

3Q23 收入超 19 年同期，场次修复亮眼

300144 CH
 Songcheng Performance Development
 Rating: **OUTPERFORM**
 Target Price: Rmb15.71

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投资要点:

公司 10 月 26 日发布 2023 年三季报。3Q23 实现收入 8.77 亿元，同比增长 217.32%；归母净利润 4.84 亿元，同比增长 361.79%；扣非归母净利润 4.8 亿元，同比增长 283.16%。1-3Q23 实现收入 16.18 亿元，同比增长 316.77%；归母净利润 7.87 亿元，同比增长 938.93%；扣非归母净利润 7.76 亿元，同比增长 2803.91%。3Q23 摊薄 EPS 0.19 元，加权平均净资产收益率 6.05%。

简评及投资建议。

1. 3Q23 收入 8.77 亿，同比增长 217.32%，较 19 年同期增长 11.20%。 归母净利润 4.84 亿元，同比增长 361.79%，较 3Q19 降低 0.14%，毛利率 77.79%，同比增加 8.96pct，较 3Q19 减少 2.09pct。公司 1Q、2Q 及 3Q 营业收入分别为 2.34 亿元 (+174.82%)、5.06 亿元 (+1816.03%)、8.77 亿元 (+217.32%)；归母净利润分别为 0.6 亿元 (+256.29%)、2.42 亿元 (+2459.7%)、4.84 亿元 (+361.79%)。1-3Q23 收入同比增长 316.77% 至 16.18 亿元，归母净利润同比增长 938.93% 至 7.87 亿元。1Q、2Q 及 3Q 毛利率各为 51.02% (+8.8pct)、69.93% (+67.03pct)、77.79% (+8.96pct)，1-3Q23 毛利率同比增长 12.96pct 至 71.45%。

2. 3Q23 期间费用率较 19 年同期减少 0.04pct。 3Q23 期间费用率 8.87%，较 3Q19 减少 0.04pct。销售费用率 4.77%，较 3Q19 增加 1.69pct；管理费用率 4.21%，较 3Q19 减少 1.45pct；财务费用率 -0.72%，较 3Q19 减少 0.44pct；研发费用率 0.61%，较 3Q19 增加 0.15pct。

3. 中秋国庆黄金周，各大千古情景区项目光速出圈。 ①杭州宋城项目：杭州宋城开启“亚运模式”，当亚运风碰撞中国风，吸引了来自全球的游客。杭州宋城十一期间共计上演千古情 53 场，连续三天单日上演 10 场及以上。②桂林项目：桂林千古情景区在抖音、携程等热门榜单中位居 TOP1。《桂林千古情》在十一期间特邀广西杂技团定制演艺与高跷巡游，同庆双节，让游客感受少数民族的狂欢盛宴。③西安项目：《西安千古情》不断刷新纪录，连续多天单日演出 8 场，作为西安至今为止唯一一部全面展示周秦汉唐文化的旅游演出，已经成为西安文化旅游的全新爆款。国庆黄金周 11 大《千古情》合计演出 338 场，是 19 年同期的 125.19%。中秋国庆“超级黄金周”激发出游热情，旅游业迈入强复苏通道。

4. 需求热情延续，主秀场次恢复至 19 年同期水平。 3Q23 公司营业收入较 19 年同期增长 11.20%，重资产项目演出场次合计 2764 场，其中杭州项目 572 场，恢复至 19 年同期的 110.9%；三亚项目恢复至 86.2%；丽江项目恢复至 119.5%。显示公司疫后需求热情延续。各大千古情景区演出场次均不断增加，上海、西安、桂林等新项目逐步成熟。

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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)	1185	458	2273	3330	3637
(+/-)YoY(%)	31.3%	-61.4%	396.4%	46.5%	9.2%
净利润 (百万元)	315	10	912	1369	1578
(+/-)YoY(%)	118.0%	-96.9%	9339.4%	50.2%	15.2%
全面摊薄 EPS(元)	0.12	0.00	0.35	0.52	0.60
毛利率(%)	51.1%	50.1%	67.5%	69.8%	70.2%
净资产收益率(%)	净资产收益	-23.6%	4.1%	0.1%	10.9%

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

盈利预测。预计2023E-25E公司分别收入22.73亿元、33.30亿元和36.37亿元，同比分别增加396.4%、46.5%和9.2%。我们预计公司随着成本费用管控水平提升，公司利润端持续修复，预计2023-25年公司归母净利润分别为9.12、13.69、15.78亿元，分别同比+9339.4%、+50.2%、+15.2%，对应EPS分别为0.35元、0.52元、0.60元。参考可比公司估值，考虑到公司业绩的更高增速，可给予一定估值溢价，给予2024年30倍PE，对应目标价15.71元/股，维持“优于大市”评级。

风险提示。公司2022年报被出具保留意见，市场竞争加剧，扩张不及预期风险。

表 1 参考可比公司估值 (根据 2023 年 10 月 27 日收盘价)

简称	总市值 (百万元)	归母净利润 (百万元)				归母净利润增长率 (%)			PE (倍)		
		2022	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
中国中免	1943	5030	7119	9666	12086	42	36	25	27.3	20.1	16.1
中青旅	77	-334	378	594	764	-	57	29	20.4	13.0	10.1
天目湖	36	20	180	228	268	786	27	18	19.8	15.6	13.3
平均值		1572	2559	3496	4373	414	40	24	22.5	16.2	13.2

资料来源: Wind 一致预期, HTI

财务报表分析和预测

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	458	2273	3330	3637
每股收益	0.00	0.35	0.52	0.60	营业成本	228	738	1006	1085
每股净资产	2.89	3.19	3.61	4.06	毛利率%	50.1%	67.5%	69.8%	70.2%
每股经营现金流	0.13	0.51	0.76	0.81	营业税金及附加	28	50	73	80
每股股利	0.05	0.05	0.11	0.15	营业税金率%	6.0%	2.2%	2.2%	2.2%
价值评估 (倍)					营业费用	22	75	111	121
P/E	2913	30.86	20.55	17.83	营业费用率%	4.9%	3.3%	3.3%	3.3%
P/B	3.73	3.37	2.98	2.65	管理费用	392	171	239	239
P/S	61.45	12.38	8.45	7.74	管理费用率%	85.6%	7.5%	7.2%	6.6%
EV/EBITDA	213.71	16.81	10.75	9.14	EBIT	-222	1211	1860	2067
股息率%	0.5%	0.5%	1.1%	1.4%	财务费用	-27	-29	-48	-70
盈利能力指标 (%)					财务费用率%	-5.9%	-1.3%	-1.4%	-1.9%
毛利率	50.1%	67.5%	69.8%	70.2%	资产减值损失	0	0	0	0
净利润率	2.1%	40.1%	41.1%	43.4%	投资收益	187	-18	-50	15
净资产收益率	-23.6%	4.1%	0.1%	10.9%	营业利润	-8	1228	1868	2163
资产回报率	-19.1%	3.2%	0.1%	8.8%	营业外收支	-6	3	3	3
投资回报率	1.9%	2.1%	-3.3%	10.3%	利润总额	-14	1231	1871	2166
盈利增长 (%)					EBITDA	171	1507	2219	2439
营业收入增长率	-61.4%	396.4%	46.5%	9.2%	所得税	3	246	384	450
EBIT 增长率	-207.1%	645.3%	53.6%	11.2%	有效所得税率%	-25.2%	20.0%	20.5%	20.8%
净利润增长率	-96.9%	9339.4%	50.2%	15.2%	少数股东损益	-27	73	118	138
偿债能力指标					归属母公司所有者净利润	10	912	1369	1578
资产负债率	15.9%	19.0%	16.9%	16.2%					
流动比率	2.76	2.68	3.07	4.09	资产负债表 (百万元)	2022	2023E	2024E	2025E
速动比率	2.71	2.66	3.05	4.06	货币资金	2327	3464	4961	6543
现金比率	2.73	3.71	4.70	5.84	应收账款及应收票据	1	6	8	9
经营效率指标					存货	11	12	14	15
应收账款周转天数	2.38	0.68	0.77	1.01	其它流动资产	273	335	369	392
存货周转天数	13.89	7.89	17.66	6.00	流动资产合计	2613	3817	5351	6959
总资产周转率	0.05	0.22	0.28	0.28	长期股权投资	1757	1757	1757	1757
固定资产周转率	0.19	0.90	1.31	1.43	固定资产	2457	2512	2540	2547
					在建工程	387	352	331	319
					无形资产	1006	806	656	506
					非流动资产合计	6808	6571	6388	6191
现金流量表 (百万元)	2022	2023E	2024E	2025E	资产总计	9420	10389	11739	13150
净利润	10	912	1369	1578	短期借款	0	0	0	0
少数股东损益	-27	73	118	138	应付票据及应付账款	327	364	414	416
非现金支出	394	296	359	372	预收账款	14	11	13	15
非经营收益	-164	35	59	-5	其它流动负债	510	558	629	689
营运资金变动	120	25	95	48	流动负债合计	851	934	1056	1120
经营活动现金流	332	1341	2000	2131	长期借款	0	0	10	10
资产	-244	-95	-194	-193	其它长期负债	737	752	767	782
投资	539	0	-10	-10	非流动负债合计	737	752	777	792
其他	14	4	-25	40	负债总计	1588	1685	1833	1911
投资活动现金流	309	-90	-229	-164	实收资本	2615	2615	2615	2615
债权募资	-12	15	25	15	归属于母公司所有者权益	7549	8347	9432	10626
股权募资	0	0	0	0	少数股东权益	283	356	474	612
其他	-184	-145	-315	-416	负债和所有者权益合计	9420	10389	11739	13150
融资活动现金流	-196	-130	-290	-401					
现金净流量	462	1136	1497	1582					

备注：(1) 表中计算估值指标的收盘价日期为 10 月 27 日；(2) 以上各表均为简表
资料来源：公司年报 (2022)，HTI

APPENDIX 1

Summary

Investment Highlights:

The company released its Q3 2023 report on October 26. For Q3 2023, it generated a revenue of RMB 877 million (+217.32% YoY) and a net profit attributable to shareholders of RMB 484 million (+361.79% YoY). For 1-3Q23, it generated a revenue of RMB 1.618 billion (+316.77% YoY) and a net profit attributable to shareholders of RMB 787 million (+938.93% YoY). The diluted EPS for 3Q23 was RMB 0.19.

Analysis and Investment Suggestions:

1. For 3Q23, revenue increased by 217.32% YoY to RMB 877 million and the net profit increased by 361.79% YoY to RMB 484 million. The gross margin was at 77.79%, up by 8.96ppt compared to the same period.
2. Expense ratio for 3Q23 was reduced by 0.04ppt compared to the same period in 2019.
3. During the Mid-Autumn Festival and National Golden Week, the company's projects enjoyed high popularity.
4. With the number of main performances returning to the level of the same period in 2019, the demand continues to be high.

Earnings Forecast:

We predict that the company's revenues for 2023E-25E will be at RMB 2.273 billion, RMB 3.33 billion, and RMB 3.637 billion, YoY +396.4%, +46.5%, and +9.2%. The net profit attributable to shareholders for 2023-2025 is expected to be RMB 912 million, RMB 1.369 billion, and RMB 1.578 billion respectively, corresponding to an EPS of RMB 0.35, RMB 0.52, and RMB 0.60. Considering the company's higher growth rate, we maintain an "Outperform" rating and a target price of RMB 15.71/share.

Risk Notice:

Market competition intensifies; expansion does not meet expectations.

附录 APPENDIX

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分析师股票评级

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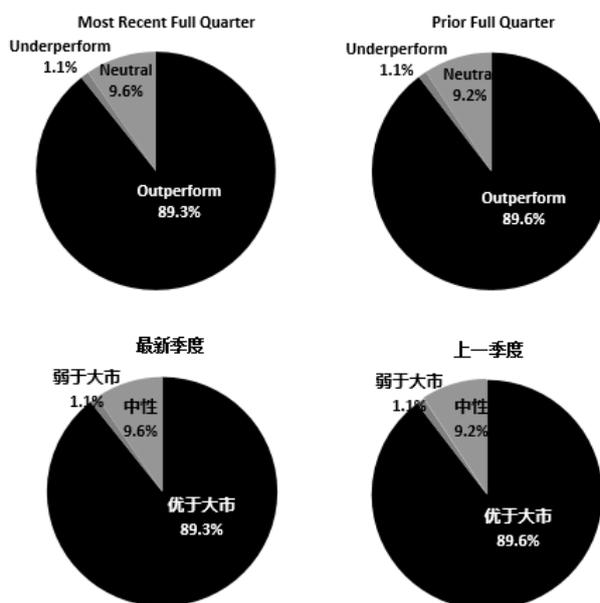
Analyst Stock Ratings

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.

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截至 2023 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	89.3%	1.1%	9.6%
投资银行客户*	3.9%	5.8%	10.0%

*在每个评级类别里投资银行客户所占的百分比。

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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, 2023

	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	89.3%	1.1%	9.6%
IB clients*	3.9%	5.8%	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.

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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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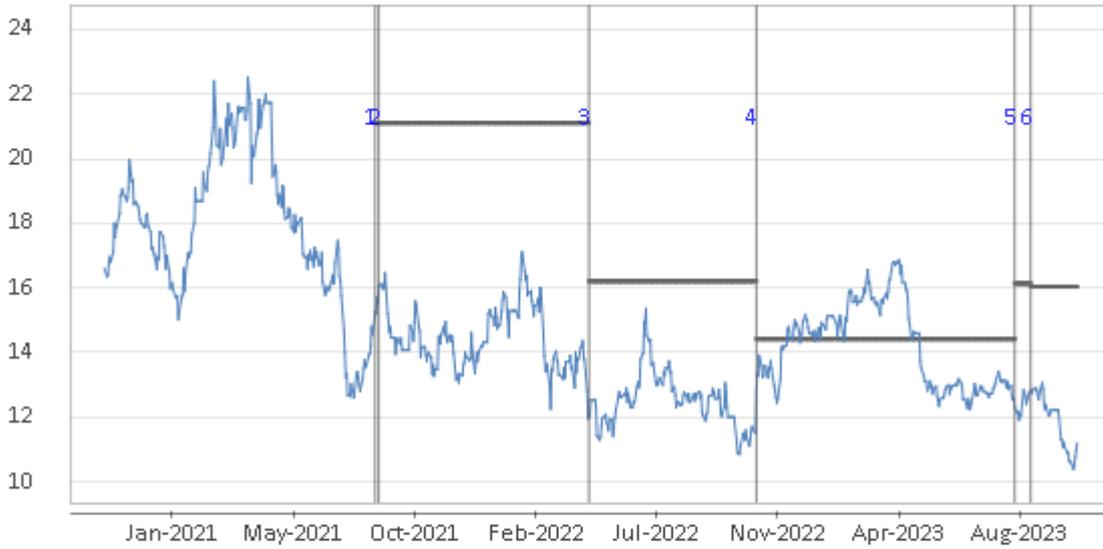
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1. 30 Aug 2021 OUTPERFORM at 14.56 target 21.11.
2. 4 Sep 2021 OUTPERFORM at 14.56 target 21.11.
3. 27 Apr 2022 OUTPERFORM at 11.95 target 16.21.
4. 1 Nov 2022 OUTPERFORM at 12.79 target 14.42.
5. 18 Aug 2023 OUTPERFORM at 12.29 target 16.14.
6. 5 Sep 2023 OUTPERFORM at 12.81 target 16.04.