歌力思(603808)公司公告点评



603808 CH Shenzhen Ellassay Fashion Rating: OUTPERFORM Target Price: Rmb14.76

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首次覆盖: 预计 23H1 业绩高增, 国内业务修复显著

投资要点:

- 公司发布 2023H1 业绩预增公告。23H1 营业收入 13.7 亿元左右,同比增 17.01%, 较 21H1 增 25%左右;归母净利润 1.01~1.11 亿元,同比增 100.4%~120.24%,修复至 21H1 的 54%~60%;扣非净利润 0.95~1.05 亿元,同比增 131.54%~156.45%,修复至 21H1 的 54%~60%;每股收益 0.14 元/股。
- 收入端高增,利润端仍有修复空间。 我们测算,23Q2 营业收入7亿元左右,同比增30%左右(23Q1 收入同比增速:+6%),较21Q2增长25%左右(23Q1收入较21Q1增速:+24%);归母净利润0.5~0.6亿元,同比增1524%~1827%,修复至21Q2的58%~69%。
- 线下持续拓店,新店经营效率提升。截至 6 月 30 日旗下门店 631 家左右,较年初增 18 家,较去年同期增 60 家。随着国内经营环境恢复,新开门店销售提升,费率优化。
- 国内表现较优,海外业务受大环境影响较大。国内业务利润端实现良好恢复,海外尤其法国地区受通货膨胀、社会安全形势影响,业绩受到较大冲击。公司旗下品牌中 IRO 主要经营地为欧洲及北美,2022 年其收入占公司总收入的27.9%。
- 公司业绩预增主因: ①多品牌矩阵发力, ELLASSAY 主品牌收入较同期实现良好回升, 成长期品牌 self-portrait、Laurèl、IRO Paris 中国区表现突出。②线下渠道积极扩张, 在经营环境改善后助力营收增长。③线上多品牌多平台发展战略, 上半年线上销售取得良好增长。④国内消费环境恢复, 利润端修复。
- **盈利预测与估值。**我们预计公司 2023/2024 年归母净利润 3.03 亿元/3.91 亿元, 给予公司 2023 年 PE 估值 18X,对应目标价 14.76 元/股,首次覆盖给予"优于 大市"评级。
- **风险提示。**疫情反复,零售环境恢复不及预期,开店速度不及预期,国际环境变化影响境外业务。

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主要财务数据及预测

	2021	2022	2023E	2024E	2025E
营业收入 (百万元)	2363	2395	2865	3371	3898
(+/-)YoY(%)	20.4%	1.4%	19.6%	17.7%	15.6%
净利润 (百万元)	304	20	303	391	462
(+/-)YoY(%)	-31.7%	-93.3%	1379.3%	29.3%	18.1%
全面摊薄 EPS(元)	0.82	0.06	0.82	1.06	1.25
毛利率(%)	67.0%	63.8%	69.1%	69.5%	69.9%
净资产收益率(%)	10.7%	0.7%	9.9%	11.4%	11.8%

资料来源:公司年报(2021-2022), HTI 备注:净利润为归属母公司所有者的净利润



表1 可比公司估值表 总市值 股价 净利润 (百万元) 市盈率 (X) 公司名称 股票代码 (亿元) (元/股) 2021 2022 2023E 2024E 2021 2022 2023E 2024E 10.22 地素时尚 603587.SH 73 15.14 689 385 595 712 10.56 18.91 12.23 35 49.26 锦泓集团 603518.SH 10.13 71 15.70 13.20 10.01 224 266 351 003016.SZ 欣贺股份 44 10.17 287 129 15.29 13.26 272 331 33.99 16.17 平均 13.85 13.87 11.16 34.05

资料来源: 收盘价为 2023 年 7 月 21 日价格,净利润来自 Wind 一致预期,HTI





公司主要从事女装的设计研发、生产和销售。公司是中国服装协会副会长单位、中 国流行色协会授牌的中国女装色彩研发基地。"Ellassay"定位为中国高级女装品牌。经过 多年的推广与经营,"Ellassay"已成长为极具竞争力的高端女装品牌。公司通过全资子公 司东明国际拥有 LAURèL GMBH 在中国独立的所有权,包括设计权、定价权和销售权。 "Laurèl"品牌的定位为国际轻奢高档女装,于 1978 年在慕尼黑成立,原为德国三大著名 奢侈品牌之一的 ESCADA 旗下品牌。公司通过子公司中国香港唐利国际控股有限公司持 有美国轻奢潮流品牌 Ed Hardy 在中国大陆及港澳台地区的品牌所有权,包括主品牌 Ed Hardy 及副品牌 Ed HardySkinwear、Baby Hardy 等。公司通过收购深圳前海上林投资管理 有限公司 16%股权, IRO 是定位于轻奢领域的法国设计师品牌, 以"street girls&fashionable women"为设计理念,追求街头情怀的法式简约风格,主打时尚女装产品。公司的主营业 务主要由 IRO 服饰、上衣、裙类、外套和裤类组成。IRO 服饰的营收为 6.61 亿元,毛利 率为 59%。上衣的营收为 6.57 亿元, 毛利率为 67%。裙类的营收为 4.40 亿元, 毛利率为 73%。外套的营收为 3.91 亿元, 毛利率为 64%。裤类的营收为 1.70 亿元, 毛利率为 65%。 公司最近三年的营业收入情况, 2020年营业收入为196.2亿元, 2021年营业收入为236.3 亿元, 2022 年营业收入为 239.5 亿元。 2020 年至 2022 年的年度同比增速(YOY)分别为 -25%/20%/1%。 2023 年第一季度的营业收入为 66.6 亿元, 同比增速为 6%。

附表 前十大股东

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股东名称	占总股本比例(%)
深圳市歌力思投资管理有限公司	55.0600
中国建设银行股份有限公司-中欧养老产业混合型证券投资基金	3.0300
中国建设银行股份有限公司-中欧价值发现股票型证券投资基金	1.9700
招商银行股份有限公司-中欧睿泽混合型证券投资基金	1.3900
中国工商银行股份有限公司-中欧潜力价值灵活配置混合型证券投资基金	1.1400
全国社保基金一一三组合	1.1000
上海景林资产管理有限公司-景林丰收3号私募基金	0.9100
上海景林资产管理有限公司-景林景泰丰收私募证券投资基金	0.7300
中信银行股份有限公司-中欧睿见混合型证券投资基金	0.7000
屠巧燕	0.6500
合 计	66.6800



财务报表分析和预测

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主要财务指标	2022	2023E	2024E	2025E	利润表 (百万元)	2022	2023E	2024E	2025E
每股指标(元)					营业总收入	2395	2865	3371	3898
每股收益	0.06	0.82	1.06	1.25	营业成本	867	885	1027	1172
每股净资产	7.45	8.27	9.33	10.58	毛利率%	63.8%	69.1%	69.5%	69.9%
每股经营现金流	0.85	1.09	-0.03	1.90	营业税金及附加	15	18	21	24
每股股利	0.02	0.00	0.00	0.00	营业税金率%	0.6%	0.6%	0.6%	0.6%
价值评估(倍)					营业费用	1135	1358	1581	1828
P/E	239.48	16.19	12.52	10.60	营业费用率%	47.4%	47.4%	46.9%	46.9%
P/B	1.78	1.60	1.42	1.25	管理费用	224	268	315	364
P/S	2.05	1.71	1.45	1.26	管理费用率%	9.3%	9.3%	9.3%	9.3%
EV/EBITDA	9.18	11.08	9.08	6.49	EBIT	81	300	384	459
股息率%	0.1%	0.0%	0.0%	0.0%	财务费用	34	-9	-21	-21
盈利能力指标(%)					财务费用率%	1.4%	-0.3%	-0.6%	-0.5%
毛利率	63.8%	69.1%	69.5%	69.9%	资产减值损失	-34	0	0	0
净利润率	0.9%	10.6%	11.6%	11.9%	投资收益	43	51	60	70
净资产收益率	0.7%	9.9%	11.4%	11.8%	营业利润	81	360	466	550
资产回报率	0.5%	6.3%	7.7%	7.9%	营业外收支	11	0	0	0
投资回报率	1.4%	6.5%	7.6%	8.2%	利润总额	92	360	466	550
盈利增长(%)					EBITDA	387	383	467	542
营业收入增长率	1.4%	19.6%	17.7%	15.6%	所得税	37	58	74	88
EBIT 增长率	-72.2%	270.6%	28.1%	19.5%	有效所得税率%	39.7%	16.0%	16.0%	16.0%
净利润增长率	-93.3%	1379.3%	29.3%	18.1%	少数股东损益	35	0	0	0
偿债能力指标					归属母公司所有者净利润	20	303	391	462
资产负债率	34.0%	34.1%	30.1%	31.5%					
流动比率	2.20	2.36	3.04	2.92					
速动比率	1.13	1.54	1.74	2.03	资产负债表 (百万元)	2022	2023E	2024E	2025E
现金比率	0.65	0.96	1.09	1.41	货币资金	518	926	928	1653
经营效率指标					应收账款及应收票据	290	420	415	551
应收账款周转天数	44.59	44.59	44.59	44.59	存货	775	692	1011	934
存货周转天数	305.62	298.61	298.61	298.61	其它流动资产	174	227	239	280
总资产周转率	0.54	0.63	0.68	0.71	流动资产合计	1757	2264	2593	3418
固定资产周转率	13.07	16.47	21.83	29.02	长期股权投资	448	448	448	448
						183	164	144	124
					在建工程	1	0	0	0
					无形资产	627	609	590	571
现金流量表(百万元)	2022	2023E	2024E	2025E	非流动资产合计	2586	2542	2499	2455
净利润	20	303	391	462	资产总计	4343	4807	5092	5873
少数股东损益	35	0	0	0	短期借款	0	0	0	0
非现金支出	348	83	83	83	应付票据及应付账款	212	256	68	302
非经营收益	-6	-45	-54	-63	预收账款	0	115	135	156
营运资金变动	-84	61	-432	219	其它流动负债	586	589	651	714
经营活动现金流	314	402	-12	701	流动负债合计	799	960	854	1172
资产	-119	0	0	0	长期借款	102	102	102	102
投资	1	-39	-39	-39	其它长期负债	578	578	578	578
其他	61	51	60	70	非流动负债合计	680	680	680	680
投资活动现金流	-57	12	21	31	负债总计	1479	1639	1533	1852
债权募资	-210	0	0	0	实收资本	369	369	369	369
股权募资	0	0	0	0	归属于母公司所有者权益	2751	3053	3444	3906
其他									
	-347	-7	-7	-7	少数股东权益	114	114	114	114
融资活动现金流	-347 -557	-7 -7	-7 - 7	-7 -7	少数股东权益 负债和所有者权益合计	114 4343	114 4807	114 5092	114 5873

备注: (1) 表中计算估值指标的收盘价日期为 07 月 21 日; (2) 以上各表均为简表资料来源: 公司年报 (2022), HTI



APPENDIX 1

Summary

Company announces increased H1 2023 earnings. Revenue is approximately RMB 1.37 billion, up 17.01% YoY and 25% on H1 2021; net profit attributable to the parent is between RMB 101-111 million, an increase of 100.4%-120.24%, recovering to 54%-60% of H1 2021; non-recurring profit is RMB 95-105 million, an increase of 131.54%-156.45%, recovering to 54%-60% of H1 2021; earnings per share is 0.14 RMB/share.

Increased revenue, profit has room to recover. We estimate Q2 2023 revenue approximating RMB 700 million, YoY growth about 30%; net profit of RMB 50-60 million, an increase of 1524%-1827%, recovering to 58%-69% of Q2 2021.

Offline expansion continues with operating efficiency of new stores increasing. As of June 30, approximately 631 stores, 18 more than at the start of the year and 60 more than the same period last year. With the recovery of domestic business environment, new store sales and optimization of costs rise.

Domestic performance is strong, overseas business significantly impacted. Domestic business profit recovers well but overseas, especially France, is affected by inflation and societal security, which has resulted to a substantial impact on the performance. IRO, one of the company's brands, operates mainly in Europe and North America and in 2022 its revenue accounted for 27.9% of the total company's revenue.

Reasons for increased earnings: ①Multibrand matrix is vigorous with ELLASSAY's main brand revenue showing a good rebound, and growth brands like Self-portrait, Laurèl, IRO Paris China region stood out. ②Strong expansion of offline channels helped increase revenue after business environment improved. ③Multipronged online strategy involving multiple brands and platforms achieved good growth in the first half. ④Domestic consumer environment recovers, and profits restore.

Profit Forecast & Valuation: We predict net profit attributable to the parent to be RMB 303 million/391 million for 2023/2024. Valuation for 2023 is PE 18X, corresponding target price is RMB 14.76/share, we initiate with an "Outperform" rating.

Risk warnings: Recurrence of epidemics, the recovery of the retail environment falls short of expectations, the rate of store opening lower than expected, changes in international environment affecting overseas business.

附录 APPENDIX

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分析师股票评级

优于大市, 未来 12-18 个月内预期相对基准指数涨幅在 10%以上, 基准定义如下

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。

弱于大市, 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

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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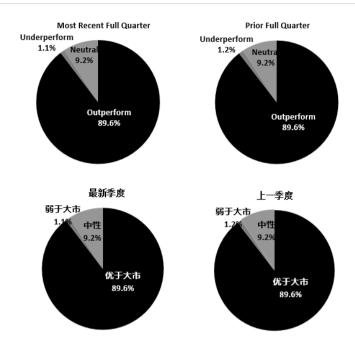
Analyst Stock Ratings

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.

Neutral: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category.

Underperform: 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.

Benchmarks for each stock's listed region are as follows: Japan – TOPIX, Korea – KOSPI, Taiwan – TAIEX, India – Nifty100, US – SP500; for all other China-concept stocks – MSCI China.



截至 2023 年 6 月 30 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
海通国际股票研究覆盖率	89.6%	9.2%	1.1%
投资银行客户*	4.7%	5.6%	10.0%

^{*}在每个评级类别里投资银行客户所占的百分比。

上述分布中的买入,中性和卖出分别对应我们当前优于大市,中性和落后大市评级。

只有根据 FINRA/NYSE 的评级分布规则,我们才将中性评级划入持有这一类别。请注意在上表中不包含非评级的股票。

此前的评级系统定义(直至 2020年 6月 30日):

买入, 未来 12-18 个月内预期相对基准指数涨幅在 10%以上, 基准定义如下

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

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.



Haitong International Equity Research Ratings Distribution, as of Jun 30, 2023

	Outperform	Neutral	Underperform	
		(hold)		
HTI Equity Research Coverage	89.6%	9.2%	1.1%	
IB clients*	4.7%	5.6%	10.0%	

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

BUY, Neutral, and SELL in the above distribution correspond to our current ratings of Outperform, Neutral, and Underperform.

For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category. Please note that stocks with an NR designation are not included in the table above.

Previous rating system definitions (until 30 Jun 2020):

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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.

Benchmarks for each stock's listed region are as follows: Japan – TOPIX, Korea – KOSPI, Taiwan – TAIEX, India – Nifty100; for all other China-concept stocks – MSCI China.

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