

What's Hot Today:

► JNBY (3306 HK, HK\$19.32, HK\$10bn) solid 2H25

The company reported its FY6/25 full-year results, in line with expectations. Revenue up 5% YoY to RMB5.5bn while net profit rose by 5% YoY to RMB893mn, with a NPM of 16%. In 2H25, revenue reached RMB2.4bn, up 4% YoY, driven by an 8% expansion in franchised stores and a robust 26% YoY growth in online sales. Offline SSS recorded an LSD YoY decline due to softer store traffic. GPM remained stable at 66%. Although S&M expense ratio increased by 0.8ppts YoY, this was partially offset by a 0.5ppts improvement in the Admin. expense ratio and a lower effective tax rate. As a result, NPM in 2H25 edged up slightly to 12.3%. The company declared a final dividend of HK\$0.93 per share. Including the interim dividend, full year dividend stood at HK\$1.38 per share, with a payout ratio of 75%.

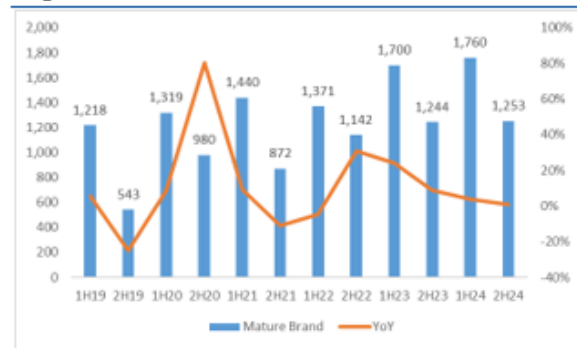
Fig 1: 2H25 results comments

	2H24		2H25		Results comments
	RMB mn % of Rev		RMB mn % of Rev	YoY chg	
Revenue	2,297		2,392	4%	JNBY solid, Younger brands remained weak, robust emerging brands
Cost of sales	(740)		(809)	9%	
Gross profit	1,553	66.3%	1,583	66.2%	4%
Selling and marketing expenses	(901)	-39.2%	(956)	-40.0%	6%
Administrative expenses	(260)	-11.3%	(258)	-10.8%	1%
Other income and gains, net	28		4		-84%
Operating profit	391	17.0%	371	15.5%	-5%
Finance costs	15		12		23%
Profit before income taxes	405		382		6%
Income tax expense	(131)	-5.7%	(88)	-3.7%	-33%
Net profit	274	11.9%	294	12.3%	7%
					Thanks to lower effective tax rate

Source: Company Data, Sunwah Kingsway Research

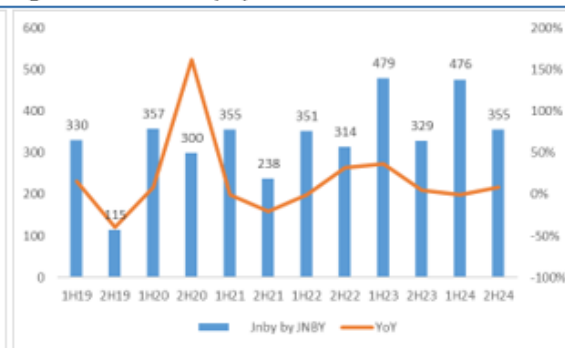
Robust emerging brands. Core womenswear brand JNBY remained resilient, with revenue edged up by 0.7% YoY to RMB1.3bn in 2H25, accounting for about 52% of total revenue. For menswear brand CROQUIS (速寫), the revenue decline narrowed to 2.9% YoY. Notably, the children's wear brand jnby by JNBY reversed its performance. After a LSD drop in H1, it delivered an 8% YoY growth in H2. Meanwhile, LESS recorded a 0.4% YoY decline in revenue. Emerging brands including onmygame and B1OCK achieved robust growth, with revenue up 1.7x YoY to RMB168mn.

Fig 2: Revenue of JNBY and YoY



Source: Company Data, Sunwah Kingsway Research

Fig 3: Revenue of Jnby by JNBY and YoY



Source: Company Data, Sunwah Kingsway Research

China & HK Indices	CLOSE	1D	YTD
HSI	26,200	1.0%	30.6%
HSCEI	9,328	0.9%	28.0%
HSCCI	4,376	0.6%	15.8%
CSI300	4,445	0.2%	13.0%
Shanghai A	3,996	0.1%	-1.9%
Shanghai B	262	-0.2%	-1.9%
Shenzhen A	2,518	0.3%	23.0%
Shenzhen B	1,359	0.2%	12.1%

Key Int'l Indices	CLOSE	1D	YTD
Dow Jones	45,490	-0.5%	6.9%
S&P 500	6,532	0.3%	11.1%
Nasdaq	21,886	0.0%	13.3%
Nikkei Index	43,922	0.2%	10.1%
FTSE Index	9,225	-0.2%	12.9%
CAC Index	7,761	0.2%	5.2%
DAX Index	23,632	-0.4%	18.7%

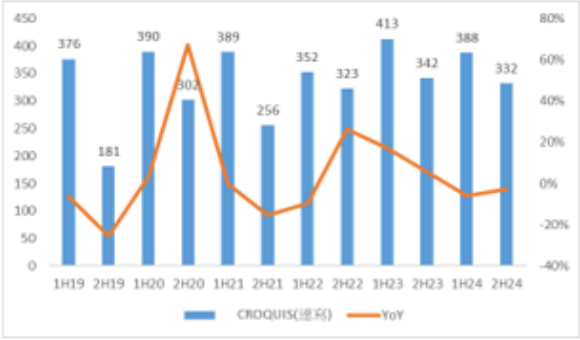
Commodities	CLOSE	1D	YTD
GOLD (US\$/oz.)	3,640	0.4%	38.9%
STEEL (US\$/oz.)	2,137	-0.5%	19.7%
SILVER (US\$/oz.)	41	0.7%	42.4%
CRUDE OIL (US\$/bbl)	63	1.7%	-11.1%
COPPER (US\$/oz.)	10,013	1.0%	14.2%
ALUMINIUM (US\$/oz.)	2,625	0.3%	2.9%
PLATINUM (US\$/oz.)	1,393	1.4%	53.7%
ZINC (US\$/oz.)	2,886	0.3%	-3.1%
WHEAT (US\$/bu)	495	-2.1%	-10.2%
CORN (US\$/bu)	417	-0.7%	-5.9%
SUGAR (US\$/lb)	N/A	N/A	N/A
SOYBEAN (US\$/bu)	1,025	-0.6%	-0.1%
PVC (US\$/t.)	N/A	N/A	-12.2%
CRB	301	0.8%	3.0%
BDI			108.5%

Exchange Rates	USD	HKD	EUR	JPY	CHF	RMB
USD		7.789	0.855	147.460	0.799	7.121
HKD	0.128		0.110	18.932	10.261	0.914
EUR	1.170	9.109		172.460	1.070	8.334
JPY	0.007	5.282	0.580		0.542	0.048
CHF	1.251	9.745	1.070	184.543		8.909
RMB	0.140	1.094	0.120	20.688	0.112	

Market Sentiment	CURRENT	5D
CDS Monitor - USD SR 5Y		
Greece	N/A	N/A
Ireland	83	-2.4%
Italy	139	-0.6%
Portugal	207	-0.0%
Spain	108	0.3%
VIX	15	-6.1%

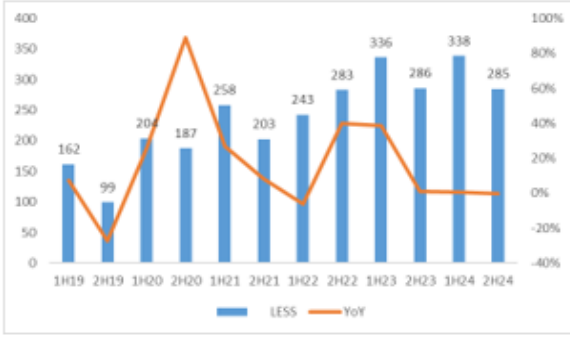
Source: Bloomberg

Fig 4: Revenue of CROQUIS and YoY



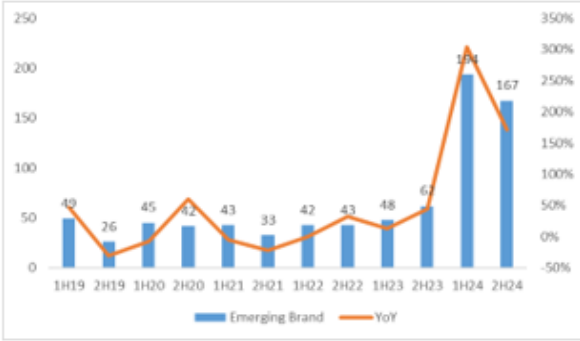
Source: Company Data, Sunwah Kingsway Research

Fig 5: Revenue of LESS and YoY



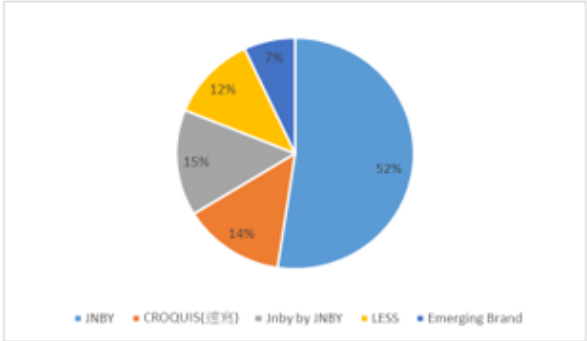
Source: Company Data, Sunwah Kingsway Research

Fig 6: Revenue of Emerging brands and YoY



Source: Company Data, Sunwah Kingsway Research

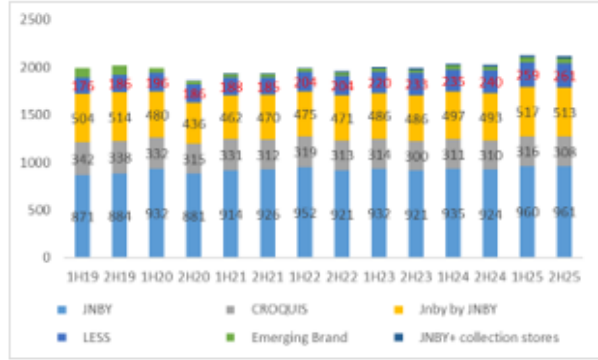
Fig 7: Revenue breakdown by brands



Source: Company Data, Sunwah Kingsway Research

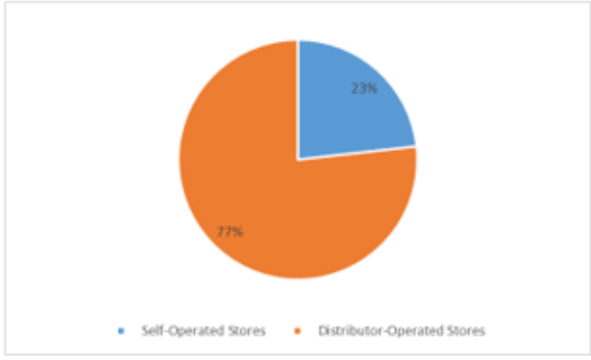
A notable shift in store operation model. Total store numbers grew by 5% YoY to 2,117 as at the end of June 2025. There were 961 JNBY stores, 308 CROQUIS stores, 513 jnby by JNBY, 261 LESS, 52 stores for emerging brands and 22 JNBY+ collection stores. Self-operated stores decreased by 4% YoY to 492 while franchised stores increased by 8% YoY to 1,625. This was primarily due to the conversion of some self-operated stores into distributor-operated franchised models. Strategically, self-operated stores remained focused on high-tier markets whereas franchised stores targeted lower-tier cities.

Fig 8: POS of each brand



Source: Company Data, Sunwah Kingsway Research

Fig 9: Revenue breakdown by store type



Source: Company Data, Sunwah Kingsway Research

Our view: JNBY is expected to remain resilient, supported by its strong design capabilities, loyal fan base, and robust growth from emerging brands. However, market concerns about its inventory level, which increased by 24% YoY to RMB933mn. This may reflect ongoing softness in the core JNBY brand and younger brands such as LESS and CROQUIS. Although management maintained its FY26 GMV guidance of RMB10bn, the shift from self-operated to franchise stores may lead to slower revenue and profit growth despite GMV expansion.

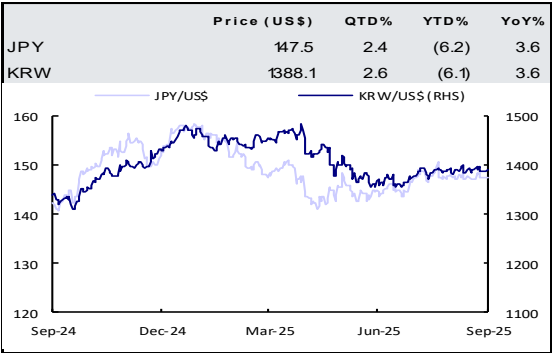
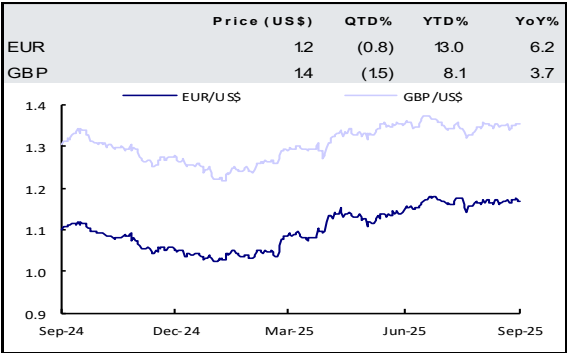
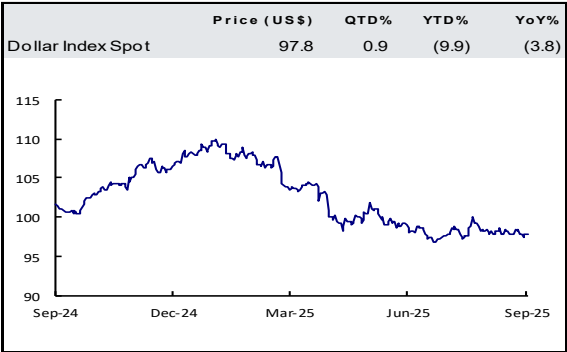
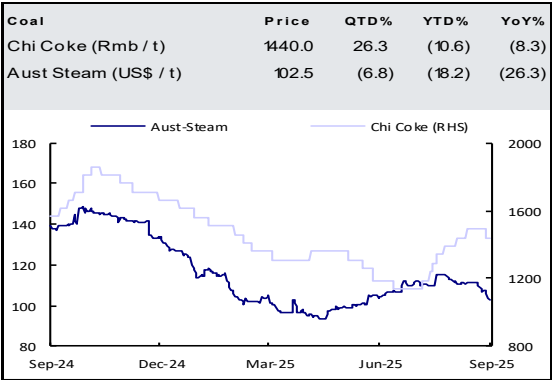
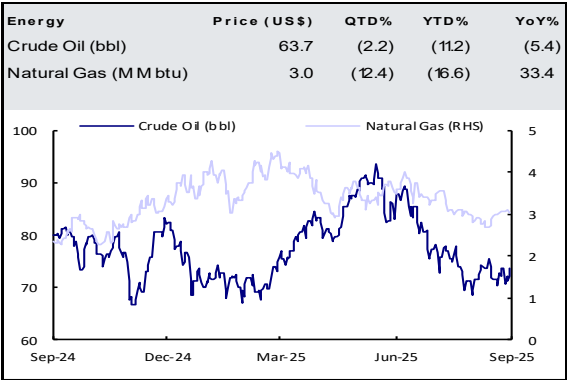
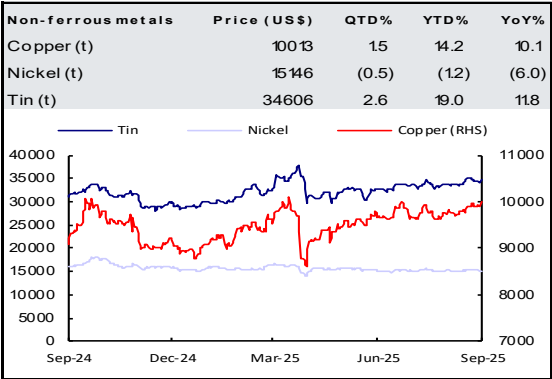
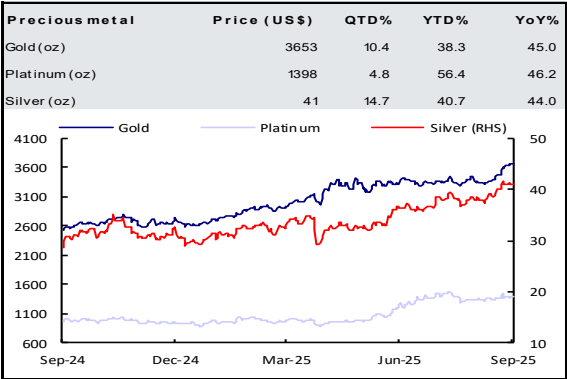
While JNBY continues to offer an attractive dividend yield of 7%. The company holds a net cash position of RMB263mn with no debt, and the management is confident to sustain a payout ratio of around 75%. The counter is currently trading at an undemanding 9.7x FY26E P/E.

Fig 10: Financial summary

		2H19	2H19	2H20	2H20	2H21	2H21	1H22	2H22	1H23	2H23	2H24	2H24	2H25	2H25
Revenue		2,027.35	1,330.82	2,135.47	963.96	2,334.66	1,811.57	2,484.68	1,601.19	2,360.02	2,105.10	3,006.00	2,297.00	3,156.41	2,391.98
	YoY			5%	-28%	8%	88%	7%	-12%	-5%	31%	27%	9%	5%	4%
Gross profit		1,244.2	811.86	1,334.67	514.98	1,425.15	1,172.20	1,573.8	1,083.57	1,526.22	1,300.77	1,947.73	1,522.76	2,056.22	1,582.72
	YoY			7%	-37%	7%	128%	10%	-12%	-3%	35%	28%	9%	6%	4%
	GPM	61.4%	61.0%	62.5%	53.4%	61.6%	64.7%	63.3%	64.6%	64.7%	66.3%	64.8%	66.3%	65.1%	66.2%
S&M expense		-604.74	-565.53	-642.28	-502.74	-671.25	-757.91	-797.89	-713.40	-817.47	-877.61	-926.3	-900.84	-1,020.69	-956.36
	% of revenue			-30.1%	-52.2%	-29.0%	-41.8%	-32.1%	-44.6%	-34.6%	-41.7%	-30.8%	-39.2%	-32.3%	-40.0%
Admin. expense		-158.87	-142.71	-144.34	-131.42	-139.89	-188.38	-189.49	-187.84	-210.95	-234.68	-245.97	-260.29	-271.72	-258.17
	% of revenue			-6.8%	-13.6%	-6.0%	-10.4%	-7.6%	-11.7%	-8.9%	-11.1%	-8.2%	-11.3%	-8.6%	-10.8%
Operating profit		525.04	119.93	599.31	-114	641.93	241.93	613.76	162.09	517.31	340.6	803.08	391.19	826.29	370.88
	YoY			14%	-195%	7%	-112%	-4%	-33%	-16%	110%	55%	19%	3%	-5%
	OPM	25.9%	9.0%	28.1%	-11.9%	27.7%	13.4%	24.7%	10.1%	21.9%	16.2%	26.7%	17.0%	26.2%	15.5%
Finance expense		9.44	8.88	0.07	1.32	0.65	2.08	0.84	-1.06	-2.76	-4.32	4.73	15.5	10.6	11.92
	% of revenue			0.0%	0.1%	0.0%	0.1%	0.0%	-0.1%	-0.1%	-0.2%	0.2%	0.7%	0.3%	0.5%
Net profit		380.87	103.92	429.89	-83.18	463.54	183.7	443.84	115.04	371.72	249.57	574.12	274.97	599.55	293.10
	YoY			13%	-180%	8%	-121%	-4%	-37%	-16%	117%	54%	10%	4%	7%
	NPM	18.8%	7.8%	20.1%	-8.6%	20.0%	10.1%	17.9%	7.2%	15.8%	11.9%	19.1%	12.0%	19.0%	12.3%

Source: Company Data, Sunwah Kingsway Research

Market Watch – Major Commodities and Currencies



Source: Bloomberg

US Economic Calendar

Indicators	Freq	Obs Date	Expected Release Date
Wholesale Inventories	MoM		10-Sep-25
PPI	MoM		10-Sep-25
Initial Jobless Claims	WoW		11-Sep-25
CPI	MoM		11-Sep-25
Business Inventories	MoM		16-Sep-25
Retail Sales	MoM		16-Sep-25
Industrial Production	MoM		16-Sep-25
Housing Starts / Building Permits	MoM		17-Sep-25
Existing Home Sales	MoM		23-Sep-25
New home Sales	MoM		24-Sep-25
Durable Goods Orders	MoM		25-Sep-25
GDP	QoQ		25-Sep-25
Personal Income & Spending	MoM		26-Sep-25
Consumer Confidence	MoM		30-Sep-25
ISM Manufacturing PMI	MoM		1-Oct-25
Factory Orders	MoM		2-Oct-25
Employment Report	MoM		3-Oct-25
Trade Balance	MoM		7-Oct-25
Auto Sales	MoM		

China Economic Calendar

Indicators	Freq	Obs Date	Expected Release Date
Money Supply - M2	MoM		11-Sep-25
Retail Sales	MoM		15-Sep-25
Industrial Production	MoM		15-Sep-25
PMI Manufacturing	MoM		30-Sep-25
Foreign Exchange Reserves	QoQ		7-Oct-25
Trade Balance	MoM		13-Oct-25
PPI	MoM		15-Oct-25
CPI	MoM		15-Oct-25
GDP	YoY		20-Oct-25

Hong Kong Economic Calendar

Indicators	Freq	Obs Date	Expected Release Date
Producer Prices Index	QoQ		15-Sep-25
Industrial Production	QoQ		15-Sep-25
Unemployment Rate	MoM		16-Sep-25
CPI	MoM		22-Sep-25
Trade Balance	MoM		25-Sep-25
Money Supply - M2	MoM		30-Sep-25
Retail Sales	MoM		2-Oct-25
PMI	MoM		6-Oct-25
Foreign Currency Reserve	MoM		8-Oct-25
GDP	QoQ		31-Oct-25
Composite Interest Rate	MoM		

Kingsway Research Team

Analyst
Howard Wong
Ensley Liu

Email
Howard.wong@sunwahkingsway.com
Ensley.liu@sunwahkingsway.com

Phone No.
(852) 2283 7307
(852) 2283 7618

Disclaimer

This document is not an offer to sell or the solicitation of an offer to buy or subscribe for any securities. The securities referred to in this document may not be eligible for sale in certain jurisdiction. Neither this document nor any portion hereof may be taken distributed or transmitted directly or indirectly into such jurisdiction nor to any residents thereof. Any failure to comply with this restriction may constitute a violation of the applicable laws and regulations and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. This document has been produced for private circulation and may not be copied, photocopied, duplicated, or redistributed without the prior written consent of Kingsway Financial Services Group Limited (“KFS”) and its affiliated companies (collectively, “Kingsway Group”).

This report is distributed in Hong Kong Special Administrative Region of the People’s Republic of China (“Hong Kong”) by KFS which is registered as a licensed corporation under the Securities and Futures Ordinance (Cap.571 of The Laws of Hong Kong) with the Securities and Futures Commission of Hong Kong (“SFC”) and its SFC CE number is ADF346.

The information contained in this report has been taken from sources believed to be reliable but no representation or warranty expressed or implied is made as to their accuracy or correctness. This report is published for the assistance of recipients but is not to be relied upon as authoritative or taken in substitution for the exercise of judgment by any recipient. It is not to be construed as an offer, invitation or solicitation to buy or sell any securities of the company or companies covered herein. Any recommendation contained in this report does not have regard to the specific investment objectives, financial situation and the particular needs of any specific addressee. All opinions and estimates reflect our judgment on the date of this report and are subject to change without notice.

KFS, including its parent, subsidiaries and/or affiliates, may act as lead or co-manager in an offering of the securities of any issuer discussed herein, may from time to time perform financial services or other advisory services for, or solicit financial services or other business from, any issuer.

Within the past year, KFS, including its parent, subsidiaries and/or affiliates, may have acted as market maker or traded on a principal basis in the financial instruments of any issuer discussed herein and may act as underwriter, placement agent, advisor or lender to such issuer.

KFS, including its parent, subsidiaries, affiliates, shareholders, officers, directors, and employees may have long or short positions in, and buy or sell, the securities, commodities or derivatives (including options) or any other financial instruments thereof, of any issuers.

An employee of KFS, including its parent, subsidiaries and/or affiliates, may act as director, or be represented on the boards of directors, of any such entities or issuers.

Copyright 2025 Kingsway Group. All rights reserved.

Head Office

Hong Kong
Kingsway Financial Services Group Limited
7/F, Tower One, Lippo Centre,
89 Queensway, Hong Kong
Tel: 852-2283-7000
Fax: 852-2877-2665

Affiliated & Overseas Offices

Guangdong
廣東新華滙富商業保理有限公司
2701, Dongshan Plaza,
69 Xianlie Middle Road, Yuxiu District
Guangzhou, 510095

Vietnam
Sunwah Kingsway Vietnam Services Limited
Representative Office
Sunwah Tower, Mezzanine Floor
115 Nguyen Hue
District 1
Ho Chi Minh City
Vietnam