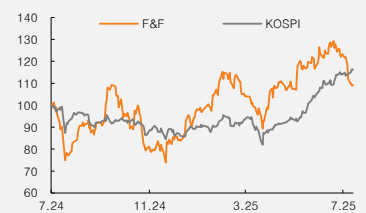


(Maintain)	Buy
Target price	₩100,000
Current price (7/31/25)	₩69,900
Upside	43.1%

OP (25F, Wbn)	452
Consensus OP (25F, Wbn)	468
EPS growth (25F, %)	-1.3
Market EPS growth (25F, %)	24.6
P/E (25F, x)	7.5
Market P/E (25F, x)	11.9
KOSPI	3,245.44

Market cap (Wbn)	2,678
Shares (mn)	38
Free float (%)	35.3
Foreign ownership (%)	11.1
Beta (12M)	0.92
52-week low (W)	47,300
52-week high (W)	82,700

(%)	1M	6M	12M
Absolute	-11.5	8.7	21.4
Relative	-16.3	-15.7	3.6



Mirae Asset Securities Co., Ltd.

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F&F

Earnings remain stable

2Q25 review: In-line results

For 2Q25, F&F announced revenue of ₩378.9bn (-3% YoY) and operating profit of ₩84bn (-8% YoY), in line with consensus estimates. Growth in China was solid (+10% YoY), reaffirming the brand power of MLB.

In the domestic market, sluggish consumer sentiment weighed on revenue across most brands (-5% YoY for MLB, -24% YoY for Discovery, and flat YoY for MLB Kids). In particular, Discovery posted a double-digit decline for the fourth consecutive quarter. While some decline was anticipated, given the outdoor apparel category's seasonal sensitivity and high price points, Discovery's underperformance relative to competing brands was still disappointing. (Sales in the overall outdoor segment are estimated to have fallen 5% YoY in 1H25.)

Meanwhile, export growth was driven by China, where MLB has maintained strong brand power (growth by region: +10% YoY in China, -7% YoY in Hong Kong, and -25% YoY in Southeast Asia). While the number of MLB stores decreased (-19 QoQ to 1,090), per-store efficiency improved, with both online and offline sales growing. Meanwhile, only 12 Discovery stores were opened in China in 2Q25, but full-fledged store openings are scheduled for 2H25; while the full-year store openings guidance was cut from 100 to 60, this reflects a strategic shift toward premium segment positioning (which explains why the revenue guidance remains unchanged). In Southeast Asia, where the business operates under a wholesale structure, sell-out volume remained solid.

Conditions to improve in 2H; limited risk from potential TaylorMade acquisition

Earnings have remained solid despite concerns. In 1H25, strong demand in China helped offset sluggish domestic consumption, leading to decent overall results. In 2H25, domestic consumption is likely to improve further, and Discovery is likely to increase its contribution to China earnings.

Despite steady earnings, the stock has recently seen heightened volatility due to uncertainties surrounding the potential acquisition of TaylorMade, particularly the possibility of an increased financial burden (depending on the acquisition price). However, we believe that such concerns are excessive, considering F&F's sound financials (annual operating cash flow of ₩400bn and adjusted debt ratio of 19%) and TaylorMade's ability to generate strong profits (2024 EBITDA of ₩300bn). Even without TaylorMade, the stock is undervalued, trading at a 12-month forward P/E of 7x. We thus recommend Buy.

(Dec.)	2023	2024	2025F	2026F	2027F
Revenue (Wbn)	1,978	1,896	1,932	2,084	2,175
OP (Wbn)	552	451	452	500	529
OP margin (%)	27.9	23.8	23.4	24.0	24.3
NP (Wbn)	425	360	356	393	417
EPS (W)	11,096	9,408	9,281	10,260	10,885
ROE (%)	38.4	25.3	20.8	19.5	17.8
P/E (x)	8.0	5.8	7.5	6.8	6.4
P/B (x)	2.6	1.3	1.4	1.2	1.0
Dividend yield (%)	1.9	3.1	2.9	3.0	3.1

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

Source: Company data, Mirae Asset Securities Research estimates

Table 1. Annual earnings and forecasts

(Wbn)

	2022	2023	2024	2025F	2026F	2027F
Revenue	1,809	1,978	1,896	1,932	2,084	2,175
Domestic	1,616	1,715	1,556	1,616	1,649	1,688
MLB	992	1,071	932	1,052	1,092	1,138
MLB Kids	110	115	104	104	108	111
Discovery	491	465	432	379	366	354
Other	19	40	50	50	52	55
Overseas	632	891	933	1,018	1,077	1,143
Hong Kong	51	78	75	72	73	75
OP	525	552	451	452	500	529
NP	443	425	356	351	388	412
OP margin (%)	29.0	27.9	23.8	23.4	24.0	24.3
Revenue growth (% YoY)	21.4	9.4	(4.2)	1.9	7.9	4.3
Domestic	14.1	6.1	(9.3)	3.8	2.1	2.4
MLB	12.2	7.9	(12.9)	12.8	3.9	4.1
MLB Kids	24.8	4.9	(10.1)	0.6	3.6	2.9
Discovery	12.0	(5.4)	(7.0)	(12.2)	(3.7)	(3.3)
Overseas	48.2	41.0	4.7	9.1	5.8	6.1
Hong Kong	20.4	52.8	(3.3)	(4.5)	1.5	3.0
Shanghai	51.6	40.0	5.5	10.3	6.2	6.3
OP growth (% YoY)	23.5	5.1	(18.3)	0.4	10.5	5.8
NP growth (% YoY)	41.5	(4.0)	(16.2)	(1.3)	10.6	6.1

Source: Company data, Mirae Asset Securities Research

Table 2. Quarterly earnings and forecasts

(Wbn)

	1Q24	2Q24	3Q24	4Q24	2024	1Q25	2Q25P	3Q25F	4Q25F	2025F
Revenue	507	391	451	547	1,896	506	379	465	582	1,932
Domestic	398	286	426	446	1,556	398	314	448	456	1,616
MLB	235	162	315	220	932	267	210	342	233	1,052
MLB Kids	31	20	27	26	104	26	21	29	28	104
Discovery	107	87	63	176	432	88	66	55	170	379
Other	26	17	22	24	88	17	17	22	25	80
Overseas	261	172	266	235	933	279	186	291	261	1,018
Hong Kong	22	17	16	20	75	21	16	15	20	72
Shanghai	239	155	250	214	858	259	171	276	240	946
OP	130	92	108	120	451	124	84	110	135	452
Pretax profit	128	98	110	141	477	111	86	125	149	471
NP	96	74	80	106	356	83	63	94	112	351
OP margin (%)	25.7	23.5	24.0	22.0	23.8	24.4	22.2	23.7	23.1	23.4
Revenue growth (% YoY)	1.9	(3.5)	(8.5)	(6.2)	(4.2)	(0.3)	(3.2)	3.2	6.6	1.9
Domestic	(2.3)	(12.3)	(11.4)	(11.0)	(9.3)	(0.1)	9.9	5.2	2.2	3.8
MLB	(7.8)	(19.7)	(12.6)	(13.1)	(12.9)	13.5	29.1	8.7	5.8	12.8
MLB Kids	5.2	(13.9)	(12.6)	(18.9)	(10.1)	(14.4)	7.6	5.4	7.9	0.6
Discovery	(3.9)	(1.0)	(10.6)	(10.2)	(7.0)	(17.3)	(23.9)	(11.6)	(3.5)	(12.2)
Overseas	15.0	7.8	(4.6)	3.8	4.7	6.9	8.6	9.7	11.2	9.1
Hong Kong	15.1	(10.6)	(13.8)	(4.5)	(3.3)	(6.8)	(7.5)	(3.8)	(0.0)	(4.5)
Shanghai	14.9	10.3	(4.0)	4.7	5.5	8.2	10.4	10.5	12.3	10.3
OP growth (% YoY)	(12.5)	(16.9)	(27.1)	(16.4)	(18.3)	(5.1)	(8.5)	1.7	11.9	0.4
NP growth (% YoY)	(19.0)	(15.4)	(33.0)	6.2	(16.2)	(14.3)	(15.3)	17.4	6.0	(1.3)

Source: Company data, Mirae Asset Securities Research

Table 3. China revenue outlook

(Wbn)

	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25P	3Q25F	4Q25F	2024	2025F	2026F
China total	239	154.5	250.2	214.2	258.5	170.7	274.2	242.7	857.9	946.1	1,004.3
Revenue growth (% YoY)	14.9	10.3	(4.0)	4.2	8.2	10.4	9.6	13.3	5.5	10.3	6.2
MLB	239	154.5	250.2	213.3	257.7	169.2	269.5	224.7	857	921.1	944.9
Revenue growth (% YoY)	14.9	10.3	(4.0)	4.2	7.8	9.5	7.7	5.4	5.4	7.5	2.6
Online	23.9	21.6	15	42.8	28.4	29	16.5	46.6	103.4	120.5	136.6
Revenue growth (% YoY)	14.9	(3.5)	0.1	23.1	19.0	34.1	10.0	8.8	11.2	16.6	13.3
Offline	215.1	132.9	235.1	170.5	229.3	140.2	253	178.2	753.6	800.6	808.4
Revenue growth (% YoY)	14.9	12.9	(4.3)	0.3	6.6	5.5	7.6	4.5	4.6	6.2	1.0
No. of stores	1,128	1,118	1,121	1,118	1,109	1,090	1,080	1,073	1,118	1,073	1,075
Discovery				0.9	0.8	1.5	4.7	18	0.9	25	59.3
No. of stores				5	6	12	40	60	5	60	90

Source: Mirae Asset Securities Research

Table 4. Valuation table

(W)

	Value	Notes
12MF EPS	9,732	
Target P/E (x)	10	
Fair value per share	97,321	
Target price	100,000	
Current price	69,900	
Upside (%)	43.1	

Source: Mirae Asset Securities Research

F&F (383220 KS)

Income statement (summarized)

(Wbn)	2024	2025F	2026F	2027F
Revenue	1,896	1,932	2,084	2,175
Cost of revenue	649	663	711	735
GP	1,247	1,269	1,373	1,440
SG&A expenses	796	816	873	911
OP (adj.)	451	452	500	529
OP	451	452	500	529
Non-operating profit	26	19	21	23
Net financial income	-5	-5	2	9
Net income from associates	28	18	18	19
Pretax profit	477	471	521	552
Income tax	121	120	132	140
Profit from continuing operations	356	351	388	412
Profit from discontinued operations	0	0	0	0
NP	356	351	388	412
Attributable to owners	360	356	393	417
Attributable to minority interests	-4	-4	-5	-5
Total comprehensive income	370	351	388	412
Attributable to owners	370	351	388	412
Attributable to minority interests	0	0	0	0
EBITDA	552	517	560	587
FCF	-36	365	366	385
EBITDA margin (%)	29.1	26.8	26.9	27.0
OP margin (%)	23.8	23.4	24.0	24.3
Net margin (%)	19.0	18.4	18.9	19.2

Balance sheet (summarized)

(Wbn)	2024	2025F	2026F	2027F
Current assets	637	907	1,156	1,438
Cash & equivalents	120	356	555	789
AR & other receivables	153	163	175	183
Inventory	325	346	381	419
Other current assets	39	42	45	47
Non-current assets	1,649	1,692	1,768	1,825
Investments in associates	652	695	750	783
PP&E	501	492	487	485
Intangible assets	214	224	234	243
Total assets	2,286	2,600	2,925	3,263
Current liabilities	522	547	556	560
AP & other payables	145	154	162	167
Short-term financial liabilities	204	207	212	215
Other current liabilities	173	186	182	178
Non-current liabilities	186	188	191	192
Long-term financial liabilities	157	157	157	157
Other non-current liabilities	29	31	34	35
Total liabilities	709	735	747	752
Equity attributable to owners	1,562	1,854	2,172	2,510
Capital stock	4	4	4	4
Capital surplus	318	318	318	318
Retained earnings	1,283	1,575	1,893	2,231
Minority interests	15	11	6	1
Shareholders' equity	1,577	1,865	2,178	2,511

Cash flow statement (summarized)

(Wbn)	2024	2025F	2026F	2027F
Operating cash flow	399	405	406	425
NP	356	351	388	412
Non-cash income/expenses	202	191	192	191
Depreciation	79	50	45	42
Amortization	23	15	15	16
Other	100	126	132	133
Chg. in working capital	-24	-11	-43	-45
Chg. in AR & other receivables	-10	-9	-11	-7
Chg. in inventory	30	-21	-35	-38
Chg. in AP & other payables	-23	7	4	2
Income tax	-142	-120	-132	-140
Cash flow from investing activities	-453	-26	-30	-28
Chg. in PP&E	-435	-40	-40	-40
Chg. in intangible assets	-64	-25	-25	-25
Chg. in financial assets	15	0	-1	0
Other	31	39	36	37
Cash flow from financing activities	-45	-189	-192	-201
Chg. in financial liabilities	102	4	5	3
Chg. in equity	0	0	0	0
Dividends	-65	-64	-75	-79
Other	-82	-129	-122	-125
Chg. in cash	-100	237	199	234
Beginning balance	220	120	356	555
Ending balance	120	356	555	789

Source: Company data, Mirae Asset Securities Research estimates

Key valuation metrics/ratios

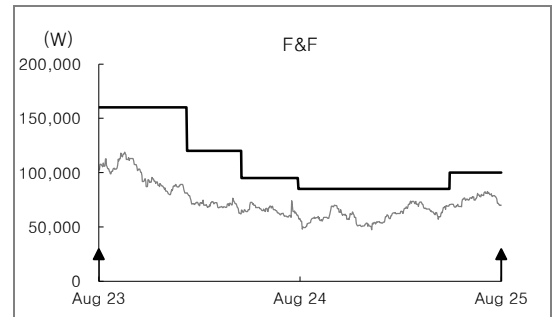
	2024	2025F	2026F	2027F
P/E (x)	5.8	7.5	6.8	6.4
P/CF (x)	3.7	4.9	4.6	4.4
P/B (x)	1.3	1.4	1.2	1.0
EV/EBITDA (x)	4.2	5.2	4.4	3.8
EPS (W)	9,408	9,281	10,260	10,885
CFPS (W)	14,576	14,146	15,139	15,728
BPS (W)	42,153	49,766	58,066	66,891
DPS (W)	1,700	2,000	2,100	2,200
Dividend payout ratio (%)	17.9	21.4	20.3	20.1
Dividend yield (%)	3.1	2.9	3.0	3.1
Revenue growth (%)	-4.2	1.9	7.9	4.3
EBITDA growth (%)	-11.8	-6.3	8.3	4.9
OP growth (%)	-18.3	0.4	10.5	5.8
EPS growth (%)	-15.2	-1.3	10.5	6.1
AR turnover (x)	15.0	14.0	14.1	13.8
Inventory turnover (x)	5.7	5.8	5.7	5.4
AP turnover (x)	6.6	6.3	6.4	6.4
ROA (%)	16.6	14.4	14.1	13.3
ROE (%)	25.3	20.8	19.5	17.8
ROIC (%)	37.1	29.5	31.4	31.4
Debt-to-equity ratio (%)	44.9	39.4	34.3	30.0
Current ratio (x)	122.0	165.9	207.9	256.8
Net debt-to-equity ratio (%)	14.9	0.1	-8.9	-16.9
Interest coverage ratio (x)	38.1	32.7	35.7	37.4

Appendix 1

Important disclosures and disclaimers

Two-year rating and TP history

Company	Date	Rating	TP (₩)
F&F (383220)	04/30/25	Buy	100,000
	07/29/24	Buy	85,000
	04/17/24	Buy	95,000
	01/09/24	Buy	120,000
	07/31/23	Buy	160,000



Stock ratings

Buy	Expected 12-month return: +20% or greater
Hold	Expected 12-month return: Greater than -10% and less than +10%
Sell	Expected 12-month return: -10% or less

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

As of May 12, 2025, the Trading Buy rating category has been removed from our investment rating system.

Stocks expected to deliver a 12-month return between +10% and less than +20% may be rated either Buy or Hold at the discretion of the research analyst.

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	84.91%	5.59%	8.94%	0.56%
Investment banking services	88.89%	0%	11.11%	0%

* Based on recommendations in the last 12-months (as of June 30, 2025)

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