

燕京啤酒 Beijing Yanjing Brewery (000729 CH)

2024 年报点评: U8 领航高端进阶,改革赋能盈利提升 U8 leads premiumization, reform empowers profit improvement



维持优于大市 Maintain OUTPERFORM 评级 优于大市 OUTPERFORM 现价 Rmh12 43 目标价 Rmb13.50 HTI ESG 1.1-1.1-3.0 E-S-G: 0-5. (Please refer to the Appendix for ESG comments) Rmb35.03bn / US\$4.79bn 日交易额 (3 个月均值) US\$33 45mn 发行股票数目 2 819mn 自由流通股(%) 44% 1年股价最高最低值 Rmb13.21-Rmb8.26 注: 现价 Rmb12.43 为 2025 年 04 月 23 目收盘价 Price Return — MSCI China 145 130 115 100 85 /olume Apr-24 Aug-24 Dec-24 Apr-25 资料来源: Factset 3mth 12mth 绝对值 1.7% 8.7% 26.5% 25.3% 绝对值(美元) 0.8% 8.2% 相对 MSCI China 11.0% -0.9% 2.0% Dec-27E Rmb mn Dec-24A Dec-25E Dec-26E 14,777 Revenue 14.667 14.685 14.728 Revenue (+/-) 3% 0% Net profit 1.056 1.438 1.493 1.516 Net profit (+/-) 64% 36% 4% 2% Diluted EPS (Rmb) 0.37 0.51 0.53 0.54 **GPM** 40.7% 43.6% 44.3% 44.5% ROE 7.2% 9.4% 9.3% 9.0% P/E 23 33 23 24 资料来源:公司信息,HTI

(Please see APPENDIX 1 for English summary)

事件。燕京啤酒发布 2024 年年报,全年营收 146.7 亿元,同比增长 3.2%;归母净利润 10.6 亿元,同比增长 63.7%,扣非归母净利润 10.4 亿元,同比增长 108.0%。24Q4 营收 18.2 亿元,同比增长 1.3%,归母净利润-2.3 亿元,同比减亏 0.8 亿元,扣非归母净利润-2.2 亿元,同比减亏 1.5 亿元。公司拟每 10 股派发现金股利 1.90元(含税),分红率达 50.7%,共计派发现金红利 5.36 亿元。

产品结构升级,U8 领航增长。24 年啤酒业务收入同比增长 1.0%至 132.3 亿元。其中,中高档酒/普通酒收入占比分别变动+0.75pct/-0.75pct 至 67.0%/33.0%,毛利率分别变动+4.2pct/+2.5pct 至 48.1%/31.5%。核心大单品燕京 U8 销量同比增速 31.4%,达 69.6 万千升,销量占比提升至 17.4%,成为业绩增长核心引擎。公司全年啤酒销量同比增长 1.6%至 400.4 万吨,吨价同比下降 0.6%至 3304元/千升; 24Q4 啤酒销量同比增长 8.9%至 55.7 万吨,吨价同比下降 7.0%至 3268 元/千升。大单品 U8 持续引领产品结构优化。

盈利能力提升,成本管控出色。24 年毛利率同比增长 3.1pct 至 40.7%,净利率提升 3.0pct 至 9.0%。24Q4 毛利率/净利率同比增长 16.4/6.3pct 至 9.9%/-10.5%。啤酒业务毛利率同比增长 3.7pct 至 42.6%,吨成本同比下降 6.6%至 1896 元/千升,其中原辅材料/燃料动力吨成本同比分别下降 8.0%/20.9%。销售费用率/管理费用率同比下降 0.3pct/0.7pct 至 10.8%/10.7%,广告宣传费/装卸运输费同比下降 21.3%/14.4%,所得税率同比下降 1.9pct 至 15.8%。成本管控与运营效率实现双提升。

改革纵深推进,运营提质增效。24 年传统/KA/电商渠道收入占比分别同比+0.08pct/-0.10pct/+0.01pct 至 94.40%/3.68%/1.93%。年末经销商数量 8632 家,较年初净增加 98 家。华北/华东/华南/华中/西北地区收入分别同比+5.39%/+9.82%/+0.28%/+0.32%/-12.52%至78.3/13.4/38.5/10.9/5.6亿元。子公司层面,漓泉/惠泉 2024 年营业收入分别同比-0.4%/+5.4%,净利润分别同比增长 11.9%/33.4%,其他子公司净利润同比减亏 2.5 亿。公司通过全国化市场布局和全渠道拓展及组织机制优化,改革红利持续释放。

投资建议与盈利预测。2024 年,在行业承压的背景下公司逆势增长,凭借出色的成本费用管控,盈利大幅提升。随着改革持续推进,管理效率有望进一步提升,释放更多利润空间。我们预计公司 2025-2027 年归母净利润分别为 14.4/14.9/15.2 亿元,对应 EPS 分别为 0.51/0.53/0.54 元(前值为 2025-2026 年 0.39/0.46 元),参考可比公司 2025 年平均估值,给予公司 2025 年 27 倍 PE(前值为 35 倍),对应目标价 13.5 元(不变),维持"优于大市"评级。

风险提示: 需求恢复缓慢、原材料价格再次上涨、公司改革进度 和程度不及预期

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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 (元)	EPS (元)			PE (倍)		
			2024	2025E	2026E	2024	2025E	2026E
珠江啤酒	002461.SZ	10.1	0.37	0.43	0.48	27.0	23.6	20.9
重庆啤酒	600132.SH	56.9	2.30	2.69	2.82	27.4	21.1	20.2
青岛啤酒	600600.SH	77.8	3.19	3.54	3.83	25.4	22.0	20.3
平均值							21.6	20.5

资料来源: wind, HTI

注: 收盘价为 2025 年 4 月 22 日数据, 盈利预测来源于 Wind 一致预期

财务报表分析和预测

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主要财务指标	2024A	2025E	2026E	2027E	利润表	2024A	2025E	2026E	2027E
毎股指标(元)					营业收入	14,667	14,685	14,728	14,777
每股收益	0.37	0.51	0.53	0.54	营业成本	8,695	8,276	8,202	8,205
每股净资产	5.19	5.44	5.70	5.96	营业毛利	5,972	6,409	6,527	6,572
每股经营现金流	0.90	0.75	0.75	0.75	销售费用	1,587	1,586	1,591	1,596
每股股利	0.19	0.26	0.27	0.27	管理费用	1,570	1,542	1,546	1,552
价值评估 (倍)					营业利润	2,815	3,281	3,389	3,424
P/E	33.43	24.53	23.63	23.27	应占联营公司溢利	0	0	0	0
P/B	2.41	2.30	2.20	2.10	其他收益净额	198	309	297	305
P/S	2.41	2.40	2.40	2.39	EBITDA	2,161	2,738	2,857	2,903
EV/EBITDA	13.20	10.24	9.65	9.34	折旧及摊销	-633	-642	-662	-684
设息率%	1.5%	2.1%	2.1%	2.2%	EBIT	1,528	2,096	2,195	2,219
盈利能力指标(%)					财务费用	-198	-168	-178	-182
毛利率	40.7%	43.6%	44.3%	44.5%	利息收入	242	246	239	254
□177 争利润率	7.2%	9.8%	10.1%	10.3%	所得税	-248	-370	-384	-390
争资产回报率	7.2%	9.4%	9.3%	9.0%	净利润	1,324	1,804	1,873	1,902
子页) 口报平 及资回报率	8.2%	10.6%	10.6%	10.3%	净利润(未含少数	-	1,438	1,493	1,502
人火 口水十	0.2/0	10.070	10.070	10.370	年利润 (不含少数 东损益)	42 1,000	1,430	1,433	1,310
盈利增长(%)					股本	2,819	2,819	2,819	2,819
营业收入增长率	3.2%	0.1%	0.3%	0.3%	EPS	0.37	0.51	0.53	0.54
BIT 增长率	54.0%	37.2%	4.7%	1.1%					
争利润增长率	63.7%	36.3%	3.8%	1.5%	资产负债表	2024A	2025E	2026E	2027E
尝债能力指标					流动资产	11,905	11,474	11,895	12,357
资产负债率	32.1%	28.7%	27.8%	26.9%	现金及现金等价物	7,454	7,264	7,717	8,176
充动比率	1.67	1.82	1.89	1.96	存货	3,946	3,717	3,684	3,685
 走动比率	1.12	1.23	1.30	1.38	应收账款及票据	230	219	220	220
见金比率	1.05	1.15	1.23	1.30	抵押银行存款	0	0	0	0
2营效率指标					其他	275	275	275	275
立收账款周转天数	5	5	5	5	非流动资产	11,242	11,564	11,868	12,154
2. (水)	164	164	164	164	固定资产	7,395	7,765	8,116	8,449
5 页内4 八妖 5 资产周转率	0.63	0.64	0.62	0.60	预付租金	38	38	38	38
^の の の の の で 一 の で の で の で の で の で の で の で	1.98	1.89	1.81	1.75	商誉	81	81	81	81
3人 以 /	1.90	1.09	1.01	1.75	同含 无形资产	1,017	970	922	875
11人 人 東 未	20244	20255	20205	20275		•			
见金流量表	2024A	2025E	2026E	2027E		0	0	0	0
B.税前利润	2,204	2,815	2,919	2,975	递延所得税	86	86	86	86
才务费用/收入	-44	-77	-62	-72	其他	2,625	2,625	2,625	2,625
近得税 1	-248	-370	-384	-390	总资产	23,147	23,038	23,763	24,511
营运资本变化	38	106	21	-2	流动负债	7,127	6,310	6,298	6,299
其他	598	-366	-380	-385	应付账款及票据	1,384	1,248	1,237	1,238
圣营活动现金流	2,549	2,108	2,116	2,126	合同负债	1,620	1,620	1,620	1,620
受资	0	0	0	0	短期借款	682	0	0	0
资本性支出	-931	-964	-966	-970	应付税款	161	161	161	161
其他	-9,157	246	239	254	其他	3,280	3,280	3,280	3,280
投资活动现金流	-2,861	-718	-727	-715	非流动负债	296	296	296	296
昔款变动	142	-682	0	0	长期借款	0	0	0	0
[付利息	-198	-168	-178	-182	养老金固定收益	0	0	0	0
[付股息	-282	-536	-730	-758	递延所得说	8	8	8	8
及权融资	37	0	0	0	其他	288	288	288	288
其他	11	-194	-28	-12	股本	2,819	2,819	2,819	2,819
· (*) 曲资活动现金流	-290	-1,580	-935	-951	储备	11,800	12,509	13,245	13,992
争现金流	-602	-190	453	459	股东权益(不含少		15,328	16,064	16,811
et /.b	02	1 5 45	1 545	1 545	股东权益)	1 105	1 105	1 105	1 105
其他	-92	1,545	1,545	1,545	少数股东权益	1,105	1,105	1,105	1,105
期末现金及等价物	6,518	8,809	9,262	9,721	负债及所有者权益	23,147	23,038	23,763	24,511

备注: (1) 表中计算估值指标的收盘价日期为 2025 年 4 月 22 日; (2) 以上各表均为简表

资料来源:公司年报(2024), HTI



APPENDIX 1

Summary

Yanjing Brewery released its 2024 annual report, with full-year revenue of 14.67 billion yuan, up 3.2% year-on-year; net profit of 1.06 billion yuan, up 63.7% year-on-year; and net profit of 1.04 billion yuan, up 108.0% year-on-year.24Q4 revenue of 1.82 billion yuan, up 1.3% year-on-year; net profit of -0.23 billion yuan, down 0.08 billion yuan year-on-year; and net profit of -1.52 billion yuan, up 0.15 billion yuan year-on-year. Net profit -220 million yuan, year-on-year loss reduction of 150 million yuan. The company intends to pay cash dividends of 1.90 yuan per 10 shares (including tax), dividend rate of 50.7%, totaling 536 million yuan in cash dividends.

Product structure upgrades, U8 leads growth.24 Revenue from the beer business rose 1.0% year-on-year to 13.23 billion yuan. Among them, the revenue share of medium-high-end wine/general wine changed by +0.75pct/-0.75pct to 67.0%/33.0% respectively, and the gross profit margin changed by +4.2pct/+2.5pct to 48.1%/31.5% respectively. The core single product Yanjing U8 sales growth rate of 31.4% year-on-year to 696,000 kiloliters, the sales ratio increased to 17.4%, becoming the core engine of performance growth. The company's annual beer sales increased by 1.6% year-on-year to 4.004 million tons, with the ton price declining by 0.6% year-on-year to RMB 3,304 per kiloliter. 24Q4 beer sales increased by 8.9% year-on-year to 557,000 tons, with the ton price declining by 7.0% year-on-year to RMB 3,268 per kiloliter. Large single product U8 continued to lead the optimization of product structure.

Profitability improved with excellent cost control. 24Q4 gross margin increased by 3.1 pct y-o-y to 40.7% and net margin improved by 3.0 pct to 9.0%. 24Q4 gross margin/net margin increased by 16.4/6.3 pct y-o-y to 9.9%/-10.5%. Gross margin of beer business increased 3.7pct y-o-y to 42.6%, and cost per ton decreased 6.6% y-o-y to RMB1,896/kiloliters, of which cost per ton of raw and auxiliary materials/fuel and power decreased 8.0%/20.9% y-o-y, respectively. Selling expense ratio/management expense ratio decreased by 0.3pct/0.7pct year-on-year to 10.8%/10.7%, advertising and promotion expense/handling and transportation expense decreased by 21.3%/14.4% year-on-year, and income tax rate decreased by 1.9pct year-on-year to 15.8%. Cost control and operational efficiency were both improved.

Reforms were pushed forward, and operation improved quality and efficiency.24 The revenue share of traditional/KA/e-commerce channels was +0.08pct/-0.10pct/+0.01pct year-on-year to 94.40%/3.68%/1.93%, respectively. The number of dealers at year-end was 8,632, a net increase of 98 from the beginning of the year. North China/East China/South China/Central China/Northwest China revenues were +5.39%/+9.82%/+0.28%/+0.32%/-12.52% year-on-year to 7.83/13.4/38.5/10.9/560 million yuan. At the subsidiary level, Liquan/Huiquan 2024 operating income of -0.4%/+5.4% year-on-year, respectively, net profit of 11.9%/33.4% year-on-year, and other subsidiaries net profit of 250 million yuan year-on-year loss reduction. The company through the national market layout and omni-channel expansion and organizational mechanism optimization, reform dividends continue to release. Investment

Investment thesis: In 2024, against the backdrop of industry pressure, the company has grown against the trend, with excellent cost control, profitability has increased significantly. As the reform continues to promote, management efficiency is expected to further improve, releasing more profit space. We expect the company's 2025-2027 net profit of 1.44/14.9/1.52 billion yuan, corresponding to EPS of 0.51/0.53/0.54 yuan (former value of 2025-2026 0.39/0.46 yuan), with reference to the average valuation of the comparable companies in 2025, giving the company in 2025 27 times the PE (35 times the former value), the corresponding target price of 13 yuan (35 times). Corresponding to the target price of 13.5 yuan (unchanged), maintain "outperform" rating.

Risks: slow recovery of demand, raw material prices rise again, the company's reform progress and degree is less than expected.

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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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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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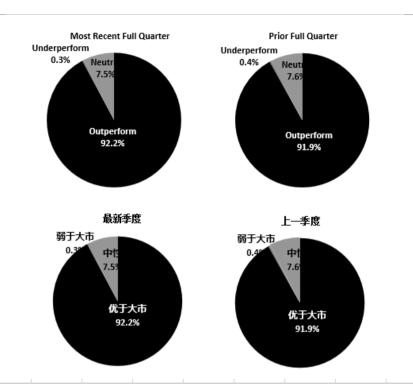
Analyst Stock Ratings

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 2025 年 3 月 31 日海通国际股	t票研究评级分布		
	优于大市	中性 (持有)	弱于大市
海通国际股票研究覆盖率	92.2%	7.5%	0.3%
投资银行客户*	3.3%	3.5%	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。

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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-Niftv100; 其他所有中国概念股-MSCI China.

Haitong International Equity Research Ratings Distribution, as of March 31, 2025

Outperform	Neutral	Underperform
	(hold)	
92.2%	7.5%	0.3%
3.3%	3.5%	0.0%
	92.2%	(hold) 92.2% 7.5%

^{*}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):

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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.

Benchmarks for each stock's listed region are as follows: Japan - TOPIX, Korea - KOSPI, Taiwan - TAIEX, India - Nifty100; for all other China-concept stocks - MSCI China.

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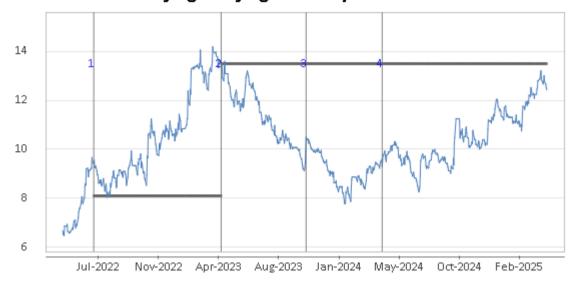
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Recommendation Chart

Beijing Yanjing Brewery - 000729 CH



- 1. 4 Jul 2022 UNDERPERFORM at 9.46 target 8.10.
- 2. 18 Apr 2023 NEUTRAL at 13.63 target 13.50.
- 3. 27 Oct 2023 OUTPERFORM at 9.92 target 13.50.
- 4. 17 Apr 2024 OUTPERFORM at 9.30 target 13.50.

Source: Company data Bloomberg, HTI estimates