

DOHOME DOHOME TB

THAILAND / COMMERCE

BUY
UNCHANGED

1Q25 results at first glance

กำไรใกล้เคียงคาด เริ่มเห็นความอ่อนแอปลายไตรมาส

Highlights

- DOHOME รายงานกำไรสุทธิ 1Q25 ที่ 245 ล้านบาท (+53.1% q-q, +0.3% y-y) ต่ำกว่าเราและตลาดเพียงเล็กน้อย 2-3% กำไรที่โตแรง q-q เพราะ 1Q เป็น high season ของการขายวัสดุก่อสร้าง กำไรที่ทรงตัว y-y เป็นไปตาม SSSG ที่ +0.45% y-y
- SSSG 1Q25 +0.45% y-y บวกต่อเนื่องเป็นไตรมาสที่ 2 แต่ชะลอจาก 4Q24 ที่ +1.5% y-y และต่ำกว่าที่เราคาดเนื่องจากยอดขายเดือน มี.ค. ที่ชะลอจากในเดือน ม.ค.-ก.พ. โดย SSSG ถูกจุดจากสาขาในกรุงเทพและปริมณฑล (ประมาณ 20% ของรายได้รวม) ที่ติดลบเป็นเลขหลักเดียวสูงๆ ในขณะที่ภูมิภาคอื่นมี SSSG เป็นบวกทั้งหมด
- ในไตรมาสนี้ไม่มีการเปิดสาขาใหม่ ยังคงมีสาขา L format 24 แห่ง และ ToGo 15 แห่ง รายได้จากการขายและบริการจึงเติบโต 6.0% q-q และ 1.5% y-y เป็น 8.1 พันล้านบาท
- อัตรากำไรขั้นต้นอยู่ที่ 17.6% ลดลง 20bps y-y จาก Product mix โดยไตรมาสนี้สัดส่วนยอดขายของกลุ่มวัสดุก่อสร้างซึ่งมีมาร์จิ้นต่ำ เพิ่มขึ้นเป็นประมาณ 50% ของรายได้ เทียบกับ 1Q24 ที่มีสัดส่วน 47-48% และสินค้า Private label ลดลงเล็กน้อย เป็น 19.0% ของรายได้รวม จาก 19.5% ใน 1Q24
- ค่าใช้จ่ายขายและบริหารควบคุมได้ดี มีสัดส่วน 12.9% ของรายได้ ใกล้เคียงปีก่อน จากการบริหารจัดการที่ดี และสาขาที่เปิดใหม่ในระยะหลังเป็นไซส์เล็ก

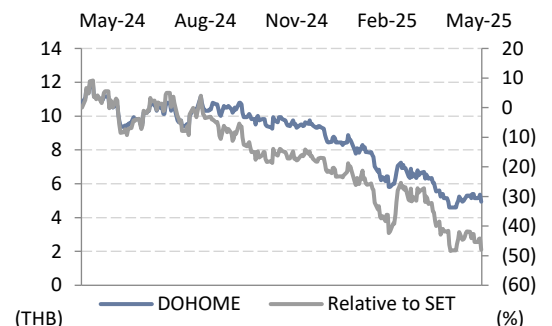
Outlook

- SSSG เดือน เม.ย. ทรงตัว และวันที่ 1-7 เดือน พ.ค. ลบ 1% ต้นๆ ภาพรวมของกำลังซื้ออ่อนแอและยอดขายของเครื่องใช้ไฟฟ้า (มาร์จิ้นต่ำ) ลดลงเพราะอากาศไม่ร้อนนัก ส่งผลให้อัตรากำไรขั้นต้นเดือน เม.ย. ดีขึ้นจากเดือน มี.ค. โดยอยู่ที่ระดับ 17% ปลายๆ
- กำไร 1Q25 คิดเป็น 29% ของประมาณการทั้งปี ขณะที่เทียบกับในช่วง 5 ปีที่ผ่านมา กำไร 1Q มีสัดส่วนเฉลี่ย 39% ของกำไรทั้งปี อาจชี้ว่าประมาณการของเรามี downside อย่างไรก็ดีตาม ประมาณการกำไรปี 2025 ของเรายูบ่นสมมติฐาน SSSG +3% โดยทุกๆ 1% ของ SSSG ที่เปลี่ยนแปลง กระทบกำไรราว 2%
- เราคงประมาณการไว้ก่อนและคงราคาเป้าหมาย 7.50 บาท (DCF, WACC 8.1%, LTG 2%)

TARGET PRICE THB7.50
CLOSE THB4.94
UP/DOWNSIDE +51.8%
TP vs CONSENSUS +0.1%

KEY STOCK DATA

YE Dec (THB m)	2024	2025E	2026E	2027E
Revenue	30,991	33,374	36,841	39,237
Net profit	674	845	1,151	1,349
EPS (THB)	0.21	0.25	0.34	0.40
vs Consensus (%)	-	(2.0)	9.0	13.3
EBITDA	2,434	2,779	3,288	3,651
Recurring net profit	674	845	1,151	1,349
Core EPS (THB)	0.21	0.25	0.34	0.40
EPS growth (%)	21.1	19.7	36.2	17.2
Core P/E (x)	23.7	19.8	14.5	12.4
Dividend yield (%)	1.0	0.3	0.8	1.0
EV/EBITDA (x)	13.6	12.4	10.7	9.7
Price/book (x)	1.2	1.2	1.1	1.0
Net debt/Equity (%)	134.4	129.5	125.8	116.9
ROE (%)	5.4	6.4	8.1	8.8



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	0.0	(22.8)	(54.2)
Relative to country (%)	(10.9)	(17.9)	(47.9)
Mkt cap (USD m)	509		
3m avg. daily turnover (USD m)	2.1		
Free float (%)	30		
Major shareholder	Tangmitrphracha Family (36%)		
12m high/low (THB)	12.03/4.50		
Issued shares (m)	3,089.13		

Sources: Bloomberg consensus; FSSIA estimates



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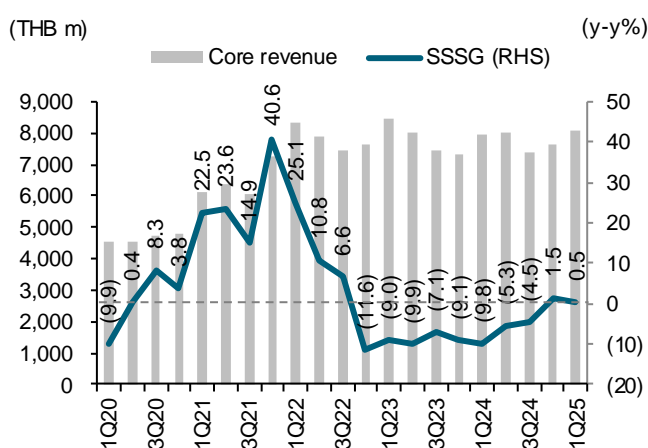
บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 9 พฤษภาคม 2025

Exhibit 1: DOHOME - 1Q25 results summary

Year to Dec 31	1Q24 (THB m)	2Q24 (THB m)	3Q24 (THB m)	4Q24 (THB m)	1Q25 (THB m)	Change (q-q%)	Change (y-y%)	2024 (THB m)	2025E (THB m)	Change (y-y%)	1Q25 % of 25E
Total revenue	7,959	8,016	7,393	7,623	8,079	6.0	1.5	30,991	33,374	7.7	24.2
- Retail sales	7,877	7,921	7,301	7,536	7,980	5.9	1.3	30,635	32,981	7.7	24.2
- Service income	82	95	92	87	99	13.8	20.7	356	393	10.5	25.2
Cost of sales	(6,542)	(6,615)	(6,180)	(6,345)	(6,660)	5.0	1.8	(25,683)	(27,543)	7.2	24.2
Gross profit	1,416	1,401	1,213	1,278	1,419	11.0	0.2	5,308	5,831	9.8	24.3
Operating costs	(1,024)	(1,099)	(1,087)	(1,045)	(1,046)	0.1	2.2	(4,256)	(4,486)	5.4	23.3
Operating profit	392	302	126	233	373	60.1	(5.0)	1,053	1,345	27.8	27.7
Other income	58	74	110	90	52	(42.4)	(10.1)	336	297	(11.6)	17.5
EBIT	450	376	236	323	426	31.8	(5.4)	1,385	1,642	18.6	25.9
Interest expense	(153)	(146)	(147)	(137)	(125)	(8.9)	(18.5)	(583)	(604)	3.6	20.6
Profit before tax	303	235	92	190	305	60.6	0.7	819	1,057	29.0	28.8
Tax	(58)	(42)	(15)	(30)	(59)	97.8	0.5	(145)	(211)	45.9	27.8
Reported net profit	244	193	77	160	245	53.1	0.3	674	845	25.4	29.1
Core profit	244	193	77	160	245	53.1	0.3	674	845	25.4	29.1
EPS (THB)	0.08	0.06	0.02	0.05	0.07	41.4	(7.4)	0.21	0.25	19.7	28.0
Core EPS (THB)	0.08	0.06	0.02	0.05	0.07	41.4	(7.4)	0.21	0.25	19.7	28.0
Key Ratios (%)	(%)	(%)	(%)	(%)	(%)	(ppt)	(ppt)	(%)	(%)	(ppt)	
Gross margin	17.8	17.5	16.4	16.8	17.6	0.8	(0.2)	17.1	17.5	0.3	
Operating margin	4.9	3.8	1.7	3.1	4.6	1.6	(0.3)	3.4	4.0	0.6	
Core profit margin	3.1	2.4	1.0	2.1	3.0	0.9	(0.0)	2.2	2.5	0.4	
SG&A to revenue	12.8	13.6	14.5	13.6	12.9	(0.7)	0.1	13.6	13.3	(0.3)	
Operating statistic											
SSSG (% y-y)	(9.8)	(5.3)	(4.5)	1.5	0.5			(5.3)	3.0		
Stores - L (no.)	24	24	24	24	24			24	26		
Stores - ToGo (no.)	11	13	15	15	15			15	21		
House brand	19.5	19.5	19.5	19.5	19.0			19.5	21.5		

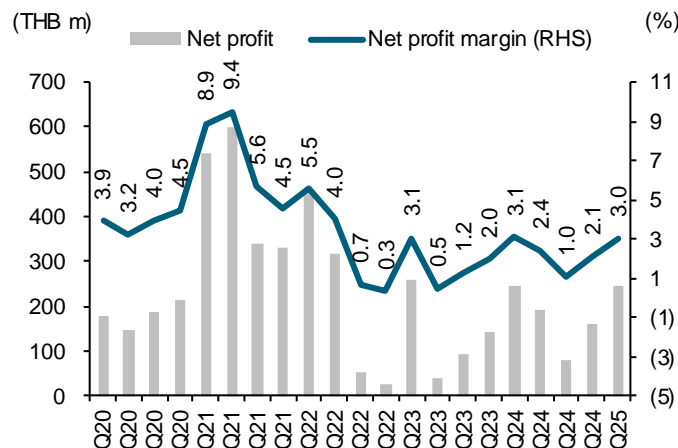
Sources: DOHOME, FSSIA's compilation

Exhibit 2: Same-store-sales growth and core revenue



Sources: DOHOME, FSSIA's compilation

Exhibit 3: Net profit and net profit margin



Sources: DOHOME, FSSIA's compilation

Financial Statements

Dohome

Profit and Loss (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Revenue	31,218	30,991	33,374	36,841	39,237
Cost of goods sold	(26,317)	(25,683)	(27,543)	(30,308)	(32,215)
Gross profit	4,901	5,308	5,831	6,532	7,023
Other operating income	303	336	297	328	349
Operating costs	(3,992)	(4,260)	(4,486)	(4,811)	(5,061)
Operating EBITDA	2,191	2,434	2,779	3,288	3,651
Depreciation	(978)	(1,049)	(1,137)	(1,239)	(1,341)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	1,213	1,385	1,642	2,049	2,311
Net financing costs	(544)	(566)	(586)	(610)	(624)
Associates	0	0	0	0	0
Recurring non-operating income	0	0	0	0	0
Non-recurring items	53	0	0	0	0
Profit before tax	722	819	1,057	1,439	1,687
Tax	(136)	(145)	(211)	(288)	(337)
Profit after tax	585	674	845	1,151	1,349
Minority interests	0	0	0	0	0
Preferred dividends	0	0	0	0	0
Other items	-	-	-	-	-
Reported net profit	585	674	845	1,151	1,349
Non-recurring items & goodwill (net)	(53)	0	0	0	0
Recurring net profit	532	674	845	1,151	1,349
Per share (THB)					
Recurring EPS *	0.17	0.21	0.25	0.34	0.40
Reported EPS	0.19	0.21	0.25	0.34	0.40
DPS	0.05	0.05	0.01	0.04	0.05
Diluted shares (used to calculate per share data)	3,089	3,230	3,383	3,383	3,383
Growth					
Revenue (%)	(0.3)	(0.7)	7.7	10.4	6.5
Operating EBITDA (%)	1.9	11.1	14.2	18.3	11.1
Operating EBIT (%)	(11.2)	14.2	18.6	24.8	12.8
Recurring EPS (%)	(41.0)	21.1	19.7	36.2	17.2
Reported EPS (%)	(28.9)	10.2	19.7	36.2	17.2
Operating performance					
Gross margin inc. depreciation (%)	15.7	17.1	17.5	17.7	17.9
Gross margin exc. depreciation (%)	18.8	20.5	20.9	21.1	21.3
Operating EBITDA margin (%)	7.0	7.9	8.3	8.9	9.3
Operating EBIT margin (%)	3.9	4.5	4.9	5.6	5.9
Net margin (%)	1.7	2.2	2.5	3.1	3.4
Effective tax rate (%)	18.9	17.7	20.0	20.0	20.0
Dividend payout on recurring profit (%)	28.8	24.3	5.7	11.0	12.8
Interest cover (X)	2.2	2.4	2.8	3.4	3.7
Inventory days	194.6	190.2	180.4	179.5	180.7
Debtor days	16.3	17.2	17.3	16.3	16.6
Creditor days	60.0	52.1	46.5	46.8	48.1
Operating ROIC (%)	3.5	3.9	4.5	5.3	5.8
ROIC (%)	3.3	3.7	4.2	5.0	5.4
ROE (%)	4.5	5.4	6.4	8.1	8.8
ROA (%)	2.9	3.3	3.8	4.5	4.8
* Pre exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Sales	30,890	30,635	32,981	36,407	38,775
Service income	328	356	393	434	462

Sources: Dohome; FSSIA estimates

Financial Statements

Dohome

Cash Flow (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Recurring net profit	532	674	845	1,151	1,349
Depreciation	978	1,049	1,137	1,239	1,341
Associates & minorities	0	0	0	0	0
Other non-cash items	-	-	-	-	-
Change in working capital	712	358	(301)	(407)	84
Cash flow from operations	2,222	2,081	1,681	1,983	2,774
Capex - maintenance	-	-	-	-	-
Capex - new investment	(2,318)	(1,248)	(1,684)	(1,711)	(1,738)
Net acquisitions & disposals	58	26	(102)	(303)	(277)
Other investments (net)	0	0	0	0	0
Cash flow from investing	(2,260)	(1,223)	(1,786)	(2,014)	(2,014)
Dividends paid	-	(164)	(48)	(127)	(173)
Equity finance	194	140	154	0	0
Debt finance	700	(428)	582	813	102
Other financing cash flows	(721)	(580)	(602)	(624)	(639)
Cash flow from financing	173	(1,031)	85	62	(710)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
Net other adjustments	0	0	0	0	0
Movement in cash	136	(172)	(19)	31	50
Free cash flow to firm (FCFF)	528.84	1,442.01	499.37	598.10	1,403.16
Free cash flow to equity (FCFE)	(57.98)	(148.55)	(125.24)	157.42	222.30

Per share (THB)					
FCFF per share	0.17	0.47	0.16	0.19	0.45
FCFE per share	(0.02)	(0.05)	(0.04)	0.05	0.07
Recurring cash flow per share	0.49	0.53	0.59	0.71	0.80

Balance Sheet (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Tangible fixed assets (gross)	22,014	23,121	24,621	26,121	27,621
Less: Accumulated depreciation	(4,659)	(5,566)	(6,518)	(7,546)	(8,649)
Tangible fixed assets (net)	17,356	17,555	18,102	18,575	18,972
Intangible fixed assets (net)	1,539	1,519	1,620	1,922	2,198
Long-term financial assets	-	-	-	-	-
Invest. in associates & subsidiaries	-	-	-	-	-
Cash & equivalents	296	124	105	136	185
A/C receivable	1,326	1,587	1,568	1,731	1,844
Inventories	13,264	12,412	13,693	14,901	15,662
Other current assets	158	319	330	361	391
Current assets	15,044	14,442	15,696	17,129	18,082
Other assets	44	50	51	56	61
Total assets	33,983	33,566	35,470	37,682	39,312
Common equity	12,176	12,826	13,777	14,802	15,978
Minorities etc.	0	0	0	0	0
Total shareholders' equity	12,176	12,826	13,777	14,802	15,978
Long term debt	5,833	5,283	6,249	6,950	7,459
Other long-term liabilities	105	125	129	141	153
Long-term liabilities	5,938	5,408	6,378	7,091	7,612
A/C payable	3,855	3,182	3,547	3,903	4,237
Short term debt	11,961	12,083	11,698	11,810	11,403
Other current liabilities	54	67	70	76	82
Current liabilities	15,869	15,332	15,315	15,789	15,722
Total liabilities and shareholders' equity	33,983	33,566	35,470	37,682	39,312
Net working capital	10,839	11,069	11,975	13,014	13,577
Invested capital	29,778	30,192	31,749	33,567	34,808

* Includes convertibles and preferred stock which is being treated as debt

Per share (THB)					
Book value per share	3.94	3.97	4.07	4.37	4.72
Tangible book value per share	3.44	3.50	3.59	3.81	4.07

Financial strength					
Net debt/equity (%)	143.7	134.4	129.5	125.8	116.9
Net debt/total assets (%)	51.5	51.4	50.3	49.4	47.5
Current ratio (x)	0.9	0.9	1.0	1.1	1.2
CF interest cover (x)	5.2	2.9	3.7	4.1	4.1

Valuation	2023	2024	2025E	2026E	2027E
Recurring P/E (x) *	28.7	23.7	19.8	14.5	12.4
Recurring P/E @ target price (x) *	43.5	35.9	30.0	22.0	18.8
Reported P/E (x)	26.1	23.7	19.8	14.5	12.4
Dividend yield (%)	1.0	1.0	0.3	0.8	1.0
Price/book (x)	1.3	1.2	1.2	1.1	1.0
Price/tangible book (x)	1.4	1.4	1.4	1.3	1.2
EV/EBITDA (x) **	15.0	13.6	12.4	10.7	9.7
EV/EBITDA @ target price (x) **	18.6	17.0	15.5	13.4	12.1
EV/invested capital (x)	1.1	1.1	1.1	1.1	1.0

* Pre-exceptional, pre-goodwill and fully diluted ** EBITDA includes associate income and recurring non-operating income

Sources: Dohome; FSSIA estimates

Dohome (DOHOME TB)

FSSIA ESG rating


42.34 /100

Exhibit 4: 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 5: 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 6: ESG score by Bloomberg

FY ending Dec 31	FY 2019	FY 2020	FY 2021	FY 2022
ESG financial materiality scores - ESG score	1.50	1.52	2.55	4.17
BESG environmental pillar score	0.00	0.00	0.00	2.33
BESG social pillar score	0.67	0.67	3.88	5.70
BESG governance pillar score	5.00	5.11	4.98	4.79
ESG disclosure score	28.73	32.69	37.03	46.91
Environmental disclosure score	0.00	0.00	2.08	25.67
Social disclosure score	15.72	16.81	27.75	33.83
Governance disclosure score	70.32	81.10	81.10	81.10
Environmental				
Emissions reduction initiatives	No	No	No	Yes
Climate change policy	No	No	No	Yes
Climate change opportunities discussed	No	No	No	No
Risks of climate change discussed	No	No	Yes	Yes
GHG scope 1	—	—	—	—
GHG scope 2 location-based	—	—	—	—
GHG Scope 3	—	—	—	—
Carbon per unit of production	—	—	—	—
Biodiversity policy	No	No	No	No
Energy efficiency policy	No	No	Yes	Yes
Total energy consumption	—	—	—	—
Renewable energy use	—	—	—	16
Electricity used	—	—	—	50
Fuel used - natural gas	—	—	—	—

Sources: Bloomberg; FSSIA's compilation

Exhibit 7: ESG score by Bloomberg (cont.)

FY ending Dec 31	FY 2019	FY 2020	FY 2021	FY 2022
Fuel used - crude oil/diesel	No	No	No	No
Waste reduction policy	No	No	Yes	Yes
Hazardous waste	—	—	—	—
Total waste	—	—	—	—
Waste recycled	—	—	—	—
Waste sent to landfills	—	—	—	—
Environmental supply chain management	No	No	No	Yes
Water policy	No	No	Yes	Yes
Water consumption	—	—	—	—
Social				
Human rights policy	Yes	Yes	Yes	Yes
Policy against child labor	Yes	Yes	Yes	Yes
Quality assurance and recall policy	No	No	No	No
Consumer data protection policy	No	No	No	Yes
Equal opportunity policy	Yes	Yes	Yes	Yes
Gender pay gap breakout	No	No	No	No
Pct women in workforce	—	—	44	43
Pct disabled in workforce	—	—	1	1
Business ethics policy	Yes	Yes	Yes	Yes
Anti-bribery ethics policy	Yes	Yes	Yes	Yes
Health and safety policy	No	Yes	Yes	Yes
Lost time incident rate - employees	—	—	—	1
Total recordable incident rate - employees	—	—	2	—
Training policy	No	Yes	Yes	Yes
Fair remuneration policy	No	No	No	Yes
Number of employees – CSR	3,706	5,176	6,219	7,837
Employee turnover pct	—	—	—	—
Total hours spent by firm - employee training	1,098	2,388	1,910	30,870
Social supply chain management	No	No	No	Yes
Governance				
Board size	11	11	8	8
No. of independent directors (ID)	5	5	3	3
No. of women on board	5	5	3	3
No. of non-executive directors on board	5	5	3	3
Company conducts board evaluations	Yes	Yes	Yes	Yes
No. of board meetings for the year	5	6	4	4
Board meeting attendance pct	—	95	88	97
Board duration (years)	3	3	3	3
Director share ownership guidelines	No	No	No	No
Age of the youngest director	28	29	30	31
Age of the oldest director	66	67	68	69
No. of executives / company managers	10	11	11	11
No. of female executives	7	7	7	7
Executive share ownership guidelines	No	No	No	No
Size of audit committee	3	3	3	3
No. of ID on audit committee	3	3	3	3
Audit committee meetings	5	4	4	4
Audit meeting attendance %	—	100	75	100
Size of compensation committee	3	3	3	3
No. of ID on compensation committee	2	2	2	2
No. of compensation committee meetings	2	2	2	2
Compensation meeting attendance %	—	100	83	100
Size of nomination committee	3	3	3	3
No. of nomination committee meetings	2	2	2	2
Nomination meeting attendance %	—	100	83	100
Sustainability governance				
Verification type	No	No	No	No

Sources: Bloomberg; FSSIA's compilation

Disclaimer for ESG scoring

ESG score	Methodology	Rating																				
The Dow Jones Sustainability Indices (DJSI) By S&P Global	The DJSI World applies a transparent, rules-based component selection process based on the companies' Total Sustainability Scores resulting from the annual S&P Global Corporate Sustainability Assessment (CSA). Only the top-ranked companies within each industry are selected for inclusion.	Be a member and invited to the annual S&P Global Corporate Sustainability Assessment (CSA) for DJSI. Companies with an S&P Global ESG Score of less than 45% of the S&P Global ESG Score of the highest scoring company are disqualified. The constituents of the DJSI indices are selected from the Eligible Universe.																				
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%). <i>(The first assesses 1) advance circulation of sufficient information for voting; and 2) facilitating how voting rights can be exercised. The second assesses 1) the ease of attending meetings; 2) transparency and verifiability; and 3) openness for Q&A. The third involves the meeting minutes that should contain discussion issues, resolutions and voting results.)</i>	The scores are classified into four categories: 5 for Excellent (100), 4 for Very Good (90-99), 3 for Fair (80-89), and not rated for scores below 79.																				
Thai CAC By Thai Private Sector Collective Action Against Corruption (CAC)	The core elements of the Checklist include corruption risk assessment, establishment of key controls, and the monitoring and developing of policies. The Certification is good for three years. <i>(Companies deciding to become a CAC certified member start by submitting a Declaration of Intent to kick off an 18-month deadline to submit the CAC Checklist for Certification, including risk assessment, in place of policy and control, training of managers and employees, establishment of whistleblowing channels, and communication of policies to all stakeholders.)</i>	The document will be reviewed by a committee of nine professionals. A passed Checklist will move for granting certification by the CAC Council approvals whose members are twelve highly respected individuals in professionalism and ethical achievements.																				
Morningstar Sustainabilitys	The Sustainabilitys' ESG risk rating provides an overall company score based on an assessment of how much of a company's exposure to ESG risk is unmanaged. <i>Sources to be reviewed include corporate publications and regulatory filings, news and other media, NGO reports/websites, multi-sector information, company feedback, ESG controversies, issuer feedback on draft ESG reports, and quality & peer reviews.</i>	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. <table><tr><th>NEGL</th><th>Low</th><th>Medium</th><th>High</th><th>Severe</th></tr><tr><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40+</td></tr></table>	NEGL	Low	Medium	High	Severe	0-10	10-20	20-30	30-40	40+										
NEGL	Low	Medium	High	Severe																		
0-10	10-20	20-30	30-40	40+																		
ESG Book	The ESG score identifies sustainable companies that are better positioned to outperform over the long term. The methodology considers the principle of financial materiality including information that significantly helps explain future risk-adjusted performance. Materiality is applied by over-weighting features with higher materiality and rebalancing these weights on a rolling quarterly basis.	The total ESG score is calculated as a weighted sum of the features scores using materiality-based weights. The score is scaled between 0 and 100 with higher scores indicating better performance.																				
MSCI	MSCI ESG ratings aim to measure a company's management of financially relevant ESG risks and opportunities. It uses a rules-based methodology to identify industry leaders and laggards according to their exposure to ESG risks and how well they manage those risks relative to peers. <table><tr><td>AAA</td><td>8.571-10.000</td><td rowspan="3">Leader:</td><td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td></tr><tr><td>AA</td><td>7.143-8.570</td></tr><tr><td>A</td><td>5.714-7.142</td></tr><tr><td>BBB</td><td>4.286-5.713</td><td rowspan="3">Average:</td><td rowspan="3">a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers</td></tr><tr><td>BB</td><td>2.857-4.285</td></tr><tr><td>B</td><td>1.429-2.856</td></tr><tr><td>CCC</td><td>0.000-1.428</td><td>Laggard:</td><td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td></tr></table>		AAA	8.571-10.000	Leader:	leading its industry in managing the most significant ESG risks and opportunities	AA	7.143-8.570	A	5.714-7.142	BBB	4.286-5.713	Average:	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers	BB	2.857-4.285	B	1.429-2.856	CCC	0.000-1.428	Laggard:	lagging its industry based on its high exposure and failure to manage significant ESG risks
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Moody's ESG solutions	Moody's assesses the degree to which companies take into account ESG objectives in the definition and implementation of their strategy policies. It believes that a company integrating ESG factors into its business model and relatively outperforming its peers is better positioned to mitigate risks and create sustainable value for shareholders over the medium to long term.																					
Refinitiv ESG rating	Designed to transparently and objectively measure a company's relative ESG performance, commitment and effectiveness across 10 main themes, based on publicly available and auditable data. The score ranges from 0 to 100 on relative ESG performance and insufficient degree of transparency in reporting material ESG data publicly. <i>(Score ratings are 0 to 25 = poor; >25 to 50 = satisfactory; >50 to 75 = good; and >75 to 100 = excellent.)</i>																					
S&P Global	The S&P Global ESG Score is a relative score measuring a company's performance on and management of ESG risks, opportunities, and impacts compared to its peers within the same industry classification. The score ranges from 0 to 100.																					
Bloomberg	ESG Score	Bloomberg score evaluating the company's aggregated Environmental, Social and Governance (ESG) performance. The score is based on Bloomberg's view of ESG financial materiality. The score is a weighted generalized mean (power mean) of Pillar Scores, where the weights are determined by the pillar priority ranking. Values range from 0 to 10; 10 is the best.																				
Bloomberg	ESG Disclosure Score	Disclosure of a company's ESG used for Bloomberg ESG score. The score ranges from 0 for none to 100 for disclosure of every data point, measuring the amount of ESG data reported publicly, and not the performance on any data point.																				

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

Source: FSSIA's compilation

GENERAL DISCLAIMER

ANALYST(S) CERTIFICATION

Jitra Amornthum FSS International Investment Advisory Securities Co., Ltd

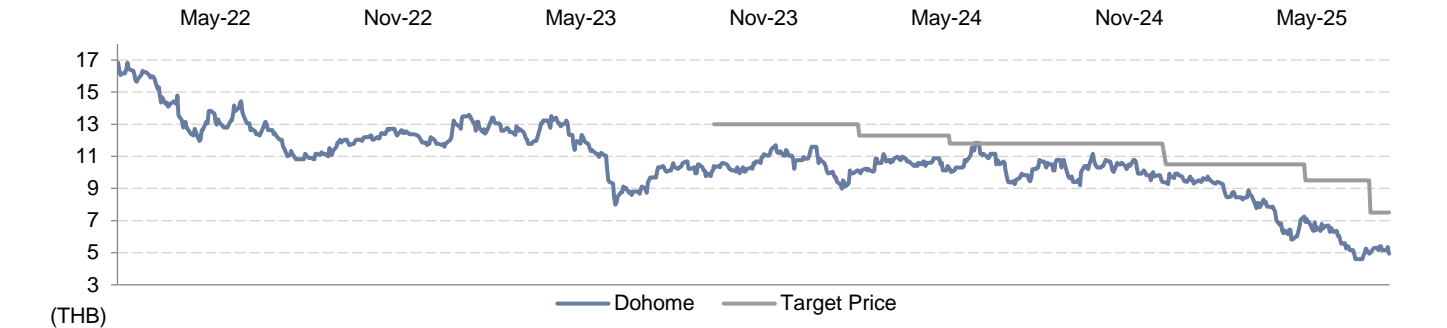
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History of change in investment rating and/or target price

Dohome (DOHOME TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
04-Oct-2023	BUY	13.00	26-Jun-2024	BUY	11.80	24-Feb-2025	BUY	9.50
06-Feb-2024	BUY	12.30	25-Oct-2024	HOLD	10.50	21-Apr-2025	BUY	7.50
24-Apr-2024	HOLD	11.80	23-Jan-2025	BUY	10.50			

Jitra Amornthum started covering this stock from 21-Apr-2025

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Dohome	DOHOME TB	THB 4.94	BUY	Key risks to our DCF-based TP are 1) lower steel price and heavy clearance stock 2) lower farm income, which would affect purchasing power in the agricultural sector, 3) government disbursement, 4) a lower private brand mix and margin, and 5) higher expenses than expected.

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 08-May-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.