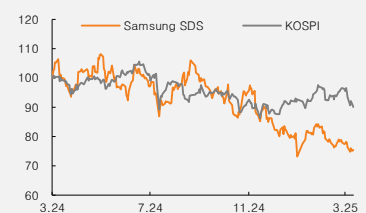


(Maintain)	Buy
Target price	W179,000
Current price (4/4/25)	W117,200
Upside	52.7%

OP (25F, Wbn)	982
Consensus OP (25F, Wbn)	955
EPS growth (25F, %)	1.0
Market EPS growth (25F, %)	25.4
P/E (25F, x)	11.9
Market P/E (25F, x)	9.0
KOSPI	2,465.42

Market cap (Wbn)	9,069
Shares (mn)	77
Free float (%)	50.9
Foreign ownership (%)	19.0
Beta (12M)	0.56
52-week low (W)	113,700
52-week high (W)	168,000

(%)	1M	6M	12M
Absolute	-3.6	-22.2	-25.4
Relative	-1.1	-18.9	-17.1



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Samsung SDS

Stable 1Q25 earnings expected despite weak seasonality

1Q25 preview: In-line revenue expected; OP to slightly exceed expectations

For 1Q25, we expect Samsung SDS to report in-line revenue and slightly higher-than-expected operating profit. For the IT services division, we estimate revenue at W1.61tr (+3.6% YoY) and operating profit at W205bn (+21% YoY; OP margin of 12.7%). While weak seasonality and slower growth at key customer Samsung Electronics (SEC) likely weighed on new orders in 1Q25, existing projects appear to be progressing more smoothly than expected. And with generative AI increasingly being seen as key to driving productivity growth, we expect IT investments to remain a top priority in corporate spending.

Notably, Samsung SDS is focusing on broadening its non-affiliate customer base to develop fresh revenue streams. It has recently secured new orders from public entities, including a cloud service contract with the Ministry of the Interior and Safety and an AI-related project order from the National Assembly. At the latest shareholders' meeting, management also revealed plans to participate in the bidding for a W2tr national AI computing center project. The company is also actively pursuing orders in the financial sector. These efforts will likely help offset any slowdown in affiliate-related revenue.

For 2025, we forecast AI-related revenue at W170-180bn. GPU utilization is picking up (vs. 4Q24) and will likely climb at a faster pace in 2H25 as AI services gain traction.

In logistics, we look for revenue of W1.85tr (+8.9% YoY) and operating profit of W33bn. Given that a large share of logistics volume is under integrated contracts, the business should be relatively insulated from freight rate fluctuations through 1H25. While the outlook for 2H25 remains uncertain, we think the firm's digital logistics platform Cello Square could serve as a key growth driver.

Positive catalysts needed; maintain Buy and TP of W179,000

Our target price of W179,000 is based on a P/E of 18x, the average P/E in 2017-19 (a period when revenue growth was similar to the current level). While valuation is at a historical low (2025F P/E of 11.9x), we see no near-term catalysts for a rebound, given economic uncertainty and concerns about potential capex reductions by key customers. We believe a meaningful share price rebound will require: 1) clear signs of a recovery in end-market conditions; and 2) greater clarity on how the company plans to utilize its sizable cash holdings (W6tr as of end-2024).

(Dec.)	2022	2023	2024	2025F	2026F
Revenue (Wbn)	17,235	13,277	13,828	14,337	15,355
OP (Wbn)	916	808	910	982	1,070
OP margin (%)	5.3	6.1	6.6	6.8	7.0
NP (Wbn)	1,100	693	757	764	826
EPS (W)	14,213	8,962	9,781	9,876	10,680
ROE (%)	14.2	8.2	8.4	8.0	8.2
P/E (x)	8.7	19.0	13.1	11.9	11.0
P/B (x)	1.2	1.5	1.1	0.9	0.9
Dividend yield (%)	2.6	1.6	2.1	2.3	2.3

Notes: Under consolidated K-IFRS; NP is attributable to owners of the parent

Source: Company data, Mirae Asset Securities Research estimates

Table 1. Mirae Asset forecasts vs. consensus

(Wbn)

	1Q25F				2025F			
	Mirae Asset	YoY	Consensus	Diff.	Mirae Asset	YoY	Consensus	Diff.
Revenue	3,453.4	6.3%	3,447.5	0.2%	14,337.2	3.7%	14,373.9	-0.3%
OP	237.9	5.3%	223	6.7%	981.8	7.8%	954.9	2.8%
NP	175.0	-15.3%	200.8	-12.8%	751.7	-0.6%	799.9	-6.0%

Source: FnGuide, Mirae Asset Securities Research

Table 2. Quarterly earnings

(Wbn)

	1Q24	2Q24	3Q24	4Q24	1Q25F	2Q25F	3Q25F	4Q25F
Revenue	3,247	3,369	3,570	3,642	3,453.4	3,603.0	3,609.2	3,671.6
<i>YoY growth</i>	-4.5%	2.4%	11.3%	7.9%	6.3%	6.9%	1.1%	0.8%
IT services	1,554	1,586	1,630	1,632	1,608.8	1,703.1	1,763.2	1,807.1
<i>YoY growth</i>	5.7%	5.0%	8.0%	1.0%	3.6%	7.4%	8.2%	10.7%
<i>% of revenue</i>	47.8%	47.1%	45.7%	44.8%	46.6%	47.3%	48.9%	49.2%
<i>Gross margin</i>	15.1%	14.8%	14.5%	13.9%	14.5%	14.1%	14.2%	14.0%
SI	288.1	267.8	256.5	266.2	305.5	295.9	312.6	311.9
<i>YoY growth</i>	0.4%	-7.3%	-7.1%	-11.2%	6.0%	10.5%	21.9%	17.2%
<i>% of revenue</i>	8.9%	7.9%	7.2%	7.3%	8.8%	8.2%	8.7%	8.5%
ITO	734.7	762.6	736.1	766.0	672.6	762.6	731.3	790.4
<i>YoY growth</i>	-5.0%	-1.9%	-3.5%	0.7%	-8.4%	0.0%	-0.7%	3.2%
<i>% of revenue</i>	22.6%	22.6%	20.6%	21.0%	19.5%	21.2%	20.3%	21.5%
Cloud	530.8	556.0	637.0	599.7	630.7	644.6	719.3	704.8
<i>YoY growth</i>	29.5%	25.1%	35.3%	7.9%	18.8%	15.9%	12.9%	17.5%
<i>% of revenue</i>	16.3%	16.5%	17.8%	16.5%	18.3%	17.9%	19.9%	19.2%
CSP	188.4	209.5	236.8	230.9	225.9	237.5	256.6	278.5
<i>YoY growth</i>	43.9%	48.7%	40.5%	23.4%	19.9%	13.4%	8.4%	20.6%
<i>% of revenue</i>	35.5%	37.7%	37.2%	38.5%	35.8%	36.8%	35.7%	39.5%
MSP	254.7	248.1	294.2	264.6	286.3	283.2	332.4	293.7
<i>YoY growth</i>	23.5%	8.3%	38.1%	-4.4%	12.4%	14.1%	13.0%	11.0%
<i>% of revenue</i>	48.0%	44.6%	46.2%	44.1%	45.4%	43.9%	46.2%	41.7%
SaaS	87.7	98.4	106.0	104.2	118.5	123.9	130.3	132.6
<i>YoY growth</i>	20.6%	31.9%	19.6%	13.5%	35.1%	25.9%	22.9%	27.3%
<i>% of revenue</i>	16.5%	17.7%	16.6%	17.4%	18.8%	19.2%	18.1%	18.8%
Logistics	1,694	1,783	1,940	2,010	1,844.6	1,900.0	1,846.0	1,864.4
<i>YoY growth</i>	-12.3%	0.1%	14.2%	14.2%	8.9%	6.6%	-4.9%	-7.3%
<i>% of revenue</i>	52.2%	52.9%	54.3%	55.2%	53.4%	52.7%	51.1%	50.8%
SG&A expenses	264	279	263	295	261	268	262	260
OP	226	221	253	211	238	239	251	254
<i>OP margin</i>	7.0%	6.6%	7.1%	5.8%	6.9%	6.6%	7.0%	6.9%
<i>IT services OP margin</i>	10.9%	12.5%	13.7%	11.2%	12.7%	12.1%	12.3%	12.1%
<i>Logistics OP margin</i>	3.3%	1.3%	1.5%	1.5%	1.8%	1.8%	1.9%	1.9%
NP	217	191	185	196	185	186	196	211
<i>YoY growth</i>	4.2%	2.3%	1.4%	33.9%	-15.3%	1.8%	5.7%	7.4%

Source: Company data, Mirae Asset Securities Research

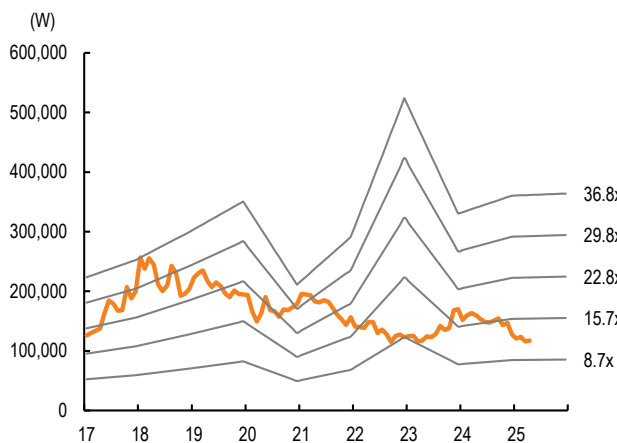
Table 3. Annual earnings

(Wbn)

	2018	2019	2020	2021	2022	2023	2024	2025F	2026F
Revenue	10,034.2	10,719.6	11,017.4	13,630.0	17,235	13,277	13,828	14,337.2	15,355.4
<i>YoY growth</i>	-	6.8%	2.8%	23.7%	26.4%	-23.0%	4.2%	3.7%	7.1%
IT services	5,656.7	5,872.8	5,314.5	5,637.2	5,968	6,106	6,402	6,882.2	7,401.1
<i>YoY growth</i>	-	3.8%	-9.5%	6.1%	5.9%	2.3%	4.8%	7.5%	7.5%
<i>% of revenue</i>	56.4%	54.8%	48.2%	41.4%	34.6%	46.0%	46.3%	48.0%	48.2%
GP	-	0.0%	15.3%	12.3%	11.0%	13.5%	14.6%	14.2%	14.4%
SI	1,483.9	1,518.6	1,372.3	1,641.2	1,484	1,152	1,079	1,226.0	1,379.5
<i>YoY growth</i>	-	2.3%	-9.6%	19.6%	-9.6%	-22.4%	-6.3%	13.7%	12.5%
<i>% of revenue</i>	14.8%	14.2%	12.5%	12.0%	8.6%	8.7%	7.8%	8.6%	9.0%
ITO	3,372.7	3,554.1	3,142.1	3,124.6	3,322	3,074	2,999	2,956.9	2,793.9
<i>YoY growth</i>	-	5.4%	-11.6%	-0.6%	6.3%	-7.5%	-2.4%	-1.4%	-5.5%
<i>% of revenue</i>	33.6%	33.2%	28.5%	22.9%	19.3%	23.2%	21.7%	20.6%	18.2%
Cloud	-	-	-	871.3	1,163	1,881	2,324	2,699.4	3,227.7
<i>YoY growth</i>	-	-	-	-	33.4%	61.8%	23.5%	16.2%	19.6%
<i>% of revenue</i>	-	-	-	6.4%	6.7%	14.2%	16.8%	18.8%	21.0%
CSP	-	-	-	-	435.2	627.4	865.6	998.5	1,290.7
<i>YoY growth</i>	-	-	-	-	0.0%	44.2%	38.0%	15.4%	29.3%
<i>% of revenue</i>	-	-	-	-	37.4%	33.4%	37.3%	37.0%	40.0%
MSP	-	-	-	-	432	925	1,062	1,195.6	1,274.1
<i>YoY growth</i>	-	-	-	-	-	114.0%	14.8%	12.6%	6.6%
<i>% of revenue</i>	-	-	-	-	37.2%	49.2%	45.7%	44.3%	39.5%
SaaS	-	-	-	-	295.2	327.7	396.3	505.3	662.9
<i>YoY growth</i>	-	-	-	-	-	11.0%	20.9%	27.5%	31.2%
<i>% of revenue</i>	-	-	-	-	25.4%	17.4%	17.1%	18.7%	20.5%
Logistics	4,377.5	4,846.9	5,703.0	7,992.8	11,267	7,171	7,427	7,455	7,954
<i>YoY growth</i>	-	10.7%	17.7%	40.2%	41.0%	-36.4%	3.6%	0.4%	6.7%
<i>% of revenue</i>	43.6%	45.2%	51.8%	58.6%	65.4%	54.0%	53.7%	52.0%	51.8%
SG&A expenses	-	804	818	875	974	988	1,101	1,052	1,140
OP	877	990	872	808	926	808	911	982	1,070
<i>OP margin</i>	8.7%	9.2%	7.9%	5.9%	5.4%	6.1%	6.6%	6.8%	7.0%
<i>IT services OP margin</i>	15.1%	15.6%	14.7%	11.8%	10.6%	11.0%	12.1%	12.3%	12.7%
<i>Logistics OP margin</i>	0.5%	1.5%	1.6%	1.8%	2.5%	1.9%	1.9%	1.8%	1.7%
NP	639	750.0	453.0	633.0	1,130.0	701.3	788.6	777.4	881.4
<i>YoY growth</i>	17.9%	17.0%	-39.8%	37.8%	79.9%	-36.9%	12.4%	-1.4%	13.4%

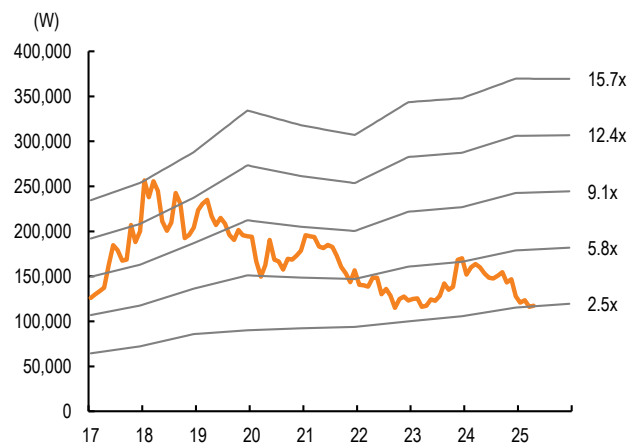
Source: Company data, Mirae Asset Securities Research

Figure 1. P/E band chart



Source: QuantiWise, Mirae Asset Securities Research

Figure 2. EV/EBITDA band chart



Source: QuantiWise, Mirae Asset Securities Research

Samsung SDS (018260 KS)

Income statement (summarized)

(Wbn)	2023	2024	2025F	2026F
Revenue	13,277	13,828	14,337	15,355
Cost of revenue	11,481	11,816	12,303	13,145
GP	1,796	2,012	2,034	2,210
SG&A expenses	988	1,101	1,052	1,140
OP (adj.)	808	910	982	1,070
OP	808	910	982	1,070
Non-operating profit	178	166	118	120
Net financial income	143	133	134	136
Net income from associates	6	0	0	0
Pretax profit	986	1,076	1,100	1,190
Income tax	284	302	310	336
Profit from continuing operations	701	789	790	855
Profit from discontinued operations	0	1	0	0
NP	701	789	790	855
Attributable to owners	693	757	764	826
Attributable to minority interests	8	33	26	28
Total comprehensive income	687	824	790	855
Attributable to owners	682	790	755	817
Attributable to minority interests	5	34	35	38
EBITDA	1,421	1,492	1,465	1,519
FCF	1,010	966	622	690
EBITDA margin (%)	10.7	10.8	10.2	9.9
OP margin (%)	6.1	6.6	6.8	7.0
Net margin (%)	5.2	5.5	5.3	5.4

Cash flow statement (summarized)

(Wbn)	2023	2024	2025F	2026F
Operating cash flow	1,461	1,467	1,272	1,290
NP	701	789	790	855
Non-cash income/expenses	808	858	659	648
Depreciation	564	542	445	412
Amortization	49	40	38	36
Other	195	276	176	200
Chg. in working capital	-106	23	-2	-12
Chg. in AR & other receivables	194	-326	-13	-95
Chg. in inventory	0	-7	0	-2
Chg. in AP & other payables	-12	38	6	44
Income tax	-57	-361	-310	-336
Cash flow from investing activities	-622	-797	-682	-837
Chg. in PP&E	-445	-500	-650	-600
Chg. in intangible assets	-29	-37	0	0
Chg. in financial assets	-66	-291	-32	-237
Other	-82	31	0	0
Cash flow from financing activities	-463	-428	-526	-441
Chg. in financial liabilities	-1	31	-100	10
Chg. in equity	0	0	0	0
Dividends	-251	-216	-226	-251
Other	-211	-243	-200	-200
Chg. in cash	396	303	262	206
Beginning balance	1,392	1,788	2,091	2,353
Ending balance	1,788	2,091	2,353	2,558

Source: Company data, Mirae Asset Securities Research estimates

Balance sheet (summarized)

(Wbn)	2023	2024	2025F	2026F
Current assets	8,160	8,963	9,281	9,894
Cash & equivalents	1,788	2,091	2,353	2,558
AR & other receivables	2,229	2,404	2,423	2,566
Inventory	24	25	26	27
Other current assets	4,119	4,443	4,479	4,743
Non-current assets	4,161	4,242	4,410	4,569
Investments in associates	111	120	121	128
PP&E	1,654	1,742	1,947	2,135
Intangible assets	819	811	774	737
Total assets	12,321	13,205	13,691	14,463
Current liabilities	2,392	2,547	2,466	2,615
AP & other payables	839	905	912	966
Short-term financial liabilities	211	195	95	105
Other current liabilities	1,342	1,447	1,459	1,544
Non-current liabilities	954	1,024	1,026	1,045
Long-term financial liabilities	657	703	703	703
Other non-current liabilities	297	321	323	342
Total liabilities	3,345	3,570	3,492	3,661
Equity attributable to owners	8,658	9,265	9,803	10,379
Capital stock	39	39	39	39
Capital surplus	1,297	1,297	1,297	1,297
Retained earnings	7,447	7,995	8,533	9,108
Minority interests	318	370	396	424
Shareholders' equity	8,976	9,635	10,199	10,803

Key valuation metrics/ratios

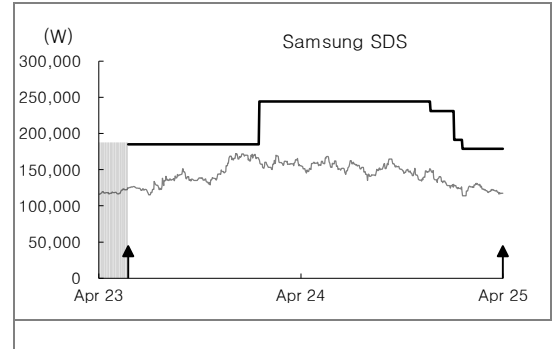
	2023	2024	2025F	2026F
P/E (x)	19.0	13.1	11.9	11.0
P/CF (x)	8.7	6.0	6.3	6.0
P/B (x)	1.5	1.1	0.9	0.9
EV/EBITDA (x)	6.2	3.4	2.7	2.3
EPS (W)	8,962	9,781	9,876	10,680
CFPS (W)	19,509	21,289	18,725	19,418
BPS (W)	111,913	119,754	126,710	134,146
DPS (W)	2,700	2,700	2,700	2,700
Dividend payout ratio (%)	29.8	26.5	26.4	24.4
Dividend yield (%)	1.6	2.1	2.1	2.1
Revenue growth (%)	-23.0	4.2	3.7	7.1
EBITDA growth (%)	-0.5	5.0	-1.8	3.7
OP growth (%)	-11.8	12.7	7.8	9.0
EPS growth (%)	-36.9	9.1	1.0	8.1
AR turnover (x)	8.5	9.0	8.9	9.3
Inventory turnover (x)	412.1	565.4	562.6	583.0
AP turnover (x)	16.8	16.4	16.4	17.0
ROA (%)	5.8	6.2	5.9	6.1
ROE (%)	8.2	8.4	8.0	8.2
ROIC (%)	13.0	15.2	15.4	16.4
Debt-to-equity ratio (%)	37.3	37.1	34.2	33.9
Current ratio (%)	341.2	351.9	376.4	378.3
Net debt-to-equity ratio (%)	-51.5	-53.8	-54.7	-55.7
Interest coverage ratio (x)	21.2	18.1	20.8	23.3

Appendix 1

Important disclosures and disclaimers

Two-year rating and TP history

Company	Date	Rating	TP (W)
Samsung SDS (018260)	01/24/25	Buy	179,000
	01/09/25	Buy	191,000
	11/27/24	Buy	231,000
	01/23/24	Buy	244,000
	05/31/23	Buy	185,000



Stock ratings

Buy	Expected 12-month performance: +20% or greater
Trading Buy	Expected 12-month performance: +10% to +20%
Hold	Expected 12-month performance: -10% to +10%
Sell	Expected 12-month performance: -10% or worse

Sector ratings

Overweight	Expected to outperform the market over 12 months
Neutral	Expected to perform in line with the market over 12 months
Underweight	Expected to underperform the market over 12 months

Rating and TP history: Share price (—), TP (—), Not Rated (■), Buy (▲), Trading Buy (■), Hold (●), Sell (◆)

* Our investment rating is a guide to the expected return of the stock over the next 12 months.

* Outside of the official ratings of Mirae Asset Securities Co., Ltd., analysts may call trading opportunities should technical or short-term material developments arise.

* The TP was determined by the research analyst through valuation methods discussed in this report, in part based on estimates of future earnings.

* TP achievement may be impeded by risks related to the subject securities and companies, as well as general market and economic conditions.

Ratings distribution and investment banking services

	Buy	Trading Buy	Hold	Sell
Ratings distribution	84.62%	7.14%	8.24%	0%
Investment banking services	85.71%	0%	14.29%	0%

* Based on recommendations in the last 12-months (as of December 31, 2024)

Disclosures

As of the publication date, Mirae Asset Securities Co., Ltd. has acted as a liquidity provider for equity-linked warrants backed by shares of Samsung SDS as an underlying asset; other than this, Mirae Asset Securities has no other special interests in the covered companies.

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