



估值低位,配置价值凸显

Ting Sun ting.sun@htisec.com 投资要点: 2024 年 3 月日均股基交易额提升明显。两融余额有所下 滑。资本市场各项改革持续推进, 头部券商优势显著。保险行业 2023 年以来负债端持续大幅改善,中长期看好康养产业发展;十年期国 债收益率仍在低位,如果后续经济预期改善、长端利率上行。保险 公司投资端压力将显著缓解。重点关注:中国人寿、中国太保、中 国平安、新华保险、中信证券、华泰证券、中金公司等。

- 非银行金融子行业近期表现:最近5个交易日(2024年3月4日-3月8日). 多元金融行业、证券行业、保险行业跑输沪深 300 指数。保险行业下跌 0.85%. 证券行业下跌 2.96%, 多元金融行业下跌 4.00%, 非银金融整体下跌 2.38%, 沪 深 300 指数上涨 0.20%。
- 证券: 2024年3月交易量提升,证监会主席吴清出席十四届全国人大二次会议 记者发布会。1) 2024年3月交易量同比、环比皆上升。3月日均股基交易额为 11048 亿元, 同比提升 11.91%, 环比 2 月提升 2.05%。两融余额 14945 亿元, 同 比下降 5.66%, 较年初下降 1.91%。2) 证监会主席吴清出席十四届全国人大二 次会议记者发布会,回应市场关切。吴清主席就投融资平衡发展,投资者保护, 打击市场违规行为, 提高上市公司质量稳定市场等问题回答记者提问。下一步, 证监会将把握强监管、防风险、促发展的主线,坚持市场化法治化方向,尊重 规律, 尊重规则, 进一步推动资本市场高质量发展。3) 证监会召开资本市场法 治建设座谈会, 加大行政、民事和刑事立体追责力度。会上认为, 办好资本市 场,必须坚持市场化法治化改革方向,从制度上保障资本市场良法善治,要进 一步完善中国特色证券期货执法司法体系, 优化行刑衔接机制, 加强执法司法 高效协同,加大行政、民事和刑事立体追责力度,全面提升"零容忍"执法效能。 4) 2024年3月8日券商行业(未包含东方财富)平均估值1.2x 2024E P/B, 重 点关注全面受益于活跃资本市场政策的优质龙头,如中信证券、华泰证券、中 金公司等。
- 保险:保费短期承压、中长期预计持续改善、资产端展望乐观。1)上市险企披 露 2024 年 1 月保费收入。上市寿险公司 1 月单月保费收入同比-4.6%,产险公司 1 月单月保费合计同比+3.8%, 其中人保车险单月保费同比+2.9%, 非车险同比 +2.6%。寿险保费同比下滑,我们预计主要由于:①银保渠道在"报行合一"政策 后趸交业务受到较大影响, (2)2023年1月新单增速较低, 导致 2024年1月对 应续期保费增速承压。2)金监总局披露保险行业 2023 年经营数据,全年财务 投资收益率仅 2.23%。2023 年末,保险公司总资产 29.96 万亿元,较年初增长 10.4%。其中,产险公司总资产2.8万亿元,较年初增长3.3%;人身险公司总资 产 25.9 万亿元, 较年初增长 10.9%。2023 年全年, 保险公司原保险保费收入 5.1 万亿元,同比增长9.1%。赔款与给付支出1.9万亿元,同比增长21.9%。新增保 单件数 754 亿件,同比增长 36.1%。3)保险业经营具有显著顺周期特性,未来 随着经济复苏,负债端和投资端都将显著改善。2024年3月8日保险板块估值 0.32-0.65 倍 2024E P/EV, 仍处于历史低位。
- 多元金融:1)信托:2023 年三季度末信托资产规模为 22.64 万亿元,同比+7.45%; 2023Q1-3 信托行业经营收入 651 亿元, 同比-3.31%; 利润总额 406 亿元, 同比 +6.05%。《信托公司监管评级与分级分类监管暂行办法》发布实施,未来信托 公司将在差异化监管的规范下逐步走向差异化发展之路。2) 期货: 2024 年 2 月全国期货交易市场成交量为 3.3 亿手,成交额为 30.5 万亿元,同比分别-38.7%、 -25.6%。2024年1月全国期货公司净利润0.54亿元,同比-93%。
- ◆ 行业排序及重点公司:行业偏好排序为保险>证券>其他多元金融,重点关注中 国人寿、中国太保、中国平安、新华保险、中信证券、华泰证券、中金公司等。
- 风险提示:市场低迷导致业绩和估值双重下滑。

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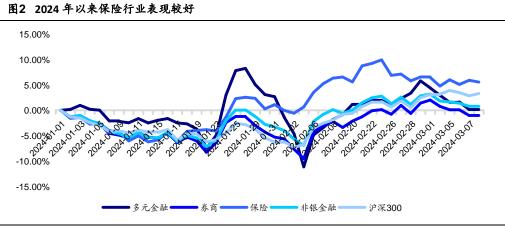
1. 非银行金融子行业近期表现

最近5个交易日(2024年3月4日-3月8日),多元金融行业、证券行业、保险行业跑输沪深300指数。保险行业下跌0.85%,证券行业下跌2.96%,多元金融行业下跌4.00%,非银金融整体下跌2.38%,沪深300指数上涨0.20%。

图1 最近5个交易日(2024.3.4-2024.3.8)非银金融子行业表现 券商指数 保险指数 多元金融指数 非银金融 沪深300 7% 6% 5% 4% 3% 2% 1% 0% -1% -2% -3% -4% -5% ■最近5个交易日 ■2024年3月以来 ■2024年初以来

资料来源: wind, HTI

2024年以来(截至 3 月 8 日),保险行业表现好于多元金融行业和证券行业。保险行业上涨 5.58%,多元金融上涨 0.25%,证券行业下跌 0.99%,非银金融上涨 0.74%,沪深 300 指数上涨 3.32%。



资料来源: wind, HTI 注: 数据截止至 2024 年 3 月 8 日

公司层面,最近5个交易日中,保险行业中,中国人保、中国平安股价表现相对较好,天茂集团表现相对较差;证券行业中,国联证券表现较好,方正证券、西部证券表现相对较差;多元金融行业中,江苏国信表现较好,*ST民控、新力金融表现相对较差。

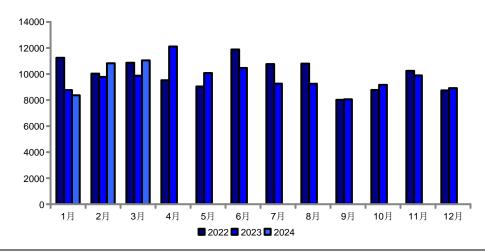


2. 非银行金融子行业观点

2.1 证券: 2024 年 3 月交易量同比、环比皆提升,证监会主席吴清出席 十四届全国人大二次会议记者发布会

2024 年 3 月交易量同比、环比皆上升。3 月日均股基交易额为 11048 亿元,同比提升 11.91%,环比 2 月提升 2.05%。两融余额 14945 亿元,同比下降 5.66%,较年初下降 1.91%。3 月份 IPO 发行 2 家,募集资金 17 亿元。

图3 2022-2024 年各月日均股基交易额 (亿元)



资料来源: wind, HTI 注: 数据截止至 2024 年 3 月 8 日

3月权益市场迎来反弹。2024年3月沪深300指数上涨0.82%,上年3月下跌0.46%, 2024年2月上涨9.35%;创业板指数上涨0.01%,上年3月下跌1.22%,2024年2月上涨14.85%;上证综指上涨1.02%,上年3月下跌0.21%,2024年2月上涨8.13%;中债总全价指数上涨0.16%,上年3月上涨0.3%,2024年2月上涨0.57%;万得全A指数上涨0.8%,上年3月下跌0.83%,2024年2月上涨9.67%。

表 1 各指数涨跌情况

日期	沪深 300 指数	创业板指	上证综指	中债总全价指数	万得全A
2024年3月	0.82%	0.01%	1.02%	0.16%	0.80%
2024年2月	9.35%	14.85%	8.13%	0.57%	9.67%
2023年3月	-0.46%	-1.22%	-0.21%	0.30%	-0.83%
2023 年全年累计	-11.38%	-18.41%	-4.87%	2.27%	-11.11%
2024 年至今累计	3.32%	-4.45%	2.39%	1.47%	-3.38%

资料来源: wind, HTI 注: 数据截止至2024年3月8日

证监会主席吴清出席十四届全国人大二次会议记者发布会,回应市场关切。十四届全国人大二次会议在梅地亚中心新闻发布厅举行记者会,吴清在答中外记者提问时回答了许多市场关心的问题。一是关于投融资平衡。强调投资和融资是一体两面,不可分割。投融资平衡发展进入良性循环,资本市场才能形成良性发展。监管者要特别关注公平问题,把公开、公平、公正作为最重要的市场原则。保护投资者特别是中小投资者合法权益,是证监会工作最重要的核心任务。二是关于投资者保护。要进一步加强对投资者的保护,进一步增强投资者对市场的信心和信任,以吸引更多资金,特别是长期资金参与到这个市场。监管工作重点为"两强两严",强就是要强本强基,投资者是市场之本,严就是严监严管,依法从严监管市场,依纪从严管理队伍。三是关于打击市场违规行为。将加快补齐监管短板弱项,对问题机构、问题企业强化早期纠正,对各类风险及早处置,对各种违规行为露头就打,对重点领域、重大违法行为要重点严打,严打造假、欺诈,对各种违规行为露头就打,对重点领域、重大违法行为要重点严打,严打造假、欺诈,



严打操纵市场,严打内幕交易。对于技术性离婚、融券卖出、转融通等行为,进一步堵 塞相关制度漏洞。对大股东实控人等违规违法减持的要严厉打击、依法打击。吴清强调, 正在梳理下一步的工作、把握强监管、防风险、促发展主线、坚持市场化法治化原则、 尊重规律、尊重规则。要设置更加严格的退市制度,做到应退尽退,也鼓励推动一些公 司能够主动退市。强化穿透式的监管,严肃整治、严厉打击财务造假和侵占上市公司利 益的违法违规行为。**五是关于分红。**吴清表示,推动有条件的公司,鼓励一年多次分红, 鼓励春节前分红。近年来,A 股上市公司分红情况持续改善,但常年不分红的公司也不 少,稳定性、及时性、可预期性分红的比例还有待进一步提高。对多年不分红或者分红 比例偏低的公司区分不同情况采取硬措施。六是关于提高上市公司质量。企业必须扛起 第一主体责任,控股股东、实控人、董监高作为企业的"关键少数",必须走在前面;监 管部门、行业主管部门、地方政府、中介服务机构、中介机构要各负其责。发行上市、 并购重组、股权激励等制度需要与时俱进,进一步的适应新质生产力发展需要,进行一 些必要制度政策的调整完善,增强包容性、适应性,让真正有潜力的企业在资本市场支 持下能够成长壮大,不断改善上市公司结构,让投资者能够更好地分享经济高质量发展 的成果。七是关于稳定市场。市场运行有其自身规律,正常情况下不应干预,但是当市 场严重脱离基本面, 出现非理性剧烈震荡, 流动性枯竭、市场恐慌、信心严重缺失等极 端情形时,该出手就果断出手,纠正市场失灵,证监会已经有一些行之有效的做法,还 将健全相关机制,坚决防范发生系统性风险。

证监会召开资本市场法治建设座谈会,加大行政、民事和刑事立体追责力度。证监会党委书记、主席吴清主持召开资本市场法治建设座谈会,就完善资本市场基础制度、加强法治保障听取意见建议。座谈会上,与会代表对下一步工作思路和重点举措提出了意见建议:办好资本市场,必须坚持市场化法治化改革方向,加快上市公司监管、证券公司监管、证券投资基金监管、债券监管等各领域立法修法,及时评估完善业务规则,从制度上保障资本市场良法善治。进一步完善中国特色证券期货执法司法体系,优化行刑衔接机制,加强执法司法高效协同,加大行政、民事和刑事立体追责力度,全面提升"零容忍"执法效能。进一步落实民事赔偿救济,制定内幕交易、操纵市场民事赔偿等司法解释,加大代表人诉讼实施力度,发挥好当事人承诺制度作用,对违法犯罪行为的"首恶"精准追责、大力追赃挽损,切实保护好投资者特别是广大中小投资者的合法权益。

券商板块估值低位,建议关注。目前(2024年3月8日)券商行业(未包含东方财富)平均估值1.2x2024EP/B,估值处于较低水平。我们认为,考虑到行业发展政策积极,一批优质特色券商有望脱颖而出。

重点标的:中信证券、华泰证券、中金公司等。

风险提示:资本市场大幅下跌带来业绩和估值的双重压力。

2.2 保险:负债端改善大趋势不变,资产端边际乐观

上市险企披露原保费收入:中国人寿、平安人寿、太保人寿、新华保险、人保寿险 2024年1月原保费同比分别+2.2%、-3.9%、-14.7%、-15.0%、-18.5%。2)人保财险、平 安产险、太保产险、众安在线 2024年1月保费同比分别+2.7%、+1.1%、+8.9%、+19.9%。 1)上市寿险公司 1 月保费合计同比-4.6%,仅国寿正增长,太保、新华和人保寿险同比 降幅相对较大,我们预计主要由于:(1)银保渠道在"报行合一"政策后趸交业务受到较大 影响, ②2023 年 1 月新单增速较低, 导致 2024 年 1 月对应续期保费增速承压, ③24 年开门红预收暂停导致业务节奏调整;而国寿实现正增长或主要由于开门红筹备较早。 人保寿险 1 月长险首年、期交首年分别同比-27.0%、+0.4%, 趸交业务则同比显著下滑 42.7%。我们认为,当前居民储蓄需求依然旺盛,银行存款利率多次下调,保险产品相对 吸引力进一步凸显,仍然看好险企负债端增长韧性。目前银保渠道"报行合一"已经基本 落实,伴随监管加强费用管理,叠加各险企改革转型持续深入、逐步显效,保险行业有 望进一步降低经营风险、实现高质量发展。2)上市产险公司1月保费合计同比+3.8%。 1月人保财险车险保费同比+2.9%, 我们认为与上年同期基数较高有一定关系。根据中国 汽车工业协会微信公众号数据, 新年促销活动持续进行, 节前购车需求得到一定释放, 1 月汽车产销量同比分别增长 51.2%和 47.9%。1 月人保非车险保费同比+2.6%, 我们认为 非车险增速较低可能主要由于部分政策性业务延期所致,其中货运险/企财险/责任险/意



健险/农险/信保业务分别同比+27.2%/+10.0%/+6.7%/+1.6%/-2.1%/-33.3%。3) 我们认为,以人保财险为代表的龙头险企业务质地较好,车险业务中低赔付率的家自车占比较高、渠道费率可控,盈利空间远超中小险企,其竞争优势在改革下半场将愈发凸显。

表 2寿险公司保费收入(亿元)

寿险公司 保费收入	1月保費	同比	人保寿险保费结构	1月保费	同比
中国人寿	2066.00	2.2%	长险首年	140.84	-27.0%
平安人寿	989.43	-3.9%	趸交	70.21	-42.7%
太保人寿	449.27	-14.7%	期交首年	70.63	0.4%
新华保险	298.90	-15.0%	期交续期	174.96	-10.8%
人保寿险	320.04	-18.5%	短期险	4.24	24.7%
合计	4123.64	-4.6%	合计	320.04	-18.5%

人保健康险保费结构	康险保费结构 1月保费		
长险首年		64.10	-14.3%
趸交		53.72	-22.9%
期交首年		10.38	102.3%
期交续期		15.98	-1.8%
短期险		31.90	21.7%
合计		111.98	-4.5%

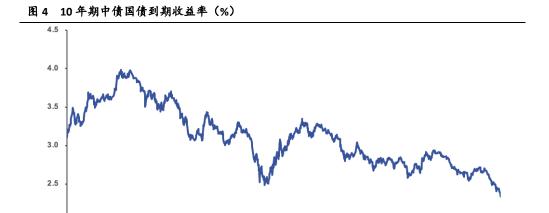
资料来源:中国平安、中国人寿、中国太保、新华保险、中国人保定期保费公告, HTI

表 3 产险公司保费收入(亿元)

产险公司保费收入	1月保费	同比	人保财险保费结构	1月保费	同比
人保财险	628.28	2.7%	机动车辆险	284.36	2.9%
平安产险	324.33	1.1%	意健险	173.41	1.6%
太保产险	253.93	8.9%	农险	59.85	-2.1%
众安在线	24.43	19.9%	责任险	40.12	6.7%
合计	1230.97	3.8%	企业财产险	31.81	10.0%
			信用保证险	6.22	-33.3%
			货运险	5.28	27.2%
			其他险种	27.23	15.6%
			合计	628.28	2.7%

资料来源:中国人保、中国平安、中国太保、众安在线定期保费公告,HTI

负债端改善大趋势不变,资产端承压;安全边际较高,攻守兼备。保险业经营具有显著顺周期特性,随着经济复苏,基本面改善已在进行中。1)2023年2月以来,新单保费持续高增长,预计在宏观经济改善趋势下,保险产品消费需求将逐步复苏。2)伴随国内稳增长政策持续落地,未来宏观经济预期改善,新增固收类投资收益率压力或将有所缓解。3)2024年3月8日保险板块估值0.32-0.65倍2024EP/EV,处于历史低位。



资料来源: wind, HTI

2018-01-03

2019-01-03

2017-01-03

风险提示:长端利率趋势性下行;股市持续低迷;新单保费增长不及预期。

2021-01-03

2022-01-03

2023-01-03

2024-01-03

2020-01-03

2.3 多元金融: 政策红利时代已经过去, 信托行业进入平稳转型期; 期货行业成交规模保持高位, 创新业务或是未来发展方向

金融监管总局发布《金融租赁公司管理办法(征求意见稿)》,准入门槛提高、新增 多项监管指标。主要修订内容如下:一是修改完善主要发起人制度。结合金融租赁业务发 展和现实需要,在原《办法》建立的三类发起人制度基础上,增加国有金融资本投资、运 营公司和境外制造业大型企业两类发起人;提高主要发起人的总资产、营业收入等指标标 准,促进股东积极发挥支持作用,切实承担股东责任;提高金融租赁公司最低注册资本金 要求,增强风险抵御能力。二是强化业务分级分类监管。按照业务风险程度及所需专业能 力差异,进一步厘清基础业务和专项业务范围,取消非主业、非必要类业务,严格业务分 级监管。适当拓宽融资渠道,增强股东流动性支持能力。三是加强公司治理监管。全面贯 彻近年来金融监管总局出台的关于公司治理、股东股权、关联交易和信息披露等方面监管 法规和制度要求,结合金融租赁公司组织形式、股权结构等特点,明确了党的建设、"三 会一层"、股东义务、薪酬管理、关联交易、信息披露等方面的监管要求。适当提高部分 股东资质条件,将主要发起人持股比例要求由不低于30%提高至不低于51%,新增杠杆率 及财务杠杆倍数指标。四是强化资本与风险管理。明确关于金融租赁公司资本充足、信用 风险、流动性风险、操作风险以及重大关联交易等方面的监管要求,优化增设部分监管指 标,明确监管评级、监管措施和行政处罚等方面监管要求。五是完善业务经营规则。根据 金融租赁行业业务发展以及经营管理中的薄弱环节,补充完善各项业务经营规则,重点是 增加对转受让融资租赁资产、联合租赁、固定收益类投资、融资租赁咨询服务、保理融资、 合作机构管理、员工管理、消费者权益保护、担保和保险合作、保证金业务等十个方面的 具体经营和管理规则。**六是健全市场退出机制。**结合近年来高风险非银机构风险处置实践 经验,明确解散、吊销经营许可证、撤销、接管、破产清算等五种处置方式,做好清算工 作安排。

2.3.1 信托: 资产规模渐趋平稳并小幅回升

资管新规过渡期结束,信托资产规模渐趋平稳。据中国信托业协会,截至 2023 年三季度,信托资产规模为 22.64 万亿元,同比增加 7.45%,较 2023 年二季度提升 4.42%。从信托功能来看,事务管理较 2023 年二季度末上升 2.27%至 8.7 万亿元,规模占比为 38.43%,较二季度末下降 8.1pct。信托行业由传统通道向主动管理转型继续深入。在监管引导下,信托业务资金来源结构持续优化,集合信托占比上升至 55.13%,单一资金信托占比下降至 17.49%,管理财产信托占比则相对稳定。从 2019 年 2 季度开始,集合资金信托占比开始超过单一资金信托,成为最主要的资金来源。2023 年 3 季度数据表明,信托行业在贯彻实施信托业务新分类标准过程中步伐稳健,以进促稳调整信托业务结构,融资类信托逐步式微、资产服务信托规模持续增长。信托公司转型方向更加清晰明确.



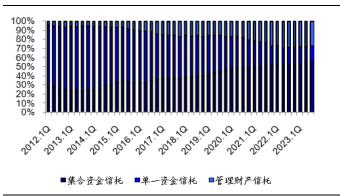
经营业绩整体恢复向好,为转型业务的盈利水平提升与优化争取了相对宽裕的时间和空间。

信托行业 2023 前三季度利润同比增长。信托行业 2023 前三季度实现经营收入 651 亿元,同比下降 3.31%,实现利润总额 406 亿元,同比增长 6.05%。2023Q3 单季经营收入环比 2023Q2 下滑 26.85%,利润总额环比下滑 32.43%。从收入结构来看,信托业务收入仍为主要来源,2023 年三季度,实现信托业务收入 387 亿元,同比下降 29.28%,收入占比为 59.48%,同比下降 21.84pct。投资业务累计收益为 221.06 亿,同比增长 37%。受个体事件影响,投资业务短期增长较为明显,同时在当年度拉低了信托业务的收入占比。总体上看,信托业务收入仍占经营收入的主导地位且占比稳步提升,信托公司回归信托本源的转型成效凸显。

图 5 信托行业经营收入及利润 1400 3.5 1200 3.0 1000 2.5 2.0 800 600 1.5 400 2016 2017 2018 ■经营收入(亿元,左轴) ■利润总额 (亿元, 左轴) 人均利润 (百万元,右轴)

资料来源:中国信托业协会,HTI

图 6 信托资产种类分布 (%)



资料来源:中国信托业协会,HTI

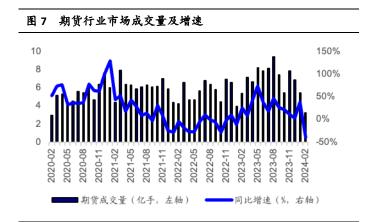
《信托公司监管评级与分级分类监管暂行办法》发布实施,未来信托公司将在差异 化监管的规范下逐步走向差异化发展之路。一是探索发展家族/家庭等财富管理服务信 托。信托业务分类标准构建了设立门槛覆盖全谱系财富、服务内容涵盖客户全生命周期 的细分类型,从服务对象和服务内容两个维度为信托公司展业创造巨大市场机遇。以建 立居民家庭财富信托账户为基础,信托公司可以提供财富分配与传承、保值增值、养老 消费、保险保障、特殊需要照护、遗嘱安排等多场景的财富管理和受托服务,切实当好 居民财富的好管家。二是不断提升标准化资产管理和服务能力。信托公司大力发展资产 管理类业务成行业共识。伴随我国资本市场从新兴市场向成熟市场不断发展,信托公司 作为机构投资者也需要建立与之匹配的投研能力、配置能力、产品能力和风控能力,稳 步提升资产管理信托的专业化管理能力,在大资管市场中发挥差异化竞争优势。除此之 外,信托公司还可以"生态合作者"的受托人身份开展资管产品服务信托,为私募基金等 资管机构提供资产估值、结算、信披等专业化的受托服务。**三是大力发展绿色信托。**信 托行业要积极践行 ESG 理念,主动参与气候投融资和碳金融,服务绿色低碳产业发展。 积极布局以颠覆性技术和前沿技术催生的战略新兴产业和未来产业,创新探索知识产权 信托和数据信托等新型资产服务信托,满足新质生产力的培育和拓展需求。除此之外, 预付类资金服务信托、担保品服务信托等行政管理服务信托和风险处置服务信托是信托 公司运用信托制度安排保护社会财富安全流转和盘活企业资产的长效机制,也有广阔的 市场发展空间。

政策超红利时代已经过去,行业进入平稳转型期。过去几年信托爆发式增长所依赖的制度红利正在逐步减弱,我们认为信托报酬率和 ROE 已不及高峰时期,行业的爆发式增长已经告一段落,未来行业将进入整固和平稳增长期。信托公司将通过强化管理、完善内部流程、产品创新等方面谋求转型,以适应市场和宏观经济的变化。



2.3.2 期货

期货行业市场成交量提升。根据期货业协会数据,以单边计算,2024年2月全国期货交易市场成交量为3.32亿手,成交额为30.47万亿元,同比分别-38.70%、-25.61%,环比2024年1月分别下降39.86%和30.78%。我们认为,受以下因素催化,期货市场成交规模将有所回升:1)受诸多不确定因素影响,大宗商品价格波动加剧将进一步催生更多产业客户的避险需求。2)目前国内期货市场交易品种不断扩充,随着广州期货交易所的建立和碳排放权期货的上市,将进一步扩大期货交易的基础。



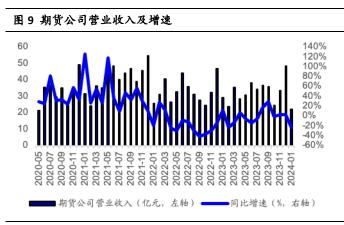


资料来源:中国期货业协会,HTI

资料来源:中国期货业协会,HTI

2024年1月期货公司利润环比2023年12月有所上升。截至2024年1月末,全国共有150家期货公司,分布在29个辖区。2024年1月实现营业收入22.46亿元,同比减少23.23%,环比2023年12月减少53.74%;净利润0.54亿元,同比减少93.02%,环比12月减少95.15%。(说明:以上统计范围仅为期货公司母公司未经审计的财务报表,不包含各类子公司,如资产管理公司、风险管理公司、中国香港公司等境内外子公司报表数据)。

我们预计以风险管理业务为代表的创新型业务将是期货行业未来转型发展的重要方向。我们认为,在期货经纪业务同质化竞争激烈、行业佣金费率面临下行压力等环境下,向以风险管理业务为代表的创新业务转型是期货公司发展的重要方向,预计未来风险管理业务在期货行业营收及利润中贡献将进一步提升。截至 2023 年 12 月末,共有 98 家期货公司在协会备案设立 101 家风险管理公司,其中 98 家风险管理公司备案了试点业务。12 月期货风险管理公司实现业务收入 188.16 亿元,环比 11 月减少 52.17 亿元,净利润为 0.1 亿元。



资料来源:中国期货业协会,HTI

资料来源:中国期货业协会,HTI



3. 行业排序及重点公司

行业偏好排序为保险>证券>其他多元金融,重点关注中国人寿、新华保险、中国太保、中国平安、中信证券、华泰证券、中金公司等。

非银金融目前平均估值仍然较低,具有安全边际,攻守兼备。1)保险行业受益于经济复苏、利率上行。储蓄类产品销售占比大幅提升,负债端预计显著改善,长期仍看好健康险和养老险发展空间。2)证券行业转型有望带来新的业务增长点。受益于市场回暖、政策环境友好,券商经纪业务、投行业务、资本中介业务等均受益。

风险提示:市场低迷导致业绩和估值双重下滑。



表 4 上市券商估值表 (2024年3月8日)

证券简称	股价 市值 P/E(倍)				P/B(倍)			
	(元)	(亿元)	2022	2023E	2024E	2022	2023E	2024E
中信证券	20.80	3083	14.5	13.5	12.1	1.3		1.1
东方财富	13.56	2150	25.3	25.1	21.6	3.3	2.9	2.5
国泰君安	14.82	1320	11.5	10.5	9.0	0.9	0.9	0.8
华泰证券	14.44	1304	11.8	10.0	8.8	0.9	0.8	0.7
中国银河	11.98	1310	16.9	15.0	12.7	1.5	1.2	1.2
申万宏源	4.48	1122	40.2	18.0	16.4	1.2	1.1	1.1
广发证券	13.92	1061	13.4	12.3	10.5	1.0	0.9	0.8
中金公司	33.78	1631	18.5	22.3	18.8	2.0	1.6	1.6
中信建投	22.93	1779	23.7	19.7	16.2	2.6	2.3	2.1
招商证券	13.97	1215	15.1	13.7	12.5	1.2		1.0
东方证券	8.63	733	24.4	17.9	15.3	1.0		0.9
国信证券	8.47	814	12.3	12.5	10.9	1.1	1.0	0.9
兴业证券	5.73	495	16.4	17.1	12.8	0.9	0.9	0.9
光大证券	16.70	770	24.1	17.9	24.6	1.4		1.1
浙商证券	10.15	394	23.8	22.8	19.2	1.5	1.5	1.4
东吴证券	7.19	360	20.1	15.9	13.9	0.9	0.9	0.8
长江证券	5.31	294	15.0	10.9	10.1	1.0	0.0	
方正证券	7.45	613	28.6	24.4	20.5	1.4	1.4	1.3
长城证券	7.65	309	34.3	18.4	16.7	1.1		2.0
国金证券	8.88	331	24.3	18.4	15.5	1.1	1.1	1.0
西部证券	7.27	325	39.4	34.5	33.1	1.2		2.0
红塔证券	7.41	350	907.2	153.4	87.8	1.5		
财通证券	7.81	363	21.4	16.8	14.1	1.1		1.0
国元证券	6.80	297	17.1	15.6	12.2	0.9		0.8
东兴证券	8.20	265	51.2	29.3	26.1	1.0		0.0
国海证券	3.46	221	88.7	25.5	20.1	1.2		
华西证券	7.73	203	48.0	21.6	18.1	0.9		
中原证券	3.72	173	162.1	44.6	37.9	1.3		
天风证券	3.03	263	-17.4	62.0	43.5	1.1		
山西证券	5.24	188	36.0	31.9	27.1	1.1		
华创阳安	7.66	173	45.8	31.9	27.1	0.9		
华安证券	4.70	221	45.8 18.7	18.1	15.7	1.1		1.0
中银证券								
第一创业	10.56 5.59	293 235	26.9 49.3	29.9 39.8	27.4 34.9	1.8 1.6	1.6	1.6 1.5
另一创业 西南证券							1.0	1.5
国联证券	4.07	270 317	48.5 41.3	32.2 33.8	28.0 27.4	1.1 1.9	17	1.6
南京证券	11.19						1.7	1.6
附尔证芬 湘财股份	8.07	297	40.5	32.2	29.4	1.8	1 7	4 7
湘州股份 财达证券	7.25	207	-61.8	115.6	74.9	1.7	1.7	1.7
	7.55	245	81.0	35.6	33.5	2.2		
哈投股份	5.46	114	-11.7	70.0	66.5	1.0		
太平洋	3.34	228	-506.1	73.2	66.5	2.5		
华林证券	12.52	338	72.7	164.1	90.4	5.3		
锦龙股份	11.78	106	-26.9	-37.7	-57.4	3.7		
华鑫股份	14.56	154	43.9	37.1	35.4	2.1		
国盛金控	9.60	186	-42.5			1.7		
大券商平均			17.5	14.4	13.0	1.3	1.2	1.2
平均			36.6	31.1	23.8	1.5	1.3	1.2

资料来源: wind 一致预期, HTI



表 5 上市保险公司估值及盈利预测

证券简称	价格		EV	(元)					
A股	人民币元	2022	2023E	2024E	2025E	2022	2023E	2024E	2025E
中国平安-A	42.88	78.18	85.55	93.44	101.85	1.58	1.99	2.28	2.65
中国人寿-A	29.08	43.54	47.84	52.53	57.67	1.27	1.41	1.60	1.85
新华保险-A	31.44	81.93	88.77	96.74	105.46	0.78	0.90	0.99	1.10
中国太保-A	24.91	54.01	58.17	63.24	68.77	0.96	1.25	1.37	1.54
中国人保-A	5.26	6.41	7.14	8.03	9.03	0.08	0.12	0.14	0.15
证券简称	价格		P/EV(倍)				VNBX	(倍)	
A 股	人民币元	2022	2023E	2024E	2025E	2022	2023E	2024E	2025E
中国平安-A	42.88	0.55	0.50	0.46	0.42	-22.31	-21.42	-22.20	-22.22
中国人寿-A	29.08	0.67	0.61	0.55	0.50	-11.35	-13.35	-14.68	-15.45
新华保险-A	31.44	0.38	0.35	0.32	0.30	-65.00	-64.02	-65.69	-67.08
中国太保-A	24.91	0.46	0.43	0.39	0.36	-30.42	-26.63	-27.91	-28.43
中国人保-A	5.26	0.82	0.74	0.65	0.58	-13.68	-15.41	-20.47	-24.44
证券简称	价格		EPS(元)				BVPS	(元)	
A股	人民币元	2022	2023E	2024E	2025E	2022	2023E	2024E	2025E
中国平安-A	42.88	4.60	4.35	6.85	8.18	47.15	48.84	53.92	59.57
中国人寿-A	29.08	1.14	0.66	1.37	1.83	15.43	16.06	17.36	18.87
新华保险-A	31.44	3.15	2.56	4.11	5.26	32.98	35.37	40.61	50.59
中国太保-A	24.91	2.56	2.09	3.16	3.53	23.75	25.11	28.14	31.10
中国人保-A	5.26	0.55	0.48	0.57	0.66	5.01	5.52	6.11	6.77
证券简称	价格		P/E(倍)				P/B	(倍)	
A股	人民币元	2022	2023E	2024E	2025E	2022	2023E	2024E	2025E
中国平安-A	42.88	9.32	9.86	6.26	5.24	0.91	0.88	0.80	0.72
中国人寿-A	29.08	25.62	44.24	21.18	15.85	1.88	1.81	1.67	1.54
新华保险-A	31.44	9.99	12.30	7.66	5.98	0.95	0.89	0.77	0.62
中国太保-A	24.91	9.74	11.93	7.89	7.06	1.05	0.99	0.89	0.80

资料来源:保险公司历年财报,WIND,HTI(基于2024年3月8日收盘价)



APPENDIX 1

Summary

Investment Highlights:

March 2024 saw a significant increase in average daily trading volume of stocks and funds, with a slight decline in margin financing balances. Capital market reforms continue, with leading brokerages showing significant advantages. The insurance industry has seen substantial improvements in liabilities since 2023, and the long-term outlook for the healthcare industry is positive. With the ten-year government bond yield remaining low, insurers' investment pressures may ease if economic expectations improve and long-term interest rates rise. Top picks include China Life Insurance, China Pacific Insurance Group, Ping An Insurance Group Co of China, New China Life Insurance, CITIC Securities -H, Huatai Securities -H, China International Capital Corporation, etc. Recent performance of non-banking financial sub-sectors: In the last 5 trading days (March 4-8, 2024), the diversified financial, securities, and insurance sectors underperformed the CSI 300. The insurance sector fell by 0.85%, securities by 2.96%, diversified financials by 4.00%, and non-bank financials overall by 2.38%, while the CSI 300 rose by 0.20%.

Securities: March 2024 trading volume increased, with CSRC Chairman Wu Qing addressing concerns at the press conference of the second session of the 14th National People's Congress. 1) March's average daily trading volume was RMB 1104.8 billion, up 11.91% YoY and 2.05% from February. Margin financing balances were RMB 1494.5 billion, down 5.66% YoY and 1.91% from the beginning of the year. 2) Wu Qing discussed balanced investment and financing development, investor protection, combating market violations, and stabilizing the market by improving issuer quality. The CSRC will focus on strong regulation, risk prevention, and development, respecting market and legal principles to promote high-quality capital market growth. 3) The CSRC held a meeting on legal construction in the capital market, emphasizing comprehensive enforcement against administrative, civil, and criminal liabilities. 4) As of March 8, 2024, the brokerage sector (excluding East Money Information) had an average valuation of 1.2x 2024E P/B. We prefer leading companies benefiting from active capital market policies, such as CITIC Securities -H, Huatai Securities -H, and China International Capital Corporation.

Insurance: Premiums face short-term pressure but are expected to improve in the medium to long term, with a positive asset-side outlook. 1) Listed insurers reported January 2024 premium income. Life insurers saw a 4.6% YoY decrease in January premiums, while property & casualty insurers reported a 3.8% increase, with auto insurance up 2.9% and non-auto insurance up 2.6%. 2) The CBIRC disclosed the insurance industry's 2023 operating data, with a financial investment return rate of only 2.23%. Insurers' total assets reached RMB 29.96 trillion at the end of 2023, up 10.4% from the beginning of the year. 3) The insurance industry's cyclical nature suggests significant improvements in liabilities and investments with economic recovery. As of March 8, 2024, the insurance sector's valuation was 0.32-0.65x 2024E P/EV, still at a historical low.

Diversified Financials: 1) Trusts: As of Q3 2023, trust assets totaled RMB 22.64 trillion, up 7.45% YoY. 2) Futures: In February 2024, national futures market volume was 330 million contracts, with a turnover of RMB 30.5 trillion, down 38.7% and 25.6% YoY, respectively.

Investment advice: We prefer Insurance > Securities > Others, with top picks including China Life Insurance, China Pacific Insurance Group, Ping An Insurance Group Co of China, New China Life Insurance, CITIC Securities -H, Huatai Securities -H, and China International Capital Corporation.

Risk Warning: Market downturns may lead to dual declines in performance and valuations.

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

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

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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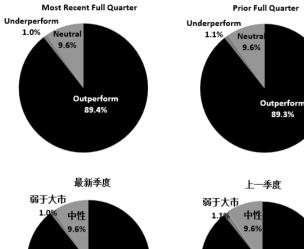
Outperform: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

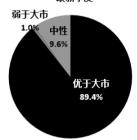
Neutral: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category.

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







89.3%

截至 2023 年 12 月 31 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%	9.6%	1.0%
投资银行客户*	3.9%	5.1%	5.6%

^{*}在每个评级类别里投资银行客户所占的百分比。

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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 December 31, 2023

	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	89.4%	9.6%	1.0%
IB clients*	3.9%	5.1%	5.6%

^{*}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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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.

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