

# 锦欣生殖 Jinxin Fertility (1951 HK)

## 更新报告：晚育、中美政策红利有望改善需求和支付端

Delayed Childbearing and China, U.S. Policy Benefits are Expected to Improve Demand and Payment Capacity

观点聚焦 Investment Focus

### 维持优于大市 Maintain OUTPERFORM

评级	优于大市 OUTPERFORM
现价	HK\$3.03
目标价	HK\$3.69
HTI ESG	3.9-3.2-3.0
E-S-G: 0-5, (Please refer to the Appendix for ESG comments)	
市值	HK\$8.36bn / US\$1.06bn
日交易额 (3个月均值)	US\$25.79mn
发行股票数目	2,758mn
自由流通股 (%)	81%
1年股价最高最低值	HK\$4.42-HK\$2.17
注：现价 HK\$3.03 为 2025 年 07 月 11 日收盘价	



资料来源：Factset

	1mth	3mth	12mth
绝对值	-1.6%	-9.0%	13.5%
绝对值 (美元)	-1.6%	-10.0%	12.9%
相对 MSCI China	-0.4%	-20.5%	-15.0%

Rmb mn	Dec-23A	Dec-24A	Dec-25E	Dec-26E
Revenue	2,789	2,812	2,991	3,258
Revenue (+/-)	18%	1%	6%	9%
Net profit	471	416	420	465
Net profit (+/-)	193%	-21%	13%	14%
Diluted EPS (Rmb)	0.13	0.10	0.12	0.13
GPM	42.1%	39.1%	37.6%	38.0%
ROE	3.4%	2.6%	2.9%	3.2%
P/E	22	28	22	20

资料来源：公司信息, HTI

(Please see APPENDIX 1 for English summary)

**国内辅助生殖需求有望迎来拐点，政策红利逐步释放。** 中国平均生育年龄已接近 30 岁，高龄产妇占比持续提升，对辅助生殖技术需求显著增加。2023-2025 年辅助生殖纳入医保从区域试点扩展至全国，政策落地后需求释放可期。同时，我们认为行业供给侧格局趋稳，牌照发放收紧，公司作为民营辅助生殖龙头，有望通过三代试管婴儿牌照等技术优势和案例积累，优先承接增量需求。

**海外业务增长强劲，政策利好加码。** 公司的美国业务为海外核心，2024 年取卵周期约 4,548 例，同比增长 18.2%。截至 2024 年底，公司美国医生团队已扩充至 23 人，计划 2027 年达 40 人，医生产能释放将推动业务放量。同时，2024 年美国加州出台“辅助生殖福利保障”新政，要求团体商保覆盖 IVF 等治疗，公司业务主要在西海岸，将直接受益于政策带来的需求增长。

**盈利韧性凸显，成本控制成效显著。** 2024 年公司国内业务毛利率约 27.6%，在行业承压下保持韧性；经调整净利润 4.2 亿元，利润率 14.8%，较 2022 年疫情期逐步恢复。过去 2 年公司销售和管理费率持续优化至 22.5%，降本增效有效缓解海外业务利润端压力。随着国内政策红利释放及海外医生成熟度提升，我们预计公司 2025-2026 年净利润增速逐步回升。

### 盈利预测及估值

我们预计公司 2025-2026 年收入规模为 29.9 亿元/32.6 亿元，增速为 6.4%/9.0%（前值 2025 年为 34.8 亿元，下调主要系 2024 年辅助生殖医保政策落地迟于预期，居民就诊延迟）。我们预计公司经调整净利润分别为 4.2 亿元/4.7 亿元，增速为 0.9%/10.5%（前值 2025 年为 6.3 亿元，下调原因同前）。

根据可比公司，我们看好公司作为国内辅助生殖龙头的长期价值，以及在中、美辅助生殖积极的支付政策下，行业景气度有望回升。基于对政策持续发酵推动公司增长中枢回升的预期，我们维持公司目标价 HKD 3.69/股，对应 2025/2026 年 22x/20xPE，维持“优于大市”评级。

### 风险

政策落地不及预期的风险、国内经营不及预期的风险、海外业绩不及预期的风险、医疗事故风险。

孟科舍 Kehan Meng  
kh.meng@htsec.com

孙旭东 Xudong Sun  
xd.sun@htsec.com

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前言

锦欣生殖已上市整 6 年。除了因稳健的内生增长变动，公司股价还受到较多外部环境变化影响。其中，最显著的三个变化是收购增厚、海外业务、政策利好。每当上述三个变量出现变化时，股价就会出现较大变动。

①**并购兑现**。2020 年公司收购武汉锦欣拓展华中市场，以及老挝锦瑞医疗中心；2021 年收购香港生育康健中心和香港辅助生育中心加深大湾区布局；2022 年收购云南九洲及昆明和万家，并增持深圳中山医院完成 100%控股；2024 年战略投资印尼辅助生殖龙头 Morula 进军东南亚。

②**美国国际业务受阻后，增强美国本地业务，拓展东南亚市场**。2020 年，国际航班熔断导致赴美生子受阻，而随后美国收紧 B 签，国际需求逐渐向泰国、老挝、西班牙和希腊等费用低、水平优秀、签证便捷且辅助生殖政策宽松的国家转移。公司积极扩张本地业务、招聘医生，来应对国际病人变动的影响。

③**生育政策在反复酝酿中升级**。2021 年三胎政策全面放开；2023-2025 年辅助生殖纳入医保报销从试点到全覆盖；2025 年部分地区推出阶梯式生育补贴。

时至今日，中国生育环境、技术水平、政策背景发生很大变化，而市场缺乏对辅助生殖市场和公司的长期价值判断。辅助生殖内需的景气度何时回暖？海外业务如何演绎？本篇报告将从供需、技术、政策方面回答以下问题，解答为什么我们看好公司作为辅助生殖龙头的长期价值：

问题一：参考发达国家，未来中国辅助生殖需求趋势？

问题二：从收入和利润端看，国内和海外业务何时迎来拐点？

图 1 锦欣生殖股价复盘



资料来源：WIND，海通国际

一、参考发达国家，未来中国辅助生殖需求趋势？

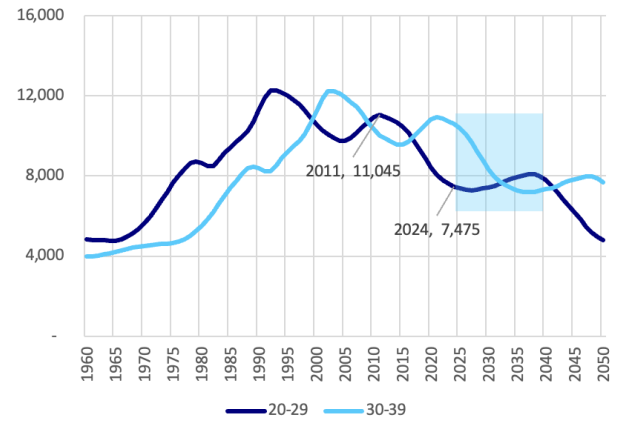
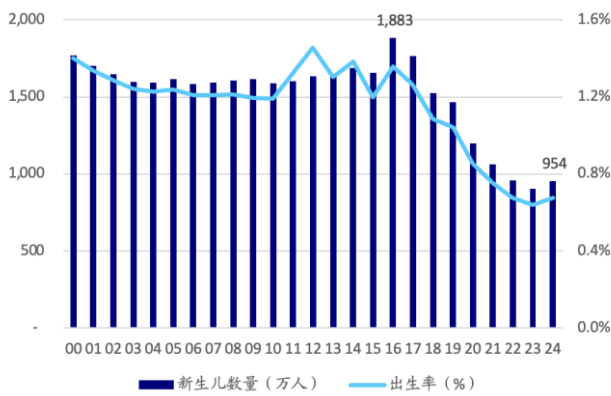
1.1 2024 年中国新生儿数量企稳回升，高龄产妇生育占比持续增长

**2024 年新生儿数量下滑趋势首次企稳。**中国新生儿数量在 2016 年达到 1,883 万人的高位后连续 7 年下滑，至 2024 年约为 954 万人呈现止跌趋势，主要受到近几年生育意愿累积、各地生育支持政策逐渐落实以及龙年生肖偏好等因素影响。

**未来 15 年 20-29 岁女性人数回升，我们预计将稳定国内整体生育情况。**过去一段时间新生儿数量的持续下滑也体现为，生育力较强的 20-29 岁女性数量持续下滑，而根据世界银行预测，2025-2040 年该部分女性数量将从 2024 年的 7,475 万人表现为企稳回升的趋势。

图 2 2000-2024 年中国新生儿数量趋势

图 3 中国 20-29 岁和 30-39 岁女性数量变动趋势 (万人)



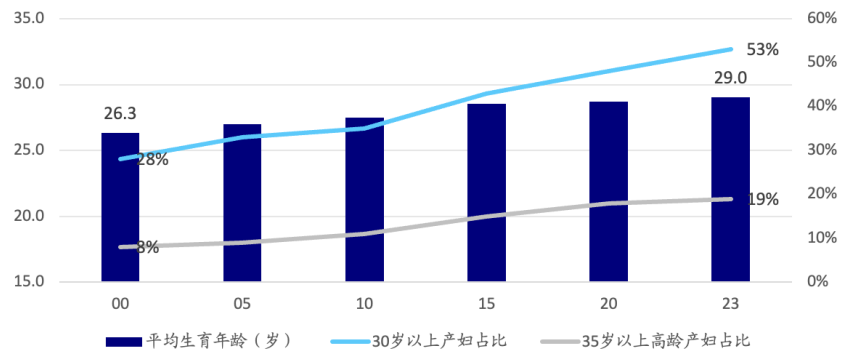
资料来源：国家统计局，海通国际

资料来源：World Bank，海通国际；注释：实际数据更新至 2020 年

中国辅助生殖 (ART, 下同) 市场面临的现状是，育龄夫妇数量减少，生育潜在成本的提升等社会因素抑制生育意愿，表现为新生儿数量增长承压，长期体现为平均生育年龄推迟。各国通过政策手段，提高 ART 技术渗透、满足不孕夫妇生育意愿是对抗新生儿数量下滑的主要方式。

**我们认为，平均生育年龄提升，将持续驱动中国 ART 市场增长。**根据文献研究，中国平均生育年龄已经由 2000 年的 26.3 岁推迟 2.7 岁至 2023 年的 29.0 岁。2023 年，中国 30 岁和 35 岁以上产妇占比已经分别提升至 19% 和 53%，居民尤其高龄产妇对 ART 的需求持续增加。

图 4 2000-2023 年中国平均生育年龄及高龄产妇生育占比



资料来源：Zhang Xianling, Sheng Yi'nan. Postponement of Marriage and Childbearing in China during 1990-2020: Trends and Characteristics[J]. Population Research, 2023, 47(5): 88-101.，联合国人口司，国家统计局人口抽样调查，海通国际。注意：使用多数据来源，部份年限可能不可比，仅代表趋势。

1.2 中国平均生育年龄将突破 30 岁，辅助生殖行业有望迎来加速渗透拐点

参考国际经验，ART 渗透率加速提升往往发生在平均生育年龄 30 岁左右。据 ICMART 统计，2020 年全球 ART 周期约 290 万次，中国（不孕患者多）、日本（政策补贴强力）、美国分列前三（经济水平高），分别占据总周期的 32%、16%和 9%。我们统计 ART 周期数量在各国家全部不孕不育夫妇的占比，代表 ART 技术的应用程度。中国、美国 2020 年和日本 2000 年近似，平均生育年龄均为接近 30 岁，ART 渗透率 2-3%，处于刚步入中度老龄化时期。在平均生育年龄后移、政策强力补贴的带动下，2020 年日本 ART 渗透率已经达到 11%的高水平。

图 5 2020 年全球 ART 周期数量排序，按国家

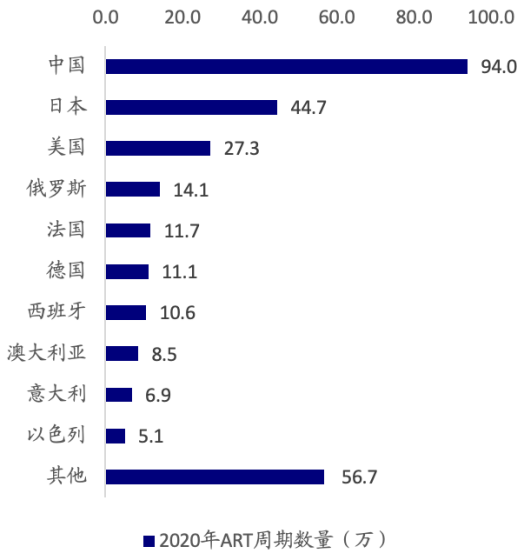


图 6 中国、日本、美国的生育年龄和 ART 渗透趋势

	日本	2000	2010	2020
平均生育年龄	29.7	30.5	31.9	
ART渗透率 (国际标准口径)	0-2%	7%	11%	
ART周期数 (周期, 含失败案例)	1-6万	25万	45万	
不孕不育夫妇对数 (对, 所有)	约340万	约340万	约400万	

	美国	2000	2010	2020
平均生育年龄	27.5	28.8	29.6	
ART渗透率 (国际标准口径)	2%	2%	3%	
ART周期数 (周期, 含失败案例)	12万	15万	27万	
不孕不育夫妇对数 (对, 所有)	约720万	约720万	约800万	

	中国	2000	2010	2020
平均生育年龄	26.3	27.9	29.0	
ART渗透率 (国际标准口径)	0-1%	1%	2%	
ART周期数 (周期, 含失败案例)	约1万	约30-40万	94万	
不孕不育夫妇对数 (对, 所有)	约1-3000万	约4-5000万	约5050万	

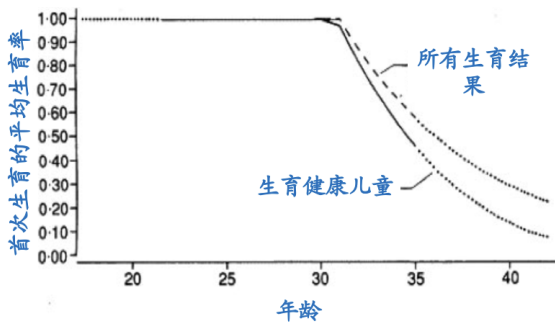
注释: 上述指标均采用国际标准算法。部分范围数据主要因统计学方法差异还原至国际标准算法。平均生育年龄指15-49岁按年龄组划分的中值与年龄组生育率相乘得到的加权平均。各国平均生育年龄不完全可比。其中, 美国数据含同性伴侣生育, 日本包含非婚生育, 中国主要统计婚内生育, 且中国农村地区早期数据可能存在漏报。因此2010年后数据更具参考意义。此外, 在各国家对比中, 均采用不包含跨境生育的净口径进行统计, 以反映本土需求在本土得到满足的情况。辅助生殖渗透率=辅助生殖周期数(包括失败周期、重复治疗周期)/不孕不育夫妇对数。

资料来源: ICMART (国际辅助生殖技术监测委员会), 海通国际

资料来源: ICMART, JSOG (日本产科妇人科学会), SART (美国辅助生殖技术协会), 国家卫健委, 海通国际

女性年龄达到 30 岁后，对 ART 的需求攀升。据文献研究，女性在 30-40 岁期间生育力加速下滑，主要因卵巢储备功能减弱、卵泡数量减少、卵子质量下降。对于 40 岁以上的高龄产妇，还面临更高的新生儿染色体畸变风险。从需求角度，30 岁后，女性对于冻卵或 ART 的需求开始显著增加。对于 35-40 岁女性则需要尽早评估生育率，或进行 ART，并且建议使用三代技术进行遗传检测，来提高活产率和生育健康新生儿的概率。40 岁以上女性的 IVF 单周期活产率不足 15% (WHO)，因此非常依赖捐卵或冻卵，而国内目前相关政策严格，捐卵资源稀缺。

图 7 每周周期生育力 (以 20-30 岁女性平均生育率为基准)



资料来源: Broekmans FJ, Soules MR, Fauser BC. Ovarian aging: mechanisms and clinical consequences. Endocr Rev. 2009 Aug;30(5):465-93. doi: 10.1210/er.2009-0006. Epub 2009 Jul 9. PMID: 19589949., 海通国际

图 8 中国不同年龄女性的生育特征和需求

	20-30	30-35	35-40	40-50
女性比例 (2020年)	32%	28%	25%	15%
不孕率	8-12%	15-20%	25-35%	50-70%
IVF单周期活产率	55-65%	40-55%	15-40%	<15%
生育特征	自然妊娠率高	生育力开始下降	卵巢储备显著减少	卵巢储备几乎枯竭
需求	孕检	冻卵, 部分需要ART	尽早ART, 建议胚胎植入前遗传检测 (PGT)	捐卵IVF (国内监管严格, 捐卵资源稀缺)

资料来源: ICMART, 国家统计局《中国人口普查年鉴 2020》, WHO《不孕症患病率估计 (1990-2021)》, 海通国际

1.3 支付政策是影响辅助生殖渗透率的核心因素，中国医保等政策提升空间较大

我们比较研究发现，政策力度是影响 ART 渗透率的核心因素。年龄越大，单次成功率越低，经济压力越大，越需要补贴。日本 ART 渗透率高的原因是，通过医保+补助降低不孕女性多次尝试 ART 的成本，中国和美国正处于加大补贴、开放政策的阶段。2004 年起，日本推出 10 万日元/年的不孕治疗补助，随后补贴力度持续扩大，并推行免费分娩、免费产检、免费儿童就医、开放单身女性冻卵、单身女性进行 ART 等系列政策，大大降低了不孕女性多次尝试 ART 的成本。美国东海岸一些州 2017 年之后陆续通过强制提供商保方式要求大企业进行补贴，目前美国近半数左右的州出台了类似政策，且政策开放程度较大。

图 9 日本、美国、中国的辅助生殖鼓励政策对比

	医保/补贴政策	其他政策
日本	<ul style="list-style-type: none"> <li>2004年，不孕治疗补助，上限10万日元/年，补助2年；补助金额和补助范围持续扩大。</li> <li>2022年，ART纳入国民健康计划，报销比例70%。40岁以下报销6次，40-43岁3次。</li> <li>2025年，不孕治疗补助，年收入不超过730万日元的夫妇，首次补贴30万日元，随后每次15万日元，最多10次（与医保叠加使用）。</li> <li>2026年，拟将标准分娩服务纳入医保，零自负。目前通过“生育一次性补助金”补贴分娩，标准50万日元，14次免费产检，儿童0-15岁免费就医。</li> </ul>	<ul style="list-style-type: none"> <li>2013年，开放健康单身女性冻卵；</li> <li>2025年，单身女性ART合法化；</li> <li>2026年，将根据居民年收入征收“儿童与育儿支援金，26-28年递增，范围2400日元-19800日元。</li> <li>（禁止代孕）</li> </ul>
美国	<ul style="list-style-type: none"> <li>2017年，纽约州，商保必须覆盖IVF治疗，3次/保险周期，限42岁以下，报销比例50-70%，取决于保险计划。（马萨诸塞州、伊利诺伊州、新泽西州等均根据州情况通过商保覆盖了IVF。）</li> <li>2025-2026年，加州，SB 729法案通过，强制员工超过100人的雇主提供覆盖IVF的保险，覆盖单身人士，打破此前仅限已婚夫妇的限制。</li> <li>2025年，纽约州，IVF报销比例从50%提升至70%，最多6个周期，州政府额外拨款1.2亿美元补贴低收入家庭的自付部分。</li> </ul>	<ul style="list-style-type: none"> <li>允许冻卵</li> <li>2025年，特朗普政府提议向每名新生儿发放5000美元现金补贴。</li> <li>2025年，“One big beautiful Bill Act”提议，永久提高儿童税收抵免额至2200美元。</li> <li>（代孕根据州法规）</li> </ul>
中国	<ul style="list-style-type: none"> <li>2023年，北京将16项辅助生殖项目纳入医保，广西医保覆盖13项。</li> <li>2025年1月7日，国家医保局宣布全国31个省份全部完成辅助生殖纳入医保。</li> <li>2025年，部分地区推出大额生育补贴政策，如内蒙古呼和浩特市，一孩补贴1万元，二孩每年1万元，至5周岁（累计5万元），三孩每年1万元，至10周岁（累计10万元）。</li> </ul>	<ul style="list-style-type: none"> <li>2013年，开放“单独二胎”。</li> <li>2016年，全面开放“二胎”。</li> <li>2021年，开放“三孩”。</li> <li>（禁止冻卵、单身ART、代孕。）</li> </ul>

资料来源：厚生劳动省，CDC，国家医保局，海通国际

中国目前全国各省份根据自身情况出台的 ART 纳入医保或进行补贴的政策已经落地，但从整体市场感知，转暖迹象不明显，我们认为有以下三方面因素：

1) 政策补贴后的 ART 开支对正常家庭压力仍然较大。以北京和上海为例，北京和上海已经分别纳入 16 项和 12 项辅助生殖技术，覆盖主要的流程。按照目前一代技术在公立医院平均花费 3-5 万元与 ART 相关的费用，平均医保报销 0.7-1.5 万元的大致范围测算，报销比例约为 20-30%。同时，一对夫妇平均要尝试 2-3 个周期，高龄产妇需要多次促排和尝试，仍面临至少 5-10 万元以上自付成本。

2) 优质医疗资源挤兑，等待时间长。政策出台后不会立刻转化为治疗周期。对于国内活产率较高的顶尖医疗机构，门诊预约排队需要数月，若为需要助孕等待卵子的高龄产妇，等待时长可达数年。高龄产妇低成功率、对医疗机构水平要求高的特征进一步加剧了医疗资源挤兑。

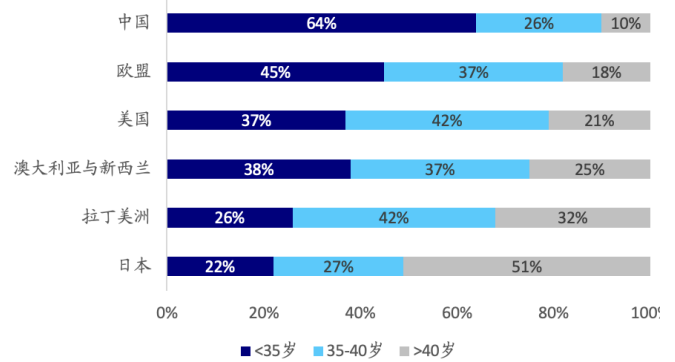
3) 国内政策限制相对严格。美国、日本允许使用捐赠卵子，提高高龄产妇的成功率，间接促进了 ART 在高龄女性的渗透程度。例如，由于日本对高龄产妇相对友好的政策，其 40 岁以上接受 ART 治疗的女性占比已经超过 50%，而中国目前约 10%，较日、欧、美、澳等国家或地区差距较大。中国严格禁止商业化卵子买卖，仅允许符合特定条件的无偿捐赠，限制较大。这也导致国内合法卵源极度短缺，往往排队等待数年。

图 10 中国和日本辅助生殖医保政策对比

医保	北京/上海	日本
IVF平均花费/周期	3-5万元（一代/公立）	约12万元（200万日元，一代/公立）
报销项目	北京16项/上海12项	/
平均医保报销	约0.7-1.5万元	8.4万元
报销比例	20-30%	70%
可报销次数	实际执行中，有门诊起付线，北京有累计报销额度限制，对应约3-4次/年；上海夫妇单项目不超过3次，终身2次完整周期	医保允许最多2次完整周期，可叠加补助降低自负压力，政府对年收入低于35万元（730万日元）的夫妻提供5年最多10次治疗周期的补助，每次补助约7000元（15万日元），东京、大阪等地区提供追加补助，低收入家庭可申请二次报销
成功率	约40%（30-40岁），40岁以上较低	30-50%（20-40岁），40岁以上低于20%

资料来源：国家医保局，北京医保局，北京大学第三医院乔杰采访，上海医保局，National Center for Child Health and Development（日本国立成育医疗中心），海通国际；参考国家医保局统计数据，截至2025年5月5日，北京市5.38万参保人享受报销待遇，报销4.06亿元。

图 11 不同国家或地区接受 ART 治疗的女性年龄分布



资料来源：郑永杰，董杰.不同国家与地区辅助生殖临床数据特征的分析[J].生殖医学杂志，2024,33(2):187-193.，海通国际

综上，2020年中国平均生育年龄已经接近30岁，2023-2025年医保、补贴等支付政策陆续落地，我们认为国内辅助生殖需求有望迎来拐点。我们预计2025-2026年，中国辅助生殖市场将逐渐企稳回暖，门诊量的复苏优先于周期数的复苏，建议关注门诊量复苏信号。我们测算当前中国辅助生殖渗透率仅约2%，不孕不育夫妇数量约5050万对，渗透率每提升2%，可带来约100万的治疗周期增加，使得中国整体辅助生殖周期量翻倍，中国辅助生殖市场仍有极大潜力。

1.4 中国辅助生殖行业供给侧竞争格局趋于稳定，头部机构技术优势凸显

过去5年辅助生殖市场需求不足，供给侧牌照发放较多，对需求有一定分流。目前国内牌照发放数量达到规划标准，行业竞争格局将趋于稳定。我国目前对辅助生殖医疗机构牌照限制基于2021年国家卫健委出台的《人类辅助生殖技术应用规划指导原则（2021版）》。政策规定，2021-2025年，各省新增机构数量不超过截至2020年底机构总数的15%，且原则上每230万—300万人口设置1个辅助生殖机构。依照此原则，2020年我国辅助生殖机构数536家，2025年理论上不超过616家，而2024年我国辅助生殖机构数已达到633家，行业供给可能有所溢出。

我们预计，辅助生殖牌照发放将逐步收紧，头部机构受益于供给侧边际改善，以及稀缺三代牌照的技术优势。根据2022年7月11日《对十三届全国人大五次会议第8569号建议的答复》，国家卫健委回复，“从供需情况看，现有辅助生殖机构已基本能够满足群众服务需求。下一步将通过严格准入、规范实施、强化监管，努力建设供给和需求更加匹配，服务质量更有保障的辅助生殖技术服务网络。”根据妇幼健康司统计，2024年国内约有129张三代试管婴儿牌照，占医疗机构数量的比例仅20%。随着供给趋于稳定，头部医疗机构技术优势更加凸显。

图 12 2012-2024 年中国辅助生殖机构牌照数量变动情况

牌照数量	2012	2020	CAGR (12-20)	2024	CAGR (20-24)
辅助生殖机构数 (家)	356	536	5%	633	4%
夫精人工授精 (AIH)	342	536	6%	633	4%
供精人工授精 (AID)	42	90	10%	116	7%
一代试管婴儿 (IVF-ET)	217	411	8%	473	4%
二代试管婴儿 (ICSI)	216	411	8%	473	4%
三代试管婴儿 (PGT)	16	78	22%	129	13%
三代技术占比	4%	15%	/	20%	/

资料来源: 妇幼健康司, 海通国际

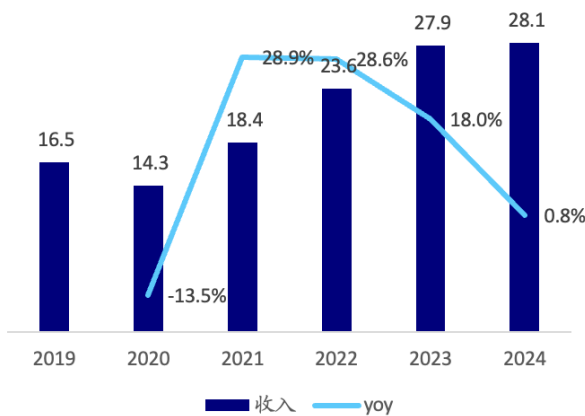
## 二、从收入和利润端看, 国内和海外业务何时迎来拐点?

### 2.1 收入端: 政策利好渐进释放, 国内业务逐步企稳

因患者观望政策落地致就诊延迟, 叠加 2023 年基数因素, 2024 年公司业绩承压。2024 年公司实现收入 28.1 亿元 (+0.8%), 收入增速放缓, 主要受到患者等待政策落地的影响, 叠加 2023 年下半年“生龙子”需求多, 有一定业务基数。2024 年 ARS 相关业务收入占比 49%, 收入结构基本保持稳定。

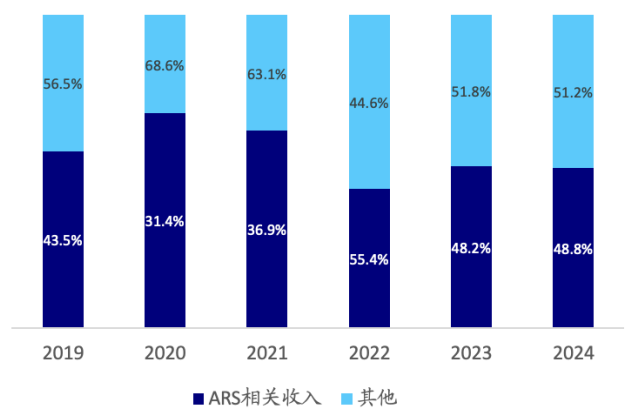
成都西因医院获得第三代试管婴儿牌照, 技术+牌照壁垒提升。根据公司年报, 2024 年公司开展辅助生殖第三代试管以来, 截至 2025 年 3 月 28 日已经服务超过 1000 例患者。第三代试管婴儿牌照技术门槛高、审批难度大。一方面, 获得该牌照有助于承接高龄患者; 另一方面, 第三代试管婴儿客单价高, 未来几年有望持续对公司收入产生积极贡献。

图 13 2019-2024 年锦欣生殖收入及增速 (亿元)



资料来源: 公司年报, 海通国际

图 14 2019-2024 年公司 ARS 相关收入及其他收入占比



资料来源: 公司年报, 海通国际; 注释: ARS 相关收入包括辅助生殖业务, 2024 年将 ARS 延伸业务与 ARS 业务合并, 包括如生殖免疫治疗、生殖外科手术、遗传咨询等, 突出主业。

2024 年成都、深圳业务有所放缓, 政策利好渐进释放有望带动业绩改善。2024 年公司完成 28,443 个取卵周期, 同比 2023 年下滑 6.3 个百分点, 主要受到成都及大湾区取卵周期量下滑的影响, 两地区取卵周期数分别下降 13.0%和 8.4%, 主要与患者观望政策落地、延后就诊有关。2024 年 9 月 30 日和 10 月 10 日, 深圳市和四川省医疗保障局陆续出台政策, 将辅助生殖纳入医保。我们认为患者因等待医保支付落地, 延后治疗计划, 影响短期业绩表现。医保政策落地将带来辅助生殖需求释放, 我们认为有助于促进公司门诊量和治疗周期的边际改善。

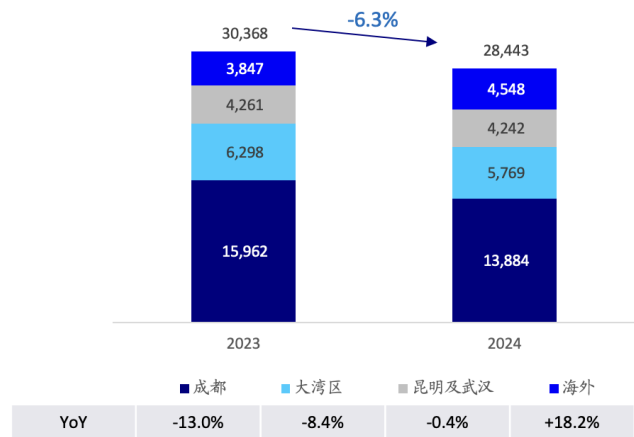
**医生招募稳步推进，海外业务表现亮眼。**2024 年海外取卵周期数量约 4548 例，绝大部分来自美国贡献。根据年报，2023 年公司招募 6 名美国新医生，2024 年底公司美国医生人数达到 23 名，并计划 2027 年将医生团队扩充至 40 人。在医生招募稳步推进、国际病人和飞美航班数量有所恢复的背景下，我们预计公司海外业务增长势头稳健。

**2026 年美国加州“辅助生殖福利保障”新政有望刺激海外业务提速。**根据加利福尼亚州参议院，2024 年 8 月，美国加利福尼亚州通过了参议院第 729 号法案 (SB 729)，该法案规定，自 2026 年 1 月 1 日起，加州大多数大型团体医疗保险计划必须涵盖不孕症诊断和治疗，包括 IVF，涵盖三个取卵周期，包括单身、同性恋等广泛的人群都受到支持。公司业务主要覆盖西海岸。此前美国东海岸的一些州已经实施了类似法案，但加州政策一直相对滞后，我们认为该政策的出台对公司美国业务有积极的提振作用。

图 15 2020-2024 年公司细分业务增速，按 ARS 或非 ARS 相关



图 16 2023-2024 年公司取卵周期数量及增速 (周期)



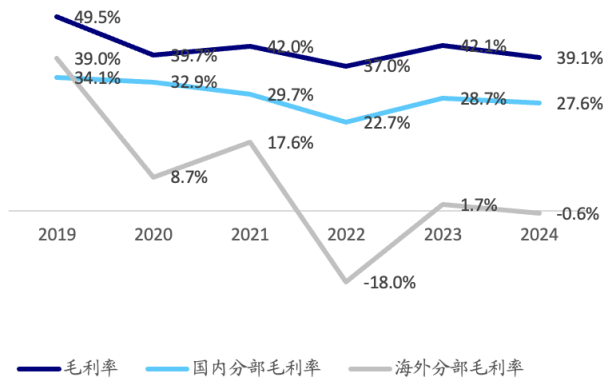
资料来源：公司年报，海通国际

资料来源：公司年报，海通国际

**2.2 利润端：国内业务利润稳定，医生产能释放有望改善海外利润率**

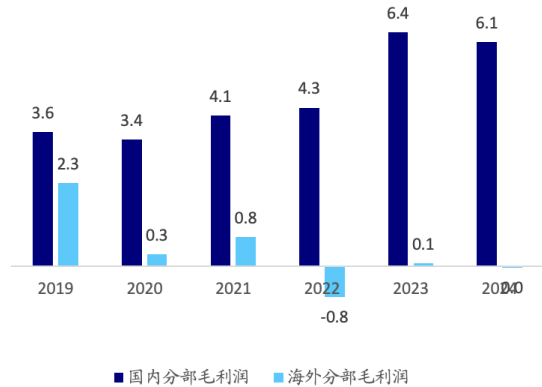
**公司整体利润率相对稳定，海外业务利润率有望逐渐改善。**2024 年公司毛利率为 39.1%，同比下滑 3.0 个百分点，主要因国内业务承压，海外新招募医生仍处于培养早期。从国内和海外的毛利率分别来看，2024 年国内分部毛利率约为 27.6%，在主业承压的背景下保持了相当韧性。海外分部毛利率约为 -0.6%，主要受到国际病人业务复苏慢，以及新招募医生业务起量需要时间的影响。

图 17 2019-2024 年公司毛利率及国内和海外分部情况



资料来源：公司年报，海通国际

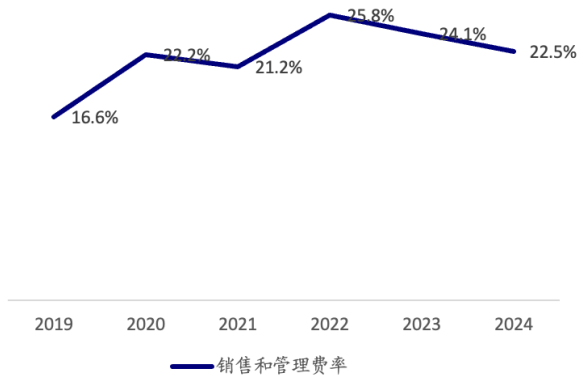
图 18 2019-2024 年公司国内和海外分部毛利润（亿元）



资料来源：公司年报，海通国际

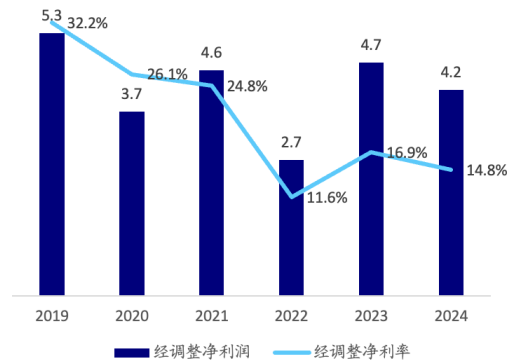
公司降本增效卓有成果，缓和了毛利率下行和海外利润端压力。2024 年公司销售和管理费率约为 22.5%，2022-2024 年持续改善。2024 年公司实现净调整净利润 4.2 亿元，对应利润率 14.8%，相较 2022 年疫情时的 11.6% 逐渐恢复。

图 19 2019-2024 年公司销售和管理费率



资料来源：公司年报，海通国际

图 20 2019-2024 年公司经调整净利润和利润率



资料来源：公司年报，海通国际

### 三、盈利预测及估值

#### 3.1 盈利预测

我们预计公司 2025-2026 年收入规模为 29.9 亿元/32.6 亿元，增速为 6.4%/9.0%（前值 2025 年为 34.8 亿元，下调主要系 2024 年辅助生殖医保政策落地节奏较晚，经济压力较大下居民生育意愿持续有压力）。我们预计公司经调整净利润分别为 4.2 亿元/4.7 亿元，增速为 0.9%/10.5%（前值 2025 年为 6.3 亿元，下调原因同前）。

图 21 盈利预测

Jinxin		IFRS	IFRS	IFRS	IFRS	IFRS	IFRS	IFRS	
RMB mn		2019	2020	2021	2022	2023	2024	25E	26E
<b>Consolidated P&amp;L Statement</b>									
sales		1,648	1,426	1,839	2,364	2,789	2,812	2,991	3,258
COGS	yoy	78.8%	-13.5%	28.9%	28.6%	18.0%	0.8%	6.4%	9.0%
Gross profit		832	860	1,067	1,490	1,613	1,712	1,866	2,021
GPM		49.5%	39.7%	42.0%	37.0%	42.1%	39.1%	37.6%	38.0%
SG&A		274	317	389	610	673	633	606	654
R&D	%	16.6%	22.2%	21.2%	25.8%	24.1%	22.5%	20.3%	20.1%
R&D	%	13	11	11	17	22	25	26	28
Operation profit		529	237	372	247	480	442	492	555
OPM		32.1%	16.6%	20.2%	10.4%	17.2%	15.7%	16.5%	17.0%
Other income		63	74	56	50	77	35	35	35
Interest earned		44	49	32	28	21	7	9	9
Interest rate		2.0%	1.7%	1.6%	1.9%	2.0%	1.1%	1.6%	1.4%
Other expense		-2	-6	-1	-8	-31	-5	-5	-5
Other GL		-34	57	62	-58	13	-28	-28	-28
Share of P/L of associates/ Joint ventures		0	0	-10	-4	5	5	5	5
Financial expense		-9	-13	-21	-72	-80	-57	-57	-57
Interest paid		-	-2	-6	-45	-60	-41	-42	-42
Loan rate		-	2.8%	3.4%	4.0%	2.8%	1.9%	1.9%	1.9%
Pretax profit		547	349	458	155	464	392	442	506
Income tax		-127	-89	-104	-36	-117	-118	-134	-153
Effective tax rate		-23.2%	-25.4%	-22.7%	-23.5%	-25.3%	-30.2%	-30.2%	-30.2%
Net profit		420	260	354	118	347	273	309	353
NPM	yoy	97.7%	-38.1%	36.2%	-66.6%	193.5%	-21.2%	12.9%	14.3%
NPM		25.5%	18.2%	19.3%	5.0%	12.4%	9.7%	10.3%	10.8%
Attribute to shareholder's		409	251	340	121	345	283	318	363
Minorities		11	9	14	-3	2	-10	-10	-10
Adj. Items		110	112	101	156	124	143	112	112
+Amortisation of ESOP		27	84	76	33	53	47	47	47
+D&A & delayed tax caused by M&A		18	22	28	44	49	64	64	64
+Litigation (Y19)		-	-	-	-	22	-	-	-
+FX L/G		-	-	-	-	-	24	-	-
Others		65	6	-3	79	-0	7	-	-
Adj. Net profit		530	372	455	274	471	416	420	465
Normalized NPM	yoy	111.9%	-29.8%	22.3%	-39.8%	72.0%	-11.7%	0.9%	10.5%
Normalized NPM		32.2%	26.1%	24.8%	11.6%	16.9%	14.8%	14.1%	14.3%

资料来源：公司年报，海通国际预测

### 3.2 估值

根据可比公司，我们看好公司作为国内辅助生殖龙头的长期价值，以及在中美辅助生殖积极的支付政策下，行业景气度有望回升。基于对政策持续发酵推动公司增长中枢回升的预期，我们维持公司目标价 HKD 3.7/股，对应 2025/2026 年 22x/20xPE。

图 22 相对估值

Ticker	2025/7/8	市值	归母净利润			PE (x)			PEG (x)		Growth
			2024	25E	26E	2024	25E	26E	25E	26E	
6078.HK	海吉亚	85.0	6.0	7.0	8.0	14	12	11	0.7	16.2%	
2273.HK	固生堂	73.0	3.1	4.2	5.4	25	18	14	0.4	36.2%	
600763.SH	通策医疗	186.0	5.0	5.4	6.0	40	34	31	4.0	7.8%	
Average						26	21	19	1.7		

资料来源：WIND, HTI; 截至 2025 年 7 月 8 日

### 四、风险提示

政策落地不及预期的风险、国内经营不及预期的风险、海外业绩不及预期的风险、医疗事故风险。

## 财务报表分析和预测

X				
Profit & Loss (Rmb'm)	FY23A	FY24A	FY25E	FY26E
Total turnover	2,789	2,812	2,991	3,258
Cost of sales	1,613	1,712	1,866	2,021
Gross profit	1,175	1,099	1,124	1,237
Total operating costs	695	658	632	682
Operating profit	480	442	492	555
Other income	77	35	35	35
Interest income (expense)	21	7	9	9
Share of loss from others	5	5	5	5
Pre-tax profit	464	392	442	506
Taxation	117	118	134	153
Net Income	347	273	309	353
Minorities	2	(10)	(10)	(10)
Net Income to ord equity	345	283	318	363
One-off expense	124	143	112	112
Normalized net income	471	416	420	465
X				
Balance Sheet (Rmb'm)	FY23A	FY24A	FY25E	FY26E
Total cash and equivalents	711	571	649	710
Inventories	62.4	51.0	61.0	66.0
Account and other receivables	-	-	-	-
Trade receivables	383	409	421	459
Other current assets	186	59	59	59
Total current assets	1,342	1,090	1,190	1,294
Property, plant and equipment	2,595	2,812	2,720	2,599
Other non-current assets	424	(304)	(1,446)	(1,325)
Total non-current assets	3,020	2,508	1,274	1,274
Total assets	4,362	3,598	2,464	2,568
Contract liabilities	72	54	54	54
Trade and other payable	805	738	787	767
Bank borrowing	748	1,278	1,278	1,278
Other current liabilities	65	51	51	51
Total current liabilities	1,690	2,119	2,169	2,149
Bank borrowing	1,380	993	993	993
Contract liabilities	350	281	281	281
Other liabilities	1,290	1,234	-	-
Total non-current liabilities	3,020	2,508	1,274	1,274
Total liabilities	4,709	4,628	3,443	3,423
Shareholder's equity	10,091	10,274	10,593	10,955
Minority interests	95	80	70	61
Total equity	10,187	10,354	10,663	11,016
Total liabilities & shareholders' equity	14,896	14,982	14,106	14,438

X				
Cash flow (Rmb'm)	FY23A	FY24A	FY25E	FY26E
Operating profit	480	442	492	555
Deprecation and amortisation	286	278	423	409
Changes in working capital	(95)	(82)	27	(63)
Other operating cash flow	13	(8)	(94)	(113)
Cash generated from operations	684	629	848	789
Capex	(164)	(262)	(210)	(168)
Other investing cash flow	(211)	(31)	9	9
Net cash flow from investing activities	(375)	(293)	(201)	(159)
Change in borrowings	(3)	111	-	-
Proceeds from changes in capital	-	-	-	-
Other financing cash flow	(948)	(569)	(569)	(569)
Net cash flow from financing	(950)	(458)	(569)	(569)
Cash at beginning of period	1,330	711	571	649
Net change in cash	(641)	(122)	78	61
Forex effects	2	2	-	-
Implied cash at end of period	711	571	649	710
Free cash flow	520	367	638	621
X				
Key Ratios	FY23A	FY24A	FY25E	FY26E
Growth				
Revenue growth	18.0%	0.8%	6.4%	9.0%
Net profit growth	193.5%	-21.2%	12.9%	14.3%
Margins				
Gross margin	42.1%	39.1%	37.6%	38.0%
Operating profit margin	17.2%	15.7%	16.5%	17.0%
Pretax profit margin	16.6%	13.9%	14.8%	15.5%
Tax rate	25.3%	30.2%	30.2%	30.2%
Net profit margin	12.4%	9.7%	10.3%	10.8%
Key Ratios				
ROE	3.4%	2.6%	2.9%	3.2%
ROA	8.0%	7.6%	12.5%	13.7%
Capex/revenue	5.9%	9.3%	7.0%	5.2%
Current ratio (x)	0.8	0.5	0.5	0.6
Creditor days	187	171	154	139
Debtor days	51	51	51	51
Inventory days	12	12	12	12
Sales/assets	0.6	0.8	1.2	1.3
Credit analysis				
Debt/EBITDA (x)	9.8	10.5	7.0	6.2
Debt/equity	0.3	0.3	0.2	0.2
Net debt to equity	14%	16%	15%	14%

资料来源：公司年报，海通国际；截至 2025 年 7 月 8 日

**APPENDIX 1****Summary**

Domestic Assisted Reproductive Demand Expected to Reach an Inflection Point as Policy Dividends Gradually Unfold. The average childbearing age in China has approached 30, with the proportion of advanced maternal age continuing to rise, significantly increasing demand for assisted reproductive technologies. From 2023 to 2025, the inclusion of assisted reproduction in medical insurance expanded from regional pilots to nationwide coverage, and demand is expected to be unleashed following policy implementation. Meanwhile, we believe the industry's supply-side landscape is stabilizing, with tighter licensing approvals. As a leading private assisted reproduction provider, the company is well-positioned to capture incremental demand through technological advantages such as third-generation IVF licenses and accumulated case experience.

Strong Growth in Overseas Operations Bolstered by Policy Support. The company's U.S. operations serve as its overseas core, with approximately 4,548 egg retrieval cycles in 2024, up 18.2% YoY. By the end of 2024, its U.S. medical team had expanded to 23 doctors, with plans to reach 40 by 2027. The ramp-up in physician capacity is expected to drive business growth. Additionally, California introduced a new "Assisted Reproductive Benefits Guarantee" policy in 2024, requiring group commercial insurance to cover IVF and related treatments. Since the company's operations are concentrated on the West Coast, it stands to benefit directly from the resulting demand surge.

Resilient Profitability and Effective Cost Control. In 2024, the company's domestic business maintained a gross margin of approximately 27.6%, demonstrating resilience amid industry pressures. Adjusted net profit reached RMB 420 million, with a profit margin of 14.8%, gradually recovering from pandemic-affected 2022 levels. Over the past two years, the company optimized its sales and administrative expense ratio to 22.5%, with cost-cutting measures effectively alleviating profit pressure in overseas operations. As domestic policy dividends materialize and overseas doctors gain experience, we expect the company's net profit growth to gradually rebound in 2025–2026.

**Earnings Forecast and Valuation**

We project the company's 2025–2026 revenue at RMB 2.99 billion/RMB 3.26 billion, with growth rates of 6.4%/9.0% (previous 2025 estimate: RMB 3.48 billion, revised downward due to delayed implementation of assisted reproduction insurance policies in 2024 and deferred patient visits). Adjusted net profit is forecasted at RMB 420 million/RMB 470 million, with growth rates of 0.9%/10.5% (previous 2025 estimate: RMB 630 million, adjusted for the same reasons).

Based on peer comparisons, we remain optimistic about the company's long-term value as a domestic assisted reproduction leader, with industry prospects expected to improve amid favorable reimbursement policies in China and the U.S. Anticipating sustained policy tailwinds to drive a recovery in growth momentum, we maintain our target price of HKD 3.69/share, corresponding to 22x/20x 2025/2026 PE, maintain "Outperform" rating.

**Risks**

Policy implementation falling short of expectations, underperformance in domestic operations, weaker-than-expected overseas performance, and medical malpractice risks.

## APPENDIX 2

### ESG Comments

#### **Environmental:**

The company has devoted to improve the environment.

#### **Social:**

The company has devoted to improve the society and employee environment.

#### **Governance:**

The company has devoted to improve the corporate governance structure.

## 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.

**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 日海通国际股票研究评级分布

## 截至 2024 年 12 月 31 日海通国际股票研究评级分布

	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。

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 – 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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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真: +91 22 24216327

合规和申诉办公室联系人: Prasanna Chandwaskar; 电话: +91 22 43156803; 电子邮箱: [prasanna.chandwaskar@htisec.com](mailto:prasanna.chandwaskar@htisec.com)

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address : 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax:+91 22 24216327

Details of the Compliance Officer and Grievance Officer : Prasanna Chandwaskar : Ph: +91 22 43156803; Email id: [prasanna.chandwaskar@htisec.com](mailto:prasanna.chandwaskar@htisec.com)

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## Recommendation Chart

### Jinxin Fertility - 1951 HK



1. 6 Apr 2023 OUTPERFORM at 5.58 target 8.88.
2. 30 Aug 2023 OUTPERFORM at 3.93 target 5.35.
3. 31 Mar 2024 OUTPERFORM at 2.43 target 5.35.
4. 11 Sep 2024 OUTPERFORM at 2.22 target 3.69.

Source: Company data Bloomberg, HTI estimates