

4 NOVEMBER 2021

THAILAND / MEDIA

# PLAN B MEDIA      PLANB TB

## BUY

UNCHANGED

TARGET PRICE	THB7.00
CLOSE	THB6.30
UP/DOWNSIDE	+11.1%
PRIOR TP	THB6.30
CHANGE IN TP	+11.1%
TP vs CONSENSUS	+1.0%

## Looking forward to next year

### Expect a loss in 3Q21

We project PLANB to book a THB78m loss in its core bottom line in 3Q21, higher than the THB42m loss in the previous quarter due to the Covid impact. Outdoor advertising expenditure (adex) fell 4% y-y and 18% q-q in 3Q21, which could cause PLANB's revenue to decline by 12% q-q to THB965m, as its utilisation rate should be below 40% in 3Q21 vs 43% in 2Q21. The company will continue to pay a minimum guarantee to Master Ad (MACO TB, NR) in 3Q21 and for two months in 4Q21.

### 4Q21 outlook remains unclear...

Although PLANB's 4Q21 bottom line should be better than in 3Q21 following the improving Covid situation and the start of the high season for adex, we believe its 4Q21 results will not recover as strongly as in 4Q20. This would be due to 1) no further revenue from the Olympics worth THB150m per quarter; 2) the company had a one-time revenue recognition from the Thai football league in 3Q21; 3) BNK48 activities may not yet resume in 4Q21; 4) the number of people engaging in out-of-home activities remains low compared to last year, based on the mass transit ridership; and 5) we have not yet seen an adex recovery as it still declined q-q in Sep-21. Therefore, we believe PLANB's short-term outlook remains unclear. This could lead to a downside risk to our full-year earnings forecast for 2021.

### ... But there should be a better outlook in 2022

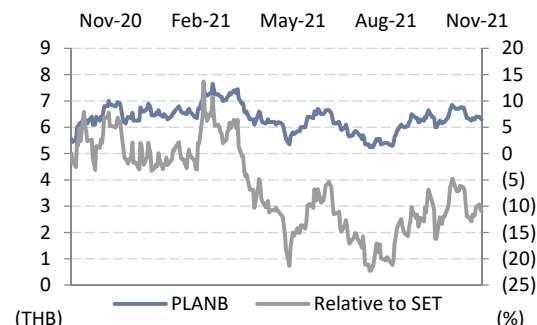
Although its outlook may be unattractive in the short term, we believe PLANB's outlook should start to improve in 2022 onward. The company still has potential catalysts, including 1) the asset acquisition from MACO that should boost its earnings once adex returns to normal; 2) new capital raising of over THB1b for new M&A deals in 1Q22; and 3) investments in companies like Zipmex, RSPlanB, and 7-11 advertising, which should finally start to generate some returns for the company.

### Maintain BUY with a new TP of THB7

PLANB's outlook may not be attractive in the short term but we are confident that the worst is over and that its recovery momentum should start to improve in 1Q22 onward. The company still has positive catalysts ahead. We maintain BUY with a new TP of THB7, pegged to 47x 2022E P/E (+0.5SD of its mean P/E). Downside risks to our TP include 1) a slower-than-expected adex recovery; and 2) further waves of Covid-19.

## KEY STOCK DATA

YE Dec (THB m)	2020	2021E	2022E	2023E
Revenue	3,724	3,789	5,005	6,137
Net profit	140	26	573	928
EPS (THB)	0.04	0.01	0.15	0.24
vs Consensus (%)	-	(23.1)	(10.2)	5.3
EBITDA	2,405	1,866	2,314	2,539
Core net profit	140	26	573	928
Core EPS (THB)	0.04	0.01	0.15	0.24
Chg. In EPS est. (%)	-	-	-	-
EPS growth (%)	(81.1)	(81.1)	2,064.3	61.9
Core P/E (x)	174.4	923.2	42.7	26.4
Dividend yield (%)	2.2	-	1.7	3.1
EV/EBITDA (x)	10.1	12.9	10.2	9.2
Price/book (x)	4.6	4.6	4.5	4.3
Net debt/Equity (%)	(11.2)	(11.1)	(20.5)	(25.5)
ROE (%)	2.4	0.5	10.6	16.7



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	1.6	14.5	11.5
Relative to country (%)	1.2	9.5	(15.5)
Mkt cap (USD m)	734		
3m avg. daily turnover (USD m)	3.0		
Free float (%)	48		
Major shareholder	Palin Lojanagosin (25%)		
12m high/low (THB)	7.75/5.00		
Issued shares (m)	3,882.57		

Sources: Bloomberg consensus; FSSIA estimates



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## Investment thesis

PLANB is an out-of-home (OOH) service provider with network coverage in Thailand and ASEAN countries that offers a variety of media in terms of format, technique, and innovation. Since 2005, the company has been growing continuously, from providing full advertising media services that meet the needs of various brands and products to consultation on media planning and marketing and developing appealing content.

The company has a clear strategy for growth in the future. Its new media expansion, which includes 7-11 stores and smart bus shelters, received positive feedback from ad spenders. We expect the recovery of OOH media to be in line with the recovery of the Covid situation in Thailand, which may occur in the beginning of 4Q21.

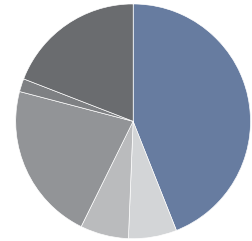
## Company profile

PLANB provides out-of-home media services, such as mass transit system advertising media, static outdoor advertising media, digital outdoor advertising media, airport advertising media, in-mall advertising media and online advertising media.

[www.planbmedia.co.th](http://www.planbmedia.co.th)

## Principal activities (revenue, 2020)

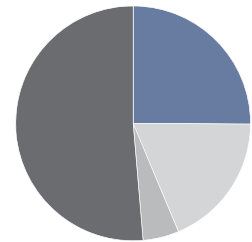
- Digital - 44.0 %
- Static - 6.7 %
- Transit - 6.7 %
- Retail - 21.8 %
- Airport - 1.8 %
- Engagement - 19.1 %



Source: Plan B Media

## Major shareholders

- Palin Lojanagosin - 25.1 %
- VGI PCL - 18.6 %
- Suchat Luechaikajohnpan - 5.0 %
- Others - 51.4 %



Source: Plan B Media

## Catalysts

Potential positive catalysts for PLANB's share price include 1) a strong out-of-home adex recovery; 2) the resumption of its engagement business activities; and 3) the new investment in 1Q22.

## Risks to our call

The key downside risks to our P/E multiple-based TP are a slower-than-expected adex recovery and further waves of Covid-19.

## Event calendar

Date	Event
Nov-21	Oct-21 adex announcement
Nov-21	3Q21 results announcement

## Key assumptions

Out-of-home media	2020	2021E	2022E	2023E
Total utilisation (%)	44	48	66	72
Revenue capacity (THB m)	6,930	7,650	7,727	7,804

Source: FSSIA estimates

## Earnings sensitivity

- For every 1% increase in out-of-home utilisation rate, we project 2021 earnings to rise by 1%, and vice versa, all else being equal;
- For every 1% increase in gross profit margin, we project 2021 earnings to rise by 4.8%, and vice versa, all else being equal.

Source: FSSIA estimates

## Exhibit 1: 3Q21E results preview

	3Q20	2Q21	3Q21E	Change		9M20	9M21E	Change	2021E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	(THB m)
<b>Revenue</b>	<b>867</b>	<b>1,097</b>	<b>965</b>	<b>(12)</b>	<b>11</b>	<b>2,491</b>	<b>3,086</b>	<b>24</b>	<b>3,789</b>
Operating costs	(727)	(989)	(943)	(5)	30	(2,078)	(2,769)	33	(3,088)
<b>Gross profit</b>	<b>140</b>	<b>109</b>	<b>22</b>	<b>(80)</b>	<b>(84)</b>	<b>413</b>	<b>317</b>	<b>(23)</b>	<b>701</b>
SG&A expenses	(127)	(136)	(110)	(19)	(13)	(369)	(366)	(1)	(523)
<b>EBIT</b>	<b>13</b>	<b>(27)</b>	<b>(88)</b>	<b>225</b>	<b>n.a.</b>	<b>44</b>	<b>(48)</b>	<b>n.a.</b>	<b>178</b>
Depn & amort.	609	601	614	2	1	1,501	1,829	22	1,652
Other income	21	10	8	(16)	(61)	39	40	3	(9)
<b>EBITDA</b>	<b>643</b>	<b>584</b>	<b>534</b>	<b>(8)</b>	<b>(17)</b>	<b>1,584</b>	<b>1,821</b>	<b>15</b>	<b>1,821</b>
<i>EBITDA margin (%)</i>	<i>74.1</i>	<i>53.2</i>	<i>55.3</i>	<i>nm</i>	<i>nm</i>	<i>63.6</i>	<i>59.0</i>	<i>n.a.</i>	<i>48</i>
Interest expense	(26)	(46)	(43)	(7)	(16.7)	(64)	(141)	121	(186)
Associates	(3)	(8)	(3)	(64)	0.2	(8)	(21)	166	(17)
Extra items	0	(29)	0	n.a.	n.a.	0	(29)	n.a.	0
Pretax profit	4	(101)	(126)	25	n.a.	10	(199)	n.a.	(34)
Tax	(1)	4	25	554	n.a.	(7)	16	n.a.	7
<i>Tax rate (%)</i>	<i>(18)</i>	<i>(4)</i>	<i>(20)</i>	<i>nm</i>	<i>nm</i>	<i>(63)</i>	<i>(8)</i>	<i>nm</i>	<i>(20)</i>
Minority interests	3	(26)	(23)	(12)	(986)	4	(72)	n.a.	(54)
<b>Net profit</b>	<b>1</b>	<b>(71)</b>	<b>(78)</b>	<b>10</b>	<b>n.a.</b>	<b>0</b>	<b>(111)</b>	<b>n.a.</b>	<b>26</b>
<b>Core net profit</b>	<b>1</b>	<b>(42)</b>	<b>(78)</b>	<b>84</b>	<b>n.a.</b>	<b>0</b>	<b>(83)</b>	<b>n.a.</b>	<b>26</b>
EPS (THB)	0.00	(0.02)	(0.02)	10	n.a.	0.00	(0.03)	n.a.	0.01
Core EPS (THB)	0.00	(0.01)	(0.02)	84	n.a.	0.00	(0.02)	n.a.	0.01

Sources: PLANB; FSSIA estimates

## MACO asset acquisition should benefit PLANB in the long term

PLANB announced the acquisition of most of MACO's domestic out-of-home (OOH) advertising media with a total value of THB640m. After this transaction, PLANB will be the owner of most of the OOH advertising media under the selling agent agreement between PLANB and MACO. The minimum guarantee (MG) will be reduced from THB700m to THB250m per year. Therefore, PLANB will not need to recognise an MG fee starting from 1Q22 onward. However, after the transaction, which is expected to be completed within this year, the company may have to have some asset write-off expenses for MACO's assets in 4Q21.

## Exhibit 2: Summary of MACO's assets

	Asset acquisition			Share acquisition		Total
	MACO	Eye on Ads		Co-mass	Multi-sign	
	Billboard	Billboard	CBD-LED	Billboard	Billboard	
(units)	36	80	24	76	439	655

Source: PLANB

## Solid additional revenue under normal circumstances

The media capacity of MACO's advertising assets is about THB662m. Based on our utilisation assumption of around 70-80% under normal circumstances and a 15% net profit margin, PLANB would recognise revenue from MACO's assets of over THB463m-530m and its net profit should improve by roughly THB60m-80m each year.

## Slight improvement during Covid

According to PLANB, this deal should free it from the MG fee that has pressured its earnings over the year during the weak adex period due to the Covid impact. The cost of operating MACO's assets should be around THB280m per year, which is a lot lower than the MG fee that PLANB has had to pay to MACO of over THB400m per year. Thus, PLANB will not have to book any MG fees to MACO and should be able to generate a tiny profit in 1Q22 when we believe adex should start to gradually recover.

### Rights offering transaction summary

PLANB plans to raise capital amounting to THB1.5b by issuing 310.6m new shares via a rights offering (RO) with a 12.5:1 allocation ratio at a THB5/share offering price. Shareholders who exercise the new shares will additionally receive PLANB-W1 at a ratio of two RO shares for one warrant at a THB8/share exercise price. The warrant has a three-year period. The objectives of the capital increase are: 1) to acquire MACO's assets using THB500m; 2) fund additional investments of up to THB1b; and 3) raise working capital of THB53m. The extraordinary general meeting of shareholders (EGM) will be held on 19 Nov-21 and the XR and XW for the RO and warrant will be on 29 Nov-21.

### 8% EPS dilution

The 311m share increase from the RO will create an EPS dilution in 2022 (we estimate by 8%), from THB0.15 currently to THB0.14. It would also dilute its share price by a small amount (we estimate by 1.6%). The EGM for both MACO and PLANB will be held on 19 Nov-21.

### Exhibit 3: Rights offering and warrant summary

Issue type	Ratio	Offering price (THB/share)
Rights offering	12.5:1	5.00
PLANB-W1 at exercise price of THB8, 3-year period	2 new shares:1 warrant	0

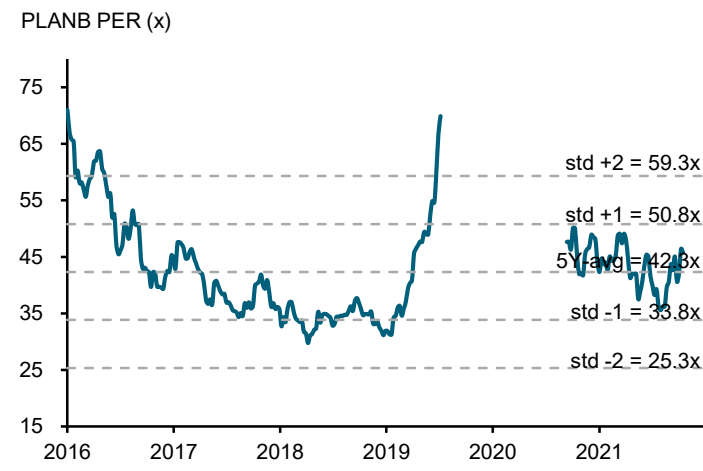
Source: PLANB

### Exhibit 4: Objective of the issuance of new ordinary shares and warrants

Objectives	(THB m)	Period
Acquiring assets from MACO Group	500	Within Jan-22
Additional investments	1,000	Within 1Q22
Working capital	53	Within Dec-22
<b>Total</b>	<b>1,553</b>	

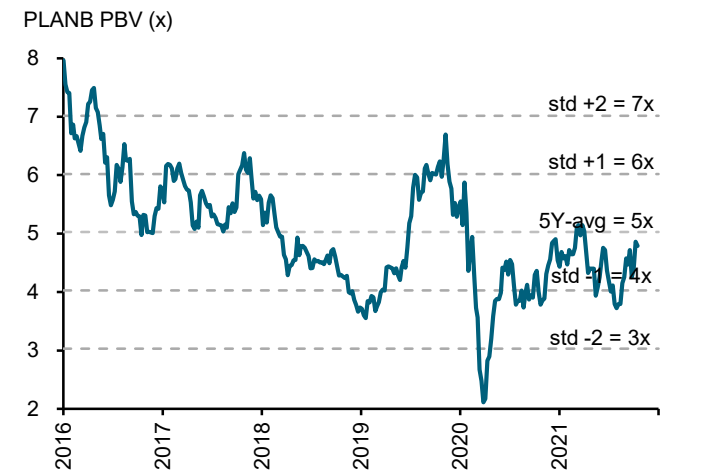
Source: PLANB

### Exhibit 5: Rolling one-year forward P/E band



Note: Applied EPS 2022 for 2021 and removed an abnormal period  
Sources: Bloomberg; FSSIA estimates

### Exhibit 6: Rolling one-year forward P/BV band



Sources: Bloomberg; FSSIA estimates

## Financial Statements

### Plan B Media

Profit and Loss (THB m) Year Ending Dec	2019	2020	2021E	2022E	2023E
Revenue	4,861	3,724	3,789	5,005	6,137
Cost of goods sold	(2,550)	(789)	(1,436)	(2,161)	(2,890)
<b>Gross profit</b>	<b>2,311</b>	<b>2,935</b>	<b>2,353</b>	<b>2,844</b>	<b>3,247</b>
Other operating income	58	44	36	51	59
Operating costs	(688)	(573)	(523)	(581)	(767)
<b>Operating EBITDA</b>	<b>1,681</b>	<b>2,405</b>	<b>1,866</b>	<b>2,314</b>	<b>2,539</b>
Depreciation	(623)	(2,152)	(1,652)	(1,442)	(1,222)
Goodwill amortisation	0	0	0	0	0
<b>Operating EBIT</b>	<b>1,058</b>	<b>254</b>	<b>214</b>	<b>872</b>	<b>1,317</b>
Net financing costs	(1)	(90)	(186)	(149)	(126)
Associates	(2)	(11)	(17)	6	7
Recurring non-operating income	(2)	(11)	(62)	6	7
Non-recurring items	0	0	0	0	0
<b>Profit before tax</b>	<b>1,054</b>	<b>153</b>	<b>(34)</b>	<b>729</b>	<b>1,198</b>
Tax	(197)	(31)	7	(146)	(240)
<b>Profit after tax</b>	<b>857</b>	<b>122</b>	<b>(28)</b>	<b>583</b>	<b>958</b>
Minority interests	(114)	18	54	(10)	(30)
Preferred dividends	0	0	0	0	0
Other items	-	-	-	-	-
<b>Reported net profit</b>	<b>743</b>	<b>140</b>	<b>26</b>	<b>573</b>	<b>928</b>
<b>Non-recurring items &amp; goodwill (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Recurring net profit</b>	<b>743</b>	<b>140</b>	<b>26</b>	<b>573</b>	<b>928</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.19	0.04	0.01	0.15	0.24
Reported EPS	0.19	0.04	0.01	0.15	0.24
DPS	0.17	0.14	0.00	0.11	0.20
Diluted shares (used to calculate per share data)	3,883	3,883	3,883	3,883	3,883
<b>Growth</b>					
Revenue (%)	21.2	(23.4)	1.7	32.1	22.6
Operating EBITDA (%)	21.3	43.1	(22.4)	24.0	9.7
Operating EBIT (%)	21.1	(76.0)	(15.8)	308.2	51.0
Recurring EPS (%)	6.2	(81.1)	(81.1)	2,064.3	61.9
Reported EPS (%)	6.2	(81.1)	(81.1)	2,064.3	61.9
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	34.7	21.0	18.5	28.0	33.0
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	34.6	64.6	49.2	46.2	41.4
Operating EBIT margin (%)	21.8	6.8	5.6	17.4	21.5
Net margin (%)	15.3	3.8	0.7	11.5	15.1
Effective tax rate (%)	20.0	20.0	20.0	20.0	20.0
Dividend payout on recurring profit (%)	90.8	385.0	-	71.2	82.6
Interest cover (X)	714.7	2.7	0.8	5.9	10.5
Inventory days	0.9	5.8	3.9	3.8	3.4
Debtor days	108.6	146.4	130.2	108.1	113.0
Creditor days	122.7	395.4	225.6	145.3	121.9
Operating ROIC (%)	26.1	7.5	8.1	27.7	38.7
ROIC (%)	19.3	2.9	1.4	8.4	13.1
ROE (%)	14.3	2.4	0.5	10.6	16.7
ROA (%)	12.3	1.9	1.0	5.9	8.8
* Pre-exceptional, pre-goodwill and fully diluted					
<b>Revenue by Division (THB m)</b>					
Digital	1,924	1,638	1,272	1,922	2,394
Static	889	248	942	1,125	1,374
Transit	376	248	222	360	550
Retail	207	811	386	631	751

Sources: Plan B Media; FSSIA estimates

## Financial Statements

### Plan B Media

Cash Flow (THB m) Year Ending Dec	2019	2020	2021E	2022E	2023E
Recurring net profit	743	140	26	573	928
Depreciation	623	2,152	1,652	1,442	1,222
Associates & minorities	116	(13)	(54)	10	30
Other non-cash items	(32)	(496)	0	0	0
Change in working capital	(157)	663	(619)	(345)	(361)
<b>Cash flow from operations</b>	<b>1,293</b>	<b>2,446</b>	<b>1,006</b>	<b>1,681</b>	<b>1,819</b>
Capex - maintenance	(250)	(401)	(380)	(260)	(260)
Capex - new investment	(374)	(602)	(570)	(390)	(390)
Net acquisitions & disposals	(21)	26	0	0	0
Other investments (net)	(195)	(1,665)	0	0	0
<b>Cash flow from investing</b>	<b>(840)</b>	<b>(2,643)</b>	<b>(950)</b>	<b>(650)</b>	<b>(650)</b>
Dividends paid	(674)	(540)	0	(408)	(767)
Equity finance	2,259	0	0	0	0
Debt finance	(15)	(21)	295	(100)	(100)
Other financing cash flows	(104)	(965)	(64)	(61)	(58)
<b>Cash flow from financing</b>	<b>1,466</b>	<b>(1,525)</b>	<b>231</b>	<b>(569)</b>	<b>(925)</b>
Non-recurring cash flows	-	-	-	-	-
Other adjustments	12	0	0	0	0
<b>Net other adjustments</b>	<b>12</b>	<b>(12)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Movement in cash</b>	<b>1,932</b>	<b>(1,734)</b>	<b>287</b>	<b>462</b>	<b>244</b>
Free cash flow to firm (FCFF)	455.13	(106.85)	241.62	1,180.07	1,295.24
Free cash flow to equity (FCFE)	347.33	(1,194.45)	286.68	870.18	1,010.73

#### Per share (THB)

FCFF per share	0.12	(0.03)	0.06	0.30	0.33
FCFE per share	0.09	(0.31)	0.07	0.22	0.26
Recurring cash flow per share	0.37	0.46	0.42	0.52	0.56

Balance Sheet (THB m) Year Ending Dec	2019	2020	2021E	2022E	2023E
Tangible fixed assets (gross)	4,852	5,975	6,475	6,825	7,175
Less: Accumulated depreciation	(2,427)	(2,964)	(3,491)	(3,992)	(4,465)
<b>Tangible fixed assets (net)</b>	<b>2,425</b>	<b>3,011</b>	<b>2,983</b>	<b>2,833</b>	<b>2,710</b>
<b>Intangible fixed assets (net)</b>	<b>614</b>	<b>5,541</b>	<b>4,866</b>	<b>4,224</b>	<b>3,776</b>
Long-term financial assets	20	699	699	699	699
Invest. in associates & subsidiaries	132	156	156	156	156
Cash & equivalents	2,373	638	925	1,387	1,631
A/C receivable	1,560	1,428	1,275	1,691	2,108
Inventories	13	12	19	26	28
Other current assets	576	385	388	391	394
<b>Current assets</b>	<b>4,521</b>	<b>2,463</b>	<b>2,607</b>	<b>3,495</b>	<b>4,161</b>
Other assets	268	379	413	482	554
<b>Total assets</b>	<b>7,979</b>	<b>12,250</b>	<b>11,726</b>	<b>11,890</b>	<b>12,056</b>
Common equity	6,375	5,280	5,307	5,472	5,633
Minorities etc.	515	374	320	330	360
<b>Total shareholders' equity</b>	<b>6,890</b>	<b>5,655</b>	<b>5,627</b>	<b>5,802</b>	<b>5,994</b>
Long term debt	5	3	0	0	0
Other long-term liabilities	67	3,572	3,557	3,557	3,558
<b>Long-term liabilities</b>	<b>72</b>	<b>3,575</b>	<b>3,557</b>	<b>3,557</b>	<b>3,558</b>
A/C payable	739	971	804	917	1,014
Short term debt	20	2	300	200	100
Other current liabilities	258	2,048	1,438	1,413	1,390
<b>Current liabilities</b>	<b>1,017</b>	<b>3,021</b>	<b>2,542</b>	<b>2,530</b>	<b>2,504</b>
<b>Total liabilities and shareholders' equity</b>	<b>7,979</b>	<b>12,250</b>	<b>11,726</b>	<b>11,890</b>	<b>12,056</b>
Net working capital	1,151	(1,194)	(560)	(222)	125
Invested capital	4,609	8,593	8,559	8,173	8,021

\* Includes convertibles and preferred stock which is being treated as debt

#### Per share (THB)

Book value per share	1.64	1.36	1.37	1.41	1.45
Tangible book value per share	1.48	(0.07)	0.11	0.32	0.48

#### Financial strength

Net debt/equity (%)	(34.1)	(11.2)	(11.1)	(20.5)	(25.5)
Net debt/total assets (%)	(29.4)	(5.2)	(5.3)	(10.0)	(12.7)
Current ratio (x)	4.4	0.8	1.0	1.4	1.7
CF interest cover (x)	489.5	(5.6)	5.6	9.5	12.1

Valuation	2019	2020	2021E	2022E	2023E
<b>Recurring P/E (x) *</b>	<b>32.9</b>	<b>174.4</b>	<b>923.2</b>	<b>42.7</b>	<b>26.4</b>
<b>Recurring P/E @ target price (x) *</b>	<b>36.6</b>	<b>193.8</b>	<b>1,025.8</b>	<b>47.4</b>	<b>29.3</b>
Reported P/E (x)	32.9	174.4	923.2	42.7	26.4
Dividend yield (%)	2.8	2.2	-	1.7	3.1
Price/book (x)	3.8	4.6	4.6	4.5	4.3
Price/tangible book (x)	4.2	(93.6)	55.6	19.6	13.2
EV/EBITDA (x) **	13.5	10.1	12.9	10.2	9.2
EV/EBITDA @ target price (x) **	15.1	11.2	14.4	11.4	10.2
EV/invested capital (x)	4.9	2.8	2.8	2.9	2.9

\* Pre-exceptional, pre-goodwill and fully diluted \*\* EBITDA includes associate income and recurring non-operating income

Sources: Plan B Media; FSSIA estimates

## Corporate Governance report of Thai listed companies 2020

EXCELLENT LEVEL										
AAV	ADVANC	AF	AIRA	AKP	AKR	ALT	AMA	AMATA	AMATAV	ANAN
AOT	AP	ARIP	ARROW	ASP	BAFS	BANPU	BAY	BCP	BCPG	BDMS
BEC	BEM	BGRIM	BIZ	BKI	BLA	BOL	BPP	BRR	BTS	BWG
CENTEL	CFRESH	CHEWA	CHO	CIMBT	CK	CKP	CM	CNT	COL	COMAN
COTTO	CPALL	CPF	CPI	CPN	CSS	DELTA	DEMCO	DRT	DTAC	DTC
DV8	EA	EASTW	ECF	ECL	EGCO	EPG	ETE	FNS	FPI	FPT
FSMART	GBX	GC	GCAP	GEL	GFPT	GGC	GPSC	GRAMMY	GUNKUL	HANA
HARN	HMPRO	ICC	ICHI	III	ILINK	INTUCH	IRPC	IVL	JKN	JSP
JWD	K	KBANK	KCE	KKP	KSL	KTB	KTC	LANNA	LH	LHFG
LIT	LPN	MAKRO	MALEE	MBK	MBKET	MC	MCOT	METCO	MFEC	MINT
MONO	MOONG	MSC	MTC	NCH	NCL	NEP	NKI	NOBLE	NSI	NVD
NYT	OISHI	ORI	OTO	PAP	PCSGH	PDJ	PG	PHOL	PLANB	PLANET
PLAT	PORT	PPS	PR9	PREB	PRG	PRM	PSH	PSL	PTG	PTT
PTTEP	PTTGC	PYLON	Q-CON	QH	QTC	RATCH	RS	S	S & J	SAAM
SABINA	SAMART	SAMTEL	SAT	SC	SCB	SCC	SCCC	SCG	SCN	SDC
SEAFCO	SEOIL	SE-ED	SELIC	SENA	SIRI	SIS	SITHAI	SMK	SMPC	SNC
SONIC	SORKON	SPALI	SPI	SPRC	SPVI	SSSC	SST	STA	SUSCO	SUTHA
SVI	SYMC	SYNTEC	TACC	TASCO	TCAP	TFMAMA	THANA	THANI	THCOM	THG
THIP	THRE	THREL	TIP	TIPCO	TISCO	TK	TKT	TTB	TMILL	TNDT
TNL	TOA	TOP	TPBI	TQM	TRC	TRC	TSC	TSR	TSTE	TSTH
TTCL	TTW	TU	TVD	TVI	TVO	TWPC	U	UAC	UBIS	UV
VGI	VIH	WACOAL	WAVE	WHA	WHAUP	WICE	WINNER	TRUE		

VERY GOOD LEVEL										
2S	ABM	ACE	ACG	ADB	AEC	AEONTS	AGE	AH	AHC	AIT
ALLA	AMANAHA	AMARIN	APCO	APCS	APURE	AQUA	ASAP	ASEFA	ASIA	ASIAN
ASIMAR	ASK	ASN	ATP30	AUCT	AWC	AYUD	B	BA	BAM	BBL
BFIT	BGC	BJC	BJCHI	BROOK	BTW	CBG	CEN	CGH	CHARAN	CHAYO
CHG	CHOTI	CHOW	CI	CIG	CMC	COLOR	COM7	CPL	CRC	CRD
CSC	CSP	CWT	DCC	DCON	DDD	DOD	DOHOME	EASON	EE	ERW
ESTAR	FE	FLOYD	FN	FORTH	FSS	FTE	FVC	GENCO	GJS	GL
GLAND	GLOBAL	GLOCON	GPI	GULF	GYT	HPT	HTC	ICN	IFS	ILM
IMH	INET	INSURE	IRC	IRCP	IT	ITD	ITEL	J	JAS	JCK
JCKH	JMART	JMT	KBS	KCAR	KGI	KIAT	KOOL	KTIS	KWC	KWM
L&E	LALIN	LDC	LHK	LOXLEY	LPH	LRH	LST	M	MACO	MAJOR
MBAX	MEGA	META	MFC	MGT	MILL	MITSIB	MK	MODERN	MTI	MVP
NETBAY	NEX	NINE	NTV	NWR	OCC	OGC	OSP	PATO	PB	PDG
PDI	PICO	PIMO	PJW	PL	PM	PPP	PRIN	PRINC	PSTC	PT
QLT	RCL	RICHY	RML	RPC	RWI	S11	SALEE	SAMCO	SANKO	SAPPE
SAWAD	SCI	SCP	SE	SEG	SFP	SGF	SHR	SIAM	SINGER	SKE
SKR	SKY	SMIT	SMT	SNP	SPA	SPC	SPCG	SR	SRICHA	SSC
SSF	STANLY	STI	STPI	SUC	SUN	SYNEX	T	TAE	TAKUNI	TBSP
TCC	TCMC	TEAM	TEAMG	TFG	TIGER	TITLE	TKN	TKS	TM	TMC
TMD	TMI	TMT	TNITY	TNP	TNR	TOG	TPA	TPAC	TPCORP	TPOLY
TPS	TRITN	TRT	TRU	TSE	TVT	TWP	UEC	UMI	UOBKH	UP
UPF	UPOIC	UT	UTP	UWC	VL	VNT	VPO	WIJK	WP	XO
YUASA	ZEN	ZIGA	ZMICO							

GOOD LEVEL										
7UP	A	ABICO	AJ	ALL	ALUCON	AMC	APP	ARIN	AS	AU
B52	BC	BCH	BEAUTY	BGT	BH	BIG	BKD	BLAND	BM	BR
BROCK	BSBM	BSM	BTNC	CAZ	CCP	CGD	CITY	CMAN	CMO	CMR
CPT	CPW	CRANE	CSR	D	EKH	EP	ESSO	FMT	GIFT	GREEN
GSC	GTB	HTECH	HUMAN	IHL	INOX	INSET	IP	JTS	JUBILE	KASET
KCM	KKC	KUMWEL	KUN	KWG	KYE	LEE	MATCH	MATI	M-CHAI	MCS
MDX	MJD	MM	MORE	NC	NDR	NER	NFC	NNCL	NPK	NUSA
OCEAN	PAF	PF	PK	PLE	PMTA	POST	PPM	PRAKIT	PRECHA	PRIME
PROUD	PTL	RBF	RCI	RJH	ROJNA	RP	RPH	RSP	SF	SFLEX
SGP	SISB	SKN	SLP	SMART	SOLAR	SPG	SQ	SSP	STARK	STC
SUPER	SVOA	TC	TCCC	THMUI	TIW	TNH	TOPP	TPCH	TIPIP	TPLAS
TTI	TYCN	UKEM	UMS	VCOM	VRANDA	WIN	WORK	WPH		

## Description

## Score Range

Excellent

90-100

Very Good

80-89

Good

70-79

## Disclaimer:

The disclosure of the survey results of the Thai Institute of Directors Association ("IOD") regarding corporate governance is made pursuant to the policy of the Office of the Securities and Exchange Commission. The survey of the IOD is based on the information of a company listed on the Stock Exchange of Thailand and the Market for Alternative Investment disclosed to the public and able to be accessed by a general public investor. The result, therefore, is from the perspective of a third party. It is not an evaluation of operation and is not based on inside information.

The survey result is as of the date appearing in the Corporate Governance Report of Thai Listed Companies. As a result, the survey results may be changed after that date. FSS International Investment Advisory Company Limited does not confirm nor certify the accuracy of such survey results.

\* CGR scoring should be considered with news regarding wrong doing of the company or director or executive of the company such unfair practice on securities trading, fraud, and corruption SEC imposed a civil sanction against insider trading of director and executive; \*\* delisted

Source: Thai Institute of Directors Association (IOD); FSSIA's compilation



## Anti-corruption Progress Indicator 2020

CERTIFIED										
2S	ADVANC	AI	AIE	AIRA	AKP	AMA	AMANAHA	AP	AQUA	ARROW
ASK	ASP	AYUD	B	BAFS	BANPU	BAY	BBL	BCH	BCP	BCPG
BGC	BGRIM	BJCHI	BKI	BLA	BPP	BROOK	BRR	BSBM	BTS	BWG
CEN	CENTEL	CFRESH	CGH	CHEWA	CHOTI	CHOW	CIG	CIMBT	CM	CMC
COL	COM7	CPALL	CPF	CPI	CPN	CSC	DCC	DELTA	DEMCO	DIMET
DRT	DTAC	DTC	EASTW	ECL	EGCO	FE	FNS	FPI	FPT	FSS
FTE	GBX	GC	GCAP	GEL	GFPT	GGC	GJS	GPSC	GSTEEL	GUNKUL
HANA	HARN	HMPRO	HTC	ICC	ICHI	IFS	INET	INSURE	INTUCH	IRPC
ITEL	IVL	K	KASET	KBANK	KBS	KCAR	KCE	KGI	KKP	KSL
KTB	KTC	KWC	L&E	LANNA	LHFG	LHK	LPN	LRH	M	MAKRO
MALEE	MBAX	MBK	MBKET	MC	MCOT	MFC	MFEC	MINT	MONO	MOONG
MPG	MSC	MTC	MTI	NBC	NEP	NINE	NKI	NMG	NNCL	NSI
NWR	OCC	OCEAN	OGC	ORI	PAP	PATO	PB	PCSGH	PDG	PDI
PDJ	PE	PG	PHOL	PL	PLANB	PLANET	PLAT	PM	PPP	PPPM
PPS	PREB	PRG	PRINC	PRM	PSH	PSL	PSTC	PT	PTG	PTT
PTTEP	PTTGC	PYLON	Q-CON	QH	QLT	QTC	RATCH	RML	RWI	S & J
SABINA	SAT	SC	SCB	SCC	SCCC	SCG	SCN	SEAOIL	SE-ED	SELIC
SENA	SGP	SIRI	SITHAI	SMIT	SMK	SMPC	SNC	SNP	SORKON	SPACK
SPC	SPI	SPRC	SRICHA	SSF	SSSC	SST	STA	SUSCO	SVI	SYNTEC
TAE	TAKUNI	TASCO	TBSP	TCAP	TCMC	TFG	TFI	TFMAMA	THANI	THCOM
THIP	THRE	THREL	TIP	TIPCO	TISCO	TKT	TTB	TMD	TMILL	TMT
TNITY	TNL	TNP	TNR	TOG	TOP	TPA	TPCORP	TPP	TRU	TSC
TSTH	TTCL	TU	TVD	TVI	TVO	TWPC	U	UBIS	UEC	UKEM
UOBKH	UWC	VGI	VIH	VNT	WACOAL	WHA	WHAUP	WICE	WIJK	XO
ZEN	TRUE									

DECLARED										
7UP	ABICO	AF	ALT	AMARIN	AMATA	AMATAV	ANAN	APURE	B52	BKD
BM	BROCK	BUI	CHO	CI	COTTO	DDD	EA	EFORL	EP	ERW
ESTAR	ETE	EVER	FSMART	GPI	ILINK	IRC	J	JKN	JMART	JMT
JSP	JTS	KWG	LDC	MAJOR	META	NCL	NOBLE	NOK	PK	PLE
ROJNA	SAAM	SAPPE	SCI	SE	SHANG	SINGER	SKR	SPALI	SSP	STANLY
SUPER	SYNEX	THAI	TKS	TOPP	TRITN	TTA	UPF	UV	WIN	ZIGA

Level	
Certified	This level indicates practical participation with thoroughly examination in relation to the recommended procedures from the audit committee or the SEC's certified auditor, being a certified member of Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC) or already passed examination to ensure independence from external parties.
Declared	This level indicates determination to participate in the Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC)

**Disclaimer:**

The disclosure of the Anti-Corruption Progress Indicators of a listed company on the Stock Exchange of Thailand, which is assessed by Thaipat Institute, is made in order to comply with the policy and sustainable development plan for the listed companies of the Office of the Securities and Exchange Commission. Thaipat Institute made this assessment based on the information received from the listed company, as stipulated in the form for the assessment of Anti-corruption which refers to the Annual Registration Statement (Form 56-1), Annual Report (Form 56-2), or other relevant documents or reports of such listed company. The assessment result is therefore made from the perspective of Thaipat Institute that is a third party. It is not an assessment of operation and is not based on any inside information. Since this assessment is only the assessment result as of the date appearing in the assessment result, it may be changed after that date or when there is any change to the relevant information. Nevertheless, FSS International Investment Advisory Company Limited does not confirm, verify, or certify the accuracy and completeness of the assessment results.

Note: Companies participating in Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC) under Thai Institute of Directors (as of June 24, 2019) are categorised into: 1) companies that have declared their intention to join CAC, and; 2) companies certified by CAC.

Source: The Securities and Exchange Commission, Thailand; \* FSSIA's compilation



## GENERAL DISCLAIMER

### ANALYST(S) CERTIFICATION

Naruedom Mujjalinkool FSS International Investment Advisory Securities Co., Ltd

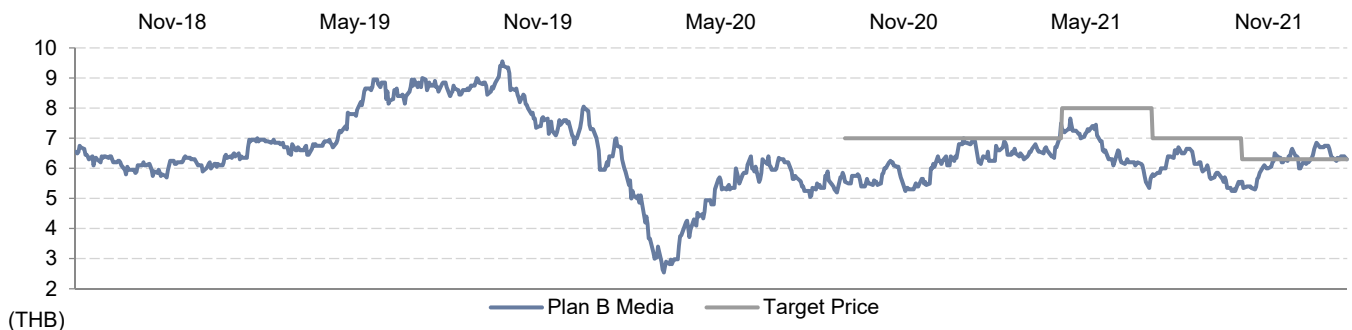
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### History of change in investment rating and/or target price

#### Plan B Media (PLANB TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	7.00	02-Mar-2021	BUY	8.00	19-May-2021	BUY	7.00
05-Nov-2020	BUY	7.00	22-Apr-2021	BUY	8.00	04-Aug-2021	BUY	6.30

Naruedom Mujjalinkool started covering this stock from 27-Aug-2020

Price and TP are in local currency

Source: FSSIA estimates

Company	Ticker	Price	Rating	Valuation & Risks
Plan B Media	PLANB TB	THB 6.30	BUY	The key downside risks to our P/E multiple-based TP are a slower-than-expected adex recovery and further waves of Covid-19.

Source: FSSIA estimates

### Additional Disclosures

Target price history, stock price charts, valuation and risk details, and equity rating histories applicable to each company rated in this report is available in our most recently published reports. You can contact the analyst named on the front of this note or your representative at Finansia Syrus Securities Public Company Limited

FSSIA may incorporate the recommendations and target prices of companies currently covered by FSS Research into equity research reports, denoted by an 'FSS' before the recommendation. FSS Research is part of Finansia Syrus Securities Public Company Limited, which is the parent company of FSSIA.

All share prices are as at market close on 03-Nov-2021 unless otherwise stated.

## RECOMMENDATION STRUCTURE

### Stock ratings

Stock ratings are based on absolute upside or downside, which we define as  $(\text{target price}^* - \text{current price}) / \text{current price}$ .

**BUY (B).** The upside is 10% or more.

**HOLD (H).** The upside or downside is less than 10%.

**REDUCE (R).** The downside is 10% or more.

Unless otherwise specified, these recommendations are set with a 12-month horizon. Thus, it is possible that future price volatility may cause a temporary mismatch between upside/downside for a stock based on market price and the formal recommendation.

\* In most cases, the target price will equal the analyst's assessment of the current fair value of the stock. However, if the analyst doesn't think the market will reassess the stock over the specified time horizon due to a lack of events or catalysts, then the target price may differ from fair value. In most cases, therefore, our recommendation is an assessment of the mismatch between current market price and our assessment of current fair value.

### Industry Recommendations

**Overweight.** The analyst expects the fundamental conditions of the sector to be positive over the next 12 months.

**Neutral.** The analyst expects the fundamental conditions of the sector to be maintained over the next 12 months.

**Underweight.** The analyst expects the fundamental conditions of the sector to be negative over the next 12 months.

### Country (Strategy) Recommendations

**Overweight (O).** Over the next 12 months, the analyst expects the market to score positively on two or more of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

**Neutral (N).** Over the next 12 months, the analyst expects the market to score positively on one of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

**Underweight (U).** Over the next 12 months, the analyst does not expect the market to score positively on any of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.