

# HOME PRODUCT CENTER

THAILAND / COMMERCE

# HMPRO TB

## HOLD

UNCHANGED

## Key takeaways from analyst meeting

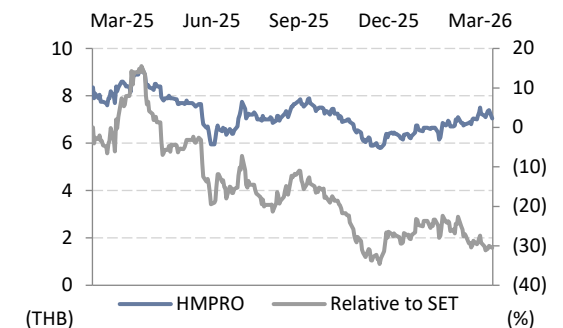
TARGET PRICE	THB7.70
CLOSE	THB7.05
UP/DOWNSIDE	+9.2%
TP vs CONSENSUS	+2.0%

### Highlights

- Management still sees high uncertainty in 2026 for both domestic slowdown and external macro factors. The company financial targets for 2026 include: 1) SSS growth of +2–3% y-y, mainly from 2Q26 onward on a low-base effect, and 2) a focus on improving profitability, targeting +10–20 bps GPM expansion while keeping SG&A to be flat y-y.
- On store expansion, HMPRO plans to open 10 new stores in 2026, comprising 1 HomePro store and 9 hybrid-format stores. This would bring the total store count to 133 in 2026 (from 136 in 2025) with addition 3 new locations.
- The company targets private-brand sales contribution for HomePro and Mega Home at 22.0% and 22.5%, up from 21.4% and 21.8%, respectively.
- In the near term, HMPRO's SSS in Jan and Feb 2026 was still down around -10% and -17.5% y-y, respectively, pressured by the absence of the easy e-receipt scheme in 1Q26. Mega Home's SSS in Jan and Feb 26 declined 3% and 7% y-y, respectively.
- On capital management, the company expects to still maintain a payout ratio at a similar level of more than 80%. The latest initiative is a treasury stock program, to be executed during 1 Mar–31 Aug 2026.
- We expect 1Q26 earnings to continue contracting both y-y and q-q, pressured by weak SSS, while 2026 core profit is estimated to remain flattish on a y-y.
- In the near term, we foresee limited share price catalysts given the sluggish SSS recovery, and expect the stock to continue to underperform the sector.

### KEY STOCK DATA

YE Dec (THB m)	2025	2026E	2027E	2028E
Revenue	70,570	72,383	74,809	77,308
Net profit	6,011	6,088	6,263	6,407
EPS (THB)	0.46	0.46	0.48	0.49
vs Consensus (%)	-	(4.8)	(5.7)	(8.2)
EBITDA	11,652	11,977	12,437	12,892
Recurring net profit	6,011	6,088	6,263	6,407
Core EPS (THB)	0.46	0.46	0.48	0.49
EPS growth (%)	(7.6)	1.3	2.9	2.3
Core P/E (x)	15.4	15.2	14.8	14.5
Dividend yield (%)	5.4	5.5	5.6	5.7
EV/EBITDA (x)	9.2	8.9	8.6	8.3
Price/book (x)	3.6	3.4	3.3	3.2
Net debt/Equity (%)	53.6	51.4	49.4	46.9
ROE (%)	22.7	22.9	22.6	22.3



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	2.9	10.2	(16.6)
Relative to country (%)	(7.3)	(4.0)	(31.5)
Mkt cap (USD m)	2,907		
3m avg. daily turnover (USD m)	9.2		
Free float (%)	41		
Major shareholder	Land & Houses (30%)		
12m high/low (THB)	9.20/5.70		
Issued shares (m)	13,151.12		

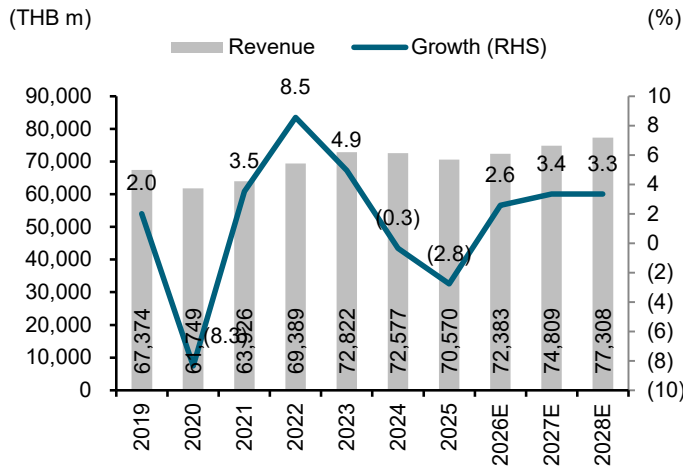
Sources: Bloomberg consensus; FSSIA estimates



### Kampon Akaravarinchai, CISA

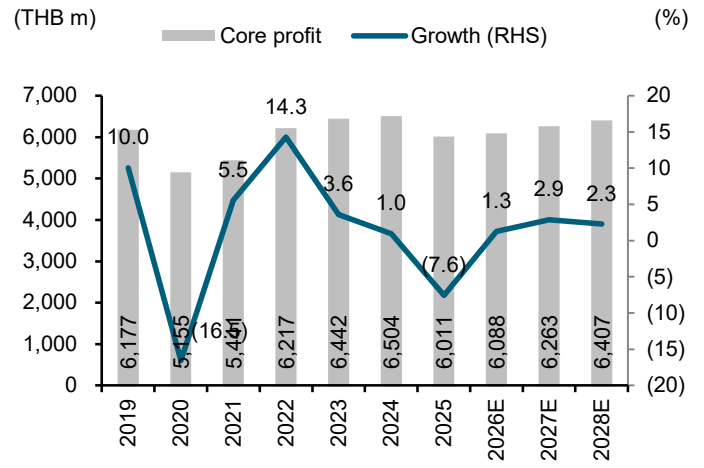
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**Exhibit 1: Revenue and growth momentum**



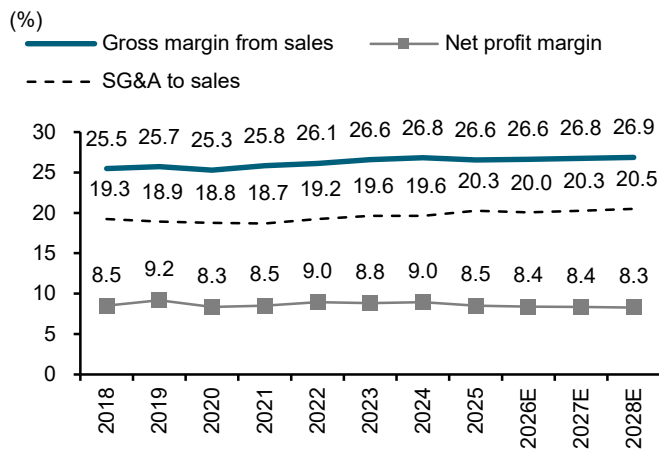
Sources: HMPRO; FSSIA estimates

**Exhibit 2: Core profit and growth momentum**



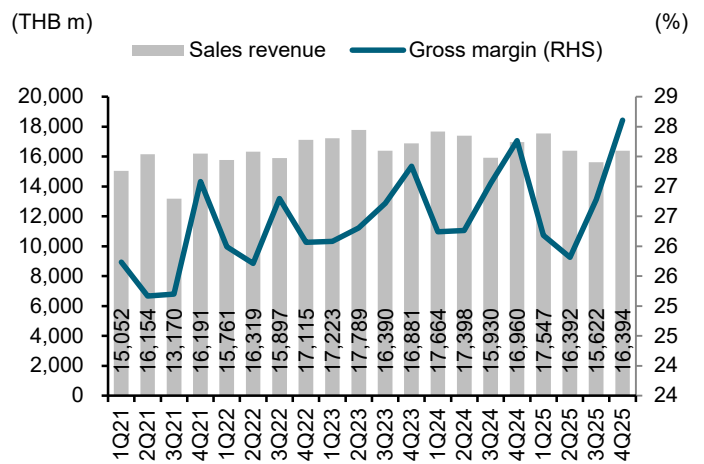
Sources: HMPRO; FSSIA estimates

**Exhibit 3: Profitability momentum**



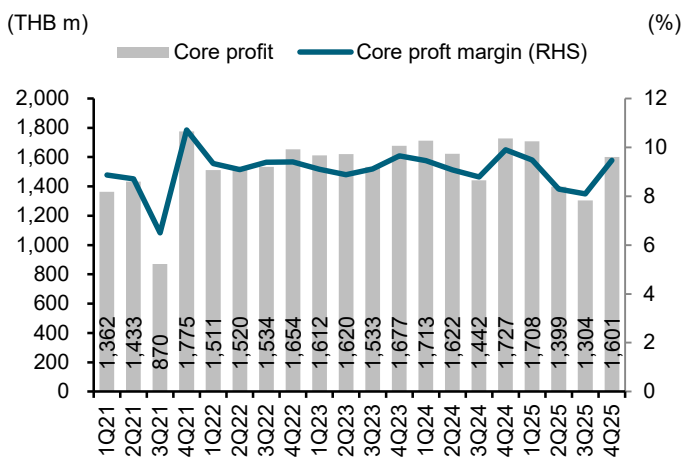
Sources: HMPRO; FSSIA estimates

**Exhibit 4: Sales and GPM momentum by quarter**



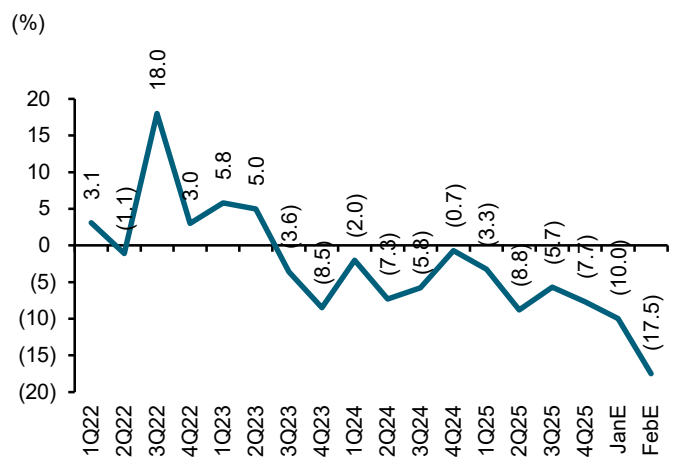
Sources: HMPRO; FSSIA estimates

**Exhibit 5: Core profit and margin momentum by quarter**



Sources: HMPRO; FSSIA estimates

**Exhibit 6: SSS momentum**



Sources: HMPRO; FSSIA estimates

## Financial Statements

### Home Product Center

Profit and Loss (THB m) Year Ending Dec	2024	2025	2026E	2027E	2028E
Revenue	72,577	70,570	72,383	74,809	77,308
Cost of goods sold	(50,545)	(49,152)	(50,531)	(52,131)	(53,776)
<b>Gross profit</b>	<b>22,032</b>	<b>21,418</b>	<b>21,852</b>	<b>22,678</b>	<b>23,532</b>
Other operating income	-	-	-	-	-
Operating costs	(13,340)	(13,309)	(13,585)	(14,200)	(14,855)
<b>Operating EBITDA</b>	<b>12,234</b>	<b>11,652</b>	<b>11,977</b>	<b>12,437</b>	<b>12,892</b>
Depreciation	(3,543)	(3,543)	(3,709)	(3,959)	(4,215)
Goodwill amortisation	0	0	0	0	0
<b>Operating EBIT</b>	<b>8,691</b>	<b>8,109</b>	<b>8,267</b>	<b>8,478</b>	<b>8,677</b>
Net financing costs	(626)	(671)	(657)	(648)	(667)
Associates	1	(1)	0	0	0
Recurring non-operating income	0	(10)	(1)	(1)	(1)
Non-recurring items	0	0	0	0	0
<b>Profit before tax</b>	<b>8,066</b>	<b>7,428</b>	<b>7,610</b>	<b>7,829</b>	<b>8,009</b>
Tax	(1,562)	(1,416)	(1,522)	(1,566)	(1,602)
<b>Profit after tax</b>	<b>6,504</b>	<b>6,011</b>	<b>6,088</b>	<b>6,263</b>	<b>6,407</b>
Minority interests	0	0	0	0	0
Preferred dividends	0	0	0	0	0
Other items	0	0	0	0	0
<b>Reported net profit</b>	<b>6,504</b>	<b>6,011</b>	<b>6,088</b>	<b>6,263</b>	<b>6,407</b>
<b>Non-recurring items &amp; goodwill (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Recurring net profit</b>	<b>6,504</b>	<b>6,011</b>	<b>6,088</b>	<b>6,263</b>	<b>6,407</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.49	0.46	0.46	0.48	0.49
Reported EPS	0.49	0.46	0.46	0.48	0.49
DPS	0.43	0.38	0.38	0.40	0.41
Diluted shares (used to calculate per share data)	13,151	13,151	13,151	13,151	13,151
<b>Growth</b>					
Revenue (%)	(0.3)	(2.8)	2.6	3.4	3.3
Operating EBITDA (%)	2.4	(4.8)	2.8	3.8	3.7
Operating EBIT (%)	2.1	(6.7)	2.0	2.5	2.4
Recurring EPS (%)	1.0	(7.6)	1.3	2.9	2.3
Reported EPS (%)	1.0	(7.6)	1.3	2.9	2.3
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	30.4	30.4	30.2	30.3	30.4
Gross margin exc. depreciation (%)	35.2	35.4	35.3	35.6	35.9
Operating EBITDA margin (%)	16.9	16.5	16.5	16.6	16.7
Operating EBIT margin (%)	12.0	11.5	11.4	11.3	11.2
Net margin (%)	9.0	8.5	8.4	8.4	8.3
Effective tax rate (%)	19.4	19.1	20.0	20.0	20.0
Dividend payout on recurring profit (%)	87.0	83.1	83.1	83.1	83.1
Interest cover (X)	13.9	12.1	12.6	13.1	13.0
Inventory days	112.1	120.4	120.3	121.0	121.9
Debtor days	10.4	11.3	12.0	12.0	12.0
Creditor days	119.1	123.1	121.1	121.3	121.8
Operating ROIC (%)	23.0	20.5	19.8	19.8	19.9
ROIC (%)	15.4	13.8	13.4	13.4	13.4
ROE (%)	24.8	22.7	22.9	22.6	22.3
ROA (%)	10.1	9.3	9.2	9.2	9.2
* Pre exceptional, pre-goodwill and fully diluted					
<b>Revenue by Division (THB m)</b>					
Sales	67,952	65,955	67,759	70,064	72,440
Rental and service	1,854	1,932	1,948	1,977	2,007
Others	2,770	2,682	2,676	2,768	2,861

Sources: Home Product Center; FSSIA estimates

## Financial Statements

### Home Product Center

Cash Flow (THB m) Year Ending Dec	2024	2025	2026E	2027E	2028E
Recurring net profit	6,504	6,011	6,088	6,263	6,407
Depreciation	3,543	3,543	3,709	3,959	4,215
Associates & minorities	(1)	1	0	0	0
Other non-cash items	-	-	-	-	-
Change in working capital	(594)	(787)	(113)	(136)	(142)
<b>Cash flow from operations</b>	<b>9,452</b>	<b>8,768</b>	<b>9,685</b>	<b>10,086</b>	<b>10,481</b>
Capex - maintenance	0	0	0	0	0
Capex - new investment	(4,304)	(4,460)	(4,520)	(4,655)	(4,795)
Net acquisitions & disposals	119	(193)	126	36	94
Other investments (net)	680	(2,035)	(182)	(243)	(250)
<b>Cash flow from investing</b>	<b>(3,505)</b>	<b>(6,688)</b>	<b>(4,575)</b>	<b>(4,863)</b>	<b>(4,951)</b>
Dividends paid	(5,655)	(4,997)	(5,061)	(5,207)	(5,327)
Equity finance	0	0	0	0	0
Debt finance	(1,167)	1,853	176	219	45
Other financing cash flows	0	0	0	0	0
<b>Cash flow from financing</b>	<b>(6,822)</b>	<b>(3,145)</b>	<b>(4,885)</b>	<b>(4,988)</b>	<b>(5,282)</b>
Non-recurring cash flows	0	0	0	0	0
Other adjustments	0	0	0	0	0
<b>Net other adjustments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Movement in cash</b>	<b>(876)</b>	<b>(1,065)</b>	<b>225</b>	<b>235</b>	<b>248</b>
Free cash flow to firm (FCFF)	6,633.81	2,790.87	5,813.82	5,914.42	6,237.75
Free cash flow to equity (FCFE)	4,779.23	3,932.46	5,285.52	5,442.23	5,574.44

#### Per share (THB)

FCFF per share	0.50	0.21	0.44	0.45	0.47
FCFE per share	0.36	0.30	0.40	0.41	0.42
Recurring cash flow per share	0.76	0.73	0.74	0.78	0.81

Balance Sheet (THB m) Year Ending Dec	2024	2025	2026E	2027E	2028E
Tangible fixed assets (gross)	63,013	66,056	70,576	75,231	80,026
Less: Accumulated depreciation	(31,072)	(33,198)	(36,908)	(40,867)	(45,082)
<b>Tangible fixed assets (net)</b>	<b>31,941</b>	<b>32,858</b>	<b>33,668</b>	<b>34,365</b>	<b>34,944</b>
<b>Intangible fixed assets (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Long-term financial assets	0	0	0	0	0
Invest. in associates & subsidiaries	0	0	0	0	0
Cash & equivalents	5,554	4,488	4,712	4,948	5,195
A/C receivable	2,008	2,358	2,419	2,500	2,584
Inventories	14,900	15,190	15,686	16,254	16,840
Other current assets	188	171	175	181	187
<b>Current assets</b>	<b>22,650</b>	<b>22,208</b>	<b>22,993</b>	<b>23,883</b>	<b>24,807</b>
Other assets	15,075	15,583	15,983	16,519	17,071
<b>Total assets</b>	<b>69,665</b>	<b>70,648</b>	<b>72,644</b>	<b>74,767</b>	<b>76,822</b>
Common equity	26,802	26,097	27,124	28,180	29,261
Minorities etc.	0	0	0	0	0
<b>Total shareholders' equity</b>	<b>26,802</b>	<b>26,097</b>	<b>27,124</b>	<b>28,180</b>	<b>29,261</b>
Long term debt	8,597	5,758	11,044	11,174	11,200
Other long-term liabilities	8,316	8,509	8,728	9,021	9,322
<b>Long-term liabilities</b>	<b>16,913</b>	<b>14,267</b>	<b>19,772</b>	<b>20,194</b>	<b>20,522</b>
A/C payable	15,459	15,313	15,756	16,270	16,798
Short term debt	8,038	12,730	7,620	7,709	7,727
Other current liabilities	2,451	2,241	2,372	2,414	2,514
<b>Current liabilities</b>	<b>25,949</b>	<b>30,284</b>	<b>25,748</b>	<b>26,392</b>	<b>27,039</b>
<b>Total liabilities and shareholders' equity</b>	<b>69,664</b>	<b>70,648</b>	<b>72,644</b>	<b>74,767</b>	<b>76,822</b>
Net working capital		166	152	252	300
Invested capital	46,201	48,607	49,803	51,136	52,315

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

#### Per share (THB)

Book value per share	2.04	1.98	2.06	2.14	2.22
Tangible book value per share	2.04	1.98	2.06	2.14	2.22

#### Financial strength

Net debt/equity (%)	41.3	53.6	51.4	49.4	46.9
Net debt/total assets (%)	15.9	19.8	19.2	18.6	17.9
Current ratio (x)	0.9	0.7	0.9	0.9	0.9
CF interest cover (x)	15.5	13.5	15.9	16.6	16.5

Valuation	2024	2025	2026E	2027E	2028E
<b>Recurring P/E (x) *</b>	<b>14.3</b>	<b>15.4</b>	<b>15.2</b>	<b>14.8</b>	<b>14.5</b>
<b>Recurring P/E @ target price (x) *</b>	<b>15.6</b>	<b>16.8</b>	<b>16.6</b>	<b>16.2</b>	<b>15.8</b>
Reported P/E (x)	14.3	15.4	15.2	14.8	14.5
Dividend yield (%)	6.1	5.4	5.5	5.6	5.7
Price/book (x)	3.5	3.6	3.4	3.3	3.2
Price/tangible book (x)	3.5	3.6	3.4	3.3	3.2
EV/EBITDA (x) **	8.5	9.2	8.9	8.6	8.3
EV/EBITDA @ target price (x) **	9.2	9.9	9.6	9.3	8.9
EV/invested capital (x)	2.2	2.2	2.1	2.1	2.0

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

Sources: Home Product Center; FSSIA estimates

# Home Product Center PCL (HMPRO TB)

**FSSIA ESG rating**

**79.58 /100**
**Exhibit 7: 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 8: 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	50.90	--	--	--	5.00	5.00	Certified	Medium	56.07	--	--	57.25	30.00	4.49	46.78
GLOBAL	66.17	--	Y	AAA	5.00	5.00	Certified	Low	62.80	--	--	38.88	63.00	3.72	61.05
HMPRO	79.58	Y	Y	AAA	5.00	4.00	Certified	Low	71.96	AA	41.00	69.00	87.00	--	--
ILM	38.45	--	Y	AAA	5.00	5.00	Certified	--	--	--	--	67.62	--	--	--

Sources: SETTRADE.com; FSSIA's compilation

**Exhibit 9: ESG score by Bloomberg**

FY ending Dec 31	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
<b>ESG financial materiality scores - ESG score</b>	<b>3.72</b>	<b>3.82</b>	<b>3.88</b>	<b>3.90</b>	<b>4.43</b>	<b>5.77</b>	<b>5.88</b>	<b>—</b>
BESG environmental pillar score	1.00	1.21	1.16	1.36	2.58	4.83	4.51	—
BESG social pillar score	7.34	7.42	7.72	7.47	7.70	8.20	8.23	—
BESG governance pillar score	3.92	3.83	3.85	3.82	3.62	4.55	5.17	—
<b>ESG disclosure score</b>	<b>53.02</b>	<b>53.90</b>	<b>58.58</b>	<b>59.11</b>	<b>60.32</b>	<b>65.49</b>	<b>70.62</b>	<b>—</b>
Environmental disclosure score	39.08	41.71	41.71	41.71	41.71	48.84	49.95	—
Social disclosure score	36.28	36.28	50.33	51.93	55.56	62.58	70.59	—
Governance disclosure score	83.59	83.59	83.59	83.59	83.59	84.98	91.24	—
<b>Environmental</b>								
Emissions reduction initiatives	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Climate change policy	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Climate change opportunities discussed	No	No	No	No	No	No	No	No
Risks of climate change discussed	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
GHG scope 1	1	1	0	0	0	13	14	0
GHG scope 2 location-based	92	84	85	63	64	89	89	70
GHG Scope 3	23	27	28	27	26	119	118	21
Carbon per unit of production	—	—	—	—	—	—	—	—
Biodiversity policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Energy efficiency policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Total energy consumption	—	—	—	—	—	150	253	152
Renewable energy use	—	—	—	—	—	52	75	92
Electricity used	158	144	147	112	136	146	253	148
Fuel used - natural gas	—	—	—	—	—	—	—	—

Sources: Bloomberg; FSSIA's compilation

## Exhibit 10: ESG score by Bloomberg (cont.)

FY ending Dec 31	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Fuel used - crude oil/diesel	No	No	No	No	No	No	No	No
Waste reduction policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hazardous waste	—	—	—	—	—	0	0	0
Total waste	2	2	2	1	2	2	2	4
Waste recycled	2	2	2	1	2	2	2	3
Waste sent to landfills	—	0	0	0	0	0	0	1
Environmental supply chain management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Water policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Water consumption	858	895	934	712	840	246	210	357
<b>Social</b>								
Human rights policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Policy against child labor	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Quality assurance and recall policy	No	No	No	No	No	No	No	No
Consumer data protection policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal opportunity policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Gender pay gap breakout	No	No	Yes	Yes	Yes	No	No	Yes
Pct women in workforce	49	51	52	49	50	50	51	49
Pct disabled in workforce	1	1	1	1	1	1	1	1
Business ethics policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Anti-bribery ethics policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Health and safety policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Lost time incident rate - employees	0	0	0	0	0	0	0	0
Total recordable incident rate - employees	—	—	—	—	—	—	—	—
Training policy	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fair remuneration policy	No	No	No	No	No	Yes	Yes	Yes
Number of employees – CSR	8,172	8,221	8,351	10,771	10,601	11,359	11,777	11,826
Employee turnover pct	20	18	20	20	17	20	19	21
Total hours spent by firm - employee training	398,140	407,186	449,534	240,193	251,456	353,151	335,644	737,626
Social supply chain management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Governance</b>								
Board size	11	11	11	11	11	12	11	11
No. of independent directors (ID)	4	4	4	4	4	4	4	4
No. of women on board	1	1	1	1	1	1	3	3
No. of non-executive directors on board	10	10	9	9	9	10	10	10
Company conducts board evaluations	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No. of board meetings for the year	12	12	12	14	12	12	12	12
Board meeting attendance pct	97	95	98	99	98	99	93	96
Board duration (years)	3	3	3	3	3	3	3	3
Director share ownership guidelines	No	No	No	No	No	Yes	Yes	Yes
Age of the youngest director	42	43	44	45	46	47	48	49
Age of the oldest director	72	73	74	75	76	77	73	74
No. of executives / company managers	17	19	18	21	25	24	26	25
No. of female executives	10	11	13	14	14	13	15	13
Executive share ownership guidelines	No	No	No	No	No	Yes	Yes	Yes
Size of audit committee	3	3	3	3	3	3	3	3
No. of ID on audit committee	3	3	3	3	3	3	3	3
Audit committee meetings	12	12	12	12	12	12	13	12
Audit meeting attendance %	100	100	97	100	100	100	96	94
Size of compensation committee	3	3	3	3	3	3	3	3
No. of ID on compensation committee	1	1	1	1	1	1	1	1
No. of compensation committee meetings	2	2	2	2	2	4	3	3
Compensation meeting attendance %	100	100	100	100	100	100	100	100
Size of nomination committee	3	3	3	3	3	3	3	3
No. of nomination committee meetings	2	2	2	2	2	4	3	3
Nomination meeting attendance %	100	100	100	100	100	100	100	100
<b>Sustainability governance</b>								
Verification type	No	No	No	No	No	No	Yes	Yes

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 <b>SETESG inclusion</b> , verified data must be scored at a minimum of 50% for each indicator, unless the company is a part of DJSI during the assessment year. The scoring will be fairly weighted against the nature of the relevant industry and materiality. <b>SETESG Index</b> is extended from the SET ESG Ratings companies whose 1) market capitalization > THB5b (~USD150b); 2) free float >20%; and 3) liquidity >0.5% of paid-up capital for at least 9 out of 12 months. The SETTHSI Index is a market capitalisation-weighted index, cap 5% quarterly weight at maximum, and no cap for number of stocks.																			
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&amp;A. The third involves the meeting minutes that should contain discussion issues, resolutions and voting results.)</i>	The scores are classified into four categories: 5 for Excellent (100), 4 for Very Good (90-99), 3 for Fair (80-89), and not rated for scores below 79.																			
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 &amp; peer reviews.</i>	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. <table border="1" data-bbox="877 1137 1500 1198"> <thead> <tr> <th>NEGL</th> <th>Low</th> <th>Medium</th> <th>High</th> <th>Severe</th> </tr> </thead> <tbody> <tr> <td>0-10</td> <td>10-20</td> <td>20-30</td> <td>30-40</td> <td>40+</td> </tr> </tbody> </table>	NEGL	Low	Medium	High	Severe	0-10	10-20	20-30	30-40	40+									
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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 border="1" data-bbox="239 1388 1500 1601"> <tbody> <tr> <td><b>AAA</b></td> <td>8.571-10.000</td> <td rowspan="3"><b>Leader:</b></td> <td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td> </tr> <tr> <td><b>AA</b></td> <td>7.143-8.570</td> </tr> <tr> <td><b>A</b></td> <td>5.714-7.142</td> </tr> <tr> <td><b>BBB</b></td> <td>4.286-5.713</td> <td rowspan="3"><b>Average:</b></td> <td rowspan="3">a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers</td> </tr> <tr> <td><b>BB</b></td> <td>2.857-4.285</td> </tr> <tr> <td><b>B</b></td> <td>1.429-2.856</td> </tr> <tr> <td><b>CCC</b></td> <td>0.000-1.428</td> <td><b>Laggard:</b></td> <td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td> </tr> </tbody> </table>	<b>AAA</b>	8.571-10.000	<b>Leader:</b>	leading its industry in managing the most significant ESG risks and opportunities	<b>AA</b>	7.143-8.570	<b>A</b>	5.714-7.142	<b>BBB</b>	4.286-5.713	<b>Average:</b>	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers	<b>BB</b>	2.857-4.285	<b>B</b>	1.429-2.856	<b>CCC</b>	0.000-1.428	<b>Laggard:</b>	lagging its industry based on its high exposure and failure to manage significant ESG risks
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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; &gt;25 to 50 = satisfactory; &gt;50 to 75 = good; and &gt;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

## GENERAL DISCLAIMER

### ANALYST(S) CERTIFICATION

Kampon Akaravarinchai, CISA FSS International Investment Advisory Securities Co., Ltd

Finansia Syrus Securities Public Company Limited and FSS International Investment Advisory Securities Company Limited are subsidiaries of Finansia X Public Company Limited, with shared directors or executives.

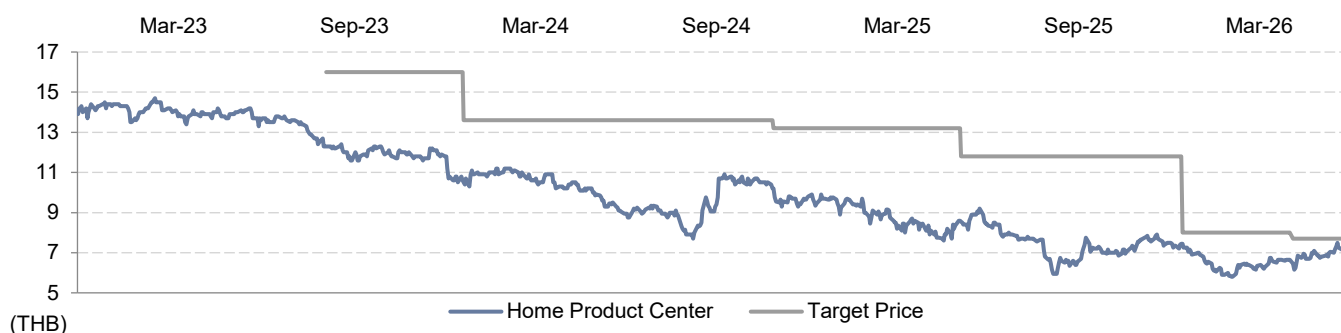
The individual(s) identified above certify(ies) that (i) all views expressed in this report accurately reflect the personal view of the analyst(s) with regard to any and all of the subject securities, companies or issuers mentioned in this report; and (ii) no part of the compensation of the analyst(s) was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed herein.

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### History of change in investment rating and/or target price

#### Home Product Center (HMPRO TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
04-Oct-2023	BUY	16.00	22-Oct-2024	BUY	13.20	08-Oct-2025	HOLD	8.00
30-Jan-2024	BUY	13.60	01-Apr-2025	BUY	11.80	09-Jan-2026	HOLD	7.70

Kampon Akaravarinchai, CISA started covering this stock from 01-Apr-2025

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Home Product Center	HMPRO TB	THB 7.05	HOLD	Key downside risks to our DCF-based TP include: 1) lower-than-expected SSSG and profitability, and 2) a slower-than-expected recovery in domestic consumption and tourist arrivals. In terms of upside risks to our TP, these include: 1) a stronger-than-expected recovery in SSSG; 2) an improvement in profitability, and 3) easing competition in the home retailer market.

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 02-Mar-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.