

# 显卡、通用 GPU 双线布局,管理变革推动创新

# 本报告导读:

公司持续保持高研发投入追求技术领先,产品方面景宏 GPU、显卡 JM11 双线布局,内部管理体系变革推动企业创新。

# 投资要点:

- 维持优于大市评级,目标价 86.50 元。公司受下游需求影响,叠加高研发投入,业绩波动较大,未来预计在 AI、信创驱动下逐步修复,公司 2025-2027 年 EPS 预测为 0.06/0.20/0.39 元,考虑到下游修复预期,给予高于均值溢价,2025 年 65 倍 PS(原为 2024 年 40x),目标价 86.50 元(-18%),维持"优于大市"评级。
- 25Q1 营收下降趋缓,研发保持高投入。①2024 年公司营收 4.66 亿元,同比-34.62%;归母净利润-1.65 亿元,同比-376.67%。2025Q1 营收 1.02 亿元,同比-5.46%;归母净利润-0.55 亿元,同比-375.50%。②2025Q1 预付账款 0.30 亿元,同比+63.21%;递延收益 0.66 亿元,同比+54.34%,主因是收到政府补助。2025Q1 经营活动现金流量净额-0.42 亿元,同比+53.22%,主要原因是购买商品接受劳务支付的现金减少。③2025Q1 共投入研发 0.70 亿元,占营收比例为 68.17%。
- GPU 走向通用,景宏 GPU、JM11 加速。①公司坚定看好 GPU 未来广阔的发展前景,坚定不移地投入 GPU 研发,全力推进由"专用"到"专用+通用"的发展战略,瞄准 GPU 在人工智能领域的应用方向,持续开展高性能 GPU、模块及整机等产品的研发。②公司成功研发了景宏系列高性能智算模块与整机产品,填补了公司在 AI 训练、AI 推理和科学计算等应用领域的产品空白,为公司未来在人工智能领域的持续发力奠定基础。③公司 JM11 系列图形处理芯片可满足云桌面、云游戏、云渲染、云计算等云端应用场景及地理信息系统、多媒体处理、CAD 辅助设计等高性能渲染应用场景。目前,公司最新图形处理芯片 JM11 系列产品处于推广应用阶段。
- 内部管理体系变革,推动企业创新。①全面开展管理变革,将 IPD、LTC 流程建设的成果与能力转变为公司的组织能力,优化从立项到交付的业务流程,提升产品开发效率和产品质量;②贯彻"低成本战略",通过精益化管理、流程优化和技术升级等措施,推动产品创新,降低运营成本;③持续打造组织能力,聚焦赋能管理干部,提升管理团队的领导力和执行力。通过系统化的培训和管理实践,不断提升公司管理成熟度,构建适应性强、创新力高的组织体系。
- 风险提示:产品迭代不及预期;下游需求不及预期。

财务摘要(百万元)	2023A	2024A	2025E	2026E	2027E
营业总收入	713	466	695	935	1,220
(+/-)%	-38.2%	-34.6%	49.1%	34.5%	30.5%
净利润(归母)	60	-165	32	106	205
(+/-)%	-79.3%	-376.7%	119.6%	227.2%	93.4%
每股净收益(元)	0.11	-0.32	0.06	0.20	0.39
净资产收益率(%)	1.7%	-2.3%	0.5%	1.5%	2.7%
市盈率(现价&最新股本摊薄)	685.57	_	1263.35	386.07	199.67
资料来源:Wind,HTI 研究					

300474 CH Jingjia Microelectronics Rating: OUTPERFORM Target Price: Rmb86.5

股票研究 / 2025-08-07

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# 财务预测表

资产负债表(百万元)	2023A	2024A	2025E	2026E	2027E	利润表(百万元)	2023A	2024A	2025E	2026E	2027E
货币资金	1,083	4,268	4,136	3,837	3,587	营业总收入	713	466	695	935	1,220
交易性金融资产	0	0	0	0	0	营业成本	289	263	381	501	652
应收账款及票据	975	718	958	1,312	1,707	税金及附加	12	12	14	20	27
存货	637	647	794	1,052	1,349	销售费用	37	36	44	62	82
其他流动资产	205	469	508	534	559	管理费用	118	115	135	112	122
流动资产合计	2,900	6,102	6,396	6,734	7,202	研发费用	331	281	313	337	366
长期投资	263	300	300	300	300	EBIT	-33	-230	-85	100	214
固定资产	513	515	538	559	581	其他收益	92	88	174	262	305
在建工程	12	10	15	19	22	公允价值变动收益	0	0	0	0	0
无形资产及商誉	190	186	183	184	188	投资收益	10	-6	3	5	6
其他非流动资产	316	451	389	382	376	财务费用	-8	-10	-20	-17	-14
非流动资产合计	1,294	1,463	1,425	1,444	1,467	减值损失	-52	-79	-70	-70	-70
总资产	4,194	7,565	7,821	8,178	8,670	资产处置损益	4	1	2	3	3
短期借款	0	0	0	0	0	营业利润	-11	-226	-63	119	229
应付账款及票据	345	262	386	520	666	营业外收支	0	-3	-2	-2	-2
一年内到期的非流动负债	156	50	49	49	49	所得税	-71	-64	-97	12	23
其他流动负债	101	99	121	168	218	净利润	60	-165	32	106	205
流动负债合计	602	410	555	736	934	少数股东损益	0	0	0	0	0
长期借款	46	0	50	100	150	归属母公司净利润	60	-165	32	106	205
应付债券	0	0	0	0	0						
租赁负债	39	34	34	34	34	主要财务比率	2023A	2024A	2025E	2026E	2027E
其他非流动负债	94	50	72	72	72	ROE(摊薄,%)	1.7%	-2.3%	0.5%	1.5%	2.7%
非流动负债合计	178	84	157	207	257	ROA(%)	1.5%	-2.8%	0.4%	1.3%	2.4%
总负债	781	494	712	943	1,191	ROIC(%)	4.7%	-2.3%	0.6%	1.2%	2.5%
实收资本(或股本)										1.2/0	
大似贝个(以风个)	458	523	523	523	523	销售毛利率(%)	59.5%	43.7%	45.2%	46.4%	46.5%
头似页本( <u>以</u> 成本) 其他归母股东权益	458 2,956	523 6,548	523 6,586	523 6,712	-		59.5% -4.6%	43.7% -49.4%	45.2% -12.2%		46.5% 17.5%
					523	销售毛利率(%)				46.4%	
其他归母股东权益	2,956	6,548	6,586	6,712	523 6,956	销售毛利率(%) EBIT Margin(%)	-4.6%	-49.4%	-12.2%	46.4% 10.7%	17.5%
其他归母股东权益 <b>归属母公司股东权益</b> 少数股东权益	2,956 <b>3,414</b>	6,548 <b>7,070</b>	6,586 <b>7,109</b>	6,712 <b>7,235</b>	523 6,956 <b>7,479</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%)	-4.6% 8.4%	-49.4% -35.4%	-12.2% 4.7%	46.4% 10.7% 11.3%	17.5% 16.8%
其他归母股东权益 <b>归属母公司股东权益</b>	2,956 <b>3,414</b> 0	6,548 <b>7,070</b> 0	6,586 <b>7,109</b> 0	6,712 <b>7,235</b> 0	523 6,956 <b>7,479</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%)	-4.6% 8.4% 18.6%	-49.4% -35.4% 6.5%	-12.2% 4.7% 9.1%	46.4% 10.7% 11.3% 11.5%	17.5% 16.8% 13.7%
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计	2,956 <b>3,414</b> 0 <b>3,414</b>	6,548 <b>7,070</b> 0 <b>7,070</b>	6,586 <b>7,109</b> 0 <b>7,109</b>	6,712 <b>7,235</b> 0 <b>7,235</b>	523 6,956 <b>7,479</b> 0 <b>7,479</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次)	-4.6% 8.4% 18.6% 0.5	-49.4% -35.4% 6.5% 0.4	-12.2% 4.7% 9.1% 0.5	46.4% 10.7% 11.3% 11.5% 0.5	17.5% 16.8% 13.7% 0.5
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计	2,956 <b>3,414</b> 0 <b>3,414</b>	6,548 <b>7,070</b> 0 <b>7,070</b>	6,586 <b>7,109</b> 0 <b>7,109</b>	6,712 <b>7,235</b> 0 <b>7,235</b>	523 6,956 <b>7,479</b> 0 <b>7,479</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次)	-4.6% 8.4% 18.6% 0.5 1.0	-49.4% -35.4% 6.5% 0.4 0.8	-12.2% 4.7% 9.1% 0.5 1.1	46.4% 10.7% 11.3% 11.5% 0.5	17.5% 16.8% 13.7% 0.5 1.1
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益	2,956 <b>3,414</b> 0 <b>3,414</b> <b>4,194</b>	6,548 <b>7,070</b> 0 <b>7,070 7,565</b>	6,586 <b>7,109</b> 0 <b>7,109 7,821</b>	6,712 <b>7,235</b> 0 <b>7,235</b> <b>8,178</b>	523 6,956 <b>7,479</b> 0 <b>7,479</b> <b>8,670</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次)	-4.6% 8.4% 18.6% 0.5 1.0	-49.4% -35.4% 6.5% 0.4 0.8 0.1	-12.2% 4.7% 9.1% 0.5 1.1	46.4% 10.7% 11.3% 11.5% 0.5 1.2	17.5% 16.8% 13.7% 0.5 1.1 0.1
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益 现金流量表(百万元)	2,956 3,414 0 3,414 4,194	6,548 7,070 0 7,070 7,565	6,586 7,109 0 7,109 7,821 2025E	6,712 7,235 0 7,235 8,178	523 6,956 <b>7,479</b> 0 <b>7,479</b> <b>8,670</b>	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次)	-4.6% 8.4% 18.6% 0.5 1.0 0.2 4.4	-49.4% -35.4% 6.5% 0.4 0.8 0.1 -0.4	-12.2% 4.7% 9.1% 0.5 1.1 0.1 -4.8	46.4% 10.7% 11.3% 11.5% 0.5 1.2 0.1	17.5% 16.8% 13.7% 0.5 1.1 0.1 -0.8
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益 现金流量表(百万元) 经营活动现金流	2,956 3,414 0 3,414 4,194  2023A	6,548 7,070 0 7,070 7,565	6,586 7,109 0 7,109 7,821 2025E -156	6,712 7,235 0 7,235 8,178 2026E	523 6,956 7,479 0 7,479 8,670  2027E -156	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次) 净利润现金含量 资本支出/收入	-4.6% 8.4% 18.6% 0.5 1.0 0.2 4.4	-49.4% -35.4% 6.5% 0.4 0.8 0.1 -0.4 44.2%	-12.2% 4.7% 9.1% 0.5 1.1 0.1 -4.8 14.5%	46.4% 10.7% 11.3% 11.5% 0.5 1.2 0.1 -2.1 15.9%	17.5% 16.8% 13.7% 0.5 1.1 0.1 -0.8
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益 现金流量表(百万元) 经营活动现金流 投资活动现金流	2,956 3,414 0 3,414 4,194  2023A 264 -108	6,548 7,070 0 7,070 7,565  2024A 62 -548	6,586 7,109 0 7,109 7,821  2025E -156 -52	6,712 7,235 0 7,235 8,178 2026E -221 -144	523 6,956 7,479 0 7,479 8,670 2027E -156 -178	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次) 净利润现金含量 资本支出/收入 EV/EBITDA	-4.6% 8.4% 18.6% 0.5 1.0 0.2 4.4 11.4% 656.62	-49.4% -35.4% 6.5% 0.4 0.8 0.1 -0.4 44.2%	-12.2% 4.7% 9.1% 0.5 1.1 0.1 -4.8 14.5%	46.4% 10.7% 11.3% 11.5% 0.5 1.2 0.1 -2.1 15.9% 160.99	17.5% 16.8% 13.7% 0.5 1.1 0.1 -0.8 15.1% 100.20 199.67
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益 现金流量表(百万元) 经营活动现金流 投资活动现金流 接资活动现金流	2,956 3,414 0 3,414 4,194  2023A 264 -108 79	6,548 7,070 0 7,070 7,565  2024A 62 -548 3,660	6,586 7,109 0 7,109 7,821  2025E -156 -52 76	6,712 7,235 0 7,235 8,178  2026E -221 -144 67	523 6,956 7,479 0 7,479 8,670  2027E -156 -178 84	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次) 净利润现金含量 资本支出/收入 EV/EBITDA P/E(现价&最新股本摊薄)	-4.6% 8.4% 18.6% 0.5 1.0 0.2 4.4 11.4% 656.62 685.57	-49.4% -35.4% 6.5% 0.4 0.8 0.1 -0.4 44.2%	-12.2% 4.7% 9.1% 0.5 1.1 0.1 -4.8 14.5% 1656.41 1263.35	46.4% 10.7% 11.3% 11.5% 0.5 1.2 0.1 -2.1 15.9% 160.99 386.07	17.5% 16.8% 13.7% 0.5 1.1 0.1 -0.8 15.1% 100.20 199.67 5.47
其他归母股东权益 归属母公司股东权益 少数股东权益 股东权益合计 总负债及总权益 现金流量表(百万元) 经营活动现金流 投资活动现金流 筹资活动现金流 军变动影响及其他	2,956 3,414 0 3,414 4,194  2023A 264 -108 79 0	6,548 7,070 0 7,070 7,565  2024A 62 -548 3,660 0	6,586 7,109 0 7,109 7,821  2025E -156 -52 76 0	6,712 7,235 0 7,235 8,178  2026E -221 -144 67 0	523 6,956 7,479 0 7,479 8,670  2027E -156 -178 84 0	销售毛利率(%) EBIT Margin(%) 销售净利率(%) 资产负债率(%) 存货周转率(次) 应收账款周转率(次) 总资产周转周转率(次) 净利润现金含量 资本支出/收入 EV/EBITDA P/E(现价&最新股本摊薄) P/B(现价)	-4.6% 8.4% 18.6% 0.5 1.0 0.2 4.4 11.4% 656.62 685.57 11.99	-49.4% -35.4% 6.5% 0.4 0.8 0.1 -0.4 44.2% — 5.79	-12.2% 4.7% 9.1% 0.5 1.1 0.1 -4.8 14.5% 1656.41 1263.35 5.76	46.4% 10.7% 11.3% 11.5% 0.5 1.2 0.1 -2.1 15.9% 160.99 386.07 5.66	17.5% 16.8% 13.7% 0.5 1.1 0.1 -0.8 15.1% 100.20 199.67 5.47
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资料来源: Wind, HTI 研究



表 1 可比公司估值表

证券简称			营收 (亿元)			PS(倍)		
	证券代码	市值 (亿元)	2025E	2026E	2027Е	2025E	2026E	2027E
海光信息	688041	3289	139.06	194.05	257.37	23.65	16.95	12.78
龙芯中科	688047	543	7.16	9.97	13.1	75.84	54.46	41.45
寒武纪	688256	2817	64.49	97.53	120.53	43.68	28.88	23.37
平均		2216	70.24	100.52	130.33	47.72	33.43	25.87

资料来源: Wind, HTI 研究 市值采用 2025 年 7 月 25 日收盘市值, 营收数据采用 Wind 一致预期



# **APPENDIX 1**

# Summary

# Investment Highlights:

Maintain Outperform rating, target price RMB 86.50. The company is affected by downstream demand and high R&D investment, leading to performance fluctuations. Expected recovery driven by AI and information innovation. EPS forecast for 2025-2027 is RMB 0.06/0.20/0.39. Given downstream recovery expectations, a premium above average value is applied, with a 65x PS for 2025, target price RMB 86.50, maintaining Outperform rating. 25Q1 revenue decline slowed, R&D investment remains high. 2024 revenue RMB 466 million, YoY -34.62%; net profit attributable to shareholders -RMB 165 million, YoY -376.67%. 2025Q1 revenue RMB 102 million, YoY -5.46%; net profit attributable to shareholders -RMB 55 million, YoY -375.50%. 2025Q1 Prepayment RMB 30 million, YoY +63.21%; deferred revenue RMB 66 million, YoY +54.34%, mainly due to government subsidies. 2025Q1 net cash flows from operating activities -RMB 42 million, YoY +53.22%, mainly due to reduced cash payments for goods and services. 2025Q1 R&D investment RMB 70 million, 68.17% of revenue. GPU becomes general-purpose, Jinghong GPU, JM11 accelerate. The company is optimistic about GPU's future, investing in R&D, transitioning from 'specialized' to 'specialized + general-purpose', focusing on AI applications, and developing high-performance GPUs, modules, and systems. Successfully developed Jinghong series high-performance intelligent computing modules and systems, filling product gaps in AI training, inference, and scientific computing, laying the foundation for future AI efforts. JM11 series graphics processing chips meet cloud applications and high-performance rendering needs. Currently, JM11 series is in the promotion stage. Internal management reform drives innovation. Comprehensive management reform transforms IPD, LTC process achievements into organizational capabilities, optimizing business processes from project initiation to delivery, improving product development efficiency and quality. Implement 'low-cost strategy' through lean management, process optimization, and technology upgrades to drive product innovation and reduce operating costs. Continuously build organizational capabilities, focus on empowering management, enhancing leadership and execution. Systematic training and management practices improve management maturity, creating a highly adaptive and innovative organization.

Risk Warning: Product iteration weaker than expected; downstream demand weaker than expected.

# 附录 APPENDIX

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		(持有)			(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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	as of J	une 30, 2025		as of March 31, 2025			
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		(h ol d)			(hold)		
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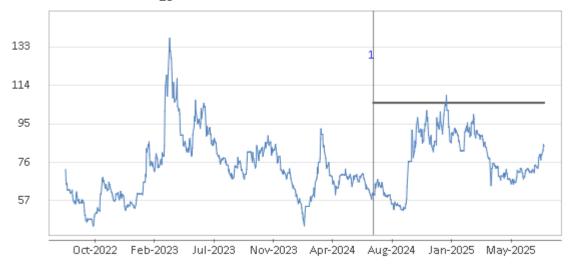
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