

# 特海国际 Super Hi International Holding (9658 HK)

## 点评报告：一季度同店翻台率同比提升，经营利润率短期承压

### Review Report: Q1 Same-store Turnover Rate Improves YoY, Operating Margins Under Short-Term Pressure

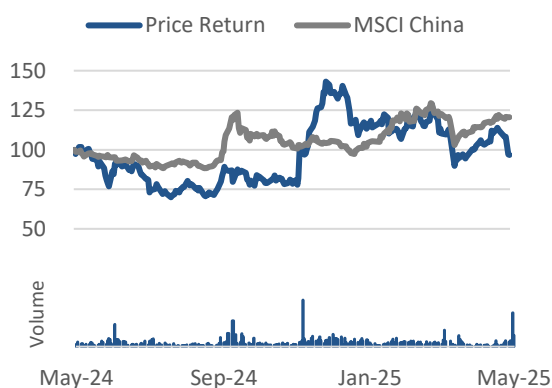
观点聚焦 Investment Focus

#### 维持优于大市 Maintain OUTPERFORM

评级	优于大市 OUTPERFORM
现价	HK\$15.60
目标价	HK\$19.10
HTI ESG	4.0-4.5-4.5
E-S-G: 0-5, (Please refer to the Appendix for ESG comments)	

市值	HK\$10.14bn / US\$1.30bn
日交易额 (3个月均值)	US\$2.39mn
发行股票数目	650.30mn
自由流通股 (%)	20%
1年股价最高最低值	HK\$23.35-HK\$11.10

注：现价 HK\$15.60 为 2025 年 05 月 23 日收盘价



资料来源: Factset

	1mth	3mth	12mth
绝对值	-3.6%	-10.4%	-3.0%
绝对值 (美元)	-4.4%	-11.1%	-3.2%
相对 MSCI China	-9.0%	-8.4%	-23.5%

Rmb mn	Dec-24A	Dec-25E	Dec-26E	Dec-27E
Revenue	778	881	980	1,083
Revenue (+/-)	13%	13%	11%	11%
Net profit	22	46	53	66
Net profit (+/-)	-15%	111%	15%	24%
Diluted EPS (Rmb)	0.03	0.07	0.08	0.10
GPM	66.9%	67.4%	67.9%	68.2%
ROE	6.8%	11.9%	12.2%	13.3%
P/E	436	203	176	142

资料来源: 公司信息, HTI

(Please see APPENDIX 1 for English summary)

**事件：特海国际于 5 月 21 日发布 2025 年一季度报。**1Q25 公司收入 1.98 亿美元，同比增长 5.4%。收入结构上，餐厅经营收入 1.88 亿美元，同比增长 4.5%；外卖业务收入 0.04 亿美元，同比增长 37.9%；其他收入 0.054 亿美元，同比增长 22.7%。1Q25 公司归母净利润 1194 万美元（1Q24 净亏损 446 万美元），主因本季度汇兑亏损净额较 1Q24 减少 2040 万美元，部分被经营利润下降抵消。1Q25 餐厅层面经营利润率 4.1%，同比减少 2.5pct。

**点评：餐厅规模稳中有进，东亚同店日销同比+16.3%。**①**餐厅规模：**1Q25 末餐厅数量合计 123 家，较去年同期净增加 4 家。1Q25 公司新开设 4 家新店，关闭 3 家经营表现不佳门店。分地区看，东南亚、东亚、北美洲、其他地区各 73、19、20、11 家，各增加 1、1、1、1 家。②**餐厅表现：**1Q25 累计接待顾客 0.078 亿人次，同比增长 6.85%；整体客单价 24.2 美元，同比降低 2.8%；整体平均翻台率为 3.9 次/天，较 1Q24 持平。③**同店经营：**东南亚、东亚、北美洲、其他地区同店日均销售额分别为 1.6、1.9、2.2、2.4 万美元，分别同比-1.9%、+16.3%、+1.8%、-0.4%；同店翻台率各为 3.8、4.9、4.0、4.0 次/天，分别同比变化 0、+0.6、-0.1、+0.2 次/天。同店平均翻台率 4.0 次/天，同比提升 0.1 次/天。

**贯彻目标导向的价格策略，成本费用增加。**①**原材料及易耗品：**增长 7.0%至 0.67 亿美元，占收入比例 34%，同比增加 0.5pct。②**员工成本：**增长 9.8%至 0.7 亿美元，占收入比例 35.3%，同比增加 1.4pct。③**其他。**折旧与摊销下降 2.8%至 0.2 亿美元，占收入比 10.1%，同比减少 0.9pct。物业租金及相关开支（短租部分）增长 26%至 0.06 亿美元，占收入比例 2.8%，同比增加 0.5pct。

**优化顾客体验，强化员工凝聚，聚焦健康运营。**1Q25，公司①主动调整经营策略，通过多种方式让利给顾客，如更合理的定价、更实惠的份量、更丰富的聚餐场景，以此提升顾客的长期粘性；②**更注重员工的团队建设、薪资福利，以更好地凝聚员工；**③**持续调整关闭业绩不够健康的餐厅，让团队聚焦于健康餐厅的管理和提升。**

**盈利预测与估值：**我们预计 25-27 年收入各 8.8/9.8/10.8 亿美元（25-26 年原预测为 9.2/10.4 亿美元），同比各增长 13%/11%/11%，归母净利各 0.46/0.53/0.66 亿美元（25-26 年原预测为 0.53/0.68 亿美元），同比各增长 111%/15%/24%。我们给予公司 25 年 1.8 倍 PS 估值（原为 25 年 1.4 倍 PS），对应目标市值 124 亿港元，上调目标价 24%至 19.1 港元（对应汇率为 USD/HKD=7.83）；维持“优于大市”评级。

**风险提示：**门店扩张不及预期，市场竞争加大，食品安全风险。

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表 1 特海国际主要财务数据及预测

	2023	2024	2025E	2026E	2027E
营业收入(百万美元)	686	778	881	980	1083
(+/-)YoY(%)	23.0%	13.4%	13.2%	11.2%	10.5%
归母净利润(百万美元)	26	22	46	53	66
(+/-)YoY(%)	161.2%	-15.3%	114.8%	15.3%	23.8%
全面摊薄EPS(美元)	0.04	0.03	0.07	0.08	0.10
毛利率(%)	65.8%	66.9%	67.4%	67.9%	68.2%
净资产收益率(%)	9.8%	6.8%	11.9%	12.2%	13.3%

资料来源：公司财报，HTI预测  
 注：净利润为归属母公司所有者的净利润

表 2 可比公司估值情况（倍，20250523）

公司名称	股票代码	收盘价	市值	PE			PEG		PS	
		LC	亿元	FY25E	FY26E	FY27E	25-27E	FY25E	FY26E	FY27E
海底捞	6862.HK	15.1	774.2	15.0	13.7	12.6	1.6	1.7	1.6	1.5
九毛九	9922.HK	2.4	30.2	18.4	12.6	9.9	0.4	0.5	0.4	0.4
海伦司	9869.HK	1.6	18.8	31.0	27.0	-	2.1	2.9	2.6	
百胜中国	9987.HK	332.6	1,139.9	16.6	15.4	14.3	2.0	1.3	1.3	1.2
行业平均				20.3	17.2	9.2	1.5	1.6	1.5	1.0

资料来源：Wind，HTI 测算；

财务报表分析和预测

主要财务指标	2024	2025E	2026E	2027E	利润表（百万美元）	2024	2025E	2026E	2027E
每股指标（美元）					营业收入	778	881	980	1083
每股收益	0.03	0.07	0.08	0.10	原材料及易耗品成本	258	287	315	345
每股净资产	0.56	0.63	0.71	0.81	占收入比重%	33.1%	32.6%	32.1%	31.8%
每股经营现金流	0.18	0.26	0.24	0.28	员工成本	259	291	321	352
每股股利	0.00	0.00	0.00	0.00	占收入比重%	33.3%	33.0%	32.8%	32.5%
价值评估（倍）					物业租金及相关开支	20	24	25	28
P/E	60.55	28.19	24.45	19.75	占收入比重%	2.6%	2.7%	2.6%	2.6%
P/B	3.58	3.18	2.81	2.46	水电及其他开支	28	32	35	38
P/S	1.66	1.47	1.32	1.20	占收入比重%	3.6%	3.6%	3.5%	3.5%
EV/EBITDA	8.62	7.61	6.48	5.51	折旧及摊销	81	94	109	123
股息率（%）	0.0%	0.0%	0.0%	0.0%	差旅及相关开支	6	7	8	9
盈利能力指标（%）					其他开支	71	89	98	102
毛利率	66.9%	67.4%	67.9%	68.2%	EBITDA	141	159	187	220
净利润率	2.8%	5.3%	5.5%	6.1%	EBITDA（不含使用权资产折旧）	104	115	136	163
净资产收益率	6.8%	11.9%	12.2%	13.3%	财务成本	9	10	14	17
资产回报率	3.4%	5.9%	5.6%	5.9%	税前利润	33	55	64	79
投资回报率	34.0%	63.8%	113.5%	185.8%	所得税	12	9	11	13
盈利增长（%）					有效所得税率%	35.6%	17.0%	17.0%	17.0%
营业收入增长率	13.4%	13.2%	11.2%	10.5%	净利润	21	46	53	66
EBIT 增长率	48.0%	9.4%	19.0%	24.0%	归母净利润	22	46	53	66
归母净利润增长率	-15.0%	110.8%	15.3%	23.8%					
偿债能力指标					资产负债表（百万美元）	2024	2025E	2026E	2027E
资产负债率	47.2%	52.9%	55.3%	55.7%	货币资金	255	345	410	491
流动比率	2.51	2.52	2.65	2.78	应收款项	31	35	38	43
速动比率	2.27	2.32	2.46	2.59	存货	32	34	37	41
现金比率	1.98	2.05	2.11	2.26	其它流动资产	6	10	29	29
经营效率指标					流动资产合计	323	423	515	603
存货周转天数	43.40	43.40	43.40	43.40	固定资产	337	418	492	561
总资产周转率	1.23	1.14	1.03	0.98	无形资产	0	0	0	0
固定资产周转率	2.31	2.33	2.15	2.06	长期股权投资				
					其他非流动资产	24	24	24	24
					非流动资产合计	361	442	516	585
					资产总计	684	866	1031	1188
					短期借款	0	0	0	0
					应付账款	32	44	49	54
					合约负债	10	8	9	10
					其它流动负债	87	116	136	153
					流动负债合计	129	168	194	217
					长期借款	0	0	0	0
					其它长期负债	194	290	376	445
					非流动负债合计	194	290	376	445
					负债总计	323	458	570	662
					股本	0	0	0	0
					股份溢价	551	551	551	551
					储备	-191	-145	-92	-26
					非控股权益	2	2	2	2
					负债和所有者权益合计	684	866	1031	1188
现金流量表（百万美元）	2024	2025E	2026E	2027E					
净利润	21	46	53	66					
非现金支出	88	101	92	102					
非经营收益	0	0	0	0					
营运资金变动	-1	14	-1	-2					
经营活动现金流	120	171	155	179					
资产	-27	-81	-89	-98					
投资	0	0	0	0					
其他	0	0	0	0					
投资活动现金流	-27	-81	-89	-98					
融资活动现金流	13	0	0	0					
现金净流量	105	90	65	81					

备注：表中计算估值指标的收盘价日期为 5 月 23 日  
 资料来源：公司年报，HTI

**APPENDIX 1****Summary**

Super Hi International Holding released its 1Q25 financial report on May 21st. In 1Q25, the company's revenue reached USD 198 million, a YoY increase of 5.4%. In terms of revenue structure, restaurant operations contributed USD 188 million, up 4.5% YoY; takeaway business revenue was USD 4 million, a YoY increase of 37.9%; and other income amounted to USD 5.4 million, a YoY increase of 22.7%. The company's net profit attributable to owners of the company was USD 11.94 million (compared to a net loss of USD 4.46 million in 1Q24). This turnaround was primarily due to a USD 20.4 million reduction in net exchange losses this quarter compared to 1Q24, partially offset by a decrease in operating profit. The restaurant-level operating profit margin for 1Q25 was 4.1%, a YoY decrease of 2.5 percentage points.

We project the company's revenue for 2025-2027 to be USD 880/980/1080 million, respectively, representing YoY growth of 13%/11%/11%. Net profit is projected to be USD 46/53/66 million, respectively, representing YoY growth of 111%/15%/24%. For 2025, we are using a Price-to-Sales multiple of 1.8x for the company, corresponding to a target market capitalization of HKD 12.4 billion. We revise our target price upwards by 24% to HKD 19.1 (based on an exchange rate of USD/HKD = 7.83). We maintain our "Outperform" rating.

**Risks:** Store expansion may fall short of expectations, market competition may intensify, and food safety risks.

## APPENDIX 2

### ESG Comments

#### **Environmental:**

adopting renewable energy

#### **Social:**

supporting community, promoting diversity

#### **Governance:**

strong ethical leadership

## 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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**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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	优于大市	中性 (持有)	弱于大市	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%	91.9%	7.6%	0.4%
投资银行客户*	3.3%	3.5%	0.0%	2.1%	2.2%	0.0%

\*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.

	Haitong International Equity Research Ratings Distribution, as of March 31, 2025			Haitong International Equity Research Ratings Distribution, as of December 31, 2024		
	Outperform	Neutral (hold)	Underperform	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	92.2%	7.5%	0.3%	91.9%	7.6%	0.4%
IB clients*	3.3%	3.5%	0.0%	2.1%	2.2%	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.

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**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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Recommendation Chart

Super Hi International Holding - 9658 HK



- 1. 25 Sep 2023 OUTPERFORM at 13.80 target 18.69.
- 2. 3 Apr 2024 OUTPERFORM at 14.36 target 14.60.
- 3. 5 Sep 2024 OUTPERFORM at 12.12 target 15.43.

Source: Company data Bloomberg, HTI estimates