

石头科技 Beijing Roborock Tech (688169 CH)

收入端表现优异, 扫地机业务保持全球领先

Maintaining global leading position in the robotic vacuum cleaner market

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM 评级 优千大市 OUTPERFORM 现价 Rmh182 95 Rmb234.60 目标价 HTI ESG 4.1-4.1-4.0 E-S-G: 0-5. (Please refer to the Appendix for ESG comments) 义利评级 RR+ 来源: 盟浪. Reproduced by permission; no further distribution 市值 Rmb47.40bn / US\$6.64bn 日交易额 (3 个月均值) US\$72 74mn 发行股票数目 259.09mn 自由流通股(%) 1年股价最高最低值 Rmb315.00-Rmb143.75 注: 现价 Rmb182.95 为 2025 年 08 月 15 日收盘价 Price Return ——MSCI China 160 140 120 100 80 /olume Aug-24 Dec-24 Apr-25 Aug-25 资料来源: Factset 12mth 1mth 3mth 绝对值 0.1% 0.2% 0.2% 绝对值 (美元) 0.1% 0.2% 0.3% 相对 MSCI China -5.6% -8.5% -44.8% Rmb mn Dec-24A Dec-25E Dec-26E Dec-27E Revenue 11.945 17.100 21.082 25.499 Revenue (+/-) 38% 43% 23% 21% 2.026 3.096 Net profit 1.977 2.474 Net profit (+/-) 25% -4% 2% 22% Diluted EPS (Rmb) 11.95 7.63 7.82 9.55 GPM 50.1% 49.9% 50.1% 49.6% ROE 15.4% 15.6% 17.5% 14.1% P/F 26 26 21 17

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资料来源:公司信息,HTI

(Please see APPENDIX 1 for English summary)

事件

公司发布 2025 年中报,实现营收 79.03 亿元,同比增长 78.96%; 实现归母净利润 6.78 亿元。同比下降 39.55%,其中 Q2 单季度实现营收 44.75亿元,同比增长 73.78%,实现归母净利润 4.10亿元,同比下降 43.21%。

点评

上半年公司收入规模维持优异成长,公司国内市场受益国补政策推动,海外市场保持自身品牌渠道建设,分地区看公司境内市场实现收入规模 39.54 亿元,同比增长 86%;境外市场实现收入规模 39.49 亿元,同比增长 72%。25H1 公司保持全球出货量第一,进一步提升品牌知名度。报告期内公司在扫地机方面成功推出 P20 Ultra、G30Space 探索版产品、8 月亦发布新品 P20 Ultra Plus,继续提升产品竞争力及完善产品矩阵。同时公司在全球范围内继续提高自营渠道覆盖,加强品牌及市场推广,从盈利能力及费用率方面看,25H1 公司毛利率达 44.56%,同比下降 9.25pct, 25H1 销售费用率达 27.39%,同比提升 7.34pct,致净利率达 8.57%,同比下降 16.81pct。

估值

公司扫地机产品与品牌优势明显,保持全球领先态势;洗地机 25 年收入规模快速扩张,全年有望对利润端实现正向贡献。公司始终专注核心技术研发,新品扩张过程中技术及渠道协同优势明显。我们预计 25-27 年 EPS 为 7.82/9.55/11.95 元/股,(24Q4 起公司加大营销投入开拓全球自建渠道,阶段性费用率提升,净利率下降,因此我们对在 24Q4 前所做预测 11.38/12.75 元进行对应调整)给与公司 30xPE 估值,对应目标价为 234.6 元(-6%),维持"优于大市"评级。

风险

行业竞争加剧,海外需求波动。

表 1 可比公司估值情况

代码	公司	收盘价(元)	市值(亿元)	EPS(元/股)				PE (倍)		
		2025/8/15		2024	2025E	2026E	2024	2025E	2026E	
603486.SH	科沃斯	91.60	526.52	1.40	3.04	3.53	65.32	30.14	25.94	
002242.SZ	九阳股份	10.09	76.99	0.16	0.44	0.52	62.92	22.91	19.41	
002032.SZ	苏泊尔	52.29	419.03	2.80	2.97	3.17	18.67	17.63	16.50	

注:表中的EPS,PE均来自于万得一致预期;

资料来源: wind, HTI

财务报表分析和预测

主要财务指标	2024	2025E	2026E	2027E	利润表 (百万元)	2024	2025E	2026E	2027E
毎股指标(元)					营业总收入	11,945	17,100	21,082	25,499
每股收益	7.63	7.82	9.55	11.95	营业成本	5,956	8,616	10,568	12,719
每股净资产	69.67	55.39	61.12	68.28	毛利率%	50.1%	49.6%	49.9%	50.1%
每股经营现金流	9.39	0.01	7.17	9.06	营业税金及附加	80	147	181	153
每股股利	1.07	2.35	3.82	4.78	营业税金率%	0.7%	0.9%	0.9%	0.6%
价值评估(倍)					营业费用	2,967	4,651	5,766	7,020
P/E	23.98	23.40	19.16	15.31	营业费用率%	24.8%	27.2%	27.4%	27.5%
P/B	2.63	3.30	2.99	2.68	管理费用	346	445	548	653
P/S	2.83	2.77	2.25	1.86	管理费用率%	2.9%	2.6%	2.6%	2.6%
EV/EBITDA	20.28	20.35	16.84	13.27	EBIT	1,774	2,242	2,708	3,384
股息率%	0.6%	1.3%	2.1%	2.6%	财务费用	-162	0	0	0
盈利能力指标(%)					财务费用率%	-1.4%	0.0%	0.0%	0.0%
毛利率	50.1%	49.6%	49.9%	50.1%	资产减值损失	-95	-30	-30	-30
净利润率	16.5%	11.8%	11.7%	12.1%	投资收益	151	154	190	250
净资产收益率	15.4%	14.1%	15.6%	17.5%	营业利润	2,090	2,235	2,701	3,380
资产回报率	11.3%	10.2%	11.0%	12.1%	营业外收支	7	7	6	4
投资回报率	12.8%	13.9%	15.4%	17.3%	利润总额	2,098	2,242	2,708	3,384
盈利增长 (%)					EBITDA	1,935	2,318	2,787	3,468
营业收入增长率	38.0%	43.2%	23.3%	21.0%	所得税	121	216	234	289
EBIT 增长率	-15.0%	26.4%	20.8%	25.0%	有效所得税率%	5.8%	9.7%	8.7%	8.5%
净利润增长率	-3.6%	2.5%	22.1%	25.1%	少数股东损益	0	0	0	0
偿债能力指标					归属母公司所有者净利润	1,977	2,026	2,474	3,096
资产负债率	26.4%	28.0%	29.7%	30.9%					
流动比率	2.65	2.87	2.77	2.72					
速动比率	1.89	1.87	1.84	1.83	资产负债表 (百万元)	2024	2025E	2026E	2027E
现金比率	0.33	0.08	0.10	0.20	货币资金	1,464	442	664	1,576
经营效率指标					应收账款及应收票据	1,038	2,565	3,221	3,896
应收账款周转天数	19.78	37.93	49.40	50.24	存货	1,490	2,060	2,526	3,041
存货周转天数	73.09	74.16	78.11	78.79	其它流动资产	7,760	10,459	11,619	12,512
总资产周转率	0.75	0.91	0.99	1.06	流动资产合计	11,752	15,526	18,030	21,025
固定资产周转率	8.99	12.30	14.80	17.52	长期股权投资	20	20	20	19
					固定资产	1,373	1,409	1,441	1,469
					在建工程	0	0	0	0
					无形资产	22	34	46	58
现金流量表 (百万 元)	2024	2025E	2026E	2027E	非流动资产合计	5,732	4,416	4,505	4,589
	1,977	2,026	2,474	3,096	资产总计	17,485	19,942	22,534	25,614
少数股东损益	0	0	, 0	0	短期借款	0	0	0	0
非现金支出	246	106	109	113	应付票据及应付账款	2,825	3,327	4,081	4,911
非经营收益	-466	-313	-195	-253	预收账款	0	0	0	0
营运资金变动	-22	-1,816	-529	-610	其它流动负债	1,603	2,080	2,434	2,826
经营活动现金流	1,734	3	1,859	2,346	流动负债合计	4,427	5,407	6,515	7,737
资产	-293	-193	-193	-195	长期借款	0	0	0,515	0
投资	-309	-193 -756	-193 -645	-193	其它长期负债	187	185	185	185
其他	250	466	190	250	非流动负债合计	187	185	185	185
投资活动现金流	- 352	- 483	- 648	- 196	→ 一	4,615	5,592	6,700	7,922
投页石列现金流 债权募资	- 352 -190	- 463	- 048 0	-196	实收资本	4,615 185	3,392 259	259	
	-190 26	3 22	0						259 17 601
股权募资 其他	-636			1 229	归属于母公司所有者权益 少数股东权益	12,869	14,350	15,834	17,691
		-603	-989	-1,238 1 238		17.495	10.042	1	1 25 614
融资活动现金流	-800	-578 1.022	-989	-1,238	负债和所有者权益合计	17,485	19,942	22,534	25,614
现金净流量	618	-1,022	221	912					

备注: (1) 表中计算估值指标的收盘价日期为 08 月 15 日; (2) 以上各表均为简表资料来源: 公司年报(2024), HTI



APPENDIX 1

Summary

The company has issued its 2025 interim report. The company has achieved revenue of RMB7.90bn (YoY+78.96%) and NPAtS of RMB0.68bn (YoY-39.55%), while the company has achieved revenue of RMB4.48bn (YoY +73.78%) and NPAtS of RMB 0.41 (YoY -43.21%).

Comment

In 25H1, the company maintained excellent growth in revenue. Its' domestic business benefited from the national subsidy policy, and its' overseas business benefited from the brand and channel construction. While company's domestic revenue reached RMB3.95bn, YoY+86% and the overseas revenue reached RMB3.95bn, YoY+72%.

During the reporting period, the company successfully launched P20 Ultra and G30Space Exploration Edition products in the robotic vacuum cleaners' business, and also released a new product of P20 Ultra Plus in August, continuing to enhance product competitiveness and improve the product matrix. On the other hand, the company continues to increase its self-operated channel coverage in the global market, strengthen brand and market promotion. In terms of its profitability and expense ratio, the gross profit margin of 25H1 reached 44.56%, decreasing of 9.25pct, and the sales expense ratio of 25H1 reached 27.39%, increasing of 7.34pct, resulting in a net profit margin of 8.57%, decreasing of 16.81pct.

Valuation

Roborock maintains the global leading position in the robotic vacuum cleaner markets, and rapid growing in the floor washer market. We expected the company's EPS for 2025-27 will be RMB7.82/9.55/11.95 per share, and we give the company a PE valuation of 30x for 2025, corresponding to a TP of RMB234.60, maintaining an "Outperform" rating.

Risk

Increased market competition; Oversea demand fluctuations.

APPENDIX 2

ESG Comments

Environmental:

建设可持续供应链、打造环保型产品、能源高效利用

Social:

供应链管理健康、智能化生产、明确客户服务制度

Governance:

遵循相关法律,强化合规风控,治理结构完善



附录 APPENDIX

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分析师股票评级

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.

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	优于大市	中性	弱于大市	优于大市	中性	弱于大市
		(持有)			(持有)	
海通国际股票研究覆盖率	92.6%	7.2%	0.2%	92.2%	7.5%	0.3%
投资银行客户*	2.9%	4.1%	0.0%	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。

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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 June 30, 2025 As of March 31, 2025 Control for the second s

	as of Ju	ne 30, 2025		as of March 31, 2025			
	Outperform Neutral Underpo		Underperform	Outperform	Neutral	Underperform	
		(hold)			(hold)		
HTI Equity Research Coverage	92.6%	7.2%	0.2%	92.2%	7.5%	0.3%	
IB clients*	2.9%	4.1%	0.0%	3.3%	3.5%	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.

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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Recommendation Chart

Beijing Roborock Tech - 688169 CH



- 1. 1 Sep 2022 OUTPERFORM at 313.82 target 514.56.
- 2. 6 Nov 2022 OUTPERFORM at 245.49 target 370.72.
- 3. 1 Mar 2023 OUTPERFORM at 359.91 target 419.72.
- 4. 8 May 2023 OUTPERFORM at 302.64 target 411.32.
- 5. 9 Jun 2023 OUTPERFORM at 332.49 target 419.16.
- 6. 20 Feb 2024 OUTPERFORM at 325.54 target 477.50.
- 7. 29 Apr 2024 OUTPERFORM at 412.99 target 574.50.
- 8. 5 Sep 2024 OUTPERFORM at 238.98 target 348.50.
- 1.4-for-1 split implemented on 8 Aug 2024
- 1.4-for-1 split implemented on 20 Jul 2023
- 1.4-for-1 split implemented on 24 Jun 2025

Source: Company data Bloomberg, HTI estimates

