

百联股份(600827)公司研究报告

600827 CH Shanghai Bailian Group Rating: OUTPERFORM Target Price: Rmb15.97

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# 上海商业龙头加速转型,潮流业态具有先发优势

# 投资要点:

上海商业名片,区位优势显著。公司由原上海友谊集团股份有限公司于 2011 年 吸收合并上海百联集团股份有限公司组建而成,百联集团为控股股东,上海市 国资委为实控人。①资产质量优:公司旗下拥有第一八佰伴、永安百货、东方 商厦(旗舰店)等多个知名商业品牌及一批地理位置优越的物业,其中不乏历 史保护建筑。②区位优势显著:公司围绕"立足上海,辐射长三角,面向全国"的总体规划,已经在上海乃至长三角形成比较显著的区域性优势,下属门店所处地理位置优越,基本都处于所在城市核心商圈。③多业态高效运营:百货、购物中心业态提质增效,精心打磨年轻化、差异化的空间产品;奥莱行业领先,覆盖上海、杭州、南京、武汉、无锡、济南、青岛、长沙等多个核心城市;截至 3Q24,公司旗下共有百货门店 12 家、购物中心门店 21 家、奥特莱斯门店 9家、重点集中在华东区域。

奥莱韧性较强, Reits 上市贡献投资收益。①收入: 1-3Q24 公司收入 216 亿元同比下降 8.31%, 其中百货业态收入 9.65 亿元同比下降 12.48%, 购物中心业态收入 14.27 亿元同比下降 7.64%, 奥莱业态收入 9.71 亿元同比下降 1.39%, 奥莱相对表现出较强韧性。②毛利率: 1-3Q24 公司毛利率 23.32%同比减少 1.37pct, 其中百货业态毛利率 20.53%同比减少 4.45pct, 购物中心业态毛利率 39.62%同比减少 3.51pct, 奥莱业态毛利率 73.45%同比减少 0.19pct。③净利润: 1-3Q24 公司归母净利 16.2 亿元同比增长 367%, 扣非归母净利 1.58 亿元同比下降 45.25%, 归母净利大增主因发行华安百联消费 REITs 取得投资收益。

**现金充沛,分红稳定。①现金充沛:** 截至 3Q24,公司账面净现金约 183 亿元,净现金/市值约 89%。**②分红稳定:**2021-2023 年公司分红比例各 35.56%、31.28%、53.64%,分红总额分别为 2.68 亿元、2.14 亿元、2.14 亿元,对应现价股息率约 1%。

百联 ZX 打造国内首座聚焦次元文化的商业体。2023 年 1 月 15 日,由原华联商 厦转型改造的百联 ZX 创趣场,在南京路步行街上试营业,这是公司在零售领域 又一积极探索。百联 ZX 自 2022 年 1 月 筹建,建筑面积 11152.85 平方米,经营面积 5466 平方米。截止 2024 年 11 月,百联 ZX 累计消费金额 5 亿元,客流超 1500 万人次;五一假期创下 27 万人次的客流高峰,仅上半年销售额累计已超 2 亿元,达到 2023 年全年的 60%,半年累计客流量突破 550 万人次。目前,公司已经宣布位于五角场商圈的"悠迈生活广场存量改造项目"ZX 二号店也将于 2024年 12 月 28 日开业。

本研究报告由海通国际分销,海通国际分销,海通国际人有限公司,海国国际有限公司,海国国际群众员单位和海通国际外,通国际株式员单位的海通国际,海通国际大战争。从事证券,海通时,请参阅附录。(Please see appendix for English translation of the disclaimer)

#### 主要财务数据及预测

	2022	2023	2024E	2025E	2026E
营业收入(百万元)	32286	30519	28444	28494	28937
(+/-)YoY(%)	-6.8%	-5.5%	-6.8%	0.2%	1.6%
净利润(百万元)	674	399	1645	478	560
(+/-)YoY(%)	-10.4%	-40.8%	312.2%	-71.0%	17.2%
全面摊薄 EPS(元)	0.38	0.22	0.92	0.27	0.31
毛利率(%)	25.0%	26.5%	26.6%	26.8%	27.1%
净资产收益率(%)	3.8%	2.2%	8.8%	2.5%	2.9%
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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



#### 图1 百联 ZX 1 号店外观



资料来源: 百联集团微信公众号, 百联集团官网, HTI

#### 图2 百联 ZX 2 号店外观(改造前)



资料来源: 百联集团微信公众号, 百联集团官网, HTI

百联 ZX 的口号是"Play Together",以年轻人的兴趣为导向,特别是以 ACGN 群体为核心受众。选择性吸纳顶流品牌,大量打造中国首店,汇聚上百个正版授权的最新最热国内外动漫 IP。百联 ZX 首店比例高达 65%,次元 IP 数量 300+。有全国首店 18 家、上海首店 5 家;拥有万代魂(TAMASHII NATIONS)、MEGA HOUSE、animate、东映动画、VR ZONE、三月兽、武士道、暴蒙、蓝月的娃娃屋等上海首店,被消费者誉为中国二次元圣殿。

# 表1 百联 ZX 部分店铺

#### 店铺

万代魂(TAMASHII NATIONS)

EnesmbleStars 旗舰店

Animate 上海旗舰店 GOODSMILE STORE

MegaHouse

暴蒙 BOOM COMIC、模玩熊卡牌店

ANIPLEX、东映动画、LINE FRIEND(COLLER)、乌丸屋、摩多摩多、ComeFor STORE、Bushiroad 武士道、萌果酱谷子咖啡、COMIPUS+、蓝月的娃娃屋、布偶夹VE ZONE SHANGHAI、GASHAPON(万代扭蛋)、三月兽、BilibiliGoods、模玩熊、GUGUGUGU、动物星球

级别

海外首家旗舰店 全球旗舰首店 中国首家官方直营旗舰店 中国首家线下旗舰店 中国首家官方旗舰店

> 全国首家旗舰店 全国首店

> > 上海首店

资料来源: 百联 ZX 创趣场官方微信公众号, HTI

深耕"情绪价值",建立"价值认同"。百联 ZX 不仅有出国或代购才能购买的限量周边,还意味着许多 IP 宠粉活动的展开。IP 官方活动: IP 版权方或被授权方,在线下还原 IP 内容、角色、场景,开展快闪、主题展、见面会、沉浸展、限定主题活动; <u>商场主办活动</u>:主要是 ACG 音乐会、同人展、大屏内容共创、自由涂鸦、Coser 互动、宅舞大赛、随机宅舞、BJD 市集等。从核心二次元粉丝喜好出发,精准对话核心客群,加热圈层话题、打造专属商业内容护城河。

百联 ZX 通过潮流文化和动漫主题活动,成功建立了相应圈层的社区运营。把可玩、可造、可孵化融入进商业模式中。内容的生产者能以主理人身份,在百联 ZX 发展线下空间,例如主理人蓝月就将自己的品牌"蓝月的娃娃屋"首次以店铺的形式进驻商场;百联 ZX 还打造了 N 个大屏,这些屏幕除了可以通过"氪金霸屏"外,粉丝还可以通过投稿免费应援。公司正在把所有的消费者,变为参与者、表达者和运营者,而这才是<u>最核心的竞争力——次元用户群的价值认同。</u>



我们认为,公司作为上海商业龙头,百货、购物中心、奥莱、超市、专业店等多业态协同经营,品牌与规模优势显著。公司近年持续推进百货和购物中心的升级改造,奥莱业态维持全国领先优势,潮流文化和年轻业态百联 ZX 具有先发优势。公募 REITs 项目上市,公司有望利用新增资金进一步激活经营潜力。

**盈利预测与估值。**我们预计公司 2024-26 年收入各为 284 亿元、285 亿元、289 亿元(原 2024-25 预测为 350 亿元、364 亿元),同比增长-6.8%、0.2%、1.6%,归母净利润各为 16.45 亿元、4.78 亿元、5.60 亿元(原 2024-25 预测为 8.17 亿元、9.67 亿元),同比增长 312.2%、-71.0%、17.2%,给予公司 2025 年 1 倍 PS(原为 2023 年 1.0x),对应目标价 15.97 元(-14%),维持"优于大市"投资评级。

风险提示: 竞争加剧, 电商分流, 新店培育期拉长, 老店升级效果不及预期。



	2021	2022	2023	2024E	2025E	2026E
百货	-				-	
收入	2242	1638	1839	1692	1607	1639
yoy	17.13%	-26.93%	12.23%	-8.00%	-5.00%	2.00%
毛利率	27.31%	22.28%	22.50%	22.50%	22.50%	22.50%
购物中心						
收入	1902	1246	1541	1464	1508	1583
yoy	5.51%	-34.51%	23.70%	-5.00%	3.00%	5.00%
毛利率	54.61%	39.01%	49.42%	49.42%	49.42%	49.42%
奥特莱斯						
收入	1108	967	1369	1300	1365	1475
yoy	16.98%	-12.73%	41.50%	-5.00%	5.00%	8.00%
毛利率	76.75%	72.17%	74.84%	76.00%	76.00%	76.00%
大型综合超市						
收入	15068	13692	10857	9771	9967	10166
yoy	-8.54%	-9.13%	-20.71%	-10.00%	2.00%	2.00%
毛利率	20.87%	22.17%	22.97%	22.50%	22.50%	22.50%
便利店						
收入	1562	1552	1644	1512	1482	1452
yoy	-5.20%	-0.63%	5.88%	-8.00%	-2.00%	-2.00%
毛利率	15.19%	14.53%	14.24%	13.00%	13.00%	13.00%
超级市场						
收入	10138	11466	11286	10835	10672	10672

-1.57%

17.51%

792

38.05%

28.13%

316

14.49%

35.19%

29643

-5.63%

24.42%

876

2.13%

98.20%

30519

-5.42%

26.54%

-4.00%

17.51%

673

304

-4.00%

35.19%

27551

-7.06%

24.25%

893

2.00%

98.25%

28444

-6.80%

26.57%

-15.00%

28.13%

-1.50%

17.51%

680

1.00%

28.13%

295

-3.00%

35.19%

27575

0.09%

24.45%

919

2.90%

98.25%

28494

0.18%

26.83%

0.00%

17.51%

700

3.00%

28.13%

300

2.00%

35.19%

27988

1.50%

24.72%

949

3.20%

98.25%

28937

1.55%

27.13%

资料来源:公司 2021-2023 年报,HTI

yoy

yoy 毛利率

**其他** 收入

yoy *毛利率* 

yoy

毛利率

**其他业务** 收入

毛利率

毛利率

yoy

营业总收入

**主营业务** 收入

毛利率

**专业连锁** 收入 -1.25%

18.97%

1136

44.74%

32.92%

412

62.57%

17.05%

33571

-1.53%

24.58%

1079

-3.24%

93.50%

34650

-1.59%

26.73%

13.10%

19.19%

573

-49.54%

18.71%

276

-32.99%

33.61%

31412

-6.43%

22.96%

858

-20.56%

97.70%

32269

-6.87%

24.94%



# 表3 同行业可比公司估值情况(20241231)

简称	天虹商场	王府井	欧亚集团	大商股份	合肥百货	银座股份	武商集团
PE(倍,2025)	33	24	85	13	15	28	35
PS(倍,2025)	0.56	1.44	0.27	1.18	0.66	0.54	1.27

资料来源: 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	30519	28444	28494	28937
每股收益	0.22	0.92	0.27	0.31	营业成本	22421	20885	20848	21085
每股净资产	9.97	10.53	10.66	10.80	毛利率%	26.5%	26.6%	26.8%	27.1%
每股经营现金流	2.03	0.10	1.76	1.79	营业税金及附加	368	313	313	318
每股股利	0.12	0.49	0.14	0.17	营业税金率%	1.2%	1.1%	1.1%	1.1%
价值评估(倍)					营业费用	5041	4838	4878	4919
P/E	48.86	11.85	40.81	34.83	营业费用率%	16.5%	17.0%	17.1%	17.0%
P/B	1.10	1.04	1.03	1.01	管理费用	2242	1996	2019	2048
P/S	0.64	0.69	0.68	0.67	管理费用率%	7.3%	7.0%	7.1%	7.1%
EV/EBITDA	2.83	2.28	2.79	1.97	EBIT	564	2493	724	848
股息率%	1.1%	4.5%	1.3%	1.5%	财务费用	-17	0	0	0
盈利能力指标(%)					财务费用率%	-0.1%	0.0%	0.0%	0.0%
毛利率	26.5%	26.6%	26.8%	27.1%	资产减值损失	-25	2	2	2
净利润率	1.3%	5.8%	1.7%	1.9%	投资收益	-276	1934	142	145
净资产收益率	2.2%	8.8%	2.5%	2.9%	营业利润	417	2423	654	788
资产回报率	-0.1%	2.7%	0.8%	1.0%	营业外收支	53	70	70	60
投资回报率	-0.2%	4.8%	1.4%	1.7%	利润总额	470	2493	724	848
盈利增长(%)					EBITDA	3276	5197	3421	3532
营业收入增长率	-5.5%	-6.8%	0.2%	1.6%	所得税	527	997	290	339
EBIT 增长率	66.3%	341.9%	-71.0%	17.2%	有效所得税率%	112.1%	40.0%	40.0%	40.0%
净利润增长率	-40.8%	312.2%	-71.0%	17.2%	少数股东损益	-456	-150	-43	-51
偿债能力指标					归属母公司所有者净利润	399	1645	478	560
资产负债率	65.1%	61.9%	61.2%	60.4%					
流动比率	1.00	1.06	1.11	1.17					
速动比率	0.87	0.92	0.97	1.03	资产负债表 (百万元)	2023	2024E	2025E	2026E
现金比率	0.76	0.79	0.84	0.90	货币资金	19431	18296	19595	21181
经营效率指标					应收账款及应收票据	852	700	715	735
应收账款周转天数	8.97	9.77	8.90	8.98	存货	2999	2897	2893	2908
存货周转天数	53.08	50.82	49.99	49.53	其它流动资产	2502	2682	2761	2860
总资产周转率	0.54	0.52	0.53	0.55	流动资产合计	25785	24575	25965	27685
固定资产周转率	2.18	2.02	2.11	2.24	长期股权投资	832	1532	2032	2232
					固定资产	14316	13784	13204	12577
					在建工程	52	92	132	172
					无形资产	3255	3092	2929	2765
现金流量表(百万元)	2023	2024E	2025E	2026E	非流动资产合计	30481	29196	27242	25000
净利润	399	1645	478	560	资产总计	56266	53771	53206	52684
少数股东损益	-456	-150	-43	-51	短期借款	744	744	744	744
非现金支出	2652	2702	2695	2682	应付票据及应付账款	6912	5769	5919	6018
非经营收益	712	-1785	-247	-239	预收账款	143	118	120	123
营运资金变动	315	-2226	266	235	其它流动负债	17867	16495	16600	16767
经营活动现金流	3623	186	3148	3187	流动负债合计	25666	23126	23382	23652
资产	-1115	-136	-136	-145	长期借款	1840	1840	1840	1840
投资	-396	-1100	-600	-300	其它长期负债	9140	8341	7341	6341
其他	90	1714	142	145	非流动负债合计	10980	10181	9181	8181
投资活动现金流	-1421	478	-593	-301	负债总计	36646	33306	32563	31833
债权募资	51	-1140	-1000	-1000	实收资本	1784	1784	1784	1784
股权募资	161	0	0	0	归属于母公司所有者权益	17796	18791	19012	19272
其他	-2328	-658	-256	-300	少数股东权益	1824	1674	1631	1580
融资活动现金流	-2116	-1798	-1256	-1300	负债和所有者权益合计	56266	53771	53206	52684
现金净流量	85	-1134	1299	1586					

备注: (1) 表中计算估值指标的收盘价日期为 12 月 31 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:

Shanghai's commercial icon with significant location advantages. Formed in 2011 by merging Shanghai Friendship Group Co., Ltd. and Shanghai Bailian Group Co., Ltd., with Bailian Group as the major shareholder and Shanghai SASAC as the actual controller.

- 1. Asset quality: Owns renowned brands like First Yaohan, Yong'an Department Store, and Oriental Shopping Center, with prime properties, including historical buildings.
- 2. Location advantage: Focuses on Shanghai and the Yangtze River Delta, with stores in prime city locations.
- 3. Efficient multi-format operations: Enhancing department stores and shopping centers, leading in outlets across major cities like Shanghai, Hangzhou, and Nanjing. By 3Q24, it has 12 department stores, 21 shopping centers, and 9 outlets, mainly in East China.

Outlets show resilience, REITs listing contributes to investment profit.

- 1. Revenue: 1-3Q24 revenue at RMB 21.6 billion, down 8.31% YoY. Department store revenue at RMB 965 million, down 12.48% YoY; shopping center revenue at RMB 1.43 billion, down 7.64% YoY; outlet revenue at RMB 971 million, down 1.39% YoY, showing resilience.
- 2. GPM: 1-3Q24 GPM at 23.32%, down 1.37 pct YoY. Department store GPM at 20.53%, down 4.45 pct YoY; shopping center GPM at 39.62%, down 3.51 pct YoY; outlet GPM at 73.45%, down 0.19 pct YoY.
- 3. Net profit: 1-3Q24 NPAtS at RMB 1.62 billion, up 367% YoY; recurring NPAtS at RMB 158 million, down 45.25% YoY, mainly due to investment profit from Huaxia Bailian Consumer REITs.

Ample cash, stable dividends.

- 1. Ample cash: By 3Q24, net cash at RMB 18.3 billion, net cash/market capitalization at 89%.
- 2. Stable dividends: 2021-2023 dividend ratios at 35.56%, 31.28%, 53.64%, total dividends at RMB 268 million, RMB 214 million, with a current dividend yield of about 1%.

Bailian ZX creates China's first commercial body focused on dimensional culture. On January 15, 2023, Bailian ZX Creative Space, transformed from the original Hualian Shopping Center, began trial operation on Nanjing Road Pedestrian Street. Since its establishment in January 2022, with a GFA of 11,152.85 square meters and an operating area of 5,466 square meters, it has accumulated RMB 500 million in consumption and over 15 million visitors by November 2024. During the May Day holiday, it reached a peak of 270,000 visitors, with first-half sales exceeding RMB 200 million, 60% of 2023's total, and over 5.5 million visitors. The second ZX store in Wujiaochang will open on December 28, 2024.

Profit forecast and valuation. We project 2024-26 revenue at RMB 28.4 billion, RMB 28.5 billion, RMB 28.9 billion, with growth of -6.8%, 0.2%, 1.6%, and NPAtS at RMB 1.645 billion, RMB 478 million, RMB 560 million, with growth of 312.2%, -71.0%, 17.2%. Assigning a 1x PS for 2025, with a target price of RMB 15.97, and an 'Outperform' rating.

Risk Warning: Intensified competition, e-commerce diversion, prolonged new store cultivation, and weaker than expected old store upgrades.

#### 附录 APPENDIX

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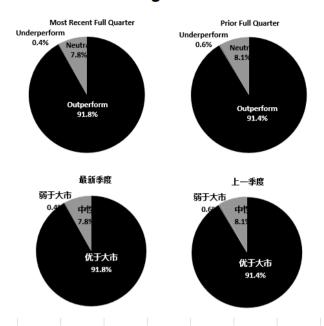
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# **Ratings Distribution**



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		(持有)		
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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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		(hold)		
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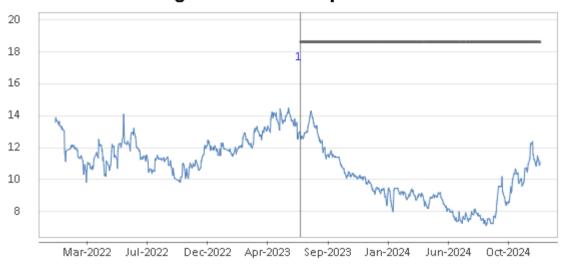
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# Shanghai Bailian Group - 600827 CH



1. 11 Jul 2023 OUTPERFORM at 12.67 target 18.63.

