

酒鬼酒 Jiugui Liquor (000799 CH)

3023 业绩点评:收入利润持续低于预期,坚定渠道和终端改革

3Q23 Performance Review: Revenue and Net profit below market's expectation, and will continuously implement channel and



观点聚焦 Investment Focus

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评级	中性 NEUTRAL				
现价	Rmb76.70				
目标价				Rmb64.20	
HTI ESG E-S-G: 0-5, (Please refer	to the Appendix f	or ESG comments)		1.3-0.7-3.0	
No. 41					
市值	Rmb24.92bn / US\$3.41bn				
日交易额 (3 个月均	值)			US\$69.70mn	
发行股票数目	324.93mr				
自由流通股(%)	689				
1年股价最高最低值			Rmb164.	13-Rmb72.36	
注:现价 Rmb76.70	为 2023 年 11	月1日收益价			
	■Price Retu	rn —N	∕ISCI China		
150 ——					
125	The same	M-11-1			
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200	100				
75 ——				7	
50 ——					
Volume	dadiin kilisad	idiusadust dilis	Additional A.	andibi	
Oct-22	Feb-2		n-23	Oct-23	
				Oct-23	
Oct-22				Oct-23	
Oct-22 资料来源:Factset		3 Jur	n-23 3mth	12mth	
Oct-22 <i>资料来源: Factset</i> 绝对值		3 Jur 1mth -13.0%	3mth -26.2%	12mth -23.9%	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值 (美元)		3 Jur 1mth -13.0% -13.2%	3mth -26.2% -27.9%	12mth -23.9% -24.1%	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值 (美元)		3 Jur 1mth -13.0% -13.2%	3mth -26.2% -27.9%	12mth -23.9% -24.1%	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值(美元) 相对 MSCI China	Feb-2	1mth -13.0% -13.2% 24.0%	3mth -26.2% -27.9% 12.2%	12mth -23.9% -24.1% 22.3%	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值(美元) 相对 MSCI China (Rmb mn)	Feb-2 Dec-22A	1mth -13.0% -13.2% 24.0% Dec-23E	3mth -26.2% -27.9% 12.2%	12mth -23.9% -24.1% 22.3%	
Oct-22 <i>資料来源: Factset</i> 绝对值 绝对值(美元) 相对 MSCI China (Rmb mn) 营业收入	Feb-2 Dec-22A 4,050	1mth -13.0% -13.2% 24.0% Dec-23E 2,649	3mth -26.2% -27.9% 12.2% Dec-24E 2,995	12mth -23.9% -24.1% 22.3% Dec-25E 3,386	
Oct-22 <i>資料来源: Factset</i> 绝对值 绝对值 (美元) 相对 MSCI China (Rmb mn) 营业收入 (+/-) 净利润 (+/-)	Peb-2 Dec-22A 4,050 19%	1mth -13.0% -13.2% 24.0% Dec-23E 2,649 -35%	3mth -26.2% -27.9% 12.2% Dec-24E 2,995 13%	12mth -23.9% -24.1% 22.3% Dec-25E 3,386 13%	
Oct-22 <i>資料来源: Factset</i> 绝对值 绝对值 (美元) 相对 MSCI China (Rmb mn) 营业收入 (+/-) 净利润 (+/-) 全面摊薄 EPS	Dec-22A 4,050 19% 1,049	1mth -13.0% -13.2% 24.0% Dec-23E 2,649 -35% 544	3mth -26.2% -27.9% 12.2% Dec-24E 2,995 13% 696	12mth -23.9% -24.1% 22.3% Dec-25E 3,386 13% 808	
Oct-22 <i>資料来源: Factset</i> 绝对值 绝对值 (美元) 相对 MSCI China (Rmb mn) 营业收入 (+/-) 净利润 (+/-)	Dec-22A 4,050 19% 1,049 17% 3.23	1mth -13.0% -13.2% 24.0% Dec-23E 2,649 -35% 544 -48% 1.67	3mth -26.2% -27.9% 12.2% Dec-24E 2,995 13% 696 28% 2.14	12mth -23.9% -24.1% 22.3% Dec-25E 3,386 13% 808 16% 2.49	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值 (美元) 相对 MSCI China (Rmb mn) 营业收入 (+/-) 净利润 (+/-) 全面摊薄 EPS (Rmb)	Dec-22A 4,050 19% 1,049 17%	1mth -13.0% -13.2% 24.0% Dec-23E 2,649 -35% 544 -48%	3mth -26.2% -27.9% 12.2% Dec-24E 2,995 13% 696 28%	12mth -23.9% -24.1% 22.3% Dec-25E 3,386 13% 808 16%	
Oct-22 <i>资料来源: Factset</i> 绝对值 绝对值 (美元) 相对 MSCI China (Rmb mn) 营业收入 (+/-) 净利润 (+/-) 全面摊薄 EPS (Rmb) 毛利率	Dec-22A 4,050 19% 1,049 17% 3.23 79.6%	1mth -13.0% -13.2% 24.0% Dec-23E 2,649 -35% 544 -48% 1.67 78.5%	3mth -26.2% -27.9% 12.2% Dec-24E 2,995 13% 696 28% 2.14 79.5%	12mth -23.9% -24.1% 22.3% Dec-25E 3,386 13% 808 16% 2.49 80.2%	

(Please see APPENDIX 1 for English summary)

酒鬼酒 3023 收入和利润持续低于预期。3023 公司实现营业总收入11.8亿,同比-37%,低于我们预期,延续2023 的趋势,量价双跌,价格方面主要受到渠道扫码红包返利及其他优惠政策承压,量方面主要因为公司下定决心清理渠道库存控制发货。3023 末合同负债为2.5亿,同比下降27.2%,酒鬼酒已于10月10日起停止"酒鬼"系列全国市场的销售订单,主要是为了整顿该系列产品的市场秩序,提升产品价格,为接下来的第四季度以及明年的开门红工作打基础。考虑合同负债影响后的3023收入为4.3亿,同比-44%。毛利率同比下降6个点至75.7%,主要系终端扫码让利较多;三项费用率为64.7%,同比上升17个点,其中税费上升6.7个点;销售费用率上升9.6个点;管理费用率上升0.7个点;营业利润6700万,同比下降79%;归母净利润为5700万,同比下降78%,净利率为9.4%。3023经营活动现金流净额延续2023趋势为-2600万,现金流回款金额为5.8亿,金额较2023略降,同比增速为-33%。

公司从去年开启渠道费用改革,减少经销商现金费用,而是聚焦核心网点,并加大对终端消费者的投入,此举会影响经销商打款,但管理层决心改变传统只激励经销商的营销方式,坚持终端导向的渠道改革。同时,加大数字化手段投入,采用终端消费者扫码开瓶活动促进动销,3Q23 环比 2Q23 的开瓶率环比有明显上升。公司在湖南省内推行渠道改革相对顺利,受益于宴席场景较好表现,红坛和内品的批价略有回升。公司也进一步提升河南省的战略地位至根据地市场,通过做大红坛大单品提升湖南省内

公司坚定渠道改革,优先去库存做动销,或前置费用投入。

市占率,巩固基地市场。省外仍需进一步降低库存提升动销,公司投入了较多红包扫码和终端投入费用,由于渠道改革影响经销商回款,公司会前置费用预投,让经销商先获利,改善经销商盈利水平,之后带动回款。管理层预期24年费用投入不少于23年。

投資建议与盈利预测。酒鬼酒坚定实施渠道改革和费用改革,以去化库存和批价恢复为主要工作,聚焦核心网点和终端消费者。受益于宴席市场,省内红坛和内品批价略有回升,库存逐渐下降至良性区域,省外市场仍需时间去化库存和培育消费者。随着渠道改革完成和消费回暖,酒鬼酒有望实现恢复性增长。我们预期酒鬼酒 2023-2025 年营业收入分别为 26.5/30/33.9 亿,较之前预期分别下调 20%/30%/33%; 归母净利润分别为 5.4/7/8.1 亿,之前预期分别下调 34%/44%/48%; 对应 2023-2025 年 PE 为 23.7X/45.7X/35.7X。我们继续维持"中性"评级,给予 2024 年 30X PE 估值,该估值为近3年平均估值以下一个标准差左右位置,目标价为 64.2 元(之前为 91.5 元,-29.8%),有 16%的下行空间。

风险提示。消费恢复弱于预期。行业库存压力较大。竞争加剧。

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表 1 可比上市公司估值预测

上市公司 证券代码		收盘价	EPS(元)			PE(倍)		
工印公司	证分八的	(元)	2022	2023E	2024E	2022	2023E	2024E
600519. SH	贵州茅台	1684. 6	49. 93	60.30	69. 90	33. 7	27. 9	24. 1
000858. SZ	五粮液	156.0	6. 88	7. 68	8. 68	22.7	20.3	18. 0
000568. SZ	泸州老窖	214.6	7. 04	9. 16	11. 17	30. 5	23. 4	19. 2
600809. SH	山西汾酒	247.2	6. 64	8. 50	10.71	37. 2	29. 1	23. 1
002304. SZ	洋河股份	122. 1	6. 22	7. 52	8. 95	19.6	16. 2	13.6
000596. SZ	古井贡酒	279.0	5. 95	8. 01	10. 14	46.9	34.8	27.5
平均值							25. 3	20.9

资料来源: Wind, HTI

注: 收盘价为 2023 年 1 月 11 日数据, 盈利预测来源于 HTI 和 Wind 一致预期

Table 1 财务报表分析和预测 主要财务指标 2025E 2022A 2023F 2024F 利润表 (百万元) 2022A 2023E 2024E 2025E 每股收益 3. 23 2.14 2. 49 1.67 营业收入 4,050 2,649 2,995 3,386 每股净资产 17 19 21 18 营业成本 (825)(570)(613)(670)每股经营现金流 1. 23 1.06 2. 16 2.50 其他成本 每股股利 1.30 0.67 0.86 0.99 2.079 王.利 3 226 2 383 2 716 毛利率% 79.6% 78.5% 79.5% 80.2% 税金及附加 (485)(497)(568)(656)FRITDA率% 34 4% 25 4% 29 8% 31 0% 销售费用 (1,024)(815)(885)(981)带业利润率% 33 3% 23 5% 28 0% 29 3% 管理费用 (192)(157)(176)(162)净利率% 25.9% 20.5% 23. 2% 23. 9% EBITDA 1,393 672 893 1,051 净资产收益率% 25.3% 12.1% 14. 2% 15.0% 营业利润 1.349 622 838 991 营业收入yoy% -34.6% 13.1% 73 18.6% 13 0% 财务费用 92 71 54 EBIT vov% 17.0% -54.1% 34.8% 18.2% 投资收益/损失 1 1 1 1 净利润yoy% 17.4% -48.1% 27.9% 16.1% 其他非经营性收益 22 15 20 15 资产负债率 5. 5 (27)(5) 3.5 5.3 5. 2 其他非经营性损失 (3) (3) 流动比率 2.9 4.5 4.3 4.2 1,400 725 927 1,077 存货周转天数 627 627 627 627 所得税费用 (351)(181)(232)(269)应收账款周转天数 21 60 60 60 少数股东权益 1,049 应付账款周转天数 694 694 694 694 808 净利润 544 696 现金流量表(百万 资产负债表(百万 2022A 2023E 2024E 2025E 2022A 2023E 2024E 2025E 元) 元) 净利润 1,049 544 696 808 现金及等价物 3,545 3.077 2,846 3, 171 少数股东权益 应收账款 235 435 492 557 折旧摊销 43 49 55 60 存货 979 1,417 1,052 1, 151 运营资产的增加/减! (711)(247)(49)(54)流动性资产 4,743 4, 274 4,730 5, 266 应收账款 280 (201)(57)(64)固定资产 763 868 971 1,073 存货 439 (74)(98)(146)无形资产 211 211 211 210 (486)应付账款 (844)82 108 总资产 5,470 5,834 6,030 6,668 其他运营相关现金 19 应付账款 1,083 1,273 1,568 1,165 经营活动产生的现金 401 345 700 813 短期有息负债 _ 资本支出 (243)(154)(158)(161)流动性负债 954 1,096 1, 249 1,644 资产收购和剥离 0 长期有息负债 投资 长期负债 38 38 38 38 其他投资相关的现金 992 总负债 1,682 1.134 1, 288 投资活动产生的现金 (154)(243)(158)(161)股本 325 325 325 325 古什的股息 (422)(422)(218)(278)留存收益 2,992 2,666 3.410 3.894 其他融资相关的现金 (1) 其他普通股权益 1, 161 1,161 1, 161 1, 161 融资活动产生的现金 (423)(422)(218)(278)4, 479 总股本 4, 152 4,896 5.381 汇率变化的影响 (0) (0) (0) (0)所有者权益 4, 479 5, 381 4, 152 4,896 总现金流 (266)(231)325 374 总负债和所有者权益 5,834 5,470 6,030 6,668

资料来源: HTI

2 Nov 2023 3



维持中性

APPENDIX 1

Summary

In 3Q23, the revenue and profit of Jiuguijiu are lower than market expectation. The company realized total operating income of 1.18 billion, with -37% yoy, lower than our expectations, with the downward trend of 2Q23 and decrease in both volume and price. The price was mainly subject to the red packet code rebate and other preferential policy, and the volume was impact by the cleanup channel inventory policy and controlling the shipment. At the end of 3Q23, the contract liabilities were recorded at 250 million, a year-on-year decline of 27.2%, and Jiuguijiu has stopped the sales orders of the "Jiugui" series in the national market since October 10, mainly for the purpose of rectifying the market order of this series of products, raising the prices of the products, and laying the foundation for fourth quarter and the good opening up of next year. After considering the impact of contract liabilities, 3Q23 revenue amounted to 430 million, -44% year-on-year. Gross profit margin fell 6 points year-on-year to 75.7%, mainly due to more terminal red pocket code rebate; three expense ratios of 64.7%, up 17 points year-on-year, of which taxes rose 6.7 points; sales expense ratio rose 9.6 points; management expense ratio rose 0.7 points; operating profit of 67 million, down 79% year-on-year; net profit attributable to the mother was 57 million, down 78% year-on-year Net profit margin was 9.4%. In 3Q23, net cash flow from operating activities continued the downward trend of -26 million, and cash flow return amounted to 580 million, the amount was slightly lower than that of 2Q23, and the year-on-year growth rate was -33%.

Investment Recommendations and Earning Forecast: Jiuguijiu insist on implementing channel reform and expense structure reform, focusing on core stores and end consumers, with inventory de-stocking and distributor selling price recovery as the main tasks. Benefiting from the banquet market, the distributors selling price of Jiugui red altar in Hunan province has slightly recovered, and the inventory has gradually declined to a reasonable level, while the market outside the province still needs time to de-stocking inventory and cultivate consumers. With the completion of channel reform and the rebound of consumption, Jiuguijiu is expected to realize restorative growth. We expect liquor ghost wine 2023-2025 operating income of 2.65/30/3.39 billion, respectively, compared with the previous expectations were adjusted downward by 20%/30%/33%; net profit of 540/7/810 million, respectively, previously expected to be adjusted downward by 34%/44%/48%; corresponding to the 2023-2025 PE for 23.7X/45.7X/35.7X. We continue to maintain the "neutral" rating, give 2024 30X PE valuation, the valuation of the average valuation of the last three years below one standard deviation position, the target price of 64.2 yuan (previously 91.5 yuan), there is a 16% downside space.

Risks: Consumption recovery weaker than expected. Industry inventory pressure greater than expected.

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。

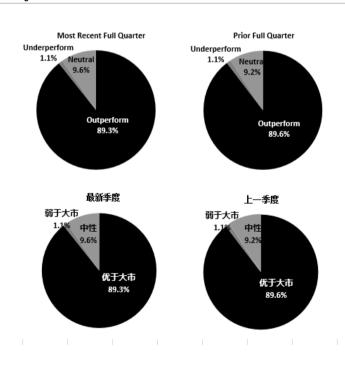
弱于大市,未来 12-18 个月内预期相对基准指数跌幅在 10%以上,基准定义如 下

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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评级分布 Rating Distribution





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, US – SP500; for all other China-concept stocks – MSCI China.

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。

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, 2023

	Outperform	Neutral	Underperform
		(hold)	
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.

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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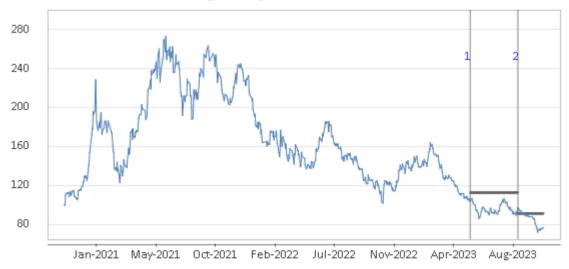
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Recommendation Chart

Jiugui Liquor - 000799 CH



- 1. 18 May 2023 NEUTRAL at 103.4 target 112.9.
- 2. 4 Sep 2023 NEUTRAL at 97.16 target 91.5.

Source: Company data Bloomberg, HTI estimates

