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Meituan | Asia Pacific

1Q26 Preview: Roadmap to Profitability

We forecast CLC OP loss at -Rmb4.3bn in 1Q and breakeven in 2Q (food delivery UE breakeven in 3Q). We see upside risk from faster-than-expected loss reduction for food delivery, but downside risk from in-store growth/margin. Stay OW.

Key Takeaways

- CLC OP loss -Rmb4.3bn (on-demand loss -Rmb8.4bn, IHT profit Rmb4.1bn) in 1Q and breakeven in 2Q.
- New Initiatives loss of -Rmb2.7bn in 1Q, focus on expanding existing markets.
- Adjusted EBITDA loss of -Rmb5.7bn in 1Q

On-demand delivery: We see better visibility on Meituan's roadmap to profitability after [BABA committed to narrowing its quick commerce \(QC\) loss by half](#) in each of F27 and F28 and turn profitable in F29 (with UE reaching breakeven by end-F27). Specifically, we estimate on-demand (food delivery + Instashopping) OP loss of -Rmb8.4bn in 1Q and -Rmb4.4bn in 2Q (vs BABA's est. -Rmb18bn in 4QF26 and -Rmb15bn in 1QF27). This implies food delivery unit economics (UE) at -Rmb1.3/order in 1Q and -Rmb0.6/order in 2Q, then breakeven in 3Q. We see upside risk from faster-than-expected loss reduction for food delivery.

In-store, hotel & travel: We estimate IHT GTV/revenue to grow 10%/9% YoY in 1Q, while OP to remain largely flat QoQ at Rmb4.1bn, implying OPM of 25.0%. (flat QoQ). We see intensifying competition from Douyin's local services offerings including the re-brand of "Suixin Tuan" to "Douyin Instant Delivery" and the launch of a standalone "Doushengsheng" app in March, as well as Rmb10bn consumption coupons recently for 618 promotions. Although such risk seems to be manageable with only a slight dip in growth in 1Q, we see downside risk from in-store growth/margin vs. our current estimate of 10% revenue growth at stable 25% OPM in 2Q.

New initiatives: We estimate OP loss of -Rmb2.7bn in 1Q (vs. Rmb-4.7bn in 4Q26). We expect Keeta (overseas businesses) will focus on ramping up existing markets rather than expanding in new markets this year. With continued UE improvement in Saudi Arabia (approaching breakeven) and HK sustaining profitability, we expect New Initiatives OP loss of in 2026 to be not more than -Rmb10bn in 2025.

Maintain PT at HK\$120; Stay OW: We maintain our earnings estimates and continue to assume (a) food delivery UE of Rmb1 from 2027 onwards; and (b) IHT OPM to gradually recover from 25% currently to 30% by 2030 under our base case. Current share price implies a 2027e P/E of 11x.

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Meituan (3690.HK, 3690 HK)

China Internet and Other Services | China

Stock Rating	Overweight
Industry View	Attractive
Price target	HK\$120.00
Up/downside to price target (%)	54
Shr price, close (May 27, 2026)	HK\$77.70
52-Week Range	HK\$149.80-73.60
Sh out, dil, curr (mn)	6,112
Mkt cap, curr (mn)	US\$60,615
EV, curr (mn)	US\$36,220
Avg daily trading value (mn)	US\$708

Fiscal Year Ending	12/25	12/26e	12/27e	12/28e
EPS (Rmb)**	(3.15)	(0.44)	5.97	8.31
Prior EPS (Rmb)**	-	-	-	-
EPS (Rmb)\$	(2.71)	(0.57)	4.39	7.03
Revenue, net (Rmb bn)	364.9	417.6	490.7	554.0
ModelWare net inc (Rmb bn)	(23.4)	(9.0)	28.5	41.3
P/E	NM	NM	14.4	10.0
EV/revenue*	1.3	0.7	0.6	0.4
EV/EBITDA	NM	47.7	4.0	2.1
P/BV	3.8	2.8	2.2	1.7
ROE (%)	(13.5)	(5.9)	19.2	22.2

Unless otherwise noted, all metrics are based on Morgan Stanley ModelWare framework

** = Based on consensus methodology

\$ = Consensus data is provided by Refinitiv Estimates

* = 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*
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Meituan 3690.HK

CLC OP — In-line — Largely unchanged

- CLC OP loss -Rmb4.3bn (on-demand loss -Rmb8.4bn, IHT profit Rmb4.1bn) in 1Q and breakeven in 2Q.
- New Initiatives loss of -Rmb2.7bn in 1Q, focus on expanding existing markets.
- Adjusted EBITDA loss of -Rmb5.7bn in 1Q

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

1Q26 Results Preview

Exhibit 1: Meituan: 1Q26 Results Preview

MS Estimates vs Co				1QFY-2026E			
Financials (Rmb mn)	1Q25	4Q25	1Q26e	YoY (%)	QoQ (%)	Consensus	Diff (%)
Total revenues	86,557	92,096	91,054	5%	-1%	90,409	0.7%
Cost of Revenue	54,143	67,969	67,150	24%	-1%	63,427	5.9%
Gross Profit	32,414	24,127	23,904	-26%	-1%	26,982	-11.4%
Operating profit/(loss)	10,566	(16,074)	(9,696)	-192%	-40%	(7,821)	24.0%
Net profit/(loss)	10,057	(15,144)	(9,272)	-192%	-39%	(7,349)	26.2%
Non-IFRS measures:							
Adjusted EBITDA	12,302	(14,025)	(5,723)	-147%	-59%	(5,916)	
Adjusted EBITDA margin	14.2%	-15.2%	-6.3%	(20.5%pt)	8.9%pt	-9.3%	3.0%pt
Adjusted net profit/(loss)	10,949	(15,080)	(7,576)	-169%	-50%	(6,719)	
Adjusted net margin	12.6%	-16.4%	-8.3%	(21.0%pt)	8.1%pt	-10.6%	2.3%pt
Core local commerce:							
Revenues	64,325	64,835	64,375	0%	-1%	63,784	0.9%
Operating profit	13,491	(10,046)	(4,268)	-132%	-58%	(4,376)	-2.5%
OP margin	21.0%	-15.5%	-6.6%	(27.6%pt)	8.9%pt	-6.9%	0.2%pt
New initiatives:							
Revenues	22,232	27,262	26,679	20%	-2%	26,625	0.2%
Operating profit/(loss)	(2,273)	(4,650)	(2,650)	17%	-43%	(2,622)	1.1%
OP margin	-10.2%	-17.1%	-9.9%	0.3%pt	7.1%pt	-9.8%	(0.1%pt)

Source: Company data, Visible Alpha consensus, Morgan Stanley Research (e) estimates

Financial Summary

Exhibit 3: Meituan: Financial Summary

Years Ending December 31	2023	2024	2025	2026E	2027E	2028E
Income Statement (RMB)						
Revenue	209,907	250,247	280,826	294,890	340,867	387,437
Cost of sales	(89,638)	(97,344)	(104,502)	(102,754)	(140,649)	(159,077)
Gross profit	120,269	152,903	176,324	192,136	200,218	228,360
Operating expenses	(38,699)	(52,415)	(65,904)	(72,402)	(86,830)	(97,719)
Operating profit	(20,166)	(7,273)	(10,082)	(19,266)	(13,482)	(31,357)
Non-operating income	(8,117)	(8,292)	(8,890)	(11,658)	(14,279)	(18,807)
Profit before income tax	(28,283)	(15,565)	(18,972)	(30,924)	(27,761)	(50,164)
Income tax	(14,022)	(37,985)	(24,838)	(9,326)	(34,908)	(50,873)
Net profit/(loss)	(42,305)	(53,550)	(43,810)	(40,250)	(62,669)	(101,037)
Net profit/(loss) attributable to equity holders	(42,305)	(53,550)	(43,810)	(40,250)	(62,669)	(101,037)
% NP margin	-20.1%	-21.4%	-15.6%	-13.6%	-18.4%	-26.1%
Diluted EPS (RMB)	(0.42)	(0.54)	(0.44)	(0.40)	(0.63)	(1.01)
Income Statement (Non-IFRS)						
Adjusted EBITDA	23,878	49,119	(13,783)	8,839	58,372	77,982
Net profit/(loss)	23,253	43,772	(18,648)	(2,199)	36,950	51,278
% margin	11.1%	17.5%	-6.6%	-0.7%	10.8%	13.2%
Adjusted EBITDA	8.6%	14.3%	-3.8%	2.1%	11.9%	14.1%
Net profit/(loss)	6.4%	13.0%	-5.1%	-0.5%	7.6%	9.3%
Diluted EPS (non-IFRS, RMB)	0.60	0.94	(0.19)	(0.44)	0.97	0.91
On-demand delivery volume (mm)	21,803	25,451	29,241	32,238	36,033	39,805

Years Ending December 31	2023	2024	2025	2026E	2027E	2028E
Balance Sheet						
Cash and cash equivalents	33,340	70,834	106,771	98,798	129,320	182,331
Short-term investments	111,621	97,409	60,062	60,062	60,062	60,062
Current assets	185,116	269,708	266,897	262,417	269,489	323,398
Non-current assets	109,813	114,620	121,853	129,348	133,966	135,324
Total assets	294,929	384,328	388,750	391,765	393,455	458,722
Short-term debt	19,322	16,569	14,379	14,379	14,379	14,379
Current liabilities	100,874	107,898	123,542	130,999	137,330	147,897
Long-term debt	35,221	35,184	65,904	65,904	65,904	65,904
Non-current liabilities	46,198	43,815	73,241	73,241	73,241	73,241
Total liabilities	141,673	157,557	242,727	249,924	256,475	257,322
Total equity	153,256	226,771	146,023	141,841	136,980	201,400
Total liabilities and equity	294,929	384,328	388,750	391,765	393,455	458,722
Cash Flow Statement						
Operating cash flow	40,522	57,147	(13,815)	12,528	52,026	74,040
Investing cash flow	(24,664)	(10,205)	25,773	(14,711)	(15,276)	(14,356)
Financing cash flow	(2,781)	(20,415)	21,243	(5,790)	(6,277)	(6,473)
Net change in cash	13,077	26,527	33,201	(7,973)	30,473	53,211
FCF	30,675	43,649	(11,789)	(7,861)	36,630	52,684
% of total revenues	14.6%	17.4%	-4.2%	-2.7%	10.7%	13.6%

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

Risk Reward – Meituan (3690.HK)

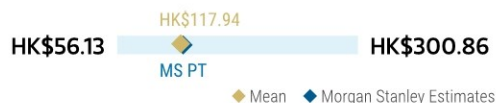
Near-term uncertainties, but long-term moat still strong

PRICE TARGET HK\$120.00

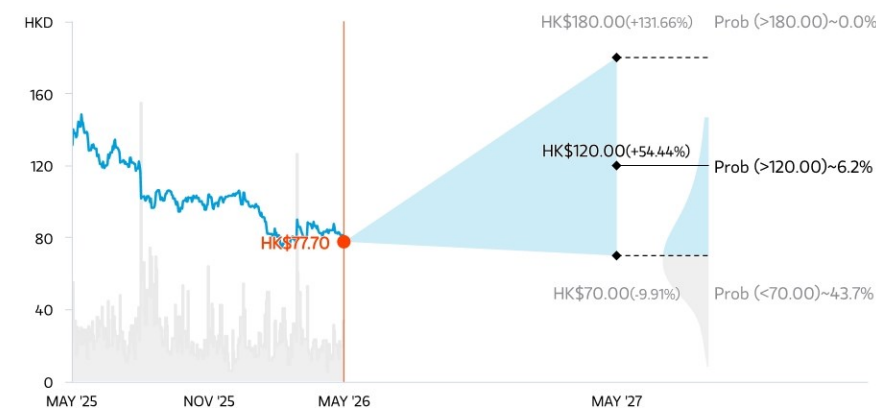
Base case, derived from discounted cash flow valuation. Key assumptions: 12% WACC and 3% terminal growth rate.

Consensus Price Target Distribution

Source: Refinitiv, Morgan Stanley Research



RISK REWARD CHART AND OPTIONS IMPLIED PROBABILITIES (12M)



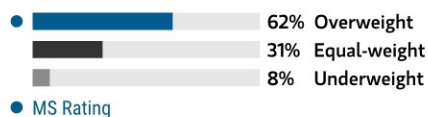
Key: — Historical Stock Performance ● Current Stock Price ◆ Price Target

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 27 May 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

- In the near term, we see a lot of uncertainty and potential risks to earnings.
- However, we think Meituan still has a strong long-term moat.
- In food delivery, we expect it to remain the dominant player, though market share could drop to 65%+ from 70-75%.
- In quick commerce, we expect the TAM to expand from our previous estimate of Rmb2tn in 2030 with the increase in market players, but the market should be split among multiple players.
- We view risk-reward as attractive but prefer BABA.

Consensus Rating Distribution



Source: Refinitiv, Morgan Stanley Research

Risk Reward Themes

Pricing Power: *Positive*
 Secular Growth: *Positive*
 Self-help: *Positive*

View descriptions of Risk Rewards Themes [here](#)

BULL CASE	HK\$180.00	BASE CASE	HK\$120.00	BEAR CASE	HK\$70.00
19x 2026e P/E		17x 2026e P/E		15x 2026e P/E	
We estimate total revenue CAGR of 14% for 2025-30.		We estimate total revenue CAGR of 13% for 2025-30.		We estimate total revenue CAGR of 11% for 2025-30.	
Adjusted EBITDA margin at 6% in 2026.		Adjusted EBITDA margin at 2% in 2026.		Adjusted EBITDA margin at -2% in 2026.	

Risk Reward – Meituan (3690.HK)

KEY EARNINGS INPUTS

Drivers	2025	2026e	2027e	2028e
Total revenues growth (%)	36,485,474.	41,764,400.	49,071,684.	55,401,383.
Gross profit growth (%)	11,119,467.	12,592,003.	18,026,067.	20,999,348.
Non-GAAP Adj EBITDA (%)	(1,378,320.)	863,941.2	5,837,214.7	7,796,234.9

CATALYST CALENDAR

Date	Event	Source: Refinitiv, Morgan Stanley
09 Jun 2026 - 13 Jun 2026	Meituan Annual Shareholders Meeting	

INVESTMENT DRIVERS

- Food delivery market share and margin improvement
- Merchant monetization via commissions and advertisements ramping up take rate
- Effective investment strategy in new initiatives expanding addressable market

GLOBAL REVENUE EXPOSURE



Source: Morgan Stanley Research Estimate
View explanation of regional hierarchies [here](#)

MS ALPHA MODELS

5/5
MOST

3 Month
Horizon

Source: Refinitiv, FactSet, Morgan Stanley Research; 1 is the highest favored Quintile and 5 is the least favored Quintile

RISKS TO PT/RATING

RISKS TO UPSIDE

- Uptrend in food delivery market share with margin improvement
- Further monetization of merchant ARPU
- Investments in new initiatives bearing fruit

RISKS TO DOWNSIDE

- Intensified food delivery and quick commerce competition
- Low visibility on loss-making and asset-heavy new initiatives
- Weaker-than-expected macro conditions
- Antitrust regulation

OWNERSHIP POSITIONING

Inst. Owners, % Active 42.4%

Source: Refinitiv, Morgan Stanley Research

MS ESTIMATES VS. CONSENSUS

FY Dec 2026e

Sales / Revenue (Rmb, mn) 362,449.8 417,644.0 428,062.8
405,246.0

EBITDA (Rmb, mn) (11,143.5) 5,206 42,178.0
5,608.9

Net income (Rmb, mn) (26,415.7) (8,982) 20,766.6
(4,429.4)

EPS (Rmb) (4.3) (0.4) 3.4
(0.6)

◆ Mean ◆ Morgan Stanley Estimates
Source: Refinitiv, Morgan Stanley Research

Valuation Methodology and Risks

Alibaba Group Holding (BABA.N)

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.

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

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 April 30, 2026)

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Stock Rating Category	Coverage Universe		Investment Banking Clients (IBC)			Other Material Investment Services Clients (MISC)	
	Count	% of Total	Count	% of Total IBC	% of Rating Category	Count	% of Total Other MISC
Overweight/Buy	1546	42%	467	51%	30%	709	44%
Equal-weight/Hold	1568	43%	358	39%	23%	715	44%
Not-Rated/Hold	4	0%	0	0%	0%	1	0%
Underweight/Sell	555	15%	84	9%	15%	202	12%
Total	3,673		909			1627	

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.

Analyst Stock Ratings

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.

Equal-weight (E). The stock's total return is expected to be in line with 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.

Not-Rated (NR). Currently the analyst does not have adequate conviction about the stock's total return relative to 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.

Underweight (U). The stock's total return is expected to be below 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.

Unless otherwise specified, the time frame for price targets included in Morgan Stanley Research is 12 to 18 months.

Analyst Industry Views

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.

In-Line (I): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be in line with the relevant broad market benchmark, as indicated below.

Cautious (C): The analyst views the performance of his or her industry coverage universe over the next 12-18 months with caution vs. the relevant broad market benchmark, as indicated below.

Benchmarks for each region are as follows: North America - S&P 500; Latin America - relevant MSCI country index or MSCI Latin America Index; Europe - MSCI Europe; Japan - TOPIX; Asia - relevant MSCI country index or MSCI sub-regional index or MSCI AC Asia Pacific ex Japan Index.

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



Alibaba Group Holding (BABA.N) - As of 05/27/26 GMT in USD
Industry : China Internet and Other Services



Stock Rating History: 5/1/21 : 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)

Industry View: Attractive (A) In-line (I) Cautious (C) No Rating (NR)

Effective January 13, 2014, the stocks covered by Morgan Stanley Asia Pacific will be rated relative to the analyst's industry (or industry team's) coverage.

Effective January 13, 2014, the industry view benchmarks for Morgan Stanley Asia Pacific are as follows: relevant MSCI country index or MSCI sub-regional index or MSCI AC Asia Pacific ex Japan Index.

Meituan (3690.HK) - As of 05/27/26 GMT in HKD
Industry : China Internet and Other Services



Stock Rating History: 5/1/21 : O/A; 9/20/21 : O/I; 11/29/23 : E/I; 8/29/24 : O/I; 2/24/25 : O/A

Price Target History: 1/22/21 : 420; 5/31/21 : 380; 7/19/21 : 360; 8/31/21 : 300; 9/20/21 : 320; 3/2/22 : 250; 3/21/22 : 220; 5/2/22 : 240; 10/31/22 : 180; 1/9/23 : 230; 3/27/23 : 180; 11/29/23 : 120; 1/26/24 : 85; 3/25/24 : 100; 6/7/24 : 120; 8/29/24 : 125; 10/9/24 : 215; 12/2/24 : 200; 5/27/25 : 160; 7/11/25 : 150; 8/28/25 : 135; 12/1/25 : 120

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)

Industry View: Attractive (A) In-line (I) Cautious (C) No Rating (NR)

Effective January 13, 2014, the stocks covered by Morgan Stanley Asia Pacific will be rated relative to the analyst's industry (or industry team's) coverage.

Effective January 13, 2014, the industry view benchmarks for Morgan Stanley Asia Pacific are as follows: relevant MSCI country index or MSCI sub-regional index or MSCI AC Asia Pacific ex Japan Index.

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INDUSTRY COVERAGE: China Internet and Other Services

COMPANY (TICKER)

RATING (AS OF)

PRICE* (05/26/2026)

Eddy Wang, CFA

Autohome Inc (ATHM.N)	E (02/09/2023)	US\$16.49
Full Truck Alliance Co. Ltd (YMM.N)	O (07/05/2023)	US\$8.62
JD.com, Inc. (JD.O)	U (11/10/2025)	US\$29.99
Kanzhun Ltd (BZ.O)	O (08/04/2021)	US\$13.31
KE Holdings Inc (BEKE.N)	O (03/16/2022)	US\$16.50
PDD Holdings Inc (PDD.O)	O (03/02/2023)	US\$96.64
Vipshop Holdings Ltd (VIPS.N)	E (02/24/2022)	US\$14.73

Gary Yu

Alibaba Group Holding (BABA.N)	O (02/24/2025)	US\$129.47
Baidu Inc (BIDU.O)	E (05/17/2024)	US\$126.83
Meituan (3690.HK)	O (08/29/2024)	HK\$77.70
Tencent Holdings Ltd. (0700.HK)	O (03/19/2020)	HK\$434.40

Rebecca Xu

HUYA Inc (HUYA.N)	E (05/16/2024)	US\$2.51
IQIYI Inc (IQ.O)	E (01/19/2023)	US\$1.10
JOYY Inc. (JOYY.O)	E (06/02/2022)	US\$64.09
Weibo Corp (WB.O)	U (05/17/2024)	US\$8.07

Yang Liu

Bilibili Inc (BILI.O)	O (04/13/2026)	US\$17.78
Kuaishou Technology (1024.HK)	O (05/26/2026)	HK\$45.28
NetEase, Inc (NTES.O)	O (01/08/2025)	US\$123.34
Tongcheng Travel Holdings (0780.HK)	O (01/04/2019)	HK\$14.73
Trip.com Group Ltd (TCOM.O)	O (05/17/2021)	US\$47.35

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* Historical prices are not split adjusted.