# BYD Co. (002594.SZ/1211.HK)

# 1025 Earnings Review: Resilience amid macro uncertainty & ongoing competition; Buy

BYD reported in-line 1Q25 result with net profit of Rmb9.2bn, near mid-point of pre-announcement range of Rmb8.5bn-Rmb10bn (<u>First Take</u>). Looking ahead, we see BYD as one of the most resilient auto OEMs amid macro uncertainty and ongoing competition. (1) Volume: we believe BYD is capable of navigating the uncertain macro economy and competition environment given its strong new models pipeline, industry leading position, and fast reaction to market changes, and keep our annual volume forecast of 5.5 mn units unchanged; (2) Pricing & gross margin: we see competition continue to pick up into the rest of 2025, and expect -3ppt qoq gross margin pressure into 2Q25E; (3) Operating leverage & profit: with 20%+ volume growth qoq (GSe), we expect continued operating leverage with 1ppt qoq improving OP margin to 4.3% in 2Q25E.

**Valuation:** We fine-tune 2025E-2027E EPS by 1%-3% post result. Our 12-month DCF-based target prices for A/H share are 2% lower at Rmb436/HK\$428 (from Rmb445/HK\$437), implying 18%/8% upside. Reiterate Buy rating.

# 1025 result recap

- New models: BYD unveiled 8 new vehicle models during 2025 Shanghai Auto Show. (1) Dynasty: unveiled (i) Dynasty-D concept car, a large-size SUV; (2) Ocean: unveiled (ii) Sea Lion 06 DM-i and (iii) Sea Lion 06 EV, mid size SUV available in both PHEV/BEV powertrain with pre-sale price range of Rmb160k-200k, scheduled for official launch in 3Q25, (iv) Seal 06 EV and (v) Seal 06 DM-i Touring, mid-size sedans with pre-sale price range of Rmb120k-150k, scheduled for official launch in 2Q25, (vi) Ocean-S concept car, a mid-to-large size sedan; (3) Denza: (vii) Denza-Z concept car, a large-size SUV; (4) Yangwang: (viii) Yangwang U8L, a 6-seat large-size SUV.
- Sales volume: BYD had total sales volume of 1mn units in 1Q25 (+60% yoy/-34% qoq), accounting for 18% of annual sales target of 5.5mn units. For overseas market, the company achieved 206k units (+110% yoy/+73% yoy) of total sales, accounting for 26% of annual target of 800k units. Looking ahead, we believe BYD is capable of navigating the uncertain macro economy and competition environment given its strong new models pipeline, industry leading

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- position, and fast reaction to market abilities, and keep our annual volume forecast of 5.5 mn units unchanged.
- **Gross margin:** BYD reported 1Q25 gross margin of 20.1%, -0.6pp yoy, mainly due to average -11% yoy transaction price decline across vehicle models (see our monthly tracker), despite +60% yoy sales volume, in our view. Looking to 2Q25, we see price competition intensifying further, and expect gross margin to decline by 3.0pp gog to 17.0%.
- Operating margin and unit profit: Despite yoy lower gross margin in 1Q25, BYD saw yoy operating margin improvement by 0.1pp with opex to revenue declining by 0.7pp, showing resilience on scale economics and cost control. Looking into 2Q25, we expect operating leverage to continue, leading to operating margin of 4.3% +1.0 pp qoq.
- Overseas update: BYD's monthly export reached record high at 73k units in Mar 2025. On Apr 27, BYD's 4th ro-ro ship "BYD SHENZHEN" carrying 7k units of vehicles, shipped to Brazil. Breakdown by region, Asia Pacific/South America/Europe contributed to c. 35%/33%/20% of BYD's total overseas volume in 2024. We believe the increased freight capacity of the company further supports its export volume, and expect higher growth from Europe this year given its low base in 2024, and tailwind from EU and China will look into setting minimum prices on electric vehicles instead of imposing additional tariff (news link).

002594.SZ	12m Price Target: Rmb436	Price: Rmb370.83		Upside: 17.6%	
1211.HK	12m Price Target: HK\$428	Price: HK\$397		Upside: 7.8%	
Buy	GS Forecast				
		12/24	12/25E	12/26E	12/27E
Market cap: Rmb1.1tr / \$148.1bn	Revenue (Rmb mn) New	777,102.5	928,085.9	1,099,471.4	1,208,786.2
Enterprise value: Rmb923.6bn / \$126.8bn	Revenue (Rmb mn) Old	777,102.5	960,846.8	1,150,753.1	1,282,212.5
3m ADTV :Rmb6.2bn/ \$855.9mn	EBITDA (Rmb mn)	104,641.8	115,496.9	146,917.8	167,634.6
China	EPS (Rmb) New	13.84	18.40	24.81	27.43
China Autos	EPS (Rmb) Old	13.84	18.81	25.14	28.43
M&A Rank: 3					
Leases incl. in net debt & EV?: Yes					
		0/05	an	0.10.5-	40/05=
		3/25	6/25 <b>E</b>	9/25E	12/25E
	EPS (Rmb)	3.12	3.78	4.45	6.36

Source: Company data, Goldman Sachs Research estimates, FactSet. Price as of 25 Apr 2025 close.

# **Investment Thesis**

BYD is a leading NEV maker both in China and globally. We believe the company is well-positioned both in China and abroad, capturing the largest mass-market demand and building up premium brands with supportive NEV policies in the domestic market. At the same time, BYD is starting to tap into the overseas market with compelling (highly competitive, innovative) products, which we expect could become a second growth driver for the company, contributing 23% of incremental vehicle sales volume in 2024-2030E. With a comprehensive product portfolio and strong in-house capabilities enabling continued vehicle technology innovation, we expect BYD to grow its total vehicle sales volume from 4.3mn in 2024 to 8.9mn in 2030E, capturing 1/3 of China's NEV wholesale demand. BYD A/H shares are trading below their historical average 12m forward P/Es, which we view as attractive. We are Buy-rated. Catalysts include strong sales, new supportive policies for the NEV industry, breakthrough in overseas markets, and quarterly results. Downside risks: (1) intensifying electric vehicle competition; (2) slower-than-expected overseas expansion progress; (3) lower-than-expected external battery sales.

# Price Target Risks & Methodology

We are Buy-rated with 12m DCF-based (WACC 10.8%, TGR 2.0%) TPs of Rmb436/HK\$428 on the A/H shares (applying a 10% discount to the H-share). Downside risks: (1) Intensifying electric vehicle competition; (2) Slower-than-expected overseas expansion progress; (3) Lower-than-expected external battery sales.

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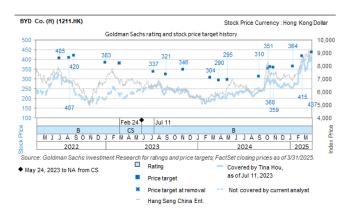
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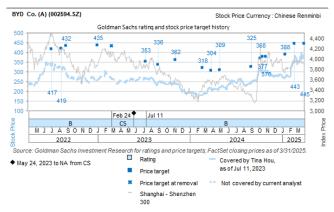
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	Buy	Hold	Sell	· ·	Buy	Hold	Sell	
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