

百度集团-SW Baidu (9888 HK)

集中资源专注 AI 发展和变现；萝卜快跑价值将释放

Concentrate resources on the development and monetization of AI; Apollo Go help unlock valuation

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\$113.80
目标价	HK\$171.00
HTI ESG	5.0-5.0-5.0
E-S-G: 0-5, (Please refer to the Appendix for ESG comments)	

市值	HK\$262.80bn / US\$33.78bn
日交易额 (3 个月均值)	US\$320.19mn
发行股票数目	2,309mn
自由流通股 (%)	96%
1 年股价最高最低值	HK\$139.20-HK\$75.50

注：现价 HK\$113.80 为 2025 年 11 月 28 日收盘价



资料来源：Factset

	1mth	3mth	12mth
绝对值	-9.0%	29.8%	38.2%
绝对值 (美元)	-9.2%	29.9%	38.2%
相对 MSCI China	-4.6%	26.4%	5.9%

Rmb mn	Dec-24A	Dec-25E	Dec-26E	Dec-27E
Revenue	133,125	129,163	127,411	131,509
Revenue (+/-)	-1%	-3%	-1%	3%
Net profit	27,003	18,707	24,523	26,016
Net profit (+/-)	-6%	-31%	31%	6%
Diluted EPS (Rmb)	78.01	18.74	14.05	11.12
GPM	50.3%	43.1%	43.8%	46.8%
ROE	9.9%	6.5%	8.5%	9.1%
P/E	1	6	8	10

资料来源：公司信息, HTI

(Please see APPENDIX 1 for English summary)

我们首次覆盖百度-SW(9888 HK)随着 AI 技术浪潮从探索逐步走向规模化落地，百度作为国内全栈布局的 AI 领导者之一，其战略定位与商业化前景值得重点关注，因此，我们对其展开首次覆盖。

深度挖掘整合 AI 相关业务，集中资源专注变现：公司本季度首次披露 AI 驱动的新业务收入，合计同比增长 50%，占百度核心业务收入 39%，包括：1) AI 云基础设施收入为 42 亿元，同比增长 33%，其中 AI 加速器订阅制收入同比增长 128%；2) AI 应用（文库、网盘、数字员工等）收入为 26 亿元，同比增长 6%；3) AI 原生营销业务（智能体、数字人等）收入为 28 亿元，同比增长 263%。2025 年 11 月 25 日，百度发布设立技术研发组织相关公告，新设基础模型研发部，负责研发高智能可扩展的通用人工智能大模型；新设应用模型研发部，负责业务应用场景需要的专精模型调优和探索，均向百度 CEO 李彦宏汇报，公司未来将继续深度挖掘 AI 相关业务。我们认为这将帮助百度加速 AI 产品的货币化进程。

Apollo Go 业务持续提速，价值释放贡献估值：2025 年 10 月，Apollo Go 周均全无人订单量突破 25 万单；截至 11 月该业务累计订单超 1,700 万。未来百度将积极扩大车队与订单规模，在国内及海外地区同步拓展。管理层预计 2026 年将在更多城市实现盈亏平衡。

利润率已在三季度触底，资产减负后有望回升：三季度公司计提核心资产减值 162 亿元，集中资源投向高潜业务，并持续控费提效。我们预计 2025 年三季度后利润率将改善。

传统广告仍承压，云业务势头不减：移动端搜索已有 70% 内容为 AI 搜索（广告负载低），四季度广告或继续承压；云业务在大模型需求支撑下仍保持较快增长。我们预计四季度百度核心广告同比下降 14%，云业务同比增长 14%。

估值与建议：我们采用 SoTP 方法对公司进行估值：1) 百度传统搜索广告业务 (1x FY25PE, 22 亿美金)；2) AI 云业务 (15x FY25PE, 35 亿美金)；3) AI SaaS 业务 (10x FY25PE, 46 亿美金)；4) 其他传统业务 (8x FY25PE, 11 亿美金)；5) 萝卜快跑 (35x FY30PE, 12% WACC, 573 亿美金)；6) 昆仑芯 (15x FY29PE, 12% WACC, 58 亿美金)；7) 净现金减去部门亏损 (195 亿美金)；并采用 45% 的集团折扣，由此得出总市值为 **4,647 亿港元或目标价为每股 HK\$171**，对应百度集团 FY25 的 **18x PE**（对比：腾讯 20x FY25PE，阿里 25x FY26PE，谷歌 30x FY25PE，微软 30x FY25PE）。

风险：竞争加剧及宏观疲软、AI 与芯片发展不及预期。

陈奇藏 Daisy Chen, CFA
daisy.kw.chen@htisec.com

Yuewei Han
yw.han@htisec.com

公司简介:

百度集团创立于 2000 年，是中国领先的以人工智能为核心的互联网综合服务平台，国内全栈布局的 AI 领导者之一。百度集团的收入来自两大板块：爱奇艺与百度核心业务；其中百度核心业务包括：1）线上营销服务，该部分也包括了 AI 原生线上营销业务。（25 年三季度该部分收入占总收入的 53%）；2）其他业务，其中包含了云、AI 应用业务、robotaxi 等（25 年三季度该部分收入占总收入的 47%）；

在 25 年三季度，公司首次公布了由 AI 驱动的相关业务收入：

1) **AI 云基础设施业务**—2025 年该部分业务第三季度实现收入 42 亿元人民币，同比增长 33%；在 AI 云基础设施业务内部，基于订阅的 AI 加速器基础设施收入在 2025 年第三季度同比增长 128%。

2) **AI 应用**—面向个人与企业特定场景推出的 AI 原生或 AI 赋能产品，包括旗舰软件百度文库、百度网盘和数字员工。2025 年第三季度，AI 应用收入达 26 亿元，同比增长 6%。

3) **AI 原生营销服务**—基于 AI 原生的线上营销产品与服务，包括智能体与数字人。该业务已成为百度传统业务之外的“第二增长曲线”，2025 年第三季度 AI 原生营销服务收入达 28 亿元，同比增长 262%；该部分业务占百度核心在线营销收入的 18%，较去年同期提升 4 个百分点。

2025 年三季度公司业绩超预期。3Q25 百度集团营收 312 亿元，同比下降 7%、环比减少 5%；公司调整后净利润为 37 亿元，利润率为 12%。百度核心业务营收同比下降 7。核心广告收入 153 亿元，同比下降 18%。核心经调经营利润 22 亿元；百度核心经调经营利润率为 9%，同比下降 16.1 个百分点、环比下降 7.7 个百分点。

(详情请分别参见 2021 年 1 月 28 日及 2025 年 9 月 19 日所发百度美股报告 “To rise with the maturity of autopilot back end system and infrastructure in China - Transferring Coverage”，“Raise up valuation due to the potential unlock of under-the-radar assets—Maintain OP & Raise TP by 98%” 相关内容)

股权结构:

百度港股前三大股东合计持股约 24.2%，其中 Handsome Reward Limited（李彦宏家族）占 16.37%，BlackRock Finance 占 4.65%，马东敏占 3.21%。

序号	股东名称	持股数量 (万股)	持股比例 (%)	持股市值 (万元)
1	Handsome Reward Limited	45,247.49	16.37	3,435,694.51
2	BlackRock Finance, Inc.	12,864.02	4.65	976,779.65
3	马东敏	8,877.22	3.21	674,057.87
4	华夏基金管理有限公司	3,497.93	1.27	265,601.49
5	南方东英资产管理有限公司	2,152.08	0.78	163,409.95
6	易方达基金管理有限公司	1,773.81	0.65	134,687.32
7	贝莱德资产管理北亚有限公司	684.90	0.25	52,005.42
8	天弘基金管理有限公司	546.56	0.2	41,500.93
9	广发基金管理有限公司	539.51	0.2	40,965.38
10	Pzena Investment Management	515.07	0.19	39,109.48

资料来源：Wind, 海通国际

业务板块展望:

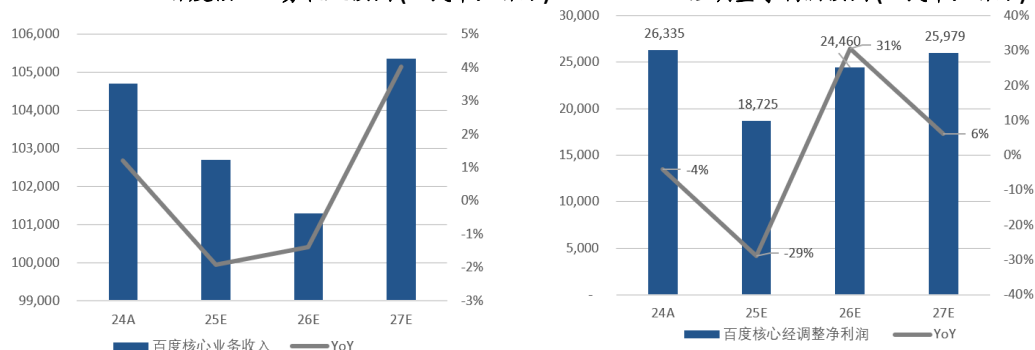
传统广告虽承压，但云业务保持高增长趋势。虽然移动端搜索 70% 已为 AI 搜索（广告负载低）；但受益大模型需求，云业务 3Q25 依旧保持同比 21% 的收入增速，短期内仍承担主要增长角色。

AI 方面，公司本季度首次披露 AI 驱动的新业务收入，我们认为这将帮助百度集中资源、加速 AI 产品的货币化进程。昆仑芯 2025 年 8 月中标中移动 10 亿级订单，已可独立外售，未来有望贡献增量。Apollo Go 在武汉跑通 UE 模型后有序扩张，2025 年 10 月周均全无人订单达 25 万单、累计超 1,700 万，管理层预计 2026 年更多城市实现盈亏平衡，并同步启动海外试点。

盈利预测:

我们预计百度核心业务 2025-27 年收入分别为 1,291.6 亿元、1,274.1 亿元、1,315.1 亿元，同比-3.0%、-1.4%、+3.2%；百度集团 2025-27 年收入分别为人民币 1,027.1 亿元、1,012.9 亿元、1,053.6 亿元，同比-3.0%、-1.4%、+3.2%；同期百度核心经调整净利润约 187 亿元、245 亿元以及 260 亿元，对应利润率为 18%、24%、25%。

FY24A-FY27E 百度核心业务收入预测 (人民币: 百万) FY24A-FY27E 经调整净利润预测 (人民币: 百万)



资料来源: 公司公告, 海通国际

资料来源: 公司公告, 海通国际

估值分析:

我们采用 SoTP 方法对公司进行估值: 1) 百度传统搜索广告业务 (1x FY25PE, 22 亿美金); 2) AI 云业务 (15x FY25PE, 35 亿美金); 3) AI SaaS 业务 (10x FY25PE, 46 亿美金); 4) 其他传统业务 (8x FY25PE, 11 亿美金); 5) 萝卜快跑 (35x FY30PE, 12% WACC, 573 亿美金); 6) 昆仑芯 (15x FY29PE, 12% WACC, 58 亿美金); 7) 净现金减去部门亏损 (195 亿美金); 并采用 45% 的集团折扣, 总市值为 4,647 亿港元或目标价为每股 HK\$171, 对应百度集团 FY25 的 18xPE。

相关假设:

- 百度传统搜索广告:** AI 搜索变现能够显著减缓传统搜索广告的下滑趋势, 且利润率保持稳定。即每个工作日实现约人民币 8,000 万元的营业利润, 若加回折旧与摊销 (D&A), 则每日现金流入约为人民币 1 亿元。
- 百度智能云:** 百度在保持利润率至少稳定的同时, 维持并适度提升其在 AI 云市场的份额。
- AI SaaS:** 在高度分散且仍处萌芽期的 AI SaaS 市场, 百度始终保持技术与生态的领先地位。
- 其他传统业务:** 充分竞争状态
- Robotaxi:** 根据 Frost & Sullivan 预测, 到 2030 年中国 Robotaxi 市场规模将达人民币 390 亿元; 百度将占据 60% 的市场份额, 常态化营业利润率为 15%, 税率为 20%; 2030-2035 年的 CAGR 为 35.7%。
- 昆仑芯:** 根据 ZIQX 国际咨询, 到 2029 年, 中国 AI 计算 GPU 数据中心产品的整体市场规模 (TAM) 将达到人民币 6,639 亿元。假设昆仑芯届时将占据 5% 的市场份额 (2025 年为 4%), 常态化净利率为 10%, 市盈率为 15 倍, WACC 为 12%。

具体估值情况如下:

估值	持股比例	备注	假设
目标价 (HK\$)	171		
传统搜索广告			
FY25 Rev, US\$m	7,808	不包含AI智能体和数字人	AI 搜索变现能够显著减缓传统搜索广告的下滑趋势，且利润率保持稳定。即每个工作日实现约人民币8,000 万元的运营利润，若加回折旧与摊销(D&A)，则每日现金流入约为人民币1亿元。
FY25 N-GAAP NP	2,186	假设营业利润率 35%，税率 20%	
市值, US\$m	2,186	100%	1x FY25PE
AI marketing			
FY25 Rev,US\$ m	1,002		假设 FY25 核心广告收入占比 11%
FY25 N-GAAP NP	321		假设营业利润率 40%，税率 20%
市值, US\$m	3,848		12x FY25PE
AI Cloud			
FY25 Rev,US\$ m	2,429	不含文库、数字员工等业务	百度在保持利润率至少稳定的同时，维持并适度提升其在 AI 云市场的份额。
FY25 N-GAAP NP	233	假设营业利润率 12%，税率 20%	
市值, US\$m	3,497	100%	15x FY25PE
AI SaaS			
FY25 Rev, US\$m	1,455		在高度分散且仍处萌芽期的 AI SaaS 市场，百度始终保持技术与生态的领先地位。
FY25 N-GAAP NP	465	营业利润率 40%，税率 20%	
市值, US\$m	4,655	100%	10x FY25PE
其他业务 (小度、游戏等)			
FY25 Rev, US\$m	1,699		这些细分赛道已处于充分竞争状态
FY25 N-GAAP NP	136	假设营业利润率 10%，税率 20%	
市值, US\$m	1,087	100%	8x FY25PE
Robotaxi			
市值, US\$m	57,254	100%	35x FY30 PE, 12% WACC
昆仑芯			
市值, US\$m	5,757	59%	据 Frost&Sullivan 预测，到 2030 年中国 Robotaxi 市场规模达 390 亿元：百度份额 60%，稳态营业利润率 15%，税率 20%；对应 FY30 市盈率 35 倍，WACC 12%。
爱奇艺	2,566	45%	据 ZIQQ 国际咨询，到 2029 年中国 AI 计算 GPU 数据中心产品 TAM 为 6639 亿元。假设昆仑芯 2029 年份额 5.4% (2025 年为 4.4%)，稳态营业利润率 15%，税率 20%；对应市盈率 15 倍，WACC 12%。
净现金	19,452		
综合折扣	45%		
总市值, HK\$m	464,719		
总股本 (mn)	2,713		
PE, FY26 adj. NP	18		

资料来源: Company data, 海通国际

风险提示:

竞争加剧及宏观疲软、AI 与芯片发展不及预期。

Financial summary of BIDU

Key Ratios	Dec-24A	Dec-25E	Dec-26E	Dec-27E	Profit & Loss (Rmb mn)	Dec-24A	Dec-25E	Dec-26E	Dec-27E
Valuation Measures					Total turnover	133,125.0	129,163.0	127,410.9	131,508.8
Growth					Cost of sales	(66,102.0)	(73,482.9)	(71,571.0)	(69,928.9)
Revenue growth	-1.1%	-3.0%	-1.4%	3.2%	Gross profit	67,023.0	55,680.2	55,839.9	61,579.9
Adjusted EBITDA growth	-7.7%	-43.7%	32.7%	22.9%	Total operating costs	(45,753.0)	(61,146.5)	(42,996.5)	(44,503.9)
Adjusted net profit growth	-6.1%	-30.7%	31.1%	6.1%	Net other operating income	-	-	-	-
Margin					Operating profit	21,270.0	(5,466.3)	12,843.4	17,076.0
Gross margin	50.3%	43.1%	43.8%	46.8%	Adjusted EBITDA	26,234.0	14,756.9	19,588.7	24,065.7
Operating margin	16.0%	-4.2%	10.1%	13.0%	Deprecation and amortisation	180.0	268.0	268.0	268.0
Adjusted EBITDA margin	19.7%	11.4%	15.4%	18.3%	Net income from investment	1,829.0	6,063.0	3,607.0	9,349.0
Pretax profit margin	21.5%	5.5%	16.1%	17.5%	Other recurring income	385.7	672.7	(1,964.3)	(4,883.6)
Tax rate	-15.5%	-9.0%	-12.6%	-16.3%	Interest income	5,138.0	5,776.0	6,064.8	1,422.0
Adjusted net profit margin	20.3%	14.5%	19.2%	19.8%	Interest expense	-	-	-	-
Key Ratios					Pre-tax profit	28,622.7	7,045.4	20,550.9	22,963.4
ROE	9.9%	6.5%	8.5%	9.1%	Taxation	(4,447.1)	(635.7)	(2,587.9)	(3,753.0)
ROA	6.5%	4.4%	5.8%	6.1%	Minority interests	(415.0)	181.4	83.0	83.0
Capex/revenue	-175.8%	-170.8%	-173.1%	-167.7%	Net income to ord equity	23,760.6	6,591.0	18,046.0	19,294.4
Credit analysis					Adjusted net profit	27,002.9	18,707.2	24,523.3	26,016.2
EBITDA/interest paid (x)	n.a.	n.a.	n.a.	n.a.					
Debt/EBITDA (x)	2.1	3.7	3.1	2.5					
Debt/Equity	19.2%	18.5%	21.3%	21.3%					
Net debt to equity	6.3%	9.6%	11.7%	10.8%					
Balance Sheet (Rmb mn)	Dec-24A	Dec-25E	Dec-26E	Dec-27E	Cash Flow (Rmb mn)	Dec-24A	Dec-25E	Dec-26E	Dec-27E
Total cash and equivalents	36,529.0	26,257.0	27,478.3	29,948.1	Operating Profit	21,270.0	(5,466.3)	12,843.4	17,076.0
Short-term investments	102,608.0	102,608.0	102,608.0	102,608.0	Operating cash flow	(36.0)	3,895.2	(2,861.2)	(5,845.3)
Accounts receivables	10,104.0	10,757.5	4,571.0	5,683.2	Cash flow from operations	21,234.0	(1,571.1)	9,982.2	11,230.7
Others	19,608.0	18,241.4	27,783.0	22,638.4	Cash flow from investing activities	(8,555.0)	4,903.1	4,903.1	4,903.1
Total current assets	168,849.0	157,863.9	162,440.3	160,877.7	Cash flow from financing activities	(13,759.0)	(13,759.0)	(13,759.0)	(13,759.0)
Tangible fixed assets	30,102.0	33,067.4	33,067.4	33,067.4	Cash at beginning of period	37,574.0	36,589.0	26,257.0	27,478.3
Intangible assets	7,702.0	7,702.0	7,702.0	7,702.0	Total cash generated	(985.0)	(10,332.0)	1,221.3	2,469.8
Total investments	41,721.0	41,721.0	41,721.0	41,721.0	Implied cash at end of period	36,589.0	26,257.0	27,478.3	29,948.1
Total other assets	179,406	179,406.0	179,406.0	179,406.0	Free cash flow	(212,785.0)	(222,132.0)	(210,578.7)	(209,330.2)
Total non-current assets	258,931.0	261,896.4	261,896.4	261,896.4					
Total assets	427,780.0	419,760.4	424,336.8	422,774.2					
Short-term debt	10,911.0	10,669.0	17,169.0	17,169.0					
Accounts payable	-	-	-	-					
Others	70,042.0	71,517.4	83,711.2	81,761.0					
Total current liabilities	80,953.0	82,186.4	100,880.2	98,930.0					
Long-term debt	43,592.0	43,592.0	43,592.0	43,592.0					
Others	19,623.0	19,623.0	19,623.0	19,623.0					
Total non-current liabilities	63,215.0	63,215.0	63,215.0	63,215.0					
Total liabilities	144,168.0	145,401.4	164,095.2	162,145.0					
Common stocks	263,620.0	272,596.6	265,009.5	265,009.5					
Others	149,788.3	149,788.3	149,788.3	149,789.3					
Shareholders' equity	263,620.0	272,596.6	265,009.5	265,009.5					
Minority interests	19,992.0	19,992.0	19,992.0	19,992.0					
Total equity	283,612.0	292,588.6	285,001.5	285,001.5					
Total liabilities & shareholders' equity	427,780.0	419,760.4	424,336.8	422,774.2					

资料来源：公司数据,海通国际

APPENDIX 1

Summary

We initiate coverage on Baidu-SW (9888 HK). As the AI wave moves from experimentation to large-scale deployment, as one of China's full-stack AI leader, Baidu offers a compelling mix of accelerating monetization and under-appreciated optionality.

Deep-dive into and integrate AI-related businesses, concentrating resources on monetization: The company this quarter for the first time disclosed AI-powered new initiatives which together grew by over 50%yoy and contributed 39% of Baidu core rev, including 1) AI Cloud Infra, Rmb4.2bn, +33%, with subscription-based revenue from AI accelerator infrastructure growing 128%YoY; 2) AI Applications (Baidu Wenku, Baidu Drive, and Digital Employee), Rmb2.6bn, +6%YoY; 3) AI-native Marketing (agents and digital humans), Rmb2.8bn, +263%YoY. We believe this move would help Baidu better focus its resources and accelerate the monetization of its AI-powered products.

Apollo Go to accelerate onwards: In Oct 2025, Apollo Go's weekly average fully driverless operational rides exceeded 250k and as of Nov, Apollo Go delivered 17mn+ cumulative rides. Onwards, Baidu would proactively expand its fleet size and ride volume both domestically and globally. Mgmt. expect more cities to turn positive in 2026.

Margin to bottom out in Q3 given more efficient asset base: In Q3, mgmt. conducted asset review and recorded a Rmb16.2bn impairment loss of Core asset group, in order to concentrate resources on more promising businesses. Moreover, diligent expense control and operating efficiency would continue to be emphasized. Therefore, we expect a margin improvement after 3Q25.

Traditional ads still suffer while cloud momentum continues: AI search contents, which contain a low ads load, already account for 70% of mobile search, and advertising might remain under pressure in Q4. The cloud business could still maintain relatively rapid growth, backed by LLM demand. Therefore, we model Baidu core ads and cloud to decline 14% YoY and grow 14% YoY respectively in Q4.

Valuation & recommendation: We apply SoTP on 1) Baidu's legacy search ads (1x FY25 PE, US\$2.2bn), 2) AI Cloud (15x FY25 PE, US\$3.5bn), 3) AI SaaS (10x FY25 PE, US\$4.6bn); 4) AI ads (12x FY25 PE, US\$1.0BN); 5) other traditional segments (8x FY25PE, US\$1.1bn); 5) Robotaxi (35x FY30 PE, 12% WACC, US\$57.3bn); 6) Kunlun Chip (15x FY29 PE, 12% WACC, US\$5.8bn); 7) net cash-segment loss (US\$19.5bn); with 45% Conglomerate discount, deriving a total mkt cap of US\$59.7bn or TP of US175/ADR. The TP corresponding to 18x FY26 PE of Baidu Group.

Risks: increasing competition, weak macro, AI and chips development miss expectation

APPENDIX 2

ESG Comments

Environmental:

Good for that

Social:

Good for that

Governance:

Good for that

附录 APPENDIX

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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真: +91 22 24216327

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address : 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax: +91 22 24216327

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