

COMPANY UPDATE

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Innovation Team

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▶ AT A GLANCE

BUY		
Target price	KRW300,000	27.1%
Current price	KRW236,000	
Market cap	KRW2.9t/USD2.0b	
Shares (float)	12,493,915 (73.2%)	
52-week high/low	KRW265,000/KRW121,200	
Avg daily trading value (60-day)	KRW43.0b/USD30.3m	

▶ ONE-YEAR PERFORMANCE

	1M	6M	12M
d'Alba Global (%)	18.3	35.9	38.6
Vs Kospi (%pts)	18.2	9.8	-34.4

▶ KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	300,000	270,000	11.1%
2026E EPS	11,097	10,707	3.6%
2027E EPS	15,438	14,396	7.2%

▶ SAMSUNG vs THE STREET

No of estimates	15
Target price	303,000
Recommendation	4.0
※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL	



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d'Alba Global (483650)

Meaningful growth with a lean product portfolio

- 2Q review: d'Alba Global beat consensus, thanks to expanded operating leverage driven by strong performance across the US, Europe, and Asia markets.
- Maintaining BUY and raising target price to KRW300,000: We expect 3Q growth to be more moderate than in 2Q, but offline store expansion and an increasing number of hit SKUs position the company for a robust year-end holiday season.

WHAT'S THE STORY?

2Q review: d'Alba Global reported 2Q sales of KRW186.9b (up 45.6% y-y and 9.1% q-q) and an operating profit of KRW47.2b (up 61.6% y-y and 4.8% q-q; for an operating margin of 25.3%), the latter exceeding consensus by 14.5%. Sales grew in North America (KRW34.8b; up 175% y-y and 43% q-q) and Europe (KRW20.5b; up 242% y-y and 49% q-q), fueled by Amazon's Prime Day and rising sales on TikTok Shop. Sales also grew in ASEAN (KRW22.2b; up 99% y-y and 22% q-q), led by Vietnam, where the Hero-brand SKU (tone-up sunscreen) gained solid market traction. Sales in Russia declined to KRW12.3b (down 34% y-y but up 15% q-q) due to PP container shortages impacting sunscreen inventory and the deferral of KRW3b in Gold Apple shipments. In 3Q, major B2C logistics warehouses were likely impacted by strikes, but higher Gold Apple order volumes are expected to offset the impact. Despite higher marketing spend (up 18% y-y) for 2Q campaigns and a 66% y-y increase in shipping costs from elevated Western shipments, operating margin held at mid-20% levels, supported by top-line growth and a KRW2b customs rebate.

(Continued on the next page)

SUMMARY 2Q RESULTS

(KRWb)	2Q26	Chg		Diff (%)	
		(% y-y)	(% q-q)	Samsung	Consensus
Sales	186.9	45.6	9.1	2.4	2.0
Operating profit	47.2	61.6	4.8	16.2	14.5
Pre-tax profit	49.4	91.2	1.0	17.7	15.7
Net profit	38.1	92.2	4.7	14.5	20.1
Margins (%)					
Operating profit	25.3				
Pre-tax profit	26.4				
Net profit	20.4				

Source: Company data, FnGuide, Samsung Securities estimates

VALUATION SUMMARY

	2025	2026E	2027E
Valuations (x)			
P/E	22.4	21.3	15.3
P/B	9.2	10.5	7.2
EV/EBITDA	16.8	n/a	n/a
Div yield (%)	1.8	1.1	1.3
EPS growth (% y-y)	362.6	68.2	39.1
ROE (%)	52.6	58.0	56.1
Per-share data (KRW)			
EPS	6,599	11,097	15,438
BVPS	16,022	22,424	32,949
DPS	2,629	2,700	3,000

Maintaining BUY and raising target price: Reflecting 2Q results and expanded operating leverage driven by strength in the US, Europe, and Asia markets, we raise our 2026 and 2027 operating profit estimates by 5.1% and 8.0%, respectively, and revise our target price to KRW300,000. Key watchpoints for 2H include: 1) expansion of overseas offline stores—from 8,000 in 1Q to 9,600 in 2Q—with full rollout planned at all 625 Costco locations in the US by year-end, alongside sequential entries into Boots (UK), Rossmann (Germany, Czech Republic), and Watsons (Malaysia)—these B2B orders, recognized upon shipment, provide a clear sales upside; 2) growth in the number of hit SKUs ranking among top sellers (from 1 to 2-3), combined with stronger year-end holiday season momentum; and 3) marketing efficiency and B2B channel expansion helping to raise operating margins across regions (currently above 25% in mature markets and around 20% in newer ones). While the expansion of Western market sales share, rising freight rates, and normalization of domestic and Russian operations are key variables for 3Q earnings, the annual growth trajectory remains intact. With recent July equity investment in Kuoca Skin (fragrances) adding momentum to business diversification, we maintain our BUY rating.

d'Alba Global: Results and forecasts

(KRWb)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26P	3Q26E	4Q26E	2023	2024	2025	2026E	2027E
Sales	66.2	73.9	73.7	95.3	113.8	128.4	114.2	163.4	171.2	186.9	181.2	232.4	200.8	309.1	519.7	771.7	1,086.3
Domestic	45.2	41.2	34.3	47.5	50.2	47.1	40.7	55.7	53.6	45.3	43.9	61.3	156.1	168.1	193.7	204.1	221.8
Overseas	21.0	32.7	39.4	47.9	63.6	81.2	73.5	107.7	117.7	141.5	137.3	171.1	44.7	141.0	326.0	567.6	864.4
Japan	6.0	5.5	7.5	12.5	22.1	25.8	18.4	31.4	36.8	36.0	35.1	38.2	10.0	31.5	97.7	146.1	193.0
Russia	2.9	13.3	14.3	9.9	10.6	18.7	11.6	12.8	10.7	12.3	12.2	18.0	17.2	40.4	53.6	53.2	64.6
North America	5.2	5.3	6.4	8.5	8.3	12.7	17.6	26.1	24.3	34.8	30.9	42.0	10.0	25.4	64.8	132.0	231.2
Europe (ex Russia)	0.5	1.0	2.0	3.0	3.9	6.0	5.2	8.4	13.8	20.5	18.7	23.8	0.6	6.5	23.6	76.8	130.9
Southeast Asia	5.6	5.1	5.8	9.7	12.7	11.2	14.4	17.4	18.2	22.2	24.9	28.0	5.9	26.1	55.7	93.3	136.7
China, Taiwan, and Hong Kong	0.4	2.0	2.1	4.2	4.4	5.8	3.4	6.5	9.7	9.8	8.6	10.2	0.3	8.7	20.0	38.3	50.8
Other	0.4	0.5	1.3	0.1	1.6	1.1	2.8	5.1	4.1	5.9	7.0	10.8	0.7	2.2	10.6	27.8	57.1
Gross profit	49.4	57.0	56.8	71.2	85.8	99.5	85.7	123.4	131.5	143.5	139.5	177.8	146.9	234.4	394.4	592.3	826.6
Operating profit	14.7	17.6	14.0	13.5	30.1	29.2	16.7	25.5	45.1	47.2	38.5	40.6	32.4	59.8	101.5	171.4	248.9
Net profit (controlling)	13.6	-20.9	9.6	13.0	24.7	19.8	14.0	20.5	36.3	38.1	31.5	33.2	13.6	15.4	79.1	138.3	192.9
Growth (% y-y)																	
Sales	34.5	45.3	91.6	53.0	71.9	73.8	55.0	71.4	50.5	45.6	58.7	42.2	38.2	53.9	68.2	48.5	40.8
Domestic	4.9	-0.4	24.2	7.7	11.1	14.3	18.8	17.4	6.7	-3.9	7.8	10.1	23.8	7.7	15.2	5.3	8.7
Overseas	242.3	244.4	263.0	162.7	202.4	148.7	86.5	125.0	85.1	74.2	86.9	58.8	133.3	215.4	131.3	74.1	52.3
Japan	226.7	165.9	248.1	216.1	267.4	366.3	146.2	151.1	67.1	39.4	90.2	21.7	63.9	214.5	209.9	49.5	32.1
Russia	14.8	175.4	197.9	96.3	263.0	40.5	-19.3	29.5	0.8	-34.3	5.4	41.1	98.9	134.9	32.7	-0.8	21.5
North America	304.7	232.9	235.1	61.7	59.9	140.0	175.4	208.1	192.0	174.5	75.3	60.7	216.2	152.9	155.3	103.8	75.2
Europe (ex Russia)	771.4	1,557.6	1,019.4	819.8	700.8	513.5	159.2	178.6	253.1	241.7	258.0	182.4		942.8	262.1	226.0	70.5
Southeast Asia	1,654.2	621.9	241.7	204.8	126.1	119.6	150.9	80.3	42.8	99.0	72.5	60.8		344.5	113.3	67.4	46.5
China, Taiwan, and Hong Kong	1,090.9	4,518.6	4,295.8	2,849.3	1,006.9	189.8	61.0	52.5	123.8	70.3	152.9	57.8		3,159.7	128.7	91.9	32.5
Other	483.3	179.3	1,851.8	-74.8	317.6	129.6	115.3	5,660.1	157.7	428.8	151.0	112.0		241.6	371.6	162.5	105.2
Gross profit	35.9	57.7	104.8	52.6	73.5	74.5	51.0	73.4	53.4	44.2	62.7	44.1	39.2	59.6	68.3	50.2	39.6
Operating profit	48.9	95.0	163.7	64.1	104.3	66.0	18.6	89.5	50.0	61.6	131.1	58.8	121.2	84.4	69.6	68.9	45.2
Net profit (controlling)	80.1	-995.7	-305.9	54.9	81.9	-194.6	45.7	57.7	46.8	92.2	125.0	61.9	1,435.4	13.3	413.0	74.9	39.5
Sales contributions (%)																	
Domestic	68.2	55.8	46.5	49.8	44.1	36.7	35.7	34.1	31.3	24.2	24.2	26.4	77.7	54.4	37.3	26.4	20.4
Overseas	31.8	44.2	53.5	50.2	55.9	63.3	64.3	65.9	68.7	75.7	75.8	73.6	22.3	45.6	62.7	73.5	79.6
Japan	9.1	7.5	10.2	13.1	19.4	20.1	16.2	19.2	21.5	19.3	19.4	16.4	5.0	10.2	18.8	18.9	17.8
Russia	4.4	18.0	19.5	10.3	9.3	14.6	10.1	7.8	6.2	6.6	6.7	7.7	8.6	13.1	10.3	6.9	5.9
North America	7.9	7.2	8.7	8.9	7.3	9.9	15.4	16.0	14.2	18.6	17.1	18.1	5.0	8.2	12.5	17.1	21.3
Europe (ex Russia)	0.7	1.3	2.7	3.2	3.4	4.7	4.6	5.2	8.1	11.0	10.3	10.2	0.3	2.1	4.5	10.0	12.1
Southeast Asia	8.5	6.9	7.8	10.1	11.2	8.7	12.6	10.7	10.6	11.9	13.7	12.1	2.9	8.5	10.7	12.1	12.6
China, Taiwan, and Hong Kong	0.6	2.7	2.9	4.5	3.8	4.5	3.0	4.0	5.7	5.2	4.7	4.4	0.1	2.8	3.8	5.0	4.7
Other	0.6	0.7	1.7	0.1	1.4	0.9	2.4	3.1	2.4	3.2	3.8	4.7	0.3	0.7	2.0	3.6	5.3
Margins (%)	74.7	77.2	77.1	74.7	75.4	77.5	75.1	75.5	76.8	76.8	77.0	76.5	73.1	75.8	75.9	76.8	76.1
Gross margin	22.2	23.8	19.1	14.1	26.4	22.8	14.6	15.6	26.3	25.3	21.2	17.5	16.2	19.4	19.5	22.2	22.9
Operating margin	20.6	-28.3	13.1	13.6	21.8	15.4	12.3	12.5	21.2	20.4	17.4	14.3	6.8	5.0	15.2	17.9	17.8
Net margin	20.6	-28.3	13.1	13.6	21.8	15.4	12.3	12.5	21.2	18.2	15.0	16.5	6.8	5.0	15.2	17.6	16.7

Source: Company data, Samsung Securities estimates

d'Alba Global: Valuation

(KRW)	Calculation	Value
Forward EPS	$(A = B \times D + C \times (1 - D))$	13,826
2026E EPS	(B)	11,132
2027E EPS	(C)	15,527
2026 weighting	(D)	38.7%
Target P/E multiple* (x)	(E)	22.0
Target price	$(A \times E)$	300,000

Note: *Average consensus forward P/E multiple at which brand peers are trading
Source: Bloomberg, Samsung Securities estimates

Income statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Sales	309	520	772	1,086	1,437
Cost of goods sold	75	125	179	260	345
Gross profit	234	394	592	827	1,092
Gross margin (%)	75.8	75.9	76.8	76.1	76.0
SG&A expenses	175	293	421	578	753
Operating profit	60	101	171	249	339
Operating margin (%)	19.4	19.5	22.2	22.9	23.6
Non-operating gains (losses)	-31	1	8	2	2
Financial profit	6	8	13	8	8
Financial costs	37	6	5	6	6
Equity-method gains (losses)	0	0	0	0	0
Other	0	-0	0	0	0
Pre-tax profit	29	103	179	251	341
Taxes	14	24	41	58	79
Effective tax rate (%)	47.0	23.2	22.8	23.1	23.3
Profit from continuing operations	15	79	138	193	261
Profit from discontinued operations	0	0	0	0	0
Net profit	15	79	138	193	261
Net margin (%)	5.0	15.2	17.9	17.8	18.2
Net profit (controlling interests)	15	79	138	193	261
Net profit (non-controlling interests)	0	0	n/a	n/a	n/a
EBITDA	61	103	173	250	341
EBITDA margin (%)	19.6	19.8	22.4	23.1	23.7
EPS (parent-based) (KRW)	1,427	6,599	11,097	15,438	20,920
EPS (consolidated) (KRW)	1,427	6,599	11,097	15,438	20,920
Adjusted EPS (KRW)*	1,427	6,599	11,097	15,438	20,920

Cash flow statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Cash flow from operations	16	68	85	146	199
Net profit	15	79	138	193	261
Non-cash profit and expenses	48	30	2	2	2
Depreciation	1	1	1	2	2
Amortization	0	0	0	0	0
Other	47	28	0	0	0
Changes in A/L from operating activities	-42	-24	-55	-49	-64
Cash flow from investments	-2	-30	-12	-10	-8
Change in tangible assets	-1	-0	-0	-0	-0
Change in financial assets	0	0	-12	-10	-8
Other	-1	-30	-0	0	0
Cash flow from financing	-2	9	-34	-37	-43
Change in debt	-37	0	0	0	0
Change in equity	74	17	0	0	0
Dividends	-2	-31	-34	-37	-43
Other	-36	23	0	0	0
Change in cash	13	47	39	98	148
Cash at beginning of year	41	54	101	140	238
Cash at end of year	54	101	140	238	386
Gross cash flow	63	109	140	194	263
Free cash flow	15	68	85	146	199

Note: *Excluding one-off items;

**Fully diluted, excluding one-off items;

***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

Balance sheet

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Current assets	128	239	351	518	747
Cash & equivalents	54	101	140	238	386
Accounts receivable	20	40	59	83	110
Inventories	48	66	108	142	189
Other current assets	6	32	44	54	62
Fixed assets	8	16	16	16	17
Investment assets	0	4	4	4	4
Tangible assets	1	1	1	1	1
Intangible assets	0	0	0	0	0
Other long-term assets	6	11	11	11	11
Total assets	136	255	368	534	764
Current liabilities	31	54	86	122	159
Accounts payable	8	15	21	31	41
Short-term debt	0	0	0	0	0
Other current liabilities	23	39	65	92	118
Long-term liabilities	3	3	3	3	3
Bonds & long-term debt	0	0	0	0	0
Other long-term liabilities	3	3	3	3	3
Total liabilities	34	57	89	125	162
Owners of parent equity	102	199	278	409	602
Capital stock	1	1	1	1	1
Capital surplus	74	91	92	92	92
Retained earnings	26	101	181	312	505
Other	1	5	4	4	4
Non-controlling interests' equity	0	0	n/a	n/a	n/a
Total equity	102	199	278	409	602
Net debt	-51	-98	-137	-235	-381

Financial ratios

Year-end Dec 31	2024	2025	2026E	2027E	2028E
Growth (%)					
Sales	53.9	68.2	48.5	40.8	32.3
Operating profit	84.4	69.6	68.9	45.2	36.2
Net profit	13.3	413.0	74.9	39.5	35.5
Adjusted EPS**	-2.7	362.6	68.2	39.1	35.5
Per-share data (KRW)					
EPS (parent-based)	1,427	6,599	11,097	15,438	20,920
EPS (consolidated)	1,427	6,599	11,097	15,438	20,920
Adjusted EPS**	1,427	6,599	11,097	15,438	20,920
BVPS	8,902	16,022	22,424	32,949	48,491
DPS (common)	305	2,629	2,700	3,000	3,500
Valuations (x)					
P/E***	n/a	22.4	21.3	15.3	11.3
P/B***	n/a	9.2	10.5	7.2	4.9
EV/EBITDA	-0.8-	16.8	n/a	n/a	n/a
Ratios (%)					
ROE	26.2	52.6	58.0	56.1	51.7
ROA	14.4	40.4	44.4	42.8	40.3
ROIC	94.6	134.0	241.6	323.5	262.1
Payout ratio	22.7	41.1	24.3	19.3	16.6
Dividend yield (common)	n/a	1.8	1.1	1.3	1.5
Net debt to equity	-50.1	-49.4	-49.4	-57.4	-63.3
Interest coverage (x)	76.4	410.1	171.4	248.9	339.0

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Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Date	2026/4/23	6/24	8/14
Recommendation	BUY	BUY	BUY
Target price (KRW)	280000	270000	300000
Gap* (average)	-23.46	-14.82	
(max or min)**	-7.14	-1.85	

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

Samsung Securities uses the following investment ratings*

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 2026.06.30

BUY (85.5%)-HOLD (14.5%)-SELL (0%)

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