6 Jan 2024



贵州茅台 Kweichow Moutai (600519 CH)

贵州茅台近况更新:2023年收入超预期收官,2024年终端为王

2023 Production and Operation Review: Revenue Exceeds Expectation to Close Year 2023, and since 2024 Terminal is Key

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM

评级 优千大市 OUTPERFORM 现价 Rmb1.663 目标价 Rmb2,050 HTI ESG 1.6-1.6-3.0 E-S-G: 0-5. (Please refer to the Appendix for ESG comments) 义利评级 BBB-来源: 盟浪. Reproduced by permission; no further distribution Rmb2,090bn / US\$292.15bn 日交易额 (3 个月均值) US\$598 27mn 发行股票数目 1.256mn 自由流通股(%) 1年股价最高最低值 Rmb1.913-Rmb1.629

注: 现价 Rmb1,663 为 2024 年 1 月 5 日收盘价



>	<u> Fait at Prairie</u>		r i i i i i i i i i i i i i i i i i i i		
Jan-23 <i>资料来源:Factset</i>	May-2	3 Se	p-23	Jan-24	
绝对值		1mth -3.9%	3mth -6.4%	12mth -1.0%	
绝对值(美元)		-4.1%	-4.5%	-4.7%	
相对 MSCI China		33.9%	32.7%	45.9%	
<i>(</i> - <i>(</i>)					
(Rmb mn)	Dec-22A	Dec-23E	Dec-24E	Dec-25E	
营业收入	127,554	149,500	172,275	197,253	
(+/-)	17%	17%	15%	14%	
净利润	62,716	73,500	85,800	98,719	
(+/-)	20%	17%	17%	15%	
全面摊薄 EPS (Rmb)	49.93	58.51	68.30	78.59	
毛利率	92.0%	92.0%	92.3%	92.2%	
净资产收益率	30.6%	30.5%	30.5%	30.2%	

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资料来源:公司信息,HTI

市盈率

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(Please see APPENDIX 1 for English summary)

贵州茅台公布 2023 年生产经营情况, 4023 收入超预期, 归 母净利润低于预期。经过初步核算,2023年公司预计实现营业 总收入约 1,495 亿元,对应 4Q23 收入约 442 亿元,同比增长约 17%, 高于我们预期。其中茅台酒营业收入约 1,258 亿元, 对应 4Q23 茅台酒收入约 385 亿,同比增长 15.2%,低于我们预期,主 要因为 4Q23 茅台非标酒或有所控量; 系列酒营业收入约 204 亿 元,首次突破 200 亿元, 其中 1935 破百亿, 同比增长约 28%, 对 应 4Q23 系列酒收入约 48 亿,同比增长约 41%,超我们预期。2023 年公司预计实现归属于上市公司股东的净利润约735亿元,同比增 长约 17.2%, 对应 4Q23 归母净利润约 206 亿, 同比增长 12.6%, 低干我们预期, 主要因为 4023 系列酒增量较多, 且非标酒控量, 拉低总体利润率水平。经过公司初步核算,2023 年度生产茅台酒 基酒约 5.72 万吨, 系列酒基酒约 4.29 万吨。

公司战略升级,终端为王,数字化规划清晰完善。在茅台集 团 2024 年度市场工作会上, 丁雄军董事长以"美无止境, 我无止 境"为主题解读公司战略升级,强调终端为王。要坚持产品、渠 道、品牌、终端"四端"并驾齐驱,要把握好"四端"之间的关系及 "一盘棋"战略,"五合营销法"与终端的关系。强调持续坚持终端为 王,以消费者为核心,进一步理解好终端对于市场的重要意义, 并坚持形态、业态、生态"三态"齐抓共建。根据茅台市场工作会议 数据,2023 年 i 茅台注册用户超 5300 万,累计交易额 443 亿;巽 风数字世界,主要投放节气酒等产品,注册用户530万人,交易额 40 亿以上。2024 年公司将对 i 茅台持续升级, 公司将探索数字藏 品可交易和数字社区等运营工作。此外,公司将推出 MOUTIME、 π 美社区等新模式新业态,数字化探索走在行业前列,引领白酒行 业数字化营销和发展。

区域上加快国际化终端建设,持续加大茅台非标酒和文化酒 的产品创新。2024年起公司将逐步增加茅台酒、系列酒和集团家 族产品的出口量,力争在 2027 年实现"国际出口市场营业收入超 100 亿元"的目标。兼顾好国内和国际两个市场,推动形成"互为支 撑、互为补充"的市场格局。总体坚持"合同签订主体不增、合同计 划总量不增",通过激励政策、配比政策、价格政策、业务政策等 引导鼓励各渠道商积极拓展国际市场。目前茅台在海外已覆盖 64 个国家和地区,拥有 106 家国际渠道商,44 家专场店和 3 家文化 体验馆。产品推新方面,在上月末推出了散花飞天(53%vol 500ml),将于 i 茅台投放,预计限量供应;并在巽风平台将推出 巽风酒(53%vol 375ml)。茅台系列酒方面,预期公司将持续推出 和夯实各价位段主力产品,加大系列酒的发力和收入贡献。

投资建议与盈利预测。考虑非直营渠道茅台酒和部分非标酒提价影响,我们预期贵州茅台 2023-2025 年营业收入分别为 1495/1722.8/1972.5 亿元,较之前预期分别上调 0.5% /0.6%/0.1%。归母净利润分别为 735/858/987 亿元,较之前预期分别调整-1.0%/-0.2%/-0.7%。白酒行业自 2023 年起呈 K型分化,未来竞争将进一步加剧,份额将进一步整合,公司仍有望在各价格段拓宽市场并获取份额。2024 年起海外市场将成为茅台酒重要增量之一,系列酒也将在各价位段夯实主力大单品贡献收入。此外,茅台酒和系列酒的在建产能逐步落地也为收入增长给予稳定支持。贵州茅台股价对应 2023 年 28.6X PE, 2024 年 24.5X PE, 我们维持公司"优于大市"评级,给予 24 年 30X PE 估值,维持目标价 2050 元,较现价有 23%的上行空间。

风险提示。消费力低于预期,经济低于预期。

表 1 可比上市公司估值预测

上市公司	证券代码	收盘价 (元)	EPS (元)		PE(倍)			
工业公司	证分代码	权益训 (九)	2022	2023E	2024E	2022	2023E	2024E
000858.SZ	五粮液	132.3	6.88	7.78	8.82	19.2	17.0	15.0
000568.SZ	泸州老窖	165.0	7.04	9.16	11.17	23.4	18.0	14.8
600809.SH	山西汾酒	217.5	6.64	8.5	10.71	32.8	25.6	20.3
002304.SZ	洋河股份	102.4	6.22	7.52	8.95	16.5	13.6	11.4
000596.SZ	古井贡酒	211.6	5.95	8.01	10.14	35.6	26.4	20.9
000799.SZ	酒鬼酒	69.3	3.23	2.53	3.27	21.5	27.3	21.2
6979.HK	珍酒李渡	8.9	0.37	0.49	0.65	24.4	18.2	13.8
平均值							20.9	16.8

资料来源: wind, HTI

注: 收盘价为 2024 年 1 月 4 日数据, 盈利预测来源于 HTI 和 Wind 一致预期

利润表 (百万元)	2022A	2023E	2024E	2025E	主要财务指标	2022A	2023E	2024E	2025E
营业收入	127, 554	149,500	172, 275	197, 253	每股收益	50	59	68	79
营业成本	(10, 093)	(11, 892)	(13, 182)	(15, 285)	每股净资产	202	241	284	333
其他成本	(106)	(124)	(143)	(164)	每股经营现金流	29	63	73	-
毛利	117, 355	137, 484	158, 950	181,804	每股股利	26	32	38	45
税金及附加	(18, 496)	(21, 940)	(24, 926)	(28, 540)	毛利率%	92.0%	92.0%	92.3%	92. 2%
销售费用	(3, 298)	(3, 823)	(4, 344)	(4, 973)	EBITDA率%	69.0%	68. 7%	69.3%	69.3%
管理费用	(9, 147)	(10, 715)	(12, 242)	(13, 622)	营业利润率%	67. 7%	67.5%	68. 2%	68. 3%
EBITDA	88,010	102, 661	119, 312	136, 708	净利率%	49. 2%	49. 2%	49.8%	50.0%
营业利润	86, 399	100,950	117, 438	134, 669	净资产收益率%	30. 6%	30.5%	30.5%	30. 2%
财务费用	1,463	1,553	1, 296	1,575	营业收入yoy%	16. 5%	17. 2%	15. 2%	14.5%
投资收益/损失	64	30	_	_	EBIT yoy%	17. 2%	16.8%	16. 3%	14. 7%
其他非经营性收益	24	120	120	120	净利润yoy%	19. 6%	17. 2%	16. 7%	15. 1%
其他非经营性损失	(249)	(249)	(249)	(249)	资产负债率	5. 1	4. 9	4. 7	4. 6
税前利润	87, 702	102, 404	118, 606	136, 115	流动比率	4. 4	4. 2	4. 2	4. 1
所得税费用	(22, 326)	(25, 842)	(29, 931)	(34, 349)	存货周转天数	1, 389	1, 297	1, 287	1, 221
少数股东权益	(2,659)	(2,712)	(2,875)	(3, 047)	应收账款周转天数	3	3	3	3
净利润	62, 716	73, 500	85,800	98, 719	应付账款周转天数	1, 220	1, 270	1,320	1,370
现金流量表(百万元)	2022A	2023E	2024E	2025E	资产负债表(百万 元)	2022A	2023E	2024E	2025E
净利润	62, 716	73,500	85,800	98, 719	现金及等价物	174, 447	216, 059	262, 461	314, 639
少数股东权益	2, 659	2,712	2,875	3, 047	应收账款	929	1, 115	1,338	1,606
折旧摊销	1, 611	1,710	1,873	2,039	存货	38,824	42,707	46, 977	51,675
运营资产的增加/减生	(29, 127)	1,047	1,389	1,800	流动性资产	216, 611	262, 653	313, 964	371,587
应收账款	(15, 052)	(186)	(223)	(268)	固定资产	21,951	24, 323	26, 792	29, 313
存货	(5, 430)	(3, 882)	(4, 271)	(4, 698)	无形资产	7,083	7, 387	7, 680	7,960
应付账款	(8, 645)	5, 115	5,883	6, 765	总资产	254, 365	303, 143	357, 276	417, 758
其他运营相关现金	(1, 161)	(362)	(416)	(478)	应付账款	34, 103	39, 218	45, 101	51,866
经营活动产生的现金	36, 699	78,608	91,522	105, 126	短期有息负债	_	_	_	_
资本支出	(5, 307)	(4, 387)	(4, 635)	(4, 840)	流动性负债	49,066	62,057	75, 563	90, 549
资产收购和剥离	0	_	-	-	长期有息负债	_	_	_	-
投资	210	(60)	(60)	(60)	长期负债	334	334	334	334
其他投资相关的现金	(441)	_	_	_	总负债	49,400	62, 391	75, 897	90,884
投资活动产生的现金	(5, 537)	(4, 447)	(4, 695)	(4, 900)	股本	1, 256	1, 256	1, 256	1, 256
支付的股息	(27, 228)	(32, 549)	(40, 425)	(48, 048)	留存收益	193, 825	226, 900	264, 652	307, 101
其他融资相关的现金	_	_	_	_	其他普通股权益	2, 426	2, 426	2, 426	2, 426
融资活动产生的现金	(43, 594)	(32, 549)	(40, 425)	(48, 048)	总股本	197, 507	230, 582	268, 334	310, 783
汇率变化的影响	1	_	_	_	所有者权益	204, 965	240, 752	281, 378	326, 874
总现金流	(12, 431)	41, 612	46, 402	52, 179	总负债和所有者权益	254, 365	303, 143	357, 276	417, 758

资料来源: HTI

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APPENDIX 1

Summary

Guizhou Moutai announced its 2023 production and operation, with 4Q23 revenue better than expectation and net attributable profit lower than expected. Based on preliminary accounting, the company is expected to realize total operating income of about 149.5 billion yuan in 2023, corresponding to 4Q23 income of about 44.2 billion yuan, an increase of about 17% year-on-year, higher than our expectations. Among them, Moutai liquor realized operating income of about 125.8 billion yuan, corresponding to 4Q23 Maotai wine income of about 38.5-billion-yuan, year-on-year growth of 15.2%, lower than our expectations, mainly because of reducing shipment of 4Q23 Moutai non-standard liquor. Moutai series liquor realized operating income of about 20.4 billion yuan, for the first time to break through the 20 billion yuan, of which 1,935 broke ten billion yuan, a year-on-year growth of about 28%, corresponding to 4Q23 Moutai series liquor income of about 4.8 billion, a year-on-year growth of about 41%, exceeding our expectations. In 2023, the company is expected to achieve net profit attributable to shareholders of listed companies of about 73.5 billion yuan, an increase of about 17.2% year-on-year, corresponding to 4Q23 net profit of about 20.6 billion, an increase of 12.6% year-on-year, lower than our expectations, mainly because Moutai series liquor was realized more in 4Q23, and non-standard Moutai liquor shipment was reduced as we expected, pulling down the overall level of profitability. Based on the company's preliminary accounting, the annual production of Moutai liquor base is of about 42,900 tons in 2023.

Investment Recommendations and Earning Forecast. Considering the price hike of non-direct channel Feitian Moutai and some non-standard Moutai liquor, we expect Guizhou Moutai's operating income to be 149.5/172.28/197.25 billion yuan, and compared with the previous estimates were adjusted upward by 0.5% /0.6%/0.1%. we expect Guizhou Moutai's net profit to be 73.5/85.8/98.7 billion yuan, and compared with previous estimates were adjusted -1.0% / -0.2% / -0.7%. The white liquor industry has been K-shaped since 2023, and the competition will be further intensified in the future and share will be further consolidated. Moutai is still expected to broaden the market in all price segments and gain share. Since 2024, overseas market will become one of the important incremental channels of Moutai liquor, and Moutai series liquor will gain market share in different price segments. In addition, the under-construction capacity of Moutai liquor and series liquor will gradually come on stream to support stable revenue growth. Guizhou Moutai is currently trade at 28.6X PE in 2023, 24.5X PE in 2024. We maintain the company "outperform" rating, giving 24 years 30X PE valuation, with a target price of 2050 RMB, with 23% upside.

Risk: Lower than expected consumption power. Slower-than-expected economic growth

APPENDIX 2

ESG Comments

Environmental:

我们护生态,持续擦亮绿色底色。践行"绿水青山就是金山银山"理念,坚持生态优先,绿色发展,坚定走好"绿线"发展道路。积极响应"双碳"战略,实施"增水、提气、固土、护微、生态系统平衡"五大专项工程,开展"节能降碳增效、绿色产品设计、产业链绿色转型、绿色科技创新、绿色低碳生活"五大专项行动。

Social:

我们强担当,竭诚回报奉献社会。始终秉承"大品牌、大担当"的责任理念,与社会共享发展成果。坚持员工是最宝贵的财富,实施"四项计划"和"四项工程",人才活力全域迸发。

Governance:

我们优治理,全面推动提质增效。 坚持以高质量党建引领高质量发展, 持续优化公司治理结构,大力推进 现代企业制度建设。完善投资者关 系管理,持续为股东创造价值回报。 强化内部控制建设,树立"大合规" 意识,夯实法治管理体系,提升风 险防范能力。



附录 APPENDIX

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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。

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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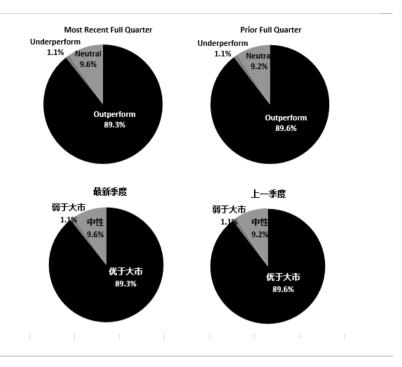
Analyst Stock Ratings

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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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 日海通国际服	t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

Neutral Underperform	Outperform	
(hold)		
1.1% 9.6%	89.3%	HTI Equity Research Coverage
5.8% 10.0%	3.9%	IB clients*
1.1%		1 7

^{*}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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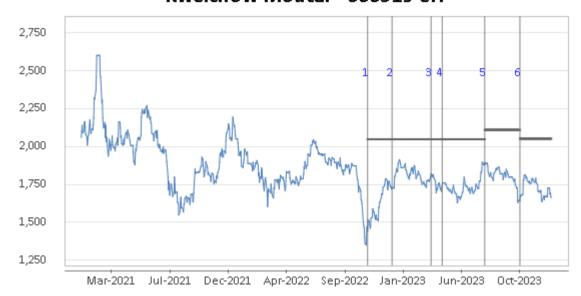
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Recommendation Chart

Kweichow Moutai - 600519 CH



- 1. 3 Nov 2022 OUTPERFORM at 1472.0 target 2048.0.
- 2. 30 Dec 2022 OUTPERFORM at 1719.0 target 2048.0.
- 3. 31 Mar 2023 OUTPERFORM at 1800.0 target 2048.0.
- 4. 26 Apr 2023 OUTPERFORM at 1730.0 target 2048.0.
- 5. 3 Aug 2023 OUTPERFORM at 1880.0 target 2110.0.
- 6. 24 Oct 2023 OUTPERFORM at 1643.0 target 2052.0.

Source: Company data Bloomberg, HTI estimates