

Thailand Market Strategy

เลือกกลยุทธ์ Bottom up ท่ามกลางปัจจัยกดดันการเติบโต

- ติดตามพัฒนาการด้านภาษีนำเข้าของสหรัฐฯ อย่างต่อเนื่องโดยเฉพาะการตัดสินใจของศาลการค้า เงินทุนอาจไหลกลับสู่สินทรัพย์เสี่ยงแต่จะยังจำกัดสำหรับประเทศไทย
- เศรษฐกิจไทยและการเติบโตของกำไรใน ช่วง 2Q25-2H25 คาดว่าจะชะลอตัวจากความมั่นใจที่ลดลง และยังเห็น Downside ต่อประมาณการ EPS ของ SET ในปัจจุบัน
- SET Target ของเราอาจสูงขึ้นถ้าภาษีนำเข้าลดลงหรือถูกยกเลิก เลือกกลยุทธ์ Bottom-up ท่ามกลางความไม่แน่นอนทางเศรษฐกิจ หุ้นเด่นของเราประกอบด้วย BA CPALL KBANK MTC NSL OSP PR9 และ STECON

มีสัญญาณบวกในด้านภาษีนำเข้าของสหรัฐฯ

นับตั้งแต่สหรัฐฯ ประกาศภาษีนำเข้าต่างตอบแทนในเดือน เม.ย. 2025 ความตึงเครียดทางการค้าได้เริ่มบรรเทาลง นับตั้งแต่มีข้อตกลงการค้าระหว่างสหรัฐฯ และสหราชอาณาจักรและมีการชะลอการเก็บภาษีนำเข้าชั่วคราวกับประเทศจีน นอกจากนี้ศาลการค้าสหรัฐฯ ยังตัดสินว่าประธานาธิบดีทรัมป์ทำเกินอำนาจที่ให้ไว้ภายใต้กฎหมาย IEEPA รวมถึงได้สั่งยกเลิกภาษีนำเข้าและห้ามเป็นการถาวร ปัจจัยดังกล่าวได้ช่วยสยบความกลัวของตลาด กรณีภาษีนำเข้ายังอยู่ผลกระทบต่อประเทศไทยน่าจะขึ้นอยู่กับอัตราภาษีนำเข้าที่ตกลงกันได้ในช่วงสุดท้ายและขึ้นอยู่กับว่าอัตราดังกล่าวสูงหรือต่ำกว่าเมื่อเทียบกับคู่แข่งในภูมิภาค ทั้งนี้เศรษฐกิจไทยน่าจะโตไม่เกิน 2% ในช่วงปี 2025-26 แม้ในสถานการณ์ที่อัตราภาษีนำเข้าไม่สูงนักก็ตาม

เงินทุนต่างประเทศอาจไหลกลับหาสินทรัพย์เสี่ยง แต่จะจำกัดสำหรับไทย

ความเคลื่อนไหวในด้านการค้าที่เกิดขึ้นล่าสุดได้ช่วยบรรเทาความกังวลของตลาด ปัจจุบันตลาดคาดว่าอัตราภาษีนำเข้าในท้ายที่สุดจะอยู่ในช่วง 10-20% หรือถูกยกเลิกออกไปทั้งหมด ปัจจัยดังกล่าวได้เปิดประตูให้เงินทุนจากต่างประเทศบางส่วนไหลกลับเข้าสู่สินทรัพย์เสี่ยงรวมถึงตลาดเกิดใหม่ซึ่งจะช่วยสนับสนุนให้สกุลเงินในเอเชียแข็งตัวขึ้น อย่างไรก็ตามการแสวงหาเงินทุนต่างประเทศที่ไหลเข้าสู่ประเทศไทยน่าจะมุ่งไปที่พันธบัตรมากกว่าหุ้นจากศักยภาพการเติบโตที่ต่ำลงจากปัญหาเชิงโครงสร้าง

เศรษฐกิจไทยและกำไรมีแนวโน้มชะลอตัว

สภาพัฒน์ได้ปรับลดประมาณการตัวเลขการเติบโตทางเศรษฐกิจในปี 2025 จาก 2.3-3.3% y-y เป็น 1.3-2.3% y-y เพื่อสะท้อนผลกระทบจากภาษีนำเข้าของสหรัฐฯ เราคาดว่ากำไรจะลดลงในช่วง 2Q25-2H25 จากหลายปัจจัย ทั้งการส่งออกที่ชะลอตัว การบริโภคในภาคเอกชนที่ลดลงตามทิศทางความเชื่อมั่นของผู้บริโภค มาตรการกระตุ้นเศรษฐกิจจากรัฐบาลที่จำกัดความไม่แน่นอนทางการเมืองที่สูงขึ้น ตัวเลขนักท่องเที่ยวขาเข้าที่ต่ำกว่าคาดและฤดูฝนที่มาเร็วกว่าปกติ ซึ่งคาดว่าจะกดดันแนวโน้มกำไรของบจ.และนำไปสู่การปรับลดประมาณการ EPS จากในปัจจุบันที่ประมาณ 90 บาท

กลยุทธ์ Bottom up เป็นกลยุทธ์สำคัญท่ามกลางแนวโน้มที่เปราะบาง

เราคงเป้า SET ในปี 2025 ของเราไว้ที่ 1,180 (จากสมมติฐานกำไรต่อหุ้นที่ 84 บาทและ 14x PER) อย่างไรก็ตามถ้าอัตราภาษีนำเข้าลดลงหรือถูกยกเลิกไปทั้งหมด เป้าของเราอาจเพิ่มขึ้นเป็น 1,230-1,300 โดยมีปัจจัยหนุนจากสมมติฐานกำไรต่อหุ้นที่สูงขึ้นเป็น 88-90 บาทและ 14.5x PER อย่างไรก็ตามความไม่แน่นอนทางเศรษฐกิจที่ดำเนินอยู่ในปัจจุบันและความเสี่ยงต่อกำไรอาจจำกัด Upside ของดัชนี ดังนั้นเราจึงแนะนำให้นักลงทุนใช้กลยุทธ์ Bottom-up โดยจะมุ่งเน้นไปที่บริษัทที่มีแนวโน้มกำไรดี มีความชัดเจนสูง และมีปัจจัยบวกเฉพาะตัว ทั้งนี้หุ้นเด่นของเราประกอบด้วย BA CPALL KBANK MTC NSL OSP PR9 และ STECON



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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 29 พฤษภาคม 2025

Positive signals emerge on US trade tariff developments

Nearly two months have passed since the United States announced retaliatory tariff measures on 2 April 2025, before delaying the implementation of such for 90 days (9 April – 9 July 2025) to open the door for trade negotiations.

We are now beginning to see signs of easing trade tensions, including the US–UK trade agreement becoming the first bilateral deal to be finalized in early May 2025. More notably, the first working-level negotiations between the US and China have taken place, resulting in a temporary 115% tariff reduction for 90 days starting 14 May 2025. Under the deal, the US will reduce tariffs on Chinese goods from 145% to 30%, while China will cut tariffs on US imports from 125% to 10%. These developments have eased market concerns over the potential economic fallout, which now appears less severe than initially expected. As a result, risky assets have continued to rebound and have now returned to levels seen before the tariff announcement.

On 28 May 2025, the US Court of International Trade ruled that President Donald Trump exceeded his authority under the International Emergency Economic Powers Act (IEEPA). The court ordered that these tariffs be vacated and permanently blocked, stating that the measures did not sufficiently address any national emergency threats. Although the White House may appeal the ruling, it represents a major legal setback for the administration's trade agenda and reduces the likelihood of the most severe tariff outcomes. This development has further reassured markets that the economic impact of these tariffs could be less damaging than previously feared.

If the reciprocal tariffs remain in place, we believe the minimum tariff rate the US will impose on all countries will likely remain at 10%. In Thailand's case, with the country initially being subject to a 36% tariff, attention has now turned to whether negotiations can achieve a meaningful reduction. At present, no official negotiation date has been set, but there is a positive signal after the US Treasury Secretary mentioned that several countries, including Thailand, have submitted constructive proposals.

We assess that the impact on Thailand's economy will depend not only on the final tariff rate Thailand receives, but also how it compares with regional peers such as Vietnam, Indonesia, the Philippines, and Malaysia. If tariff levels are not significantly different, the relative impact on Thailand could be mitigated.

The Bank of Thailand's baseline scenario assumes all tariffs are reduced to 10%, while an alternative case sees tariffs halved from the original rates, implying an 18% rate for Thailand, which is close to our Scenario 2 estimate of 20%. Despite this, we continue to expect that Thai GDP growth might not exceed 2% in both 2025 and 2026.

Exhibit 1: GDP growth projections by country (y-y)

	2Q24	3Q24	4Q24	1Q25	2Q25E	3Q25E	4Q25E	2025E**	2026E**	Probability of recession
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
US*	3.0	3.1	2.4	(0.3)	1.3	0.8	1.3	1.8	1.7	40.0
Eurozone	0.5	1.0	1.2	1.2	1.1	0.7	0.7	0.8	1.2	30.0
UK	1.1	1.2	1.5	1.3	0.8	0.9	1.0	1.1	1.4	37.5
China	4.7	4.6	5.4	5.4	4.7	4.0	3.9	4.0	4.0	15.0
Japan*	3.8	1.0	2.4	(0.7)	0.3	0.4	0.7	0.6	0.6	35.0
South Korea	2.3	1.5	1.2	(0.1)	0.6	1.1	1.8	1.0	1.4	20.0
Taiwan	4.9	4.2	2.9	5.4	3.0	2.9	2.4	2.9	2.5	15.0
Thailand	2.3	3.0	3.3	3.1	2.7	2.0	2.2	1.8	1.6	12.5
Indonesia	5.1	5.0	5.0	4.9	4.8	4.8	4.8	4.7	4.7	10.0
Malaysia	5.9	5.4	4.9	4.4	3.8	3.5	4.0	4.1	3.8	5.0
Singapore	3.4	5.7	5.0	3.9	3.3	1.1	1.2	2.0	1.9	-
Philippines	6.5	5.2	5.3	5.4	5.5	5.6	5.5	5.5	5.8	15.0
India	6.5	5.6	6.2	6.8	6.4	6.5	6.1	6.2	6.3	0.0

Note: * = q-q SAAR, ** = data from IMF

Sources: Bloomberg, IMF and FSSIA's compilation

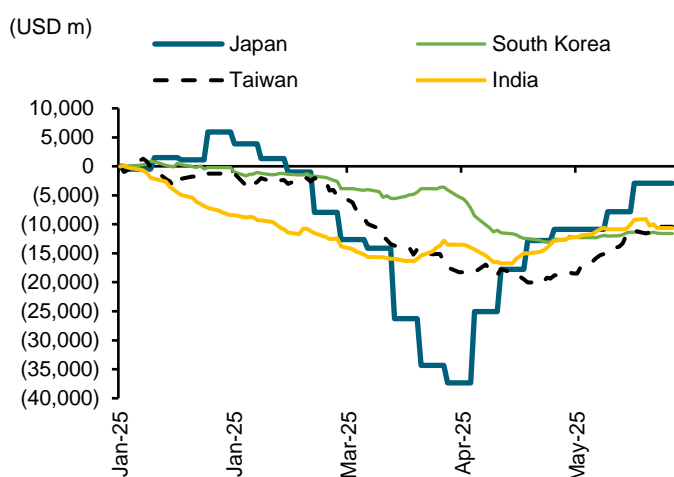
Foreign funds might flow back to Ems, but limited for Thailand

On 16 May 2025, Moody's downgraded the US credit rating by one notch from Aaa to Aa1, due to concerns over budget deficits and high levels of public debt. This triggered selling pressure in both equity and bond markets, pushing 2Y and 10Y bond yields up to c4% and c4.5%, respectively. Meanwhile, the dollar index weakened by approximately 2–3%, falling to the level of c100.

We anticipate that if the US proceeds with high retaliatory tariffs, the economic impact could be severe and potentially prompt capital outflows from risky assets toward safe-haven assets. However, recent progress in trade negotiations has lifted market expectations that the final US tariff rates may remain within the 10–20% range currently anticipated by the market. We believe that the market has already priced in much of this risk, and there is now the potential for capital to return to equity markets in emerging markets (EMs), including Asia, which could also support the appreciation of Asian currencies.

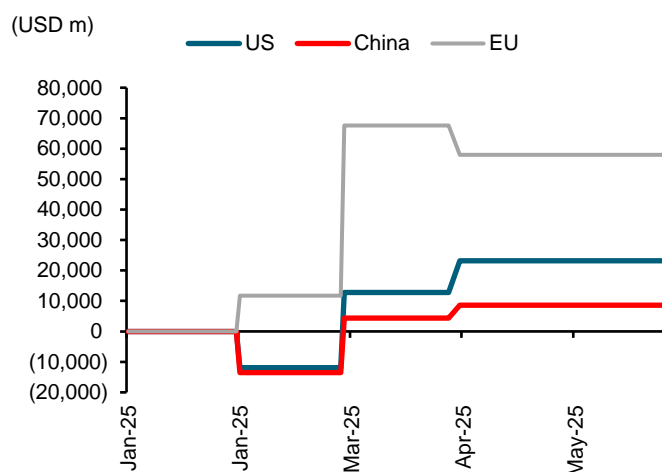
For Thailand, we expect foreign inflows to be concentrated in the bond market rather than equities, given the country's weak growth outlook from structural challenges. A meaningful recovery in tourist arrivals could be a key trigger for equity inflows, as it would support broader economic momentum, in our view.

Exhibit 2: YTD foreign fund flows by country



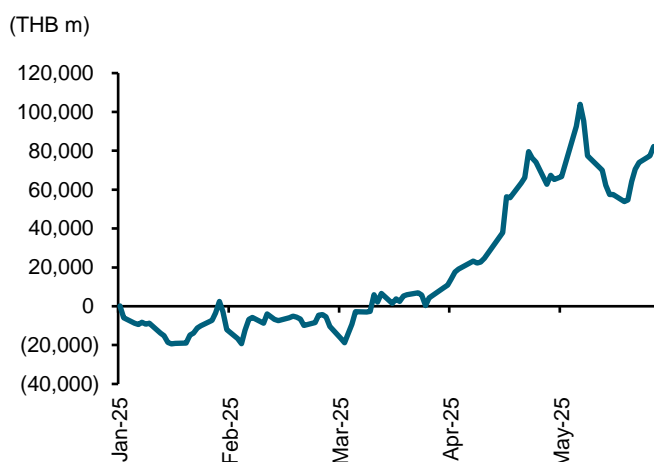
Sources: Bloomberg and FSSIA

Exhibit 3: YTD foreign fund flows by country



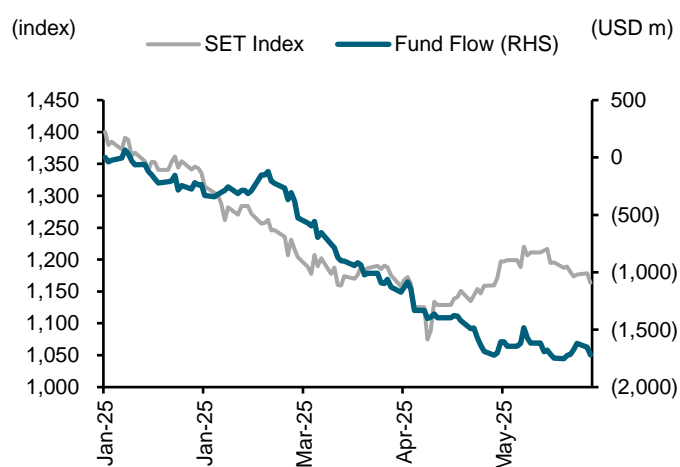
Sources: Bloomberg and FSSIA

Exhibit 4: YTD foreign fund flows in TH bond market



Source: ThaiBMA

Exhibit 5: YTD SET index vs equity fund flows



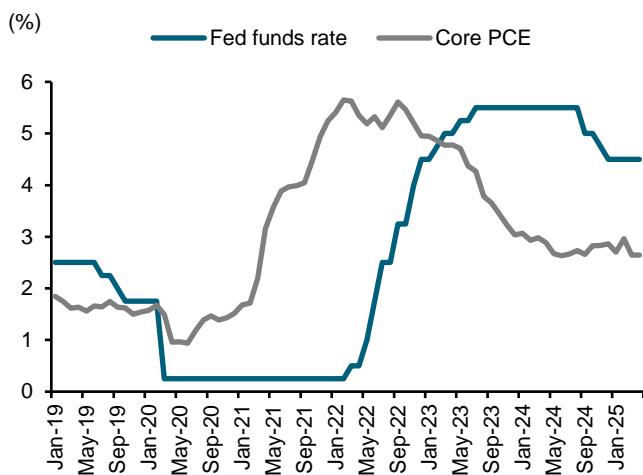
Sources: Bloomberg and FSSIA

The Fed's rate cuts to be delayed from June

Previously, we had anticipated that the earliest possible interest rate cut by the Federal Reserve (Fed) could take place in June, after several Fed officials signaled that they may consider easing if there were clear signs of labor market deterioration resulting from the retaliatory tariffs. However, we now expect the rate cut to be delayed until September, as recent US economic data has not shown significant deterioration, and inflation in April did not rise as sharply as previously feared. This allows the Fed to remain patient and monitor the outcomes of tariff developments for a while longer.

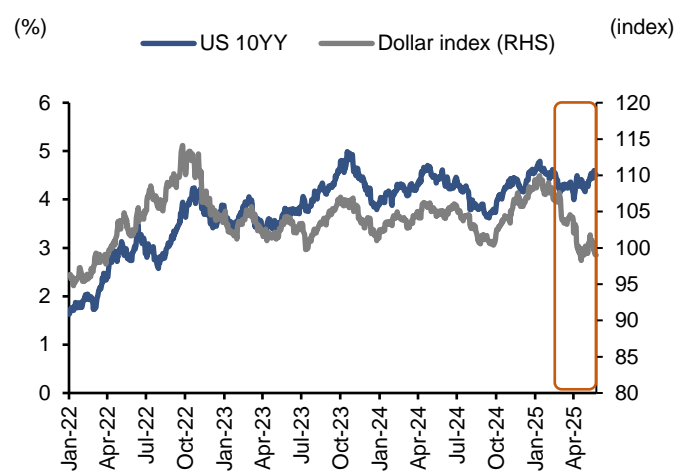
As a result, US bond yields are likely to remain elevated. Nevertheless, the US dollar may face depreciation pressure, reflecting the anticipated economic slowdown and the recent downgrade of the country's credit rating. This marks a shift from recent years, when the dollar typically moved in line with bond yields amid a strong economy and inflation running above the Fed's target. The upcoming US economic data during the May–July period remains a key factor to monitor. The market currently expects two rate cuts this year, bringing the Fed funds rate from 4.25-4.5% to 3.75-4%.

Exhibit 6: US core PCE and Fed funds rate



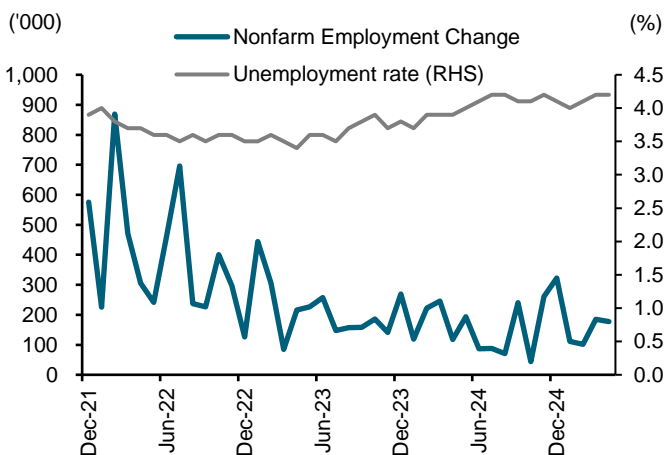
Source: Bloomberg

Exhibit 7: US 10Y bond yield vs dollar index



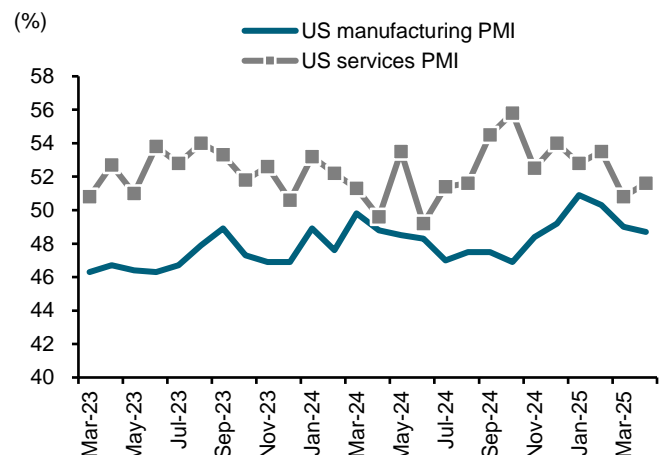
Source: Bloomberg

Exhibit 8: US non-farm employment change and unemployment rate



Source: Bloomberg

Exhibit 9: US manufacturing and services PMI



Source: Bloomberg

Slow momentum in 2Q25–2H25 after TH 1Q25 GDP beats

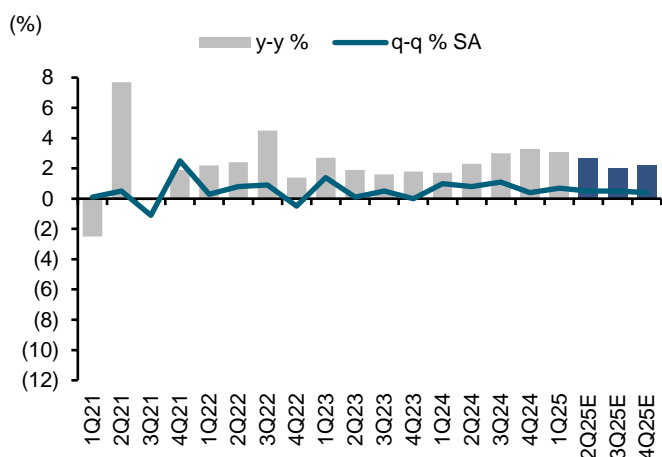
The Office of the National Economic and Social Development Council (NESDC) reported that Thai GDP grew by 0.7% q-q and 3.1% y-y in 1Q25, beating the street's expectation of +0.5% q-q and +2.9% y-y.

Net exports were a key driver in 1Q25, with exports of goods and services notably increasing by 12.3% y-y, while imports inched up only 2.1% y-y. Specifically, exports of goods jumped by 13.8% y-y as many countries rushed to front-load orders and shipments ahead of the US reciprocal tariff implementation in April. Meanwhile, exporting services increased by 7% y-y, supported by higher tourist arrivals of 9.55 million, up 2% y-y, with a particularly robust figure in the first half of the quarter. In addition, public investment posted solid growth of 26.3% y-y in 1Q25, thanks to the absence of the government budget delays compared to the same period last year.

However, private and public spending growth slowed to 2.6% y-y and 3.4% y-y, respectively, from 3.4% y-y and 5.4% y-y in the previous quarter. Meanwhile, private investment remained negative for four consecutive quarters at -0.9% y-y, implying a negative growth prospect for the second straight year, pressured by global economic uncertainty and adverse impacts from US trade policies.

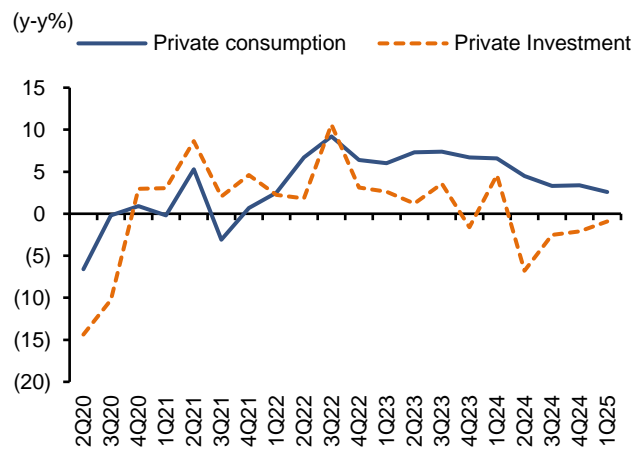
The NESDC cut its 2025 GDP growth projection from 2.3–3.3% y-y to 1.3–2.3% y-y, factoring in the US tariff impact. We expect growth to decelerate in 2Q25–2H25, as strong export momentum fades and private consumption softens amid declining confidence.

Exhibit 10: Higher-than-expected q-q and y-y growth for TH 1Q25 GDP



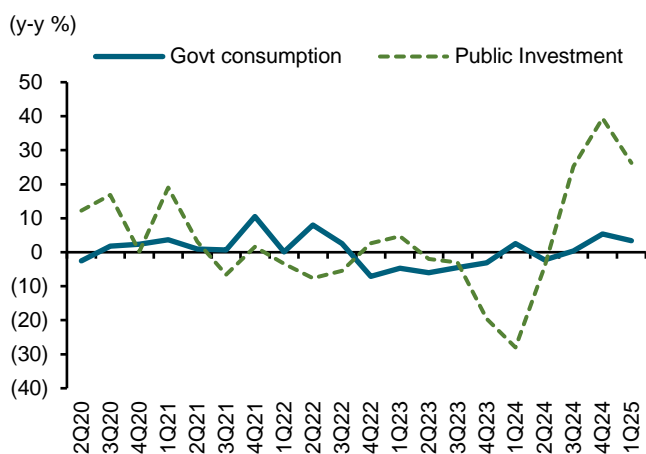
Source: NESDC

Exhibit 11: Slow private consumption and negative investment



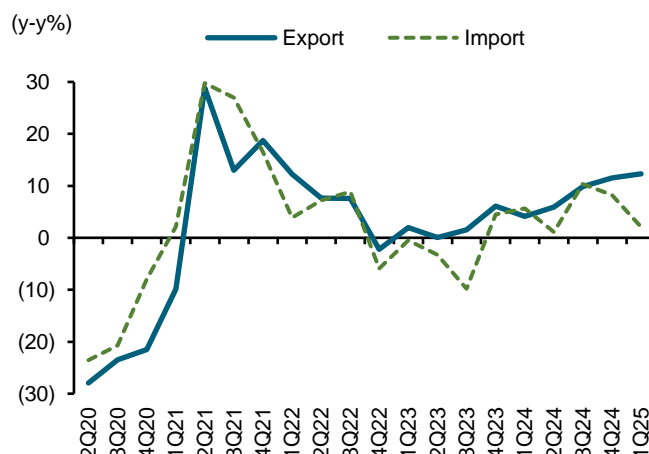
Source: NESDC

Exhibit 12: Strong public segment, especially investment



Source: NESDC

Exhibit 13: Solid net exports drive GDP growth



Source: NESDC

Exhibit 14: NESDC and BoT economic projections

	2021	2022	2023	2024	--- NESDC ---	----- Bank of Thailand -----			
					2025E	Reference scenario (Lower tariffs)		Alternative scenario (Higher tariffs)	
						2025E	2026E	2025E	2026E
	(y-y%)	(y-y%)	(y-y%)	(y-y%)	(y-y%)	(y-y%)	(y-y%)	(y-y%)	(y-y%)
Real GDP growth	1.5	2.6	2.0	2.5	1.3-2.3	2	1.8	1.3	1.0
Private consumption	0.6	6.2	6.9	4.4	2.4	3.0	2.0	2.5	1.5
Private investment	3.0	4.6	3.1	(1.6)	(0.7)	(1.0)	0.6	(4.1)	(0.7)
Public consumption	3.7	0.1	(4.7)	2.5	1.3	1.2	0.5	1.2	0.5
Public investment	3.4	(3.9)	(4.2)	4.8	5.5	6.2	1.4	6.2	1.4
Export value growth (USD b)	19.2	5.4	(1.5)	5.8	1.8	0.8	(2.8)	(1.3)	(7.0)
Headline inflation	1.2	6.1	1.2	0.4	0-1.0	0.5	0.8	0.2	0.4
Current account to GDP (%)	(2.0)	(3.5)	1.5	2.3	2.5	-	-	-	-
Number of tourist arrivals (m)	0.4	11.2	28.1	35.5	37	37.5	40.5	37	39

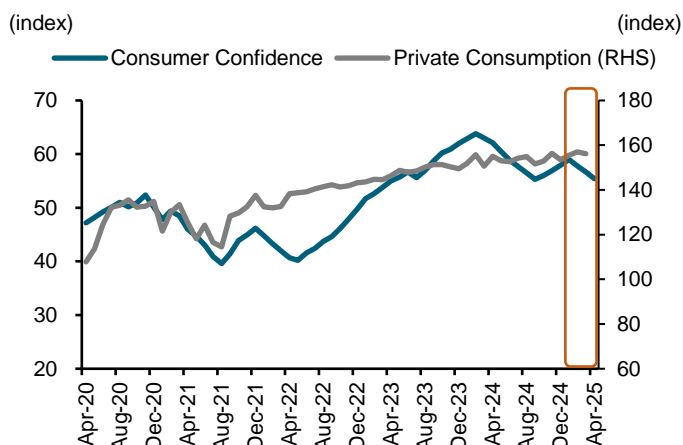
Sources: NESDC and BoT

Operators' SSSG dropped in April–May 2025; monitor TH political uncertainty

Private consumption, which has been the main growth engine of Thailand's economic growth over the past two years, is continuing to slow. This is due to declining consumer confidence amid economic uncertainty and the impact of US tariffs, as well as a significant reduction in domestic stimulus measures due to limited fiscal budget availability. An earlier-than-usual rainy season has also contributed to weaker demand. As a result, same-store sales growth (SSSG) for retail and restaurant operators has begun to slow and turn more negative in 2QTD, compared to 1Q25.

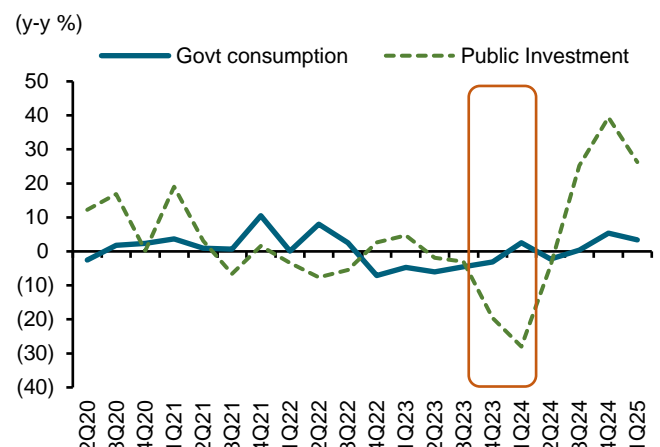
Additionally, rising political uncertainty, especially tensions within the ruling coalition, is another key risk to monitor. If the FY2026 fiscal budget passes Parliament without delay, it would help mitigate downside risks to GDP forecasts. However, in a worst-case scenario where Parliament is dissolved and the budget is not approved in time (by September 2025), we expect to see a marked slowdown in the economy, particularly in public investment, similar to what occurred during 4Q23–1Q24.

Exhibit 15: TH consumer confidence and private consumption index



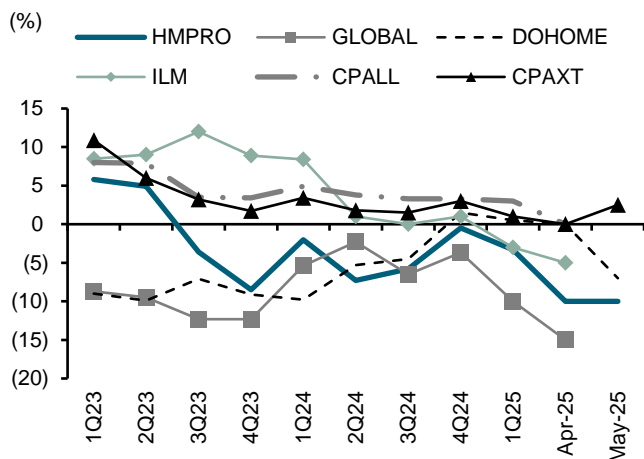
Sources: Bloomberg

Exhibit 16: Public spending and investment



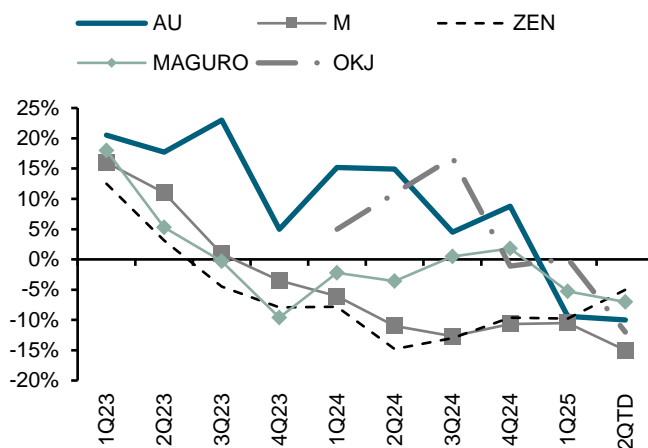
Sources: NESDC

Exhibit 17: Commerce SSSG



Sources: Company data and FSSIA

Exhibit 18: Restaurant SSSG



Sources: Company data and FSSIA

Stronger-than-expected 1Q25 earnings results but full-year downside remains

Based on the 133 companies under our coverage that have reported 1Q25 earnings results, their aggregate net profit came in at THB216b (+37% q-q, +1% y-y), beating our expectation and the Bloomberg consensus by 7% and 3%, respectively. Strong 1Q25 earnings were led by upstream food, banking, electronics, industrial estates, construction materials, and ICT (excluding TRUE's negative extra items). No sector reported significantly disappointing earnings in this quarter.

The stronger-than-expected results were mainly driven by large-cap stocks in each sector, such as ADVANC, CPALL, CPF, DELTA, GULF, MINT, SCC, WHA, and others. Meanwhile, earnings for mid- to small-cap stocks were mixed. We still saw signs of operational weakness in some sectors, such as consumer discretionary, residential property, beverage, restaurants, shipping, and AMC. Additionally, some of the earnings beats were from cost control rather than top-line growth.

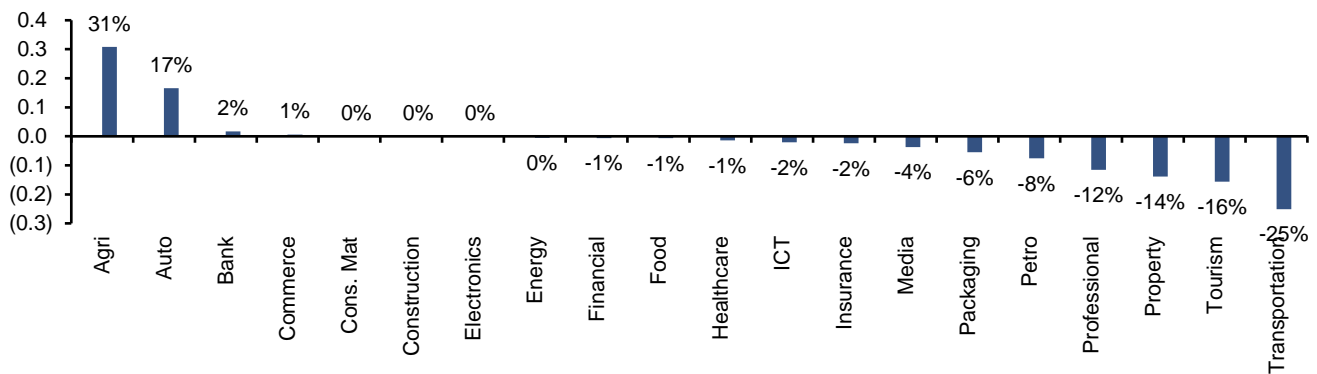
1Q25 net profit accounted for 25% of our full-year forecast. However, we see potential headwinds ahead, particularly from the impact of Trump's tariffs, which could affect the Thai economy in 2Q25 and intensify into 2H25-2026, in case they are still in place. Moreover, Thailand's rainy season began earlier than usual on 15 May, while international tourist arrivals continued to drop y-y, potentially falling short of the government's initial target of 39m to 35.5m. Hence, we anticipate that corporates' earnings may slow in the coming quarters, which could lead to further downward revisions of the 2025E EPS from the current estimate of cTHB90.

Exhibit 19: 1Q25 earnings results by sector (133 companies in our study)

Sector	1Q25	4Q24	1Q24	Change		Beat / Missed	2025E	% to 2025E
	(THB m)	(THB m)	(THB m)	(q-q %)	(y-y %)	(%)	(THB m)	(%)
Bank	60,136	52,682	56,704	14	6	7	229,747	26%
Energy	56,928	35,915	73,016	59	(22)	3	240,344	24%
Commerce	18,033	19,412	15,715	(7)	15	4	72,602	25%
Food	18,065	11,667	6,839	55	164	27	45,451	40%
ICT	12,545	2,326	8,253	439	52	(6)	55,660	23%
Transportation	11,208	12,013	10,477	(7)	7	2	41,824	27%
Property	12,869	15,387	13,594	(16)	(5)	18	60,479	21%
Financial	7,654	7,718	8,199	(1)	(7)	(1)	33,512	23%
Healthcare	6,868	6,803	6,877	1	(0)	(1)	29,386	23%
Electronics	6,196	708	5,136	775	21	32	22,372	28%
Cons. Mat	2,726	758	3,648	260	(25)	31	16,516	17%
Tourism	1,741	4,858	2,497	(64)	(30)	32	12,767	14%
Packaging	965	20	1,788	4,724	(46)	3	4,473	22%
Auto	632	525	691	20	(9)	20	2,057	31%
Agri	638	383	466	67	37	38	1,564	41%
Construction	642	(2,527)	134	125	379	49	1,876	34%
Professional	238	245	212	(3)	12	1	995	24%
Media	202	751	353	(73)	(43)	0	2,397	8%
Petro	(2,567)	(11,738)	(606)	78	(324)	12	4,063	-63%
Grand Total	215,718	157,905	213,992	37	1	7	878,084	25%
Excl. Energy & Petro	161,357	133,728	141,582	21	14	9	633,677	25%
Excl. Banking	155,582	105,223	157,288	48	(1)	7	648,337	24%
Excl. Energy & Petro and Banking	101,221	81,046	84,878	25	19	10	403,930	25%

Sources: SETSMART, Bloomberg and FSSIA estimates

Exhibit 20: Earnings revisions by sector from Mar-25 to Apr-25



Sources: FSSIA estimates and Bloomberg

Maintain SET target of 1,180; upside still dependent on US tariff cut

We maintain our official 2025 SET target of 1,180, based on a very conservative 2025E EPS assumption of THB84 (reflecting a 50% probability for both Scenario 1 and 2). While our base-case forecast is higher (THB90), this target reflects a probability-weighted view incorporating downside risks, with a target PER multiple of 14x.

However, our SET target could be higher, depending on the outcome of the tariff development and Thai-US negotiations. If it they are successful and tariffs are reduced to around 10–20%, or removed entirely in the best-case scenario, our EPS assumption and target PER could rise to a range of THB88–90 and 14.5x, respectively, potentially raising our index target to 1,230–1,300. Our SET index target implies an earnings yield gap of c5%.

Exhibit 21: Scenario of US tariffs on Thailand

Scenarios	2025E GDP growth	2025E EPS	Target PER	SET target
Before tariffs	2.5%	THB93	15x	1,390
1. Maintain tariffs at 37%	Below 1.3%	THB80-84	14x	1,120-1,180
2. Lower tariffs to c20%	1.3-1.8%	THB84-88	14x	1,180-1,230
3. Lower tariffs to 10% or below	1.8% or above	THB88-90	14-14.5x	1,230-1,300

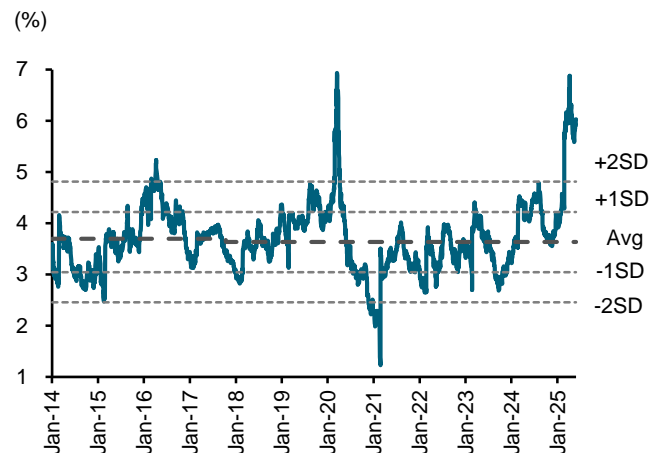
Source: FSSIA estimates

Exhibit 22: SET target sensitivity

	----- Earnings per share -----			
	EPS	84	88	90
	P/E (x)	- Target index based on FSSIA estimates -		
SD+0.5	15.7	1,319	1,382	1,413
SD+0.25	15.3	1,285	1,347	1,377
pre-Covid average	14.9	1,252	1,311	1,341
SD-0.5	14.1	1,184	1,240	1,269
SD-1.0	13.3	1,116	1,170	1,196
SD-1.5	12.5	1,049	1,099	1,124
SD-2.0	11.7	981	1,028	1,051

Source: FSSIA estimates

Exhibit 23: SET earnings yield gap



Source: Bloomberg and FSSIA

“Bottom-up” strategy is key amid fragile outlook

Given the ongoing economic uncertainty and further downside risks to SET EPS, we recommend investors stick with a bottom-up strategy, focusing on companies with strong earnings momentum, high earning visibility, and specific catalysts.

FSSIA's portfolio update

We have added OSP (BUY, TP THB24) to our portfolio and removed BTG (BUY, TP THB27), due to:

- OSP's energy drink market share rose to a 5-month high of 45% in April 2025, driven by success in the THB10 segment and steady YTD growth.
- We expect 2Q25 core profit to be flat q-q at no less than THB970m (+5% y-y). This is better than our previous expectation that profit had peaked in 1Q25. Assuming in-line 2Q25 results, OSP's 1H25 core profit would account for 60-65% of our full-year estimate, implying a full-year upside.
- OSP is trading at 16.5x 2025E P/E with a 5.5% dividend yield and 44% upside. It has a strong balance sheet (net cash) and consistent 19% ROE.
- BTG's share price has risen strongly by c20% since being added to the portfolio. However, with pork and chicken prices showing signs of declining and more limited upside, there is a risk of short-term profit-taking.

As a result, our portfolio favorites are **BA, CPALL, KBANK, MTC, NSL, OSP, PR9, and STECON**.

Exhibit 24: Summary of key valuations for FSSIA's top picks

		--- Share price ---		Up side	Recurring net profit		-Net profit growth-		----- P/E -----			PBV	Div yld	ROE
		Current	Target		25E	26E	25E	26E	25E	26E	27E	25E	25E	25E
		(THB)	(THB)	(%)	(THB m)	(THB m)	(%)	(%)	(x)	(x)	(x)	(x)	(%)	(%)
Bangkok Airways	BA TB	13.60	28.00	106	3,935	4,196	2.5	6.6	7.3	6.8	6.3	1.7	9.6	23.8
CP All	CPALL TB	48.25	83.00	72	27,820	31,529	9.9	13.3	15.6	13.7	13.0	3.3	3.2	20.8
Kasikornbank	KBANK TB	156.00	186.00	19	51,580	55,449	6.1	7.5	7.2	6.7	6.3	0.6	6.3	8.9
Muangthai Capital	MTC TB	42.00	56.00	33	7,083	8,297	20.7	17.1	12.6	10.7	9.7	2.0	1.2	17.6
NSL Foods	NSL TB	30.50	45.00	48	663	732	22.5	10.4	13.8	12.5	11.4	4.2	4.1	32.6
Osotspa	OSP TB	16.50	24.00	45	3,022	3,125	(0.5)	3.4	16.4	15.9	15.3	3.1	5.5	19.2
Praram 9 Hospital	PR9 TB	23.20	30.00	29	816	905	14.5	10.8	22.4	20.2	18.2	3.1	2.2	14.3
Stecon Group	STECON TB	7.40	9.50	28	934	1,023	nm	9.5	12.0	11.0	10.7	0.6	4.1	5.3

Share prices as of 28 May 2025

Source: FSSIA estimates

Disclaimer for ESG scoring

ESG score	Methodology	Rating																			
The Dow Jones Sustainability Indices (DJSI) By S&P Global	The DJSI World applies a transparent, rules-based component selection process based on the companies' Total Sustainability Scores resulting from the annual S&P Global Corporate Sustainability Assessment (CSA). Only the top-ranked companies within each industry are selected for inclusion.	Be a member and invited to the annual S&P Global Corporate Sustainability Assessment (CSA) for DJSI. Companies with an S&P Global ESG Score of less than 45% of the S&P Global ESG Score of the highest scoring company are disqualified. The constituents of the DJSI indices are selected from the Eligible Universe.																			
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 Sustainalytics	The Sustainalytics' ESG risk rating provides an overall company score based on an assessment of how much of a company's exposure to ESG risk is unmanaged. <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

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Veeravat Virochpoka FSS International Investment Advisory Securities Co., Ltd

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Company	Ticker	Price	Rating	Valuation & Risks
Bangkok Airways	BA TB	THB 13.60	BUY	Downside risks to our SoTP-based TP include 1) extraordinary events such as political turmoil and natural disasters; 2) higher-than-expected fuel expenses following an increase in oil prices; and 3) the slower-than-expected recovery of international tourist numbers.
CP All	CPALL TB	THB 48.25	BUY	The key downside risks to our DCF-derived TP include 1) lower-than-expected SSSG, 2) lower-than-expected gross margin, and 3) higher-than-expected SG&A to sales ratio.
Kasikornbank	KBANK TB	THB 156.00	BUY	Downside risks to our GGM-based TP are 1) prolonged economic sluggishness affecting loan growth and asset quality; and 2) the impact of new regulations from the Bank of Thailand.
Muangthai Capital	MTC TB	THB 42.00	BUY	Downside risks to our GGM-based TP include 1) a further weakening of asset quality that could potentially hit both loan yield and credit cost; and 2) changes in financial regulations by the Bank of Thailand and the Office of Consumer Protection Board.
NSL Foods	NSL TB	THB 30.50	BUY	Downside risks to our DCF-based TP include 1) a slower-than-expected consumption recovery; 2) high volatility in raw material prices; 3) the failure of new products; and 4) changing consumer demand and lifestyles.
Osotspa	OSP TB	THB 16.50	BUY	Downside risks to our P/E-based TP include 1) a slower-than-expected consumption recovery, 2) higher-than-expected competition, 3) high volatility in energy costs, and 4) changing regulations in Thailand and Myanmar.
Praram 9 Hospital	PR9 TB	THB 23.20	BUY	Downside risks to our DCF-based target price include 1) weak patient volumes following the economic slowdown; 2) regulatory risks from drug price and medical bill controls; and 3) higher-than-expected expenses from its new building.
Stecon Group	STECON TB	THB 7.40	BUY	Downside risks to our TP include 1) volatility of the gross margin, 2) a delay and additional repair expenses on the Bueng Nong Bon drainage tunnel project, 3) a delay in the commencement of its construction of U-Tapao Airport, 4) a delay in new auctions, and 5) a higher-than-expected loss sharing from associates.

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 28-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.