

Thailand : MAI

13 May 2024

TRADING (Maintain)

TP upside (downside) +20.0%

Close May 10, 2024

Price 8.00
12M Target 9.60

Research Analysts:



Jindanuch Praveschotinunt

Tel. +662 009 8053

E-Mail jindanuch.p@yuanta.co.th

ID 129319

Yuanta ESG Rating	A
Bloomberg code	SPA TB
Market cap (THBmn)	6,840.00
Corporate Gov.Rating	3
6M avg. daily turnover (THBmn)	23.35
Outstanding shares (mn)	855.00
Free float (%)	57.74%
Major shareholders (%)	
MR. WIBOON UTSAAJIT	11.21
MR. PRASERT JIRAVANSTIT	9.72
MRS. PRANEE SUPHAWATANAKIAT	8.51

Financial outlook (THBmn)

Year to Dec	2022A	2023A	2024F	2025F
Revenue	711	1,446	1,754	2,062
EBITDA	275	601	779	922
Core Profit	-88	262	344	393
Net Profit	-88	332	344	393
Core EPS	-0.10	0.31	0.25	0.31
Core EPS Growth (%)	n.a.	n.a.	-17.3	20.6
DPS	0.00	0.01	0.16	0.18
Core P/E (x)	n.a.	26.1	31.5	26.1
P/BV	12.0	7.6	8.6	7.0
Div Yield (%)	0.0	0.2	1.3	1.5
Net gearing (%)	75.0	Net Cash	Net Cash	Net Cash
ROE (%)	-14.8	45.2	33.3	30.1

Source: Company, Yuanta Research

Siam Wellness Group (SPA TB)

Unimpressive normalized profit in 1Q24 – Full-year estimate faces challenges

Earnings results

- SPA reported 1Q24 normalized (norm) profit of THB74mn (US\$2.01mn), down 9% QoQ thanks to increased tax expenses. Compared to 1Q23, its norm profit grew impressively 66% YoY alongside the recovered tourism in Thailand. The number of foreign tourists in 1Q24 was reported at 9.4mn, up +44% YoY. In particular, the number of Chinese tourists (contributing 30% of SPA's revenue in 2023) recovered 56% compared to the level in 1Q19, up significantly from 35% in 2023.
- Norm profit in 1Q24 missed the market's estimate of THB85mn due mainly to its tax expenses.
- Spa service revenue was THB369mn (+4% QoQ, +10% YoY). The recovery of foreign tourist arrivals during high season led to the increase in its average sales/day on QoQ and YoY comparisons. Its sales reached a new high during Lunar New Year holidays. Its U-rate in 1Q24 surged to 85% from 80% in 4Q23.
- Product sales revenue was THB25mn (-4% QoQ, +10% YoY).
- GPM stood at 33.4% (+225bps QoQ, +582bps YoY), up strongly YoY due to the economies of scale alongside its improved revenue. Its spa business' GPM was reported at 33.3%, close to a pre-Covid-19 level.
- SG&A expenses were THB36mn (-11% QoQ, +33% YoY). Its SG&A to Sales rose to 10.7% from 10.3% in 1Q23 due to the increase in staff expenses amid the rise in branches.

Our take

- In 2Q24, we expect norm profit to decline QoQ as Thai tourism will enter its low season, but will grow YoY as the continued recovery of revenue proportions from tourists from China, Taiwan, and Hong Kong will strengthen SPA's earnings.
- Norm profit in 1Q24 represented 22% of our 2024 estimate, below our previous estimate as its tax rate normalized to 20% faster than estimated (we previously expected it would pay taxes at its normal rate in 2H24). As a result, our estimate faces more challenges.
- We re-iterate our TRADING call and slash our TP to THB9.60 (US\$0.26), which offers a handsome upside of +20.0% (as SPA will stock dividends in the ratio of 2 existing shares/1 stock dividend, for XD on April 26, and will be payable on May 17).

Risk

- Key risks are: lower-than-estimated tourist numbers (especially foreign tourists); a new Covid-19 outbreak; and global recession

Valuation Methodology

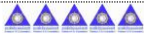
P/E is 36x.

Figure 1: Quarterly earnings results

Unit: (THB m n)	1Q24	4Q23	% QoQ	1Q23	% YoY
Core revenue	394	386	2.1%	320	23.0%
Cost of goods sold	(262)	(265)	-1.2%	(232)	13.1%
Gross Profit	132	120	9.5%	88	48.9%
SG&A	(36)	(41)	-11.3%	(27)	33.7%
Operating Profit	96	80	20.1%	61	55.6%
Depre and Amor	66	65	1.5%	73	-9.9%
Operating EBITDA	162	145	11.7%	135	20.0%
Other incomes (expenses)	5	14	-64.1%	6	-9.7%
Finance cost	(8)	(9)	-6.3%	(15)	-44.6%
Pre-tax Profit	92	85	8.8%	52	77.1%
Income tax	(18)	56	n.a.	(1)	n.a.
Net Profit	74	141	-47.1%	51	46.5%
Extra	-	59	n.a.	6	n.a.
Core Profit	74	81	-8.5%	45	66.2%
Core EPS (Bt)	0.09	0.10	-8.5%	0.05	66.2%
Margins (%)			Dif QoQ		Dif YoY
Gross profit margin	33.4	31.2	2.25	27.6	5.82
Operating margin	24.3	20.6	3.64	19.2	5.09
EBITDA margin	41.1	37.5	3.54	42.1	(1.03)
Core profit margin	18.9	21.1	(2.18)	14.0	4.91

Source: Company, Yuanta Research

Corporate Governance Report Rating (CG Score) (As of 1 November 2023)

																
7UP	AMATAV	BBL	BWG	CPW	FE	HTC	KSL	MFC	OR	PRINC	SAMTEL	SIRI	STGT	THIP	TPIPL	UKEM
AAI	ANAN	BC	BYD	CRC	FLOYD	ICC	KTB	MFEC	ORI	PRM	SAPPE	SIS	STI	THRE	TIIPP	UP
AAV	AOT	BCH	CBG	CRD	FN	ICHI	KTC	MILL	OSP	PRTR	SAT	SITHAI	SUC	THREL	TPS	UPF
ABM	AP	BCP	CENTEL	CSC	FPI	ICN	KTMS	MINT	OTO	PSH	SBNEXT	SJWD	SUN	TIDLOR	TQM	UPOIC
ACE	APCO	BCPG	CFRESH	CSS	FPT	III	KUMWEL	MONO	PAP	PSL	SC	SKR	SUSCO	TIPH	TQR	UV
ACG	APCS	BDMS	CHASE	CV	FSX	ILINK	KUN	MOONG	PATO	PT	SCB	SM	SUTHA	TISCO	TRT	VCOM
ADB	ARIP	BEC	CHEWA	DOC	FVC	ILM	LALIN	MSC	PB	PTC	SCC	SMPC	SVI	TK	TRUE	VGI
ADD	ARROW	BEM	CHG	DDD	GBX	IMH	LANINA	MST	PCSGH	PTT	SCCC	SMT	SVT	TKN	TRV	VIBHA
ADVANC	ASEFA	BEYOND	CHOW	DELTA	GC	IND	LH	MTC	PDG	PTTEP	SCG	SNC	SYMC	TKS	TSC	VIH
AEONTS	ASK	BGC	CIMBT	DEMCO	GCAP	INET	LHFG	MTI	PDJ	PTTGC	SCGP	SNNP	SYNEX	TKT	TSTE	VL
AF	ASP	BGRIM	CIVIL	DMT	GENCO	INTUCH	LIT	NC	PG	Q-CON	SCM	SNP	SYNTEC	TLI	TSTH	WACOAL
AGE	ASW	BH	OK	DOHOME	GFPT	IP	LOXLEY	NCH	PHOL	QH	SDC	SO	TACC	TM	TTA	WGE
AH	ATP30	BIZ	OKP	DRT	GGC	IRC	LPN	NCL	PIMO	QTC	SEAFOO	SPALI	TAE	TMC	TTB	WHA
AHC	AUCT	BJC	OM	DUSIT	GLAND	IRPC	LRH	NDR	PJW	RATCH	SEAOL	SPC	TCAP	TMD	TTCL	WHAUP
AIRA	AWC	BJCHI	CNT	EA	GLOBAL	ITC	LST	NER	PLANB	RBF	SECURE	SPCG	TCMC	TMT	TTW	WICE
AIT	AYUD	BKI	COLOR	EASTW	GPSC	ITEL	M	NKI	PLAT	RPH	SELIC	SPI	TEAMG	TNDT	TURTLE	WINMED
AJ	B	BLA	COM7	ECF	GRAMMY	IVL	MAJOR	NOBLE	PLUS	RS	SENA	SPRC	TEGH	TNITY	TVDH	WINNER
AKP	BA	BOL	COTTO	ECL	GULF	JAS	MALEE	NRF	PM	RT	SENX	SR	TFG	TNL	TVH	XPG
AKR	BAFS	BPP	CPALL	EE	GUNKUL	JTS	MATCH	NTV	POLY	S	SFT	SSC	TFMAMA	TNR	TVO	YUASA
ALLA	BAM	BRI	CPAXT	EGCO	HANA	KBANK	MBK	NVD	PORT	S&J	SGC	SSF	TGE	TOA	TVT	ZEN
ALT	BANPU	BROOK	CPF	EPG	HARN	KCC	MC	NWR	PPP	SA	SGF	SSSC	TGH	TOG	TWPC	
AMA	BAY	BRR	CPI	ERW	HENG	KCE	M-CHAI	NYT	PPS	SABINA	SGP	STA	THANA	TOP	UAC	
AMARIN	BBGI	BTS	CPL	ETC	HMPRO	KEX	MCOT	OCC	PR9	SAK	SHR	STC	THANI	TPBI	UBE	
AMATA	BBIK	BTW	CPN	ETE	HPT	KKP	MEGA	ONEE	PRG	SAMART	SICT	STEC	THOOM	TPCS	UBIS	
																
2S	AS	BSBM	CIG	EFORL	FTI	IT	K	KWC	MICRO	PIN	PROUD	SCI	SONIC	SUPER	TNP	VRANDA
A5	ASIA	BTG	CMC	EKH	GEL	J	KCAR	KWM	MK	POS	PSTC	SON	SORKON	SVOA	TPAS	WAVE
AIE	ASIAN	CEN	COMAN	ESSO	GPI	JCKH	KGI	LDC	MVP	PREB	PTECH	SE	SPVI	SWC	TPOLY	WFX
ALUCON	ASIMAR	CGH	CSP	ESTAR	HEALTH	JDF	KIAT	LEO	NCAP	PRI	PYLON	SE-ED	SSP	TCC	TRC	WIK
AMR	ASN	CH	DOD	EVER	HUMAN	JKN	KISS	LHK	NOVA	PRIME	RCL	SFLEX	SST	TEKA	TRU	WIN
APURE	AURA	CHC	DPAINT	FORTH	IFS	JMART	KK	MACO	NTSC	PROEN	SALEE	SINGER	STANLY	TFM	TRUBB	WP
ARIN	BR	CI	DV8	FSMART	INSET	JUBILE	KTIS	METCO	PACO	PROS	SANKO	SKN	STP	TMILL	TSE	XO
																
24CS	BIG	CHAYO	DTCENT	GYT	ITD	KJL	MGT	NSL	PL	PRIN	SAAM	SKY	SVR	TNH	UTP	ZIGA
AMANA	BIOTEC	CHOTI	EASON	HL	ITNS	L&E	MITSIB	NV	PLANET	PSG	SAF	SMART	TC	TPA	VARO	
AMARC	BLESS	CITY	FNS	HTECH	JCK	LEE	MJD	OGC	PLE	RABBIT	SAMCO	SMD	TEAM	TPAC	VPO	
AMC	BSM	CMAN	FTE	HYDRO	JMT	MASTER	MOSHI	PAF	PMTA	READY	SAWAD	SMIT	TFI	TRITN	W	
APP	BVG	CMR	GIFT	IIG	JR	MBAX	MUD	PCC	PPM	RJH	SCAP	SOLAR	TIGER	UBA	WARRIX	
ASAP	CAZ	CRANE	GJS	INGRS	JSP	MEB	NATION	PEACE	PRAKIT	RSP	SCP	SPA	TITLE	UMI	WORK	
BCT	CCET	CWT	GTB	INSURE	KBS	MENA	NNCL	PICO	PRAPAT	RWI	SIAM	STECH	TKC	UMS	WPH	
BEB	CHARAN	DHOUSE	GTV	IRCP	KGEN	META	NPK	PK	PRECHA	S11	SKE	STPI	TMI	UOBKH	YONG	

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		Pass
Less than 50	No logo given	N/A

Anti-Corruption Progress Indicator (As of 1 November 2023)

Companies certified by CAC														
ADVANC	BAM	CENTEL	DEMCO	GCAP	INOX	L&E	MST	PIMO	PTT	SCG	SPI	TGE	TPA	UOBKH
AF	BANPU	CFRESH	DIMET	GEL	INSURE	LANNA	MTC	PK	PTTEP	SCGP	SPRC	TGH	TPCS	UV
AH	BAY	CGH	DOHOME	GFPT	INTUCH	LHFG	MTI	PL	PTTGC	SCM	SRICHA	THANI	TRT	VCOM
AI	BBGI	CHEWA	DRT	GGC	IRPC	LHK	NATION	PLANB	PYLON	SCN	SSF	THCOM	TRU	VGI
AIE	BBL	CHOTI	DUSIT	GJS	ITEL	LPN	NCAP	PLANET	Q-CON	SEAOIL	SSP	THIP	TSC	VIH
AIRA	BCH	CHOW	EA	GPI	IVL	LRH	NEP	PLAT	QH	SE-ED	SSSC	THRE	TSI	WACOAL
AJ	BCP	CIG	EASTW	GPSC	JAS	M	NKI	PM	QLT	SELIC	SST	THREL	TSTE	WHA
AKP	BCPG	CIMBT	ECF	GSTEEL	JKN	MAJOR	NOBLE	PPP	QTC	SENA	STA	TIDLOR	TSTH	WHAUP
AMA	BE8	CM	EGCO	GULF	JR	MALEE	NRF	PPPM	RABBIT	SGC	STGT	TIPCO	TTA	WICE
AMANAH	BEC	CMC	EP	GUNKUL	JTS	MATCH	NWR	PPS	RATCH	SGP	STOWER	TISCO	TTB	WIIK
AMATA	BEYOND	COM7	EPG	HANA	KASET	MBAX	OCC	PR9	RML	SIRI	SUSCO	TKS	TTCL	XO
AMATAV	BGC	CPALL	ERW	HARN	KBANK	MBK	OGC	PREB	RS	SITHAI	SVI	TKT	TU	YUASA
AP	BGRIM	CPAXT	ESTAR	HENG	KBS	MC	OR	PRG	RWI	SKR	SYMC	TMD	TVDH	ZEN
APCS	BKI	CPF	ETC	HMPRO	KCAR	MCOT	ORI	PRINC	S&J	SMIT	SYNTEC	TMILL	TVO	ZIGA
AS	BLA	CPI	ETE	HTC	KCC	META	PAP	PRM	SAAM	SMK	TAE	TMT	TWPC	
ASIAN	BPP	CPL	FNS	ICC	KCE	MFC	PATO	PROS	SABINA	SMPC	TAKUNI	TNITY	UBE	
ASK	BROOK	CPN	FPI	ICHI	KGEN	MFEC	PB	PSH	SAK	SNC	TASCO	TNL	UBIS	
ASP	BRR	CPW	FPT	IFS	KGI	MILL	PCSGH	PSL	SAPPE	SNP	TCAP	TNP	UEC	
AWC	BSBM	CRC	FSMART	III	KKP	MINT	PDG	PSTC	SAT	SORKON	TCMC	TNR	UKEM	
Companies that have declared their intention to join CAC														
ACE	BLAND	CV	GLOBAL	J	MENA	OSP	PRIME	SA	SIS	TEGH	TQM			
ADB	BTG	DEXON	GREEN	JMART	MITSIB	PEER	PROEN	SANKO	SKE	TIPH	TRUE			
ALT	BYD	DMT	ICN	JMT	MODERN	PLUS	PRTR	SCB	SM	TKN	W			
AMC	CAZ	EKH	IHL	LEO	NER	POLY	RBF	SENX	SVOA	TPAC	WPH			
ASW	CBG	FSX	ITC	LH	NEX	PQS	RT	SFLEX	TBN	TPLAS	XPG			

Disclosure: 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.

HEADQUATER - GAYSORN

127 Gaysorn Tower, 14-16fl., Ratchadamri Rd.,
Lumpini, Pathumwan, Bangkok, 10330
Tel. 0 2009 8888 Fax. 0 2009 8889

SILOM ROAD

62 Thaniya Building, Room 1109
11th Floor, Silom Road, Suriyawong,
Bangrak, Bangkok 10500
Tel. 0 2120 3380 Fax. 0 2235 6817

BANGNA

10393/56 Central City Bangna Tower 11fl.,
Bangna-Trad Rd., Bangna, Pra-kanong,
Bangkok, 10260
Tel. 02 1203460 Fax. 02 7456467

RATTANATHIBET

145 Tiwanond Rd., Tambon Bangkrasor,
Amphoe Mueang Nonthaburi,
Nonthaburi, 11000
Tel. 0 2120 3270 Fax. 0 2580 7765

CHONBURI

98/16 Moo5, Tambon Huaykapi, Amphoe
Muang, Chonburi 20130
Tel. 033 135130-59 Fax. 038 384794

PITSANULOK

169/2-3-4 Baromtrailokanart Road, TambonNai
Muang, Amphoe Muang, Pitsanulok, 65000
Tel. 055 105 400 Fax. 055 243 168

RAYONG

125/1 Chan Udom Rd., Tambon choeng noen,
Amphoe Muang, Rayong, 21000
Tel. 038 673900-12 Fax. 038 617490,
038619253

UBON RATCHATHANI

941, 1st Floor, Chayangkul Road, Naimueang
Sub-District, Muang District, Ubon Ratchathani
34000
Tel. 0 4595 9456 Fax. 0 4531 2132

PRADIT MANUTHAM

111/1 Building B, Room 502, Pradit Manutham
Road, Lat Phrao, Lat Phrao, Bangkok 10230
Tel. 0 2120 3510 Fax. 0 2515 0875

THA PHRA

129 The Mall Thapra Mall Building,
9th Floor, Ratchadapisek Road, Bukkaloo,
Thonburi, Bangkok 10600
Tel. 0 2120 3560 Fax. 0 2477 7217

PIN KLAO

7/129 Central Plaza Pinklao office Building,
Tower ARoom Number 21803/2, 18th Floor,
Baromrachachonnane Road, Arunamarin,
Bangkok Noi, Bangkok 10700
Tel. 0 2120 3030 Fax. 0 2433 7001

AMARIN

496-502 Amarin Tower 8fl. Ploenchit Rd.,
Lumpini, Pathumwan, Bangkok, 10330
Tel. 0 2120 3241 Fax. 0 2256 9596

CENTRAL CHONBURI

No. 55 / 35-36 Moo 1, Samet, Muang, Chonburi,
Chonburi 20000
Tel. 0 3313 5119 Fax. 0 3805 3839

PHUKET

No. 1 / 6-7 Tungka Road, Talad Yai, Mueang
Phuket 83000
Tel 0 7668 1700 Fax 0 7635 4020

SURIN SOI

574 / 6-7 Moo 19, Nok Muang, Muang
Surin 32000
Tel. 0 4406 9040 Fax. 0 4451 2447

CENTRAL WORLD

4, 4/5 Central Tower, 14 fl., Room 004/1,
Ratchadamri Rd., Pathumwan, Pathumwan,
Bangkok 10330
Tel. 0 2009 8929 Fax. 0 2255 8880

NGAMWONGWAN

408, 410, 412, 414, 416, 418, 420, 422, 424,
426, 428, 430 Ngamwongwan Shopping Center
Building,
Floor 11,Village No.2, Ngamwongwan Road,
Bang Khen, Mueang Nontaburi District,
Nontaburi, 11000
Tel. 0 2120 3100 Fax. 0 2550 0499

BONMARCHE

105/1 Room E204
Tessabarnsongkroa Rd, Ladyao, Chatujak,
Bangkok 10900
Tel. 0 2120 3630 Fax. 0 2002 5551

PARADISE

61 Paradise Park 4fl. Srinakarin Rd.,Nongbon,
Prawet, Bangkok, 10250
Tel. 02 120 3300 Fax. 02 780 2265

KHON KAEN

561/27-28 Na Muang Road, Nai Muang,
Amphoe Muang, KhonKaen 40000
Tel. 043 041344 Fax. 043 041355

CHIANG MAI

71 Floor 3, Thung Hotel Road, Wat Ket, Muang,
Chiang Mai 50000
Tel. 052-081460, Fax. 053-240206

SAMUT SAKHON

67/518 Village No.4, Ekachai Road, Khok Kham,
Mueang, Samutsakhon 74000
Tel. 034 114300 Fax. 034 429202

HAT YAI

The Rise Residence Project
11/103 Prachayindee 5 Road, Hat yai,
Songkhla 90110
Tel. 074 894 600, 074 894 666
Fax. 074 894 629, 074 894 687

CHANTHABURI

177/51, 177/52 Moo.10, Tha Chang, Muang,
Chanthaburi, Chanthaburi 22000
Tel. 0 3960 9749 Fax. 0 3948 0456

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Ratings Definitions

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

Opinions or recommendations contained herein are in the form of technical ratings and fundamental ratings. Fundamental ratings may differ from technical ratings. Investors are advised to review the information in this report carefully before making investment decisions

Research Department

Strategist		Sector	E-mail	Tel.
Padon Vannarat	Head of Research		padon.v@yuanta.co.th	0-2009-8060
Natapon Khamthakrue	Senior Strategist		natapon.k@yuanta.co.th	0-2009-8059
Nutt Treepoonsuk	Strategist	Asset Allocation	nutt.t@yuanta.co.th	0-2009-8062
Jaruchart Buchachart	Strategist	Transportation	jaruchart.b@yuanta.co.th	0-2009-8072
Thanaphong Charoenwattanakit	Assistant Analyst			
Fundamental Analyst		Sector	E-mail	Tel.
Thakol Banjongruek	Fundamental Analyst	Media, Health Care, Auto	thakol.b@yuanta.co.th	0-2009-8067
Theethanat Jirasirawat	Fundamental Analyst	SMID Cap, MAI	theethanat.j@yuanta.co.th	0-2009-8071
Supachai Wattanavitheskul	Fundamental Analyst	ICT, Electronic, Utility	supachai.w@yuanta.co.th	0-2009-8066
Parinth Nikornkittikosol	Fundamental Analyst	Energy, Petrochemical	parinth.n@yuanta.co.th	0-2009-8075
Trin Sittisawad	Fundamental Analyst	Banking, Finance	trin.s@yuanta.co.th	0-2009-8068
Kritawit Ratanakhanokchai	Fundamental Analyst	Food & Beverage, Construction Service	kritawit.r@yuanta.co.th	0-2009-8064
Natchapon Praesicharoen	Fundamental Analyst	Power & Utility, Packaging	natchapon.p@yuanta.co.th	0-2009-8056
Athitaya Chinakanjanadit	Fundamental Analyst	Property, IE	athitaya.c@yuanta.co.th	0-2009-8057
Jindanuch Praveschotinunt	Fundamental Analyst	Tourism & Leisure, Commerce	jindanuch.p@yuanta.co.th	0-2009-8053
Chayanan Taechaamorntanakij	Assistant Fundamental Analyst			
Teerat Tanaratpinun	Assistant Fundamental Analyst			
Worawut Na Nakorn	Assistant Institution Analyst			
Technical Analyst			E-mail	Tel.
Pongpat Khamchoo, CMT, CAIA, CISA	Technical Analyst		pongpat.k@yuanta.co.th	0-2009-8079
Pridi Luprasit, CMT, CFTE	Technical Analyst		pridi.l@yuanta.co.th	0-2009-8073
Napat Amonsongcharoen	Technical Analyst		napat.a@yuanta.co.th	0-2009-8052
Database				
Angsumalin Kumvong	Support			
Peeraya Wiangphoem	Support			
Ausanee Eykol	Support			
Khaemmachart Jermthong	Support			