

3 DECEMBER 2021

THAILAND / MEDIA

PLAN B MEDIA PLANB TB

BUY

UNCHANGED

TARGET PRICE	THB7.50
CLOSE	THB6.65
UP/DOWNSIDE	+12.8%
PRIOR TP	THB7.00
CHANGE IN TP	+7.1%
TP vs CONSENSUS	+7.3%

จับตาดูต่อไป

สายพันธุ์ Omicron น่าจะมีผลกระทบต่อแนวโน้มของ PLANB อย่างไร

แนวโน้มของ PLANB กำลังได้รับผลกระทบจาก Covid-19 สายพันธุ์ Omicron ซึ่งกำลังระบาดได้ง่ายกว่าสายพันธุ์อื่น ปัจจัยดังกล่าวอาจส่งผลให้มีการควบคุมการแพร่ระบาด Covid ที่เข้มงวดมากยิ่งขึ้น ซึ่งหมายความว่าประชาชนจะออกมาทำกิจกรรมนอกบ้านน้อยลงอีกครั้ง เราคิดว่าถ้าสายพันธุ์ Omicron เข้าสู่ประเทศไทย ความกังวลของสาธารณชนจะกลับสู่ระดับสูงเช่นเดียวกับตอนสายพันธุ์ Delta ซึ่งระบาดในเดือน เม.ย. 2021 และทำให้สี่นอกบ้าน (OOH) กลายเป็นเหยื่อรายแรกในอุตสาหกรรมสื่อ เนื่องจากการระบาดจะมีผลกระทบทางตรงต่อผลประกอบการทางการเงินของบริษัทสื่อ OOH

3 สถานการณ์ที่เป็นไปได้สำหรับสายพันธุ์ Omicron

ในความเห็นของเรา 3 สถานการณ์ที่สายพันธุ์ Omicron อาจส่งผลกระทบต่อผลประกอบการทางการเงินของ PLANB และราคาเป้าหมายของเรา: 1) สายพันธุ์ Omicron ไม่เข้ามายังประเทศไทยหรือมีการแพร่กระจายเพียงเล็กน้อย; 2) สายพันธุ์ดังกล่าวมีการแพร่กระจายในประเทศไทยแต่สามารถควบคุมและจัดการได้โดยไม่ต้องปิดเมือง; และ 3) สายพันธุ์ดังกล่าวแพร่กระจายไปทั่วประเทศเช่นเดียวกับสายพันธุ์ Delta และจำเป็นต้องปิดเมือง เราคาดว่าสถานการณ์แรกจะมีผลกระทบเพียงเล็กน้อย ในขณะที่สถานการณ์ที่ 2 และ 3 จะมีผลกระทบอย่างมีนัยสำคัญ สมมติให้ปัจจัยอื่นคงที่ เราคาดว่าแต่ละสถานการณ์จะทำให้ราคาหุ้นของ PLANB อยู่ที่ 6.7/6/5.5 บาทตามลำดับ

ปรับเพิ่มประมาณการกำไรหลังรวมการซื้อสินทรัพย์และการเสนอขายหุ้นใหม่ให้แก่ผู้ถือหุ้นเดิม (RO)

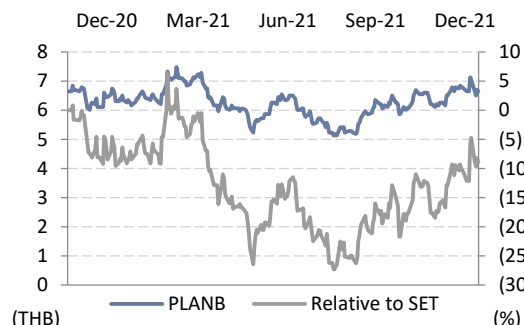
เรายังไม่ได้รวมผลกระทบของสายพันธุ์ Omicron ไว้ในประมาณการของเรา อย่างไรก็ตาม เราได้รวมผลกระทบจากการเพิ่มทุนของบริษัท และการซื้อสินทรัพย์โฆษณาจาก Master Ad (MACO TB, NR) เราปรับลดประมาณการกำไรในปี 2021 ลงจากที่เคยคาดว่าจะมีกำไรเล็กน้อยเป็นขาดทุน 71 ลบ. แต่ปรับเพิ่มประมาณการกำไรสุทธิปี 2022 ขึ้น 7% เป็น 613 ลบ. อย่างไรก็ตามจำนวนหุ้นจะเพิ่มขึ้น 8% จากผลของ (RO) ซึ่งทำให้ 2022E EPS ยังอยู่เท่าเดิมที่ 0.16 บาท

คงแนะนำซื้อหลังปรับราคาเป้าหมายเป็น 7.50 บาท

ถ้าประเทศไทยตรวจพบสายพันธุ์ Omicron เราคาดว่ากรณีฐานของเรา (สถานการณ์ที่ 2) จะมีความเป็นไปได้สูงสุดที่ 45% ดังนั้นความเสี่ยงสูงสุดสำหรับราคาหุ้นของ PLANB น่าจะเป็นราคาที่ลดลงเหลือ 6 บาท เราคงแนะนำซื้อหลังปรับราคาเป้าหมายเป็น 7.5 บาท (PE) จากสมมติฐานที่ว่าสายพันธุ์ Omicron ไม่ส่งผลกระทบต่อประเทศไทยและผลประกอบการทางการเงินของ PLANB อย่างไรก็ตามเรายังจำเป็นต้องจับตาดูสถานการณ์ดังกล่าวอย่างใกล้ชิด PLANB ยังต้องสรุปข้อตกลงรวบรวมและซื้อกิจการอีก 1 รายการในต้นต้นปี 2022 ซึ่งน่าจะเป็นความเสี่ยงขาขึ้นที่ซ่อนอยู่สำหรับราคาเป้าหมายของเรา

KEY STOCK DATA

YE Dec (THB m)	2020	2021E	2022E	2023E
Revenue	3,724	3,789	5,005	6,137
Net profit	140	(71)	613	928
EPS (THB)	0.04	(0.02)	0.16	0.24
vs Consensus (%)	-	nm	(0.6)	10.6
EBITDA	2,405	1,699	2,365	2,539
Core net profit	140	(71)	613	928
Core EPS (THB)	0.04	(0.02)	0.16	0.24
Chg. In EPS est. (%)	-	nm	7.0	-
EPS growth (%)	(81.1)	nm	nm	51.3
Core P/E (x)	184.1	(364.2)	42.1	27.8
Dividend yield (%)	2.1	-	1.7	3.0
EV/EBITDA (x)	10.6	15.0	9.9	9.1
Price/book (x)	4.9	5.0	3.7	3.6
Net debt/Equity (%)	(11.2)	(10.5)	(36.3)	(40.2)
ROE (%)	2.4	(1.4)	10.1	13.2



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	7.1	4.7	7.1
Relative to country (%)	8.9	8.4	(4.6)
Mkt cap (USD m)	777		
3m avg. daily turnover (USD m)	4.6		
Free float (%)	48		
Major shareholder	Palin Lojanagosin (25%)		
12m high/low (THB)	7.57/4.89		
Issued shares (m)	3,882.57		

Sources: Bloomberg consensus; FSSIA estimates



Naruedom Mujjalinkool

naruedom.muj@fssia.com
+66 2611 3566

PREPARED BY FSS INTERNATIONAL INVESTMENT ADVISORY SECURITIES CO LTD (FSSIA). ANALYST CERTIFICATION AND IMPORTANT DISCLOSURES CAN BE FOUND AT THE END OF THIS REPORT

บทวิเคราะห์ฉบับนี้แปลมาจากบทวิเคราะห์ของ FSSIA ฉบับวันที่ 3 ธันวาคม 2021

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-Eleven 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 already started in Oct 2021.

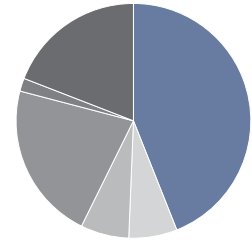
Company profile

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

Principal activities (revenue, 2020)

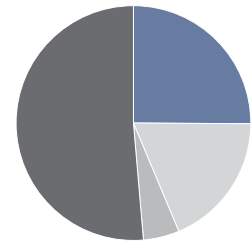
- Digital - 44.0 %
- Static - 6.7 %
- Transit - 6.7 %
- Retail - 21.8 %
- Airport - 1.8 %
- Engagement - 19.1 %



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) a 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
Dec-21	Nov-21 adex announcement
Feb-22	2021 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

8% EPS dilution

According to our latest report, [Plan B Media \(PLANB TB\) – “Looking forward to next year”, dated 4 Nov 2021](#), the 311m share increase from the RO will create an EPS dilution in 2022 (we estimate by 8%). However, after upgrading our earnings forecast for 2022, we estimate that PLANB’s net profit that year would be THB613m (7% increase from our previous estimate), partially offsetting the EPS dilution effect from the RO and making PLANB’s EPS stable at THB0.16.

Exhibit 1: 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 2: 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
Total	1,553	

Source: PLANB

MACO asset acquisition should benefit PLANB in the long term

The following paragraphs have been excerpted from [Plan B Media \(PLANB TB\) – “Looking forward to next year”, dated 4 Nov 2021](#).

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 3: 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 advertising expenditure (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.

Earnings revisions after factoring in asset acquisition and RO

We have factored in the impact of the advertising asset acquisition from MACO into PLANB's financial performance. First, we maintain our 2022 revenue forecast of THB5b (+32% y-y), as the company has already been recognising revenue from MACO's assets since last year, based on the agreement. Second, we increase our 2022 GPM forecast by 100bps to 29%, thanks to the asset acquisition that will remove the MG fee pressure from PLANB. The company should be able to free up an MG cost of around THB50m next year. Hence, we increase our 2022E net profit from THB573m to THB613m (7% increase). Lastly, due to the RO dilution effect, PLANB's 2022E EPS should be stable at THB0.16.

Exhibit 4: Key assumption changes

	Current		Previous		Change	
	2021E (THB m)	2022E (THB m)	2021E (THB m)	2022E (THB m)	2021E (%)	2022E (%)
Revenue capacity	7,650	7,727	7,650	7,727	0	(0)
Utilisation (%)	48	66	48	66	(1)	1
Revenue	3,789	5,005	3,789	5,005	0	(0)
Gross profit	534	1,451	701	1,401	(24)	4
EBIT	30	928	152	878	(80)	6
Net profit	(71)	613	26	573	n.a.	7
Margin	(%)	(%)	(%)	(%)	(ppt)	(ppt)
GPM	14.1	29.0	24.5	30.4	(10.4)	(1.4)
NPM	(1.9)	12.3	6.2	12.7	(8.1)	(0.4)

Note: Change of items in percentage terms are represented in ppt change

Source: FSSIA estimates

Omicron variant scenarios

In our opinion, there are three scenarios in which the Omicron variant could impact PLANB's financial performance and our TP. All of the scenarios assume that Omicron will knock on the Thai border in 1Q22.

- 1) The Omicron variant does not enter Thailand or has a minimal spread (35% possibility). In this case, which is our best-case scenario, we expect that the number of Covid cases will not rise dramatically compared to the current situation, with Thailand's likely cases per day numbering around 6,000 in 1Q22. We expect the number of people engaging in OOH activities will gradually grow every month starting from Sep 2021.

In this case, there would only be a minimal impact on PLANB's earnings in 1Q22. We expect about a 10% downside risk to our earnings forecast, making PLANB's EPS drop to THB0.13, while pegged to +1SD of its mean P/E at 51x. We maintain our P/E multiple levels because we believe, in this scenario, the impact from the Omicron variant would hit Thailand only for a short period of time. Therefore, all else being equal, we determine the maximum downside risk of this scenario to be a share price of THB6.70;

- 2) The Omicron variant spreads in Thailand but can be controlled and maintained and no lockdown is required (45% possibility). Based on this scenario, our base case, we expect that the number of Covid cases in Thailand will start rising again but number no more than 10,000 cases per day. The government may decide not to implement a full lockdown as in 3Q21.

This case would affect PLANB's EPS by 15% of our current forecast to THB0.12. It may hurt the company's 1Q22 performance more than the first scenario, but it should start to improve in 2Q22. Therefore, we maintain our P/E multiple level at 51x (+1SD of its mean P/E), making PLANB's downside a drop to THB6, all else being equal.

- 3) The Omicron variant spreads everywhere in Thailand similar to the Delta variant and a lockdown is required (20% possibility). This is the worst-case scenario. The number of Covid cases may rise significantly to over 15,000 cases per day. The government may consider having at least one month of a full lockdown. However, we think the lockdown period would be similar to the previous lockdown in 3Q21 that was applied for two months.

Although a lockdown may hurt OOH revenue significantly, we believe the recovery would also be strong. Therefore, we expect a 15% downside risk to PLANB's EPS to THB0.12, similar to our base case. However, the market may be afraid and be more risk-averse on its outlook. Therefore, we use only +0.5 SD of its mean P/E, implying 47x. As a result, all else being equal, the maximum downside to PLANB's share price would be a drop to THB5.50, which is still slightly higher than the Delta variant impact that pulled PLANB's share price to the lowest level at around THB5.

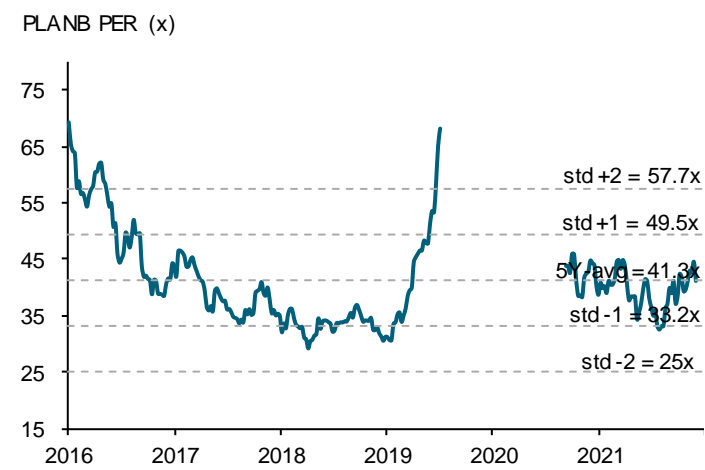
We believe the second scenario, which is our base case, is the most likely to occur. This scenario has a 45% of happening, in our estimation. However, there is still a chance that Omicron will not enter Thailand at all if the government implements a strict defensive strategy to prevent it from entering Thailand in the first place. Therefore, the decrease in its share price might be an opportunity for investors to re-invest in PLANB after its share price hit the highest level in the past seven months on 25 Nov 2021 and since began to soften.

Exhibit 5: Omicron variant scenarios – sensitivity analysis

		P/E multiple				
		-1SD	-0.5SD	Avg	+0.5SD	+1SD
(THB/x)		34	38	42	47	51
EPS	0.117	3.98	4.45	4.92	5.50***	5.97**
	0.132	4.48	5.00	5.53	6.19	6.71*
	0.146	4.97	5.56	6.14	6.88	7.46

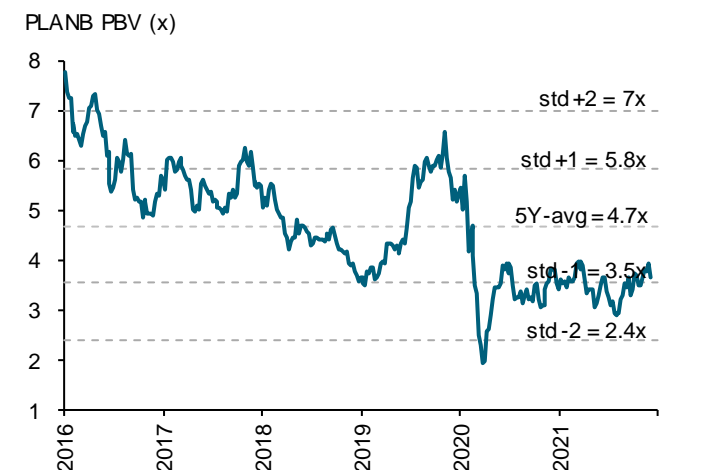
Note: *First scenario; **Second scenario, ***Third scenario
Source: FSSIA estimates

Exhibit 6: Rolling one-year forward P/E band



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

Exhibit 7: 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)	(1,603)	(2,111)	(2,890)
Gross profit	2,311	2,935	2,187	2,894	3,247
Other operating income	58	44	36	51	59
Operating costs	(688)	(573)	(523)	(581)	(767)
Operating EBITDA	1,681	2,405	1,699	2,365	2,539
Depreciation	(623)	(2,152)	(1,652)	(1,442)	(1,222)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	1,058	254	47	922	1,317
Net financing costs	(1)	(90)	(186)	(149)	(126)
Associates	(2)	(11)	(17)	6	7
Recurring non-operating income	(2)	(11)	(17)	6	7
Non-recurring items	0	0	0	0	0
Profit before tax	1,054	153	(156)	779	1,198
Tax	(197)	(31)	31	(156)	(240)
Profit after tax	857	122	(125)	623	958
Minority interests	(114)	18	54	(10)	(30)
Preferred dividends	0	0	0	0	0
Other items	-	-	-	-	-
Reported net profit	743	140	(71)	613	928
Non-recurring items & goodwill (net)	0	0	0	0	0
Recurring net profit	743	140	(71)	613	928
Per share (THB)					
Recurring EPS *	0.19	0.04	(0.02)	0.16	0.24
Reported EPS	0.19	0.04	(0.02)	0.16	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
Growth					
Revenue (%)	21.2	(23.4)	1.7	32.1	22.6
Operating EBITDA (%)	21.3	43.1	(29.4)	39.1	7.4
Operating EBIT (%)	21.1	(76.0)	(81.5)	1,866.6	42.8
Recurring EPS (%)	6.2	(81.1)	nm	nm	51.3
Reported EPS (%)	6.2	(81.1)	nm	nm	51.3
Operating performance					
Gross margin inc. depreciation (%)	34.7	21.0	14.1	29.0	33.0
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	34.6	64.6	44.8	47.2	41.4
Operating EBIT margin (%)	21.8	6.8	1.2	18.4	21.5
Net margin (%)	15.3	3.8	(1.9)	12.3	15.1
Effective tax rate (%)	20.0	20.0	20.0	20.0	20.0
Dividend payout on recurring profit (%)	90.8	385.0	-	71.1	82.6
Interest cover (X)	714.7	2.7	0.2	6.2	10.5
Inventory days	0.9	5.8	3.6	4.0	3.4
Debtor days	108.6	146.4	130.2	108.1	113.0
Creditor days	122.7	395.4	207.0	151.4	121.1
Operating ROIC (%)	26.1	7.5	1.8	29.5	38.6
ROIC (%)	19.3	2.9	0.3	8.9	13.1
ROE (%)	14.3	2.4	(1.4)	10.1	13.2
ROA (%)	12.3	1.9	0.2	5.9	7.9
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
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	(71)	613	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	(565)	(414)	(346)
Cash flow from operations	1,293	2,446	962	1,651	1,835
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
Cash flow from investing	(840)	(2,643)	(950)	(650)	(650)
Dividends paid	(674)	(540)	0	(436)	(767)
Equity finance	2,259	0	0	1,553	0
Debt finance	(15)	(21)	295	(100)	(100)
Other financing cash flows	(104)	(965)	(64)	(61)	(58)
Cash flow from financing	1,466	(1,525)	231	956	(925)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	12	0	0	0	0
Net other adjustments	12	(12)	0	0	0
Movement in cash	1,932	(1,734)	243	1,957	260
Free cash flow to firm (FCFF)	455.13	(106.85)	198.27	1,150.20	1,311.12
Free cash flow to equity (FCFE)	347.33	(1,194.45)	243.33	840.31	1,026.61
Per share (THB)					
FCFF per share	0.12	(0.03)	0.05	0.30	0.34
FCFE per share	0.09	(0.31)	0.06	0.22	0.26
Recurring cash flow per share	0.37	0.46	0.39	0.53	0.56
Balance Sheet (THB m) Year Ending Dec					
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)
Tangible fixed assets (net)	2,425	3,011	2,983	2,833	2,710
Intangible fixed assets (net)	614	5,541	4,866	4,224	3,776
Long-term financial assets	20	699	699	699	699
Invest. in associates & subsidiaries	132	156	156	156	156
Cash & equivalents	2,373	638	882	2,839	3,099
A/C receivable	1,560	1,428	1,275	1,691	2,108
Inventories	13	12	20	26	28
Other current assets	576	385	388	391	394
Current assets	4,521	2,463	2,564	4,946	5,628
Other assets	268	379	413	482	554
Total assets	7,979	12,250	11,683	13,341	13,524
Common equity	6,375	5,280	5,209	6,939	7,101
Minorities etc.	515	374	320	330	360
Total shareholders' equity	6,890	5,655	5,530	7,270	7,461
Long term debt	5	3	0	0	0
Other long-term liabilities	67	3,572	3,557	3,557	3,558
Long-term liabilities	72	3,575	3,557	3,557	3,558
A/C payable	739	971	847	904	1,014
Short term debt	20	2	300	200	100
Other current liabilities	258	2,048	1,450	1,409	1,390
Current liabilities	1,017	3,021	2,597	2,514	2,504
Total liabilities and shareholders' equity	7,979	12,250	11,683	13,341	13,524
Net working capital	1,151	(1,194)	(614)	(206)	125
Invested capital	4,609	8,593	8,505	8,189	8,021
* Includes convertibles and preferred stock which is being treated as debt					
Per share (THB)					
Book value per share	1.64	1.36	1.34	1.79	1.83
Tangible book value per share	1.48	(0.07)	0.09	0.70	0.86
Financial strength					
Net debt/equity (%)	(34.1)	(11.2)	(10.5)	(36.3)	(40.2)
Net debt/total assets (%)	(29.4)	(5.2)	(5.0)	(19.8)	(22.2)
Current ratio (x)	4.4	0.8	1.0	2.0	2.2
CF interest cover (x)	489.5	(5.6)	5.4	9.3	12.2
Valuation					
Recurring P/E (x) *	34.7	184.1	(364.2)	42.1	27.8
Recurring P/E @ target price (x) *	39.2	207.6	(410.8)	47.5	31.4
Reported P/E (x)	34.7	184.1	(364.2)	42.1	27.8
Dividend yield (%)	2.6	2.1	-	1.7	3.0
Price/book (x)	4.0	4.9	5.0	3.7	3.6
Price/tangible book (x)	4.5	(98.8)	75.3	9.5	7.8
EV/EBITDA (x) **	14.3	10.6	15.0	9.9	9.1
EV/EBITDA @ target price (x) **	16.2	12.0	17.0	11.3	10.4
EV/invested capital (x)	5.2	3.0	3.0	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	SEAOIL	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	TSC	TSR	TSTE	TSTH	TTA
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	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	TPIPP	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

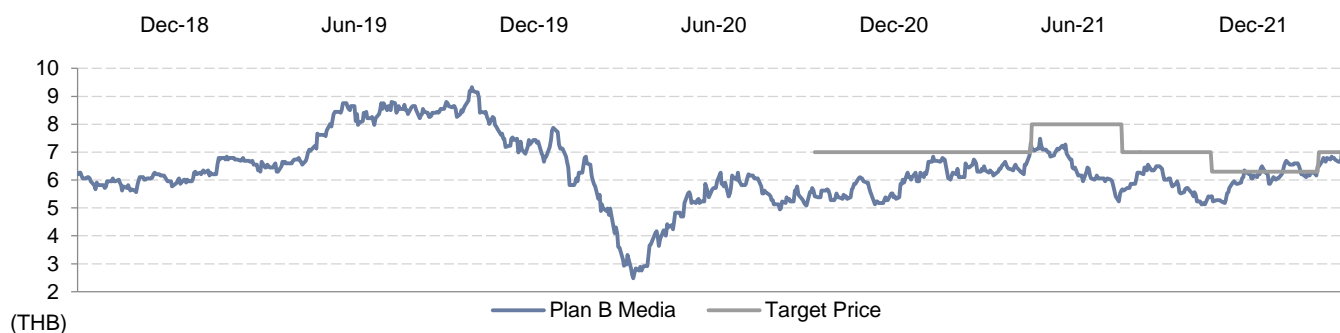
The individual(s) identified above certify(ies) that (i) all views expressed in this report accurately reflect the personal view of the analyst(s) with regard to any and all of the subject securities, companies or issuers mentioned in this report; and (ii) no part of the compensation of the analyst(s) was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed herein.

This report has been prepared by FSS International Investment Advisory Company Limited (FSSIA). The information herein has been obtained from sources believed to be reliable and accurate; however FSS makes no representation as to the accuracy and completeness of such information. Information and opinions expressed herein are subject to change without notice. FSS has no intention to solicit investors to buy or sell any security in this report. In addition, FSS does not guarantee returns nor price of the securities described in the report nor accept any liability for any loss or damage of any kind arising out of the use of such information or opinions in this report. Investors should study this report carefully in making investment decisions. All rights are reserved.

This report may not be reproduced, distributed or published by any person in any manner for any purpose without permission of FSSIA. Investment in securities has risks. Investors are advised to consider carefully before making investment decisions.

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	22-Apr-2021	BUY	8.00	04-Nov-2021	BUY	7.00
05-Nov-2020	BUY	7.00	19-May-2021	BUY	7.00			
02-Mar-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 6.65	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 02-Dec-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.