

HOME PRODUCT CENTER
THAILAND / COMMERCE

HMPRO TB

BUY

UNCHANGED

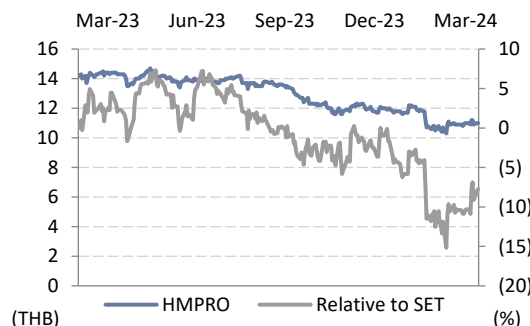
แนวโน้มยังเติบโต กับ Valuation ที่ยังถูก

- โทนการประชุมเป็นกลาง เป้าหมายปี 2024 ยอดขายเติบโต 7-8%, GPM +20-30bps, SG&A to sales ทรงตัวที่ 19.6% ใกล้เคียงกับประมาณการเรา
- ปรับประมาณการปี 2024-26E ขึ้นเล็กน้อยจาก GPM ในปี 2023 ดีกว่าที่คาด
- คงคำแนะนำ ซื้อ ราคาเป้าหมาย 13.60 บาท/หุ้น

TARGET PRICE	THB13.60
CLOSE	THB11.00
UP/DOWNSIDE	+23.6%
PRIOR TP	THB13.60
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	-8.1%

KEY STOCK DATA

YE Dec (THB m)	2023	2024E	2025E	2026E
Revenue	72,822	77,688	82,177	86,838
Net profit	6,442	6,839	7,243	7,529
EPS (THB)	0.49	0.52	0.55	0.57
vs Consensus (%)	-	4.6	3.2	(2.7)
EBITDA	11,948	12,754	13,596	14,376
Recurring net profit	6,442	6,839	7,243	7,529
Core EPS (THB)	0.49	0.52	0.55	0.57
Chg. In EPS est. (%)	nm	0.7	0.4	nm
EPS growth (%)	3.6	6.1	5.9	3.9
Core P/E (x)	22.5	21.2	20.0	19.2
Dividend yield (%)	3.6	3.9	4.1	4.2
EV/EBITDA (x)	13.1	12.3	11.7	11.1
Price/book (x)	5.7	5.4	5.1	4.9
Net debt/Equity (%)	44.5	46.3	48.9	50.2
ROE (%)	25.9	26.1	26.4	26.1



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	6.8	(6.0)	(20.9)
Relative to country (%)	8.7	(4.3)	(6.4)
Mkt cap (USD m)	4,039		
3m avg. daily turnover (USD m)	6.7		
Free float (%)	42		
Major shareholder	Land & Houses (30%)		
12m high/low (THB)	14.70/10.30		
Issued shares (m)	13,151.12		

Sources: Bloomberg consensus; FSSIA estimates

มองโทนการประชุมเป็นกลาง เป้าหมายใกล้เคียงประมาณการของเรา

ประชุมนักวิเคราะห์ผู้บริหารให้เป้าหมายปี 2024 ยอดขายรวมเติบโต 7-8% โดยมาจาก SSSG 3% โดยจะเห็นการฟื้นตัวเด่นชัดในช่วงครึ่งปีหลัง จากผลของ high base ในช่วงครึ่งปีแรก การขยายสาขาแบ่งเป็น 7-8 สาขา (เพิ่มขึ้น 5-6%) เป็น HomePro 3-4 สาขา โดย 2-3 สาขา Standalone และ 1 สาขาเป็น Hybrid store สำหรับ MegaHome 4 สาขา โดย 3 สาขาขยายจากพื้นที่ HomePro และอีก 1 สาขา เป็น Hybrid store เน้นพื้นที่ในหัวเมืองต่างจังหวัดเป็นหลัก

กำไรสุทธิ 4Q23 ดีกว่าที่เราคาด แนวโน้ม 1Q24 คาดโต y-y

กำไรสุทธิ 4Q23 เท่ากับ 1.68 พันลบ. (+9.4% q-q, +1.4% y-y) ดีกว่าที่เราคาด 6% จาก gross margin ที่ทำได้ดีจากการทำโปรโมชันน้อยลง จบปี 2023 มีกำไรสุทธิ 6.4 พันลบ. (+3.6% y-y) รายได้เติบโต 5% y-y แม้ SSSG ยังติดลบ 0.5% แต่การเร่งขยายสาขาของ MegaHome ช่วยหนุนยอดขายเติบโต โดยสัดส่วนยอดขาย MegaHome เพิ่มขึ้นเป็น 16.6% (2022 ที่ 13-14%) ขณะที่ GPM ที่ 26.6% (+50bps y-y) หนุนจากสินค้า private label แนวโน้มกำไรสุทธิ 1Q24 คาดโต y-y หนุนจาก GPM ที่คาดว่าจะสูงขึ้น และแนวโน้ม SSSG เริ่มเห็นการฟื้นตัวขึ้น HomePro ทรงตัว (Feb +2-3, Jan -1-2% : 4Q23 -8.5%) หนุนจากมาตรการ E-receipt รวมถึงภาวะฝุ่นและอากาศที่ร้อน ยังหนุนยอดขายเครื่องใช้ไฟฟ้าเติบโต

ปรับประมาณการปี 2024-26E ขึ้น จาก GPM ในปี 2023 ที่ดีกว่าที่คาด

ปรับประมาณการปี 2024-26E ขึ้นเล็กน้อย 0.7%, 0.5% และ 1.3% ตามลำดับ จาก gross margin ที่ทำได้ดีกว่าที่คาด หนุนจากสินค้า private label ของร้าน MegaHome โดยผู้บริหารให้ guidance ของ GPM เติบโต 20-30 bps ขณะที่ SG&A to sales จะทรงตัวได้ที่ 19.6% (ปี 2023 +40bps y-y ตามการขยายสาขา)

คงราคาเป้าหมายที่ 13.60 บาท/หุ้น แนะนำ ซื้อ Valuation น่าสนใจ

คงราคาเป้าหมายที่ 13.60 บาท/หุ้น และยังแนะนำ ซื้อ โดยเราชอบ HMPRO ในแง่ Valuation ที่ไม่แพง ปัจจุบันซื้อขายบน 2024E P/E เพียง 21 เท่า คิดเป็นค่าเฉลี่ย 5 ปี - 2SD รวมถึงแนวโน้ม SSSG ที่ทยอยฟื้นตัวขึ้น โดยเฉพาะใน 2H24



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Investment thesis

HMPRO เป็นผู้นำในธุรกิจค้าปลีกสินค้าเกี่ยวกับบ้านและที่อยู่อาศัยในประเทศไทย ด้วยส่วนแบ่งการตลาดกว่า 35% จากยอดขายกว่า 65 พันลบ. ในปี 2022 HMPRO ก่อตั้งขึ้นเมื่อ 1995 โดยเป็นการร่วมลงทุนของบมจ. แลนด์แอนด์เฮ้าส์ และ บมจ. ควอลิตี้เฮ้าส์

จำนวนสาขาของ HMPRO เน้นในเขตพื้นที่กรุงเทพและปริมณฑลมีสัดส่วนกว่า 36% ขณะที่พื้นที่ภาคกลาง ภาคตะวันออกเฉียงเหนือ และภาคใต้ มีสัดส่วนแต่ละภาคราว 15% รวมถึงภาคเหนือและภาคตะวันออกเฉียง โดยมีสัดส่วนแต่ละภาคราว 10-15% โดยสาขาในกรุงเทพและปริมณฑลมีสัดส่วนรายได้กว่า 40-50%

Company profile

HMPRO เป็นผู้นำในธุรกิจจำหน่ายสินค้าและให้บริการที่เกี่ยวข้องกับการก่อสร้าง ตกแต่ง ต่อเติม ซ่อมแซม ปรับปรุง อาคาร บ้าน และที่อยู่อาศัยแบบครบวงจร เน้นกลุ่มลูกค้าเป้าหมายระดับกลางถึงบน ในปี 2011-12 ยังขยายธุรกิจโฮมโปรไปสู่ประเทศมาเลเซีย รวมถึงขยายธุรกิจค้าปลีกและค้าส่งที่เน้นวัสดุก่อสร้าง สินค้าโครงสร้าง ภายใต้แบรนด์ เมกา โฮม นอกจากนี้ยังมีธุรกิจให้บริการพื้นที่เช่า ภายใต้แบรนด์ มาร์เก็ต วิลเลจ

www.homepro.co.th

Principal activities (revenue, 2023)

Sales - 93.8 %

Rental and service - 2.6 %

Others - 3.6 %

Source: Home Product Center

Major shareholders

Land & Houses - 30.2 %

Others - 69.8 %

Source: Home Product Center

Catalysts

ปัจจัยบวกต่อราคา 1) การบริโภคในประเทศและอุตสาหกรรมท่องเที่ยวฟื้นตัว 2) มาตรการกระตุ้นการบริโภคกระตุ้นกำลังซื้อในประเทศ 3) กระตุ้นยอดขายสินค้า house brand ปีละ 1-2% ต่อปี ช่วยเพิ่มอัตรากำไรขั้นต้นสูงขึ้น 4) รายการส่งเสริมการขาย เช่น Trade-in

Risks to our call

ความเสี่ยง 1) อัตราการเติบโตของยอดขายสาขาเดิม (Same-store sales growth : SSSG) น้อยกว่าที่คาด 2) การฟื้นตัวของการบริโภคในประเทศและจำนวนนักท่องเที่ยวฟื้นตัวช้ากว่าที่คาด 3) ผลประกอบการธุรกิจในต่างประเทศขาดทุน

Date	Event
May 2024	1Q24 results announcement

HMPRO	2024E (%)	2025E (%)	2026E (%)
SSSG	3.0	3.0	3.0
New store growth	5.5	5.2	4.9
Gross profit margin	26.7	26.8	26.9
SG&A to sales	19.6	19.7	19.9

Source: FSSIA estimates

- Earnings sensitivity**
- For every 1% increase in SSSG, we estimate 2024 net profit to rise by 1.9%, and vice versa, all else being equal.
 - For every 0.1% increase in GPM, we estimate 2024 net profit to rise by 0.9%, and vice versa, all else being equal.
 - For every 0.1% increase in SG&A, we estimate 2024 net profit to fall by 0.9%, and vice versa, all else being equal.

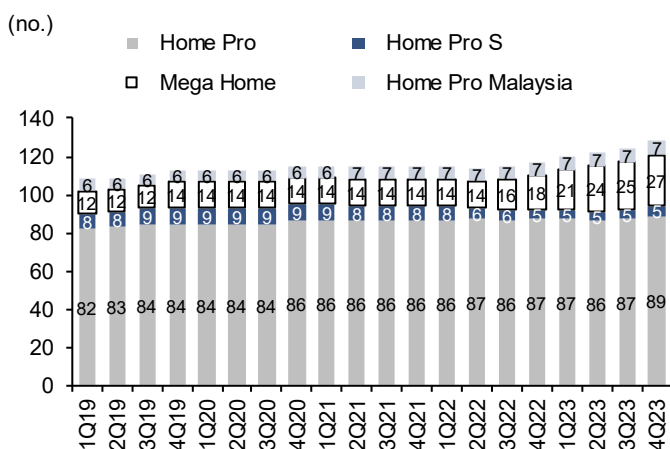
Source: FSSIA estimates

Exhibit 1: HMPRO - 4Q23 results summary

YE Dec 31	4Q22	1Q23	2Q23	3Q23	4Q23	----- Change -----		2023	2024E	Change
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)
Total revenue	18,468	18,252	18,903	17,491	18,177	3.9	(1.6)	72,822	77,688	6.7
Retail sales	17,115	17,223	17,789	16,390	16,881	3.0	(1.4)	68,283	72,986	6.9
Rental and service income	464	477	464	434	507	16.9	9.3	1,882	1,966	4.4
Other income	889	551	650	666	788	18.3	(11.3)	2,656	2,736	3.0
Gross profit	5,626	5,328	5,593	5,280	5,717	8.3	1.6	21,918	23,405	6.8
Operating costs	(3,493)	(3,192)	(3,466)	(3,237)	(3,507)	8.3	0.4	(13,401)	(14,321)	6.9
Operating profit	2,134	2,135	2,127	2,043	2,210	8.2	3.6	8,516	9,084	6.7
Other income (expense)	8	2	11	(1)	13	nm	55.3	28	30	9.6
Interest expense	(130)	(133)	(130)	(138)	(166)	19.7	27.9	(567)	(670)	18.2
Profit before tax	2,016	2,004	2,008	1,904	2,058	8.1	2.1	7,975	8,443	5.9
Tax	(362)	(393)	(388)	(371)	(380)	2.5	5.1	(1,533)	(1,604)	4.7
Reported net profit	1,654	1,611	1,620	1,533	1,677	9.4	1.4	6,442	6,839	6.1
Recurring net profit	1,654	1,611	1,620	1,533	1,677	9.4	1.4	6,442	6,839	6.1
EPS (THB)	0.13	0.12	0.12	0.12	0.13	9.4	1.4	0.49	0.52	6.1
Recurring EPS (THB)	0.13	0.12	0.12	0.12	0.13	9.4	1.4	0.49	0.52	6.1
Key Ratios (%)	(%)	(%)	(%)	(%)	(%)	(ppt)	(ppt)	(%)	(%)	(ppt)
Retail sales margin	26.1	26.1	26.3	26.7	27.3	0.6	1.3	26.6	26.7	0.1
Operating margin	12.5	12.4	12.0	12.5	13.1	0.6	0.6	12.5	12.4	(0.0)
Recurring net margin	9.0	8.8	8.6	8.8	9.2	0.5	0.3	8.8	8.8	(0.0)
SG&A / sales	20.4	18.5	19.5	19.7	20.8	1.0	0.4	19.6	19.6	(0.0)
Operating statistics										
SSSG (%)										
HomePro	3.0	5.8	5.0	(3.6)	(8.5)			(0.5)	3	
MegaHome	0.0	0.0	(2.0)	(1.5)	(7.0)			(3.0)	3	
HomePro-Malaysia	12.0	8.0	(11.0)	(6.0)	(2.0)			(3.0)	3	
Number of stores (no.)										
Home Pro	87	87	86	87	89			89	92	
Home Pro S	5	5	5	5	5			5	5	
Mega Home	18	21	24	25	27			27	31	
Home Pro Malaysia	7	7	7	7	7			7	7	

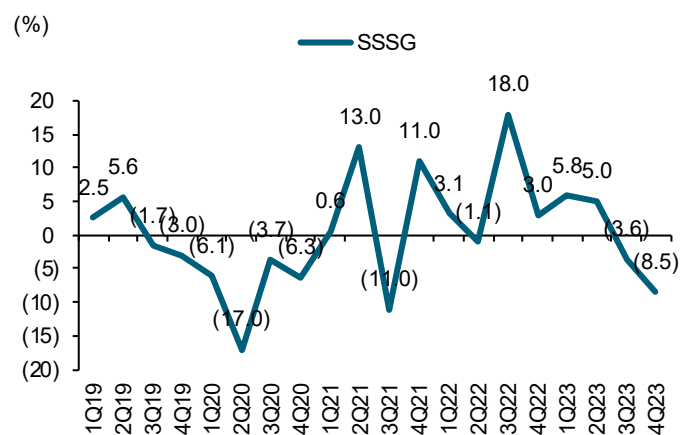
Sources: HMPRO; FSSIA estimates

Exhibit 2: Store expansion



Source: HMPRO

Exhibit 3: Quarterly SSSG



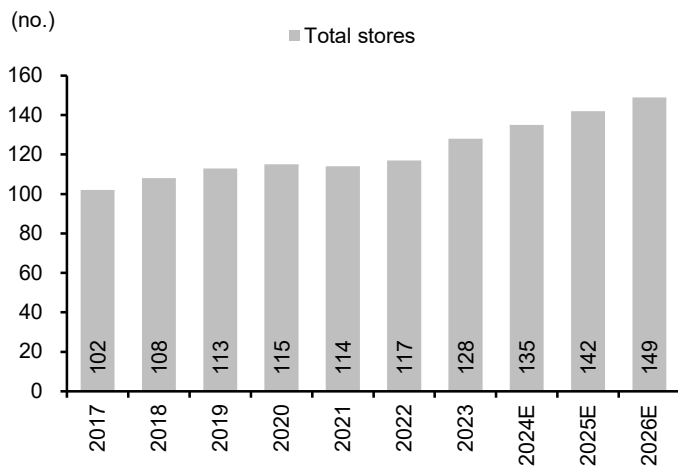
Source: HMPRO

Exhibit 4: Revised up thank to better-than-expected GPM

	Current			Previous			Change		
	2024E	2025E	2026E	2024E	2025E	2026E	2024E	2025E	2026E
Revenues (THB m)	77,688	82,177	86,838	77,947	83,555	88,302	(0.3)	(1.6)	(1.7)
SSSG (%)	3.0	3.0	3.0	5.0	5.0	3.0	(2.0)	(2.0)	0.0
Gross margin (%)	26.7	26.8	26.9	26.4	26.6	26.8	0.3	0.3	0.1
Private brand proportion (%)	21.0	21.3	21.6	22.3	23.0	23.8	(1.3)	(1.7)	(2.2)
No. of new stores (no.)	7	7	7	7	7	7	0.0	0.0	0.0
SG&A expenses to sales (%)	19.6	19.7	19.9	19.6	19.7	20.1	(0.0)	(0.0)	(0.2)
Net profit (THB m)	6,839	7,243	7,529	6,788	7,211	7,432	0.7	0.5	1.3

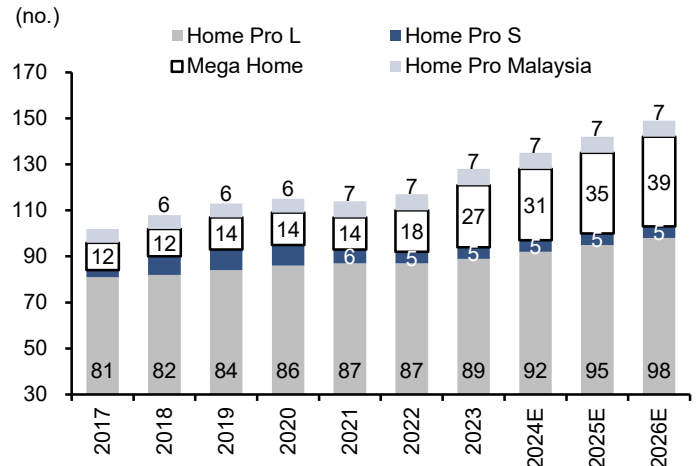
Source: FSSIA estimates

Exhibit 5: Store expansion



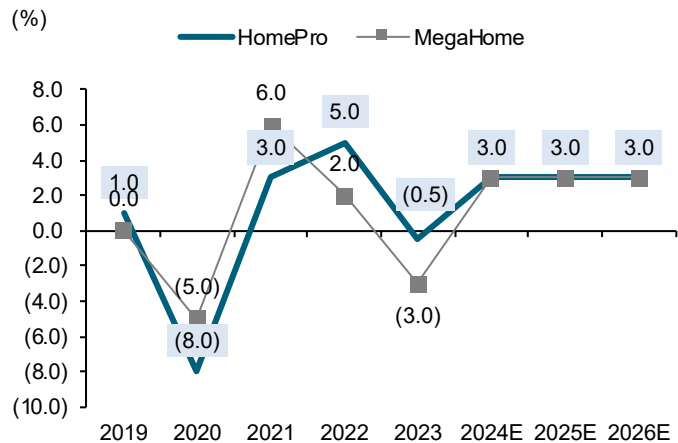
Sources: HMPRO; FSSIA estimates

Exhibit 6: Store breakdown by format



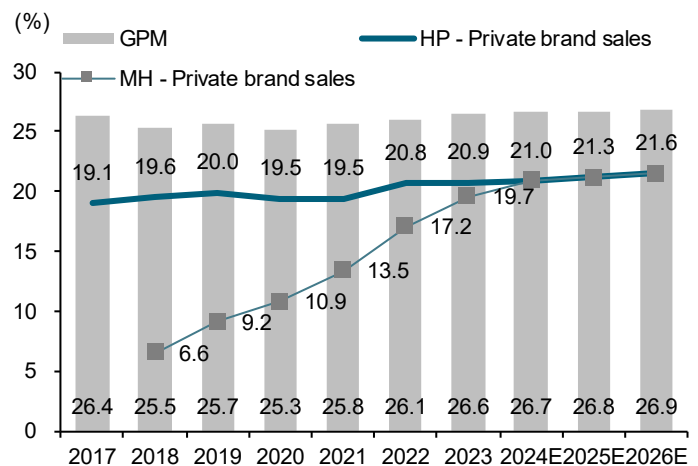
Sources: HMPRO; FSSIA estimates

Exhibit 7: Yearly SSSG

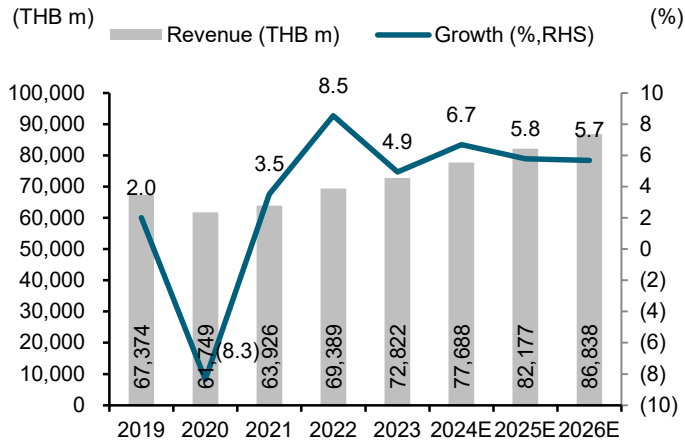


Sources: HMPRO; FSSIA estimates

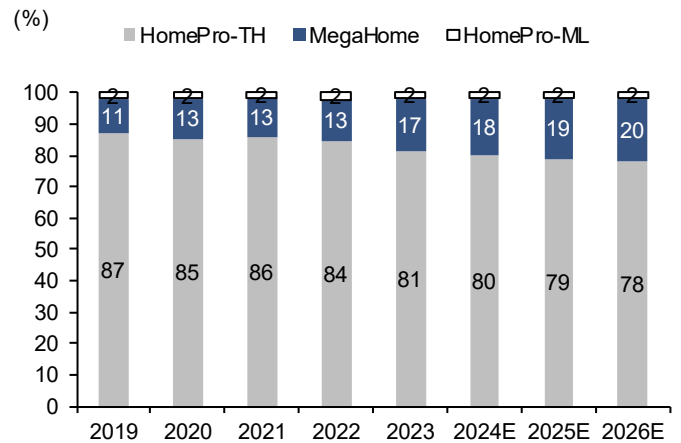
Exhibit 8: Increase proportion of private label



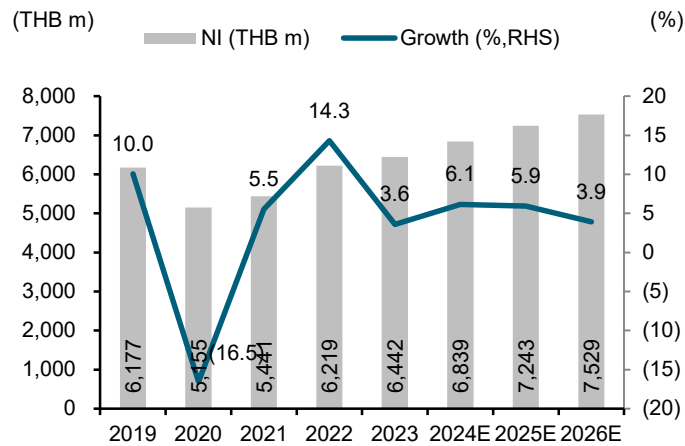
Sources: HMPRO; FSSIA estimates

Exhibit 9: Yearly revenue and growth

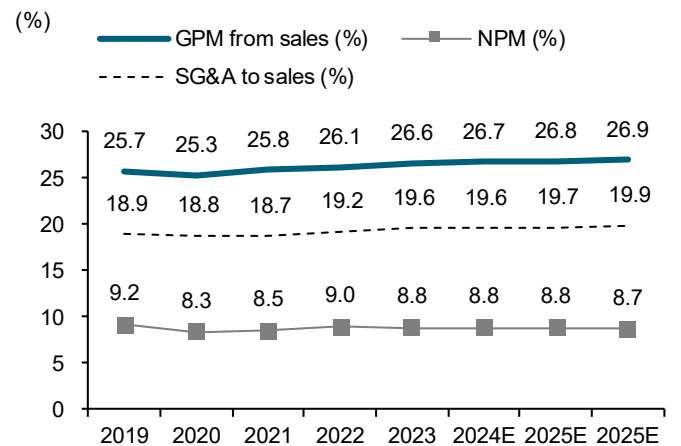
Sources: HMPRO; FSSIA estimates

Exhibit 10: Sales contribution by format

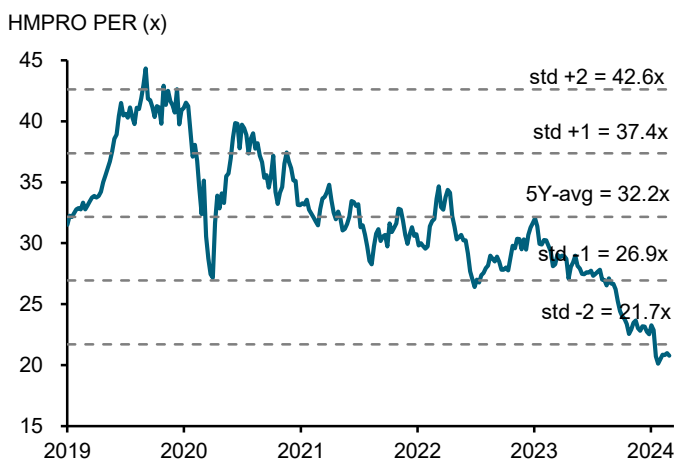
Sources: HMPRO; FSSIA estimates

Exhibit 11: Yearly net income and growth

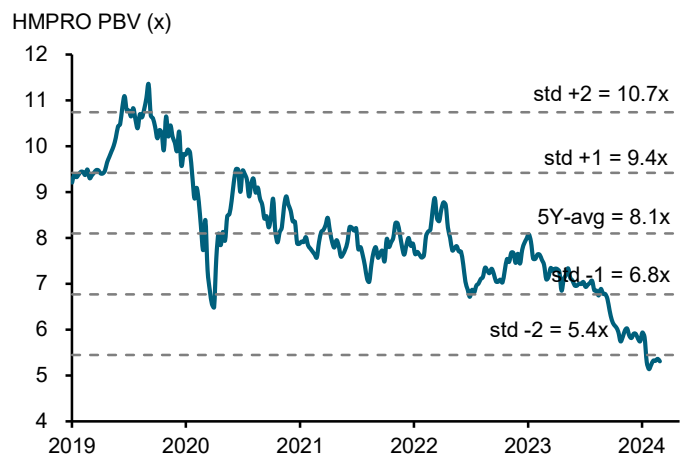
Sources: HMPRO; FSSIA estimates

Exhibit 12: Profitability

Sources: HMPRO; FSSIA estimates

Exhibit 13: Rolling one-year forward P/E band

Sources: Bloomberg; FSSIA estimates

Exhibit 14: Rolling one-year forward P/BV band

Sources: Bloomberg; FSSIA estimates

Exhibit 15: Commerce peers as of 5 March 2024

Company	BBG	Rec	----- Share price -----			Market Cap (USD m)	----- PE -----		---- ROE ----		---- PBV ----		-- EV/ EBITDA --	
			Current	Target	Upside		24E	25E	24E	25E	24E	25E	24E	25E
			(LCY)	(LCY)	(%)		(x)	(x)	(%)	(%)	(x)	(x)	(x)	(x)
Consumer Staple														
CP All	CPALL TB	BUY	56.75	77.00	36	14,234	29.5	25.4	16.4	17.5	5.1	4.6	20.5	18.2
CP Aextra	CPAXT TB	BUY	33.00	36.00	9	9,749	39.8	32.9	3.0	3.6	1.2	1.2	12.1	12.0
Berli Jucker*	BJC TB	n/a	24.10	n/a	n/a	2,794	17.9	16.5	4.6	5.0	0.8	0.8	12.1	11.4
Consumer Staple average						26,777	29.1	24.9	8.0	8.7	2.4	2.2	14.9	13.9
Consumer Discretionary														
Com7	COM7 TB	BUY	19.50	30.00	54	1,299	14.9	13.4	41.6	41.7	5.9	5.3	10.7	9.7
Central Retail Corp	CRC TB	BUY	35.75	48.00	34	6,020	26.3	22.6	12.6	13.4	3.2	2.9	13.7	12.2
Home Improvement														
Index Living Mall	ILM TB	BUY	21.70	26.70	23	306	15.8	14.2	12.0	12.7	1.9	1.8	7.6	6.9
Home Product Center	HMPRO TB	BUY	11.00	13.60	24	4,039	21.2	20.0	26.1	26.4	5.4	5.1	12.3	11.7
Siam Global House	GLOBAL TB	BUY	16.90	17.70	5	2,455	31.6	28.6	11.9	12.3	3.6	3.4	24.2	22.0
Dohome	DOHOME TB	BUY	11.10	12.30	11	1,001	66.0	35.2	4.4	7.7	2.8	2.6	23.3	17.9
Home Improvement avg.						7,801	33.7	24.5	13.6	14.8	3.4	3.2	16.8	14.6
Consumer Discretionary avg.						15,119	29.3	22.3	18.1	19.0	3.8	3.5	15.3	13.4
Total average						41,897	29.2	23.2	14.7	15.6	3.3	3.1	15.2	13.5

Sources: *Bloomberg; FSSIA estimates

Financial Statements

Home Product Center

Profit and Loss (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Revenue	69,389	72,822	77,688	82,177	86,838
Cost of goods sold	(48,783)	(50,904)	(54,282)	(57,358)	(60,593)
Gross profit	20,607	21,918	23,405	24,820	26,245
Other operating income	-	-	-	-	-
Operating costs	(12,519)	(13,401)	(14,321)	(15,242)	(16,259)
Operating EBITDA	11,244	11,948	12,754	13,596	14,376
Depreciation	(3,156)	(3,431)	(3,670)	(4,018)	(4,389)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	8,088	8,516	9,084	9,578	9,987
Net financing costs	(428)	(540)	(640)	(633)	(690)
Associates	0	0	0	0	0
Recurring non-operating income	0	(2)	(2)	(2)	(2)
Non-recurring items	0	0	0	0	0
Profit before tax	7,660	7,975	8,443	8,943	9,295
Tax	(1,441)	(1,533)	(1,604)	(1,699)	(1,766)
Profit after tax	6,219	6,442	6,839	7,243	7,529
Minority interests	0	0	0	0	0
Preferred dividends	0	0	0	0	0
Other items	0	0	0	0	0
Reported net profit	6,219	6,442	6,839	7,243	7,529
Non-recurring items & goodwill (net)	0	0	0	0	0
Recurring net profit	6,219	6,442	6,839	7,243	7,529
Per share (THB)					
Recurring EPS *	0.47	0.49	0.52	0.55	0.57
Reported EPS	0.47	0.49	0.52	0.55	0.57
DPS	0.38	0.40	0.42	0.45	0.47
Diluted shares (used to calculate per share data)	13,151	13,151	13,151	13,151	13,151
Growth					
Revenue (%)	8.5	4.9	6.7	5.8	5.7
Operating EBITDA (%)	9.4	6.3	6.8	6.6	5.7
Operating EBIT (%)	14.5	5.3	6.7	5.4	4.3
Recurring EPS (%)	14.3	3.6	6.1	5.9	3.9
Reported EPS (%)	14.3	3.6	6.1	5.9	3.9
Operating performance					
Gross margin inc. depreciation (%)	29.7	30.1	30.1	30.2	30.2
Gross margin exc. depreciation (%)	34.2	34.8	34.9	35.1	35.3
Operating EBITDA margin (%)	16.2	16.4	16.4	16.5	16.6
Operating EBIT margin (%)	11.7	11.7	11.7	11.7	11.5
Net margin (%)	9.0	8.8	8.8	8.8	8.7
Effective tax rate (%)	18.8	19.2	19.0	19.0	19.0
Dividend payout on recurring profit (%)	80.4	81.7	81.7	81.7	81.7
Interest cover (X)	18.9	15.8	14.2	15.1	14.5
Inventory days	104.8	106.1	104.3	105.6	106.4
Debtor days	9.8	10.5	10.3	10.3	10.3
Creditor days	119.1	119.3	113.5	114.4	114.8
Operating ROIC (%)	24.7	24.1	23.9	23.6	23.1
ROIC (%)	16.5	15.9	15.8	15.7	15.4
ROE (%)	26.4	25.9	26.1	26.4	26.1
ROA (%)	10.6	10.2	10.3	10.2	10.1
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Sales	65,091	68,283	72,986	77,278	81,762
Rental and service	1,721	1,882	1,966	2,081	2,202
Others	2,578	2,656	2,736	2,818	2,874

Sources: Home Product Center; FSSIA estimates

Financial Statements

Home Product Center

Cash Flow (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Recurring net profit	6,219	6,442	6,839	7,243	7,529
Depreciation	3,156	3,431	3,670	4,018	4,389
Associates & minorities	0	0	0	0	0
Other non-cash items	-	-	-	-	-
Change in working capital	387	(968)	(117)	(121)	(129)
Cash flow from operations	9,763	8,906	10,391	11,141	11,789
Capex - maintenance	0	0	0	0	0
Capex - new investment	(5,041)	(5,142)	(5,656)	(6,222)	(6,408)
Net acquisitions & disposals	118	30	277	69	179
Other investments (net)	(914)	(24)	(471)	(434)	(451)
Cash flow from investing	(5,837)	(5,136)	(5,850)	(6,586)	(6,680)
Dividends paid	(4,997)	(5,260)	(5,584)	(5,915)	(6,148)
Equity finance	0	0	0	0	0
Debt finance	1,946	2,499	1,172	2,015	1,400
Other financing cash flows	0	0	0	0	0
Cash flow from financing	(3,052)	(2,762)	(4,412)	(3,899)	(4,748)
Non-recurring cash flows	0	0	0	0	0
Other adjustments	0	0	0	0	0
Net other adjustments	0	0	0	0	0
Movement in cash	874	1,008	130	656	361
Free cash flow to firm (FCFF)	4,370.42	4,337.61	5,212.19	5,220.46	5,821.03
Free cash flow to equity (FCFE)	5,871.79	6,268.86	5,713.83	6,570.40	6,508.28
Per share (THB)					
FCFF per share	0.33	0.33	0.40	0.40	0.44
FCFE per share	0.45	0.48	0.43	0.50	0.49
Recurring cash flow per share	0.71	0.75	0.80	0.86	0.91
Balance Sheet (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Tangible fixed assets (gross)	55,912	59,722	65,378	71,600	78,008
Less: Accumulated depreciation	(26,444)	(28,543)	(32,213)	(36,232)	(40,621)
Tangible fixed assets (net)	29,469	31,179	33,165	35,368	37,387
Intangible fixed assets (net)	0	0	0	0	0
Long-term financial assets	0	0	0	0	0
Invest. in associates & subsidiaries	0	0	0	0	0
Cash & equivalents	5,420	6,429	6,559	7,214	7,575
A/C receivable	2,069	2,115	2,256	2,386	2,522
Inventories	13,630	13,965	14,966	15,893	16,872
Other current assets	311	150	160	170	179
Current assets	21,430	22,659	23,941	25,663	27,148
Other assets	14,286	15,210	16,226	17,164	18,138
Total assets	65,185	69,048	73,333	78,195	82,673
Common equity	24,246	25,559	26,813	28,142	29,524
Minorities etc.	0	0	0	0	0
Total shareholders' equity	24,246	25,559	26,813	28,142	29,524
Long term debt	9,056	11,743	11,228	12,421	13,249
Other long-term liabilities	7,398	8,167	8,713	9,217	9,739
Long-term liabilities	16,454	19,910	19,941	21,637	22,988
A/C payable	15,812	15,225	16,250	17,186	18,172
Short term debt	6,248	6,060	7,747	8,569	9,141
Other current liabilities	2,425	2,294	2,581	2,660	2,848
Current liabilities	24,485	23,579	26,578	28,415	30,161
Total liabilities and shareholders' equity	65,184	69,047	73,332	78,195	82,673
Net working capital	(2,227)	(1,289)	(1,448)	(1,397)	(1,447)
Invested capital	41,528	45,100	47,943	51,135	54,078
* Includes convertibles and preferred stock which is being treated as debt					
Per share (THB)					
Book value per share	1.84	1.94	2.04	2.14	2.24
Tangible book value per share	1.84	1.94	2.04	2.14	2.24
Financial strength					
Net debt/equity (%)	40.8	44.5	46.3	48.9	50.2
Net debt/total assets (%)	15.2	16.5	16.9	17.6	17.9
Current ratio (x)	0.9	1.0	0.9	0.9	0.9
CF interest cover (x)	26.5	22.1	18.8	21.2	19.7
Valuation	2022	2023	2024E	2025E	2026E
Recurring P/E (x) *	23.3	22.5	21.2	20.0	19.2
Recurring P/E @ target price (x) *	28.8	27.8	26.2	24.7	23.8
Reported P/E (x)	23.3	22.5	21.2	20.0	19.2
Dividend yield (%)	3.5	3.6	3.9	4.1	4.2
Price/book (x)	6.0	5.7	5.4	5.1	4.9
Price/tangible book (x)	6.0	5.7	5.4	5.1	4.9
EV/EBITDA (x) **	13.7	13.1	12.3	11.7	11.1
EV/EBITDA @ target price (x) **	16.8	15.9	15.0	14.2	13.5
EV/invested capital (x)	3.7	3.5	3.3	3.1	2.9
* Pre-exceptional, pre-goodwill and fully diluted ** EBITDA includes associate income and recurring non-operating income					

Sources: Home Product Center; FSSIA estimates

Home Product Center PCL (HMPRO TB)

FSSIA ESG rating


87.20 /100

Exhibit 16: FSSIA ESG score implication

Rating	Score	Implication
★★★★★	>79-100	Leading its industry peers in managing the most significant ESG risks which not only better cost efficiency but also lead to higher profitability.
★★★★	>59-79	A mixed track record of managing the most significant ESG risks and opportunities relative to industry peers.
★★★	>39-59	Relevant ESG materiality matrix has been constructively addressed, well-managed and incorporated into day-to-day operations, in which targets and achievements are evaluated annually.
★★	>19-39	Relevant ESG materiality matrix has been identified with key management in charge for progress to be followed up on and to provide intensive disclosure. Most targets are conventional and achievable.
★	1-19	The company has adopted the United Nations Sustainable Development Goals (UN SDGs), established sustainability management guidelines and fully complies with regulations or ESG suggested guidance from related organizations such as the SET and SEC.

Sources: FSSIA estimates

Exhibit 17: ESG – peer comparison

	FSSIA ESG score	Domestic ratings						Global ratings					Bloomberg		
		DJSI	SET THSI	THSI	CG score	AGM level	Thai CAC	Morningstar ESG risk	ESG Book	MSCI	Moody's	Refinitiv	S&P Global	ESG score	Disclosure score
SET100	69.20	5.34	4.40	4.40	4.76	4.65	3.84	Medium	51.76	BBB	20.87	58.72	63.91	3.72	28.17
Coverage	67.12	5.11	4.15	4.17	4.83	4.71	3.53	Medium	52.04	BB	16.97	56.85	62.09	3.40	31.94
DOHOME	42.34	--	--	--	5.00	5.00	Declared	Medium	37.50	--	--	37.19	20.00	4.17	46.91
GLOBAL	59.18	--	Y	Y	5.00	5.00	Declared	Low	53.10	--	--	36.48	41.00	3.24	52.38
HMPRO	87.20	Y	Y	Y	5.00	5.00	Certified	Low	66.54	AA	37.00	65.78	81.00	5.36	62.59
ILM	20.00	--	--	--	5.00	5.00	Certified	--	--	--	--	--	--	--	--
MEGA	54.48	--	Y	Y	4.00	4.00	Declared	Medium	66.56	--	--	58.59	24.00	2.39	--

Sources: [SETTRADE.com](https://www.settrade.com); FSSIA's compilation

Exhibit 18: ESG score by Bloomberg

FY ending Dec 31	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
ESG financial materiality scores - ESG score	2.33	2.48	3.72	3.82	3.88	3.90	4.43	5.36
BESG environmental pillar score	0.72	0.90	1.00	1.21	1.16	1.36	2.58	4.21
BESG social pillar score	3.21	3.22	7.34	7.42	7.72	7.47	7.70	8.17
BESG governance pillar score	3.47	3.69	3.92	3.83	3.85	3.82	3.62	4.08
ESG disclosure score	49.20	49.20	53.02	53.90	58.58	59.11	60.32	62.59
Environmental disclosure score	28.39	28.39	39.08	41.71	41.71	41.71	41.71	45.15
Social disclosure score	35.49	35.49	36.28	36.28	50.33	51.93	55.56	58.95
Governance disclosure score	83.59	83.59	83.59	83.59	83.59	83.59	83.59	83.59
Environmental								
Emissions reduction initiatives	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Climate change policy	No	No	No	Yes	Yes	Yes	Yes	Yes
Climate change opportunities discussed	No	No	No	No	No	No	No	No
Risks of climate change discussed	No	No	No	Yes	Yes	Yes	Yes	Yes
GHG scope 1	1	1	1	1	0	0	0	0
GHG scope 2 location-based	91	85	92	84	85	63	64	71
GHG Scope 3	23	23	23	27	28	27	26	26
Carbon per unit of production	—	—	—	—	—	—	—	—
Biodiversity policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Energy efficiency policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Total energy consumption	—	—	—	—	—	—	—	198
Renewable energy use	—	—	—	—	—	—	—	51
Electricity used	159	158	158	144	147	112	136	146
Fuel used - natural gas	—	—	—	—	—	—	—	—

Sources: Bloomberg; FSSIA's compilation

Exhibit 19: ESG score by Bloomberg (cont.)

FY ending Dec 31	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Fuel used - crude oil/diesel	No	No	No	No	No	No	No	No
Waste reduction policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hazardous waste	—	—	—	—	—	—	—	—
Total waste	—	—	2	2	2	1	2	2
Waste recycled	—	—	2	2	2	1	2	2
Waste sent to landfills	—	—	—	0	0	0	0	0
Environmental supply chain management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Water policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Water consumption	931	872	858	895	934	712	840	898
Social								
Human rights policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Policy against child labor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Quality assurance and recall policy	No	No	No	No	No	No	No	No
Consumer data protection policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal opportunity policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Gender pay gap breakout	No	No	No	No	Yes	Yes	Yes	No
Pct women in workforce	46	47	49	51	52	49	50	50
Pct disabled in workforce	1	1	1	1	1	1	1	1
Business ethics policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Anti-bribery ethics policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Health and safety policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Lost time incident rate - employees	0	0	0	0	0	0	0	0
Total recordable incident rate - employees	—	—	—	—	—	—	—	—
Training policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fair remuneration policy	No	No	No	No	No	No	No	Yes
Number of employees – CSR	9,280	9,238	8,172	8,221	8,351	10,771	10,601	11,359
Employee turnover pct	23	24	20	18	20	20	17	20
Total hours spent by firm - employee training	640,876	713,543	398,140	407,186	449,534	240,193	251,456	353,151
Social supply chain management	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Governance								
Board size	12	12	11	11	11	11	11	12
No. of independent directors (ID)	4	4	4	4	4	4	4	4
No. of women on board	1	1	1	1	1	1	1	1
No. of non-executive directors on board	11	11	10	10	9	9	9	10
Company conducts board evaluations	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No. of board meetings for the year	12	12	12	12	12	14	12	12
Board meeting attendance pct	95	96	97	95	98	99	98	99
Board duration (years)	3	3	3	3	3	3	3	3
Director share ownership guidelines	No	No	No	No	No	No	No	No
Age of the youngest director	40	41	42	43	44	45	46	47
Age of the oldest director	70	71	72	73	74	75	76	77
No. of executives / company managers	17	16	17	19	18	21	25	24
No. of female executives	8	9	10	11	13	14	14	13
Executive share ownership guidelines	No	No	No	No	No	No	No	No
Size of audit committee	3	3	3	3	3	3	3	3
No. of ID on audit committee	3	3	3	3	3	3	3	3
Audit committee meetings	12	12	12	12	12	12	12	12
Audit meeting attendance %	100	97	100	100	97	100	100	100
Size of compensation committee	3	3	3	3	3	3	3	3
No. of ID on compensation committee	1	1	1	1	1	1	1	1
No. of compensation committee meetings	3	2	2	2	2	2	2	4
Compensation meeting attendance %	100	100	100	100	100	100	100	100
Size of nomination committee	3	3	3	3	3	3	3	3
No. of nomination committee meetings	3	2	2	2	2	2	2	4
Nomination meeting attendance %	100	100	100	100	100	100	100	100
Sustainability governance								
Verification type	No	No	No	No	No	No	No	No

Sources: Bloomberg; FSSIA's compilation

Disclaimer for ESG scoring

ESG score	Methodology	Rating																				
The Dow Jones Sustainability Indices (DJSI) By S&P Global	The DJSI World applies a transparent, rules-based component selection process based on the companies' Total Sustainability Scores resulting from the annual S&P Global Corporate Sustainability Assessment (CSA). Only the top-ranked companies within each industry are selected for inclusion.	Be a member and invited to the annual S&P Global Corporate Sustainability Assessment (CSA) for DJSI. Companies with an S&P Global ESG Score of less than 45% of the S&P Global ESG Score of the highest scoring company are disqualified. The constituents of the DJSI indices are selected from the Eligible Universe.																				
Sustainability Investment List (THSI) by The Stock Exchange of Thailand (SET)	THSI quantifies responsibility in Environmental and Social issues by managing business with transparency in Governance, updated annually. Candidates must pass the preemptive criteria, with two crucial conditions: 1) no irregular trading of the board members and executives; and 2) free float of >150 shareholders, and combined holding must be >15% of paid-up capital. Some key disqualifying criteria include: 1) CG score of below 70%; 2) independent directors and free float violation; 3) executives' wrongdoing related to CG, social & environmental impacts; 4) equity in negative territory; and 5) earnings in red for > 3 years in the last 5 years.	To be eligible for THSI inclusion , verified data must be scored at a minimum of 50% for each indicator, unless the company is a part of DJSI during the assessment year. The scoring will be fairly weighted against the nature of the relevant industry and materiality. SETTHSI Index is extended from the THSI companies whose 1) market capitalization > THB5b (~USD150b); 2) free float >20%; and 3) liquidity >0.5% of paid-up capital for at least 9 out of 12 months. The SETTHSI Index is a market capitalisation-weighted index, cap 5% quarterly weight at maximum, and no cap for number of stocks.																				
CG Score by Thai Institute of Directors Association (Thai IOD)	An indicator of CG strength in sustainable development, measured annually by the Thai IOD, with support from the Stock Exchange of Thailand (SET). The results are from the perspective of a third party, not an evaluation of operations.	Scores are rated in six categories: 5 for Excellent (90-100), 4 for Very Good (80-89), 3 for Good (70-79), 2 for Fair (60-69), 1 for Pass (60-69), and not rated for scores below 50. Weightings include: 1) the rights; 2) and equitable treatment of shareholders (weight 25% combined); 3) the role of stakeholders (25%); 4) disclosure & transparency (15%); and 5) board responsibilities (35%).																				
AGM level By Thai Investors Association (TIA) with support from the SEC	It quantifies the extent to which shareholders' rights and equitable treatment are incorporated into business operations and information is transparent and sufficiently disclosed. All form important elements of two out of five the CG components to be evaluated annually. The assessment criteria cover AGM procedures before the meeting (45%), at the meeting date (45%), and after the meeting (10%). <i>(The first assesses 1) advance circulation of sufficient information for voting; and 2) facilitating how voting rights can be exercised. The second assesses 1) the ease of attending meetings; 2) transparency and verifiability; and 3) openness for Q&A. The third involves the meeting minutes that should contain discussion issues, resolutions and voting results.)</i>	The scores are classified into four categories: 5 for Excellent (100), 4 for Very Good (90-99), 3 for Fair (80-89), and not rated for scores below 79.																				
Thai CAC By Thai Private Sector Collective Action Against Corruption (CAC)	The core elements of the Checklist include corruption risk assessment, establishment of key controls, and the monitoring and developing of policies. The Certification is good for three years. <i>(Companies deciding to become a CAC certified member start by submitting a Declaration of Intent to kick off an 18-month deadline to submit the CAC Checklist for Certification, including risk assessment, in place of policy and control, training of managers and employees, establishment of whistleblowing channels, and communication of policies to all stakeholders.)</i>	The document will be reviewed by a committee of nine professionals. A passed Checklist will move for granting certification by the CAC Council approvals whose members are twelve highly respected individuals in professionalism and ethical achievements.																				
Morningstar Sustainabilitys	The Sustainabilitys' ESG risk rating provides an overall company score based on an assessment of how much of a company's exposure to ESG risk is unmanaged. <i>Sources to be reviewed include corporate publications and regulatory filings, news and other media, NGO reports/websites, multi-sector information, company feedback, ESG controversies, issuer feedback on draft ESG reports, and quality & peer reviews.</i>	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. <table><tr><th>NEGL</th><th>Low</th><th>Medium</th><th>High</th><th>Severe</th></tr><tr><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40+</td></tr></table>	NEGL	Low	Medium	High	Severe	0-10	10-20	20-30	30-40	40+										
NEGL	Low	Medium	High	Severe																		
0-10	10-20	20-30	30-40	40+																		
ESG Book	The ESG score identifies sustainable companies that are better positioned to outperform over the long term. The methodology considers the principle of financial materiality including information that significantly helps explain future risk-adjusted performance. Materiality is applied by over-weighting features with higher materiality and rebalancing these weights on a rolling quarterly basis.	The total ESG score is calculated as a weighted sum of the features scores using materiality-based weights. The score is scaled between 0 and 100 with higher scores indicating better performance.																				
MSCI	MSCI ESG ratings aim to measure a company's management of financially relevant ESG risks and opportunities. It uses a rules-based methodology to identify industry leaders and laggards according to their exposure to ESG risks and how well they manage those risks relative to peers. <table><tr><td>AAA</td><td>8.571-10.000</td><td rowspan="3">Leader:</td><td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td></tr><tr><td>AA</td><td>7.143-8.570</td></tr><tr><td>A</td><td>5.714-7.142</td></tr><tr><td>BBB</td><td>4.286-5.713</td><td rowspan="3">Average:</td><td rowspan="3">a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers</td></tr><tr><td>BB</td><td>2.857-4.285</td></tr><tr><td>B</td><td>1.429-2.856</td></tr><tr><td>CCC</td><td>0.000-1.428</td><td>Laggard:</td><td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td></tr></table>		AAA	8.571-10.000	Leader:	leading its industry in managing the most significant ESG risks and opportunities	AA	7.143-8.570	A	5.714-7.142	BBB	4.286-5.713	Average:	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers	BB	2.857-4.285	B	1.429-2.856	CCC	0.000-1.428	Laggard:	lagging its industry based on its high exposure and failure to manage significant ESG risks
AAA	8.571-10.000	Leader:	leading its industry in managing the most significant ESG risks and opportunities																			
AA	7.143-8.570																					
A	5.714-7.142																					
BBB	4.286-5.713	Average:	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers																			
BB	2.857-4.285																					
B	1.429-2.856																					
CCC	0.000-1.428	Laggard:	lagging its industry based on its high exposure and failure to manage significant ESG risks																			
Moody's ESG solutions	Moody's assesses the degree to which companies take into account ESG objectives in the definition and implementation of their strategy policies. It believes that a company integrating ESG factors into its business model and relatively outperforming its peers is better positioned to mitigate risks and create sustainable value for shareholders over the medium to long term.																					
Refinitiv ESG rating	Designed to transparently and objectively measure a company's relative ESG performance, commitment and effectiveness across 10 main themes, based on publicly available and auditable data. The score ranges from 0 to 100 on relative ESG performance and insufficient degree of transparency in reporting material ESG data publicly. <i>(Score ratings are 0 to 25 = poor; >25 to 50 = satisfactory; >50 to 75 = good; and >75 to 100 = excellent.)</i>																					
S&P Global	The S&P Global ESG Score is a relative score measuring a company's performance on and management of ESG risks, opportunities, and impacts compared to its peers within the same industry classification. The score ranges from 0 to 100.																					
Bloomberg	ESG Score	Bloomberg score evaluating the company's aggregated Environmental, Social and Governance (ESG) performance. The score is based on Bloomberg's view of ESG financial materiality. The score is a weighted generalized mean (power mean) of Pillar Scores, where the weights are determined by the pillar priority ranking. Values range from 0 to 10; 10 is the best.																				
Bloomberg	ESG Disclosure Score	Disclosure of a company's ESG used for Bloomberg ESG score. The score ranges from 0 for none to 100 for disclosure of every data point, measuring the amount of ESG data reported publicly, and not the performance on any data point.																				

Rating regarding the sustainable development of Thai listed companies, both on the SET and MAI, are publicly available on the website of the Securities and Exchange Commission of Thailand (SEC). Currently, ratings available are 1) "**CG Score**"; 2) "**AGM Level**"; 3) "**Thai CAC**"; and 4) **THSI**. The ratings are updated on an annual basis. FSSIA does not confirm nor certify the accuracy of such ratings.

Source: FSSIA's compilation

GENERAL DISCLAIMER

ANALYST(S) CERTIFICATION

Jitra Amornthum FSS International Investment Advisory Securities Co., Ltd

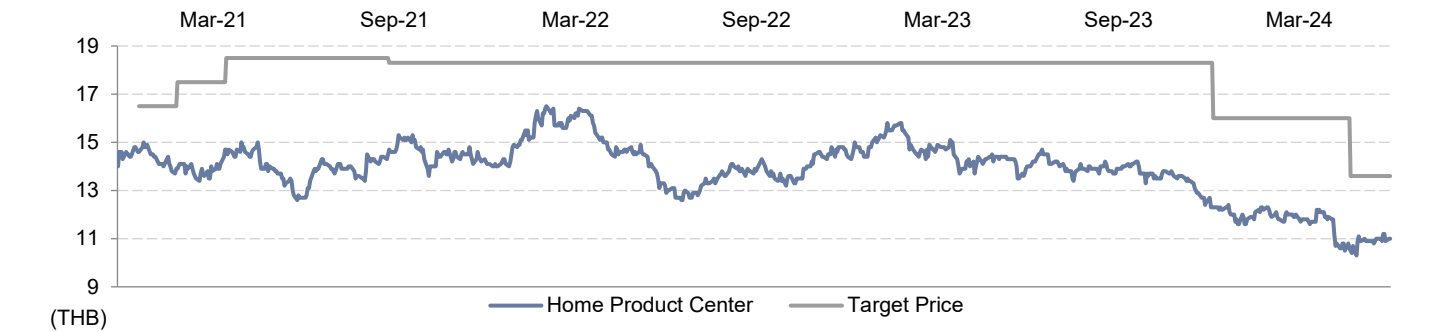
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History of change in investment rating and/or target price

Home Product Center (HMPRO TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
25-Mar-2021	BUY	16.50	08-Jun-2021	BUY	18.50	04-Oct-2023	BUY	16.00
27-Apr-2021	BUY	17.50	26-Oct-2021	BUY	18.30	30-Jan-2024	BUY	13.60

Jitra Amornthum started covering this stock from 04-Oct-2023

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Home Product Center	HMPRO TB	THB 11.00	BUY	Key downside risks to our DCF-based TP include: 1) lower-than-expected SSSG; 2) slower-than-expected recovery in domestic consumption and tourist arrivals, and 3) operating losses from overseas units.

Source: FSSIA estimates

Additional Disclosures

Target price history, stock price charts, valuation and risk details, and equity rating histories applicable to each company rated in this report is available in our most recently published reports. You can contact the analyst named on the front of this note or your representative at Finansia Syrus Securities Public Company Limited.

All share prices are as at market close on 05-Mar-2024 unless otherwise stated.

RECOMMENDATION STRUCTURE

Stock ratings

Stock ratings are based on absolute upside or downside, which we define as $(\text{target price}^* - \text{current price}) / \text{current price}$.

BUY (B). The upside is 10% or more.

HOLD (H). The upside or downside is less than 10%.

REDUCE (R). The downside is 10% or more.

Unless otherwise specified, these recommendations are set with a 12-month horizon. Thus, it is possible that future price volatility may cause a temporary mismatch between upside/downside for a stock based on market price and the formal recommendation.

* In most cases, the target price will equal the analyst's assessment of the current fair value of the stock. However, if the analyst doesn't think the market will reassess the stock over the specified time horizon due to a lack of events or catalysts, then the target price may differ from fair value. In most cases, therefore, our recommendation is an assessment of the mismatch between current market price and our assessment of current fair value.

Industry Recommendations

Overweight. The analyst expects the fundamental conditions of the sector to be positive over the next 12 months.

Neutral. The analyst expects the fundamental conditions of the sector to be maintained over the next 12 months.

Underweight. The analyst expects the fundamental conditions of the sector to be negative over the next 12 months.

Country (Strategy) Recommendations

Overweight (O). Over the next 12 months, the analyst expects the market to score positively on two or more of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Neutral (N). Over the next 12 months, the analyst expects the market to score positively on one of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Underweight (U). Over the next 12 months, the analyst does not expect the market to score positively on any of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.