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IDEA

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Alibaba Group Holding | Asia Pacific

1QF27 Preview: Cloud beat, EBITA better than feared

WHAT'S CHANGED

Alibaba Group Holding (BABA.N)	From	To
Price Target	US$190.00	**US$180.00**

Cloud acceleration to beat market expectations at +45%, while margin expansion to remain intact. China Ecom EBITA better than feared, thanks to QC loss narrowing quicker than expected and e-com ex-QC EBITA. Top Pick.

Key Takeaways

- Total group rev +9%, adj EBITA Rmb26bn (-33%).
- Cloud +45% YoY (vs 40% external in 4Q), EBITA margin to expand to 11% (vs 9% in 4Q).
- CMR +1-2% YoY on a LFL basis (vs 7-8% in 4Q). E-com EBITA (ex QC) -3-4% YoY. QC losses narrow to Rmb10bn (vs MSe Rmb18bn in 4Q).
- China E-com EBITA + AIDC largely flat YoY. All Others loss narrow to Rmb16.5bn (vs Rmb21bn loss in 4Q).

Cloud growth accelerates to 45% YoY: Alicloud growth momentum to sustain, driven mainly by MAAS contribution, with previous Jun quarter target of Rmb10bn ARR achieved earlier than expected and AI-related revenue continuing to grow at triple digits. Cloud margin expansion intact at 11%, driven by price hikes starting in April and increasing MAAS rev mix; on track to deliver long-term target of 20%. T-head will also be included in the cloud segment from this quarter, but we expect limited impact due to serving external customers via Alicloud. We expect cloud growth to continue to accelerate in upcoming quarters.

CMR in line, +1-2% (LFL basis), but -7% under the new accounting standard: CMR grows in line with the industry (NBS Apr+May +1.4%). We estimate core EBITA (ex-QC) -3-4% YoY, gap vs LFL CMR narrows on cost efficiency gains. QC loss narrowing is better than expected, est. -Rmb10bn loss (vs Rmb18bn in 4Q), with UE improved driven by increasing AOV. We estimate total China e-com EBITA -2% YoY.

All Others losses narrow to Rmb16.5bn, removing some one-off CNY promotion expenses. We expect expenses related to Qwen model training to continue to be sizable alongside the token surge. We expect more disclosure on All Others losses breakdown going forward. We estimate All Others losses at Rmb72bn in F27.

Reiterate OW (top pick); Trim PT to US$180: We raised our revenue estimates by 2-3% in F27-28 on higher cloud contribution, but slightly offset by lower e-comm. EBITA estimates largely unchanged. With the recent price correction, valuation is attractive at 13x F28 PE. Our DCF-derived PT implies 23x F28 P/E.

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Alibaba Group Holding (BABA.N, BABA UN)
Top Pick

China Internet and Other Services | China

Stock Rating	**Overweight**
Industry View	**Attractive**
Price target	US$180.00
Up/downside to price target (%)	83
Shr price, close (Jul 7, 2026)	US$98.14
52-Week Range	US$192.67-92.87
Sh out, dil, curr (mn)	2,475
Mkt cap, curr (mn)	US$242,909
EV, curr (mn)	US$148,840
Avg daily trading value (mn)	US$290

Fiscal Year Ending	03/26	03/27e	03/28e	03/29e
EPS (Rmb)**	44.00	30.27	45.34	63.20
Prior EPS (Rmb)**	-	30.4	46.3	64.3
Revenue, net (Rmb bn)	1,024	1,125	1,239	1,367
Net income (Rmb bn)**	106	75	112	157
P/E**	19.7	22.0	14.7	10.5
EV/EBITDA	16.1	7.2	4.6	3.2
EV/revenue*	1.9	1.4	1.3	1.1
P/BV	2.0	1.5	1.3	1.2

Unless otherwise noted, all metrics are based on Morgan Stanley ModelWare framework
** = Based on consensus methodology
* = GAAP or approximated based on GAAP
e = Morgan Stanley Research estimates

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Preview to earnings

Focus KPI	Focus KPI Surprise	Likely impact to consensus EPS*
Alibaba Group Holding BABA.N		
Cloud revenue growth	↑ Likely upside surprise	— Largely unchanged

• Cloud +45% YoY (vs 40% external in 4Q), EBITA margin to expand to 11% (vs 9% in 4Q).

*Likely impact to consensus EPS is for the next 12 months
Source: Company data, Morgan Stanley Research

1QF27 Earnings Forecasts

Exhibit 1: Summary of 1QF27 forecasts

Alibaba Group YE Mar RMB mn	Jun-25 1Q26 Actual	Mar-26 4Q26 Actual	Jun-26 1Q27e Mse	YoY %	1Q27 Consensus	Diff %
Revenue	247,652	243,380	269,045	8.6%	**268,956**	**0.0%**
Income from operations	34,988	(848)	22,281	-36.3%	19,974	11.6%
Adjusted EBITA	38,844	5,102	26,099	-32.8%	**25,974**	**0.5%**
Non-GAAP net profit	33,510	86	24,148	-27.9%	**23,945**	**0.8%**
Adj. EBITA margin	15.7%	2.1%	9.7%	-6.0 ppts	9.7%	**0.0 ppts**
Non-GAAP net profit margin	13.5%	0.0%	9.0%	-4.6 ppts	8.9%	0.1 ppts
By Segment	**1Q26**	**4Q26**	**1Q27e**	**YoY**	**1Q27**	**Diff**
Revenue						
Alibaba China E-commerce Group	140,072	122,220	141,692	1.2%	145,719	-2.8%
Customer management (CMR)	89,252	73,024	83,004	-7.0%	88,565	-6.3%
Quick commerce	14,784	19,988	21,437	45.0%	20,810	3.0%
Alibaba International Digital Commerce Group	34,741	35,429	36,478	5.0%	36,770	-0.8%
Cloud Intelligence Group	33,398	41,626	48,427	45.0%	47,004	3.0%
All others	58,599	65,459	60,357	3.0%	61,836	-2.4%
Unallocated	519	641	545	5.0%	567	-3.9%
Inter-segment elimination	(19,677)	(21,995)	(18,454)	-6.2%	(23,401)	-21.1%
Consolidated revenue	**247,652**	**243,380**	**269,045**	**8.6%**	**268,956**	**0.0%**
Adjusted EBITA						
Alibaba China E-commerce Group	38,389	24,010	37,549	-2.2%	33,900	10.8%
Alibaba International Digital Commerce Group	(59)	(138)	800		240	
Cloud Intelligence Group	2,954	3,796	5,327	80.3%	4,908	8.5%
All others	(1,415)	(21,160)	(16,500)		(14,922)	10.6%
Unallocated	(419)	(788)	(440)	5.0%	(973)	
Inter-segment elimination	(606)	(618)	(636)	5.0%	(625)	
Consolidated adjusted EBITA	**38,844**	**5,102**	**26,099**	**-32.8%**	**25,974**	**0.5%**
Adjusted EBITA margin						
Alibaba China E-commerce Group	27.4%	19.6%	26.5%	-0.9 ppts	23.3%	3.2 ppts
Alibaba International Digital Commerce Group	-0.2%	-0.4%	2.2%	2.4 ppts	0.7%	1.5 ppts
Cloud Intelligence Group	8.8%	9.1%	11.0%	2.2 ppts	10.4%	0.6 ppts
All others	-2.4%	-32.3%	-27.3%	-24.9 ppts	-24.1%	-3.2 ppts
Consolidated adjusted EBITA margin	**15.7%**	**2.1%**	**9.7%**	**-6.0 ppts**	**9.7%**	**0.0 ppts**

Source: Company data, VisibleAlpha consensus, Morgan Stanley Research (E) estimates.

Estimate Changes

Exhibit 2: Estimate changes

Years Ending December 31	New			Old			Change		
Rmb mn	2027E	2028E	2029E	2027E	2028E	2029E	2027E	2028E	2029E
Revenue	1,124,656	1,239,461	1,366,835	1,099,618	1,203,947	1,313,645	2.3%	2.9%	4.0%
Net income attributable to Alibaba Group Holding	75,018	112,322	156,539	75,389	114,756	159,299	-0.5%	-2.1%	-1.7%
Adjusted EBITA	95,184	142,744	197,398	95,007	145,054	199,812	0.2%	-1.6%	-1.2%
Adjusted EBITDA	154,006	230,628	307,550	153,275	231,696	308,555	0.5%	-0.5%	-0.3%
Adjusted Net Profit	89,038	126,823	171,460	88,893	128,712	173,574	0.2%	-1.5%	-1.2%
Adjusted NP to Ordinary shareholders	89,412	126,828	171,411	89,267	128,718	173,523	0.2%	-1.5%	-1.2%
GAAP EPS for consensus (Rmb)	30.27	45.34	63.20	30.42	46.32	64.32	-0.5%	-2.1%	-1.7%
Non-GAAP Diluted EPS (Rmb)	36.08	51.20	69.21	36.02	51.96	70.07	0.2%	-1.5%	-1.2%
yoy %									
Revenue	9.9%	10.2%	10.3%	7.4%	9.5%	9.1%	2.4 ppts	0.7 ppts	1.2 ppts
Adjusted EBITA	-0.6%	11.0%	16.7%	-2.4%	11.3%	16.1%	1.7 ppts	-0.3 ppts	0.6 ppts
Adjusted NP to Ordinary shareholders	38.5%	41.8%	35.2%	38.3%	44.2%	34.8%	0.2 ppts	-2.3 ppts	0.3 ppts

Source: Morgan Stanley Research estimates.

Valuation Methodology

We trim our DCF-derived PT to US$180 (was US$190)

DCF is our primary valuation methodology. We think this is a prudent approach to capture the company's long-term earnings and overall cash flow outlook. Our key DCF assumptions – WACC of 10% and terminal growth rate of 3% – are unchanged.

Exhibit 3: DCF matrix – unlevered free cash flow

Years Ending March 31 Rmb mn	2024	2025	2026E Scenario	2027E 0	2028E	2029E	2030E	2031E	2032E	2033E	2034E	2035E	2036E
DCF													
Adjusted EBITA (non-GAAP; incl. SBC)	146,482	159,095	65,236	81,585	128,525	182,321	225,876	267,118	289,223	311,198	334,585	359,571	386,332
D&A	22,912	36,123	42,039	65,474	94,586	116,945	135,676	151,307	167,635	176,818	184,415	190,742	196,042
Capex	(32,929)	(85,972)	(126,937)	(163,075)	(185,919)	(191,357)	(195,720)	(213,790)	(198,091)	(199,980)	(201,736)	(203,353)	(204,807)
Taxes	(23,680)	(31,306)	(22,804)	(14,685)	(23,134)	(32,818)	(40,658)	(48,081)	(52,060)	(56,016)	(60,225)	(64,723)	(69,540)
Licensed copyrights	(9,054)	(5,912)	(6,403)	(6,595)	(6,760)	(6,895)	(6,999)	(7,069)	(7,139)	(7,211)	(7,283)	(7,356)	(7,429)
Non-controlling interests	8,409	3,494	3,777	259	(110)	(168)	(221)	(268)	(317)	(369)	(423)	(480)	(540)
Working capital	(4,695)	(18,076)	(16,144)	(26,902)	(33,852)	(32,087)	(24,233)	(11,105)	(19,889)	(13,079)	(14,110)	(15,265)	(16,560)
Unlevered FCF (FCFF)	**107,445**	**57,446**	**(61,236)**	**(63,939)**	**(26,665)**	**35,942**	**93,722**	**138,112**	**179,362**	**211,362**	**235,223**	**259,136**	**283,499**
% YoY	-11.3%	-46.5%	-206.6%	4.4%	-58.3%	-234.8%	160.8%	47.4%	29.9%	17.8%	11.3%	10.2%	9.4%
% of revenue	11.4%	5.8%	-6.0%	-5.7%	-2.2%	2.6%	6.3%	8.1%	10.9%	12.2%	12.8%	13.4%	13.8%
WACC				**10.0%**									
TGR				**3.0%**									

Source: Company data, Morgan Stanley Research (E) estimates.

Financial Summary

Exhibit 4: Financial summary

INCOME STATEMENT

Years Ending December 31 Rmb mn	2024	2025	2026	2027E	2028E	2029E
Total revenue	**941,168**	**996,347**	**1,023,670**	**1,124,656**	**1,239,461**	**1,366,835**
Cost of revenue	586,323	598,285	616,136	719,735	790,048	842,175
Gross profit	**354,845**	**398,062**	**407,534**	**404,921**	**449,413**	**524,660**
S&M expenses	115,141	144,021	245,023	212,821	197,226	203,719
R&D expenses	52,256	57,151	66,533	74,981	84,761	95,928
G&A expenses	40,966	38,556	32,590	35,534	38,900	42,692
Total Operating expenses	**241,495**	**257,918**	**359,232**	**325,011**	**322,060**	**343,043**
Income/(loss) from operations (GA	**191,668**	**202,325**	**113,483**	**154,006**	**230,628**	**307,550**
Adjusted EBITA	**165,028**	**173,065**	**76,416**	**95,184**	**142,744**	**197,398**
Adjusted EBITDA	**191,668**	**202,325**	**113,483**	**154,006**	**230,628**	**307,550**
Non-operating items	(11,754)	14,550	79,237	9,369	7,210	6,248
Profit before tax	101,596	155,455	129,387	89,280	134,562	187,865
Net Profit (GAAP)	**79,741**	**129,470**	**105,904**	**75,018**	**112,322**	**156,539**
Net Profit (non-GAAP)	**158,587**	**158,005**	**64,539**	**89,412**	**126,828**	**171,411**
GAAP EPS for consensus (Rmb)	**31.24**	**53.59**	**44.00**	**30.27**	**45.34**	**63.20**
Diluted EPS (Rmb)	**62.23**	**65.41**	**26.80**	**36.08**	**51.20**	**69.21**
Diluted EPS (US$)	**8.76**	**9.16**	**3.78**	**5.28**	**7.57**	**10.25**

KPI & FINANCIAL RATIOS

Years Ending December 31	2024	2025	2026	2027E	2028E	2029E
China GMV (Rmb bn)	7,626	7,984	8,160	8,241	8,489	8,913
% Growth	4.5%	4.7%	2.2%	1.0%	3.0%	5.0%
Customer Management Revenue (R	304,009	326,769	343,867	337,894	352,274.9	374,345.2
% Growth	4.3%	7.5%	5.2%	-1.7%	4.3%	6.3%
Monetization rate	**3.99%**	**4.09%**	**4.21%**	**4.10%**	**4.15%**	**4.20%**
Net Cash (Rmb mn)	366,429	260,828	199,134	171,648	203,806	286,397
Dividend yield	1.8%	2.1%	1.0%	1.2%	1.4%	1.9%
FCF yield	**9.5%**	**4.5%**	**-2.8%**	**-2.4%**	**-0.2%**	**3.6%**
P/B	149.9%	153.2%	147.7%	139.0%	127.5%	114.4%
ROE (non-GAAP)	14.3%	14.5%	5.9%	7.8%	10.2%	12.5%
ROIC	**10.9%**	**10.8%**	**3.7%**	**5.5%**	**7.8%**	**9.9%**

BALANCE SHEET

Years Ending December 31 Rmb mn	2024	2025	2026	2027E	2028E
Cash and cash equivalents	248,125	145,487	131,530	69,836	42,350
Restricted cash and escow receivables	38,299	43,781	42,038	42,038	42,038
Short-term investments	262,955	228,826	155,310	155,310	155,310
Equity securities and other investments	59,949	53,780	30,054	30,054	30,054
Prepayments, receivables and other assets	143,536	202,175	251,837	290,515	332,978
Current assets	**752,864**	**674,049**	**610,769**	**587,753**	**602,730**
PP&E	185,161	203,348	282,699	385,714	483,452
Intangible assets	26,950	20,911	16,983	15,251	14,137
Goodwill	259,679	255,501	247,378	247,378	247,378
Equity securities and other investments	220,942	356,818	449,942	449,942	449,942
Investments in equity method investees	203,131	210,169	206,803	210,108	213,968
Prepayments, receivables and other assets	116,102	83,431	94,996	105,606	116,683
Non-current assets	**1,011,965**	**1,130,178**	**1,298,801**	**1,413,998**	**1,525,560**
Total assets	**1,764,829**	**1,804,227**	**1,909,570**	**2,001,752**	**2,128,289**
Short-term debts	29,001	22,562	28,224	28,224	28,224
Accrued expenses, accounts payables and ot	297,883	332,537	359,893	370,850	379,271
Other current liabilities	94,623	80,247	88,281	95,941	104,650
Current liabilities	**421,507**	**435,346**	**476,398**	**495,016**	**512,145**
Long-term debts	141,775	208,141	231,772	231,772	231,772
Other liabilities	88,948	70,634	75,130	77,660	79,921
Non-current liabilities	**230,723**	**278,775**	**306,902**	**309,432**	**311,693**
Total liabilities	**652,230**	**714,121**	**783,300**	**804,448**	**823,838**
Non-controlling interests	115,327	68,535	57,539	56,514	55,796
Additional paid-in capital	397,999	381,379	385,086	385,086	385,086
Accumulated other comprehensive income/(lo	3,598	3,393	(13,070)	528	14,748
Retained earnings	597,897	645,478	708,382	766,077	858,895
Total shareholders' equity	986,544	1,009,858	1,060,886	1,132,179	1,239,217
Total equity	**1,101,871**	**1,078,393**	**1,118,425**	**1,188,693**	**1,295,012**
Total liabilities, mezzanine equity and equi	**1,764,829**	**1,804,227**	**1,909,570**	**2,001,752**	**2,128,289**

CASH FLOW STATEMENT

Years Ending December 31 Rmb mn	2024	2025	2026	2027E	2028E
Net income	71,332	125,976	102,127	74,759	112,432
Depreciation (PP&E) and operating lease (lan	26,640	29,260	37,067	58,822	87,884
Amortization (intangible assets and licensed c	17,864	13,199	10,051	8,327	7,875
Other non-cash adjustments	80,506	19,062	(50,485)	10,294	10,360
Changes in working capital	(13,749)	(23,988)	(22,547)	(33,497)	(40,612)
Operating cash flow	**182,593**	**163,509**	**76,213**	**118,705**	**177,938**
Acquisition of PP&E and land use rights	(32,087)	(85,972)	(126,063)	(163,075)	(185,919)
Investing cash flow	**(21,824)**	**(185,415)**	**(67,336)**	**(163,075)**	**(185,919)**
Issuance/repurchase of ordinary shares	(87,902)	(86,652)	(17,968)	-	-
Dividends paid	(17,946)	(29,077)	(33,732)	(17,323)	(19,505)
Financing cash flow	**(108,244)**	**(76,215)**	**(20,573)**	**(17,323)**	**(19,505)**
Net change in cash	**56,914**	**(97,156)**	**(15,700)**	**(61,694)**	**(27,486)**
Beginning cash balance	229,510	286,424	189,268	173,568	111,874
Ending cash balance	286,424	189,268	173,568	111,874	84,388

Source: Company data, Morgan Stanley Research (E) estimates.

Risk Reward – Alibaba Group Holding (BABA.N) Top Pick

Core business reacceleration and cloud growth driven by GenAI adoption; OW

PRICE TARGET US$180.00

Base case, discounted cash flow model. Key assumptions include a 10% WACC and 3% terminal growth rate, in line with our Chinese Internet coverage range.

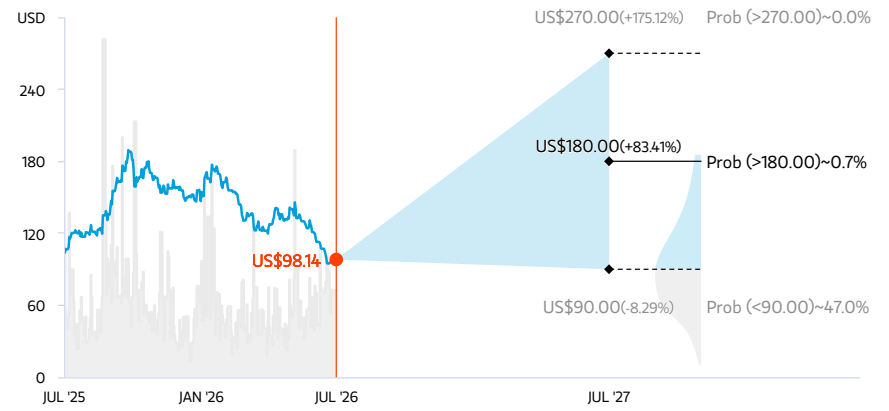
Consensus Price Target Distribution US$92.01 US$188.04 US$256.90

MS PT

◆ Mean ◆ Morgan Stanley Estimates

Source: Refinitiv, Morgan Stanley Research

RISK REWARD CHART AND OPTIONS IMPLIED PROBABILITIES (12M)



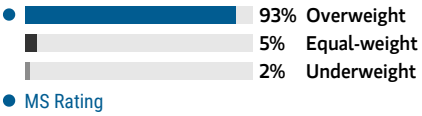
Key: Historical Stock Performance ● Current Stock Price ◆ Price Target

Source: Refinitiv, Morgan Stanley Research, Morgan Stanley Institutional Equities Division. The probabilities of our Bull, Base, and Bear case scenarios playing out were estimated with implied volatility data from the options market as of 7 Jul 2026. All figures are approximate risk-neutral probabilities of the stock reaching beyond the scenario price in either three-months' or one-years' time. View explanation of Options Probabilities methodology here

OVERWEIGHT THESIS

- We expect Alibaba, having the largest cloud infrastructure in China, to win share in the current evolutionary AI cycle in China.
- We see fundamental business reacceleration with improvement in monetization.
- The online regulatory environment appears to be easing; we view Alibaba as a key beneficiary as a China proxy.
- The potential spinoff of the proprietary chip business, T-Head, could unlock value.
- Our price target implies a target F28e non-GAAP P/E of 23x.
- Strong cash flow-generating capabilities, dividends, and continued share buybacks could provide downside support.

Consensus Rating Distribution



Source: Refinitiv, Morgan Stanley Research

Risk Reward Themes

Secular Growth:	*Positive*
Self-help:	*Positive*
Technology Diffusion:	*Positive*

View descriptions of Risk Rewards Themes here

BULL CASE US$270.00

29x bull case non-GAAP F2028e EPS

Total revenue CAGR of 12% over F26-31e

Total adjusted EBITA CAGR of 39% over F26-31e

20% discount on net cash

BASE CASE US$180.00

23x base case non-GAAP F2028e EPS

Total revenue CAGR of 10% over F26-31e

Total adjusted EBITA CAGR of 30% over F26-31e

30% discount on net cash

BEAR CASE US$90.00

20x bear case non-GAAP F2028e EPS

Total revenue CAGR of 9% over F26-31e

Total adjusted EBITA CAGR of 15% over F26-31e

50% discount on net cash

Risk Reward – Alibaba Group Holding (BABA.N)

KEY EARNINGS INPUTS

Drivers	2026	2027e	2028e	2029e
China retail marketplaces GMV (Rmb, mn)	8,160	8,241	8,489	8,913
Take rate (%)	4.2	4.1	4.2	4.2

INVESTMENT DRIVERS

- Revenue growth, especially in core e-commerce in China
- Monetization rate (i.e., Alibaba's Chinese retail marketplace revenue/GMV)
- Non-GAAP EBITA margins

GLOBAL REVENUE EXPOSURE



0-10% APAC, ex Japan, Mainland China and India
0-10% Europe ex UK
0-10% India
0-10% Japan
0-10% Latin America
0-10% MEA
0-10% UK
10-20% North America
50-60% Mainland China

Source: Morgan Stanley Research Estimate
View explanation of regional hierarchies here

RISKS TO PT/RATING

RISKS TO UPSIDE

- Better core e-commerce monetization, driving earnings growth upside
- Faster enterprise digitalization, re-accelerating cloud revenue growth
- Stronger AI demand to drive cloud revenue

RISKS TO DOWNSIDE

- More intense competition
- Higher-than-expected reinvestment costs
- Weaker consumption amid a slower post-Covid recovery
- Slower pace of enterprise digitalization pace
- Regulation - additional scrutiny of Internet platforms

OWNERSHIP POSITIONING

Inst. Owners, % Active	80.3%
HF Sector Long/Short Ratio	1.7x
HF Sector Net Exposure	11.1%

Refinitiv; MSPB Content. Includes certain hedge fund exposures held with MSPB. Information may be inconsistent with or may not reflect broader market trends. Long/Short Ratio = Long Exposure / Short exposure. Sector % of Total Net Exposure = (For a particular sector: Long Exposure - Short Exposure) / (Across all sectors: Long Exposure – Short Exposure).

MS ESTIMATES VS. CONSENSUS

FY Mar 2027e

Sales / Revenue (Rmb, mn)
◆1,124,656.3
Note: There are not sufficient brokers supplying consensus data for this metric

EBITDA (Rmb, mn)
◆143,713
Note: There are not sufficient brokers supplying consensus data for this metric

Net income (Rmb, mn)
◆75,018
Note: There are not sufficient brokers supplying consensus data for this metric

EPS (Rmb)
◆30.3
Note: There are not sufficient brokers supplying consensus data for this metric

◆Mean ◆Morgan Stanley Estimates

Source: Refinitiv, Morgan Stanley Research

Risk Reward Reference links

1. View explanation of Options Probabilities methodology - Options_Probabilities_Exhibit_Link.pdf

2. View descriptions of Risk Rewards Themes - RR_Themes_Exhibit_Link.pdf

3. View explanation of regional hierarchies - GEG_Exhibit_Link.pdf

4. View explanation of Theme/Exposure methodology - ESG_Sustainable_Solutions_External_Link.pdf

5. View explanation of HERS methodology - ESG_HERS_External_Link.pdf

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(as of June 30, 2026)

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	Coverage Universe		Investment Banking Clients (IBC)			Other Material Investment Services Clients (MISC)	
Stock Rating Category	Count	% of Total	Count	% of Total IBC	% of Rating Category	Count	% of Total Other MISC
Overweight/Buy	1544	42%	453	49%	29%	757	44%
Equal-weight/Hold	1577	43%	390	42%	25%	769	44%
Not-Rated/Hold	3	0%	1	0%	33%	1	0%
Underweight/Sell	544	15%	89	10%	16%	204	12%
Total	3,668		933			1731	

Data include common stock and ADRs currently assigned ratings. Investment Banking Clients are companies from whom Morgan Stanley received investment banking compensation in the last 12 months. Due to rounding off of decimals, the percentages provided in the "% of total" column may not add up to exactly 100 percent.

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Overweight (O). The stock's total return is expected to exceed the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

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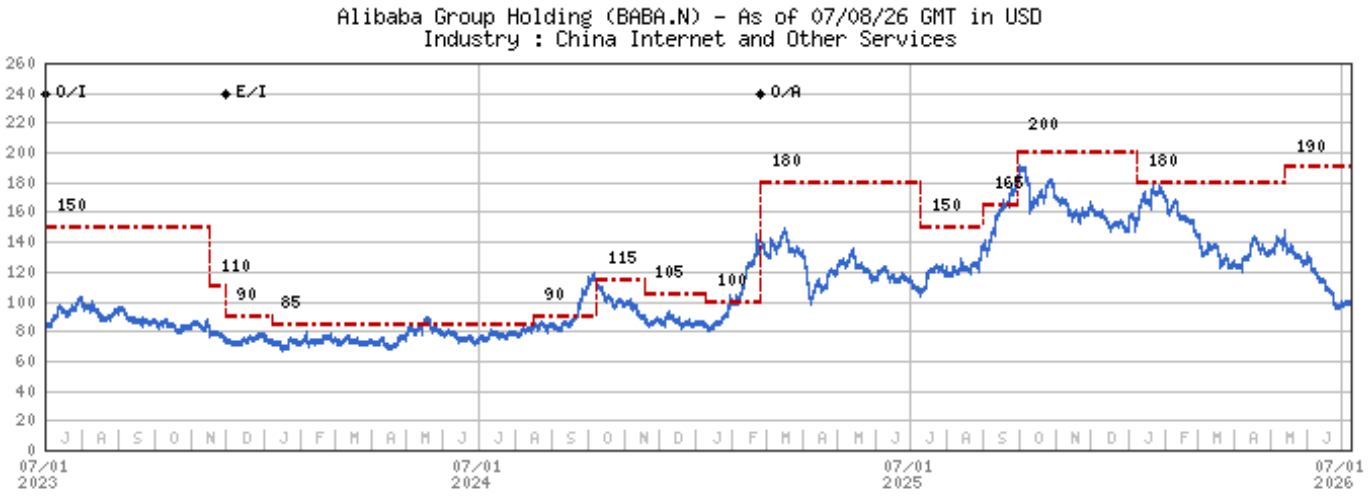
Attractive (A): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be attractive vs. the relevant broad market benchmark, as indicated below.

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Stock Price, Price Target and Rating History (See Rating Definitions)



Stock Rating History: 7/1/21 : O/A; 9/20/21 : O/I; 12/1/23 : E/I; 2/24/25 : O/A

Price Target History: 4/9/21 : 300; 7/6/21 : 270; 9/20/21 : 220; 11/19/21 : 180; 1/8/22 : 165; 2/25/22 : 145; 3/21/22 : 140; 9/29/22 : 110; 10/28/22 : 90; 11/18/22 : 100; 1/9/23 : 150; 11/17/23 : 110; 12/1/23 : 90; 1/8/24 : 85; 8/16/24 : 90; 10/9/24 : 115; 11/18/24 : 105; 1/9/25 : 100; 2/24/25 : 180; 7/9/25 : 150; 9/1/25 : 165; 9/29/25 : 200; 1/8/26 : 180; 5/14/26 : 190

Source: Morgan Stanley Research Date Format : MM/DD/YY Price Target No Price Target Assigned (NA)
Stock Price (Not Covered by Current Analyst) Stock Price (Covered by Current Analyst)
Stock and Industry Ratings (abbreviations below) appear as ◆ Stock Rating/Industry View
Stock Ratings: Overweight (O) Equal-weight (E) Underweight (U) Not-Rated (NR) No Rating Available (NA)
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Eddy Wang, CFA		
Autohome Inc (ATHM.N)	E (02/09/2023)	US$18.67
Full Truck Alliance Co. Ltd (YMM.N)	O (07/05/2023)	US$8.35
JD.com, Inc. (JD.O)	U (11/10/2025)	US$26.49
Kanzhun Ltd (BZ.O)	O (08/04/2021)	US$14.02
KE Holdings Inc (BEKE.N)	O (03/16/2022)	US$14.86
PDD Holdings Inc (PDD.O)	O (03/02/2023)	US$82.53
Vipshop Holdings Ltd (VIPS.N)	E (02/24/2022)	US$13.54
Gary Yu		
Alibaba Group Holding (BABA.N)	O (02/24/2025)	US$98.14
Baidu Inc (BIDU.O)	E (05/17/2024)	US$112.09
Meituan (3690.HK)	O (08/29/2024)	HK$80.90
Tencent Holdings Ltd. (0700.HK)	O (03/19/2020)	HK$478.80
Rebecca Xu		
HUYA Inc (HUYA.N)	E (05/16/2024)	US$2.35
IQIYI Inc (IQ.O)	E (01/19/2023)	US$1.00
JOYY Inc. (JOYY.O)	E (06/02/2022)	US$69.60
Weibo Corp (WB.O)	U (05/17/2024)	US$7.47
Yang Liu		
Bilibili Inc (BILI.O)	O (04/13/2026)	US$17.60
Kuaishou Technology (1024.HK)	O (05/26/2026)	HK$43.98
NetEase, Inc (NTES.O)	O (01/08/2025)	US$130.82
Tongcheng Travel Holdings (0780.HK)	O (01/04/2019)	HK$13.01
Trip.com Group Ltd (TCOM.O)	O (05/17/2021)	US$40.81

Stock Ratings are subject to change. Please see latest research for each company.

* Historical prices are not split adjusted.

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