



(002271.SZ)

002271

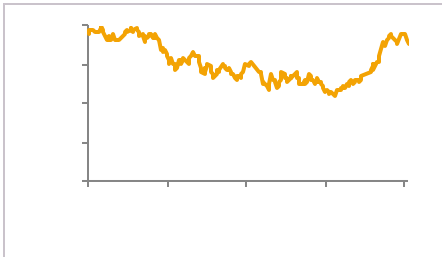
2019 03 27

( )

21.09  
27.0-29.7

S0300517100001  
0755-83331495  
liuping\_bf@lxsec.com

( 12 )



|        | 2017A  | 2018E  | 2019E  | 2020E  |
|--------|--------|--------|--------|--------|
|        | 10,293 | 14,203 | 17,695 | 21,551 |
| +/-    | 47.0%  | 38.0%  | 24.6%  | 21.8%  |
|        | 1239   | 1517   | 2028   | 2588   |
| +/-    | 20.4%  | 22.5%  | 33.7%  | 27.6%  |
| EPS( ) | 0.83   | 1.01   | 1.35   | 1.73   |
| P/E    | 21.9   | 17.5   | 13.7   | 11.3   |

002271 \_  
002271

2018-08-29

002271 \_ 3  
002271

2018-10-21

002271 \_

002271 Q4

2019-02-25

18

✧

✧

✧

✧

✧

19-20

2017

18

60

2016

2018

“ ”

2008

2008

7.12

2018

142

, 32.9%;

0.44

15.2

10  
42.5%

2018 9 16

“ ”

2-3

10,240

4

19-20







|    |                    |    |
|----|--------------------|----|
| 4  | .....              | 8  |
| 5  | 2008-2018 ( )..... | 9  |
| 6  | 2008-2018 .....    | 9  |
| 7  | 2008-2018.9 .....  | 9  |
| 8  | .....              | 10 |
| 9  | .....              | 10 |
| 10 |                    |    |



|             |       |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|-------|
|             | 2018  | -2020 |       | 142.0 | 177.0 | 215.5 |
|             | 38.0% | 24.6% | 21.8% |       | 15.2  | 20.3  |
| 25.9        |       | 22.6% | 33.7% | 27.6% | 2018  | -2020 |
| 107FF0E73.8 |       |       |       |       |       | EPS   |



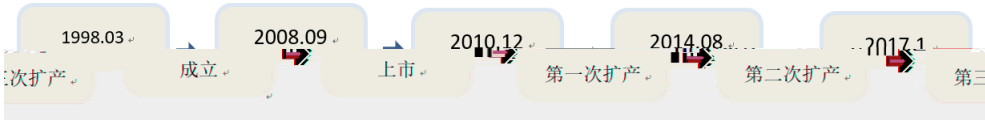


1998

20

“ ”

1



3

2



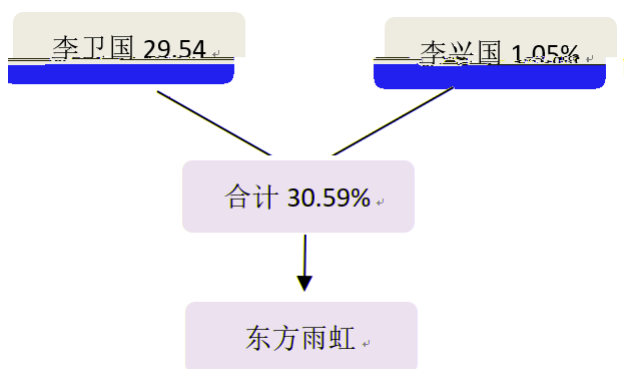
1995

1998

29.54%

30.59%

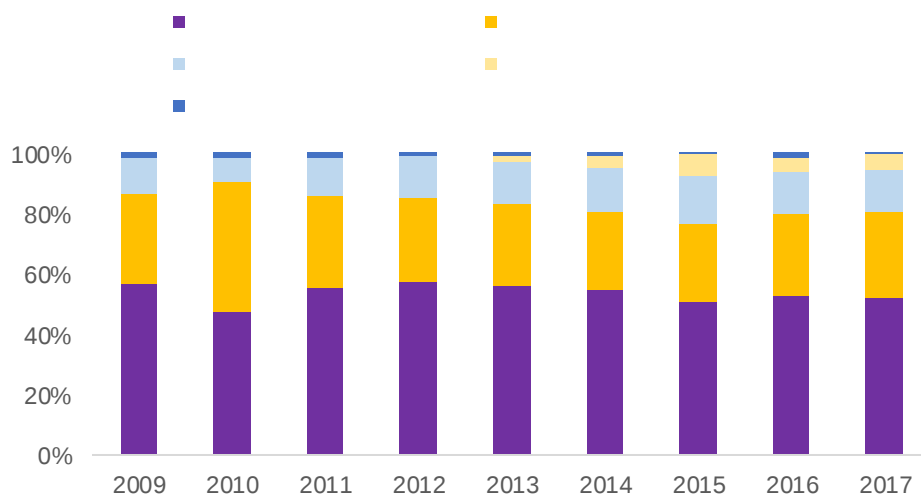
3



50% 30% 1H18

12%-15%

4



.wind

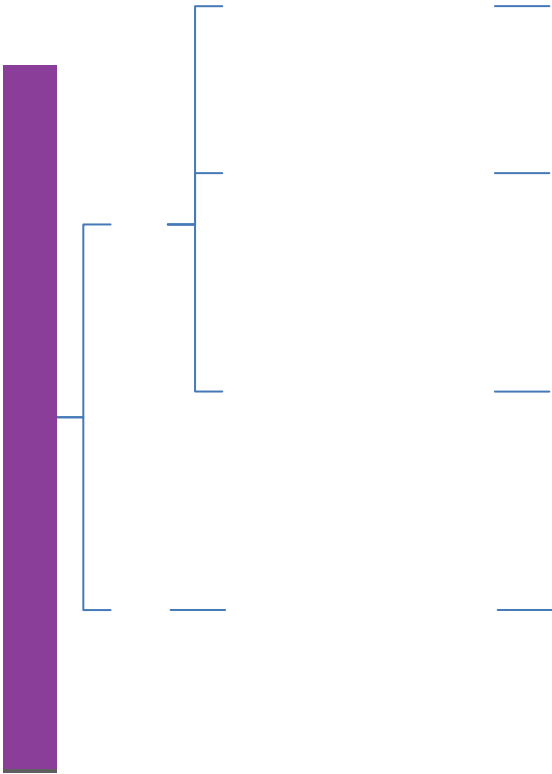
2008 2018 142 10 32.9%; 0.44 2008 7.12 15.2

42.5%

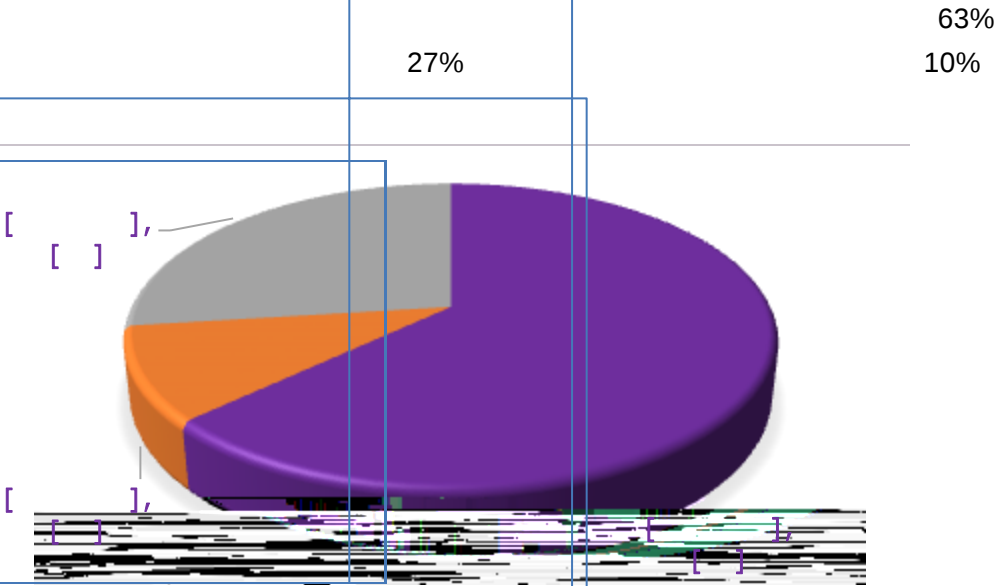




8



9







|      |           |      |      |     |    |
|------|-----------|------|------|-----|----|
|      |           |      |      | “   | ”  |
|      |           | 2018 |      | 641 |    |
| 2000 |           | 2017 | 43   |     |    |
|      | /         |      |      |     |    |
|      |           |      | 5%   |     |    |
|      |           |      | 3000 |     | 50 |
| 13   | 2014-2018 |      |      |     |    |



Wind

Wind

“ ”

2018 1 1

30%

,  
25%

2019

2020

2018 9 16



“ ”

2006 6 “ ”

“ ” “ ”

500

2018

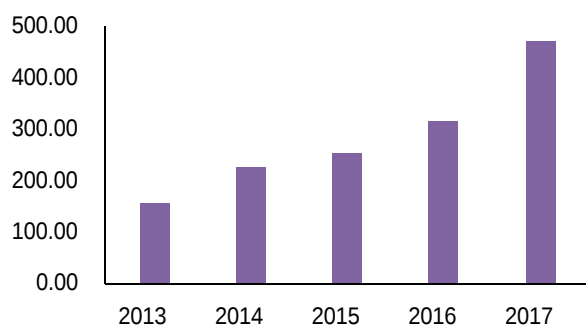
12

16 2018-2019

500

| 排序 | 品牌名称 | 品牌首选率 |
|----|------|-------|
| 1  | 东方雨虹 | 36%   |

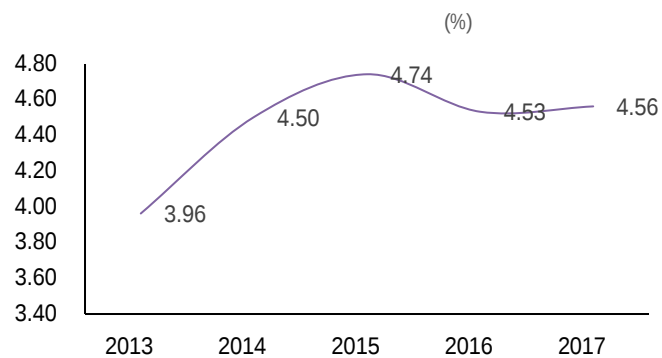
17



Wind

18

4.5%



Wind



|    |   |   |    |   |
|----|---|---|----|---|
|    |   |   |    | 5 |
|    | 6 | 2 | 25 |   |
| 19 |   |   | 20 |   |

Wind

Wind

|    |  |  |       |
|----|--|--|-------|
| 21 |  |  |       |
|    |  |  |       |
|    |  |  | 1,000 |



(002271.SZ)

|    |     |    |   |
|----|-----|----|---|
| 22 | ( ) | 23 | % |
|----|-----|----|---|



25

|  | 2017      | 2016      | 2015      | 2014     |
|--|-----------|-----------|-----------|----------|
|  | 16,520.00 | 14,500.00 | 13,500.00 | 9,000.00 |



27

| 1 | 2008<br>IPO | 2.29 | 1000<br>1000 | 1 |
|---|-------------|------|--------------|---|
| 2 | 2010        |      |              |   |





|  | 2017  | 2018E | 2019E | 2020E |  |  | 2017  | 2018E | 2019E | 2020E |
|--|-------|-------|-------|-------|--|--|-------|-------|-------|-------|
|  | 2423  | 5309  | 5817  | 6852  |  |  | 10293 | 14203 | 17695 | 21551 |
|  | 4803  | 6615  | 8241  | 10037 |  |  | 6409  | 9039  | 11214 | 13629 |
|  | 1509  | 1578  | 1952  | 2373  |  |  | 99    | 142   | 177   | 216   |
|  | 596   | 355   | 442   | 539   |  |  | 1180  | 1591  | 1946  | 2327  |
|  | 9331  | 13857 | 16454 | 19801 |  |  | 1048  | 1399  | 1702  | 2025  |
|  | 2722  | 2901  | 3225  | 3408  |  |  | 103   | 55    | 52    | 44    |
|  | 626   | 605   | 585   | 564   |  |  | 0     | 0     | 0     | 0     |
|  | 638   | 638   | 638   | 638   |  |  | (132) | (192) | (239) | (291) |
|  | 0     | 0     | 0     | 0     |  |  | 111   | 0     | 0     | 0     |
|  | 13317 | 18002 | 20902 | 24411 |  |  | 1432  | 1785  | 2365  | 3019  |
|  | 1327  | 1500  | 1500  | 1500  |  |  | 5     | 10    | 10    | 10    |
|  | 1104  | 1554  | 1922  | 2337  |  |  | 1437  | 1795  | 2375  | 3029  |
|  | 2462  | 3431  | 4232  | 5121  |  |  |       |       |       |       |



S0300517100001  
2017 10

|              |             |                      |
|--------------|-------------|----------------------|
| 010-66235704 | 13901308141 | zhouzhiyin@lxsec.com |
| 021-51782249 | 13795367644 | xujialin@lxsec.com   |

10485001

|        |     |
|--------|-----|
| 12     | 300 |
| 10%    |     |
| 5%~10% |     |
| -5%~5% |     |
| -5%    |     |
| 12     | 300 |
| 5%     |     |
| -5%    | 5%  |
| 5%     |     |

”

"