

明月镜片(301101)公司年报点评

301101 CH Mingyue Optical Lens Rating: OUTPERFORM Target Price: Rmb37.10

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23年"轻松控"产品同增70%,产品结构持续优化

投资要点:

- 事件:公司发布 23 年报,23 年实现营业收入 7.49 亿元,同增 20.2%;归母净利润 1.58 亿元,同增 15.7%;归母净利率 21.0%,同减 0.8pct;扣非归母净利润 1.36 亿元,同增 47.0%;扣非归母净利率 18.2%,同增 3.3pct。
- 单季度看,23Q1-24Q1分别实现营业收入1.72/1.94/1.97/1.86/1.92亿元,同比变化+26.0%/+29.4%/+17.0%/+10.4%/+11.9%;归母净利润0.35/0.45/0.42/0.35/0.42 亿元,同比变化+58.5%/+49.6%/+20.9%/-28.3%/+20.4%;归母净利率20.4%/23.2%/21.5%/18.9%/22.0%,同比变化+4.2pct/+3.1pct/+0.7pct/-10.2pct/+1.5pct。
- 23 年综合毛利率为 57.6%,同增 3.6pct。期间费用率为 33.9%,同增 3.2pct。其中,销售/管理/研发/财务费用率分别为 19.7%/10.5%/3.7%/-0.1%,同比变化+3.5pct/-0.7pct/+0.1pct/+0.3pct。24Q1 综合毛利率为 58.1%,同增 1.9pct。24Q1 期间费用率为 34.7%,同增 4.1pct。其中,销售/管理/研发/财务费用率分别为 18.7%/12.3%/3.6%/0.1%,同比变化-0.6pct/+2.2pct/+0.5pct/2.0pct。
- 分产品看, 23 年镜片/原料/成镜/镜架/其他业务分别实现营收 5.95/0.90/0.54/0.05/0.05 亿元, 占比 79.5%/12.1%/7.2%/0.6%/0.6%, 同比变化+24.6%/+1.4%/+10.4%/+50.1%/+5.7%。23 年"轻松控"系列产品销售额为 1.3 亿元,同比增长 70%,保持快速增长。
- 分渠道看, 23 年直销/经销/直营电商/样板体验店渠道分别实现营收4.53/2.34/0.57/0.05 亿元, 占比 60.4%/31.2%/7.6%/0.7%, 同比变化+14.6%/+31.2%/+18.9%/+170.3%。分地区看, 23 年中国大陆和国外分别实现营收7.08 和0.40 亿元, 占比94.6%和5.4%, 同比变化+23.7%和-19.8%。截止23 年底, 公司医院类客户为194家,目前已与爱尔眼科、温州医科大学附属第一医院、浙江大学第二医院等医疗渠道展开合作。
- **盈利预测与评级:** 我们预计公司 24-25 年净利润分别为 2.1/2.7 亿元(原为 2.1、 2.6 亿元),对应 PE 为 26.2/21.1 倍。参考可比公司,给予公司 24 年 35 倍 PE (原为 2023 年 48x),对应目标价 37.10 元/股(-6%),给予"优于大市"评级。
- 风险提示: 防控镜片市场竞争加剧, 渠道拓展不及预期, 品牌营销投入过大, 募 投项目效益未达预期。

主要财务数据及预测

	2022	2023	2024E	2025E	2026E
营业收入(百万元)	623	749	888	1053	1251
(+/-)YoY(%)	8.3%	20.2%	18.6%	18.6%	18.7%
净利润 (百万元)	136	158	213	265	332
(+/-)YoY(%)	65.9%	15.7%	35.0%	24.6%	25.2%
全面摊薄 EPS(元)	0.68	0.78	1.06	1.32	1.65
毛利率(%)	54.0%	57.6%	59.8%	61.6%	63.5%
净资产收益率(%)	9.3%	10.1%	12.5%	14.0%	15.6%

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

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表 1 同类公司对比估值表 上市公司 证券代码 主营业务 收盘价 (元) PE (2024E, 倍) 爱博医疗 688050.SH 人工晶状体、角膜塑形镜 153.00 40.18 欧普康视 300595.SZ 角膜塑形镜及其护理产品 19.48 22.91 爱尔眼科 300015.SZ 专业眼科连锁医疗机构 13.34 29.17 平均 30.75

资料来源: Wind, HTI

注: PE 为 Wind 一致预期,收盘价为 2024 年 05 月 06 日收盘价



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
毎股指标 (元)					营业总收入	749	888	1053	1251
每股收益	0.78	1.06	1.32	1.65	营业成本	318	357	404	457
每股净资产	7.72	8.46	9.38	10.54	毛利率%	57.6%	59.8%	61.6%	63.5%
每股经营现金流	1.04	0.74	1.05	1.26	营业税金及附加	9	9	11	13
每股股利	0.00	0.32	0.39	0.49	营业税金率%	1.1%	1.0%	1.0%	1.0%
价值评估(倍)	0.00	0.02	0.00	05	营业费用	147	169	200	238
P/E	35.43	26.24	21.05	16.81	营业费用率%	19.7%	19.0%	19.0%	19.0%
P/B	3.59	3.27	2.95	2.63	管理费用	79	89	105	125
P/S	7.46	6.29	5.30	4.46	管理费用率%	10.5%	10.0%	10.0%	10.0%
EV/EBITDA	33.75	17.95	13.90	10.60	EBIT	168	232	294	372
股息率%	0.0%	1.1%	1.4%	1.8%	财务费用	0	-20	-23	-26
盈利能力指标(%)	0.0%	1.170	1.4/0	1.0/0	财务费用率%	-0.1%	-2.2%	-2.1%	-2.1%
毛利率	57.6%	59.8%	61.6%	63.5%	为 页	-0.1%	-2.2%	-2.1 <i>7</i> ₀ -5	-2.1%
净利润率					投资收益		-3 18		25
净资产收益率	21.0%	24.0%	25.2%	26.5%		16		21	
	10.1%	12.5%	14.0%	15.6%	营业利润	200	271	338	424
资产回报率	9.0%	10.8%	12.1%	13.5%	营业外收支	1	1	1	0
投资回报率	9.0%	11.1%	12.6%	14.1%	利润总额	201	272	339	425
盈利增长(%)	22.22/	40.00/			EBITDA	222	252	315	393
营业收入增长率	20.2%	18.6%	18.6%	18.7%	所得税	28	41	51	64
EBIT增长率	32.0%	37.5%	26.9%	26.6%	有效所得税率%	14.1%	15.0%	15.0%	15.0%
净利润增长率	15.7%	35.0%	24.6%	25.2%	少数股东损益	15	18	23	29
偿债能力指标					归属母公司所有者净利润	158	213	265	332
资产负债率	8.5%	9.8%	9.4%	9.2%					
流动比率	10.86	9.54	10.16	10.59					
速动比率	10.13	8.79	9.43	9.86	资产负债表 (百万元)	2023	2024E	2025E	2026E
现金比率	7.21	6.07	6.47	6.80	货币资金	953	1059	1215	1423
经营效率指标					应收账款及应收票据	124	155	180	210
应收账款周转天数	60.42	65.43	64.06	63.30	存货	76	113	113	125
存货周转天数	87.21	118.26	106.56	104.01	其它流动资产	283	339	399	456
总资产周转率	0.43	0.45	0.48	0.51	流动资产合计	1436	1665	1907	2215
固定资产周转率	3.30	4.30	5.67	7.58	长期股权投资	1	1	1	1
					固定资产	227	206	186	165
					在建工程	6	6	6	6
-					无形资产	40	40	40	40
现金流量表(百万元)	2023	2024E	2025E	2026E	非流动资产合计	317	297	277	252
净利润	158	213	265	332	资产总计	1753	1962	2184	2467
少数股东损益	15	18	23	29	短期借款	0	0	0	0
非现金支出	60	28	31	33	应付票据及应付账款	59	85	93	99
非经营收益	-32	-18	-22	-25	预收账款	0	0	0	0
营运资金变动	9	-92	-86	-115	其它流动负债	74	90	95	110
经营活动现金流	209	148	211	253	流动负债合计	132	174	188	209
资产	-80	1	1	1		0	0	0	0
投资	-316	4	4	24	其它长期负债	17	17	17	17
其他	27	17	20	30	非流动负债合计	17	17	17	17
投资活动现金流	-369	21	25	55	负债总计	149	191	205	226
债权募资	0	0	0	0	实收资本	202	202	202	202
股权募资	0	0	0	0	归属于母公司所有者权益	1557	1705	1891	2123
其他	-85	-64	-80	-100	少数股东权益	47	66	89	117
融资活动现金流	-85	-64	-80	-100	负债和所有者权益合计	1753	1962	2184	2467
现金净流量	-246	106	156	208					

备注: (1) 表中计算估值指标的收盘价日期为 05 月 06 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:

Event: The Company reported annual results for '23, with Revenue reaching RMB 749 million, up 20.2% YoY; net profit attributable to shareholders was RMB 158 million, up 15.7% YoY; NPAtS margin was 21.0%, down 0.8 percentage points; recurring NPAtS was RMB 136 million, up 47.0% YoY; recurring NPAtS margin was 18.2%, up 3.3 percentage points.

Quarterly, revenues for Q1 '23 to Q1 '24 were RMB 172/194/197/186/192 million, with YoY changes of +26.0%/+29.4%/+17.0%/+10.4%/+11.9%; net profit attributable to shareholders was RMB 35/45/42/35/42 million, with YoY changes of +58.5%/+49.6%/+20.9%/-28.3%/+20.4%; NPAtS margins were 20.4%/23.2%/21.5%/18.9%/22.0%, with YoY changes of +4.2/+3.1/+0.7/-10.2/+1.5 percentage points.

'23 GPM was 57.6%, up 3.6 percentage points. The period expense ratio was 33.9%, up 3.2 percentage points. Q1 '24 GPM was 58.1%, up 1.9 percentage points. The period expense ratio was 34.7%, up 4.1 percentage points.

By product, '23 revenues for lenses/materials/finished glasses/frames/others were RMB 595/90/54/5/5 million, with YoY changes of +24.6%/+1.4%/+50.1%/+5.7%. '23 sales volume for the 'Easy Control' series was RMB 130 million, up 70% YoY.

By channel, '23 direct sales/distribution/E-commerce/model experience stores generated revenues of RMB 453/234/57/5 million, with YoY changes of +14.6%/+31.2%/+18.9%/+170.3%. By region, Continental China and overseas achieved revenues of RMB 708 and 40 million, with YoY changes of +23.7% and -19.8%. As of year-end '23, the Company had 194 hospital clients, including partnerships with AIER EYE HOSPITAL GROUP, the First Affiliated Hospital of Wenzhou Medical University, and the Second Hospital of Zhejiang University.

Earnings Forecast and Rating: We expect net profits of RMB 210/270 million for '24-'25, with PEs of 26.2/21.1. Comparing with peers, we give a '24 PE of 35, a target price of RMB 37.10/share, and an "Outperform" rating.

Risk Warning: Intensified competition in the protective lens market, weaker than expected channel expansion, excessive brand marketing investment, and benefits of fundraising projects not meeting expectations.

附录 APPFNDIX

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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

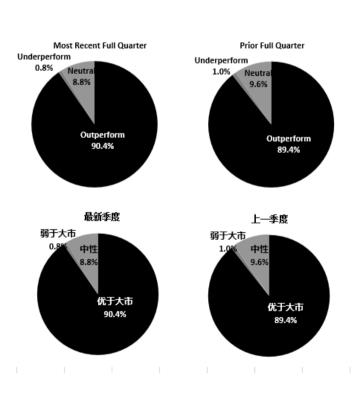
各地股票基准指数: 日本 – TOPIX, 韩国 – KOSPI, 台湾 – TAIEX, 印度 – Nifty100, 美国 – SP500; 其他所有中国概念股 – MSCI China.

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Analyst Stock Ratings

评级分布 Rating Distribution





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 2024 年 3 月 31 日海通国际股票研究评级分布

	优于大市	中性	弱于大市
		(持有)	
海通国际股票研究覆盖率	90.4%	8.8%	0.8%
投资银行客户*	3.3%	4.9%	0.0%

^{*}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-Niftv100; 其他所有中国概念股-MSCI China.

Haitong International Equity Research Ratings Distribution, as of March 31, 2024

	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	90.4%	8.8%	0.8%
IB clients*	3.3%	4.9%	0.0%

^{*}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.

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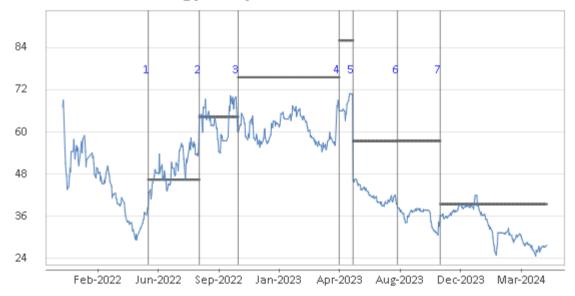
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Mingyue Optical Lens - 301101 CH



- 1. 19 May 2022 OUTPERFORM at 38.36 target 46.4.
- 2. 19 Aug 2022 OUTPERFORM at 56.56 target 64.31.
- 3. 28 Oct 2022 OUTPERFORM at 66.98 target 75.58.
- 4. 30 Apr 2023 OUTPERFORM at 67.26 target 86.1.
- 5. 13 Aug 2023 OUTPERFORM at 38.37 target 57.46.
- 6. 29 Oct 2023 OUTPERFORM at 36.25 target 39.4.
- 1.5-for-1 split implemented on 23 May 2023