

300866 CH Anker Innovations Technology Rating: OUTPERFORM Target Price: Rmb85.84

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# 1Q24 收入增 30%扣非净利增 29%. 提质提效

# 投资要点:

公司发布2023年报和2024年一季报。2023年收入175.07亿元,同比增长22.85%; 归母净利润 16.15 亿元,同比增长 41.22%, 扣非归母净利润 13.44 亿元,同比增 长 71.88%, 稀释 EPS 为 3.96 元, 加权平均净资产收益率 21.88%。经营性现金流 净额 14.30 亿元, 同比增长 0.42%。

1Q2024 公司实现收入 43.8 亿元, 同比增长 30.09%; 归母净利润 3.11 亿元, 同 比增长 1.6%, 扣非净利润 3.15 亿元, 同比增长 29.04%, 稀释 EPS 0.76 元, 加权 平均净资产收益率 3.80%。经营性现金流净额 1.81 亿元。

2023年分红预案:每10股派发现金红利20元(含税),送红股0股(含税), 以资本公积金向全体股东每10股转增3股。同时公司拟于2024半年度结合未 分配利润与当期业绩分红。

# 简评及投资建议:

1. 2023 年收入 175.07 亿元, 同比增长 22.85%, 其中 4Q 收入 57.21 亿元, 同比 增长 21.36%。2024Q1 实现收入 43.78 亿元,同比增长 30.09%。

分区域: 2023 年北美、欧洲、日本、中东、中国大陆和其他地区(主要包括澳 大利亚、土耳其、东南亚等) 收入各占比 47.81%、21.02%、14.20%、5.19%、3.64%、 8.14%, 其中澳大利亚贡献收入超过 6.62 亿元。

分产品: 2023 年充电储能、智能创新、智能影音类收入占比各 49.14%、25.94%、 24.48%, 收入增速各 25.12%、18.72%、26.47%。

分销售渠道: 2023 年线上、线下渠道各占比 70%、30%。除亚马逊外的第三方 平台合计实现收入 10.67 亿元, 同比增长 32.81%; 六大独立站合计收入 12.44 亿元, 同比增长83.87%, 占比总收入约7%。

- 2. 2023 年毛利率 43.54%, 同比增加 4.81pct, 其中充电储能、智能创新、智能 影音类毛利率各 42.26%、46.50%、43.52%,同比各增 0.40、9.73、7.81pct: 4Q2023 毛利率 44.04%, 同比增加 5.6pct。2024Q1 毛利率 42.12%, 同比增加 3.59pct。 其中,在 2023 年毛利率提升的贡献来源中,采购成本占比收入同比减少 5.53pct 至 45.14%、运输成本占比收入同比增加 0.72pct 至 11.32%,因此我们判断,毛 利率的大幅提升主要来自供应链降本提效以及汇率波动贡献。
- 3. 持续加强研发。2023 年期间费用率 34.10%, 其中销售、管理、研发、财务费 用率各 22.20%、3.33%、8.08%、0.49%, 同比变动各 1.58、0.07、0.49、0.02pct。 销售费用拆分, 2023年销售平台费增加 24.09%, 费用率 7.83%, 同比增加 0.08pct; 市场推广费增长 38.89%, 费用率 8.63%, 同比增加 1.00pct;

## 主要财务数据及预测

	2022	2023	2024E	2025E	2026E
营业收入 (百万元)	14251	17507	21903	26387	31205
(+/-)YoY(%)	13.3%	22.9%	25.1%	20.5%	18.3%
净利润(百万元)	1143	1615	1815	2241	2729
(+/-)YoY(%)	16.5%	41.2%	12.4%	23.5%	21.8%
全面摊薄 EPS(元)	2.16	3.06	3.43	4.24	5.16
毛利率(%)	38.7%	43.5%	45.6%	46.6%	47.9%
净资产收益率(%)	16.7%	20.2%	20.3%	22.2%	23.7%
次料 屯 15. 八 刊 年 17 (2022)	2022) LITI				

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



2021-23 年研发费用率各 6.19%、7.58%、8.08%, 研发投入逐年提高, 截至 2023 年底研发人员 1918 人占比 48%。2023 年财务费用 0.86 亿元, 较 2022 年增加 0.19 亿元。

**4. 2023 年归母净利润 16.15 亿元,同比增长 41.22%。** 公允价值变动净收益 1.83 亿元; 投资收益 7153 万元, 较 2022 年减少 4690 万元; 2023 年确认资产减值损失 1.42 亿元, 较 2022 年增加 1982 万元。最终 2023 年归母净利润 16.15 亿元,同比增长 41.22%,扣非归母净利润 13.44 亿元,同比增长 71.88%。

2024Q1 归母净利润 3.11 亿元,同比增长 1.6%,扣非归母净利润 3.15 亿元,同比增长 29.04%。扣非净利润增速高于归母净利润增速,主要由于公司持有的在其他非流动金融资产核算且以公允价值计量的参股投资公司,在一季度因市场价格下跌而产生的公允价值变动损失,以及无效套期的外汇远期合约在一季度因市场汇率波动而产生的损失,导致产生较大额的非经常性损益。

5. 产品持续创新助力稳步发展。2023 年公司专注于核心业务的持续发展,集中资源于战略性关键品类,积极探索和拓展全球市场,致力于打造赋能全球化智能硬件创业者的平台,三大产品线持续推出创新产品。(1) 充电储能类:专注于数码充电领域的 Anker 品牌推出各类创新的数码充电解决方案,并致力于提升充电技术的智能化和灵活性,在消费级新能源领域成功推出消费级新能源品牌系列 Anker SOLIX,旨在提供家庭和户外全场景的绿色能源解决方案;(2) 智能创新类:公司在智能家用安防、智能清洁及其他创新领域分别发布了多款创新产品,如双摄门铃及多款适用于不同场景的双摄云台摄像头、深度清洁扫拖一体机 eufy Clean X9 pro、第二代 AnkerMake M5C 高速 3D 打印机等;(3) 智能影音类:公司致力于深入探索并满足用户的细分需求,在智能无线蓝牙耳机、无线蓝牙音箱领域推出了多个音频产品系列、全球首款便携高保真空间音频蓝牙音箱Motion X600 等,在智能投影领域推出全球首款真户外便携式投影仪 Mars3 等,在智能办公硬件领域推出首款无线麦克风 AnkerWork M650 等创新产品。

维持对公司的判断。公司为全球领先的消费电子品牌,核心竞争力强: (1)持续创新的产品能力: 公司三大产品线持续推新,其中储能产品近年快速起量,有望推动 Anker 主品牌战略升级。(2)优秀的供应链管理能力: 2023 年以来公司各季度毛利率均有显著提升,我们判断主要来自供应链降本提效及汇率波动贡献。(3)全渠道运营能力: 公司线上已形成亚马逊、其他第三方平台、独立站等多渠道布局,线下收入占比约 30%。

更新盈利预测与估值:不考虑大额非经常损益,我们预计公司 2024-2026 年收入各 219 亿元、264 亿元、312 亿元(原 2024-25 预测为 204 亿元、241 亿元),同比增长 25%、21%、18%,归母净利润各 18.15 亿元、2241 亿元、27.29 亿元(原 2024-25 预测为 18.80 亿元、22.08 亿元),给予 2024 年 25 倍 PE 不变,对应合理市值 454 亿元,目标价 85.84元/股(-4%),维持"优于大市"评级。

风险提示: 市场需求变化, 存货管理风险, 全球经济和政治环境的不确定性等。



# 表 1 公司 2023 分品类收入变动情况 (万元)

	2022	2023	同比变动
充电储能类产品	687626	860358	25.12%
毛利率	41.86%	42.26%	+0.40pct
智能创新类产品	439149	454129	18.72%
毛利率	35.36%	46.50%	+11.14pct
智能影音类产品	282192	428527	26.47%
毛利率	37.69%	43.52%	+5.83pct

资料来源:公司 2023 年年报, HTI

# 表 2 公司 2023 分地区收入增长情况 (万元)

地区	20	22	20	同心亦品	
地区	收入	占比	收入	占比	- 同比变动
北美	725318	50.90%	837048	47.81%	15.40%
欧洲	282898	19.85%	367952	21.02%	30.07%
日本	179560	12.60%	248677	14.20%	38.49%
中东	76182	5.35%	90779	5.19%	19.16%
中国大陆	52114	3.66%	63795	3.64%	22.42%
其他	108979	7.64%	142469	8.14%	30.73%
合计	1425052	100.00%	1750720	100.00%	22.85%

资料来源:公司 2023 年年报,HTI

# 表 3 可比公司估值表 (倍, 2024年)

可比公司	石头科技	科沃斯	VESYNC	平均
PE	21.92	21.32	8.43	17.22
PS	4.91	1.48	7.10	4.50

资料来源:股价选取日期为 2023.5.31 Wind 一致预期, HTI



# 财务报表分析和预测

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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	17507	21903	26387	31205
毎股收益	3.06	3.43	4.24	5.16	营业成本	9885	11914	14088	16246
毎股净资产	19.68	16.93	19.12	21.75	毛利率%	43.5%	45.6%	46.6%	47.9%
<b>每股经营现金流</b>	3.52	2.94	4.00	4.65	营业税金及附加	10	11	13	16
每股股利	2.00	1.70	2.10	2.60	营业税金率%	0.1%	0.1%	0.1%	0.1%
价值评估(倍)					营业费用	3887	5193	6351	7707
P/E	22.95	20.42	16.54	13.58	营业费用率%	22.2%	23.7%	24.1%	24.7%
P/B	3.56	4.14	3.67	3.23	管理费用	583	847	1100	1394
P/S	1.63	1.69	1.40	1.19	管理费用率%	3.3%	3.9%	4.2%	4.5%
EV/EBITDA	17.05	16.03	12.82	10.26	EBIT	1919	2179	2676	3249
股息率%	2.9%	2.4%	3.0%	3.7%	财务费用	86	76	67	50
盈利能力指标(%)					财务费用率%	0.5%	0.3%	0.3%	0.2%
毛利率	43.5%	45.6%	46.6%	47.9%	资产减值损失	-142	-80	-83	-85
净利润率	9.2%	8.3%	8.5%	8.7%	投资收益	72	44	53	62
净资产收益率	20.2%	20.3%	22.2%	23.7%	营业利润	1806	2067	2580	3176
资产回报率	12.6%	13.3%	13.7%	15.1%	营业外收支	7	0	0	0
投资回报率	19.5%	19.6%	21.1%	22.4%	利润总额	1813	2067	2580	3176
盈利增长 (%)					EBITDA	2050	2216	2706	3289
营业收入增长率	22.9%	25.1%	20.5%	18.3%	所得税	119	136	170	210
EBIT 增长率	62.3%	13.5%	22.8%	21.4%	有效所得税率%	6.5%	6.6%	6.6%	6.6%
净利润增长率	41.2%	12.4%	23.5%	21.8%	少数股东损益	79	116	169	237
偿债能力指标					归属母公司所有者净利润	1615	1815	2241	2729
资产负债率	36.1%	32.4%	35.3%	32.6%					
流动比率	2.68	3.10	2.75	3.02					
速动比率	1.49	1.78	1.66	1.88	<b>资产负债表(百万元)</b>	2023	2024E	2025E	2026E
现金比率	0.60	0.85	0.81	1.01	货币资金	2065	2706	3658	4695
经营效率指标					应收账款及应收票据	1528	1514	2297	2557
应收账款周转天数	28.28	25.00	26.00	28.00	存货	2411	2437	2939	3090
存货周转天数	70.85	74.00	70.00	68.00	其它流动资产	3171	3252	3525	3693
总资产周转率	1.53	1.66	1.76	1.82	流动资产合计	9175	9910	12419	14036
固定资产周转率	168.93	205.23	256.45	336.65	长期股权投资	517	649	788	924
					固定资产	107	107	99	86
					在建工程	0	0	0	0
					无形资产	22	26	28	31
现金流量表(百万元)	2023	2024E	2025E	2026E	非流动资产合计	3602	3740	3885	4020
净利润	1615	1815	2241	2729	<b>资产总计</b>	12777	13650	16304	18056
少数股东损益	79	116	169	237	短期借款	270	382	494	606
非现金支出	305				应付票据及应付账款				1663
		117	112	125		1553 0	1043	1896	
非经营收益	-322	-7	-12	-19	预收账款		1768	0	0
营运资金变动	-247	-485	-398	-618	其它流动负债	1598	1768	2127	2376
经营活动现金流	1430	1556	2112	2455	流动负债合计	3421	3193	4517	4646
资产	-69	-39	-32	-34	长期借款	611	611	611	611
投资	-70	-136	-143	-141	其它长期负债	584	624	624	624
其他	135	44	53	62	非流动负债合计	1194	1234	1234	1234
投资活动现金流	-4	-131	-122	-113	负债总计	4615	4427	5751	5880
债权募资	7	153	112	112	实收资本	406	528	528	528
股权募资	0	0	0	0	归属于母公司所有者权益	8000	8946	10107	11492
其他	-620	-935	-1151	-1418	少数股东权益	161	277	446	683
融资活动现金流	-613	-783	-1039	-1306	负债和所有者权益合计	12777	13650	16304	18056
现金净流量	860	641	952	1037					

备注: (1) 表中计算估值指标的收盘价日期为05月31日;(2)以上各表均为简表

资料来源:公司年报(2023), HTI



### APPENDIX 1

### Summary

Investment Highlights: The company released its 2023 annual report and Q1 2024 report. In 2023, revenue reached RMB 17.51 billion, up 22.85% YoY; net profit attributable to shareholders was RMB 1.62 billion, up 41.22% YoY; recurring NPAtS was RMB 1.34 billion, up 71.88% YoY, with diluted EPS at RMB 3.96 and ROE at 21.88%. Net cash flows from operating activities were RMB 1.43 billion, a 0.42% increase YoY. In Q1 2024, revenue was RMB 4.38 billion, up 30.09% YoY; net profit attributable to shareholders was RMB 0.31 billion, up 1.6% YoY; recurring NPAtS was RMB 0.32 billion, up 29.04% YoY, with diluted EPS at RMB 0.76 and ROE at 3.80%. The 2023 dividend plan includes a cash dividend of RMB 20 per 10 shares (tax included), no bonus shares, and a capital reserve share increase of 3 shares per 10 shares. The company plans to distribute dividends in mid-2024, combining undistributed profits with current earnings.

The company maintains its 'Outperform' rating, with a target price of RMB 85.84 per share, based on a 2024 PE of 25x, corresponding to a market capitalization of RMB 45.4 billion.

Risk Warning: Market demand changes, inventory management risks, global economic and political uncertainties.

### 附录 APPFNDIX

#### 重要信息披露

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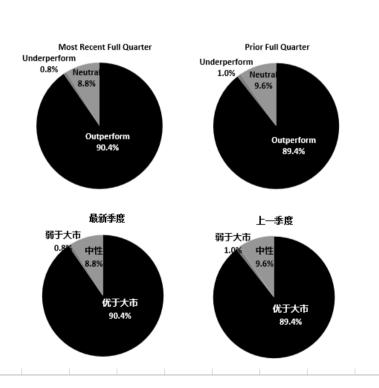
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**Outperform:** The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

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## 截至 2024 年 3 月 31 日海通国际股票研究评级分布

	优于大市	<b>中性</b> (持有)	弱于大市
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%

<sup>\*</sup>在每个评级类别里投资银行客户所占的百分比。

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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.

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

<sup>\*</sup>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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- 5. 27 Apr 2022 OUTPERFORM at 53.11 target 85.8.
- 6. 1 Nov 2022 OUTPERFORM at 54.1 target 83.82.
- 7. 26 Apr 2023 OUTPERFORM at 61.7 target 85.11.
- 8. 20 Sep 2023 OUTPERFORM at 82.89 target 96.08.
- 9. 6 Nov 2023 OUTPERFORM at 90.6 target 115.66.
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