TikTok's promise of 25,000 new US jobs sets lofty goal

REUTERS

Even as dealmakers bicker over who will actually own TikTok Global, another question emerged after President Donald Trump agreed over the weekend to keep the wildly popular video-sharing app running in the United States for another week: how can they possibly create 25,000 new jobs in the United States?

That vow, repeated by the president on Saturday at a campaign rally in North Carolina, was part of a concession that dealmakers offered to convince Trump to green-light a transaction in which a new board comprised of US citizens would oversee a new US-based company and co-owned by Oracle Corp and Walmart Inc.

But the lofty hiring target will be tough to justify, experts said. Such a high number suggests an expectation for massive revenue growth at a time when TikTok faces unprecedented global challenges.

If TikTok operated at anywhere near the efficiency of other internet companies such as Twitter, TikTok would need to generate up to 19

times more revenue over the next few years.

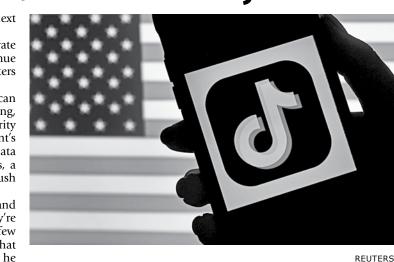
TikTok is expected to generate about a billion dollars in revenue by the end of 2020, Reuters previously reported.

Many of the new American jobs will likely be in engineering, content moderation and security roles, given the US government's intense focus on the app's data privacy policies, said Dan Ives, a technology analyst at Wedbush Securities.

"From security and а infrastructure perspective, they're going to have to hire a few thousand alone to focus on that issue...given the sensitivity," he said.

TikTok recently announced a \$1 billion creator fund that will pay popular TikTok influencers for making videos. Counting those content creators would help TikTok reach 25,000 jobs, said Brian Wieser, global president of business intelligence at ad agency GroupM.

Beyond that, it gets harder to justify a bigger staff. Because ByteDance will still own the algorithm that runs TikTok and technology



The logo of TikTok is displayed on the screen of an iPhone on a US flag as the background in Arlington, Virginia.

license it to the new US-based company, the new company will not need to hire large teams that work on artificial intelligence.

Those types of jobs account FB.O and Twitter's headcount, said Abishur Prakash, a geopolitical futurist at the Center for Innovating the Future, a

and

consulting firm, raising questions about what job roles TikTok could hire for. Oracle and Walmart could

also create divisions within their for a large chunk of Facebook Inc companies to serve TikTok that could contribute to the job count, he added.

A source familiar with the deal discussions said the 25,000-job geopolitics figure was based on similarly

sized organizations that serve as many users as TikTok, without offering details. The source added that the job figure was actually conservative in an effort to underpromise and over-deliver.

Another tech company, Taiwanese electronics manufacturer Foxconn, promised in 2017 to bring 13,000 new jobs to Wisconsin. The deal to create a new factory in the United States was praised by Trump as the "eighth wonder of the world" and as proof of his ability to bring jobs back to America.

A filing with the Wisconsin state economic development division showed Foxconn employed about 600 people in 2019 in the region, according to a CNBC report.

The ambition of TikTok's hiring goals can better be understood by comparing it against the revenue that workers make for other internet companies.

On average, Twitter's 4,800 workers each generated close to \$720,000 or total annual revenue of \$3.5 billion in 2019. Snap Inc's SNAP.N 3,195 workers each

generated about \$537,000, for a 2019 annual sum of \$1.7 billion.

German economy's Covid-19 hit may be smaller than feared

REUTERS, Berlin

Germany may weather its pandemic-induced recession better than expected, private sector indicators suggested on Tuesday, in a hopeful sign for the economy that traditionally serves as Europe's driver of growth.

With much economic activity still constrained by COVID-19, Germany's government moved swiftly to boost spending and that cash, along with another shot in the arm from the European Central Bank, appears to have cushioned the pandemic's impact.

Gross domestic product is now only seen shrinking by 5.2 per cent this year, the Ifo institute projected, more optimistic than its previous estimate for a 6.7 per cent drop and the Bundesbank's 7.1 per cent forecast.

"The decline in the second quarter and the recovery are currently developing more favourably than we had expected," Ifo chief economist Timo Wollmershaeuser said.

For 2021 it cut its growth forecast to 5.1 per cent from 6.4 per cent, but even that indicates that Germany's economy could be close to its pre-crisis level by the end of next year. The ECB still expects the euro zone as a whole to need a further year to make up the decline.

Part of the forecast improvement is unexpectedly resilient consumption, and the HDE retail association said it expects nominal retail sales to grow by 1.5 per cent this year, a sharp upward revision from its previous estimate for a 4 per cent drop.

However, both it and the Ifo pointed to unusual uncertainty in their projections, with a second wave of infections and potential government restrictions seen as risk factors

China's property developers seek to dodge new rules with shift of debt

REUTERS, Hong Kong

China is tackling unbridled borrowing in the real estate development sector anew with caps for debt ratios. But sources at developers say a rush to get around the rules by moving more debt off balance sheets is on.

Dubbed "the three red lines", Chinese regulators outlined caps for debt-to-cash, debt-to-assets and debt-to-equity ratios last month at a meeting with 12 major property developers in Beijing. Though not yet officially announced, developers expect the rules to be applied sectorwide as soon as Jan. 1, 2021.

The move has sent shock waves through the industry, sources at four Chinese property developers told Reuters. "Every company is worried... so everyone is using their own methods, and it's all about off balance sheet: off balance sheet projects and off balance sheet debts," an executive at a mid-sized developer told Reuters.

"Liquidity is still abundant, both onshore and offshore, you just need more innovation in fund raising."

Moving debt off books by setting up ventures with other developers to purchase land is already common practice and will intensify, said the sources, declining to be identified due



People play with ice floats at a pond in the compound of an apartment complex in Zhengzhou, Henan province, China

and an agreement for their stake to be bought back - will continue to gain in popularity, the sources added.

But regulators have been loud and clear in their messaging and will likely step up countermeasures to rein in projects aimed at hiding debt, analysts and economists say.

Regulators have since 2016 sought to limit lending to the sector, including by trust funds and other parts of China's coronavirus-hit economy rec shadow banking industry. They have

the room to manoeuvre is not as big as before. The same applies to disguising debt as equity - so unless there are new methods that regulators are unaware of, it'll be hard to do in large volumes," said Rosealea Yao, China investment analyst at Gavekal Dragonomics.

REUTERS/FILE

China's property market was among the first to recover aft this year, thanks to cheaper creation

Tesla traders bet on Musk battery pitch to spark rally

REUTERS

Fasten your seatbelt, because Tuesday is Tesla's "Battery Day", and some investors expect Chief Executive Elon Musk's pitch on the electric car maker's energy storage advances to reenergize its rally following a recent 21 per cent stock slump.

sessions ahead of the event scheduled for Tuesday after the close of trading. Many analysts expect Musk to unveil battery improvements extending the Palo Álto, California automaker's lead over General Motors, Volkswagen and other rivals.

Tesla options are pricing in a stock analyst Patrick Hummel wrote in

Murphy, co-head of derivatives strategy at Susquehanna Financial Group.

Tesla's stock has more than made up for a historic slump on Sept. 8 after it was unexpectedly left out of a group companies joining the S&P 500, and it has surged over 400 per cent year to date. Still, Tesla remains below its Aug. 31 record high close.

neutral ratings on Tesla's stock, expect major advances from Musk.

"We (and the market) expect the announcements to be significant, cementing Tesla's cost and technology lead for several more years," UBS

move of around 17 per cent - up or a client note on Sept. 11, adding

down - by Friday, said Christopher he expects a new dry electrode cell technology to help speed manufacturing and lower costs.

Batteries make electric cars cost more than gasoline-powered ones, so the ability to produce low-cost, longlasting batteries could put Tesla cars on a more equal footing and help usher in mainstream acceptance.

Musk in August suggested on Analysts, including those with Twitter that Tesla may be able to mass produce batteries with 50 per cent more energy density in three to four years, which could even enable electric airplanes.

> A much hyped "Autonomy Investor Day" in April last year failed to stop a five-month decline in the company's stock

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