

MASTER STYLE MASTER TB
THAILAND / SERVICESBUY
UNCHANGED

คาดส่วนแบ่งกำไรที่สูงขึ้น

- เราคาดว่ากำไรสุทธิ 2Q24 จะโต q-q และ y-y จากการฟื้นตัวของรายได้ของ Masterpiece Hospital และส่วนแบ่งกำไรที่สูงขึ้น
- MASTER จะเริ่มรับรู้ส่วนแบ่งจาก V Square ในเดือน มิ.ย. และจะรับรู้ส่วนแบ่งเต็มไตรมาสตั้งแต่ 3Q24 เป็นต้นไป
- The Skin Clinic และโรงพยาบาล Dr. Chen น่าจะช่วยหนุนผลประกอบการในช่วง 2H24

TARGET PRICE	THB72.00
CLOSE	THB64.50
UP/DOWNSIDE	+11.6%
PRIOR TP	THB72.00
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	-4.4%

KEY STOCK DATA

YE Dec (THB m)	2023	2024E	2025E	2026E
Revenue	1,917	2,326	2,556	2,861
Net profit	416	621	685	763
EPS (THB)	1.58	2.06	2.27	2.53
vs Consensus (%)	-	0.1	(3.8)	(11.6)
EBITDA	586	719	800	902
Recurring net profit	416	621	685	763
Core EPS (THB)	1.58	2.06	2.27	2.53
Chg. In EPS est. (%)	-	nm	nm	nm
EPS growth (%)	(2.2)	30.6	10.3	11.3
Core P/E (x)	40.9	31.3	28.4	25.5
Dividend yield (%)	0.4	1.0	1.4	1.6
EV/EBITDA (x)	28.5	27.0	24.0	20.9
Price/book (x)	5.7	5.6	5.0	4.5
Net debt/Equity (%)	(11.1)	(1.2)	(6.6)	(13.3)
ROE (%)	24.5	19.3	18.7	18.6

โรงพยาบาล Dr. Chen ใหม่ตั้งเป้าเท่าทุนใน 4Q24

โรงพยาบาล Dr. Chen ซึ่ง MASTER ถือหุ้น 40% ตั้งอยู่ที่ซอยรามคำแหง 106 โรงพยาบาลดังกล่าวมีห้องผ่าตัดรวม 6 ห้องและมีการใช้ห้องผ่าตัด 2 ห้องในปัจจุบัน MASTER รับรู้ส่วนแบ่งผลขาดทุน 75,000 บาทจากธุรกิจนี้ใน 1Q24 และกำลังทำการตลาดเพื่อขยายฐานลูกค้าโดยใช้ตัวแทนในการดึงลูกค้าต่างประเทศจากตลาดเช่น ฮองกงและจีน นอกจากนี้โรงพยาบาล Dr. Chen ยังใช้หมอจาก MASTER เพื่อให้บริการผ่าตัดเสริมความงามหลายรายการ ควบคู่กับความเชี่ยวชาญในการผ่าตัดศัลยกรรมใบหน้าของ Dr. Chen บริษัทวางแผนเปิดห้องผ่าตัดทั้ง 6 ห้องในช่วง 2H24 และตั้งเป้าถึงจุดคุ้มทุนใน 4Q24

เริ่มรับรู้ส่วนแบ่งกำไรจาก V Square ในเดือน มิ.ย. 2024

ปัจจุบัน V Square (ซึ่ง MASTER ถือหุ้น 40%) มี 27 สาขา หลังเปิด 3 สาขาใหม่ในช่วง 1H24 (Central Plaza Nakhon Pathom, Praram 9, และ Mega Bangna) และจะเปิดเพิ่มอีก 5 สาขาในช่วง 2H24 รวมเป็น 8 สาขาใหม่ในปี 2024 บริษัท มีจุดแข็งสำคัญอยู่ที่แพทย์ผิวหนังซึ่งเชี่ยวชาญในด้านการฉีด นอกจากนี้คลินิกยังกำลังขยายบริการที่ใช้อุปกรณ์เพิ่มขึ้น อาทิเช่น เครื่องกำจัดขน บริษัท มีกลยุทธ์ทางการตลาดสำคัญอยู่ที่การแนะนำแบบปากต่อปาก MASTER จะเริ่มรับรู้ส่วนแบ่งจาก V Square ในเดือน มิ.ย. และจะรับรู้เต็มไตรมาสตั้งแต่ 3Q24 เป็นต้นไป

The Skin Clinic น่าจะช่วยหนุน MASTER ตั้งแต่ 3Q24 เป็นต้นไป

The Skin Clinic (MASTER ถือหุ้น 40%) เป็นผู้เชี่ยวชาญในด้านการดูแลรักษาเส้นผม บริษัท มี 7 สาขาและให้บริการผ่านโรงพยาบาล 1 แห่ง The Skin Clinic ถือเป็นผู้นำหนึ่งใน 5 บริษัทผู้ให้บริการดูแลรักษาเส้นผมชั้นนำในประเทศไทย ผู้บริหารวางแผนปรับปรุงโรงพยาบาลดูแลรักษาเส้นผมแห่งแรกบนถนนพระราม 3 ใน 3Q24 พร้อมกำหนดเปิดให้บริการในกลางปี 2025 นอกจากนี้ The Skin Clinic ยังวางแผนขยายการให้บริการรักษาผมร่วงและผมบางโดยจะนำเสนออุปกรณ์ที่ใช้เทคโนโลยีขั้นสูงให้แก่คลินิกอื่น ๆ ในกลุ่มของ MASTER ทั้งนี้ MASTER วางแผนรับรู้ส่วนแบ่งกำไรจาก The Skin Clinic ตั้งแต่ 3Q24 เป็นต้นไป

คาดการณ์กำไรโต q-q และ y-y ใน 2Q24 ก่อนเร่งตัวขึ้นใน 2H24

เราคาดว่ากำไรสุทธิ 2Q24 อยู่ที่ 127 ลบ. (+20% q-q, +56% y-y) จากรายได้ของ Masterpiece Hospital ที่คาดว่าจะฟื้นตัว q-q นอกจากนี้ MASTER ยังวางแผนรับรู้ส่วนแบ่งกำไรจาก 7 บริษัทรวมใน 2Q24 (เพิ่มขึ้นจาก 6 บริษัทรวมใน 1Q24) พร้อมส่วนแบ่งกำไรที่คาดว่าจะเพิ่มขึ้นเป็น 15 ลบ. จาก 10 ลบ. ใน 1Q24 ก่อนเร่งตัวขึ้นในช่วง 2H24 MASTER วางแผนรับรู้ส่วนแบ่งกำไรเพิ่มขึ้นใน 2H24 โดยจะเพิ่มเป็น 9 และ 13 บริษัทรวมใน 3Q24 และ 4Q24 ตามลำดับ



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	4.5	(7.2)	(3.2)
Relative to country (%)	8.0	(3.4)	10.5
Mkt cap (USD m)	531		
3m avg. daily turnover (USD m)	2.8		
Free float (%)	0		
Major shareholder	Maschamadol family (68%)		
12m high/low (THB)	74.00/36.31		
Issued shares (m)	301.71		

Sources: Bloomberg consensus; FSSIA estimates

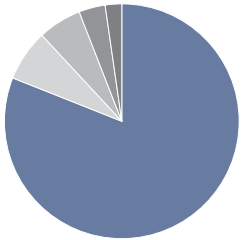
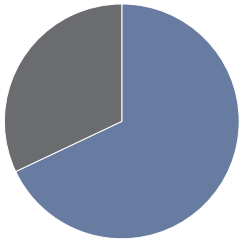


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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 26 มิถุนายน 2024

<div><h3>Investment thesis</h3><p>We expect Thailand's cosmetic surgery market to grow by 9.7% CAGR in 2023-30, close to global cosmetic surgery markets. Additionally, the medical tourism trend should support surgery hospitals in Thailand to have a higher revenue mix from international customers, which would in turn support future growth.</p><p>MASTER has several strengths. It has earned a good reputation and has become well-known over the past ten years. Given the experience of Dr. Raweewat Maschamadol and other renowned doctors, MASTER has gained customer trust, leading to referrals and positive reviews on social media. It has also expanded and invested in other businesses to further its long-term growth.</p><h3>Company profile</h3><p>MASTER is in the cosmetic surgery hospital business under Masterpiece Hospital. Established in 2012, it has 17 operating beds and offers one-stop cosmetic surgery services. MASTER earns revenue from four services, including surgery, skin, hair treatment, and aftercare, with surgery contributing the highest revenue of 81% of total revenue.</p><p>www.masterpiecehospital.com</p></div>	<div><h3>Principal activities (revenue, 2023)</h3><div><div><div>Surgery - 81.0 %</div><div>Skin - 7.1 %</div><div>Hair treatment - 6.0 %</div><div>Aftercare - 3.6 %</div><div>Others - 2.3 %</div></div></div><div><p>Source: Master Style</p></div><div><h3>Major shareholders</h3><div><div><div>Maschamadol family - 68.0 %</div><div>Others - 32.0 %</div></div></div><div><p>Source: Master Style</p></div></div></div>
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Catalysts

2024 potential growth drivers include 1) more surgery customers; 2) a higher utilization rate for operating beds, which would drive operating leverage; and 3) the realization of profit and synergies from M&As.

Risks to our call

Downside risks to our P/E-based TP include 1) increased competition; 2) a pandemic that results in a lockdown; 3) lower-than-expected utilization rate of new operating beds; 4) higher-than-expected doctor costs and expenses; and 5) a loss contribution from the acquired units.

Event calendar

Date	Event
August 2024	2Q24 results announcement

Key assumptions

	2024E	2025E	2026E
Total OR rooms (no.)	17	17	17
Capacity hours (hours)	80,665	80,665	80,665
Operating hours (hours)	58,079	60,499	64,532
Utilization rate (%)	72.0	75.0	80.0

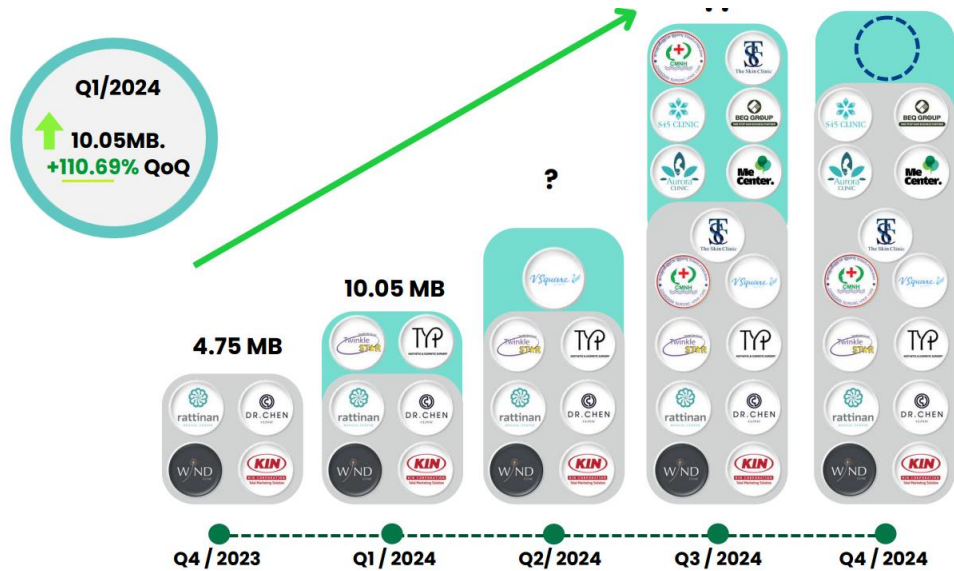
Source: FSSIA estimates

Earnings sensitivity

- For every 5% increase in revenue, we estimate 2024 net profit to rise by 3.9%, and vice versa, all else being equal.
- For every 0.5% increase in GPM, we estimate 2024 net profit to rise by 2%, and vice versa, all else being equal.
- For every 1% increase in SG&A, we estimate 2024 net profit to fall by 3.5%, and vice versa, all else being equal.

Source: FSSIA estimates

Exhibit 1: Timeline to recognize profit sharing from associate companies



Source: MASTER

Exhibit 2: Services and information about V Square

Growth Strategy ของ V Square CLINIC

เพิ่ม Capacity จำนวนสาขา และ ทีมแพทย์

สาขา

2023 25 สาขา

2024 30-32 สาขา (เปิดแล้ว 2 สาขา)

ทีมแพทย์

2023 35 → 2024 40+

เพิ่มยอดขายต่อสาขา บริการใหม่ และ เพิ่มจำนวน

เครื่องทำจัดขน New Services !!

Ulthera/MPT/Volnewmer

เพิ่มจำนวนเครื่องและ Utilization rate

Drip Vitamin

ตอบโต้ทุกความกังวลการมองลูกค้า

เพิ่ม Products line 4 Products เริ่ม พ.ค.67

01) UV ABC Sunscreen Cream

02) Melaris Serum

03) Hya-Boost Cream

04) Soft Cleansing Mousse

ทำไมหมอ V-SQUARE ถึงเก่ง

อันดับ 1 คลินิกที่มียอดขาย Warasol Premium

หมอ V-square training กันในองค์กร

หมออบรมที่ต่างประเทศ

หมอมากประสบการณ์ ด้วยยอดระดับ Top ในหัตถการต่างๆ

เหล่าคนดังที่มาใช้บริการที่ V Square Clinic

Same Store Sales Growth (SSSG) ของ V - Square เปรียบเทียบปี 2022 - 2023 อยู่ที่ประมาณ 20% โดยนับเฉพาะสาขาที่เปิดมานานกว่า 2 ปี ซึ่งมีแนวโน้มเติบโต และคาดการณ์ว่ามากกว่าอุตสาหกรรม

สื่อชั้นนำที่หมอ V Square มาแฉต่อ สตรี ช่างตี (ภาพ)

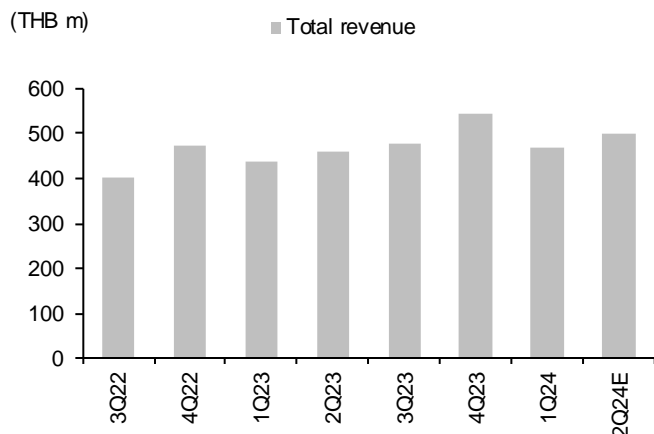
Source: MASTER

Exhibit 3: MASTER – 2Q24E earnings preview

	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24E	----- Change -----		1H23	1H24E	Change
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)
Sales	436	459	479	543	468	501	7.0	9.1	895	969	8.3
Cost of sales	182	204	200	198	194	205	5.8	0.4	387	400	3.3
Gross profit	253	255	279	345	274	295	7.9	16.0	508	569	12.0
SG&A	162	158	160	154	160	163	1.8	3.7	320	324	1.2
Operating profit	94	106	128	197	122	142	16.1	34.4	199	265	32.7
Profit sharing	0	0	0	5	10	15	49.2	nm	0	25	nm
Interest expense	3	4	4	3	3	3	0.5	(2.9)	7	7	(3.0)
Tax expense	19	21	25	40	23	28	18.6	33.6	39	51	30.2
Reported net profit	72	81	100	164	106	127	19.5	55.8	153	233	52.4
Core profit	72	81	100	164	106	127	19.5	55.8	153	233	52.4
Key Ratios (%)							(ppt)	(ppt)			
Gross margin	58.2	55.5	58.2	63.6	58.5	59.0	0.5	3.5	56.8	58.8	2.0
SG&A to sales	37.2	34.3	33.5	28.3	34.3	32.6	(1.7)	(1.7)	35.7	33.4	(2.3)
Operating margin	21.5	23.1	26.8	36.3	26.2	28.4	2.2	5.3	22.3	27.3	5.0
Net margin	16.4	17.7	20.8	30.1	22.7	25.3	2.7	7.6	17.1	24.1	7.0
Core margin	16.4	17.7	20.8	30.1	22.7	25.3	2.7	7.6	17.1	24.1	7.0

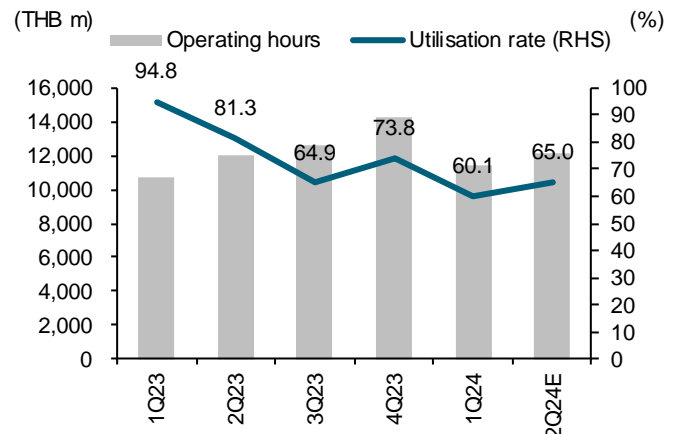
Sources: MASTER, FSSIA estimates

Exhibit 4: Total revenue



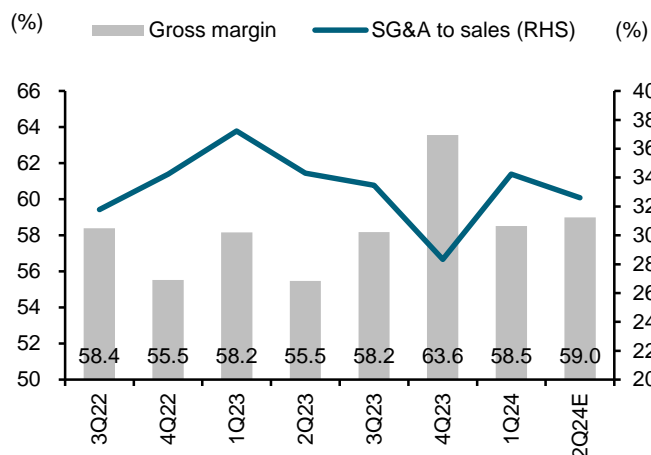
Sources: MASTER, FSSIA estimates

Exhibit 5: Operating hours and utilization rate



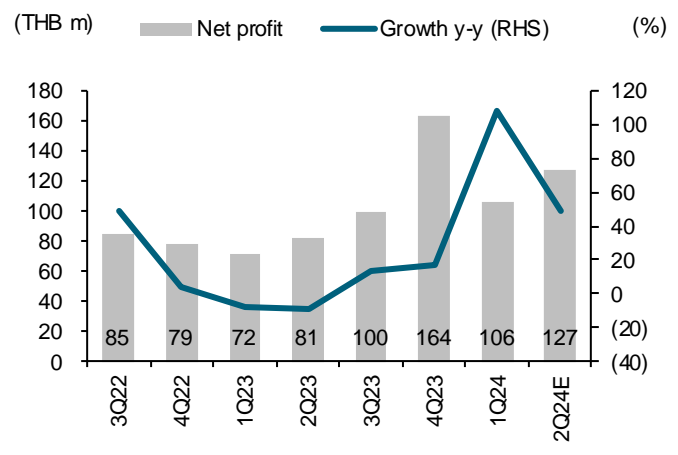
Sources: MASTER, FSSIA estimates

Exhibit 6: Gross margin and SG&A to sales



Sources: MASTER, FSSIA estimates

Exhibit 7: Net profit and growth



Sources: MASTER, FSSIA estimates

Financial Statements

Master Style

Profit and Loss (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Revenue	1,483	1,917	2,326	2,556	2,861
Cost of goods sold	(641)	(785)	(949)	(1,038)	(1,159)
Gross profit	841	1,132	1,377	1,518	1,702
Other operating income	8	27	33	33	37
Operating costs	(463)	(634)	(768)	(844)	(944)
Operating EBITDA	422	586	719	800	902
Depreciation	(35)	(62)	(77)	(92)	(107)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	386	525	642	708	795
Net financing costs	(4)	(9)	(9)	(9)	(9)
Associates	0	5	125	137	144
Recurring non-operating income	0	5	125	137	144
Non-recurring items	0	0	0	0	0
Profit before tax	383	521	758	836	930
Tax	(76)	(105)	(136)	(150)	(167)
Profit after tax	306	416	621	685	763
Minority interests	-	-	-	-	-
Preferred dividends	-	-	-	-	-
Other items	-	-	-	-	-
Reported net profit	306	416	621	685	763
Non-recurring items & goodwill (net)	0	0	0	0	0
Recurring net profit	306	416	621	685	763
Per share (THB)					
Recurring EPS *	1.61	1.58	2.06	2.27	2.53
Reported EPS	1.61	1.58	2.06	2.27	2.53
DPS	0.30	0.27	0.62	0.91	1.01
Diluted shares (used to calculate per share data)	190	264	302	302	302
Growth					
Revenue (%)	124.8	29.3	21.4	9.9	11.9
Operating EBITDA (%)	73.9	39.1	22.5	11.3	12.8
Operating EBIT (%)	82.7	35.9	22.3	10.3	12.3
Recurring EPS (%)	0.0	(2.2)	30.6	10.3	11.3
Reported EPS (%)	0.0	(2.2)	30.6	10.3	11.3
Operating performance					
Gross margin inc. depreciation (%)	56.7	59.1	59.2	59.4	59.5
Gross margin exc. depreciation (%)	59.1	62.3	62.5	63.0	63.2
Operating EBITDA margin (%)	28.4	30.6	30.9	31.3	31.5
Operating EBIT margin (%)	26.1	27.4	27.6	27.7	27.8
Net margin (%)	20.7	21.7	26.7	26.8	26.7
Effective tax rate (%)	19.9	20.1	18.0	18.0	18.0
Dividend payout on recurring profit (%)	18.6	17.0	30.0	40.0	40.0
Interest cover (X)	102.2	62.2	81.7	90.8	101.7
Inventory days	26.8	41.1	42.8	42.0	41.8
Debtor days	0.9	1.1	1.1	1.0	0.9
Creditor days	34.7	64.9	62.6	47.2	47.0
Operating ROIC (%)	115.1	37.7	33.0	43.0	46.8
ROIC (%)	82.1	25.8	20.2	19.2	20.4
ROE (%)	107.4	24.5	19.3	18.7	18.6
ROA (%)	40.0	18.5	16.3	16.1	16.2
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Surgery	1,194	1,553	1,908	2,087	2,337
Skin	106	136	161	185	210
Hair treatment	90	115	136	154	175
Aftercare	62	70	75	82	88

Sources: Master Style; FSSIA estimates

Financial Statements

Master Style

Cash Flow (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Recurring net profit	306	416	621	685	763
Depreciation	35	62	77	92	107
Associates & minorities	0	0	0	0	0
Other non-cash items	0	(5)	(125)	(137)	(144)
Change in working capital	(100)	74	(38)	18	9
Cash flow from operations	242	547	534	658	735
Capex - maintenance	-	-	-	-	-
Capex - new investment	(413)	(2,179)	(673)	(171)	(107)
Net acquisitions & disposals	-	-	-	-	-
Other investments (net)	-	-	-	-	-
Cash flow from investing	(413)	(2,179)	(673)	(171)	(107)
Dividends paid	(263)	(99)	(189)	(274)	(305)
Equity finance	198	2,270	38	0	0
Debt finance	159	(11)	(2)	(2)	(2)
Other financing cash flows	(1)	2	0	0	1
Cash flow from financing	93	2,161	(153)	(275)	(306)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
Net other adjustments	(5)	0	0	0	0
Movement in cash	(83)	529	(292)	212	321
Free cash flow to firm (FCFF)	(162.06)	(1,618.40)	(124.27)	501.30	641.76
Free cash flow to equity (FCFE)	(18.91)	(1,641.98)	(140.56)	485.65	626.33
Per share (THB)					
FCFF per share	(0.54)	(5.36)	(0.41)	1.66	2.13
FCFE per share	(0.06)	(5.44)	(0.47)	1.61	2.08
Recurring cash flow per share	1.80	1.79	1.90	2.12	2.40
Balance Sheet (THB m) Year Ending Dec	2022	2023	2024E	2025E	2026E
Tangible fixed assets (gross)	498	1,242	1,578	1,665	1,740
Less: Accumulated depreciation	(73)	(339)	(366)	(395)	(427)
Tangible fixed assets (net)	424	903	1,211	1,270	1,313
Intangible fixed assets (net)	7	7	7	7	7
Long-term financial assets	8	15	15	15	15
Invest. in associates & subsidiaries	0	362	1,861	2,019	2,060
Cash & equivalents	98	627	335	547	868
A/C receivable	5	7	6	7	8
Inventories	63	101	104	114	127
Other current assets	166	1,136	302	281	315
Current assets	331	1,871	748	949	1,317
Other assets	177	480	233	256	286
Total assets	947	3,637	4,074	4,515	4,998
Common equity	404	2,991	3,461	3,872	4,330
Minorities etc.	0	0	0	0	0
Total shareholders' equity	404	2,991	3,461	3,872	4,330
Long term debt	291	294	292	291	289
Other long-term liabilities	3	5	5	5	6
Long-term liabilities	294	298	297	296	295
A/C payable	148	260	210	230	257
Short term debt	15	2	2	2	2
Other current liabilities	86	86	105	115	114
Current liabilities	249	348	316	347	373
Total liabilities and shareholders' equity	947	3,637	4,074	4,515	4,998
Net working capital	0	898	98	57	78
Invested capital	616	2,664	3,424	3,623	3,758
* Includes convertibles and preferred stock which is being treated as debt					
Per share (THB)					
Book value per share	2.12	11.33	11.47	12.83	14.35
Tangible book value per share	2.09	11.30	11.45	12.81	14.33
Financial strength					
Net debt/equity (%)	51.7	(11.1)	(1.2)	(6.6)	(13.3)
Net debt/total assets (%)	22.1	(9.1)	(1.0)	(5.6)	(11.6)
Current ratio (x)	1.3	5.4	2.4	2.7	3.5
CF interest cover (x)	105.2	64.0	57.8	71.6	80.5
Valuation	2022	2023	2024E	2025E	2026E
Recurring P/E (x) *	40.0	40.9	31.3	28.4	25.5
Recurring P/E @ target price (x) *	44.7	45.7	35.0	31.7	28.5
Reported P/E (x)	40.0	40.9	31.3	28.4	25.5
Dividend yield (%)	0.5	0.4	1.0	1.4	1.6
Price/book (x)	30.4	5.7	5.6	5.0	4.5
Price/tangible book (x)	30.9	5.7	5.6	5.0	4.5
EV/EBITDA (x) **	29.6	28.5	27.0	24.0	20.9
EV/EBITDA @ target price (x) **	32.9	31.9	30.2	26.8	23.4
EV/invested capital (x)	20.2	6.3	5.7	5.3	5.0
* Pre-exceptional, pre-goodwill and fully diluted ** EBITDA includes associate income and recurring non-operating income					

Sources: Master Style; FSSIA estimates

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+										
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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
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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

Sureeporn Teewasuwet FSS International Investment Advisory Securities Co., Ltd

The individual(s) identified above certify(ies) that (i) all views expressed in this report accurately reflect the personal view of the analyst(s) with regard to any and all of the subject securities, companies or issuers mentioned in this report; and (ii) no part of the compensation of the analyst(s) was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed herein.

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History of change in investment rating and/or target price

Master Style (MASTER TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
12-Dec-2023	BUY	71.00	27-Feb-2024	BUY	82.00	19-Mar-2024	BUY	72.00

Sureeporn Teewasuwet started covering this stock from 12-Dec-2023

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Master Style	MASTER TB	THB 64.50	BUY	Downside risks to our P/E-based TP include 1) increased competition; 2) a pandemic that results in a lockdown; 3) lower-than-expected utilization rate of new operating beds; 4) higher-than-expected doctor costs and expenses; and 5) a loss contribution from the acquired 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 25-Jun-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.