

Aurora Design Pcl.

March 3, 2025

AURA

Share price under-represents a quality beat result and outlook



Highlights

- ▶ AURA's 4Q24 core profit was Bt309mn (+26% YoY, +51.9% QoQ, 35.2% above our preview) and 2024 DPS was Bt0.42 (50% of 2024 net profit, 2.88% dividend yield).
- ▶ Expect the stock to react positively to its quality beat results and promising earnings growth momentum with a 17% 3-year EPS CAGR forecast. Stock is undemanding at a 2025 PER of 15x, 2025 ROE of 18% and dividend yield of 4%.
- ▶ Outperform call on 1) management's upbeat growth outlook for the next three years; 2) industry decision to raise goldsmith fees; and 3) the company's success in unlocking its financing capacity.

Investment Fundamentals

Year end Dec 31	2023A	2024A	2025E	2026E
Company Financials				
Revenue (Btmn)	29,878	33,154	35,831	39,409
Core profit (Btmn)	839	1,132	1,219	1,504
Net profit (Btmn)	859	1,129	1,219	1,504
Net EPS (Bt)	0.64	0.85	0.91	1.13
DPS (Bt)	0.31	0.42	0.45	0.52
BVPS (Bt)	4.26	4.80	5.13	5.74
Net EPS growth (%)	21.14	31.38	7.96	23.45
ROA (%)	7.09	7.51	6.96	7.65
ROE (%)	16.20	18.69	18.40	20.75
Net D/E (x)	0.89	1.19	1.22	1.34
Valuation				
P/E (x)	23.91	17.25	15.43	12.50
P/BV (x)	3.62	3.04	2.75	2.46
EV/EBITDA (x)	15.32	11.96	11.91	10.61
Dividend yield (%)	2.02	2.88	3.18	3.68

Analyst

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OUTPERFORM	Target Price/Upside:	Bt20.10/42.55%
Maintain Rating	Maintain Target Price	
Valuation: PER and DCF	Price (Feb 28, 2025)	Bt14.10
Sector: Fashion	No. of shares on issue:	1,334mn
Market Cap: Bt18,809mn	CG Scoring (IOD-Y2023):	Excellent
30-day avg turnover: Bt17.63mn	Anti-Corruption Indicator:	N/A

Investment Topics

- ▶ **Results review.** On Feb 28, AURA posted its 2024 financial statement showing a 4Q24 net profit of Bt311mn. Excluding one-off items, core profit came in at Bt309mn, up 26% YoY, up 51.9% QoQ and 35.2% above our preview on the back of a favorable gold price environment, strong revenue growth and effective cost control. AURA declared an annual DPS of Bt0.42, implying a dividend payout ratio of 50% and a dividend yield of 2.88%. The company will hold a post-results meeting on March 7.
- ▶ **Operations.** AURA's 4Q24 revenue grew 18.7% YoY and 13.9% above our preview due to its robust gold jewelry retail sales and interest income from enlarging its gold financial portfolio. It had 488 outlets in 4Q24 vs. 406 in 4Q23. Its portfolio value of gold financing business was Bt4.9bn vs. Bt2.7bn in 4Q23. Its 4Q24 gross profit margin was 10.1%, up from 9.9% due to higher gold prices increased purchases of lighter weight gold. Its SG&A expense to sales ratio fell from 5.3% in 4Q23 to 5.0% in 4Q24, resulting in a higher operating profit margin from 4.6% in 4Q23 to 5.1% in 4Q24. Its 4Q24 D/E ratio rose to 1.28x vs. 0.99x in 4Q23. Its cash conversion cycle excluding gold financing business was 88 days vs. 88 days in 4Q23.
- ▶ **Outlook.** We have a positive view of AURA's robust operating performance in 4Q24. We believe that its 4Q24 earnings growth momentum should sustain in 2025 for three main reasons. First, the price of gold has stayed elevated although the US\$ remained strong and concerns over Russia-Ukraine war subsided under Trump administration. Second, retail demand for gold jewelry has resumed once the price of gold corrected. Third, the [Gold Trading Association](#) raised the goldsmith fee from Bt500/Bt gold to Bt800/Bt gold effective on March 1.

Valuation and Recommendation

- ▶ **Outperform.** We reiterate our Outperform call on AURA with an end-2025 target price of Bt20.1. Rerating catalysts include 1) upside risk to our 2025-27 earnings projection from management's upbeat growth outlook; 2) the industry's decision to raise goldsmith fees; 3) lower financing cost through diversification of lending sources from bank loans to debentures; and 4) the company's success in unlocking financing capacity to support ambitious growth goals for its gold financing business.
- ▶ **Valuation.** We expect AURA's share price to react positively to its strong 4Q24 results. The stock is currently trading at 2025 PER of 15.4x vs. our 2025-27 EPS CAGR growth forecast of 17%, a 2025 dividend yield of 3.2% and 2025 ROE of 18.4%.
- ▶ **Risks:** 1) Unexpected equity call owing to capital inadequacy; 2) changes in accounting standards; and 3) financial stretch.

About AURA: The company engages in 1) the retail distribution (sale and resale) of gold jewelry, diamonds, gems, and k-gold; and 2) service of sale with the right of redemption for jewelry. AURA operates 406 jewelry retail chain throughout the country. The major shareholder is the Srirungthum family with a holding stake of 64.38%.

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Fig 1 Quarterly performance review

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	% YoY	% QoQ	4Q24E	% Var	12M24	12M23	% YoY	2024E	% 24E
Revenue	7,475	7,616	6,708	8,078	8,161	7,525	7,879	9,590	18.7%	21.7%	8,416	13.9%	33,154	29,878	11.0%	31,981	103.7%
COGS	6,756	6,907	6,084	7,278	7,288	6,525	7,052	8,621	18.5%	22.2%	7,533	14.4%	29,485	27,025	9.1%	28,398	103.8%
Gross profit	719	709	624	801	873	1,000	827	969	21.0%	17.2%	883	9.7%	3,669	2,853	28.6%	3,583	102.4%
SG&A exp	350	410	399	428	460	468	480	482	12.5%	0.5%	502	-4.0%	1,890	1,588	19.1%	1,910	99.0%
Operating profit	370	299	225	372	413	532	347	487	30.8%	40.5%	381	27.8%	1,778	1,265	40.5%	1,672	106.3%
Other inc (exp)	17	12	21	10	8	6	14	9	-12.1%	-37.3%	11	-15.6%	38	59	-35.6%	35	108.4%
EBIT	386	310	246	383	421	538	361	496	29.7%	37.4%	392	26.6%	1,816	1,325	37.1%	1,708	106.4%
EBITDA	465	398	329	479	526	651	470	618	29.1%	31.7%	507	22.0%	2,265	1,672	35.5%	2,012	112.6%
Interest exp	53	61	69	79	78	108	105	109	37.8%	3.8%	106	3.0%	400	263	52.5%	397	100.8%
EBT	333	249	176	303	343	430	256	387	27.6%	51.2%	286	35.4%	1,416	1,062	33.3%	1,310	108.1%
Tax charge	66	50	35	62	68	85	51	77	24.1%	49.8%	57	34.0%	281	212	32.6%	262	107.3%
NCI	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	28.5%	51.5%	229	35.7%	1,135	850	33.5%	1,048	108.3%
Core profit	266	196	132	245	274	345	204	309	26.0%	51.9%	229	35.2%	1,131	839	34.8%	1,048	107.9%
FD EPS (Bt)	0.20	0.15	0.11	0.18	0.21	0.26	0.15	0.23	28.5%	51.5%	0.17	35.7%	0.85	0.64	33.5%	0.79	108.3%
FD core EPS (Bt)	0.20	0.15	0.10	0.18	0.21	0.26	0.15	0.23	26.0%	51.9%	0.17	35.2%	0.85	0.63	34.8%	0.79	107.9%
DPS (Bt)	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.42	35.5%	n.m.	0.39	7.7%	0.42	0.31	35.5%	0.39	107.7%

Source: Company, KS Research

Fig 2 Key P&L ratios

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	ppt YoY	ppt QoQ	4Q24E	% Var
GPM (%)	9.6%	9.3%	9.3%	9.9%	10.7%	13.3%	10.5%	10.1%	1.2%	-2.8%	10.5%	-0.4%
SG&A to sale (%)	4.7%	5.4%	6.0%	5.3%	5.6%	6.2%	6.1%	5.0%	0.1%	-0.1%	6.0%	-1.0%
OPM (%)	4.9%	3.9%	3.4%	4.6%	5.1%	7.1%	4.4%	5.1%	1.1%	-2.7%	4.5%	0.6%
Tax rate (%)	19.8%	19.9%	19.8%	20.4%	19.8%	19.9%	20.0%	19.8%	0.2%	0.1%	20.0%	-0.2%
NPM (%)	3.6%	2.6%	2.1%	3.0%	3.4%	4.6%	2.6%	3.2%	0.5%	-2.0%	2.7%	0.5%
Ann. interest income rate	12.8%	13.50%	12.36%	13.27%	13.39%	14.63%	13.76%	14.37%	1.4%	-0.9%	13.76%	0.6%
Gold financing port	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	53.1%	2.8%	4,453	9.6%

Source: Company, KS Research

Fig 3 Key revenue drivers

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	% YoY	% QoQ
Revenue breakdown										
Gold jewelry retail sales	6,948	7,242	6,257	7,611	7,656	7,096	7,335	9,075	19.2%	23.7%
Jewelry retail sales	467	304	373	376	406	296	400	351	-6.7%	-12.2%
Interest income from gold financing	60	70	78	91	99	133	143	163	79.8%	14.3%
Total revenue	7,475	7,616	6,708	8,078	8,161	7,525	7,879	9,590	18.7%	21.7%
Key data										
Avg selling price of gold jewelry (Bt/Bt gold)	30,829	32,760	32,599	33,881	34,926	41,120	41,258	40,658	20.0%	-1.5%
Price change (Bt/Bt gold)	580	1,931	-161	1,282	1,045	6,194	138	-600	n.m.	n.m.
Expected volume sale of gold jewelry (Bt gold)	225,368	221,075	191,951	224,648	219,216	172,560	177,795	223,209	-0.6%	25.5%
Portfolio value of gold financing	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	79.2%	15.9%
No of outlets by types										
Aurora + Seng Heng	236	242	246	261	262	263	258	264	1.1%	2.3%
Diamond + Khong Kwan	7	7	7	7	7	7	9	10	42.9%	11.1%
Thongma Ngernpai	47	70	89	138	160	181	210	214	55.1%	1.9%
Total number of outlets	290	319	342	406	429	451	477	488	20.2%	2.3%
Revenue drivers										
Gold jewelry retail sales per outlet (Btmn/outlet/quarter)	29	30	25	29	29	27	28	34	17.9%	20.9%
Expected volume sale per outlet (Bt gold)	955	914	780	861	837	656	689	845	-1.8%	22.7%
Jewelry retail sales per outlet (Btmn/outlet/quarter)	67	43	53	54	58	42	44	35	-34.7%	-21.0%
Portfolio value per outlet (Btmn/outlet)	40	33	31	20	20	23	20	23	15.6%	13.7%
Lending rate (%)	13.0%	12.2%	11.4%	13.3%	12.4%	13.0%	13.6%	13.4%		

Source: Company, KS Research

Fig 4 Key cost drivers

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	% YoY	% QoQ
Cost breakdown										
Cost of goods sold										
Gold jewelry retail business	6,529	6,754	5,885	7,095	7,060	6,361	6,824	8,397	18.4%	23.0%
Jewelry retail business	226	153	200	183	228	163	227	223	22.2%	-1.9%
Gold financing business	0	0	0	0	0	0	0	0	n.m.	n.m.
Total	6,756	6,907	6,084	7,278	7,288	6,525	7,052	8,621	18.5%	22.2%
Gross profit margin (%)										
Gold jewelry retail business	6.0%	6.7%	6.0%	6.8%	7.8%	10.3%	7.0%	7.5%	0.7%	0.5%
Jewelry retail business	51.6%	49.7%	46.5%	51.5%	43.8%	44.8%	43.2%	36.4%	-15.0%	-6.7%
Gold financing business	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%	0.0%
Total	9.6%	9.3%	9.3%	9.9%	10.7%	13.3%	10.5%	10.1%	0.2%	-0.4%
SG&A expense	350	410	399	428	460	468	480	482	12.5%	0.5%
SG&A to sales ratio	4.7%	5.4%	6.0%	5.3%	5.6%	6.2%	6.1%	5.0%	-0.3%	-1.1%
SG&A expense per outlet	1.21	1.29	1.17	1.06	1.07	1.04	1.01	0.99	-6.4%	-1.8%
Operating profit	370	299	225	372	413	532	347	487	30.8%	40.5%
OPM (%)	4.9%	3.9%	3.4%	4.6%	5.1%	7.1%	4.4%	5.1%	0.5%	0.7%

Source: Company, KS Research

Fig 5 Key financials

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	% YoY	% QoQ
Source of fund										
Borrowing										
Borrowing	4,053	4,367	4,975	4,959	5,323	7,001	7,119	7,786	57.0%	9.4%
Lease	847	782	703	658	583	522	451	403	-38.7%	-10.7%
IBD	4,900	5,148	5,678	5,616	5,907	7,523	7,570	8,189	45.8%	8.2%
Equity	5,198	5,291	5,433	5,678	5,952	5,884	6,089	6,399	12.7%	5.1%
Change	1,093	341	671	183	565	1,547	252	930	407.4%	269.4%
D/E (x)	0.94	0.97	1.05	0.99	0.99	1.28	1.24	1.28	29.4%	2.9%
Use of fund										
Working capital ex gold financing										
Working capital ex gold financing	5,925	6,353	6,494	7,254	6,777	6,825	8,286	7,810	7.7%	-5.7%
Gold financing port	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881	79.2%	15.9%
Cash needed	578	874	587	733	-14	958	1,576	193	-73.7%	-87.8%
Interest expense	53	61	69	79	78	108	105	109	37.8%	3.8%
Effective interest rate (%)	4.75%	4.87%	5.11%	5.60%	5.45%	6.43%	5.56%	5.53%		
Others	17	12	21	10	8	6	14	9	-12.1%	-37.3%
EBT	333	249	176	303	343	430	256	387	27.6%	51.2%
Tax charge	66	50	35	62	68	85	51	77	24.1%	49.8%
Effective tax rate (%)	19.8%	19.9%	19.8%	20.4%	19.8%	19.9%	20.0%	19.8%		
Net profit breakdown										
Retail business										
Retail business	237	164	105	200	228	285	137	230	15.0%	68.1%
Gold financing business	31	36	37	42	47	60	68	81	92.7%	18.3%
Total	267	200	142	242	275	345	205	311	28.5%	51.5%
Net profit margin (%)										
Retail business	3.2%	2.2%	1.6%	2.5%	2.8%	3.9%	1.8%	2.4%		
Gold financing business	50.6%	51.2%	47.1%	46.0%	47.5%	44.9%	47.7%	49.3%		
Total	3.6%	2.6%	2.1%	3.0%	3.4%	4.6%	2.6%	3.2%		
Profit contribution from gold financing business	11.4%	18.0%	26.0%	17.3%	17.1%	17.4%	33.2%	25.9%		
ROE (%)	21.1%	15.2%	10.6%	16.0%	18.9%	23.3%	13.7%	20.3%		
ROIC (%)	10.3%	8.0%	5.8%	7.6%	9.8%	11.4%	7.3%	9.4%		

Source: Company, KS Research

Fig 6 Contribution of gross profit from gold jewelry business

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24
Key parameter								
Retail sale - Gold jewelry	6,948	7,242	6,257	7,611	7,656	7,096	7,335	9,075
COGS	6,529	6,754	5,885	7,095	7,060	6,361	6,824	8,397
Gross profit	418	488	373	516	596	734	511	678
Gross profit margin (%)	6.0%	6.7%	6.0%	6.8%	7.8%	10.3%	7.0%	7.5%
Average selling price of gold jewelry (Bt/Bt gold)	30,829	32,760	32,599	33,881	34,926	41,120	41,258	40,658
Gross profit of retail sale								
Expected volume of retail sales (Bt gold)	225,368	221,075	191,951	224,648	219,216	172,560	177,795	223,209
Expected goldsmith fee (Bt/Bt gold)	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650
Expected gross profit from retail sale	372	365	317	371	362	285	293	368
Expected gross margin of retail sale	5.4%	5.0%	5.1%	4.9%	4.7%	4.0%	4.0%	4.1%
Gross profit of resales								
Expected gross profit from resale activities	46	123	56	146	235	450	218	310
Expected discount rate on resale	5%	5%	5%	5%	5%	5%	5%	5%
Expected volume of resale (Bt gold)	929	2,462	1,119	2,911	4,691	8,992	4,351	6,192
Analysis								
% resale volume over retail volume	0.4%	1.1%	0.6%	1.3%	2.1%	5.2%	2.4%	2.8%
% GP of resale over total GP	11.1%	25.2%	15.0%	28.2%	39.3%	61.2%	42.6%	45.7%

Source: Company, KS Research

Fig 7 Mix of revenue and gross profit

	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24
Revenue contribution								
Gold jewelry - Retail business	92.9%	95.1%	93.3%	94.2%	93.8%	94.3%	93.1%	94.6%
High margin jewelry - Retail business	6.2%	4.0%	5.6%	4.7%	5.0%	3.9%	5.1%	3.7%
Gold financing business	0.8%	0.9%	1.2%	1.1%	1.2%	1.8%	1.8%	1.7%
Gross profit contribution								
Gold jewelry - Retail business	58.2%	68.8%	59.7%	64.5%	68.3%	73.4%	61.8%	69.9%
High margin jewelry - Retail business	33.5%	21.3%	27.8%	24.2%	20.4%	13.3%	20.9%	13.2%
Gold financing business	8.4%	9.9%	12.5%	11.3%	11.3%	13.3%	17.3%	16.8%

Source: Company, KS Research

Fig 8 Revenue and gross profit breakdown by business

Btmn	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24
Gold jewelry - Retail business								
No of stores (Aurora and Seng Heng)	235	239	244	254	262	263	261	261
Expected volume of retail sales (Bt gold)	225,368	221,075	191,951	224,648	219,216	172,560	177,795	223,209
Average selling price of gold jewelry (Bt/Bt gold)	30,829	32,760	32,599	33,881	34,926	41,120	41,258	40,658
Retail sale - Gold jewelry	6,948	7,242	6,257	7,611	7,656	7,096	7,335	9,075
Expected goldsmith fee (Bt/Bt gold)	1,650	1,650	1,650	1,650	1,650	1,650	1,650	1,650
Expected gross profit from retail sale	372	365	317	371	362	285	293	368
Expected gross profit from resale activities	46	123	56	146	235	450	218	310
Gross profit	418	488	373	516	596	734	511	678
Gross profit margin (%)	6.0%	6.7%	6.0%	6.8%	7.8%	10.3%	7.0%	7.5%
High margin jewelry - Retail business								
No of stores (Diamond and Khong Kwan)	6	7	7	7	7	7	7	8
Retail sale - High margin jewelry	467	304	373	376	406	296	400	351
COGS	226	153	200	183	228	163	227	223
Gross profit	241	151	173	194	178	133	173	128
Gross profit margin (%)	51.6%	49.7%	46.5%	51.5%	43.8%	44.8%	43.2%	36.4%
Gold financing business								
No of stores (Thongma Ngernpai)	44	59	80	114	149	171	196	212
Lending portfolio	1,859	2,305	2,751	2,724	3,186	4,096	4,212	4,881
Effective lending rate (%)	12.8%	13.5%	12.4%	13.3%	13.4%	14.6%	13.8%	14.4%
Interest income	60	70	78	91	99	133	143	163
COGS	0	0	0	0	0	0	0	0
Gross profit	60	70	78	91	99	133	143	163

Source: Company, KS Research

Fig 9 Accumulated growth rate of local gold jewelry price and global spot price of gold from 2006 to present



Fig 10 Accumulated growth rate of local gold jewelry price and global spot price of gold from 2021 to present



Fig 11 Valuation summary

	Retail	Lending	Aggregate	Explanation
2026 operating asset + net working cap	18,459	8,899	18,337	
2026 debt	5,582	5,153	11,492	
2026 equity	3,981	3,676	6,845	
2026 core profit (Btmn)	972	533	1,219	
Assigned PER (x)	19.5			2025 simple average PER of commerce sector with 10% discount
PER based value	18,945			
Assigned PBV (x)		1.7		Gordon model: R = 9.4%, G = 10%, Payout = 50%, ROE = 15.4%
PBV based value		7,864		
Total equity value	18,945	7,864	26,809	
No of share (m)	1,334	1,334	1,334	
Bt per share	14.20	5.89	20.10	

Source: Company, KS Research

Fig 12 Trailing PER band

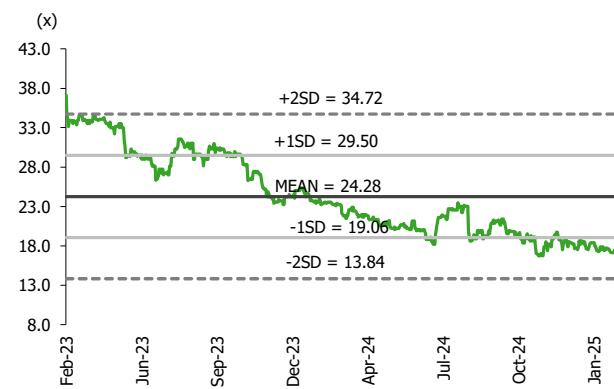
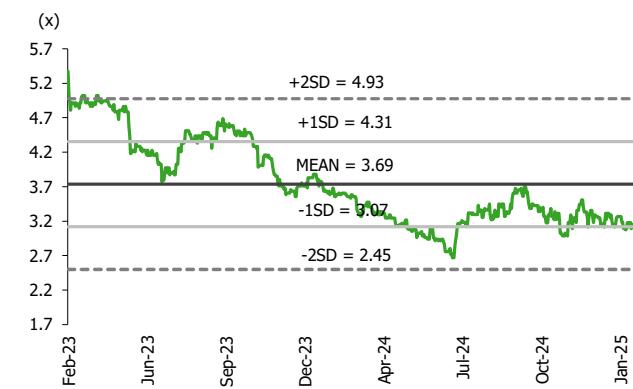


Fig 13 Trailing PBV band



KS ESG analysis: Aurora Design PCL.

ESG score : Unrated
SETESG certified: No
DJSI certified: No

2023 Awards

- SET Awards 2023
- World Branding Awards 2017-2023
- Thailand Social Awards 2019-2023
- DDAY SHINING STAR

Company overview

- AURA is a leading retail business which provides a wide range of gold, diamond, gemstone jewelry, and related services. The company is one-stop destination for all jewelry needs. About 94% of its revenue comes from modern gold, while design gold and diamond jewelry contribute at around 5% of total

Analyst opinion

- AURA is aware of the importance of conducting business according to sustainable growth. As a result, the company has been preparing and developing in operations, employees, and related activities toward sustainability. This includes in all ESG aspects. However, in terms of methodology and evaluation, the company provides unclear report in detail how it would achieve to long-term goals of sustainability.

Environmental aspect

	unit	2022	2023
1. Total greenhouse gas emissions	MTCO2e	1,011	4,164
2. Electricity consumption	MWh	622,215	787,780
3. Fuel consumption	Liters	3,043	277,513
4. Water consumption	Cubic meters	7,180	1,919
5. Total waste generated	Kilograms	0	0

Analyst comment

- Even though the company has been pushing its business operation to follow sustainable growth, it has significant increase in greenhouse gas emission and fuel consumption from operations. Electricity consumption increases due to installation of solar. Additionally, the water consumption reduces from automatic water management system. Also, there is a packaging recycle project to manage waste generated as well.

Social aspect

	unit	2022	2023
1. Total employee compensation	Bt mn	528.34	630.95
2. Employee turnover rate	%	37.92	55.78
3. Gender diversity	% female	84.10	85.74
4. Human rights training programs	Yes/No	No	Yes
5. Significant labor dispute	Yes/No	No	No

Analyst comment

- Higher employee compensation comes from an increase in the number of employees. This conforms with higher turnover rate. In terms of gender diversity, the proportion of female employees is high due to the nature of the business. In addition, the company provides training courses which realize to the importance of human rights. There is no significant labor dispute.

Governance aspect

	unit	2022	2023
1. % of independent directors	%	42.86	42.86
2. Number of female directors	%	14.29	14.29
3. Loss time injury incidents by employee	Cases	2	2
4. Employee participating provident fund	%	37.60	34.11
5. Corporate governance policy	Yes/No	Yes	Yes

Analyst comment

- The number of independent directors meet the minimum criteria with less portion of female directors. Loss time injury incident cases remain the same level at low rate, as the company has good safety management system. In addition, the number of provident fund members slightly decreases from the higher rate of turnover.

Materiality assessment

- The company has no conduct of materiality assessment.

Year-end 31 Dec

Income Statement (Btmn)	2023A	2024A	2025E	2026E	2027E	Cashflow (Btmn)	2023A	2024A	2025E	2026E	2027E
Revenue	29,878	33,154	35,831	39,409	42,315	Net profit	859	1,129	1,219	1,504	1,781
Cost of sales and services	-27,025	-29,485	-31,733	-34,584	-36,874	Depreciation & amortization	406	487	309	269	231
Gross Profit	2,853	3,669	4,098	4,825	5,441	Change in working capital	-2,268	-3,330	-2,575	-2,564	-2,033
SG&A	-1,588	-1,890	-2,126	-2,352	-2,510	Others	250	389	305	376	445
Other income	0	0	0	0	0	CF from operation activities	-753	-1,325	-743	-414	425
EBIT	1,265	1,778	1,972	2,473	2,931	Capital expenditure	-125	-137	-181	-136	-102
EBITDA	1,672	2,265	2,282	2,742	3,162	Investment in subs and affiliates	0	0	0	0	0
Interest expense	-263	-400	-490	-631	-744	Others	0	1	0	0	0
Equity earnings	0	0	0	0	0	CF from investing activities	-125	-136	-181	-136	-102
EBT	1,071	1,410	1,523	1,881	2,227	Cash dividend	-107	-414	-609	-752	-891
Income tax	-212	-281	-305	-376	-445	Net proceeds from debt	1,388	2,388	2,411	1,877	1,537
NPAT	859	1,129	1,219	1,504	1,781	Capital raising	0	0	0	0	0
Minority Interest	0	0	0	0	0	Others	-262	-399	-490	-631	-744
Core Profit	839	1,132	1,219	1,504	1,781	CF from financing activities	1,019	1,575	1,312	494	-98
Extraordinary items	-20	3	0	0	0	Net change in cash	142	114	388	-56	225
FX gain (loss)	0	0	0	0	0	Key Statistics & Ratios					
Reported net profit	859	1,129	1,219	1,504	1,781	Per share (Bt)					
Balance Sheet (Btmn)						Reported EPS	0.64	0.85	0.91	1.13	1.34
Cash & equivalents	560	575	502	446	671	Core EPS	0.63	0.85	0.91	1.13	1.34
ST investments	0	0	0	0	0	DPS	0.31	0.42	0.45	0.52	0.62
Accounts receivable	2,895	5,070	6,489	8,101	9,456	BV	4.26	4.80	5.13	5.74	6.46
Inventories	8,369	9,479	9,314	10,415	11,217	EV	19.19	20.31	20.36	21.81	22.80
Other current assets	26	52	26	26	26	Free Cash Flow	-0.66	-1.10	-0.69	-0.41	0.24
Total current assets	11,851	15,175	16,331	18,988	21,370	Valuation analysis					
Investment in subs & others	105	206	105	105	105	Reported P/E (x)	23.91	17.25	15.43	12.50	10.56
Fixed assets-net	225	261	705	814	897	Core P/E (x)	24.48	17.21	15.43	12.50	10.56
Other assets	1,231	1,027	1,196	1,086	975	P/BV (x)	3.62	3.04	2.75	2.46	2.18
Total assets	13,412	16,669	18,337	20,994	23,346	EV/EBITDA (x)	15.32	11.96	11.91	10.61	9.62
Short-term debt	3,932	6,709	5,827	7,202	8,343	Price/Cash flow (x)	-27.30	-14.70	-25.33	-45.41	44.30
Accounts payable	1,301	1,275	1,446	1,595	1,719	Dividend yield (%)	2.02	2.88	3.18	3.68	4.38
Other current assets	761	743	761	761	269	Profitability ratios					
Total current liabilities	5,994	8,726	8,034	9,558	10,576	Gross margin (%)	9.55	11.07	11.44	12.24	12.86
Long-term debt	1,684	1,480	3,030	3,532	3,929	EBITDA margin (%)	5.59	6.83	6.37	6.96	7.47
Other liabilities	56	64	427	246	228	EBIT margin (%)	4.46	5.46	5.62	6.37	7.02
Total liabilities	7,734	10,270	11,492	13,337	14,733	Net profit margin (%)	2.88	3.40	3.40	3.82	4.21
Paid-up capital	1,334	1,334	1,334	1,334	1,334	ROA (%)	7.09	7.51	6.96	7.65	8.03
Share premium	3,228	3,228	3,228	3,228	3,228	ROE (%)	16.20	18.69	18.40	20.75	21.90
Reserves & others, net	0	0	0	0	0	Liquidity ratios					
Retained earnings	1,115	1,837	2,283	3,094	4,050	Current ratio (x)	1.98	1.74	2.03	1.99	1.97
Minority interests	0	0	0	0	0	Quick ratio (x)	0.58	0.65	0.87	0.89	0.94
Total shareholders' equity	5,678	6,399	6,845	7,657	8,612	Leverage Ratios					
Total equity & liabilities	13,412	16,669	18,337	20,993	23,346	Liabilities/Equity ratio (x)	1.36	1.60	1.68	1.74	1.71
Key Assumptions						Net debt/EBITDA (x)	3.02	3.36	3.66	3.75	3.67
SG&A to sales (%)	5.3%	5.7%	5.9%	6.0%	5.9%	Net debt/equity (x)	0.89	1.19	1.22	1.34	1.35
Revenue breakdown per outlet (Btmn)						Int. coverage ratio (x)	5.08	4.52	4.11	3.98	3.99
Gold retail	108	108	114	118	124	Growth					
Sales contract	4	3	4	4	4	Revenue (%)	1.00	10.96	8.07	9.99	7.38
Revenue proportion by channels (%)						EBITDA (%)	16.33	35.52	0.72	20.20	15.29
Gold retail	99.00%	98.29%	97.75%	97.38%	96.89%	Reported net profit (%)	21.14	31.38	7.96	23.45	18.40
Sales contract	1.00%	1.71%	2.25%	2.62%	3.11%	Reported EPS (%)	21.14	31.38	7.96	23.45	18.40
						Core profit (%)	15.28	34.86	7.67	23.45	18.40
						Core EPS (%)	15.28	34.86	7.67	23.45	18.40

Source: Company, KS Research

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Neutral: Expected total return between -10% and 10% within a 12-month period

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