

贵州茅台 Kweichow Moutai (600519 CH)

贵州茅台跟踪报告：拨开迷雾看经营，业绩稳快不可挡

Removing Suspicion and Exploring Its Operation, The Steady and Climbing Up Revenue Can Be Unstoppable

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM

评级	优于大市 OUTPERFORM
现价	Rmb1,830
目标价	Rmb2025.00
市值	Rmb2,299bn / US\$351.98bn
日交易额(3个月均值)	US\$827.99mn
发行股票数目	1,256mn
自由流通股(%)	34%
1年股价最高最低值	Rmb1,881.00-Rmb984.50

注：Rmb1830 是2020年12月28日的收盘价。



资料来源：Factset

	1mth	3mth	12mth
绝对值	3.8%	12.3%	61.3%
绝对值(美元)	4.5%	17.4%	73.0%
相对 MSCI China	6.6%	2.5%	38.2%

(Rmb mn)	Dec-19A	Dec-20E	Dec-21E	Dec-22E
营业收入	88,854	98,700	117,112	134,790
(+/-)	15%	11%	19%	15%
净利润	41,206	46,663	56,661	65,387
(+/-)	17%	13%	21%	15%
全面摊薄 EPS (Rmb)	32.80	37.15	45.10	52.05
毛利率	91.6%	91.3%	92.9%	92.9%
净资产收益率	30.3%	29.4%	30.5%	29.9%
市盈率	56	49	41	35

资料来源：公司信息, HTI

(Please see APPENDIX 1 for English summary)

事件：近日贵州茅台发布国有股份无偿划转、收到相关事项监管工作函、简式权益变动报告书等公告，媒体还报道国家市场监督管理总局召开全国茅台酒经销商代表行政指导会、加强两节期间茅台等名优白酒价格监管等新闻。

点评：

茅台集团对贵州经济意义重大，需要保持平稳较快增长。据人民日报报道，目前茅台集团正朝着 1100 亿元的营收目标稳步前进。未来 5 年，茅台集团提出要成为世界 500 强企业的愿景。这一目标写进了贵州省国民经济和社会发展第十四个五年规划和二〇三五年远景目标的建议。“十四五”时期贵州省希望保持经济增速高于全国平均水平，我们预计茅台集团营业收入有望翻番，年复合增长率约 15%。

茅台股份公司实现业绩增长的手段较多。一是放量，基酒不缺的 2020 年公司产量几乎没有增长，加上历史基酒储备预计明年实现高个位数增速不难；二是提高均价，包括 2020 年已使用的提高自营、直销渠道比例，增加高毛利产品占比，也可能重启历史上使用过的计划外价格；三是提高出厂价并非不可能，前提条件是市场价格平稳且可控，目前条件不具备不意味着未来实现不了。

估值高位已持续较长时间，后期主要看资金面。全球流动性宽松、其他版块业绩不佳，推升了今年食品饮料版块整体估值，而年初以来业绩预测偏差并不大。因此我们认为在投资者对公司基本面预期趋于一致后，未来估值变化更多取决于食品饮料的流动性，这方面建议关注海通宏观和策略的研究。

业绩预测与投资建议。我们预计公司未来三年营业总收入与归母净利润双位数增长有保障，不排除阶段性加速。我们维持 2020-2022 年公司 EPS 为 37.15/45.10/52.05 元，考虑到可比公司 2021 年平均 PE44 倍，我们维持 2021 年 45x 估值不变，维持目标价 2025 元，维持买入评级。

风险因素：价格过高抑制实际消费，渠道改革引发利益冲突，价格由涨转跌影响销售。

闻宏伟 Hongwei Wen
hongwei.wen@htisec.com

Jasmine Wu
jasmine.wu@htisec.com

表 1 可比公司估值

代码	公司名称	股价 (元) 截至 12 月 28 日	市值 (亿元)	EPS (元)			PE (倍)		
				2019	2020E	2021E	2019	2020E	2021E
000858.SZ	五粮液	285.95	11099.46	4.48	5.26	6.37	29.67	54.36	44.88
000568.SZ	泸州老窖	224.83	3293.20	3.17	3.94	4.78	27.35	57	46.99
002304.SZ	洋河股份	227	3420.86	4.90	5.03	5.77	22.56	45.09	39.3
可比公司平均							27	52	44

资料来源: Wind, HTI

备注: 股价与市值截止日为 12 月 28 日, 估值来自 Wind 一致预测

财务报表分析和预测

主要财务指标	2019	2020E	2021E	2022E	利润表 (百万元)	2019	2020E	2021E	2022E
每股指标 (元)					营业总收入	88,854	98,700	117,112	134,790
每股收益	32.80	37.15	45.10	52.05	营业成本	7,430	8,631	8,342	9,569
每股净资产	108.27	126.14	148.05	174.17	毛利率%	91.6%	91.3%	92.9%	92.9%
每股经营现金流	35.99	37.09	52.88	57.18	营业税金及附加	12,733	14,015	16,630	19,140
每股股利	17.03	20.22	24.28	27.07	营业税金率%	14.3%	14.2%	14.2%	14.2%
价值评估 (倍)					营业费用	3,279	2,862	4,099	4,718
P/E	56	49	41	35	营业费用率%	3.7%	2.9%	3.5%	3.5%
P/B	16.53	14.19	12.09	10.28	管理费用	6,168	6,514	7,261	8,222
P/S	25.31	22.78	19.20	16.68	管理费用率%	6.9%	6.6%	6.2%	6.1%
EV/EBITDA	24.37	25.58	20.81	17.72	EBIT	59,195	66,623	80,717	93,067
股息率%	1.0%	1.1%	1.4%	1.5%	财务费用	7	-26	-54	-91
盈利能力指标 (%)					财务费用率%	0.0%	0.0%	0.0%	-0.1%
毛利率	91.6%	91.3%	92.9%	92.9%	资产减值损失	0	0	0	0
净利润率	46.4%	47.3%	48.4%	48.5%	投资收益	0	0	0	0
净资产收益率	30.3%	29.4%	30.5%	29.9%	营业利润	59,041	66,670	80,795	93,187
资产回报率	22.5%	22.6%	23.5%	23.1%	营业外收支	-259	-340	-340	-340
投资回报率	31.2%	29.8%	30.5%	29.6%	利润总额	58,783	66,330	80,455	92,847
盈利增长 (%)					EBITDA	60,439	68,319	82,413	94,764
营业收入增长率	15.1%	11.1%	18.7%	15.1%	所得税	14,813	16,582	20,114	23,212
EBIT 增长率	15.0%	12.5%	21.2%	15.3%	有效所得税率%	25.2%	25.0%	25.0%	25.0%
净利润增长率	17.1%	13.2%	21.4%	15.4%	少数股东损益	2,764	3,084	3,681	4,248
偿债能力指标					归属母公司所有者净利润	41,206	46,663	56,661	65,387
资产负债率	22.5%	19.1%	17.7%	16.8%	资产负债表 (百万元)	2019	2020E	2021E	2022E
流动比率	3.87	4.59	4.98	5.32	货币资金	13,252	31,568	64,626	99,582
速动比率	3.22	3.82	4.30	4.61	应收账款及应收票据	1,463	1,625	1,928	2,219
现金比率	0.32	0.80	1.51	2.10	存货	25,285	28,376	27,425	31,460
经营效率指标					其它流动资产	119,025	119,284	119,239	119,510
应收帐款周转天数	0.00	0.00	0.00	0.00	流动资产合计	159,024	180,853	213,218	252,772
存货周转天数	1,242.12	1,200.00	1,200.00	1,200.00	长期股权投资	0	0	0	0
总资产周转率	0.49	0.48	0.49	0.48	固定资产	15,144	16,225	17,475	18,800
固定资产周转率	5.87	6.08	6.70	7.17	在建工程	2,519	3,519	4,519	5,519
					无形资产	4,728	4,672	4,615	4,559
					非流动资产合计	24,018	26,043	28,237	30,505
现金流量表 (百万元)	2019	2020E	2021E	2022E	资产总计	183,042	206,896	241,455	283,277
净利润	41,206	46,663	56,661	65,387	短期借款	0	0	0	0
少数股东损益	2,764	3,084	3,681	4,248	应付票据及应付账款	1,514	1,758	1,699	1,949
非现金支出	1,249	1,697	1,697	1,697	预收账款	13,740	9,870	11,711	13,479
非经营收益	-40	340	340	340	其它流动负债	25,839	27,785	29,364	32,103
营运资金变动	32	-5,192	4,054	159	流动负债合计	41,093	39,413	42,775	47,532
经营活动现金流	45,211	46,592	66,433	71,831	长期借款	0	0	0	0
资产	-3,149	-2,875	-2,875	-2,875	其它长期负债	73	73	73	73
投资	0	0	0	0	非流动负债合计	73	73	73	73
其他	-17	0	0	0	负债总计	41,166	39,486	42,848	47,605
投资活动现金流	-3,166	-2,875	-2,875	-2,875	实收资本	1,256	1,256	1,256	1,256
债权募资	0	0	0	0	归属于母公司所有者权益	136,010	158,459	185,976	218,793
股权募资	833	0	0	0	少数股东权益	5,866	8,950	12,631	16,879
其他	-20,117	-25,400	-30,500	-34,000	负债和所有者权益合计	183,042	206,896	241,455	283,277
融资活动现金流	-19,284	-25,400	-30,500	-34,000					
现金净流量	22,761	18,316	33,058	34,956					

备注: (1) 表中计算估值指标的收盘价日期为 12 月 28 日; (2) 以上各表均为简表

资料来源: 公司年报 (2019), HTI

APPENDIX 1

Summary

- The Maotai Group is of great significance to Guizhou economy, and to keep the revenue grow steady and fast is important.
- We estimate the company's revenue and net profit will grow by double digits, and we don't rule out the possibility of staging acceleration. We maintain our forecast of the company's EPS from 2020 to 2022 to be RMB37.15/45.1/52.05. We maintain the company's PE valuation of 45x in 2021, and maintain the target price to be RMB2025. We also maintain "Outperform" rating.
- Risks: the high price may affect consumption; reform on distribution channels may cause beneficial contradicts; price may drop and affect sales volume.

附录 APPENDIX

重要信息披露

本研究报告由海通国际分销，海通国际是由海通国际研究有限公司(HTIRL)，Haitong Securities India Private Limited (HSIPL)，Haitong International Japan K.K. (HTIJKK)和海通国际证券有限公司(HTISCL)的证券研究团队所组成的全球品牌，海通国际证券集团(HTISG)各成员分别在其许可的司法管辖区内从事证券活动。

IMPORTANT DISCLOSURES

This research report is distributed by Haitong International, a global brand name for the equity research teams of Haitong International Research Limited (“HTIRL”), Haitong Securities India Private Limited (“HSIPL”), Haitong International Japan K.K. (“HTIJKK”), Haitong International Securities Company Limited (“HTISCL”), and any other members within the Haitong International Securities Group of Companies (“HTISG”), each authorized to engage in securities activities in its respective jurisdiction.

HTIRL 分析师认证 Analyst Certification:

我，闻宏伟，在此保证 (i) 本研究报告中的意见准确反映了我们对本研究中提及的任何或所有目标公司或上市公司的个人观点，并且 (ii) 我的报酬中没有任何部分与本研究报告中表达的具体建议或观点直接或间接相关；及就此报告中所讨论目标公司的证券，我们（包括我们的家属）在其中均不持有任何财务利益。I, Hongwei Wen, certify that (i) the views expressed in this research report accurately reflect my personal views about any or all of the subject companies or issuers referred to in this research and (ii) no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this research report; and that I (including members of my household) have no financial interest in the security or securities of the subject companies discussed.

我，Jasmine Wu，在此保证 (i) 本研究报告中的意见准确反映了我们对本研究中提及的任何或所有目标公司或上市公司的个人观点，并且 (ii) 我的报酬中没有任何部分与本研究报告中表达的具体建议或观点直接或间接相关；及就此报告中所讨论目标公司的证券，我们（包括我们的家属）在其中均不持有任何财务利益。I, Jasmine Wu, certify that (i) the views expressed in this research report accurately reflect my personal views about any or all of the subject companies or issuers referred to in this research and (ii) no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this research report; and that I (including members of my household) have no financial interest in the security or securities of the subject companies discussed.

利益冲突披露 Conflict of Interest Disclosures

海通国际及其某些关联公司可从事投资银行业务和/或对本研究中的特定股票或公司进行做市或持有自营头寸。就本研究报告而言，以下是有关该等关系的披露事项（以下披露不能保证及时无遗漏，如需了解及时全面信息，请发邮件至 ERD-Disclosure@htisec.com）

HTI and some of its affiliates may engage in investment banking and / or serve as a market maker or hold proprietary trading positions of certain stocks or companies in this research report. As far as this research report is concerned, the following are the disclosure matters related to such relationship (As the following disclosure does not ensure timeliness and completeness, please send an email to ERD-Disclosure@htisec.com if timely and comprehensive information is needed).

泸州市工业投资集团有限公司目前或过去 12 个月内是海通的客户。海通向客户提供非证券业务服务。

泸州市工业投资集团有限公司 is/was a client of Haitong currently or within the past 12 months. The client has been provided for non-securities services.

海通在过去的 12 个月中从泸州市工业投资集团有限公司获得除投资银行服务以外之产品或服务的报酬。

Haitong has received compensation in the past 12 months for products or services other than investment banking from 泸州市工业投资集团有限公司.

评级定义 (从 2020 年 10 月 1 日开始执行):

海通国际 (以下简称“HTI”) 采用相对评级系统来为投资者推荐我们覆盖的公司: 优于大市、中性或弱于大市。投资者应仔细阅读 HTI 的评级定义。并且 HTI 发布分析师观点的完整信息, 投资者应仔细阅读全文而非仅看评级。在任何情况下, 分析师的评级和研究都不能作为投资建议。投资者的买卖股票的决策应基于各自情况 (比如投资者的现有持仓) 以及其他因素。

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; 其他所有中国概念股 – MSCI China.

Ratings Definitions (from 1 Oct 2020):

Haitong International uses a relative rating system using Outperform, Neutral, or Underperform for recommending the stocks we cover to investors. Investors should carefully read the definitions of all ratings used in Haitong International Research. In addition, since Haitong International Research contains more complete information concerning the analyst's views, investors should carefully read Haitong International Research, in its entirety, and not infer the contents from the rating alone. In any case, ratings (or research) should not be used or relied upon as investment advice. An investor's decision to buy or sell a stock should depend on individual circumstances (such as the investor's existing holdings) and other considerations.

Analyst Stock Ratings

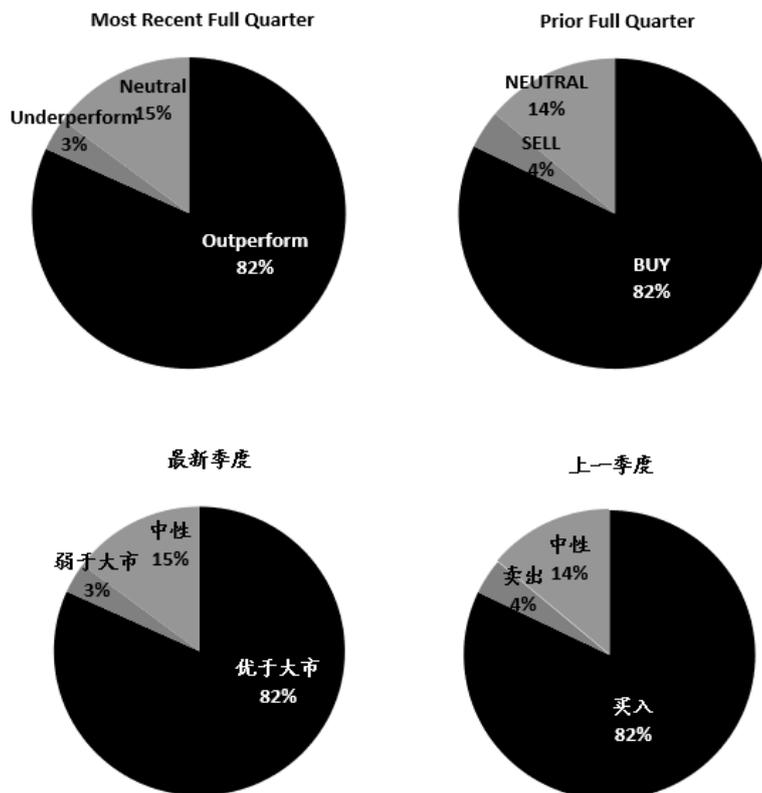
Outperform: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

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; for all other China-concept stocks – MSCI China.

评级分布 Rating Distribution



截至 2020 年 9 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	82%	15%	3%
投资银行客户*	7%	3%	3%

*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 September 30, 2020

	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	82%	15%	3%
IB clients*	7%	3%	3%

*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):

BUY: 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.

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.

海通国际非评级研究: 海通国际发布计量、筛选或短篇报告，并在报告中根据估值和其他指标对股票进行排名，或者基于可能的估值倍数提出建议价格。这种排名或建议价格并非为了进行股票评级、提出目标价格或进行基本面估值，而仅供参考使用。

Haitong International Non-Rated Research: Haitong International publishes quantitative, screening or short reports which may rank stocks according to valuation and other metrics or may suggest prices based on possible valuation multiples. Such rankings or suggested prices do not purport to be stock ratings or target prices or fundamental values and are for information only.

海通国际 A 股覆盖: 海通国际可能会就沪港通及深港通的中国 A 股进行覆盖及评级。海通证券 (600837.CH)，海通国际于上海的母公司，也会于中国发布中国 A 股的研究报告。但是，海通国际使用与海通证券不同的评级系统，所以海通国际与海通证券的中国 A 股评级可能有所不同。

Haitong International Coverage of A-Shares: Haitong International may cover and rate A-Shares that are subject to the Hong Kong Stock Connect scheme with Shanghai and Shenzhen. Haitong Securities (HS; 600837 CH), the ultimate parent company of HTISG based in Shanghai, covers and publishes research on these same A-Shares for distribution in mainland China. However, the rating system employed by HS differs from that used by HTI and as a result there may be a difference in the HTI and HS ratings for the same A-share stocks.

海通国际优质 100 A 股 (Q100) 指数: 海通国际 Q100 指数是一个包括 100 支由海通证券覆盖的优质中国 A 股的计量产品。这些股票是通过基于质量的筛选过程，并结合对海通证券 A 股团队自下而上的研究。海通国际每季对 Q100 指数成分作出复审。

Haitong International Quality 100 A-share (Q100) Index: HTI's Q100 Index is a quant product that consists of 100 of the highest-quality A-shares under coverage at HS in Shanghai. These stocks are carefully selected through a quality-based screening process in combination with a review of the HS A-share team's bottom-up research. The Q100 constituent companies are reviewed quarterly.

重要免责声明:

非印度证券的研究报告: 本报告由海通国际证券集团有限公司 (“HTISGL”) 的全资附属公司海通国际研究有限公司 (“HTIRL”) 发行，该公司是根据香港证券及期货条例 (第 571 章) 持有第 4 类受规管活动 (就证券提供意见) 的持牌法团。该研究报告在 HTISGL 的全资附属公司 Haitong International (Japan) K.K. (“HTIJK”) 的协助下发行，HTIJK 是由日本关东财务局监管为投资顾问。

印度证券的研究报告: 本报告由从事证券交易、投资银行及证券分析及受 Securities and Exchange Board of India (“SEBI”) 监管的 Haitong Securities India Private Limited (“HTSIPL”) 所发行，包括制作及发布涵盖 BSE Limited (“BSE”) 和 National Stock Exchange of India Limited (“NSE”) 上市公司 (统称为「印度交易所」) 的研究报告。HTSIPL 于 2016 年 12 月 22 日被收购并成为海通国际证券集团有限公司 (“HTISG”) 的一部分。

所有研究报告均以海通国际为名作为全球品牌，经许可由海通国际证券股份有限公司及/或海通国际证券集团的其他成员在其司法管辖区发布。

本文件所载信息和观点已被编译或源自可靠来源，但 HTIRL、HTISGL 或任何其他属于海通国际证券集团有限公司 (“HTISG”) 的成员对其准确性、完整性和正确性不做任何明示或暗示的声明或保证。本文件中所有观点均截至本报告日期，如有更改，恕不另行通知。本文件仅供参考使用。文件中提及的任何公司或其股票的说明并非意图展示完整的内容，本文件并非/不应被解释为对证券买卖的明示或暗示地出价或征价。在某些司法管辖区，本文件中提及的证券可能无法进行买卖。如果投资产品以投资者本国货币以外的币种进行计价，则汇率变化可能会对投资产生不利影响。过去的表现并不一定代表将来的结果。某些特定交易，包括设计金融衍生工具的，有产生重大风险的可能性，因此并不适合所有的投资者。您还应认识到本文件中的建议并非为您量身定制。分析师并未考虑到您自身的财务情况，如您的财务状况和风险偏好。因此您必须自行分析并在适用的情况下咨询自己的法律、税收、会计、金融和其他方面的专业顾问，以期在投资之前评估该项建议是否适合于您。若由于使用本文件所载的材料而产生任何直接或间接的损失，HTISG 及其董事、雇员或代理人对此均不承担任何责任。

除对本文内容承担责任的分析师除外，HTISG 及我们的关联公司、高级管理人员、董事和雇员，均可不时作为主事人就本文件所述的任何证券或衍生品持有长仓或短仓以及进行买卖。HTISG 的销售员、交易员和其他专业人士均可向 HTISG 的相关客户和公司提供与本文件所述意见相反的口头或书面市场评论意见或交易策略。HTISG 可做出与本文件所述建议或意见不一致的投资决策。但 HTIRL 没有义务来确保本文件的收件人了解到该等交易决定、思路或建议。

请访问海通国际网站 www.equities.htisec.com，查阅更多有关海通国际为预防和避免利益冲突设立的组织和行政安排的内容信息。

非美国分析师披露信息: 本项研究首页上列明的海通国际分析师并未在 FINRA 进行注册或者取得相应的资格，并且不受美国 FINRA 有关与本项研究目标公司进行沟通、公开露面和自

营证券交易的第 2241 条规则之限制。

IMPORTANT DISCLAIMER

For research reports on non-Indian securities: The research report is issued by Haitong International Research Limited (“HTIRL”), a wholly owned subsidiary of Haitong International Securities Group Limited (“HTISGL”) and a licensed corporation to carry on Type 4 regulated activity (advising on securities) for the purpose of the Securities and Futures Ordinance (Cap. 571) of Hong Kong, with the assistance of Haitong International (Japan) K.K. (“HTIJKK”), a wholly owned subsidiary of HTISGL and which is regulated as an Investment Adviser by the Kanto Finance Bureau of Japan.

For research reports on Indian securities: The research report is issued by Haitong Securities India Private Limited (“HSIPL”), an Indian company and a Securities and Exchange Board of India (“SEBI”) registered Stock Broker, Merchant Banker and Research Analyst that, inter alia, produces and distributes research reports covering listed entities on the BSE Limited (“BSE”) and the National Stock Exchange of India Limited (“NSE”) (collectively referred to as “Indian Exchanges”). HSIPL was acquired and became part of the Haitong International Securities Group of Companies (“HTISG”) on 22 December 2016.

All the research reports are globally branded under the name Haitong International and approved for distribution by Haitong International Securities Company Limited (“HTISCL”) and/or any other members within HTISG in their respective jurisdictions.

The information and opinions contained in this research report have been compiled or arrived at from sources believed to be reliable and in good faith but no representation or warranty, express or implied, is made by HTIRL, HTISCL, HSIPL, HTIJKK or any other members within HTISG from which this research report may be received, as to their accuracy, completeness or correctness. All opinions expressed herein are as of the date of this research report and are subject to change without notice. This research report is for information purpose only. Descriptions of any companies or their securities mentioned herein are not intended to be complete and this research report is not, and should not be construed expressly or impliedly as, an offer to buy or sell securities. The securities referred to in this research report may not be eligible for purchase or sale in some jurisdictions. If an investment product is denominated in a currency other than an investor's home currency, a change in exchange rates may adversely affect the investment. Past performance is not necessarily indicative of future results. Certain transactions, including those involving derivatives, give rise to substantial risk and are not suitable for all investors. You should also bear in mind that recommendations in this research report are not tailor-made for you. The analyst has not taken into account your unique financial circumstances, such as your financial situation and risk appetite. You must, therefore, analyze and should, where applicable, consult your own legal, tax, accounting, financial and other professional advisers to evaluate whether the recommendations suits you before investment. Neither HTISG nor any of its directors, employees or agents accepts any liability whatsoever for any direct or consequential loss arising from any use of the materials contained in this research report.

HTISG and our affiliates, officers, directors, and employees, excluding the analysts responsible for the content of this document, will from time to time have long or short positions in, act as principal in, and buy or sell, the securities or derivatives, if any, referred to in this research report. Sales, traders, and other professionals of HTISG may provide oral or written market commentary or trading strategies to the relevant clients and the companies within HTISG that reflect opinions that are contrary to the opinions expressed in this research report. HTISG may make investment decisions that are inconsistent with the recommendations or views expressed in this research report. HTI is under no obligation to ensure that such other trading decisions, ideas or recommendations are brought to the attention of any recipient of this research report.

Please refer to HTI's website www.equities.htisec.com for further information on HTI's organizational and administrative arrangements set up for the prevention and avoidance of conflicts of interest with respect to Research.

Non U.S. Analyst Disclosure: The HTI analyst(s) listed on the cover of this Research is (are) not registered or qualified as a research analyst with FINRA and are not subject to U.S. FINRA Rule 2241 restrictions on communications with companies that are the subject of the Research; public appearances; and trading securities by a research analyst.

分发和地区通知:

除非下文另有规定, 否则任何希望讨论本报告或者就本项研究中讨论的任何证券进行任何交易的收件人均应联系其所在国家或地区的海通国际销售人员。

香港投资者的通知事项: 海通国际证券股份有限公司 (“HTISCL”) 负责分发该研究报告, HTISCL 是在香港有权实施第 1 类受规管活动 (从事证券交易) 的持牌公司。该研究报告并不构成《证券及期货条例》(香港法例第 571 章) (以下简称“SFO”) 所界定的要约邀请, 证券要约或公众要约。本研究报告仅提供给 SFO 所界定的“专业投资者”。本研究报告未经过证券及期货事务监察委员会的审查。您不应仅根据本研究报告中所载的信息做出投资决定。本研究报告的收件人就研究报告中产生或与之相关的任何事宜请联系 HTISCL 销售人员。

美国投资者的通知事项: 本研究报告由 HTIRL, HSIPL 或 HTIJKK 编写。HTIRL, HSIPL, HTIJKK 以及任何非 HTISG 美国联营公司, 均未在美国注册, 因此不受美国关于研究报告编制和研究分析人员独立性规定的约束。本研究报告提供给依照 1934 年“美国证券交易法”第 15a-6 条规定的豁免注册的「美国主要机构投资者」 (“Major U.S. Institutional Investor”) 和「机构投资者」 (“U.S. Institutional Investors”)。在向美国机构投资者分发研究报告时, Haitong International Securities (USA) Inc. (“HTI USA”) 将对报告的内容负责。任何收到本研究报告的美国投资者, 希望根据本研究报告提供的信息进行任何证券或相关金融工具买卖的交易, 只能通过 HTI USA。HTI USA 位于 340 Madison Avenue, 12th Floor, New York, NY 10173, 电话 (212) 351-6050。HTI USA 是在美国于 U.S. Securities and Exchange Commission (“SEC”) 注册的经纪商, 也是 Financial Industry Regulatory Authority, Inc. (“FINRA”) 的成员。HTIUSA 不负责编写本研究报告, 也不负责其中包含的分析。在任何情况下, 收到本研究报告的任何美国投资者, 不得直接与分析师直接联系, 也不得通过 HSIPL, HTIRL 或 HTIJKK 直接进行买卖证券或相关金融工具的交易。本研究报告中出现的 HSIPL, HTIRL 或 HTIJKK 分析师没有注册或具备 FINRA 的研究分析师资格, 因此可能不受 FINRA 第 2241 条规定的与目标公司的交流, 公开露面和分析师账户持有的交易证券等限制。投资本研究报告中讨论的任何非美国证券或相关金融工具 (包括 ADR) 可能存在一定风险。非美国发行的证券可能没有注册, 或不受美国法规的约束。有关非美国证券或相关金融工具的信息可能有限。外国公司可能不受审计和汇报的标准以及与美国境内生效相符的监管要求。本研究报告中以美元以外的其他货币计价的任何证券或相关金融工具的投资或收益的价值受汇率波动的影响, 可能对该等证券或相关金融工具的价值或收入产生正面或负面影响。美国收件人的所有问询请联系:

Haitong International Securities (USA) Inc.
340 Madison Avenue, 12th Floor
New York, NY 10173
联系人电话: (212) 351 6050

DISTRIBUTION AND REGIONAL NOTICES

Except as otherwise indicated below, any Recipient wishing to discuss this research report or effect any transaction in any security discussed in HTI's research should contact the Haitong

International salesperson in their own country or region.

Notice to Hong Kong investors: The research report is distributed by Haitong International Securities Company Limited (“HTISCL”), which is a licensed corporation to carry on Type 1 regulated activity (dealing in securities) in Hong Kong. This research report does not constitute a solicitation or an offer of securities or an invitation to the public within the meaning of the SFO. This research report is only to be circulated to “Professional Investors” as defined in the SFO. This research report has not been reviewed by the Securities and Futures Commission. You should not make investment decisions solely on the basis of the information contained in this research report. Recipients of this research report are to contact HTISCL salespersons in respect of any matters arising from, or in connection with, the research report.

Notice to U.S. investors: As described above, this research report was prepared by HTIRL, HSIPL or HTIJKK. Neither HTIRL, HSIPL, HTIJKK, nor any of the non U.S. HTISG affiliates is registered in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution to “major U.S. institutional investors” and “U.S. institutional investors” in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended. When distributing research reports to “U.S. institutional investors,” HTI USA will accept the responsibilities for the content of the reports. Any U.S. recipient of this research report wishing to effect any transaction to buy or sell securities or related financial instruments based on the information provided in this research report should do so only through Haitong International Securities (USA) Inc. (“HTI USA”), located at 340 Madison Avenue, 12th Floor, New York, NY 10173, USA; telephone (212) 351 6050. HTI USA is a broker-dealer registered in the U.S. with the U.S. Securities and Exchange Commission (the “SEC”) and a member of the Financial Industry Regulatory Authority, Inc. (“FINRA”). HTI USA is not responsible for the preparation of this research report nor for the analysis contained therein. Under no circumstances should any U.S. recipient of this research report contact the analyst directly or effect any transaction to buy or sell securities or related financial instruments directly through HSIPL, HTIRL or HTIJKK. The HSIPL, HTIRL or HTIJKK analyst(s) whose name appears in this research report is not registered or qualified as a research analyst with FINRA and, therefore, may not be subject to FINRA Rule 2241 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account. Investing in any non-U.S. securities or related financial instruments (including ADRs) discussed in this research report may present certain risks. The securities of non-U.S. issuers may not be registered with, or be subject to U.S. regulations. Information on such non-U.S. securities or related financial instruments may be limited. Foreign companies may not be subject to audit and reporting standards and regulatory requirements comparable to those in effect within the U.S. The value of any investment or income from any securities or related financial instruments discussed in this research report denominated in a currency other than U.S. dollars is subject to exchange rate fluctuations that may have a positive or adverse effect on the value of or income from such securities or related financial instruments. All inquiries by U.S. recipients should be directed to:

Haitong International Securities (USA) Inc.
340 Madison Avenue, 12th Floor
New York, NY 10173
Attn: Sales Desk at (212) 351 6050

中华人民共和国的通知事项: 在中华人民共和国（下称“中国”，就本报告目的而言，不包括香港特别行政区、澳门特别行政区和台湾）只有根据适用的中国法律法规而收到该材料的人员方可使用该材料。并且根据相关法律法规，该材料中的信息并不构成“在中国从事生产、经营活动”。本文件在中国并不构成相关证券的公开发售或认购。无论根据法律规定或其他任何规定，在取得中国政府所有的批准或许可之前，任何法人或自然人均不得直接或间接地购买本材料中的任何证券或任何实权益。接收本文件的人员须遵守上述限制性规定。

加拿大投资者的通知事项: 在任何情况下该等材料均不得被解释为在任何加拿大的司法管辖区内出售证券的要约或认购证券的要约邀请。本材料中所述证券在加拿大的任何要约或出售行为均只能在豁免向有关加拿大证券监管机构提交招股说明书的前提下由 Haitong International Securities (USA) Inc. (“HTI USA”) 予以实施，该公司是一家根据 National Instrument 31-103 Registration Requirements, Exemptions and Ongoing Registrant Obligations (“NI 31-103”) 的规定得到「国际交易商豁免」 (“International Dealer Exemption”) 的交易商，位于艾伯塔省、不列颠哥伦比亚省、安大略省和魁北克省。在加拿大，该等材料在任何情况下均不得被解释为任何证券的招股说明书、发行备忘录、广告或公开发行。加拿大的任何证券委员会或类似的监管机构均未审查或以任何方式批准该等材料、其中所载的信息或所述证券的优点，任何与此相反的声明即属违法。在收到该等材料时，每个加拿大的收件人均将被视为属于 National Instrument 45-106 Prospectus Exemptions 第 1.1 节或者 Securities Act (Ontario) 第 73.3(1) 节所规定的「认可投资者」 (“Accredited Investor”)，或者在适用情况下 National Instrument 31-103 第 1.1 节所规定的「许可投资者」 (“Permitted Investor”)。

新加坡投资者的通知事项: 本研究报告由 Haitong International Securities (Singapore) Pte Ltd (“HTISSPL”) [公司注册编号 201306644N] 于新加坡提供。HTISSPL 是符合《财务顾问法》 (第 110 章) (“FAA”) 定义的豁免财务顾问，可 (a) 提供关于证券、集体投资计划的部分，交易所衍生品合约和场外衍生品合约的建议 (b) 发行或公布有关证券、交易所衍生品合约和场外衍生品合约的研究分析或研究报告。本研究报告仅提供给符合《证券及期货法》 (第 289 章) 第 4A 条项下规定的机构投资者。对于因本研究报告而产生的或与之相关的任何问题，本研究报告的收件人应通过以下信息与 HTISSPL 联系：

Haitong International Securities (Singapore) Pte. Ltd
50 Raffles Place, #33-03 Singapore Land Tower, Singapore 048623
电话: (65) 6536 1920

日本投资者的通知事项: 本研究报告由从事投资顾问及受日本财务省关东财务局所监管的 Haitong International Japan K.K. (“HTIJKK”) 所发布，本项研究仅提供给《日本金融商品交易法》中界定的“合格机构投资者”。

英国及欧盟投资者的通知事项: 本报告由从事投资顾问的 Haitong International Securities Company Limited 所发布，本报告只面向有投资相关经验的专业客户发布。任何投资或与本报告相关的投资行为只面对此类专业客户。没有投资经验或相关投资经验的客户不得依赖本报告。Haitong International Securities Company Limited 的分支机构的净长期或短期金融权益可能超过本研究报告中提及的实体已发行股本总额的 0.5%。特别提醒有些英文报告有可能此前已经通过中文或其它语言完成发布。

澳大利亚投资者的通知事项: Haitong International Securities (Singapore) Pte Ltd, Haitong International Securities Company Limited 和 Haitong International Securities (UK) Limited 分别根据澳大利亚证券和投资委员会（以下简称“ASIC”）公司（废除及过度性）文书第 2016/396 号规章在澳大利亚分发本项研究，该等规章免除了根据 2001 年《公司法》在澳大利亚为批发客户提供金融服务时海通国际需持有澳大利亚金融服务许可的要求。ASIC 的规章副本可在以下网站获取：www.legislation.gov.au。海通国际提供的金融服务受外国法律法规规定的管制，该等法律与在澳大利亚所适用的法律存在差异。

印度投资者的通知事项: 本报告由从事证券交易、投资银行及证券分析及受 Securities and Exchange Board of India (“SEBI”) 监管的 Haitong Securities India Private Limited (“HTSIPL”) 所

发布，包括制作及发布涵盖 BSE Limited (“BSE”) 和 National Stock Exchange of India Limited (“NSE”) (统称为「印度交易所」) 研究报告。

本项研究仅供收件人使用，未经海通国际的书面同意不得予以复制和再次分发。

版权所有：海通国际证券集团有限公司 2019 年。保留所有权利。

People’s Republic of China (PRC): In the PRC, the research report is directed for the sole use of those who receive the research report in accordance with the applicable PRC laws and regulations. Further, the information on the research report does not constitute “production and business activities in the PRC” under relevant PRC laws. This research report does not constitute a public offer of the security, whether by sale or subscription, in the PRC. Further, no legal or natural persons of the PRC may directly or indirectly purchase any of the security or any beneficial interest therein without obtaining all prior PRC government approvals or licenses that are required, whether statutorily or otherwise. Persons who come into possession of this research are required to observe these restrictions.

Notice to Canadian Investors: Under no circumstances is this research report to be construed as an offer to sell securities or as a solicitation of an offer to buy securities in any jurisdiction of Canada. Any offer or sale of the securities described herein in Canada will be made only under an exemption from the requirements to file a prospectus with the relevant Canadian securities regulators and only by Haitong International Securities (USA) Inc., a dealer relying on the “international dealer exemption” under National Instrument 31-103 Registration Requirements, Exemptions and Ongoing Registrant Obligations (“NI 31-103”) in Alberta, British Columbia, Ontario and Quebec. This research report is not, and under no circumstances should be construed as, a prospectus, an offering memorandum, an advertisement or a public offering of any securities in Canada. No securities commission or similar regulatory authority in Canada has reviewed or in any way passed upon this research report, the information contained herein or the merits of the securities described herein and any representation to the contrary is an offence. Upon receipt of this research report, each Canadian recipient will be deemed to have represented that the investor is an “accredited investor” as such term is defined in section 1.1 of National Instrument 45-106 Prospectus Exemptions or, in Ontario, in section 73.3(1) of the Securities Act (Ontario), as applicable, and a “permitted client” as such term is defined in section 1.1 of NI 31-103, respectively.

Notice to Singapore investors: This research report is provided in Singapore by or through Haitong International Securities (Singapore) Pte Ltd (“HTISSPL”) [Co Reg No 201306644N. HTISSPL is an Exempt Financial Adviser under the Financial Advisers Act (Cap. 110) (“FAA”) to (a) advise on securities, units in a collective investment scheme, exchange-traded derivatives contracts and over-the-counter derivatives contracts and (b) issue or promulgate research analyses or research reports on securities, exchange-traded derivatives contracts and over-the-counter derivatives contracts. This research report is only provided to institutional investors, within the meaning of Section 4A of the Securities and Futures Act (Cap. 289). Recipients of this research report are to contact HTISSPL via the details below in respect of any matters arising from, or in connection with, the research report:

Haitong International Securities (Singapore) Pte. Ltd.

10 Collyer Quay, #19-01 - #19-05 Ocean Financial Centre, Singapore 049315

Telephone: (65) 6536 1920

Notice to Japanese investors: This research report is distributed by Haitong International Japan K.K. (“HTIJKK”), which is regulated as an Investment Adviser by the Kanto Finance Bureau of Japan. This research report is solely and exclusively directed at, and made available only to “Qualified Institutional Investors” as defined in the Financial Instruments and Exchange Law of Japan.

Notice to UK and European Union investors: This research report is distributed by Haitong International Securities Company Limited. This research is directed at persons having professional experience in matters relating to investments. Any investment or investment activity to which this research relates is available only to such persons or will be engaged in only with such persons. Persons who do not have professional experience in matters relating to investments should not rely on this research. Haitong International Securities Company Limited’s affiliates may have a net long or short financial interest in excess of 0.5% of the total issued share capital of the entities mentioned in this research report. Please be aware that any report in English may have been published previously in Chinese or another language.

Notice to Australian investors: The research report is distributed in Australia by Haitong International Securities (Singapore) Pte Ltd, Haitong International Securities Company Limited, and Haitong International Securities (UK) Limited in reliance on ASIC Corporations (Repeal and Transitional) Instrument 2016/396, which exempts those HTISG entities from the requirement to hold an Australian financial services license under the Corporations Act 2001 in respect of the financial services it provides to wholesale clients in Australia. A copy of the ASIC Class Orders may be obtained at the following website, www.legislation.gov.au. Financial services provided by Haitong International Securities (Singapore) Pte Ltd, Haitong International Securities Company Limited, and Haitong International Securities (UK) Limited are regulated under foreign laws and regulatory requirements, which are different from the laws applying in Australia.

Notice to Indian investors: The research report is distributed by Haitong Securities India Private Limited (“HSIPL”), an Indian company and a Securities and Exchange Board of India (“SEBI”) registered Stock Broker, Merchant Banker and Research Analyst that, inter alia, produces and distributes research reports covering listed entities on the BSE Limited (“BSE”) and the National Stock Exchange of India Limited (“NSE”) (collectively referred to as “Indian Exchanges”).

This research report is intended for the recipients only and may not be reproduced or redistributed without the written consent of an authorized signatory of HTISG.

Copyright: Haitong International Securities Group Limited 2019. All rights reserved.

<http://equities.htisec.com/x/legal.html>

Kweichow Moutai - 600519 CH



1. 22 Aug 2017 Outperform at 487.22 target 589.60.
2. 23 Jan 2018 Outperform at 773.78 target 913.60.
3. 6 Jun 2018 Outperform at 785.80 target 932.90.
4. 12 Nov 2018 Outperform at 552.00 target 652.60.
5. 26 Feb 2019 Outperform at 742.33 target 881.00.
6. 2 Apr 2019 Outperform at 859.00 target 992.00.
7. 6 Sep 2019 Outperform at 1,142.49 target 1,153.62.
8. 12 Jun 2020 Outperform at 1,400.46 target 1,583.40.
9. 22 Jun 2020 Outperform at 1,440.00 target 1,583.40.
10. 8 Jul 2020 Outperform at 1,688.00 target 1,583.40.
11. 23 Nov 2020 Outperform at 1,790.00 target 2,025.00.
12. 27 Nov 2020 Outperform at 1,790.00 target 2,025.00.

Source: Company data Bloomberg, HTI estimates