

# AURA

Promising 2Q25 results  
with upside still intact

## Investment fundamentals

Year end Dec 31	2023A	2024A	2025E	2026E
<b>Company Financials</b>				
Revenue (Btmn)	29,878	33,154	36,689	38,858
Core profit (Btmn)	839	1,132	1,323	1,472
Net profit (Btmn)	859	1,129	1,323	1,472
Net EPS (Bt)	0.64	0.85	0.99	1.10
DPS (Bt)	0.31	0.42	0.50	0.55
BVPS (Bt)	4.26	4.80	5.29	5.84
Net EPS growth (%)	21.14	31.38	17.17	11.30
ROA (%)	7.09	7.51	6.65	5.74
ROE (%)	16.20	18.69	19.65	19.82
Net D/E (x)	0.89	1.19	1.44	2.01
<b>Valuation</b>				
P/E (x)	23.91	17.25	15.23	13.68
P/BV (x)	3.62	3.04	2.85	2.58
EV/EBITDA (x)	15.32	11.96	11.20	11.09
Dividend yield (%)	2.02	2.88	3.28	3.65

## Analyst

Charntawat Sukhanunth

Charntawat.s@kasikornsecurities.com

<b>OUTPERFORM</b>	<b>Target Price/Upside:</b>	<b>Bt19.61/28.17%</b>
Maintain Rating	Maintain Target Price	
<b>Valuation: SOTP</b>	<b>Price (Aug 13, 2025)</b>	<b>Bt15.30</b>
Sector: Fashion	No. of shares on issue:	1,334mn
Market Cap: Bt20,410mn	CG Scoring (IOD-Y2023):	Excellent
30-day avg turnover: Bt24.36mn	Anti-Corruption Indicator:	Declared

## Investment Topics

- **2Q25 results review.** On Aug 13, AURA posted a 2Q25 net profit of Bt363mn. Excluding one-off items, namely a loss associated with its gold loan portfolio of Bt13mn, core profit came in at Bt376mn, up 9% YoY on higher sales of modern gold and gold financing activity but down 5.6% QoQ on lower sales and GPM of jewelry retail sales. Core profit was 7.4% above our preview due to higher-than-expected sales and GPM of both modern and design gold. 1H25 core earnings of Bt774mn imply growth of 25% YoY and represent 58.5% of our full-year core profit forecast.
- **Operating stats.** Sales in 2Q25 came in at Bt8.8bn, up 17.3% YoY on higher sales of modern gold and gold financing activity. The gold financing portfolio came in at Bt6.6bn (+60.4% YoY, +26.8% QoQ) with a lending rate of 13.2% vs. 13.7% in 1Q25. Modern gold sales and GPM were Bt8.37bn and 9.6% vs. Bt8.38bn and 9% in 1Q25. GPM came in at 12.7% vs. 12.2% in 1Q25 due to higher gold resale and gold financing activity resulting from an uptrend in gold price in 2Q25. The SG&A expense to sales ratio was 5.9% vs. 5.5% in 1Q25 due to higher selling expense primarily from branch expansion and promotional expense.
- **Outlook.** We have a positive view of AURA's 2Q25 performance. First, 1H25 core earnings grew by 25% YoY vs. management's full-year earnings growth guidance of 20-30% YoY, which implies visible earnings guidance and decent earnings growth in 2H25. Second, we foresee upside risk to our full-year core earnings forecast of Bt1.32bn, as 1H25 core earnings already represents 59% on higher-than-expected sales and GPM, while management's upper-bound earnings growth guidance of 30% YoY implies upside risk of 11%.

## Valuation and Recommendation

- **Outperform.** We reiterate our Outperform call on AURA with an unchanged mid-2026 target price of Bt19.61. We expect positive share price sentiment in the near to medium term on a decent 1H25 earnings and earnings guidance from management that looks highly achievable. The stock is trading at an attractive valuation at 2025/26 PERs of 15.2x/13.7x vs. our 2025 core EPS growth of 17.2% and 3-year core profit CAGR of 15.5% with 2025/26 ROEs of 19.7% and 19.8%.

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	% YoY	% QoQ	2Q25E	% Var	1H24	1H25	% YoY	2025E	%25E
Revenue	7,475	7,616	6,708	8,078	8,161	7,525	7,879	9,590	8,863	8,827	17.3%	-0.4%	8,622	2.4%	15,686	17,690	12.8%	36,689	48.2%
COGS	6,756	6,907	6,084	7,278	7,288	6,525	7,052	8,621	7,780	7,703	18.1%	-1.0%	7,587	1.5%	13,813	15,484	12.1%	32,216	48.1%
Gross profit	719	709	624	801	873	1,000	827	969	1,083	1,124	12.4%	3.8%	1,036	8.5%	1,873	2,207	17.8%	4,472	49.3%
SG&A exp	350	410	399	428	460	468	480	482	488	519	10.7%	6.3%	486	6.6%	929	1,006	8.3%	2,304	43.7%
Operating profit	370	299	225	372	413	532	347	487	595	605	13.8%	1.7%	549	10.2%	944	1,201	27.1%	2,169	55.4%
Other inc (exp)	17	12	21	10	8	6	14	9	13	12	84.0%	-7.8%	7	60.6%	15	25	67.3%	44	56.6%
EBIT	386	310	246	383	421	538	361	496	608	617	14.7%	1.5%	557	10.9%	959	1,225	27.7%	2,213	55.4%
EBITDA	465	398	329	479	526	651	470	618	709	752	15.4%	6.1%	673	11.7%	1,177	1,460	24.0%	2,707	53.9%
Interest exp	53	61	69	79	78	108	105	109	107	164	52.2%	53.5%	119	37.9%	186	271	45.6%	549	49.4%
EBT	333	249	176	303	343	430	256	387	501	453	5.3%	-9.6%	437	3.5%	773	954	23.4%	1,664	57.3%
Tax charge	66	50	35	62	68	85	51	77	103	90	5.8%	-11.9%	87	3.4%	153	193	25.8%	341	56.6%
NCI	0	0	0	0	0	0	0	0	0	0	n.m.	n.m.	0	n.m.	0	0	n.m.	0	n.m.
Net profit	267	200	142	242	275	345	205	311	398	363	5.2%	-9.0%	350	3.6%	619	761	22.9%	1,323	57.5%
Core profit	266	196	132	245	274	345	204	309	398	376	9.0%	-5.6%	350	7.4%	619	774	25.1%	1,323	58.5%
FD EPS (Bt)	0.20	0.15	0.11	0.18	0.21	0.26	0.15	0.23	0.30	0.27	5.2%	-9.0%	0.26	3.6%	0.46	0.57	22.9%	0.99	57.5%
FD core EPS (Bt)	0.20	0.15	0.10	0.18	0.21	0.26	0.15	0.23	0.30	0.28	9.0%	-5.6%	0.26	7.4%	0.46	0.58	25.1%	0.99	58.5%
DPS (Bt)	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.42	0.00	0.00	n.m.	n.m.	0.00	n.m.	0.00	0.00	n.m.	0.50	0.0%

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## Fig 1 2Q25 key financial ratios

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	ppt YoY	ppt QoQ	2Q25E	% Var
GPM (%)	9.6%	9.3%	9.3%	9.9%	10.7%	13.3%	10.5%	10.1%	12.2%	12.7%	-0.6%	0.5%	12.0%	0.7%
SG&A to sale (%)	4.7%	5.4%	6.0%	5.3%	5.6%	6.2%	6.1%	5.0%	5.5%	5.9%	-0.4%	0.4%	5.6%	0.2%
OPM (%)	4.9%	3.9%	3.4%	4.6%	5.1%	7.1%	4.4%	5.1%	6.7%	6.9%	-0.2%	0.1%	6.4%	0.5%
Tax rate (%)	19.8%	19.9%	19.8%	20.4%	19.8%	19.9%	20.0%	19.8%	20.5%	20.0%	0.1%	-0.5%	20.0%	0.0%
NPM (%)	3.6%	2.6%	2.1%	3.0%	3.4%	4.6%	2.6%	3.2%	4.5%	4.1%	-0.5%	-0.4%	4.1%	0.0%
Ann. interest income rate	12.8%	13.50%	12.36%	13.27%	13.39%	14.63%	13.76%	14.37%	14.12%	14.75%	0.1%	0.6%	14.12%	0.6%
Gold financing port	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	5,183	6,571	60.4%	26.8%	6,509	1.0%

Source: Company KS Research

## Fig 2 2Q25 revenue breakdown

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	% YoY	% QoQ	2Q25E	% Var
<b>Revenue breakdown</b>														
Gold jewelry retail sales	6,948	7,242	6,257	7,611	7,656	7,096	7,335	9,075	8,385	8,377	18.1%	-0.1%	8,207	2.1%
Jewelry retail sales	467	304	373	376	406	296	400	351	301	233	-21.2%	-22.5%	209	11.4%
Interest income from gold financing	60	70	78	91	99	133	143	163	178	217	62.7%	22.0%	206	5.0%
Total revenue	7,475	7,616	6,708	8,078	8,161	7,525	7,879	9,590	8,863	8,827	17.3%	-0.4%	8,622	2.4%
<b>Key data</b>														n.m.
Avg selling price of gold jewelry	30,829	32,760	32,599	33,881	34,926	41,120	41,258	43,347	46,485	52,309	27.2%	12.5%	52,309	0.0%
Price change (Bt/Bt gold)	580	1,931	-161	1,282	1,045	6,194	138	2,089	3,138	5,824	-6.0%	85.6%	5,824	0.0%
Expected volume sale of gold jewelry	225,368	221,075	191,951	224,648	219,216	172,560	177,795	209,361	180,372	160,152	-7.2%	-11.2%	156,886	2.1%
Portfolio value of gold financing	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	5,183	6,571	60.4%	26.8%	6,509	1.0%
<b>No of outlets by types</b>														
Aurora + Seng Heng	236	242	246	261	262	263	258	264	274	276	4.9%	0.7%	276	0.0%
Diamond + Khong Kwan	7	7	7	7	7	7	9	10	12	23	228.6%	91.7%	23	0.0%
Thongma Ngernpai	47	70	89	138	160	181	210	214	222	248	37.0%	11.7%	248	0.0%
<b>Total number of outlets</b>	<b>290</b>	<b>319</b>	<b>342</b>	<b>406</b>	<b>429</b>	<b>451</b>	<b>477</b>	<b>488</b>	<b>508</b>	<b>547</b>	<b>21.3%</b>	<b>7.7%</b>	<b>547</b>	<b>0.0%</b>
<b>Revenue drivers</b>														
Gold jewelry retail sales per outlet	29	30	25	29	29	27	28	34	31	30	12.5%	-0.8%	30	2.1%
Expected volume sale per outlet	955	914	780	861	837	656	689	793	658	580	-11.6%	-11.9%	568	2.1%
Jewelry retail sales per outlet	67	43	53	54	58	42	44	35	25	10	-76.0%	-59.6%	9	11.4%
Portfolio value per outlet	40	33	31	20	20	23	20	23	23	26	17.1%	13.5%	26	1.0%
Lending rate (%)	13.0%	12.2%	11.4%	13.3%	12.4%	13.0%	13.6%	13.4%	13.7%	13.2%	1.4%	-3.8%	12.7%	0.5%

Source: Company KS Research

## Fig 3 2Q25 cost breakdown

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	% YoY	% QoQ	2Q25E	% Var
<b>Cost breakdown</b>														
<b>Cost of goods sold</b>														
Gold jewelry retail business	6,529	6,754	5,885	7,095	7,060	6,361	6,824	8,397	7,628	7,572	18.4%	23.0%	7,465	1.4%
Jewelry retail business	226	153	200	183	228	163	227	223	153	131	22.2%	-1.9%	122	7.7%
Gold financing business	0	0	0	0	0	0	0	0	0	0	n.m.	n.m.	0	n.m.
<b>Total</b>	<b>6,756</b>	<b>6,907</b>	<b>6,084</b>	<b>7,278</b>	<b>7,288</b>	<b>6,525</b>	<b>7,052</b>	<b>8,621</b>	<b>7,780</b>	<b>7,703</b>	<b>18.5%</b>	<b>22.2%</b>	<b>7,587</b>	<b>1.5%</b>
<b>Gross profit margin (%)</b>														
Gold jewelry retail business	6.0%	6.7%	6.0%	6.8%	7.8%	10.3%	7.0%	7.5%	9.0%	9.6%	-0.7%	0.6%	9.0%	0.6%
Jewelry retail business	51.6%	49.7%	46.5%	51.5%	43.8%	44.8%	43.2%	36.4%	49.3%	43.8%	-1.0%	-5.5%	41.9%	1.9%
Gold financing business	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%
<b>Total</b>	<b>9.6%</b>	<b>9.3%</b>	<b>9.3%</b>	<b>9.9%</b>	<b>10.7%</b>	<b>13.3%</b>	<b>10.5%</b>	<b>10.1%</b>	<b>12.2%</b>	<b>12.7%</b>	<b>-0.6%</b>	<b>0.5%</b>	<b>12.0%</b>	<b>0.7%</b>
SG&A expense	350	410	399	428	460	468	480	482	488	504	7.7%	3.4%	486	3.7%
SG&A to sales ratio	4.7%	5.4%	6.0%	5.3%	5.6%	6.2%	6.1%	5.0%	5.5%	5.7%	-0.5%	0.2%	5.6%	0.1%
SG&A expense per outlet	1.21	1.29	1.17	1.06	1.07	1.04	1.01	0.99	0.96	0.92	-11.2%	-4.0%	0.89	3.7%
Operating profit	370	299	225	372	413	532	347	487	595	620	16.5%	4.1%	549	12.8%
OPM (%)	4.9%	3.9%	3.4%	4.6%	5.1%	7.1%	4.4%	5.1%	6.7%	7.0%	0.0%	0.3%	6.4%	0.6%

Source: Company KS Research

**Fig 4 2Q25 net profit breakdown**

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	% YoY	% QoQ
<b>Source of fund</b>												
Borrowing	4,053	4,367	4,975	4,959	5,323	7,001	7,119	7,786	8,148	10,527	50.4%	29.2%
Lease	847	782	703	658	583	522	451	403	365	322	-38.4%	-11.8%
IBD	4,900	5,148	5,678	5,616	5,907	7,523	7,570	8,189	8,513	10,848	44.2%	27.4%
Equity	5,198	5,291	5,433	5,678	5,952	5,884	6,089	6,399	6,797	6,601	12.2%	-2.9%
Change	1,093	341	671	183	565	1,547	252	930	722	2,139	38.2%	196.0%
D/E (x)	0.94	0.97	1.05	0.99	0.99	1.28	1.24	1.28	1.25	1.64	28.5%	31.2%
<b>Use of fund</b>												
Working capital ex gold financing	5,925	6,353	6,494	7,254	6,777	6,825	8,286	7,810	8,091	7,969	16.8%	-1.5%
Gold financing port	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	5,183	6,571	60.4%	26.8%
Cash needed	578	874	587	733	-14	958	1,576	193	584	1,267	32.2%	117.1%
Interest expense	53	61	69	79	78	108	105	109	107	164	52.2%	53.5%
Effective interest rate (%)	4.75%	4.87%	5.11%	5.60%	5.45%	6.43%	5.56%	5.53%	5.13%	6.79%		
Others	17	12	21	10	8	6	14	9	13	-2	n.m.	n.m.
EBT	333	249	176	303	343	430	256	387	501	453	5.3%	-9.6%
Tax charge	66	50	35	62	68	85	51	77	103	90	5.8%	-11.9%
Effective tax rate (%)	19.8%	19.9%	19.8%	20.4%	19.8%	19.9%	20.0%	19.8%	20.5%	20.0%		
<b>Net profit breakdown</b>												
Retail business	237	164	105	200	228	285	137	230	308	269	-5.6%	-12.8%
Gold financing business	31	36	37	42	47	60	68	81	90	94	56.4%	4.0%
<b>Total</b>	<b>267</b>	<b>200</b>	<b>142</b>	<b>242</b>	<b>275</b>	<b>345</b>	<b>205</b>	<b>311</b>	<b>398</b>	<b>363</b>	<b>5.2%</b>	<b>-9.0%</b>
<b>Net profit margin (%)</b>												
Retail business	3.2%	2.2%	1.6%	2.5%	2.8%	3.9%	1.8%	2.4%	3.6%		3.1%	
Gold financing business	50.6%	51.2%	47.1%	46.0%	47.5%	44.9%	47.7%	49.3%	50.6%		43.2%	
<b>Total</b>	<b>3.6%</b>	<b>2.6%</b>	<b>2.1%</b>	<b>3.0%</b>	<b>3.4%</b>	<b>4.6%</b>	<b>2.6%</b>	<b>3.2%</b>	<b>4.5%</b>		<b>4.1%</b>	
Profit contribution from gold financing business	11.4%	18.0%	26.0%	17.3%	17.1%	17.4%	33.2%	25.9%	22.6%		25.8%	
ROE (%)	21.1%	15.2%	10.6%	16.0%	18.9%	23.3%	13.7%	20.3%	24.2%		21.6%	
ROIC (%)	10.3%	8.0%	5.8%	7.6%	9.8%	11.4%	7.3%	9.4%	10.7%		9.7%	

Source: Company KS Research

**Fig 5 Valuation summary**

	Retail	Lending	Aggregate	Explanation
mid-2026 operating asset + net working cap	19,192	11,086	25,625	
mid-2026 debt	7,339	8,084	18,197	
mid-2026 equity	3,559	3,869	7,428	
mid-2026 core profit (Btmn)	805	601	1,397	
Assigned PER (x)	20.5			1SD below trailing PER of commerce sector
PER based value	16,508			
Assigned PBV (x)		2.1		Gordon model: R = 9.4%, G = 10%, Payout = 50%, LT ROE = 18.5%
PBV based value		9,646		
Total equity value	16,508	9,646	26,154	
No of share (m)	1,334	1,334	1,334	
<b>Bt per share</b>	<b>12.37</b>	<b>7.23</b>	<b>19.61</b>	

Source: Company KS Research

**ESG : Aurora Design Public Company Limited (AURA)**

SET's ESG rating ( <b>BBB to AAA</b> )	CAC Anti- Corruption Certification	Moody's ESG Solutions (Score : 0-100)	MSCI (CCC to AAA)	Refinitiv (Score : 0-100)	S&P Global (Score : 0-100)
-	-	-	-	-	-

**การดำเนินการของบริษัทฯ ในส่วนที่มีผลช่วยลดความเสี่ยงของ ESG**

**Environment**

The company's environmental policy and guidelines includes: electricity management such as reducing energy consumption by 5% in 2024, water management such as reducing water consumption by 2%, and also committed to the greenhouse gas management by aiming to reduce 100% of gas emissions by the end of 2065.

**Social**

The company's social and human rights policies include guidelines such as the UN principles based on business and human rights, fair employee compensation, and responsibility to customers such as collection of personal data and the use or disclosure of data in the right way.

**Governance**

The company's code of conduct include guidelines such as prevention of conflict of interests, anti-corruption, whistleblowing and protection of whistleblowing, and prevention of misuse of inside information.

**การดำเนินการด้าน ESG ดังกล่าวมีส่วนเสริมศักยภาพการแข่งขัน การเพิ่มรายได้หรือลดค่าใช้จ่ายให้บริษัทฯ หรือไม่ อย่างไร**

N/A

Note : \*\* ผู้ให้ SET ESG Ratings ควรตรวจสอบข้อมูลในประเด็นด้านสิ่งแวดล้อม สังคม หรือธรรมาภิบาลของบริษัทเป็นการเพิ่มเติม  
Source: Company, SETSmart, SETTrade, KS Research

**AURA: Year-end 31 Dec**

Income Statement (Btmn)	2023A	2024A	2025E	2026E	2027E	Cashflow (Btmn)	2023A	2024A	2025E	2026E	2027E
Revenue	29,878	33,154	36,689	38,858	42,291	Net profit	859	1,129	1,323	1,472	1,743
Cost of sales and services	<b>-27,025</b>	<b>-29,485</b>	<b>-32,216</b>	<b>-33,786</b>	<b>-36,254</b>	Depreciation & amortization	406	487	538	625	790
<b>Gross Profit</b>	<b>2,853</b>	<b>3,669</b>	<b>4,472</b>	<b>5,071</b>	<b>6,037</b>	Change in working capital	<b>-2,268</b>	<b>-3,330</b>	<b>-3,099</b>	<b>-5,886</b>	<b>-6,947</b>
SG&A	<b>-1,588</b>	<b>-1,890</b>	<b>-2,304</b>	<b>-2,470</b>	<b>-2,841</b>	Others	250	389	341	380	449
Other income	47	35	44	47	51	<b>CF from operation activities</b>	<b>-753</b>	<b>-1,325</b>	<b>-897</b>	<b>-3,408</b>	<b>-3,965</b>
<b>EBIT</b>	<b>1,265</b>	<b>1,778</b>	<b>2,169</b>	<b>2,601</b>	<b>3,195</b>	Capital expenditure	<b>-125</b>	<b>-137</b>	<b>-458</b>	<b>-532</b>	<b>-737</b>
<b>EBITDA</b>	<b>1,672</b>	<b>2,265</b>	<b>2,707</b>	<b>3,226</b>	<b>3,985</b>	Investment in subs and affiliates	0	0	0	0	0
Interest expense	<b>-263</b>	<b>-400</b>	<b>-549</b>	<b>-796</b>	<b>-1,054</b>	Others	0	1	0	0	0
Equity earnings	0	0	0	0	0	<b>CF from investing activities</b>	<b>-125</b>	<b>-136</b>	<b>-458</b>	<b>-532</b>	<b>-737</b>
<b>EBT</b>	<b>1,071</b>	<b>1,410</b>	<b>1,664</b>	<b>1,852</b>	<b>2,192</b>	Cash dividend	<b>-107</b>	<b>-414</b>	<b>-661</b>	<b>-736</b>	<b>-871</b>
Income tax	<b>-212</b>	<b>-281</b>	<b>-341</b>	<b>-380</b>	<b>-449</b>	Net proceeds from debt	1,388	2,388	5,262	3,945	5,728
<b>NPAT</b>	<b>859</b>	<b>1,129</b>	<b>1,323</b>	<b>1,472</b>	<b>1,743</b>	Capital raising	0	0	0	0	0
Minority Interest	0	0	0	0	0	Others	<b>-262</b>	<b>-399</b>	<b>-549</b>	<b>-796</b>	<b>-1,054</b>
<b>Core Profit</b>	<b>839</b>	<b>1,132</b>	<b>1,323</b>	<b>1,472</b>	<b>1,743</b>	<b>CF from financing activities</b>	<b>1,019</b>	<b>1,575</b>	<b>4,051</b>	<b>2,413</b>	<b>3,802</b>
Extraordinary items	<b>-20</b>	3	0	0	0	<b>Net change in cash</b>	<b>142</b>	<b>114</b>	<b>2,697</b>	<b>-1,527</b>	<b>-900</b>
FX gain (loss)	0	0	0	0	0	<b>Key Statistics &amp; Ratios</b>					
<b>Reported net profit</b>	<b>859</b>	<b>1,129</b>	<b>1,323</b>	<b>1,472</b>	<b>1,743</b>	<b>Per share (Bt)</b>					
<b>Balance Sheet (Btmn)</b>						Reported EPS	0.64	0.85	0.99	1.10	1.31
Cash & equivalents	560	575	3,271	1,744	844	Core EPS	0.63	0.85	0.99	1.10	1.31
ST investments	0	0	0	0	0	DPS	0.31	0.42	0.50	0.55	0.65
Accounts receivable	2,895	5,070	7,809	12,480	19,028	BV	4.26	4.80	5.29	5.84	6.50
Inventories	8,369	9,479	9,956	11,268	11,758	EV	19.19	20.31	22.73	26.83	31.80
Other current assets	26	52	52	52	52	Free Cash Flow	<b>-0.66</b>	<b>-1.10</b>	<b>-1.02</b>	<b>-2.95</b>	<b>-3.53</b>
<b>Total current assets</b>	<b>11,851</b>	<b>15,175</b>	<b>21,087</b>	<b>25,543</b>	<b>31,681</b>	<b>Valuation analysis</b>					
Investment in subs & others	105	206	206	206	206	Reported P/E (x)	23.91	17.25	15.23	13.68	11.56
Fixed assets-net	225	261	661	1,126	1,770	Core P/E (x)	24.48	17.21	15.23	13.68	11.56
Other assets	1,231	1,027	1,143	1,278	1,543	P/BV (x)	3.62	3.04	2.85	2.58	2.32
<b>Total assets</b>	<b>13,412</b>	<b>16,669</b>	<b>23,098</b>	<b>28,153</b>	<b>35,200</b>	EV/EBITDA (x)	15.32	11.96	11.20	11.09	10.64
Short-term debt	3,932	6,709	8,967	11,616	15,414	Price/Cash flow (x)	<b>-27.30</b>	<b>-14.70</b>	<b>-22.45</b>	<b>-5.91</b>	<b>-5.08</b>
Accounts payable	1,301	1,275	1,392	1,489	1,580	Dividend yield (%)	2.02	2.88	3.28	3.65	4.33
Other current assets	761	743	743	743	251	<b>Profitability ratios</b>					
<b>Total current liabilities</b>	<b>5,994</b>	<b>8,726</b>	<b>11,102</b>	<b>13,848</b>	<b>17,490</b>	Gross margin (%)	9.55	11.07	12.19	13.05	14.27
Long-term debt	1,684	1,480	4,483	5,779	7,710	EBITDA margin (%)	5.59	6.83	7.38	8.30	9.42
Other liabilities	56	64	453	730	1,333	EBIT margin (%)	4.46	5.46	6.03	6.81	7.68
<b>Total liabilities</b>	<b>7,734</b>	<b>10,270</b>	<b>16,038</b>	<b>20,357</b>	<b>26,532</b>	Net profit margin (%)	2.88	3.40	3.60	3.79	4.12
Paid-up capital	1,334	1,334	1,334	1,334	1,334	ROA (%)	7.09	7.51	6.65	5.74	5.50
Share premium	3,228	3,228	3,228	3,228	3,228	ROE (%)	16.20	18.69	19.65	19.82	21.17
Reserves & others, net	0	0	0	0	0	<b>Liquidity ratios</b>					
Retained earnings	1,115	1,837	2,498	3,234	4,105	Current ratio (x)	1.98	1.74	1.90	1.84	1.79
Minority interests	0	0	0	0	0	Quick ratio (x)	0.58	0.65	1.00	1.03	1.12
<b>Total shareholders' equity</b>	<b>5,678</b>	<b>6,399</b>	<b>7,060</b>	<b>7,796</b>	<b>8,668</b>	<b>Leverage Ratios</b>					
<b>Total equity &amp; liabilities</b>	<b>13,412</b>	<b>16,669</b>	<b>23,098</b>	<b>28,153</b>	<b>35,200</b>	Liabilities/Equity ratio (x)	1.36	1.60	2.27	2.61	3.06
<b>Key Assumptions</b>						Net debt/EBITDA (x)	3.02	3.36	3.76	4.85	5.59
SG&A to sales (%)	5.3%	5.7%	6.3%	6.4%	6.7%	Net debt/equity (x)	0.89	1.19	1.44	2.01	2.57
Revenue breakdown per outlet (Btmn)						Int. coverage ratio (x)	5.08	4.52	4.03	3.33	3.08
Gold retail	108	115	116	108	106	<b>Growth</b>					
Sales contract	4	3	3	3	4	Revenue (%)	1.00	10.96	10.66	5.91	8.84
Revenue proportion by channels (%)						EBITDA (%)	16.33	35.52	19.51	19.18	23.52
Gold retail	99.00%	98.38%	97.61%	96.69%	95.25%	Reported net profit (%)	21.14	31.38	17.17	11.30	18.38
Sales contract	1.00%	1.62%	2.39%	3.31%	4.75%	Reported EPS (%)	21.14	31.38	17.17	11.30	18.38
						Core profit (%)	15.28	34.86	16.86	11.30	18.38
						Core EPS (%)	15.28	34.86	16.86	11.30	18.38

Source: Company, KS estimates



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