Thanachart Securities

Siam Senses

Shaking pillars

The US's reciprocal tariffs have damaging implications for Thailand via a severe global slowdown and risk to the country's open-economy model. We view Thailand as one of the harder-hit countries, and we cut both our GDP growth forecasts and SET target significantly.

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Bracing for impact

The US's tariff policy has damaging implications for Thailand, and we cut our GDP growth estimates by half to 1.5/1.4% in 2025-26F. *First*, we view the tariffs as beyond the level where producers and consumers could share the burden, and we expect a severe global slowdown, with the US being among the hardest-hit countries. *Second*, the US's target of not only China but China+1 reverses Thailand's position as a geopolitical beneficiary. *Third*, Thailand's open-economy model is being threatened with all three pillars bracing for impact, i.e., exports (60% of GDP), tourism (9% of GDP), and FDI (at 6% of the BOI application value to GDP). *Fourth*, this is happening amid a sluggish domestic economy with ineffective fiscal and monetary policies.

Sector impacts

Sectors to be negatively affected are electronics, tourism, industrial estates, energy, exporters, auto, and banks. Property is already weak due to the recent earthquake. Defensive sectors against the above factors are telecom, retail, and healthcare. Sectors that we believe will incur some benefits are finance via falling rates and utilities and infrastructure via falling energy and commodities prices. Please see Exhibit 7 where our analysts do mass revisions of earnings, target prices and recommendations of the majority of stocks under our coverage.

Investment strategies

With Thailand's pillars of growth under threat, we have cut our market earnings growth estimates to -3/5/8% in 2025-27F (from 8-10% p.a.), and our 2025F SET target of 1,220 (from 1,430). However, during the world's chaos, the SET can tactically go first to the panic level of 1,020 (or past crisis lows at 1x P/BV). Our investment strategies are as follows: *First*, take shelter in the domestic sectors that are still growing, including telecom, retail, and healthcare. *Second*, play the falling interest rate story via finance and REITs. We expect three policy rate cuts from 2.00% to 1.50/1.25% in 2025-26F. *Third*, avoid export and commodities stocks, which are direct victims of the global slowdown, including electronics, energy, and tourism. *Third*, tactically avoid banks because of the likelihood of more frequent policy rate cuts. *Fourth*, play the ironic story of deep-value victims and collateral-damage stocks.

Changes to our top picks

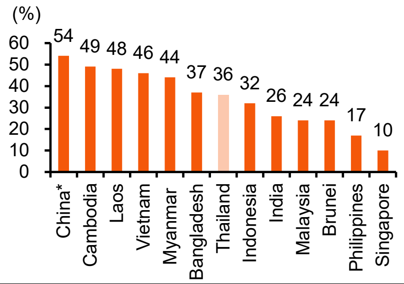
We make three changes to our top picks list. We replace WHA, MINT and CBG with **ADVANC**, **CPN,** and **3BBIF**. **MTC** and **SAWAD** have been de-rated and we consider them to be falling rate beneficiaries. **TRUE** and **CPAXT** are defensive in their own right, with their own growth factors. **COM7** and **MOSHI** have been de-rated, but they are still growing due to store expansions. We keep **AMATA** in after a drastic fall in share price brings valuation down to past crisis lows at 0.8x P/BV.

Top Picks

	-EPS growth-		—— PE ——		Yield
	25F (%)	26F (%)	25F (x)	26F (x)	25F (%)
3BBIF*	9.0	1.7	7.1	7.0	11.2
ADVANC*	7.9	11.9	21.0	18.8	4.3
AMATA	(18.0)	(2.4)	8.6	8.8	3.5
COM7	16.9	15.5	11.6	10.0	5.4
CPAXT	23.1	27.3	21.0	16.5	3.3
CPN*	(5.2)	15.0	13.9	12.1	4.4
MOSHI	23.1	25.2	19.1	15.2	2.7
MTC	13.7	16.3	13.4	11.6	0.7
SAWAD	9.6	16.2	8.0	6.9	0.6
TRUE	51.8	48.4	26.5	17.8	0.4
Stocks taken out					
CBG	23.5	15.2	17.5	15.2	2.8
MINT	1.1	19.5	21.8	18.3	2.5
WHA	(15.8)	(35.9)	11.6	18.1	3.5

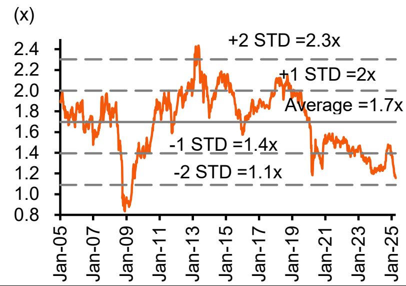
Source: Thanachart estimates
Note: *New addition.
Based on 4 April 2025 closing prices

Reciprocal Tariffs On China+1



Source: White House's Announcement Annex 1

SET Approaches Crisis Low P/BV



Sources: Bloomberg, Thanachart estimates

Bracing for impact

The US's new tariff policy has damaging implications

The US's unexpectedly high reciprocal tariffs have taken the world by surprise. Although negotiations could bring some of the rates down to a certain degree, we believe the US has shown a strong intention to alter the scale and direction of global trade flows rather than simply raising money from import tariffs to finance its tax cuts. The global slowdown is likely to be severe due to the high tariffs themselves and the uncertainties surrounding President Donald Trump's policies, which are causing disruptions to corporate decision-making regarding investment plans.

For Thailand, we see damaging implications from a severe global slowdown and a threat to the country's open economic model, as explained below.

Synchronized and severe global slowdown

First, we expect a severe, synchronized global slowdown, with the US itself being among the hardest-hit countries. This is because the tariffs announced, targeting most key trade-flow countries, go well beyond the line at which producers and consumers could share the burden. This is despite ongoing negotiations to lower the rates. We believe that a 10-15% rate is the threshold at which producers and consumers could share the burden with no significant shift in global trade flows. That would still likely be the case even if China were to continue being singled out as the key target with a far higher rate. At that level, we believe the US could still achieve its financial goal of raising money from the higher tariffs to pay for its upcoming tax cut policy. However, at the rates shown in Exhibit 1 below for key trading countries and regions, we expect the world's trade flows to be disrupted in the short to medium term and that a severe global slowdown cycle will ensue. In the longer term, we foresee a seismic shift in trade flows, but it is difficult to analyze the endgame at this point.

While we expect the US to be one of the hardest-hit markets, China's retaliation could exacerbate the impact on both the Chinese and US economies. As the two largest consumers in the world, this will likely only worsen the global slowdown.

Ex 1: The US's Reciprocal Tariffs On 57 Countries/regions

Country/region	Reciprocal Tariff	Country/region	Reciprocal Tariff
Algeria	30	Madagascar	47
Angola	32	Malawi	17
Bangladesh	37	Malaysia	24
Bosnia and Herzegovina	35	Mauritius	40
Botswana	37	Moldova	31
Brunei	24	Mozambique	16
Cambodia	49	Myanmar	44
Cameroon	11	Namibia	21
Chad	13	Nauru	30
China	34	Nicaragua	18
Côte d`Ivoire	21	Nigeria	14
Congo	11	North Macedonia	33
Equatorial Guinea	13	Norway	15
European Union	20	Pakistan	29
Falkland Islands	41	Philippines	17
Fiji	32	Serbia	37
Guyana	38	South Africa	30
India	26	South Korea	25
Indonesia	32	Sri Lanka	44
Iraq	39	Switzerland	31
Israel	17	Syria	41
Japan	24	Taiwan	32
Jordan	20	Thailand	36
Kazakhstan	27	Tunisia	28
Laos	48	Vanuatu	22
Lesotho	50	Venezuela	15
Libya	31	Vietnam	46
Liechtenstein	37	Zambia	17
		Zimbabwe	18

Source: White House's Reciprocal Tariff Annex 1

Note: The US's reciprocal tariffs are on 122 countries and regions worldwide. The table shows 57 countries and regions that have had tariffs imposed that are higher than the 10% tariff base. The rest of the countries have a 10% tariff.

The US's China+1 target weakens Thailand's geopolitical benefits

Second, the fact that the US's main target is not only China but China+1, with most countries in ASEAN being slapped with very high tariff rates, is very bad news for Thailand. One reason is Thailand's position as one of the main beneficiaries of the world's ongoing geopolitical conflicts. This means an increased risk to the current FDI flows to the country. The US's focus on China has driven the current FDI cycle in Thailand. That has caused Chinese firms and other foreign companies to diversify their production base from China to other countries, including Thailand. Now, with ASEAN also being the US's Chinese collateral targets, the notion of diversifying away from China to Thailand or other ASEAN countries needs a rethink. This is despite Vietnam having a higher tariff rate of 46% compared to Thailand's 36%. Chinese and other foreign companies will have to re-plan their investment destination targets.

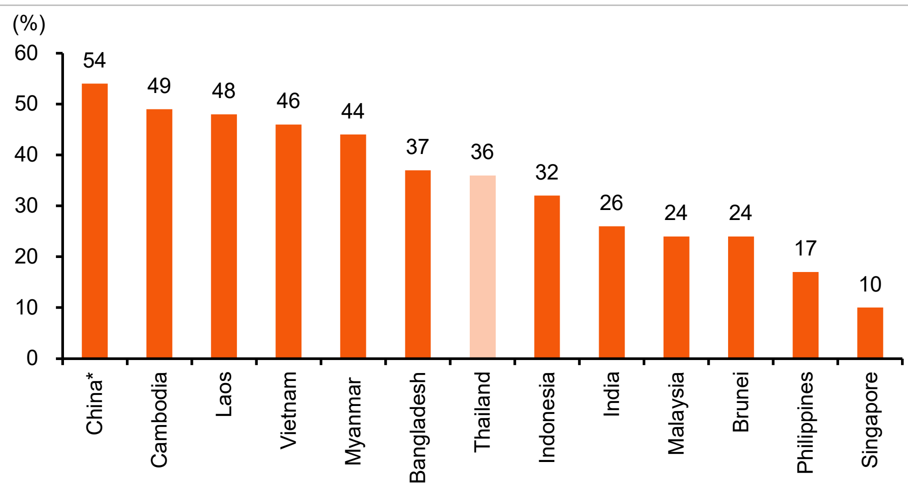
But all is not lost

Having said that, we still believe that the flows cannot be totally shifted to other regions. This is because each country has its own unique factors, such as labor supply and costs, labor skills and knowledge, local materials and resources, geography and location, energy and utility availability, and local government policies. We still believe that ASEAN remains a highly competitive base with all of the aforementioned factors. It is also the case that the tariff imposed on China is higher than on all ASEAN countries, including Thailand. Therefore, justification for diversifying away from China still exists.

Large China+1 exposure to Thai exports and tourism

The US's target of China+1 rather than China alone is also negative for Thailand as not only China but the whole of ASEAN would be negatively impacted. China, including Hong Kong, accounts for 15% of Thailand's exports, and ASEAN accounts for another 23%. This is in addition to the risk from exports to the US, which accounts for 18% of total exports. In terms of tourism, China accounts for 21% of total tourist arrivals, while ASEAN accounts for 30%. The US accounts for 3% of total tourist arrivals.

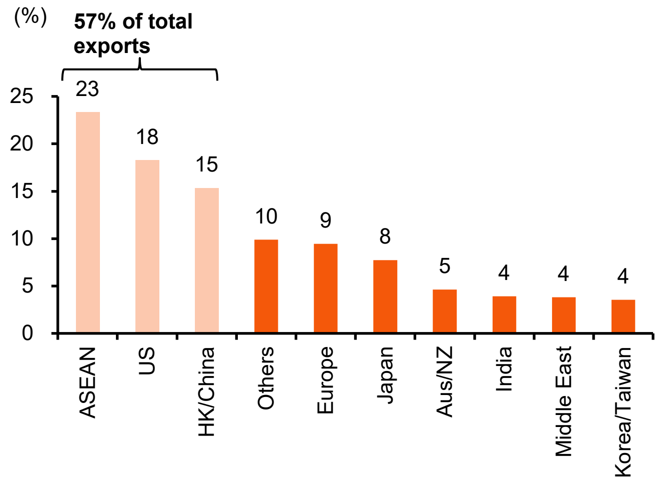
Ex 2: Reciprocal Tariffs On China+1



Source: White House's Reciprocal Tariff Annex 1

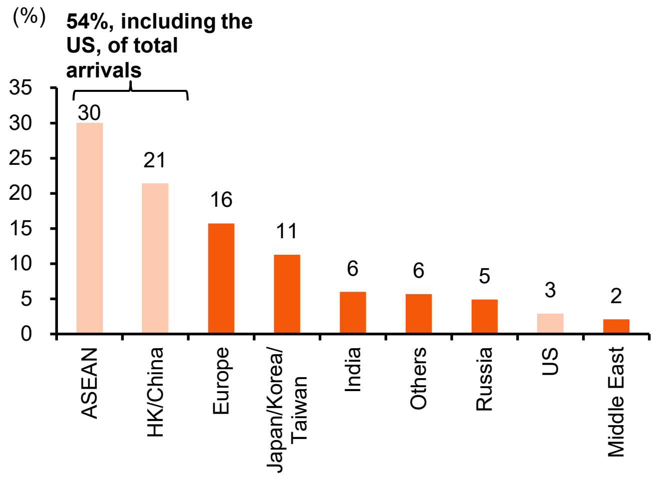
Note: *The US's latest reciprocal tariff on China is 34%. However, this is in addition to the 20% rate already imposed earlier in the year. This brings the total to 54% for China. Actually, a rate of over 10% was announced last year. In total, the rate for China is over 70%.

Ex 3: Export Breakdown (2024)



Source: Bank of Thailand

Ex 4: Tourist Arrival Breakdown (2024)

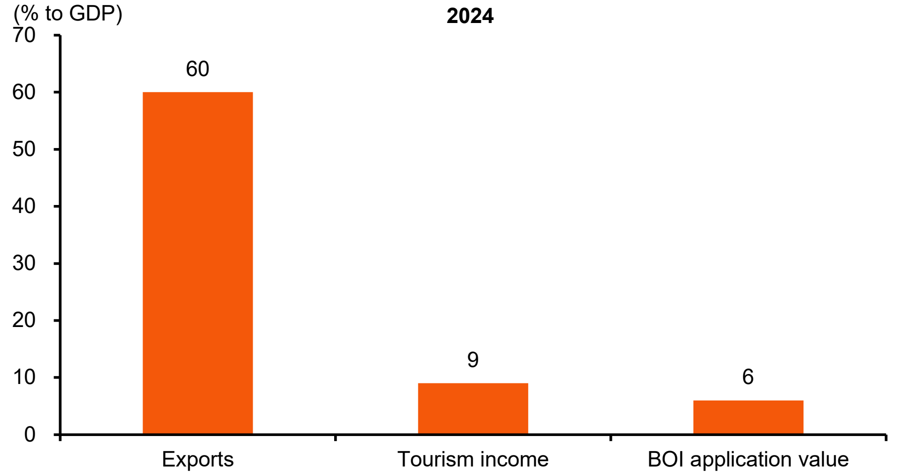


Source: Ministry of Tourism & Sports

Thailand's open economic model is being threatened

Third, Thailand is a highly open economy, with exports accounting for 60% of GDP, tourism contributing 9% of GDP, and FDI representing 6% of the BOI application value to GDP. This implies that the country is significantly exposed to the impacts of a global slowdown. And if trade flows are shifting away from Thailand, implying weak FDI and long-term exports, it means Thailand's open-economy model is threatened. Having said that, it may be too early to be convinced that this will materialize as it is too big an issue to analyze amid the current global chaos triggered by the US import tariff announcement.

Ex 5: Thailand Is An Open Economy (2024)



Sources: Bank of Thailand, Ministry of Tourism & Sports, Board of Investment, NESDC

Weak domestic economy

Fourth, it is unfortunate for Thailand that the US tariff policy is happening during a period when its domestic economy is weak with ineffective fiscal and monetary policies. The earlier trend of a gradual economic recovery, driven by tourism growth, resilient exports, and a new FDI boom cycle, is being shattered. Domestically, the economy is facing many challenges. The most important one, in our view, is the impact of tight financial conditions resulting from banks' strict lending policies, which are leading to limited loan growth. The government is attempting to address this issue, but it has yet to achieve success. Its debt-relief measure, implemented early this year, is still far below target.

Still tight monetary conditions and conventional monetary policy

Another challenge is conventional monetary policy, in our view, with a lack of policy initiatives to support growth during a period of mild inflation. This is despite our expectation of three more policy rate cuts from 2.00% to 1.50/1.25% in 2025-26F. The Bank of Thailand's (BOT) recent relaxation of the loan-to-value (LTV) ratio to 100% for all residential types and values has come quite late in our view, and the benefit is unfortunately being compromised by the weak demand repercussions of the recent earthquake. Therefore, we can expect the property market to remain weak and that the wealth effect engine in Thailand is still in development.

Lack of effective economic stimulus measures

There is also a challenge from the continued disappointment in the Thai government's performance. There has been a lack of effective government stimulus measures to shore up the economy. While it is true that the tight fiscal policy in 2023-1H24 has already been unlocked, that has merely boosted the government's spending from being too low to a normal level. We believe the country is now in a situation where it needs more doses of stimulus, and they are still lacking.

Limited policy options on top of negotiations

Lastly, we expect limited policy options as an addition to negotiations with the US to mitigate the tariff impact. Firstly, implementing a weak currency policy to mitigate the high tariff impact would likely be noticed by the US, which has already warned countries against doing so. Additionally, the natural force of a weak baht may not be significant enough, given that the US's economic downturn will likely result in a weak dollar as well. More importantly, we believe Thailand lacks strong policy initiatives, both fiscal and monetary, to shore up the economy in a meaningful way.

Large GDP growth cuts

We cut GDP growth to only 1.5/1.4% in 2025-26F

We cut our GDP growth estimates significantly to 1.5/1.4% (from 3.0-3.1%) in 2025-26F. This is because Thailand is a very open economy. It has large export and tourism bases that are highly exposed to a global economic slowdown. We also factor in the repercussions of the recent earthquake's impact on the property sector, which affects investment and the wealth effect. Tourism has actually been weaker than expected even before the US tariff policy. We now estimate tourist arrivals of 34.5/35.5m (from 38/40m) in 2025-26F from 35.5m in 2024.

Ex 6: GDP Revisions

% growth	2022	2023	2024	2025F		2026F		2027F	
				New	Old	New	Old	New	Old
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Real GDP growth	**2.6**	**2.0**	**2.5**	**1.5**	**3.0**	**1.4**	**3.1**	**2.3**	**3.2**
Private consumption	6.2	6.9	4.4	2.5	2.7	2.0	2.5	2.5	2.5
Private investment	4.6	3.1	(1.6)	2.9	4.1	2.4	5.1	2.7	6.2
Government investment	(3.9)	(4.2)	4.8	2.4	2.4	3.1	3.1	2.4	2.4
Exports (nominal US$ growth)	5.4	(1.5)	5.7	(0.9)	(0.1)	(6.3)	(0.1)	(1.7)	3.5
Imports (nominal US$ growth)	14.0	(3.8)	6.6	(0.3)	0.3	(4.8)	0.6	(0.8)	4.4
Export of services (nominal baht growth)	68.5	43.9	28.8	1.0	8.2	2.5	5.0	3.0	4.0
Import of services (nominal baht growth)	18.7	3.7	13.6	1.2	2.0	1.5	2.0	1.5	2.0
Current account (% of GDP)	(3.2)	1.3	2.1	2.5	4.4	1.8	4.4	2.0	4.0
Headline CPI	6.1	1.2	0.4	1.1	1.2	1.2	1.5	1.5	1.7
Bt/US$ – average	35.1	34.8	35.3	34.2	34.3	34.5	34.5	34.5	34.2
Policy rate	1.25	2.50	2.25	1.50	2.00	1.25	2.00	1.25	2.00

Sources: NESDC, Bank of Thailand, Ministry of Commerce, Bloomberg, Thanachart estimates

Sector impacts

Potential casualty sectors

The sectors we expect to be negatively affected are:

- **Electronics** – highly cyclical to a global slowdown, with some product types exposed to the US import tariff
- **Food exporters** – subject to the tariff on exports to the US
- **Tourism** (hotels, air transport, airports) – risk from a global slowdown
- **Industrial estates** – higher risk from a global slowdown than from the shift of production base relocation destinations
- **Energy** – a global slowdown weakening oil and other commodities' prices
- **Auto** – a global slowdown would reduce export demand, and there is a 25% tariff on exports of vehicles and parts to the US
- **Banks** – indirect impact of a global slowdown on the domestic economy, falling interest rate trend, asset quality risk from loans to troubled exporters
- **Property** – not linked to the tariff story but a victim of weak demand due to the recent earthquake; benefits from a falling policy rate and the LTV ratio hike to 100% will likely be countered by weak demand from the earthquake and sluggish economic outlook

Defensive sectors

Defensive sectors against the US tariffs and their indirect impacts are:

- **Telecom** – domestic-based and relatively inelastic demand, small impact from weak tourism
- **Retail** – limited impact from the global slowdown with continued expansions, consumer discretionary items to feel more of an impact from weak GDP than consumer staples
- **Healthcare** – resilient due to domestic demand, some risks from weak tourism and low oil prices (Middle East patients) to demand from foreign patients

Sectors that could enjoy some benefits

Sectors that should have some benefits from the aftermath of the US tariffs are:

- **Finance** – falling interest rate trend
- **Utilities** – falling energy prices reducing the risk of electricity price subsidization
- **Infrastructure** (land transport, construction) – domestic-based and public-policy-driven sectors with limited impact from a global slowdown, benefiting from lower energy and raw materials prices

Changes to numbers at the stock level

Thanachart's team has examined the US tariff impacts, both directly and indirectly, as discussed earlier in the report. In Exhibit 7, we present mass revisions to our earnings forecasts and target prices. In some cases, there are also recommendation changes.

Ex 7: Mass Earnings Revisions

	REC OLD	REC NEW	Price Target OLD (Bt)	Price Target NEW (Bt)	EPS Growth (%) OLD 2025F	EPS Growth (%) OLD 2026F	EPS Growth (%) NEW 2025F	EPS Growth (%) NEW 2026F	PE (x) 2025F	Yield (%) 2025F	Comment
Bank											
BBL	BUY	BUY	180.00	160.00	5.5	5.4	(3.8)	(5.3)	6.1	6.1	BBL is highly sensitive to rate cuts, with 27% exposure to the most affected business sector. However, the bank holds the largest provision cushion to mitigate NPL risks.
KBANK	HOLD	HOLD	168.00	153.00	8.1	6.2	(2.0)	(6.7)	7.9	6.3	KBANK faces higher balance sheet risks due to 41% exposure to the most affected sector and 26% of loans to SMEs. No special dividends expected, but payout ratio likely to rise to 50%.
KKP	BUY	BUY	65.00	63.00	13.4	11.2	9.3	2.5	8.5	9.2	KKP benefits from rate cuts, but provision reductions for retail loans may be slow due to the weak economy. We maintain our dividend payout ratio at 80%.
KTB	BUY	BUY	27.00	25.50	8.0	7.4	(1.3)	(6.9)	7.3	7.0	KTB is sensitive to rate cuts, but balance sheet risks are limited given its 19% exposure to the most affected sector, 20% of loans to the government and strong loan loss coverage.
SCB	**BUY**	**HOLD**	140.00	130.00	10.3	9.1	(1.0)	(3.3)	9.5	8.4	SCB is less sensitive to rate cuts than peers but faces higher balance sheet risks with 27% exposure to the most affected sector. Given limited upside to our new TP, we downgrade to HOLD.
TISCO	**BUY**	**HOLD**	111.00	105.00	(3.8)	4.0	(3.7)	(0.4)	11.7	7.9	We downgrade TISCO to HOLD due to limited upside to the new TP. While the bank benefits from rate cuts, this is offset by higher provisions and slower loan recovery.
TTB	BUY	BUY	2.20	2.15	12.1	10.3	9.9	2.3	8.1	7.2	TTB is less sensitive to interest rate cuts. We expect tax cut benefits to help offset provisioning risks and slower business volume growth. The bank has 27% exposure to the most effected business sector.
Finance											
ASK	**HOLD**	**SELL**	U.R.	5.50	159.8	18.6	(51.8)	174.1	22.8	2.2	Given around 20% of ASK's truck business is linked to global trade, we expect a delay in its balance sheet cleanup and a deeper loan decline. Downgrade to SELL.
BAM	**HOLD**	**BUY**	10.60	7.00	48.5	33.7	3.5	9.7	12.1	5.8	We expect no recovery in cash collection given the slow economic momentum. Meanwhile, BAM's benefits from the rate cut are less significant. Upgrade to BUY.
JMT	HOLD	HOLD	12.00	13.00	7.8	18.8	11.2	7.9	10.2	5.9	We expect small recovery in cash collection given the slow economic momentum. Meanwhile, JMT's benefits from the rate cut are less significant.
KTC	SELL	SELL	53.00	40.00	35.4	15.1	2.6	4.9	15.8	3.0	We expect slower credit card spending growth and a mild recovery in credit card and personal loans, as KTB adopts a more selective approach.
MTC	BUY	BUY	53.00	50.00	17.1	20.2	13.7	16.3	13.4	0.7	MTC is the most resilient microfinance play, supported by its strong exposure to farmers and the agriculture sector. We also expect benefits from rate cuts in 2026.
SAK	BUY	BUY	6.20	5.60	18.6	16.2	13.4	11.5	8.5	5.3	SAK also has very high exposure to farmers and the agriculture sector. The company is an immediate beneficiary of rate cuts.
SAWAD	BUY	BUY	44.00	37.00	13.0	17.3	9.6	16.2	8.0	0.6	SAWAD faces higher asset quality risks due to its lending portfolio's exposure to merchants rather than the agricultural sector. However, slower provision reductions are offset by rate cut benefits.
THANI	BUY	BUY	1.84	1.85	(16.6)	27.6	(18.6)	17.2	15.9	3.5	Given around 20% of THANI's truck business is linked to global trade, we expect a delay in its balance sheet cleanup and a deeper loan decline.
TIDLOR	BUY	BUY	18.00	18.00	10.1	12.5	8.1	12.9	9.8	3.1	TIDLOR faces higher asset quality risks given its 17% exposure to truck lending. We also expect benefits from rate cuts in 2026.

Sources: Company data, Thanachart estimates,

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Insurance											
TQM	BUY	BUY	20.00	18.00	12.0	11.8	8.6	8.0	9.5	7.3	Small impact. We conservatively factor in a decline in motor insurance sales due to an anticipation of slower recovery in domestic car sales.
Construction											
CK	BUY	BUY	26.00	20.00	19.2	14.0	7.3	13.9	15.2	2.6	No impacts but we cut our earnings given our too conservative interest expenses and lower our TP due to its lower SOTP value
STECON	BUY	BUY	9.00	9.00	na	34.9	na	34.9	13.9	2.2	No impacts
Electronics											
DELTA	SELL	SELL	80.00	48.00	(1.5)	39.5	(24.5)	43.8	52.1	0.6	Despite resilient data center products (50% of EBIT) from mega trend investments, DELTA faces risks as customers switch to US/EU competitors with lower tariffs.
HANA	SELL	SELL	30.00	13.40	28.1	16.9	(15.8)	7.9	15.3	3.3	Global economic slowdown will hit global demand for traditional electronic products, such as phones, cars and industrials, which HANA are exposed to. HANA has high exposure to the US and China at a combined 40% of total sales.
KCE	HOLD	HOLD	24.00	16.00	9.7	7.4	3.1	4.9	10.7	8.1	Global slowdown leads to lower car demand across markets. But KCE is not in a worse situation than its rivals as all car parts face same 25% US import tariff.
Energy											
BANPU	**BUY**	**HOLD**	7.50	4.00	na	20.8	na	400.4	74.4	0.8	Tariffs could lower global energy demand, pressuring coal and Henry Hub gas prices and impacting Banpu's revenues. Downgrade to HOLD
BCP	SELL	SELL	33.00	29.00	(32.5)	30.8	(38.8)	26.5	12.6	2.0	Global economic slowdown will put pressure on oil price and refinery margin.
BSRC	SELL	SELL	5.00	4.70	72.4	16.6	40.5	23.6	12.5	1.8	Trump's tariffs may strain refining margins by weakening global demand.
IRPC	SELL	SELL	1.20	0.70	na	na	na	na	na	0.0	The petrochemical trough could deepen further, driven by reduced consumer demand and weaker downstream usage, adding strain to an already struggling sector.
IVL	BUY	BUY	29.00	22.00	32.3	10.5	(10.1)	40.9	19.1	1.6	With 69% of 2024 EBITDA from the U.S. and a diverse production base, IVL may face short-term hits from a slowdown but is well-positioned to benefit from a shift toward domestic trade flows.
OR	SELL	SELL	12.60	10.40	19.1	6.6	(13.9)	22.5	21.7	2.9	Lower oil prices shouldn't result in much better marketing margin as the government has mandate to keep retail oil prices low. Operations may also suffer from stock losses and weaker demand.
PTG	SELL	SELL	6.80	5.80	(2.3)	2.2	(12.8)	6.9	12.5	3.6	Lower oil prices shouldn't result in much better marketing margin as the government has mandate to keep retail oil prices low. Operations may also suffer from stock losses and weaker demand.

Sources: Company data, Thanachart estimates

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Energy											
PTT	BUY	BUY	38.00	35.00	5.3	0.4	(6.8)	(5.5)	10.5	6.3	PTT's gas business will benefit from lower gas prices but the benefit should be partially offset by reduced profits from subsidiaries.
PTTEP	**BUY**	**SELL**	134.00	93.00	(23.5)	(4.6)	(29.4)	(8.9)	7.6	6.6	Trump's tariffs may slow the global economy and reduce oil demand. We cut our Brent oil price forecast by US$5/bbl to US$65/60 for 2025-27F. Downgrade to SELL.
PTTGC	**BUY**	**HOLD**	23.00	16.00	na	na	na	na	na	4.7	The petrochemical trough could deepen further from weak global and Chinese demand. Downgrade to HOLD.
SPRC	HOLD	HOLD	5.60	4.80	21.3	(17.5)	6.5	(13.6)	8.6	5.9	Weak global demand can pressure refining margin further.
TOP	**HOLD**	**SELL**	27.00	20.00	(33.4)	(7.9)	(43.5)	(7.3)	5.4	5.5	Weak global demand can pressure refining margin further. TOP also still has its own issue with the delayed and cost-overrun refinery upgrade CFP project. Downgrade to SELL.
Food											
CBG	BUY	BUY	94.00	81.00	34.7	13.2	23.5	15.2	17.5	2.8	Limited impact on resilient domestic energy drink demand. But there is risk from its exports to the high tariff countries of Cambodia and Myanmar, which also suffers from the recent earthquake, with a combined exposure of 21% to total sales.
CPF	BUY	BUY	31.00	28.00	(0.7)	6.8	14.1	(6.8)	9.2	4.9	Small impact. CPF's direct exports to the US account for only 0.3% of total sales. The group's products are also resilient to the global economic slowdown.
ITC	SELL	SELL	13.00	11.50	(18.3)	7.4	(20.2)	2.4	13.0	7.3	50% of sales are premium pet food to US where pet owners could switch to cheaper standard products.
KCG	BUY	BUY	12.50	10.00	21.6	12.7	4.1	10.4	10.2	5.4	Limited US tariff impact as focuses on defensive domestic food and snack sector.
M	**BUY**	**SELL**	U.R.	15.60	62.8	(0.7)	(8.1)	0.4	12.4	7.7	Limited restaurant traffic impact but M is losing market share amid aggressive competition; no signs of improvement yet.
OSP	SELL	SELL	13.00	12.00	(6.3)	2.5	(10.5)	3.4	15.4	6.8	Still suffering from its product price cut. Risk from the US's tariff is from its sales to and in high tariff countries of Cambodia and Myanmar with a combined 22% sales exposure.
RBF	SELL	SELL	6.00	3.70	9.2	8.3	5.2	2.2	16.1	4.3	Limited impact on key defensive domestic food ingredient industry but faces lower export demand risk as exports premium food ingredient products to tariffed Vietnam/Indonesia markets (15% sales).
SAPPE	**HOLD**	**SELL**	41.00	31.00	(6.9)	3.7	(22.4)	(6.6)	11.2	0.0	Already facing weak EU/Indonesia orders; tariff-led global slowdown makes it worse while key US growth orders at risk.
SNNP	**HOLD**	**SELL**	13.10	10.50	12.5	8.1	3.2	9.3	17.0	5.2	16% sales are premium snack exports to aggressive tariffed Vietnam/Cambodia markets; domestic new SKUs strategy on less elastic snacks and functional drinks faces risks.
TKN	**BUY**	**SELL**	11.00	6.20	(5.7)	35.2	(32.3)	14.6	17.7	4.7	Demand risks on key seaweed snack export markets - US, and tariffed markets China and Indonesia (combined 45% of sales).
TU	**BUY**	**SELL**	U.R.	9.20	26.4	6.5	(9.6)	(1.2)	10.8	5.4	40% sales are canned tuna, frozen seafood and premium pet foods to US; cannot immediately shift production from Thailand to small existing factories in safer-tariff EU/India and US markets.

Sources: Company data, Thanachart estimates,

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Healthcare											
BCH	BUY	BUY	21.50	19.00	32.0	11.2	16.8	9.9	24.8	3.0	Moderate impact from falling numbers of Thai and international patients in mid-tier markets and slow growth in number of SSS-registered persons.
BDMS	BUY	BUY	34.00	32.00	8.5	7.1	5.2	6.0	21.3	3.5	Small impact from falling numbers of Thai and international patients and less impact than mid-tier hospitals
BH	BUY	BUY	243.00	230.00	4.7	2.1	3.5	3.6	16.7	3.3	Small impact from falling numbers of Thai and international patients and less impact than mid-tier hospitals.
CHG	BUY	BUY	2.80	2.50	15.5	12.1	9.5	10.1	17.4	4.6	Moderate impact from falling numbers of Thai and international patients in mid-tier markets and slow growth in number of SSS-registered persons.
MASTER	BUY	BUY	55.00	30.00	17.0	11.4	8.2	9.8	10.9	4.6	We expect lower demand growth for cosmetic surgery during economic slowdown
PR9	BUY	BUY	31.00	29.00	16.2	11.8	12.8	9.6	20.8	2.4	Small impact from falling numbers of Thai and international patients.
SAFE	BUY	BUY	11.00	10.00	8.7	14.9	3.7	15.0	15.2	4.0	Small impact from falling numbers of Thai and international patients, mainly from Chinese patients.
THG	SELL	SELL	12.20	8.70	na	40.7	na	22.3	38.1	1.3	Significant impact from falling numbers of Thai and international patients and rising costs from its internal operations.
Hotel											
CENTEL	BUY	BUY	40.00	37.00	(2.7)	14.8	(4.0)	14.7	21.9	2.1	Significant impact from falling numbers of international tourists and domestic consumption slowdown but it can be offset by improving operation of JV's food brand and better-than-expected cost controls.
ERW	BUY	BUY	5.80	4.00	15.4	10.9	(13.4)	24.1	15.1	2.3	Significant impact from falling numbers of tourists visiting Thailand.
MINT	BUY	BUY	44.00	36.00	15.0	19.0	1.1	19.5	21.8	2.5	Moderate impact from falling numbers of tourists and global consumption slowdown due to its more well diversified portfolio compared to peers.
SPA	BUY	BUY	6.00	6.00	23.2	26.0	(7.1)	9.9	17.7	2.3	Our latest report has already factored in impacts from US tariff hike.

Sources: Company data, Thanachart estimates

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Industrial Estate & Logistics											
AMATA	BUY	BUY	37.00	20.00	45.4	(4.0)	(18.0)	(2.4)	8.6	3.5	Industrial estates (IE) developers are the biggest victims of tariff hike on to risk of global slowdown and delay decisions on their production base relocation. We expect impact on volume, pricing and margin of land sales.
ETL	**BUY**	**SELL**	0.95	0.48	na	20.4	na	(27.3)	14.6	2.1	We expect cross border trade flow between ASEAN and China to be impact by global slowdown. ETL's cross border transport also faces higher competition.
KEX	SELL	SELL	1.00	0.70	na	na	na	na	na	0.0	We expect lower demand growth for parcel delivery during economic slowdown
PIN	**BUY**	**SELL**	7.00	4.00	(47.7)	37.0	(54.1)	(38.5)	8.5	5.9	Industrial estates (IE) developers are the biggest victims of tariff hike on to risk of global slowdown and delay decisions on their production base relocation. We expect impact on volume, pricing and margin of land sales.
ROJNA	BUY	BUY	8.00	5.80	11.7	11.0	(78.0)	(12.5)	23.9	1.7	Industrial estates (IE) developers are the biggest victims of tariff hike on to risk of global slowdown and delay decisions on their production base relocation. We expect impact on volume, pricing and margin of land sales.
SJWD	**BUY**	**SELL**	14.00	6.00	33.3	18.0	(15.1)	(8.6)	18.6	2.7	SJWD is highly exposed to exports which we expect to be impact by global slowdown
WHA	BUY	BUY	6.30	3.70	32.1	(12.7)	(15.8)	(35.9)	11.6	3.5	Industrial estates (IE) developers are the biggest victims of tariff hike on to risk of global slowdown and delay decisions on their production base relocation. We expect impact on volume, pricing and margin of land sales.
WICE	SELL	SELL	5.50	2.30	114.2	4.5	(36.5)	na	40.9	2.3	Global slowdown will impact trade flow and demand for freight
Materials											
DCC	BUY	BUY	3.20	1.85	54.4	2.5	(5.9)	1.5	12.3	5.7	Significant impacts from continued weak property market and more intense competition.
SCC	SELL	SELL	115.00	110.00	(30.0)	38.4	(41.7)	41.7	35.4	3.6	In addition to a weak petrochemical and packaging paper market, SCC's ASEAN operations will also be impacted.
TOA	BUY	BUY	22.00	15.00	16.1	6.1	(8.2)	(0.2)	10.3	6.3	Significant impacts from continued weak property market and more intense competition.
Media											
BEC	SELL	SELL	3.00	2.80	18.8	(1.9)	(26.0)	(19.7)	65.1	0.8	We expect economic slowdown to lower media spending. The TV industry has continued its structural downtrend by losing market share to new media types, including various online platforms.
ONEE	SELL	SELL	3.20	2.20	(3.4)	(23.3)	(17.9)	(23.8)	17.5	4.9	We expect economic slowdown to lower media spending. The TV industry has continued its structural downtrend by losing market share to new media types, including various online platforms.
PLANB	BUY	BUY	8.20	7.70	16.0	15.4	5.5	8.5	19.4	2.5	Moderate impacts from weaker economy and we assume its lower utilization rate.
RS	U.R.	SELL	U.R.	0.10	na	1.9	na	na	na	0.0	RS has continued to make losses due to weak entertainment and commerce sales.
VGI	SELL	SELL	1.37	1.70	na	112.8	na	13.3	84.2	0.5	Moderate impacts from weaker economy. However, we raise our earnings forecasts as our utilization rate assumption looks to be too conservative.

Sources: Company data, Thanachart estimates.

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Paper&Printing Materials											
SCGP	SELL	SELL	14.00	10.00	(9.3)	23.4	(44.3)	22.2	24.0	1.7	The trough in the paper market could last longer, putting pressure on export revenue, which accounts for 23% of SCGP's total.
Pharmaceuticals											
MEGA	**BUY**	**SELL**	47.00	26.00	12.5	10.5	(14.9)	3.1	13.7	5.0	Perfect storm of Myanmar import restrictions escalating from FMCG to drugs, earthquake distribution trouble, and BOI tax incentive expiry.
Professional Services											
MEB	BUY	BUY	33.00	30.00	13.1	9.6	9.7	8.1	13.5	5.5	Moderate impacts from weaker economy but our sales growth assumption looks to be conservative already.
SISB	BUY	BUY	35.00	29.00	19.4	16.8	13.2	15.3	16.0	2.8	Moderate impacts from weaker economy but our student growth assumption looks to be conservative already.
Property											
AP	BUY	BUY	11.00	9.50	(2.4)	9.1	(11.3)	9.3	5.4	7.3	Slow economy and earthquake impact property demand.
LH	SELL	SELL	4.20	3.80	5.3	13.4	(8.4)	12.5	13.6	7.0	Slow economy and earthquake impact property demand.
QH	**BUY**	**HOLD**	2.30	1.60	25.5	10.8	(2.8)	10.2	7.7	7.1	Slow economy and earthquake impact property demand. Downgrade to HOLD.
SPALI	BUY	BUY	25.00	19.00	(13.4)	12.2	(21.3)	7.1	6.4	7.1	Slow economy and earthquake impact property demand.

Sources: Company data, Thanachart estimates

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Retail											
ADVICE	BUY	BUY	6.50	6.00	14.1	18.4	5.7	19.4	10.7	4.4	Limited Thailand IT purchasing power impact but risks to growth as S-curve iPhone prices may rise from US China+1 tariffs.
BJC	SELL	SELL	22.00	19.00	18.1	10.7	2.6	5.9	19.1	3.7	Some impact from global slowdown and weak domestic economy.
COM7	BUY	BUY	32.00	30.00	24.9	15.0	16.9	15.5	11.6	5.4	Limited Thailand IT purchasing power impact. As the largest multi-brand retailer, COM7 can shift to Android if US China+1 tariffs raise iPhone prices.
CPALL	BUY	BUY	66.00	64.00	17.3	19.5	15.0	19.7	15.6	3.2	CPALL's 7-Eleven business is resilient with minimal impact from weaker domestic consumption.
CPAXT	BUY	BUY	35.00	34.00	24.2	27.0	23.1	27.3	21.0	3.3	Small impact from weak consumption as CPAXT gains market share from others.
CPN	BUY	BUY	75.00	60.00	(2.5)	16.0	(5.2)	15.0	13.9	4.4	We expect lower rent reversion over the long-term and impact on CPN's hotel revenues.
CRC	BUY	BUY	43.00	30.00	7.0	13.7	(0.5)	7.1	17.3	2.3	Global slowdown and weak domestic consumption impacts CRC's businesses in Thailand, Vietnam and Italy.
DOHOME	BUY	BUY	12.70	7.00	34.8	26.9	0.8	13.4	25.1	1.0	A hit to construction materials/repair/maintenance demand.
GLOBAL	BUY	BUY	18.50	8.00	22.0	15.3	(18.5)	3.4	17.3	2.0	A hit to construction materials/repair/maintenance demand.
HMPRO	BUY	BUY	14.00	10.00	11.4	10.3	1.4	6.7	16.8	4.8	A hit to home improvement and decorative demand.
MC	BUY	BUY	12.00	11.50	9.3	11.4	6.6	7.8	10.1	9.9	Impact from weak domestic consumption.
MOSHI	BUY	BUY	63.00	48.00	28.6	31.8	23.1	25.2	19.1	2.7	We expect some impact on gross margin from rising competition and slow economy.
SABINA	BUY	BUY	24.00	21.00	9.6	6.8	2.6	6.9	13.3	7.5	Moderate impact from domestic consumption slowdown.
Shipping											
PSL	**BUY**	**SELL**	13.00	4.20	32.2	13.5	na	na	na	0.0	Global slowdown leads to weak dry bulk demand growth falling below new ship supply growth.
Telecom											
ADVANC	HOLD	BUY	310.00	305.00	10.3	12.7	7.9	11.9	21.0	4.3	Small impact from lower tourist-related revenues. Our recommendation upgrade is due to an already fallen share price since our latest report.
THCOM	HOLD	BUY	15.50	12.50	488.8	23.4	na	na	na	0.0	Global slowdown pressures ramp-up pace of utilization of its new satellites. Our recommendation upgrade is due to an already fallen share price since our latest report.
TRUE	BUY	BUY	15.00	14.00	85.9	37.7	51.8	48.4	26.5	0.4	Small impact from lower tourist-related revenues.

Sources: Company data, Thanachart estimates

Ex 7: Mass Earnings Revisions (Con't)

	REC		Price Target		EPS Growth (%)		EPS Growth (%)		PE	Yield	Comment
	OLD	NEW	OLD (Bt)	NEW (Bt)	OLD 2025F	OLD 2026F	NEW 2025F	NEW 2026F	(x) 2025F	(%) 2025F	
Transport											
AAV	BUY	BUY	3.20	2.30	8.5	(6.1)	(13.3)	(4.4)	7.2	0.0	Significant impact from a fall in Thailand's tourist arrivals, especially from China, as we expect the impacts to more than offset a fall in jet fuel costs.
AOT	BUY	BUY	55.00	45.00	15.5	16.3	1.5	10.1	26.9	2.2	Significant impact from a fall in Thailand's tourist arrivals as we expect the impacts to more than offset a fall in electricity costs.
BA	BUY	BUY	25.00	23.00	4.3	(7.3)	(5.3)	(8.0)	9.5	4.2	Moderate impact as we expect its European passenger growth to partly offset its Chinese passenger fall.
BEM	BUY	BUY	11.00	9.00	5.0	8.3	2.7	5.3	20.7	2.9	Low impact as foreign ridership makes up only 10-15% of its total ridership and the impact will partly be offset by a fall in electricity costs.
BTS	**BUY**	**HOLD**	U.R.	5.10	na	na	na	na	na	0.0	Low impact as foreign ridership makes up only 10-15% of its total ridership and the impact will partly be offset by a fall in electricity costs. However, we downgrade to HOLD as the current price has reached our TP.
Utilities											
BCPG	BUY	BUY	9.00	9.00	17.3	16.2	16.7	24.6	14.5	4.6	No significant impacts.
BGRIM	**SELL**	**HOLD**	12.80	10.00	(38.5)	(6.5)	(35.2)	6.4	18.7	3.7	Lower commodity prices, given global slowdown, ease impacts from policy risk on its SPP margins. We only upgrade to HOLD as risks from new business development remain high.
BPP	BUY	BUY	10.00	10.00	9.8	8.8	7.7	2.7	5.7	8.9	No significant impacts.
CKP	BUY	BUY	5.00	5.00	34.7	14.3	41.7	13.1	11.3	3.6	No significant impacts.
EA	SELL	SELL	5.00	1.50	8.1	(35.9)	(20.8)	(26.1)	2.8	0.0	We assume lower break-up values of its battery and commercial EV manufacturing plants given Thailand is now less attractive as an automotive import hub for the US.
EGCO	**SELL**	**BUY**	93.50	120.00	(21.2)	(0.4)	(21.7)	3.5	5.3	7.3	No significant impacts. Our recommendation upgrade is mainly due to an already fallen share price since our latest report, while faster policy rate cuts make its high dividend yield more attractive.
GPSC	**SELL**	**BUY**	26.00	30.00	24.4	3.1	33.1	16.8	12.6	4.4	Lower commodity prices, given global slowdown, ease impacts from policy risk on its SPP margins. We upgrade to BUY as its PE now looks attractive against better earnings growth outlook.
GULF*	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	No significant impacts expected. We are in process of analysing GULF after its amalgamation with INTUCH.
GUNKUL	BUY	BUY	2.40	2.00	7.4	(3.0)	(2.7)	2.4	8.7	5.3	No significant impacts.
RATCH	BUY	BUY	33.00	32.00	42.8	6.1	34.7	6.6	6.7	6.5	No significant impacts. Our earnings and TP downgrades are due to its weaker-than-expected 2024 results.
Asset Funds											
3BBIF	BUY	BUY	7.00	7.00	8.4	1.4	9.0	1.7	7.1	11.2	No significant impacts.
BTSGIF	BUY	BUY	3.80	3.30	(9.8)	5.5	(10.0)	5.4	3.9	25.6	No significant impacts but we lower our TP given a shorter remaining period for its concession.
DIF	BUY	BUY	10.00	10.00	1.2	2.0	1.2	2.0	7.1	11.3	No significant impacts.

Sources: Company data, Thanachart estimates, Note: Numbers are done by Thanachart analysts; Sarachada Sornsong – banking, finance, insurance broker; Saksid Phadthananarak – construction, materials, professional services, transport; Pattadol Bunnak – electronics, food, pharmaceutical, shipping; Yupapan Polpornprasert – energy, materials, paper; Siriporn Arunothai – healthcare, hotel; Rata Limsuthiwanpoom – industrial estate, media, asset funds; Phannarai Piyapittayarut – retail, property; Nuttapop Prasitsuksant – telecom, utilities, asset funds.

Investment strategies

Shattered hopes

Our macro view on Thailand has changed. Our earlier theory was that Thailand was undergoing a gradual economic recovery, driven by its strong external economic fundamentals. With a key driver, FDI, in the making, we expected Thailand's weak structural investment growth to improve and that investments would, in turn, raise its export base even further. We also expected its tourism sector to continue growing amid a mild global slowdown trend and that a larger base of tourism income would help support domestic consumption. We didn't expect an economic boom in Thailand, but its already de-rated valuations made the market look cheap with gradual economic and market earnings growth.

Winds of change

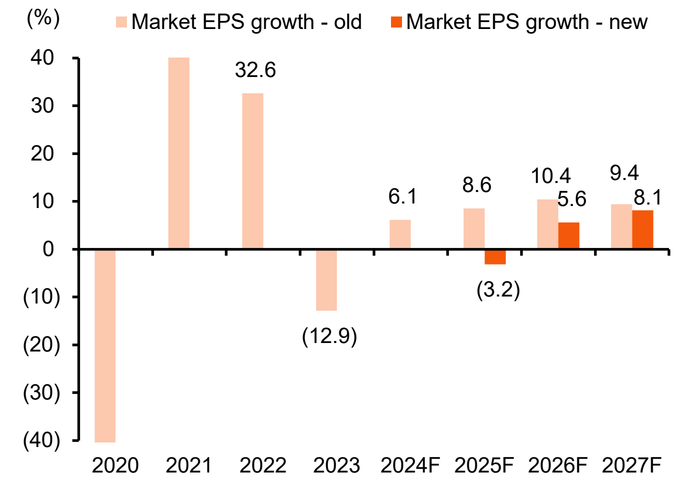
We are now pessimistic about Thailand's economic outlook in the following areas:

- Thailand's economic model, characterized by a strong and open economy, is being threatened. Leaving aside structural trends for now, their cyclicality looks weak during the Trump term. The country's strong external economic pillars of exports, tourism, and FDI are being threatened.
- Thailand's exposure is large to the countries that are expected to be more severely impacted, including the US, China, and ASEAN. Together with its open economic model with substantial GDP growth being contributed by external factors, Thai GDP is likely to be more affected than many peers.
- We expect negotiations to lower the tariff base for most countries but not to the point of reversing what we anticipate to be a severe global slowdown. We expect not only damage from the tariffs themselves but also a significant increase in the level of uncertainty in running businesses and making investment decisions.
- The tariff hit is a highly complex issue to analyze, given its worldwide effects, which will not only affect the growth of global economies but also structurally shift trade and FDI flows. There are significant uncertainties about how the major economic powers, namely the US, China, Europe, and Japan, will formulate their policies and establish new economic positions.
- Prior to the tariff announcement, Thailand had already been suffering from the repercussions of the recent earthquake, which is having an effect on future demand in the property sector and a short-to-medium-term impact on tourism.
- Although we expect a series of policy rate cuts to 1.50/1.25% in 2025-26F, we regard this as more defensive, coming late rather than being strategic policy. Looking ahead, we believe Thailand is in serious need of more speedy and strategic fiscal and monetary policies to shore up its economy.

Drastic SET target cut to 1,220

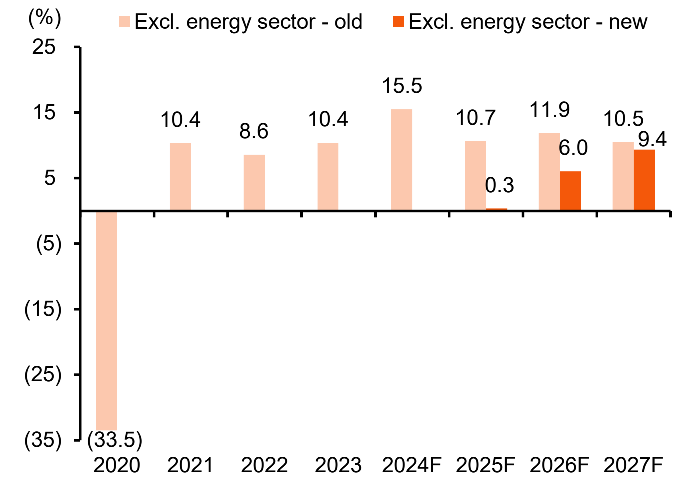
As a result of the earnings cuts for each company shown in Exhibit 7, our market earnings growth forecasts come down to -3.2/5.6/8.1% in 2025-27F (from 8-10% p.a.). We then cut our 2025F SET target to 1,220 (from 1,430), implying a PE multiple of 15x. The large downward revision is due to the widespread impact and many big-cap sectors and companies facing earnings downgrades, including energy, electronics, banks, tourism, industrial estates, and exporters.

Ex 8: Market EPS Growth



Sources: Company data; Thanachart estimates

Ex 9: Market EPS Growth Excl. Energy Sector

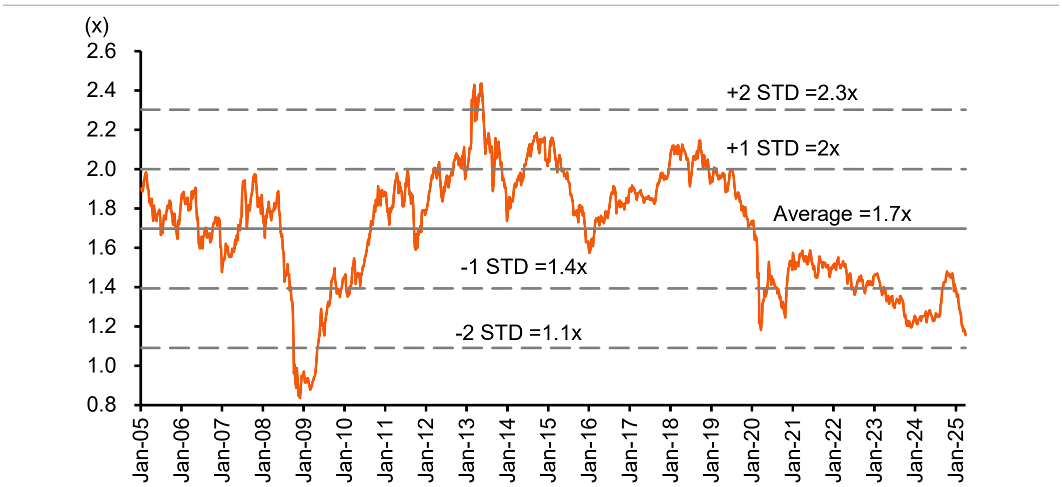


Sources: Company data; Thanachart estimates

Tactical panic level during the world's chaos is 1,020

Despite our fundamental SET target is at 1,220, the risk is the panic selling given the current situation of the world's chaos. We therefore believe that the SET can tactically in the short term go down to 1,020 or at 12.5x PE or 1x P/BV. The SET traded near 1x P/BV during the global financial crisis in 2008 and COVID crisis in 2020.

Ex 10: SET Approaches The Crisis Lows on P/BV



Sources: Bloomberg, Thanachart estimates

Our investment strategies are as follows:

Play the policy rate cut story

First, we advise playing the falling policy and interest rate story. The most obvious ways to achieve this are through the finance sector and REITs. Although finance companies still face higher average funding costs this year due to the refinancing of maturing bottom-rate bonds issued during the COVID-19 years, they remain beneficiaries of rate cuts, as their future bonds will be issued at lower rates.

Take shelter in still growing defensive domestic sectors

Second, consider sheltering in the domestic sectors that are still growing, such as telecom, retail, and healthcare. Telecom is the most defensive in the group, given the inelastic demand for voice and data usage, with a manageable level of competition in the duopolistic market. In the retail sector, consumer staples are more resilient than discretionary items. In the healthcare sector, despite the risk of exposure to foreign patients, we expect some level of resilience, as most foreign patients are typically wealthy. Further risk could arise from Middle East governments' welfare schemes if oil prices collapse.

Avoid export, commodities and tourism sectors

Third, avoid export and commodities stocks as direct victims of the global slowdown, including electronics, energy, and other exporters. Tourism is also a victim of the global slowdown, but by nature, the sector is more resilient than good exports and commodities.

Tactically avoid banks and property

Fourth, despite banks not looking overly expensive with high yields, we tactically avoid them because they have already largely outperformed the market, and policy rate cuts are negative for the sector. Despite falling rates being, in theory, beneficial to the property sector, we expect more overwhelmingly negative factors from the earthquake's impact on demand and a weaker economic outlook.

Find collateral-damage stocks

Lastly, look for the ironic story of deep-value victims and collateral-damage stocks that are punished along with the market despite their resilient earnings.

Changes in our top picks

We make three changes to our top picks list.

We remove WHA, MINT and CBG

We remove WHA, MINT and CBG from our list. For WHA, we view it as a direct victim of the risk to FDI flows. There are a lot of uncertainties both to its industrial estate and warehouse businesses both in Thailand and Vietnam. We also remove MINT on a severe global slowdown impact to tourism. MINT has extensive exposure to Europe and Thailand. We remove CBG due to its revenue exposure of 15% from Cambodia and another 6% in Myanmar. We expect both countries to experience lower purchasing power. Myanmar has already suffered from the severe earthquake.

ADVANC, 3BBIF and CPN are in

We add **ADVANC**, **3BBIF** and **CPN** to our list. ADVANC is a domestic and defensive play in the highly defensive telecom sector. Due to growing data usage demand and some cost saving, ADVANC is still offering earnings growth of 8/12% in 2025-26F and 4.8% yield. 3BBIF is a REIT linked to the stable cash flows of the telecom sector. Its counterparty company, ADVANC, also has a strong operation. We consider REITs to be plays on the falling interest rate trend. We add CPN as we view it a defensive, high quality asset-based stock. It is also a collateral damaged stock in our view at only 13x PE despite being a highly resilient asset-based company with resilient cash flow from stable rental income.

Ex 11: Thanachart's Top Picks

Ticker	Rating	Current price	Target price	Upside	Market cap	Norm EPS growth		— Norm PE —		EV/EBITDA or P/BV of Bank		— Yield —	
						2025F	2026F	2025F	2026F	2025F	2026F	2025F	2026F
		(Bt/shr)	(Bt/shr)	(%)	(US$ m)	(%)	(%)	(x)	(x)	(x)	(x)	(%)	(%)
3BBIF TB *	BUY	5.80	7.00	20.7	1,357	9.0	1.7	7.1	7.0	8.1	8.0	11.2	11.3
ADVANC TB *	BUY	272.00	305.00	12.1	23,655	7.9	11.9	21.0	18.8	8.1	7.6	4.3	4.8
AMATA TB	BUY	15.50	20.00	29.0	521	(18.0)	(2.4)	8.6	8.8	6.2	6.1	3.5	3.4
COM7 TB	BUY	18.70	30.00	60.4	1,312	16.9	15.5	11.6	10.0	8.8	7.6	5.4	6.2
CPAXT TB	BUY	26.25	34.00	29.5	8,004	23.1	27.3	21.0	16.5	9.5	8.2	3.3	4.2
CPN TB *	BUY	48.25	60.00	24.4	6,332	(5.2)	15.0	13.9	12.1	9.7	8.8	4.4	4.8
MOSHI TB	BUY	37.00	48.00	29.7	357	23.1	25.2	19.1	15.2	9.4	7.7	2.7	3.3
MTC TB	BUY	42.25	50.00	18.3	2,619	13.7	16.3	13.4	11.6	2.1	1.8	0.7	0.8
SAWAD TB	BUY	29.50	37.00	25.4	1,303	9.6	16.2	8.0	6.9	1.2	1.0	0.6	0.7
TRUE TB	BUY	11.50	14.00	21.7	11,618	51.8	48.4	26.5	17.8	6.5	5.9	0.4	1.7
Stocks taken out													
CBG TB	BUY	59.75	81.00	35.6	1,747	23.5	15.2	17.5	15.2	12.2	10.5	2.8	3.6
MINT TB	BUY	26.00	36.00	38.5	4,311	1.1	19.5	21.8	18.3	6.0	5.7	2.5	3.0
WHA TB	BUY	2.94	3.70	25.9	1,285	(15.8)	(35.9)	11.6	18.1	16.8	25.2	3.5	2.2

Sources: Company data, Thanachart estimates
Note: * New additions. Based on 4 April 2025 closing prices

We update our view on our top picks list below:

Domestic, growth, falling interest rate, de-rated

MTC and **SAWAD:** They are in the finance sector, which is domestic-based, and we consider them as plays on the falling policy rate trend. Both companies also have a decent earnings growth outlook as they are lending again after balance sheet clean-ups over the past two years. The stocks have also been de-rated to trade at low valuation levels of 13.4x 2025F PE for MTC and 8.0x for SAWAD.

Defensive, growth, falling interest rate

TRUE: The company operates in the highly defensive domestic-based telecom sector, and we view it as a falling interest rate play due to its high debt level. TRUE also offers a very strong earnings growth outlook of over 40% p.a. in 2025-26F, driven by rising ARPU and cost synergies from its merger with the third largest telecom operator two years ago. ADVANC is also in the same highly defensive domestic-based telecom sector. It is still enjoying mobile ARPU growth and broadband revenue growth. Margin is also rising from rising utilization of its network capacity. We forecast 8/12% EPS growth in 2025-26F with 4.3% yield.

Defensive with growth

CPAXT and **CPN:** CPAXT is a defensive consumer staple stock that is still growing strongly by 23/27% in 2025-26F. Growth drivers are store expansions and margin expansion trend from better product mix and cost synergies from the merger between its wholesale Makro business and retail Lotus's business. CPAXT offers a strong earnings growth outlook of 23/27% in 2025-26F. CPN is a defensive, high quality asset-based company. Its revenue flow of rental income is highly resilient. Average occupancy of its mall portfolio has consistently been above 90%. As a high quality asset-based stock trading at only 14x PE, we see CPN as a collateral damaged stock in the current SET situation.

Domestic-based, growth, de-rated

COM7 and **MOSHI**: They are domestic plays with continued expansion stories that support their strong earnings growth. We expect small impact to COM7 despite a risk of rising Apple product prices. That is, COM7 sells other brands too and we see continued earnings growth story from a new replacement cycle and market share gain from store expansions. MOSHI is a domestic-based company in the lifestyle consumer category. It is in the growth cycle of store expansion with its modern trade stores eating market share of traditional shops. Due to the business is in the very low price point product category, we expect MOSHI's growth story remaining intact. Both stocks are casualties of the SET's downturn and the stocks have already been de-rated significantly already in our view against their decent growth outlook.

A deep value play at global financial crisis and COVID valuation

AMATA: We keep AMATA in our portfolio despite it is a direct victim of the US's tariff policy to Thailand's FDI story. Valuation wise, AMATA's share price already fell 27% since the tariff announcement. The stock is now trading at its trough valuation of 0.8x P/BV in during the financial global crisis in 2008 and COVID crisis in 2020. We see the stock as a deep value victim category. Despite we see it as a direct victim of the US's policy, we still believe that after the dust being settled in the current world chaos, Thailand and ASEAN will not lose out completely as one of the world's key production bases. The US's tariff policy is a hit-all policy making it very difficult for business operators to flee from one location to another.

APPENDIX 1: Top picks' financials

Ex 1: 3BB Internet Infrastructure Fund (3BBIF TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	7,429	7,504	7,579	7,654
Net profit	5,279	6,516	6,627	6,743
Norm profit	5,979	6,516	6,627	6,743
Norm EPS (Bt)	0.7	0.8	0.8	0.8
Norm EPS grw (%)	(24.9)	9.0	1.7	1.7
Norm PE (x)	7.8	7.1	7.0	6.9
EV/EBITDA (x)	7.9	8.1	8.0	7.7
P/BV (x)	0.7	0.7	0.7	0.7
Div yield (%)	5.5	11.2	11.3	11.2
ROE (%)	8.9	9.9	10.2	10.2
Net D/E (%)	10.6	13.4	13.1	10.5

Sources: Company data; Thanachart estimates

Ex 2: Advanced Info Service Pcl (ADVANC TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	213,569	218,119	218,316	224,001
Net profit	35,075	38,442	43,029	47,517
Norm profit	35,636	38,442	43,029	47,517
Norm EPS (Bt)	12.0	12.9	14.5	16.0
Norm EPS grw (%)	25.1	7.9	11.9	10.4
Norm PE (x)	22.7	21.0	18.8	17.0
EV/EBITDA (x)	7.9	8.1	7.6	7.4
P/BV (x)	8.3	7.9	7.4	7.0
Div yield (%)	3.9	4.3	4.8	5.3
ROE (%)	38.0	38.5	40.7	42.3
Net D/E (%)	88.6	132.6	107.8	100.9

Sources: Company data; Thanachart estimates

Ex 3: Amata Corporation Pcl (AMATA TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	14,724	11,731	12,008	11,903
Net profit	2,483	2,073	2,023	2,057
Norm profit	2,529	2,073	2,023	2,057
Norm EPS (Bt)	2.2	1.8	1.8	1.8
Norm EPS grw (%)	29.3	(18.0)	(2.4)	1.7
Norm PE (x)	7.0	8.6	8.8	8.7
EV/EBITDA (x)	7.4	6.2	6.1	5.3
P/BV (x)	0.8	0.8	0.7	0.7
Div yield (%)	5.2	3.5	3.4	3.5
ROE (%)	11.9	9.2	8.4	8.1
Net D/E (%)	41.4	17.4	9.4	(0.0)

Sources: Company data; Thanachart estimates

Ex 4: COM7 Pcl (COM7 TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	79,074	87,891	96,836	105,775
Net profit	3,307	3,868	4,466	5,128
Norm profit	3,307	3,868	4,466	5,128
Norm EPS (Bt)	1.4	1.6	1.9	2.1
Norm EPS grw (%)	15.7	16.9	15.5	14.8
Norm PE (x)	13.6	11.6	10.0	8.8
EV/EBITDA (x)	10.3	8.8	7.6	6.6
P/BV (x)	5.1	4.3	3.7	3.1
Div yield (%)	4.6	5.4	6.2	7.1
ROE (%)	39.4	40.4	39.5	38.5
Net D/E (%)	95.2	65.3	52.7	41.4

Sources: Company data; Thanachart estimates

Ex 5: CP Axtra Pcl (CPAXT TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	508,745	526,852	548,141	569,869
Net profit	10,569	13,007	16,556	19,621
Norm profit	10,569	13,007	16,556	19,621
Norm EPS (Bt)	1.0	1.2	1.6	1.9
Norm EPS grw (%)	22.3	23.1	27.3	18.5
Norm PE (x)	25.9	21.0	16.5	14.0
EV/EBITDA (x)	10.9	9.5	8.2	7.3
P/BV (x)	0.9	0.9	0.9	0.8
Div yield (%)	2.7	3.3	4.2	5.0
ROE (%)	3.6	4.3	5.3	6.1
Net D/E (%)	26.3	25.2	23.8	22.3

Sources: Company data; Thanachart estimates

Ex 6: Central Pattana Pcl (CPN TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	49,615	50,376	54,560	60,562
Net profit	16,729	16,877	18,741	20,778
Norm profit	16,444	15,597	17,941	19,978
Norm EPS (Bt)	3.7	3.5	4.0	4.5
Norm EPS grw (%)	18.2	(5.2)	15.0	11.4
Norm PE (x)	13.2	13.9	12.1	10.8
EV/EBITDA (x)	10.0	9.7	8.8	7.7
P/BV (x)	2.2	2.0	1.9	1.7
Div yield (%)	4.4	4.4	4.8	5.4
ROE (%)	17.1	15.0	16.0	16.4
Net D/E (%)	58.5	55.8	50.0	38.8

Sources: Company data; Thanachart estimates

Ex 7: Moshi Moshi Retail Corporation Pcl (MOSHI TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	3,111	3,595	4,301	5,087
Net profit	521	641	802	989
Norm profit	521	641	802	989
Norm EPS (Bt)	1.6	1.9	2.4	3.0
Norm EPS grw (%)	29.7	23.1	25.2	23.3
Norm PE (x)	23.5	19.1	15.2	12.3
EV/EBITDA (x)	11.6	9.4	7.7	6.4
P/BV (x)	5.3	4.6	3.9	3.4
Div yield (%)	2.2	2.7	3.3	4.1
ROE (%)	24.2	25.7	27.8	29.3
Net D/E (%)	(7.6)	(16.9)	(25.4)	(32.1)

Sources: Company data; Thanachart estimates

Ex 8: Muangthai Capital Pcl (MTC TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Pre Provision Profit	11,970	13,157	14,810	16,555
Net profit	5,867	6,670	7,755	8,901
Norm profit	5,867	6,670	7,755	8,901
Norm EPS (Bt)	2.8	3.1	3.7	4.2
Norm EPS grw (%)	19.6	13.7	16.3	14.8
Norm PE (x)	15.3	13.4	11.6	10.1
P/BV (x)	2.4	2.1	1.8	1.5
Div yield (%)	0.6	0.7	0.8	0.9
ROE (%)	17.0	16.7	16.7	16.5
ROA (%)	3.7	3.7	3.9	4.1

Sources: Company data; Thanachart estimates

Ex 9: Srisawad Corporation Pcl (SAWAD TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Pre Provision Profit	8,544	9,237	10,531	11,760
Net profit	5,052	5,540	6,436	7,447
Norm profit	5,052	5,540	6,436	7,447
Norm EPS (Bt)	3.3	3.7	4.3	4.9
Norm EPS grw (%)	0.9	9.6	16.2	15.7
Norm PE (x)	8.8	8.0	6.9	6.0
P/BV (x)	1.3	1.2	1.0	0.9
Div yield (%)	0.1	0.6	0.7	0.8
ROE (%)	16.5	15.5	15.6	15.6
ROA (%)	4.6	5.1	5.6	6.0

Sources: Company data; Thanachart estimates

Ex 10: True Corporation Pcl (TRUE TB)

Y/E Dec (Bt m)	2024	2025F	2026F	2027F
Sales	206,020	199,954	188,724	190,979
Net profit	(10,966)	6,010	22,268	24,899
Norm profit	9,885	15,010	22,268	24,899
Norm EPS (Bt)	0.3	0.4	0.6	0.7
Norm EPS grw (%)	na	51.8	48.4	11.8
Norm PE (x)	40.2	26.5	17.8	16.0
EV/EBITDA (x)	7.0	6.5	5.9	5.5
P/BV (x)	5.4	5.0	4.1	3.5
Div yield (%)	0.0	0.4	1.7	3.1
ROE (%)	12.4	19.6	25.2	23.7
Net D/E (%)	421.7	355.4	266.7	197.7

Sources: Company data; Thanachart estimates

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