

Masan Group (MSN VN)

Improving core, exceptional mining results; BUY

An attractive setup for an earning-led re-rating

MSN is trading at 13.5x/10.5x FY26E/27E P/E, close to -2SD its 5-year average, representing an attractive setup for an earnings-led re-rating opportunity. Potential foreign inflows from Vietnam's FTSE Emerging Market upgrade could provide an additional catalyst. We reiterate BUY with 2% higher SOTP-based TP of VND 129,800 (+88% upside), reflecting an upward revision to our FY26 forecasts following 2Q26 results.

2Q26 earnings beat, guidance set for upgrade

2Q26 NPAT-MI surged 203% YoY to VND3.1t, beating our forecast of VND1.5t, driven by exceptional MSR earnings amid the tungsten rally. Core consumer-retail revenue remained solid, with MCH/WCM/MML/PLH growing 14%/27%/15%/27% YoY, although margins were slightly below expectations. 1H26 NPAT pre-MI reached VND5.8t (+122% YoY), prompting management to propose an increase in FY26 guidance by 38-46% to VND10.0-11.5t. We remain confident in MSN's strong FY26 earnings outlook with PAT/NPAT-MI forecasts of VND11t (+63% YoY)/VND7.8t (+89% YoY).

MSR: 2Q26 results reinforce earnings inflection

NPAT-MI surged to VND1,666b, lifting 1H26 NPAT-MI to VND2,202b, driven by the tungsten price upcycle. With APT prices sustaining above USD3,000/mtu, we raise our FY26E APT assumptions to USD2,000/mtu for base case and USD2,500/mtu in our bull case, lifting FY26E NPAT to VND3.9t/5.5t, respectively. We now see a c.70% probability of achieving our bull case, with further upside if tungsten prices remain elevated. MSR is poised to shift from being an earnings drag to a meaningful growth contributor from 2026, contributing c.50% and 44% of MSN's consolidated EBIT and net profit in 2Q26, respectively.

FY26-28E strong earnings upcycle

We expect MSN to enter a strong multi-year earnings cycle through FY28E, driven by a resilient and expanding consumer-retail platform, stable contribution from TCB, a sharp recovery in the mining segment, and continued deleveraging and lower interest expenses. We forecast a ~42% earnings CAGR over FY25-28E, reinforcing MSN's position as one of the most compelling growth stories in Vietnam's consumer space.

FYE Dec (VND b)	FY24A	FY25A	FY26E	FY27E	FY28E
Revenue	83,456	81,928	110,380	121,139	131,674
EBITDA	3,827	9,859	15,182	17,216	17,824
Core net profit	1,291	4,108	7,847	10,092	11,867
Core EPS (VND)	853	2,702	5,161	6,638	7,805
Core EPS growth (%)	nm	216.7	91.0	28.6	17.6
Net DPS (VND)	0	0	800	1,000	1,200
Core P/E (x)	82.1	28.5	13.4	10.4	8.8
P/BV (x)	2.6	2.6	2.1	1.8	1.6
Net dividend yield (%)	0.0	0.0	1.2	1.4	1.7
ROAE (%)	5.1	9.6	16.4	18.6	19.0
ROAA (%)	0.9	3.0	6.0	7.6	8.7
EV/EBITDA (x)	39.8	16.7	10.0	8.3	7.5
Net gearing (%) (incl perps)	113.7	105.1	91.3	65.0	42.1
Consensus net profit	-	-	7,398	9,287	12,061
MIBG vs. Consensus (%)	-	-	6.1	8.7	(1.6)

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BUY

Share Price	VND 69,000
12m Price Target	VND 129,800 (+88%)
Previous Price Target	VND 127,800

Company Description

MSN owns Vietnam's largest grocery network with leading branded consumer goods/fresh foods and also offers financial services

Statistics

52w high/low (VND)	88,500/63,900
3m avg turnover (USDm)	10.1
Free float (%)	72.0
Issued shares (m)	1,520
Market capitalisation	VND104.9T USD4.0B

Major shareholders:

Masan JSC	29.4%
Sunflower Construction Co Ltd	12.4%
Nguyen Hoang Yen	3.5%

Price Performance



— Masan Group - (LHS, VND) — Masan Group / Vietnam Composite Index - (RHS, %)

	-1M	-3M	-12M
Absolute (%)	1	(8)	(17)
Relative to index (%)	(2)	(9)	(24)

Source: FactSet

Stocks mentioned in this note:

Masan Consumer (MCH VN, BUY, CP VND142,000, TP VND160,000) | [Latest report](#)
Wincommerce (WCM, not listed)
Techcombank (TCB VN, BUY, CP VND32,100, TP VND40,200) | [Latest report](#)
Masan MeatLife (MML VN, NR, CP VND28,700)
Masan High-Tech Materials - MHT (MSR VN, NR, CP VND47,500)

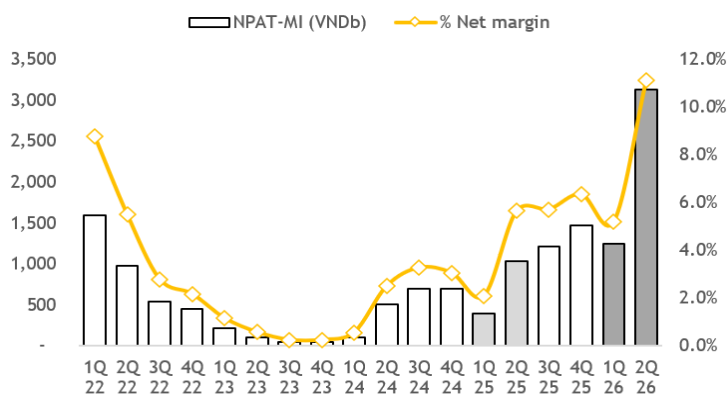
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Tear Sheet Insert

1. Improving core, exceptional mining results

2Q26 earnings tripled YoY

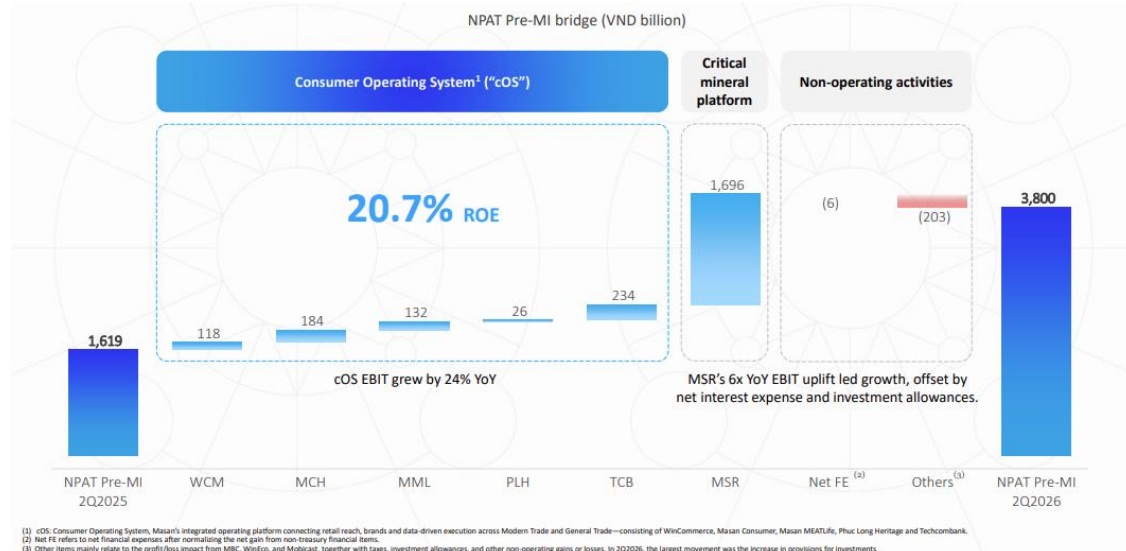
2Q26 NPAT-MI surged to VND3.1t (+203% YoY), well above our forecast of VND1.5t (+45% YoY). While operating profit from the core consumer-retail platform came in 6% below our forecast, the earnings beat was driven by exceptional performance at MSR, whose net profit jumped to c.VND1.7t (vs. VND6b in 2Q25), more than double our forecast of VND815b. This was primarily supported by the sharp rally in APT prices to USD3,245/mtu, well above our assumption of USD2,000/mtu.

Fig 1: 2Q26 earnings tripled YoY, accelerating growth and net margin, ...



Source: Company, Maybank IBG Research

Fig 2: ... driven by improving core consumer-retail business performance and MSR's sharp turnaround



Source: Company, Maybank IBG Research

Consumer-retail platform maintains solid growth

Consumer-retail revenue was broadly in line with our expectations, with growth across all key subsidiaries: MCH (+14% YoY), WCM (+27%), MML (+15%) and PLH (+27%). The group's core profit pillars continued to deliver earnings growth, with MCH's 2Q26 NPAT pre-MI rising 10% YoY to VND1.5t, while WCM's NPAT pre-MI increased 14x YoY to VND142b.

Profitability, however, was slightly softer than expected. MCH's EBIT margin came in at 21.8% vs our forecast of 22.9%, while WCM's operating margin reached 1.7%, below our 3.0% forecast.

Operationally, MCH continued expanding the direct outlet coverage of its Retail Supreme distribution model, while WCM maintained rapid expansion, adding 324 net new stores in 2Q26 to reach 5,141 stores nationwide, keeping it on track to achieve its FY26 target of 1,000-1,500 new stores.

FY26 guidance set for a substantial increase

1H26 NPAT pre-MI reached c.VND5.8t (+122% YoY), already equivalent to 73% of the original FY26 high-case guidance of VND7.9t. Reflecting the stronger-than-expected earnings trajectory, management has proposed a substantial upward revision to FY26 guidance, raising NPAT pre-MI by 38-46% to VND10.0-11.5t, implying 48-70% YoY growth.

As highlighted in our previous updates, the original guidance was conservative, based on an APT price assumption of just USD677/mtu, vs above USD3,000/mtu currently, and therefore did not capture MSR's sharp earnings recovery. Our previous FY26E NPAT pre-MI forecast of VND10.1t (+50% YoY) was already 28% above the previous high-case guidance.

We remain confident in MSN's FY26 earnings outlook, supported by: i) WCM's continued strong execution with robust SSSG and rapid store expansion; ii) MCH's recovery remaining on track following its GT distribution transformation; and iii) MSR's sharp earnings turnaround amid elevated tungsten prices. The proposed guidance upgrade further validates our earnings thesis and provides scope for further upside to our forecasts, particularly if tungsten prices remain elevated.

Fig 3: Tracking FY26 business guidance

FY26 guidance	Base-case	High-case	Note	1Q26	2Q26	Status
Consolidated sales (VNDb) (% YoY)	93,500 15%	98,000 20%		24,020 27%	28,118 54%	Outperform
 WCM	45,000 15%	47,000 21%	Driven by store network expansion (1,000-1,500 new openings) and sustained LFL growth across both minimart and supermarket formats, targeting high-single-digit to mid-teen LFL growth	11,364 29%	11,629 27%	Outperform
 MCH	33,800 11%	35,000 15%	Expecting recovery post-distribution restructuring, accelerating innovations and premiumization, continued exports and expansion of Retail Supreme	8,472 13%	7,165 14%	On target
 MML	10,100 9%	10,500 14%	Driven by: 1) improving porker value by 3-5% YoY via introduction of value-added products; 2) continuing investment in processed meat; and 3) driving further synergy with WCM	2,479 20%	2,683 15%	Outperform
 PLH	2,300 22%	2,500 32%	Continuing to focus on increasing sale contribution of food (targeting ~11% of sales); focusing on growing in the Hanoi market, reaccelerating store expansion with 40-50 new store openings	569 34%	550 27%	On target
 MHT	16,000 115%	20,300 173%	Supported by higher commodity prices at USD677/mtu and scaling up mining operations/improving recoveries	2,993 115%	8,138 404%	Outperform
Consol. EBITDA (% YoY)	19,800 15%	20,700 20%	Continue deleveraging to strengthen balance sheet, lower financial expenses, and reduce ownership interest in non-core businesses	4,976 24%	7,014 87%	Outperform
WCM	2,383 33%	2,688 50%	Focuses on profitable growth, aiming for 3% NPAT margin (vs 1.3% in FY25)	510 41%	477 52%	On target
MCH	8,710 9%	9,120 14%	Maintaining stable margins and high profitability	2,142 12%	1,800 12%	On target
MML	818 -16%	837 -14%		311 75%	328 47%	Outperform
PLH	370 5%	418 18%		119 47%	110 38%	Outperform
MHT	2,898 33%	3,152 45%	Focusing on cost optimization; continuing with balance sheet deleveraging efforts, including the exploration of strategic partners.	1,050 154%	2,492 343%	Outperform
Consol. NPAT pre-MI (*) (% YoY)	7,250 7%	7,900 17%		1,974 101%	3,800 135%	Outperform

(*) Initial guidance, approved by FY26 AGM in Apr'26

Source: Company, Maybank IBG Research

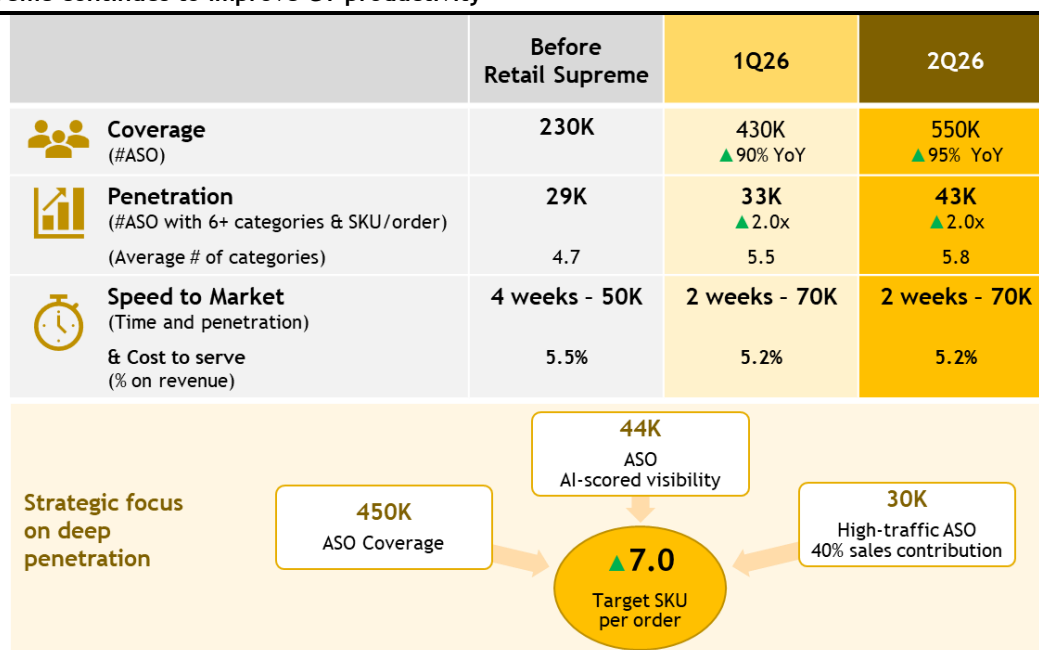
2. Consumer-retail business sustains growth

2.1 MCH: Recovery remains on track [\[Latest update\]](#)

Retail Supreme enters next phase of value creation

Retail Supreme continued to demonstrate strong execution in 2Q26, with GT revenue growing 10.6% YoY and operating KPIs improving across the network. Active selling outlets increased to 550k, SKUs per order rose to 5.8, while the number of outlets carrying more than six categories reached 43k. With nationwide coverage largely established, management is shifting its focus towards improving outlet productivity through deeper category penetration, AI-enabled execution and faster product commercialisation, reinforcing Retail Supreme as the key structural growth driver.

Fig 4: Retail Supreme continues to improve GT productivity



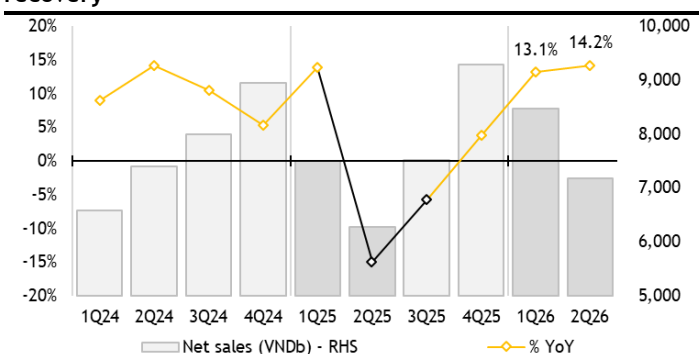
Source: Company, Maybank IBG Research

Notes: Certain figures in other materials reflect performance as of reported month.
Logistics costs are excluded from the cost-to-serve scope

Broad-based growth reflects improving GT execution

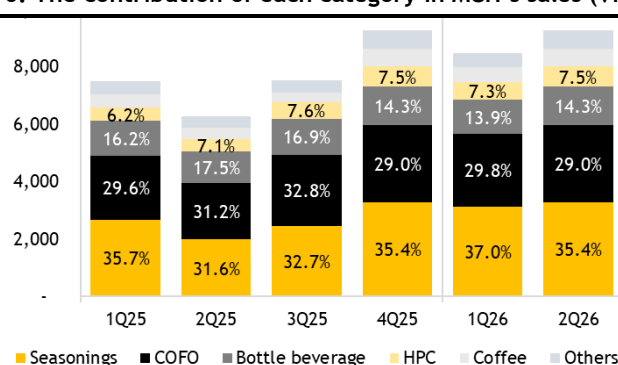
2Q26 net sales increased 14.2% YoY to VND7.2t, broadly in line with our expectations, driven by c.10% YoY volume growth and broad-based expansion across all major categories.

Fig 5: Double-digit sales growth in 2Q26 supported by volume recovery



Source: MCH, Maybank IBG Research

Fig 6: The contribution of each category in MCH's sales (VNDb)

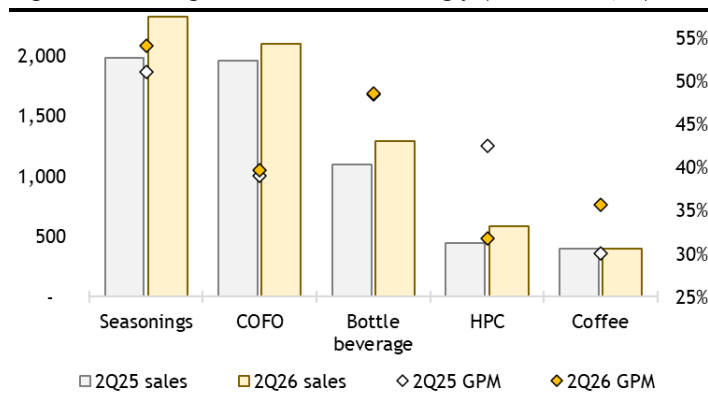


Source: MCH, Maybank IBG Research

Seasonings (+17.3% YoY) continued to benefit from premiumisation and fish sauce recovery, while Bottled Beverages (+17.8% YoY) returned to growth as demand normalised. HPC remained the fastest-growing category (+32.3% YoY), supported by deeper GT penetration under Retail Supreme, while Global Business maintained robust growth of 24.0% YoY. These results demonstrate that the productivity gains under Retail Supreme are translating into stronger category performance.

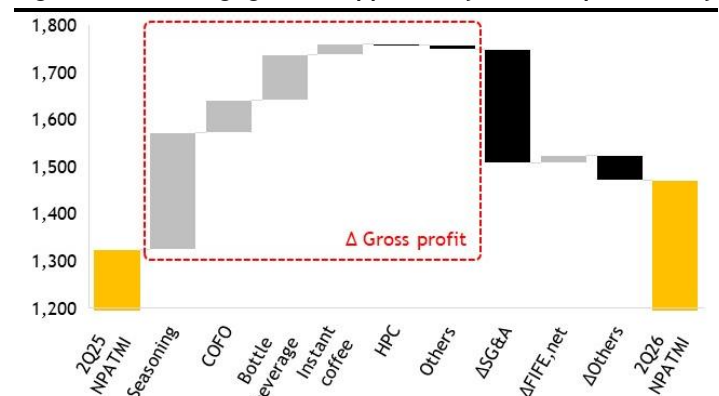
GPM expanded by 44bps YoY to 44.6%, reflecting continued premiumisation, selective pricing and an improved product mix, although it moderated sequentially due to seasonal factors and higher input costs in the HPC segment. Net financial income increased 10.4% YoY to VND152b, driven by higher interest income from related-party loans. Consequently, NPAT-MI rose 11.0% YoY to VND1.5t, with net margin at 20.5%.

Fig 7: Core categories recovered strongly (unit: VNDb, %)



Source: MCH, Maybank IBG Research

Fig 8: 2Q26 earnings growth supported by resilient profitability



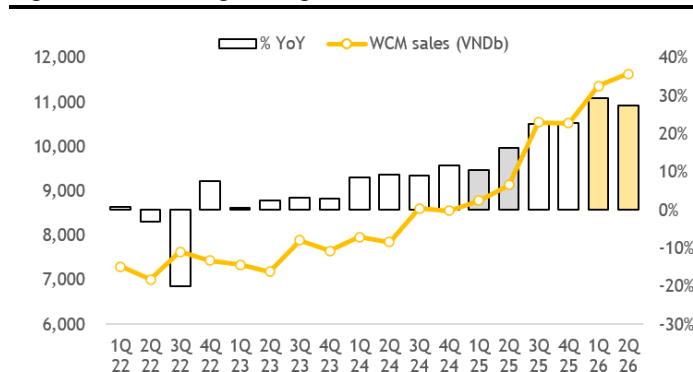
Source: MCH, Maybank IBG Research

2.2 WCM: Resilient profitability amid rapid store expansion

Top-line growth remains robust

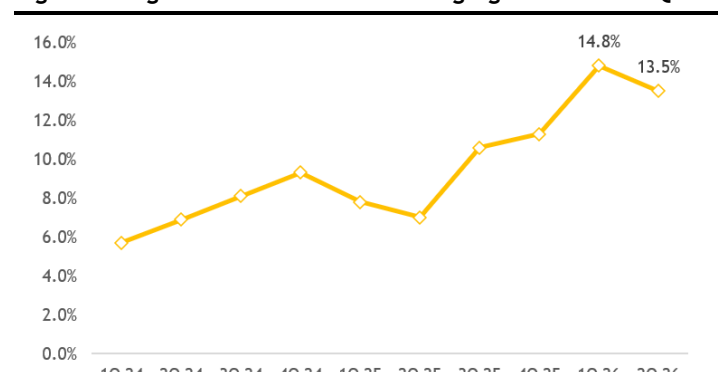
Sales continued to grow strongly in 2Q26 at over 27% YoY, sustaining the momentum seen since 2H25 (1Q26: +29.4% YoY; 4Q25: +22.8% YoY). Growth was driven by: i) ~13.5% LFL growth, primarily supported by higher traffic (bill count); and ii) 324 new store openings, mainly in the North and Central regions under the WinMart+ Rural format. This performance remains well ahead of management's FY26 sales growth guidance of 15-21% YoY.

Fig 9: WCM's strong sales growth sustained in 2Q26



Source: Company, Maybank IBG Research

Fig 10: LFL growth sustained double-digit growth since 3Q25

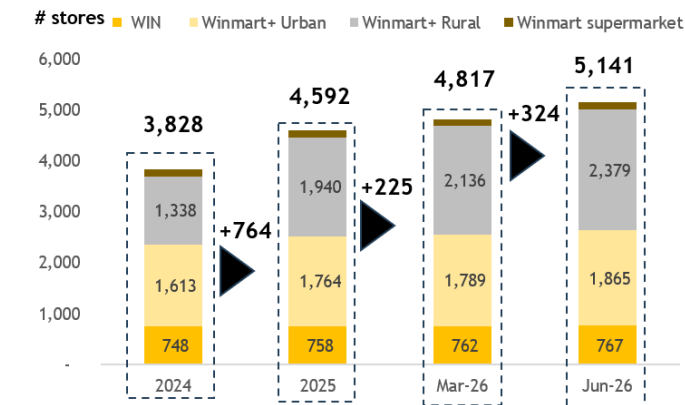


Source: Company, Maybank IBG Research

Rural minimarts remain the key expansion driver

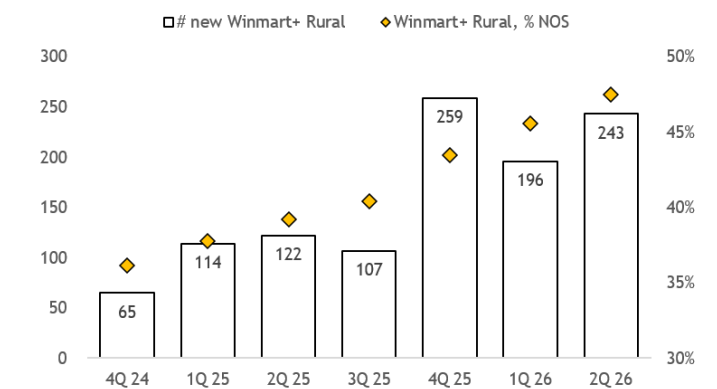
WCM added 243 rural minimarts in 2Q26, bringing the total to 2,379 stores at end-2Q26 (+439 in 1H26). Following the acceleration over the past two years, Winmart+ rural formats now account for 47% of the total minimart network, up from ~20% previously, highlighting their growing importance in WCM's expansion strategy. We believe the format offers significant runway given the still-low modern trade penetration in rural markets.

Fig 11: WCM continued to accelerate store expansion...



Source: Company, Maybank IBG Research

Fig 12: ... with a key driver of Winmart+ Rural



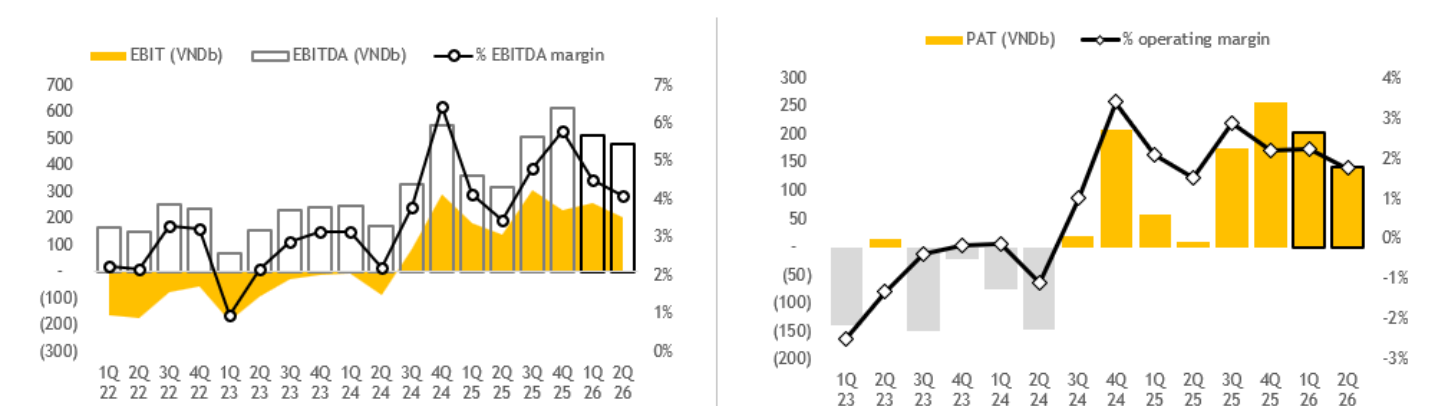
Source: Company, Maybank IBG Research

Profitability remains resilient despite rapid expansion

Despite rapid store rollout, WCM continued to improve profitability, with 2Q26 EBITDA margin rising 66bps YoY to >4%, supported by strong SSSG and lower capex requirements for the rural minimart format. More than 90% of rural stores achieved positive store-level EBITDA, supporting the scalability of the format. Operating margin also improved gradually to 1.75% in 2Q26 (vs. 1.52% in 2Q25), driving net profit to VND142b, sharply up from VND10b in 2Q25, implying a 1.2% net margin.

For 1H26, WCM generated VND987b in EBITDA (+46% YoY), broadly on track with management's FY26 EBITDA growth guidance of 33-50%, while net profit reached VND346b, up 5x YoY. However, the 1.5% net margin remains below management's 3% FY26 target, leaving further room for profitability improvement as the store base matures and operating leverage builds.

Fig 13: Profitability sustained in 2Q26



Source: Company, Maybank IBG Research

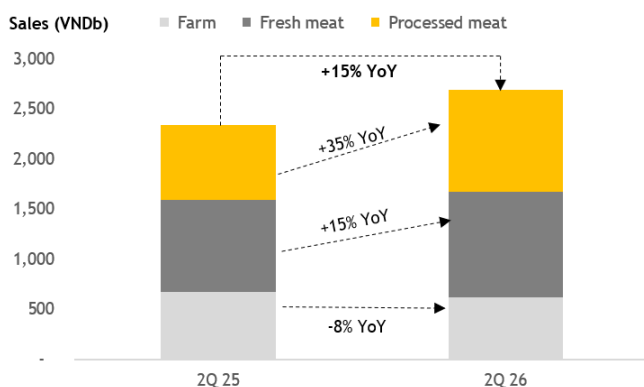
2.3 MML: Resilient performance driven by WCM synergies and innovation-led expansion

MML delivered a solid performance in 2Q26, with revenue increasing 15% YoY and EBIT rising ~126% YoY. Stronger synergies with WCM and continued innovation in processed meat remained key sales growth drivers, while improving economies of scale and higher pork utilization in both fresh and processed meat supported improving profitability.

Sales of fresh and processed meat grew 15% and 35% YoY, respectively, in 2Q26. Average daily sales per LFL store reached VND2.6m (+19% YoY), vs VND2.3m in 1Q26, reflecting stronger execution and improving productivity across the existing store base.

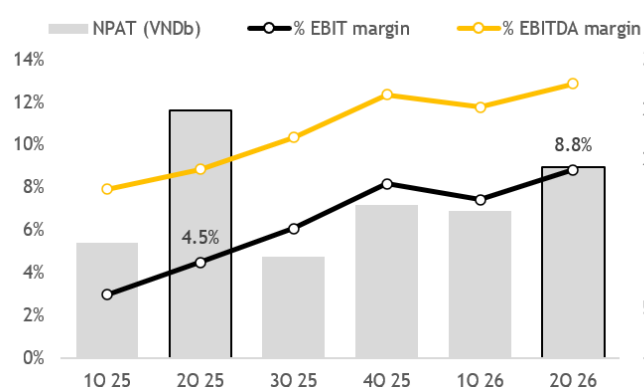
Innovation and processed meat continued to be a key growth pillar, with processed meat contribution increasing to 38% of total sales in 2Q26 (vs ~32% in 2Q25), supporting further margin expansion. As a result, 2Q26 EBIT margin improved significantly to 8.8% from 4.5% in 2Q25 and 7.4% in 1Q26, driving EBIT growth of 126% YoY.

Fig 14: Healthy sales growth sustained in both fresh and processed meat in 2Q26



Source: Company, Maybank IBG Research

Fig 15: MML's earnings remained resilient in 2Q26 with significant operating margin improvement



Source: Company, Maybank IBG Research

3. MSR: Exceptional business performance amid elevated tungsten prices

2Q26 earnings accelerated sharply

2Q26 earnings accelerated to VND1,666b (vs our forecast of VND815b), following VND537b in 1Q26, lifting 1H26 NPAT-MI to VND2,202b (vs. a VND216b loss in 1H25). The strong turnaround was primarily driven by the sharp rally in tungsten prices amid tightening global supply.

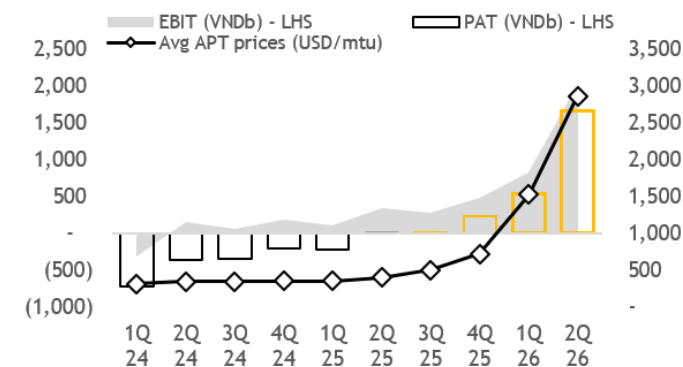
Average APT prices (Europe APT 88.5%) exceeded USD2,800/mtu in 2Q26 (vs. USD1,680/mtu in 1Q26 and USD350-400/mtu in 1H25), driving 837% YoY growth in tungsten revenue and 404% YoY growth in total revenue during the quarter. Cumulatively, 1H26 revenue surged 270% YoY, supported by a 535% increase in tungsten sales, despite lower ore feed and throughput.

1H26 gross margin expanded to 27% (vs. 17% in 1H25), as the tungsten segment returned to profitability with gross margin improving to 22.3% (vs. negative margins in 1H25). Tungsten contributed 90% of total revenue and 83% of gross profit in 1H26, highlighting its role as the key earnings driver.

Net financial expenses declined 15% YoY to VND480b, supported by stronger financial income and lower interest expenses as the balance sheet continued to improve.

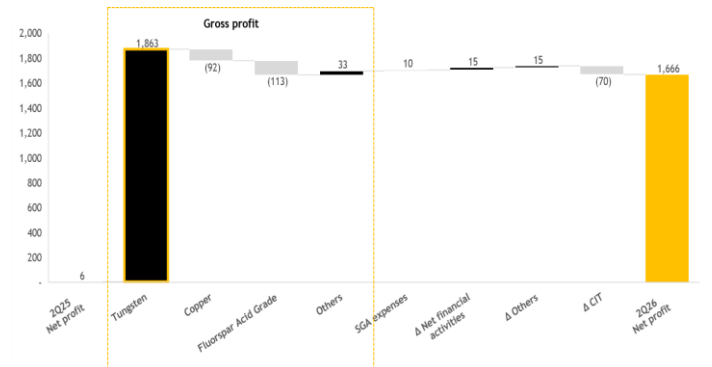
MSR is poised to shift from being an earnings drag to a meaningful growth contributor from 2026, contributing nearly 50% and 44% of MSN's consolidated EBIT and net profit in 2Q26, respectively.

Fig 16: MSR continued sharp turnaround started in 4Q25...



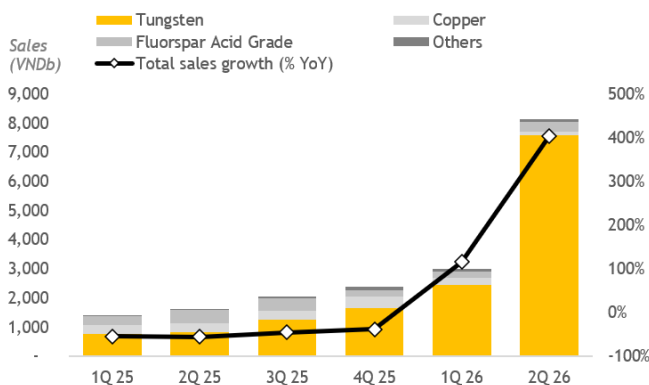
Source: Company, Maybank IBG Research

Fig 17: ... driven by strong tungsten business



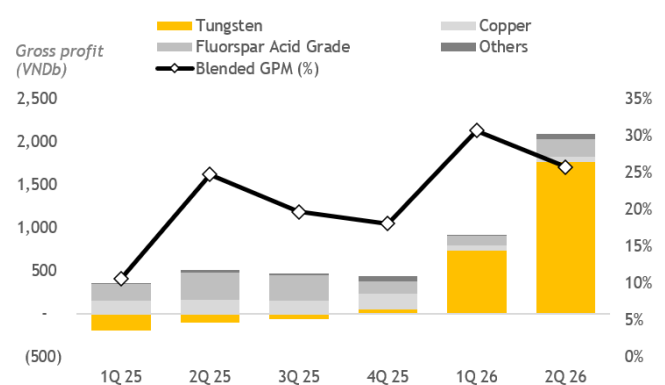
Source: Company, Maybank IBG Research

Fig 18: Tungsten segment led growth in both sales...



Source: Company, Maybank IBG Research

Fig 19: ... and gross profit

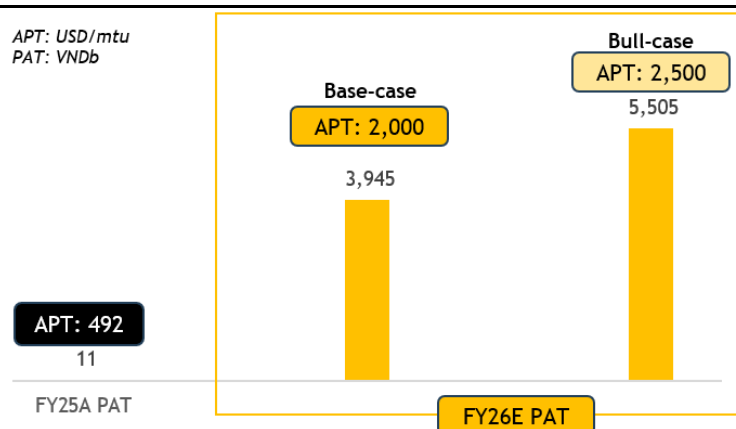


Source: Company, Maybank IBG Research

Increasing probability of our bull-case scenario

Following the sustained rally in APT prices to around USD3,000/mtu, we raise our base-case APT assumption to USD2,000/mtu (from USD1,500/mtu previously) and increase our bull-case assumption to USD2,500/mtu. Accordingly, we revise our FY26E NPAT to VND3.9t under the base case and VND5.5t under the bull case.

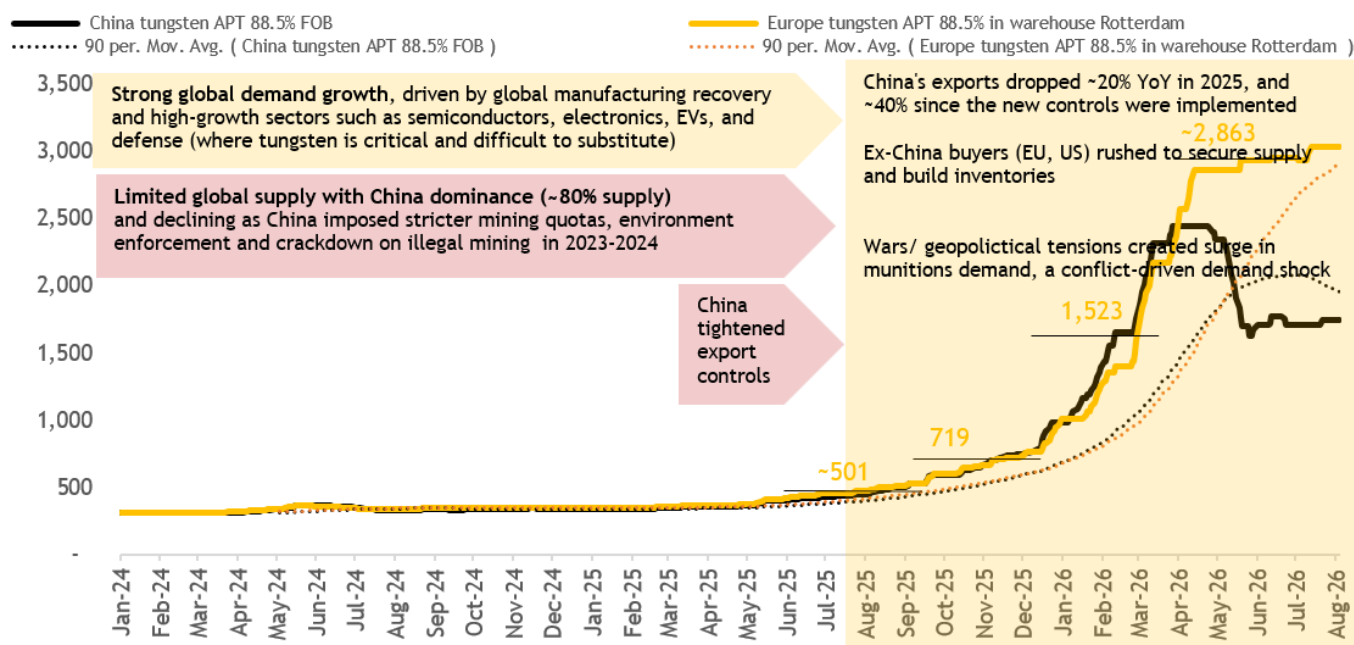
Fig 20: We revise our FY26E NPAT to VND3.9t and VND5.5t under the base and bull case



Source: Company, Maybank IBG Research

Given current spot prices remain well above our revised assumptions, we believe the probability of our bull-case scenario has increased to around 70%, assuming prices remain elevated through the remainder of FY26.

Fig 21: Tungsten APT prices entered a structural uptrend



Source: Bloomberg, Maybank IBG Research

Strategic resource expansion strengthens long-term outlook

In Jun'26, MSR announced progress in expanding exploration around the Nui Phao mine, with potential to add c.115 million tonnes of tungsten-polymetallic resources across the Nui Phao Expansion and Nui Chiem projects. Based on the current licensed mining capacity of 3.5mtpa, these additional resources could extend the mine life by 20-30 years. In particular:

- **Nui Phao Expansion** (c.42.9ha, located adjacent to the current Nui Phao mine): Under Decision No. 1826/QĐ-BNNMT dated 20 May 2026, the Ministry of Agriculture and Environment designated the area as a non-auction area for mineral exploitation rights. The exploration proposal is currently under appraisal by the Vietnam Department of Geology and Minerals.
- **Nui Chiem** (c.1,000ha): On 10 June 2026, the Ministry of Agriculture and Environment announced that Nui Phao Mining Company Limited, a wholly owned subsidiary of MSR, had been selected as the sole eligible entity to be considered for a mineral exploration licence for the area, which had previously been designated as a non-auction zone for mineral exploitation rights.
- According to Vietnam's National Mineral Master Plan (Decision No. 866/QĐ-TTg, as amended by Decision No. 2581/QĐ-TTg), the Nui Phao Expansion area is estimated to contain c.55m tonnes of tungsten-polymetallic ore, while Nui Chiem is estimated at c.60m tonnes. Combined, these areas could add c.115m tonnes of potential resources.

Additionally, to meet growing customer demand for refined tungsten products, MSR plans to expand its tungsten oxide capacity to more than 8,000 tonnes of WO_3 , broadly in line with its existing APT capacity. Tungsten oxides represent higher-value-added tungsten chemicals.

The potential resource expansion, together with this planned expansion of downstream tungsten oxide processing capacity strengthen MSR's position as one of the world's largest integrated ex-China tungsten suppliers, well positioned to benefit from tightening global supply and structural demand growth from AI, semiconductors, defense and advanced manufacturing.

4. Raise FY26E earnings by 12%

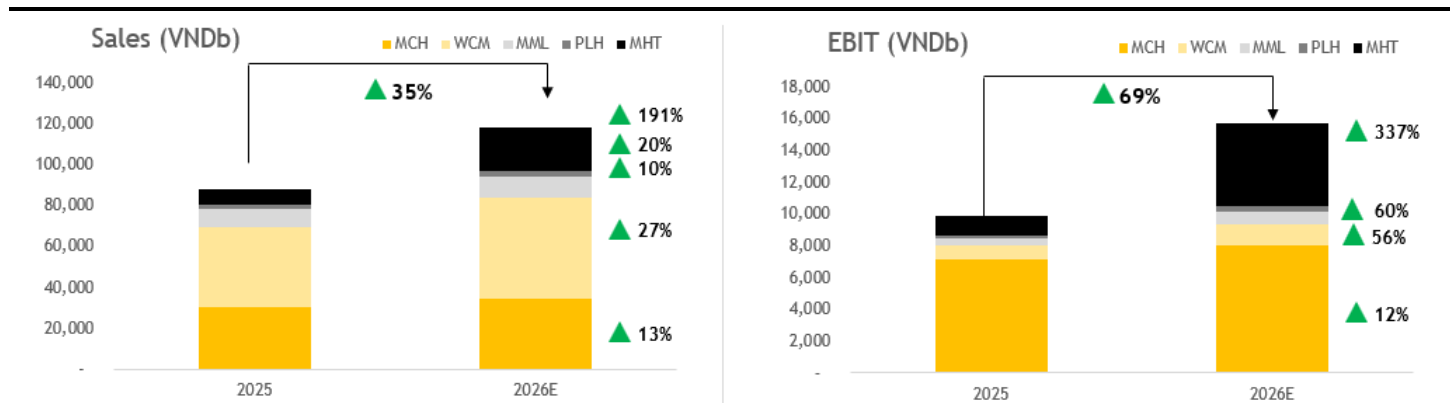
To reflect stronger-than-expected 2Q26 results, we raised our FY26E NPAT-MI by 12% to VND7.8t (+89% YoY), supported by the solid performance of the consumer-retail platform and the increasingly important catalyst from the mining segment amid a strong tungsten rally.

Fig 22: Forecast changes

(Unit: VNDb)	1Q25A	2Q25A	3Q25A	4Q25A	1Q26A	2Q26A	2Q26E	% variant	2025A	2026E	2026E	
										Old	New	% changes
Total consolidated sales	18,897	18,315	21,164	23,246	24,020	28,118	25,869	9%	81,928	106,200	110,380	4%
% YoY	0.2%	-9.0%	-1.5%	2.4%	27.1%	53.5%	41.2%		-1.8%	29.6%	34.7%	
Gross profit	6,194	5,689	6,442	7,255	7,906	8,911	7,843	14%	25,581	34,111	35,080	3%
% YoY	17.9%	-3.9%	0.3%	2.7%	27.6%	56.6%	37.9%		3.8%	33.3%	37.1%	
% gross margin	32.8%	31.1%	30.4%	31.2%	32.9%	31.7%	30.3%		31.2%	32.1%	31.8%	
SGA expenses	(4,559)	(4,285)	(4,358)	(4,714)	(5,459)	(4,867)	(5,317)	-8%	(17,916)	(22,334)	(22,162)	-1%
% of sales	24.1%	23.4%	20.6%	20.3%	22.7%	17.3%	20.6%		21.9%	21.0%	20.1%	
EBIT	1,635	1,404	2,083	2,542	2,447	4,044	2,526	60%	7,664	11,776	12,918	10%
% YoY	132.4%	7.6%	29.2%	-0.4%	49.7%	188.0%	79.9%		24.2%	53.7%	68.6%	
% EBIT margin	8.7%	7.7%	9.8%	10.9%	10.2%	14.4%	9.8%		9.4%	11.1%	11.7%	
MCH	1,723	1,382	1,800	2,233	1,905	1,565	1,659	-6%	7,137	8,234	8,002	-3%
WCM	184	138	304	231	255	203	353	-43%	858	1,516	1,341	-12%
MML	61	104	144	199	184	236	127	86%	508	541	814	51%
MHT	108	339	276	475	822	2,039	1,170	74%	1,198	4,690	5,235	12%
Net financial incomes	(1,306)	(1,021)	(1,212)	(1,283)	(1,470)	(1,326)	(1,239)	7%	(4,822)	(4,957)	(5,559)	12%
Financial incomes	577	367	829	321	425	497	439		2,094	1,754	1,732	
Financial expenses	(1,883)	(1,388)	(2,042)	(1,604)	(1,895)	(1,823)	(1,678)		(6,916)	(6,711)	(7,291)	
Gains/losses from JVs	1,190	1,241	1,265	1,384	1,341	1,475	1,385	7%	5,080	5,687	5,783	2%
% YoY	-4.7%	-2.5%	9.2%	81.3%	12.7%	18.9%	0.0%		14.3%	11.9%	13.8%	
Net other incomes	(297)	222	17	25	1	(31)	1		(34)	(52)	(57)	10%
PBT	1,222	1,846	2,152	2,667	2,320	4,163	2,673	56%	7,888	12,454	13,084	5%
% YoY	92.9%	58.0%	37.4%	0.4%	89.8%	125.5%	44.8%		30.9%	57.9%	65.9%	
PAT	983	1,619	1,866	2,295	1,974	3,800	2,192	73%	6,764	10,134	11,054	9%
Minority interest	590	587	657	821	728	675	692		2,655	3,174	3,281	
NPAT-MI	394	1,032	1,209	1,474	1,246	3,125	1,500	108%	4,108	6,960	7,772	12%
% YoY	277.1%	105.4%	72.4%	113.3%	216.6%	202.8%	45.4%		105.5%	69.4%	89.2%	
% net margin	2.1%	5.6%	5.7%	6.3%	5.2%	11.1%	5.8%		5.0%	6.6%	7.0%	

Source: Company, Maybank IBG Research

Fig 23: FY26E sales and EBIT forecasts by subsidiary



Source: Company, Maybank IBG Research

5. Maintain BUY with 88% upside

We maintain BUY on MSN with an SOTP-based TP of VND129,800 (+1.6% vs previously), representing 88% upside potential.

Fig 24: SOTP valuations

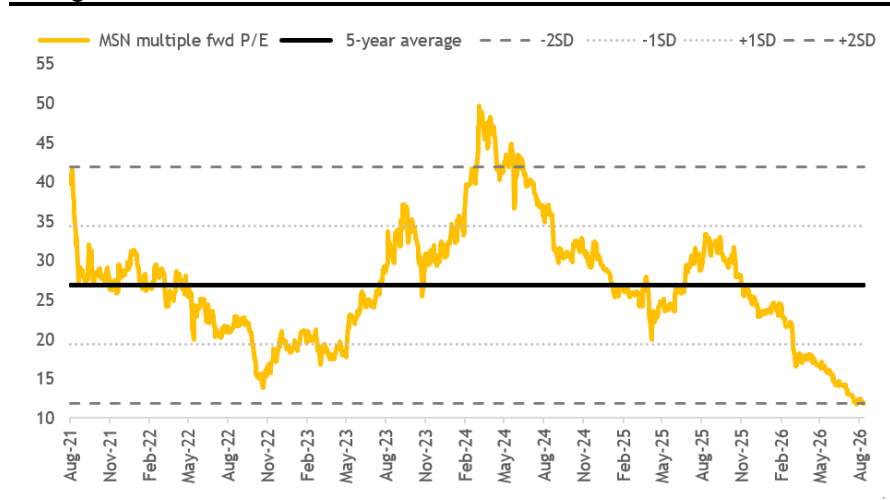
Sum of the parts (SOTP)	Equity Value		MSN's economic Interest (%)	MSN's value (VNDb)	Rationale
	(VNDb)	(USD)			
Wincommerce (WCM)	49,673	1.9	86%	42,768	Based on 1.0x target P/S and FY26E sales of VND49t (+26% YoY)
Masan Consumer (MCH)	208,727	7.9	66%	138,177	Based on our DCF-based target price (WACC: 8.4%, TGR: 3%)
Masan High-Tech Materials (MHT)	38,572	1.5	93%	35,833	Based on its FY26E EBITDA and a targeted EV/EBITDA of 8x
Masan MEATLife (MML)	5,201	0.2	91%	4,743	Based on its book value as of end-FY25, 51% discount vs its current market cap
Techcombank (TCB)	284,013	10.8	20%	55,951	Based on our 12M target price for TCB, which is based on FY27E BVPS and 1.26x target P/B, its 5-year average/listed VN banks's average
SOTP valuation				277,473	
<i>Conglomerate discount</i>				25%	
Net cash/(debt) of parent company				(10,825)	
Number of outstanding shares (m)				1,520	
Target price (VND/share)				129,800	
Current price (VND/share)				69,000	
Upside/(downside)				88%	

Source: Company, Maybank IBG Research

While MSN's consumer-retail platform continues to underpin long-term value, we see the mining segment as an incremental catalyst in the near term. MSR is transitioning from a valuation overhang into a meaningful earnings and valuation driver, with tungsten prices emerging as a key swing factor for MSN's near-term re-rating.

MSN is trading at 13.5x/10.5x FY26E/27E P/E, close to -2SD its 5-year average, and near valuation levels last seen during the 4Q22 market sell-off, when liquidity concerns intensified amid the government's scrutiny of the corporate bond market. We believe the current valuation does not fully reflect MSN's improving earnings outlook and emerging growth catalysts.

Fig 25: MSN is trading at 13.5x/10.5x FY26E/27E P/E, close to -2SD its 5-year average

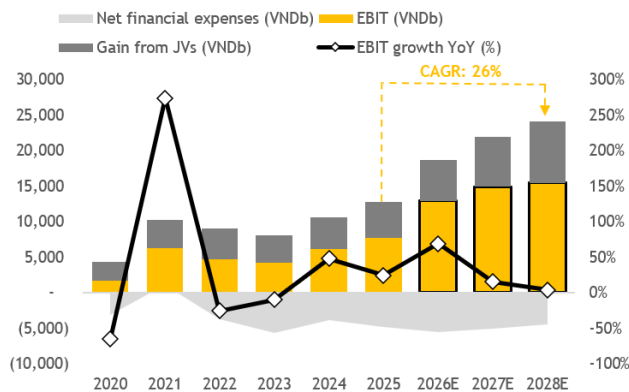


Source: Bloomberg, Maybank IBG Research

Key potential re-rating catalysts for MSN, in our view, include:

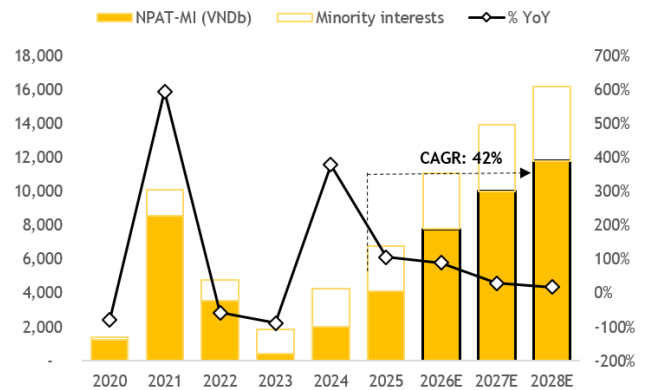
- i) A new strong earnings cycle through FY28E, driven by a resilient consumer-retail platform, stable contributions from TCB, a sharp recovery in the mining segment, and continued deleveraging. We forecast ~42% earnings CAGR over FY25-28E.

Fig 26: We forecast 26% EBIT CAGR for MSN in FY25-28E, and healthy earnings from TCB...



Source: Company, Maybank IBG Research

Fig 27: ... to drive higher FY25-28E NPAT-MI CAGR of 42%



Source: Company, Maybank IBG Research

- ii) Potential foreign inflows from Vietnam's FTSE Emerging Market upgrade. According to FTSE Russell's latest announcement in Aug'26, we estimate Vietnam could initially attract passive inflows of USD1.9b. Given its market capitalization and liquidity profile, MSN is among the top beneficiaries, with total potential inflows of c.USD63m, adding a market-driven catalyst alongside improving fundamentals.

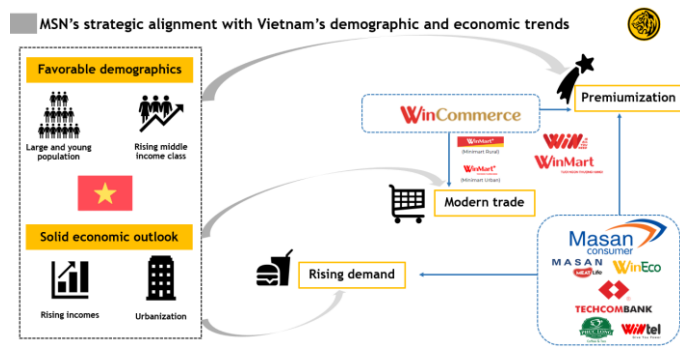
Fig 28: MSN is among the top stocks that are likely to enjoy the most inflows

Ticker	Free-Float Market Cap (USDm)	Foreign Availability (USDm)	FTSE Total Inflow (USDm)	Initial Allocation Tranche	
				Inflow (USDm)	No. of Trading Days
VIC	18,310	27,392	490.1	49.0	1.3
VHM	6,777	9,816	181.4	18.1	0.7
STB	5,131	1,027	137.4	13.7	1.4
VPB	4,301	560	115.1	11.5	0.9
HPG	4,216	1,921	112.9	11.3	0.6
HDB	4,193	281	112.2	11.2	1.1
FPT	4,024	1,025	107.7	10.8	0.7
MSN	2,346	2,969	62.8	6.3	0.6
VCB	2,083	1,875	55.8	5.6	0.5
VNM	2,046	2,570	54.8	5.5	0.5
SHB	1,829	648	49.0	4.9	0.2
SSI	1,672	1,670	44.8	4.5	0.2
MCH	1,399	5,907	37.5	3.7	1.7
VIX	1,332	1,239	35.7	3.6	0.2
MSB	1,332	432	35.7	3.6	1.0
VJC	1,285	879	34.4	3.4	0.6
SSB	1,107	599	29.6	3.0	2.3
GEX	922	572	24.7	2.5	0.2
VRE	882	836	23.6	2.4	0.4
VPL	793	2,256	21.2	2.1	1.2
HCM	749	204	20.0	2.0	0.4
VND	740	902	19.8	2.0	0.3
VCI	733	810	19.6	2.0	0.3
VCK	710	2,737	19.0	1.9	0.7
NVL	676	552	18.1	1.8	0.2
BID	661	1,373	17.7	1.8	0.3
TCX	654	3,968	17.5	1.8	0.8
Vietnam			1,898.0	189.8	

Source: Bloomberg, Fiinpro, Maybank IBG Research

Value Proposition

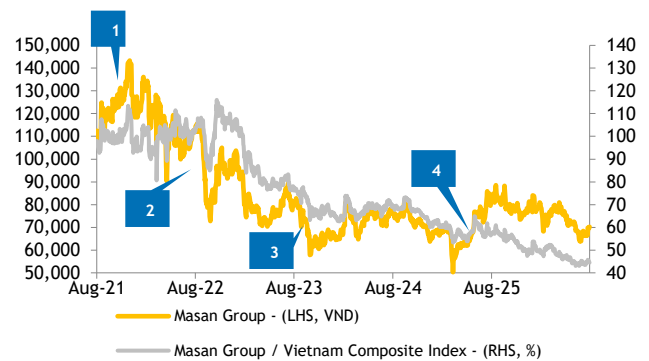
- MSN owns companies building a vertically integrated consumer ecosystem with leadership positions in multiple growing sectors, including branded consumer goods (Masan Consumer - MCH), modern grocery retail (WinCommerce - WCM), branded meat (Masan MEATLife - MML), and beverage retail (Phuc Long Heritage - PLH), etc. MSN is leveraging synergies from this and digital transformation to expand and capture Vietnam's rising consumption.
- WCM holds the largest store network in Vietnam, making it a key player in the transition to modern grocery. MSN's ambition is to build a platform that caters to consumer needs from daily lifestyle to finance, leveraging its JV with TCB - the leading digital bank with a strong affluent retail customer base.



Source: Maybank IBG Research

Price Drivers

Historical share price trend



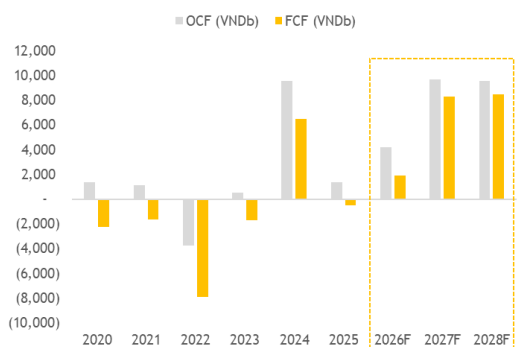
Source: Company, Maybank IBG Research

- Strong rally reflects: i) substantial one-off profit from animal feed business divestment, together with core business recovery boosting robust FY24 earnings; and ii) capital raising of VND1.1b for TCX.
- Market panic selling due to liquidity crunch under the government's bond market scrutiny that triggered forced-selling. Weak market sentiment due to MSN's high leverage.
- Persistent foreign outflows continue to weigh on MSN.
- Share price started to rebound, following strong earnings recovery and Vietnam's market upgrade expectations.

Financial Metrics

- We project robust double-digit earnings growth through FY28E with FY25-28E NPAT-MI CAGR of 32%, driven by resilient core consumer-retail business performance, strong profit contribution of TCB, and reducing interest rates.
- Deleveraging is on track. As of FY25, total net borrowing reduced further to VND47.4t, declining 13% since the peak in 1Q23. This implies a net gearing ratio of 1.1x at end-FY25, reducing from the peak of 1.5x. Net debt/EBITDA also down to 2.7x at end-FY25.
- We expect OCF/FCF to remain positive in coming years, fuelled by earnings growth and lower capex.

OCF and FCF improved significantly since FY24



Source: Company

Swing Factors

Upside

- Successful IPO/deals related to its consumer-retail business could be a re-rating catalyst for MSN.
- Completely divest the mining business (MSR) to focus on growing its retail consumer business.
- Stronger-than-expected tungsten/APT prices should be an upside risk for our forecasts.
- Potentially benefit from foreign inflows when Vietnam is upgraded to emerging market status by FTSE likely in 2026 and by MSCI in the next couple of years.

Downside

- Competitive pressure from big players in groceries is still a potential risk for WCM.
- Losses from non-core mining business due to commodity volatility and operational issues.

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Risk Rating & Score ¹	na
Score Momentum ²	na
Last Updated	na
Controversy Score ³	na

Business Model & Industry Issues

- With a consumer-centric business model, MSN’s management is committed to provide people with affordable daily necessities in a sustainable manner (i.e. safety and labelling products) which aligns with its philosophy of “doing well by doing good”. It also recognizes the role of human resources, caring for the environment and communities in a sustainable manner.
- Exposure to the mining business could potentially be a risk to MSN’s LT structural profitability/valuations from ESG considerations. However, MSN plans to divest this non-core business.
- In sum, MSN has an ESG committee and framework to be incorporated in its operation and a development strategy for sustainable growth. Most of basic information regarding ESG aspects are disclosed with tangible medium/long-term targets. However, it is a relative laggard vs peers in terms of GHG emissions and MSN needs to make headway in reducing emissions.

Material E issues

- MSN’s GHG emissions (scope 1+2+3) intensity by revenue (tCO2e/VNDb) increased to 15.1 in 2024 from 12.2 in 2023, based on Bloomberg’s calculation, due to a significant surge in scope 3 emissions (+32% YoY). Among subsidiaries, MCH and MHT generate large amounts of emissions.
- More than 25% of energy consumed by MSN and other subsidiaries in 2024 was from renewable sources, including biomass and on-site solar panels.
- Management has set targets to reduce scope 1 and 2 GHG emissions 15% by 2030 and 5-10% annual water usage per unit of production due to water recycling by 2025. It also aims to increase 50% waste recycled by 2025 in support of the national action plan for management of marine plastic litter by 2030.

Material S issues

- Diversified workforce structure from nationality and age. Females constitute 65% of its total workforce with substantial contributions across all aspects of the production and business process.
- Labour policies to ensure health and safety.
- In 2024, MSN organized over 1,700 training sessions and workshops on various topics, resulting in an average 10-100 hours/employee/year for each business segment.
- MSN has targeted to introduce products considered "Good for Health" by 2025.
- MSN implemented programs for community, tailored to local needs to help disadvantaged members by giving gifts/necessities, offering surgery/healthcare to poor patients, and by building bridges, etc.

Key G metrics and issues

- The board of directors (BOD) consists of 6 members, 2 of who are independent. There are 2 women on the BOD. The chairperson and the CEO roles are separated. The major shareholders represent on the board.
- There is no remuneration for the BOD. However, MSN maintains ESOP issuance at 0.4%-0.5% of its total outstanding share pa.
- KPMG has been the company’s auditor since listing in 2009.
- Public information announcements are in both English and Vietnamese.

¹**Risk Rating & Score** - derived by Sustainalytics and assesses the company’s exposure to unmanaged ESG risks. Scores range between 0 - 50 in order of increasing severity with low/high scores & ratings representing negligible/significant risk to the company’s enterprise value, respectively, from ESG-driven financial impacts. ²**Score Momentum** - indicates changes to the company’s score since the last update - a **negative** integer indicates a company’s improving risk score; a **positive** integer indicates a deterioration. ³**Controversy Score** - reported periodically by Sustainalytics in the event of material ESG-related incident(s), with the impact severity scores of these events ranging from Category 0-5 (0 - no reports; 1 - negligible risks; ...; 5 - poses serious risks & indicative of potential structural deficiencies at the company).

Quantitative Parameters (Score: 47)						
	Particulars	Unit	2022	2023	2024	MWG VN (2023)
E	Scope 1 GHG emissions	m tCO ₂ e	154.0	157.5	158.4	11.5
	Scope 2 GHG emissions	m tCO ₂ e	369.2	446.9	429.3	350.5
	Total	m tCO₂e	523.2	604.4	587.7	361.9
	Scope 3 GHG emissions	m tCO ₂ e	163.7	349.8	671.4	131.8
	Total	m tCO₂e	686.9	954.1	1,259.1	493.7
	GHG emission intensity by revenue	tCO ₂ e/VNDb	9.0	12.2	15.1	4.2
	Energy intensity by revenue	GJ/VNDb	38.8	55.2	51.8	NA
	Share of renewable energy use in operations	%	N/A	20%	25%	1%
	Wastewater discharge (chemical O ₂ demand)	tonnes	N/A	N/A	N/A	N/A
	Air emissions intensity	ton/kT	N/A	N/A	N/A	N/A
S	Cost savings from energy-saving initiatives	VNDb	N/A	N/A	N/A	2
	Cases of environmental non-compliance	number	0	0	0	0
	% of women in workforce	%	N/A	N/A	65.0%	40.9%
	% of women in management roles	%	N/A	N/A	>65%	41.2%
G	Average number of training hours per employee	number	N/A	10-100	10-100	N/A
	Lives impacted by CSR outreach ('000)	number	N/A	N/A	N/A	N/A
	MD/CEO salary as % of reported net profit	%	N/A	N/A	N/A	N/A
	Board salary as % of reported net profit	%	0.0%	0.0%	0.0%	0.0%
	Independent directors on the Board	%	28.6%	28.6%	28.6%	30%
	Female directors on the Board	%	28.6%	28.6%	42.9%	0.0%

Qualitative Parameters (Score: 67)	
a) Is there an ESG policy in place and is there a standalone ESG committee or is it part of a risk committee?	<i>Yes - it has an established framework and an ESG committee that advises the CEO in relation to company's sustainability strategy as well as ESG-related trends, risks and opportunities.</i>
b) Is the senior management salary linked to fulfilling ESG targets?	<i>No</i>
c) Does the company undertake a materiality assessment of its ESG parameters and map its operations/targets to the UN SDGs?	<i>Yes - MSN started integrating ESG into operations in 2022-23. The process was initiated through a materiality assessment, undertaken with the support of a global consulting company to define key KPIs and develop action plan with concrete targets.</i>
d) Has the company been involved in any controversy which has impacted the valuations/stock price adversely?	<i>Yes</i>
e) What are the 2-3 key carbon mitigation/water/waste management strategies adopted by the company?	<i>Management set targets to reduce by 15% scope 1 and 2 GHG emissions by 2030 and 5-10% annual water usage per unit production due to water recycling by 2025. It also aims to increase 50% waste recycled by 2025 in supporting the national action plan for management of marine plastic litter by 2030. Particularly:</i> <i>1) Implement the biogas technology which utilises rice husks and sawdust waste to produce energy in MCH (averaging an 87% utilization rate of biomass across its facilities) and MML (one of its four manufacturing plants successfully transitioned to fully operate on biomass energy in 2023).</i> <i>2) Install solar panels on the rooftops for MCH.</i>
f) Does carbon offset form part of the net zero/carbon neutrality target of the company?	<i>Yes - management targets for step by step accompanying Vietnam Government's goal of net zero by 2050</i>

Target (Score: 17)		
Particulars	Target	Achieved
Net-zero carbon emissions by 2050	Net 0	N/A
Reduce Scope 1 & 2 GHG emissions by 2030	15%	N/A
Reduce annual water usage per unit production due to water recycling by 2025	5-10%	N/A
Increase waste recycled by 2025 in supporting the national action plan for management of marine plastic litter by 2030	50%	N/A
Introduce products considered "Good for Health" by 2025	Min. 4	N/A
Establish ESG Committee and ESG Group Head and to be fully in function	By 2024	Done
Impact		
NA		
Overall Score: 44		
As per our ESG matrix, Masan Group (MSN VN) has an overall score of 44.		

ESG score	Weights	Scores	Final Score
Quantitative	50%	47	24
Qualitative	25%	67	17
Target	25%	17	4
Total			44

As per our ESG assessment, MSN has an established framework, internal policies, and tangible mid/long-term targets but needs to make headway in reducing GHG emissions. MSN's overall ESG score is 44, which makes its ESG rating below average in our view (average ESG rating = 50; refer to Appendix I for our ESG Assessment Scoring).

Methodology of our proprietary ESG scoring

We evaluate the ESG ratings based on quantitative, qualitative and ESG targets. We assign a score for each of these three parameters. The overall rating is based on the weighted average of the scores: quantitative (50%), qualitative (25%) and ESG target (25%).

For the quantitative, qualitative and ESG target, the sub-parameters are assigned a score - '0' for data not available, '+1' for improving trajectory, positive change, 'Yes', better than peers or a positive number if historical is not available and '-1' for declining trajectory, negative change, 'No', lower than peers or a negative number. The total of the scores of all the sub parameters is divided by the total number of sub-parameters, to derive the score of each of the three parameters.

The sub-parameters may be different for different industries depending on the key areas to monitor for each industry. A company should achieve a minimum score of 50 for an average ESG rating.

FYE 31 Dec	FY24A	FY25A	FY26E	FY27E	FY28E
Key Metrics					
P/E (reported) (x)	55.4	26.9	13.4	10.4	8.8
Core P/E (x)	82.1	28.5	13.4	10.4	8.8
P/BV (x)	2.6	2.6	2.1	1.8	1.6
P/NTA (x)	3.4	3.2	2.5	2.1	1.8
Net dividend yield (%)	0.0	0.0	1.2	1.4	1.7
FCF yield (%)	nm	1.8	1.8	9.5	10.6
EV/EBITDA (x)	39.8	16.7	10.0	8.3	7.5
EV/EBIT (x)	24.7	21.5	11.7	9.6	8.6

INCOME STATEMENT (VND b)

Revenue	83,456.4	81,927.7	110,380.2	121,139.3	131,674.1
EBITDA	3,827.4	9,859.4	15,182.4	17,215.7	17,824.1
Depreciation	2,008.4	(1,955.7)	(2,029.3)	(2,107.4)	(2,161.6)
Amortisation	337.6	(239.4)	(234.8)	(235.6)	(236.5)
EBIT	6,173.4	7,664.3	12,918.3	14,872.7	15,425.9
Net interest income / (exp)	(3,856.6)	(4,822.3)	(5,559.0)	(5,073.3)	(4,440.4)
Associates & JV	4,443.8	5,080.1	5,782.5	6,975.0	8,604.0
Exceptionals	0.0	0.0	0.0	0.0	0.0
Other pretax income	(735.7)	(34.0)	(57.3)	(66.0)	(68.4)
Pretax profit	6,024.8	7,888.1	13,084.5	16,708.3	19,521.1
Income tax	(1,752.4)	(1,124.6)	(2,030.8)	(2,767.9)	(3,349.1)
Minorities	(2,273.3)	(2,655.2)	(3,206.4)	(3,847.9)	(4,305.1)
Discontinued operations	0.0	0.0	0.0	0.0	0.0
Reported net profit	1,999.1	4,108.3	7,847.2	10,092.4	11,866.9
Core net profit	1,290.6	4,108.3	7,847.2	10,092.4	11,866.9

BALANCE SHEET (VND b)

Cash & Short Term Investments	19,225.9	17,481.6	14,144.7	16,615.0	20,766.1
Accounts receivable	21,864.6	5,639.3	7,174.7	7,874.1	8,558.8
Inventory	10,787.4	11,262.2	16,225.9	17,565.2	18,829.4
Reinsurance assets	0.0	0.0	0.0	0.0	0.0
Property, Plant & Equip (net)	29,015.1	27,757.7	28,113.8	27,433.8	26,481.6
Intangible assets	9,705.6	8,887.4	8,702.6	8,517.0	8,330.4
Investment in Associates & JVs	33,409.9	37,967.2	37,967.2	37,967.2	37,967.2
Other assets	23,576.3	19,967.7	19,347.4	18,727.1	18,106.8
Total assets	147,584.7	128,963.2	131,676.4	134,699.3	139,040.4
ST interest bearing debt	26,724.2	24,331.0	21,897.9	19,708.1	17,737.3
Accounts payable	7,368.1	8,645.6	10,494.6	11,995.1	12,762.4
Insurance contract liabilities	0.0	0.0	0.0	0.0	0.0
LT interest bearing debt	38,825.2	40,546.2	38,518.9	34,667.0	31,200.3
Other liabilities	33,915.0	10,362.0	10,096.0	10,254.0	10,424.0
Total Liabilities	106,832.3	83,884.5	81,007.4	76,624.1	72,123.6
Shareholders Equity	40,752.4	45,078.6	50,669.0	58,075.2	66,916.8
Minority Interest	0.0	0.0	0.0	0.0	0.0
Total shareholder equity	40,752.4	45,078.6	50,669.0	58,075.2	66,916.8
Total liabilities and equity	147,584.7	128,963.2	131,676.4	134,699.3	139,040.4

CASH FLOW (VND b)

Pretax profit	6,024.8	7,888.1	13,084.5	16,708.3	19,521.1
Depreciation & amortisation	(2,346.0)	2,195.2	2,264.1	2,343.0	2,398.1
Adj net interest (income)/exp	(49.6)	(51.2)	(1,485.9)	(1,202.3)	(1,495.3)
Change in working capital	2,335.6	804.0	(5,307.6)	(1,129.9)	(1,714.3)
Cash taxes paid	(1,408.4)	(1,273.8)	(181.8)	(1,267.4)	(2,581.8)
Other operating cash flow	(5,692.3)	(5,601.0)	5,782.5	6,975.0	8,604.0
Cash flow from operations	(1,136.5)	3,960.1	4,329.8	11,473.3	12,378.0
Capex	(3,064.5)	(1,856.2)	(2,454.0)	(1,496.0)	(1,278.0)
Free cash flow	(4,201.1)	2,103.9	1,875.8	9,977.3	11,100.0
Dividends paid	(1,721.3)	(890.5)	(2,256.8)	(2,686.3)	(3,025.2)
Equity raised / (purchased)	6,411.8	271.1	0.0	0.0	0.0
Change in Debt	4,981.1	(24,164.4)	(4,460.4)	(6,041.7)	(5,437.5)
Other invest/financing cash flow	(7,544.6)	18,828.3	2,433.9	1,812.8	2,339.7
Effect of exch rate changes	(10.1)	(0.7)	0.0	0.0	0.0
Net cash flow	(2,084.3)	(3,852.3)	(2,407.5)	3,062.2	4,976.9

FYE 31 Dec	FY24A	FY25A	FY26E	FY27E	FY28E
Key Ratios					
Growth ratios (%)					
Revenue growth	6.7	(1.8)	34.7	9.7	8.7
EBITDA growth	(49.8)	157.6	54.0	13.4	3.5
EBIT growth	47.7	24.2	68.6	15.1	3.7
Pretax growth	135.1	30.9	65.9	27.7	16.8
Reported net profit growth	377.4	105.5	91.0	28.6	17.6
Core net profit growth	nm	218.3	91.0	28.6	17.6
Profitability ratios (%)					
EBITDA margin	4.6	12.0	13.8	14.2	13.5
EBIT margin	7.4	9.4	11.7	12.3	11.7
Pretax profit margin	7.2	9.6	11.9	13.8	14.8
Payout ratio	0.0	0.0	15.5	15.1	15.4
DuPont analysis					
Net profit margin (%)	2.4	5.0	7.1	8.3	9.0
Revenue/Assets (x)	0.6	0.6	0.8	0.9	0.9
Assets/Equity (x)	3.6	2.9	2.6	2.3	2.1
ROAE (%)	5.1	9.6	16.4	18.6	19.0
ROAA (%)	0.9	3.0	6.0	7.6	8.7
Liquidity & Efficiency					
Cash conversion cycle	101.8	79.7	40.9	47.2	45.9
Days receivable outstanding	73.0	60.4	20.9	22.4	22.5
Days inventory outstanding	73.4	70.4	65.7	74.2	73.3
Days payables outstanding	44.5	51.2	45.8	49.4	49.9
Dividend cover (x)	nm	nm	6.5	6.6	6.5
Current ratio (x)	0.9	0.9	1.0	1.1	1.4
Leverage & Expense Analysis					
Asset/Liability (x)	1.4	1.5	1.6	1.8	1.9
Net gearing (%) (incl perps)	113.7	105.1	91.3	65.0	42.1
Net gearing (%) (excl. perps)	113.7	105.1	91.3	65.0	42.1
Net interest cover (x)	1.6	1.6	2.3	2.9	3.5
Debt/EBITDA (x)	17.1	6.6	4.0	3.2	2.7
Capex/revenue (%)	3.7	2.3	2.2	1.2	1.0
Net debt/ (net cash)	46,323.5	47,395.6	46,272.0	37,760.1	28,171.4

Source: Company; Maybank IBG Research

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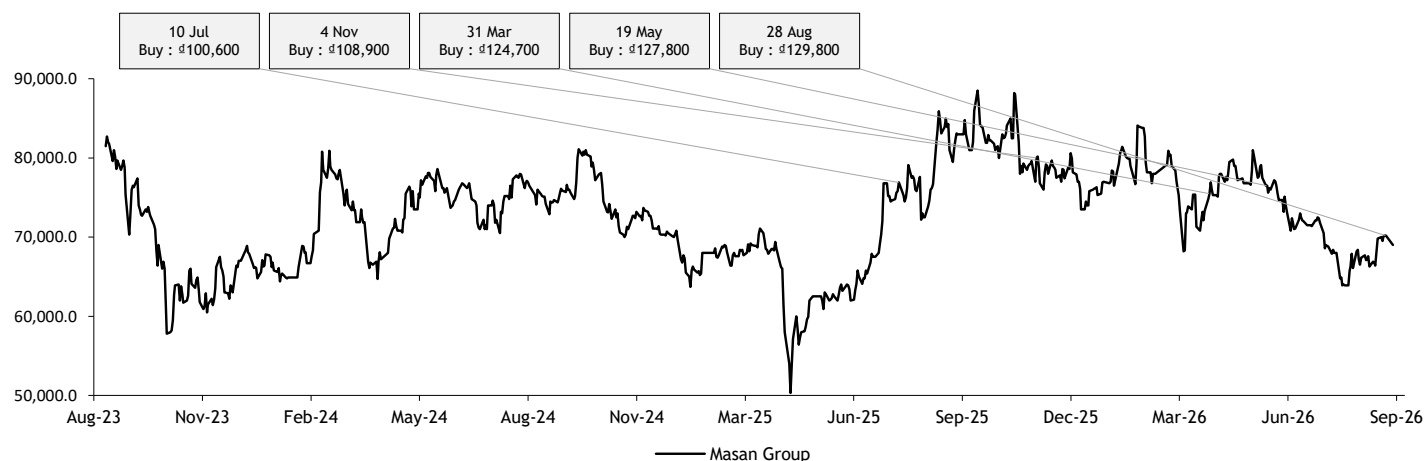
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