



2024/8/29

產業類別	其他
投資建議	中立 
收盤價	目標價
NT\$ 79.50	NT\$

本次報告：法說會

## 交易資料

潛在報酬率 (%)	--
52 週還原收盤價區間 (NT\$)	74.19-82.58
市值 (NT\$百萬元)	9500
市值 (US\$百萬美元)	297
流通在外股數 (百萬股)	120.00
董監持股 (%)	11.65
外資持股 (%)	7.07
投信持股 (%)	0.04
融資使用率 (%)	0.53

## 財務資料

	2023
股東權益 (NT\$百萬元)	4,740
ROA (%)	7.83
ROE (%)	11.83
淨負債比率 (%)	32.23

## 公司簡介

宏正自動科技股份有限公司成立於 1979 年，為供網路管理、機房伺服器及電腦週邊設備用之專業 KVM Switches 的研發、銷售及製造公司，還有 USB Hub、IEEE1394 Hub、Video 分配器及轉換器、各種介面轉換器及延長器等產品，自有品牌 "ATEN"。生產基地：台灣汐止(高階產品)、中國深圳(低階產品)、泰國廠。

主要客戶：  
主要競爭對手：

張智皓 chihhao.chang@sinopac.com

## 宏正 (6277 TT)

營運緩步回升

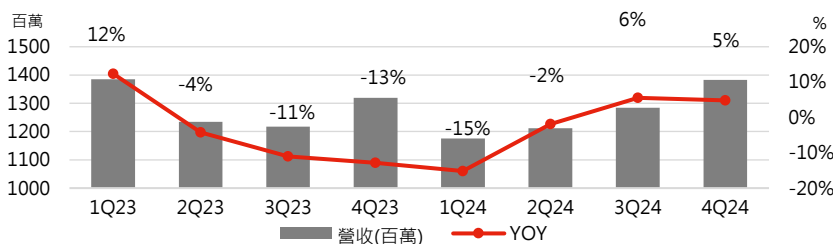
### 永豐觀點

北亞及歐洲 KVM 及專業影音解決方案相關產品明年需求成長可期。

### 投資評價與建議

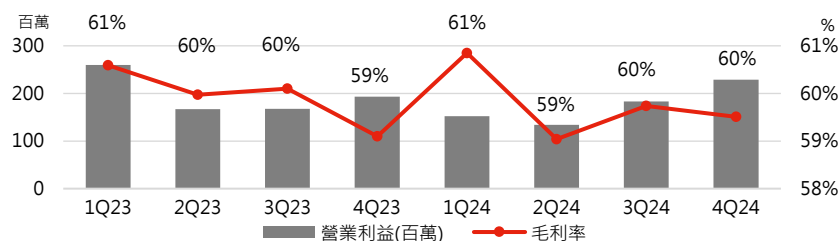
**維持中立投資建議：**主係因(1) KVM(多電腦切換器)產品銷售不振狀況雖略有復甦，惟整體訂單狀況仍較不明朗；(2) 受到高利率環境影響，客戶下單較為謹慎，訂單能見度較低。評價方面，以 2025 年稅後 EPS 5.02 元，目前本益比約為 16X，評價尚屬合理，並考量營運仍受總體經濟環境影響，營運不確定性提升，故維持中立的投資建議。

### 近八季營收及 YoY 趨勢圖



資料來源：CMoney；永豐投顧研究處整理，Aug. 2024

### 近八季營業利益及毛利率趨勢圖



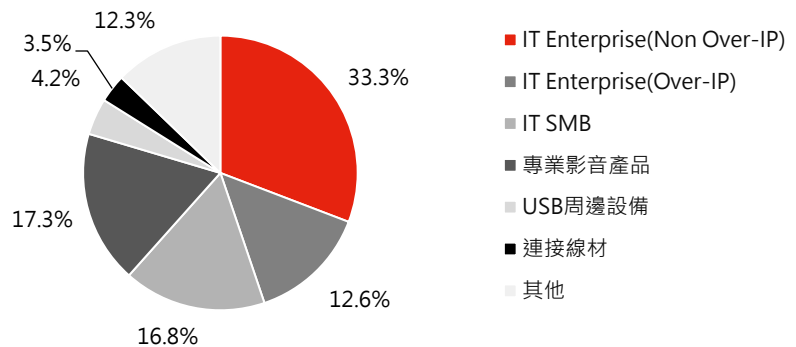
資料來源：CMoney；永豐投顧研究處整理，Aug. 2024

## 營運現況與分析

宏正為多電腦切換器、專業影音產品的品牌製造商：宏正自動科技股份有限公司成立於 1979 年，為供網路管理、機房伺服器及電腦週邊設備用之專業 KVM Switches 的研發、銷售及製造公司，還有 USB Hub、IEEE1394 Hub、Video 分配器及轉換器、各種介面轉換器及延長器等產品，自有品牌“ATEN”。生產基地：台灣汐止(高階產品)、中國深圳(低階產品)、泰國廠。

**2024 年 1-7 月銷售區域：**亞洲 59%、美洲 21%、歐洲 18%、其他 2%。主要產品別：(1) KVM Switches：Keyboard、Video、Mouse 多電腦切換器，用於一組終端設備控制多台電腦、多組終端設備共享一台電腦以及終端設備訊號延長與轉換。宏正的業務分類上，IT 架構管理解決方案(KVM)分成三部份：企業級 Enterprise(有網路 OVER-IP)、企業級 Enterprise(無網路 NON OVER-IP)、消費級 KVM(中小企業 SMB)。消費級 KVM 可連結的電腦數 2~4 台。企業級 KVM 最多 8~64 台。(2) 專業影音產品：包括 Video 切換器、分配器、延長器、矩陣切換器及轉換器，應用於多台高解析度視訊設備的影像顯示於單一高解析度視訊螢幕上，或將一台或多台高解析度視訊設備的影音訊號傳輸到多個地點的相關應用方案。應用於：數位看板、視訊會議室、訓練中心、控制中心、電視牆、環控產品(會場內的軟硬體都可以控制)。影音產品 Tier 1 品牌廠都是美系廠：Extron、快思聰 Crestron、AMS。宏正為 Tier 2 品牌廠。(3) USB 周邊設備：用於任何提供萬用串列埠的設備，使聯結更多使用萬用串列埠介面的設備。2024 年 1-7 月產品營收比重：IT Enterprise(Non Over-IP)33.3%、IT Enterprise(Over-IP)12.6%、IT SMB 16.8%、專業影音產品 17.3%、USB 周邊設備 4.2%、連接線材 3.5%、其他 8.5%、機櫃 3.8%。

圖一：宏正產品以 KVM 為主



資料來源：宏正；永豐投顧研究處整理，Aug. 2024

**歐洲需求疲弱，第二季獲利低於預期：**宏正 2Q24 營收 12.12 億元(+3.1% QoQ，-1.9% YoY)，衰退係因歐洲受到地緣政治風險影響延續，毛利率 59%(-1.9pts QoQ，-1pts YoY)，在業外有匯兌收益挹注下，稅後淨利 1.05 億元(-4.7%QoQ，-6.6%YoY)，稅後 EPS 為 0.88 元，低於預期的 1.1 元。股利方面，1H24 將配發 1.7 元現金股利，配發率 94%。

**專業影音及企業用 KVM 為未來主要成長動能：**宏正七月營收 4.09 億元(+4.94MoM，+4.1%YoY)，累計第三季達成率 31.8%，符合預期。宏正下半年在歐洲地緣政治風險及美國通膨環境影響逐漸趨緩下，營運將隨著景氣逐步回溫、庫存去化告終，需求將逐季回升，預估 3Q24 宏正營收 12.84 億元(+2.9% QoQ，+5.5% YoY)，毛利率 59.7%(+0.7pts QoQ，-0.4pts YoY)，稅後淨利 1.36 億元(+29.4%QoQ，+10.2%YoY)，稅後 EPS 為 1.14 元。展望未來，成長動能仍來自於 KVM 及 Pro AV 產品線，近期有多項新品推出。隨著 IP 中央管理趨勢成長，過

去五年產業 CAGR 3%，高階 KVM 產品占比將持續提升並對毛利率帶來正面挹注，企業應用在高階遠端管理，如半導體廠房、控制室、產線應用等。Pro AV 專業影音產品方面，宏正持續推出新產品，豐富產品線帶來新的成長動能，成長動能來自於智能型會議室、文化媒體、金融機構、學校，產品如控制系統、分散式影音架構、矩陣式影音切換器等，近年產業也從原先僅追求單間數位化，逐漸走向追求集中式管理平台，讓使用者能更有效率地去管控整棟建築物的使用效能。綜上所述，考量終端客戶因經濟前景較不明朗，未來營運不確定性高，故下修預估 2024 年營收至 50.54 億元(-2% YoY)，毛利率 59.8%(-0.1pts YoY)，稅後淨利為 5.23 億元(-7.5% YoY)，稅後 EPS 為 4.38 元。

2025 年宏正營運狀況將重返成長，動能主要為亞洲區域半導體復甦及歐洲地區政府專案需求略為回升，預估 2025 年營收 53.18 億元(+5.2% YoY)，毛利率 59.9%(+0.1pts YoY)，稅後淨利為 5.99 億元(+14.6% YoY)，稅後 EPS 為 5.02 元。

表一：2024 年調整差異

百萬元	2024F(調整)	2024F(原估)	差異
營業收入	5,054	5,153	-1.92%
營業毛利	3,020	3,097	-2.49%
營業費用	2,322	2,325	-0.13%
營業利益	698	771	-9.47%
稅前淨利	701	771	-9.08%
稅後淨利	523	573	-8.73%
每股盈餘(元)	4.38	4.79	--
Margin (%)			
營業毛利率	59.75	60.10	--
營業利益率	13.81	14.96	--
稅後淨利率	10.35	11.12	--

資料來源：永豐投顧研究處整理，Aug. 2024

附表一：當年度損益表

單位：百萬元	24Q1	24Q2	24Q3F	24Q4F	2024F
營業收入	1,175	1,212	1,284	1,383	5,054
營業毛利	715	715	767	823	3,020
營業利益	152	134	183	229	698
稅前淨利	152	137	183	229	701
稅後純益	111	105	136	171	523
稅後 EPS (元)	0.93	0.88	1.14	1.43	4.38
營收 QoQ 成長率	-10.94	3.12	6.03	7.71	--
營收 YoY 成長率	-15.17	-1.87	5.51	4.85	-1.98
毛利率	60.85	59.04	59.74	59.51	59.75
營益率	12.96	11.06	14.25	16.56	13.81
稅後純益率	9.56	8.87	10.59	12.36	10.35

資料來源：CMoney；永豐投顧研究處整理，Aug. 2024

附表二：五個年度損益表

單位：百萬元	2021	2022	2023	2024F	2025F
營業收入	5,164	5,403	5,156	5,054	5,318
%變動率	7.05	4.64	-4.57	-1.98	5.22
營業毛利	3,008	3,163	3,091	3,020	3,185
毛利率 (%)	58.26	58.55	59.94	59.75	59.89
營業淨利	805	851	788	698	802
稅前淨利	868	891	753	701	798
%變動率	-48.73	2.66	-15.50	-6.91	13.84
稅後純益	637	730	566	523	599
%變動率	-57.49	14.46	-22.48	-7.60	14.53
稅後 EPS * (元)	5.33	6.11	4.73	4.38	5.02
市調 EPS * (元)	5.28	5.53	5.41	5.15	--
PER (x)	14.92	13.01	16.81	18.15	15.87
PBR (x)	2.03	1.97	2.00	1.90	1.70
每股淨值 * (元)	39.18	40.38	39.67	41.86	46.87
每股股利 (元)	5.20	5.70	4.30	--	--
殖利率 (%)	7.48	8.07	5.51	--	--

\* 以目前股本計算

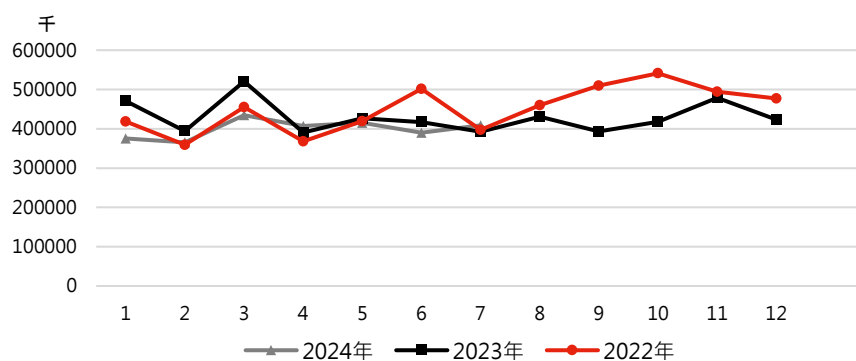
資料來源：CMoney；永豐投顧研究處整理・Aug. 2024

## 營運基本資料

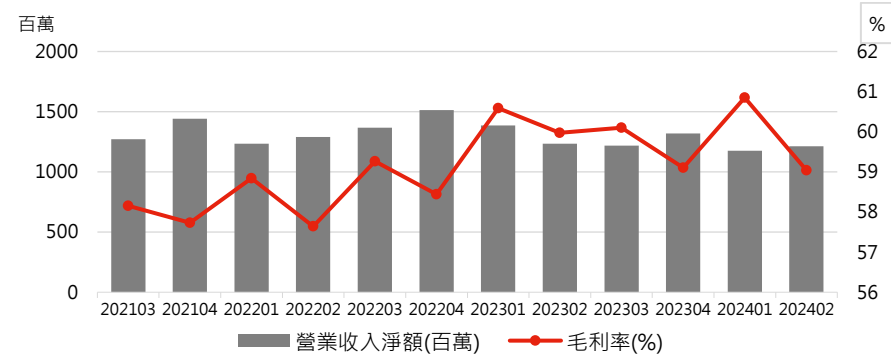
### 同業比較

代號	公司	投資建議	目前股價	市值(億)	稅後 EPS		PE		PB	
					2023	2024	2023	2024	2023	2024

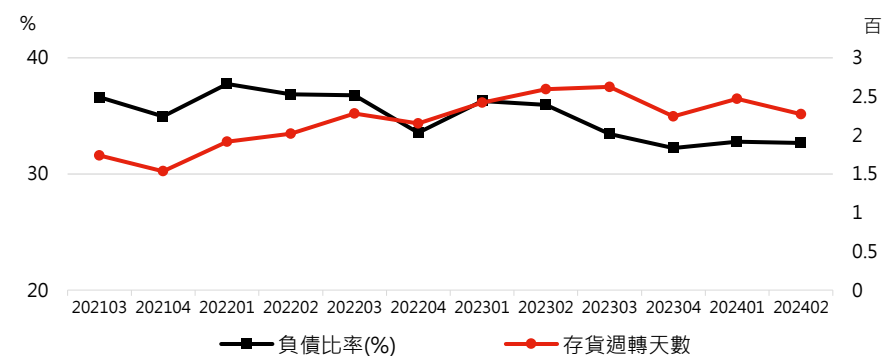
### 近三年單月營收狀況



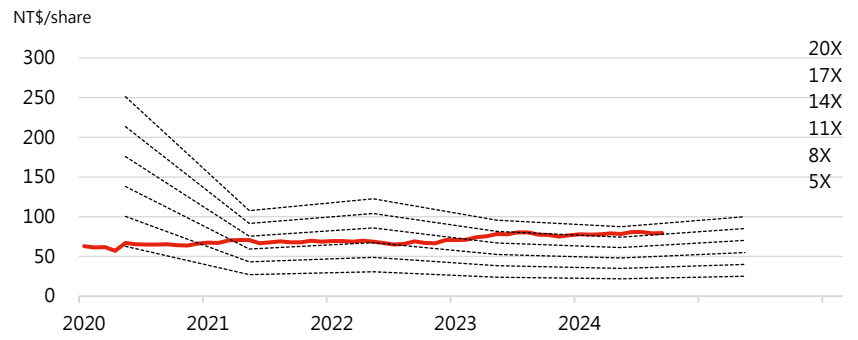
### 近三年單季營收 VS 毛利率趨勢圖



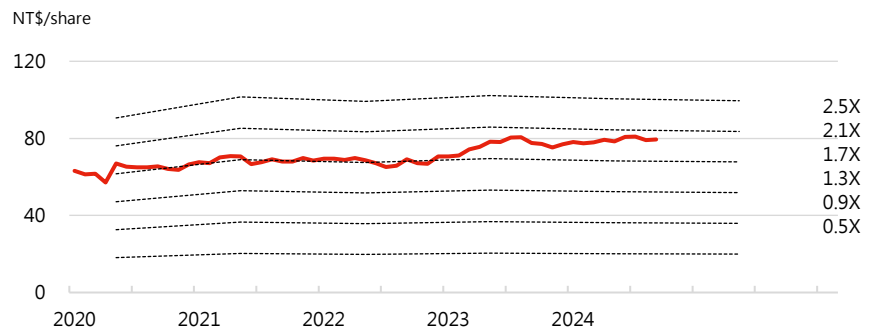
### 負債比率 VS 存貨周轉天數



## 歷史 PE 圖



## 歷史 PB 圖



---

臺北	永豐證券投資顧問股份有限公司 臺北市忠孝西路一段 80 號 14 樓 電話：(886-2) 2361-0868	永豐金證券股份有限公司 臺北市重慶南路一段 2 號 17 樓 電話：(886-2) 2311-4345
----	---	---

---

香港	永豐金證券(亞洲)有限公司 香港銅鑼灣新寧道 1 號 7 樓 電話：(852) 2586-8288
----	---

---

上海	永豐金證券(亞洲)有限公司上海代表處 中國上海市浦東新區世紀大道 1528 號陸家嘴基金大廈 1903A-2 室 電話：(86-21) 6228-8220
----	---

---

#### 責任聲明

本報告內容僅供參考，客戶應審慎考量本身之需求與投資風險，本公司恕不負任何法律責任，亦不作任何保證。本報告中之內容或有取材於本公司認可之來源，但並不保證其真實性或完整性；報告中所有資訊或預估，變更時本公司將不作預告，若資料內容有未盡完善之處，恕不負責。此外，非經本公司同意，不得將本報告加以複製或轉載。

110 年金管投顧新字第 024 號

---

#### SinoPac 投資評等

B：Buy 買進：未來 12 個月該股票表現將優於大盤

N：Neutral 中立：未來 12 個月該股票表現將與大盤一致

S：Sell 賣出：未來 12 個月該股票表現將落後大盤

---

**Analyst Certification:**

For each company mentioned in this research report, the respective analyst(s) who cover the company certifies (certify) that all of the views expressed in this research report accurately reflect his (their) personal views about any and all of the subject issuer(s) or securities. The analyst(s) also certifies (certify) that no part of her (their) compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report.

**SinoPac Research Stock Rating System:**

**Buy:** We think the stock will outperform the broader market over the next 12 months.

**Neutral:** We think the stock will perform in line with the broader market over the next 12 months.

**Sell:** We think the stock will underperform the market over the next 12 months.

**Global Disclaimer:****Important Disclosures for U.S. Persons**

This research report was prepared by SinoPac Securities Corporation (SinoPac), a company authorized to engage in securities activities in Taiwan. SinoPac is not a registered broker-dealer in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution to "major U.S. institutional investors" in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act").

Any U.S. recipient of this research report wishing to effect any transaction to buy or sell securities or related financial instruments based on the information provided in this research report should do so only through Auerbach Grayson & Company, 20 Wall West 55th Street, New York, NY 10019, a registered broker dealer in the United States. Under no circumstances should any recipient of this research report effect any transaction to buy or sell securities or related financial instruments through SinoPac. Auerbach Grayson & Company accepts responsibility for the contents of this research report, subject to the terms set out below, to the extent that it is delivered to a U.S. person other than a major U.S. institutional investor.

The analyst whose name appears in this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA") and may not be an associated person of Auerbach Grayson & Company and, therefore, may not be subject to applicable restrictions under FINRA Rules on communications with a subject company, public appearances and trading securities held by a research analyst account.

**Ownership and Material Conflicts of Interest**

Auerbach Grayson & Company or its affiliates does not 'beneficially own,' as determined in accordance with Section 13(d) of the Exchange Act, 1% or more of any of the equity securities mentioned in the report. Auerbach Grayson & Company, its affiliates and/or their respective officers, directors or employees may have interests, or long or short positions, and may at any time make purchases or sales as a principal or agent of the securities referred to herein. Auerbach Grayson & Company is not aware of any material conflict of interest as of the date of this publication.

**Compensation and Investment Banking Activities**

Auerbach Grayson & Company or any affiliate has not managed or co-managed a public offering of securities for the subject company in the past 12 months, nor received compensation for investment banking services from the subject company in the past 12 months, neither does it or any affiliate expect to receive, or intends to seek compensation for investment banking services from the subject company in the next 3 months.

**Additional Disclosures**

This research report is for distribution only under such circumstances as may be permitted by applicable law. This research report has no regard to the specific investment objectives, financial situation or particular needs of any specific recipient, even if sent only to a single recipient. This research report is not guaranteed to be a complete statement or summary of any securities, markets, reports or developments referred to in this research report. Neither SinoPac nor any of its directors, officers, employees or agents shall have any liability, however arising, for any error, inaccuracy or incompleteness of fact or opinion in this research report or lack of care in this research report's preparation or publication, or any losses or damages which may arise from the use of this research report.

SinoPac may rely on information barriers, such as "Chinese Walls" to control the flow of information within the areas, units, divisions, groups, or affiliates of SinoPac.

Investing in any non-U.S. securities or related financial instruments (including ADRs) discussed in this research report may present certain risks. The securities of non-U.S. issuers may not be registered with, or be subject to the regulations of, the U.S. Securities and Exchange Commission. Information on such non-U.S. securities or related financial instruments may be limited. Foreign companies may not be subject to audit and reporting standards and regulatory requirements comparable to those in effect within the United States.

The value of any investment or income from any securities or related financial instruments discussed in this research report denominated in a currency other than U.S. dollars is subject to exchange rate fluctuations that may have a positive or adverse effect on the value of or income from such securities or related financial instruments.

Past performance is not necessarily a guide to future performance and no representation or warranty, express or implied, is made by SinoPac with respect to future performance. Income from investments may fluctuate. The price or value of the investments to which this research report relates, either directly or indirectly, may fall or rise against the interest of investors. Any recommendation or opinion contained in this research report may become outdated as a consequence of changes in the environment in which the issuer of the securities under analysis operates, in addition to changes in the estimates and forecasts, assumptions and valuation methodology used herein.

No part of the content of this research report may be copied, forwarded or duplicated in any form or by any means without the prior consent of SinoPac and SinoPac accepts no liability whatsoever for the actions of third parties in this respect.