

CR Beverage (2460 HK)

Pains from reform run deeper than expected; longer time required for recovery

CR Beverage's 1H26 revenue fell 12.1% to RMB5,455mn dragged by a 7.9% slide in packaged water revenue and a 35.4% contraction in the beverage segment after channel and pricing restructuring. Gross margin expanded 0.9ppt to 47.6%, beating market consensus given the company's effective measures. NP dropped 26.4% YoY to RMB592mn mainly due to operating deleveraging pushing up SG&A ratio. Given that deeper-than-expected disruptions from headquarters, channel, and R&D overhauls delay the return to growth, we trim FY26E revenue/NP by 14-15% and cut the TP by 14% to HK\$9.57 accordingly. Our new TP is still based on 20x 2026E PE. We view FY26E as the earnings trough, and suggest investors watch for the inflection point of reform payoffs. The stock trades at its historical low (15.2x 2026E PE); maintain BUY.

- **Water biz under pressure, beverage biz bearing consequence of channel reset.** Water biz revenue was down 7.9% YoY to RMB4,838mn in 1H26 (-9.9% small-size, -5.4% mid/large-size, +1.0% barreled). The decline narrowed from -23% in 1H25 and -20% in 2H25, yet headwinds persist as the broader industry may worsen further. Beverages revenue fell 35.4% to RMB617mn as the company removed low-price online SKUs (down ~60% YoY) and reset distributor margins to restore channel health. Management guides 2H26 beverage volume to return to YoY growth barring major external shocks.
- **Gross margin beat, likely to persist.** Gross margin expanded 0.9ppt YoY to 47.6%, above market expectations, as the company kept raw-material costs broadly flat despite upward oil/PET prices. Key measures cover: 1) early PET price-locking; 2) shrink-wrapped packs penetration +5ppt to offset carton-price inflation; 3) logistics optimization with e-commerce per-case delivery fee rate cut by 20%+ YoY; and 4) opportunistic small-batch procurement on price dips. We view these as structural measures that should support stable margins even with volatile oil/carton prices.
- **Reform delivers steadily but benefits lag.** Progress updates: 1) headquarters streamlined with 10 departments merged and headcount cut by ~40% in 1H; 2) traditional channels flattened with +10ppt lift in distributor self-operation ratio, emerging channels expanded with e-commerce revenue mix at ~10%, instant retail water sales volume doubled, c.2,000 new outlets added; and 3) the R&D system rebuilt, with 1H26 spend up 74.6% YoY to RMB25.8mn. We maintain BUY but cut our TP by 14% to HK\$9.57 on FY26E earnings revisions; our target PE multiple stays at 20x. As growing pains from the reform exceed our expectation, we believe the return-to-growth timeline would be pushed out further. Risks: macro weakness, reform slippage, cost inflation, food safety etc.

Earnings Summary

(YE 31 Dec)	FY24A	FY25A	FY26E	FY27E	FY28E
Revenue (RMB mn)	13,521	11,002	10,530	11,210	11,811
YoY growth (%)	0.0	(18.6)	(4.3)	6.5	5.4
Net profit (RMB mn)	1,636.7	985.3	1,015.7	1,162.4	1,258.7
YoY growth (%)	23.1	(39.8)	3.1	14.4	8.3
EPS (Reported) (RMB)	0.79	0.41	0.42	0.48	0.52
Consensus EPS (RMB)	na	na	0.43	0.50	0.57
P/E (x)	8.2	15.7	15.2	13.3	12.3
P/B (x)	1.1	1.4	1.3	1.2	1.2
Yield (%)	7.5	3.9	4.1	4.6	5.0
ROE (%)	18.0	8.9	9.1	9.8	10.2
Net gearing (%)	(50.3)	(10.8)	(9.3)	(9.1)	(9.7)

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price **HK\$9.57**
(Previous TP) **HK\$11.09**
Up/Downside **27.5%**
Current Price **HK\$7.51**

China Consumer Staples

Miao ZHANG
(852) 3761 8910
zhangmiao@cmbi.com.hk

Stock Data

Mkt Cap (HK\$ mn)	17,998.5
Avg 3 mths t/o (HK\$ mn)	13.3
52w High/Low (HK\$)	11.47/7.21
Total Issued Shares (mn)	2398.2

Source: FactSet

Shareholding Structure

CRH Beverage Ltd.	50.0%
Plateau Consumer Ltd.	33.4%

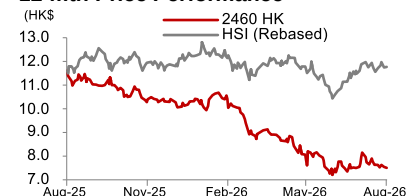
Source: HKEx

Share Performance

	Absolute	Relative
1-mth	-0.6%	-2.0%
3-mth	-4.0%	-4.9%
6-mth	-25.2%	-22.1%

Source: FactSet

12-mth Price Performance



Source: FactSet

Related Reports

1. [Nongfu Spring \(9633 HK\) - Tea biz fuelled growth; 2H26 key variable lies in cost](#)

Figure 1: 2460 HK - results summary- 1H26

RMB mn	2024	2025	YoY	1H25	2H25	1H26	1H25 YoY	2H25 YoY	1H26 YoY	1H26 HoH
Revenue	13,521	11,002	-18.6%	6,206	4,797	5,455	-18.5%	-18.8%	-12.1%	13.7%
Water products	12,124	9,504	-22%	5,251	4,253	4,838	-23.1%	-19.7%	-7.9%	14%
Small-sized w ater	7,028	5,396	-23%	3,194	2,202	2,878	-26.2%	-18.4%	-9.9%	31%
Medium to large-sized w ater	4,607	3,637	-21%	1,829	1,809	1,730	-19.4%	-22.7%	-5.4%	-4%
Barreled w ater	489	470	-4%	228	242	230	-1.5%	-6.0%	1.0%	-5%
Beverage products	1,397	1,499	7%	955	544	617	21.3%	-10.9%	-35.4%	14%
Gross Profit	6,397	5,025	-21.4%	2,896	2,129	2,597	-22.8%	-19.5%	-10.3%	22.0%
Selling and distribution expense	4,058	3,779	-6.9%	1,884	1,895	1,781	-9.9%	-3.7%	-5.5%	-6.0%
Administrative expense	296	338	14.3%	144	194	141	-0.3%	28.3%	-2.6%	-27.3%
R&D expense	53	77	44.2%	15	62	26	-17.7%	75.5%	74.6%	-58.5%
EBIT	2,096	943	-55.0%	912	32	731	-40.7%	-94.3%	-19.8%	2212.6%
Net profit	1,637	985	-39.8%	805	180	592	-28.6%	-64.6%	-26.4%	228.6%
EPS (RMB)	0.79	0.41	-48.0%	0.34	0.08	0.25	-40.5%	-66.7%	-26.4%	228.6%
DPS (RMB)	0.48	0.25	-47.6%	0.12		0.09				
Dividend payout ratio	61%	62%	0.0 ppt	35%		35%				
Gross Margin	47.3%	45.7%	-1.6 ppt	46.7%	44.4%	47.6%	-2.6 ppt	-0.4 ppt	0.9 ppt	3.2 ppt
Selling and distribution expense ratio	30.0%	34.3%	4.3 ppt	30.4%	39.5%	32.7%	2.9 ppt	6.2 ppt	2.3 ppt	-6.8 ppt
Administrative expense ratio	2.2%	3.1%	0.9 ppt	2.3%	4.0%	2.6%	0.4 ppt	1.5 ppt	0.3 ppt	-1.5 ppt
R&D expense ratio	0.4%	0.7%	0.3 ppt	0.2%	1.3%	0.5%	0.0 ppt	0.7 ppt	0.2 ppt	-0.8 ppt
OP Margin	15.5%	8.6%	-6.9 ppt	14.7%	0.7%	13.4%	-5.5 ppt	-8.8 ppt	-1.3 ppt	12.7 ppt
Net Margin	12.1%	9.0%	-3.1 ppt	13.0%	3.8%	10.9%	-1.8 ppt	-4.9 ppt	-2.1 ppt	7.1 ppt
Trade receivables	668	824	23.3%	885	824	1,118	13.3%	23.3%	26.2%	35.7%
Cash (incl. deposits)	10,647	7,064	-33.7%	12,451	7,064	7,075	70.3%	-33.7%	-43.2%	0.2%

Source: Company data, CMBIGM estimates

Figure 2: Headcount shifts reflect reform underway

No. of employees	2024	2025	1H26	Change in FY25 Δ	Change in 1H26 Δ	FY25 YoY	1H26 YoY
Sales and Marketing	8,797	8,859	8,619	62	-240	1%	-3%
Administration	347	320	277	-27	-43	-8%	-13%
R&D	60	98	82	38	-16	63%	-16%
Production	1,766	2,097	2,106	331	9	19%	0%
Total	10,970	11,374	11,084	404	-290	4%	-3%

Source: Company data, CMBIGM

Figure 3: Earnings revision

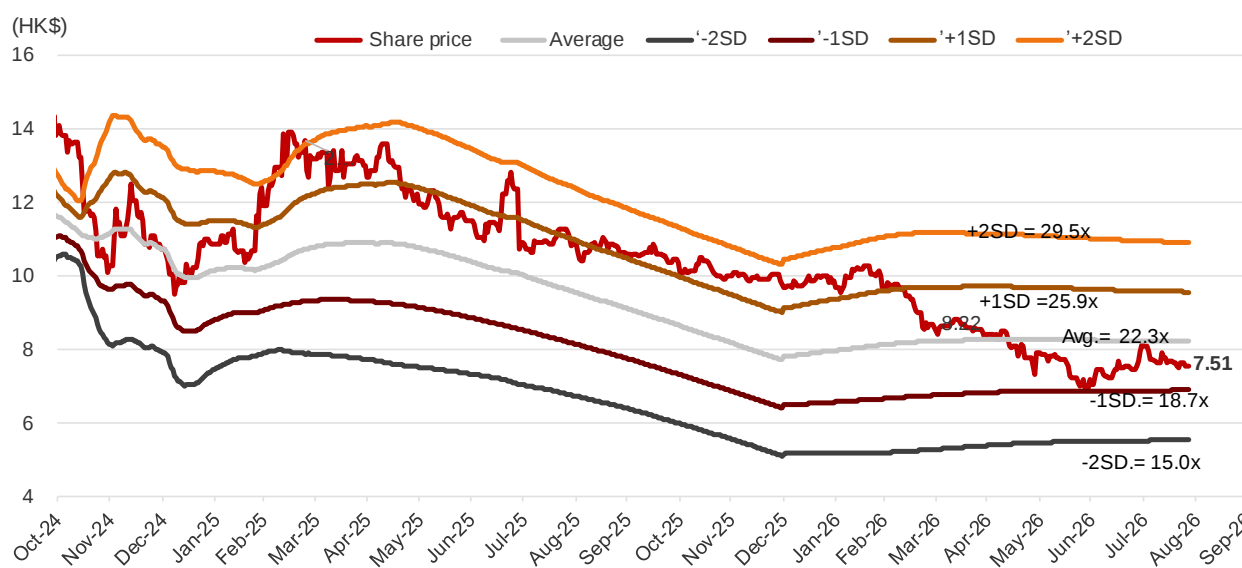
RMB mn	New			Old			Diff.		
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Revenue	10,530	11,210	11,811	12,402	13,655	14,856	-15.1%	-17.9%	-20.5%
Gross profit	4,904	5,272	5,574	5,769	6,400	6,969	-15.0%	-17.6%	-20.0%
Operating profit	1,040	1,211	1,321	1,240	1,538	1,789	-16.1%	-21.3%	-26.2%
Net profit	1,016	1,162	1,259	1,178	1,419	1,621	-13.8%	-18.1%	-22.3%
Gross margin	46.6%	47.0%	47.2%	46.5%	46.9%	46.9%	0.1ppt	0.2ppt	0.3ppt
Operating margin	9.9%	10.8%	11.2%	10.0%	11.3%	12.0%	-0.1ppt	-0.5ppt	-0.9ppt
Net margin	9.6%	10.4%	10.7%	9.5%	10.4%	10.9%	0.1ppt	0ppt	-0.3ppt

Source: Company data, CMBIGM estimates

Figure 4: CMBIGM estimates vs. Consensus

RMB mn	CMBIGM			Consensus			Diff (%)		
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Revenue	10,530	11,210	11,811	11,455	12,210	13,073	-8.1%	-8.2%	-9.7%
Gross profit	4,904	5,272	5,574	5,184	5,568	5,987	-5.4%	-5.3%	-6.9%
Operating profit	1,040	1,211	1,321	1,094	1,313	1,515	-4.9%	-7.7%	-12.8%
Net profit	1,016	1,162	1,259	1,033	1,196	1,360	-1.7%	-2.8%	-7.4%
Gross margin	46.6%	47.0%	47.2%	45.3%	45.6%	45.8%	1.3ppt	1.4ppt	1.4ppt
Operating margin	9.9%	10.8%	11.2%	9.6%	10.8%	11.6%	0.3ppt	0.1ppt	-0.4ppt
Net margin	9.6%	10.4%	10.7%	9.0%	9.8%	10.4%	0.6ppt	0.6ppt	0.3ppt

Source: Company data, Bloomberg, CMBIGM estimates

Figure 5: 1-year forward P/E band

Source: Company data, Wind, CMBIGM estimates (updated to 27 Aug 2026)

Figure 6: Valuation comps

Company	Ticker	Last Price	Mkt Cap	P/E (x)			Rev. growth (%)			NP growth (%)			GPM (%)	NPM (%)	Payout ratio	Div yield	
		(LC)	(USD mn)	26E	27E	28E	26E	27E	28E	26E	27E	28E	25A	25A	25A	25A	26E
Nongfu Spring	9633.HK	44.08	63,237	26.2 x	23.8 x	21.5 x	11.5	10.2	10.1	11.5	10.2	10.6	60.5	30.2	72%	2.4%	2.7%
Eastroc	9980.HK	112.80	12,927	13.5 x	11.7 x	10.0 x	19.4	18.0	14.9	20.1	15.5	16.8	44.1	21.2	30%	2.5%	5.2%
Cr Beverage	2460.HK	7.55	2,308	14.2 x	12.2 x	10.6 x	5.9	7.1	7.6	12.1	17.0	14.7	45.7	9.2	92%	5.6%	7.1%
Tingyi	0322.HK	13.11	9,428	13.8 x	13.0 x	12.3 x	2.0	2.4	2.0	3.0	6.3	5.5	34.8	6.5	104%	7.0%	7.4%
U-Presid China	0220.HK	7.66	4,218	13.1 x	12.2 x	11.3 x	4.0	4.5	4.9	6.3	7.7	8.0	33.2	6.5	105%	7.2%	7.9%
Yangyuan	603156.St	41.59	7,728	35.6 x	32.7 x	30.7 x	14.8	6.1	5.6	12.9	8.9	6.5	42.4	23.8	150%	3.6%	NA
Lolo	000848.Sz	8.56	1,287	12.4 x	11.6 x	10.8 x	10.0	5.8	6.0	11.6	6.9	7.3	44.2	20.0	83%	5.8%	5.6%
Lzy	605337.St	9.26	529	21.9 x	19.5 x	17.7 x	4.3	9.8	8.7	1.0	12.7	9.9	38.4	15.3	90%	5.1%	5.0%
Average				23.1 x	21.0 x	19.1 x	11.4	9.8	9.3	11.6	10.4	10.5	52.9	24.7	78%	3.3%	3.6%

Source: Company data, Wind, CMBIGM (updated to 26 Aug 2026)

Financial Summary

INCOME STATEMENT	2023A	2024A	2025A	2026E	2027E	2028E
YE 31 Dec (RMB mn)						
Revenue	13,515	13,521	11,002	10,530	11,210	11,811
Cost of goods sold	(7,480)	(7,124)	(5,977)	(5,625)	(5,938)	(6,237)
Gross profit	6,035	6,397	5,025	4,904	5,272	5,574
Operating expenses	(4,449)	(4,407)	(4,194)	(4,045)	(4,251)	(4,443)
Selling expense	(4,087)	(4,058)	(3,779)	(3,617)	(3,794)	(3,962)
Admin expense	(301)	(296)	(338)	(323)	(322)	(327)
R&D expense	(62)	(53)	(77)	(105)	(134)	(153)
Operating profit	1,587	1,990	831	859	1,021	1,131
Other income	174	121	130	190	190	190
Other expense	(15)	(14)	(19)	(9)	0	0
EBITDA	2,206	2,655	1,705	1,922	2,214	2,444
Depreciation	(464)	(559)	(762)	(882)	(1,003)	(1,123)
EBIT	1,742	2,096	943	1,040	1,211	1,321
Interest income	194	168	275	219	229	239
Interest expense	(43)	(2)	(2)	(2)	(2)	(2)
Pre-tax profit	1,878	2,224	1,216	1,257	1,438	1,558
Income tax	(547)	(563)	(208)	(226)	(259)	(280)
After tax profit	1,331	1,661	1,008	1,031	1,180	1,277
Minority interest	(2)	(24)	(23)	(15)	(17)	(19)
Net profit	1,329	1,637	985	1,016	1,162	1,259
Adjusted net profit	1,344	1,674	985	1,016	1,162	1,259

BALANCE SHEET	2023A	2024A	2025A	2026E	2027E	2028E
YE 31 Dec (RMB mn)						
Current assets	5,558	11,961	7,670	7,138	7,239	7,449
Cash & equivalents	2,075	5,701	1,174	1,092	1,114	1,244
Account receivables	683	668	824	421	444	467
Inventories	377	504	399	407	462	519
ST bank deposits	2,297	4,947	5,219	5,219	5,219	5,219
Other current assets	126	141	0	0	0	0
Non-current assets	7,444	6,734	7,718	8,964	9,552	10,020
PP&E	4,810	5,924	6,156	7,358	7,902	8,330
Right-of-use assets	518	579	638	681	726	765
Other non-current assets	539	95	190	190	190	190
Total assets	13,002	18,694	15,389	16,103	16,791	17,469
Current liabilities	5,188	6,322	3,596	3,411	3,575	3,733
Short-term borrowings	0	6	1	1	1	1
Account payables	5,022	3,719	3,144	2,960	3,124	3,282
Tax payable	8	19	169	169	169	169
Other current liabilities	1	0	0	0	0	0
Lease liabilities	16	14	13	13	13	13
Contract liabilities	139	193	266	266	266	266
Non-current liabilities	441	511	480	480	480	480
Long-term borrowings	0	11	13	13	13	13
Deferred income	421	343	319	319	319	319
Total liabilities	5,629	6,833	4,075	3,890	4,055	4,212
Share capital	0	0	0	0	0	0
Capital surplus	6,903	11,300	10,729	10,729	10,729	10,729
Retained earnings	0	0	0	409	946	1,489
Other reserves	0	0	0	475	445	404
Total shareholders equity	6,903	11,300	10,729	11,613	12,120	12,622
Minority interest	470	561	584	599	616	635
Total equity and liabilities	13,002	18,694	15,389	16,103	16,791	17,469

CASH FLOW	2023A	2024A	2025A	2026E	2027E	2028E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	1,878	2,224	1,216	1,257	1,438	1,558
Depreciation & amortization	447	559	762	882	1,003	1,123
Tax paid	(420)	(535)	(117)	(226)	(259)	(280)
Change in working capital	21	(679)	(132)	210	86	78
Others	335	373	(22)	0	0	0
Net cash from operations	1,718	1,393	1,511	1,897	2,009	2,198
Investing						
Capital expenditure	(2,251)	(1,981)	(1,413)	(1,591)	(1,591)	(1,591)
Net proceeds from disposal of short-term investments	5,864	(11,850)	(2,900)	0	0	0
Others	(5,703)	10,857	2,221	219	229	239
Net cash from investing	(2,090)	(2,974)	(2,092)	(1,372)	(1,362)	(1,352)
Financing						
Dividend paid	0	0	(3,810)	(607)	(625)	(716)
Net borrowings	(43)	14	(5)	0	0	0
Proceeds from share issues	na	5,298	na	na	na	na
Share repurchases	0	na	0	0	0	0
Others	(18)	(153)	(17)	0	0	0
Net cash from financing	(61)	5,160	(3,832)	(607)	(625)	(716)
Net change in cash						
Cash at the beginning of the year	2,508	2,075	5,701	1,174	1,092	1,114
Exchange difference	(0)	46	(114)	0	0	0
Cash at the end of the year	2,075	5,654	1,288	1,092	1,114	1,244

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.

Disclosures & Disclaimers

Analyst Certification

The research analyst who is primary responsible for the content of this research report, in whole or in part, certifies that with respect to the securities or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about the subject securities or issuer; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by that analyst in this report.

Besides, the analyst confirms that neither the analyst nor his/her associates (as defined in the code of conduct issued by The Hong Kong Securities and Futures Commission) (1) have dealt in or traded in the stock(s) covered in this research report within 30 calendar days prior to the date of issue of this report; (2) will deal in or trade in the stock(s) covered in this research report 3 business days after the date of issue of this report; (3) serve as an officer of any of the Hong Kong listed companies covered in this report; and (4) have any financial interests in the Hong Kong listed companies covered in this report.

CMBIGM Ratings

BUY	: Stock with potential return of over 15% over next 12 months
HOLD	: Stock with potential return of +15% to -10% over next 12 months
SELL	: Stock with potential loss of over 10% over next 12 months
NOT RATED	: Stock is not rated by CMBIGM

OUTPERFORM	: Industry expected to outperform the relevant broad market benchmark over next 12 months
MARKET-PERFORM	: Industry expected to perform in-line with the relevant broad market benchmark over next 12 months
UNDERPERFORM	: Industry expected to underperform the relevant broad market benchmark over next 12 months

CMB International Global Markets Limited

Address: 45/F, Champion Tower, 3 Garden Road, Hong Kong, Tel: (852) 3900 0888 Fax: (852) 3900 0800

CMB International Global Markets Limited ("CMBIGM") is a wholly owned subsidiary of CMB International Capital Corporation Limited (a wholly owned subsidiary of China Merchants Bank)

Important Disclosures

There are risks involved in transacting in any securities. The information contained in this report may not be suitable for the purposes of all investors. CMBIGM does not provide individually tailored investment advice. This report has been prepared without regard to the individual investment objectives, financial position or special requirements. Past performance has no indication of future performance, and actual events may differ materially from that which is contained in the report. The value of, and returns from, any investments are uncertain and are not guaranteed and may fluctuate as a result of their dependence on the performance of underlying assets or other variable market factors. CMBIGM recommends that investors should independently evaluate particular investments and strategies, and encourages investors to consult with a professional financial advisor in order to make their own investment decisions.

This report or any information contained herein, have been prepared by the CMBIGM, solely for the purpose of supplying information to the clients of CMBIGM or its affiliate(s) to whom it is distributed. This report is not and should not be construed as an offer or solicitation to buy or sell any security or any interest in securities or enter into any transaction. Neither CMBIGM nor any of its affiliates, shareholders, agents, consultants, directors, officers or employees shall be liable for any loss, damage or expense whatsoever, whether direct or consequential, incurred in relying on the information contained in this report. Anyone making use of the information contained in this report does so entirely at their own risk.

The information and contents contained in this report are based on the analyses and interpretations of information believed to be publicly available and reliable. CMBIGM has exerted every effort in its capacity to ensure, but not to guarantee, their accuracy, completeness, timeliness or correctness. CMBIGM provides the information, advices and forecasts on an "AS IS" basis. The information and contents are subject to change without notice. CMBIGM may issue other publications having information and/ or conclusions different from this report. These publications reflect different assumption, point-of-view and analytical methods when compiling. CMBIGM may make investment decisions or take proprietary positions that are inconsistent with the recommendations or views in this report.

CMBIGM may have a position, make markets or act as principal or engage in transactions in securities of companies referred to in this report for itself and/or on behalf of its clients from time to time. Investors should assume that CMBIGM does or seeks to have investment banking or other business relationships with the companies in this report. As a result, recipients should be aware that CMBIGM may have a conflict of interest that could affect the objectivity of this report and CMBIGM will not assume any responsibility in respect thereof. This report is for the use of intended recipients only and this publication, may not be reproduced, reprinted, sold, redistributed or published in whole or in part for any purpose without prior written consent of CMBIGM.

Additional information on recommended securities is available upon request.

For recipients of this document in the United Kingdom

This report has been provided only to persons (I) falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended from time to time) ("The Order") or (II) are persons falling within Article 49(2) (a) to (d) ("High Net Worth Companies, Unincorporated Associations, etc.") of the Order, and may not be provided to any other person without the prior written consent of CMBIGM.

For recipients of this document in the United States

CMBIGM is not a registered broker-dealer in the United States. As a result, CMBIGM is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. The research analyst who is primary responsible for the content of this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA"). The analyst is not subject to applicable restrictions under FINRA Rules intended to ensure that the analyst is not affected by potential conflicts of interest that could bear upon the reliability of the research report. This report is intended for distribution in the United States solely to "major US institutional investors", as defined in Rule 15a-6 under the US Securities Exchange Act of 1934, as amended, and may not be furnished to any other person in the United States. Each major US institutional investor that receives a copy of this report by its acceptance hereof represents and agrees that it shall not distribute or provide this report to any other person. Any U.S. recipient of this report wishing to effect any transaction to buy or sell securities based on the information provided in this report should do so only through a U.S.-registered broker-dealer.

For recipients of this document in Singapore

This report is distributed in Singapore by CMBI (Singapore) Pte. Limited (CMBISG) (Company Regn. No. 201731928D), an Exempt Financial Adviser as defined in the Financial Advisers Act (Cap. 110) of Singapore and regulated by the Monetary Authority of Singapore. CMBISG may distribute reports produced by its respective foreign entities, affiliates or other foreign research houses pursuant to an arrangement under Regulation 32C of the Financial Advisers Regulations. Where the report is distributed in Singapore to a person who is not an Accredited Investor, Expert Investor or an Institutional Investor, as defined in the Securities and Futures Act (Cap. 289) of Singapore, CMBISG accepts legal responsibility for the contents of the report to such persons only to the extent required by law. Singapore recipients should contact CMBISG at +65 6350 4400 for matters arising from, or in connection with the report.