

# 国瓷材料 Shandong Sinocera Functional Material (300285 CH)

## 第三季度归母净利润短期环比下降明显，新材料长期发展可期

Net profit decreased significantly in 3Q22, whilst long-term development of new materials is expected

观点聚焦 Investment Focus

### 维持优于大市 Maintain OUTPERFORM

|              |                         |
|--------------|-------------------------|
| 评级           | 优于大市 OUTPERFORM         |
| 现价           | Rmb23.04                |
| 目标价          | Rmb27.90                |
| 市值           | Rmb18.16bn / US\$2.53bn |
| 日交易额 (3个月均值) | US\$24.95mn             |
| 发行股票数目       | 788.30mn                |
| 自由流通股 (%)    | 86%                     |
| 1年股价最高最低值    | Rmb45.87-Rmb22.54       |

注：现价 Rmb23.04 为 2022 年 10 月 27 日收盘价



资料来源: Factset

|               | 1mth   | 3mth   | 12mth  |
|---------------|--------|--------|--------|
| 绝对值           | -24.2% | -30.0% | -47.1% |
| 绝对值 (美元)      | -24.7% | -34.2% | -53.0% |
| 相对 MSCI China | 19.3%  | 14.7%  | 4.6%   |

| (Rmb mn)       | Dec-21A | Dec-22E | Dec-23E | Dec-24E |
|----------------|---------|---------|---------|---------|
| 营业收入           | 3,162   | 3,250   | 4,047   | 5,051   |
| (+/-)          | 24.4%   | 2.8%    | 24.5%   | 24.8%   |
| 净利润            | 795     | 575     | 930     | 1,166   |
| (+/-)          | 38.6%   | -27.7%  | 61.8%   | 25.4%   |
| 全面摊薄 EPS (Rmb) | 0.79    | 0.57    | 0.93    | 1.16    |
| 毛利率            | 45.0%   | 36.3%   | 40.3%   | 40.4%   |
| 净资产收益率         | 13.0%   | 8.5%    | 12.0%   | 13.0%   |
| 市盈率            | 29      | 40      | 25      | 20      |

资料来源: 公司信息, HTI

(Please see APPENDIX 1 for English summary)

- 公司前三季度归母净利润同比下降。**公司前三季度实现营业收入 24.43 亿元，同比增长 7.46%，归母净利润 4.57 亿元，同比减少 24.02%，扣非后归母净利润 4.09 亿元，同比减少 25.03%。其中第三季度实现营业收入 7.12 亿元，同比减少 10.97%，归母净利润 0.54 亿元，同比减少 73.85%，扣非后归母净利润 0.46 亿元，同比减少 75.92%。
- 费用方面：**公司 22Q3 销售费用、管理费用、研发费用分别为 4026.24、4950.2、6846.19 万元，环比增长 4.6%、54.08%、22.24%。财务费用为-2288.61 万元，环比减少 1384.21 万元，主要是因为汇兑收益和利息收入增加。
- 公司主要包括电子材料、催化材料、生物医疗材料、新能源材料、精密陶瓷和其他材料板块。**电子材料板块，公司是国内 MLCC 介质材料的龙头生产商，实现了从消费电子、通讯到车规所有类型的基础粉和配方粉的全覆盖。公司电子浆料业务与 MLCC 粉体材料业务具有高度的客户协同性。催化材料板块，公司重点拓展尾气处理的前装市场，持续推进与下游主机厂和整车厂的配合工作，与 OEM 客户配合取得了越来越多的公告，商用车、乘用车、非道路机械和船机等应用领域实现了快速突破；生物医疗材料板块，公司拥有纳米级复合氧化锆粉体、氧化锆瓷块、玻璃陶瓷、树脂基陶瓷、数字化解决方案等系列牙科产品，具备从原料端持续优化产品的竞争优势；新能源材料板块，截至 2022 年 6 月，公司已经完成 1.25 万吨勃姆石产线建设并正式投产，高纯超细氧化铝已经完成 1 万吨产能的建设。
- 盈利预测与投资评级。**由于下游需求疲软收入减少，同时费用增加导致利润率下滑，我们调整了 2022-24 年的盈利预测。我们预计公司 2022-2024 年归母净利润 5.75 亿元 (-42%)、9.3 亿元 (-26%) 和 11.66 亿元 (-24%)，对应 EPS 分别为 0.57 元、0.93 元和 1.16 元。参考同行业可比公司估值，我们认为合理估值为 2023 年 30 倍，对应目标价为 27.90 元（原为 2022 年 40x PER，对应目标价 39.60 元，下调 29.5%），维持“优于大市”评级。
- 风险提示：**项目投产不及预期；下游需求不及预期风险。

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表 1 国瓷材料分业务盈利预测

|          | 项目         | 2021    | 2022E   | 2023E   | 2024E   |
|----------|------------|---------|---------|---------|---------|
| 电子材料板块   | 销售收入 (百万元) | 1045.53 | 836.25  | 1003.50 | 1204.20 |
|          | 销售成本 (百万元) | 551.66  | 543.56  | 571.99  | 686.39  |
|          | 毛利率        | 47.24%  | 35.00%  | 43.00%  | 43.00%  |
| 催化材料板块   | 销售收入 (百万元) | 417.43  | 643.68  | 901.15  | 1261.61 |
|          | 销售成本 (百万元) | 221.44  | 354.02  | 495.63  | 693.89  |
|          | 毛利率        | 46.95%  | 45.00%  | 45.00%  | 45.00%  |
| 生物医疗材料板块 | 销售收入 (百万元) | 694.94  | 565.18  | 697.06  | 836.47  |
|          | 销售成本 (百万元) | 261.79  | 282.59  | 264.88  | 317.86  |
|          | 毛利率        | 62.33%  | 50.00%  | 62.00%  | 62.00%  |
| 其他板块     | 销售收入 (百万元) | 1003.83 | 1204.60 | 1445.52 | 1749.08 |
|          | 销售成本 (百万元) | 702.95  | 891.40  | 1084.14 | 1311.81 |
|          | 毛利率        | 29.97%  | 26.00%  | 25.00%  | 25.00%  |
| 总计       | 销售收入 (百万元) | 3161.74 | 3249.71 | 4047.23 | 5051.36 |
|          | 销售成本 (百万元) | 1737.84 | 2071.58 | 2416.65 | 3009.95 |
|          | 毛利率        | 45.04%  | 36.25%  | 40.29%  | 40.41%  |

资料来源：公司年报（2021），海通国际

表 2 可比公司估值分析表

| 公司名称 | 股票代码      | 收盘价 (元) | EPS (元/股) |       |       | PE (倍) |       |       |
|------|-----------|---------|-----------|-------|-------|--------|-------|-------|
|      |           |         | 2020      | 2021E | 2022E | 2020   | 2021E | 2022E |
| 三环集团 | 300408.SZ | 28.34   | 1.05      | 1.12  | 1.46  | 27     | 25    | 19    |
| 雅克科技 | 002409.SZ | 58.00   | 0.70      | 1.31  | 1.78  | 83     | 45    | 33    |
| 壹石通  | 688733.SH | 54.69   | 0.54      | 1.12  | 2.30  | 107    | 52    | 25    |
| 平均值  |           |         |           |       |       | 72     | 41    | 26    |

资料来源：wind，海通国际，股价为 2022 年 10 月 26 日收盘价，每股收益均为 wind 一致预期（注：原可比公司上海新阳无 wind 一致预测，添加壹石通作为可比公司，壹石通的主要产品勃姆石与国瓷材料业务一致）

## 财务报表分析和预测

| 主要财务指标             | 2021A        | 2022E        | 2023E        | 2024E        | 利润表 (百万元)          | 2021A        | 2022E        | 2023E        | 2024E         |
|--------------------|--------------|--------------|--------------|--------------|--------------------|--------------|--------------|--------------|---------------|
| <b>每股指标 (元)</b>    |              |              |              |              | <b>营业总收入</b>       | 3,162        | 3,250        | 4,047        | 5,051         |
| 每股收益               | 0.79         | 0.57         | 0.93         | 1.16         | 营业成本               | 1,738        | 2,072        | 2,417        | 3,010         |
| 每股净资产              | 5.72         | 6.29         | 7.22         | 8.38         | 毛利率%               | 45.0%        | 36.3%        | 40.3%        | 40.4%         |
| 每股经营现金流            | 0.57         | 0.76         | 0.89         | 1.10         | 营业税金及附加            | 23           | 28           | 32           | 42            |
| 每股股利               | 0.00         | 0.00         | 0.00         | 0.00         | 营业税金率%             | 0.7%         | 0.9%         | 0.8%         | 0.8%          |
| <b>价值评估 (倍)</b>    |              |              |              |              | 营业费用               | 110          | 130          | 162          | 202           |
| P/E                | 29.09        | 40.25        | 24.88        | 19.83        | 营业费用率%             | 3.5%         | 4.0%         | 4.0%         | 4.0%          |
| P/B                | 4.03         | 3.66         | 3.19         | 2.75         | 管理费用               | 165          | 179          | 186          | 232           |
| P/S                | 7.31         | 7.12         | 5.71         | 4.58         | 管理费用率%             | 5.2%         | 5.5%         | 4.6%         | 4.6%          |
| EV/EBITDA          | 36.99        | 24.52        | 15.51        | 11.87        | EBIT               | 939          | 614          | 1,028        | 1,312         |
| 股息率%               | 0.0%         | 0.0%         | 0.0%         | 0.0%         | 财务费用               | 16           | -19          | -1           | 4             |
| <b>盈利能力指标 (%)</b>  |              |              |              |              | 财务费用率%             | 0.5%         | -0.6%        | 0.0%         | 0.1%          |
| 毛利率                | 45.0%        | 36.3%        | 40.3%        | 40.4%        | 资产减值损失             | -14          | 0            | 0            | 0             |
| 净利润率               | 25.1%        | 17.7%        | 23.0%        | 23.1%        | 投资收益               | 20           | 13           | 21           | 23            |
| 净资产收益率             | 13.8%        | 9.1%         | 12.8%        | 13.9%        | <b>营业利润</b>        | <b>945</b>   | <b>692</b>   | <b>1,117</b> | <b>1,410</b>  |
| 资产回报率              | 10.1%        | 6.6%         | 9.5%         | 10.4%        | 营业外收支              | 12           | 12           | 12           | 12            |
| 投资回报率              | 13.4%        | 7.8%         | 11.6%        | 12.7%        | <b>利润总额</b>        | <b>957</b>   | <b>704</b>   | <b>1,129</b> | <b>1,422</b>  |
| <b>盈利增长 (%)</b>    |              |              |              |              | EBITDA             | 1,105        | 862          | 1,344        | 1,710         |
| 营业收入增长率            | 24.4%        | 2.8%         | 24.5%        | 24.8%        | 所得税                | 112          | 88           | 136          | 175           |
| EBIT 增长率           | 26.7%        | -34.6%       | 67.5%        | 27.7%        | 有效所得税率%            | 11.7%        | 12.5%        | 12.1%        | 12.3%         |
| 净利润增长率             | 38.6%        | -27.7%       | 61.8%        | 25.4%        | 少数股东损益             | 50           | 42           | 63           | 82            |
| <b>偿债能力指标</b>      |              |              |              |              | <b>归属母公司所有者净利润</b> | <b>795</b>   | <b>575</b>   | <b>930</b>   | <b>1,166</b>  |
| 资产负债率              | 22.1%        | 21.9%        | 20.6%        | 20.0%        |                    |              |              |              |               |
| 流动比率               | 4.87         | 4.51         | 4.75         | 4.85         | <b>资产负债表 (百万元)</b> | <b>2021A</b> | <b>2022E</b> | <b>2023E</b> | <b>2024E</b>  |
| 速动比率               | 4.00         | 3.64         | 3.83         | 3.91         | 货币资金               | 1,907        | 2,098        | 2,349        | 2,887         |
| 现金比率               | 2.13         | 2.00         | 2.02         | 2.06         | 应收账款及应收票据          | 1,396        | 1,444        | 1,793        | 2,241         |
| <b>经营效率指标</b>      |              |              |              |              | 存货                 | 706          | 841          | 981          | 1,222         |
| 应收账款周转天数           | 142.48       | 143.57       | 143.02       | 143.29       | 其它流动资产             | 356          | 347          | 407          | 464           |
| 存货周转天数             | 148.19       | 148.19       | 148.19       | 148.19       | 流动资产合计             | 4,365        | 4,731        | 5,530        | 6,814         |
| 总资产周转率             | 0.40         | 0.38         | 0.41         | 0.45         | 长期股权投资             | 74           | 74           | 0            | 0             |
| 固定资产周转率            | 2.51         | 2.04         | 2.07         | 2.12         | 固定资产               | 1,261        | 1,590        | 1,958        | 2,387         |
|                    |              |              |              |              | 在建工程               | 228          | 303          | 322          | 98            |
|                    |              |              |              |              | 无形资产               | 174          | 171          | 168          | 165           |
|                    |              |              |              |              | 非流动资产合计            | 3,514        | 3,915        | 4,225        | 4,427         |
| <b>现金流量表 (百万元)</b> | <b>2021A</b> | <b>2022E</b> | <b>2023E</b> | <b>2024E</b> | <b>资产总计</b>        | <b>7,879</b> | <b>8,646</b> | <b>9,755</b> | <b>11,241</b> |
| 净利润                | 795          | 575          | 930          | 1,166        | 短期借款               | 0            | 49           | 0            | 0             |
| 少数股东损益             | 50           | 42           | 63           | 82           | 应付票据及应付账款          | 598          | 654          | 797          | 971           |
| 非现金支出              | 207          | 249          | 316          | 398          | 预收账款               | 0            | 0            | 0            | 0             |
| 非经营收益              | -28          | -25          | -35          | -39          | 其它流动负债             | 299          | 345          | 368          | 432           |
| 营运资金变动             | -452         | -74          | -383         | -508         | 流动负债合计             | 897          | 1,048        | 1,165        | 1,404         |
| <b>经营活动现金流</b>     | <b>572</b>   | <b>766</b>   | <b>891</b>   | <b>1,099</b> | 长期借款               | 0            | 0            | 0            | 0             |
| 资产                 | -522         | -636         | -685         | -585         | 其它长期负债             | 845          | 845          | 845          | 845           |
| 投资                 | 2            | 0            | 74           | 0            | 非流动负债合计            | 845          | 845          | 845          | 845           |
| 其他                 | 63           | 13           | 21           | 23           | <b>负债总计</b>        | <b>1,743</b> | <b>1,894</b> | <b>2,010</b> | <b>2,249</b>  |
| <b>投资活动现金流</b>     | <b>-457</b>  | <b>-623</b>  | <b>-590</b>  | <b>-561</b>  | 实收资本               | 1,004        | 1,004        | 1,004        | 1,004         |
| 债权募资               | 0            | 49           | -49          | 0            | 归属于母公司所有者权益        | 5,743        | 6,318        | 7,247        | 8,414         |
| 股权募资               | 1            | 0            | 0            | 0            | 少数股东权益             | 393          | 435          | 497          | 579           |
| 其他                 | 559          | -1           | -1           | 0            | <b>负债和所有者权益合计</b>  | <b>7,879</b> | <b>8,646</b> | <b>9,755</b> | <b>11,241</b> |
| <b>融资活动现金流</b>     | <b>560</b>   | <b>48</b>    | <b>-51</b>   | <b>0</b>     |                    |              |              |              |               |
| <b>现金净流量</b>       | <b>672</b>   | <b>191</b>   | <b>251</b>   | <b>538</b>   |                    |              |              |              |               |

备注：（1）表中计算估值指标的收盘价日期为 2022 年 10 月 27 日；（2）以上各表均为简表

资料来源：公司年报（2021A），海通国际

## APPENDIX 1

### Summary

**The NPATs in 2022Q1-Q3 decreased YoY.** In 2022Q1-Q3, the Company realized an operating revenue of RMB2.443bn (+7.46% YoY), the NPATs of RMB457mn (-24.02% YoY), and the recurring profit of RMB409mn (-25.03% YoY). In 22Q3, the operating income was RMB712mn (-10.97% YoY), the NPATs was RMB54mn (-73.85% YoY), and the recurring profit was RMB46mn (-75.92% YoY).

**Expenses:** In 22Q3, the company's sales expenses, administrative expenses and R&D expenses were RMB40262400, rmb49502000 and RMB68461900 respectively (+4.6%, +54.08% and +22.24% MoM). The financial expenses were RMB-22.8861mn (RMB-13.8421mn MoM) mainly due to the increase in exchange earnings and interest income.

**The company mainly includes electronic materials, catalytic materials, biomedical materials, new energy materials, precision ceramics and other materials.** In the electronic materials sector, the company is a leading manufacturer of MLCC media materials in China, and has achieved full coverage of all types of basic powder and formula powder from consumer electronics, communications to vehicle specifications. The company's electronic paste business and MLCC powder material business have a high degree of customer collaboration. In the catalytic materials sector, the company focused on expanding the pre loading market for exhaust gas treatment, continued to promote cooperation with downstream main engine manufacturers and vehicle manufacturers, and made more and more announcements in cooperation with OEM customers. Commercial vehicles, passenger vehicles, non-road machinery, ship engines and other applications achieved rapid breakthroughs; In the biomedical materials sector, the company has a series of dental products such as nano composite zirconia powder, zirconia ceramic blocks, glass ceramics, resin based ceramics, digital solutions, etc., and has the competitive advantage of continuously optimizing products from the raw material side; As for new energy materials, as of June 2022, the company has completed the construction of 12500 tons boehmite production line and officially put it into operation, and has completed the construction of 10000 tons of high-purity ultra-fine alumina production capacity.

**Earnings forecast and investment rating.** We estimate that the company's NPATs in 2022-2024 will be Rmb575mn (-42%), Rmb930mn(-26%), and Rmb1166mn (-24%) respectively; 2021-2023 EPS will be Rmb0.99, Rmb1.26, Rmb1.52 per share. Combined with the valuation of comparable companies, we value the company at FY22E PER of 30x with a target price of Rmb27.90 (the previous TP was Rmb39.60 based on a FY22E PER of 40x, -29.5%). We maintain with an "OUTPERFORM" rating.

**Risks.** The project is not put into production as expected; Downstream demand is less than expected risk.

## 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。

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**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

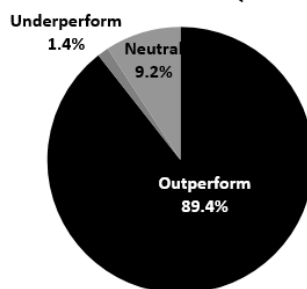
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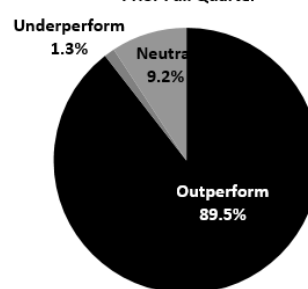
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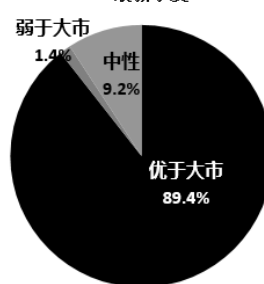
Most Recent Full Quarter



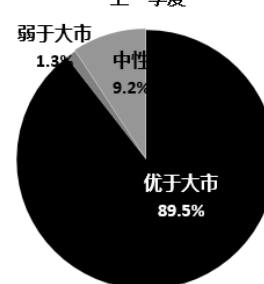
Prior Full Quarter



最新季度



上一季度



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.

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#### 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<br>(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。

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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

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<br>(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.

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**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.

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Recommendation Chart

Shandong Sinocera Functional Material - 300285 CH



- 1. 4 Mar 2020 OUTPERFORM at 25.12 target 29.7.
- 2. 16 Mar 2020 OUTPERFORM at 25.12 target 29.7.
- 3. 19 Jan 2021 OUTPERFORM at 44.31 target 48.75.
- 4. 19 Apr 2021 OUTPERFORM at 47.5 target 50.7.
- 5. 29 Jul 2021 OUTPERFORM at 45.18 target 50.7.
- 6. 11 Mar 2022 OUTPERFORM at 33.42 target 39.6.

Source: Company data Bloomberg, HTI estimates