

银座股份(600858)公司年报点评

600858 CH Inzone Group Rating: OUTPERFORM Target Price: Rmb6.54

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23 年净利扭亏,聚焦经营优化提效

投资要点:

公司发布 2023 年年报。2023 年实现收入 55.39 亿元, 同比增长 2.97%; 归母净利润 2.16 亿元扭亏(上年-0.11 亿元), 扣非归母净利润 6763 万元扭亏(上年-4497 万元)。摊薄 EPS 0.42 元, 净资产收益率 8.7%, 经营性现金流净额 5.52 亿元, 同比下降 51.35%。

简评及投资建议。

- 1. 2023 年收入 55.39 亿元增长 2.97%, 其中 4Q23 同比增长 12.38%。
- (A) 分业态,百货收入同比下降 0.99%, 综超、购物中心收入各增 4%、10.19%; 综超毛利率降 2.53pct,百货、购物中心毛利率各增 1.42 pct、11.74pct。房地产收入下降 88.94%,主因青岛乾豪项目附带建设的剩余部分商品房收入下降。
- (B)分地区, 山东省、河北省收入同比各增 1.76%、12.38%, 毛利率各增 0.52 pct、3.80 pct, 同时 23 年公司新进入黑龙江省。
- 2. 深耕山东市场,兼顾省外周边地区拓展布局。2023年新开7家门店,关闭4家门店。截至2023年末,公司门店合计119家(潍坊临朐华兴23家),遍布山东省内11个地市及河北省、黑龙江省,建筑面积303.71万平方米。24年一季度,公司在黑龙江新开1家门店。
- 3. 2023 年毛利率增 1.03pct,期间费用率降 0.65pct。全年综合毛利率同比增加 1.03 pct 至 41.48%, 4Q 毛利率同比增加 2.70 pct。全年销售费用率增加 0.16 pct,管理费用率减少 0.28 pct,财务费用率减少 0.57 pct。
- 4.2023年归母净利 2.16亿元大幅扭亏,主因挂牌转让子公司德州商城相关资产。公司子公司德州商城转让其持有的位于德州市解放中大道 588 号的银座大厦房地产及附属物、相关设备资产,影响公司净利润 9363 万元。公司 2023 年扣非归母净利 6763 万元扭亏。2023 年信用减值损失-239 万元,资产处置收益 1.2 亿元,其他收益 667 万元,有效税率 34.84%。
- 5. 聚焦经营布局优化,加快效益提升。①超市 2023 年汰换商品近 3 万支,实现商品池的动态调整;生鲜重点品类平均采购成本下降 5%以上。②百购强化战略品牌管控及首店导入,引入多家山东首店、城市首店,品牌更趋年轻化、个性化。③开展全渠道营销,线上销售同比增长 62.53%。

更新盈利预测与估值。预计 2024-2026 年收入 56.7 亿、57.8 亿、58.9 亿元(原 2024-25 预测为 60 亿元、63 亿元),归母净利润 0.76 亿、0.89 亿、0.98 亿元(原 2024-25 预测为 2.74 亿元、3.22 亿元)。考虑到公司为山东零售龙头,多业态协同存在整合提效空间,给予 2024 年 0.6 倍 PS(原为 2023 年 18x PER),对应合理市值 34 亿元,目标价 6.54 元(-23%),维持"优于大市"评级。

主要财务数据及预测

| | 2022 | 2023 | 2024E | 2025E | 2026E |
|-------------|---------|---------|--------|-------|-------|
| 营业收入 (百万元) | 5379 | 5539 | 5667 | 5782 | 5887 |
| (+/-)YoY(%) | -5.1% | 3.0% | 2.3% | 2.0% | 1.8% |
| 净利润(百万元) | -11 | 217 | 76 | 89 | 98 |
| (+/-)YoY(%) | -130.2% | 2079.1% | -64.9% | 16.5% | 10.1% |
| 全面摊薄 EPS(元) | -0.02 | 0.42 | 0.15 | 0.17 | 0.19 |
| 毛利率(%) | 40.4% | 41.5% | 40.3% | 40.4% | 40.6% |
| 净资产收益率(%) | -0.5% | 8.3% | 2.9% | 3.2% | 3.4% |

资料来源:公司年报(2022-2023), HTI 备注:净利润为归属母公司所有者的净利润



表 1 公司 2023 年分经营业态主营收入

| | 主营收入 (百万元) | 收入同比(%) | 毛利率(%) | 毛利率同比(pct) |
|------|------------|---------|--------|------------|
| 百货 | 2202 | -0.99 | 32.87 | 1.42 |
| 综超 | 1876 | 4.00 | 20.48 | -2.53 |
| 购物中心 | 398 | 10.19 | 44.47 | 11.74 |
| 合计 | 4477 | 1.98 | 28.71 | 0.62 |

资料来源:公司 2023 年报, HTI

| 表 2 | 可比公司 | 估值 | (倍) |
|-----|------|----|-----|
|-----|------|----|-----|

| 简称 | 天虹股份 | 王府井 | 欧亚集团 | 大商股份 | 合肥百货 | 百联股份 | 武商集团 |
|--------------|------|------|------|------|------|------|------|
| PE(倍, 2024E) | 24 | 14 | 94 | 8 | 15 | 21 | 20 |
| PS(倍, 2024E) | 0.50 | 1.10 | 0.25 | 0.71 | 0.53 | 0.49 | 0.76 |

资料来源: 股价选取日期为 2024.04.03, 盈利预测取 Wind 一致预期, HTI



财务报表分析和预测

| 主要财务指标 | 2023 | 2024E | 2025E | 2026E | 利润表 (百万元) | 2023 | 2024E | 2025E | 2026E |
|--------------------------|----------------------|----------------------|---------------------|----------------------|-------------------------------------------|-------|-------|--------------------|------------|
| 每股指标(元) | | | | | 营业总收入 | 5539 | 5667 | 5782 | 5887 |
| 每股收益 | 0.42 | 0.15 | 0.17 | 0.19 | 营业成本 | 3242 | 3384 | 3446 | 3497 |
| 每股净资产 | 4.99 | 5.14 | 5.31 | 5.49 | 毛利率% | 41.5% | 40.3% | 40.4% | 40.6% |
| 每股经营现金流 | 1.06 | 3.13 | 0.69 | 3.36 | 营业税金及附加 | 145 | 147 | 150 | 153 |
| 每股股利 | 0.00 | 0.00 | 0.00 | 0.00 | 营业税金率% | 2.6% | 2.6% | 2.6% | 2.6% |
| 价值评估(倍) | | | | | 营业费用 | 1465 | 1510 | 1558 | 1585 |
| P/E | 11.45 | 32.58 | 27.96 | 25.41 | 营业费用率% | 26.4% | 26.7% | 27.0% | 26.9% |
| P/B | 0.96 | 0.93 | 0.90 | 0.87 | 管理费用 | 200 | 213 | 216 | 216 |
| P/S | 0.45 | 0.44 | 0.43 | 0.42 | 管理费用率% | 3.6% | 3.8% | 3.7% | 3.7% |
| EV/EBITDA | 5.98 | 4.81 | 4.89 | 4.15 | EBIT | 479 | 405 | 405 | 428 |
| 股息率% | 0.0% | 0.0% | 0.0% | 0.0% | 财务费用 | 304 | 273 | 253 | 260 |
| 盈利能力指标(%) | | | | | 财务费用率% | 5.5% | 4.8% | 4.4% | 4.4% |
| 毛利率 | 41.5% | 40.3% | 40.4% | 40.6% | 资产减值损失 | 0 | 0 | 0 | 0 |
| 净利润率 | 3.9% | 1.3% | 1.5% | 1.7% | 投资收益 | 0 | -1 | -1 | -1 |
| 净资产收益率 | 8.3% | 2.9% | 3.2% | 3.4% | 营业利润 | 295 | 132 | 153 | 168 |
| 资产回报率 | 2.0% | 0.6% | 0.8% | 0.8% | 营业外收支 | 0 | -5 | -5 | -5 |
| 投资回报率 | 3.9% | 3.3% | 3.3% | 3.5% | 利润总额 | 295 | 127 | 148 | 163 |
| 盈利增长(%) | | | | | EBITDA | 1098 | 1125 | 1211 | 1205 |
| 营业收入增长率 | 3.0% | 2.3% | 2.0% | 1.8% | 所得税 | 103 | 45 | 52 | 57 |
| EBIT 增长率 | 13.8% | -15.6% | 0.1% | 5.6% | 有效所得税率% | 34.8% | 35.0% | 35.0% | 35.0% |
| 净利润增长率 | 2079.1% | -64.9% | 16.5% | 10.1% | 少数股东损益 | -24 | 7 | 8 | 8 |
| 偿债能力指标 | | | | | 归属母公司所有者净利润 | 217 | 76 | 89 | 98 |
| 资产负债率 | 76.3% | 77.2% | 74.4% | 75.5% | | | | | |
| 流动比率 | 0.47 | 0.55 | 0.51 | 0.60 | | | | | |
| 速动比率 | 0.33 | 0.40 | 0.37 | 0.43 | 资产负债表 (百万元) | 2023 | 2024E | 2025E | 2026E |
| 现金比率 | 0.28 | 0.35 | 0.31 | 0.39 | 货币资金 | 1628 | 2391 | 1786 | 2625 |
| 经营效率指标 | | | | | 应收账款及应收票据 | 32 | 17 | 35 | 18 |
| 应收账款周转天数 | 1.76 | 1.56 | 1.63 | 1.60 | 存货 | 708 | 946 | 722 | 1026 |
| 存货周转天数 | 85.45 | 88.00 | 87.15 | 90.00 | 其它流动资产 | 391 | 380 | 432 | 385 |
| 总资产周转率 | 0.49 | 0.49 | 0.51 | 0.51 | 流动资产合计 | 2760 | 3734 | 2975 | 4053 |
| 固定资产周转率 | 1.82 | 1.96 | 2.02 | 2.07 | 长期股权投资 | 0 | 0 | 0 | 0 |
| | | | | | 固定资产 | 2917 | 2880 | 2859 | 2833 |
| | | | | | 在建工程 | 1 | 1 | 2 | 2 |
| | | | | | 无形资产 | 965 | 952 | 943 | 932 |
| 现金流量表(百万元) | 2023 | 2024E | 2025E | 2026E | 非流动资产合计 | 8318 | 8149 | 8008 | 7858 |
| 净利润 | 217 | 76 | 89 | 98 | 资产总计 | 11078 | 11884 | 10983 | 11911 |
| 少数股东损益 | -24 | 7 | 8 | 8 | 短期借款 | 2582 | 2582 | 2582 | 2582 |
| 非现金支出 | 621 | 720 | 806 | 777 | 应付票据及应付账款 | 973 | 1661 | 734 | 1599 |
| 非经营收益 | 191 | 210 | 205 | 200 | 预收账款 | 12 | 12 | 13 | 13 |
| 营运资金变动 | -452 | 614 | -750 | 665 | 其它流动负债 | 2352 | 2489 | 2512 | 2551 |
| 经营活动现金流 | 552 | 1627 | 357 | 1749 | 流动负债合计 | 5919 | 6744 | 5840 | 6745 |
| 资产 | 250 | -44 | -44 | -44 | 长期借款 | 352 | 352 | 352 | 352 |
| 投资 | 40 | -511 | -624 | -586 | 其它长期负债 | 2178 | 2075 | 1982 | 1899 |
| 其他 | 0 | -511 | -1 | -380 | 非流动负债合计 | 2530 | 2427 | 2335 | 2251 |
| 投资活动现金流 | 290 | -556 | -669 | -631 | 5. (() () (() () () () () (() () () () () | 8449 | 9172 | 8175 | 8997 |
| · 债权募资 | -132 | - 103 | - 93 | - 83 | 实收资本 | 520 | 520 | 520 | 520 |
| 股权募资 | -132 | -103 | -95 0 | -65 0 | | 2595 | 2671 | 2760 | 2858 |
| 其他 | -126 | -205 | -200 | -196 | 少数股东权益 | 34 | 41 | 48 | 2030 57 |
| ^{其他} 融資活动现金流 | -126 - 257 | -205 - 308 | -200 -293 | -196 - 279 | 少 | 11078 | 11884 | 48 10983 | 11911 |
| | | | | | 火俱作川有有权益合用 | 110/0 | 11004 | 10303 | 11211 |
| 现金净流量 | 584 | 763 | -605 | 839 | | | | | |

备注: (1) 表中计算估值指标的收盘价日期为 04 月 03 日; (2) 以上各表均为简表资料来源: 公司年报(2023), HTI



APPFNDIX 1

Summary

Investment Highlights: The Company reported its 2023 annual results, with revenue reaching RMB 5.54 billion, up 2.97% YoY. Net profit attributable to shareholders turned positive to RMB 216 million (previous year: -RMB 11 million), and recurring NPAtS also turned positive to RMB 67.63 million (previous year: -RMB 44.97 million). Diluted EPS was RMB 0.42, ROE at 8.7%, and net cash flows from operating activities were RMB 552 million, down 51.35% YoY.

Brief Review and Investment Advice: 2023 revenue grew by 2.97%, with Q4 up 12.38%. By format, department store sales dropped 0.99%, while supermarkets and shopping centers increased by 4% and 10.19%, respectively. Real estate revenue fell 88.94%, mainly due to a decrease in residential sales from the Qingdao Qianhao project. In terms of regional performance, Shandong and Hebei provinces saw revenue increases of 1.76% and 12.38%, respectively, with GPM improvements. The Company expanded into Heilongjiang province in 2023. The Company opened 7 new stores and closed 4, totaling 119 stores across 11 cities in Shandong, Hebei, and Heilongjiang, with a GFA of 3.04 million square meters. In Q1 2024, a new store was opened in Heilongjiang.

GPM increased by 1.03 percentage points in 2023, with period expense ratio down by 0.65 percentage points. The overall GPM increased by 1.03 percentage points to 41.48%, with Q4 GPM up by 2.70 percentage points. Sales expense ratio increased by 0.16 percentage points, while G&A and finance expense ratios decreased by 0.28 and 0.57 percentage points, respectively.

Net profit attributable to shareholders in 2023 significantly improved, mainly due to the sale of assets from the subsidiary Dezhou Mall. The sale of real estate and related assets at Dezhou's Ginza Building contributed RMB 93.63 million to net profit. Recurring NPAtS turned positive to RMB 67.63 million. Credit loss was -RMB 2.39 million, asset disposal income was RMB 120 million, and other income was RMB 6.67 million, with an effective tax rate of 34.84%.

Focus on optimizing operations and accelerating efficiency improvements. The supermarket replaced nearly 30,000 SKUs in 2023, dynamically adjusting the product mix, with key fresh food categories seeing over 5% reduction in average procurement costs. The department store strengthened strategic brand management and introduced several first stores in Shandong and other cities, making brands more youthful and personalized. The Company also expanded omnichannel marketing, with online sales growing 62.53% YoY.

Updated Earnings Forecast and Valuation: Revenue is projected at RMB 5.67 billion, RMB 5.78 billion, and RMB 5.89 billion for 2024-2026, with net profit attributable to shareholders at RMB 76 million, RMB 89 million, and RMB 98 million, respectively. Considering the Company's leading position in Shandong's retail sector and potential for efficiency gains through multi-format synergy, a 0.6x PS ratio for 2024 is applied, indicating a fair market capitalization of RMB 3.4 billion and a target price of RMB 6.54, maintaining an 'Outperform' rating.

Risk Warning: Increased regional competition, e-commerce diversion, and store development falling short of expectations.

附录 APPENDIX

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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

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评级分布 Rating Distribution



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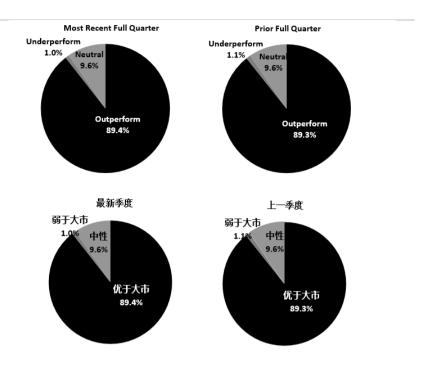
Analyst Stock Ratings

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 12 月 31 日海通国际股票研究评级分布 | | | | | | |
|---------------------------------|-------|------|--|--|--|--|
| | 优于大市 | 中性 | | | | |
| | | (持有) | | | | |
| 海通国际股票研究覆盖率 | 89.4% | 9.6% | | | | |
| 投资银行客户* | 3.9% | 5.1% | | | | |

^{*}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 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.

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.

弱于大市

1.0% 5.6%

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.

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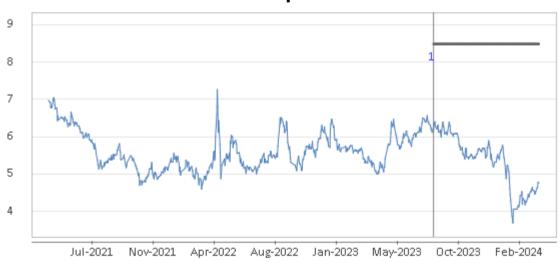
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1. 14 Aug 2023 OUTPERFORM at 6.17 target 8.48.

