30 May 2023



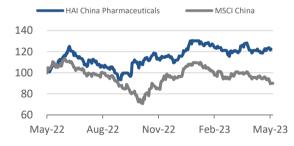
中国药品 China Pharmaceuticals

中药行业焕然新生, 估值体系亟待重建

Chinese Medicine Industry Rejuvenated, Valuation System Needs to be Rebuilt

观点聚焦 Investment Focus

股票名称 评级 评级 股票名称 迈瑞医疗 Outperform 华兰生物 Outperform 恒瑞医药 Outperform 达仁堂 Outperform 药明康德 Outperform 丽珠集团 Outperform 片仔癀 Outperform 大参林 Outperform 云南白药 Outperform 恩华药业 Outperform 华东医药 Outperform 贝达药业 Outperform 华润三九 Outperform 国药股份 Outperform



资料来源: Factset, HTI

Related Reports

Presentation: 中药行业报告:

乘政策东风,传统与创新联结硕果 (Chinese medicine industry report: ride the policy east wind, traditional and innovative joint fruit)

(1 Mar 2023)

中药饮片联合采购政策解读专家会会议纪要(Minutes of expert call on the joint procurement policy on Tradition Chinese Medicine herbal pieces) (8 Nov 2022) (Please see APPENDIX 1 for English summary)

- 中药在医药板块具有特殊性,符合国家战略方向。中药是具备中国特色的医药板块,中药国企更加具备代表性。我们认为当前政策高度重视中医药产业链发展,中药国企作为中药发展重要力量,近年在国企改革与业务与众多支持性政策扶持下,盈利能力显著提升。但我们目前诸多中药企业,特别是国企的价值没有得到充分体现,估值体系亟需重建。
- 中药行业具备明显中国特色,引入"中特估值"有望带动行业 走向合理估值。2023 年 3 月 3 日国资委召开会议,对国有企业 对标开展世界一流企业价值创造行动进行动员部署,会议提建 "以价值创造为关键抓手,扎实推动企业高质量发展,加快建成 世界一流企业,为服务构建新发展格局、全面推进中国式现代化 提供坚实基础和战略支撑"; 2022 年 11 月 21 日,证监会主席 易会满在 2022 金融街论坛年会上提出"中国特色估值体系", 指出要"深入研究成熟市场估值理论的适用场景,结合中国 指出要"深入研究成熟市场估值理论的适用场景,结合中国 指出要,把握好不同类型上市公司的估值逻辑,促进市场 置功能更好发挥"。我们认为国内医药行业的中药板块具有 中国特色,在国际上也无法找到对标市场。近年来国企改革 权激励等系列举措出台后,中药行业不断释放增长潜力,我们 为中药临床应用价值更加明确、内部机制理顺后成长路径更加清 析、品牌价值高,引入"中特估值"的估值体系后有望引领中药 行业的估值走向更加合理的水平。
- 行业走向规范化,中药临床应用价值的置信度不断提升。中药 具有上千年历史底蕴,拥有众多经典名方,在多病种治疗方面有 显著效果。但我们认为过去中药注射剂等相关事件的负面影响, 使得市场对中药行业的长期成长性存在疑问。近年来部分临床疗 效好,成分品种相对单一,被验证安全有效的中药注射剂品种被 逐步取消相关限制,相关负面影响逐步消除。此外,近年来国 药监局加大对中药注册审查力度,加强对于中药质量管理, 2015 年"722事件"之后,药品临床试验与相关注册逐步更加 规范,2023 年 2 月 10 日,国家发布《中药注册管理专门规 定》,对规定实施之日起满 3 年后申请药品再注册时禁忌、不良 反应、注意事项中仍为"尚不明确"的药品不予再注册。我们认 为中药行业走向规范,产品的应用价值逐步得到验证,置信度有 望逐步提升。
- 政策支持叠加企业改善,行业发展趋势明朗,成长性逐步凸显。近年来国家出台多项政策支持中药行业发展,在审评端给予中药创新药支持,在支付端推进中药纳入医保以及进入国家基药目录,同时中药集采的降幅也较为温和。而企业自身方面,中药国企积极推进落实国企改革方案,部分中药国企实现股权变更梳理,落实混合所有制改革,董监高等管理层通过更加市场化制选举,同时多个中药企业陆续发布股权激励计划,激发员工积极性,系列高效改革方案为中药上市企业注入增长新动能,我们认为机制理顺后的中药企业成长性更好。

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• 中药品牌历史源远流长,品牌价值高,存续久期长,应当给予比普通消费品更高的估值。中药国企品牌价值巨大,拥有历史深厚积淀。根据咨询公司 Brand Finance 统计数据,2021 年中医药品牌价值前 5 名企业中有 4 家企业均为中药国企,分别为广药集团、云南白药、华润三九与同仁堂,其中广药集团品牌力估值高达 14.6 亿美金。同时部分中药企业拥有高品牌价值产品,如片仔癀与云南白药拥有国家绝密级保密配方。我们认为中药企业品牌影响力源远流长,具有较强的生命力与持续增长潜能,在估值体系中应将这部分企业的品牌价值予以体现。

风险提示: 改革推进不及预期,集采降价不及预期,中药材原材料持续涨价的风险。



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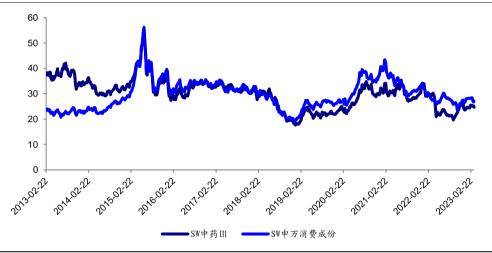
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1. 中国特色医药子板块,引入"中特估值"有望合理重估

中药是中华千年瑰宝,拥有悠久的发展历史,是具有中国特色的医药子板块。 我们认为中药行业看重产品、渠道和品牌,具有明显的消费属性,估值体系可以与 消费行业进行类比。从过去十年市盈率变化情况来看,中药指数与消费指数具有较 高相关度,消费指数市盈率相较于十年前有所提升,但中药指数市盈率出现明显下 滑。目前两者估值水平差异相较于十年前有较大变化,我们认为中药指数相比之下 估值水平明显偏低。

图1 过去十年 SW 消费指数与 SW 中药指数市盈率变化情况(倍)

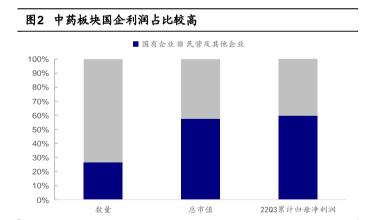


资料来源: Wind, HTI

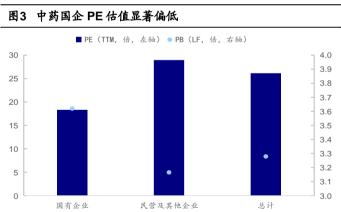
中药企业普遍采用相对估值法,国内中药上市公司市值前五名均为国有企业,排名前20名中有12家为中药国企。国有企业的利润在中药板块中占比超过50%,占据了重要战略地位,但与中药民营企业相比 PE 水平明显偏低。近年来国企改革、股权激励等系列举措出台后,中药行业不断释放增长潜力,我们认为中药临床应用价值更加明确、内部机制理顺后成长路径更加清晰、品牌价值高,引入"中特估值"的估值体系后有望引领中药行业的估值走向更加合理的水平。

排序	市公司市值 TOP20 证券代码	证券简称	总市值(亿元) [2023.03.17 收盘价]	是否国企
1	600436.SH	片仔癀	1716	是
2	000538.SZ	云南白药	971	是
3	600085.SH	同仁堂	698	是
4	000999.SZ	华润三九	569	是
5	600332.SH	白云山	515	是
6	002603.SZ	以岭药业	488	否
7	000423.SZ	东阿阿胶	296	是
8	600518.SH	ST康美	290	否
9	600566.SH	济川药业	280	否
10	600329.SH	达仁堂	227	是
11	600535.SH	天士力	223	否
12	603858.SH	步长制药	220	否
13	600129.SH	太极集团	211	是
14	300026.SZ	红日药业	195	是
15	000623.SZ	吉林敖东	181	否
16	600771.SH	广誉远	178	是
17	002317.SZ	众生药业	171	否
18	600557.SH	康缘药业	171	否
19	600422.SH	昆药集团	161	是
20	600572.SH	康恩贝	153	是

资料来源: Wind, HTI



资料来源:Wind,HTI



资料来源:Wind,HTI

2. 行业走向规范化,置信度不断提升

2.1 中药注射剂监管力度加大,临床使用走向规范化

中药注射剂由于安全性问题曾在临床使用中造成严重不良后果。中国第一款中药注射剂柴胡注射液诞生于自上世纪 40 年代,此后中药注射剂的发展历经波折。根据时代财经百家号,2006年出现使用鱼腥草注射液致死事件,当年6月,国家药品不良反应监测中心共接到鱼腥草注射液不良反应报告 5488 例,严重药品不良反应 258 例,死亡 44 人,鱼腥草注射液当即停售。此后刺五加注射液、茵栀黄注射液、生脉注射液、红花注射剂、喜炎平注射液也都因为一系列使用安全问题引发过风波。

近年国家开始不断加强对于中药注射液的监管。2017年10月,国家《关于深化审评审批制度改革鼓励药品医疗器械创新的意见》中要求严格药品注射剂审评审批,开展药品注射剂再评价,一些知名大品种的销量出现明显萎缩。据界面新闻百家号援引中康 CMH 的数据显示,在2017年-2020年之间,参麦注射液的销售量由4500万盒下降至2500万盒;柴胡注射液的销售量由183万盒下降至81万盒;生脉注射液由1200万盒下降至507万盒;喜炎平注射液由7000万盒下降至3300万盒;注射用血栓通(冻干)由1.32亿盒下降至6500万盒。

使用规范化加速中药注射剂负面影响出清。根据界面新闻百家号,2017版医保目录开始对中药注射剂严格限制使用规范,26个中药注射剂品种限二级以上医院使用,部分附加病症限制。2019版医保目录中,继续针对中药注射剂做调整,剔除了部分品种,如生脉注射液、三七皂苷注射制剂、银杏叶注射制剂等,扩大受限品种至33个。2021版医保目录中,受限品种继续增加。我们认为中药注射剂因为历史原因,在临床试验等注册审批环节存在不完善之处,导致产品安全性监管出现问题,由此对整个中药行业声誉以及产品可靠性造成负面影响。从2017年之后,针对中药注射剂审批、使用规范等系列严格政策的出台保证了中药产品使用的安全性,根据步长制药2021年度报告,步长制药大单品丹红液在进入2021年医保目录后,二级及以上医院使用限制被解除。我们认为随着临床注册监管力度加大,在临床应用价值高的注射剂品类将逐步被取消相关限制。

2.2 "历史最严"临床试验数据审查促进中药审批流程更加规范

2023年2月10日国家药监局发布《中药注册管理专门规定》,对中药说明书修改进行了明确规定。其中规定中药说明书禁忌、不良反应、注意事项中任何一项在本规定施行之日起满3年后申请药品再注册时仍为"尚不明确"的,依法不予再注册。我们认为该规定对中药再注册提出更高要求,加速了行业的优胜劣汰。同时该管理规定对于中药注册分类、上市审批以及中药创新药上市等方面进行了更加详细规范的规定,将有效促进中药行业良性稳健发展。



3. 政策支持叠加企业改善, 行业发展趋势明朗

3.1 自上而下: 国家出台多项政策, 支持中药传承创新

党的十八大以来,习近平总书记高度重视中医药工作,作出一系列重要指示批示,为新时代中医药发展指明了前进方向、提供了根本遵循。2019 年 10 月,国务院发布中医药传承创新顶层设计文件《关于促进中医药传承创新发展的意见》,为新时代中医药事业传承创新发展指明了方向。2021 年以来,中医药政策落地迎来爆发期,国家对中医药支持的政策已由顶层设计逐步过渡到落地执行阶段,具有较强的连贯性。我们认为,国家促进中医药领域发展的相关政策不断落地,中医药的重要性不断提升,在中西医并重的方针下,优质中药仍有广阔的发展空间。

表 2 近年中医药行业发展支持政策

发布时间	发布机构	政策名称	政策内容
2019年10月	国务院	《关于促进中 医药传承创新 发展的意见》	健全中医药服务体系,大力推动中药质量提升和产业高质量发展,加强中医药人才队伍建设,促进中医药传承与开放创新发展,改革完善中医药管理体制机制
2020年12月	国家药监局	《关于促进中 药传承创新发 展的实施意 见》	结合药品监管工作实际,全面落实"四个最严"的要求,从深化改革、传承精华、坚守底线、创新发展四个方面,促进中医药创新发展。
2021年1月	国务院办公厅	《关于加快中 医药特色发展 的若干政策措 施》	从人才、产业、资金、发展环境等多个方面提出 28 条举措,指出,要遵循中医药发展规律,认真总结中医药防治新冠肺炎经验做法,破解存在的问题,更好发挥中医药特色和比较优势,推动中医药和西医药相互补充、协调发展。
2021年6月	国家卫生健康 委、国家中医 药局、中央军 委后勤保障部 卫生局	《关于进一步 加强综合医院 中医药工作推 动中西医协同 发展的意见》	综合医院是提供中医药服务的重要平台,是中医药传承创新的重要阵地,加强综合医院中医药工作对促进中西医协同发展具有重要意义。
2021年12月	国家中医药管 理局和国家医 保局	《关于医保支 持中医药传承 创新发展的指 导意见》	要求完善适合中医药特点的支付政策。
2022年3月	国务院办公厅	《"十四五" 中医药发展规 划》	制定"十四五"时期中医药发展目标任务和重点措施。《规划》的发展目标明确,到 2025年,中医药健康服务能力明显增强,中医药高质量发展政策和体系进一步完善,中 医药振兴发展取得积极成效,在健康中国建设中的独特优势得到充分发挥。

资料来源:中国政府网,国家医疗保障局网站,新华社,HTI



审评端:中药研发指导意见明确,创新产品不断涌现 3.1.1

"三结合"审评证据构建完善中药创新审批体系。2020年6月2日,习近平总 书记在专家学者座谈会上强调要改革完善中药审评审批机制,促进中药新药研发和 产业发展。2020年9月,国家药监局发布《中药注册分类及申报资料要求》,将中 药注册分类化繁为简,并将中药创新药单列,拓宽了改良型新药范畴,鼓励中药二 次开发。新注册分类充分体现了中药的研发规律及特色,淡化原注册分类管理中 "有效成份"和"有效部位"含量要求,不再仅以物质基础作为划分注册类别的依 据,而是支持基于中医药理论和中医临床实践经验评价中药的有效性。2021年2 月, 国务院印发的《关于加快中医药特色发展的若干政策措施》通过调整中药注册 分类,开辟具有中医药特色的注册申报路径,构建"三结合"的审评证据体系等创 新举措,在保持中药传统优势的基础上,进一步加大以临床价值为导向的中药创新 研制力度,激发创新要素向传统中医药领域聚集,我们认为这为中药产业优化结 构、转换动能注入新的活力。

审批制度改革初显成效,2021年中药新药获批创新高。近年来,国家药监局在 中药创新药的注册分类及申报、审批流程等方面就已经给予了政策支持。包括对具 有人用经验的中药复方制剂适当减免药效学试验;中药创新药处方来源于经典名方 或国医大师、名老中医等具有丰富临床经验的中医临床专家经验方,且提取工艺仅 为水提的,可简化工艺研究,豁免非临床有效性研究等。根据米内网数据显示, 2021 年国家药监局累计批准 12 款中药新药上市,数量创近 5 年新高,其中 1.1 类 新药有 7 个,包括康缘药业的银翘清热片、一力制药的虎贞清风胶囊、方盛制药的 玄七健骨片、凤凰制药的芪蛭益肾胶囊、天士力的坤心宁颗粒、以岭药业的苏夏解 郁除烦胶囊、健民集团的七蕊胃舒胶囊。

14 12 10 8 6 4 2 2018 2020 2021 2022

图4 2017-2022年中药新药获批数量情况(个)

资料来源:赛柏蓝微信公众号援引米内网,HTI

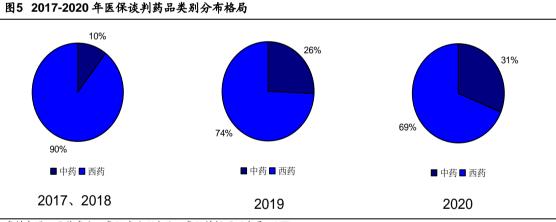
2022 年中药新药再有突破,经典名方实现破冰。2022 年共有 7 款中药创新药 获批,其中 5 款为 1 类创新药,分别是参葛补肾胶囊(1.1 类)、芪胶调经颗粒 (1.1 类)、淫羊藿素软胶囊(1.2 类)、广金钱草总黄酮胶囊(1.2 类)、黄蜀葵 花总黄酮口腔贴片(1.2类)。此外,2022年中药经典名方有2个品种批准上市, 分别为苓桂术甘颗粒与散寒化湿颗粒,其中苓桂术甘颗粒为首个按古代经典名方目 录管理的中药复方制剂,实现中药3.1类新药"零的突破"。

表 3 2022 年获批中药创新药				
药品名称	企业名称	注册分类	批准文号	功能主治
参葛补肾胶囊 (太子神悦胶 囊)	华春药业	1.1	国药准字 Z20220008	用于治疗气阴不足、心脾两虚证的轻、中度抑郁症
芪胶调经颗粒	安邦制药	1.1	国药准字 Z20220007	益气补血、止血调经
淫羊藿素 (阿可拉定) 软胶囊	珅诺基	1.2	国药准字 Z20220002	适用于不适合或患者拒绝接受标准治疗、且既往未 接受过全身系统性治疗的、不可切除的肝细胞癌
广金钱草总黄酮胶囊	光谷人福	1.2	国药准字 Z20220003	清热祛湿、利尿排石
黄蜀葵花总黄酮口腔贴片	康恩贝	1.2	国药准字 Z20220006	治疗口腔溃疡
苓桂术甘颗粒	康缘药业	3.1	国药准字 C20220002	温阳化饮,健脾利湿
散寒化湿颗粒	康缘药业	3.2	国药准字 C20220001	用于寒湿郁肺所致疫病

资料来源: 赛柏蓝微信公众号援引米内网,药智网微信公众号,安邦之爱百家号,新京报百家号,中国非处方药物协会,HTI

3.1.2 支付端: 中成药纳入医保比例攀升, 集采降幅温和

中药医保入围与中标率逐年提升。2021 年 12 月 31 日,国家医保局、中医药管理局发布关于医保支持中医药传承创新发展的指导意见,将符合条件的中医医药机构纳入医保定点,提高中药和中医医疗服务项目纳入医保支付范围,并指出中医医疗机构可暂不实行 DRG 付费,在医保终端覆盖范围、医疗服务、产品价格和支付方式上都给予了较大的支持。回顾 2017-2020 年,医保谈判药品中中药占比从10%提升至 31%,中药纳入医保的比例逐年攀升,2021 年中药医保入围后的中标率(84%)高于西药入围后的中标率(53%)。



资料来源: 医药魔方, 华经产业研究院, 华经情报网百家号, HTI

中成药集采降幅温和,独家品种普遍降幅更低。根据健康界数据显示,2018年以来的国家七批药物集采历史数据显示,药品平均降幅在48%-59%之间,而2021年以来湖北、广东、北京与山东实施省际中成药集采或联采,平均价格降幅在23%-44%,中药集采价格平均降幅相对较低。独家品种普遍比非独家品种降幅更低,我们认为中药原材料价格会传导影响中药材农业脱贫,独家品种众多难以分组,适应症多难以划分,诸多因素使得中药集采未来不会对行业产生类似于化药、生物制剂类似的较大降幅震动。

30 May 2023 11

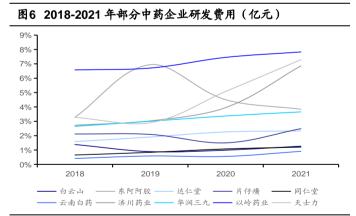


表 4 2021 年以来中成药集采试点情况					
地区	中药集采试点情况汇总				
湖北	2021 年下半年,按照国家医保局工作安排,湖北曾牵头 19省份组成省际联盟开展中成药集中带量采购工作,开辟了药品集采新领域,有 157家企业的 182 个产品参与竞价,采购规模近 100 亿元,最终 97家企业、111 个产品中选,中选率达 62%,拟中选价格平均降幅 42.27%,最大降幅 82.63%。根据 19省联盟年度需求量测算,预计每年可节约药品费用超过 26 亿元。				
广东	2021年12月底,广东等6省开展中成药集采,涉及132种中成药,包括了32个中药独家品种,共涉及企业产品品规257个,药价降幅达到40%以上的64个。从最小制剂单位来看,有122个拟中选备选品种价格不足1元,本次中成药集采中选品种平均降幅32.5%,最高降幅90.9%,独家产品拟中标平均降幅为21.8%。				
北京	2022年7月,北京市医疗保障局日前发布《关于开展 2022年北京市中成药带量采购有关工作的通知》,宣布启动本轮中成药带量采购,公布84个采购药品目录。本轮中成药带量采购药品主要分为两类:一类是包括银杏叶、双黄连等市场竞争较为充分的64个药品,以上64个药品被纳入带量联动药品范围;另一类是包括复方丹参等市场竞争相对不足的20个药品,以上20个药品则被纳入到带量谈判药品范围。平均降价幅度约为23%左右,除银杏胶囊等竞争激烈品种,总体降价幅度相对温和,尤其是独家品种降价幅度小,例如连花清瘟颗粒10包规格中标价23.3元(降价1%),15包中标价34.95元(降价1%)。				
山东	2022年11月,山东省第三批(中成药专项)集中带量采购67个药品划分为15个品种组竞争,全部产生拟中选结果,平均降价44.31%,最高降幅87.97%,本次中成药集中带量采购周期为2年。				

资料来源:健康界,广东省药品交易中心,北京医保局,赛柏蓝,HTI

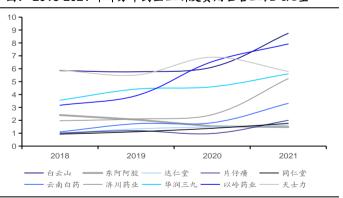
3.2 自上而下: 国企混改引入市场化机制, 加大激励调动员工积极性

政策引领加强中医药人才培育,中药企业整体研发投入提升。2022年10月,国家中医药管理局发布《"十四五"中医药人才发展规划》,要求完善人才培育体系,加强中医药高层次专业人才队伍建设,促进中药传承创新与人才供给。2022年前三季度,中药企业研发投入合计64.13亿元,相较于2021年同期的56.44亿元增长了13.63%,其中52家中药企业研发投入实现正增长,占比为69.33%。2018至2021年,大部分中药企业的研发投入呈增长态势。



资料来源: Wind, HTI

图7 2018-2021 年部分中药企业研发费用占营业收入比重



资料来源: Wind, HTI

中药国企混改加速落地,传统老店焕发新生机。2020年6月30日,习近平总书记主持召开中央深改委第十四次会议,审议通过了《国企改革三年行动方案(2020-2022年)》,方案提出要完善国资监管体制,深化混合所有制改革;健全市场化经营机制,提高国企核心竞争力。广誉远、太极集团、达仁堂实际控制人发生变更,部分中药国企实现股权变更梳理,落实混合所有制改革,董监高等管理层通过更加市场化制选举。2023年政府工作报告指出,要"深化国资国企改革,提高国企核心竞争力"。2023年1月,国资委将央企考核体系的经营指标由"两利四率"调整为"一利五率",进一步加强对国企盈利能力和创现能力的考核。我们认为随着国企改革的不断深化,中药企业执行力提升,盈利能力有望得到改善。

表 5 中药部分国企混改及股权激励落地时间表

企业名称	混改时间及过程
云南白药	2018年,国企混改落地,云南省国资委与新华都成为并列第一大股东; 2019年10月,公布第一期员工持股计划; 2020年6月,公布首批股权激励方案; 2021年3月,公布员工持股计划。
太极集团	2020年10月,发布增资协议,引入中国医药有限公司,国务院国资委为实际控制人; 2021年5月,完成董监高换届。
达仁堂 (原中新药 业)	2021年3月,公司股权变化,天津国资委不再为公司实控人,津沪深公司间接控股; 2022年5月,正式更名为津药达仁堂。
广誉远	2021年6月,晋创投资转为控股股东,实际控制人由郭家学变更为山西省国资委。
同仁堂	2021年6月,同仁堂集团召开国企改革三年行动推进会,成立改革工作领导小组、制定了行动方案和任务清单,完善体制机制; 2021年12月,新任董事长上任。
华润三九	2021年12月,公布限制性股票激励计划。
江中药业	2021年6月,公布限制性股票激励计划。

资料来源:云南白药股东权益变动公告,云南白药员工持股计划,太极集团增资协议公告,太极集团管理层变更公告,中新药业关于变更证券简称公告,广誉远实控人变更公告,同仁堂官网,中国北京同仁堂官徽,华润三九限制性股票激励计划,江中药业限制性股票激励计划,HTI

陆续推出股权激励,未来业绩增长指引清晰。近年来多个中药企业陆续推出股权激励方案,给出未来几年更加清晰的业绩增长指引。其中,部分中药企业还会结合自身的发展情况和业务特点制定额外的激励考核指标,例如济川药业设置了 BD 引进产品的指标,康缘药业设置了非注射剂产品营业收入增长的指标。我们认为股权激励方案出台将有效激发上市公司团队的能动性,有利于公司朝着既定目标快速前行。



企业名称	激励考核指标
77> 14.	1.以 2020 年业绩为基数, 2022-2024 每年归母扣非净利 CAGR 不低于 10%, 且不低于同行业平均或对标企业 75 分位水平;
华润三九	2.2022-2024 年归母扣费净资产收益率分别不低于 10.15%/10.16%/10.17%,且不低于对标企业 75 分位水平;
	3.2022-2024 总资产周转率分别不低于 0.69/0.70/0.72。
	1.2022-2024 年投入资本回报率分别不低于 12.74%/12.75%/12.76%,且不低于对标企业 75 分为水平或同行业平均值;
江中药业	2.较 2020年,2022-2024年归母净利润 CAGR 不低于 6%,且不低于对标企业 75 分位水平或同行业平均值;
	3.2022-2024 年研发投入强度分别不低于 2.96%/2.98%/3.00%。
羚锐制药	以 2020 年净利润为基数,2021 年-2023 年净利润增长率分别不低于 20%/44%/65.6%。
	1.以 2018 年业绩为基数,2020-2022 年每股收益分别不低于 0.8/0.86/0.92 元且不低于同行业对标企业 75 分位水平;
达仁堂	2.2020-2022 年净利润增长率分别不低于 9.7%/17.9%/27.1%, 且不低于同行业对标企业 75 分位水平;
	3.2020-2022 年主营业务收入占营业收入的比例不低于 92%。
奇正藏药	分别以 2020/2021 年营业收入为基数,2021/2022 年营业收入增长率低于 15%,当期限售股份不予解锁;大于等于 15%解锁比例 100%。
仁和药业	2021/2022 年净利润较 2020 年增长分别不低于 10%/20% (包含)。
	1. 2021 年主营业务收入不低于 173970 万元;
桂林三金	2. 2022 年主营业务收入不低于 192495 万元;或前两个解锁期累计主营业务收入达到 366465 万元,视作两期全部完成;
	3. 2023 年主营收入不低于 212472 万元,或任意解锁期未完成,累计主营业务收入达到 578937 万元,视作全部完成;
ala di Maria	1.公司 2023 年度净利润不低于 22 亿元;且 BD 引进产品不少于 4 个;
济川药业	2.公司 2024 年度净利润不低于 25 亿元;且 BD 引进产品不少于 4 个。
	1. (1) 以公司 2021 年营业收入为基数, 2022 年营业收入增长率不低于 22%, 或以公司 2021 年净利润为基数, 2022 年净利润增长率不低于 24%; (2) 以公司 2021 年非注射剂产品营业收入为基数, 2022 年非注射剂产品营业收入增长率不于 22%; 2. (1) 以公司 2022 年营业收入为基数, 2023 年营业收入增长率不低于 20%, 或以公司 2022 年净利润为基数, 2023 年
康缘药业	净利润增长率不低于 22%; (2)以公司 2022 年非注射剂产品营业收入为基数, 2023 年非注射剂产品营业收入增长率不于 23%; 3.(1)以公司 2023 年营业收入为基数, 2024 年营业收入增长率不低于 18%, 或以公司 2023 年净利润为基数, 2024 年净利润增长率不低于 20%; (2)以公司 2023 年非注射剂产品营业收入为基数, 2024 年非注射剂产品营业收入增长率不

资料来源:华润三九、江中药业、羚锐药业、达仁堂、奇正藏药、仁和药业、桂林三金、济川药业、康缘药业、新天药业股票激励计划及草案,HTI

2.2022 年以 2020 年营业收入为 基数, 2022 年营业收 入增长 61%; 或以 2021 年营业收入为 基数, 2022 年营业收 入增

3.2023 年以 2020 年营业收入为 基数, 2023 年营业收 入增长 100%; 或以 2022 年营业收入为 基数, 2023 年营业收入增

1.2021 年以 2020 年营业收入为 基数, 2021 年营业收 入增长 27%;



新天药业

于 22%。

长 27%;

长 27%。

4. 中药品牌历史源远流长,品牌价值高

中药企业价值被明显低估,估值体系有待改善。目前大部分中药上市国企相对估值指标市盈率水平较低,但相关企业均具备较高的盈利水平,同时中药国企品牌价值巨大,拥有历史深厚积淀。品牌为公司经营持续注入增长动能,未来拥有较大增长潜力。例如同仁堂起源于 1669 年,至今已有近 350 余年历史。2021 年中医药品牌价值前 5 名企业中有 4 家企业均为中药国企,分别为广药集团、云南白药、华润三九与同仁堂。其中广药集团品牌价值高达 14.6 亿美元位居第一。同时部分中药企业拥有高品牌价值产品,如片仔癀与云南白药拥有国家绝密级保密配方。我们认为中药企业品牌影响力源远流长,具有较强的生命力与持续增长潜能,在估值体系中应将这部分企业的品牌价值予以体现。

图8 2021 年中医药药品牌力价值排行榜前 5 名



资料来源:广药白云山公司官方微信公众号,HTI

表7代表性	中药国企市们	直及主营产品	
成立时间	企业名称	总市值(亿元) [2023.03.17 收盘价]	主管产品
1956	片仔癀	1716.44	片仔癀系列及菌胆平肝胶囊、心舒宝片、增乳膏、安宫牛黄丸 等
1971	云南白药	971.38	云南白药系列及普药、牙膏产品
1669	同仁堂	697.53	安宫牛黄丸、同仁牛黄清心丸、同仁大活络丸等
1985	华润三九	569.48	999 感冒灵、三九胃泰、999 皮炎平(红)、澳诺钙、易善复等
1973	白云山	539.11	消渴丸、滋肾育胎丸、小柴胡颗粒等中药,枸橼酸西地那非 片、头孢克肟系列、阿莫西林系列等西药
1952	东阿阿胶	296.47	阿胶系列 (阿胶浆、阿胶糕、阿胶粉) 、燕真卿真好燕窝
1914	达仁堂	279.60	速效救心丸、京万红软膏、舒脑欣滴丸、紫龙金片、清肺消炎 丸、藿香正气软胶囊、通脉养心丸、胃肠安丸、清咽滴丸、海 马补肾丸、安宫牛黄丸
1972	太极集团	211.06	藿香正气口服液、小金片、急支糖浆、复方板蓝根颗粒、通天口服液等中药,注射用头孢唑肟钠、洛芬待因缓释、盐酸吗啡 缓释片等西药
1996	红日药业	195.27	血必净注射液、清肺散结丸、"全成分"中药配方颗粒等中 药,盐酸法舒地尔注射液、低分子量肝素钙注射液等西药
1541	广誉远	178.17	龟龄集、定坤丹大蜜丸、定坤丹水蜜丸、定坤丹口服液、安宫 牛黄丸、牛黄清心丸等
1951	昆药集团	160.57	参苓健脾胃颗粒、舒肝颗粒、香砂平胃颗粒等中药, 草乌甲素 软胶囊、玻璃酸钠注射液、阿法骨化醇软胶囊等西药

资料来源: Wind, 各公司 2021 年年报, 各公司官网, 百度百科, HTI

5. 风险提示

改革推进不及预期,集采降价不及预期,中药材原材料持续涨价的风险。

APPENDIX 1

Summary

Chinese medicine has special characteristics in the pharmaceutical sector, which is in line with the national strategic direction. Chinese medicine is a pharmaceutical sector with Chinese characteristics, and Chinese medicine SOEs are even more representative. We believe that the current policy attaches great importance to the development of the Chinese medicine industry chain, and Chinese medicine SOEs, as an important force in the development of Chinese medicine, have significantly improved their profitability in recent years under the support of SOE reform and business and numerous supportive policies. However, the value of many of our current Chinese medicine companies, especially SOEs, is not fully reflected and the valuation system is in urgent need of reconstruction.

The Chinese medicine industry has obvious Chinese characteristics, the introduction of "Chinese special valuation" is expected to drive the industry to a reasonable valuation. 2023 March 3, the State-owned Assets Supervision and Administration Commission held a meeting to mobilize state-owned enterprises to carry out value creation action against world-class enterprises, the meeting proposed "value creation as the key grasp On November 21, 2022, Yi Huiman, Chairman of the SFC, proposed a "valuation system with Chinese characteristics" at the annual meeting of the Financial Street Forum in 2022. On November 21, 2022, at the annual meeting of Financial Street Forum, Yi Huiman, chairman of the SFC, proposed a "valuation system with Chinese characteristics", pointing out that it is necessary to "thoroughly study the applicable scenarios of valuation theories in mature markets, make innovations with Chinese characteristics, grasp the valuation logic of different types of listed companies, and promote the better functioning of market resource allocation. We believe that the Chinese medicine sector of the domestic pharmaceutical industry has obvious Chinese characteristics and cannot find a benchmark market in the international arena. In recent years, the Chinese medicine industry has been releasing growth potential after the introduction of a series of initiatives such as state-owned enterprise reform and equity incentive, and we believe that the Chinese medicine industry is expected to lead the valuation of the Chinese medicine industry to a more reasonable level after the introduction of internal mechanism and high brand value. The valuation system is expected to lead the valuation of the Chinese medicine industry to a more reasonable level.

The industry is moving towards standardization, and the confidence level of the clinical application value of Chinese medicine is increasing. Chinese medicine has a history of thousands of years and has many classical prescriptions, which have significant effects in the treatment of many diseases. However, we believe that the negative impact of past events related to Chinese medicine injections and others have made the market question the long-term growth of the Chinese medicine industry. In recent years, some of the Chinese medicine injection varieties with good clinical efficacy, relatively single variety of ingredients and proven safe and effective have been gradually removed from the relevant restrictions, and the related negative impact has been gradually eliminated. In addition, in recent years, the State Drug Administration has increased its efforts to review the registration of TCM and strengthen the quality management of TCM. We believe that the Chinese medicine industry is going to be regulated, and the application value of the products will be verified gradually, and the confidence level is expected to increase gradually.

Policy support overlapped with enterprise improvement, industry development trend is clear, and growth is gradually highlighted. In recent years, the state has issued a number of policies to support the development of the Chinese medicine industry, giving support to innovative Chinese medicine at the review end, promoting the inclusion of Chinese medicine into medical insurance and into the national base drug catalog at the payment end, while the rate of reduction of Chinese medicine collection is also relatively mild. As for the enterprises themselves, Chinese medicine SOEs have actively promoted the implementation of SOE reform programs, some Chinese medicine SOEs have realized equity changes and implemented mixed ownership reforms, and the senior management of directors and supervisors have been elected through a more market-oriented system, while several Chinese medicine enterprises have released equity incentive plans to motivate their employees. We believe that the growth of TCM companies will be better after the mechanism is rationalized.

Chinese medicine brands have a long history, high brand value and long duration, and should be valued higher than ordinary consumer products. Chinese medicine SOEs have great brand value and a deep history. We believe that the brand influence of Chinese medicine enterprises has a long history and strong vitality and continuous growth potential, and the brand value of these enterprises should be reflected in the valuation system.

Risks: The reform promotion is not as expected, the price reduction of collection is not as expected, and the risk of continuous price increase of raw materials of Chinese herbal medicine.



附录 APPENDIX

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中性,未来 12-18 个月内预期相对基准指数变化不大,基准定义如下。根据FINRA/NYSE 的评级分布规则,我们会将中性评级划入持有这一类别。

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各地股票基准指数:日本 – TOPIX, 韩国 – KOSPI, 台湾 – TAIEX, 印度 – Nifty100, 美国 – SP500; 其他所有中国概念股 – MSCI China.

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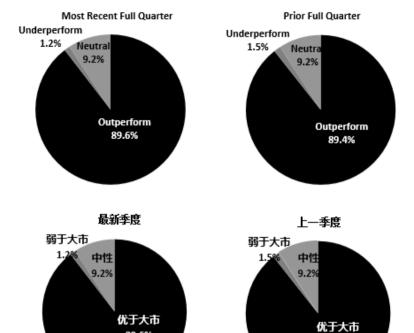
Outperform: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

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评级分布 Rating Distribution



89.6%

截至 2023 年 3 月 31 日海通国际股票研究评级分布

, , , , , , , , , , , , , , , , , , , ,	优于大市	中性 (持有)	弱于大市
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中性,未来 12-18 个月内预期相对基准指数变化不大,基准定义如下。根据 FINRA/NYSE 的评级分布规则,我们会将中性评级划入持有这一类别。

卖出,未来 12-18 个月内预期相对基准指数跌幅在 10%以上,基准定义如下



89.4%

各地股票基准指数: 日本-TOPIX,韩国-KOSPI,台湾-TAIEX,印度-Nifty100;其他所有中国概念股-MSCI China.

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	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	89.6%	9.2%	1.2%
IB clients*	5.2%	6.4%	9.5%

^{*}Percentage of investment banking clients in each rating category.

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SELL: The stock's total return over the next 12-18 months is expected to be below the return of its relevant broad market benchmark, as indicated below.

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