**FINANSIA**
FSS INTERNATIONAL INVESTMENT ADVISORY

EQUITY RESEARCH - COMPANY REPORT

# SYNNEX (THAILAND)  SYNEX TB
**THAILAND / INFORMATION&COMM TECH**

## Resilience in 2024 and steady growth into 2025

- เราคาดกำไรปกติไตรมาส 4Q24 อยู่ที่ 150 ลบ. (+5% q-q, +10% y-y) โดยมีปัจจัยหนุนจากกลุ่ม Communication
- เราปรับลดประมาณการกำไรปี 2024 ลง 9% อย่างไรก็ดีเรายังคาดกำไรปกติปี 2024-25 อยู่ในเกณฑ์ดีด้วยอัตราการเติบโตที่ 26% y-y และ 30% y-y ตามลำดับ
- คงแนะนำซื้อที่ราคาเป้าหมาย 17.6 บาท

### กำไรปกติ 4Q24 น่าจะอยู่ในเกณฑ์ดี

เราคาดกำไรปกติไตรมาส 4Q24 อยู่ที่ 150 ลบ. (+5% q-q, +10% y-y) โดยมีปัจจัยหนุนจากยอดขายที่คาดว่าจะโต 16% y-y ตัวเลขการเติบโตดังกล่าวน่าจะได้ปัจจัยหนุนจากกลุ่ม Communication ซึ่งอยู่ในฤดูการขายนำโดยผลิตภัณฑ์อาทิเช่น iPhones iPads อุปกรณ์ภายใต้แบรนด์ Honor และ Smartwatch ซึ่งขายดีต่อเนื่อง นอกจากนี้กลุ่ม Commercial ก็น่าจะโต y-y จากการรับรู้รายได้จาก Autodesk ในฐานะผู้จัดจำหน่ายแต่เพียงผู้เดียวและกลุ่ม Surveillance ซึ่งรายงานยอดขายโตอย่างสม่ำเสมอ เราคาดว่าอัตรากำไรขั้นต้นจะยังทรงตัวที่ประมาณ 3.9% ใกล้เคียงกับในไตรมาส 3Q24 ในขณะที่สัดส่วนค่าใช้จ่ายการขายและบริหารต่อยอดขายน่าจะเพิ่มเล็กน้อยเป็น 2.2% (จาก 2.1% ใน 3Q24)

### ผู้บริหารยังคาดว่ายอดขายจะโต 10% ในปี 2025

ผู้บริหารคาดว่ายอดขายในปี 2025 จะโตในอัตราใกล้เคียงกับในปี 2024 ที่ไม่น้อยกว่า 10% โดยจะมุ่งเน้นไปที่กลุ่ม Enterprise solution ซึ่งมีอัตรากำไรขั้นต้นสูงกว่าค่าเฉลี่ยและกลุ่มผลิตภัณฑ์ AI อันประกอบด้วย Notebook และ PC หลังสินค้าใหม่ค่อย ๆ เข้ามานับตั้งแต่ไตรมาส 4Q24 นอกจากนี้กลุ่ม Gaming ยังมีการตอบรับที่ดีหลังได้รับอนุญาตให้เปิดร้าน Nintendo ที่สยามพารากอนพร้อม Nintendo Switch รุ่นใหม่ที่คาดว่าจะเปิดตัวในปีนี้หลังการเปิดตัวของรุ่นแรกในปี 2017

### ปรับลดประมาณการกำไรปี 2024 ลง 9% พร้อมคาดว่ากำไรปี 2024-25 จะยังดี

เราปรับลดประมาณการกำไรปี 2024 ของเราลง 9% จากค่าใช้จ่ายดอกเบี้ยที่สูงเกินคาดหลังต้นทุนทางการเงินปรับขึ้นตามการขึ้นอัตราดอกเบี้ยนโยบาย ทั้งนี้ประมาณ 90% ของเงินกู้ของ Synex เป็นสินเชื่อระยะสั้นซึ่งทำให้บริษัทฯ อ่อนไหวต่ออัตราดอกเบี้ยที่สูงขึ้นมากยิ่งขึ้น อย่างไรก็ดีเรายังคาดกำไรปกติปี 2024 อยู่ในเกณฑ์ดีที่ 545 ลบ. (+26% y-y) และคาดว่ากำไรจะปรับขึ้นเป็น 708 ลบ. ในปี 2025 (+30% y-y) โดยมีสมมติฐานจากอัตราการเติบโตของยอดขายที่คาดไว้ที่ 10% และอัตรากำไรขั้นต้นที่คาดว่าจะสูงขึ้น 20bps โดยมีปัจจัยหนุนจากสินค้าที่มีอัตรากำไรสูงในกลุ่ม Enterprise solution และกลุ่ม Consumer จากสินค้าในกลุ่ม AI PC และกลุ่ม Gaming
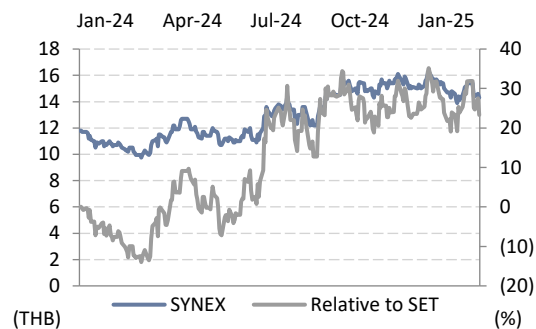
### คงคำแนะนำซื้อที่ราคาเป้าหมาย 17.6 บาท

คงคำแนะนำซื้อที่ราคาเป้าหมาย 17.6 บาท (21x P/E) ซึ่งใกล้เคียงกับค่าเฉลี่ย 5 ปีย้อนหลัง ปัจจุบันหุ้นมี Valuation ในระดับที่น่าสนใจโดยมีการซื้อขายที่ 17.1x 2025E P/E

## BUY
UNCHANGED

| | |
|---|---|
| TARGET PRICE | THB17.60 |
| CLOSE | THB14.30 |
| UP/DOWNSIDE | +23.1% |
| PRIOR TP | THB17.60 |
| CHANGE IN TP | UNCHANGED |
| TP vs CONSENSUS | -0.5% |

## KEY STOCK DATA

| YE Dec (THB m) | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|
| Revenue | 36,534 | 41,433 | 45,594 | 47,663 |
| Net profit | 513 | 625 | 788 | 862 |
| EPS (THB) | 0.61 | 0.74 | 0.93 | 1.02 |
| vs Consensus (%) | - | (1.3) | 0.2 | (2.9) |
| EBITDA | 697 | 877 | 1,075 | 1,170 |
| Recurring net profit | 433 | 545 | 708 | 782 |
| Core EPS (THB) | 0.51 | 0.64 | 0.84 | 0.92 |
| Chg. In EPS est. (%) | nm | nm | nm | nm |
| EPS growth (%) | (40.9) | 25.9 | 30.0 | 10.3 |
| Core P/E (x) | 28.0 | 22.2 | 17.1 | 15.5 |
| Dividend yield (%) | 4.3 | 3.3 | 4.2 | 4.6 |
| EV/EBITDA (x) | 26.2 | 20.8 | 17.5 | 16.2 |
| Price/book (x) | 3.0 | 2.8 | 2.6 | 2.5 |
| Net debt/Equity (%) | 150.9 | 142.7 | 145.6 | 138.8 |
| ROE (%) | 10.6 | 13.0 | 16.0 | 16.5 |



| Share price performance | 1 Month | 3 Month | 12 Month |
|---|---|---|---|
| Absolute (%) | (4.7) | (2.1) | 26.5 |
| Relative to country (%) | (0.5) | 2.3 | 29.9 |
| Mkt cap (USD m) | | | 351 |
| 3m avg. daily turnover (USD m) | | | 0.8 |
| Free float (%) | | | 20 |
| Major shareholder | | TKS Technology PCL (39%) | |
| 12m high/low (THB) | | | 16.70/9.70 |
| Issued shares (m) | | | 847.36 |

Sources: Bloomberg consensus; FSSIA estimates

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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 8 มกราคม 2025

## Investment thesis

SYNEX is a leading IT distributor. It has been in the business for more than 30 years. SYNEX aims to become a leading one-stop service distributor of IT products and services, leading to sustainable and stable growth under its No.1 IT ecosystem strategy. We expect 2024-26 revenue growth of 23.6% CAGR due to a recovery in consumer electronics, the AI implementation in NPU (neural processing unit) to help improve efficiency, a focus on the high-value gaming market, and aggressive marketing in the software market, generating recurring income with a healthy margin. Also, the communication segment should see continued growth due to Apple and the solid gains of Honor, for which SYNEX is an exclusive distributor.

## Company profile

SYNEX distributes computers, computer peripherals, software, IT systems, and computer-related supplies. Its customer base includes retailers and wholesalers nationwide, local-branded computer manufacturers, department stores, and superstores.

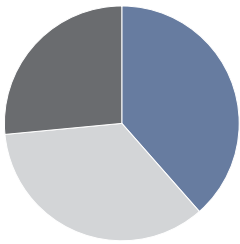www.synnex.co.th

## Principal activities (revenue, 2023)

- Consumer - 37.6 %
- Communication - 39.8 %
- Commercial - 22.7 %
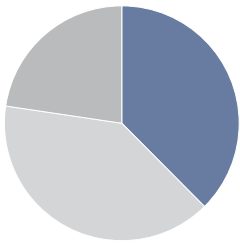
Source: Synnex (Thailand)

## Major shareholders

- TKS Technology PCL - 38.5 %
- King's Eye Investments Ltd - 35.0 %
- Others - 26.5 %

Source: Synnex (Thailand)

## Catalysts

Key catalysts for SYNEX include 1) a domestic purchasing power recovery; 2) government stimulus measures; 3) IT investments in the public and private sectors, which would help stimulate commercial sales (8% of sales were government-based); and 4) new technological developments, such as AI processors.

## Risks to our call

Downside risks to our P/E-based TP include 1) a slower-than-expected PC recovery; 2) later-than-expected government budget disbursement; and 3) slower-than-expected AI-capable PC/smartphone adoption.

## Event calendar

| Date | Event |
| --- | --- |
| Feb 2025 | 4Q24 results announcement |

## Key assumptions

| | 2023A | 2024E | 2025E | 2026E |
| --- | --- | --- | --- | --- |
| Revenue (THB m) | 36,534 | 41,433 | 45,594 | 47,663 |
| Growth (%) | | | | |
| - Consumer | (10.6) | (6.3) | 7.9 | 5.0 |
| - Communication | 3.7 | 33.5 | 10.0 | 5.0 |
| - Commercial | 3.0 | 6.5 | 5.0 | 3.0 |
| Gross margin (%) | 4.0 | 4.0 | 4.2 | 4.3 |
| SG&A to sales (%) | 2.5 | 2.2 | 2.2 | 2.2 |
| Cost of debt (%) | 2.4 | 3.0 | 2.8 | 2.8 |
| Core profit (THB m) | 433 | 545 | 708 | 782 |

Source: FSSIA estimates

## Earnings sensitivity

- For every 1.0% increase in revenue, we estimate 2025 core profit to rise by 1.0%, and vice versa, all else being equal.

- For every 0.1% increase in GPM, we estimate 2025 core profit to rise by 5.1%, and vice versa, all else being equal.

- For every 0.1% increase in SG&A to sales, we estimate 2025 core profit to fall by 5.1%, and vice versa, all else being equal.
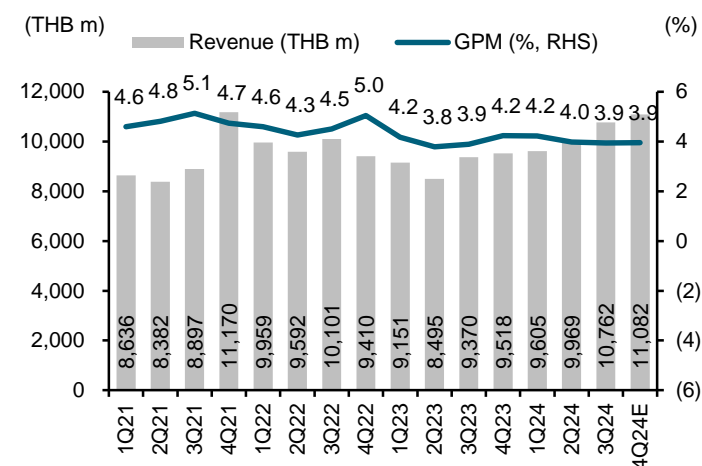
Source: FSSIA estimates

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**Exhibit 1:  SYNEX – 4Q24 earnings preview**

| Year to Dec 31 | 4Q23 (THB m) | 1Q24 (THB m) | 2Q24 (THB m) | 3Q24 (THB m) | 4Q24E (THB m) | ------ Change ------ (q-q%) | (y-y%) | 2024E (THB m) | Change (y-y%) | 2025E (THB m) | Change (y-y%) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Revenue** | **9,518** | **9,605** | **9,969** | **10,762** | **11,082** | *3* | *16* | **41,433** | *13* | **45,594** | *10* |
| COGS | (9,115) | (9,200) | (9,573) | (10,338) | (10,645) | *3* | *17* | (39,770) | *13* | (43,682) | *10* |
| **Gross profit** | **403** | **405** | **396** | **424** | **437** | *3* | *8* | **1,663** | *13* | **1,912** | *15* |
| Operating costs | (217) | (227) | (228) | (230) | (243) | *6* | *12* | (928) | *2* | (989) | *7* |
| **Operating profit** | **186** | **178** | **168** | **195** | **195** | *0* | *5* | **735** | *30* | **923** | *26* |
| Other income | 20 | 20 | 20 | 22 | 24 | *11* | *24* | 87 | *3* | 96 | *10* |
| FX Gain (Loss) | 12 | 30 | 30 | 27 | 0 | *(100)* | *(100)* | 80 | *(1)* | 80 | *0* |
| Interest expense | (42) | (43) | (47) | (50) | (50) | *(0)* | *20* | (191) | *32* | (184) | *(4)* |
| Profit before tax | 176 | 184 | 171 | 193 | 169 | *(12)* | *(4)* | 711 | *22* | 916 | *29* |
| Tax | (38) | (38) | (23) | (39) | (37) | *(4)* | *(2)* | (137) | *2* | (183) | *33* |
| Associates | 10 | 5 | 12 | 14 | 18 | *24* | *86* | 50 | *(20)* | 55 | *10* |
| Minority interests | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | *8* | *(14)* | 1 | *0* | 1 | *0* |
| Non-recurring items | 12 | 30 | 30 | 27 | 0 | *(100)* | *(100)* | 80 | *(1)* | 80 | *0* |
| Reported net profit | 148 | 152 | 160 | 169 | 150 | *(11)* | *1* | 625 | *22* | 788 | *26* |
| **Recurring net profit** | **136** | **122** | **130** | **142** | **150** | *5* | *10* | **545** | *26* | **708** | *30* |
| EPS (THB) | 0.17 | 0.18 | 0.19 | 0.20 | 0.18 | *(11)* | *1* | 0.74 | *22* | 0.93 | *26* |
| **Recurring EPS (THB)** | **0.16** | **0.14** | **0.15** | **0.17** | **0.18** | *5* | *10* | **0.64** | *26* | **0.84** | *30* |
| **Key ratios (%)** | **(%)** | **(%)** | **(%)** | **(%)** | **(%)** | *(ppt)* | *(ppt)* | **(%)** | *(ppt)* | **(%)** | *(ppt)* |
| Gross margin | 4.2 | 4.2 | 4.0 | 3.9 | 3.9 | *0.0* | *(0.3)* | 4.0 | *(0.0)* | 4.2 | *0.2* |
| Operating margin | 2.0 | 1.9 | 1.7 | 1.8 | 1.8 | *(0.1)* | *(0.2)* | 1.8 | *0.2* | 2.0 | *0.3* |
| Recurring net margin | 1.4 | 1.3 | 1.3 | 1.3 | 1.4 | *0.0* | *(0.1)* | 1.3 | *0.1* | 1.6 | *0.2* |
| SG&A / Sales | 2.3 | 2.4 | 2.3 | 2.1 | 2.2 | *0.1* | *(0.1)* | 2.2 | *(0.2)* | 2.2 | *(0.1)* |
| **Operating statistics** | | | | | | | | | | | |
| Product mix (% to sales) | | | | | | | | | | | |
| Consumer (%) | 36 | 35 | 30 | 32 | 30 | | | 31 | | 31 | |
| Communication (%) | 43 | 45 | 48 | 46 | 50 | | | 47 | | 47 | |
| Commercial (%) | 21 | 19 | 22 | 22 | 20 | | | 21 | | 22 | |
| Other (%) | 0 | 1 | 0 | 0 | 0 | | | 0 | | 0 | |

Sources: SYNEX, FSSIA estimates
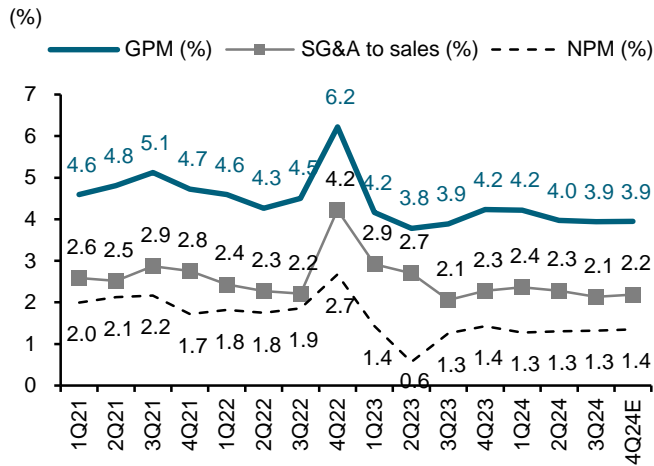
**Exhibit 2:  Quarterly revenue and %GPM**



Sources: SYNEX, FSSIA estimates
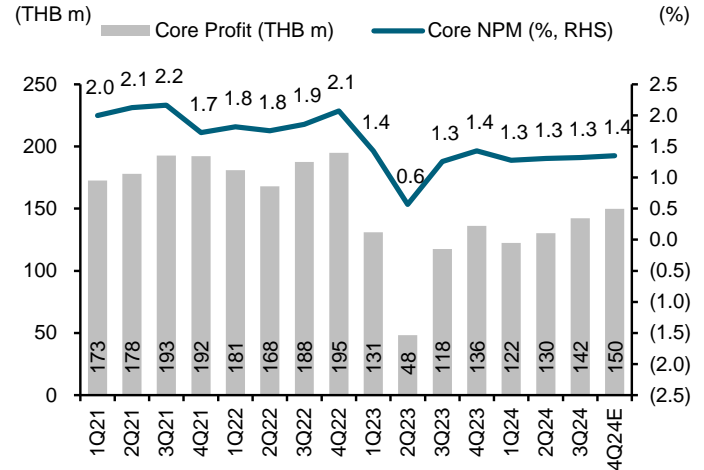
**Exhibit 3:  Product mix (% to sales)**



Sources: SYNEX, FSSIA estimates

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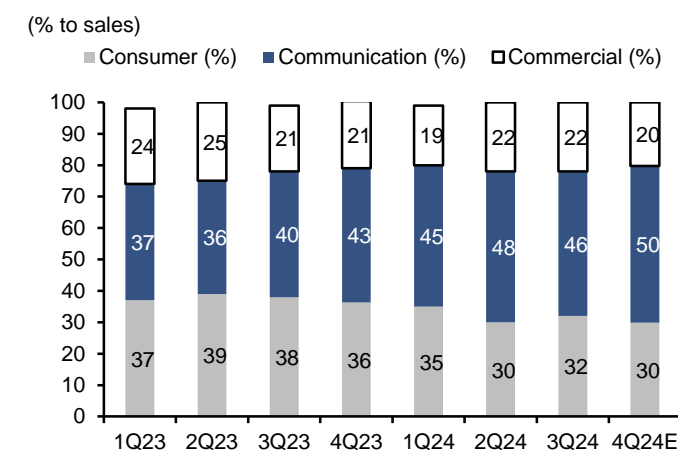
**Exhibit 4: Profitability**



Sources: SYNEX, FSSIA estimates

**Exhibit 5: Quarterly core profit and % margin**



Sources: SYNEX, FSSIA estimates

**Exhibit 6: Key assumptions**

| | -------------------- Current -------------------- | | | -------------------- Previous -------------------- | | | -------------------- Change -------------------- | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2024E | 2025E | 2026E | 2024E | 2025E | 2026E | 2024E | 2025E | 2026E |
| Revenue (THB m) | 41,433 | 45,594 | 47,663 | 40,758 | 45,692 | 48,325 | 1.7 | (0.2) | (1.4) |
| - Consumer growth (%) | (6.3) | 7.9 | 5.0 | (7.3) | 16.7 | 8.6 | 1.0 | (8.8) | (3.6) |
| - Communication growth (%) | 33.5 | 10.0 | 5.0 | 35.0 | 10.0 | 5.0 | (1.5) | 0.0 | 0.0 |
| - Commercial growth (%) | 6.5 | 5.0 | 3.0 | (5.0) | 1.0 | 3.0 | 11.5 | 4.0 | 0.0 |
| Gross margin (%) | 4.0 | 4.2 | 4.3 | 4.1 | 4.2 | 4.3 | (0.1) | (0.0) | 0.0 |
| SG&A to sales (%) | 2.2 | 2.2 | 2.2 | 2.3 | 2.2 | 2.2 | (0.0) | (0.0) | (0.0) |
| Cost of debt (%) | 3.0 | 2.8 | 2.8 | 2.75 | 2.43 | 2.40 | 0.3 | 0.4 | 0.4 |
| Core profit (THB m) | 545 | 708 | 782 | 601 | 744 | 811 | (9) | (5) | (4) |

Source: FSSIA estimates
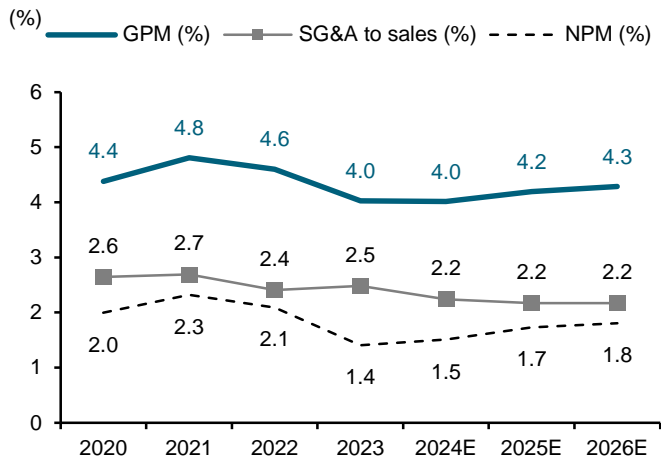
**Exhibit 7: Yearly revenue**
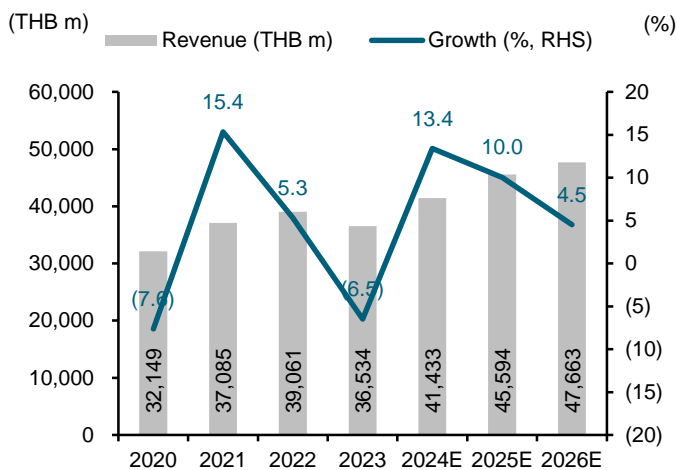


Sources: SYNEX, FSSIA estimates
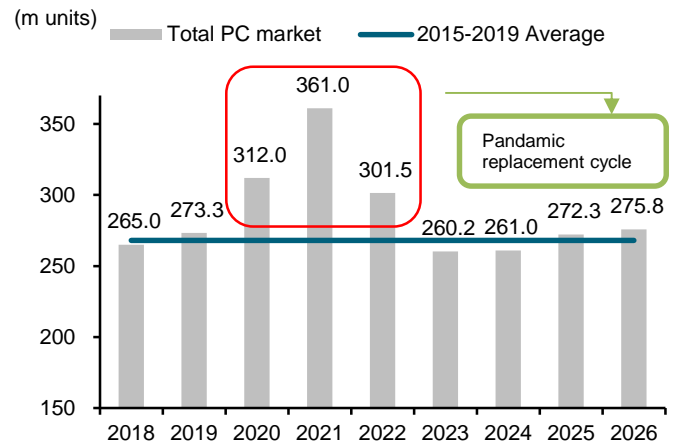
**Exhibit 8: Yearly core profit**



Sources: SYNEX, FSSIA estimates

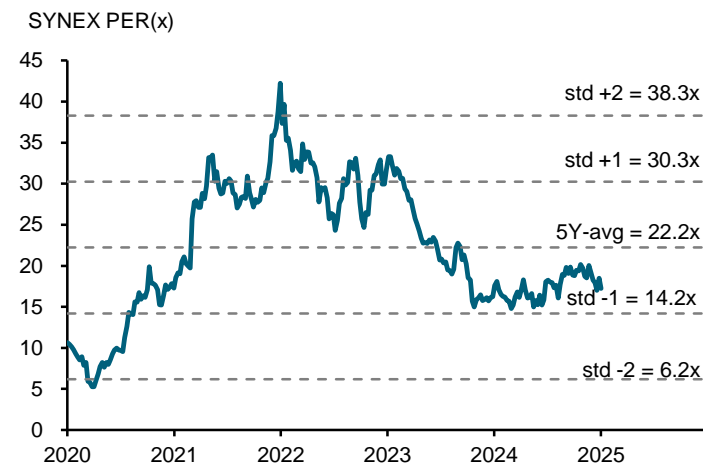**FINANSIA**
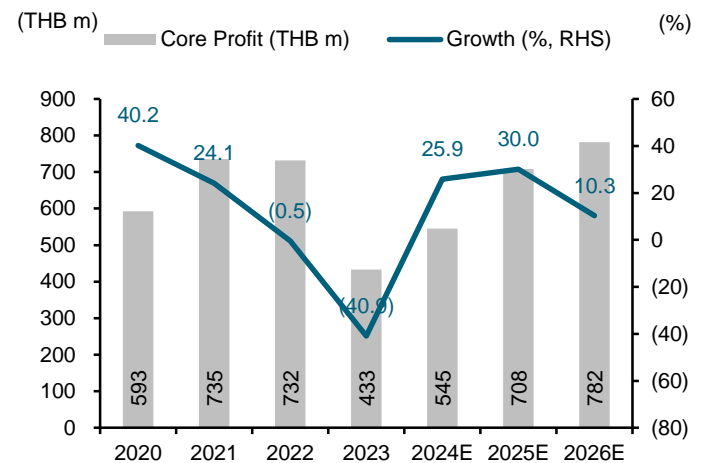
## Exhibit 9: Profitability



Sources: SYNEX, FSSIA estimates

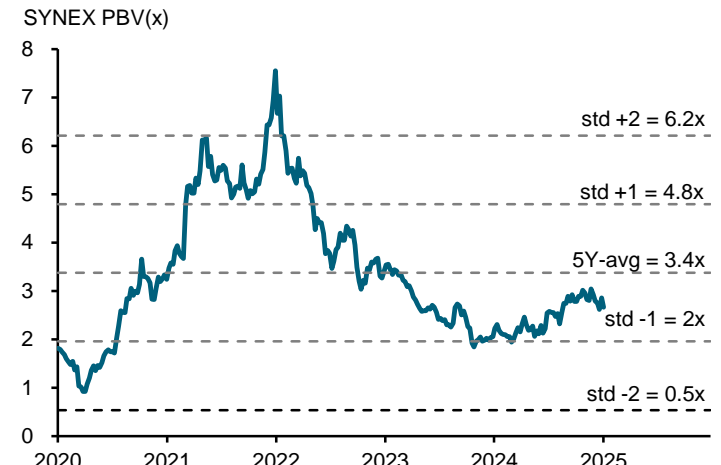## Exhibit 10: Replacement cycle aids recovery



Sources: IDC; FSSIA's compilation

## Exhibit 11: Rolling one-year forward P/E band



Sources: Bloomberg; FSSIA estimates

## Exhibit 12: Rolling one-year forward P/BV band



Sources: Bloomberg; FSSIA estimates

## Exhibit 13: Commerce peers as of 7 Jan 2025

| Company | BBG | Rec | ---------- Share price ----------- | | | Market Cap | ----- PE ----- | | ---- ROE --- | | ---- PBV ---- | | - EV/ EBITDA - | |
| | | | Current (LCY) | Target (LCY) | Upside (%) | (USD m) | 24E (x) | 25E (x) | 24E (%) | 25E (%) | 24E (x) | 25E (x) | 24E (x) | 25E (x) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Consumer Staple** | | | | | | | | | | | | | | |
| CP All | CPALL TB | BUY | 56.25 | 83.00 | 48 | 14,652 | 20.6 | 18.2 | 20.9 | 21.3 | 4.5 | 4.0 | 18.0 | 15.7 |
| CP Axtra | CPAXT TB | BUY | 26.50 | 34.00 | 28 | 8,013 | 26.5 | 21.8 | 3.5 | 4.2 | 0.9 | 0.9 | 9.4 | 8.3 |
| Berli Jucker | BJC TB | BUY | 22.70 | 31.00 | 37 | 2,638 | 20.6 | 17.8 | 3.7 | 4.2 | 0.8 | 0.7 | 11.9 | 11.5 |
| **Consumer Staple average** | | | | | | **25,386** | **21.2** | **18.2** | **10.8** | **11.3** | **2.1** | **2.0** | **12.4** | **11.2** |
| **Consumer Discretionary** | | | | | | | | | | | | | | |
| Com7 | COM7 TB | BUY | 25.50 | 30.00 | 18 | 1,741 | 19.2 | 17.8 | 36.1 | 33.2 | 6.4 | 5.5 | 13.1 | 11.6 |
| Synnex Thailand | SYNEX TB | BUY | 14.30 | 17.60 | 23 | 351 | 22.2 | 17.1 | 13.0 | 16.0 | 2.8 | 2.6 | 20.8 | 17.5 |
| Central Retail Corp | CRC TB | BUY | 34.25 | 42.00 | 23 | 5,990 | 24.2 | 22.1 | 12.2 | 12.4 | 2.8 | 2.6 | 10.0 | 9.4 |
| **Consumer Discretionary avg.** | | | | | | **8,082** | **21.9** | **19.0** | **20.5** | **20.5** | **4.0** | **3.6** | **14.6** | **12.8** |
| **Home Improvement** | | | | | | | | | | | | | | |
| Index Living Mall | ILM TB | BUY | 15.50 | 22.00 | 42 | 227 | 10.4 | 9.4 | 12.4 | 13.1 | 1.3 | 1.2 | 6.4 | 6.0 |
| Home Product Center | HMPRO TB | BUY | 9.70 | 13.20 | 36 | 3,699 | 19.8 | 18.8 | 24.6 | 24.8 | 4.8 | 4.6 | 11.4 | 10.8 |
| Siam Global House | GLOBAL TB | HOLD | 13.90 | 17.30 | 24 | 2,097 | 28.4 | 24.4 | 10.6 | 11.7 | 2.9 | 2.8 | 22.2 | 19.4 |
| Dohome | DOHOME TB | HOLD | 9.30 | 10.50 | 13 | 871 | 47.3 | 32.4 | 5.1 | 7.0 | 2.3 | 2.2 | 19.3 | 16.7 |
| **Home Improvement avg.** | | | | | | **6,893** | **26.5** | **21.3** | **13.2** | **14.2** | **2.8** | **2.7** | **14.8** | **13.2** |
| **Total average** | | | | | | **40,361** | **23.3** | **19.5** | **14.3** | **14.8** | **2.9** | **2.7** | **13.9** | **12.4** |

Source: FSSIA estimates

**FINANSIA**

# Financial Statements

Synnex (Thailand)

| Profit and Loss (THB m) Year Ending Dec | 2022 | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|---|
| Revenue | 39,061 | 36,534 | 41,433 | 45,594 | 47,663 |
| Cost of goods sold | (37,265) | (35,063) | (39,770) | (43,682) | (45,619) |
| **Gross profit** | **1,796** | **1,470** | **1,663** | **1,912** | **2,044** |
| Other operating income | 81 | 85 | 87 | 96 | 100 |
| Operating costs | (941) | (906) | (928) | (989) | (1,034) |
| **Operating EBITDA** | **981** | **697** | **877** | **1,075** | **1,170** |
| Depreciation | (46) | (48) | (55) | (56) | (60) |
| Goodwill amortisation | 0 | 0 | 0 | 0 | 0 |
| **Operating EBIT** | **935** | **648** | **822** | **1,019** | **1,110** |
| Net financing costs | 33 | (65) | (111) | (104) | (110) |
| Associates | 38 | 63 | 50 | 55 | 61 |
| Recurring non-operating income | 38 | 63 | 50 | 55 | 61 |
| Non-recurring items | 0 | 0 | 0 | 0 | 0 |
| **Profit before tax** | **1,007** | **646** | **761** | **971** | **1,061** |
| Tax | (201) | (134) | (137) | (183) | (200) |
| **Profit after tax** | **806** | **512** | **624** | **787** | **861** |
| Minority interests | 10 | 1 | 1 | 1 | 1 |
| Preferred dividends | - | - | - | - | - |
| Other items | - | - | - | - | - |
| **Reported net profit** | **816** | **513** | **625** | **788** | **862** |
| **Non-recurring items & goodwill (net)** | **(84)** | **(80)** | **(80)** | **(80)** | **(80)** |
| **Recurring net profit** | **732** | **433** | **545** | **708** | **782** |
| **Per share (THB)** | | | | | |
| Recurring EPS * | 0.86 | 0.51 | 0.64 | 0.84 | 0.92 |
| Reported EPS | 0.96 | 0.61 | 0.74 | 0.93 | 1.02 |
| DPS | 0.70 | 0.62 | 0.47 | 0.60 | 0.65 |
| Diluted shares (used to calculate per share data) | 847 | 847 | 847 | 847 | 847 |
| **Growth** | | | | | |
| Revenue (%) | 5.3 | (6.5) | 13.4 | 10.0 | 4.5 |
| Operating EBITDA (%) | 7.8 | (29.0) | 26.0 | 22.5 | 8.8 |
| Operating EBIT (%) | 8.6 | (30.7) | 26.8 | 24.0 | 8.9 |
| Recurring EPS (%) | (0.5) | (40.9) | 25.9 | 30.0 | 10.3 |
| Reported EPS (%) | (5.1) | (37.1) | 21.7 | 26.2 | 9.3 |
| **Operating performance** | | | | | |
| Gross margin inc. depreciation (%) | 4.6 | 4.0 | 4.0 | 4.2 | 4.3 |
| Gross margin exc. depreciation (%) | 4.7 | 4.2 | 4.1 | 4.3 | 4.4 |
| Operating EBITDA margin (%) | 2.5 | 1.9 | 2.1 | 2.4 | 2.5 |
| Operating EBIT margin (%) | 2.4 | 1.8 | 2.0 | 2.2 | 2.3 |
| Net margin (%) | 1.9 | 1.2 | 1.3 | 1.6 | 1.6 |
| Effective tax rate (%) | 19.9 | 20.8 | 18.0 | 18.9 | 18.9 |
| Dividend payout on recurring profit (%) | 81.0 | 121.4 | 73.8 | 71.6 | 71.0 |
| Interest cover (X) | (29.2) | 11.0 | 7.9 | 10.4 | 10.6 |
| Inventory days | 33.3 | 37.9 | 34.7 | 33.4 | 34.3 |
| Debtor days | 52.1 | 58.9 | 56.1 | 56.2 | 57.7 |
| Creditor days | 28.7 | 26.3 | 25.8 | 27.1 | 27.7 |
| Operating ROIC (%) | 11.1 | 6.4 | 7.7 | 9.0 | 9.2 |
| ROIC (%) | 9.6 | 5.7 | 6.7 | 7.8 | 8.1 |
| ROE (%) | 18.2 | 10.6 | 13.0 | 16.0 | 16.5 |
| ROA (%) | 5.7 | 3.6 | 4.4 | 5.2 | 5.4 |
| * Pre-exceptional, pre-goodwill and fully diluted | | | | | |

| Revenue by Division (THB m) | 2022 | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|---|
| Consumer | 16,511 | 13,720 | 12,903 | 13,922 | 14,616 |
| Communication | 14,061 | 14,539 | 19,470 | 21,417 | 22,487 |
| Commercial | 7,734 | 8,275 | 8,861 | 10,054 | 10,355 |
| Others | 755 | | 200 | 202 | 204 |

Sources: Synnex (Thailand); FSSIA estimates

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# Financial Statements
Synnex (Thailand)

| Cash Flow (THB m) Year Ending Dec | 2022 | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|---|
| Recurring net profit | 732 | 433 | 545 | 708 | 782 |
| Depreciation | 46 | 48 | 55 | 56 | 60 |
| Associates & minorities | (38) | (63) | (50) | (55) | (61) |
| Other non-cash items | (102) | (74) | 63 | 108 | 97 |
| Change in working capital | (1,830) | (519) | (222) | (882) | (465) |
| **Cash flow from operations** | **(1,192)** | **(174)** | **391** | **(65)** | **412** |
| Capex - maintenance | - | - | - | - | - |
| Capex - new investment | (97) | (44) | (52) | (47) | (50) |
| Net acquisitions & disposals | - | - | - | - | - |
| Other investments (net) | (758) | (214) | 0 | 0 | 0 |
| **Cash flow from investing** | **(855)** | **(258)** | **(52)** | **(47)** | **(50)** |
| Dividends paid | (593) | (523) | (402) | (508) | (555) |
| Equity finance | (10) | (1) | 0 | 0 | 0 |
| Debt finance | 2,674 | 725 | 68 | 403 | 156 |
| Other financing cash flows | (37) | (17) | 1 | 2 | 1 |
| **Cash flow from financing** | **2,034** | **185** | **(334)** | **(102)** | **(397)** |
| Non-recurring cash flows | - | - | - | - | - |
| Other adjustments | 0 | 0 | 0 | 0 | 0 |
| **Net other adjustments** | **84** | **80** | **80** | **80** | **80** |
| **Movement in cash** | **71** | **(167)** | **85** | **(134)** | **46** |
| Free cash flow to firm (FCFF) | (1,997.10) | (287.09) | 529.61 | 71.64 | 553.09 |
| Free cash flow to equity (FCFE) | 673.68 | 356.90 | 486.84 | 373.26 | 600.29 |

| Per share (THB) | | | | | |
|---|---|---|---|---|---|
| FCFF per share | (2.36) | (0.34) | 0.63 | 0.08 | 0.65 |
| FCFE per share | 0.80 | 0.42 | 0.57 | 0.44 | 0.71 |
| Recurring cash flow per share | 0.75 | 0.41 | 0.72 | 0.96 | 1.04 |

| Balance Sheet (THB m) Year Ending Dec | 2022 | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|---|
| Tangible fixed assets (gross) | 1,020 | 1,050 | 1,094 | 1,138 | 1,182 |
| Less: Accumulated depreciation | (647) | (690) | (737) | (791) | (846) |
| **Tangible fixed assets (net)** | **373** | **359** | **356** | **347** | **335** |
| **Intangible fixed assets (net)** | **28** | **37** | **37** | **37** | **39** |
| Long-term financial assets | - | - | - | - | - |
| Invest. in associates & subsidiaries | 1,266 | 1,328 | 1,328 | 1,328 | 1,328 |
| Cash & equivalents | 304 | 137 | 222 | 88 | 133 |
| A/C receivable | 6,491 | 6,548 | 7,219 | 7,952 | 8,329 |
| Inventories | 3,547 | 3,734 | 3,811 | 4,185 | 4,371 |
| Other current assets | 841 | 1,109 | 1,140 | 1,259 | 1,340 |
| **Current assets** | **11,184** | **11,528** | **12,391** | **13,484** | **14,173** |
| Other assets | 395 | 564 | 566 | 576 | 582 |
| **Total assets** | **13,245** | **13,817** | **14,679** | **15,772** | **16,457** |
| Common equity | 4,098 | 4,073 | 4,296 | 4,577 | 4,884 |
| Minorities etc. | 6 | 5 | 5 | 5 | 5 |
| **Total shareholders' equity** | **4,105** | **4,079** | **4,301** | **4,582** | **4,889** |
| Long term debt | 688 | 471 | 330 | 146 | 71 |
| Other long-term liabilities | 101 | 102 | 103 | 111 | 117 |
| **Long-term liabilities** | **788** | **573** | **433** | **258** | **189** |
| A/C payable | 2,885 | 2,880 | 3,436 | 3,780 | 3,959 |
| Short term debt | 4,878 | 5,820 | 6,029 | 6,615 | 6,846 |
| Other current liabilities | 590 | 466 | 481 | 536 | 575 |
| **Current liabilities** | **8,352** | **9,165** | **9,945** | **10,932** | **11,380** |
| **Total liabilities and shareholders' equity** | **13,245** | **13,817** | **14,679** | **15,772** | **16,457** |
| Net working capital | 7,405 | 8,045 | 8,253 | 9,079 | 9,506 |
| Invested capital | 9,467 | 10,334 | 10,541 | 11,368 | 11,791 |
| * Includes convertibles and preferred stock which is being treated as debt | | | | | |

| Per share (THB) | | | | | |
|---|---|---|---|---|---|
| Book value per share | 4.84 | 4.81 | 5.07 | 5.40 | 5.76 |
| Tangible book value per share | 4.80 | 4.76 | 5.03 | 5.36 | 5.72 |
| **Financial strength** | | | | | |
| Net debt/equity (%) | 128.2 | 150.9 | 142.7 | 145.6 | 138.8 |
| Net debt/total assets (%) | 39.7 | 44.5 | 41.8 | 42.3 | 41.2 |
| Current ratio (x) | 1.3 | 1.3 | 1.2 | 1.2 | 1.2 |
| CF interest cover (x) | (22.1) | 7.2 | 5.9 | 5.1 | 6.9 |

| Valuation | 2022 | 2023 | 2024E | 2025E | 2026E |
|---|---|---|---|---|---|
| **Recurring P/E (x) *** | **16.6** | **28.0** | **22.2** | **17.1** | **15.5** |
| **Recurring P/E @ target price (x) *** | **20.4** | **34.5** | **27.4** | **21.1** | **19.1** |
| Reported P/E (x) | 14.8 | 23.6 | 19.4 | 15.4 | 14.1 |
| Dividend yield (%) | 4.9 | 4.3 | 3.3 | 4.2 | 4.6 |
| Price/book (x) | 3.0 | 3.0 | 2.8 | 2.6 | 2.5 |
| Price/tangible book (x) | 3.0 | 3.0 | 2.8 | 2.7 | 2.5 |
| EV/EBITDA (x) ** | 17.7 | 26.2 | 20.8 | 17.5 | 16.2 |
| EV/EBITDA @ target price (x) ** | 20.6 | 30.3 | 24.0 | 20.1 | 18.6 |
| EV/invested capital (x) | 1.8 | 1.8 | 1.7 | 1.7 | 1.6 |
| * Pre-exceptional, pre-goodwill and fully diluted    ** EBITDA includes associate income and recurring non-operating income | | | | | |

Sources: Synnex (Thailand); FSSIA estimates

**FINANSIA**

# Synnex (Thailand) PCL (SYNEX TB)

| FSSIA ESG rating |
| :---: |
| ★ ★ |

**35.18 /100**

## Exhibit 14: 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 15: ESG – peer comparison

| | FSSIA | ------------------ Domestic ratings ------------------------ | | | | | | ------------------------------ Global ratings ------------------------- | | | | | --- Bloomberg --- | |
| | ESG score | DJSI | SET ESG | SET ESG Rating | CG score | AGM level | Thai CAC | Morningstar | 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 |
| ITEL | 38.30 | -- | -- | Y | 5.00 | 5.00 | Certified | -- | 40.60 | -- | -- | 41.18 | -- | 2.05 | 39.11 |
| ILINK | 37.92 | -- | -- | Y | 5.00 | 5.00 | Certified | -- | 57.40 | -- | -- | 45.96 | -- | -- | -- |
| SYNEX | 35.18 | -- | Y | Y | 4.00 | 4.00 | -- | -- | 53.33 | -- | -- | 27.64 | -- | -- | 41.24 |
| ADVANC | 84.07 | Y | Y | Y | 5.00 | 5.00 | Certified | Medium | 59.80 | AA | 40.00 | 73.60 | 90.00 | 3.62 | 59.09 |
| FORTH | 23.00 | -- | -- | -- | 4.00 | 4.00 | -- | Low | -- | -- | -- | -- | -- | -- | -- |

Sources: SETTRADE.com; FSSIA's compilation

## Exhibit 16: ESG score by Bloomberg

| FY ending Dec 31 | FY 2021 | FY 2022 |
| :--- | :--- | :--- |
| ESG financial materiality scores - ESG score | — | — |
| BESG environmental pillar score | — | — |
| BESG social pillar score | — | — |
| BESG governance pillar score | 4.06 | 4.01 |
| ESG disclosure score | 42.99 | 41.24 |
| Environmental disclosure score | 21.41 | 14.59 |
| Social disclosure score | 23.82 | 25.39 |
| Governance disclosure score | 83.59 | 83.59 |
| **Environmental** | | |
| Emissions reduction initiatives | Yes | Yes |
| Climate change policy | Yes | Yes |
| Climate change opportunities discussed | No | No |
| Risks of climate change discussed | No | No |
| GHG scope 1 | 714 | 622 |
| GHG scope 2 location-based | — | — |
| GHG Scope 3 | — | — |
| Carbon per unit of production | — | — |
| Biodiversity policy | No | No |
| Energy efficiency policy | Yes | Yes |
| Total energy consumption | 1 | 1 |
| Renewable energy use | 0 | — |
| Electricity used | 1 | 1 |
| Fuel used - natural gas | — | — |

Sources: Bloomberg; FSSIA's compilation

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**Exhibit 17:  ESG score by Bloomberg** *(cont.)*

| FY ending Dec 31 | FY 2021 | FY 2022 |
|---|---|---|
| Fuel used - crude oil/diesel | No | No |
| Waste reduction policy | Yes | Yes |
| Hazardous waste | 0 | 0 |
| Total waste | 0 | 0 |
| Waste recycled | — | — |
| Waste sent to landfills | — | — |
| Environmental supply chain management | No | No |
| Water policy | Yes | Yes |
| Water consumption | 11 | 14 |
| **Social** | | |
| Human rights policy | Yes | Yes |
| Policy against child labor | No | No |
| Quality assurance and recall policy | Yes | Yes |
| Consumer data protection policy | Yes | Yes |
| Equal opportunity policy | Yes | Yes |
| Gender pay gap breakout | No | No |
| Pct women in workforce | — | — |
| Pct disabled in workforce | — | 1 |
| Business ethics policy | Yes | Yes |
| Anti-bribery ethics policy | Yes | Yes |
| Health and safety policy | Yes | Yes |
| Lost time incident rate - employees | 0 | 0 |
| Total recordable incident rate - employees | — | — |
| Training policy | Yes | Yes |
| Fair remuneration policy | No | No |
| Number of employees – CSR | 698 | 704 |
| Employee turnover pct | — | — |
| Total hours spent by firm - employee training | 17,450 | 14,784 |
| Social supply chain management | No | No |
| **Governance** | | |
| **Board size** | **12** | **12** |
| **No. of independent directors (ID)** | **4** | **4** |
| No. of women on board | 4 | 4 |
| No. of non-executive directors on board | 9 | 10 |
| Company conducts board evaluations | Yes | Yes |
| No. of board meetings for the year | 4 | 4 |
| Board meeting attendance pct | 100 | 100 |
| Board duration (years) | 3 | 3 |
| Director share ownership guidelines | No | No |
| Age of the youngest director | 40 | 41 |
| Age of the oldest director | 71 | 72 |
| **No. of executives / company managers** | **13** | **11** |
| No. of female executives | 6 | 6 |
| Executive share ownership guidelines | No | No |
| **Size of audit committee** | **3** | **3** |
| No. of ID on audit committee | 3 | 3 |
| Audit committee meetings | 5 | 5 |
| Audit meeting attendance % | 100 | 100 |
| **Size of compensation committee** | **3** | **3** |
| No. of ID on compensation committee | 1 | 1 |
| No. of compensation committee meetings | 2 | 2 |
| Compensation meeting attendance % | 100 | 100 |
| **Size of nomination committee** | **3** | **3** |
| No. of nomination committee meetings | 2 | 2 |
| Nomination meeting attendance % | 100 | 100 |
| **Sustainability governance** | | |
| Verification type | No | No |

Sources: Bloomberg; FSSIA's compilation

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## 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. |
| SET ESG Ratings List (SETESG) by The Stock Exchange of Thailand (SET) | SET ESG 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 **SETESG 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. **SETESG Index** is extended from the SET ESG Ratings 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%). (*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.*) | 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. (*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.*) | 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 Sustainalytics | The Sustainalytics' 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. *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.* | A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. |

| NEGL | Low | Medium | High | Severe |
|---|---|---|---|---|
| 0-10 | 10-20 | 20-30 | 30-40 | 40+ |

| ESG score | Methodology | Rating |
|---|---|---|
| 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. | |

| | | | |
|---|---|---|---|
| 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 |

| ESG score | Methodology | Rating |
|---|---|---|
| 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. (*Score ratings are 0 to 25 = poor; >25 to 50 = satisfactory; >50 to 75 = good; and >75 to 100 = excellent.*) | |
| 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

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# GENERAL DISCLAIMER

## ANALYST(S) CERTIFICATION

### Thada Jiracharoenying FSS International Investment Advisory Securities Co., Ltd

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| Company | Ticker | Price | Rating | Valuation & Risks |
|---|---|---|---|---|
| Synnex (Thailand) | SYNEX TB | THB 14.30 | BUY | Downside risks to our P/E-based TP include 1) a slower-than-expected PC recovery; 2) later-than-expected government budget disbursement; and 3) slower-than-expected AI-capable PC/smartphone adoption. |
| Com7 | COM7 TB | THB 25.50 | BUY | Risks to our P/E-based TP include 1) lower/higher domestic consumption and purchasing power, 2) store cannibalization/expansion, and 3) lower/higher-than-expected gross margin. |
| Central Retail Corp | CRC TB | THB 34.25 | BUY | Downside risks to our DCF-based TP include 1) a decline in domestic purchasing power, 2) lower-than-expected tourist arrivals, 3) an absence of the government's stimulus, and 4) a slower-than-expected economic recovery in Vietnam. |
| CP All | CPALL TB | THB 56.25 | BUY | The key downside risks to our DCF-derived TP include 1) lower-than-expected SSSG, 2) lower-than-expected gross margin, and 3) higher-than-expected SG&A to sales ratio. |
| CP Axtra | CPAXT TB | THB 26.50 | BUY | Key downside risks to our DCF-based TP include 1) a lower-than-expected SSSG; 2) a lower-than-expected GPM; 3) higher-than-expected SG&A expenses; 4) an operating loss from its overseas units; 5) lower-than-expected synergy value; and 6) lower-than-expected losses in Happitat project. |
| Berli Jucker | BJC TB | THB 22.70 | BUY | Key downside risks to our DCF-based TP could come from 1) competition with Lotus which could impact its sales and gross margin; and 2) a higher in raw material prices. |
| Index Living Mall | ILM TB | THB 15.50 | BUY | Risks to our DCF-based TP include 1) a lower-than-expected SSSG; 2) a lower-than-expected GPM; and 3) a higher-than-expected SG&A. |
| Home Product Center | HMPRO TB | THB 9.70 | 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. |
| Siam Global House | GLOBAL TB | THB 13.90 | HOLD | Key risks to our DCF-based TP are 1) lower/higher farm income, which would affect purchasing power in the agricultural sector, 2) government disbursement, 3) a lower/higher private brand mix and margin, 4) higher/lower expenses than expected, and 5) a higher/lower impact than expected from the El Nino. |
| Dohome | DOHOME TB | THB 9.30 | HOLD | Key risks to our DCF-based TP are 1) lower/higher farm income, which would affect purchasing power in the agricultural sector, 2) government disbursement, 3) a lower/higher private brand mix and margin, 4) higher/lower expenses than expected, and 5) a higher/lower impact than expected from the El Nino. |

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 07-Jan-2025 unless otherwise stated.

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## RECOMMENDATION STRUCTURE

### Stock ratings

Stock ratings are based on absolute upside or downside, which we define as (target price* - current price) / 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.

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