

28 Apr 2022

Masan Group (MSN)

12M rating **HOLD (Maintain)**

AGM Briefing: Continue to expand consumer ecosystem

On April 28, MSN held an AGM briefing on its 2022F guidance, 1Q22 business results, and long-term expansion plans.

Consumer - Retails continue to boost growth for MSN

- Shareholders approved a 12% at par cash dividend from undistributed earnings for 2021. The issuing rate of ESOP 2022F is determined maximum of 0.5% of total outstanding shares, and the offer price for ESOP shares is VND10,000.
- MSN sets 2022F guidance with a Revenue VND90tn – 100tn (from +1% to 11.3% yoy), and NPATMI VND4.8tn – 6.2tn (from -44% to -27.6% yoy). In 2021, MSN recorded a one-off gain from divesting from the feed business. The guidance represents a growth of 22% and 36% yoy, compared to VND74.2tn (excluding feed segment revenue) in FY2021. In FY2021, revenue contribution from only consumer businesses (excluding feed and MHT) was 68%, which is expected to improve to 85% yoy in FY2022. NPAT Pre-MI is expected to be within the range of VND6.9tn and VND8.5tn, a growth of 82% to 124% yoy compared to VND3.8tn in 2021 (which excludes one-time gains/losses and feed segment contribution in 2021).
- WCM (WinCommerce) is expected to deliver net revenue within the range of VND38tn and VND40tn in 2022, up 23% to 29% YoY driven by revenue growth in existing stores and expansion of the store network. Expansion of new formats focuses on fresh products, private labels, and expansion of the CVLife model will be further growth drivers. WCM targets to increase profitability through better supplier terms and improved distribution capabilities.

Stock Data

VNIndex (27 Apr, pt)	1,354
Stock price (27 Apr, VND)	119,000
Market cap (USD mn)	7,300
Shares outstanding (mn)	1,417
52-Week high/low (VND)	143,334/78,367
6M avg. daily turnover (USD mn)	10.88
Free float / Foreign ownership (%)	45.2/28.6
Major shareholders (%)	
Masan Joint Stock Company	31.50
Sunflower Construction Co., Ltd	13.35
SK Investment Vina I Pte. Ltd.	9.31

Performance

	1M	6M	12M
Absolute (%)	(2.5)	(6.3)	44.8
Relative to VNIndex (%p)	7.2	(0.4)	33.9

Stock price trend



Source: Bloomberg

	2017A	2018A	2019A	2020A	2021A
Sales (VND bn)	37,621	38,188	37,354	77,218	88,629
chg. (% YoY)	(13.1)	1.5	(2.2)	106.7	14.8
Operating profit (VND bn)	4,429	5,552	4,843	1,682	6,283
Net profit (VND bn)	3,103	4,917	5,558	1,234	8,563
EPS (VND)	2,677	4,225	4,010	1,491	7,084
chg. (% YoY)	(26.3)	57.8	(5.1)	(62.8)	375.2
EBITDA (VND bn)	7,039	8,257	7,591	6,266	10,915
PE (x)	44.4	28.2	29.7	79.8	16.8
EV/EBITDA (x)	0.6	1.6	2.6	2.6	2.6
PB (x)	6.8	4.1	2.7	5.6	3.3
ROE (%)	17.8	20.7	14.8	3.6	30.0
Dividend yield (%)	2.0	0.9	0.3	1.0	2.5

Note: Net profit, EPS and ROE are based on figures attributed to controlling interest

Hoang Phung

Hoang.pm@kisvn.vn

- MCH (Masan Consumer Holdings) targets revenue of between VND34tr and VND40tn in 2022, up 18 to 39% yoy, driven by premiumization, growth of core categories, innovations, and expanded availability at WCM's location and other modern trade retailers.
- MML (Masan MEATLife) expects to contribute revenue between VND5tn and VND6.5tn, up 11 to 45% yoy (excluding feed segment), driven by expanded branded pork and chicken product portfolio and increased distribution through WCM's locations. Profitability signaling strong growth momentum for remainder of FY202 is expected to improve with higher utilization rates and growth in processed meat sales.
- MHT (Masan High-Tech Materials) is expected to deliver net revenue between VND14.5 and VND15tn, up 7 - 11% yoy on the back of continued improvement to tungsten market fundamentals in 2022F.
- TCB (Techcombank): MSN believes the bank will be able to deliver consistent earnings growth.
- Phuc Long chain: Revenue is expected to reach between VND2.5tn and VND3tn in 2022F, driven by the expansion of the network through its own stores and WCM kiosks.
- Mobicast/Reddi: The company targets to reach 0.5 - 1 mn subscribers in 2022.

1Q22 earnings skyrocketed

- The company announced 1Q22 results with revenue of VND18,189bn (-8.9% yoy), and NPATMI of VND1,596bn (+753.5% yoy). The high earnings growth is supported by improving EBITDA margins of all segments and a higher financial income of VND1,006bn (+366% yoy).
- WCM delivered VND7,297bn in revenue in 1Q2022, up 0.8% yoy, and opened 109 new stores. 1Q22 revenue was up 5.7% vs 4Q21. With nearly 200 stores already operational as of April 2022, management is confident of achieving its target of opening 1,000 new mini-markets nationwide in 2022. WCM delivered a positive EBITDA margin of 2.2% in 1Q22, an improvement of 40 ppts compared to 1Q21, despite operating 496 new minimarkets and 2 new supermarkets compared to 1Q21.
- MCH continued strong growth momentum to achieve VND6,448bn in topline for 1Q22, a growth of 17.4% yoy. Driven by 6.8% growth in seasonings, 34.5% in convenience foods, 57.6% in processed meat, and 14.8% in beer, offset by lower growth in the home and personal care segment.
- MML: Net revenue for 1Q2022 was VND931 bn, down 80.2% versus VND4,704 bn in 1Q2021, mainly due to the deconsolidation of feed segment in November 2021.
- MHT achieved revenue of VND3,930bn in 1Q22, +32.6% yoy.
- TCB: Reported Profit before Tax Grew 23.0% YoY to reach VND6.8 tn in 1Q2022

Valuation

Based on the average 2022F guidance, 12MF PE is 28.8x, and 12MF PB is 3.2x, significantly lower than the 2-year median of 46.1x and 5.8x, respectively.

■ **Guide to KIS Vietnam Securities Corp. stock ratings based on 12-month forward performance**

- BUY: Expected total return will be 15% or more
- Hold: Expected total return will be between -5% and 15%
- Sell: Expected total return will be -5% or less
- KIS Vietnam Securities Corp. does not offer target prices for stocks with Hold or Sell ratings.

■ **Guide to KIS Vietnam Securities Corp. sector ratings for the next 12 months**

- Overweight: Recommend increasing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.
- Neutral: Recommend maintaining the sector's weighting in the portfolio in line with its respective weighting in the VNIndex based on market capitalization.
- Underweight: Recommend reducing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.

■ **Analyst Certification**

I/We, as the research analyst/analysts who prepared this report, do hereby certify that the views expressed in this research report accurately reflect my/our personal views about the subject securities and issuers discussed in this report. I/We do hereby also certify that no part of my/our compensation was, is, or will be directly or indirectly related to the specific recommendations or views contained in this research report.

■ **Important compliance notice**

As of the end of the month immediately preceding the date of publication of the research report or the public appearance (or the end of the second most recent month if the publication date is less than 10 calendar days after the end of the most recent month), KIS Vietnam Securities Corp. or its affiliates does not own 1% or more of any class of common equity securities of the companies mentioned in this report.

There is no actual, material conflict of interest of the research analyst or KIS Vietnam Securities Corp. or its affiliates known at the time of publication of the research report or at the time of the public appearance.

KIS Vietnam Securities Corp. or its affiliates has not managed or co-managed a public offering of securities for the companies mentioned in this report in the past 12 months;

KIS Vietnam Securities Corp. or its affiliates has not received compensation for investment banking services from the companies mentioned in this report in the past 12 months; KIS Vietnam Securities Corp. or its affiliates does not expect to receive or intend to seek compensation for investment banking services from the companies mentioned in this report in the next 3 months.

KIS Vietnam Securities Corp. or its affiliates was not making a market in securities of the companies mentioned in this report at the time that the research report was published.

KIS Vietnam Securities Corp. does not own over 1% of shares of the companies mentioned in this report as of 28 Apr 2022.

KIS Vietnam Securities Corp. has not provided this report to various third parties.

Neither the analyst/analysts who prepared this report nor their associates own any shares of the company/companies mentioned in this report as of 28 Apr 2022.

KIS Vietnam Securities Corp. has issued CW with underlying stocks of Masan Group (MSN) and is the liquidity provider.

Prepared by: Hoang Phung

Global Disclaimer

■ General

This research report and marketing materials for Vietnamese securities are originally prepared and issued by the Research Center of KIS Vietnam Securities Corp., an organization licensed with the State Securities Commission of Vietnam. The analyst(s) who participated in preparing and issuing this research report and marketing materials is/are licensed and regulated by the State Securities Commission of Vietnam in Vietnam only. This report and marketing materials are copyrighted and may not be copied, redistributed, forwarded or altered in any way without the consent of KIS Vietnam Securities Corp..

This research report and marketing materials are for information purposes only. They are not and should not be construed as an offer or solicitation of an offer to purchase or sell any securities or other financial instruments or to participate in any trading strategy. This research report and marketing materials do not provide individually tailored investment advice. This research report and marketing materials do not take into account individual investor circumstances, objectives or needs, and are not intended as recommendations of particular securities, financial instruments or strategies to any particular investor. The securities and other financial instruments discussed in this research report and marketing materials may not be suitable for all investors. The recipient of this research report and marketing materials must make their own independent decisions regarding any securities or financial instruments mentioned herein and investors should seek the advice of a financial adviser. KIS Vietnam Securities Corp. does not undertake that investors will obtain any profits, nor will it share with investors any investment profits. KIS Vietnam Securities Corp., its affiliates, or their affiliates and directors, officers, employees or agents of each of them disclaim any and all responsibility or liability whatsoever for any loss (director consequential) or damage arising out of the use of all or any part of this report or its contents or otherwise arising in connection therewith. Information and opinions contained herein are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or KIS Vietnam Securities Corp. The final investment decision is based on the client's judgment, and this research report and marketing materials cannot be used as evidence in any legal dispute related to investment decisions.

■ Country-specific disclaimer

United States: This report is distributed in the U.S. by Korea Investment & Securities America, Inc., a member of FINRA/SIPC, and is only intended for major U.S. institutional investors as defined in Rule 15a-6(a)(2) under the U.S. Securities Exchange Act of 1934. All U.S. persons that receive this document by their acceptance thereof represent and warrant that they are a major U.S. institutional investor and have not received this report under any express or implied understanding that they will direct commission income to Korea Investment & Securities, Co., Ltd. or its affiliates. Pursuant to Rule 15a-6(a)(3), any U.S. recipient of this document wishing to effect a transaction in any securities discussed herein should contact and place orders with Korea Investment & Securities America, Inc., which accepts responsibility for the contents of this report in the U.S. The securities described in this report may not have been registered under the U.S. Securities Act of 1933, as amended, and, in such case, may not be offered or sold in the U.S. or to U.S. person absent registration or an applicable exemption from the registration requirement.

United Kingdom: This report is not an invitation nor is it intended to be an inducement to engage in investment activity for the purpose of section 21 of the Financial Services and Markets Act 2000 of the United Kingdom ("FSMA"). To the extent that this report does constitute such an invitation or inducement, it is directed only at (i) persons who are investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) of the United Kingdom (the "Financial Promotion Order"); (ii) persons who fall within Articles 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order; and (iii) any other persons to whom this report can, for the purposes of section 21 of FSMA, otherwise lawfully be made (all such persons together being referred to as "relevant persons"). Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons must not act or rely on this report.

Hong Kong: This research report and marketing materials may be distributed in Hong Kong to institutional clients by Korea Investment & Securities Asia Limited (KISA), a Hong Kong representative subsidiary of Korea Investment & Securities Co., Ltd., and may not otherwise be distributed to any other party. KISA provides equity sales service to institutional clients in Hong Kong for Korean securities under its sole discretion, and is thus solely responsible for provision of the aforementioned equity selling activities in Hong Kong. All requests by and correspondence with Hong Kong investors involving securities discussed in this report and marketing materials must be effected through KISA, which is registered with The Securities & Futures Commission (SFC) of Hong Kong. Korea Investment & Securities Co., Ltd. is not a registered financial institution under Hong Kong's SFC.

Singapore: This report is provided pursuant to the financial advisory licensing exemption under Regulation 27(1)(e) of the Financial Advisers Regulation of Singapore and accordingly may only be provided to persons in Singapore who are "institutional investors" as defined in Section 4A of the Securities and Futures Act, Chapter 289 of Singapore. This report is intended only for the person to whom Korea Investment & Securities Co., Ltd. has provided this report and such person may not send, forward or transmit in any way this report or any copy of this report to any other person. Please contact Korea Investment & Securities Singapore Pte Ltd in respect of any matters arising from, or in connection with, the analysis or report (Contact Number: 65 6501 5600).

Copyright © 2022 KIS Vietnam Securities Corp.. All rights reserved. No part of this report may be reproduced or distributed in any manner without permission of KIS Vietnam Securities Corp..