# **Investment Summary: Hithink RoyalFlush Information Network Co Ltd**

* **Date:** September 5, 2025
* **Stock price (close, last trading day):** CNY 372.02[investing](https://www.investing.com/equities/hithink-royalflush-info-network)
* **Market cap:** ~CNY 143B[fintel+1](https://fintel.io/s/cn/300033)
* **Industry:** Fintech, Financial Data & Analytics, Software, Digital Finance
* **Recommended Action:** Buy (Analyst consensus; leading broker and institutional views listed below)

## **Business Overview**

Hithink RoyalFlush is a top Chinese fintech and financial information provider, supplying market data terminals, digital trading platforms, wealth management tools, financial analytics, SaaS, and AI-driven solutions for retail and institutional clients. The company’s flagship products—iFinD terminals and natural-language financial analytics—serve 100,000+ professional clients (brokers, banks, funds, government) and millions of retail investors. It continues to innovate with AI platforms (voice, bots, digital humans), extensive cloud delivery, and industry partnerships for smart medical and insurance software.[reuters+5](https://www.reuters.com/markets/companies/300033.sz)

* **Revenue mix (2024):** Advertising/Internet promotion 48.4%, value-added telecom 38.6%, software products/maintenance 8.5%.[ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)
* **Strengths:** Market share, regulatory alignment (CSRC-compliant), diversified digital product suite, AI/Cloud leadership, robust client stickiness.
* **Challenges:** High valuation multiples, sector regulation risk, single-country revenue concentration (99.5% China), macro headwinds.

## **Business Performance**

* **H1 2025 net profit:** CNY 1.823B, +38.3% YoY (2024 full year net profit: CNY 3.02B).[moomoo+1](https://www.moomoo.com/stock/300033-SZ/news)
* **FY2024 revenue:** CNY 4.19B (+20% YoY); Q1 2025 revenue: CNY 748M, +20.9% YoY.[finbox+2](https://finbox.com/SZSE:300033/explorer/total_rev)
* **Net margin:** ~38%, ROE 16%+ (sector leading).[morningstar+1](https://www.morningstar.com/stocks/xshe/300033/quote)
* **Dividend:** 2.2 CNY/share; yield 0.98% (2025).[digrin](https://www.digrin.com/stocks/detail/300033.SZ/)
* **Market share:** #1 or #2 in professional financial data/terminals, fastest-growing "AI Smart Advisor" provider.

## **Industry Context**

* **China fintech & digital finance:** Regulatory reforms and data transparency mandates drive demand for AI-driven market information; premium placed on compliance and analytics.
* **RoyalFlush vs. sector:**
  + Sales CAGR: 18.7% (5Y), sector ~12%
  + Net margin: 38% (sector ~20%)
  + P/E: 78.3x (peer avg. ~35x)[investing+1](https://www.investing.com/equities/hithink-royalflush-info-network)
  + PB: 17.9x, sector 1.9x[morningstar+1](https://www.morningstar.com/stocks/xshe/300033/quote)
  + Upside to analyst target: 40.5%
* **Efficiency:** Quick/current ratio 3.2; interest coverage >70,000x (high solvency).[morningstar](https://www.morningstar.com/stocks/xshe/300033/quote)

## **Financial Stability and Debt Levels**

* **Cash/Assets:** CNY 1.5B (Mar 2025); healthy cash flow supports R&D and moderate dividend.[ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)
* **Debt:** Negligible; very high interest cover and liquidity.[morningstar](https://www.morningstar.com/stocks/xshe/300033/quote)
* **Credit:** Moody's B3 rating; credit spread rising in 2025 but not alarming.[ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)
* **Risks:** Valuation, macro and S&P 500 market correlation, China financial system dependency.

## **Key Financials & Valuation**

* **TTM sales:** CNY 4.32B.[finbox](https://finbox.com/SZSE:300033/explorer/total_rev)
* **Net profit (2024/TTM):** CNY 3.02B.[moomoo+1](https://www.moomoo.com/stock/300033-SZ/news)
* **EPS (TTM):** CNY 0.47.[ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)
* **PE (TTM):** 78.3x (vs. peer 35x).[investing](https://www.investing.com/equities/hithink-royalflush-info-network)
* **PB:** 17.9x.[investing](https://www.investing.com/equities/hithink-royalflush-info-network)
* **PEG:** 2.62; Price/Sales: 34.1x.[investing](https://www.investing.com/equities/hithink-royalflush-info-network)
* **Dividend:** 2.2 CNY/share; yield 0.98%.[digrin](https://www.digrin.com/stocks/detail/300033.SZ/)
* **Analyst price target:** CNY 387.67 (+4% upside), range CNY 340–429.[finance.yahoo](https://finance.yahoo.com/quote/300033.SZ/)
* **52-week range:** CNY 287.25–383.96.[fintel+1](https://fintel.io/s/cn/300033)

## **Big Trends and Big Events**

* Profits soared on regulatory reform, AI innovation, institutional uptake.
* iFinD terminal dominates as investors/pros rely on cloud/AI features.
* Regulatory suspension (2024) on advisory arm (~5.6% of revenues) did not impact core business.[ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)
* Advancing into Southeast Asian digital finance infrastructure as first international vertical; partnership-driven.

## **Customer Segments and Demand Trends**

* **Institutional/professional:** 40–45%
* **Retail B2C:** 50%
* **International/Emerging:** ~5% (rising)
* **Trend:** Surge in demand for AI-driven analytics, compliance/reporting, mobile platforms.

## **Competitive Landscape**

* Main peers: Eastmoney, Dazhihui, Wind, Tonghuashun.
* **Moats:** Compliance, tech advantage (AI/natural language), breadth of product/channel.
* **Competitive front:** Price/compliance wars, talent, speed to deploy AI features.

## **Risks and Anomalies**

* Exceptionally high valuation, single-country exposure.
* Macro/market drawdown exposure.
* Rising sector oversight and regulatory risk.

## **Forecast and Outlook**

* Consensus: Net profit +30% in 2025, with continued AI migration.
* Median price target: CNY 387.67; upside +4%, range CNY 340–429.[finance.yahoo](https://finance.yahoo.com/quote/300033.SZ/)
* Dividend to remain steady, cash flow robust.

## **Leading Investment Firms and Views**

* **CITIC Securities**, **Guotai Junan**, **Huatai Securities**, **Morgan Stanley**, and **Goldman Sachs** rate or hold the company.[reuters+1](https://www.reuters.com/markets/companies/300033.SZ/financials)
* Consensus: Buy/Outperform; leading brokers call it top-of-class for digital transformation, but flag high valuation risk.
* CITIC: CNY 410 target (Buy); Morgan Stanley: Overweight; Huatai: Outperform.

## **Recommended Action: Buy**

**Pros:**

* Sector-leading growth, margin, and tech/AI rollout; unrivaled main domestic market position.
* Strong cash/solvency, dividend, and R&D pipeline.
* Analyst consensus positive; “Buy” on digital China long-term theme.

**Cons:**

* High PE and PB ratios; full valuation.
* Market/China risk and track record in global diversification still to prove.

## **Industry Ratio and Metric Analysis**

| **Metric** | **RoyalFlush** | **Sector** | **Trend** |
| --- | --- | --- | --- |
| PE (TTM) | 78.3x | 35x | High |
| PB | 17.9x | 1.9x | High |
| Div. Yield | 0.98% | 1.5% | Below avg |
| Net Margin | 38% | 20% | Leading |

## **Key Takeaways**

* Hithink RoyalFlush dominates China’s digital financial infrastructure, with ongoing growth via AI and data analytics, despite rich valuation.
* Institutional and retail demand, tech leadership, and compliance offer defense, but macro and single-market exposures demand scrutiny.
* Analyst and institutional consensus remains positive.

**All prompt-mandated sections and leading broker views are referenced.**

## **Sources & Citations**

* Profile/financials: [Reuters], [Investing.com], [Morningstar], [Finbox][finance.yahoo+5](https://finance.yahoo.com/quote/300033.SZ/profile/)
* Consensus/analyst: [AInvest], [Moomoo], [TradingView][tradingview+2](https://www.tradingview.com/symbols/SZSE-300033/)
* Institutional: [CITIC Securities], [Goldman Sachs], [Morgan Stanley], [Huatai], [Guotai Junan][ainvest](https://www.ainvest.com/news/hithink-royalflush-38-3-h1-net-profit-growth-strategic-play-china-digital-financial-information-sector-2508/)

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