

青岛啤酒 Tsingtao Brewery (600600 CH)

2023 年报点评:结构升级势能延续,提升分红行稳致远

The potential for structural upgrading continued, and increased dividends demonstrated confidence



观点聚焦 Investment Focus

维持优于	大市Ma	aintain O	UTPERFC)RM				
评级			优于大市 OL	JTPERFORM				
现价 Rmb83.37								
目标价 Rmb110.00								
HTI ESG 2.4-1.7-3.5								
E-S-G: 0-5, (Please refer to the Appendix for ESG comments)								
义利评级 来源: 盟港 Reproduced I	ov nermission: no	further distribution	nn	BBB+				
来源: 型液. Reproduced by permission; no further distribution 市值 Rmb91.30bn / US\$12.63bn								
日交易额 (3 个月均值	五)			JS\$53.87mn				
发行股票数目				704.70mn				
自由流通股 (%)				34%				
1年股价最高最低值			Rmb124.3	3-Rmb68.35				
注: 现价 Rmb83.37	为 2024 年 3 月	1 29 日收盘价						
	Price Retu	- n	ASCI China					
	Price Retui		/ISCI CIIIIIa					
115								
100	Ann							
85	many.		War.	J**				
70 —		Mark Share	-1	J*•				
55 ———			WW					
Volume			ana lilitadil <mark>imi</mark> l					
Mar-23	Jul-23	No	v-23					
资料来源: Factset								
		1mth	3mth	12mth				
绝对值		4.6%	10.7%	-24.7%				
绝对值(美元)		4.2%	8.8%	-28.3%				
相对 MSCI China		43.0%	50.3%	22.5%				
(Rmb mn)	Dec-23A	Dec-24E	Dec-25E	Dec-26E				
营业收入	33,936	35,533	37,235	38,927				
(+/-)	5%	5%	5%	5%				
净利润	4,268	4,993	5,805	6,634				
(+/-)	15%	17%	16%	14%				
全面摊薄 EPS	3.13	3.66	4.26	4.86				
(Rmb) 毛利率	38.7%	40.0%	41.4%	42.7%				
净资产收益率	15.5%	17.1%	18.5%	19.7%				
市盈率	27	23	20	17				
资料来源:公司信息,H								

(Please see APPENDIX 1 for English summary)

事件。公司 23 年实现营收 339.4 亿元,同比增长 5.5%;归母净利润 42.7 亿元,同比增长 15.0%;扣非归母净利润 37.2 亿元,同比增长 15.9%。23Q4 实现营收 29.6 亿元,同比降低 3.4%;归母净利润-6.4 亿元,同比下滑 15.0%;扣非归母净利润-8.8 亿元,同比下滑 34.5%。

销量承压同比转负,结构升级趋势不减。23 年/23Q4 公司实现销量 800.7/71.3 万千升,同比-0.8%/-10.1%。由于旺季销售的基数压力、供给侧的主动调整以及 Q4 舆论事件扰动影响,公司下半年销量同比-11.0%(23H1 同比+6.4%/)。全年来看,青岛品牌销量同比提升 2.7%,其中经典实现双位数增长,白啤增速在 30%以上,纯生小幅波动在 1%以内。23 年中高端销量占比提升 4.2pct 至40.5%,带动吨价同比+6.4%至 4172.1 元/千升,23H1/23H2 吨价增幅达+5.3%/+7.1%,环比提速。青岛品牌/其他品牌吨价增幅达5.9%/3.8%,结构升级成效显著。公司作为国产啤酒龙头品牌,产品质检和数字化水平业内领先,当前舆情事件影响已明显消退。

毛利带动净利率上行,分红比例大幅提升。23Q4 公司吨成本同比+4.3%至3009.3 元/千升,主因啤酒消费淡季销量有所下滑,固定成本分摊增多。但受益于结构升级顺畅,23 年/23Q4 公司毛利率同比+1.8pct/+2.2pct 至38.7%/27.5%。23 年公司销售费用率/管理费用率同比+0.8pct/-0.1pct 至13.9%/4.5%,主要是公司加大品牌宣传力度以及职工薪酬奖励。综合来看,23 年公司归母净利润率同比+1.0pct 至12.6%,盈利能力持续提升。报告期内公司基础分红比例同比提升16pct 至64%,考虑到公司经营稳定、现金流健康,未来常态化分红比例有望维持在较高水平。

投资建议及盈利预测。量价端:据国家统计局数据显示,2023 年全年啤酒行业量增0.3%至3546.6万千升。我们预计公司24年销量增速将呈现前低后高走势,全年持平微增;结构提升贡献收入主要增量,吨价中单位数增长。成本端:公司大麦价格同比降幅约10%,根据我们近期成本周报跟踪,年初以来玻璃、瓦楞纸价格仍在下行,铝材小幅波动,公司生产成本预计同比下降2%至2.5%,保障利润弹性。费用端:当前行业五强竞争格局相对稳定,头部企业高端化发展战略清晰且重视费效比,预计公司全年费率可控或者微降,品牌建设与渠道活动持续推进。我们预计公司2024-2026年EPS分别为3.66/4.26/4.86元(前值3.91/4.58元)。考虑到近期啤酒企业估值下移,但公司作为国内啤酒龙头,高端化进程仍在持续,给予2024年30xPE(前值28x),维持目标价110元,"优于大市"评级。

风险提示: 需求恢复缓慢、居民消费力下降、原材料价格再次上 涨

陈子叶 Susie Chen susie.zy.chen@htisec.com **闻宏伟 Hongwei Wen** hongwei.wen@htisec.com

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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)	
工业公司	证分八四	(元)	2023E	2024E	2023E	2024E
珠江啤酒	002461.SZ	7.8	0.28	0.36	28.0	21.5
重庆啤酒	600132.SH	64.5	2.76	3.31	24.1	19.5
华润啤酒	0291.HK	36.1	1.59	1.87	19.5	17.5
燕京啤酒	000729.SZ	9.2	0.22	0.31	40.9	29.2
平均值						21.9

资料来源: wind, HTI

注: 收盘价为 2024 年 3 月 29 日数据, 盈利预测来源于 Wind 一致预期

财务报表分析和预测

74 74 46 KY 41 41	17/1/1								
主要财务指标	2023A	2024E	2025E	2026E	利润表	2023A	2024E	2025E	2026E
毎股指标 (元)					营业收入	33,937	35,533	37,235	38,927
每股收益	3.13	3.66	4.26	4.86	营业成本	20,817	21,336	21,835	22,286
每股净资产	20.12	21.44	22.98	24.73	营业毛利	13,120	14,197	15,400	16,640
每股经营现金流	2.04	3.85	4.45	5.05	销售费用	4,708	4,868	4,990	5,138
导股股利	2.00	2.34	2.72	3.11	管理费用及其他经营收益	1,519	1,528	1,527	1,479
介值评估 (倍)					营业利润	6,892	7,801	8,884	10,023
P/E	26.65	22.78	19.59	17.14	应占联营公司溢利	0	0	0	0
P/B	4.14	3.89	3.63	3.37	其他收益净额	784	1,103	1,080	1,135
?/S	3.35	3.20	3.05	2.92	EBITDA	5,921	7,132	8,119	9,245
V/EBITDA	15.95	13.08	11.30	9.73	折旧及摊销	-1,138	-1,169	-1,225	-1,285
	2.4%	2.8%	3.3%	3.7%	EBIT	4,783	5,963	6,894	7,960
Q. (2) (2) (2) (2) (2) (2) (2) (2) (2) (2)	21.70	2.070	0.070	3,0	财务费用	457	491	572	618
三 利	38.7%	40.0%	41.4%	42.7%	利息收入	506	347	369	396
271千 争利润率	12.6%	14.1%	15.6%	17.0%	所得税	-1,398	-1,715	-1,921	-2,215
P·利州平 争资产回报率	15.5%	17.1%	18.5%	19.7%	净利润	4,348	5,087	5,914	6,759
护贝厂四报平				16.3%	• . •		-		
及资回报率	12.4%	13.8%	15.2%	10.3%	净利润(未含少数股东扩益)	ų 4,208	4,993	5,805	6,634
盈利增长(%)					股本	1,364	1,364	1,364	1,364
营业收入增长率	5.5%	4.7%	4.8%	4.5%	EPS	3.13	3.66	4.26	4.86
BIT 增长率	15.9%	24.7%	15.6%	15.5%					
争利润增长率	15.0%	17.0%	16.3%	14.3%	资产负债表 (百万元)	2023A	2024E	2025E	2026E
尝债能力指标					流动资产	29,612	31,230	32,856	34,752
S 产负债率	42.6%	41.5%	40.0%	38.4%	现金及现金等价物	19,282	20,481	22,009	23,816
マグ グ ヴィ 充动比率	1.75	1.81	1.89	2.00	存货	3,540	3,942	4,034	4,117
	1.54	1.58	1.66	1.76	应收账款及票据	100	118	123	129
1. 30 元十 见金比率	1.14	1.19	1.27	1.37	近秋 ^秋 秋久宗祝 抵押银行存款	0	0	0	0
Na Ci干 S营效率指标	1.17	1.13	1.27	1.57	其他	6,690	6,690	6,690	6,690
	1	1	1	1		19,644	20,169	20,719	21,290
立收账款周转天数 5.化四4.1.火	67	67	67	67	非流动资产				
字货周转天数 4次京田44京					固定资产	11,146	11,824	12,527	13,251
总资产周转率	0.69	0.69	0.70	0.69	预付租金	120	120	120	120
固定资产周转率	3.04	3.01	2.97	2.94	商誉	1,307	1,307	1,307	1,307
					无形资产	2,493	2,340	2,187	2,034
D.金流量表(百万元) D.金流量表(百万元)	2023A	2024E	2025E	2026E	联营公司投资	0	0	0	0
总税前利润	6,884	7,970	9,060	10,259	递延所得税	2,026	2,026	2,026	2,026
才务费用/收入	-964	-839	-940	-1,014	其他	2,553	2,553	2,553	2,553
听得税	-1,398	-1,715	-1,921	-2,215	总资产	49,256	51,400	53,575	56,042
营运资本变化	121	-77	-16	-15	流动负债	16,919	17,261	17,343	17,416
其他	-1,866	-94	-109	-125	应付账款及票据	3,147	3,489	3,571	3,644
至营活动现金流	2,778	5,246	6,073	6,890	合同负债	7,691	7,691	7,691	7,691
5资	-3,295	0	0	0	短期借款	0	0	0	0
 	-895	-1,694	-1,775	-1,856	应付税款	344	344	344	344
其他	727	347	369	396	其他	5,737	5,737	5,737	5,737
、 及资活动现金流	-3,463	-1,347	-1,406	-1,459	非流动负债	4,083	4,083	4,083	4,083
告款变动	-225	0	0	0	长期借款	0	0	0	0
E付利息	457	491	572	618	养老金固定收益	878	878	878	878
E付股息	-2,456	-2,728	-3,192	-3,711	递延所得说	238	238	238	238
及权融资	0	0	0	0	其他	2,967	2,967	2,967	2,967
t.他	-644	-464	-519	-530	股本	1,364	1,364	1,364	1,364
	-044 -2,868	-404 -2,701	-3,139	-3,623	版本 留存收益	26,085	27,886	29,980	32,373
油资活动现金流									
争现金流	-3,554	1,199	1,528	1,807	股东权益(不含少数股东 权益)	₹ 27,43U	29,251	31,345	33,738
[率变动	4,981	0	0	0	少数股东权益	805	805	805	805
	19,282	20,481	22,009	23,816	负债及所有者权益	49,256	51,400	53,575	56,042

 期末规金及等价物
 19,282
 20,481
 22,009
 23,816
 负债及所有者权益

 备注: (1)表中计算估值指标的收盘价日期为 2024 年 3 月 29 日; (2)以上各表均为简表

资料来源:公司年报(2023), HTI





APPENDIX 1

Summary

In 2023, the company achieved a revenue of 33.94 billion yuan, a year-on-year increase of 5.5%. The net profit attributable to the parent company was 4.27 billion yuan, a year-on-year increase of 15.0%. In Q4 2023, the revenue was 2.96 billion yuan, a decrease of 3.4% year-on-year. The net profit attributable to the parent company was -0.64 billion yuan, a decrease of 15.0% year-on-year.

We expect the company's EPS for 2024-2026 to be 3.66/4.26/4.86 yuan respectively (previously 3.91/4.58 yuan). Considering the recent downward valuation of beer companies, but as a leading domestic beer enterprise, the high-end process of the company is still ongoing. We gave the company 30x PE for 2024 (previously 28x) and maintain our target price of 110 yuan, maintaining the Outperform rating.

Risks: Slow demand recovery, declining consumer power, and rising raw material prices.



APPENDIX 2

ESG Comments

Environmental:

The company has not been punished for any environmental issues.

Social:

The company actively protects the rights and interests of shareholders, creditors, consumers, and customers.

Governance:

The company's governance structure did not undergo significant adjustments.



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。

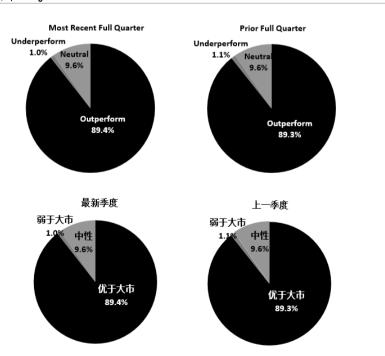
弱于大市,未来 12-18 个月内预期相对基准指数跌幅在 10%以上,基准定义如 下

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	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%
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^{*}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

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Haitong International Equity Research Ratings Distribution, as of December 31, 2023

	Outperform	Neutral	Underperform	
		(hold)		
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^{*}Percentage of investment banking clients in each rating category.

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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真:+91 22 24216327

合规和申诉办公室联系人: Prasanna Chandwaskar; 电话: +91 22 43156803; 电子邮箱: prasanna.chandwaskar@htisec.com

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax:+91 22 24216327

Details of the Compliance Officer and Grievance Officer: Prasanna Chandwaskar: Ph: +91 22 43156803; Email id: prasanna.chandwaskar@htisec.com

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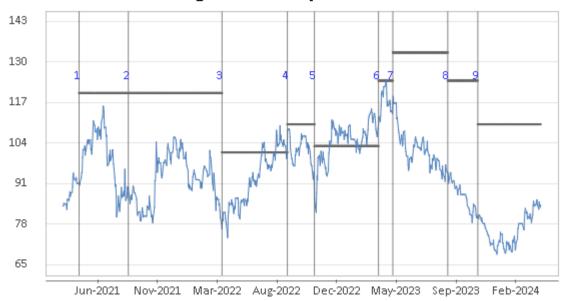
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- 1. 5 May 2021 OUTPERFORM at 84.64 target 120.0.
- 2. 26 Aug 2021 OUTPERFORM at 89.12 target 120.0.
- 3. 29 Mar 2022 OUTPERFORM at 76.4 target 101.0.
- 4. 26 Aug 2022 OUTPERFORM at 100.52 target 110.0.
- 5. 27 Oct 2022 OUTPERFORM at 86.5 target 103.0.
- 6. 23 Mar 2023 OUTPERFORM at 110.02 target 124.0.
- 7. 25 Apr 2023 OUTPERFORM at 113.5 target 133.0.
- 8. 29 Aug 2023 OUTPERFORM at 94.67 target 124.0.
- 9. 6 Nov 2023 OUTPERFORM at 80.01 target 110.0.