

Sheng Siong: Consumers chose to dine at home to reduce excessive spending

DIGITAL ENGAGEMENT TEAM

27 JULY 2022

TRADING MATTERS SERIES: STOCK HIGHLIGHT

Features a single stock and zooms in on its performance in the market

KEY METRICS	
Current Price	1.59
Latest Dividend	0.03
Dividend Ex-Date	9/5/2022
Indicated Dividend Yield	3.90%
14 Day RSI	52.11
Analysts 12M Target Price	1.68

REFINITIV STOCKREPORTS+ AVERAGE SCORE

10/10
As of 27 Jul 2022

Refer to page 3 for indicator components

Sheng Siong Group (SSG SP) Price Chart



Any red lines drawn on the price charts are trendlines, which are visual representations of support & resistance levels. They are drawn by connecting a series of prices together to help indicate the data's best fit or the presence of any trend over a time frame, and are for illustration purposes only.

As of 26 Jul 2022 closing

KEY MARKET EVENTS

- 01 Aug China Manufacturing PMI Release (Jul)
- 02 Aug US Jobs Opening (Jun)
- 03 Aug US PMI Release (Jul)
- 05 Aug US Nonfarm Payroll (Jul)
- 09 Aug SG National Day Holiday

Straits Times Index Price Chart



As of 26 Jul 2022 closing

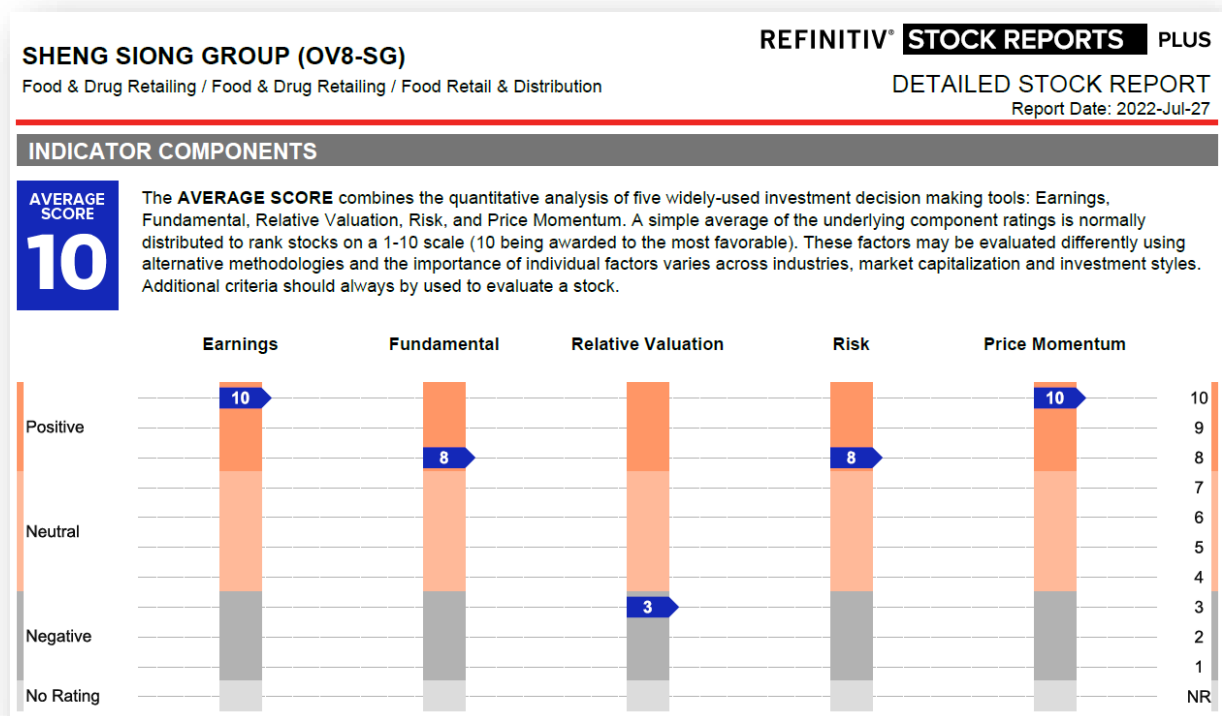
Headline News & Information

- Sheng Siong Group Ltd is a retailer in Singapore. The company operates a groceries chain across Singapore. Sheng Siong's stores provide fresh and chilled produce, seafood, meat and vegetables, processed, packaged and preserved food products as well as general merchandise such as toiletries and essential household items (Bloomberg)
- Analysts positive on Sheng Siong as inflationary pressures rise (13 Jul 2022, The Business Times)
 - With rising inflation, Sheng Siong Group will see an increase in demand for its groceries, as consumers switch to more economical home-cooked meals, rather than spend on dining out
 - The easing of Covid-19 restrictions, which has led to a moderation in demand, will be offset by a boost in inflation-induced demand for the value-for-money supermarket chain, as consumers choose to dine at home to reduce excessive spending
- Sheng Siong house brand products added to list of items for comparison on Case's Price Kaki app (01 Jul 2022, The Business Times)
 - Customers can now use the Price Kaki mobile app to compare prices of all Sheng Siong house brand products with those of other retailers
 - More than 800 Sheng Siong items have been added to the price comparison app by consumer watchdog Case, bringing the total number of the supermarket's house brand products on Price Kaki to more than 950, and the total number of grocery products listed to more than 6,200

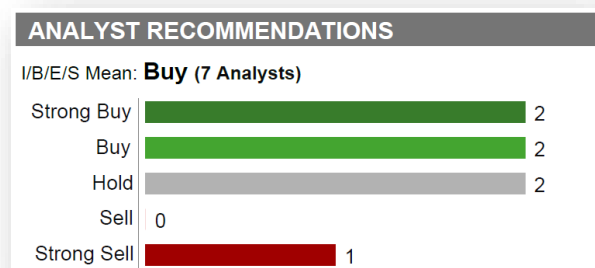
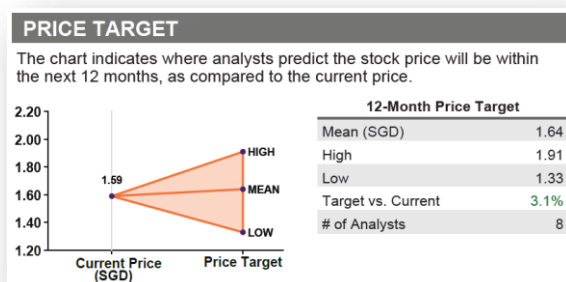
TRADING FLOWS	RESISTANCE LEVELS	SUPPORT LEVELS
<ul style="list-style-type: none"> • Shares fell 1.2% in the past 5 days and are up 2.6% in the past 30 days 	<ul style="list-style-type: none"> • 1.65 (Jul 2022) • 1.72 (Nov 2020) • 1.85 (Aug 2020) 	<ul style="list-style-type: none"> • 1.50 (May 2022) • 1.45 (Jan 2022) • 1.32 (Feb 2020)

Fundamental Viewpoint

An Extract from STOCKREPORTS+



Analyst Price Target and Recommendations



Source: REFINITIV STOCKREPORTS+, extracted 27 Jul 2022

SG Peer Analysis (STOCKREPORTS+)

PEER ANALYSIS												Currency in SGD	
Average Score	Ticker	PRICE MOMENTUM				VALUATION		FUNDAMENTAL		ANALYSTS			
		Price (2022-07-26)	1-Mo Return	3-Mo Return	1-Yr Return	Market Cap	Trailing PE	Forward PE	Dividend Yield	Net Margin	LTG Forecast	I/B/E/S Mean	# of Analysts
3	D01	4.10	-0.34%	10.4%	-26.7%	5.5B	38.5	34.1	3.2%	1.1%	44.5%	Hold	9
10	OV8	1.59	2.6%	3.9%	0.63%	2.4B	18.1	20.1	3.9%	9.9%	-4.4%	Buy	7
NR	5EV	0.06	-1.8%	-12.7%	-35.3%	18M	7.4	--	3.6%	3.5%	--	--	--
6.5	Average	1.92	0.15%	0.56%	-20.5%	2.7B	21.3	27.1	3.6%	4.8%	20.1%	Hold	8

PEER COMPANIES		
5EV	Hosen Group	D01 DFI Retail Group Holdings

Source: REFINITIV STOCKREPORTS+, extracted 27 Jul 2022

Global Peer Analysis (Bloomberg)

Ticker	Name	Mkt Cap (USD) (Millions)	Last Px	P/E	P/E 5Yr Avg	P/B	P/B 5Yr Avg	Indicated Yield (%)
Average		1,663	2240.43	16.31	17.08	3.36	5.01	2.49
SSG SP	SHENG SIONG GROUP LTD	1,721	1.59	17.99	19.64	5.78	5.99	3.90
PIK SJ	PICK N PAY STORES	1,712	5,870.00	22.35	20.12	7.59	7.55	3.77
IMKTA US	INGLES MARKETS INC-CLASS A	1,776	93.52	6.77	5.86	1.58	1.42	0.71
SPP SJ	SPAR GROUP LIMITED/THE	1,588	13,947	11.44	15.82	3.27	4.59	5.10
DADA US	DADA NEXUS LTD-ADR	1,882	7.23	N/A	N/A	5.68	22.22	N/A
PGOLD PM	PUREGOLD PRICE CLUB INC	1,549	29.95	10.36	13.56	1.11	1.87	0.83
LACOMUBC MM	LA COMER SAB DE CV	1,411	35.86	23.66	28.96	1.50	1.68	0.53
WMK US	WEIS MARKETS INC	2,071	77.00	17.92	14.43	1.67	1.35	1.66
SORIANAB MM	ORGANIZACION SORIANA S.A.B-B	2,051	23.31	9.12	9.66	0.58	0.59	N/A
NWC CN	NORTH WEST CO INC/THE	1,280	34.31	11.96	12.60	2.82	3.11	4.31
LBV MC	LABEL VIE	1,252	4,525.00	31.54	30.19	5.36	4.71	1.56

Source: Bloomberg, extracted 26 Jul 2022 midday closing

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