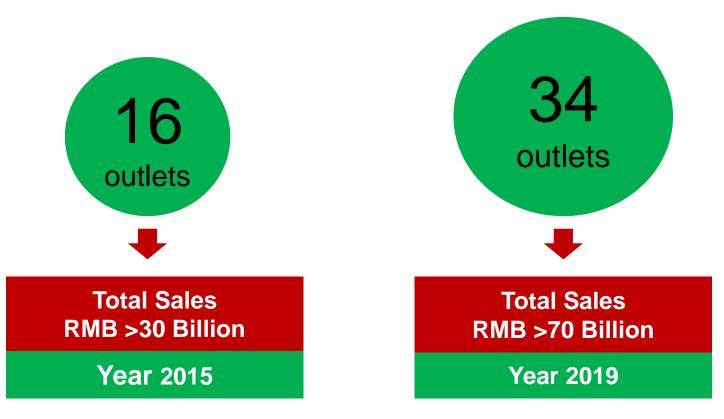
#### (1) Source: China Insights Consultancy

(2) Defined as the sales revenue opportunity available in the outlet industry after considering information such as economic development, population size, residents' disposable income and outlets penetration

# **Growth of PRC Outlet Market**

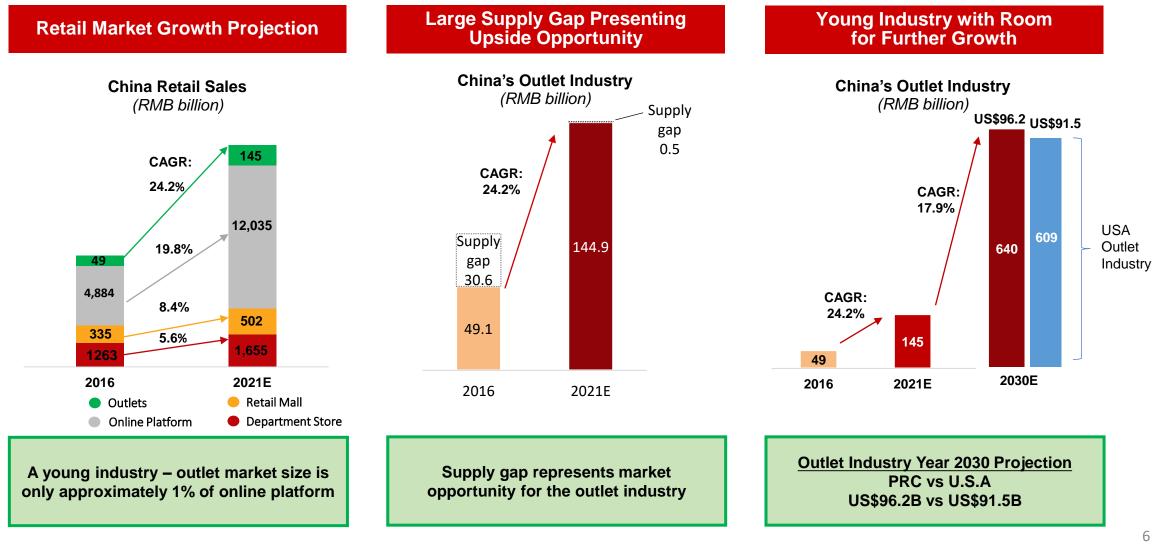


Between 2015 to 2019, the number of outlets which surpassed RMB >1 billion sales had more than doubled



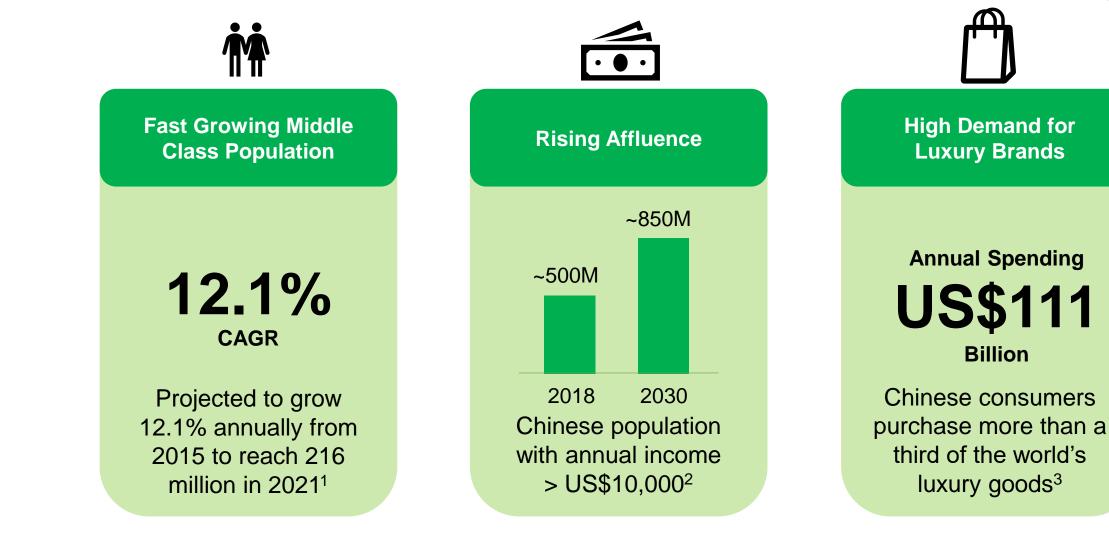
# **Projected Growth of PRC Outlet Market**





# **PRC's Outlet Fundamentals Remain Attractive**





1. Source: China Insights Consultancy - Independent Market Research Report

2. World Bank, Legal & General IM Estimates

3. Business Times Article "Covid-19 has trapped US\$111 billion of luxury spending in China", 9 July 2020.

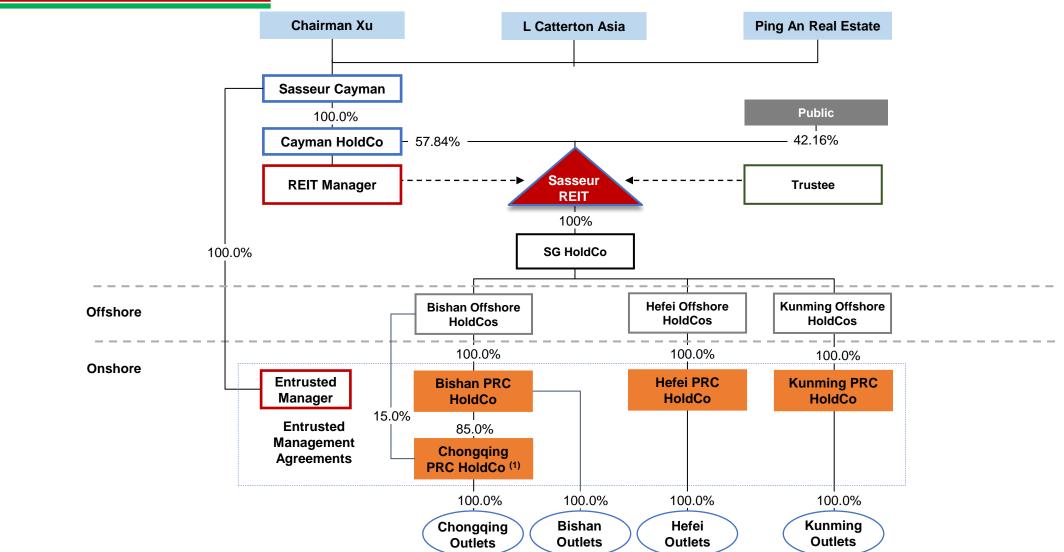
# **About Sasseur REIT**





# **Sasseur REIT Structure**





(1) Holds 40% interest in Chongqing West Outlets Brand Discount Commercial Co., Ltd. and Shanghai Pacific Rehouse Service Chongqing Co., Ltd.. Remaining 60% interest is held by Shanghai Pacific Rehouse Service Co. Ltd., an independent third party unrelated to the Sponsor (Sasseur Cayman Holding Limited) or Sasseur REIT

# About Sasseur Group – Strong Sponsor



#### **Introduction to Sasseur Group**

- Founded in 1989, Sasseur is one of the leading premium outlet groups in the People's Republic of China ("PRC"), that focuses on the development and operation of retail outlet malls in the PRC
- Sasseur manages 13 outlet malls in 12 major Chinese cities
- Leverages on the founder's passion for art and culture to develop and design all of Sasseur's outlet malls, thus offering a unique lifestyle experience for its customers



#### Founded by Vito Xu



- Vito Xu is the founder and chairman of Sasseur with a wealth of experience in the fashion industry.
- In 1992, he entered the clothing industry and created his own women's wear fashion line – Sasseur
- In 2008, he built the first Sasseur outlet in Chongging, an art piece that has won numerous awards
- Recipient of numerous prestigious awards

#### Supported by Strategic Shareholders

- L CATTERTON
- Largest pan-Asian consumer-focused private equity firm that operates within a global L Catterton platform
- Manages over USD 1.6 billion AUM (USD 2.6 billion with co-investments)<sup>(1)</sup>
- Affiliate of the Fortune 500 company **Ping An Insurance**
- Professional real estate investment, development and management platform of Ping An Insurance
- AUM of approximately RMB 420 billion (USD 60 billion)<sup>(2)</sup>

(1) Provided by L Catterton Asia on 19 September 2017

(2) Extracted from Ping An Real Estate website (http://realestate.pingan.com/realestate/html/about.html) on 2 January 2020

# **About Sasseur Group – Strong Sponsor**



## **Highly Recognised Enterprise**

- 2020 China Top 10 Influential Commercial Enterprise Award
- 2020 Chongqing Top 100 Enterprise Ranked 34<sup>th</sup> Place with Revenue Over RMB 10 Billion
- 2020 China Top 500 Enterprise in Service Industry Ranked 304<sup>th</sup> place
- China Commercial Real Estate Operation and Innovation Award

## One of the Leading Operators in China's Outlet Industry

- 13 Outlets Under Management, 5 More in the Pipeline
- Among the outlets in operation, 5 outlets achieve sales above RMB 1 billion in 2019
- 1,700 International and Local Brands
- >55 Million Outlet Visitors in 2019
- 4.2 Million VIP Members across All Outlets
  Source: Sasseur Group 2019 Performance Figures

## 2019 Sales Revenue

## > RMB 2.5 Billion



## Sasseur (Chongqing) Outlet



## t Sasseur (Nanjing) Outlet

## > RMB 1.5 Billion



## Sasseur (Xi'an) Outlet



### Sasseur (Hefei) Outlet



Sasseur (Guiyang) Outlet

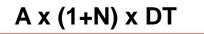
# Sponsor's Unique "Super Outlet" Business Model



"1" represents the outlet mall business platform and "N" reflects the various lifestyle options offered in each of the outlet malls



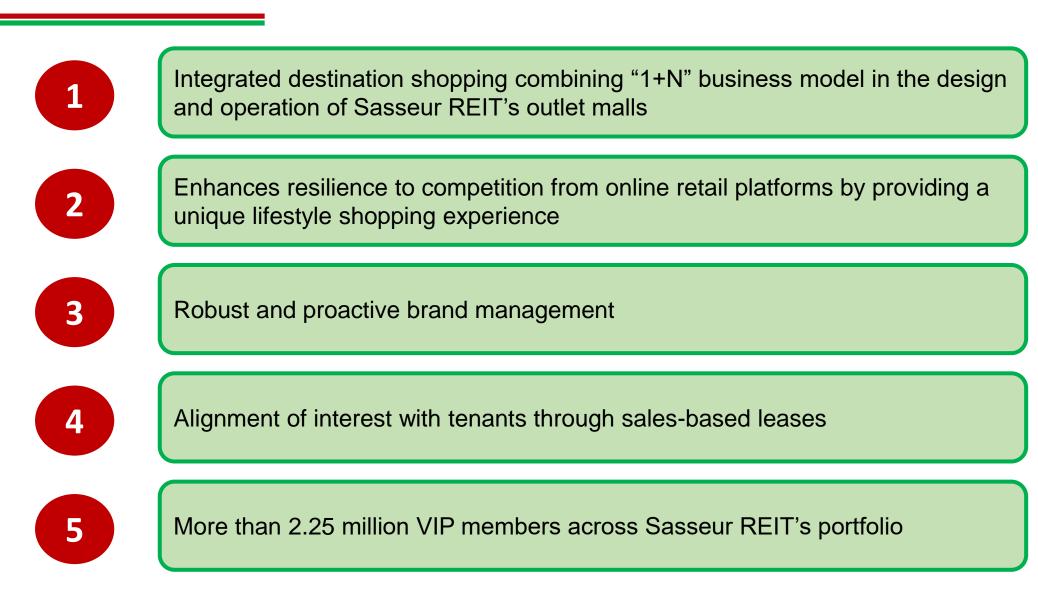
Unique lifestyle experience based on a combination of art in the design and decoration of its outlet malls, and as a one-stop shopping and lifestyle experience, provides resilience against competition from e-commerce





# Sponsor's Unique "Super Outlet" Business Model





# Sasseur – Leading Private Outlet Specialist in PRC



Leading pr	ivate outlet spec	cialist in PRC
Outlet Operators	Operator category	Outlets
Sasseur 砂之船	Local Private Outlet Specialist	13
Beijing Capital Grand 首创	Real Estate Company	13
Shanshan 杉杉	Conglomerate	9
Bailian 百联	SOE Retail Group	7
Wangfujing SCITECH 王府井赛特	Real Estate Company	7
RDM	International Outlet Specialist	6

## Benefits of being a private outlet specialist Applicable Different Types of Outlet Operators in China Not applicable Understanding Operational Financial Brand Experience of Local Market Strength Resources **Local Private** Outlet **Specialists** SOE Retail Groups **Real Estate** Companies International Outlet **Specialists** Mitigated by Sasseur's access to strategic partners (L Catterton Asia & Ping An Real Estate)

Source: Company Website

# **Outlet's Competitive Edge Against Other Retail Models**



	Outlets	Department Store	Shopping Mall	<b>Online Platform</b>
Product Mix	Luxury and high-end brands	Middle to high-end brands	Middle to high-end brands	Low priced products
Pricing Strategy	Large Discounts	Normal	Normal	Low
Consumer Experience	~	★ (small area with compact layout)	✓	× (no in-store shopping experience)
Location	Suburbs	City Center	City Center	-
Segment	Middle Class	Mass Market	Mass Market	Mass Market
Authenticity	✓	✓	✓	Possibility of counterfeit goods

### **Brand Owners**

- Advantages Over Online
- Higher Profit Margin
- Quicker Payback Period
- Enhanced Inventory Management



Customers

- Better Shopping Experience
- Product Authenticity
- High Discounts
- Access to a Wide Range of Products

## Why outlet is generally not impacted by e-commerce

- Product mix per transaction via online platform ~ RMB200 vs per transaction at the outlet malls ~ RMB800/1000 => minimal product overlap
- Economics online sales of outlet brands incur ~ 20% commission vs 10-16% commission at the outlets.
- Authenticity 10X penalty / reward for selling by merchants / reporting by customers, of fake goods ensure no fakes goods at outlet

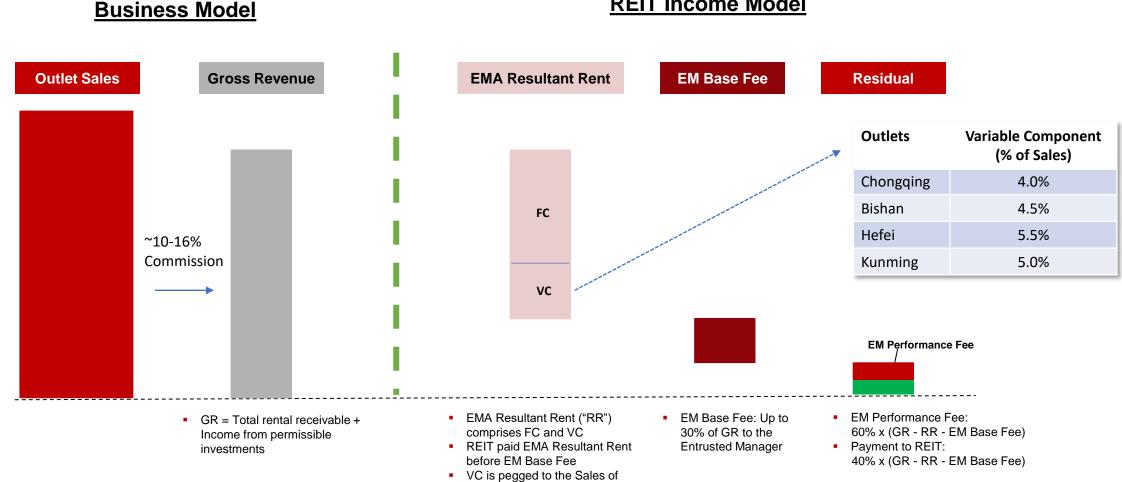
# Entrusted Management Agreement (EMA) Model





# **Entrusted Management Agreement Model**





## **REIT Income Model**

The EMA Model aligns the interest of the Operating Manager with the REIT.

the Outlet

# **1Q 2021 Financial Results**





# **1Q 2021 Key Highlights**



# Sasseur REIT share price has recovered 70% from a low of \$0.525 in April 2020 to \$0.890 in March 2021

1Q 2021	1Q 2020	<b>Y-o-Y</b> <sup>1</sup>
EMA Rental Income <sup>2</sup>		
S\$32.3 million	S\$25.3 million	27.8%
Distributable Income		
S\$23.6 million	S\$16.0 million	47.8%
Distribution Per Unit <sup>3</sup>		
1.759 SG cents	1.334 SG cents	31.9%
NAV Per Unit		
92.22 SG cents	92.58 SG cents	(0.4%)



1. Y-o-Y comparison refers to 1Q 2021 vs 1Q 2020

- 2. Excluding straight-line accounting adjustments
- 3. For 1Q 2021, Sasseur REIT elected to distribute 90% of the distributable income to Unitholders
- 4. Weighted average lease expiry by net lettable area

# **Financial Results**





# 1Q 2021 DPU Increased 31.9% vs 1Q 2020



	1Q 2021	4Q 2020	Change %	1Q 2020	Change %
Fixed Component (RMB mil)	105.5	102.4	+3.0	102.4	+3.0
Variable Component (RMB mil)	51.9	56.7	-8.5	24.8	+109.4
EMA Rental Income <sup>1</sup> (RMB mil)	157.4	159.1	-1.1	127.2	+23.7
EMA Rental Income <sup>1, 2</sup> (S\$ mil)	32.3	32.3	+0.1	25.3	+27.8
Distributable Income (S\$ mil)	23.6	23.3	+1.3	16.0	+47.8
DPU (SG cents)	1.759	1.935	-9.1	1.334	+31.9

1. Excluding straight-line accounting adjustments.

2. Using the average SGD:RMB rate for the period 1Q 2021 4.8730, 4Q 2020 4.9223, 1Q 2020 5.0339.



S\$ mil	31 Dec 2020	31 Mar 2021
Investment properties	1,651.1	1,670.5
Cash and short-term deposits	155.9	154.2
Other assets	51.2	33.7
Total Assets	1,858.2	1,858.4
Loans and borrowings	504.3	499.5
Other liabilities	248.5	241.1
Total Liabilities	752.8	740.6
Net Assets	1,105.4	1,117.8
NAV per unit (cents) <sup>1</sup>	91.40	92.22
Aggregate Leverage	27.9%	27.6%

1. Based on units in issue and issuable of 1,209,412,000 and 1,212,114,636 as at 31 December 2020 and 31 March 2021 respectively.

# **Distribution Details**



## Distribution Period Distribution Per Unit<sup>1</sup>

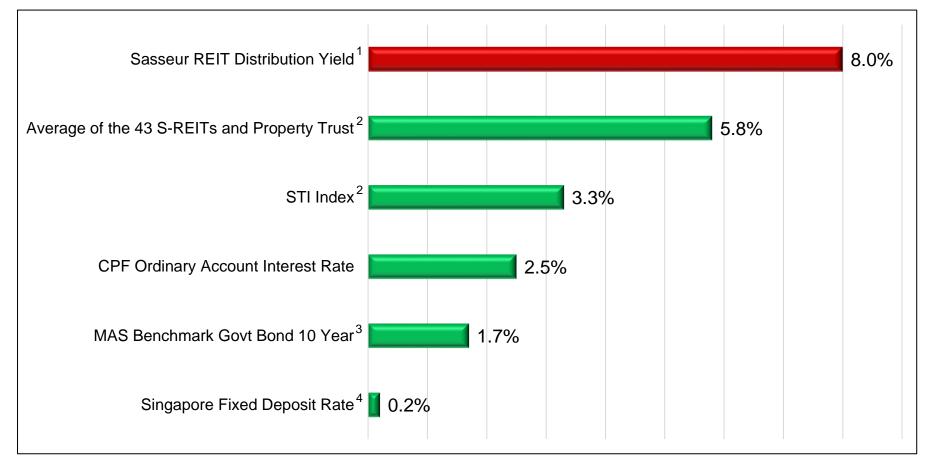
## 1 January to 31 March 2021 **1.759 Singapore cents**

1. Based on 90% distribution pay-out ratio

Distribution Timetable	
Notice of Books Closure Date	12 May 2021
Ex-dividend Date	10 June 2021
Books Closure Date	11 June 2021
Distribution Payment Date	25 June 2021

# **Sasseur REIT Yield vs Other Asset Classes**





#### Notes:

- 1. Distribution yield based on annualised DPU and closing price of S\$0.890 as at 31 March 2021
- 2. Based on 12M Average Dividend Yield
- 3. Based on 10 Year Yield
- 4. 12M Bank fixed deposit rates from MAS as of 31 March 2021
- Source: Bloomberg, SGX, Central Provident Fund (CPF) Board, data as of 31 March 2021

# **Capital Management**







Aggregate leverage at 27.6% provides debt headroom for acquisition

S C Aggregate Leverage	Average S Debt Maturity	Minterest Coverage Ratio	Weighted Average Cost of Debt
31 Mar 2021	31 Mar 2021	1Q 2021	1Q 2021
<b>27.6%</b>	<b>2.0 years</b>	<b>7.5 times</b>	<b>3.3% p.a.</b>
31 Dec 2020	31 Dec 2020	1Q 2020	1Q 2020
<b>27.9%</b>	<b>2.2 years</b>	<b>4.7 times</b>	<b>4.3% p.a.</b>

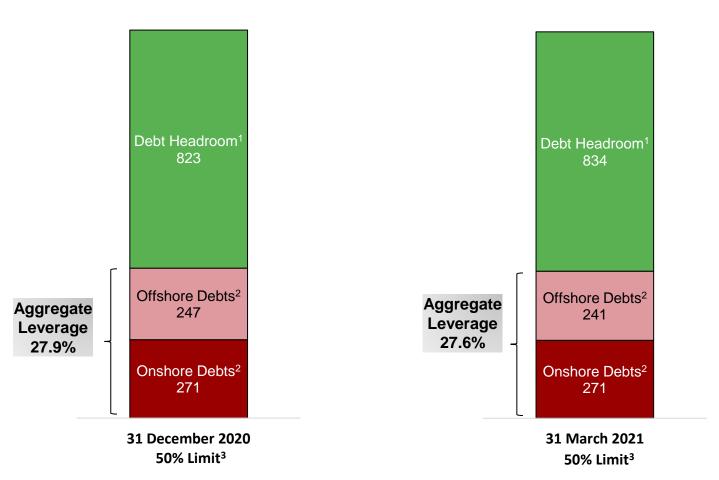
Loan Facilities	Onshore	Offs	hore
Currency	RMB	SGD	USD
Outstanding Quantum <sup>1</sup>	~SGD 271 million (RMB 1.32 billion)	SGD 214 million (~RMB 1.04 billion)	USD 20 million (~RMB 0.13 billion)
Maturity	March 2023	March 2023	March 2023
Floating Rate	5-year LPR	Singapore SOR	USD LIBOR

1. Based on SGD:RMB exchange rate of 4.8768 as at 31 Mar 2021

# **Prudent Capital Management**



Debt Facilities (SGD million)



1. Debt headroom is computed based on total assets and assuming a corresponding increase in total assets with new debts raised.

2. Debt amounts are translated using exchange rates as at each period end.

3. 50% leverage limit is based on MAS's leverage limit.



## Weighted average debt maturity is 2.0 years

S\$ million	<b>Debt Maturity</b>	
		503
3	6	
2021	2022	2023

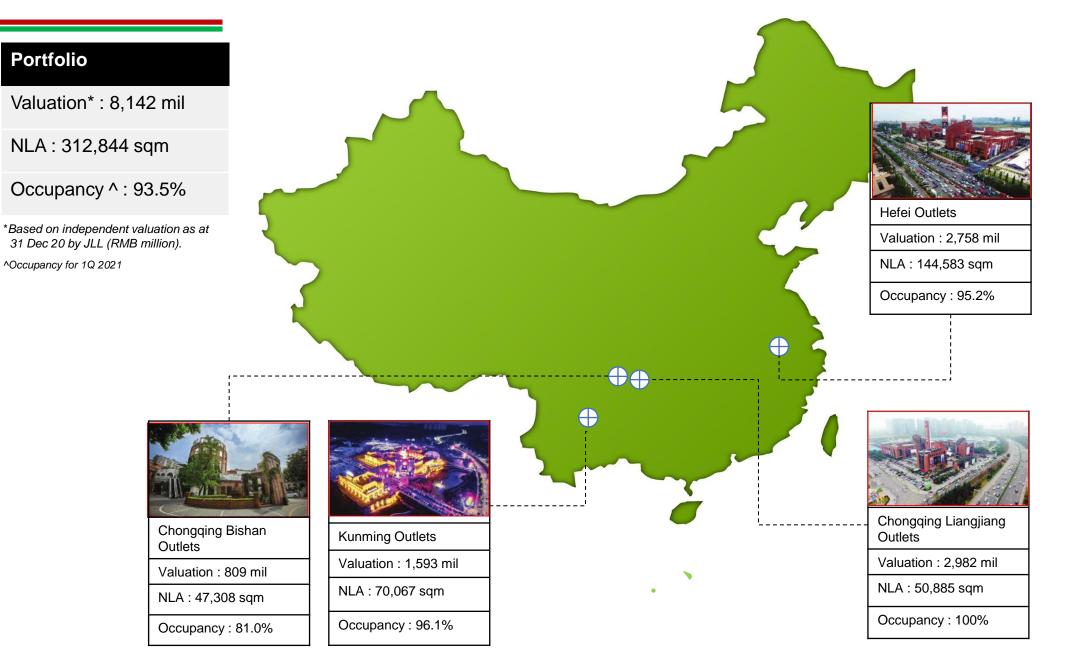
# **Portfolio Update**





# **Portfolio Summary**





# **1Q 2021 Outlet Sales Summary**



Dutlets	<b>1Q 2021</b> Sales (RMB'mil)	1Q 2021 vs 1Q 2020 (%)	1Q 2021 vs 1Q 2019 (%)	1Q 2021 vs 4Q 2020 (%)
hongqing Liangjiang	560.5	+141.1	-8.0	-11.1
Chongqing Bishan	111.3	+114.6	-10.8	-15.5
lefei	244.2	+90.2	+0.5	-11.5
Kunming	220.6	+81.1	-3.7	+5.9
Portfolio	1,136.6	+112.6	-5.8	-8.8

1. 1Q 2021: 01 Jan 2021 - 31 Mar 2021

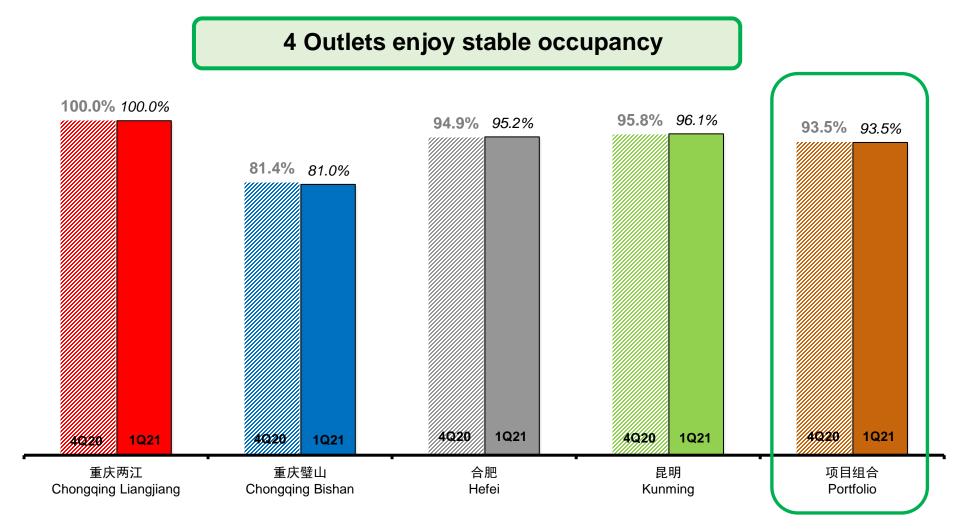
2. 4Q 2020: 01 Oct 2020 - 31 Dec 2020

3. 1Q 2020: 01 Jan 2020 - 31 Mar 2020

4. 1Q 2019: 01 Jan 2019 - 31 Mar 2019

# **Portfolio Occupancy**

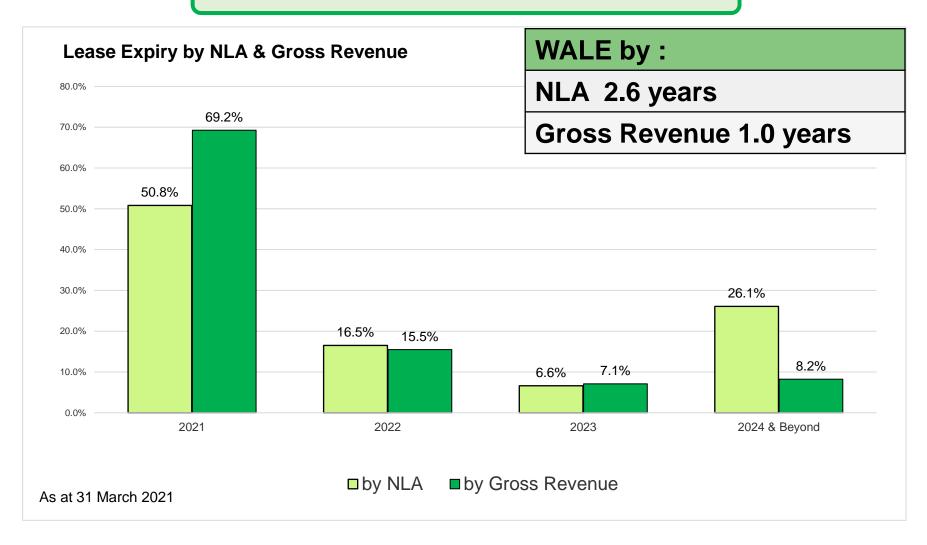




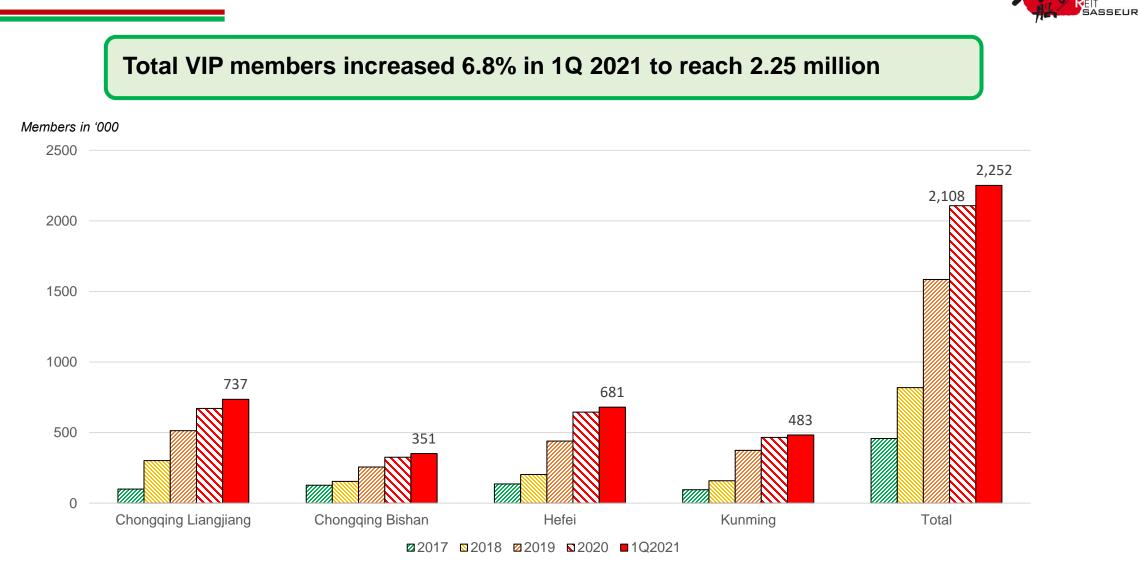
# Weighted Average Lease Expiry (WALE)



Deliberate short lease to optimise tenant mix



# **VIP Members - Growth by Outlets**





#### **Breakdown of NLA<sup>1</sup> by Trade Sector Breakdown of Revenue<sup>2</sup> by Trade Sector** Kids-centric Centres Anchor Tenants 0.9% Accessories 1.8% Lifestvle & Ad-hoc Outlets Lifestyle & Entertainment 1.2% 1.2% Entertainment 3.5% 0.5% Ad-hoc Outlets 0.7% Accessories 2.4% Children 4.1% F&B 3.1% Shoe & Leather Goods 4.7% Shoe & Leather Goods 4.4% Kids-centric Centres 6.4% Children 5.7% Fashion 35.1% F&B 6.7% Fashion 43.9% Sports 16.0% Sports 10.2% International Anchor Tenants Brands 15.4% International 11.7% Brands 20.6%

## **Fashion, Sports and International Brands**

## 60.7%

## 80.5%

1. As percentage of the portfolio's net lettable areas as at 31 Mar 2021

2. As percentage of the portfolio's gross revenue as at 31 Mar 2021

# **Exciting Promotional Activities to draw Shoppers**



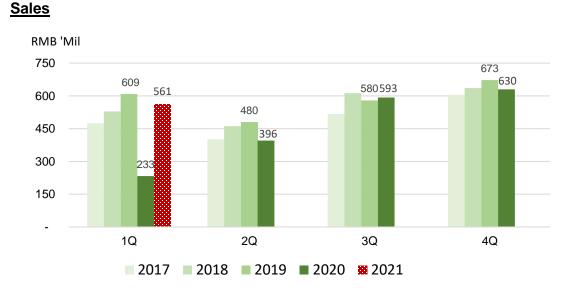


# **Chongqing Liangjiang Outlets**

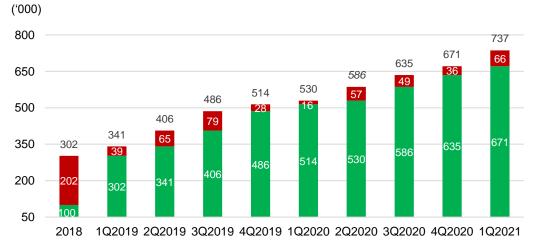




Year Commenced Operations	Sep 2008				
GFA (sqm)	73,373				
NLA (sqm)	50,885				
Occupancy Rate (%, 31 Mar 21)	100				
No. of Tenants (31 Mar 21)	384				
Top Brands/Tenants	+39 Space, Coach, Adidas, FILA				
Car Park Lots	500				
Valuation (RMB mil, 31 Dec 20)	2,982				



#### **Outlet Members**



# **Chongqing Bishan Outlets**

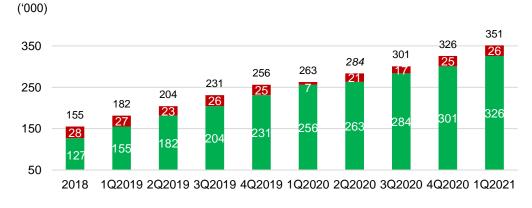




Year Commenced Operations	Oct 2014				
GFA (sqm)	68,791				
NLA (sqm)	47,308				
Occupancy Rate (%, 31 Mar 21)	81.0				
No. of Tenants (31 Mar 21)	201				
Top Brands/Tenants	Nike, +39 Space, Adidas, FILA, Maniform				
Car Park Lots	400				
Valuation (RMB mil, 31 Dec 20)	809				



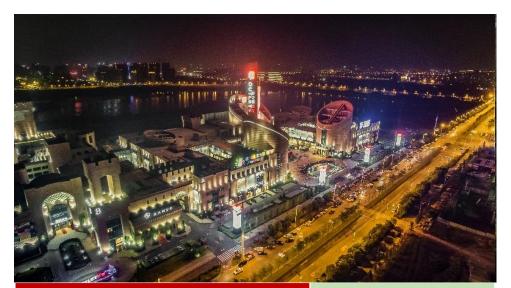
### **Outlet Members**



■ Existing ■ New

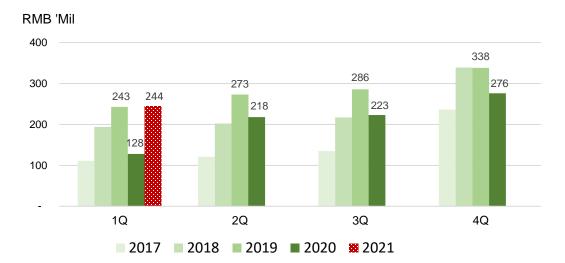
## **Hefei Outlets**



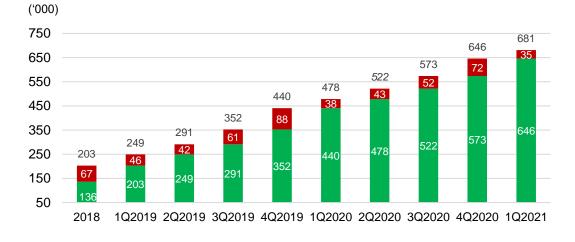


Year Commenced Operations	May 2016				
GFA (sqm)	147,316				
NLA (sqm)	144,583				
Occupancy Rate (%, 31 Mar 21)	95.2				
No. of Tenants (31 Mar 21)	346				
Top Brands/Tenants	Nike, Adidas, +39 Space, Coach, FILA				
Car Park Lots	1,566				
Valuation (RMB mil, 31 Dec 20)	2,758				

#### <u>Sales</u>



#### **Outlet Members**



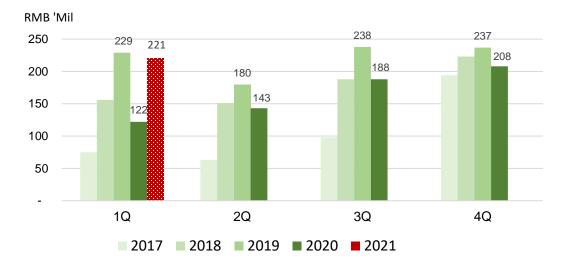
# **Kunming Outlets**



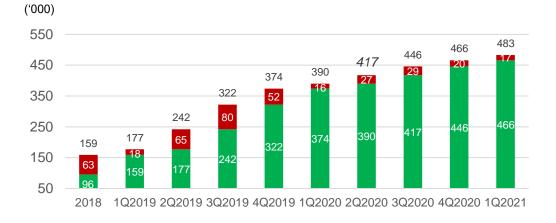


Year Commenced Operations	Dec 2016				
GFA (sqm)	88,257				
NLA (sqm)	70,067				
Occupancy Rate (%, 31 Mar 21)	96.1				
No. of Tenants (31 Mar 21)	245				
Top Brands/Tenants	Nike, Adidas, +39 Space, Coach, Li-Ning, FILA				
Car Park Lots	2,000				
Valuation (RMB mil, 31 Dec 20)	1,593				

#### <u>Sales</u>



#### Outlet Members



# **Potential Pipelines**

- All acquisitions must be yield accretive
- Reduce concentration risk, explore other parts of the World
- 7 out of 12 Pipeline Properties are in operation

	Xi'an	Guiyang		
Opening Date	Sep 2017	Dec 2017		
GFA (sqm)	141,708	193,520		
Car Park Lots	c.2,000	c.1,000		

## **Pipeline Properties**

**ROFR** Properties



## **Opening Soon**

	Nanjing	Hangzhou	Changchun	Changsha	Lanzhou	Yangzhou	Xiamen	Suzhou	Nanjing II	Shijiazhuang	Shanghai	Shenzhen
Opening Date	May 2015	Jun 2011	Sep 2017	Dec 2018	Dec 2019	Sep 2020	Nov 2020	Sep 2021	Apr 2022	Sep 2022	~ 2022	~ 2022
GFA (sqm)	149,875	45,873	172,128	210,600	~100,000	114,650	74,987	~77,843	~100,000	~83,000	~109,000	~150,000
Car Park Lots	c.8,000	c.5,000	c.4,000	c.2,084	c.2,500	c.1,200	c.1,500	c. 1,500	c. 1,100	c. 3,500	c.2,500	c.2,200

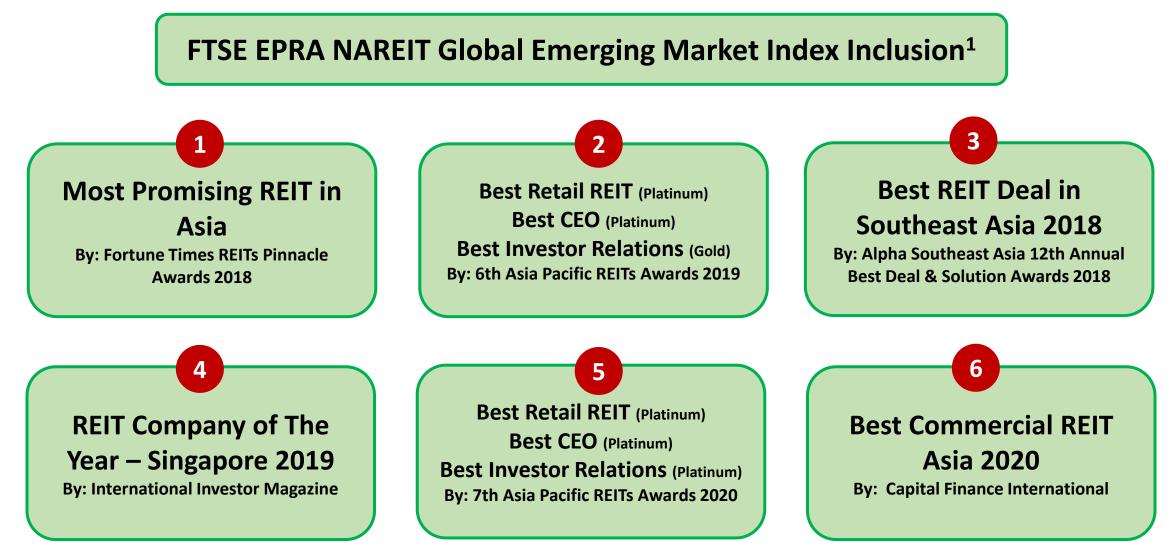


# **Investment Merits**









# **Investment Merits**





**Market Leadership:** Sasseur Group is one of the largest outlet operator in China, with 13 outlets and over 13 years of operating experience



**Unique Art-Commerce Busines model :** Full alignment of interests of tenants, REIT unitholders, the REIT and entrusted managers, with the potential for sharing upsides



**Proactive Asset Management Strategy :** Focus on asset enhancement and organic growth and yield accretive acquisitions



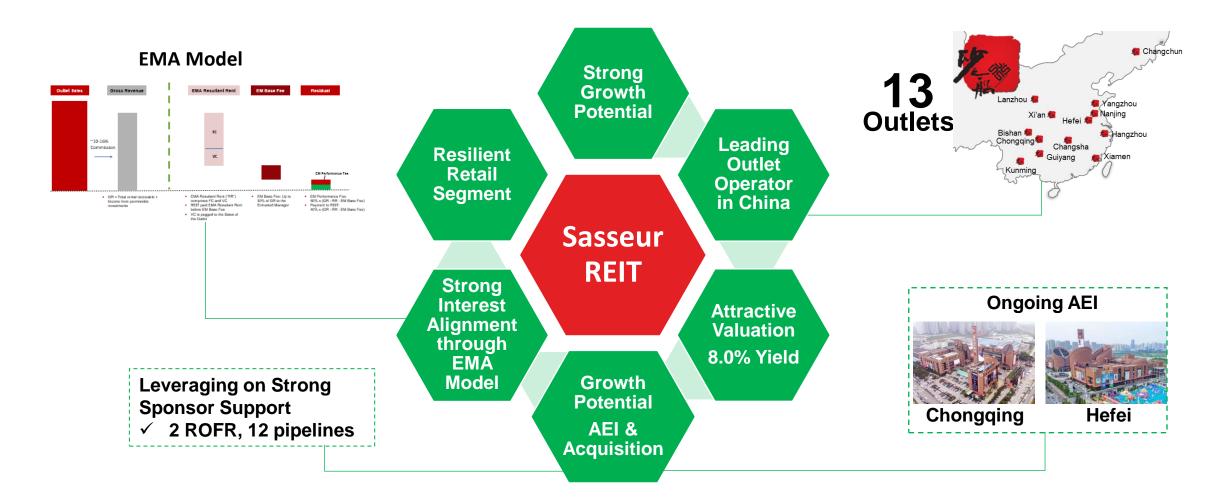
**Resilient Retail Segment :** High growth sector offering attractive value-formoney branded products that cater to the rising aspirations and demand of the expanding Chinese middle class



**Strong Partnerships:** Longstanding and strong business relationships with leading premium international and local retail brands

# Why Sasseur REIT ?









# Thank You

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