COMPANY UPDATE

2025. 11. 19


Finance/Consumer Goods Team

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# Misto Holdings (081660)

## Waiting for Misto sales growth to turn positive

- Misto Holdings' 3Q sales and operating profit rose 4% and 41% y-y, respectively, to KRW1.1t and KRW131.9b, beating consensus by 2% and 12%.
- The improvement was led by: 1) stable growth at Acushnet Holdings, thanks to the expansion of the golf industry; and 2) Fila sales growth both at home and overseas, and the narrowing of losses at the US business.
- We maintain our BUY rating on the stock, with a target price of KRW54,000 (based on a sum-of-the-parts valuation; 13x 2026 P/E).

**Misto unit—Waits for a turn to sales growth:** The company's Misto unit reported 3Q sales of KRW180.6b (down 12% y-y) and an operating profit of KRW8.7b (turning positive y-y). Sales: 1) at Fila Korea hit KRW66.5b (up 1% y-y); 2) at Fila China KRW16.1b (up 7% y-y); 3) at Fila USA KRW12.9b (down 76% y-y); 4) at the Fila royalty business KRW16.3b (down 7% y-y); and 5) at the China distribution business (distributing K-brands in Greater China) KRW39.2b. Although the company's overall sales kept falling y-y due to restructuring at the US operation, its sales in the non-US regions grew 13% y-y—confirming that the company's Fila rebranding strategy is translating into earnings growth. As the company's China distribution business continues to put in solid earnings growth on popularity of K-fashion brands in China, we forecast the Misto unit to turn to a positive sales growth y-y in 1H26. Meanwhile, we forecast the unit's operating profit to keep rising led by the completion of the human pool restructuring at Fila USA in 3Q.

*(Continued on the next page)*

### AT A GLANCE

**BUY**

| | | |
|---|---|---|
| Target price | KRW54,000 | 32.4% |
| **Current price** | **KRW40,800** | |
| Market cap | KRW2.5t/USD1.7b | |
| Shares (float) | 60,095,839 (52.8%) | |
| 52-week high/low | KRW42,650/KRW33,200 | |
| Avg daily trading value (60-day) | KRW4.5b/ USD3.1m | |

### ONE-YEAR PERFORMANCE

| | 1M | 6M | 12M |
|---|---|---|---|
| Misto Holdings (%) | 7.1 | 9.1 | 5.2 |
| Vs Kospi (%pts) | 1.5 | -27.5 | -34.3 |

### KEY CHANGES

| (KRW) | New | Old | Diff |
|---|---|---|---|
| Recommend. | BUY | BUY | |
| Target price | 54,000 | 54,000 | 0.0% |
| 2025E EPS | 3,895 | 3,627 | 7.4% |
| 2026E EPS | 4,275 | 4,067 | 5.1% |

### SAMSUNG vs THE STREET

| | |
|---|---|
| No of estimates | 7 |
| Target price | 54,000 |
| Recommendation | 4.0 |

※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL

### SUMMARY 3Q RESULTS

| (KRWb) | 3Q25 | Chg | | Diff (%) | |
|---|---|---|---|---|---|
| | | (% y-y) | (% q-q) | Samsung | Consensus |
| Sales | 1,088.2 | 3.7 | -11.4 | 2.7 | 2.3 |
| Operating profit | 131.9 | 41.3 | -27.5 | 22.6 | 11.8 |
| Pre-tax profit | 125.0 | 60.3 | -25.8 | 38.8 | 26.5 |
| Net profit | 101.6 | 90.4 | -27.0 | 42.8 | n/a |
| **Margins (%)** | | | | | |
| Operating profit | 12.1 | | | | |
| Pre-tax profit | 11.5 | | | | |
| Net profit | 9.3 | | | | |

Source: Company data, FnGuide, Samsung Securities estimates

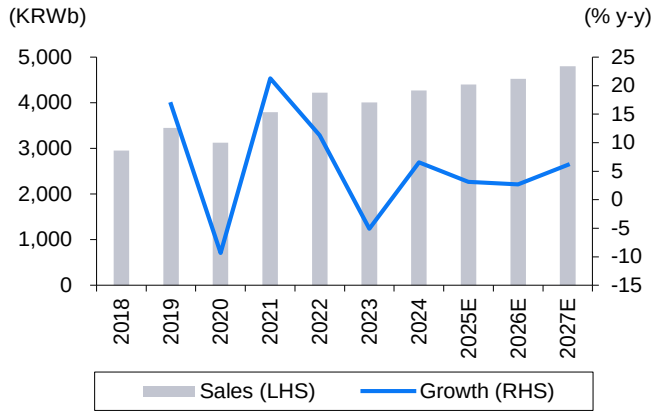
### VALUATION SUMMARY

| | 2024 | 2025E | 2026E |
|---|---|---|---|
| **Valuations (x)** | | | |
| P/E | 28.8 | 10.5 | 9.5 |
| P/B | 1.2 | 1.1 | 1.1 |
| EV/EBITDA | 8.0 | 6.1 | 5.6 |
| Div yield (%) | 3.0 | 4.6 | 4.8 |
| EPS growth (% y-y) | 99.4 | 178.7 | 9.8 |
| ROE (%) | 4.3 | 11.9 | 13.0 |
| **Per-share data (KRW)** | | | |
| EPS | 1,398 | 3,895 | 4,275 |
| BVPS | 34,479 | 36,272 | 38,157 |
| DPS | 1,200 | 1,860 | 1,950 |

**Acushnet Holdings—Solid:** Acushnet Holdings reported 3Q sales of KRW907.6b (up 8% y-y or up 6% in dollar terms) and an operating profit of KRW123.2b (up 12% y-y), led by strong sales of new products (*eg*, Titleist brand's signature golf balls [Pro V1] and T-series irons [the latter launched in August]). Meanwhile, Acushnet Holdings posted an evenly solid growth globally excluding Japan, benefitting from the regional expansion of the global industry. The Titleist brand should continue posting stable sales growth, with the brand remaining a dominant choice among PGA tour players.

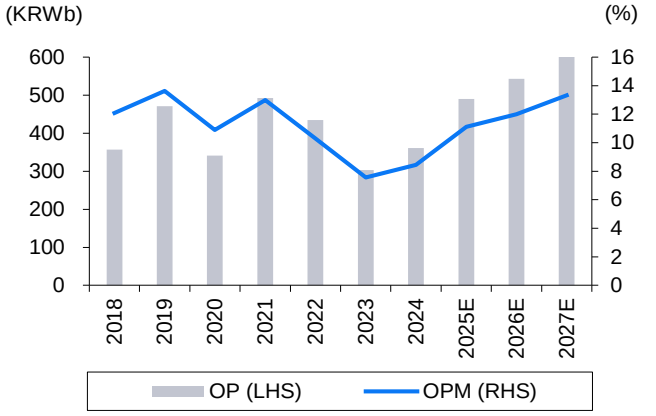
**Maintaining BUY and target price:** We keep our target price at KRW54,000 (based on a sum-of-the-parts valuation; 13x 2026 P/E), the sum of per share values of its stake in Acushnet Holdings (KRW1.7t) and the operating value of the Misto business(KRW0.8t). We foresee a re-rating of the stock, given: 1) Acushnet Holdings' stable growth (driven by the global golf market expansion); 2) improved visibility on Misto business earnings growth (led by expansion of the core Fila business and popularity of K-fashion brands in China); and 3) the stock's differentiated shareholder return policy (ie, sustaining a dividend payout ratio of 30% and a shareholder yield of 50%+ by 2027).

**Misto Holdings: Sales and growth**



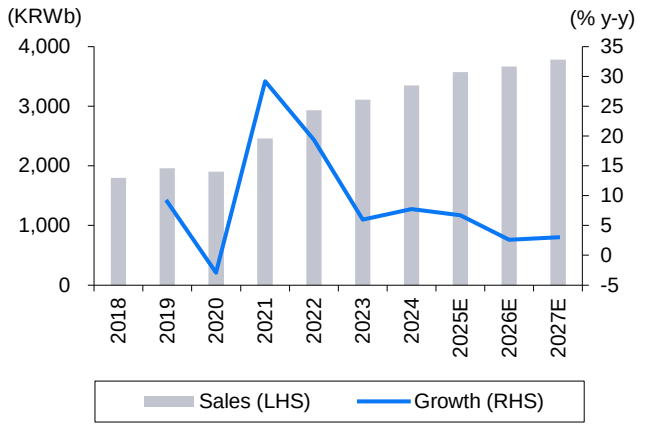

Source: Company data, Samsung Securities estimates

**Misto Holdings: Operating profit and operating margin**



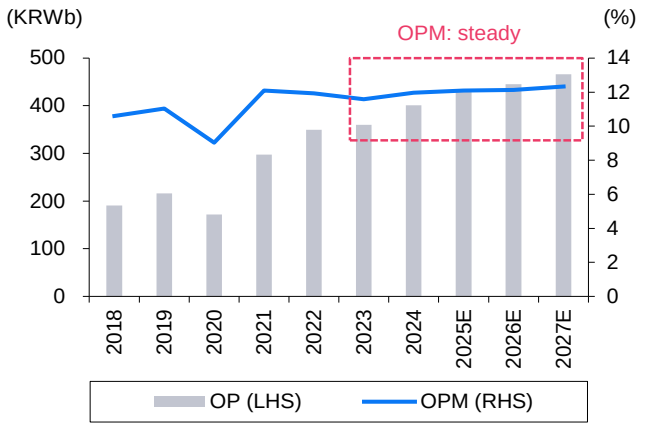

Source: Company data, Samsung Securities estimates

**Acushnet: Sales and growth**



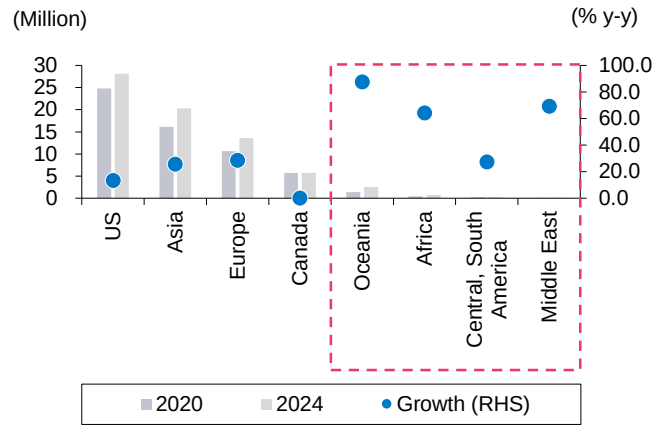

Source: Company data, Samsung Securities estimates

**Acushnet: Operating profit and operating margin**




Source: Company data, Samsung Securities estimates

### Number of 9- &18-hole golfers, by region: 2020 vs 2024



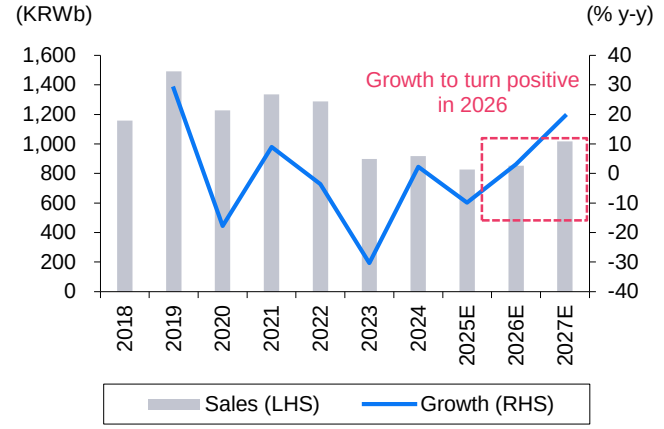

Source: R&A, NGF, Samsung Securities

### Golf brand: Market share in PGA players (2025)

| | Ball | | Driver | | Iron | |
|---|---|---|---|---|---|---|
| Rank | Brand | No. of Tour players | Brand | No. of Tour players | Brand | No. of Tour players |
| 1 | Titleist | 102 | Titleist | 60 | Titleist | 93 |
| 2 | Callaway | 13 | Ping | 39 | Callaway | 50 |
| 3 | Srixon | 10 | Callaway | 28 | Srixon | 41 |
| 4 | Taylormade | 6 | Taylormade | 18 | Ping | 39 |
| 5 | Bsgolf | 5 | Srixon | 4 | Taylormade | 30 |

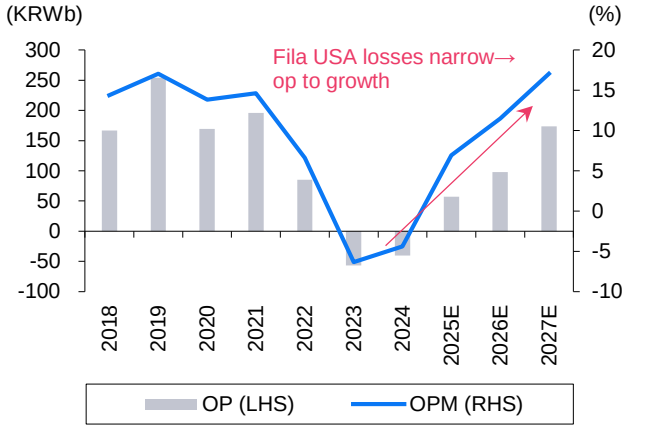
Source: PGAClub tracker, Samsung Securities

### Misto business: Sales and growth



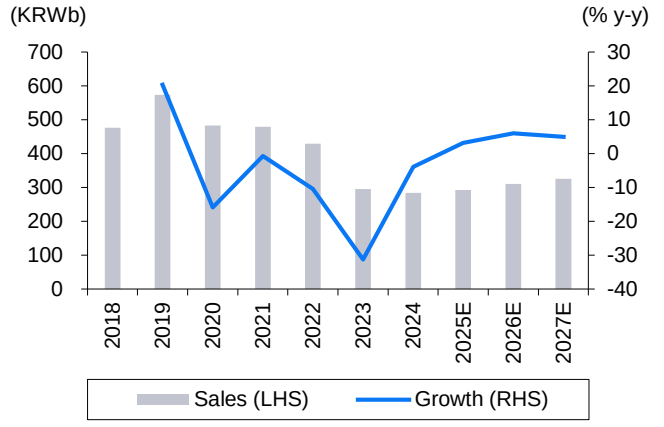

Source: Company data, Samsung Securities estimates

### Misto business: Operating profit and operating margin



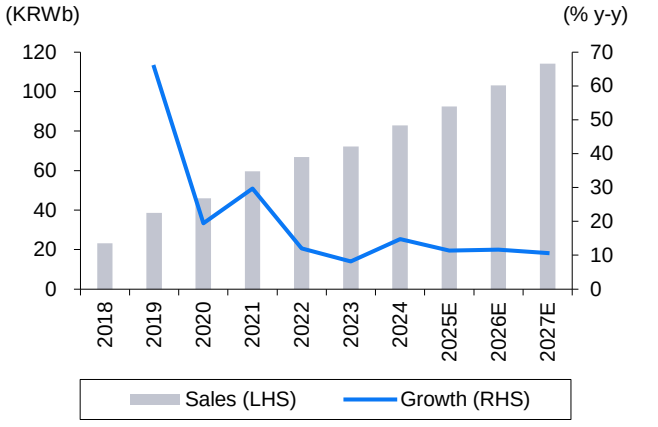

Source: Company data, Samsung Securities estimates

### Fila Korea: Sales and growth



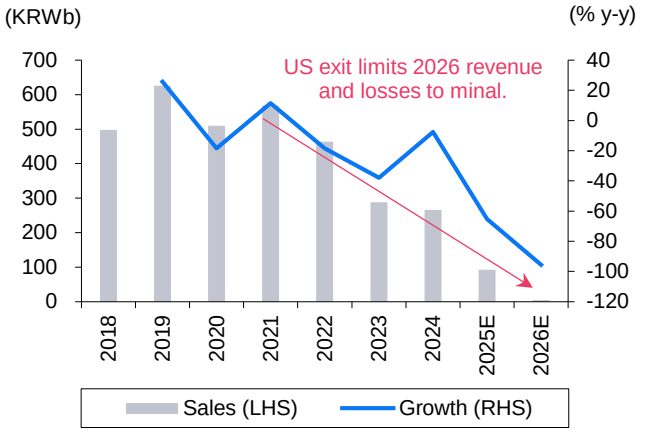

Source: Company data, Samsung Securities estimates

### Fila DSF (China): Sales and growth



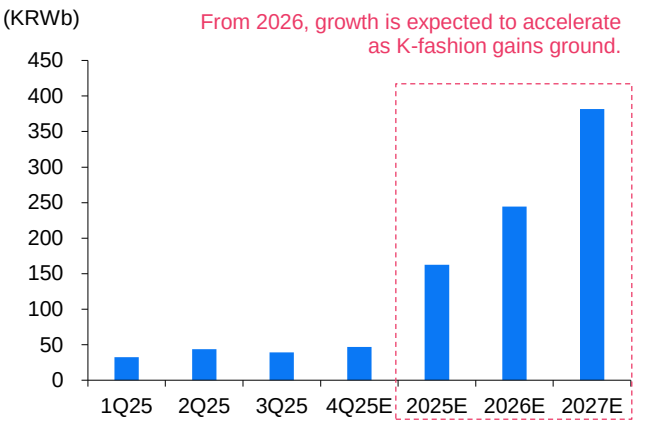

Source: Company data, Samsung Securities estimates

### Fila USA: Sales and growth




Source: Company data, Samsung Securities estimates

### Licensing distribution: Sales




Source: Company data, Samsung Securities estimates

### Misto Holdings: Results and forecasts

| (KRWb) | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | 2Q25 | 3Q25 | 4Q25E | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sales | 1,183 | 1,175 | 1,049 | 861 | 1,237 | 1,228 | 1,088 | 849 | 4,269 | 4,403 | 4,522 | 4,798 |
| Misto | 243 | 238 | 205 | 232 | 216 | 219 | 181 | 214 | 917 | 826 | 852 | 1,018 |
| Fila Korea | 68 | 75 | 66 | 75 | 72 | 76 | 67 | 78 | 284 | 293 | 311 | 326 |
| Fila China | 18 | 20 | 15 | 30 | 22 | 22 | 16 | 32 | 83 | 92 | 103 | 114 |
| Fila USA | 86 | 76 | 53 | 51 | 39 | 30 | 13 | 10 | 266 | 92 | 4 | 4 |
| Fila royalty | 17 | 17 | 18 | 15 | 17 | 17 | 16 | 14 | 67 | 64 | 66 | 67 |
| Licensing distribution | - | - | - | - | 32 | 44 | 39 | 47 | - | 163 | 245 | 382 |
| Acushnet Holdings | 940 | 938 | 844 | 630 | 1,022 | 1,000 | 908 | 636 | 3,351 | 3,576 | 3,670 | 3,780 |
| Operating profit | 163 | 140 | 93 | (36) | 163 | 182 | 132 | 13 | 361 | 490 | 543 | 639 |
| Misto | 6 | (3) | (16) | (27) | 2 | 34 | 9 | 12 | (40) | 57 | 98 | 173 |
| Acushnet Holdings | 157 | 143 | 109 | (9) | 160 | 148 | 123 | 1 | 401 | 433 | 445 | 466 |
| **Margins (%)** | | | | | | | | | | | | |
| Operating margin | 13.8 | 11.9 | 8.9 | (4.2) | 13.1 | 14.8 | 12.1 | 1.6 | 8.5 | 11.1 | 12.0 | 13.3 |
| Misto | 2.5 | (1.1) | (7.8) | (11.8) | 1.1 | 15.8 | 4.8 | 5.7 | (4.4) | 6.9 | 11.5 | 17.0 |
| Acushnet Holdings | 16.7 | 15.2 | 13.0 | (1.4) | 15.7 | 14.6 | 13.6 | 0.2 | 12.0 | 12.1 | 12.1 | 12.3 |
| **Growth (% y-y)** | | | | | | | | | | | | |
| Sales | 6.7 | 2.5 | 6.0 | 13.2 | 4.6 | 4.5 | 3.7 | (1.4) | 6.5 | 3.1 | 2.7 | 6.1 |
| Misto | 4.1 | (1.4) | (2.8) | 9.5 | (11.1) | (8.9) | (12.0) | (7.8) | 2.2 | (9.9) | 3.1 | 19.5 |
| Fila Korea | (14.9) | (2.5) | 4.9 | (0.8) | 6.4 | 0.7 | 0.8 | 5.0 | (3.9) | 3.2 | 6.0 | 5.0 |
| Fila China | 5.5 | 14.3 | 6.2 | 27.0 | 24.1 | 12.0 | 6.9 | 5.6 | 14.8 | 11.4 | 11.6 | 10.7 |
| Fila USA | 11.9 | (16.6) | (18.8) | (6.6) | (54.3) | (60.4) | (75.7) | (80.0) | (7.6) | (65.2) | (95.7) | 0.0 |
| Fila royalty | (11.2) | (12.6) | (5.2) | (25.7) | 1.2 | (4.4) | (7.3) | (7.3) | (13.9) | (4.4) | 3.0 | 2.0 |
| Acushnet Holdings | 7.4 | 3.5 | 8.4 | 14.7 | 8.7 | 7.9 | 7.5 | 1.0 | 7.8 | 6.7 | 2.6 | 3.0 |
| Operating profit | 1.8 | 52.4 | 0.9 | nm | (0.4) | 29.8 | 41.2 | nm | 18.9 | 35.8 | 10.8 | 17.8 |
| Misto | 45.8 | nm | nm | nm | (62.0) | nm | nm | nm | nm | nm | 71.0 | 77.2 |
| Acushnet Holdings | 0.6 | 3.1 | 13.0 | nm | 2.0 | 3.4 | 12.5 | nm | 11.3 | 7.9 | 2.9 | 4.7 |

Source: Company data, Samsung Securities estimates

### Acushnet holdings: earnings

| (USDm) | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | 2Q25 | 3Q25 | 4Q25E | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sales | 708 | 684 | 621 | 445 | 703 | 721 | 658 | 454 | 2,457 | 2,536 | 2,622 | 2,700 |
| Growth (% y-y) | 3.1 | (0.8) | 4.6 | 7.8 | (0.6) | 5.4 | 6.0 | 2.0 | 3.2 | 3.2 | 3.3 | 3.0 |
| **By segment** | | | | | | | | | | | | |
| Titleist golf balls | 208 | 248 | 191 | 141 | 213 | 262 | 202 | | | | | |
| Footjoy golf wear | 192 | 157 | 133 | 97 | 178 | 153 | 137 | | | | | |
| Titleist golf clubs | 204 | 178 | 214 | 126 | 208 | 192 | 225 | | | | | |
| Titleist golf gear | 68 | 69 | 52 | 38 | 71 | 77 | 61 | | | | | |
| Other | 35 | 33 | 31 | 43 | 33 | 37 | 32 | | | | | |
| **Growth (% y-y)** | | | | | | | | | | | | |
| Titleist golf balls | 8.3 | 4.2 | (1.0) | 0.7 | 2.5 | 5.9 | 6.2 | | | | | |
| Footjoy golf wear | (6.3) | (0.6) | (2.6) | 1.2 | (7.3) | (2.9) | 2.6 | | | | | |
| Titleist golf clubs | 12.8 | (5.6) | 18.2 | 15.8 | 1.9 | 7.9 | 5.3 | | | | | |
| Titleist golf gear | 1.8 | (1.4) | 8.2 | 19.9 | 4.1 | 11.3 | 18.6 | | | | | |
| Other | (14.9) | (8.1) | (11.5) | 17.7 | (6.2) | 13.3 | 3.5 | | | | | |
| **Sales contribution (%)** | | | | | | | | | | | | |
| Titleist golf balls | 29.4 | 36.2 | 30.7 | 31.6 | 30.3 | 36.4 | 30.8 | | | | | |
| Footjoy golf wear | 27.2 | 23.0 | 21.5 | 21.9 | 25.4 | 21.2 | 20.8 | | | | | |
| Titleist golf clubs | 28.8 | 26.0 | 34.5 | 28.3 | 29.5 | 26.6 | 34.2 | | | | | |
| Titleist golf gear | 9.6 | 10.1 | 8.3 | 8.5 | 10.1 | 10.6 | 9.3 | | | | | |
| Other | 5.0 | 4.8 | 5.0 | 9.7 | 4.7 | 5.2 | 4.9 | | | | | |
| **By region** | | | | | | | | | | | | |
| US | 418 | 409 | 374 | 246 | 424 | 435 | 397 | | | | | |
| EMEA | 102 | 87 | 76 | 57 | 104 | 99 | 91 | | | | | |
| Japan | 37 | 30 | 42 | 25 | 35 | 30 | 37 | | | | | |
| Korea | 75 | 84 | 67 | 65 | 66 | 80 | 68 | | | | | |
| Rest of the world | 75 | 75 | 62 | 52 | 74 | 77 | 65 | | | | | |
| **Growth (% y-y)** | | | | | | | | | | | | |
| United States | 13.1 | 1.8 | 6.2 | 8.7 | 1.4 | 6.4 | 6.1 | | | | | |
| EMEA | (3.0) | 0.7 | (0.1) | 18.3 | 2.2 | 14.3 | 20.7 | | | | | |
| Japan | (19.8) | (9.1) | 6.9 | (18.9) | (5.4) | (0.0) | (11.5) | | | | | |
| Korea | (15.4) | (3.2) | 2.1 | 7.1 | (12.1) | (4.8) | 0.9 | | | | | |
| Rest of the World | (1.3) | (8.9) | 2.3 | 11.6 | (1.7) | 2.7 | 4.8 | | | | | |
| **Sales contribution (%)** | | | | | | | | | | | | |
| United States | 59.1 | 59.7 | 60.3 | 55.2 | 60.3 | 60.3 | 60.4 | | | | | |
| EMEA | 14.4 | 12.7 | 12.2 | 12.8 | 14.8 | 13.8 | 13.9 | | | | | |
| Japan | 5.3 | 4.4 | 6.7 | 5.7 | 5.0 | 4.1 | 5.6 | | | | | |
| Korea | 10.6 | 12.3 | 10.8 | 14.6 | 9.4 | 11.1 | 10.3 | | | | | |
| Rest of the World | 10.6 | 11.0 | 10.0 | 11.7 | 10.5 | 10.7 | 9.9 | | | | | |
| Gross profit | 378 | 372 | 304 | 172 | 337 | 354 | 319 | 175 | 1,188 | 1,186 | 1,226 | 1,263 |
| Growth (% y-y) | 3.4 | 0.9 | (1.4) | (18.0) | (10.8) | (4.7) | 4.9 | 2.0 | (5.2) | (0.1) | 3.4 | 3.0 |
| Gross margin (%) | 53.4 | 54.4 | 49.0 | 38.6 | 47.9 | 49.2 | 48.5 | 38.6 | 48.3 | 46.8 | 46.8 | 46.8 |
| Operating profit | 121 | 106 | 82 | (5) | 115 | 110 | 93 | 1 | 304 | 318 | 318 | 333 |
| Growth (% y-y) | (2.8) | (0.4) | 4.4 | nm | (5.6) | 3.7 | 13.3 | nm | 6.6 | 4.6 | (0.1) | 4.7 |
| Operating margin (%) | 17.2 | 15.5 | 13.2 | (1.2) | 16.3 | 15.3 | 14.1 | 0.2 | 12.4 | 12.6 | 12.1 | 12.3 |
| Net profit | 85 | 70 | 55 | (8) | 99 | 76 | 48 | (5) | 202 | 218 | 224 | 230 |
| Growth (% y-y) | (7.6) | (5.6) | (3.1) | nm | 17.1 | 7.7 | (13.1) | nm | 2.5 | 8.1 | 2.5 | 3.0 |
| Net margin (%) | 12.0 | 10.3 | 8.9 | (1.8) | 14.1 | 10.5 | 7.3 | (1.0) | 8.2 | 8.6 | 8.5 | 8.5 |

Source: Company data, Samsung Securities estimates

### Misto Holdings: Sum-of-the-parts valuation

| (KRWb) | Calculation | | Note |
|---|---|---|---|
| Acushnet market cap | | 6,832 | As of Nov 14, 2025 |
| Acushnet stake (%) | | 51% | |
| Acushnet discount (%) | | 50% | |
| Acushnet's equity value | A | 1,742 | |
| Misto business EBITDA | | 166 | 2027E (consolidated less Acushnet) |
| Target EV/EBITDA (x) | | 5.4 | 50% discount to average 2027E EV/EBITDA at which global sports brands are trading |
| Misto business value | B | 815 | |
| Net cash | C | 249 | Consolidated less Acushnet |
| Misto Holdings target market cap | D=A+B+C | 2,806 | |
| Shares outstanding ('000) | E | 51,655 | Excluding treasury shares |
| Target price (KRW) | D/E | 54,000 | Equivalent to 11x 2027 P/E |

Source: Bloomberg, Samsung Securities estimates

### Global fashion brand peers: Valuations

| Company | Market cap | P/E (x) | | EPS growth (%) | | P/B (x) | | ROE (%) | | Dividend payout ratio (%) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | (KRWb) | 2025E | 2026E | 2025E | 2026E | 2025E | 2026E | 2025E | 2026E | 2025E | 2026E |
| F&F | 2,823 | 7.7 | 7.0 | 6.1 | 10.6 | 1.5 | 1.3 | 22.0 | 20.5 | 19.3 | 18.7 |
| Misto Holdings | 2,455 | 12.0 | 9.6 | 30.6 | 24.4 | 1.1 | 1.0 | 9.9 | 11.6 | 45.1 | 40.0 |
| Gamsung | 500 | 14.8 | 9.8 | - | 50.3 | 3.3 | 2.6 | 22.1 | 26.2 | - | - |
| Shinsegae International | 360 | 20.4 | 10.1 | (61.7) | 102.1 | 0.4 | 0.4 | 2.2 | 4.4 | 80.2 | 45.5 |
| Handsome | 354 | 8.7 | 7.8 | (24.4) | 10.3 | 0.3 | 0.2 | 2.9 | 3.2 | 42.8 | 40.3 |
| **Korea average** | | **12.7** | **8.9** | **(12.4)** | **39.6** | **1.3** | **1.1** | **11.8** | **13.2** | **46.8** | **29.1** |
| Nike | 136,803 | 29.2 | 37.7 | (41.4) | (22.5) | 7.1 | 7.0 | 23.4 | 18.0 | 72.3 | 94.9 |
| Adidas | 49,771 | 21.8 | 15.2 | 78.6 | 42.9 | 4.6 | 3.9 | 22.0 | 26.6 | 37.9 | 38.4 |
| Lulu lemon | 29,511 | 11.8 | 13.2 | 15.4 | (10.3) | 4.4 | 4.1 | 39.5 | 33.0 | 0.0 | 0.0 |
| Amer sports | 24,496 | 36.1 | 27.3 | 82.5 | 32.2 | 3.0 | 2.7 | 8.8 | 10.5 | 0.0 | 0.0 |
| Asics | 26,379 | 30.0 | 28.1 | 42.0 | 6.9 | 10.2 | 8.3 | 35.7 | 35.5 | 22.2 | 24.6 |
| Deckers | 17,666 | 14.0 | 12.9 | 31.2 | 8.0 | 4.9 | 4.3 | 37.4 | 34.6 | 0.0 | 0.0 |
| On Holdings | 16,835 | 46.1 | 23.2 | (25.5) | 99.2 | 6.0 | 4.9 | 11.2 | 21.7 | 0.0 | 0.0 |
| **Global average** | | **27.0** | **22.5** | **26.1** | **22.3** | **5.7** | **5.0** | **25.4** | **25.7** | **18.9** | **22.6** |

Note: As of Nov 11, 2025
Source: Bloomberg, Samsung Securities

## Income statement

| Year-end Dec 31 (KRWb) | 2023 | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|
| **Sales** | **4,007** | **4,269** | **4,403** | **4,522** | **4,798** |
| Cost of goods sold | 2,036 | 2,031 | 2,073 | 2,112 | 2,227 |
| **Gross profit** | **1,970** | **2,238** | **2,330** | **2,410** | **2,571** |
| Gross margin (%) | 49.2 | 52.4 | 52.9 | 53.3 | 53.6 |
| SG&A expenses | 1,667 | 1,877 | 1,840 | 1,867 | 1,932 |
| **Operating profit** | **303** | **361** | **490** | **543** | **639** |
| Operating margin (%) | 7.6 | 8.5 | 11.1 | 12.0 | 13.3 |
| **Non-operating gains (losses)** | **-26** | **-21** | **2** | **-15** | **-5** |
| Financial profit | 43 | 67 | 52 | 46 | 53 |
| Financial costs | 126 | 141 | 145 | 129 | 133 |
| Equity-method gains (losses) | 64 | 62 | 67 | 74 | 81 |
| Other | -7 | -8 | 29 | -6 | -6 |
| **Pre-tax profit** | **277** | **339** | **492** | **528** | **635** |
| Taxes | 124 | 132 | 93 | 111 | 133 |
| Effective tax rate (%) | 44.8 | 38.8 | 19.0 | 21.0 | 21.0 |
| Profit from continuing operations | 153 | 208 | 398 | 417 | 502 |
| Profit from discontinued operations | 0 | 0 | 0 | 0 | 0 |
| **Net profit** | **153** | **208** | **398** | **417** | **502** |
| Net margin (%) | 3.8 | 4.9 | 9.1 | 9.2 | 10.5 |
| Net profit (controlling interests) | 43 | 84 | 234 | 257 | 309 |
| Net profit (non-controlling interests) | 110 | 124 | 164 | 160 | 192 |
| EBITDA | 436 | 512 | 667 | 701 | 778 |
| EBITDA margin (%) | 10.9 | 12.0 | 15.1 | 15.5 | 16.2 |
| EPS (parent-based) (KRW) | 701 | 1,398 | 3,895 | 4,275 | 5,146 |
| EPS (consolidated) (KRW) | 2,519 | 3,448 | 6,631 | 6,935 | 8,346 |
| Adjusted EPS (KRW)* | 701 | 1,398 | 3,895 | 4,275 | 5,146 |

## Balance sheet

| Year-end Dec 31 (KRWb) | 2023 | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|
| **Current assets** | **2,242** | **2,462** | **2,554** | **2,966** | **3,550** |
| Cash & equivalents | 586 | 683 | 800 | 1,128 | 1,560 |
| Accounts receivable | 434 | 508 | 501 | 525 | 569 |
| Inventories | 1,045 | 1,019 | 1,004 | 1,053 | 1,141 |
| Other current assets | 177 | 252 | 248 | 259 | 281 |
| **Fixed assets** | **2,738** | **3,074** | **2,959** | **2,840** | **2,749** |
| Investment assets | 236 | 208 | 208 | 217 | 235 |
| Tangible assets | 601 | 799 | 713 | 640 | 584 |
| Intangible assets | 1,778 | 1,973 | 1,918 | 1,863 | 1,809 |
| Other long-term assets | 124 | 93 | 121 | 121 | 121 |
| **Total assets** | **4,980** | **5,536** | **5,512** | **5,806** | **6,299** |
| **Current liabilities** | **1,161** | **1,234** | **1,170** | **1,179** | **1,308** |
| Accounts payable | 256 | 298 | 294 | 308 | 334 |
| Short-term debt | 371 | 420 | 368 | 338 | 398 |
| Other current liabilities | 533 | 516 | 509 | 533 | 577 |
| **Long-term liabilities** | **1,265** | **1,566** | **1,685** | **1,750** | **1,827** |
| Bonds & long-term debt | 864 | 1,105 | 1,234 | 1,284 | 1,334 |
| Other long-term liabilities | 401 | 461 | 451 | 466 | 493 |
| **Total liabilities** | **2,426** | **2,800** | **2,855** | **2,929** | **3,135** |
| **Owners of parent equity** | **1,908** | **2,005** | **1,940** | **2,001** | **2,095** |
| Capital stock | 61 | 61 | 61 | 61 | 61 |
| Capital surplus | 57 | 71 | 68 | 68 | 68 |
| Retained earnings | 1,629 | 1,621 | 1,785 | 1,962 | 2,162 |
| Other | 161 | 252 | 26 | -90 | -197 |
| **Non-controlling interests' equity** | **646** | **731** | **716** | **876** | **1,069** |
| **Total equity** | **2,554** | **2,736** | **2,657** | **2,877** | **3,164** |
| Net debt | 853 | 937 | 891 | 581 | 256 |

## Cash flow statement

| Year-end Dec 31 (KRWb) | 2023 | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|
| **Cash flow from operations** | **578** | **494** | **481** | **473** | **509** |
| Net profit | 153 | 208 | 398 | 417 | 502 |
| Non-cash profit and expenses | 342 | 357 | 297 | 278 | 271 |
| Depreciation | 92 | 107 | 121 | 103 | 86 |
| Amortization | 40 | 44 | 56 | 55 | 53 |
| Other | 210 | 206 | 120 | 120 | 132 |
| Changes in A/L from operating activities | 247 | 24 | -25 | -29 | -52 |
| **Cash flow from investments** | **-246** | **-194** | **-250** | **-62** | **-66** |
| Change in tangible assets | -159 | -146 | -76 | -30 | -30 |
| Change in financial assets | -32 | -45 | 1 | -5 | -9 |
| Other | -55 | -3 | -175 | -26 | -26 |
| **Cash flow from financing** | **-307** | **-254** | **-180** | **-157** | **-84** |
| Change in debt | 198 | 226 | 70 | 23 | 115 |
| Change in equity | 4 | 14 | -3 | 0 | 0 |
| Dividends | -98 | -102 | -90 | -80 | -109 |
| Other | -411 | -391 | -158 | -100 | -90 |
| Change in cash | 178 | 98 | 117 | 328 | 432 |
| Cash at beginning of year | 407 | 586 | 683 | 800 | 1,128 |
| Cash at end of year | 586 | 683 | 800 | 1,128 | 1,560 |
| **Gross cash flow** | **495** | **564** | **695** | **695** | **773** |
| **Free cash flow** | **418** | **348** | **405** | **443** | **479** |

## Financial ratios

| Year-end Dec 31 | 2023 | 2024 | 2025E | 2026E | 2027E |
|---|---|---|---|---|---|
| **Growth (%)** | | | | | |
| Sales | -5.1 | 6.5 | 3.1 | 2.7 | 6.1 |
| Operating profit | -30.2 | 18.9 | 35.8 | 10.8 | 17.8 |
| Net profit | -67.3 | 35.7 | 91.8 | 4.6 | 20.4 |
| Adjusted EPS** | -87.6 | 99.4 | 178.7 | 9.8 | 20.4 |
| **Per-share data (KRW)** | | | | | |
| EPS (parent-based) | 701 | 1,398 | 3,895 | 4,275 | 5,146 |
| EPS (consolidated) | 2,519 | 3,448 | 6,631 | 6,935 | 8,346 |
| Adjusted EPS** | 701 | 1,398 | 3,895 | 4,275 | 5,146 |
| BVPS | 31,752 | 34,479 | 36,272 | 38,157 | 40,559 |
| DPS (common) | 1,090 | 1,200 | 1,860 | 1,950 | 2,390 |
| **Valuations (x)** | | | | | |
| P/E*** | 55.2 | 28.8 | 10.5 | 9.5 | 7.9 |
| P/B*** | 1.2 | 1.2 | 1.1 | 1.1 | 1.0 |
| EV/EBITDA | 8.8 | 8.0 | 6.1 | 5.6 | 4.9 |
| **Ratios (%)** | | | | | |
| ROE | 2.3 | 4.3 | 11.9 | 13.0 | 15.1 |
| ROA | 3.1 | 4.0 | 7.2 | 7.4 | 8.3 |
| ROIC | 4.9 | 6.2 | 10.8 | 12.0 | 14.3 |
| Payout ratio | 153.8 | 82.5 | 30.0 | 40.0 | 40.0 |
| Dividend yield (common) | 2.8 | 3.0 | 4.6 | 4.8 | 5.9 |
| Net debt to equity | 33.4 | 34.2 | 33.5 | 20.2 | 8.1 |
| Interest coverage (x) | 3.5 | 3.5 | 4.6 | 5.0 | 5.7 |

Note: *Excluding one-off items;
**Fully diluted, excluding one-off items;
***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

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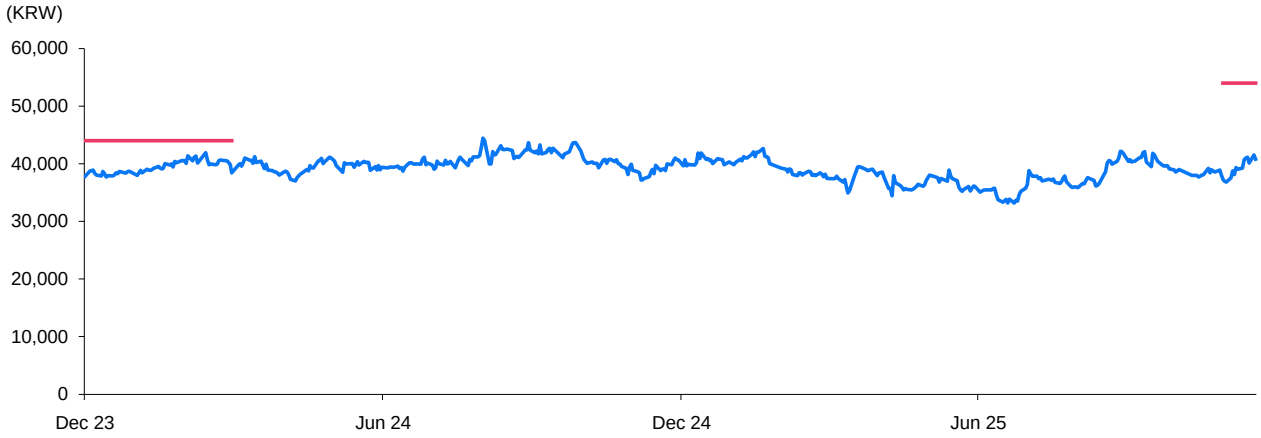


## Rating changes over past two years (adjusted share prices)

| Date | 2023/5/15 | 2024/5/15 | 2025/5/15 | 2025/10/29 |
|---|---|---|---|---|
| Recommendation | BUY | BUY | | BUY |
| Target price (KRW) | 44000 | 44000 | | 54000 |
| Gap* (average) | -12.49 | -100.00 | - | |
| (max or min)** | -4.77 | -100.00 | - | |

Note: * [(average, maximum, or minimum share price over duration of target price minus target price) / target price] x 100%
** Maximum/minimum share price if new target is higher/lower than market close on the business day prior to target price change

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| | |
|---|---|
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**Industry**

| | |
|---|---|
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