

## HOME PRODUCT CENTER

THAILAND / COMMERCE

## HMPRO TB

BUY

UNCHANGED

## Managing costs, sustaining profit

- 1Q25E SSSG -3.0% y-y with expected recovery in 2H25 from housing growth and improved economy.
- Expect a stable profit in 1Q25; 25% of our full-year forecast.
- The stock currently trades at -2SD below its five-year average. BUY maintained.

TARGET PRICE	THB11.80
CLOSE	THB9.20
UP/DOWNSIDE	+28.3%
PRIOR TP	THB11.80
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	+13.1%

## KEY STOCK DATA

YE Dec (THB m)	2024	2025E	2026E	2027E
Revenue	72,577	76,232	80,587	85,134
Net profit	6,504	6,819	7,303	7,765
EPS (THB)	0.49	0.52	0.56	0.59
vs Consensus (%)	-	(0.2)	(0.5)	(0.8)
EBITDA	12,234	12,900	13,770	14,630
Recurring net profit	6,504	6,819	7,303	7,765
Core EPS (THB)	0.49	0.52	0.56	0.59
Chg. In EPS est. (%)	-	-	-	-
EPS growth (%)	1.0	4.8	7.1	6.3
Core P/E (x)	18.6	17.7	16.6	15.6
Dividend yield (%)	4.7	4.9	5.2	5.6
EV/EBITDA (x)	10.8	10.3	9.6	9.1
Price/book (x)	4.5	4.4	4.2	4.1
Net debt/Equity (%)	41.3	41.8	40.5	38.8
ROE (%)	24.8	25.0	25.9	26.6

## Expect 1Q25 SSSG to contract on weak consumer spending

Because domestic purchasing power remains relatively weak, consumers continue to be cautious with their spending. As a result, HMPRO's SSSG contracted by 4.0% y-y in January and 5% y-y in February 2025.

However, it showed improvement in the first half of March, supported by the benefits of the E-receipt program. We therefore expect SSSG for 1Q25 to decline by 3.0% y-y, worsening from -0.7% y-y in 4Q24. The outlook for 2Q25 is likely to improve due to increased demand for repairing homes damaged by the earthquake.

## Expect a quite stable profit in 1Q25

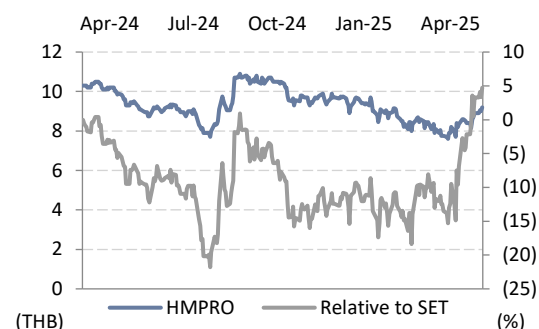
HMPRO did not open any new stores in 1Q25, maintaining 136 branches in Thailand and Malaysia – unchanged from 4Q24. Thus, we estimate 1Q25 sales revenue at THB17.7b (+4.6% q-q, +0.5% y-y). The gross margin should improve 70bps y-y to 26.9%, supported by fewer sales of low-margin electrical appliances due to milder weather. SG&A expenses should remain well-controlled with no costs related to new store openings. As a result, we project 1Q25 core profit to reach THB1.7b, representing a 0.6% q-q decline but a 0.2% y-y increase.

## Maintain our 2025-27 earnings projections

Our estimated 1Q25 profit accounts for 25% of the full-year forecast of THB6.8b (+4.8% y-y). While the economic outlook remains uncertain, we expect purchasing power to improve in the second half of the year. We maintain our 2025 profit forecast, assuming SSSG of +2% (vs the company's target of 2-3%) and the addition of 12 new stores (7 hybrid, 5 standard). We project sales revenue to grow 5.1% y-y to THB71b, with the gross margin up 10bps to 26.9%, supported by a higher house brand mix (22%) and AI-driven inventory management.

## Maintain BUY rating and TP at THB11.80

Despite risks from weak domestic demand, the stock trades at -2SD below its five-year average, or a 2025E P/E of 17.7x, with an estimated dividend yield of 4.9%. The company is also conducting a share buyback, having repurchased 1.5m shares (19% of the program) to date. The program ends on 30 September 2025. We maintain our BUY rating with a TP of THB11.80 (DCF, WACC 8.0%, LTG 2.0%).



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	21.1	1.7	(12.4)
Relative to country (%)	23.7	18.4	3.6
Mkt cap (USD m)	3,618		
3m avg. daily turnover (USD m)	7.9		
Free float (%)	42		
Major shareholder	Land & Houses (30%)		
12m high/low (THB)	11.10/7.50		
Issued shares (m)	13,151.12		

Sources: Bloomberg consensus; FSSIA estimates



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### Investment thesis

Because domestic purchasing power remains relatively weak, consumers continue to be cautious with their spending. As a result, we expect SSSG for 1Q25 to decline by 3.0% y-y. HMPRO did not open any new stores in 1Q25, maintaining 136 branches in Thailand and Malaysia – unchanged from 4Q24. We project 1Q25 core profit to reach THB1.7b, representing a 0.6% q-q decline but a 0.2% y-y increase.

Despite risks from weak domestic demand, the stock trades at -2SD below its five-year average. We maintain our BUY rating with a TP of THB11.80 (DCF, WACC 8.0%, LTG 2.0%).

### Company profile

HMPRO is the leader in the home improvement business. It has comprehensive product and service offerings for buildings, homes, and residential units’ construction, decoration, expansion, repair, and improvement, targeting mid- to high-end customers. In 2011-12, HMPRO expanded its HMPRO unit to Malaysia and its retail and wholesale units, focusing on building materials and structural products under the MegaHome brand. Also, it operates a space rental business under the Market Village brand.

[www.homepro.co.th](http://www.homepro.co.th)

### Principal activities (revenue, 2024)

Sales - 93.6 %

Rental and service - 2.6 %

Others - 3.8 %

Source: Home Product Center

### Major shareholders

Land & Houses - 30.2 %

Others - 69.8 %

Source: Home Product Center

### Catalysts

Potential catalysts to our TP include 1) domestic consumption and tourism recoveries; 2) consumption stimulus to boost domestic purchasing power; 3) an increase of 1-2% p.a. in house-brand sales to raise the gross margin; and 4) sales promotions, such as trade-ins.

### Risks to our call

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.

### Event calendar

Date	Event
22 April 2025	Ex-dividend date
29 April 2025	1Q25 earnings announcement
8 May 2025	Dividend payment date

### Key assumptions

	2024A	2025E	2026E	2027E
	(%)	(%)	(%)	(%)
SSSG	(4.0)	2.0	3.0	3.0
New store growth	6.3	5.1	4.9	4.7
Gross profit margin	26.7	26.9	27.1	27.2
SG&A to sales	19.6	19.7	19.7	19.7

Source: FSSIA estimates

- ### Earnings sensitivity
- For every 1% increase in SSSG, we estimate 2025 net profit to rise by 2.0%, and vice versa, all else being equal.
  - For every 0.1% increase in GPM, we estimate 2025 net profit to rise by 0.9%, and vice versa, all else being equal.
  - For every 0.1% increase in SG&A, we estimate 2025 net profit to fall by 0.9%, and vice versa, all else being equal.

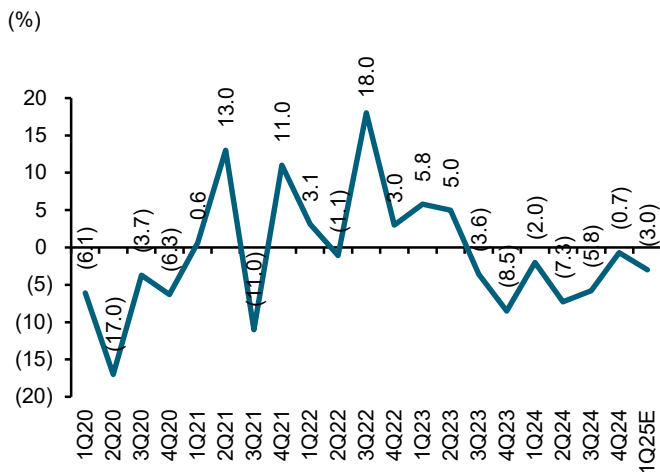
Source: FSSIA estimates

## Exhibit 1: HMPRO – 1Q25 earnings preview

Year to Dec 31	1Q24	2Q24	3Q24	4Q24	1Q25E	----- Change -----		2024	2025E	Change	% of
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	25E
Total revenue	18,788	18,535	17,013	18,241	18,960	3.9	0.9	72,577	76,232	5.0	24.9
Retail sales	17,664	17,398	15,930	16,960	17,746	4.6	0.5	67,952	71,434	5.1	23.9
Rental income	451	458	467	478	478	0.0	6.0	1,854	1,945	4.9	24.6
Other income	673	679	615	803	736	(8.3)	9.4	2,770	2,853	3.0	25.8
Gross profit	5,563	5,501	5,192	5,776	5,775	(0.0)	3.8	22,032	23,234	5.5	24.9
Operating costs	(3,273)	(3,339)	(3,203)	(3,525)	(3,459)	(1.9)	5.7	(13,340)	(14,068)	5.5	25.3
Operating profit	2,289	2,162	1,989	2,251	2,317	2.9	1.2	8,691	9,166	5.5	25.3
Interest expense	(158)	(162)	(180)	(188)	(185)	(1.7)	17.2	(688)	(673)	(2.1)	27.5
Profit before tax	2,140	2,022	1,773	2,131	2,140	0.4	(0.0)	8,065	8,524	5.7	25.1
Tax	(427)	(401)	(331)	(404)	(423)	4.8	(0.8)	(1,562)	(1,705)	9.1	24.8
<b>Reported net profit</b>	<b>1,713</b>	<b>1,622</b>	<b>1,442</b>	<b>1,727</b>	<b>1,717</b>	<b>(0.6)</b>	<b>0.2</b>	<b>6,504</b>	<b>6,819</b>	<b>4.8</b>	<b>25.2</b>
<b>Core profit</b>	<b>1,713</b>	<b>1,622</b>	<b>1,442</b>	<b>1,727</b>	<b>1,717</b>	<b>(0.6)</b>	<b>0.2</b>	<b>6,504</b>	<b>6,819</b>	<b>4.8</b>	<b>25.2</b>
EPS (THB)	0.13	0.12	0.11	0.13	0.13	(0.6)	0.2	0.49	0.52	4.8	25.2
Core EPS (THB)	0.13	0.12	0.11	0.13	0.13	(0.6)	0.2	0.49	0.52	4.8	25.2
<b>Key ratios (%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(ppt)</b>	<b>(ppt)</b>	<b>(%)</b>	<b>(%)</b>	<b>(ppt)</b>	
Gross margin	26.2	26.3	27.1	27.8	26.9	(0.9)	1.0 0.7	26.8	26.9	0.1	
Operating margin	13.0	12.4	12.5	13.3	13.1	(0.2)	0.6 0.1	12.8	12.8	0.0	
Core profit margin	9.1	8.7	8.5	9.5	9.1	(0.4)	0.3 0.0	9.0	8.9	(0.0)	
SG&A / sales	18.5	19.2	20.1	20.8	19.5	(1.3)	0.9 1.0	19.6	19.7	0.1	
<b>Operating statistics</b>											
SSSG (% y-y)	(2.0)	(7.3)	(5.8)	(0.5)	(3.0)			(4.0)	3.0		
Number of stores (no.)	128	130	133	136	136			136	143		
Private brand proportion (%)	21.1	20.4	21.0	21.1	21.1			21.0	21.2		

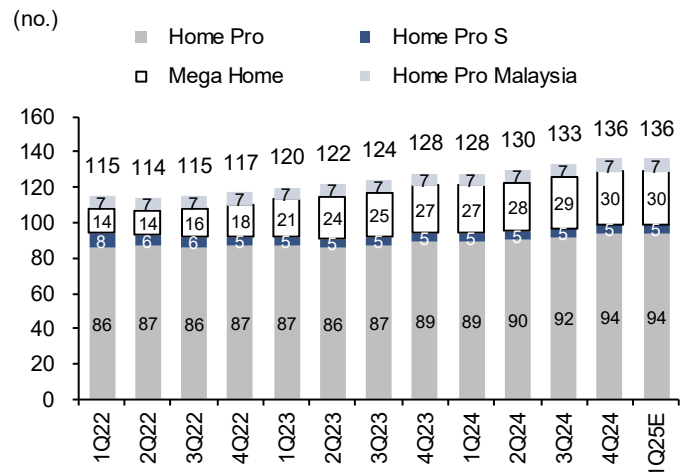
Sources: HMPRO, FSSIA estimates

## Exhibit 2: Quarterly SSSG



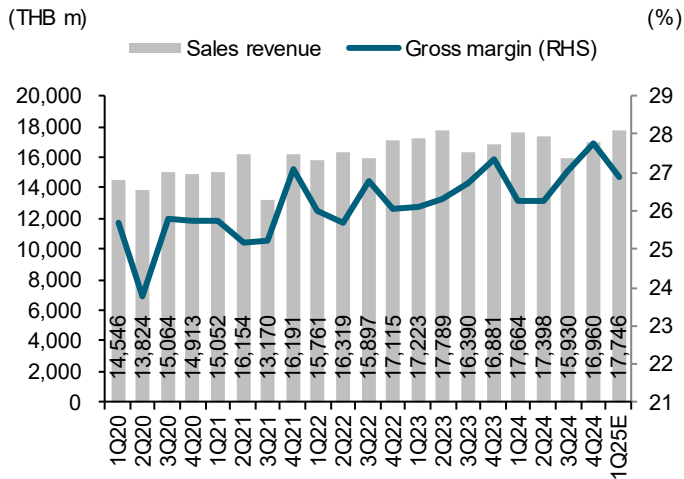
Sources: HMPRO, FSSIA estimates

## Exhibit 3: Branches



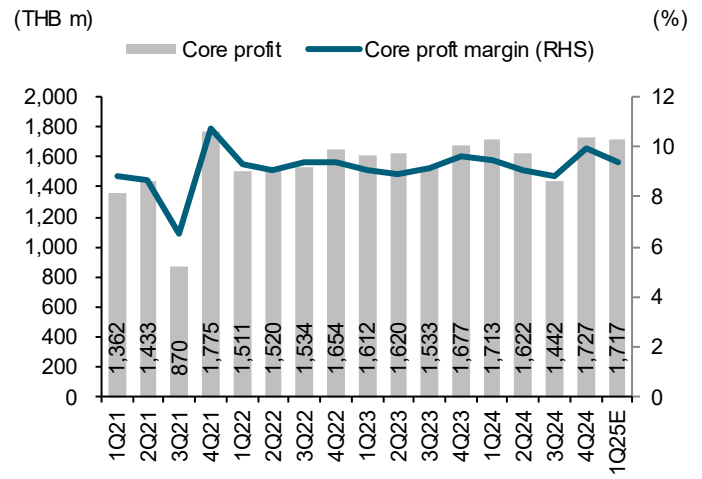
Sources: HMPRO, FSSIA estimates

Exhibit 4: Sales revenue and gross margin



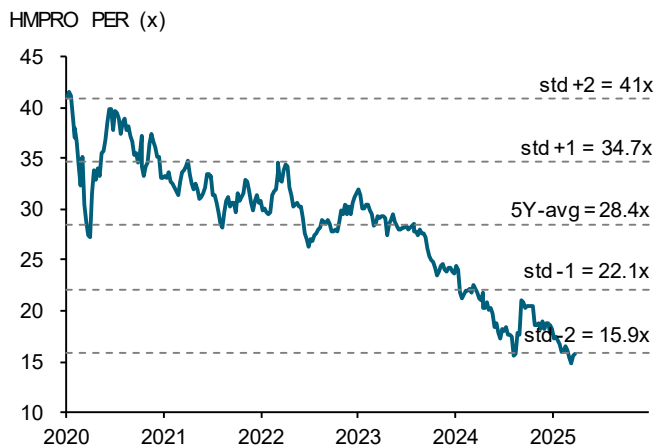
Sources: HMPRO, FSSIA estimates

Exhibit 5: Core profit and core profit margin



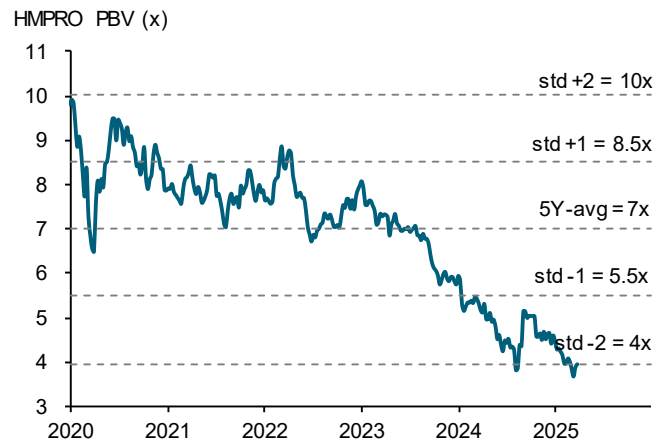
Sources: HMPRO, FSSIA estimates

Exhibit 6: One-year rolling forward P/E band



Sources: Bloomberg, FSSIA estimates

Exhibit 7: One-year rolling forward P/BV band



Sources: Bloomberg, FSSIA estimates

## Financial Statements

### Home Product Center

Profit and Loss (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Revenue	72,822	72,577	76,232	80,587	85,134
Cost of goods sold	(50,904)	(50,545)	(52,999)	(55,916)	(59,033)
<b>Gross profit</b>	<b>21,918</b>	<b>22,032</b>	<b>23,234</b>	<b>24,671</b>	<b>26,101</b>
Other operating income	-	-	-	-	-
Operating costs	(13,401)	(13,340)	(14,068)	(14,894)	(15,728)
<b>Operating EBITDA</b>	<b>11,948</b>	<b>12,234</b>	<b>12,900</b>	<b>13,770</b>	<b>14,630</b>
Depreciation	(3,431)	(3,543)	(3,735)	(3,992)	(4,258)
Goodwill amortisation	0	0	0	0	0
<b>Operating EBIT</b>	<b>8,516</b>	<b>8,691</b>	<b>9,166</b>	<b>9,777</b>	<b>10,373</b>
Net financing costs	(540)	(626)	(641)	(647)	(666)
Associates	(1)	1	0	0	0
Recurring non-operating income	(3)	0	(1)	(1)	(1)
Non-recurring items	0	0	0	0	0
<b>Profit before tax</b>	<b>7,974</b>	<b>8,066</b>	<b>8,524</b>	<b>9,129</b>	<b>9,706</b>
Tax	(1,533)	(1,562)	(1,705)	(1,826)	(1,941)
<b>Profit after tax</b>	<b>6,442</b>	<b>6,504</b>	<b>6,819</b>	<b>7,303</b>	<b>7,765</b>
Minority interests	0	0	0	0	0
Preferred dividends	0	0	0	0	0
Other items	0	0	0	0	0
<b>Reported net profit</b>	<b>6,442</b>	<b>6,504</b>	<b>6,819</b>	<b>7,303</b>	<b>7,765</b>
<b>Non-recurring items &amp; goodwill (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Recurring net profit</b>	<b>6,442</b>	<b>6,504</b>	<b>6,819</b>	<b>7,303</b>	<b>7,765</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.49	0.49	0.52	0.56	0.59
Reported EPS	0.49	0.49	0.52	0.56	0.59
DPS	0.40	0.43	0.45	0.48	0.51
Diluted shares (used to calculate per share data)	13,151	13,151	13,151	13,151	13,151
<b>Growth</b>					
Revenue (%)	4.9	(0.3)	5.0	5.7	5.6
Operating EBITDA (%)	6.3	2.4	5.4	6.7	6.3
Operating EBIT (%)	5.3	2.1	5.5	6.7	6.1
Recurring EPS (%)	3.6	1.0	4.8	7.1	6.3
Reported EPS (%)	3.6	1.0	4.8	7.1	6.3
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	30.1	30.4	30.5	30.6	30.7
Gross margin exc. depreciation (%)	34.8	35.2	35.4	35.6	35.7
Operating EBITDA margin (%)	16.4	16.9	16.9	17.1	17.2
Operating EBIT margin (%)	11.7	12.0	12.0	12.1	12.2
Net margin (%)	8.8	9.0	8.9	9.1	9.1
Effective tax rate (%)	19.2	19.4	20.0	20.0	20.0
Dividend payout on recurring profit (%)	81.7	87.0	87.0	87.0	87.0
Interest cover (X)	15.8	13.9	14.3	15.1	15.6
Inventory days	106.1	112.1	113.3	113.6	114.2
Debtor days	10.5	10.4	9.9	9.8	9.8
Creditor days	119.3	119.1	117.4	117.2	117.4
Operating ROIC (%)	24.1	23.0	23.2	24.1	25.2
ROIC (%)	15.9	15.4	15.6	16.0	16.5
ROE (%)	25.9	24.8	25.0	25.9	26.6
ROA (%)	10.2	10.1	10.2	10.4	10.7
* Pre-exceptional, pre-goodwill and fully diluted					
<b>Revenue by Division (THB m)</b>					
Sales	68,283	67,952	71,434	75,617	79,987
Rental and service	1,882	1,854	1,945	2,059	2,178
Others	2,656	2,770	2,853	2,910	2,969

Sources: Home Product Center; FSSIA estimates

## Financial Statements

### Home Product Center

Cash Flow (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Recurring net profit	6,442	6,504	6,819	7,303	7,765
Depreciation	3,431	3,543	3,735	3,992	4,258
Associates & minorities	1	(1)	0	0	0
Other non-cash items	-	-	-	-	-
Change in working capital	(968)	(594)	(132)	(153)	(163)
<b>Cash flow from operations</b>	<b>8,906</b>	<b>9,452</b>	<b>10,422</b>	<b>11,143</b>	<b>11,860</b>
Capex - maintenance	0	0	0	0	0
Capex - new investment	(5,142)	(4,304)	(4,434)	(4,567)	(4,704)
Net acquisitions & disposals	30	119	27	177	115
Other investments (net)	(23)	680	(340)	(405)	(423)
<b>Cash flow from investing</b>	<b>(5,135)</b>	<b>(3,505)</b>	<b>(4,747)</b>	<b>(4,795)</b>	<b>(5,012)</b>
Dividends paid	(5,260)	(5,655)	(5,929)	(6,350)	(6,752)
Equity finance	0	0	0	0	0
Debt finance	2,499	(1,167)	1,955	362	285
Other financing cash flows	0	0	0	0	0
<b>Cash flow from financing</b>	<b>(2,762)</b>	<b>(6,822)</b>	<b>(3,974)</b>	<b>(5,988)</b>	<b>(6,467)</b>
Non-recurring cash flows	0	0	0	0	0
Other adjustments	0	0	0	0	0
<b>Net other adjustments</b>	<b>0</b>	<b>0</b>	<b>(241)</b>	<b>(9)</b>	<b>(13)</b>
<b>Movement in cash</b>	<b>1,009</b>	<b>(876)</b>	<b>1,461</b>	<b>351</b>	<b>368</b>
Free cash flow to firm (FCFF)	4,338.47	6,633.81	6,347.78	7,030.87	7,551.32
Free cash flow to equity (FCFE)	6,269.72	4,779.23	7,389.95	6,700.96	7,120.10
<b>Per share (THB)</b>					
FCFF per share	0.33	0.50	0.48	0.53	0.57
FCFE per share	0.48	0.36	0.56	0.51	0.54
Recurring cash flow per share	0.75	0.76	0.80	0.86	0.91
Balance Sheet (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Tangible fixed assets (gross)	59,722	63,013	67,447	72,013	76,717
Less: Accumulated depreciation	(28,543)	(31,072)	(34,807)	(38,799)	(43,057)
<b>Tangible fixed assets (net)</b>	<b>31,179</b>	<b>31,941</b>	<b>32,639</b>	<b>33,214</b>	<b>33,659</b>
<b>Intangible fixed assets (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Long-term financial assets	0	0	0	0	0
Invest. in associates & subsidiaries	0	0	0	0	0
Cash & equivalents	6,429	5,554	7,014	7,365	7,733
A/C receivable	2,115	2,008	2,109	2,229	2,355
Inventories	13,965	14,900	15,696	16,636	17,644
Other current assets	150	188	198	209	221
<b>Current assets</b>	<b>22,659</b>	<b>22,650</b>	<b>25,017</b>	<b>26,440</b>	<b>27,954</b>
Other assets	15,210	15,075	15,834	16,738	17,683
<b>Total assets</b>	<b>69,048</b>	<b>69,665</b>	<b>73,490</b>	<b>76,392</b>	<b>79,296</b>
Common equity	25,559	26,802	27,692	28,645	29,658
Minorities etc.	0	0	0	0	0
<b>Total shareholders' equity</b>	<b>25,559</b>	<b>26,802</b>	<b>27,692</b>	<b>28,645</b>	<b>29,658</b>
Long term debt	11,743	8,597	11,001	11,215	11,384
Other long-term liabilities	8,167	8,316	8,735	9,234	9,755
<b>Long-term liabilities</b>	<b>19,910</b>	<b>16,913</b>	<b>19,736</b>	<b>20,450</b>	<b>21,140</b>
A/C payable	15,225	15,459	16,224	17,132	18,103
Short term debt	6,060	8,038	7,590	7,738	7,854
Other current liabilities	2,294	2,451	2,248	2,427	2,541
<b>Current liabilities</b>	<b>23,579</b>	<b>25,949</b>	<b>26,062</b>	<b>27,297</b>	<b>28,498</b>
<b>Total liabilities and shareholders' equity</b>	<b>69,047</b>	<b>69,664</b>	<b>73,490</b>	<b>76,392</b>	<b>79,296</b>
Net working capital	(1,289)	(814)	(470)	(484)	(424)
Invested capital	45,100	46,201	48,004	49,468	50,919
* Includes convertibles and preferred stock which is being treated as debt					
<b>Per share (THB)</b>					
Book value per share	1.94	2.04	2.11	2.18	2.26
Tangible book value per share	1.94	2.04	2.11	2.18	2.26
<b>Financial strength</b>					
Net debt/equity (%)	44.5	41.3	41.8	40.5	38.8
Net debt/total assets (%)	16.5	15.9	15.8	15.2	14.5
Current ratio (x)	1.0	0.9	1.0	1.0	1.0
CF interest cover (x)	22.1	15.5	19.4	18.4	18.8
Valuation	2023	2024	2025E	2026E	2027E
<b>Recurring P/E (x) *</b>	<b>18.8</b>	<b>18.6</b>	<b>17.7</b>	<b>16.6</b>	<b>15.6</b>
<b>Recurring P/E @ target price (x) *</b>	<b>24.1</b>	<b>23.9</b>	<b>22.8</b>	<b>21.2</b>	<b>20.0</b>
Reported P/E (x)	18.8	18.6	17.7	16.6	15.6
Dividend yield (%)	4.3	4.7	4.9	5.2	5.6
Price/book (x)	4.7	4.5	4.4	4.2	4.1
Price/tangible book (x)	4.7	4.5	4.4	4.2	4.1
EV/EBITDA (x) **	11.1	10.8	10.3	9.6	9.1
EV/EBITDA @ target price (x) **	13.9	13.6	12.9	12.1	11.4
EV/invested capital (x)	2.9	2.9	2.8	2.7	2.6
* Pre-exceptional, pre-goodwill and fully diluted    ** EBITDA includes associate income and recurring non-operating income					

Sources: Home Product Center; FSSIA estimates

# Home Product Center PCL (HMPRO TB)

## FSSIA ESG rating



### Exhibit 8: FSSIA ESG score implication

**87.20 /100**

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 9: ESG – peer comparison

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

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

### Exhibit 10: ESG score by Bloomberg

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

Sources: Bloomberg; FSSIA's compilation



**Exhibit 11: ESG score by Bloomberg (cont.)**

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

Sources: Bloomberg; FSSIA's compilation



## Disclaimer for ESG scoring

ESG score	Methodology	Rating																			
The Dow Jones Sustainability Indices ( <a href="#">DJSI</a> ) 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 ( <a href="#">SETESG</a> ) by The Stock Exchange of Thailand ( <a href="#">SET</a> )	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 <b>SETESG inclusion</b> , 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. <b>SETESG Index</b> 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.																			
<b>CG Score</b> 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%).																			
<b>AGM level</b> 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&amp;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.																			
<a href="#">Thai CAC</a> 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.																			
<a href="#">Morningstar Sustainabilitys</a>	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 &amp; peer reviews.</i>	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. <table><tr><th>NEGL</th><th>Low</th><th>Medium</th><th>High</th><th>Severe</th></tr><tr><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40+</td></tr></table>	NEGL	Low	Medium	High	Severe	0-10	10-20	20-30	30-40	40+									
NEGL	Low	Medium	High	Severe																	
0-10	10-20	20-30	30-40	40+																	
<a href="#">ESG Book</a>	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.																			
<a href="#">MSCI</a>	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><b>AAA</b></td><td>8.571-10.000</td><td rowspan="3"><b>Leader:</b></td><td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td></tr><tr><td><b>AA</b></td><td>7.143-8.570</td></tr><tr><td><b>A</b></td><td>5.714-7.142</td></tr><tr><td><b>BBB</b></td><td>4.286-5.713</td><td rowspan="3"><b>Average:</b></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><b>BB</b></td><td>2.857-4.285</td></tr><tr><td><b>B</b></td><td>1.429-2.856</td></tr><tr><td><b>CCC</b></td><td>0.000-1.428</td><td><b>Laggard:</b></td><td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td></tr></table>	<b>AAA</b>	8.571-10.000	<b>Leader:</b>	leading its industry in managing the most significant ESG risks and opportunities	<b>AA</b>	7.143-8.570	<b>A</b>	5.714-7.142	<b>BBB</b>	4.286-5.713	<b>Average:</b>	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers	<b>BB</b>	2.857-4.285	<b>B</b>	1.429-2.856	<b>CCC</b>	0.000-1.428	<b>Laggard:</b>	lagging its industry based on its high exposure and failure to manage significant ESG risks
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<b>CCC</b>	0.000-1.428	<b>Laggard:</b>	lagging its industry based on its high exposure and failure to manage significant ESG risks																		
<a href="#">Moody's ESG solutions</a>	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.																				
<a href="#">Refinitiv ESG rating</a>	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; &gt;25 to 50 = satisfactory; &gt;50 to 75 = good; and &gt;75 to 100 = excellent.)</i>																				
<a href="#">S&amp;P Global</a>	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.																				
<b>Bloomberg</b>	ESG Score	Bloomberg score evaluating the company's aggregated Environmental, Social and Governance (ESG) performance. The score is based on Bloomberg's view of ESG financial materiality. The score is a weighted generalized mean (power mean) of Pillar Scores, where the weights are determined by the pillar priority ranking. Values range from 0 to 10; 10 is the best.																			
Bloomberg	ESG Disclosure Score	Disclosure of a company's ESG used for Bloomberg ESG score. The score ranges from 0 for none to 100 for disclosure of every data point, measuring the amount of ESG data reported publicly, and not the performance on any data point.																			

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

Source: FSSIA's compilation

GENERAL DISCLAIMER

ANALYST(S) CERTIFICATION

Jitra Amornthum FSS International Investment Advisory Securities Co., Ltd

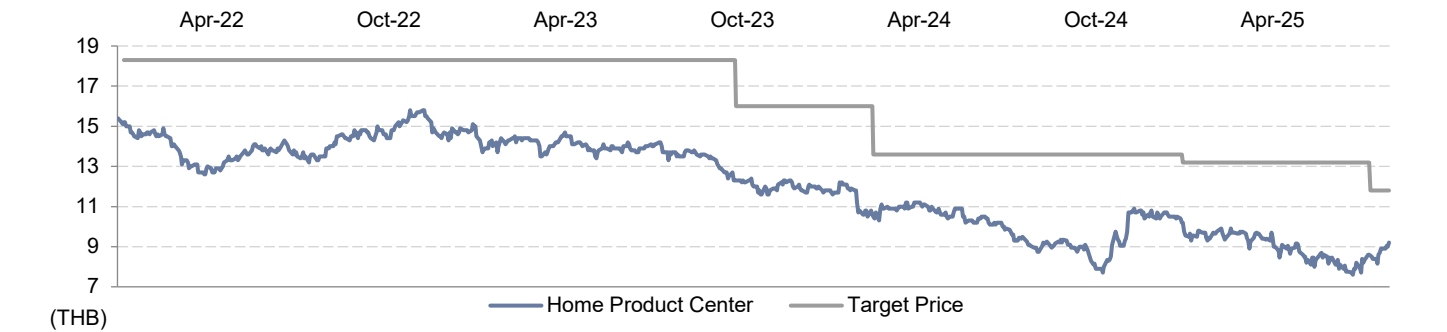
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History of change in investment rating and/or target price

Home Product Center (HMPRO TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
26-Apr-2022	BUY	18.30	30-Jan-2024	BUY	13.60	01-Apr-2025	BUY	11.80
04-Oct-2023	BUY	16.00	22-Oct-2024	BUY	13.20			

Jitra Amornthum started covering this stock from 01-Apr-2025

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Home Product Center	HMPRO TB	THB 9.20	BUY	Key downside risks to our DCF-based TP include: 1) lower-than-expected SSSG; 2) slower-than-expected recovery in domestic consumption and tourist arrivals, and 3) operating losses from overseas units.

Source: FSSIA estimates

Additional Disclosures

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

All share prices are as at market close on 18-Apr-2025 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.