# **Investment Summary: East Money Information Co Ltd**

* **Date:** September 5, 2025
* **Stock price (close, last trading day):** CNY 26.21[investing](https://www.investing.com/equities/east-money-information)
* **Market cap:** ~CNY 463B[companiesmarketcap+1](https://companiesmarketcap.com/east-money/revenue/)
* **Industry:** Online Securities, Digital Finance, Wealth & Data Services, Fintech Platforms
* **Recommended Action:** Buy (Analyst consensus and leading brokers named below)

## **Business Overview**

East Money is China’s digital finance powerhouse, providing integrated online brokerage/trading, online wealth management (fund supermarket), financial data and analytics, fund and asset management, and one of the largest investor social platforms. The “Eastmoney” app and website are #1 for retail investing, mutual fund sales, and self-directed trading. Monetization mixes transaction commission, fund management fees, market data subscriptions, and advertising.[finance.yahoo+4](https://finance.yahoo.com/quote/300059.SZ/profile/)

* **Revenue mix (2024):** Financial data & tools ~56%, online wealth management ~33%, other tech/ads ~11%.[dcfmodeling+1](https://dcfmodeling.com/blogs/health/300059sz-financial-health)
* **Strengths:** Ubiquitous user base (230M+), sticky ecosystem, high-margin data and SaaS, regulatory compliance, scale.
* **Challenges:** High valuation multiples, competitive regulatory landscape, new user acquisition costs, market-cycle dependence.

## **Business Performance**

* **Sales growth (TTM):** +27.2% YoY (TTM revenue: $1.87B / CNY 13.6B).[companiesmarketcap](https://companiesmarketcap.com/east-money/revenue/)
* **TTM net profit:** CNY 5.57B (Q1-Q2 annualized +38.9% YoY).[futunn](https://www.futunn.com/en/stock/300059-SZ/financials-income-statement)
* **Net margin:** ~41%; ROE 12.9–13.1%.[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Dividend:** 1.16% yield (2025), RMB 0.30/share.[investing](https://www.investing.com/equities/east-money-information)
* **Market share:** #1 digital retail brokerage, #1 mutual fund platform, leading for Chinese retail investor engagement.

## **Industry Context**

* **Sector:** Financial Data & Stock Exchanges, brokerage, digital wealth, China equity exposure.
* **Company vs. sector:**
  + Revenue CAGR 5Y: 21.2% (sector ~8%)
  + Net margin: ~41% (sector ~18%)
  + PE: 32.57x (sector ~24x).[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
  + PB: 3.93x (sector 2.13x).[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Industry trends:** Surging digital adoption, commission fee squeeze, regulatory demands for investor protection and SaaS compliance.

## **Financial Stability and Debt Levels**

* **Quick ratio:** 1.25; current ratio 1.34 (very healthy).[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Interest coverage:** 140x, debt negligible.[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Dividend payout ratio:** ~30% (sector 22%)
* **Risks:** Valuation premium, digital/fintech policy risks, market-cycle swings.

## **Key Financials & Valuation**

* **TTM sales:** CNY 13.6B.[companiesmarketcap](https://companiesmarketcap.com/east-money/revenue/)
* **TTM net profit:** CNY 5.57B.[futunn](https://www.futunn.com/en/stock/300059-SZ/financials-income-statement)
* **EPS:** ~CNY 1.13.
* **PE:** 32.57x.[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **PB:** 3.93x.[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Dividend yield:** 1.16%.[investing](https://www.investing.com/equities/east-money-information)
* **ROE:** 12.9%.[morningstar](https://www.morningstar.com/stocks/xshe/300059/quote)
* **Price target:** Median CNY 28.76 (+9.7% upside).[finance.yahoo](https://finance.yahoo.com/quote/300059.SZ/)
* **52-week range:** CNY 19.86–30.02.[investing](https://www.investing.com/equities/east-money-information)

## **Big Trends and Big Events**

* Digital fund supermarkets and ETF sales up 35% YoY.
* AI-powered trading/data services launching 2025.
* Record net profit in H1 2025 on surging brokerage/fund activity.
* Sector peer profit beat for last four quarters.[moomoo+1](https://www.moomoo.com/news/post/57141817/east-money-information-co-ltd-beat-analyst-estimates-see-what)

## **Customer Segments and Demand Trends**

* **Retail brokerage:** 72%
* **Fund sales/wealth mgmt:** 28%
* **Institutional/SaaS:** Rising, but minority
* **Trend:** Mobile-driven, high engagement, younger demographics, DIY investing.

## **Competitive Landscape**

* Main rivals: Hithink RoyalFlush, Wind, Futu, Tencent-backed WeBull, China Galaxy.
* **Moats:** Scale, ecosystem, tech/SaaS, regulatory trust, product breadth.
* **Battlefield:** Commission pricing, mobile experience, new product launches, regulatory adaptation.

## **Risks and Anomalies**

* PE premium, heavy market-cycle dependence.
* Increased fintech and investor protection regulation.
* Margin pressure in low-rate/low-volatility periods.

## **Forecast and Outlook**

* Consensus: Sales/profit to grow 13–15%/year through 2026.
* Median broker target: CNY 28.76 (+9.7% upside).[moomoo+2](https://www.moomoo.com/stock/300059-SZ/forecast)
* Dividend to rise marginally, cash flow superb.

## **Leading Investment Firms and Views**

* **CITIC Securities**, **Huatai Securities**, **Ping An Securities**, **Morgan Stanley**, **Guotai Junan** cover and rate East Money

1. <https://www.investing.com/equities/east-money-information>
2. <https://companiesmarketcap.com/east-money/revenue/>
3. <https://www.investing.com/equities/hithink-royalflush-info-network>
4. <https://finance.yahoo.com/quote/300059.SZ/profile/>
5. <https://www.reuters.com/markets/companies/300059.sz>
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11. <https://www.moomoo.com/news/post/57141817/east-money-information-co-ltd-beat-analyst-estimates-see-what>
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13. <https://www.moomoo.com/stock/300059-SZ/forecast>
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16. <https://www.moomoo.com/stock/300059-SZ/announcement>
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20. <https://www.futunn.com/en/stock/300059-SZ>