EQUITY RESEARCH - RESULTS FLASH



ZEN CORPORATION GROUP

ZEN TB

THAILAND / FOOD & BEVERAGE

REDUCE

UNCHANGED

TARGET PRICE THB6.00
CLOSE THB6.75
UP/DOWNSIDE -11.1%
PRIOR TP THB6.00
CHANGE IN TP UNCHANGED
TP vs CONSENSUS -11.1%

4Q24 results at first glance

4Q24 net profit has not recovered

Highlights

- ZEN posted a 4Q24 net profit of THB18m (-19% q-q, -52% y-y), which has not recovered. Although revenue from the retail business reached a new high, its contribution rose to 20% of total revenue, helping to stabilize total revenue both q-q and y-y. The lower gross margin of the retail business compared to the restaurant business prevented profit growth.
- 4Q24 restaurant revenue (accounting for 74% of total revenue) declined by 3% q-q and 8.5% y-y due to SSS of -9.6% y-y. There was also a net closure of six branches from 3Q24, leaving 317 branches at the end of 4Q24. The total net closure for 2024 was 24 branches.
- The 4Q24 gross margin decreased to 38.9% from 39.9% in 3Q24 and 41.1% in 4Q23, due to the lower gross margin of the retail business compared to the restaurant business, along with continued promotional activities to boost restaurant sales.
- ZEN has continued to effectively manage expenses in an environment with weak purchasing power.
- By the end of 2024, ZEN reported a net profit of THB57b, which dropped by 64% y-y.

Outlook

- ZEN's 2024 net profit was THB57m (-64% y-y), and the company announced a 2024 DPS of THB0.17/shr (payout ratio 90%), yielding 2.5%. The company still had an accumulated deficit of THB92m in 2024.
- We maintain our aggressive 2025 net profit forecast of THB113m (+98% y-y) and target price of THB6, based on a P/E ratio of 20x.

KEY STOCK DATA

YE Dec (THB m)	2024	2025E	2026E	2027E
Revenue	4,066	4,303	4,556	4,783
Net profit	57	113	126	138
EPS (THB)	0.19	0.38	0.42	0.46
vs Consensus (%)	-	70.4	32.5	8.7
EBITDA	580	707	783	859
Recurring net profit	57	113	126	138
Core EPS (THB)	0.19	0.38	0.42	0.46
Chg. In EPS est. (%)	nm	(8.0)	(0.6)	nm
EPS growth (%)	(64.9)	98.3	11.7	9.4
Core P/E (x)	35.6	18.0	16.1	14.7
Dividend yield (%)	2.5	3.1	3.4	3.7
EV/EBITDA (x)	5.3	4.2	3.6	3.2
Price/book (x)	1.5	1.4	1.4	1.3
Net debt/Equity (%)	65.1	58.7	48.2	38.5
ROE (%)	4.1	8.2	8.8	9.2



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	(3.6)	(5.6)	(21.5)
Relative to country (%)	4.7	9.1	(12.2)
Mkt cap (USD m)			60
3m avg. daily turnover (USD m)			0.0
Free float (%)			27
Major shareholder	AGB Si	ibling Holdii	ngs (25%)
12m high/low (THB)			9.25/5.20
Issued shares (m)			300.00

Sources: Bloomberg consensus; FSSIA estimates



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Exhibit 1: ZEN – 4Q24 results summary

	4Q23	1Q24	2Q24	3Q24	4Q24	Cha	nge	2023	2024	Change
	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)				
Sales	1,048	1,014	1,012	1,011	1,029	1.8	(1.8)	3,915	4,066	3.9
Cost of sales	618	585	605	607	628	3.5	1.7	2,239	2,426	8.3
Gross profit	430	430	407	403	400	(0.8)	(6.9)	1,676	1,640	(2.1)
SG&A	377	396	396	364	362	(0.4)	(4.0)	1,448	1,518	4.8
Operating profit	67	39	16	48	46	(3.0)	(31.1)	258	148	(42.5)
Interest expense	12	15	14	14	15	4.8	26.4	42	57	36.2
Tax expense	7	2	(3)	3	7	106.5	(8.1)	34	8	(75.8)
Reported net profit	38	16	0.6	22	18	(19.2)	(52.0)	158	57	(63.9)
Core profit	42	16	0.6	22	18	(19.2)	(56.8)	162	57	(64.9)
Key ratios (%)						(ppt)	(ppt)			
Gross margin	41.1	42.4	40.2	39.9	38.9	(1.0)	(2.1)	42.8	40.3	(2.5)
SG&A to sales	36.0	39.0	39.2	36.0	35.2	(0.8)	(0.8)	37.0	37.3	0.3
Operating margin	6.4	3.8	1.6	4.7	4.5	(0.2)	(1.9)	6.6	3.6	(2.9)
Net margin	3.6	1.5	0.1	2.2	1.8	(0.5)	(1.8)	4.0	1.4	(2.6)
Core margin	4.0	1.5	0.1	2.2	1.8	(0.5)	(2.2)	4.1	1.4	(2.7)
Operating statistics										
SSSG (%)	(7.9)	(7.8)	(14.8)	(13.0)	(9.6)			0.1	(11.3)	
Total stores (no.)	341	338	331	323	317	(1.9)	(7.0)	341	317	(7.0)
Restaurant sales (THB m)	828	803	779	779	758	(2.7)	(8.5)	3,159	3,123	(1.1)
Franchise sales (THB m)	51	48	50	48	63	31.3	23.5	210	209	(0.5)
Retail sales (THB m)	169	163	183	183	208	13.7	23.1	546	734	34.4

Sources: ZEN, FSSIA's compilation

Financial Statements

Zen Corporation Group

Profit and Loss (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Revenue	3,915	4,066	4,303	4,556	4,783
Cost of goods sold	(2,239)	(2,426)	(2,479)	(2,619)	(2,746)
Gross profit	1,676	1,640	1,824	1,936	2,038
Other operating income	30	26	34	36	38
Operating costs	(1,448)	(1,518)	(1,657)	(1,754)	(1,842)
Operating EBITDA	643	580	707	783	859
Depreciation	(385)	(432)	(505)	(565)	(625)
Goodwill amortisation	0	0	0	0	C
Operating EBIT	258	148	202	219	234
Net financing costs	(42)	(57)	(48)	(44)	(40)
Associates	0	0	0	0	C
Recurring non-operating income	0	0	0	0	C
Non-recurring items	(4)	0	0	0	C
Profit before tax	212	91	154	175	195
Гах	(34)	(8)	(20)	(26)	(33)
Profit after tax	177	83	134	149	162
Minority interests	(20)	(26)	(22)	(23)	(24)
Preferred dividends	-	-	-	-	
Other items	-	-	-	-	
Reported net profit	158	57	113	126	138
Non-recurring items & goodwill (net)	4	0	0	0	C
Recurring net profit	162	57	113	126	138
Per share (THB)					
Recurring EPS *	0.54	0.19	0.38	0.42	0.46
Reported EPS	0.53	0.19	0.38	0.42	0.46
OPS .	0.30	0.17	0.21	0.23	0.25
Diluted shares (used to calculate per share data)	300	300	300	300	300
Growth					
Revenue (%)	15.7	3.9	5.8	5.9	5.0
Operating EBITDA (%)	8.2	(9.8)	21.9	10.8	9.7
Operating EBIT (%)	5.0	(42.5)	36.3	8.1	7.2
Recurring EPS (%)	5.1	(64.9)	98.3	11.7	9.4
Reported EPS (%)	2.4	(63.9)	98.3	11.7	9.4
Operating performance					
Gross margin inc. depreciation (%)	42.8	40.3	42.4	42.5	42.6
Gross margin exc. depreciation (%)	52.6	51.0	54.1	54.9	55.7
Operating EBITDA margin (%)	16.4	14.3	16.4	17.2	18.0
Operating EBIT margin (%)	6.6	3.6	4.7	4.8	4.9
Net margin (%)	4.1	1.4	2.6	2.8	2.9
Effective tax rate (%)	16.2	9.2	13.0	15.0	17.0
Dividend payout on recurring profit (%)	55.6	89.7	55.0	55.0	55.0
nterest cover (X)	6.1	2.6	4.2	5.0	5.9
nventory days	62.3	77.2	74.5	62.0	63.2
Debtor days	9.5	10.4	10.0	9.7	9.8
Creditor days	68.5	57.0	62.0	74.4	75.9
Operating ROIC (%)	16.6	7.6	10.5	12.6	14.4
ROIC (%)	9.2	4.6	6.3	7.2	7.9
ROE (%)	12.1	4.1	8.2	8.8	9.2
ROA (%)	7.1	3.9	5.3	5.8	6.1
Pre-exceptional, pre-goodwill and fully diluted		0.0	0.0	0.0	3.1
Revenue by Division (THB m)	2023	2024	2025E	2026E	2027E
tovolido by Bivioloti (111B ili)			2 207	3,476	
	2 983	3.123	3.797		
Restaurant	2,983 210	3,123 209	3,297 184		
	2,983 210 176	3,123 209 0	3,297 184 0	192 0	3,660 200 0

Sources: Zen Corporation Group; FSSIA estimates

Financial Statements

Zen Corporation Group

Recurring net profit 162 57	138 625 0 1 4 767 - (550) (19) - (569) 0 (83) 2 (157) 0 41 237.16 116.38
Recurring net profit	625 0 1 4 767 - (550) (19) - (569) (76) 0 (83) 2 (157) 0 0 41 237.16 116.38 0.79 0.39 2.54
Depreciation	625 0 1 4 767 - (550) (19) - (569) (76) 0 (83) 2 (157) 0 0 41 237.16 116.38 0.79 0.39 2.54
Associates & minorities 0	0 1 4 767 - (550) (19) - (569) (76) 0 (83) 2 (157) - 0 0 41 237.16 116.38
Change in working capital	4 767 - (550) (19) - (569) (76) 0 (83) 2 (157) - 0 41 (237.16 116.38 0.79 0.39 2.54 22027E 2,653
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Capex - maintenance -	(550) (19) (76) (83) 2 (157) 0 0 41 237.16 116.38
Capex - new investment (687) (356) (660) (480) Net acquisitions & disposals (24) (6) (31) (21) Other investments (net) - - - - Cash flow from investing (711) (362) (691) (501) Dividends paid (47) (98) (62) (69) Equity finance 0 0 0 0 Debt finance 251 113 (264) (83) Other financing cash flows 11 (1) (16) 3 Cash flow from financing 215 14 (343) (149) Non-recurring cash flows -	(19) (569) (76) 0 (83) 2 (157) 0 0 41 237.16 116.38 0.79 0.39 2.54
Net acquisitions & disposals (24) (6) (31) (21)	(19) (569) (76) 0 (83) 2 (157) 0 0 41 237.16 116.38 0.79 0.39 2.54
Other investments (net) -	(569) (76) 0 (83) 2 (157) 0 0 41 237.16 116.38 0.79 0.39 2.54
Cash flow from investing (711) (362) (691) (501) Dividends paid (47) (98) (62) (69) Equity finance 0 0 0 0 Debt finance 251 113 (264) (83) Other financing cash flows 11 (11) (16) 3 Cash flow from financing 215 14 (343) (149) Non-recurring cash flows - - - - Other adjustments 0 0 0 0 Net other adjustments 0 0 0 0 Movement in cash (47) (6) (181) 45 Free cash flow to firm (FCFF) (220.41) 37.81 209.92 237.76 Free cash flow to equity (FCFE) (0.42) 92.42 (118.92) 114.03 Per share (THB) FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0	(76) 0 (83) 2 (157) 0 41 237.16 116.38 0.79 0.39 2.54 2027E 2,653
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Cash flow from financing 215 14 (343) (149) Non-recurring cash flows - - - - Other adjustments 0 0 0 0 Net other adjustments 0 0 0 0 Movement in cash (47) (6) (181) 45 Free cash flow to firm (FCFF) (220.41) 37.81 209.92 237.76 Free cash flow to equity (FCFE) (0.42) 92.42 (118.92) 114.03 Per share (THB) FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (1,418)	0 0 41 237.16 116.38 0.79 0.39 2.54 2027E 2,653
Non-recurring cash flows - <td>0 0 41 237.16 116.38 0.79 0.39 2.54 2027E 2,653</td>	0 0 41 237.16 116.38 0.79 0.39 2.54 2027E 2,653
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Movement in cash (47) (6) (181) 45 Free cash flow to firm (FCFF) (220.41) 37.81 209.92 237.76 Free cash flow to equity (FCFE) (0.42) 92.42 (118.92) 114.03 Per share (THB) FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	41 237.16 116.38 0.79 0.39 2.54 2027E 2,653
Free cash flow to firm (FCFF) (220.41) 37.81 209.92 237.76 Free cash flow to equity (FCFE) (0.42) 92.42 (118.92) 114.03 Per share (THB) FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	0.79 0.39 2.54 2027E 2,653
Free cash flow to equity (FCFE) (0.42) 92.42 (118.92) 114.03 Per share (THB) FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	0.79 0.39 2.54 2027E 2,653
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FCFF per share (0.73) 0.13 0.70 0.79 FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	0.39 2.54 2027E 2,653
FCFE per share 0.00 0.31 (0.40) 0.38 Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	0.39 2.54 2027E 2,653
Recurring cash flow per share 1.89 1.69 1.94 2.30 Balance Sheet (THB m) Year Ending Dec 2023 2024 2025E 2026E Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (0 Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	2.54 2027E 2,653
Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (1,247) Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	2,653
Tangible fixed assets (gross) 2,500 2,589 2,690 2,665 Less: Accumulated depreciation (1,078) (1,131) (1,188) (1,247) (1,247) Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	2,653
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Tangible fixed assets (net) 1,422 1,457 1,502 1,418 Intangible fixed assets (net) 349 342 342 342	1,010)
Intangible fixed assets (net) 349 342 342 342	1,343
	342
	326
Invest. in associates & subsidiaries	-
Cash & equivalents 280 274 93 138	179
A/C receivable 115 117 118 125	131
Inventories 377 467 340 359	376
Other current assets 48 42 52 55	57 7 40
Current assets 820 900 602 676 Other assets 322 335 366 387	743 407
Total assets 3,240 3,361 3,139 3,150	3,161
Common equity 1,393 1,353 1,403 1,460	1,522
Minorities etc. 85 104 69 70	71
Total shareholders' equity 1,479 1,473 1,530	1,593
Long term debt 669 658 588 518	448
Other long-term liabilities 146 146 129 132	134
Long-term liabilities 815 804 717 650	582
A/C payable 359 263 407 431	451
Short term debt 441 564 370 357 Other current liabilities 146 163 172 182	344 191
Current liabilities 946 990 950 970	987
Total liabilities and shareholders' equity 3,240 3,251 3,139 3,150	3,161
Net working capital 35 200 (70) (75)	(78)
Invested capital 2,455 2,661 2,466 2,399	2,340
* Includes convertibles and preferred stock which is being treated as debt	
Per share (THB)	
Book value per share 4.64 4.51 4.68 4.87	5.07
Tangible book value per share 3.48 3.37 3.54 3.73	3.93
Financial strength	
Net debt/equity (%) 56.1 65.1 58.7 48.2	38.5
Net debt/total assets (%) 25.6 28.2 27.5 23.4	19.4
Current ratio (x) 0.9 0.6 0.7	0.8
CF interest cover (x) 17.3 8.8 12.3 14.6	17.8
Valuation 2023 2024 2025E 2026E	2027E
Recurring P/E (x) * 12.5 35.6 18.0 16.1	14.7
Recurring P/E @ target price (x) * 11.1 31.7 16.0 14.3	13.1
Reported P/E (x) 12.8 35.6 18.0 16.1	14.7
Dividend yield (%) 4.4 2.5 3.1 3.4	3.7
Price/book (x) 1.5 1.5 1.4 1.4 Price/tangible book (x) 1.9 2.0 1.9 1.8	1.3 1.7
EV/EBITDA (x) ** 4.6 5.3 4.2 3.6	3.2
EV/EBITDA @ target price (x) ** 4.2 4.9 3.9 3.3	2.9
EV/invested capital (x) 1.2 1.2 1.2 1.2	1.2
* Pre-exceptional, pre-goodwill and fully diluted	

Sources: Zen Corporation Group; FSSIA estimates

Disclaimer for ESG scoring

ESG score	Methodolog	у			Rating						
The Dow Jones Sustainability Indices (DJSI) By S&P Global	process bas from the anr Only the top inclusion.	ed on the comp nual S&P Global -ranked compar	ansparent, rules-based anies' Total Sustainabil Corporate Sustainabili nies within each industr	ity Scores resulting ty Assessment (CSA). y are selected for	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)	managing b Candidates 1) no irregul float of >150 up capital. S 70%; 2) inde wrongdoing	usiness with trai must pass the p ar trading of the shareholders, a come key disqua ependent directorelated to CG, s	sibility in Environmental nsparency in Governan- reemptive criteria, with board members and ex- and combined holding in allifying criteria include: ors and free float violation social & environmental in rnings in red for > 3 year	ce, updated annually. two crucial conditions: xecutives; and 2) free nust be >15% of paid- 1) CG score of below on; 3) executives' mpacts; 4) equity in	To be eligible for <u>SETESG inclusion</u> , verified data must be scored at a minimum of 50% for each indicator, unless the company is a part of DJS during the assessment year. The scoring will be fairly weighted against nature of the relevant industry and materiality. <u>SETESG Index</u> is extended from the SET ESG Ratings companies who 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 nstitute of Directors Association (Thai IOD)	annually by Thailand (St	the Thai IOD, w	in sustainable developr ith support from the Sto are from the perspectiv	ck Exchange of	Good (80-89), and not rated for equitable treatr	3 for Good (70 or scores belo ment of sharel 25%); 4) disclo	ories: 5 for Excel 0-79), 2 for Fair (6 w 50. Weightings nolders (weight 2 ssure & transpare	60-69), 1 for F s include: 1) th 5% combined	ass (60-69), ne rights; 2) and); 3) the role of		
AGM level By Thai Investors Association (TIA) with support from the SEC	treatment ar transparent out of five th criteria cove date (45%), circulation of s exercised. The and verifiability	e incorporated i and sufficiently e CG componer r AGM procedur and after the me sufficient information e second assesses y; and 3) openness	ich shareholders' rights nto business operations disclosed. All form impo- nts to be evaluated ann res before the meeting eeting (10%). (The first a- in for voting; and 2) facilitatis a 1) the ease of attending m is for Q&A. The third involve to, resolutions and voting res	s and information is ortant elements of two ually. The assessment (45%), at the meeting ssesses 1) advance ing how voting rights can be leetings; 2) transparency s the meeting minutes that			ofour categories: (80-89), and not				
Fhai CAC By Thai Private Sector Collective Action Against Corruption CAC)	establishme policies. The (Companies of Declaration of Certification, in managers and	nt of key control c Certification is eciding to become Intent to kick off a ncluding risk asses	necklist include corruptines, and the monitoring a good for three years. a CAC certified member stands a the monitoring and the control of th	nd developing of art by submitting a mit the CAC Checklist for nd control, training of	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.				CAC Council		
Morningstar Sustainalytics	based on an risk is unma regulatory filin	assessment of naged. Sources t gs, news and othe	rating provides an ove how much of a compar o be reviewed include corp r media, NGO reports/webs	ny's exposure to ESG orate publications and sites, multi-sector			score is the sum higher ESG risk		ed risk. The		
		ompany feedback, uality & peer revie	ESG controversies, issuer : ws.	feedback on draft ESG	0-10	10-20	20-30	30-40	40+		
ESG Book	positioned to the principle helps explai over-weighti	o outperform ove of financial mat n future risk-adji	stainable companies the return the long term. The meriality including informusted performance. Mathigher materiality and y basis.	ethodology considers ation that significantly teriality is applied by	The total ESG scores using m	score is calculateriality-base	ated as a weight d weights. The s ndicating better p	ed sum of the	features		
MSCI				anagement of financially their exposure to ESG ris					nethodology to		
	AAA	8.571-10.000		·		, ,		·			
	AA	7.143-8.570	Leader:	leading its industry in m	anaging the most s	ignificant ESG ri	sks and opportunitie	es			
	Α	5.714-7.142									
	BBB	4.286-5.713	Average:	a mixed or unexceptional industry peers	al track record of m	anaging the mos	st significant ESG ris	sks and opportu	nities relative to		
	ВВ	2.857-4.285		, p							
	В	1.429-2.856	Laggard:	lagging its industry been	ad on its high over-	ure and failure t	o manago significa-	nt ESC rioko			
	ccc	0.000-1.428	∟ayyaru.	lagging its industry base	on its riigh expos	ure and idilure t	——————	IL LOG HSKS			
Moody's ESG solutions	believes tha	t a company inte		take into account ESG of to its business model and medium to long term.							
Refinitiv ESG rating	based on pu	blicly available	and auditable data. The	a company's relative ES score ranges from 0 to re 0 to 25 = poor; >25 to 50	100 on relative E	SG performar	nce and insufficie	nt degree of t			
S&P Global				suring a company's perfectification. The score ran			of ESG risks, op	portunities, ar	id impacts		
Bloomberg	ESG Score	:	score is based on Bloor	ating the company's aggi mberg's view of ESG fina	ncial materiality.	The score is	a weighted gene	ralized mean	(power mean)		
		•	of Fillar Scores, where	the weights are determin	ed by the pilial p	nonty ranking	. values rarige in	oni o to 10, 10) is the best.		

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

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History of change in investment rating and/or target price



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
07-Feb-2023 29-May-2023	BUY BUY	20.00 15.40	12-Oct-2023 07-Mar-2024	BUY BUY	15.50 10.30	25-Jun-2024	REDUCE	6.00

Sureeporn Teewasuwet started covering this stock from 07-Feb-2023

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Zen Corporation Group	ZEN TB	THB 6.75	REDUCE	Upside risks to our P/E-based TP include 1) a faster-than-expected purchasing power recovery; 2) a faster-than-expected decrease in raw material costs; 3) greater-than-expected store expansion; and 4) a minimum wage increase or labor shortages.

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 21-Feb-2025 unless otherwise stated.

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.