

Hoa Sen Group JSC (HSX: HSG) Domestic demand stimulates the growth

- 3Q25: Net profit (NP) stayed flat yoy driven by growth of domestic and inline with our forecast. In 9M/25, HSG reported NP of VND647bn (-7% yoy, fulfilling 74% of our FY25F forecast.
- Thanks to the positive outlook of domestic demand, we expect FY25-26F NP will record VND948/1,244bn (+86%/31% yoy). The surge of NP supported by domestic volume and gross profit margin climb.
- We recommend ADD for HSG with the target price of VND 23,000/share.

3Q25: NP remained flat as the decrease of export market offseted by domestic consumption recovery

In 3Q24, revenue decline 12% yoy to VND9,502bn because the decrease of price offseted growth of volume. In term of volume, HSG reported total 472 thousand tons (-5% yoy) mainly thanks to domestic demand (20% yoy) while price fall 6% yoy. However, GPM rise 0.5% pts yoy to reach 12.8% driven by the decrease of input material more than price. Moreover, financial expense dropped 6% yoy due to lower pressure of loss in foreign exchange. Overall, despite of the sharp decline of revenue was offseted by rise of GPM, net profit remained unchange to report VND274bn.

Revising up 2025 NP forecast due to widen GPM, post-adjustment 2025-26 NP may rise 96%/31% yoy thanks to strong domestic market

We adjust 2025-26 revenue by -13%/-16% as compared to latest forecast due to (1) revise down total volume 3%/5% due to sluggish demand in export market and (2) revise down price of domestic (4%/7% yoy) and export (9%/11% yoy). However, we revise up 2025-26 GPM by 1.7%/1.8% pts to reach 12.9%/13.6% (+1.9%/0.7% pts yoy) as the rise of HDG would be more than HRC price. We revise down financial expense due to lower level of interest rate and HSG reduced debt. Furthermore, we lower 2025-26 selling expense by 2%/8% thanks to cooled down transportation cost. In conclusion, in 2025, we revise up our NP forecast by 9% to VND948bn (+86% yoy). In 2026, we revise down NP by 6% to VND1,244bn (+31% yoy).

Recommend ADD with the target price of VND 23,000/share

The target price based on equal weighting of FCFF and P/B method (WACC: 11.6%), representing 24% upside. We believe it is the suitable time to accumulate HSG for the recovery of steel cycle, in which HSG could be the beneficiary from the steel price rebound, increase market share of HDG and widen GPM.

Financial metrics	Dec-23	Dec-24	Dec-25	Dec-26
Net revenue	31,651	39,272	39,950	43,054
Net profit	30	510	948	1,244
Revenue growth	-36%	24%	2%	8%
Net profit growth	-88%	1600%	86%	31%
GPM	10%	11%	13%	14%
EBITDA	4%	4%	5%	6%
ROAE	0.3%	4.7%	7.8%	9.3%
ROAA	0.2%	2.6%	4.6%	5.7%
EPS (VND/share)	49	828	1,501	1,832
BVPS (VND/share)	17,475	17,687	18,853	18,888

Source: HSG, MBS Research forecast

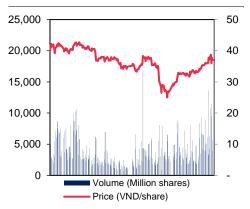
ADD

Target price VND 23,000
Upside 24%

Key changes in the report

Adjust 2025 – 26 EPS 9%/-6% compared to latest forecast.

Information



Source: FiinPro, MBS Research Market price (VND) 18,500 Highest in 52w (VND) 21,500 Lowest in 52w (VND) 12,500 Market cap (VND bn) 11,520 P/E (TTM) 19.5 P/B 1.1 Dividend yield (%) 0% Foreign ownership (%) 20.7%

Source: https://s24.mbs.com.vn/

Ownership Structure

Đầu tư và Du lịch Hoa Sen	19.7%
Lê Phước Vũ	17.0%
Foreign	20.7%
Others	43.6%

Source: https://s24.mbs.com.vn/

Analyst



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Hoa Sen Group JSC (HSX: HSG)

Investment Thesis & Recommendation

Investment Thesis

- We expect the price of domestic and export Hot Dipped Galvanized (HDG) could recover since Q3/2025 thanks demand growth.
- The AD tax for HDG narrow the spread of China and VN steel which contribute to HSG gaining market share. We expect market share of HSG could rise to 30%/31% (from 29% in 2024) in 2025-26F.
- 2025-26F net profit may growth 86%/31% yoy thanks to rise of GPM (1.9% pts/0.7% pts) thanks to the rise of HDG more than HRC material price.
- In term of valuation, HSG is undervalued the average P/B in 2 last cycle (1.1 as compared to 1.4) in the expasionary phase of steel cycle. Furthermore, P/E forward could record 9.0 in 2025 (lower than 10 - the average in 2 last

Valuation

We apply two valuation methods FCFF and P/B to value HSG with a fair value of 23,000 VND/share. We expect HRC price could be on the upward trend since 2025 thanks to lower pressure of China and Vietnam demand recovery.

We choose P/B at 1.4x to value HSG. This P/B level is based on the average P/B of the business during the recovery period of the steel industry in the last 2 cycles. Therefore, in the context of the industry's recovery, this valuation is suitable for businesses in the early stages of the growth cycle.

Figure 1: Valuation summary

Method	Weight	Price (VNĐ)
FCFF	50%	21,500
P/B (P/B target 2024 = 1.4x)	50%	24,500
Target price		23,000

Source: MBS Research

Figure 2: Projected FCFF

	2025F	2026F	2027F	2028F	2029F
Profit after tax	948	1,244	1,404	3,367	6,483
Non-cash charges	638	721	801	880	940
Interest expenses after					
tax	106	179	186	176	181
Fixed asset investment	340	210	368	205	1,525
Working capital	799	1,392	24	(243)	208
FCFF	554	542	1,998	4,461	5,872

Figure 3: FCFF valuation

(+) PV of FCFF for the period 2024-2028	VNDbn	6,471
(+) PV of terminal value	VNDbn	11,239
(+) Cash & equivalents	VNDbn	1,252
(-) Debt	VNDbn	5,096
Enterprise value	VNDbn	13,866
Number of shares outstanding	Million shares	664.7
Share price	Thousand VND	21,500



Cost of equity		WACC and long-term growth rate	
Risk-free rate	3.0%	Cost of debt	12.0%
Beta	1.20	Tax rate	20.0%
Equity risk premium	9.6%	WACC	11.2%
Cost of equity	13.1%	Long term growth	2%



Source: FinproX, HSG, MBS Research

P/B

Figure 5: Peer of comparison company

	Ticker	Price	Target	Recommend	Market Cap	<u>P/E (</u>	<u>x)</u>	<u>P/B (</u>	<u>x)</u>	ROA	<u>%</u>	ROE (%	<u>//)</u>
Company	Bloomberg	VND/CP	VND/CP		Billion VND	2024	2025F	2024	2025F	2024	2025F	2024	2025F
Hoa Phat Group	HPG VN	27,700	33,500	ADD	177,880	12.4	9.9	1.6	1.5	5.4%	7.6%	10.2%	14.5%
Hoa Sen Group	HSG VN	17,900	24,800	ADD	16,676	14.2	12.8	1.3	1.2	2.6%	3.4%	4.7%	7.2%
Nam Kim Group	NKG VN	15,450	19,700	ADD	250	15.1	14.1	1.1	1	3.6%	5.2%	9.5%	10.3%
VN - Germany Steel Pipe JSC	VGS VN	30,500	N/A	N/A	185	29.3	27.5	1.9	1.7	2.4%	4.2%	4.1%	5.5%
Dong A Group	GDA VN	24,500	N/A	N/A	150	7.3	6.5	0.9	0.8	5.4%	6.2%	7.1%	8.5%
Mean						15.7	14.2	1.4	1.2	3.9%	5.3%	6.0%	8.7%

Source: Bloomberg, MBS Research

Investment risks

- (1) The downtrend of China may continue until 2026 will bring pressure to domestic market price.
- (2) The housing supply could not recover as expected.



3Q25 net profit stay flat amid the recovering domestic market offset headwinds in export market

Figure 6: Business performance (VNDbn)

Business Metrics	3Q/25	YoY (%)	QoQ (%)	9M25	YoY	% FY25 forecast	Comment
Volume (Thousand Tons)	474	-5%	15%	1,420	2%	69%	3Q/25 total volume decrease slightly due to the negative consumption of export market. 9M25 output increased thanks to domestic
Including:							
Export	165	-31%	3%	483	-28%	56%	Export consumption fall due to AD tax from EU and USA.
Domestic	309	20%	22%	937	30%	90%	Domestic volume accelarated driven by growth of housing supply and public investment.
Price (USD/Ton)							
Export	815	-7%	-4%	802	-6%	94%	Export price declined due to lower demand in EU and USA
Domestic	900	-6%	-3%	920	-5%	88%	The domestic price fall driven by the downtrend of China steel
Revenue	9,509	-12%	13%	28,181	-5%	62%	Revenue dropped due to decrease of volume and price. Hoa Sen Home (HSH) account for 35% total and reach nearly VND10,000bn (+10% yoy) in 9M25. Revenue of HSH decreased 10% yoy due to decrease stores.
Gross profit	1,213	-9%	13%	3,495	3%	68%	
Gross profit margin	12.8%	0.5% pts	0.1% pts	12.4%	0.7% pts	+1.2% pts	GPM rose as price of material decreased 7% yoy more than HDG price (6% yoy)
Financial Income	61	97%	-12%	225	6%	78%	
Financial expense	60	-6%	-12%	204	30%	67%	Financial expense decreased due to lower loss of foreign exchange
- Interest expense	43	10%	-4%	138	48%	60%	
Selling expense	791	-12%	7%	2,376	-2%	66%	Selling expense dropped thanks to soften transportation cost
% selling expense/revenue	8%	0.2% pts	-0.8% pts	8.4%	-0.1% pts	0.2% pts	, , , , , , , , , , , , , , , , , , ,
G&A expense	169	31%	-1%	482	39%	90%	
%SG&A expense / revenue	2%	0.5% pts	+0.6% pts	2%	0.2% pts	0.1% pts	
Profit before tax	290	1%	28%	419	-3%	40%	
Net profit	274	0%	34%	647	-7%	68%	3Q/25: NP stay flat as the recovering domestic market offset headwinds in export market. In 9M25, NP decreased 7% yoy by (1) lower revenue and higher financial cost. NP in 9M25 achived 68% and inline with our forecast.

Source: HSG, MBS Research



We adjust +9%/-6% in 2025 - 26 earnings compared to previous forecast driven by growth of domestic demand and widen GPM

Financial Metrics	2025F	YoY (%)	% Change	2026F	YoY (%)	% Change	Assessment
Volume (Thousand Tons)	2,000	3%	-3%	2,120	6%	-5%	Revise down due to lower export volume
Including:							
Export	680	-19%	-22%	694	2%	-25%	Downward revision because of the export decreased more than expected
Domestic	1,320	31%	26%	1,426	8%	28%	revise up thanks to stronger domestic consumption by 2 sectors: Real estate and public investment
Price (USD/Ton)							
Export	790	-7%	-9%	806	2%	-11%	Revise down driven by weak demand and AD tax in EU, USA
Domestic	945	3%	-4%	983	4%	-7%	The domestic price could recover lower than expected because of impact from China steel
Revenue	39,950	0%	-13%	43,054	8%	-16%	We lower revenue because of lower volume and price
Gross profit	5,146	21%	0%	5,875	14%	-3%	
Gross profit margin	12.9%	1.9 % pts	1.7 % pts	13.6%	0.7% pts	1.8% pts	Upward revision as the price of HRC material could dropp more than HDG price
Financial Income	288	-16%	0%	315	9%	0%	
Financial expense	298	17%	-3%	331	11%	-1%	Adjust down thanks to lower interest pressure
- Interest expense	224	68%	-3%	232	4%	-2%	Lower by soften level of interest
Selling expense	3,530	6%	-2%	3,570	1%	-8%	
% selling expense/revenue	9%	1% pts	0%	8%	-1% pts	0%	
G&A expense	525	6%	-2%	626	19%	-4%	
%SG&A expense / revenue	1.3%	0% pts	0%	1%	-0.3% pts	0%	
Profit before tax	1,128	109%	8%	1,555	38%	-1%	
Net profit	948	86%	9%	1,244	31%	-6%	We revise up 2025 NP because increase of domestic offseted the plunge of export market. In 2026, we revise down due to the negative outlook of export volume.

Source: HSG, MBS Research



Domestic: The recovery phase would continue in 2025-26F

In 2025 - 26, we estimate the revenue of domestic may reach VND27,612bn (+32% yoy) and VND29,878bn (+11% yoy) driven by the growth of both volume and price. As compared to latest report, we revise up 12%/15% as the rise of volume offset the revise down of price.

- In 9M25, HSG volume reported 937 thousand tons, higher than our forecast due to stronger demand of domestic market. We expect the rise of real estate supply and disburement of public investment are key drivers for growth of domestic. Therefore, we revise up 26%/28% our estimation of output to reach 1,320 and 1,426 thousand tons (+31%/8% yoy).
- In term of price, because the downtrend of China steel offseted demand recovery, price of HDG dropped 6% yoy in 9M25. Although HDG price in China recover 10% from the lowest level in June, we project domestic price could recover since Q3/25 but the increase would be lower than our expectation, so we revise down 4%/7%. Following downward revision, price to reach 945/983 USD/ton (3%/4% yoy).

Figure 7: Domestic volume of HSG (Unit: Thousand tons)

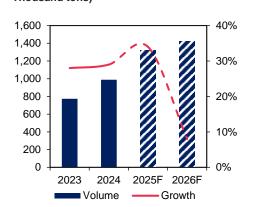


Figure 8: Domestic price of HSG (Unit: USD/ton)

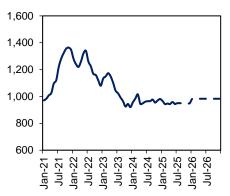


Figure 9: China HRC recovered to highest due to cut down volume (Unit: USD/ton)

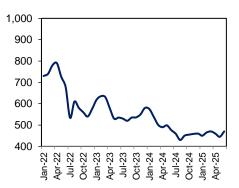
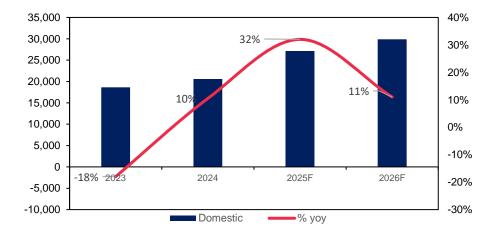


Figure 10: Domestic revenue of HSG (Unit: VNDbn)



Source: HSG, MBS Research



Source: HSG, MBS Research

Export: Volume dropped sharply in 2025 recover since 2026 due to higher demand in USA and EU

In 2025 - 26, we estimate the revenue of export may reach VND12,788b (-32% yoy) and VND13,176b (+4% yoy). Compared to latest report, we revise down 25%/28% as the the volume and price lower than expected.

- In 2025, the steel consumption in EU and USA projected to recover slightly 2% and 3% yoy due to the positive outlook of real estate and automative manufactoring. However, the decrease of VN EU spread minimize the competion because EU could proritize the local steel company. Therefore, due to taxable barriers, we adjust volume -22%/-25% as compared to our latest forecast. Following downward revision, the export volume expected to reach 680/694 thousand tons (-19%/2% yoy).
- In term of price, we revise down export price driven by intense pressure. Furthermore, we forecast VN manufacter could decrease price to maintain market share. In conclusion, we adjust -9%/-11% as our latest forecast, export price reach 790/806 USD/ton (-7% /2% yoy).

Figure 11: Total HSG export volume (Unit: Million Ton)

900
880
860
840
820
800
780

2024

Volume

Figure 12: The export revenue of HSG (Unit: USD/ton) 25,000 50% 40% 20,000 30% 15.000 20% 10,000 10% 0% 5,000 -10% 0 2025F 202 2024 2026F -20% -5,000 -30% -10,000 -40% % yoy Export

The GPM could be expanded in 2025 – 2026, GPM reach 12.6%/12.9% due to upward trend of HRC

Price

2025F

760

2026F

Source: HSG, MBS Research

We expect domestic HRC price could recover since Q3/25 supported by (1) the rise of China steel thanks to minimization of volume and (2) AD tax of Vietnam Government could decrease 30% yoy the spread Vietnam – China HRC and local manufacture could gain market share. In 2025 - 26, we revise up GPM 1.7%/1.8% pts compared to latest forecast and could reach 12.9%/13.6% (+1.9%/0.7% pts).

- As we expected in HPG's update report, the HRC price could rise 4%/5% yoy due to higher demand and AD tax. But HSG could have low – price HRC material by inventory accumulation. Therefore, price of HRC material estimated to rise less than market price, which would increase 1%/2% yoy.
- As the increase of HDG price (3%/4% yoy) more than rise of HRC material (1%/2% yoy) so the spread of HDG and HRC price could rise

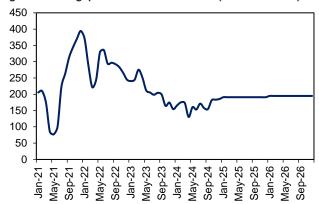
400

2023



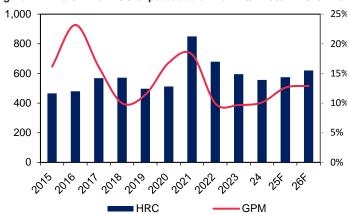
to 191/194 USD/ton (+3%/2% yoy). Higher spread is key driver for growth of GPM in 2025 -26.

Figure 13: The gap between HRC and HDG (Unit: USD/ Ton)



Source: Bloomberg, HSG, MBS Research

Figure 14: The GPM of HSG expected to climb 12.6/12.9% in 2025 - 26



Source: FiinproX, HSG, MBS Research



FINANCIAL REPORTS

Income statement	Dec-23	Dec-24	Dec-25	Dec-26	Cash flow statement	Dec-23	Dec-24	Dec-25	Dec-26
Net revenue	31,651	39,272	39,950	43,054	Pretax profit	631	541	1,128	1,555
Cost of sales	(28,590)	(35,019)	(34,804)	(37,179)	Depreciation & amortisation	817	989	674	773
Gross profit	3,061	4,253	5,146	5,875	Interest paid	116	133	(224)	(232)
Gen & admin expenses	(407)	(496)	(525)	(626)	Other non operating gains/(losses)	(11)	196	48	44
Selling expenses	(2,477)	(3,345)	(3,530)	(3,722)	Change in working capital	(1,026)	(2,693)	(1,222)	(516)
Total operating costs	177	412	1,091	1,528	Cash flow from operations	527	(1,418)	405	1,624
Operating EBITDA	994	1,401	1,729	2,248	Capex	(244)	(770)	(284)	(210)
Operating EBIT	177	412	1,091	1,528	Proceeds from assets sales	24	` 49	(548)	365
Interest income	233	342	288	315	Cash flow from investing activities	(220)	(720)	(832)	155
Financial expense	(119)	(121)	(75)	(99)	New share issuance	-	22	308	647
Net other income	50	` 41 [′]	48	44	Net borrowings	1,107	2,427	1,278	(139)
Income from associates & JVs	-	-	-	-	Other financing cash flow	1	2	-,	(,
Pre-tax profit	146	541	1,128	1,555	Dividends paid	-	-	_	_
Tax expense	(116)	(31)	(181)	(311)	Cash flow from financing activities	1,108	2,142	1,586	508
Profit after tax	30	510	948	1,244	Cash and equivalents at beginning of period	647	597	602	1,252
Minority interest	-	-	-	.,2.	Total cash generated	1,415	4	650	477
Net profit	30	510	948	1,244	Cash and equivalents at the end of period	597	602	1,252	1,729
Dividends paid	(0)	(0)	(308)	(647)	oash and equivalents at the end of period	331	002	1,232	1,723
Retained earnings	30	510	640	597	Key Ratios	Dec-23	Dec-24	Dec-25	Dec-26
Trotalliod carriings	00	010	010	007	Revenue growth	-36.3%	24.1%	1.7%	7.8%
Consolidated balance sheet	Dec-23	Dec-24	Dec-25	Dec-26	Operating EBITDA growth	-43.0%	40.9%	23.4%	30.1%
Cash and equivalents	597	602	1,252	1,729	Operating profit growth	30.3%	232.8%	264.7%	140.1%
Short term investments	31	30	33	36	Pretax profit growth	-61.7%	270.5%	108.6%	37.8%
Accounts receivable	2.272					-88.0%	1600.0%		
	2,272 9,702	2,272 9,702	2,272	1,828 12,311	Net profit growth			85.9%	31.3% 22.0%
Accounts receivable	,		10,706		EPS growth	-89.3%	1575.2%	81.3%	22.0%
Total current assets	14,456	14,164	15,758	17,525	Growth rates	0.70/	40.00/	40.00/	40.00/
Gross PPE	3,914	3,915	3,583	3,085	Gross margin	9.7%	10.8%	12.9%	13.6%
Construction in progress	663	664	730	730	EBIT margin	3.7%	4.2%	5.0%	5.8%
Propterty Investment		-	-		Net profit margin	0.1%	1.3%	2.4%	2.9%
Investment in subsidiaries	1	1	1	1	ROAE	0.3%	4.7%	7.8%	9.3%
Investment in JVs and associates	-	-	-	-	ROAA	0.2%	2.6%	4.6%	5.7%
Other long-term asset					ROIC	0.2%	3.1%	5.5%	6.7%
Other long-term asset	5,388	5,397	4,967	4,470	Efficiency				
Tổng tài sản	19,844	19,561	20,725	21,995	Asset turnover	1.6	2.0	1.9	2.0
					Total debt to equity	27.2%	49.2%	41.8%	38.9%
Short-term debt	2,936	5,364	5,096	5,230	Net debt to equity	21.7%	43.7%	31.5%	26.1%
Accounts payable	2,885	2,329	2,607	2,468	Net debt to assets	11.8%	24.3%	18.5%	15.9%
Other current liabilities	504	739	607	623	Interest coverage ratio (x)	0.9	3.1	4.9	6.6
Total current liabilities	6,325	8,432	8,309	8,321	Balance sheet analysis				
Total long-term debt	-	-	-	-	Days account receivable	26.2	21.1	20.8	15.5
Other liabilities	16	16	17	20	Days inventory	123.9	101.1	112.3	120.9
Total non-current liabilities	16	16	17	20	Days creditor	36.8	24.3	27.3	24.2
Total liabilities	2,952	5,380	5,113	5,250	Liquidity				
					Current ratio	2.2	1.6	1.9	2.1
Share capital	6,160	6,160	6,468	7,115	Quick ratio	0.7	0.5	0.6	0.6
Additional paid-in capital	157	157	157	157	Cash ratio	0.1	0.1	0.2	0.2
Treasury shares	-	-	-	-					
Retained earnings reserve	4,369	4,528	5,519	6,116	Valuations				
Other reserves	78	50	50	50	EPS	49	828	1,501	1,832
Shareholders' equity	10,780	10,897	12,197	13,438	BVPS	17,475	17,687	18,853	18,888
Minority interest	16	1	3	-,	P/E	410.7	24.2	13.6	11.4
				40 400		1.1	1.1	1.1	1.1
Total equity	10,780	10,897	12,197	13,438	P/B	1.1	1.1	1.1	1.1



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MBS RECOMMENDATION FRAMEWORK

Stock Ratings

The total expected return of a stock is defined as the sum of the: (i) percentage difference between the target price and the current price and (ii) the forward net dividend yields of the stock. Stock price targets have an investment horizon of 12 months.

ADD The stock's total return is expected to reach 15% or higher over the next 12 months.

HOLD The stock's total return is expected to be between negative 10% and positive 15% over the next 12 months

REDUCE The stock's total return is expected to fall below negative 10% over the next 12 months

Sector Ratings

POSITIVE - Stocks in the segment have, on a market cap-weighted basis, a positive absolute recommendation NEUTRAL - Stocks in the segment have, on a market cap-weighted basis, a neutral absolute recommendation NEGATIVE - Stocks in the segment have, on a market cap-weighted basis, a negative absolute recommendation

ABOUT MBS

Founded in May 2000 by the Military Commercial Joint Stock Bank (MB), MB Securities Joint Stock Company (MBS) is one of the first six securities companies in Vietnam. After years of development, MBS has grown into one of the premier brokerage houses in the country. In two consecutive years between 2009 and 2010, MBS leads the brokerage house in terms of market share on both Hanoi Stock Exchange (HNX) and HCMC Stock Exchange (HOSE) and continuously ranked among the Top 5 of market share at both stock exchanges.

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