

# 海尔智家 Haier Smart Home (600690 CH)

业绩表现亮眼,长期成长性依旧

## Outstanding Performance Continues, Growing Potential Remains

观点聚焦 Investment Focus

#### 维持优于大市 Maintain OUTPERFORM 评级 优于大市 OUTPERFORM 现价 Rmb26.81 目标价 Rmb36.16 HTI FSG 4 2-4 3-4 0 E-S-G: 0-5, (Please refer to the Appendix for ESG comments) 来源: 盟浪. Reproduced by permission; no further distribution 市值 Rmb251.49bn / US\$35.48bn US\$176.04mn 日交易额 (3 个月均值) 发行股票数目 6,255mn 自由流通股(%) 17% 1年股价最高最低值 Rmb29.93-Rmb23.58 注: 现价 Rmb26.81 为 2025 年 10 月 31 日收盘价 Price Return — MSCI China 145 130 115 100 85 70/ Feb-25 Oct-24 Jun-25 资料来源: Factset 3mth 12mth 1mth 绝对值 0.1% 0.1% -0.0% 绝对值 (美元) 0.1% -0.0% 相对 MSCI China 1.9% -12.7% -33.5% Dec-24A Dec-25E Dec-26E Dec-27E 331.791 Revenue 285.981 303.468 314.744 Revenue (+/-) 4% 6% 4% 5% Net profit 18.741 21.184 23.814 26.706 Net profit (+/-) 13% 13% 12% 12% Diluted EPS (Rmb) 2.00 2.26 2.54 2.85 **GPM** 27.8% 28.1% 28.4% 28.6% ROE 16.8% 16.5% 16.1% 15.8% 10 15 12

(Please see APPENDIX 1 for English summary)

## 事件

公司发布 25Q3 财报,实现营收 2340.54 亿元,同比增长 9.98%; 实现归母净利润 173.73 亿元,同比增长 14.68%。其中 Q3 单季度 实现营收 775.6 亿元,同比增长 9.51%;实现归母净利润 53.4 亿元,同比增长 12.69%。

#### 点评

公司 Q3 收入及利润延续上半年良好表现,前三季度整体毛利率为27.2%,同比提升 0.1pct,高端品牌战略推进下,盈利能力持续提升.

中国市场方面,公司前三季度累计收入增长达 9.5%, Q3 单季度中国区收入增长达 10.8%,其中空调单三季度收入增速超 30%,表现优异。分品牌端,公司前三季度卡萨帝增 18%,Leader 品牌增长 25%,带动整体中国区实现良好表现。

海外市场方面,公司前三季度累计收入增长达 10.5%, Q3 单季度收入增长达 8.3%。公司保持推进全球范围内的本土化运营战略,北美市场表现稳健,产品结构升级,空气与水业务有效扩张。欧洲市场白电业务运营质量及份额持续提升,暖通业务延续强势增长态势。新兴市场方面南亚、东南亚、中东非等市场收入规模均保持较快增长。

### 估值

公司全球化布局思路明确,本土化运营优势明显,多品牌多品类矩阵完善相互协同。国内业务端,面对市场变化公司始终保持快速响应速度,保障成长动力。海外业务端,公司在新兴市场保持快速增长、欧美成熟市场继续份额提升。我们预计公司 25-27 年EPS 分别为 2.26/2.54/2.85 元每股,给予公司 16xPE 估值,对应目标价为 36.16 元,维持"优于大市"评级。

## 风险

终端需求不及预期。

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资料来源:公司信息,HTI

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## 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) |       |
|-----------|--------|------------|----------|------|----------|-------|-------|--------|-------|
|           |        | 2025/10/31 |          | 2024 | 2025E    | 2026E | 2024  | 2025E  | 2026E |
| 000333.sz | 美的集团   | 76.40      | 5,870.30 | 5.02 | 5.78     | 6.34  | 15.23 | 13.22  | 12.04 |
| 000651.sz | 格力电器   | 39.75      | 2,226.56 | 5.75 | 5.97     | 6.32  | 6.92  | 6.66   | 6.29  |
| 000921.sz | 海信家电   | 25.59      | 354.39   | 2.42 | 2.56     | 2.86  | 10.59 | 9.98   | 8.95  |
| 000521.sz | 长虹美菱   | 6.95       | 71.58    | 0.68 | 0.70     | 0.79  | 10.24 | 9.87   | 8.83  |
| 002668.sz | TCL 智家 | 10.89      | 118.06   | 0.94 | 1.06     | 1.18  | 11.58 | 10.23  | 9.20  |

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       | 285,981 | 303,468 | 314,744 | 331,791 |
| 每股收益           | 2.00    | 2.26   | 2.54   | 2.85   | 营业成本        | 206,487 | 218,212 | 225,488 | 236,826 |
| 每股净资产          | 11.87   | 13.72  | 15.80  | 18.07  | 毛利率%        | 27.8%   | 28.1%   | 28.4%   | 28.6%   |
| 每股经营现金流        | 2.83    | 3.97   | 2.18   | 2.29   | 营业税金及附加     | 1,276   | 1,153   | 1,308   | 1,373   |
| 每股股利           | 0.46    | 0.52   | 0.59   | 0.68   | 营业税金率%      | 0.4%    | 0.4%    | 0.4%    | 0.4%    |
| 价值评估(倍)        |         |        |        |        | 营业费用        | 33,586  | 34,413  | 35,346  | 36,563  |
| P/E            | 13.42   | 11.87  | 10.56  | 9.42   | 营业费用率%      | 11.7%   | 11.3%   | 11.2%   | 11.0%   |
| P/B            | 2.26    | 1.95   | 1.70   | 1.48   | 管理费用        | 12,110  | 13,353  | 13,597  | 13,902  |
| P/S            | 0.88    | 0.83   | 0.80   | 0.76   | 管理费用率%      | 4.2%    | 4.4%    | 4.3%    | 4.2%    |
| EV/EBITDA      | 8.57    | 8.48   | 8.21   | 6.87   | EBIT        | 21,782  | 24,198  | 26,385  | 29,689  |
| 股息率%           | 1.7%    | 1.9%   | 2.2%   | 2.5%   | 财务费用        | 973     | 361     | 70      | 169     |
| 盈利能力指标(%)      |         |        |        |        | 财务费用率%      | 0.3%    | 0.1%    | 0.0%    | 0.1%    |
| 毛利率            | 27.8%   | 28.1%  | 28.4%  | 28.6%  | 资产减值损失      | -1,284  | -1,024  | -1,225  | -937    |
| 净利润率           | 6.6%    | 7.0%   | 7.6%   | 8.0%   | 投资收益        | 1,913   | 1,821   | 2,203   | 2,190   |
| 净资产收益率         | 16.8%   | 16.5%  | 16.1%  | 15.8%  | 营业利润        | 22,912  | 25,573  | 28,433  | 31,941  |
| 资产回报率          | 6.5%    | 6.6%   | 7.0%   | 7.3%   | 营业外收支       | -179    | -15     | 40      | 71      |
| 投资回报率          | 11.5%   | 11.5%  | 11.5%  | 11.7%  | 利润总额        | 22,733  | 25,558  | 28,472  | 32,012  |
| 盈利增长(%)        |         |        |        |        | EBITDA      | 29,862  | 24,943  | 24,495  | 27,588  |
| 营业收入增长率        | 4.3%    | 6.1%   | 3.7%   | 5.4%   | 所得税         | 3,157   | 3,962   | 4,336   | 4,904   |
| EBIT 增长率       | 13.3%   | 11.1%  | 9.0%   | 12.5%  | 有效所得税率%     | 13.9%   | 15.5%   | 15.2%   | 15.3%   |
| 净利润增长率         | 12.9%   | 13.0%  | 12.4%  | 12.1%  | 少数股东损益      | 834     | 413     | 322     | 402     |
| 偿债能力指标         |         |        |        |        | 归属母公司所有者净利润 | 18,741  | 21,184  | 23,814  | 26,706  |
| 资产负债率          | 59.2%   | 57.8%  | 53.9%  | 51.5%  |             |         |         |         |         |
| 流动比率           | 1.01    | 1.09   | 1.16   | 1.24   |             |         |         |         |         |
| 速动比率           | 0.70    | 0.79   | 0.85   | 0.92   | 资产负债表 (百万元) | 2024    | 2025E   | 2026E   | 2027E   |
| 现金比率           | 0.37    | 0.49   | 0.56   | 0.59   | 货币资金        | 55,584  | 81,193  | 89,100  | 99,222  |
| 经营效率指标         |         |        |        |        | 应收账款及应收票据   | 38,592  | 36,749  | 35,729  | 42,175  |
| 应收帐款周转天数       | 33.79   | 23.00  | 23.10  | 26.63  | 存货          | 43,044  | 47,706  | 47,041  | 50,184  |
| 存货周转天数         | 76.09   | 79.80  | 76.15  | 77.34  | 其它流动资产      | 14,470  | 13,676  | 14,583  | 15,507  |
| 总资产周转率         | 0.99    | 0.94   | 0.93   | 0.91   | 流动资产合计      | 151,690 | 179,324 | 186,453 | 207,087 |
| 固定资产周转率        | 7.62    | 7.57   | 6.81   | 6.40   | 长期股权投资      | 20,932  | 23,273  | 25,705  | 28,213  |
|                |         |        |        |        |             | 37,519  | 40,069  | 46,194  | 51,828  |
|                |         |        |        |        | 在建工程        | 5,680   | 5,445   | 5,311   | 4,828   |
|                |         |        |        |        | 无形资产        | 14,035  | 14,035  | 14,035  | 14,035  |
| 现金流量表(百万<br>元) | 2024    | 2025E  | 2026E  | 2027E  | 非流动资产合计     | 138,424 | 143,061 | 151,494 | 159,151 |
| 净利润            | 18,741  | 21,184 | 23,814 | 26,706 | 资产总计        | 290,114 | 322,385 | 337,946 | 366,238 |
| 少数股东损益         | 834     | 413    | 322    | 402    | 短期借款        | 13,784  | 10,940  | 8,540   | 7,094   |
| 非现金支出          | 9,631   | 1,769  | -665   | -1,164 | 应付票据及应付账款   | 75,737  | 92,793  | 89,488  | 94,924  |
| 非经营收益          | -499    | -1,727 | -2,056 | -2,087 | 预收账款        | 0       | 0       | 0       | 0       |
| 营运资金变动         | -2,164  | 15,642 | -949   | -2,343 | 其它流动负债      | 60,050  | 60,661  | 62,239  | 64,972  |
| 经营活动现金流        | 26,543  | 37,281 | 20,467 | 21,514 | 流动负债合计      | 149,571 | 164,393 | 160,267 | 166,991 |
| 资产             | -10,029 | -3,026 | -4,070 | -2,970 | 长期借款        | 9,665   | 9,372   | 9,230   | 9,107   |
| 投资             | -10,810 | -2,340 | -2,432 | -2,508 | 其它长期负债      | 12,488  | 12,488  | 12,488  | 12,488  |
| 其他             | 765     | 1,901  | 2,294  | 2,284  | 非流动负债合计     | 22,153  | 21,860  | 21,718  | 21,595  |
| 投资活动现金流        | -20,074 | -3,465 | -4,208 | -3,194 | 负债总计        | 171,725 | 186,254 | 181,986 | 188,586 |
| 债权募资           | 13,649  | -3,138 | -2,541 | -1,569 | 实收资本        | 9,383   | 9,380   | 9,380   | 9,380   |
| 股权募资           | 269     | -2     | 0      | 0      | 归属于母公司所有者权益 | 111,366 | 128,696 | 148,202 | 169,492 |
| 其他             | -21,831 | -5,066 | -5,811 | -6,628 | 少数股东权益      | 7,023   | 7,436   | 7,758   | 8,160   |
| 融资活动现金流        | -7,914  | -8,207 | -8,352 | -8,197 | 负债和所有者权益合计  | 290,114 | 322,385 | 337,946 | 366,238 |
| 现金净流量          | -1,702  | 25,609 | 7,906  | 10,122 |             | •       | •       | •       | ,       |

現金净流量-1,70225,6097,90610,122各注: (1)表中计算估值指标的收盘价日期为 10 月 31 日; (2)以上各表均为简表

资料来源:公司财报(2025), HTI



#### **APPENDIX 1**

#### Summary

#### Comment

The company has issued its 2025Q3 financial report. The company has achieved revenue of RMB234.05bn (YoY+9.98%) and NPAtS of RMB17.37bn (YoY+14.68%). While in 25Q3, the company has achieved revenue of RMB77.56bn (YoY+9.51%) and NPAtS of RMB5.34bn (YoY+12.69%).

Haier's 25Q3 quarter revenue and profit maintained excellent performance as before, while its' gross profit margin reached 27.2%, a year-on-year increase of 0.1pct. With the High-end brand strategy, the company successfully improved its profitability continuously.

Haier's domestic business achieved growth rate of 9.5% for the first three quarters of 2025, with 10.8% growth rate in Q3 quarterly. By products, the AC business revenue growth rate surpass 30% in 25Q3. While by brand, Casarte's revenue increased by 18% and Leader's revenue increased by 25% for the first three quarters of 2025.

The company's overseas business achieved growth rate of 10.5% for the first three quarters of 2025, with 8.3% growth rate in Q3 quarterly. The company continues to advance its global localized operation strategy. In North American market, Haier has delivered steady performance, with product structure upgrading and effective expansion of the air and water businesses. In the European market, the operating quality and market share of the white appliances business have continued to increase, while the HVAC business has maintained a strong growth performance. In emerging markets, Haier's revenue scales of markets such as South Asia, Southeast Asia, and the Middle East and Africa have all maintained rapid growth.

#### Valuation

With the globalization and localization strategy, Haier's multiple brands and products matrix demonstrated notable advantages. In the Chinese domestic market, Haier actively responses to change of the market or policy, maintaining the growing potential. In the overseas market, Haier's business in emerging markets could maintain rapid growth and business in mature markets such as Europe and America could continue to increase market share.

We expected the company's EPS for 2025-27 will be RMB2.26/2.54/2.85 per share, and we give the company a PE valuation of 16x for 2025, corresponding to a TP of RMB36.16, maintaining an "Outperform" rating.

#### Risk

Demand weaker than expected.

## **APPENDIX 2**

## **ESG Comments**

## **Environmental:**

灯塔工厂无废工厂,绿色可持续发展

## Social:

人单合一激励明确,上下游赋能共同发展

## Governance:

全球协同诚信经营, 规范治理信息透明



#### 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-Niftv100,美国-SP500;其他所有中国概念股-MSCI China,

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## **Analyst Stock Ratings**

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 9 月 30 日 | 海通国际股票研究记 | 平级分布  | 截至 2025 年 6 月 30 日海通国际股票研究评级分布 |       |      |  |
|----------------------------|--------------------|-----------|-------|--------------------------------|-------|------|--|
|                            | 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% |  |
| 投资银行客户*                    | 3.3%               | 3.9%      | 0.0%  | 2.9%                           | 4.1%  | 0.0% |  |
| 以以"们谷")<br>*在每个评级类别里投资银行客户 |                    | 3.370     | 0.070 | 2.370                          | 4.1/0 | 0.0  |  |



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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,

## Haitong International Equity Research Ratings Distribution,

|                              | as of Sept         | ember 30, 2025 |              | as of June 30, 2025 |                     |      |  |
|------------------------------|--------------------|----------------|--------------|---------------------|---------------------|------|--|
|                              | Outperform Neutral |                | Underperform | Outperform          | tperform Neutral Ur |      |  |
|                              |                    | (hold)         |              |                     | (hold)              |      |  |
| HTI Equity Research Coverage | 92.3%              | 7.5%           | 0.2%         | 92.6%               | 7.2%                | 0.2% |  |
| IB clients*                  | 3.3%               | 3.9%           | 0.0%         | 2.9%                | 4.1%                | 0.0% |  |

<sup>\*</sup>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.

For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category. Please note that stocks with an NR designation are not included in the table above.

## Previous rating system definitions (until 30 Jun 2020):

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**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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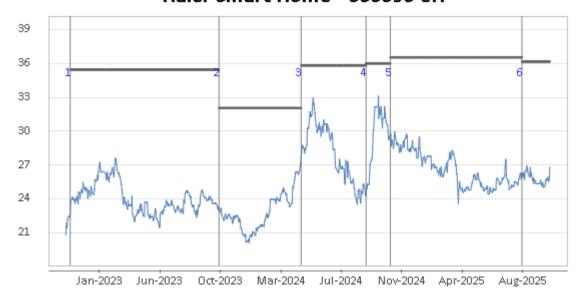
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#### **Recommendation Chart**

## Haier Smart Home - 600690 CH



- 1. 10 Nov 2022 OUTPERFORM at 22.49 target 35.45.
- 2. 13 Oct 2023 OUTPERFORM at 23.02 target 32.04.
- 3. 17 Apr 2024 OUTPERFORM at 0.00 target 35.82.
- 4. 10 Sep 2024 OUTPERFORM at 24.32 target 36.00.
- 5. 4 Nov 2024 OUTPERFORM at 29.70 target 36.54.
- 6. 29 Aug 2025 OUTPERFORM at 26.00 target 36.16.

Source: Company data Bloomberg, HTI estimates