COMPANY UPDATE

2026. 3. 25

Finance/Consumer Goods Team

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Misto Holdings (081660)

K-brand distribution business needs more time

- Misto Holdings' 4Q25 operating profit came in below expectations, recording an operating loss of KRW1.6b hit by seasonal downturn at Acushnet.
- Meanwhile, the company's K-brand distribution business in China should face growth slowdown in 2026, driven by the expiration of the "Mardi" license in 2H25 and the period required for rebranding of newly acquired IP brands.
- We maintain our BUY rating and target price of KRW54,000

4Q25 review--Operating profit misses consensus; confirmation of Fila brand strength positive: Misto Holdings reported 4Q results showing sales of KRW915.2b (up 6% y-y) and an operating loss of KRW1.6b (remaining negative y-y), the former beating consensus by 5% but the latter missing FnGuide consensus of an operating profit of KRW12.8b. The primary cause of the operating loss was US subsidiary Acushnet Holdings (contributing over 80% of operating profit) suffering an operating loss of KRW31.2b (remaining in the red y-y) due to poor seasonality. Meanwhile, the Misto segment reported sales of KRW216.9b (down 6% y-y) and an operating profit of KRW29.6b (turning positive y-y). The main factor behind the segment's overall sales decline was a 90% y-y drop in sales from the US operation due to structural adjustments. Excluding the US operation, the segment's overall sales would have grown 17% y-y, indicating that Fila's competitiveness remains robust both domestically and overseas (ie, Fila Korea up 4%, Fila DSF up 10%, Fila Royalty up 14%). The segment should resume earnings growth from 2027 led by two key factors: 1) easing of a base effect from the US business restructuring; and 2) accelerated growth in the K-brand China distribution business.

K-brand distribution business still requires time: Meanwhile, the newly touted growth driver—K-brand China distribution business—is expected to suffer sales contraction y-y in 2026, hit by: 1) the impact of the expiration of the "Mardi Mercredi" license in 2H25, and 2) the time needed to rebrand newly acquired IP brands. The business, however, still holds medium-to long-term growth potential, as the company is actively pursuing portfolio diversification (eg, it tries to acquire 3–4 additional brands over the long term) and should begin recognition of new brand sales from 2027 in earnest.

Maintaining target price of KRW54,000 and BUY rating: We maintain our target price of KRW54,000 (based on a SOTP valuation and 12x 2026 P/E). The valuation is derived by combining the equity value of Acushnet Holdings at KRW2t and the estimated enterprise value of the Misto segment at about KRW40m.

AT A GLANCE

BUY

Target price	KRW54,000	27.8%
Current price	KRW42,250	
Market cap	KRW2.2t/USD1.5b	
Shares (float)	53,091,840 (58.9%)	
52-week high/low	KRW54,200/KRW33,200	
Avg daily trading value (60-day)	KRW6.6b/ USD4.4m	

ONE-YEAR PERFORMANCE

	1M	6M	12M
Misto Holdings (%)	-18.9	6.4	8.3
Vs Kospi (%pts)	-12.8	-33.5	-48.7

KEY CHANGES

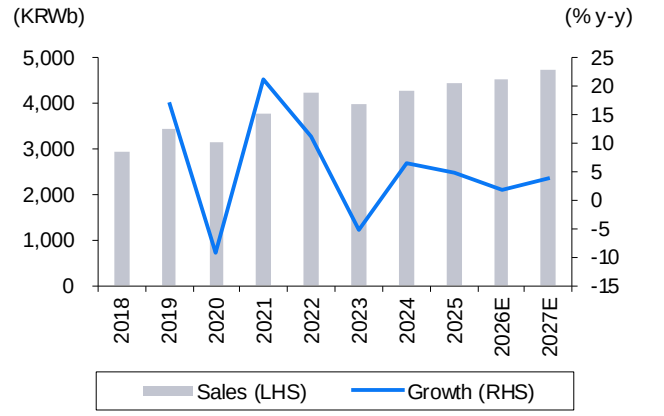
(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	54,000	54,000	0.0%
2025E EPS	3,396	3,903	-13.0%
2026E EPS	4,871	4,895	-0.5%

SAMSUNG vs THE STREET

No of estimates	3
Target price	60,667
Recommendation	4.0

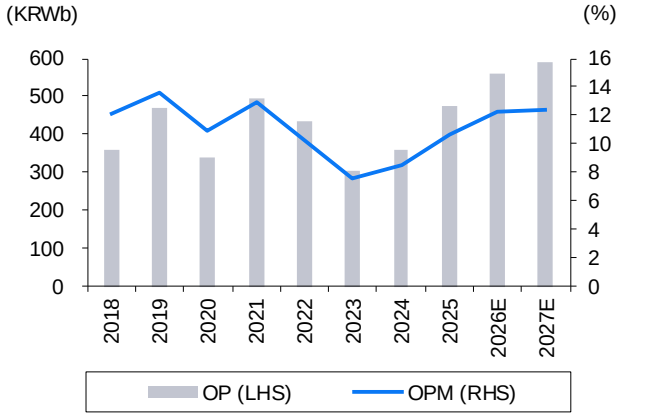
※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL

Misto Holdings: Sales and growth



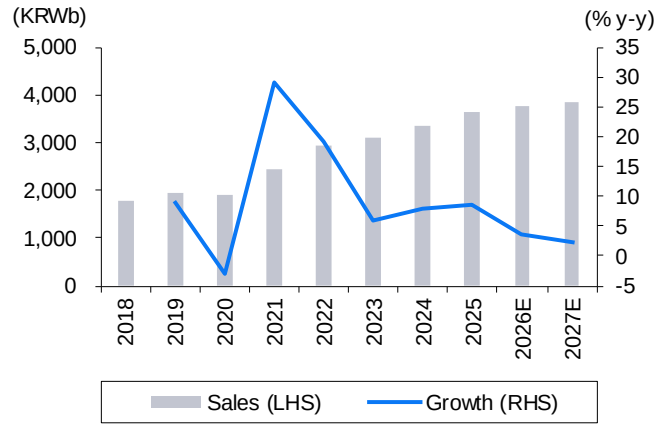
Source: Company data, Samsung Securities estimates

Misto Holdings: Operating profit and OPM



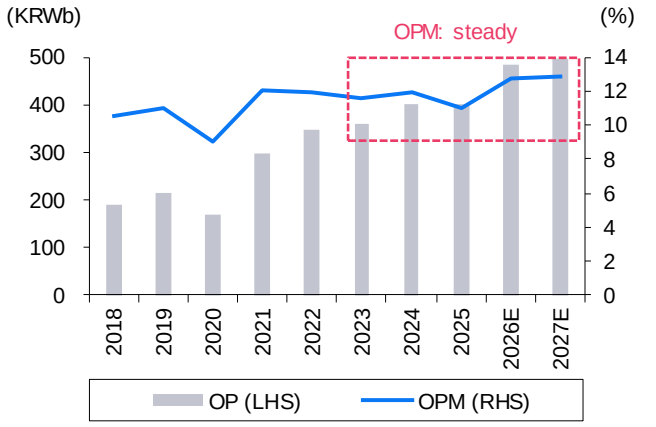
Source: Company data, Samsung Securities estimates

Acushnet: Sales and growth



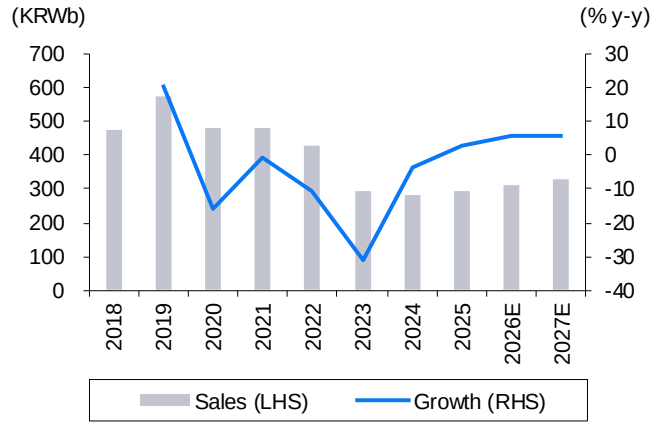
Source: Company data, Samsung Securities estimates

Acushnet: Operating profit and OPM



Source: Company data, Samsung Securities estimates

Misto business: Sales and growth



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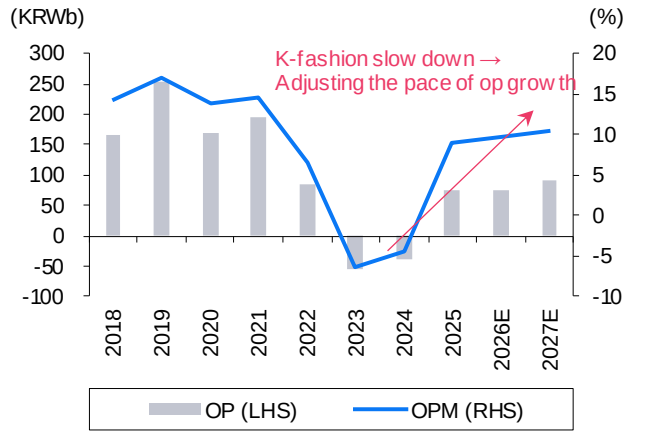
Misto business: Operating profit and OPM



Source: Company data, Samsung Securities estimates

Misto Holdings: earnings forecast

(KRWb)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	2024	2025	2026E	2027E
Sales	1,183	1,175	1,049	861	1,237	1,228	1,088	915	4,269	4,469	4,549	4,730
Misto	243	238	205	232	216	219	181	217	917	830	777	865
Fila Korea	68	75	66	75	72	76	67	78	284	293	310	329
Fila DSF	18	20	15	30	22	22	16	33	83	94	106	119
Fila USA	86	76	53	51	39	30	13	5	266	87	18	18
Fila Royalty	17	17	18	15	17	17	16	17	67	67	69	70
Licensing distribution	-	-	-	-	32	44	39	47	-	162	153	207
Acushnet Holdings	940	938	844	630	1,022	1,000	908	698	3,351	3,639	3,772	3,864
Operating profit	163	140	93	(36)	163	182	132	(2)	361	475	560	588
Misto	6	(3)	(16)	(27)	2	34	9	30	(40)	75	76	90
Acushnet Holdings	157	143	109	(9)	160	148	123	(31)	401	400	483	498
(% to sales)												
Operating profit	13.8	11.9	8.9	(4.2)	13.1	14.8	12.1	(0.2)	8.5	10.6	12.3	12.4
Misto	2.5	(1.1)	(7.8)	(11.8)	1.1	15.8	4.8	13.6	(4.4)	9.0	9.8	10.4
Acushnet Holdings	16.7	15.2	13.0	(1.4)	15.7	14.6	13.6	(4.5)	12.0	11.0	12.8	12.9
(% y-y)												
Sales	6.7	2.5	6.0	13.2	4.6	4.5	3.7	6.3	6.5	4.7	1.8	4.0
Misto	4.1	(1.4)	(2.8)	9.5	(11.1)	(8.9)	(12.0)	(6.4)	2.2	(9.6)	(6.4)	11.4
Fila Korea	(14.9)	(2.5)	4.9	(0.8)	6.4	0.7	0.8	4.4	(3.9)	3.1	6.0	6.0
Fila DSF	5.5	14.3	6.2	27.0	24.1	12.0	6.9	10.0	14.8	13.0	12.6	13.0
Fila USA	11.9	(16.6)	(18.8)	(6.6)	(54.3)	(60.4)	(75.7)	(90.6)	(7.6)	(67.2)	(79.3)	0.0
Fila Royalty	(11.2)	(12.6)	(5.2)	(25.7)	1.2	(4.4)	(7.3)	14.0	(13.9)	0.4	2.0	2.0
Acushnet Holdings	7.4	3.5	8.4	14.7	8.7	7.9	7.5	10.9	7.8	8.6	3.7	2.4
Operating profit	1.8	52.4	0.9	nm	(0.4)	29.8	41.2	nm	18.9	31.6	17.9	5.1
Misto	45.8	nm	nm	nm	(62.0)	nm	nm	nm	nm	nm	2.0	18.6
Acushnet Holdings	0.6	3.1	13.0	nm	2.0	3.4	12.5	nm	11.3	(0.2)	20.8	2.9

Source: Company data, Samsung Securities estimates

Acushnet: earnings forecast

(USDm)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	2024	2025	2026E	2027E
Sales	708	684	621	445	703	721	658	477	2,457	2,559	2,653	2,717
(% y-y)	3.1	(0.8)	4.6	7.8	(0.6)	5.4	6.0	7.2	3.2	4.1	3.7	2.4
By Segment												
Titleist Golf Balls	208	248	191	141	213	262	202	143	787	821		
Footjoy Golf Wear	192	157	133	97	178	153	137	102	580	570		
Titleist Golf Clubs	204	178	214	126	208	192	225	151	721	775		
Titleist Golf Gear	68	69	52	38	71	77	61	36	232	245		
Others	35	33	31	43	33	37	32	45	137	148		
(% y-y)												
Titleist Golf Balls	8.3	4.2	(1.0)	0.7	2.5	5.9	6.2	1.9	3.3	4.4		
Footjoy Golf Wear	(6.3)	(0.6)	(2.6)	1.2	(7.3)	(2.9)	2.6	5.1	(2.7)	(1.8)		
Titleist Golf Clubs	12.8	(5.6)	18.2	15.8	1.9	7.9	5.3	19.5	9.5	7.5		
Titleist Golf Gear	1.8	(1.4)	8.2	19.9	4.1	11.3	18.6	(5.0)	7.4	5.5		
Others	(14.9)	(8.1)	(11.5)	17.7	(6.2)	13.3	3.5	4.5	(8.1)	7.7		
Portion to sales (%)												
Titleist Golf Balls	29.4	36.2	30.7	31.6	30.3	36.4	30.8	30.0	32.0	32.1		
Footjoy Golf Wear	27.2	23.0	21.5	21.9	25.4	21.2	20.8	21.5	23.6	22.3		
Titleist Golf Clubs	28.8	26.0	34.5	28.3	29.5	26.6	34.2	31.6	29.4	30.3		
Titleist Golf Gear	9.6	10.1	8.3	8.5	10.1	10.6	9.3	7.5	9.4	9.6		
Others	5.0	4.8	5.0	9.7	4.7	5.2	4.9	9.5	5.6	5.8		
By region												
United States	418	409	374	246	424	435	397	267	1,447	1,523		
EMEA	102	87	76	57	104	99	91	63	321	357		
Japan	37	30	42	25	35	30	37	29	134	131		
Korea	75	84	67	65	66	80	68	62	291	276		
Rest of the World	75	75	62	52	74	77	65	56	264	272		
(% y-y)												
United States	13.1	1.8	6.2	8.7	1.4	6.4	6.1	8.7	7.2	5.3		
EMEA	(3.0)	0.7	(0.1)	18.3	2.2	14.3	20.7	10.0	2.0	11.2		
Japan	(19.8)	(9.1)	6.9	(18.9)	(5.4)	(0.0)	(11.5)	15.4	(10.3)	(2.2)		
Korea	(15.4)	(3.2)	2.1	7.1	(12.1)	(4.8)	0.9	(4.6)	(3.6)	(5.3)		
Rest of the World	(1.3)	(8.9)	2.3	11.6	(1.7)	2.7	4.8	7.1	(0.6)	2.9		
Portion to sales (%)												
United States	59.1	59.7	60.3	55.2	60.3	60.3	60.4	56.0	58.9	59.5		
EMEA	14.4	12.7	12.2	12.8	14.8	13.8	13.9	13.1	13.1	13.9		
Japan	5.3	4.4	6.7	5.7	5.0	4.1	5.6	6.1	5.5	5.1		
Korea	10.6	12.3	10.8	14.6	9.4	11.1	10.3	13.0	11.8	10.8		
Rest of the World	10.6	11.0	10.0	11.7	10.5	10.7	9.9	11.7	10.8	10.6		
Gross profit	378	372	304	172	337	354	319	211	1,188	1,221	1,278	1,315
(% y-y)	3.4	0.9	(1.4)	(18.0)	(10.8)	(4.7)	4.9	22.4	(5.2)	2.8	4.6	2.9
GPM (%)	53.4	54.4	49.0	38.6	47.9	49.2	48.5	44.2	48.3	47.7	48.2	48.4
Operating profit	121	106	82	(5)	115	110	93	(18)	304	299	340	350
(% y-y)	(2.8)	(0.4)	4.4	nm	(5.6)	3.7	13.3	nm	6.6	(1.6)	13.5	2.9
OPM (%)	17.2	15.5	13.2	(1.2)	16.3	15.3	14.1	(3.8)	12.4	11.7	12.8	12.9
Net profit	85	70	55	(8)	99	76	48	(35)	202	187	221	231
(% y-y)	(7.6)	(5.6)	(3.1)	nm	17.1	7.7	(13.1)	nm	2.5	(7.3)	18.0	4.7
NPM (%)	12.0	10.3	8.9	(1.8)	14.1	10.5	7.3	(7.3)	8.2	7.3	8.3	8.5

Source: Company data, Samsung Securities estimates

Misto Holdings: SOTP valuation

		Note
Acushnet market cap	8,200	As of Mar 18, 2026
Acushnet stake (%)	51%	
Acushnet discount (%)	50%	
A. Acushnet's equity value (KRWb)	2,091	
Misto Holdings EBITDA (KRWb)	67	2026E (consolidated less Acushnet)
Target EV/EBITDA (x)	5.9	Korean brands' average 26E EV/EBITDA
B. Misto business value (KRWb)	390	
C.Net cash (KRWb)	369	2026E consolidated less Acushnet
Misto Holdings target market cap (KRWb)	2,850	A+B+C
Shares outstanding ('000)	53,092	
Target Price (KRW)	54,000	Equivalent to 11x 2026 P/E

Source: Bloomberg, Samsung Securities estimates

Global brands' peer valuation

Company	Market cap.	P/E (x)		EPS Growth (%)		P/B (x)		ROE (%)		Payout ratio (%)	
	(KRWb)	2026E	2027E	2026E	2027E	2026E	2027E	2026E	2027E	2026E	2027E
F&F	2,387	5.9	5.6	9.1	6.8	1.1	0.9	20.0	18.4	20.9	20.9
Misto Holdings	2,607	10.3	9.4	23.6	9.3	1.2	1.0	12.7	12.2	38.8	38.7
Gamsung	507	10.7	8.3	37.7	29.3	3.0	2.4	31.5	32.1	23.3	27.0
Shinsegae International	441	13.9	10.4	146.0	34.0	0.5	0.5	3.7	4.9	45.9	35.3
Handsome	559	9.0	7.4	33.1	20.8	0.4	0.4	4.1	4.8	30.6	27.4
Korea average		10.0	8.2	49.9	20.0	1.2	1.0	14.4	14.5	31.9	29.9
Nike	121,292	34.9	23.9	(27.0)	46.3	6.1	6.0	17.5	23.8	100.1	73.5
Adidas	43,096	14.4	12.0	29.2	19.8	3.6	3.1	26.0	27.2	37.6	37.9
Lulu Lemon	27,368	12.2	12.7	(9.5)	(3.5)	3.8	3.2	33.1	27.3	0.0	0.0
Amer Sports	29,089	28.7	22.5	25.9	27.4	3.0	2.6	10.8	12.2	0.0	0.0
Asics	31,299	27.9	24.3	27.0	14.8	9.6	7.7	39.1	36.0	23.0	23.8
Deckers	22,094	15.2	14.3	16.1	6.5	6.0	4.7	39.4	35.5	0.0	0.0
On Holdings	19,577	24.7	19.4	68.9	27.4	4.9	3.9	21.9	22.1	0.0	0.0
Under Armour	3,928	56.8	27.3	(59.7)	108.2	1.8	1.6	3.1	6.2	0.0	0.0
Mizuno	2,551	15.4	14.2	10.1	8.5	1.6	1.5	10.4	10.8	27.0	27.2
Global average		25.6	18.9	9.0	28.4	4.5	3.8	22.4	22.3	20.9	18.0

Source: Bloomberg, Samsung Securities estimates

Income statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Sales	**4,007**	**4,269**	**4,469**	**4,549**	**4,730**
Cost of goods sold	2,036	2,031	2,087	2,119	2,193
Gross profit	**1,970**	**2,238**	**2,382**	**2,430**	**2,536**
Gross margin (%)	49.2	52.4	53.3	53.4	53.6
SG&A expenses	1,667	1,877	1,907	1,871	1,948
Operating profit	**303**	**361**	**475**	**560**	**588**
Operating margin (%)	7.6	8.5	10.6	12.3	12.4
Non-operating gains (losses)	**-26**	**-21**	**-17**	**-25**	**-17**
Financial profit	43	67	50	52	48
Financial costs	126	141	146	147	142
Equity-method gains (losses)	64	62	50	74	81
Other	-7	-8	29	-4	-4
Pre-tax profit	**277**	**339**	**458**	**534**	**571**
Taxes	124	132	109	118	126
Effective tax rate (%)	44.8	38.8	23.9	22.0	22.0
Profit from continuing operations	153	208	348	417	445
Profit from discontinued operations	0	0	0	0	0
Net profit	**153**	**208**	**348**	**417**	**445**
Net margin (%)	3.8	4.9	7.8	9.2	9.4
Net profit (controlling interests)	43	84	204	259	276
Net profit (non-controlling interests)	110	124	145	158	169
EBITDA	436	512	664	755	779
EBITDA margin (%)	10.9	12.0	14.9	16.6	16.5
EPS (parent-based) (KRW)	701	1,398	3,396	4,871	5,202
EPS (consolidated) (KRW)	2,519	3,448	5,815	7,848	8,382
Adjusted EPS (KRW)*	701	1,398	3,396	4,871	5,202

Balance sheet

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Current assets	**2,242**	**2,462**	**1,977**	**2,613**	**3,044**
Cash & equivalents	586	683	11	640	1,018
Accounts receivable	434	508	540	542	557
Inventories	1,045	1,019	1,082	1,087	1,117
Other current assets	177	252	343	344	352
Fixed assets	**2,738**	**3,074**	**3,628**	**3,713**	**3,778**
Investment assets	236	208	223	224	230
Tangible assets	601	799	887	1,039	1,163
Intangible assets	1,778	1,973	2,455	2,387	2,322
Other long-term assets	124	93	63	63	63
Total assets	**4,980**	**5,536**	**5,604**	**6,326**	**6,822**
Current liabilities	**1,161**	**1,234**	**1,209**	**1,363**	**1,247**
Accounts payable	256	298	316	318	327
Short-term debt	371	420	345	495	345
Other current liabilities	533	516	548	550	575
Long-term liabilities	**1,265**	**1,566**	**1,708**	**1,719**	**1,748**
Bonds & long-term debt	864	1,105	1,230	1,240	1,260
Other long-term liabilities	401	461	478	479	488
Total liabilities	**2,426**	**2,800**	**2,917**	**3,082**	**2,995**
Owners of parent equity	**1,908**	**2,005**	**1,991**	**2,390**	**2,804**
Capital stock	61	61	61	61	61
Capital surplus	57	71	95	95	95
Retained earnings	1,629	1,621	1,726	1,918	2,115
Other	161	252	109	316	532
Non-controlling interests' equity	**646**	**731**	**696**	**854**	**1,023**
Total equity	**2,554**	**2,736**	**2,687**	**3,244**	**3,827**
Net debt	853	937	1,653	1,184	684

Cash flow statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Cash flow from operations	**578**	**494**	**509**	**536**	**538**
Net profit	153	208	348	417	445
Non-cash profit and expenses	342	357	341	331	315
Depreciation	92	107	127	127	126
Amortization	40	44	63	68	65
Other	210	206	152	135	123
Changes in A/L from operating activities	247	24	-53	-3	-18
Cash flow from investments	**-246**	**-194**	**-827**	**23**	**50**
Change in tangible assets	-159	-146	-199	-280	-250
Change in financial assets	-32	-45	-7	-0	-3
Other	-55	-3	-621	303	303
Cash flow from financing	**-307**	**-254**	**-350**	**-6**	**-288**
Change in debt	198	226	50	160	-118
Change in equity	4	14	25	0	0
Dividends	-98	-102	-129	-66	-79
Other	-411	-391	-295	-100	-90
Change in cash	178	98	-672	629	378
Cash at beginning of year	407	586	683	11	640
Cash at end of year	586	683	11	640	1,018
Gross cash flow	**495**	**564**	**690**	**747**	**760**
Free cash flow	**418**	**348**	**310**	**256**	**288**

Financial ratios

Year-end Dec 31	2023	2024	2025E	2026E	2027E
Growth (%)					
Sales	-5.1	6.5	4.7	1.8	4.0
Operating profit	-30.2	18.9	31.6	17.9	5.1
Net profit	-67.3	35.7	67.8	19.6	6.8
Adjusted EPS**	-87.6	99.4	143.0	43.4	6.8
Per-share data (KRW)					
EPS (parent-based)	701	1,398	3,396	4,871	5,202
EPS (consolidated)	2,519	3,448	5,815	7,848	8,382
Adjusted EPS**	701	1,398	3,396	4,871	5,202
BVPS	31,752	34,479	43,210	45,564	54,079
DPS (common)	1,090	1,200	1,980	1,480	1,600
Valuations (x)					
P/E***	55.2	28.8	12.6	8.7	8.1
P/B***	1.2	1.2	1.0	0.9	0.8
EV/EBITDA	8.8	8.0	7.4	5.7	5.1
Ratios (%)					
ROE	2.3	4.3	10.2	11.8	10.6
ROA	3.1	4.0	6.3	7.0	6.8
ROIC	4.9	6.2	8.9	9.9	10.2
Payout ratio	153.8	82.5	45.7	30.0	30.0
Dividend yield (common)	2.8	3.0	4.6	3.5	3.8
Net debt to equity	33.4	34.2	61.5	36.5	17.9
Interest coverage (x)	3.5	3.5	4.5	5.1	5.5

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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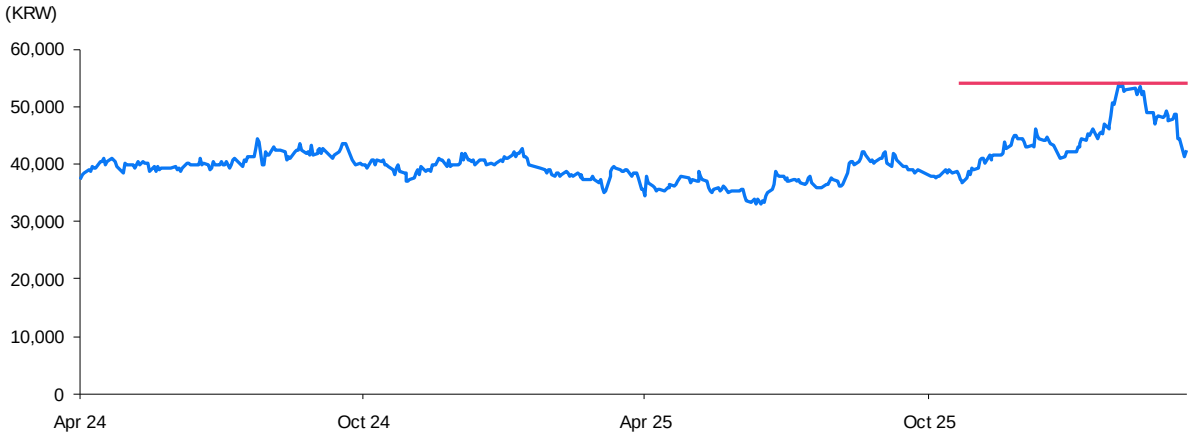
Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Date	2025/10/29
Recommendation	BUY
Target price (KRW)	54000
Gap* (average)	
(max or min)**	

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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Company

BUY	Expected to increase in value by 15% or more within 12 months and is highly attractive within sector
HOLD	Expected to increase/decrease in value by less than 15% within 12 months
SELL	Expected to decrease in value by 15% or more within 12 months

Industry

OVERWEIGHT	Expected to outperform market by 5% or more within 12 months
NEUTRAL	Expected to outperform/underperform market by less than 5% within 12 months
UNDERWEIGHT	Expected to underperform market by 5% or more within 12 months

* Note: Effective Jul 27, 2023, BUY, HOLD, and SELL criteria are based on expectations of share-price moves of 15% or more within 12 months

Percentage of ratings in 12 months prior to 2025.12.31

BUY(85.8%)·HOLD(14.2%)·SELL(0%)

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