

IPO Expected Timetable#

Stock Code	Stock Name	Application lists close	Allotment Date	Listing Date
02127	Huisen Intl	2020/12/18	2020/12/28	2020/12/29

#IPO listed above are those with fundraising amount more than HK\$500M. For more IPO information, please visit www.cfsg.com.hk or contact our account executives or customer service officers

Subscription Details via CASH Securities

Offer Period	2020/12/14-2020/12/18
Closing Time for Margin Application	N/A
Subscription Fee	N/A
Indicative Interest Rate	N/A
Days For Margin Financing	N/A

*The deadline for margin subscription share will be changed at any time, which is available on a first-come-first-served basis.

Huisen Household International Group Limited (2127.HK)

Share Offer Highlights

Total Number of Offer Shares:	750,000,000 Shares (subject to adjustment and the Over-allotment Option)
- Number of Public Offer Shares:	75,000,000 Shares (subject to reallocation and adjustment)
- Number of Placing Shares:	675,000,000 Shares (subject to adjustment and the Over-allotment Option)
Number of Shares per Lot:	2,000 Shares
Offer Price:	HKD 1.57- 1.86 per Share
2019 Historical P/E ratio:	6.99x-8.28x
Sponsor:	China Securities International

Company Overview

The Company is a manufacturer of furniture products in the PRC with a primary focus on the manufacture and sales of panel furniture by way of ODM. During the Track Record Period, over 65% of our revenue from its furniture products was generated from its ODM business and the remaining was generated from its OEM business. All of the products it produced for sales during the Track Record Period were not under its own brands. Its vertically integrated business model allows it to combine its in-house product design and development expertise with its integrated manufacturing platform, providing full range services covering product design and development, manufacture and sales of panel furniture, and securing stable supply of its principal production materials, i.e., particleboards and steel tubes by manufacturing them on its own. It offers comprehensive manufacturing solution to its customers, with the capabilities to design, develop and manufacture functional and economical panel furniture, upholstered furniture, and other furniture such as outdoor furniture and sports and recreational equipment. It was the largest panel furniture exporter in terms of export value in the PRC in 2019. According to the F&S Report, it held a market share of the panel furniture export market in the PRC of approximately 3.92% in 2019. The panel furniture export market in the PRC is highly fragmented. In 2019, the aggregated export value of the top five panel furniture exporters in the PRC accounted for only approximately 5.73% market share of PRC's total panel furniture exported.

For the year ended December 31, 2017, 2018 and 2019 and the six months ended June 30, 2020, the Company's net profits were RMB334.78 mn, RMB385.46 mn, RMB568.30 mn and RMB239.20 mn respectively.

Source

IPO Prospectus

Contact Us

Headquarters:	22/F, Manhattan Place, 23 Wang Tai Road, Kowloon Bay, Hong Kong	(852) 2287 8788
HK Services Centre:	6/F, May May Building, 683-685 Nathan Road, Mongkok, Kowloon	(852) 2748 0110
China Services Centre:	1004A(10/F), AVIC Center, 1018 Huafu Road, Futian District, Shenzhen	(86-755) 2216 5888
	2501, Tower A, China Overseas International Centre, 838 South Huangpi Road, Huangpu District, Shanghai	(86-21) 3227 9888
	Room 3316B, Block A, China Shine Plaza, 9 West Lin He Road, Tian He District, Guangzhou	(020) 8981 7463
	Rm 2511, TBA Tower, 11 Dongguan Avenue, City East District, Dongguan	(86-769) 2223 0026

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