

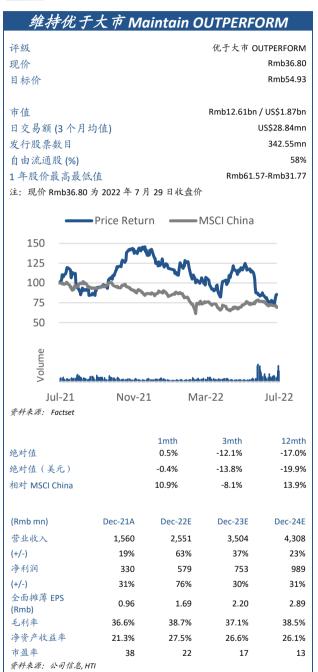
## 山东赫达 Shandong Head (002810 CH)

2022H1 净利同比增长 21.28%, 纤维素醚受益于瓷砖胶新发展

A 21% Bottom Line Growth for 1H22 with Cellulose Ether Benefiting from New Development of Tile Adhesive



观点聚焦 Investment Focus



(Please see APPENDIX 1 for English summary)

- 2022H1 净利同比增长 21.28%。公司 2021 年实现营业收入 15.60 亿元,同比增长 19.22%;归母净利润 3.30 亿元,同比增长 30.65%; 和非净利润 3.15 亿元,同比增长 31.45%。2022 年半年度实现营业 收入 9.07 亿元,同比增长 20.54%;归母净利润 2.25 亿元,同比增 长 21.28%;和非净利润 2.24 亿元,同比增长 26.03%。其中第二季 度归母净利润 1.29 亿元,同比增长 21.75%;和非净利润 1.28 亿元,同比增长 29.47%。
- 2022 年上半年纤维素醚系列产品深入挖潜、持续优化生产工艺和产品结构,综合毛利率持续提升。纤维素醚价格与去年同期对比上涨,产能利用率超过 100%,同时国外量、价、需求情况均好于国内,出口营收占比提升至 62.21%。公司现有纤维素醚产能 34000 吨/年,目前正在建设 3 万吨/年纤维素醚项目,项目预计今年四季度投入生产。根据年报,2022 年公司目标完成纤维素醚 16.3 亿元(含税)营业收入,并继续寻求纤维素醚产业链上下游拓展。
- 赫尔希公司植物胶囊系列产品新增产能持续释放,规模效益显现。根据公告,赫尔希胶囊项目今年产能将达到 300 亿粒以上,目标完成 5.6 亿元(含稅)营业收入。自 2021 年年末至今年年初,公司植物胶囊价格因原材料价格上涨进行了一定程度的上调,近期植物胶囊价格回落到上涨前水平。根据投资互动平台目前植物胶囊渗透率不高,据估算大概在 10%左右,仍有较大替代(明胶)空间。胶囊下游客户主要是保健品,不同于一般的消费品,我们预计受经济衰退影响有限。
- 传统铺砖方式面临退场,纤维素醚迎来新风口。根据住建部《房屋建筑和市政基础设施工程危及生产安全施工工艺、设备和材料淘汰目录(第一批)》的公告,2022年09月14日后,水泥砂浆贴砖工艺被列入淘汰目录,瓷砖胶等新型粘结剂的应用普及率有望进一步提高。瓷砖胶等粘结剂使用普及将带来建材级纤维素醚需求提升,为公司产能释放提供市场空间。根据年报,公司瓷砖粘结剂级纤维素醚为凝胶温度为75℃的建材级HPMC,属于中高端型号,在助力中国建筑材料消费升级的同时增加产品附加值和利润率。
- 盈利预测与投资评级。受益多产品产能扩张,公司业绩提升,我们上调对公司的盈利预测。我们预计 2022-24 年公司归母净利润分别为 5.79(+21%)、7.53(+17%)、9.89(新引入); 考虑转增影响,对应 EPS 分别为 1.69(-29%)、2.20(-32%)、2.89(新引入)元/股。参考可比公司估值,谨慎给予公司 2022年 32.5 倍 PE,对应目标价 54.93 元(上期目标价 62.3 元,基于 2021年 35 倍 PE;转增后对应 36.06; +50%),维持"优于大市"评级。
- **风险提示**:建设进度不及预期、原材料及产品价格大幅波动、安全 环保风险、宏观经济下行。

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#### 盈利假设:

关键产品销量假设: a.建材级纤维素醚: 我们认为销量将逐年增长, 预计 2022-24 年销量分别为 3.4 万吨、4.8 万吨和 5.5 万吨; b.医药食品级纤维素醚: 随着公司高附加值医药食品级不断投产建设, 我们认为销量将持续增长。预计 2022-24 年销量分别为 1.21 万吨、1.65 万吨、2.2 万吨。

毛利率假设: 随着公司纤维素醚的持续研发和一体化,产品毛利率有望持续向好。 a.建材级纤维素醚: 我们预计 2022-24 年毛利率分别为 28%、31%、32%; b.医药食品级纤维素醚: 预计 2022-24 年毛利率分别为 45%、45%、46%。

表 1 山东赫达分业务盈利预	[30]			
项目	2021	2022E	2023E	2024E
总收入 (万元)	156049.41	255100.00	350350.00	430850.00
总成本 (万元)	99008.17	156432.00	220539.00	264893.00
总毛利 (万元)	57041.25	98668.00	129811.00	165957.00
总毛利率	36.55%	38.68%	37.05%	38.52%
纤维素醚				
收入 (万元)	97583.00	163300.00	221850.00	275550.00
成本(万元)	66086.00	105132.00	140834.00	170742.00
毛利 (万元)	31497.00	58168.00	81017.00	104808.00
毛利率	32.28%	35.62%	36.52%	38.04%
植物胶囊				
收入 (万元)	31746.00	52800.00	80500.00	100800.00
成本 (万元)	11528.00	21120.00	42665.00	52416.00
毛利 (万元)	20218.00	31680.00	37835.00	48384.00
毛利率	64.00%	60.00%	47.00%	48.00%
福川				
收入 (万元)	10753.00	13000.00	18000.00	22000.00
成本(万元)	8005.00	9100.00	12600.00	15400.00
毛利(万元)	2748.00	3900.00	5400.00	6600.00
毛利率	26.00%	30.00%	30.00%	30.00%
石墨设备				
收入 (万元)	3703.00	6000.00	8000.00	9500.00
成本 (万元)	2536.00	4080.00	5520.00	6555.00
毛利 (万元)	1167.00	1920.00	2480.00	2945.00
毛利率	32.00%	32.00%	31.00%	31.00%
化工产品贸易				
收入(万元)	12264.00	20000.00	22000.00	23000.00
成本(万元)	10852.00	17000.00	18920.00	19780.00
毛利(万元)	1412.00	3000.00	3080.00	3220.00
毛利率	12.00%	15.00%	14.00%	14.00%

资料来源:公司年报(2021),海通国际

表 2 可比公司估值表										
代码 公	公司名称	股价	EPS (元)			PE (倍)			PB (倍)	ROE (%)
	公司石孙	(元)	2021	2022E	2023E	2021	2022E	2023E	2022E	2022E
688065.SH	凯赛生物	81.40	1.46	1.32	1.75	126.32	61.59	46.50	4.14	6.91
002481.SZ	双塔食品	8.26	0.22	0.25	0.29	39.59	33.37	28.57	3.25	9.81
	平均值					82.96	47.48	37.54	3.70	8.36

注: 收盘价为 2022 年 7 月 29 日价格, EPS 为 wind 一致预期

资料来源: Wind, 海通国际

### 图 1: 纤维素醚价格走势图



资料来源: 百川盈孚, 海通国际

财务报表分析和预测

主要财务指标	2021A	2022E	2023E	2024E	利润表 (百万元)	2021A	2022E	2023E	2024E
毎股指标 (元)					营业总收入	1560	2551	3504	4309
每股收益	0.96	1.69	2.20	2.89	营业成本	990	1564	2205	2649
每股净资产	4.52	6.15	8.26	11.06	毛利率%	36.6%	38.7%	37.1%	38.5%
每股经营现金流	1.33	1.34	2.57	3.22	营业税金及附加	11	22	29	35
每股股利	0.10	0.06	0.09	0.09	营业税金率%	0.7%	0.8%	0.8%	0.8%
价值评估(倍)					营业费用	20	44	54	67
P/E	38.25	21.78	16.74	12.75	营业费用率%	1.3%	1.7%	1.5%	1.5%
P/B	8.14	5.98	4.45	3.33	管理费用	86	156	209	256
P/S	8.08	4.94	3.60	2.93	管理费用率%	5.5%	6.1%	6.0%	5.9%
EV/EBITDA	27.19	17.31	13.13	9.89	EBIT	381	652	849	1108
股息率%	0.3%	0.2%	0.2%	0.2%	财务费用	10	10	7	1
盈利能力指标(%)					财务费用率%	0.6%	0.4%	0.2%	0.0%
毛利率	36.6%	38.7%	37.1%	38.5%	资产减值损失	-1	4	-4	-5
净利润率	21.1%	22.7%	21.5%	22.9%	投资收益	5	12	15	19
净资产收益率	21.3%	27.5%	26.6%	26.1%	<b>营业利润</b>	377	667	866	1137
资产回报率	12.5%	17.4%	16.6%	17.1%	营业外收支	0	0	0	0
投资回报率	17.3%	22.8%	22.3%	22.4%	利润总额	377	667	866	1137
盈利增长 (%)					EBITDA	474	736	954	1238
营业收入增长率	19.2%	63.5%	37.3%	23.0%	所得税	47	83	109	143
EBIT 增长率	22.6%	70.8%	30.4%	30.5%	有效所得税率%	12.5%	12.5%	12.6%	12.6%
净利润增长率	30.6%	75.7%	30.1%	31.3%	少数股东损益	0	5	4	5
偿债能力指标					归属母公司所有者净利润	330	579	753	989
资产负债率	41.3%	36.5%	37.4%	34.4%					
流动比率	0.96	1.34	1.43	1.62					
速动比率	0.66	0.97	1.07	1.24	资产负债表 (百万元)	2021A	2022E	2023E	2024E
现金比率	0.20	0.28	0.43	0.57	货币资金	166	254	573	886
经营效率指标					应收账款及应收票据	302	472	650	804
应收账款周转天数	69.75	66.45	66.66	67.11	存货	232	305	436	537
存货周转天数	85.53	71.11	72.14	74.03	其它流动资产	110	199	253	297
总资产周转率	0.59	0.77	0.77	0.74	流动资产合计	810	1229	1911	2524
固定资产周转率	2.05	2.88	3.23	3.18	长期股权投资	19	19	19	19
					固定资产	761	886	1083	1355
					在建工程	694	815	1119	1471
					无形资产	187	212	236	260
现金流量表 (百万元)	2021A	2022E	2023E	2024E	非流动资产合计	1825	2096	2621	3269
净利润	330	579	753	989	资产总计	2636	3325	4532	5793
少数股东损益	0	5	4	5	短期借款	195	150	200	150
非现金支出	102	80	109	134	应付票据及应付账款	509	557	839	1045
非经营收益	1	6	6	6	预收账款	0	6	4	6
营运资金变动	23	-210	7	-33	其它流动负债	138	205	295	353
经营活动现金流	456	460	879	1102	流动负债合计	842	919	1338	1555
资产	-699	-354	-637	-786	长期借款	182	232	292	372
投资	-19	0	0	0	其它长期负债	63	63	63	63
其他	-1 <del>9</del> -5	12	15	19	非流动负债合计	245	295	355	435
投资活动现金流	- <b>723</b>	-342	- <b>622</b>	- <b>767</b>	<b>负债总计</b>	1087	1214	<b>1693</b>	1990
投页石刃现金流 债权募资	- <b>723</b> 196	<b>-342</b> 5	- <b>622</b> 110	30	<b>贝顶心</b> 巧 实收资本	343	343	343	343
股权募资		0		0	头似页本 归属于母公司所有者权益				
其他	27 45		0		归偶丁母公司	1548	2107	2830	3789
	-45	-35	-48	-51	ノ蚁収尓ベ血	0	5	9	14
融资活动现金流	178	-30	62	-21	负债和所有者权益合计	2636	3325	4532	5793

备注: (1) 表中计算估值指标的收盘价日期为 2022 年 7 月 29 日.; (2) 以上各表均为简表

资料来源:公司年报(2021A),海通国际



#### **APPENDIX 1**

#### Summary

- 2022H1 net profit increased by 21.28% year-on-year. In 2021, the company achieved operating income of Rmb1.560bn, a year-on-year increase of 19.22%; net profit attributable to the parent of Rmb330mn, a year-on-year increase of 30.65%; deducted non-net profit of Rmb315mn, a year-on-year increase of 31.45%. In the first half of 2022, the operating income was Rmb907mn, a year-on-year increase of 20.54%; the net profit attributable to the parent was Rmb225mn, a year-on-year increase of 21.28%; the non-net profit deducted was Rmb224mn, a year-on-year increase of 26.03%. Among them, the net profit attributable to the parent in the second quarter was Rmb129mn, a year-on-year increase of 21.75%; the deducted non-net profit was Rmb128mn, a year-on-year increase of 29.47%.
- In the first half of 2022, the cellulose ether series products further tapped the potential, continue to optimize the production process and product structure, and the comprehensive gross profit margin continued to increase. Compared with the same period last year, the price of cellulose ether has increased, and the capacity utilization rate has exceeded 100%. At the same time, the foreign volume, price and demand are better than domestic ones, and the proportion of export revenue has increased to 62.21%. The company's existing cellulose ether production capacity is 34,000 tons/year, and a 30,000-ton/year cellulose ether project is currently under construction. The project is expected to be put into production in the fourth quarter of this year. According to the annual report, the company aims to achieve Rmb1.63bn (tax included) operating income of cellulose ether in 2022, and will continue to seek upstream and downstream expansion of the cellulose ether industry chain.
- The new production capacity of Hershey's plant capsule series products has been continuously released, and economies of scale have emerged. According to the announcement, the production capacity of the Hershey capsule project will reach more than 30 billion capsules this year, and the target is to achieve an operating income of Rmb560mn (tax included). From the end of 2021 to the beginning of this year, the price of the company's plant capsules has been raised to a certain extent due to the increase in the price of raw materials. Recently, the price of plant capsules has fallen back to the level before the increase. According to the investment interactive platform, the current penetration rate of plant capsules is not high, it is estimated that it is about 10%, and there is still a large space for replacement (gelatin). The downstream customers of capsules are mainly health products, which are different from general consumer products, and we expect to be limited by the economic recession.
- The traditional way of laying bricks is facing the exit, and cellulose ethers are ushering in a new outlet. According to the announcement of the Ministry of Housing and Urban-Rural Development of the "House Construction and Municipal Infrastructure Projects Endangering Production Safety Construction Processes, Equipment and Materials Elimination Catalog (First Batch)", after September 14, 2022, the cement mortar tiling process will be included in the elimination The application penetration rate of new adhesives such as glue is expected to further increase. The popular use of adhesives such as tile adhesive will increase the demand for building material grade cellulose ethers and provide market space for the company's production capacity release. According to the annual report, the company's tile adhesive grade cellulose ether is a building material grade HPMC with a gel temperature of 75°C, which is a mid-to-high-end model, which can increase the added value and profit margin of products while helping the consumption upgrade of building materials in China.
- Earnings forecast. Benefiting from the expansion of multi-product production capacity and the improvement of the company's performance, we raise our earning forecast for the company. We expect the company's EPS in 2022-24 to be Rmb1.69, 2.20, and 2.89. With reference to the valuation of comparable companies, we value the company at FY22E PER of 32.5x with a target price of Rmb54.93 (the previous TP was on a FY21E PER of 35x). We maintain the "OUTPERFORM" rating.
- Risk: The construction progress is less than expected, the price of raw materials and products fluctuates greatly, safety and environmental protection risks, and macroeconomic downturn.

海通國際 HAITONG

#### 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.

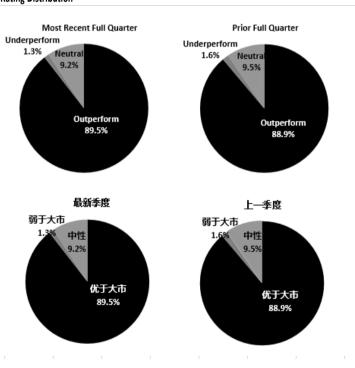
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#### **Analyst Stock Ratings**

**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.

#### 评级分布 Rating Distribution





**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.

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上述分布中的买入,中性和卖出分别对应我们当前优于大市,中性和落后大市评级。

只有根据 FINRA/NYSE 的评级分布规则,我们才将中性评级划入持有这一类别。请注意在上表中不包含非评级的股票。

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买入, 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。

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.

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	Outperform	Neutral	Underperform	
		(hold)		
HTI Equity Research Coverage	89.5%	9.2%	1.3%	
IB clients*	5.9%	5.6%	5.0%	

<sup>\*</sup>Percentage of investment banking clients in each rating category.

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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.

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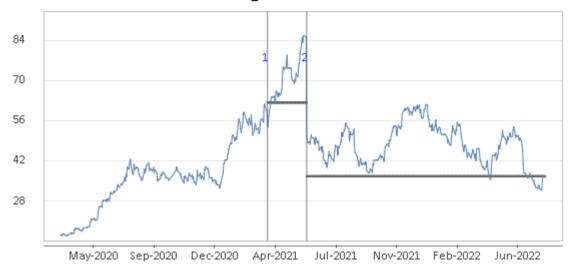
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#### **Recommendation Chart**

## Shandong Head - 002810 CH



- 1. 24 Mar 2021 OUTPERFORM at 59.62 target 62.3.
- 1.7-for-1 split implemented on 2 Jun 2021

Source: Company data Bloomberg, HTI estimates