

SINA Corporation(SINA)

\$30.04 (As of 05/22/20)

Price Target (6-12 Months): **\$35.00**

Long Term: 6-12 Months

Zacks Recommendation:

Outperform

(Since: 05/19/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

Zacks Rank: (1-5)

1-Strong Buy

Zacks Style Scores:

VGM:C

Value: B

Growth: D

Momentum: A

Summary

SINA's first-quarter 2020 results reflect strong non-advertising revenues and robust performance of its non-Weibo business. Growth in non-advertising was driven by higher revenues generated from SINA's FinTech businesses. Notably, increasing popularity of Weibo, as indicated by its expanding user base, is a key catalyst. Active user growth in SINA News app and SINA Finance app are positives. Additionally, growing popularity of Weibo's live broadcasting platform and a robust mobile user base in China are also likely to drive the top line in the near term. Moreover, initiatives to strengthen revenues from advertisement are expected to be a key growth driver in the long run. However, shares have underperformed the industry on a year-to-date basis. Weakness in advertising revenues and negative currency-translation impact are overhangs.

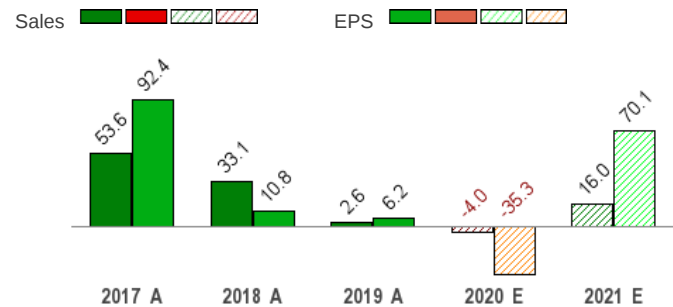
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$46.85 - \$26.04
20 Day Average Volume (sh)	614,650
Market Cap	\$2.1 B
YTD Price Change	-24.8%
Beta	1.08
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Internet - Content
Zacks Industry Rank	Top 15% (38 out of 248)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	78.6%
Last Sales Surprise	NA
EPS F1 Est- 4 week change	11.5%
Expected Report Date	NA
Earnings ESP	0.0%
P/E TTM	9.6
P/E F1	14.2
PEG F1	NA
P/S TTM	1.0

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021					2,409 E
2020	435 A	458 E	573 E	630 E	2,077 E
2019	475 A	533 A	561 A	593 A	2,163 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021					\$3.59 E
2020	\$0.25 A	\$0.55 E	\$0.71 E	\$0.93 E	\$2.11 E
2019	\$0.40 A	\$0.76 A	\$0.94 A	\$1.17 A	\$3.26 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 05/22/2020. The reports text is as of 05/26/2020.

Overview

SINA Corporation is a leading provider of online media and value-added information services to global Chinese communities. With a branded network of localized websites targeting Greater China and the overseas Chinese market, the company provides services primarily through three major business lines — SINA.com (portal), SINA Mobile (mobile portal) and SINA Community (Weibo).

Headquartered in Shanghai, China, the company's portal network comprises websites that enable users to access an array of regionally-focused content through Interest-based and community-building channels. Services provided by the company include advertising, short messaging services (SMS), free and premium e-mail, game community, mobile value-added services (MVAS), search and directory, blog services, audio and video streaming, classified listings, fee-based services, e-commerce and enterprise e-solutions.

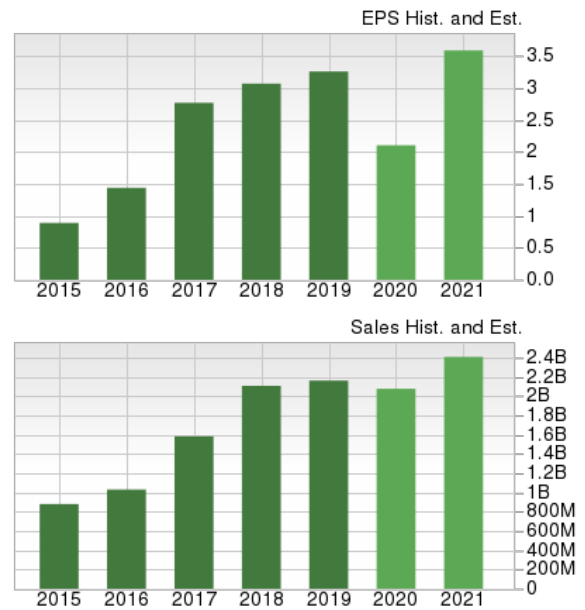
SINA provides MVAS and other services to users through third-party operators, service providers and content providers. The company has developed strategic relationships with large content, service, application and distribution partners such as CCTV, BTV, Xinhua News Agency, China News, AFP, Associated Press, Reuters, Getty Images, China Daily, Nanfang Daily Group, Xinhua Net and Beijing News.

The company generates the majority of its revenues from online advertising and MVAS offerings, and to a lesser extent from search and other fee-based services. Advertising revenues are derived primarily from online advertising and sponsorship arrangements. Non-advertising revenues include MVAS revenues and fee-based revenues.

SINA reported revenues of \$2.16 billion in 2019, which increased 3% from the year-ago period. The company has two reporting segments — Advertising and Non-advertising.

Advertising accounted for 80.5% of total revenues in 2019.

SINA faces significant competition in most of its operational markets. The competitors include Tencent, Sohu, iFeng.com, Netease, Renren.com, Kaixin001.com, Youku, Tudou and Baidu.



Reasons To Buy:

- ▲ SINA has relationships with leading brands that help it tap the potential in the online advertising industry. We believe that given the company's strong user base, initiatives to strengthen revenues from advertisement can prove to be a key growth driver in the long run.
- ▲ The rapid adoption of smartphones and tablet devices, given the surge in 4G and 5G technology is expected to boost SINA's growth. We believe that SINA is well positioned to capitalize on the growing mobile market through its popular mobile portal and service offerings. Since the last few quarters, mobile traffic growth for Weibo has remained strong, especially for small and medium-sized enterprises that represent an important long-term growth opportunity for the company.
- ▲ SINA is also taking a number of initiatives to place itself as a leading video platform in China. The company remains focused on exploring third-party marketing channels in order to drive growth in its app-user base, thereby opening more avenues for monetization of the platform. Rise in user engagement on SINA news app is a positive. The company's recovering micro loan facilitation business is expected to drive the top line in the long haul.
- ▲ Weibo's massive popularity has been primarily attributed to SINA's continuous efforts to add consumer-centric features. This has transformed the micro-blog platform to a full-fledged social network website. As part of its monetization efforts, the company started offering display advertising services on Weibo and launched paid-membership services.
- ▲ SINA has been forging partnerships with companies such as Baidu and AutoNavi. The company also has a partnership deal with Baidu, under which it integrates Baidu search into its mobile site, while Baidu's cloud service has a pre-installed Weibo app. The company has a partnership with navigation services provider, AutoNavi, which allows Weibo users to directly access the mobile map application known as AMAP. The company has also formed a strategic live-streaming partnership with Yi Zhibo, which is already benefiting Weibo. The company has partnered with over 200 professional agencies in vertical space like ecommerce, video IP and live broadcasting. We believe that these partnerships will help SINA to expand its mobile and Weibo offerings.
- ▲ SINA had cash and cash equivalents & short-term investments of approximately \$2.7 billion as of Mar 31, 2020 compared with \$2.9 billion as of Dec 31, 2019. However, the company's net cash of \$957 million as of Mar 31, 2019 gives an indication that its debt level is manageable.

SINA is expected to benefit from the growing popularity of Weibo, robust mobile user base in China and partnerships with companies such as Baidu and AutoNavi.

Risks

- China has been very sensitive regarding Internet use over the years. The Chinese government has imposed significant restrictions on online search and other social-networking activities. It also has a number of regulations related to direct advertising in China, which is SINA's major revenue source. SINA's Weibo platform has faced significant scrutiny over allegations that micro-blogs are the epicentre of baseless rumors and false news, which are tarnishing the government's image. Chinese government has also fined SINA for failing to adequately deal with online content.
 - SINA faces increasing government scrutiny due to its controversial corporate structure, involving Variable Interest Entities (VIEs). In China, VIEs are particularly popular in the Internet sector, where foreign investors are barred from commercial activities. The company operates through numerous VIEs, which are China-based companies owned principally or completely by its employees. These VIEs operate under contractual agreements. Hence, it has no equity control over these companies, which is a major impediment regarding future policy making, in our view. We believe that increasing regulations from the Chinese government regarding VIEs remain a concern.
 - We believe that continuing investments in Weibo and other verticals like fin-tech, insurance, automobile and sports will hurt profitability. The company is expected to increase its spending on Weibo development and portal product lines, which will put pressure on overall margins. Moreover, we believe that SINA's monetization efforts may see regulatory pressure due to restrictions imposed by the Chinese government, which may hurt subscriber growth. In regards to the verticals, SINA has already been investing in Internet finance and automobiles. The company is also seeing some headwinds in regards to obtaining the new media rights for sports in China. SINA also witnessed ad budget cuts from Small and Medium Enterprise (SME) customers as well as certain brand industries such as automobile in fourth-quarter 2019, which dampened growth.
 - Competition within the online advertising business in China is fierce, with rapid technological changes and frequent new product and service rollouts. The industry is crowded with Internet portals in online brand advertising fields, such as Sohu and Tencent and popular Internet search companies such as Baidu and AirMedia Group that have attracted a lot of advertising clients. SINA is a relatively small company and encounters intense competition in the advertising market. Moreover, the cyclical nature of online advertising adds to the risk. In addition, the company faces some challenges in its display advertising business owing to the ongoing transition from brand advertising to performance-based advertising. Weibo also faces stiff competition from the likes of WeChat in China, which can prove to be a headwind. In such a scenario, we believe that Weibo's monetization ability will be a major driving factor for SINA.
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Last Earnings Report

SINA Corp.'s Q1 Earnings Beat, Revenues Decline Y/Y

SINA Corporation reported first-quarter 2020 non-GAAP earnings of 25 cents per share, which beat the Zacks Consensus Estimate by 78.6%. However, the figure decreased 37.5% from the year-ago quarter.

Non-GAAP net revenues decreased 8% year over year to \$432.4 million. At constant currency (cc), non-GAAP revenues decreased 4% year over year. The Zacks Consensus Estimate for revenues was pegged at \$383 million.

Quarter Ending **03/2020**

Report Date	May 19, 2020
Sales Surprise	NA
EPS Surprise	78.57%
Quarterly EPS	0.25
Annual EPS (TTM)	3.12

Quarter Details

Advertising revenues (71.2% of revenues) decreased 20.1% year over year (down 16% at cc) to \$310 million primarily due to the adverse impact of the coronavirus pandemic on overall advertising demand as well as negative currency translation impact.

Non-advertising revenues (28.8% of total revenues) climbed 43.5% year over year (up 51% at cc) to \$129.8 million. This upside was driven by higher revenues generated from the company's fin-tech businesses.

Revenues from the Weibo business decreased 18.9% year over year to \$323.4 million. In March, Weibo's average daily active users (DAUs) reached 241 million, up approximately 30 million users year over year. Monthly active users (MAUs) were 515 million, up approximately 85 million users year over year.

Weibo's advertising & marketing revenues were down 19.3% year over year (down 16% at cc) to \$275.4 million. Weibo's VAS revenues declined 17.3% to \$47.9 million.

Weibo's key accounts business decreased 24% (down 21% at cc) as advertisers from various industries had canceled or suspended marketing campaigns in the wake of the virus outbreak since late January.

Revenues from the Non-Weibo business increased 44.6% year over year to \$118.3 million. Media advertising revenues decreased 21.7% year over year (down 18% at cc) to \$36.6 million due to lower ad spending by SME customers.

SINA's Fintech revenues increased 133.84% from the year-ago quarter to \$81.65 million.

Fintech includes Fintech services and SINA Media other businesses. For the first quarter of 2020, SINA Media other revenues were \$3.9 million, down 39.1% from the year-ago quarter.

In the first quarter, average DAU of SINA News app and SINA Finance app grew around 49% and 158%, respectively on a year-over-year basis.

Operating Details

SINA reported first-quarter non-GAAP gross profit of \$288.8 million, down 19.6% year over year. Non-GAAP gross margin of 66.3% contracted from 75.6% in the year-ago quarter.

Non-GAAP advertising gross margin shrunk 300 bps to 76%. Non-GAAP non-advertising gross margin was 43%, down from the year-ago quarter's 63%.

Sales and marketing expenses were \$127.6 million, down 12.5% year over year. Moreover, product development expenses were \$91.9 million, reflecting a decrease of 2.2%. However, general and administrative expenses increased 16.7% year over year to \$38.7 million.

Operating expenses (53.2% of revenues) on a non-GAAP basis were \$231.6 million, down 5.5% year over year.

Non-GAAP operating income was \$57.1 million, down 50% year over year. Non-GAAP operating margin of 13.1% contracted from 24% in the year-ago quarter.

As of Mar 31, 2020, the company repurchased approximately 3.2 million shares at an average cost of \$30.59 under the 2020 New Program. There were 65,384,161 ordinary shares outstanding as of Mar 31, 2020.

Balance Sheet and Cash Flow

As of Mar 31, 2020, SINA's cash, cash equivalents and short-term investments totaled \$2.7 billion, compared with \$2.9 billion as of Dec 31, 2019.

While net cash provided by operating activities was \$77.3 million in the first quarter, capital expenditures totaled \$11.1 million.

Recent News

On Dec 31, 2019, SINA announced that its board of directors has authorized a share repurchase program per which the company may repurchase up to \$500 million of its ordinary shares over the next 12 months.

Valuation

SINA shares are down 24.8% in the year-to-date period and 25% over the trailing 12-month period. Stocks in the Zacks sub-industry are down 12% while the same in the Zacks Computer Technology sector is up 2.7% in the year-to-date period. Over the past year, the Zacks sub-industry is down 25%, while the sector is up 19.3%.

The S&P 500 index is down 8.1% in the year-to-date period while up 4.5% in the past year.

The stock is currently trading at 0.93X forward 12-month sales, which compares to 7.41X for the Zacks sub-industry, 3.66X for the Zacks sector and 3.33X for the S&P 500 index.

Over the past five years, the stock has traded as high as 5.06X and as low as 0.89X, with a 5-year median of 2.89X. Our Outperform recommendation indicates that the stock will perform better than the market. Our \$35 price target reflects 1.07X forward 12-month sales.

The table below shows summary valuation data for SINA

Valuation Multiples -SINA					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	0.93	7.41	3.66	3.33
	5-Year High	5.06	15.43	3.66	3.44
	5-Year Low	0.89	1.86	2.32	2.53
	5-Year Median	2.89	7.28	3.1	3.01
P/B TTM	Current	0.53	6.94	5.16	4.04
	5-Year High	2.6	22.03	5.38	4.56
	5-Year Low	0.5	4.92	3.16	2.83
	5-Year Median	1.27	9.3	4.31	3.65

As of 05/22/2020

Industry Analysis Zacks Industry Rank: Top 15% (38 out of 248)



Top Peers

Company (Ticker)	Rec	Rank
Sohu.com Inc. (SOHU)	Outperform	2
Tencent Holding Ltd. (TCEHY)	Outperform	1
Baidu, Inc. (BIDU)	Neutral	3
Global Eagle Entertainment Inc. (ENT)	Neutral	2
Momo Inc. (MOMO)	Neutral	3
NetEase, Inc. (NTES)	Neutral	3
Yandex N.V. (YNDX)	Neutral	3
YY Inc. (YY)	Neutral	4

Industry Comparison Industry: Internet - Content				Industry Peers		
	SINA	X Industry	S&P 500	TCEHY	YNDX	YY
Zacks Recommendation (Long Term)	Outperform	-	-	Outperform	Neutral	Neutral
Zacks Rank (Short Term)	1	-	-	1	3	4
VGM Score	C	-	-	A	C	A
Market Cap	2.06 B	140.58 M	20.16 B	503.23 B	13.07 B	4.51 B
# of Analysts	4	2	14	3	5	3
Dividend Yield	0.00%	0.00%	2.11%	0.26%	0.00%	0.00%
Value Score	B	-	-	B	C	A
Cash/Price	1.35	0.31	0.07	0.05	0.20	0.87
EV/EBITDA	2.17	4.15	12.07	22.58	23.81	1.74
PEG Ratio	NA	1.42	2.72	1.57	1.30	11.51
Price/Book (P/B)	0.54	2.95	2.77	7.11	4.40	0.82
Price/Cash Flow (P/CF)	NA	12.00	10.95	27.60	22.45	9.43
P/E (F1)	14.23	30.11	20.22	31.48	42.29	16.23
Price/Sales (P/S)	0.97	1.28	2.12	8.77	4.68	1.13
Earnings Yield	7.03%	2.36%	4.71%	3.17%	2.36%	6.16%
Debt/Equity	0.44	0.02	0.76	0.40	0.40	0.13
Cash Flow (\$/share)	-0.14	0.42	6.96	1.91	1.79	5.92
Growth Score	D	-	-	B	C	B
Hist. EPS Growth (3-5 yrs)	67.57%	23.00%	10.87%	26.09%	18.26%	20.03%
Proj. EPS Growth (F1/F0)	-35.43%	-11.42%	-10.31%	20.38%	-16.49%	-11.57%
Curr. Cash Flow Growth	-105.14%	6.14%	5.46%	21.05%	15.59%	-3.66%
Hist. Cash Flow Growth (3-5 yrs)	NA%	11.11%	8.55%	37.96%	7.26%	21.27%
Current Ratio	2.68	1.56	1.29	1.06	4.78	3.77
Debt/Capital	30.59%	18.67%	44.54%	28.62%	31.80%	12.80%
Net Margin	-1.00%	2.94%	10.54%	23.78%	7.93%	2.41%
Return on Equity	-0.53%	8.04%	16.27%	19.38%	11.39%	5.43%
Sales/Assets	0.30	0.72	0.54	0.45	0.64	0.55
Proj. Sales Growth (F1/F0)	-3.96%	0.00%	-2.49%	23.14%	-3.33%	-9.55%
Momentum Score	A	-	-	A	C	B
Daily Price Chg	-8.21%	0.00%	0.12%	-4.48%	-0.91%	-12.02%
1 Week Price Chg	-0.65%	-1.54%	-4.56%	-1.03%	-4.30%	-0.27%
4 Week Price Chg	-8.76%	-3.16%	5.28%	0.42%	14.21%	-7.15%
12 Week Price Chg	-8.35%	-13.14%	-8.60%	5.70%	0.32%	2.05%
52 Week Price Chg	-29.40%	-28.33%	-6.15%	26.88%	10.64%	-14.05%
20 Day Average Volume	614,650	96,069	2,645,192	3,981,862	2,095,029	889,367
(F1) EPS Est 1 week change	11.51%	0.00%	0.00%	0.00%	0.00%	-1.81%
(F1) EPS Est 4 week change	11.51%	-1.19%	-3.80%	8.06%	-13.48%	-1.90%
(F1) EPS Est 12 week change	-140.33%	-23.42%	-16.57%	-4.53%	-42.41%	-24.45%
(Q1) EPS Est Mthly Chg	14.29%	-14.94%	-7.64%	10.94%	-30.95%	-21.69%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	B
Growth Score	D
Momentum Score	A
VGM Score	C

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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