Lifestyles | Malaysia | June 28, 2024



Malaysia

HOLD (no change)

Consensus ratings*:	Buy 0	Hold 1	Sell 1
Current price:			RM0.98
Target price:			RM0.95
Previous target:			RM0.93
Up/downside:			-3.1%
CGSI / Consensus:			0.5%
Reuters:		В	ESH.KL
Bloomberg:		BESH	HOM MK
Market cap:		USS	\$62.31m
		R۱	/1294.0m
Average daily turnove	r:	US	S\$0.02m
		R	M0.10m
Current shares o/s:			300.1m
Free float: *Source: Bloomberg			55.4%

Key changes in this note

We revise our FY25-26F core EPS estimates upwards by 2.0-4.9% and introduce our FY27F estimates.



Price performance	1M	ЗМ	12M
Absolute (%)	-4.9	10.1	-6.7
Relative (%)	-2.8	6.5	-21
Major shareholders			% held
Estate of Tan Kai Hee			10.9
Akintan Sdn Bhd			8.8

Excellant Communications Sdn Bhd

Source: Bloombera

5.4

Beshom Holdings Bhd

Improving consumer spending power to help

- FY4/24 core net profit of RM11.4m was above expectations at 107.2% of our estimate, mainly due to a lower-than-expected tax expense in 4QFY23.
- We think improving spending power of Malaysia's lower income groups will help earnings ahead, but returning to peak profits will need an MLM recovery.
- Reiterate Hold with TP of RM0.95, based on 16x CY25F P/E (0.5 s.d. below historical mean, given challenges faced by its MLM business).

FY4/24 core net profit exceeded our expectations

Beshom reported a FY4/24 core net profit of RM11.4m, which was above expectations at 107.2% of our estimate and 100.8% of Bloomberg consensus. The earnings beat was largely due to lower-than-expected tax expenses in 4Q24. Beshom's multilevel marketing (MLM) segment continued to see stiff competition from new MLM players, resulting in suboptimal member response to its promotional campaigns in FY24. MLM revenue fell 26.4% yoy to RM52.1m in FY24, and we think the segment is currently at breakeven point. Further MLM sales declines could result in the segment slipping into losses, in our view.

Stronger consumer spending environment to support earnings

We think the improving policy direction will be positive for Malaysia's economic growth, with CGSI Research's economics team forecasting GDP growth of 5.2% and 4.4% in 2024F and 2025F, respectively. We see an improvement in the consumer spending environment on the back of: 1) flexible withdrawals from EPF Account 3, 2) monthly cash handouts targeted at lower income households, and 3) higher civil servant and fresh graduate salaries. These measures will, in our view, improve spending in discretionary items, such as those sold by Beshom.

MLM needs compelling product for a return to peak level earnings

The MLM segment was key to Beshom achieving record earnings in FY18. In a blue-sky scenario, where one of Beshom's new products goes viral, coupled with a better economic environment for low-income households, a repeat of FY18's peak profits of c.RM70m may be possible, in our view. At a 20x P/E multiple (its historical mean), Beshom's shares could be valued at RM4.60. However, until we see the emergence of such a product, we maintain our more conservative sales growth estimate of 8.1% CAGR over FY24-27F.

Reiterate Hold with TP of RM0.95

We reiterate our Hold recommendation on Beshom as we think the earnings growth outlook has already been priced in. We revise our TP upwards to RM0.95 (from RM0.93 previously) as we tweak our earnings estimates to account for an overall stronger consumer spending outlook in Malaysia. Our TP is based on a 16x CY25F P/E multiple (0.5 s.d. below its historical mean). Key upside risks include stronger stimulus policies and cash handouts targeting the B40 and M40 income groups, and emergence of a strong product to drive MLM revenue. Key downside risks: weaker consumer spending, higher-than-expected input costs, and increased competition in the MLM segment.

Financial Summary	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
Revenue (RMm)	174.2	150.8	165.5	177.8	190.3
Operating EBITDA (RMm)	27.30	19.89	26.47	31.11	34.26
Net Profit (RMm)	16.29	10.86	15.53	19.06	21.47
Core EPS (RM)	0.049	0.037	0.052	0.064	0.072
Core EPS Growth	(44.6%)	(25.5%)	41.3%	22.7%	12.7%
FD Core P/E (x)	19.95	26.77	18.94	15.43	13.70
DPS (RM)	0.050	0.030	0.040	0.050	0.055
Dividend Yield	5.10%	3.06%	4.08%	5.10%	5.61%
EV/EBITDA (x)	10.02	13.81	10.53	8.96	8.14
P/FCFE (x)	81.92	42.42	22.18	18.77	17.22
Net Gearing	(10.2%)	(9.7%)	(8.5%)	(8.4%)	(8.3%)
P/BV (x)	0.95	0.95	0.95	0.94	0.92
ROE	4.70%	3.55%	5.02%	6.12%	6.80%
% Change In Core EPS Estimates			4.95%	1.97%	
EPS/Consensus EPS (x)			0.96	0.99	0.99

SOURCES: CGSI RESEARCH ESTIMATES. COMPANY REPORTS

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Improving consumer spending power to help

Figure 1: Earnings revisions – we lift our FY25-26F estimates to account for an overall stronger consumer spending outlook in Malaysia and introduce our FY27F estimates

Earnings Revisions		Old			New			% change	
(RM m)	FY25F	FY26F	FY27F	FY25F	FY26F	FY27F	FY25F	FY26F	FY27F
Revenue	165	177	na	165	178	190	0.4%	0.6%	nm
Core EBITDA	26	31	na	26	31	34	3.1%	1.6%	nm
Core EBIT	20	25	na	21	26	29	2.6%	0.6%	nm
Core Net Profit	15	19	na	16	19	21	4.9%	2.0%	nm
Core EPS (sen)	4.9	6.2	na	5.2	6.4	7.2	4.9%	2.0%	nm



Results (RM m)	4QFY24	4QFY23	yoy %	3QFY24	qoq %	FY24	FY23	yoy S
Revenue	35.5	39.0	(8.9%)	42.2	(15.7%)	150.8	174.2	(13.5%
Core EBITDA	5.4	6.5	(17.6%)	5.6	(4.5%)	20.3	27.9	(27.4%
Core EBITDA Margin (%)	15.1%	16.7%	(1.6%)	13.4%	1.8%	13.4%	16.0%	(2.6%
Core EBIT	4.0	5.1	(22.4%)	4.3	(6.3%)	14.7	22.4	(34.3%
Core EBIT Margin (%)	11.2%	13.2%	(1.9%)	10.1%	1.1%	9.8%	12.9%	(3.19
Pretax Profit	3.4	5.2	(34.1%)	4.3	(21.5%)	14.5	24.3	(40.39
Pretax Profit Margin (%)	9.6%	13.3%	(3.7%)	10.3%	(0.7%)	9.6%	13.9%	(4.3%
Net Profit	3.1	2.8	10.3%	3.0	1.6%	10.9	16.3	(33.3%
Net Profit Margin (%)	8.6%	7.1%	1.5%	7.2%	1.5%	7.2%	9.3%	(2.19
Core Net Profit	3.7	2.7	35.9%	3.0	23.2%	11.4	14.7	(22.39
Core Net Profit Margin (%)	10.4%	7.0%	3.4%	7.1%	3.3%	7.6%	8.4%	(0.99
EPS (sen)	1.02	0.93	10.3%	1.00	1.6%	3.62	5.43	(33.39
Core EPS (sen)	1.23	0.91	35.9%	1.00	23.2%	3.80	4.89	(22.39
Segment Revenue (RM m)	4QFY24	4QFY23	yoy %	3QFY24	qoq %	FY24	FY23	yoy
Multi-Level Marketing	13.0	15.4	(15.6%)	13.3	(2.4%)	52.1	70.7	(26.49
Wholesale	12.0	14.5	(17.2%)	17.3	(30.6%)	58.3	59.6	(2.29
Retail	9.1	7.9	14.8%	10.2	(11.0%)	34.7	39.0	(11.09
Others	1.5	1.1	28.2%	1.3	9.2%	5.7	4.8	18.3
Segment Profit (RM m)	4QFY24	4QFY23	yoy %	3QFY24	qoq %	FY24	FY23	yoy
Multi-Level Marketing	0.3	2.7	(89.6%)	0.9	(69.5%)	1.3	8.0	(83.39
Wholesale	0.4	1.3	(69.1%)	2.7	(84.9%)	7.9	10.7	(25.89
Retail	0.2	0.1	156.3%	0.6	(71.7%)	0.6	2.9	(79.49
Others	1.1	0.6	94.0%	0.9	32.0%	4.0	3.2	27.5



Figure 4: Segment revenues (RM m) – MLM sales have continued to fall owing to the entry of new competitors and relatively weak consumer sentiment



Figure 5: Segment Operating Profit (RM m) – the MLM segment appears to be at breakeven point; any further declines in MLM sales could see the segment slip into losses

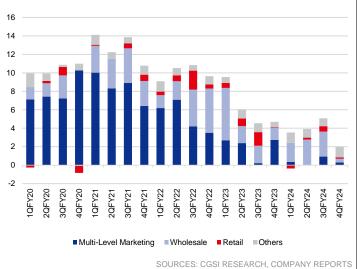


Figure 6: Adj. 1Y forwards P/E (as of 27 Jun 24) – our TP is based on a 16x CY25F P/E multiple, 0.5 s.d. below its historical mean. In a blue-sky scenario that requires the emergence of a strong product to drive MLM sales, we think Beshom could return to a 20x P/E multiple.



Figure 7: Peer comparison.

Bloomberg	Mkt Cap	Rec.	Price	TP	P/E	(x)	P/BV	(x)	ROE	(%)	Yield	(%)
Tickers	(US\$ m)		(LCY)	(LCY)	2024F	2025F	2024F	2025F	2024F	2025F	2024F	2025F
SEM MK	463	Hold	1.97	1.98	32.3	26.8	5.1	4.7	17.5	18.2	1.9	2.2
BFD MK	203	Add	0.54	1.00	16.7	9.6	1.9	1.7	12.0	19.0	2.3	4.7
MNHB MK	109	Add	0.69	1.18	26.2	15.3	2.0	1.9	7.7	12.8	0.9	2.0
MRDIY MK	3,807	Add	1.90	2.06	28.4	24.1	9.1	8.2	34.4	35.7	2.3	3.1
BESHOM MK	62	Hold	0.98	0.95	20.9	16.4	1.0	0.9	4.6	5.8	3.8	4.8
	SEM MK BFD MK MNHB MK MRDIY MK	BFD MK 203 MNHB MK 109 MRDIY MK 3,807	Tickers (US\$ m) SEM MK 463 Hold BFD MK 203 Add MNHB MK 109 Add MRDIY MK 3,807 Add	Tickers (US\$ m) (LCY) SEM MK 463 Hold 1.97 BFD MK 203 Add 0.54 MNHB MK 109 Add 0.69 MRDIY MK 3,807 Add 1.90	Tickers (US\$ m) (LCY) (LCY) SEM MK 463 Hold 1.97 1.98 BFD MK 203 Add 0.54 1.00 MNHB MK 109 Add 0.69 1.18 MRDIY MK 3,807 Add 1.90 2.06	Tickers (US\$ m) (LCY) (LCY) 2024F SEM MK 463 Hold 1.97 1.98 32.3 BFD MK 203 Add 0.54 1.00 16.7 MNHB MK 109 Add 0.69 1.18 26.2 MRDIY MK 3,807 Add 1.90 2.06 28.4	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F SEM MK 463 Hold 1.97 1.98 32.3 26.8 BFD MK 203 Add 0.54 1.00 16.7 9.6 MNHB MK 109 Add 0.69 1.18 26.2 15.3 MRDIY MK 3,807 Add 1.90 2.06 28.4 24.1	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F 2024F SEM MK 463 Hold 1.97 1.98 32.3 26.8 5.1 BFD MK 203 Add 0.54 1.00 16.7 9.6 1.9 MNHB MK 109 Add 0.69 1.18 26.2 15.3 2.0 MRDIY MK 3,807 Add 1.90 2.06 28.4 24.1 9.1	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F 2024F 2025F SEM MK 463 Hold 1.97 1.98 32.3 26.8 5.1 4.7 BFD MK 203 Add 0.54 1.00 16.7 9.6 1.9 1.7 MNHB MK 109 Add 0.69 1.18 26.2 15.3 2.0 1.9 MRDIY MK 3,807 Add 1.90 2.06 28.4 24.1 9.1 8.2	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F 2024F 2025F 2024F SEM MK 463 Hold 1.97 1.98 32.3 26.8 5.1 4.7 17.5 BFD MK 203 Add 0.54 1.00 16.7 9.6 1.9 1.7 12.0 MNHB MK 109 Add 0.69 1.18 26.2 15.3 2.0 1.9 7.7 MRDIY MK 3,807 Add 1.90 2.06 28.4 24.1 9.1 8.2 34.4	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F 2024F 2025F 2024F 2025F 2024F 2025F SEM MK 463 Hold 1.97 1.98 32.3 26.8 5.1 4.7 17.5 18.2 BFD MK 203 Add 0.54 1.00 16.7 9.6 1.9 1.7 12.0 19.0 MNHB MK 109 Add 0.69 1.18 26.2 15.3 2.0 1.9 7.7 12.8 MRDIY MK 3,807 Add 1.90 2.06 28.4 24.1 9.1 8.2 34.4 35.7	Tickers (US\$ m) (LCY) (LCY) 2024F 2025F 2024F 2024F

DATA AS OF 27 JUNE 2024

SOURCES: CGSI RESEARCH ESTIMATES, COMPANY REPORTS, BLOOMBERG



Refinitiv ESG Scores















ESG in a nutshell

In 2009, Beshom launched Hai-O Foundation to enhance its corporate social responsibility, focusing on reaching out to local communities, especially underprivileged groups, by championing educational and cultural causes. The foundation has since 2010 organised fundraising campaigns in aid of selected schools. Beshom also established the Hai-O Arts and Culture Grants to encourage the participation of all races in support of Malaysia's arts and culture. Beshom also spearheaded programmes such as "21st Century Smart Classrooms Education", which provide contemporary education tools and equipment to selected schools, and "Clothes of Confidence", supplying school uniforms to underserved communities. In this respect, we believe Beshom has done relatively well in the Social (S) pillar. We are also encouraged by its environmentally-friendly initiatives and corporate governance measures as highlighted below. That said, further improvements could be made to strengthen its Environment (E) and Governance (G) aspects, which could re-rate the stock from an ESG standpoint.

Keep your eye on

As of FY23, Beshom had three female directors (37.5%), which exceeds the Malaysian Code of Corporate Governance's (MCCG) minimum recommendation of at least 30% women directors. The group's six independent directors (75%) also surpasses the Main Market Listing Requirement of at least one-third of the board comprising independent directors and the MCCG practice of having independent directors account for at least half the board.

Implications

We view Beshom's board composition positively. Beshom has made the necessary efforts to appoint additional female directors compared to previous years to meet the MCCG recommendation. We believe Beshom's overall ESG performance is decent, especially in its Governance (G) and Social (S) aspects, given its high composition of independent directors and its long-term track record of substantial contributions to community development and wellbeing since the establishment of its corporate social responsibility arm, Hai-O Foundation, in 2009 (e.g. organising charity campaigns to raise funds for selected schools since 2010).

ESG highlights

The group established eight Socioeconomic Sustainability KPIs in FY23, which include targets such as sponsoring programmes for teachers and students and maintaining a Gender Wage Parity Index of 1:0.91 among employees.

Implications

In FY23, the group was able to meet all the Socioeconomic KPIs with the exception of having 80,000 transactions via its e-commerce platform. The group was able to achieve 94% of this target (which translates to c.15% of sales in the MLM and retail segments).

Trends

In FY23, the group was able to meet all its Environmental Sustainability KPIs. These included: i) saving 20,000 reams of A4 paper, ii) prioritising usage of eco-friendly packaging, iii) commissioning of solar energy projects, and iv) usage of LED lighting for all new outlets.

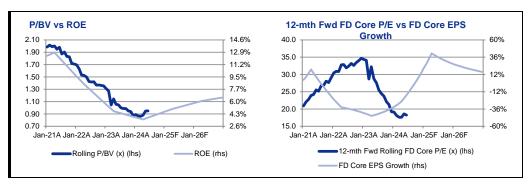
Implications

We are positive on Beshom's efforts in environmental sustainability. During FY23, the group recorded: i) saving 24,854 reams of A4 paper, ii) usage of grey pack packing in 4 products launched in the year, iii) installation of solar panel systems at 3 locations, and iv) installation of LED lighting at 1 new outlet and 1 relocated branch.

SOURCES: CGSI RESEARCH, REFINITI\



BY THE NUMBERS



(RMm)	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
Total Net Revenues	174.2	150.8	165.5	177.8	190.3
Gross Profit	73.2	62.6	69.5	75.6	80.9
Operating EBITDA	27.3	19.9	26.5	31.1	34.3
Depreciation And Amortisation	(5.5)	(5.5)	(5.6)	(5.5)	(5.4)
Operating EBIT	21.8	14.4	20.8	25.6	28.9
Financial Income/(Expense)	0.4	0.4	0.4	0.4	0.4
Pretax Income/(Loss) from Assoc.	(0.2)	(0.1)	(0.2)	(0.2)	(0.2)
Non-Operating Income/(Expense)	0.0	0.0	0.0	0.0	0.0
Profit Before Tax (pre-EI)	22.0	14.7	21.1	25.8	29.1
Exceptional Items	2.2	(0.2)	0.0	0.0	0.0
Pre-tax Profit	24.3	14.5	21.1	25.8	29.1
Taxation	(7.5)	(3.6)	(5.4)	(6.6)	(7.4)
Exceptional Income - post-tax					
Profit After Tax	16.8	10.9	15.7	19.3	21.7
Minority Interests	(0.5)	(0.1)	(0.2)	(0.2)	(0.2)
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	16.3	10.9	15.5	19.1	21.5
Recurring Net Profit	14.7	11.0	15.5	19.1	21.5
Fully Diluted Recurring Net Profit	14.7	11.0	15.5	19.1	21.5

Cash Flow					
(RMm)	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
EBITDA	27.30	19.89	26.47	31.11	34.26
Cash Flow from Invt. & Assoc.					
Change In Working Capital	-5.22	1.06	-4.91	-5.70	-6.39
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	-0.71	-1.81	0.00	0.00	0.00
Net Interest (Paid)/Received	-0.22	-0.22	-0.26	-0.19	-0.14
Tax Paid	-10.18	-4.89	-5.37	-6.59	-7.42
Cashflow From Operations	10.97	14.02	15.93	18.64	20.31
Capex	-3.28	-3.11	-3.31	-3.56	-3.81
Disposals Of FAs/subsidiaries	1.87	1.95	0.00	0.00	0.00
Acq. Of Subsidiaries/investments	-0.05	-0.04	0.00	0.00	0.00
Other Investing Cashflow	-5.91	-5.89	0.64	0.59	0.58
Cash Flow From Investing	-7.38	-7.09	-2.67	-2.97	-3.23
Debt Raised/(repaid)	0.00	0.00	0.00	0.00	0.00
Proceeds From Issue Of Shares	0.00	-0.12	0.00	0.00	0.00
Shares Repurchased					
Dividends Paid	-24.25	-6.00	-16.51	-15.01	-16.51
Preferred Dividends					
Other Financing Cashflow	-1.56	-1.49	-1.52	-1.11	-0.85
Cash Flow From Financing	-25.81	-7.61	-18.03	-16.12	-17.36
Total Cash Generated	-22.22	-0.68	-4.77	-0.45	-0.28
Free Cashflow To Equity	3.59	6.93	13.26	15.67	17.08
Free Cashflow To Firm	3.81	7.16	13.52	15.86	17.23

SOURCES: CGSI RESEARCH ESTIMATES, COMPANY REPORTS



BY THE NUMBERS... cont'd

Balance Sheet					
(RMm)	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
Total Cash And Equivalents	35.2	34.3	29.6	29.1	28.8
Total Debtors	18.2	19.2	20.0	21.8	23.8
Inventories	87.5	76.9	82.8	86.8	91.5
Total Other Current Assets	64.1	72.8	72.8	72.8	72.8
Total Current Assets	205.0	203.3	205.2	210.6	216.9
Fixed Assets	135.3	133.3	131.3	129.7	128.5
Total Investments	9.1	9.3	9.1	9.0	8.8
Intangible Assets	0.1	0.1	0.1	0.1	0.1
Total Other Non-Current Assets	3.7	3.6	3.6	3.6	3.6
Total Non-current Assets	148.2	146.3	144.1	142.3	140.9
Short-term Debt	0.0	0.0	0.0	0.0	0.0
Current Portion of Long-Term Debt					
Total Creditors	26.4	22.3	24.0	24.2	24.4
Other Current Liabilities	1.9	1.7	1.4	1.1	1.0
Total Current Liabilities	28.3	24.0	25.4	25.3	25.4
Total Long-term Debt	0.0	0.0	0.0	0.0	0.0
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities	2.8	3.2	2.4	1.9	1.6
Total Non-current Liabilities	2.8	3.2	2.4	1.9	1.6
Total Provisions	0.3	0.4	0.4	0.4	0.4
Total Liabilities	31.4	27.6	28.2	27.6	27.3
Shareholders' Equity	309.7	310.1	309.1	313.2	318.1
Minority Interests	12.1	11.8	12.0	12.2	12.4
Total Equity	321.8	321.9	321.1	325.4	330.5

Key Ratios					
	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
Revenue Growth	(16.9%)	(13.5%)	9.7%	7.5%	7.1%
Operating EBITDA Growth	(37.9%)	(27.1%)	33.1%	17.5%	10.1%
Operating EBITDA Margin	15.7%	13.2%	16.0%	17.5%	18.0%
Net Cash Per Share (RM)	0.11	0.10	0.09	0.09	0.09
BVPS (RM)	1.03	1.03	1.03	1.04	1.06
Gross Interest Cover	98.6	64.7	80.8	135.6	199.2
Effective Tax Rate	30.9%	24.5%	25.5%	25.5%	25.5%
Net Dividend Payout Ratio	107%	82%	77%	79%	77%
Accounts Receivables Days	40.98	45.40	43.23	42.95	43.73
Inventory Days	319.5	341.4	303.8	302.9	297.3
Accounts Payables Days	110.3	99.1	86.6	84.7	79.7
ROIC (%)	6.08%	3.89%	5.62%	6.83%	7.58%
ROCE (%)	6.83%	4.62%	6.62%	8.05%	8.93%
Return On Average Assets	3.94%	3.07%	4.41%	5.40%	6.01%

Key Drivers					
	Apr-23A	Apr-24A	Apr-25F	Apr-26F	Apr-27F
Multi-Level Marketing Growth (%)	-38.8%	-26.3%	10.0%	10.5%	11.0%
Wholesale Growth (%)	12.5%	-2.4%	10.0%	6.0%	5.0%
Retail Growth (%)	5.6%	-11.0%	10.0%	6.0%	5.0%
Others Growth (%)	17.8%	18.2%	3.0%	3.0%	3.0%

SOURCES: CGSI RESEARCH ESTIMATES, COMPANY REPORTS



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634 companies under cov erage for quarter ended on 31 March 2024					
	Rating Distribution (%)	Investment Banking clients (%)			
Add	65.5%	1.3%			
Hold	24.1%	0.2%			
Reduce	10.4%	0.3%			

Spitzer Chart for stock being researched (2 year data)

Beshom Holdings Bhd (BESHOM MK)



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Add	The stock's total return is expected to exceed 10% over the next 12 months.			
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Reduce	The stock's total return is expected to fall below 0% or more over the next 12 months.			
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