30 Nov 2025



新东方-S New Oriental (9901 HK)

首次覆盖: 多元化的教培龙头; 目标 FY26 利润率提升; 未来股东回报将进一步提升 A diversified education leader targeting FY26 margin expansion and higher shareholder returns ahead: Initiation

观点聚焦 Investment Focus

首次覆盖优于大市 Initiate with OUTPERFORM 评级 优于大市 OUTPERFORM 现价 HK\$40.30 目标价 HK\$49.00 HTI ESG 5.0-5.0-5.0 E-S-G: 0-5. (Please refer to the Appendix for ESG comments) HK\$65.90bn / US\$8.46bn 日交易额 (3 个月均值) US\$29.15mn 发行股票数目 1 635mn 88% 自由流通股(%) 1年股价最高最低值 HK\$50.18-HK\$32.48 注: 现价 HK\$40.30 为 2025 年 11 月 28 日收盘价 Price Return — MSCI China 150 125 100 75 50 /olume Nov-24 Mar-25 Jul-25 资料来源: Factset 1mth 3mth 12mth 绝对值 -13.7% 13.8% -12.4% 绝对值(美元) -13.9% 13.8% -12.4% 相对 MSCI China -9.3% 10.4% -44.7% US\$ mn May-24A May-25A May-26E May-27E Revenue 4.314 4.900 5.366 5.868 Revenue (+/-) 14% 9% 9% Net profit 310 372 484 561 Net profit (+/-) 79% 11% 8% 19% Diluted EPS (US\$) 0.19 0.23 0.30 0.35 **GPM** 52.5% 55.4% 55.3% 56.2% ROE 9.0% 10.4% 10.8% 8.2% P/E 115 217 174 133

(Please see APPENDIX 1 for English summary)

我们首次覆盖新东方-S (9901 HK): 新东方是中国领先的综合性教育服务商。我们认为新东方在包括 K12 及海外业务在内的各个细分领域均处于领先地位;除此之外,公司生成式 AI 在课件自动生成、名师数字分身及作业批改等场景的落地,将同步提升转化效率和内容质量,帮助公司提效以及业务聚焦。

1QFY26 业绩回顾: 总收入同比增 6.1% 至 15.23 亿美元,与市场预期一致,且高于此前指引上限 (+2%~5%)。集团经调整经营利润同比增 11.3% 至 3.355 亿美元,超市场预期 3.7%,对应经调整经营利润率为 22%,较市场预期高 0.6个百分点。递延收入为 19.1 亿美元,同比增长 10% (25 财年四季度为 +9.8%)。

K12 预计 2QFY26 提速: 暑期受低价竞争及公司主动追求健康增长影响,表现偏弱,高中仅个位数增长,K9 同比增长 15%。但秋季续班率因教学质量较优而显著改善,公司预计 2QFY26 K12 将提速,我们预计高中同比增加 12%、K9 新业务同比增加 21%。

留学仍有拖累: 1QFY26 海外考试培训同比增长 1%、留学咨询同比增长 2%, 优于预期,主要靠低龄赛道支撑。后续季度宏观压力仍在,2QFY26叠加高基数,我们预计海外收入同比下滑 5%, 26财年全年低个位数下滑。

利润率改善幅度将大于Q1,全年目标有信心: 1QFY26集团经调整经营利润率同比提升1个百分点,主要由东方甄选贡献。二季度,公司将放缓教学中心扩张、提升存量利用率并全线提效,叠加去年低基数,我们预计 26 财年第二季度利润率再扩 2 个百分点。26 财年下半年因留学不确定及 K9 竞争,环比取保守态度,预计同比改善 0.3~0.5 个百分点。全年经调整经营利润预计 6.5 亿美元,对应利润率 12.1%。

26 财年宣布 4.9 亿美元股东回报,未来或再加码:公司拟派发现金股息 1.9 亿美元(占 25 财年净利润 51%),并启动 12 个月内 3 亿美元回购(占 25 财年净利润 81%),合计派息率为 132%,远高于此前"50%+"指引,按最新市值 96.4 亿美元计,股息收益率约 5%。管理层承诺未来两年随净利润持续增长,股东回报力度将不低于本年,彰显对盈利持续提升的信心。

估值与评级: 新东方在包括 K12 及海外业务在内的各个细分领域均处于领先地位,除此之外,公司已宣布三年股东回报计划,派息率不低于 50%。以 2025 财年净利润 3.72 亿美元及当前市值计算,对应回报率约 2.7%,体现了管理层对盈利的持续承诺与信心。基于此,我们给予 26 财年 18 倍市盈率,目标价每股 HKS49,首次覆盖给予"优于大市"评级。

风险提示: 竞争加剧, 宏观经济疲软, 政策风险

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资料来源:公司信息,HTI

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公司简介:

新东方创立于 1993 年。新东方是中国领先的综合性教育服务商, 我们认为新东方在包括 K12 及海外业务在内的各个细分领域均处于领先地位;除此之外,得益于业务布局的多元化。新东方展现出较强的抗风险能力和较高的运营效率。

新东方的收入来自六大板块,留学考培和咨询、高中业务、K9新业务、成人业务、东方甄选以及其他。2025 财年公司收入为 49 亿美元,同比上升 14%;同年公司经调整净利润为 5.2 亿美元,同比增长 11%,对应 11%的利润率。

(详情请分别参见 2023 年 4 月 17 日及 2025 年 10 月 29 日以所发新东方美股报告 "Strongest fundamental support with both existed business and new initiatives: Initiation", "More Confident on FY26 Performance and More Share Holder Return in Future-Maintain OP&Raise TP by 2%"相关内容)

股权结构:

新东方港股前三大股东合计持股约30.8%, 其中俞敏洪占12.5%, 第一北京投资有限公司占11.0%, 挪威中央银行占7.3%。

序号	股东名称	持股数量(股)	持股比例(%)
1	俞敏洪	199,634,550	12.5
2	第一北京投资有限公司	175,526,730	11
3	挪威中央银行	116,453,889	7.3

资料来源:公司公告,海通国际

业务板块展望:

高中和 K9 新业务预计将持续受益于国内教培市场的刚性需求和稳定的监管环境,其中,K9 新业务的增速高于高中,考虑供给尚未恢复到双减前。留学近期因为宏观、地缘政治、高基数等原因比较低迷,但是,考虑新东方的产品竞争力,我们认为随着宏观经济的恢复,有望重新进入温和上升的通道。2026 年,提利润是公司重点,公司之前拆分的 1000 多个细分提效任务已经完成超一半,另外,将放慢开学习中心节奏,我们认为随着规模提升和降本增效的进行,利润率有望持续提升。股东回报方面,公司承诺未来两年不低于本年力度,随盈利持续增长,股东回报仍有上调空间。

盈利预测:

我们预计新东方 2026-28 财年收入分别为人民币 53.7 亿美元、58.7 亿美元及 63.7 亿美元,同比+9%、+9%及+9%;同期新东方经调整净利润约 5.6 亿美元、6.6 亿美元及 7.9 亿美元,对应利润率为+10%、+11%及+12%。

FY25A-FY28E 收入预测 (美元: 百万)



资料来源:公司公告,海通国际

FY25A-FY28E 经调整净利润预测 (美元: 百万)



资料来源:公司公告,海通国际



估值分析:

新东方在包括 K12 及海外业务在内的各个细分领域均处于领先地位,除此之外,公司 已宣布三年股东回报计划,派息率不低于50%,因此我们给予其较其他教培机构更高 的估值倍数。我们给予新东方 26 财年 18 倍市盈率, 目标价每股 HK\$49, 首次覆盖给 予"优于大市"评级。

可比公司估值表

	市值			PS			PE		
公司名称	股票代码	US\$m, 251130	2024A	2025E	2026E	2027E	2025E	2026E	2027E
教育公司									
高途	GOTU.US	640.3	1.0	0.7	0.6	0.5	n.a	n.a	18.9
好未来*	TAL.US	6,709.6	3.0	2.2	1.8	1.5	25.6	19.3	14.6
思考乐	1769.HK	216.7	1.8	1.5	1.2	1.0	6.2	4.7	
卓越教育	3978.HK	520.1	3.4	1.8	1.5	1.3	11.3	9.2	7.7
平均值			2.7	1.9	1.5	1.2	14.3	11.0	11.2

资料来源:彭博,海通国际 备注:好未来的财年截止日为每年2月28日。

风险提示:

竞争加剧, 宏观经济疲软, 政策风险。

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US\$ mn	1QFY26A	2QFY26E	FY26E	FY27E	FY28E		Valuation	Notes
预测						目标价 (HK\$)	<u>49</u>	
总收入	1,523.0	1,162.1	5,365.7	5,868.3	6,371.2	FY26 经调整净利润	4,336	FY2026E
海外业务	323.3	212.6	1,122.8	1,142.3	1,190.0	净利率	10%	
高中业务	439.2	245.6	1,400.4	1,582.4	1,740.7	PE	18	
New initiatives业务	435.4	438.0	1,747.0	1,991.9	2,229.6	总市值	78,040	
成人业务	102.4	83.6	334.7	361.5	390.4	总股本 (mn)	1,599	
东方甄选	132.1	167.5	641.2	666.8	693.5			
经调整核心经营利润	315.7	41.8	593.0	694.5	803.5			
核心经营利润率	22.7%	4.2%	12.6%	13.4%	14.2%			
经调整经营利润	334.1	52.4	646.6	749.9	861.9			
经营利润率	21.9%	4.5%	12.1%	12.8%	13.5%			
经调整净利润	258.3	62.0	557.3	660.8	790.2			
净利率	17.0%	5.3%	10.4%	11.3%	12.4%			

资料来源:公司数据,海通国际

新东方财务数据摘要

Key Ratios	May-25A	May-26E	May-27E	May-28E
Valuation Measures				
Growth				
Revenue growth	13.6%	9.5%	9.4%	8.6%
Adjusted EBITDA growth	5.4%	18.2%	17.3%	14.2%
Adjusted net income growth	11.4%	7.8%	18.6%	19.6%
Margin				
Gross margin	55.4%	55.3%	56.3%	56.6%
Operating margin	8.7%	10.5%	11.3%	12.0%
Adjusted EBITDA margin	10.2%	60.1%	78.4%	66.7%
Pre-tax profit margin	10.9%	12.3%	13.0%	14.6%
Tax rate	27.3%	26.1%	26.1%	26.1%
Adjusted net profit margin	10.6%	18.6%	8.2%	13.9%
Key Ratios				
ROE	9.0%	10.4%	10.8%	11.6%
ROA	4.6%	5.5%	5.8%	6.5%
Capex/revenue	6.1%	33.8%	42.8%	10.7%
Credit analysis				
EBITDA/interest paid (x)	n.a.	n.a.	n.a.	n.a.
Debt/EBITDA (x)	7.4	6.6	6.0	5.5
Debt/Equity	90.0%	84.9%	79.9%	74.4%
Net debt to equity	42.6%	32.2%	21.9%	11.5%

Balance Sheet (USD m)	May-25A	May-26E	May-27E	May-28E
Total cash and equivalents	2,141	2,622	3,191	3,873
Inventories	99	108	116	125
Accounts receivables	34	37	40	44
Others	3,700	3,700	3,700	3,700
Total current assets	5,973	6,467	7,048	7,742
Tangible fixed assets	705	905	1,108	1,312
Intangible assets	26	20	14	17
Total investments	356	356	356	356
Total other assets	1,096	1,100	1,105	1,109
Total non-current assets	2,184	2,381	2,582	2,794
Total assets	8,156	8,848	9,630	10,536
Short-term debt	0	0	0	0
Accounts payable	112	123	132	143
Others	3,137	3,329	3,537	3,744
Total current liabilities	3,250	3,453	3,669	3,887
Long-term debt	0	0	0	0
Others	482	482	482	482
Total non-current liabilities	482	482	482	482
Total liabilities	3,732	3,935	4,151	4,369
Common stocks	2	2	2	2
Others	4,146	4,630	5,191	5,874
Shareholders' equity	4,148	4,632	5,193	5,876
Minority interests	277	282	286	291
Total equity	4,425	4,913	5,479	6,167
Total liabilities & shareholders' equity	8,156	8,848	9,630	10,536

资料来源:公司数据,海通国际

Profit & Loss (USD m)	May-25A	May-26E	May-27E	May-28E
Total turnover	4,900	5,366	5,868	6,371
Cost of sales	-2,183	-2,396	-2,567	-2,768
Gross profit	2,717	2,970	3,301	3,603
Total operating expenses	-2,228	-2,405	-2,641	-2,838
Net other operating income	-	-	-	-
Operating income	489	565	660	765
Adjusted EBITDA	502	593	696	794
Depreciation and amortisation	94	119	145	174
Net income from investments	0	0	0	0
Other recurring income	108	96	105	166
Interest income	0	0	0	0
Interest expense	0	0	0	0
Pre-tax profit	597	661	765	930
Taxation	-146	-172	-199	-242
Minority interests	4	-24	-26	-25
Net income to ord equity	372	484	561	683
Adjusted net income	517	557	661	790

Cash Flow (USD m)	May-25A	May-26E	May-27E	May-28E
Net income	376	489	566	688
Operating cash flow	497	305	346	375
Cash flow from operations	872	793	911	1,063
Cash flow from investing activities	-298	-312	-342	-382
Cash flow from financing activities	0	0	0	0
Cash at beginning of period	1,589	2,163	2,644	3,214
Total cash generated	574	481	570	681
Implied cash at end of period	2,163	2,644	3,214	3,895
Free cash flow	606	467	554	613

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APPENDIX 1

Summary

We initiate on New Oriental-S (9901 HK): the premier integrated education service provider in China. We view New Oriental as the segment leader across K-12, overseas test prep and all adjacent niches. Beyond these, its deployment of generative AI—automated courseware creation, digital twins of star teachers and AI-powered homework grading—would lift both conversion efficiency and content quality, enabling sharper operational focus and sustainable margin expansion.

1QFY26 recap: Total rev grew 6.1%yoy to US\$1,523mn, in line with Street's consensus but exceeding the upper-end of previous guided range of +2%~5%yoy. Group N-GAAP OP grew by 11.3%yoy to US\$335.5mn, beat consensus by 3.7%, corresponding to a Non-gaap OPM of 22%, +0.6ppts higher than consensus. Deferred rev was US\$1,906.7mn, +10%yoy, vs. +9.8%yoy in 4QFY25.

K12 expect to accelerate in Q2: During the summer, due to facing low-price competition from other institutions and New Oriental's focus on healthy growth, performance in the summer was relatively weak, with high school posting single-digit growth and K9 growing 15%yoy. However, after the summer, fall enrollment benefited from better teaching quality, student retention performed well, so the company expects K12 to accelerate in Q2, therefore, we model 12%yoy for high school and 21% for K9 new initiatives.

The overseas business is still facing tough comps pressure: Q1 saw a +1%yoy growth in overseas test prep and +2%yoy in overseas study consulting, which was better than market expectations, mainly supported by the youth segment. For the upcoming quarters, the company still faces macroeconomic pressure, especially in Q2, which is exacerbated by a high base. Therefore, we expect a 5% decline in Q2 and LSD% down in FY26.

The margin improvement is expected to be larger than Q1, and they are confident in achieving the full-year performance target: In Q1, Group N-GAAP OPM improved by 1ppt, mainly supported by DFZX. For Q2, despite the margin of the overseas business weighing on the topline decline, the company has slowed the pace of opening new teaching centers, improved the utilization rate of existing centers, and implemented efficiency improvements across all business lines. Considering last year's low base, we expect N-GAAP OPM to improve by 2ppts in Q2. For FY2H26, due to the uncertainty in the overseas business market and competition in the K9 industry, we take a more conservative outlook on margin compared to Q2, expecting a margin improvement of 0.3~0.5ppts yoy. Full-year N-GAAP OP is expected to be US\$646.6mn, corresponding to a margin of 12.1%.

FY26 announced US\$490mn shareholder return, and likely to allocate more in future: The company announced a US\$190mn cash dividend, as 51% of FY25 NP and a 12-month shr buyback plan of US\$300mn, as 81% of FY25 NP, together representing a 132% payout ratio vs. previously expected over 50%, and corresponding to 5% div yield based on last close mkt cap of US\$9.64bn. Along with the continuous growth of NP for the next two years, mgmt. has shown a strong commitment to rewarding investors, expecting more shareholder returns than this year, which also shows their confidence in the company's future profit growth.

Valuation & recommendation: New Oriental leads across segments including K12 and overseas services; beyond these, the company has announced a three-year shareholder return plan with a payout ratio of over 50%. Based on the FY25's net profit of US\$372mn and the current market cap, presenting 2.7% shareholder return, which indicates the mgmt.'s commitment and confidence in the profits. We continue to apply an 18x PE to the FY26 N-GAAP NP, derived a TP of HK\$63/per share, given increased topline forecast, initiating with an "OP" rating.

Risks: Macro softness, intensifying competitions and regulatory risks.

APPENDIX 2

ESG Comments

Environmental:

Good for that

Social:

Good for that

Governance:

Good for that



附录 APPENDIX

重要信息披露

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	Haitong International Equi	ty Research Rating	s Distribution,	Haitong International Equity Research Ratings Distribution,			
	as of Sept	ember 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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