

Thailand Market Strategy

SET target raised to 1,470 on improved political stability

- Political clarity has improved, with a stable coalition government likely, supporting continued fund inflows.
- 4Q25 earnings are expected to be modest, but downside risk to the market should remain limited as long as 2026 EPS forecasts are not materially revised down.
- SET target raised to 1,470 for 2026, reflecting improved sentiment and valuation re-rating, while strategy continues to favor undemanding domestic plays.

Political clarity improves; new government expected to be very stable

Following the 8 February general election, unofficial results show that the Bhumjaithai Party emerged as the winner with 193 seats, ahead of the People's Party with 118 seats, providing greater political clarity and pointing to a relatively stable new government. We expect cooperation between Bhumjaithai and the Kla Tham Party, while it remains to be seen whether Pheu Thai would join or whether support will come from smaller parties, resulting in a governing coalition of c270–325 seats. We assess that the new government has a high likelihood of completing its full four-year term.

Capital inflows likely to continue, supporting domestic plays

Improved political stability is expected to support continued capital inflows into the Thai equity market. Historical patterns during periods of improved political clarity in 2024–25 show that foreign investors recorded net inflows of approximately THB25–30b within 28–31 trading days. This should support outperformance of domestic-oriented sectors, including retail, finance, food and beverages, industrial estates, banks, contractors, energy, and property, driven by expectations of near-term economic stimulus measures and foreign direct investment in BOI-promoted industries.

Limited downside if 4Q25 earnings do not trigger 2026 EPS downgrades

Another key factor for market performance is the 4Q25 earnings season, with results to be released more actively through the remainder of February. Overall, we expect earnings to decline 11% q-q but grow 17% y-y, making it a relatively unexciting quarter. Our focus is on whether these results lead to a material downward revision to 2026 EPS forecasts, currently at around THB91. If revisions remain limited, we expect downside risk for the SET Index to be contained, with the market placing greater emphasis on improved political stability and upcoming economic policy measures.

SET target raised to 1,470

We have raised our 2026 SET target to 1,470, from 1,380, based on 2026 EPS of THB91 and a higher target PER of around 16x (+0.75 SD from pre-COVID average). Excluding DELTA, the implied market PER would be c14x (–0.5 SD from the historical average), which we view as reasonable given Thailand's lower long-term growth potential. The SET Index has risen 14% from its January low and shows signs of short-term overbought conditions. Strategically, we continue to favor domestic play stocks with relatively undemanding valuations, which should benefit from ongoing fund inflows. Our top picks are BA, BDMS, CPALL, CPF, ERW, KTB, MTC, OSP, and WHAUP.



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Exhibit 1: SET index and fund flow trends following political clarity

Prime Minister//Acting PM	Period	Trading Days	SET Index Return	Foreign Fund Flow (THB m)	Local Institutions (THB m)
Srettha Thavisin	21 Aug – 30 Aug 2023	8 days	+4%	3,106	8,247
Paetongtarn Shinawatra	16 Aug – 24 Sep 2024	28 days	+13%	29,392	4,819
Phumtham Wechayachai (Acting PM)	23 Jun – 6 Aug 2025	31 days	+19%	24,464	7,011
Anutin Charnvirakul	1 Sep – 16 Sep 2025	12 days	+6%	254	3,798

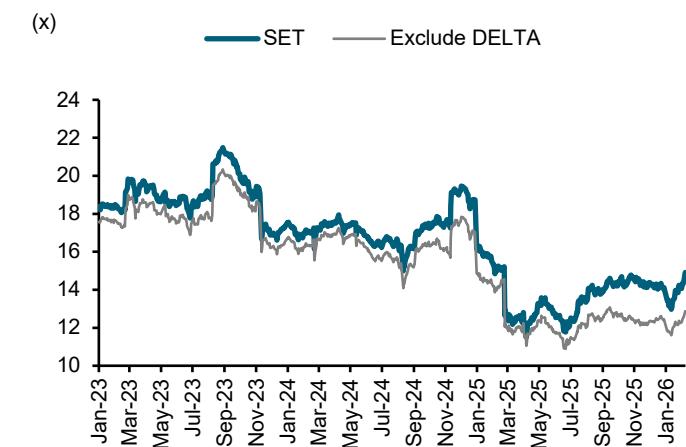
Source: FSSIA Summarizes

Exhibit 2: Changes in SET index before and after general election

Before election						After election							
-4M	-3M	-2M	-1M	-2W	-1W	Prime Minister	Election Date	+1D	+1W	+2W	+1M	+2M	+3M
-5.2%	7.1%	-1.8%	5.4%	7.4%	6.5%	Thaksin Shinawatra	06-Jan-01	3.2%	8.5%	10.5%	12.7%	4.6%	-1.7%
7.6%	13.2%	8.3%	3.7%	3.2%	2.5%	Thaksin Shinawatra	06-Feb-05	0.9%	1.0%	2.6%	2.5%	-5.2%	-4.1%
2.8%	-2.7%	-5.4%	-1.3%	-3.3%	-2.7%	Samak Sundaravej	23-Dec-07	0.0%	4.8%	0.8%	-9.0%	3.1%	-0.8%
4.6%	-3.4%	-3.0%	-1.5%	5.4%	1.8%	Yingluck Shinawatra	03-Jul-11	4.7%	6.1%	1.7%	7.9%	0.7%	-17.9%
1.5%	3.5%	1.6%	-0.8%	1.0%	1.3%	Prayuth Chan-o-cha	24-Mar-19	-1.2%	-0.5%	0.0%	1.6%	-2.0%	4.2%
-7.2%	-6.2%	-0.2%	-2.0%	2.1%	1.8%	Srettha Thavisin	14-May-23	-1.3%	-2.1%	-1.3%	0.1%	-4.3%	-1.7%
0.7%	1.9%	-0.1%	0.6%	2.6%	1.9%	Average		1.0%	3.0%	2.4%	2.7%	-0.5%	-3.6%

Source: FSSIA summary

Exhibit 3: SET PER excluding DELTA



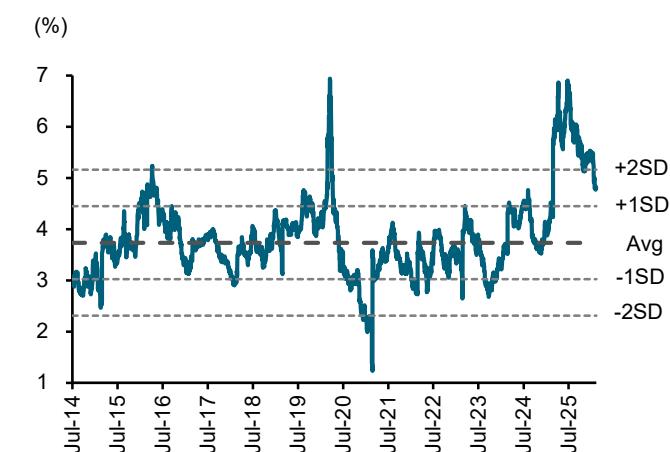
Sources: Bloomberg and FSSIA

Exhibit 4: SET target sensitivity

Earnings per share		
	2025E	2026E
EPS	90	91
- Target index based on FSSIA estimates -		
P/E (x)	2025E	2026E
SD+1.0	16.5	1,486
SD+0.75	16.1	1,450
SD+0.5	15.7	1,413
SD+0.25	15.3	1,377
pre-Covid average	14.9	1,341
SD-0.5	14.1	1,269
SD-1.0	13.3	1,196
SD-1.5	12.5	1,124
		1,466
		1,429
		1,393
		1,356
		1,283
		1,209
		1,136

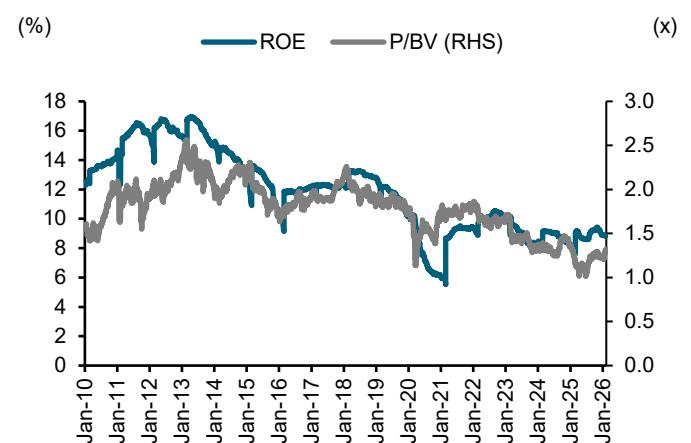
Source: FSSIA estimates

Exhibit 5: SET earnings yield gap



Sources: Bloomberg and FSSIA

Exhibit 6: SETROE vs historical forward P/BV



Source: Bloomberg

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. Sources to be reviewed include corporate publications and regulatory filings, news and other media, NGO reports/websites, multi-sector information, company feedback, ESG controversies, issuer feedback on draft ESG reports, and quality & peer reviews.	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored.																												
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> <tbody> <tr> <td>AAA</td> <td>8.571-10.000</td> <td>Leader:</td> <td>leading its industry in managing the most significant ESG risks and opportunities</td> </tr> <tr> <td>AA</td> <td>7.143-8.570</td> <td></td> <td></td> </tr> <tr> <td>A</td> <td>5.714-7.142</td> <td></td> <td></td> </tr> <tr> <td>BBB</td> <td>4.286-5.713</td> <td>Average:</td> <td>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> <td></td> <td></td> </tr> <tr> <td>B</td> <td>1.429-2.856</td> <td>Laggard:</td> <td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td> </tr> <tr> <td>CCC</td> <td>0.000-1.428</td> <td></td> <td></td> </tr> </tbody> </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	Laggard:	lagging its industry based on its high exposure and failure to manage significant ESG risks	CCC	0.000-1.428			
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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) ["SETESG"](#) 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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Company	Ticker	Price	Rating	Valuation & Risks
Bangkok Airways	BA TB	THB 15.60	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.
Bangkok Dusit Medical Services	BDMS TB	THB 20.90	BUY	Downside risks to our DCF-based target price include 1) a slowdown in international patients due to economic concerns, political protests or floods; 2) regulatory risks from drug prices and medical bill controls; and 3) higher-than-expected capex and opex for CoE projects.
CP All	CPALL TB	THB 46.00	BUY	Downside risks to our DCF-based TP include 1) a decline in domestic purchasing power, 2) lower-than-expected tourist arrivals, 3) an absence of the government's stimulus, and 4) a lower-than-expected y-y gross profit margin improvement.
Charoen Pokphand Foods	CPF TB	THB 21.00	BUY	Downside risks to our P/E-based TP include 1) slow purchasing power, 2) a slower-than-expected meat price recovery, 3) higher feed costs, 4) Baht strength, and 5) a minimum wage increase and labor shortages.
The Erawan Group	ERW TB	THB 2.78	BUY	Downside risks to our DCF-based target price include 1) extraordinary events such as political turmoil and natural disasters; 2) a higher hotel room supply, which may result in price competition; and 3) the slower-than-expected recovery of international tourist numbers.
Krung Thai Bank	KTB TB	THB 28.50	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 34.50	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. Upside risks are 1) positive developments in asset quality which could bring down its credit costs; and 2) a decreasing market interest rate, which could alleviate its cost of funds burden.
Osotspa	OSP TB	THB 17.80	BUY	Downside and upside risks to our P/E-based TP include 1) a slower or higher-than-expected consumption recovery, 2) higher or lower-than-expected competition, 3) high or lower volatility in energy costs, and 4) changing regulations in Thailand and Myanmar.
WHA Utilities and Power	WHAUP TB	THB 4.46	BUY	<ul style="list-style-type: none"> ▪ Higher gas prices with lower electricity tariffs, pressured by government policies, resulting in significantly lower power margins ▪ Changes in state energy policies or regulatory risk.

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 06-Feb-2026 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.