



Thailand: Tourism & Leisure

9 January 2025

Company Update

BUY (Maintain)

TP upside (downside) +51.9%

Close Jan 8, 2025

Price (THB) 6.45 12M Target (THB) 9.80 Previous Target (THB) 9.80

What's new?

- We estimate normalized (norm) profit in 4Q24 of THB92mn (US\$2.6mn), up +12% QoQ on seasonal factors and +13% YoY thanks to branch expansion that can offset the impacts of the norm tax rate to 20%.
- ► In 1Q25, profit will expand QoQ and YoY on high season.

Our view

- ▶ If 4Q24 profit is in line, 2024 norm profit will be in line with our estimate. In 2025, norm profit will be THB373mn (+22% YoY), supported by SSSG growth alongside the tourism revival and the 7-10 new branches.
- ► We re-iterate our BUY call with a TP of THB9.80 (US\$0.28) (P/E 34x), which offers a massive upside of +51.9%.

Company profile: Siam Wellness Group Public Company Limited operates health spas and related businesses. Its four main operations are spas, hotels and restaurants, spa product sales, and traditional Thai massage schools.

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ID 129319

SPA TB
8,272.12
-
27.70
1,282.50
57.74%
11.27
9.72
8.01

Financial outlook (THBmn)

Year to Dec	2023A	2024F	2025F	2026F
Revenue	1,446	1,754	1,976	2,195
EBITDA	601	693	780	889
Core Profit	262	306	373	439
Net Profit	332	306	373	439
Core EPS	0.31	0.24	0.29	0.34
Core EPS Growth (%)	n.a.	(22.3)	21.8	17.9
DPS	0.01	0.10	0.12	0.14
Core P/E (x)	21.0	27.1	22.2	18.8
P/BV(x)	6.1	7.2	5.8	4.8
Div Yield (%)	0.2	1.5	1.8	2.1
Net gearing (%)	Net cash	10.0	Net cash	Net cash
ROE (%)	45.2	29.8	28.9	27.8
Source: Company, Yu	ıanta Researd	ch		

Valuation Methodology

P/E: 34x, which is -1.0SD to its five-year average.

Siam Wellness Group (SPA TB)

A YoY growth will resume in 4Q24

In 4Q24, norm profit will rise 12% QoQ and 13% YoY

We estimate norm profit in 4Q24 of THB92mn (+12% QoQ, +13% YoY), up QoQ on seasonal factors and YoY thanks to the net increase of six branches, which will be able to offset the rise in the tax rate to normal. Spa service revenue will be THB440mn (+10% QoQ, +22% YoY), driven by the revival of tourism, especially from the 10% QoQ and 17% YoY increase in foreign tourists in 4Q24 that will drive its utilization rate up to 82%, with a 5% QoQ increase in massage therapists and one new branch opened in 4Q24. Product sales revenue are expected to reach THB30mn (+15% QoQ, +15% YoY). We anticipate GPM of 33.5% (+75bps QoQ, +231bps YoY) due to economies of scale and the flat SG&A/Sales expenses at 11% (flat QoQ). If 4Q24 profit is in line, 2024 norm profit will be THB309mn (+18% YoY), in line with our estimate. We forecast DPS in 2024 of THB0.10 (for a yield of 1.5%), based on a payout ratio of 40%.

Profit will grow robustly QoQ and YoY in 1Q25 and soar 22% YoY in 2025

Profit will continue to grow QoQ and YoY in 1Q25, supported by 1) high tourism season; 2) the Lunar New Year holiday from January 28 to February 4 (Chinese tourists account for 40% of total customers), and 3) aggressive branch expansion in 2H24 (opened seven branches). In 2025, norm profit will be THB373mn (+22% YoY) and revenue will grow to THB2.0bn (+16% YoY), in line with SPA's target. Revenue growth will be driven by 1) increased foreign tourist arrivals to 39mn (+10% YoY), particularly the rise of Chinese arrivals to 8.5mn (+27% YoY from the low base in 2024); and 2) the opening of 6-10 new branches, both self-operated branches and management-contract branches in hotels, which require less investment money and can reach break-even point faster.

Re-iterate BUY with TP of THB9.80

We maintain our 2024-2025 profit forecasts and our BUY call with a 12-month target price of THB9.80 (P/E of 34x, -1.0SD to its five-year pre-Covid-19 average). In 2024, SPA's share price fell 19%, underperforming the SET (-1%) and the tourism sector (-13%) due to the slow earnings recovery compared to the industry as tax rates normalized following the end of Loss Carry Forward in 2023. Currently, SPA trades at a P/E 2025 of 22x, -2SD below its five-year average, with a PEG of 1x, compared to its historical average of 1.5-2.5x, which indicates a reasonable valuation and limited downside. A resumption of the YoY profit growth from 4Q24 and the high season should support a share-price recovery.



Figure 1: Quarterly earnings preview

Unit: (THB m n)	4Q24F	3Q24	% QoQ	4Q23	% YoY
Core revenue	470	425	10.7%	386	21.8%
Revenue from sales	30	26	14.7%	26	14.7%
Revenue from services	440	398	10.4%	360	22.3%
Cost of goods sold	(312)	(286)	9.4%	(265)	17.7%
Gross Profit	157	139	13.2%	120	30.8%
SG&A	(51)	(47)	7.2%	(41)	24.7%
Operating Profit	107	92	16.4%	80	33.9%
Other incomes (expenses)	15	18	-14.7%	14	6.1%
Finance cost	(8)	(8)	0.0%	(9)	-10.0%
Pre-tax Profit	114	101	12.3%	85	33.9%
Income tax	(22)	(20)	13.2%	56	n.a.
Net Profit	92	82	12.0%	141	-34.9%
Extra	-	-	n.a.	59	n.a.
Core Profit	92	82	12.0%	81	12.6%
Core EPS (Bt)	0.11	0.10	12.0%	0.10	12.6%
Margins (%)			Dif QoQ		Dif YoY
Gross profit margin	33.5	32.7	0.75	31.2	2.31
Operating margin	22.7	21.6	1.11	20.6	2.06
EBITDA margin	37.0	37.4	(0.42)	37.5	(0.58)
Core profit margin	19.5	19.2	0.23	21.1	(1.60)

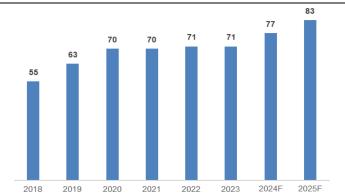
Source: Company, Yuanta Research

Figure 2: Yearly core profit (unit: THBmn)



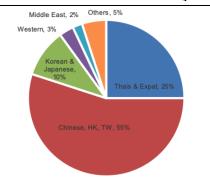
Source: Company, Yuanta Research

Figure 3: Number of branches (net)



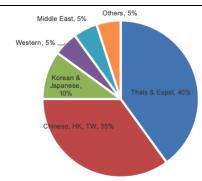
Source: Company, Yuanta Research

Figure 4: Revenue breakdown FY2019 (pre-Covid-19)



Source: Company, Yuanta Research

Figure 5: Revenue breakdown FY2023



Source: Company, Yuanta Research

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Balance Sheet

Year as of Dec (THB mn)	2022A	2023A	2024F	2025F	2026F
Cash & ST investment	185	252	106	345	661
Inventories	38	43	98	109	120
Accounts receivable	30	30	168	189	210
Others	19	38	38	38	38
Current assets	272	363	410	682	1,030
LT investments	32	13	40	40	40
Net fixed assets	2,033	1,455	1,539	1,589	1,610
Others	82	142	125	125	125
Other assets	2,147	1,609	1,704	1,755	1,775
Total assets	2,419	1,973	2,114	2,437	2,805
Accounts payable	94	124	130	146	160
ST borrowings	170	43	50	50	50
Others	246	209	183	173	163
Current liabilities	510	376	364	369	373
Long-term debts	442	71	171	221	271
Others	898	625	425	425	425
Long-term liabilities	1,340	696	596	646	696
Total liabilities	1,850	1,072	960	1,015	1,069
Paid-in capital	214	214	214	214	214
Capital surplus	279	279	279	279	279
Retained earnings	(3)	329	582	850	1,164
Others	125	125	125	125	125
Total Equity	569	901	1,154	1,422	1,736

Source: Company, Yuanta Research

Cash Flow

Year to Dec (THB mn)	2022A	2023A	2024F	2025F	20256
Net profit	(88)	332	306	373	439
Depr & amortization	312	276	271	301	331
Change in working	32	25	(187)	(17)	(18)
Others	54	(56)	(26)	(10)	(10)
Operating cash flow	310	577	365	646	742
Capex	(420)	302	(355)	(351)	(351)
Change in LT inv.	1	19	(27)	-	-
Change in other	56	(332)	(183)	-	-
Investment cash flow	(364)	(11)	(566)	(351)	(351)
Change in share	-	-	-	-	-
Net change in debt	90	(498)	107	50	50
Other adjustments	39	0	(53)	(105)	(125)
Financing cash flow	129	(498)	55	(55)	(75)
Impact from changes in FX	-	-	-	-	-
Net cash flow	75	68	(147)	240	316
Free cash flow	(53)	566	(201)	295	391
Source: Company, Yu	ianta Res	earch			

Profit and Loss

Year to Dec (THB mn)	2022A	2023A	2024F	2025F	2026F
Sales	711	1,446	1,754	1,976	2,195
Cost of goods sold	(631)	(1,010)	(1,189)	(1,331)	(1,458)
Gross profit	80	436	565	645	737
Operating expenses	(127)	(139)	(158)	(181)	(194)
Operating profit	(47)	297	407	464	544
Interest income	-	-	=	-	=
Interest expense	(50)	(46)	(40)	(40)	(42)
Net interest	(50)	(46)	(40)	(40)	(42)
Net Invst.Inc/(loss)	(0)	(1)	(0)	(0)	(0)
Net oth non-op.Inc/(loss)	10	27	15	15	15
Net extraordinaries	-	70	-	-	-
Pretax income	(87)	277	382	438	517
Income taxes	(1)	55	(76)	(66)	(78)
Net profit	(88)	332	306	373	439
Non-controlling interest	-	-	-	-	-
Net profit attributable to the parent	(88)	332	306	373	439
EBITDA	275	601	693	780	889
EPS (THB)	(0.10)	0.39	0.24	0.29	0.34

Source Company, Yuanta Research

Key Ratios

Year to Dec	2022A	2023A	2024F	2025F	2026F
Growth (% YoY)					
Sales	324.4	103.3	21.3	12.7	11.1
Op profit	n.a.	n.a.	36.8	14.0	17.2
EBITDA	264.4	118.3	15.4	12.5	14.0
Net profit	n.a.	n.a.	7.8	21.8	17.9
Core EPS	n.a.	n.a.	(38.6)	21.8	17.9
Profitability (%)					
Gross margin	11.3	30.2	32.2	32.7	33.6
Operating margin	n.a.	20.6	23.2	23.5	24.8
EBITDA margin	38.7	41.5	39.5	39.5	40.5
Net profit margin	n.a.	27.8	17.4	18.9	20.0
ROA	n.a.	18.3	15.0	16.4	16.8
ROE	n.a.	54.7	29.8	28.9	27.8
Stability					
Gross debt/equity (x)	107.5	12.6	19.1	19.1	18.5
Net cash (debt)/equity	75.0	net cash	10.0	net cash	net cash
Int. coverage (x)	n.a.	7.0	10.7	11.8	13.3
Int. & ST debt cover (x)	n.a.	3.7	4.7	5.3	6.1
Op Cash flow int. Cover (x)	6.2	12.5	9.2	16.0	17.7
Op Cash flow/int. & ST debt (x)	1.4	6.5	4.1	7.1	8.1
Current ratio (x)	0.5	1.0	1.1	1.8	2.8
Quick ratio (x)	0.5	0.9	0.9	1.6	2.4
Net debt (THB mn)	426.7	net cash	115.3	net cash	net cash
BVPS (THB)	0.7	1.1	0.9	1.1	1.4
Valuation Metrics (x)					
Core P/E	n.a.	16.6	27.1	22.2	18.8
P/FCF	n.a.	9.8	n.a.	28.1	21.2
P/B	9.7	6.1	7.2	5.8	4.8
P/EBITDA	20.0	9.2	11.9	10.6	9.3
P/S	7.8	3.8	4.7	4.2	3.8
Source: Company,)	'uanta Res	earch			

Source: Company, Yuanta Research

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Corporate Governance Report Rating (CG Score) (As of 28 October 2024)

AAV	ASK	BLA	CPALL	EGCO	HARN	JTS	MAJOR	NSL	PPP	S&J	SELIC	SPI	TEGH	TNL	TVDH
ABM	ASP	BPP	CPAXT	EPG	HENG	К	MALEE	NTSC	PPS	SA	SENA	SPRC	TFG	TOA	TVO
ACE	ASW	BR	CPF	ERW	HMPRO	KBANK	MBK	NVD	PR9	SAAM	SENX	SR	TFMAMA	TOG	TVT
ACG	AURA	BRI	CPL	ETC	HPT	ксс	MC	NWR	PRG	SABINA	SGC	SSC	TGE	TOP	TWPC
ADVANC	AWC	BRR	CPN	ETE	HTC	KCE	M-CHAI	NYT	PRIME	SAK	SGF	SSF	TGH	TPAC	UAC
AE	В	BSRC	CPW	FLOYD	ICC	KCG	MCOT	occ	PRM	SAMART	SGP	SSP	THANA	TPBI	UBE
AF	BAFS	BTG	CRC	FN	ICHI	KEX	MFC	OR	PRTR	SAMTEL	SHR	SSSC	THANI	TPIPL	UBIS
AGE	BAM	BTS	CRD	FPI	III	KKP	MFEC	ORI	PSH	SAT	SICT	STA	THCOM	TPIPP	UKEM
AH	BANPU	BTW	CREDIT	FPT	ILINK	KSL	MINT	OSP	PSL	SAV	SIRI	STECON	THG	TPS	UPF
AIT	BAY	BWG	CSC	FVC	ILM	KTB	MODERN	PAP	PTT	SAWAD	SIS	STGT	THIP	TQM	UPOIC
AJ	BBGI	CBG	CV	GABLE	IND	KTC	MONO	PB	PTTEP	SC	SITHAI	STI	THRE	TQR	UV
AKP	BBL	CENTEL	DCC	GC	INET	KTMS	MOONG	PCC	PTTGC	SCAP	SJWD	SUC	THREL	TRP	VARO
AKR	BCH	CFRESH	DDD	GCAP	INSET	KUMWEL	MOSHI	PCSGH	Q-CON	SCB	SKE	SUN	TIPH	TRUBB	VGI
ALLA	BCP	CHASE	DELTA	GFC	INTUCH	LALIN	MSC	PDJ	QH	SCC	SKR	SUTHA	TISCO	TRUE	VIH
ALT	BCPG	CHEWA	DEMCO	GFPT	IP	LANNA	MST	PEER	QTC	SCCC	SM	SVI	TK	TRV	WACOA
AMA	BDMS	CHOW	DITTO	GGC	IRC	LH	MTC	PG	RATCH	SCG	SMPC	SYMC	TKS	TSC	WGE
AMARIN	BEC	CIMBT	DMT	GLAND	IRPC	LHFG	MTI	PHOL	RBF	SCGD	SNC	SYNEX	TKT	TSTE	WHA
AMATA	BEM	CIVIL	DOHOME	GLOBAL	IT	LIT	MVP	PIMO	RPC	SCGP	SNNP	SYNTEC	TLI	TSTH	WHAUP
AMATAV	BEYOND	CK	DRT	GPSC	ITC	LOXLEY	NCH	PLANB	RPH	SCM	SNP	TASCO	TM	TTA	WICE
ANAN	BGC	CKP	DUSIT	GRAMMY	ITEL	LPN	NER	PLAT	RS	SCN	SO	TBN	TMILL	TTB	WINME
AOT	BGRIM	CNT	EASTW	GULF	ITTHI	LRH	NKI	PLUS	RT	SDC	SONIC	TCAP	TMT	TTCL	WINNER
AP	BJC	COLOR	ECF	GUNKUL	IVL	LST	NOBLE	PM	RWI	SEAFCO	SPALI	TCMC	TNDT	TTW	ZEN
ASIMAR	BKIH	COM7	ECL	HANA	JAS	M	NRF	PORT	S	SEAOIL	SPC	TEAMG	TNITY	TU	ZLIV
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AAI	ARIP	BC	CI	EVER	GPI	KJL	METCO	PDG	PSTC	SECURE	STPI	TEKA	TPCS	UREKA	
ADB	ARROW	BE8	CIG	FE	HUMAN	KTIS	MICRO	PJW	PT	SFLEX	SUPER	TFM	TPLAS	VCOM	
AEONTS	ASIAN	BH	СМ	FORTH	IFS	KUN	NC	POLY	PTECH	SFT	SUSCO	TITLE	TPOLY	VIBHA	
AHC	ATP30	BIZ	cococo	FSMART	INSURE	L&E	NCAP	PQS	PYLON	SINO	SVOA	TKN	TRT	VRANDA	
AIRA	AUCT	BOL	COMAN	FSX	JCK	LHK	NCL	PREB	QLT	SMT	SVT	TMD	TURTLE	WARRIX	
APCO	AYUD	BSBM	CPI	FTI	JDF	MATCH	NDR	PROUD	RABBIT	SPCG	TACC	TNR	TVH	WIN	-
APCS	BA	BTC	CSS	GEL	JMART	MBAX	ONEE	PSG	RCL	SPVI	TAE	TPA	UBA	WP	-
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ADD	ASN BIG	CHARAN	DEXON	ESTAR	IIG	JOP		ļ	·		•		*	•	
ADD AIE		CHARAN CHAYO	DEXON DOD	ESTAR ETL	IIG IMH	JUBILE	LEO	NTV	PRI	SALEE	SKN	STOWER	TMI	WFX	
ADD AIE ALUCON	BIG								PRI PRIN	SALEE SAMCO	SKN SKY	STOWER STP	TMI TNP	WFX WIIK	
ADD AIE ALUCON AMC	BIG BIOTEC	CHAYO	DOD	ETL	IMH	JUBILE	LEO	NTV		·					
ADD AIE ALUCON AMC AMR ARIN	BIG BIOTEC BIS	CHAYO CHIC	DOD DPAINT	ETL FNS	IMH IRCP	JUBILE KBS	LEO MCA	NTV NV	PRIN	SAMCO	SKY	STP	TNP	WIIK	

Corporate Governance Report - The disclosure of the survey result of the Thai Institute of Directors Association (IOD) regarding corporate governance is made pursuant to the policy of the Office of the Securities and Exchange Commission. The survey of the IOD is based on the information of a company listed on the Stock Exchange of Thailand (SET) and the market for Alternative Investment (MAI) disclosed to the public and able to be accessed by a general public investor. The result, therefore, is from the perspective of a third party. It is not an evaluation of operation and is not based on inside information. The survey result is as of the date appearing in the Corporate Governance Report of Thai Listed Companies. As a result, the survey may be changed after that date, Yuanta Securities (Thailand) Co., Ltd does not confirm nor certify the accuracy of such survey results.

Score	Rang Number of Logo	Description
90 -100		Excellent
80 - 89		Very Good
70 - 79		Good
60 - 69		Satisfactory
50 - 59	ENTERPORTED TO	Pass
Less than 50	No logo given	N/A

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Anti-Corruption Progress Indicator (As of 28 October 2024)

Compar	nies certifi	ed by CA	AC												
2S	ASW	BSBM	CPI	ETC	HARN	KBANK	MBK	NRF	PPPM	QTC	SEAOIL	SPRC	TFMAMA	TOG	UKEM
AAI	AWC	BTG	CPL	ETE	HEALTH	KCAR	MC	occ	PPS	RABBIT	SE-ED	SRICHA	TGE	TOP	UPF
ADB	AYUD	BTS	CPN	FNS	HENG	KCC	мсот	OGC	PR9	RATCH	SELIC	SSF	TGH	TOPP	UV
ADVANC	В	BWG	CPW	FPI	HMPRO	KCE	MEGA	OR	PREB	RBF	SENA	SSP	THANI	TPA	VCOM
AE	BAFS	CAZ	CRC	FPT	HTC	KGEN	MENA	ORI	PRG	RML	SENX	SSSC	тнсом	TPCS	VGI
AF	BAM	CBG	CSC	FSMART	ICC	KGI	META	OSP	PRINC	RS	SFLEX	SST	THIP	TPLAS	VIBHA
AH	BANPU	CEN	CV	FSX	ICHI	KKP	MFC	PAP	PRM	RWI	SGC	STA	THRE	TRT	VIH
Al	BAY	CENTEL	DCC	FTE	IFS	KSL	MFEC	PATO	PROS	S&J	SGP	STGT	THREL	TRU	WACOAL
AIE	BBGI	CFRESH	DELTA	GBX	III	KTB	MILL	PB	PRTR	SA	SIRI	STOWER	TIDLOR	TRUE	WHA
AIRA	BBL	CGH	DEMCO	GC	ILINK	KTC	MINT	PCSGH	PSH	SAAM	SIS	SUSCO	TIPCO	TSC	WHAUP
AJ	всн	CHEWA	DIMET	GCAP	ILM	L&E	MODERN	PDG	PSL	SABINA	SITHAI	SVI	TIPH	TSI	WICE
AKP	BCP	СНОТІ	DMT	GEL	INET	LANNA	MONO	PDJ	PSTC	SAK	SKR	SVOA	TISCO	TSTE	WIIK
AMA	BCPG	CHOW	DOHOME	GFPT	INOX	LH	MOONG	PG	PT	SAPPE	SM	SVT	TKN	TSTH	WPH
AMANAH	BE8	CI	DRT	GGC	INSURE	LHFG	MSC	PHOL	PTECH	SAT	SMIT	SYMC	TKS	TTB	XO
AMATA	BEC	CIG	DUSIT	GJS	INTUCH	LHK	MTC	PIMO	PTG	SC	SMPC	SYNTEC	TKT	TTCL	YUASA
AMATAV	BEYOND	CIMBT	EA	GLOBAL	IRPC	LPN	MTI	PK	PTT	SCB	SNC	TAE	TMD	TU	ZEN
AP	BGC	СМ	EASTW	GPI	ITEL	LRH	NATION	PL	PTTEP	SCC	SNP	TAKUNI	TMILL	TURTLE	
APCS	BGRIM	СМС	ECF	GPSC	IVL	М	NCAP	PLANB	PTTGC	SCCC	SORKON	TASCO	TMT	TVDH	
AS	BLA	СОМ7	EGCO	GSTEEL	JAS	MAJOR	NEP	PLANET	PYLON	SCG	SPACK	TCAP	TNITY	TVO	
ASIAN	BPP	CPALL	EP	GULF	JR	MALEE	NER	PLAT	Q-CON	SCGP	SPALI	TEGH	TNL	TWPC	
ASK	BRI	CPAXT	EPG	GUNKUL	JTS	MATCH	NKI	PM	QH	SCM	SPC	TFG	TNP	UBIS	
ASP	BRR	CPF	ERW	HANA	KASET	MBAX	NOBLE	PPP	QLT	SCN	SPI	TFI	TNR	UEC	
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ACE ALT	APCO ASAP	CFARM	ECL EVER	HUMAN ICN	JDF JMART	LIT MITSIB	NTSC PLE	PRI PRIME	RT S	SFT	SKE SNNP	TBN TMI	UOBKH UREKA	XPG	
AMARIN	B52	CHASE	FLOYD	IHL	K	MJD	PLUS	PROEN	SAWAD	SINGER	SOLAR	TPAC	VNG		
AMC	BLAND	DEXON	GREEN	IP	KJL	MOSHI	POLY	PROUD	SCAP	SINO	SONIC	TPP	WELL		
ANI	BYD	DITTO	HL	iTC	LDC	NEX	PQS	PTC	SCGD	SJWD	SUPER	TQM	WIN		

<u>Disclosure</u>: List of companies that intend to join Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC) under Thai Institute of Directors which have 2 groups;

- Companies that have declared their intention to join CAC
- Companies certified by CAC

Anti – Corruption Progress Indicator - The disclosure of the Anti-Corruption Progress Indicators of a listed company on the Stock Exchange of Thailand, which is assessed by Thaipat Institute is made in order to comply with the policy and sustainable development plan for the listed companies of the Office of the Securities and Exchange Commission. Thai Institute of Directors made this assessment based on the information received from the listed company, as stipulated in the form for the assessment of Anti-corruption which refers to the Annual Registration Statement (Form 56-1), Annual Report (Form 56-2), or other relevant documents or reports of such listed company. The assessment result is therefore made from the perspective of Thaipat Institute that is a third party. It is not an assessment of operation and is not based on any inside information. Since this assessment is only the assessment result as of the date appearing in the assessment result, it may be changed after that date or when there is any change to the relevant information. Nevertheless, Yuanta Securities (Thailand) Co., Ltd does not confirm, verify, or certify the accuracy and completeness of the assessment result.

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- (1) (BUY) Return may exceed 15% over the next 12 months (including dividends)
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- (3) (SELL) Return may be lower than -10% over the next 12 months (including dividends)
- (4) (Not Rated) Stock is not within research coverage

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