



(002271.SZ)

002271

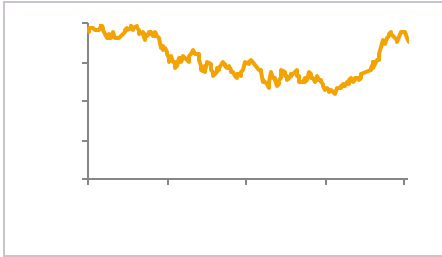
2019 03 27

()

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

✧

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10 32.9%; 0.44 7.12 15.2 2008 2018 142

42.5% 2018 9 16

19-20 2017 18 10,240 60 4 2-3 19-20

2016 " "

2018

18





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	EPS
107FF0E73.8ÿ							



1998

20

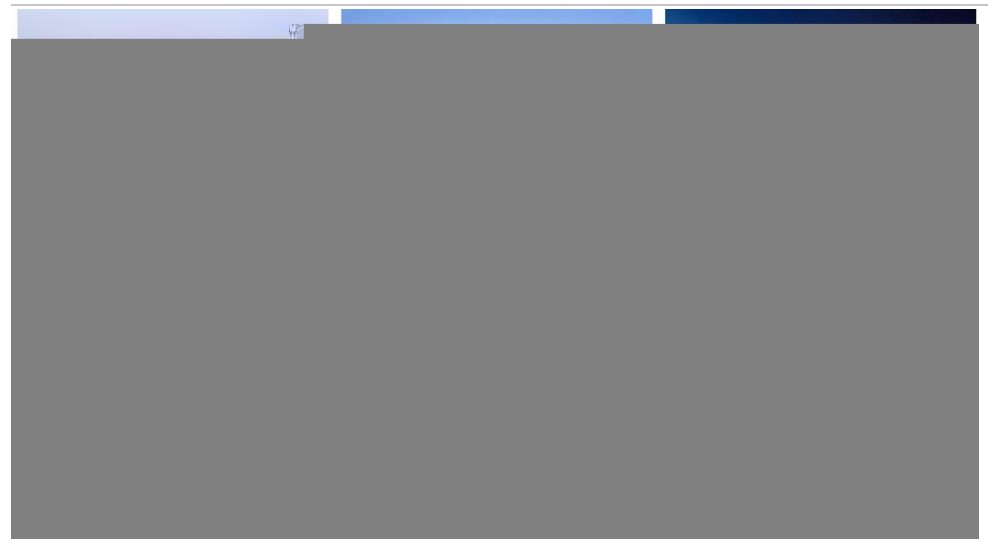
" "

1



3

2



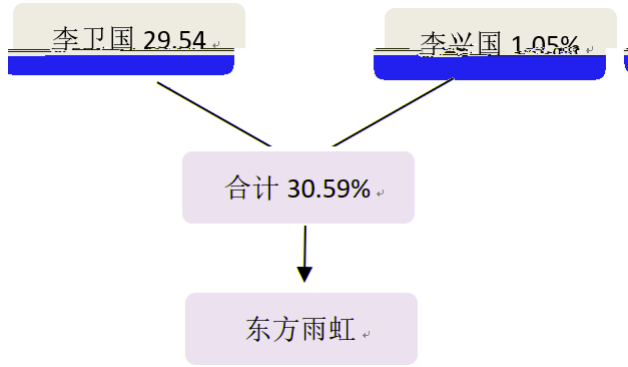
1995

1998

29.54%

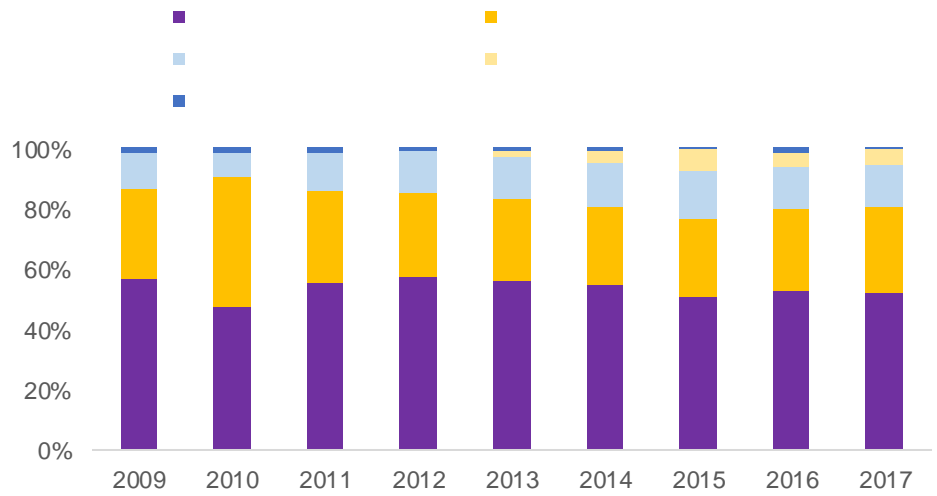
30.59%

3



50% 30% 12%-15% 1H18

4

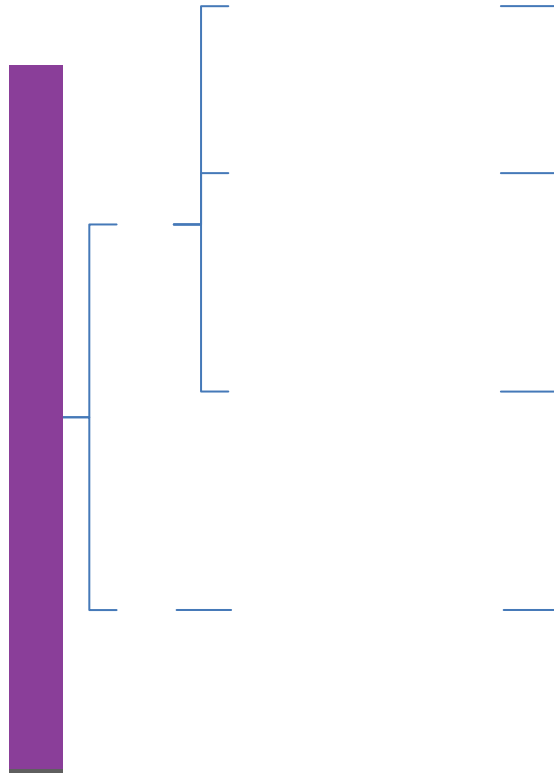


.wind

2008 2018 142 10 32.9%; 0.44 2008 7.12 15.2 42.5%



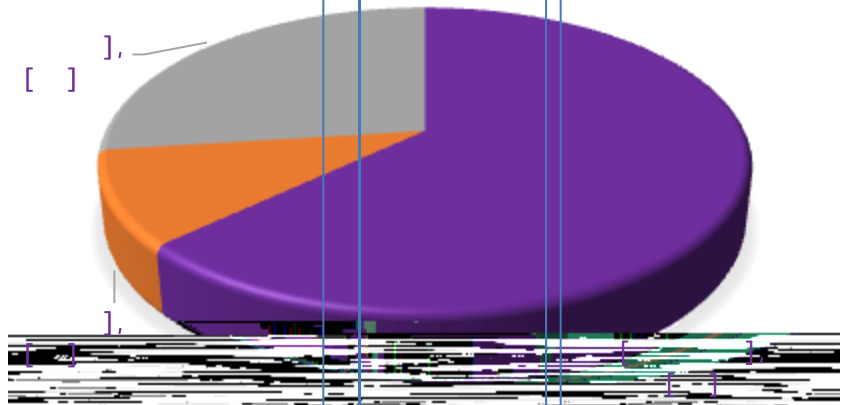
8



9

[[]],

[[]],



27%

63%
10%





				"	"
		2018		641	
2000		2017	43		
	/				
			5%		
			3000		50

13 2014-2018



Wind

Wind

" "

2018 1 1

30%

,
25%

2019

2020

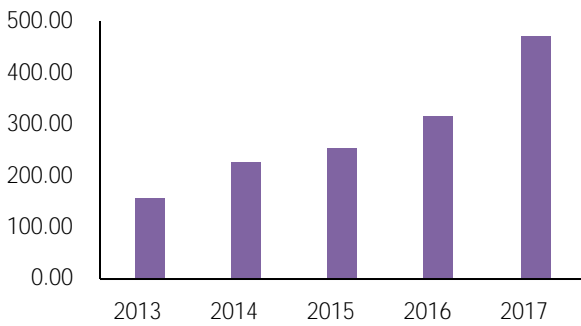
2018 9 16



“ ”
 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%

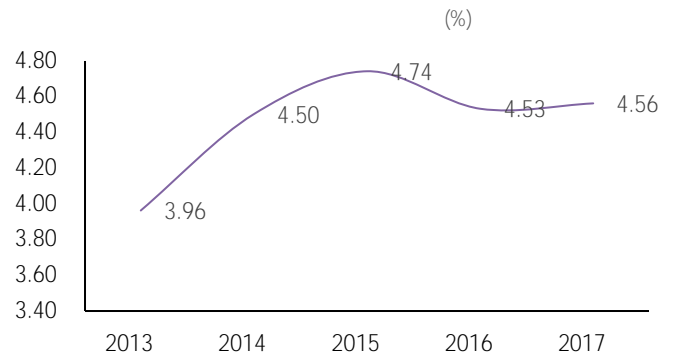
17



Wind

18

4.5%



Wind



6

2

25

5

19

20

Wind

Wind

21

			1,000



LONGSHAN ELECTRONIC

(002271.SZ)



22

()

23

%



25

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



27

1	2008 IPO	2.29	1000 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						



2017 10

S0300517100001

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%



" "

" "