

SYNAPSE


GLOBAL GEM: LOREAL80 / XIAOMI80
PRIME PICK: ERW / BDMS

Thin trading value in Nov-Dec

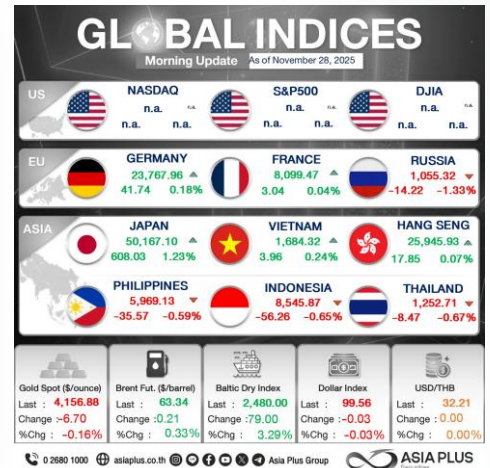


Horizon Market View

Global stock markets recently rallied owing to Fed rate cut projection. Fed is anticipated to cut the interest rate by 25bp on December 10. In contrast, the BOJ is expected to hike the interest rate by 25bp on December 19. US-Japan interest rate spread will narrow down. Investors are more cautious as Fed and the BOJ are using monetary policies in opposite directions.

Market concern over Yen carry trade is rising; “Yen carry trade” story count on social media is increasing.

Watch China’s November PMI figures and global oil prices this week.



Region Radar

Loreal owns a wide range of brands (e.g. Lancome, YSL, Loreal Paris). It makes 33% of sales from Europe, 27% from the US, and 24% from North Asia (especially China). Loreal Luxe (luxury goods) shows the strongest growth.

Statistically, when NASDAQ had 12-month upside higher than 20% (+1SD), it tended to rebound until it had 15% upside on average. NASDAQ may rise 5% from now on. Speculate on NASDAQ (DR: NDX01).



Synapse Strategy

Near the end of November, fund flow switches from growth stocks to value assets. Gold price rose 4.1% and MSCI Value rose 1.1%, whereas MSCI Growth dropped 1.9% and Bitcoin fell 17%.

SET Index fell 4.3% mtd with MTD average trading value of B34bn, weakened by declining political confidence and the Hat Yai floods. There are many long holidays in December, so trading value will remain thin. Top picks are ERW and BDMS.

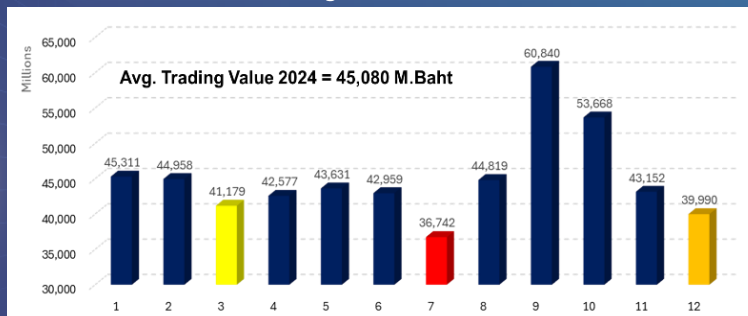


Thai Focus

Export, Thailand’s main economic driver, is expected to shrink 0.3%yoy in 2026 as a result of Thailand’s structural problems, outdated products, and global trade war (tariffs) impacts.

As a result of economic deceleration, government revenue (tax) may decline, which may result in budget deficit of over 4.5% of GDP in 2025-2026. The government will have less resources for economic stimulus, increasing risk of credit ratings downgrade.

Thin Trading Value in Dec 2024



Warning

Investments involve risks. Please carefully review the product details, conditions of returns, and risks before making any investment decisions.

Horizon Market View

Watch for risks

Global stock markets recently rallied owing to Fed rate cut projection. However, investors are more cautious as Fed and the Bank of Japan (BOJ) are using monetary policies in opposite directions. Fed is anticipated to cut the interest rate by 25bp on December 10. In contrast, the BOJ is expected to hike the interest rate by 25bp on December 19. US-Japan interest rate spread will narrow down.

Central Banks' Interest Rate Direction

	Fed	ECB	BoE	BOJ	BOT
1	29-Jan-25 -	30-Jan-25 ↓	6-Feb-25 ↓	24-Jan-25 ↑	26-Feb-25 ↓
2	19-Mar-25 -	6-Mar-25 ↓	20-Mar-25 -	19-Mar-25 -	30-Apr-25 ↓
3	7-May-25 -	17-Apr-25 ↓	8-May-25 ↓	1-May-25 -	25-Jun-25 -
4	18-Jun-25 -	5-Jun-25 ↓	19-Jun-25 -	17-Jun-25 -	13-Aug-25 ↓
5	30-Jul-25 -	24-Jul-25 -	7-Aug-25 ↓	31-Jul-25 -	8-Oct-25 -
6	17-Sep-25 ↓	11-Sep-25 -	18-Sep-25 -	19-Sep-25 -	17-Dec-25 ↓
7	29-Oct-25 ↓	30-Oct-25 -	6-Nov-25 -	30-Oct-25 -	
8	10-Dec-25 ↓	18-Dec-25 -	18-Dec-25 ↓	19-Dec-25 ↑	

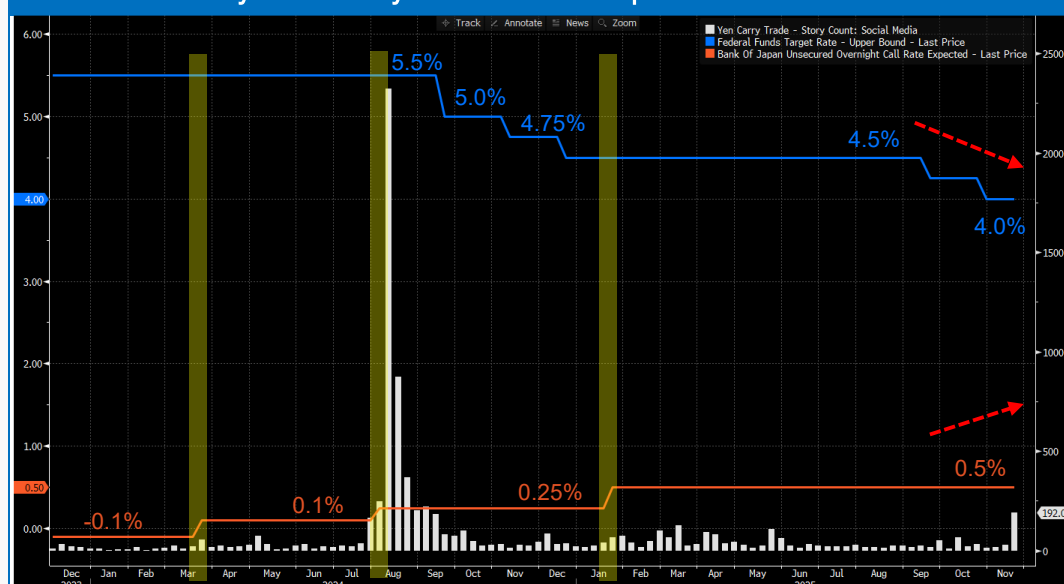
Note: refers to Bloomberg projection for Feb, the ECB and the BOJ, and ASPS projection for BOT

Source: Bloomberg, ASPS Research (Nov 27, 2025)

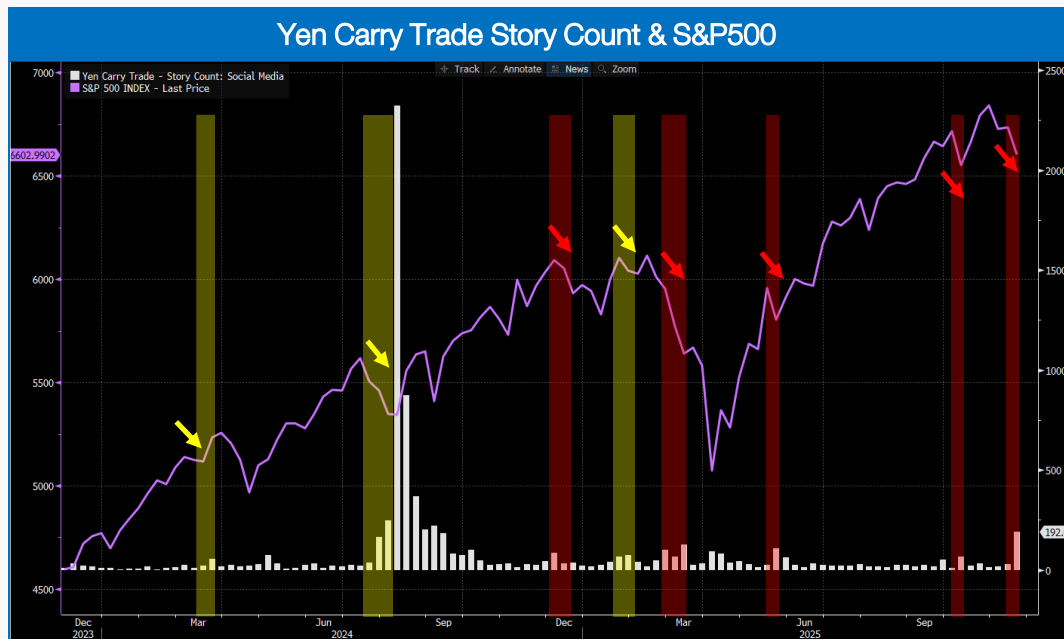
Since the BOJ is expected to raise the interest rate, fund flow may switch from the US to Japan. Market concern over Yen carry trade and "Yen carry trade" story count on social media is rising. From July 31 to September 16, 2024 (after BOJ interest rate hike), JPY strengthened 7.8% from JPY152.8/US\$ to JPY140.6/US\$, while USD weakened 3.6%.

S&P500 plummeted 8.5% after the BOJ surprisingly hiked the interest rate, while S&P500 fluctuated after the BOJ raised the rate as expected.

Yen Carry Trade Story Count & US vs Japan Interest Rate Rates



Source: Bloomberg, ASPS Research (Nov 27, 2025)



Source: Bloomberg, ASPS Research (Nov 27, 2025)

Reported on November 30, China's manufacturing PMI in November is expected to stay below 50 (indicating a contraction), while services PMI is expected hardly above 50.

Watch global crude oil from now on. Representatives of Ukrainian and the US will discuss the peace plan later this week, while Russia's leader is open for negotiations; this may boost oil supply. Meanwhile, OPEC+ is expected to continue to pause oil output hike in 1Q26; this may keep oil supply from rising.

China's Nov PMI Projection									
China		Browse		07:53:00		11/28/25		12/	
Economic Releases		All Economic Releases		View		Agenda		We	
Date	Time	A	M	R	Event	Period	Surv(M)	Actual	Prior
11/30	08:30				Manufacturing PMI	Nov	49.3	--	49.0
11/30	08:30				Non-manufacturing PMI	Nov	50.0	--	50.1

Source: Bloomberg

Region Radar

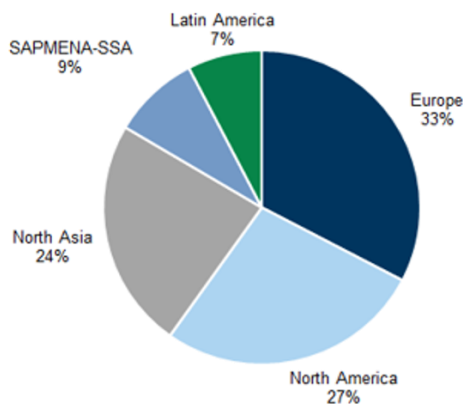
Loreal, world's largest cosmetic firm

Loreal owns a wide range of brands (e.g. Lancome, YSL, Loreal Paris). It makes 33% of sales from Europe, 27% from the US, and 24% from North Asia (especially China). Most of its sales come from consumer products (37%) and Loreal Luxe (36%).

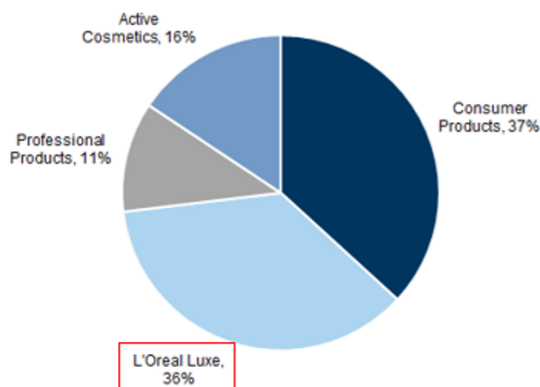
In 2015-2024, Loreal Luxe showed sales compound average growth rate (CAGR) of 8.9%, outperforming the luxury beauty market's sales CAGR of 6.3%. Loreal Luxe's business that showed the strongest growth was fragrance, with 2015-2024 CAGR of 7.2%.

Loreal's Sales by Geography & Division

Sales breakdown by geography



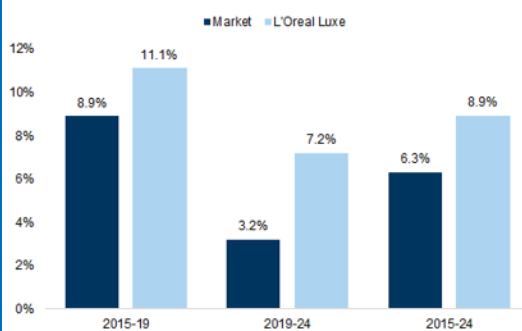
Sales breakdown by division



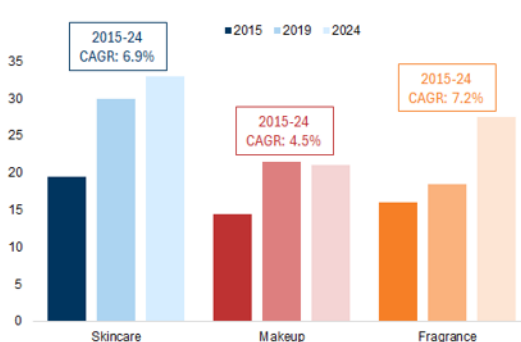
Source: Goldman Sachs, ASPS Research

Loreal Luxe's Performance

L'Oreal Luxe vs Luxury beauty market CAGR (%)



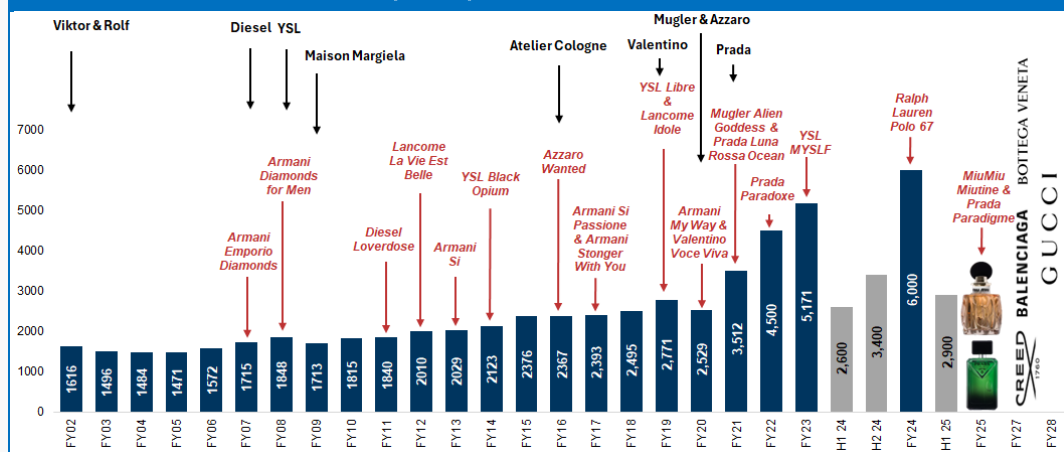
Sales by category



Source: Goldman Sachs, ASPS Research

Since 2002, Loreal has acquired new fragrance firms and launched new fragrance products, so fragrance sales have continuously grown strong. In October, Loreal acquired Kering's fragrance business (Gucci, Creed, Balenciaga) worth US\$4.7bn. Loreal's fragrance division will start to recognize revenue from Creed, Balenciaga, and Bottega Veneta in 2027 and then Gucci in 2028.

Nasdaq Composite Return Potential



Source: Goldman Sachs, ASPS Research

Thai Focus

Thai economy has structural problems

Thailand is at risk of economic recession as main economic components decline and Thailand's financial position weakens. The Bank of Thailand (BOT) and the National Economic and Social Development Council (NESDC) expect Thailand's economy to decline to a critical level in 2025-2026. The Thai economy is highly export-dependent, but export is projected to decline significantly from now on. The NESDC estimates export to shrink 0.3% in 2026 – as a result of structural problems, trade war (tariffs), geopolitical issues, China's economic slowdown, and outdated products – and estimates 2026 GDP to grow only 1.2% -2.2%.

GDP Growth Forecast by BOT

Economic projection			
Growth (%YoY)	2024*	2025	2026
GDP growth	2.5	2.2 (2.3)	1.6 (1.7)
Domestic demand	3.0	1.7 (2.1)	1.8 (1.6)
Private consumption	4.4	2.1 (2.0)	1.8 (1.7)
Private investment	-1.6	0.3 (1.7)	1.4 (0.9)
Government consumption	2.5	0.8 (1.2)	0.6 (0.5)
Public investment	4.8	5.1 (6.0)	6.5 (6.1)
Export volume of goods and services	7.8	7.3 (4.2)	-0.3 (-0.5)
Import volume of goods and services	6.3	4.3 (2.5)	0.4 (-0.3)
Current account (billion US dollars)	11.6 ^R	16.0 (11.0)	13.0 (13.0)
Value of merchandise exports (%YoY)	5.9 ^R	10.0 (6.5)	-1.0 (-2.0)
Value of merchandise imports (%YoY)	5.5 ^R	10.2 (6.7)	0.0 (-1.3)
Foreign tourists (million persons)	35.5	33.0 (35.0)	35.0 (38.0)
Tourism receipt (trillion baht)	1.4	1.4 (1.5)	1.5 (1.7)

Note: * = Outturn

R = Revised data

Source: BOT, ASPS Research

GDP Growth Forecast by NESDC

2025-2026 Economic Outlook

(%YoY)	Actual Data			Projection	
	2022	2023	2024	2025	2026
				18 Aug 25	17 May 25
GDP	2.6	2.0	2.5	1.8 - 2.3 (2.0)	2.0 1.2 - 2.2 (1.7)
Private Consumption	6.2	6.9	4.4	2.1	2.8 2.1
Government Spending	0.1	-4.7	2.5	1.2	0.3 1.2
Private Investment	4.6	3.1	-1.6	1.0	2.0 0.9
Public Investment	-3.9	-4.2	4.8	5.2	6.8 2.9
Export (USD)	5.4	-1.5	5.9	5.5	11.2 -0.3
Headline inflation (%)	6.1	1.2	0.4	0.0 - 0.5 (0.3)	-0.2 0.0 - 1.0 (0.5)
Current Account Balance (%GDP)	-3.5	1.4	2.1	2.1	2.8 2.4

Source: NESDC

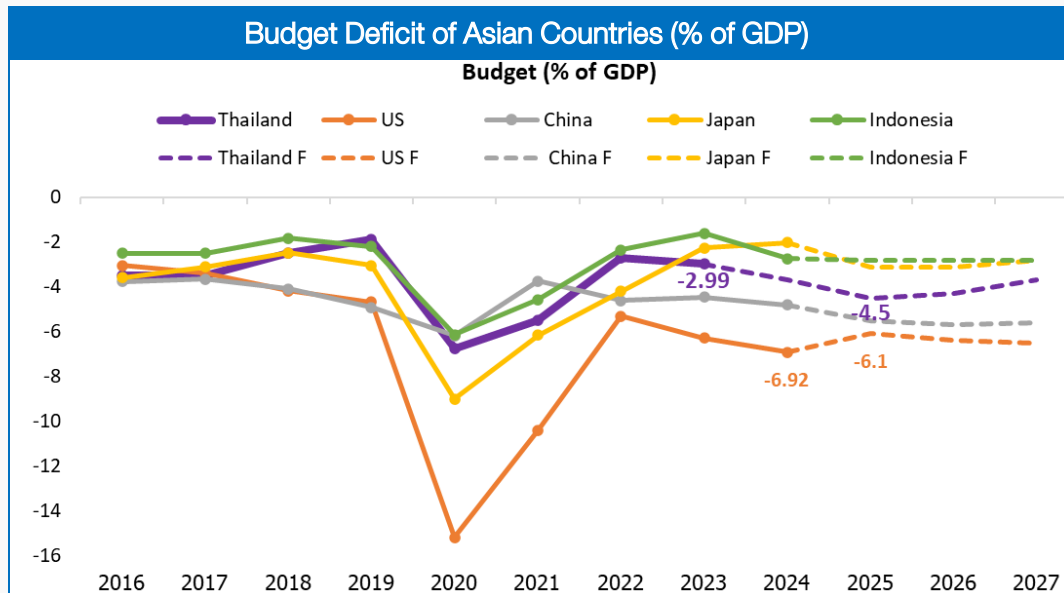
Nov 17, 2025

www.nesdc.go.th

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Source: BOT, ASPS Research

As a result of economic deceleration, the government's tax revenue will decline while economic stimulus will become increasingly necessary, which will result in higher budget deficit. Budget deficit in 2025-2026 is expected to be higher than 4.5% of GDP. The government will have less resources for future economic stimulus. If crises arise, the government may have insufficient budget, budget deficit may remain high, and public debt may increase, which may lead to credit rating downgrade in the future.



Source: Bloomberg, ASPS Research

Synapse Strategy

Dull trading value

Near the end of November, fund flow switches from growth stocks to value assets. Gold price rose 4.1% and MSCI Value rose 1.1%, whereas MSCI Growth dropped 1.9% and Bitcoin fell 17%.

SET Index fell 4.3% mtd with MTD average trading value of B34bn, weakened by declining political confidence and the Hat Yai floods. Trading value will remain thin in December since there are many long holidays.

Thailand was with the largest MTD foreign net selling among South Asia markets at US\$365m or B11bn. Local institutions were also net sellers at B9bn.

We recommend holding 20-30% in cash. We favor stocks with positive factors. Top picks are ERW and BDMS.

Monthly Returns by Assets

M-4	M-3	M-2	M-1
Ethereum 19.3%	Gold 11.9%	Magnificent7 4.9%	Gold 4.1%
Gold 4.8%	Magnificent7 9.0%	Nasdaq 4.8%	MSCI ACWI Value 1.1%
MSCI ACWI Value 3.1%	HangSeng 7.1%	MSCI ACWI 4.7%	Stoxx Europe 600 0.5%
Magnificent7 1.9%	MSCI Emerging 7.0%	MSCI ACWI Growth 4.2%	HangSeng 0.2%
S&P500 1.9%	MSCI ACWI 5.6%	MSCI Emerging 4.1%	S&P500 -0.4%
MSCI ACWI Growth 1.7%	Nasdaq 5.4%	Gold 3.7%	Magnificent7 -1.8%
MSCI ACWI 1.6%	Bitcoin 5.1%	SET 2.8%	MSCI ACWI Growth -1.9%
HangSeng 1.2%	MSCI ACWI Growth 4.8%	Stoxx Europe 600 2.5%	MSCI ACWI -2.2%
MSCI Emerging 1.2%	S&P500 3.5%	S&P500 2.3%	MSCI Emerging -2.2%
Nasdaq 0.8%	SET 3.0%	MSCI ACWI Value -0.1%	Nasdaq -2.4%
Stoxx Europe 600 0.7%	MSCI ACWI Value 2.0%	WTI -2.2%	WTI -3.3%
SET -0.5%	Stoxx Europe 600 1.5%	HangSeng -3.5%	SET -4.3%
Bitcoin -6.3%	WTI -2.6%	Bitcoin -4.5%	Bitcoin -16.7%
WTI -7.6%	Ethereum -5.8%	Ethereum -8.0%	Ethereum -21.9%

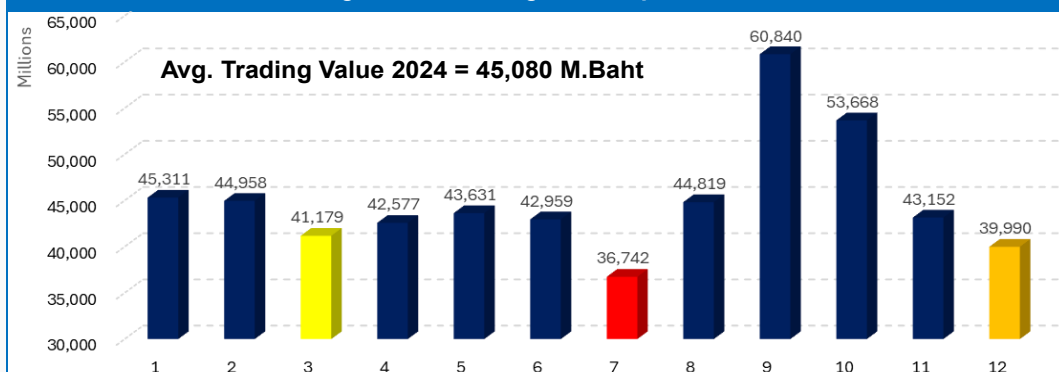
Source: Bloomberg, ASPS Research (Nov 27, 2025)

Avg. Trading Value (YTD vs MTD vs 1 day)



Source: SET, ASPS Research (Nov 27, 2025)

Avg. 2024 Trading Value by Month



Source: SET, ASPS Research (Nov 27, 2025)

November 2025				
Monday	Tuesday	Wednesday	Thursday	Friday
24	25	26	27	28
XD ISSARA @B0.1500 JMART @B0.13 PLANB @B0.1674 SPC @B0.80 SRIPANWA @B0.0595 WHAIR @B0.1325 XN SUPEREIF @B0.155 New shares trading PSTC 3,464,679,949 shrs (w)	Laet trading day SFLEX-W2 XD AI @B0.10 AMARC @B0.05 B-WORK @B0.182386 CPNREIT @B0.0691 FUTUREIT @B0.201585 HYDROGEN @B0.15 IVL @B0.175 JNJ03 @tba KTBSTMR @B0.1513 LHK @B0.12 SIRIPRT @B0.08 SMO @B0.15 TPRIME @B0.01054 XN BTSgif @B0.208 CPNREIT @B0.2059 FUTURERT @B0.0766 TPRIME @B0.0361 XR JCKH 1:55n @B0.13 XW JCKH 55:20 JCKH-W3 New shares trading PRG 174,565 shrs (w)	XD ALLY @B0.11 AMA @B0.10 AMATAR @B0.16 BRI @B0.01 DMT @B0.22 EGATIF @B0.0519 KAMART @B0.11 KBSPIF @B0.2470 TFG @B0.10 TNH @B0.60 TNR @B0.20 TTLPF @B0.4934 XE SFLEX-W2 1:1w @B10.00 (final, "SP") XN EGATIF @B0.15 XW VIBHA 12 existing : 1VIBHA-W5 New shares trading TCAP 130 shrs (w) Conversion NATION-W4 1:1w @B0.25 (final)	Dellat NATION-W4 XD ADD @B0.10 ASIA @B0.084 BOFFICE @B0.1468 EPG @B0.07 FTI @B0.04 FTREIT @B0.1930 GUNKUL @B0.04 HANA @B0.25 ICN @B0.06 IMPACT @B0.13 LPH @B0.05 MGC @B0.14 MRDIYT @B0.05 NAM @B0.10 NIKE80 @tba ORI @B0.021 SAAM @B0.05 SIMAT @B0.09 SPI @B0.20 WHA @B0.0669 WHAUP @B0.06 XN BRRGIF @B0.16	XD ESTEE80 @tba K @B0.025 PROSPECT @B0.2150 SEAOIL @B0.08 SPCG @B1.50 TIF1 @B0.15 XR WELL 4:1n @B0.30

December 2025				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
Co's name & symbol change JCK Hospitality (JCKH) > Quantum D C (QDC) XD BONDAS19 @tba FPTVN11 @tba FPTVN19 @tba NIKE80 @tba KO80 @tba SPBOND80	XD GSUS06 @tba LHHOTEL @B0.31 LHRREIT @B0.07 LVMH01 @tba	XD PEP80 @tba QHHRREIT @B0.17		PUBLIC HOLIDAY (H.M. King Bhumibol Adulyadej The Great's Birthday / National Day / Father's Day)
8	9	10	11	12
XD BAC03 @tba BDX06 @Tba BKNG03 @tba BKNG80 @tba GOOGL03 @tba GOOG01 @tba GOOG80 @tba NDAQ06 @tba SIA19 @tba TFFIF @B0.1140 TIDLOR @B0.34 UNH19 @tba Conversion JSP-W2 1:1w @B4.00 (final)	Dellat JSP-W2 XD GVREIT @B0.1825 HPF @B0.133 M-STOR @B0.110 MII @B0.1623 MNIT @B0.0330 MNIT2 @B0.0900 MNRF @B0.0300 XR MVP 1:1.50n @B0.45 XW MVP 2n :1MVP-W2	PUBLIC HOLIDAY (Constitution Day)	Last trading day TFI-W1 XD LENOVO13 @tba XN CTARAF @B0.133 Conversion CHAYO-W3 1.027:1w @B8.759 (final)	XB TEGH 100:1 (Pre-emptive) XE TFI-W1 1:1w @B0.15 (final, "SP")
15	16	17	18	19
XD DISNEY19 @tba Conversion PACO-W1 1:1w @B3.00 (final)	Dellat PACO-W1	Last trading day SCN-W2 XD SPBOND80 @tba	Last trading day B52-W4 XE SCN-W2 1:1w @B5.00 (Final, "SP")	
22	23	24	25	26
Last trading day RS-W5 XD QQQM19 @tba SPFIN80 @tba SPCOM80 @tba SPENGY80 @tba SPHLTH80 @tba SPTech80 @tba XE B52-W4 1:1w @B0.50 (final, "SP")	XE RS-W5 2:1w @B3.00 (final, "SP")		XD SP500US19 @tba SP500US80 @tba	
29	30	31		
XR CHO 1:100n @B0.25 XW ACC 5 existing : 1ACC-W3 CHO 100n :33CHO-W5	PUBLIC HOLIDAY (New Year's Eve)			

ที่มา: set.or.th

หมายเหตุ : "@tba" หุ้น DR ที่มีการประกาศปันผลยังเป็นตัวเลขปันผลเบื้องต้น ยังมีการเปลี่ยนแปลงได้

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