

SAIGON BEER-ALCOHOL-BEVERAGE CORPORATION (HSX: SAB)
Highlight from substantial cash dividend

Unit: VND bn	Q1-FY25	Q4-FY24	+/- qoq	Q1-FY24	+/- yoy
Net sales	5,811	8,933	-34.9%	7,184	-19.1%
NPAT-MI	793	965	-17.9%	997	-20.5%
EBIT	826	840	-1.7%	1,050	-21.3%
EBIT margin	14.2%	9.4%	+481bps	14.6%	-40bps

Source: SAB, RongViet Securities

Q1-FY25: Profit was significantly impacted by beer industry seasonality and one-off expenses related to the Sabibeco transaction

- SAB delivered a weak Q1-FY25 result, with net revenue reaching VND 5,811 bn (-34.9% QoQ, -19.1% YoY) and NPAT-MI at VND 793 bn (-20.5% YoY). The decline was primarily due to Tet-related sales being concentrated in Q4-FY24, as the 2025 Lunar New Year fell earlier (in January), as well as tighter consumer spending on beer driven by Decree 168. Additionally, SAB completed the "Sabibeco" transaction, which incurred a one-off financial cost of VND 91 bn.
- A bright spot in SAB's otherwise subdued Q1 performance was the reduction in input costs. The company had fully consumed its higher-cost raw material inventory in 2024, and starting in 2025, input prices have returned to average levels. This tailwind is expected to become more evident in upcoming quarters as one-off financial expenses will no longer recur.

FY25 Outlook: A challenging year ahead for the beer industry, with cost structure optimization being the only key support.

- In 2025, SAB is expected to face continued challenges in sales growth due to the impact of Decree 168, subdued consumer sentiment towards FMCGs and beer in the post-Covid period and unfavorable Tet seasonality. The key support for earnings performance lies in reduced input costs, as malt prices have normalized and aluminum prices were secured earlier in the year.
- In Q2-FY25, we estimate SAB's net sales to reach VND 7,116 bn (-12.0% YoY), with NPAT-MI at VND 1,112 bn (-10.9% YoY). The decline is attributed to 2025's seasonality (a summer without major events) and the continued adverse impact of Decree 168 on net sales. However, a strong QoQ recovery is expected, given the unusually low base in Q1-FY25 (a historically weak quarter as previously noted) and the company's regained beer market share, supported by increased dealer incentives and Heineken's market share returning to its normalized post-Tet level.
- We forecast SAB's net revenue to reach VND 26,965 bn (-15.4% YoY) in 2025. NPAT-MI and EPS are projected at VND 3,815 bn (-11.9% YoY) and VND 2,974 bn, respectively.

Outlook & Recommendation

Given the Vietnamese government's clear intention to reduce per capita beer consumption, as reflected in Decree 100/2019/ND-CP, Decree 168, and the proposed special consumption tax on alcoholic beverages, the medium- to long-term outlook for the beer industry remains challenging. As a result, SAB is expected to pursue growth by expanding market share, particularly through the off-trade channel, in with evolving consumption trends. However, intense competition from major brewers such as Heineken and Carlsberg poses a significant headwinds to this strategy, while SAB's product portfolio and distribution network offer limited differentiation. The company's most effective strategy over the next few years will likely focus on cost optimization, securing lower input prices and controlling advertising and promotional expenses. These efforts are expected to gradually restore SAB's net margin to the industry average of 14.0%–14.5%. A notable highlight is SAB's strong dividend policy, with expected cash dividends of VND 5,000 per share annually for at least FY25–26, typically paid in two installments (June and December).

We have conducted a valuation for SAB using a 50:50 weighting of the short-term comparable method (EV/EBITDA) and the long-term Discounted Cash Flow (DCF) approach. **The target price for SAB over the next 12 months stands at VND 54,100 per share (inclusive of a cash dividend of VND 5,000 per share),** corresponding to a forward P/E ratio of 16.2x for 2025. Based on the closing price as of July 8th, 2025, we recommend an **ACCUMULATE** rating for SAB.

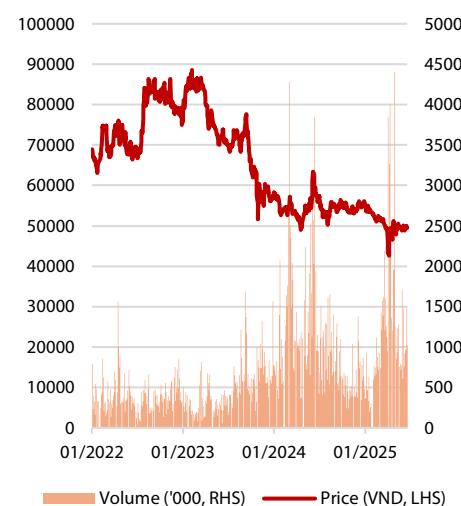
ACCUMULATE

Market price (VND)	46,850
Target price (VND)	54,100
1-year expected cash dividend (VND/share): 5,000	

Stock Info

Sector	Food & Beverage
Market Cap (VND Bn)	63,423
Share O/S (Mn)	1,318
Average trading volume (20 sessions) ('000 shares)	64
Free Float (%)	10.4
52 weeks high	70,000
52 weeks low	46,250
Beta	1.2

	FY24	Current
EPS	3,361	3,217
EPS growth (%)	7.4	-4.7
P/E	16.1	15.4
P/B	2.8	2.6
EV/EBITDA	12.9	12.8
ROE (%)	17.6	17.2

Stock price movement

Major shareholders (%)

Vietnam Beverage Company Limited	53.59
Minister of Industry and Trade	36.00
Others	10.41
Remaining Foreign Room (%)	41.0

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Q1-FY25 results were significantly impacted by beer industry seasonality and one-off expenses related to Sabibeco transaction

Net sales reached VND 5,811 bn (-34.9% QoQ, -19.1% YoY), with core beer sales contributing VND 5,447 bn (-29.3% QoQ, -14.7% YoY), comprising:

+ **Seasonality was a key factor, as the Lunar New Year occurred earlier in Jan-2025 rather than Feb-2024**, causing the majority of beer sales to be recorded in Q4-2024. It is worth noting that beer distributors typically stock up 1–2 months ahead of the holiday.

Additionally, SAB lacks a competitive edge in Tet sales due to its relatively smaller discounting program compared to Heineken's.

+ **Decree 168/2024/ND-CP, effective from Jan 1st, 2025**, imposes higher penalties on drivers of cars and motorbikes with blood alcohol content—an increase of VND 4–6 mn depending on the offense—while also significantly raising fines for traffic violations related to the on-trade channel, the beer industry's core sales channel. The strong media coverage surrounding the initial enforcement (Q1-2025) added further pressure to an already subdued beer market.

NPAT-MI reached VND 793 bn (-17.9% QoQ, -20.5% YoY), equivalent to a net margin of 13.6% (+284bps QoQ, -23bps YoY). The margin improvement was driven by core operating performance (benefiting from lower raw material costs and reduced selling expenses)...

(+):

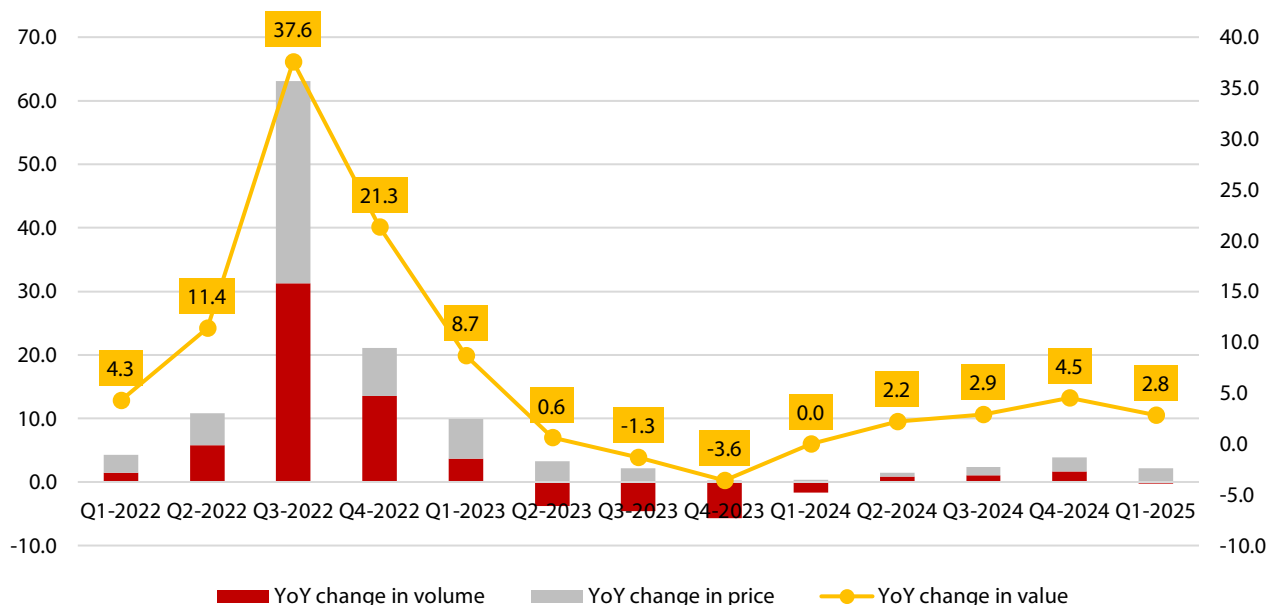
+ **Gross margin reached 32.2% (+424bps QoQ, +298bps YoY)**, supported by the full consumption of high-cost raw materials in 2024. As input prices returned to average levels in 2025, this created favorable conditions for margin improvement.

+ **Selling expenses declined by 5.1% YoY**, reflecting SAB's ongoing efforts to gradually shift its sales mix from the on-trade to the off-trade channel (*)

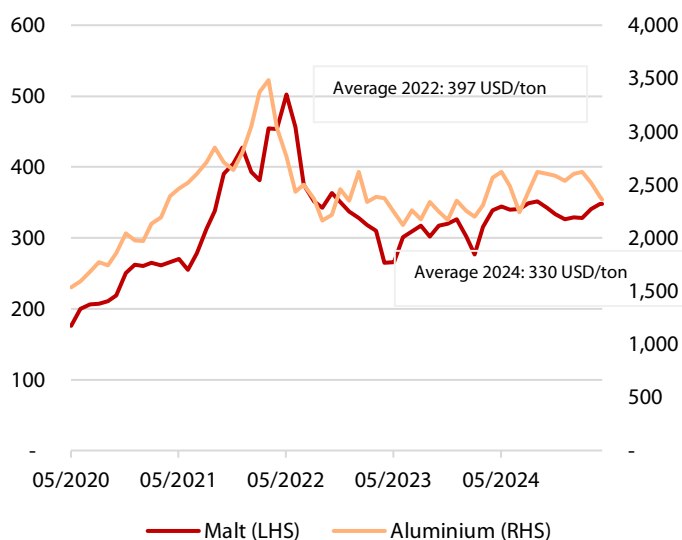
(*) *Sabeco is adopting a more prudent approach to marketing budget allocation, prioritizing channels with higher return on investment. Specifically, the company plans to strengthen its presence in off-trade channels such as supermarkets, convenience stores, and traditional retail shops, where operating costs are significantly lower than in on-trade channels like bars, restaurants, and beer halls.*

(+) **However, this was offset by a surge in financial expenses related to the M&A transaction, totaling VND 91 bn—up nearly 9 times YoY.** This included a VND 85 bn loss from the revaluation of Sabibeco, a company in which SAB increased its ownership from 21.8% to 65.0% as of Jan-2025.

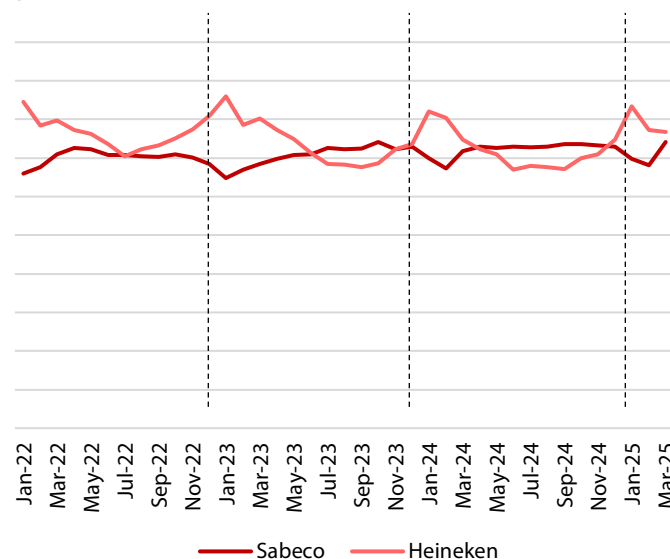
Figure 1: YoY growth of the FMCG market (Including beer) in Q1-2025 (%), primarily driven by price increases



Source: AC Nielsen, RongViet Securities

Figure 2: Price Trends of SAB's Key Input Materials – Malt & Aluminum (USD/ton)


Source: Bloomberg, RongViet Securities

Figure 3: Beer Market Share Breakdown – SAB vs. Heineken (%)


Source: SAB, RongViet Securities

Table 1: SAB's Q1-2025 results (VND bn)

Unit: VND bn	Q1-2025	Q4-2024	+/- (qoq)	Q1-2024	+/- (yoy)	% Q1 to 2025F's VDS
Net sales	5,811	8,933	-34.9%	7,184	-19.1%	21.5%
Sales of beer	5,447	7,704	-29.3%	6,388	-14.7%	21.3%
Others	363	1,229	-70.4%	796	-54.3%	25.8%
Gross profit	1,872	2,499	-25.1%	2,100	-10.9%	
SG&A expenses	-1,046	-1,659	-37.0%	-1,051	-0.4%	
Income from affiliates	53	130	-59.3%	-11	-565.2%	
Net finance income	152	273	-44.3%	270	-43.7%	
Other income	-9	-4	119.3%	-6	56.8%	
NPAT-MI	793	965	-17.9%	997	-20.5%	20.8%
Gross margin	32.2%	28.0%		29.2%		
SG&A exp/Net sales	18.0%	18.6%		14.6%		

Source: SAB, RongViet Securities

Q2-2025's projected results: Continued headwinds amid a gloomy beer outlook
Table 2: SAB's projected Q2-2025 results by VDS

	Q2-2025	+/-YoY	+/-QoQ	Assumption
Net sales	7,116	-12.0%	22.5%	
				The 2025 seasonality, marked by a summer lacking major events, combined with the impact of Decree 168, is expected to weigh on SAB's net revenue compared to the same period last year.
Sales of beer	6,389	-9.5%	17.3%	However, SAB is projected to post a strong QoQ recovery, driven by the unusually low base in Q1-FY25 (a historically weak quarter, as previously noted) and a rebound in beer market share. This recovery is supported by increased dealer incentives and Heineken's market share returning to its normalized post-Tet level, as seen in previous years.
Others	423	-58.8%	16.4%	
Gross profit	2,298	-5.8%	22.8%	Similar to Q1-FY25, SAB is expected to improve its gross margin thanks to lower input costs, particularly from more favorable malt prices compared to the same period last year.
SG&A expenses	-1,195	10.8%	14.3%	SAB is expected to increase trade promotions to regain part of the market share lost in Q1-FY25, leading to higher selling expenses. Nevertheless, improved operating efficiency is projected to bring down the ratio of SG&A exp/Net sales by 120bps QoQ.
EBIT	1,103	-19.0%	33.5%	
Income from affiliates	53	89.7%	0.0%	
Net finance income	236	-8.6%	55.3%	The absence of one-off financial expenses related to the Sabibeco transaction will allow this cost item to normalize, returning to levels seen in 2024.
Other profit	-10	-25.4%	16.0%	
EBT	1,382	-15.4%	35.2%	
Corporate income tax	-276	-12.4%	24.2%	
Minority of interest (MI)	7	-90.1%	7.3%	
NPAT-MI	1,112	-10.9%	40.3%	
Gross margin	32.3%	+212bps	+8bps	
SG&A exp/Net sales	16.8%	+346bps	-120bps	
Net margin	15.5%	-134bps	+129bps	

Source: SAB, RongViet Securities

Valuation

We see a gloomy outlook for SAB's sales growth over the medium to long term, driven by the following factors:

+ **Vietnam's regulatory stance continues to tighten**, with 2025 marking the first year of implementation for Decree 168, which will further restrict alcohol consumption in the core on-trade channel—already sensitive under the earlier Decree 100/2019/ND-CP. In Jun-2025, the National Assembly also approved a roadmap to raise the special consumption tax on beer and alcohol from the current 65% to 90% between 2027–30. This reflects the government's intention to curb per capita alcohol consumption, which remains high compared to global standards, and poses a structural headwind to the long-term growth potential of the beer industry.

+ **Seasonality**, presents another headwind for SAB's sales in 2025, as Tet falls particularly early in Jan-2025 and late in Feb-2026, disrupting the typical sales concentration and affecting year-on-year comparability.

However, the expected revenue decline is likely to be partially offset by margin improvement, driven by lower input costs—malt prices are significantly below the levels seen during SAB's most recent inventory lock-in period (May–Sep 2022). Additionally, SG&A exp/Net sales is projected to decline, supported by ongoing efforts to shift the sales mix from the on-trade to the off-trade channel, in line with the broader industry trend. (*)

(*) This can be explained as follows:

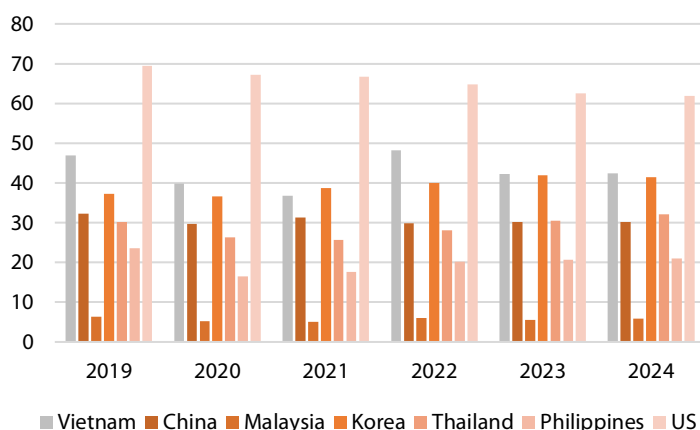
Marketing and promotional expenses:

- **Off-trade:** Sabeco focuses on price discounts for retailers (approximately 10–15% of the selling price) and in-store product displays. Promotional programs—such as discounts and combo offers—are typically standardized and deployed at scale, enabling greater cost efficiency.
- **On-trade:** Sabeco incurs high commission costs for service staff (20–30% of the price per bottle) and sponsors events (e.g., music, sports) to build brand presence at bars and restaurants.

Supply Chain Efficiency:

- **Off-trade:** Sabeco leverages a centralized distribution system with refrigerated trucks and large-scale warehousing, which reduces transportation and storage costs. This channel also handles large-volume orders (cases, kegs), enabling logistics optimization.
- **On-trade:** Fragmented deliveries with high frequency and challenging storage conditions (e.g., outdoor venues) drive up logistics and inventory management costs.

Figure 4: Beer consumption per capita by countries
(liters/person/year)



Source: Euromonitor, RongViet Securities

Table 3: Draft special consumption tax roadmap for beer

Year	Current	VBA proposal	Newly approved proposal by the National Assembly (Jun-2025)
2025	65%	65%	65%
2026		65%	65%
2027		70%	70%
2028		70%	75%
2029		75%	80%
2030		75%	85%
2031		80%	90%

Source: RongViet Securities

We value SAB using a blended approach, applying a 50:50 weighting between the discounted cash flow (DCF) method for the long term and the EV/EBITDA multiple comparison for the short term. **Based on this methodology, we arrive at a 12-month target price of VND 54,100 per share (including expected cash dividends).**

Table 4: SAB Valuation Summary

DCF METHOD				
Unit: VND bn	Method	Target multiple	Economic interest	2025F
Core segment (sales of beer, alcohol, beverage) (DCF, 5 years, WACC: 11.2%, Exit EVEBITDA: 10.0x)	DCF	10.0	100%	58,935
Investment properties	Cost		100%	249
Affiliates	Cost		100%	2,400
Equity value (VND bn)				61,584
Number of outstanding shares (mn shares)				1,283
Target price (VND/share)				48,000
MULTIPLE METHOD				
Unit: VND bn	Method	Target multiple	Economic interest	2025F
Equity value (VND bn)	EVEBITDA	10.5	100%	64,459
Number of outstanding shares (mn shares)				1,283
Target price (VND/share)				50,300
SAB'S VALUATION SUMMARY (VND/SHARE)				
Method	Contribution		Target price	
DCF (5 year, WACC: 10.1%, Exit EVEBITDA 10.0x)	50%		48,000	
EVEBITDA (2025F EBITDA, 10.5x)	50%		50,300	
Total SAB	100%		49,100	
Expected cash dividend next year (VND/share)			5,000	
2025F targeted PE			16.5	

Source: SAB, RongViet Securities

Table 5: Sensitivity analysis of SAB's target price based on exit EV/EBITDA in DCF Method (VND/share)

WACC	Exit EVEBITDA							
		7.0	8.0	9.0	10.0	11.0	12.0	13.0
	7.2%	45,128	47,356	49,584	51,812	54,041	56,269	58,497
	8.2%	44,099	46,226	48,353	50,481	52,608	54,735	56,862
	9.2%	43,122	45,153	47,185	49,217	51,248	53,280	55,311
	10.2%	42,193	44,134	46,075	48,016	49,957	51,898	53,839
	11.2%	41,309	43,165	45,020	46,875	48,731	50,586	52,441
	12.2%	40,468	42,242	44,017	45,791	47,565	49,339	51,113
	13.2%	39,667	41,365	43,062	44,759	46,456	48,153	49,851

Source: RongViet Securities

Table 6: Sensitivity Analysis of SAB's Equity Value per Share Using the EV/EBITDA Method (VND/share)

EPS (VND)	EVEBITDA						
			8.5	9.5	10.5	11.5	12.5
	2025F	4,515	44,230	47,750	51,270	54,790	58,310
	2026F	4,604	43,075	46,665	50,254	53,844	57,434

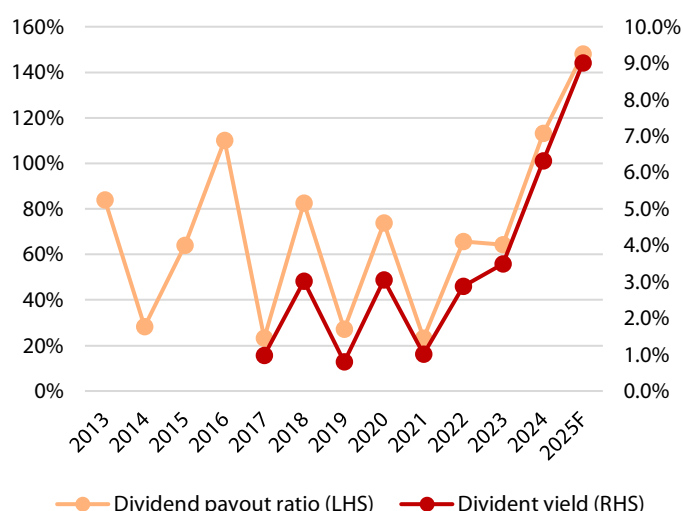
Source: RongViet Securities

With SAB's business outlook entering a saturation phase post-COVID and the looming impact of a sharp increase in special consumption taxes, **the key investment highlight lies in its steadily rising cash dividend payouts. Specifically:**

- SAB has gradually increased its dividend payout ratio since the post-COVID period, when the beer industry began to show signs of stagnation, ranging from 60% to 120%. Dividends are funded by the company's annual net profit and a sizable retained earnings balance of approximately VND 9,200 bn.
- As Thaibev acquired Sabeco in 2017 through a leveraged buyout funded by a USD 4.8 bn loan from five Thai banks at an interest rate of 2.4–3.0% per annum, the challenging profit growth outlook of the beer industry provides Thaibev with increased incentive to raise the dividend payout ratio. This helps offset interest expenses and repatriate earnings to the parent company.

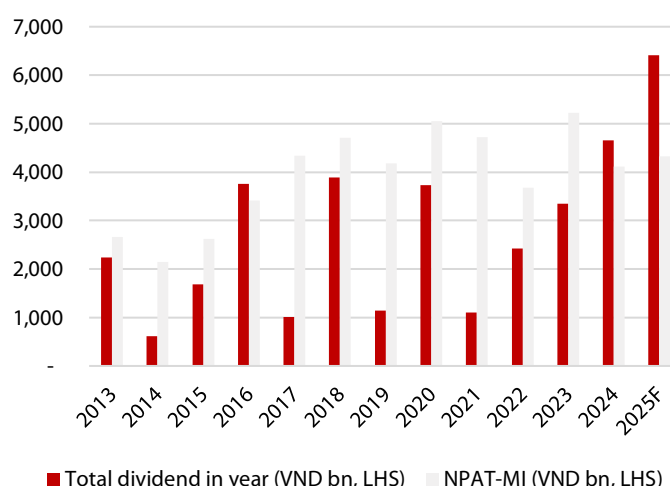
SAB is well-suited for dividend-focused investment strategies, offering a dividend yield of 10.4% per annum. It also appeals to value-oriented investors seeking opportunities in undervalued stocks following sharp market corrections, particularly as SAB's market price gradually approaches its fair value of VND 48,000 per share, which already reflects the anticipated headwinds in 2025.

Figure 5: SAB's dividend yield over the years (%)



Source: SAB, RongViet Securities

Figure 6: Total cash dividends paid by SAB over the years (VND bn)



Source: SAB, RongViet Securities

Table 7: Outlook for SAB's cash dividend paying capacity in the coming years

	2025F	2026F	2027F	2028F	2029F
Total dividend in year (VND bn/year)	6,413	6,362	6,229	4,404	3,377
Arising from					
- Yearly NPAT-MI	3,814	3,625	3,441	3,377	3,419
- Retained earnings	2,598	2,737	2,788	1,095	0
Ending Retained earnings	6,619	3,882	1,095	0	0
Cash dividend per share (VND)	5,000	5,000	5,000	3,434	2,633
Dividend yield (%)	10.2%	10.2%	10.2%	7.0%	5.4%

Source: SAB, RongViet Securities

Appendix

Table 8: SAB's Q1-2025 results

Unit: VND bn	Q1-2025	Q4-2024	+/-QoQ	Q1-2024	+/-YoY	% as of SAB's 2025F plan	% as of VDS's 2025F forecast
Net sales	5,811	8,933	-34.9%	7,184	-19.1%	18.4%	21.5%
Sales of beer	5,447	7,704	-29.3%	6,388	-14.7%		21.3%
Others	363	1,229	-70.4%	796	-54.3%		25.8%
Gross profit	1,872	2,499	-25.1%	2,100	-10.9%		
SG&A expenses	-1,046	-1,659	-37.0%	-1,051	-0.4%		
EBIT	826	840	-1.7%	1,050	-21.3%		
Income from affiliates	53	130	-59.3%	-11	-565.2%		
Net finance income	152	273	-44.3%	270	-43.7%		
Other profit	-9	-4	119.3%	-6	56.8%		
EBT	1,022	1,239	-17.5%	1,303	-21.5%		
Corporate income tax	-223	-248	-10.4%	-279	-20.3%		
Minority of interest (MI)	7	25	-74.2%	26	-75.3%		
NPAT-MI	793	965	-17.9%	997	-20.5%	17.0%	20.8%

Source: SAB, RongViet Securities

Table 9: SAB's Q1-2025 Business analysis

Criteria	Q1-2025	Q4-2024	+/-QoQ	Q1-2024	+/-YoY
Profitability ratio					
Gross margin	32.2%	28.0%	+424bps	29.2%	+298bps
EBITDA/Net sales	17.3%	10.9%	+633bps	16.5%	+74bps
EBIT/Net sales	14.2%	9.4%	+481bps	14.6%	-40bps
Net margin	13.6%	10.8%	+284bps	13.9%	-23bps
Efficiency ratio (days)					
- Days AR on hand	51	28		39	
- Day Inventory on hand	9	5		4	
- Day AP	38	38		31	
Solvency ratio					
Total liabilities/Total equity	23%	37%		22%	

Source: RongViet Securities

VND bn					VND bn				
INCOME STATEMENT					BALANCE SHEET				
2023A	2024A	2025F	2026F		2023A	2024A	2025F	2026F	
Net revenue	30,461	31,872	26,965	27,316	Cash & Equivalents	5,040	4,478	3,788	3,837
COGS	21,370	22,554	18,470	18,767	Short-term investment	17,741	16,566	14,824	12,578
Gross profit	9,091	9,318	8,495	8,549	Receivables	1,229	1,818	1,008	1,089
SG&A expense	5,280	4,881	4,624	4,684	Inventories	2,318	1,979	1,771	1,800
Finance income	1,067	1,067	1,006	890	Other current assets	226	226	191	194
Finance expense	82	25	110	16	Tangible fixed assets	3,470	3,026	3,431	2,916
Other profit	-82	-30	-30	-30	Intangible fixed assets	923	957	998	974
EBT	5,321	5,647	4,905	4,877	Long-term investment	2,287	3,673	2,032	2,032
Corporate income tax	1,115	1,153	947	942	Other non-current assets	823	717	717	717
Minority of interest	137	165	143	142	Total assets	34,057	33,439	28,760	26,137
NPAT-MI	4,068	4,330	3,814	3,625	Trade payables	2,476	2,642	1,771	1,800
EBIT	3,788	4,440	3,778	3,857	Short-term debt	530	245	92	135
					Short-term debt	171	169	169	169
					Other liabilities	5,195	5,746	4,546	4,446
					Bonus & welfare funds	199	199	199	199
					Science and technology fund	0	0	0	0
					Total liabilities	8,571	9,002	6,778	6,749
					Paid-in capital	12,826	12,826	12,826	12,826
					Treasury shares	0	0	0	0
					Retained earnings	10,217	9,218	6,619	3,882
					Other funds	1,116	1,185	1,185	1,185
					Investment & development funds	54	54	54	54
					Total equity	25,485	24,437	21,982	19,387
					Minority of interest	1,273	1,155	1,298	1,440
FINANCIAL RATIOS					VALUATION RATIOS				
2023A	2024A	2025F	2026F		2023A	2024A	2025F	2026F	
YoY growth (%)					EPS (VND)	3,172	3,376	2,974	2,826
Net sales	-12.9	4.6	-15.4	1.3	P/E (x)	18.1	16.3	16.5	17.4
EBIT	-30.6	17.2	-14.9	2.1	BV (VND)	19,871	19,053	17,139	15,116
NPAT-MI	-21.6	6.4	-11.9	-5.0	P/B (x)	2.9	2.9	2.9	3.2
Total assets	-1.2	-1.8	-14.0	-9.1	DPS (VND)	2,500	5,000	5,000	5,000
Total equity	4.6	-3.8	-11.2	-13.2	Dividend yield (%)	1.5	7.9	9.0	9.0
Profitability ratios (%)					VALUATION MODEL				
Gross margin	29.8	29.2	31.5	31.3	Price	Contribution	Average		
EBIT margin	13.4	13.6	14.1	13.3	DCF	48,000	50%	24,000	
Net margin	12.4	13.9	14.0	14.1	EVEBITDA	50,300	50%	25,150	
ROA	11.9	12.9	13.3	13.9	Target price (VND/share)		100%	49,100	
ROE	16.8	18.6	18.4	20.2					
Efficiency ratios (days)									
Days AR on hands	40	32	35	35					
Day Inventory on hands	6	6	7	8					
Day AP	43	44	35	35					
Liquidity ratios (x)									
Current	3.2	2.9	3.4	3.0					
Quick	2.9	2.6	3.1	2.7					
Solvency ratios (%)									
Total liabilities/total equity	35.4	38.7	32.8	37.6					
Short-term debt/Total equity	2.2	1.1	0.4	0.8					
Total debt/Total equity	2.9	1.8	1.3	1.7					
					VALUATION HISTORY				
					PRICE	RECOMMENDATION	TIME		
					07/2025	54,100	ACCUMULATE	1 year	

RESULT UPDATE

This report is created for the purpose of providing investors with an insight into the discussed company that may assist them in the decision-making process. The report comprises analyses and projections that are based on the most up-to-date information with the objective that is to determine the reasonable value of the stock at the time such analyses are performed. Through this report, we strive to convey the complete assessment and opinions of the analyst relevant to the discussed company. To send us feedbacks and/or receive more information, investors may contact the assigned analyst or our client support department.

RATING GUIDANCE

Ratings	BUY	ACCUMULATE	REDUCE	SELL
Total Return including Dividends in 12-month horizon	>20%	5% to 20%	-20% to -5%	<-20%

In some cases, we do not provide specific buy/sell recommendations but instead offer a few reference valuations to give investors additional insights, categorized under the recommendation of **OBSERVE**

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