

中国平安 Ping An Insurance (601318 CH)

NBV 降幅收窄，地产敞口有所收缩

NBV Decline Narrowed, Property Exposure has Contracted

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM

评级	优于大市 OUTPERFORM
现价	Rmb37.67
目标价	Rmb58.25
MSCI ESG 评级	BBB
义利评级	AA-
来源: MSCI ESG Research LLC, 盟浪. Reproduced by permission; no further distribution	
市值	Rmb638.63bn / US\$87.38bn
日交易额 (3 个月均值)	US\$263.68mn
发行股票数目	10,833mn
自由流通股 (%)	81%
1 年股价最高最低值	Rmb55.59-Rmb37.67
注: 现价 Rmb37.67 为 2022 年 10 月 26 日收盘价	



资料来源: Factset

	1mth	3mth	12mth
绝对值	-10.4%	-10.2%	-25.2%
绝对值 (美元)	-12.8%	-17.0%	-34.7%
相对 MSCI China	33.1%	34.5%	26.5%

(Rmb)	Dec-21A	Dec-22E	Dec-23E	Dec-24E
净利润 (¥ mn)	101,618	96,347	113,483	131,204
同比增速%	-29%	-5%	18%	16%
新业务价值 (¥ mn)	37,898	30,167	31,223	35,282
同比增速%	-24%	-20%	4%	13%
每股内含价值 (¥)	76.34	83.22	91.07	101
每股收益 (¥)	5.56	5.27	6.21	7.18
每股净资产 (¥)	44.44	47.40	51.56	56.40
市盈率	7	7	6	5

资料来源: 公司信息, HTI

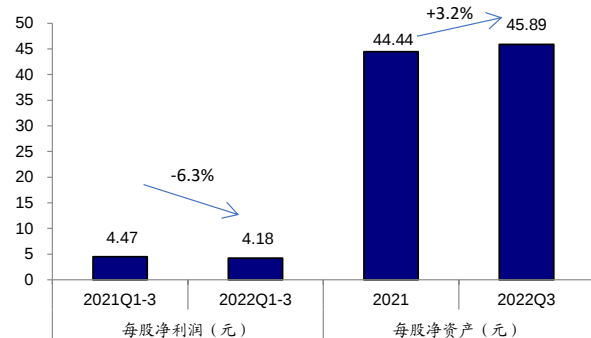
(Please see APPENDIX 1 for English summary)

- 【事件】平安公布 2022 年三季报:** 1) 前三季度实现归母净利润为 765 亿元, 同比-6.3%, Q3 单季同比-31.5%, 主要受疫情冲击及资本市场波动影响。2) 归母营运利润 1233 亿元, 同比+3.8%, Q3 单季同比+2.8%。年化营运 ROE 达 19.9%。3) 归母净资产 8388 亿元, 较年初+3.2%, 较中期-1.2%。
- 利润: 寿险、产险及资管板块前三季度净利润下滑。** 1) 公司寿险、产险、银行、资管板块前三季度归母净利润同比分别同比-9%、-21%、+26%、-53%, Q3 单季分别同比-57%、-17%、+26%、-69%。2) 寿险业务前三季度归母营运利润同比+17%, Q3 单季同比+15%。
- 寿险: 代理人质态持续优化, NBV 降幅较上半年继续收窄。** 1) 前三季度 NBV 同比-26.6% (可比口径下同-18.9%), 降幅较上半年的-28.5%有所收窄, Q1-Q3 分别同比-33.7%、-16.9%、-20.1%。2) 首年保费同比-12.9%。前三季度 NBV margin 同比-4.9pct 至 25.8%。3) 三季度末代理人数量 48.8 万人, 较年初-18.7%, 较中期-6.0%。队伍结构持续优化, 新增人力中“优+”占比同比提升 10.3pct, 代理人人均 NBV 同比提升超 22%。4) 渠道改革持续深化。银保渠道与平安银行深度融合, 银保新优才队伍已招募超 1000 人。社区网格化渠道已在 25 个城市落地试点, 组建超 4000 人的高素质精英队伍, 试点“孤儿单”13 个月保单继续率同比提升超 17 个百分点。5) 医疗健康生态圈战略持续推进。截至 Q3 末, 公司医疗健康生态圈已实现国内百强医院和三甲医院 100%合作覆盖, 平安自有医生团队与外部签约医生的人数超 5 万人, 合作药店数约 21.1 万家。
- 产险: 非车险保费快速增长, 综合成本率同比提高。** 1) 前三季度车险、非车险、意健险保费分别同比+7.5%、+21.3%、+14.4%, Q3 单季分别同比+8.0%、+43.6%、-6.4%。2) 综合成本率同比+0.6pct 至 97.9%, 与行业趋势反向, 我们预计主要是受信保业务影响。
- 投资: 总投资收益率有所下滑, 地产敞口收缩, 非标占比亦下降。** 1) 截止三季末, 投资规模超 4.29 万亿, 较年初增长 9.6%。2) 前三季度年化净投资收益率 4.2%, 同比持平; 总投资收益率 2.7%, 同比-1pct。3) 债权计划及理财产品的占比较年初-1.3pct 至 10.4%。不动产投资占比 4.8%, 较年中-0.4pct, 其中物权、股权、债权分别占比 56%、23%和 21%。
- 估值仍低, “优于大市”评级。** 我们看好公司寿险改革成果逐步释放、队伍质态持续改善, 预计伴随宏观经济好转, 保险消费需求回暖亦将有利于行业保费复苏。截至 2022 年 10 月 26 日, 公司股价对应 2022E PEV 0.45x。我们维持目标价 58.25 元 (基于 0.7 倍 2022E PEV) 以及“优于大市”的评级。
- 风险提示: 长端利率趋势性下行; 保障型产品保费增长不达预期。**

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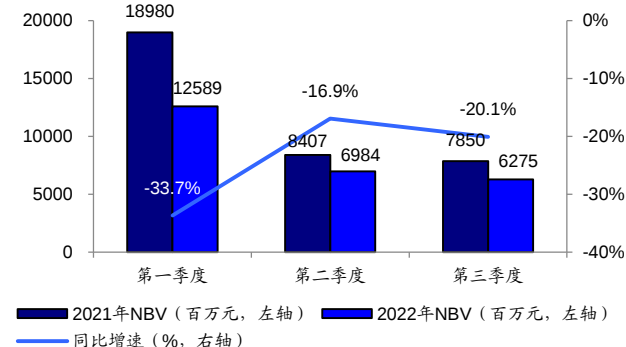
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图1 每股净利润与每股净资产变动图



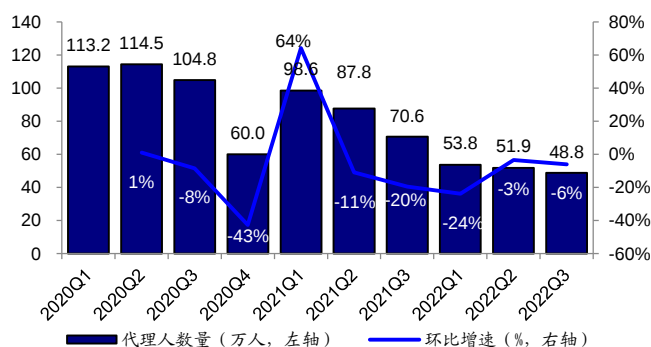
资料来源：中国平安 2021 年年报、2022 年三季报，HTI

图2 中国平安 2022Q3 NBV 同比降幅较 Q2 略有扩大



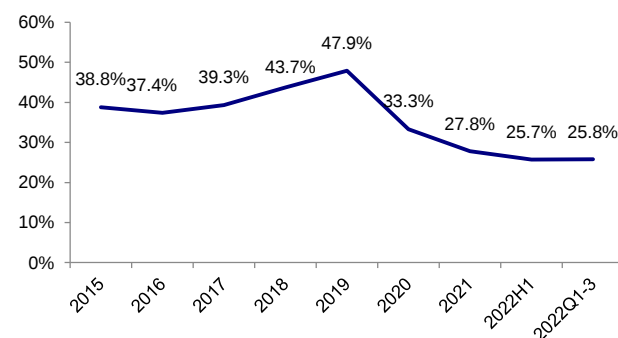
资料来源：中国平安 2022 年一季报、中报、三季报，HTI

图3 中国平安代理人规模季度环比仍处下降趋势



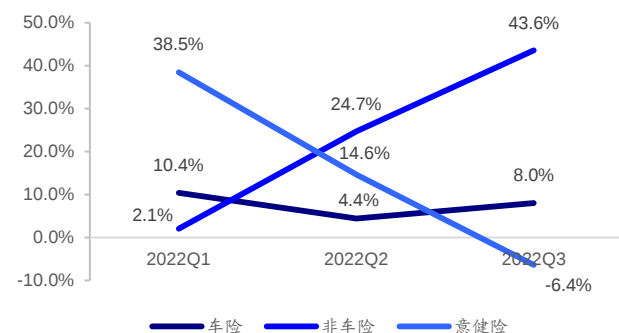
资料来源：中国平安 2020-2022 年年报、中报、季报，HTI

图4 中国平安 2019 年以来 NBV margin 持续下滑



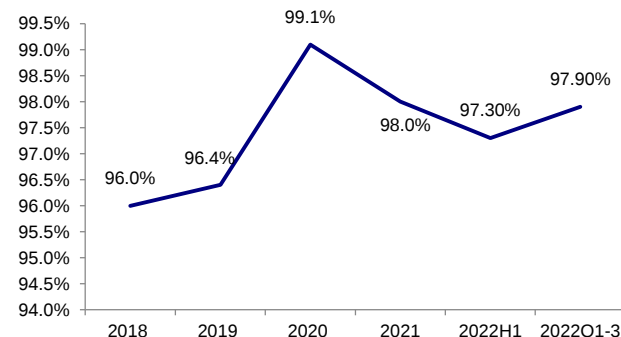
资料来源：中国平安 2015-2021 年年报、2022 年中报、三季报，HTI

图5 平安产险分险种季度保费同比增速情况



资料来源：中国平安 2022 年一季报、中报、三季报，HTI

图6 中国平安产险综合成本率变动情况



资料来源：中国平安 2018-2020 年年报、2021 年中报、三季报，HTI

表 1 上市保险公司估值及盈利预测

证券简称	价格 (元)	EV (元)				1YrVNB (元)			
A 股	人民币	2020	2021	2022E	2023E	2020	2021	2022E	2023E
中国平安-A	37.67	72.65	76.34	83.22	91.07	2.71	2.07	1.65	1.71
中国人寿-A	28.26	37.93	42.56	47.07	51.91	2.07	1.58	1.43	1.64
新华保险-A	24.14	77.13	82.97	86.19	93.95	2.94	1.92	1.19	1.31
中国太保-A	18.62	47.75	51.80	57.21	64.69	1.85	1.39	0.91	0.99
中国人保-A	4.95	5.69	6.25	6.93	7.72	0.14	0.09	0.08	0.09
证券简称	价格	P/EV (倍)				VNBX (倍)			
A 股	人民币	2020	2021	2022E	2023E	2020	2021	2022E	2023E
中国平安-A	37.67	0.52	0.49	0.45	0.41	-12.91	-18.65	-27.60	-31.26
中国人寿-A	28.26	0.75	0.66	0.60	0.54	-4.68	-9.03	-13.19	-14.42
新华保险-A	24.14	0.31	0.29	0.28	0.26	-18.00	-30.69	-52.21	-53.40
中国太保-A	18.62	0.39	0.36	0.33	0.29	-15.71	-23.87	-42.41	-46.54
中国人保-A	4.95	0.87	0.79	0.71	0.64	-5.35	-14.44	-24.75	-30.78
证券简称	价格	EPS (元)				BVPS (元)			
A 股	人民币	2020	2021	2022E	2023E	2020	2021	2022E	2023E
中国平安-A	37.67	7.83	5.56	5.27	6.21	41.71	44.44	47.40	51.56
中国人寿-A	28.26	1.78	1.80	1.34	1.52	15.92	16.93	17.80	19.00
新华保险-A	24.14	4.58	4.79	2.87	4.56	32.59	34.78	36.36	38.60
中国太保-A	18.62	2.56	2.79	2.35	2.81	22.37	23.57	24.26	26.76
中国人保-A	4.95	0.45	0.49	0.54	0.63	4.57	4.96	5.29	5.80
证券简称	价格	P/E (倍)				P/B (倍)			
A 股	人民币	2020	2021	2022E	2023E	2020	2021	2022E	2023E
中国平安-A	37.67	4.81	6.78	7.15	6.07	0.90	0.85	0.79	0.73
中国人寿-A	28.26	15.89	15.69	21.02	18.63	1.77	1.67	1.59	1.49
新华保险-A	24.14	5.27	5.04	8.40	5.29	0.74	0.69	0.66	0.63
中国太保-A	18.62	7.29	6.67	7.92	6.63	0.83	0.79	0.77	0.70
中国人保-A	4.95	10.91	10.10	9.17	7.86	1.08	1.00	0.94	0.85

资料来源: 保险公司历年财报, WIND, HTI (基于 2022 年 10 月 26 日收盘价)

财务报表分析和预测

主要财务指标	2021	2022E	2023E	2024E	利润表 (百万元)	2021	2022E	2023E	2024E
每股指标 (元)					寿险保费	567281	630096	691580	759294
每股收益	5.56	5.27	6.21	7.18	非寿险保费	270553	307078	337785	364808
每股净资产	44.44	47.40	51.56	56.40	总保费及管理费收入	837834	937174	1029365	1124103
每股内含价值	76.34	83.22	91.07	100.53	减: 分出保费	30208	33553	36827	40433
每股新业务价值	2.07	1.65	1.71	1.93	净保费收入	807626	903621	992538	1083670
价值评估 (倍)					减: 净提取未到期责任准备金	(9298)	43706	34589	32311
P/E	6.78	7.15	6.07	5.25	已赚净保费	816924	859915	957949	1051359
P/B	0.85	0.79	0.73	0.67	投资收益	103378	89939	112424	131536
P/EV	0.49	0.45	0.41	0.37	营业收入	1180444	1211977	1328955	1454705
VNBX	-18.65	-27.60	-31.26	-32.57	赔付及保户利益	588600	617582	656631	718790
盈利能力指标 (%)					保险业务综合费用	452159	450808	493971	535403
净投资收益率	4.60%	5.12%	5.10%	5.00%	营业费用	1040759	1068390	1150603	1254193
总投资收益率	4.00%	5.60%	5.76%	5.74%	营业利润	139685	143586	178352	200512
净资产收益率	12.51%	11.12%	12.04%	12.73%	税前利润	139580	143586	178352	200512
总资产收益率	1.00%	0.86%	0.95%	1.04%	所得税	17778	21538	26753	30077
财险综合成本率	98.00%	98.15%	99.00%	98.75%	归属于母公司股东的净利润	101618	96347	113483	131204
财险赔付率	67.00%	66.42%	67.48%	67.35%	少数股东损益	20184	25702	38117	39231
财险费用率	31.00%	31.72%	31.52%	31.40%					
盈利增长 (%)					资产负债表 (百万元)	2021	2022E	2023E	2024E
净利润增长率	-28.99%	-5.19%	17.79%	15.62%	现金及存款投资	319179	425125	463240	504837
内含价值增长率	5.07%	9.01%	9.43%	10.39%	债权投资	2806957	2720801	2964734	3230954
新业务价值增长率	-23.55%	-20.40%	3.50%	13.00%	股权投资	504841	807738	880155	959189
偿付能力充足率 (%)					其他投资	285435	297588	324268	353386
偿付能力充足率 (集团)	230%	235%	235%	235%	总投资资产	3916412	4251252	4632397	5048365
偿付能力充足率 (寿险)	240%	245%	245%	245%	分保资产	43128	45716	48459	51366
偿付能力充足率 (产险)	250%	254%	254%	254%	其他资产	6182486	6870449	7298214	7479190
内含价值 (百万元)					资产总计	10142026	11167417	11979070	12578921
调整后净资产	869639	1000085	1150098	1322612	保险合同负债	2473134	2724549	2986143	3281062
有效业务价值	525869	521220	514644	515112	投资合同负债	825057	919571	1023308	1137202
内含价值	1395508	1521305	1664742	1837724	次级债	1097523	1097523	1097523	1097523
一年新业务价值	37898	30167	31223	35282	其他负债	4668589	5267754	5599518	5662300
核心内含价值回报率 (%)	26%	26%	26%	26%	负债总计	9064303	10009397	10706492	11178087
寿险新业务保费 (百万元)					实收资本	18280	18280	18280	18280
趸缴新单保费	-	-	-	-	归属于母公司股东权益	812405	866500	942442	1030967
期缴新单保费	-	-	-	-	少数股东权益	265318	291520	330136	369867
新业务合计	150,074	163,281	177,360	192,723	负债和所有者权益合计	10142026	11167417	11979070	12578921
新业务保费增长率 (%)	-4.8%	8.8%	8.6%	8.7%					
标准保费	-	-	-	-					
标准保费增长率 (%)	-	-	-	-					

备注: 表中计算估值指标的收盘价日期为 10 月 26 日

资料来源: 公司年报 (2021), HTI

APPENDIX 1

Summary

- [Event] China PingAn announced the third quarter of 2022: 1) the first three quarters of net profit of Rmb76.5 billion, -6.3% YoY, Q3 quarter -31.5% YoY, mainly affected by the impact of the epidemic and capital market volatility. 2) Operating profit attributable to parent was Rmb123.3 billion, +3.8% YoY, +2.8% YoY in Q3. Annualized operating ROE reached 19.9%. 3) Net assets attributable to parent are Rmb838.8 billion, +3.2% compared with the beginning of the year and -1.2% compared with the middle period.
- Valuations remain low, with an "outperform" rating. We are optimistic about the gradual release of the results of the company's life insurance reform and the continuous improvement of the quality of the team. It is expected that with the improvement of the macro economy, the recovery of insurance consumption demand will also be conducive to the recovery of industry premiums. As of October 26, 2022, the Company's share price corresponds to 2022E PEV 0.45X. We maintain the target price of Rmb58.25 on 0.7x 2022 PEV and the OUTPERFORM rating.
- Risk: Long-term interest rate trend downward; Protection product premium growth does not reach expectations.

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.

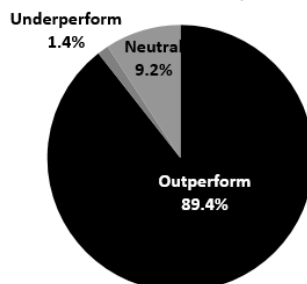
Neutral: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category.

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.

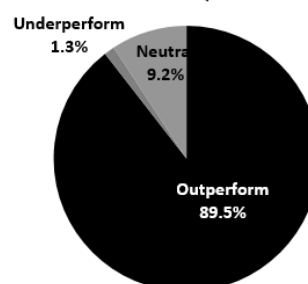
Benchmarks for each stock's listed region are as follows: Japan – TOPIX, Korea – KOSPI, Taiwan – TAIEX, India – Nifty100, US – SP500; for all other China-concept stocks – MSCI China.

评级分布 Rating Distribution

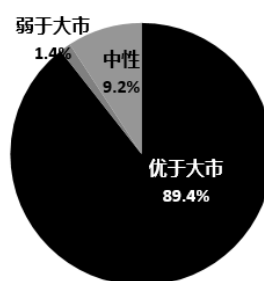
Most Recent Full Quarter



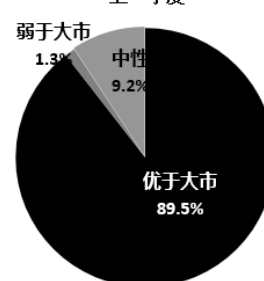
Prior Full Quarter



最新季度



上一季度



截至 2022 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	89.4%	9.2%	1.4%
投资银行客户*	5.5%	6.8%	4.5%

*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 Sep 30, 2022

	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	89.4%	9.2%	1.4%
IB clients*	5.5%	6.8%	4.5%

*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.

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1. 18 May 2020 OUTPERFORM at 72.2 target 109.44.
2. 3 Sep 2020 OUTPERFORM at 76.38 target 102.38.
3. 26 Oct 2020 OUTPERFORM at 82.2 target 102.38.
4. 28 Oct 2020 OUTPERFORM at 81.07 target 101.81.
5. 18 Jan 2021 OUTPERFORM at 86.9 target 110.45.
6. 5 Feb 2021 OUTPERFORM at 79.62 target 102.15.
7. 5 Feb 2021 OUTPERFORM at 79.62 target 102.15.
8. 23 Apr 2021 OUTPERFORM at 74.37 target 101.05.
9. 4 May 2021 OUTPERFORM at 72.5 target 101.05.
10. 27 Aug 2021 OUTPERFORM at 50.32 target 72.54.
11. 8 Oct 2021 OUTPERFORM at 48.36 target 72.54.
12. 28 Oct 2021 OUTPERFORM at 51.65 target 70.57.
13. 28 Jan 2022 OUTPERFORM at 50.79 target 62.73.
14. 19 Mar 2022 OUTPERFORM at 47.93 target 61.07.
15. 1 May 2022 OUTPERFORM at 44.56 target 58.25.
16. 24 Aug 2022 OUTPERFORM at 40.72 target 58.25.

Source: Company data Bloomberg, HTI estimates