

# 中国中免 China Tourism Group Duty Free (601888 CH)

# 25Q3 业绩边际改善,政策持续利好 Marginal Improvement in 25Q3 Results with Continued Favourable Policies

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热点速评 Flash Analysis

(Please see APPENDIX 1 for English summary)

事件:中国中免发布 25Q3 业绩,公司实现营业收入 117.1 亿元,同比下滑 0.4%,归母净利润达 4.52 亿元,同比下滑 28.9%,对应归母净利率为 3.86%。截至 25Q3,公司实现营业收入 398.6 亿元,同比下滑 7.3%,归母净利润达 30.52 亿元,同比下滑 22.1%,对应归母净利率为 7.66%。

海南离岛免税销售收入同比降幅持续收窄,9月实现全面转正。25Q3海南离岛免税销售额达54.0亿元,同比下滑2.6%,离岛免税购物人数达94.72万人次,同比下滑14.3%,离岛免税客单价达5704.1元,同比增长13.6%。9月海南离岛免税月度销售额达17.3亿元,同比增长3.4%,实现近18个月以来的正增长回归态势。此外,国庆假期期间,三亚国际免税城销售额同比增长17.6%。

公司收入降幅收窄,毛利率同比基本持平。25Q3公司实现营业收入117.1亿元,同比下滑0.4%,环比提升2.7%。公司毛利率为32.0%,同比基本持平,环比下滑0.4个百分点,若剔除手机国补政策带来的低毛利电子产品销售翻倍的影响后,毛利率提升约0.5个百分点。公司费用率基本稳定,销售/管理费用率分别为18.7%/3.9%,同比分别变动+0.4/-0.1个百分点,环比分别变动+0.6/0.1个百分点。公司归母净利润达4.52亿元,同比下滑28.9%,环比下滑31.7%,对应归母净利率为3.86%,同比下滑1.55个百分点,环比下滑1.94个百分点。

市内免税店持续落地,进一步拓宽经营范围。海南区域各店深化"免税+文旅"场景融合,打造强大的首店矩阵,引入泡泡玛特 DIMOO"自然的形状"主题全国首展、迪士尼商店三亚首家快闪店,通打造"免税+体验+社交"的 复合模式。公司于深圳、广州和成都三地的市内免税店全新开业,均采用"免税+有税"的双 轨经营模式,并深度融合属地文化及特色,打造"国际品质+本土特色"深度融合的消费新场景, 覆盖"境内+境外"双客群,有效激活消费潜力。公司精心打造全新概念店 cdf 澳门新马路店开业, 并全力推动建设澳门国际机场离境店,进一步完善澳门市场"度假村-景区-空港"的全链路战略 布局。同时,兰州中川国际机场有税项目高质量经营,为后续推广到更多机场及商业项目做出了优良示范。此外,公司三亚国际免税城三期项目等工程均持续、稳步推进。

首次实施中期分红,旨在增强投资者信心。公司首次实施中期分红,拟每 10 股派发现金红利 2.5 元(含税),合计 5.17 亿元,占前三季度归母净利润的 16.95%。公司表示未来分红规划将结合经营业绩、现金流及投资需求动态调整,随着消费环境改善及公司盈利能力回升,有望在稳定中期分红基础上,逐步提升年度分红率,实现股东回报与企业发展的平衡。

海南离岛免税政策持续优化,提振消费。为了支持海南自由贸易港建设,财政部、海关总署、税务总局联合印发公告,从11月1日起,调整升级海南离岛旅客免税购物政策。具体调整事项包括: 1)新增宠物用品、可随身携带的乐器 2 类商品,调整后离岛免税商品由 45 大类提高至 47 大类; 2)允许服装服饰、鞋帽、陶瓷制品、丝巾、咖啡、茶等国内商品,进入离岛免税店销售,退(免)增值税、消费税; 3)允许离境旅客享受离岛免税政策,离岛且离境旅客购买离岛免税商品金额计入其每年 10 万元人民币免税购物额度,不限次数; 4)对一个自然年度内有离岛记录的岛内居民,在本自然年度内可按"即购即提"提货方式有关要求,不限次数购买离岛免税商品。新政策将有利于扩大离岛免税政策享惠面,增加商品供给,改善消费者购物体验,提升岛内居民获得感,推动海南自由贸易港建设不断取得新成效。

风险提示: 宏观经济增长低于预期,免税政策变动,市场竞争加剧等。

# **APPENDIX 1**

### Summary

**Events:** China Tourism Group Duty Free released 25Q3 results. In 25Q3, the company achieved revenue of Rmb11.71 bn, down 0.4% YoY, and net profit attributable to the parent company reached Rmb452 million, down 28.9% YoY, with net profit margin of 3.86%. As of 25Q3, the company achieved revenue of Rmb39.86 bn, down 7.3% YoY, and net profit attributable to the parent company reached Rmb3.052 bn, down 22.1% YoY, with net profit margin of 7.66%.

YoY growth decline in Hainan offshore duty-free sales has continued to narrow, achieving an overall positive turnaround in September. In 25Q3, Hainan offshore duty-free sales reached Rmb5.4 bn, down 2.6% YoY. The number of offshore duty-free shoppers reached 947,200, down 14.3% YoY, while the average spending per offshore duty-free customer was Rmb 5,704, up 13.6% YoY. In September, Hainan's offshore duty-free monthly sales was Rmb1.73 bn, up 3.4% YoY, achieving positive growth for the first time in nearly 18 months. In addition, during the National Day holiday, sales at Sanya International Duty-Free City increased by 17.6% YoY.

**Decline in YoY revenue growth has narrowed, and gross profit margin is basically flat YoY.** In 25Q3, the company achieved revenue of Rmb11.71 bn, down 0.4% YoY but up 2.7% QoQ. The company's gross profit margin was 32.0%, basically flat YoY and down 0.4 percentage points QoQ. Excluding the impact of doubled sales of low-margin electronic products due to the national subsidy policy for mobile phones, the gross profit margin would increase by about 0.5 percentage points. The company's expense ratios are basically stable, with selling and administrative expense ratios of 18.7% and 3.9%, +0.4 and -0.1 percentage points YoY, and +0.6 and +0.1 percentage points QoQ, respectively. The company's net profit attributable to shareholders reached Rmb452 million, down 28.9% YoY and 31.7% QoQ, corresponding to a net profit margin attributable to shareholders of 3.86%, down 1.55 percentage points YoY and 1.94 percentage points QoQ.

Downtown duty-free stores continue to be established, further expanding the scope of operations. In Hainan, stores are deepening the integration of 'duty-free and cultural tourism' scenarios, creating a strong first-store matrix, and introducing national first exhibitions such as Pop Mart DIMOO's 'Shapes of Nature' theme and Disney Store's first pop-up store in Sanya, thereby building a composite model of 'duty-free, experience, and social interaction.' The company has newly opened downtown duty-free stores in Shenzhen, Guangzhou, and Chengdu, all adopting a dual-track 'duty-free and taxed' operation model, deeply integrating local culture and characteristics to create a new consumption scene combining 'international quality and local characteristics,' covering both domestic and international customer groups and effectively stimulating consumption potential. The company meticulously launched a new concept store, cdf Macau New Road store, and is fully promoting the construction of the Macau International Airport departure store, further completing the full-chain strategic layout of the Macau market from 'resort-attraction-airport.' At the same time, the taxed project at Lanzhou Zhongchuan International Airport is operating with high quality, setting a good example for future promotion to more airports and commercial projects. Additionally, projects such as Phase III of Sanya International Duty-Free City are progressing continuously and steadily.

The company implemented an interim dividend for the first time, aiming to boost investor confidence. For this interim dividend, the company plans to distribute a cash dividend of Rmb2.5 (including tax) per 10 shares, totalling Rmb517 million, accounting for 16.95% of the net profit attributable to shareholders for the first three quarters. The company stated that future dividend plans will be dynamically adjusted based on operational performance, cash flow, and investment needs. With improvements in the consumption environment and a recovery in the company's profitability, it is expected that the annual dividend rate will gradually increase while maintaining a stable interim dividend, achieving a balance between shareholder returns and corporate development.

Risks: Macroeconomic growth not as expected, unfavourable duty-free policy changes, fierce competition in markets etc.



# 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.

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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	92.3%	7.5%	0.2%	92.6%	7.2%	0.2%
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<sup>\*</sup>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-Nifty100;其他所有中国概念股-MSCI China.

Haitong Internationa	l Equity Researd	ch Ratings Di	istribution,
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Haitong Internationa	l Equity Researd	ch Ratings Distribution,
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	as of September 30, 2025			as of June 30, 2025		
	Outperform	Neutral	Underperform	Outperform	Neutral	Underperform
		(hold)			(hold)	
HTI Equity Research Coverage	92.3%	7.5%	0.2%	92.6%	7.2%	0.2%
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<sup>\*</sup>Percentage of investment banking clients in each rating category.

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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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