

Praram 9 Hospital Pcl (PR9 TB) - BUY

Siriporn Arunothai | Email: Siriporn.aru@thanachartsec.co.th

Analyst Meeting**Foreign patients drive growth**

- July revenue still grew by double digits y-y.
- Growth in 2H25 and 2026 is still led by foreign patients.
- 2H25 operating margin stays solid, in line with 1H25.
- Strong business momentum expected to continue; BUY.

Following the analyst meeting last Friday, we maintain our BUY rating on PR9 with a TP of Bt30.0/share, reflecting strong business momentum and a clear strategic focus heading into 2025.

- Management reaffirmed their commitment to achieving a double-digit revenue growth target this year. Despite a high base in 2024, July revenue still grew at a double-digit y-y rate, driven primarily by international patients, whose growth outpaced that of domestic patients.
- PR9 continues to focus on international patients as a core growth strategy. In 2025, revenue growth is expected to come largely from foreign patients, particularly from the Middle East. PR9 plans to begin receiving government-sponsored patients from the UAE in 2H25 and is also preparing to expand into Oman, Kuwait, Australia, and Kenya. Management expects international patients to contribute around 26-28% of total revenue in 2025, up from 17% last year.
- To support this growth, PR9 is investing heavily in international marketing, building brand awareness across key target regions. At the same time, local marketing efforts are being ramped up to retain and grow the domestic patient base. Despite these efforts, marketing expenses as a percentage of sales are expected to decline in 2H25, reflecting improved cost efficiency. Management also expects strong operating margins from 1H25 to continue into 2H25.
- PR9 has no plans to raise prices in 2025, instead focusing on revenue growth through enhanced service offerings. The hospital will continue to leverage its Centers of Excellence - specialized departments offering high-quality, high-margin services - to boost the hospital's revenue.
- To accommodate rising patient volumes, particularly from the international market, PR9 plans to add 20 additional inpatient beds by late 4Q25.
- We expect PR9 to maintain its strong operational momentum into 2H25, driven by continued growth in international patients. We forecast both y-y and h-h earnings growth in 2H25. Accordingly, we maintain our BUY rating on PR9, with a TP of Bt30.0.

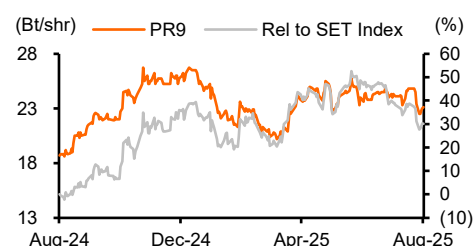
Key Valuations

Y/E Dec (Bt m)	2024A	2025F	2026F	2027F
Revenue	4,635	5,124	5,598	6,016
Net profit	713	827	913	995
Norm net profit	713	827	913	995
Norm EPS (Bt)	0.9	1.1	1.2	1.3
Norm EPS gr (%)	27.8	16.0	10.5	9.0
Norm PE (x)	25.5	22.0	19.9	18.3
EV/EBITDA (x)	15.0	13.1	11.5	10.4
P/BV (x)	3.3	3.1	2.8	2.6
Div. yield (%)	1.7	2.3	2.8	3.3
ROE (%)	13.6	14.5	14.7	14.9
Net D/E (%)	(41.2)	(38.7)	(41.4)	(43.9)

Source: Thanachart estimates

Stock Data

Closing price (Bt)	23.1
Target price (Bt)	30.0
Market cap (US\$ m)	556.4
Avg daily turnover (US\$ m)	1.8
12M H/L price (Bt)	26.75/18.60

Price Performance

Source: Bloomberg

General Disclaimers And Disclosures:

This report is prepared and issued by Thanachart Securities Public Company Limited (TNS) which is owned 99.97% by TMBThanachart Bank Public Company Limited (TTB) as a resource only for clients of TNS, TMBThanachart Bank Public Company Limited (TTB) and its group companies. Copyright © Thanachart Securities Public Company Limited. All rights reserved. The report may not be reproduced in whole or in part or delivered to other persons without our written consent.

This report is prepared by analysts who are employed by the research department of TNS. While the information is from sources believed to be reliable, neither the information nor the forecasts shall be taken as a representation or warranty for which TNS or TTB or its group companies or any of their employees incur any responsibility. This report is provided to you for informational purposes only and it is not, and is not to be construed as, an offer or an invitation to make an offer to sell or buy any securities. Neither TNS, TTB nor its group companies accept any liability whatsoever for any direct or consequential loss arising from any use of this report or its contents.

The information and opinions contained herein have been compiled or arrived at from sources believed reliable. However, TNS, TTB and its group companies make no representation or warranty, express or implied, as to their accuracy or completeness. Expressions of opinion herein are subject to change without notice. The use of any information, forecasts and opinions contained in this report shall be at the sole discretion and risk of the user.

TNS, TTB and its group companies perform and seek to perform business with companies covered in this report. TNS, TTB, its group companies, their employees and directors may have positions and financial interest in securities mentioned in this report. TNS, TTB or its group companies may from time to time perform investment banking or other services for, or solicit investment banking or other business from, any entity mentioned in this report. Therefore, investors should be aware of conflict of interest that may affect the objectivity of this report.

Disclosure of Interest of Thanachart Securities**Investment Banking Relationship**

Within the preceding 12 months, Thanachart Securities has lead-managed public offerings and/or secondary offerings (excluding straight bonds) of the securities of the following companies:

Note: Thanachart Securities Public Company Limited (TNS) acts as an underwriter of “Debentures of Muangthai Capital Public Co. Ltd. No. 4/2025 (B.E. 2568) tranche 1-3”, therefore investors need to be aware that there could be conflicts of interest in this research.