

MAJOR CINEPLEX GROUP
THAILAND / RECREATION FACILITIES & SVCS

MAJOR TB

BUY

UNCHANGED

รอให้มีหนังดี ๆ

- เราคาดว่าผลประกอบการ 4Q21 ของ MAJOR จะพลิกเป็นกำไรที่ 59 ลบ. เทียบกับที่ เคยขาดทุน 389 ลบ. ใน 3Q21
- แม้ว่ารายการหนัง 1Q22 จะไม่ดี 2Q22 น่าจะเป็นฤดูกาลที่ดีสำหรับ MAJOR จาก กำหนดฉายภาพยนตร์ทำเงินจำนวนมาก
- แนะนำซื้อที่ราคาเป้าหมายใหม่ที่ 25 บาท (DCF)

TARGET PRICE	THB25.00
CLOSE	THB20.40
UP/DOWNSIDE	+22.5%
PRIOR TP	THB23.00
CHANGE IN TP	+8.7%
TP vs CONSENSUS	-0.6%

KEY STOCK DATA

YE Dec (THB m)	2020	2021E	2022E	2023E
Revenue	3,765	2,437	8,531	9,300
Net profit	(527)	1,536	866	1,091
EPS (THB)	(0.59)	1.72	0.97	1.22
vs Consensus (%)	-	nm	15.6	6.7
EBITDA	111	(224)	2,160	2,368
Core net profit	(460)	(628)	866	1,091
Core EPS (THB)	(0.51)	(0.70)	0.97	1.22
Chg. In EPS est. (%)	nm	nm	18.1	7.7
EPS growth (%)	nm	nm	nm	26.0
Core P/E (x)	(39.6)	(29.1)	21.1	16.7
Dividend yield (%)	-	4.6	4.8	5.8
EV/EBITDA (x)	198.1	(71.3)	7.2	6.4
Price/book (x)	2.8	2.4	2.4	2.3
Net debt/Equity (%)	54.1	(31.7)	(35.9)	(39.9)
ROE (%)	(6.7)	(8.9)	11.4	14.2

คาดบริษัทฯ จะรายงานกำไรปกติเป็นครั้งแรกในรอบ 4 ไตรมาส

จาก Spider-Man และ 4 Kings ซึ่งรายงานรายได้จากการจำหน่ายตั๋ว (Box office revenue) ที่ดีใน 4Q21 เราคาดว่าผลประกอบการของ MAJOR จะพลิกเป็นกำไรได้ที่ 59 ลบ. ในขณะที่เรา คาดว่ารายได้จะแตะ 983 ลบ. (+501% q-q, -27% y-y) เราคิดว่าบริษัทฯ น่าจะสามารถรักษา ต้นทุนได้อย่างมีประสิทธิภาพมากยิ่งขึ้น นอกจากนี้ M Picture Entertainment (MPIC TB, NR) ซึ่งเป็นบริษัทย่อยของ MAJOR น่าจะรายงานกำไรสุทธิที่ดีใน 4Q21 เนื่องจากบริษัทฯ เป็นผู้จัดจำหน่ายหนัง 4 Kings

ต่ำใน 1Q22 แต่สูงใน 2Q22

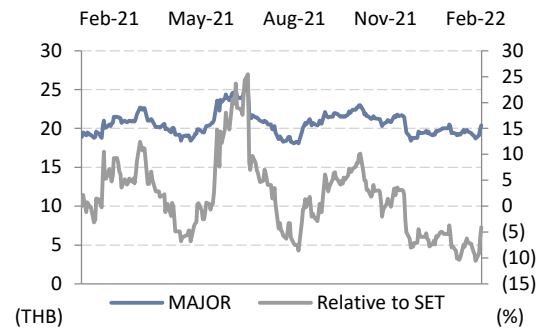
เรามองว่ารายการภาพยนตร์ใน 1Q22 ไม่ดีนักเมื่อเทียบกับ Spider-Man ซึ่งทำรายได้ประมาณ 300 ลบ. โดยมีเพียง Uncharted, The Batman, และ Morbius ที่มีศักยภาพพอที่จะได้ Box office revenues ที่กว่า 80 ลบ. ดังนั้นแนวโน้มระยะสั้นของ MAJOR จึงอาจมีความเสี่ยงสูง เนื่องจากบริษัทฯ อาจรายงานผลขาดทุนอีกใน 1Q22 จากรายการภาพยนตร์ที่อ่อนแอ อย่างไรก็ตาม ภาพยนตร์มากกว่า 8 เรื่องโดยเฉพาะอย่างยิ่ง Doctor Strange มีโอกาสที่จะรายงาน Box office ที่กว่า 80 ลบ. ใน 2Q22 ซึ่งเป็นฤดูกาลที่ดีของบริษัทฯ

ปรับประมาณการกำไรขึ้น

เราปรับเพิ่มประมาณการกำไรปี 2022 ขึ้น 18% เป็น 866 ลบ. เพื่อสะท้อนรายได้ที่อ่อนแอที่สูงเกิน คาดจากมาตรฐานทางบัญชีใหม่ เรายังมอง MAJOR เป็นบวกและหลังจากเห็น Box office revenue ของ Spider-Man เรายังมีความมั่นใจมากขึ้นเกี่ยวกับแนวโน้มของบริษัทฯ ถ้าหนังดี ผู้บริโภคในประเทศไทยก็ยังรักการดูภาพยนตร์ในโรงหนัง แม้ว่าจะมีการแพร่ระบาด Covid ก็ ตาม

คงแนะนำซื้อที่ราคาเป้าหมายใหม่ที่ 25 บาท

เราคาดว่าราคาหุ้นของ MAJOR จะทรงตัวโดยจะเคลื่อนไหวออกด้านข้างไปสักระยะ เนื่องจาก เราเชื่อว่าตลาดโดยรวมผลประกอบการที่คาดว่าจะดีขึ้นใน 4Q21 ไว้ในราคาหุ้นแล้ว นอกจากนี้ รายการภาพยนตร์ยังน่าสนใจน้อยลงใน 1Q22 อย่างไรก็ตามในระยะเวลา MAJOR น่าจะเข้าสู่ ฤดูกาลที่ดีสำหรับการชมภาพยนตร์ เนื่องจากภาพยนตร์ทำเงินที่คาดว่าจะมีส่วนมากกำลังจะออกฉาย ใน 2Q22 ถ้าหนังเรื่องใดได้ Box office revenue ใกล้เคียงกับ Spider-Man เราเชื่อว่าราคาหุ้น ของ MAJOR จะเริ่มปรับขึ้นอีกครั้ง เราคงแนะนำซื้อ MAJOR หลังปรับราคาเป้าหมายใหม่เป็น 25 บาท (DCF)



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	2.0	(3.8)	9.1
Relative to country (%)	1.4	(7.0)	(3.1)
Mkt cap (USD m)			550
3m avg. daily turnover (USD m)			3.0
Free float (%)			49
Major shareholder		Vicha Poolvaraluk (30%)	
12m high/low (THB)			26.25/17.90
Issued shares (m)			894.67

Sources: Bloomberg consensus; FSSIA estimates



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บทวิเคราะห์ฉบับนี้แปลมาจากบทวิเคราะห์ของ FSSIA ฉบับวันที่ 3 กุมภาพันธ์ 2022

Investment thesis

Major Cineplex (MAJOR) is Thailand's leading lifestyle entertainment company and was established in 1995 with cinema ownership and operations as its core business. The company is the biggest cinema operator in Thailand, with a total of 815 screens and 171 locations nationwide and internationally.

We expect MAJOR to turn profitable starting from 2Q22 – most of the blockbusters should start to show in cinemas in that quarter thanks to the global vaccination rollout and a decline in the number of Covid-19 cases. MAJOR is a dividend play company that typically pays 90% of its payout ratio, reflecting a 5-6% dividend yield p.a.

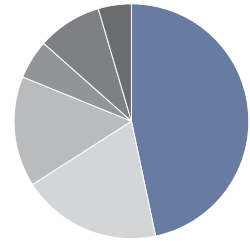
Company profile

MAJOR operates five core businesses, namely 1) cinemas; 2) entertainment; 3) retail space bowling; 4) film distribution; and 5) advertising media.

www.majorcineplex.com

Principal activities (revenue, 2020)

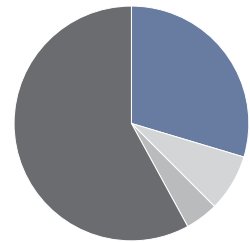
- Cinema - 46.7 %
- Concession - 19.2 %
- Advertisement - 15.2 %
- Entertainment - 5.4 %
- Rental - 8.9 %
- Movie content - 4.6 %



Source: Major Cineplex Group

Major shareholders

- Vicha Poolvaraluk - 29.6 %
- Nortrust nominees LTD-CL AC - 7.9 %
- GIC Private Limited - 4.6 %
- Others - 58.0 %



Source: Major Cineplex Group

Catalysts

- Its financial results could bottom out in 2021;
- A lot of blockbusters in 2022;
- Solid dividend yield track record at 5-6% p.a.

Risks to our call

The key downside risks to our DCF-based TP are a slower-than-expected recovery in domestic consumption, the growing popularity of online movies, a delay in the Covid-19 vaccine rollout, and the new wave of Covid.

Event calendar

Date	Event
Feb-22	2021 results announcement

Key assumptions

	2020	2021E	2022E	2023E
Average ticket price (THB)	141.0	150	163	165
Guest count (m)	14.5	10.3	28.0	32.2

Source: FSSIA estimates

Earnings sensitivity

- For every 1 million increase in cinema guest count, we project 2022 earnings to rise by 0.8%, and vice versa, all else being equal;
- For every 1% increase in cinema profit margin, we project 2022 earnings to rise by 5.1%, and vice versa, all else being equal.

Source: FSSIA estimates

Exhibit 1: 4Q21E results preview

	4Q20	3Q21	4Q21E	Change		2020	2021E	Change	2022E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	(THB m)
Admissions	655	8	448	5,531	(32)	1,758	1,028	(42)	4,064
Concession sales	280	98	240	145	(14)	725	668	(8)	2,438
Advertisement	170	6	137	2,259	(19)	573	290	(49)	1,100
Bowling	73	0	34	38,543	(53)	203	75	(63)	267
Rental fee	92	49	60	22	(35)	335	270	(19)	412
Movie content	69	2	64	2,741	(8)	172	107	(38)	250
Revenue	1,339	164	983	501	(27)	3,765	2,437	(35)	8,531
Operating costs	(929)	(412)	(624)	51	(33)	(3,164)	(2,368)	(25)	(5,678)
Gross profit	411	(248)	359	n.a.	(12)	601	69	(88)	2,853
SG&A expenses	(571)	(722)	(386)	(47)	(32)	(1,900)	(1,790)	(6)	(2,116)
EBIT	(160)	(971)	(27)	(97)	266	(1,299)	(1,721)	32	738
Deprn & amort.	333	277	290	5	(13)	1,242	1,157	(7)	1,112
Other income	40	81	85	5	111	168	340	102	310
EBITDA	213	(613)	348	n.a.	64	111	(224)	n.a.	2,160
<i>EBITDA margin (%)</i>	16	(375)	35	<i>nm</i>	<i>nm</i>	3	(9)	<i>nm</i>	25
Interest expense	(55)	(66)	(25)	(62)	(55)	(175)	(230)	32	(84)
Associates	417	45	35	(21)	(92)	740	385	(48)	95
Extra items	(3)	3,136	-	<i>n.a.</i>	<i>n.a.</i>	(67)	3,092	<i>n.a.</i>	-
Pretax profit	239	2,225	69	(97)	(71)	(633)	1,866	n.a.	1,059
Tax	87	(415)	(8)	(98)	(109)	93	(371)	<i>n.a.</i>	(193)
<i>Tax rate (%)</i>	36	(19)	(12)	<i>nm</i>	<i>nm</i>	(15)	(20)	<i>nm</i>	(18)
Minority interests	1	9	(2)	(121)	(263)	13	41	222	-
Net profit	328	1,819	59	(97)	(82)	(527)	1,536	n.a.	866
Core net profit	457	(389)	59	n.a.	(87)	(460)	(628)	171	866
EPS (THB)	0.37	2.03	0.07	(97)	(82)	(0.59)	1.72	<i>n.a.</i>	0.97
Core EPS (THB)	0.51	(0.43)	0.07	<i>n.a.</i>	(87)	(0.51)	(0.70)	171	0.97

Sources: MAJOR; FSSIA estimates

Exhibit 2: Changes in assumptions

	New		Previous		Change	
	2021E	2022E	2021E	2022E	2021E	2022E
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)
Guest count (m)	10	28	13	31	(21)	(10)
Revenue	2,437	8,531	3,168	8,645	(23)	(1)
Gross profit	69	2,853	783	2,918	(91)	(2)
EBIT	(1,381)	1,048	(794)	889	74	18
Core net profit	(628)	866	(405)	733	55	18
Margin	(%)	(%)	(%)	(%)	(ppt)	(ppt)
GPM	2.8	33.4	29.3	33.2	(26.5)	0.2
NPM	(25.8)	10.2	3.5	10.8	(29.3)	(0.6)

Source: FSSIA estimates

Exhibit 3: DCF valuation

		2022E	2023E	2024E	2025E	2026E	2027E
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)
EBITDA		2,160	2,368	2,540	2,589	2,609	2,621
(less) tax on EBIT		(193)	(246)	(293)	(311)	(322)	(332)
decrease in working cap		(57)	(59)	(62)	(64)	(67)	(69)
(less) capex & investments		(600)	(700)	(750)	(750)	(750)	(930)
Free cash flow		1,424	1,481	1,559	1,592	1,603	1,429
WACC (%)	8.6						
Terminal growth (%)	1						
PV of FCF		1,424	1,364	1,322	1,243	1,153	946
Total PV of FCF	7,453						
Terminal value	12,600						
Total debt+cash	2,448						
Minority interest	(144)						
Equity value	22,358						
No. of shares (m)	895						
Equity value / share (THB)	25						

Sources: MAJOR; FSSIA estimates

Financial Statements

Major Cineplex Group

Profit and Loss (THB m) Year Ending Dec	2019	2020	2021E	2022E	2023E
Revenue	10,697	3,765	2,437	8,531	9,300
Cost of goods sold	(5,270)	(1,922)	(1,211)	(4,565)	(4,976)
Gross profit	5,427	1,843	1,226	3,966	4,325
Other operating income	121	168	340	310	313
Operating costs	(2,637)	(1,900)	(1,790)	(2,116)	(2,269)
Operating EBITDA	2,911	111	(224)	2,160	2,368
Depreciation	(1,579)	(1,242)	(1,157)	(1,112)	(1,070)
Goodwill amortisation	0	0	0	0	-
Operating EBIT	1,332	(1,131)	(1,381)	1,048	1,299
Net financing costs	(234)	(175)	(230)	(84)	(66)
Associates	680	740	385	95	115
Recurring non-operating income	680	740	385	95	115
Non-recurring items	12	(67)	3,092	0	0
Profit before tax	1,789	(633)	1,866	1,059	1,347
Tax	(355)	93	(371)	(193)	(246)
Profit after tax	1,434	(540)	1,495	866	1,101
Minority interests	(27)	13	41	0	(10)
Preferred dividends	0	0	0	-	-
Other items	-	-	-	-	-
Reported net profit	1,407	(527)	1,536	866	1,091
Non-recurring items & goodwill (net)	(10)	67	(2,164)	0	0
Recurring net profit	1,397	(460)	(628)	866	1,091
Per share (THB)					
Recurring EPS *	1.56	(0.51)	(0.70)	0.97	1.22
Reported EPS	1.57	(0.59)	1.72	0.97	1.22
DPS	0.65	0.00	0.94	0.98	1.19
Diluted shares (used to calculate per share data)	895	895	895	895	895
Growth					
Revenue (%)	7.5	(64.8)	(35.3)	250.0	9.0
Operating EBITDA (%)	21.0	(96.2)	nm	nm	9.7
Operating EBIT (%)	16.7	nm	nm	nm	24.0
Recurring EPS (%)	31.6	nm	nm	nm	26.0
Reported EPS (%)	9.6	nm	nm	(43.6)	26.0
Operating performance					
Gross margin inc. depreciation (%)	36.0	16.0	2.8	33.4	35.0
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	27.2	2.9	(9.2)	25.3	25.5
Operating EBIT margin (%)	12.4	(30.0)	(56.6)	12.3	14.0
Net margin (%)	13.1	(12.2)	(25.8)	10.2	11.7
Effective tax rate (%)	20.0	20.0	20.0	20.0	120.0
Dividend payout on recurring profit (%)	41.6	-	(133.3)	101.7	97.8
Interest cover (X)	8.6	(2.2)	(4.3)	13.6	21.3
Inventory days	8.7	22.7	35.6	9.4	8.7
Debtor days	37.8	79.8	89.3	25.9	24.1
Creditor days	145.4	298.1	425.8	115.8	108.9
Operating ROIC (%)	18.8	(20.8)	(30.3)	26.2	(8.7)
ROIC (%)	12.8	(2.2)	(7.1)	10.8	(3.5)
ROE (%)	20.2	(6.7)	(8.9)	11.4	14.2
ROA (%)	10.1	(1.9)	(2.8)	5.9	7.5
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Cinema	5,856	1,758	1,028	4,064	4,294
Concession	2,097	725	668	2,438	2,654
Advertisement	1,584	573	290	1,100	1,350
Entertainment	419	203	75	267	308

Sources: Major Cineplex Group; FSSIA estimates

Financial Statements

Major Cineplex Group

Cash Flow (THB m) Year Ending Dec	2019	2020	2021E	2022E	2023E
Recurring net profit	1,397	(460)	(628)	866	1,091
Depreciation	1,579	1,242	1,157	1,112	1,070
Associates & minorities	(680)	(740)	(385)	(95)	(115)
Other non-cash items	285	143	2,164	0	0
Change in working capital	76	18	226	57	59
Cash flow from operations	2,657	202	2,534	1,940	2,105
Capex - maintenance	(431)	(211)	(275)	(345)	(395)
Capex - new investment	(431)	(211)	(275)	(345)	(395)
Net acquisitions & disposals	-	-	-	-	-
Other investments (net)	(84)	141	4,652	58	75
Cash flow from investing	(946)	(281)	4,102	(632)	(715)
Dividends paid	(895)	0	(447)	(837)	(881)
Equity finance	0	0	0	0	0
Debt finance	295	669	(1,187)	(2,100)	(600)
Other financing cash flows	(742)	6	(711)	(136)	(119)
Cash flow from financing	(1,342)	675	(2,345)	(3,073)	(1,600)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	189	0	0	0	0
Net other adjustments	189	0	0	0	0
Movement in cash	559	595	4,291	(1,765)	(210)
Free cash flow to firm (FCFF)	1,945.56	95.53	6,866.13	1,392.45	1,455.89
Free cash flow to equity (FCFE)	1,453.43	595.46	4,738.02	(927.54)	670.32
Per share (THB)					
FCFF per share	2.17	0.11	7.67	1.56	1.63
FCFE per share	1.62	0.67	5.30	(1.04)	0.75
Recurring cash flow per share	2.89	0.21	2.58	2.10	2.29
Balance Sheet (THB m) Year Ending Dec					
	2019	2020	2021E	2022E	2023E
Tangible fixed assets (gross)	15,918	15,776	5,771	5,524	5,408
Less: Accumulated depreciation	(9,826)	(10,465)	(846)	(817)	(789)
Tangible fixed assets (net)	6,092	5,311	4,924	4,708	4,618
Intangible fixed assets (net)	2,871	2,663	2,442	2,236	2,046
Long-term financial assets	-	-	-	-	-
Invest. in associates & subsidiaries	6,147	6,809	2,509	2,509	2,509
Cash & equivalents	962	1,557	5,848	4,083	3,873
A/C receivable	1,055	592	600	609	619
Inventories	121	118	118	118	118
Other current assets	236	296	131	138	144
Current assets	2,374	2,563	6,697	4,948	4,754
Other assets	384	333	367	403	444
Total assets	17,868	17,678	16,939	14,804	14,371
Common equity	7,334	6,482	7,571	7,600	7,810
Minorities etc.	146	144	144	144	144
Total shareholders' equity	7,480	6,626	7,715	7,744	7,954
Long term debt	1,500	2,505	2,100	1,000	400
Other long-term liabilities	3,640	3,538	3,385	3,249	3,130
Long-term liabilities	5,140	6,043	5,485	4,249	3,530
A/C payable	1,745	1,395	1,430	1,466	1,503
Short term debt	2,515	2,640	1,300	300	300
Other current liabilities	989	974	1,009	1,045	1,084
Current liabilities	5,248	5,009	3,739	2,811	2,887
Total liabilities and shareholders' equity	17,868	17,678	16,939	14,804	14,371
Net working capital	(1,321)	(1,363)	(1,589)	(1,646)	(1,706)
Invested capital	14,173	13,752	8,652	8,210	7,911
* Includes convertibles and preferred stock which is being treated as debt					
Per share (THB)					
Book value per share	8.20	7.25	8.46	8.50	8.73
Tangible book value per share	4.99	4.27	5.73	6.00	6.44
Financial strength					
Net debt/equity (%)	40.8	54.1	(31.7)	(35.9)	(39.9)
Net debt/total assets (%)	17.1	20.3	(14.5)	(18.8)	(22.1)
Current ratio (x)	0.5	0.5	1.8	1.8	1.6
CF interest cover (x)	9.0	5.6	22.8	(5.9)	17.1
Valuation					
	2019	2020	2021E	2022E	2023E
Recurring P/E (x) *	13.1	(39.6)	(29.1)	21.1	16.7
Recurring P/E @ target price (x) *	16.0	(48.6)	(35.6)	25.8	20.5
Reported P/E (x)	13.0	(34.6)	11.9	21.1	16.7
Dividend yield (%)	3.2	-	4.6	4.8	5.8
Price/book (x)	2.5	2.8	2.4	2.4	2.3
Price/tangible book (x)	4.1	4.8	3.6	3.4	3.2
EV/EBITDA (x) **	7.4	198.1	(71.3)	7.2	6.4
EV/EBITDA @ target price (x) **	8.8	235.2	(89.7)	9.1	8.2
EV/invested capital (x)	1.5	1.6	1.8	1.9	1.9
* Pre-exceptional, pre-goodwill and fully diluted ** EBITDA includes associate income and recurring non-operating income					

Sources: Major Cineplex Group; 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	ICI	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	PAP	PCSGH	PDJ	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	SE-ED	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	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	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	AMANAH	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

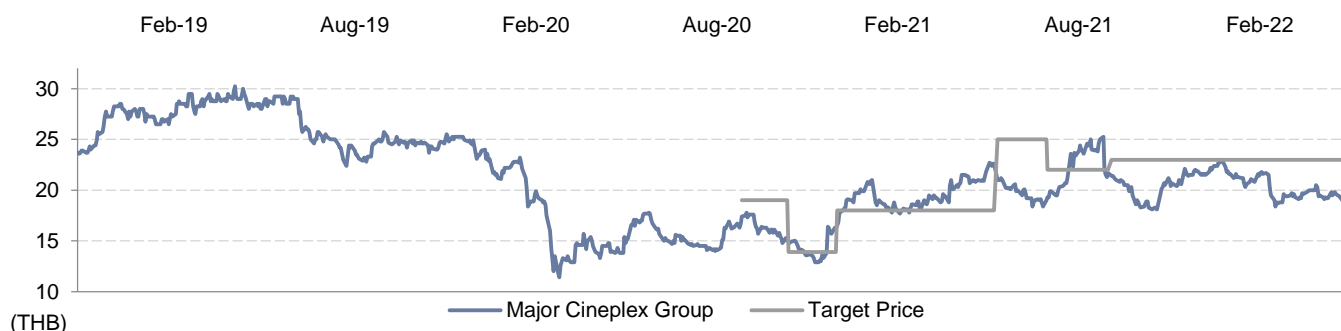
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History of change in investment rating and/or target price

Major Cineplex Group (MAJOR TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	19.00	17-Nov-2020	HOLD	18.00	09-Jul-2021	HOLD	23.00
02-Sep-2020	HOLD	19.00	02-Apr-2021	BUY	25.00	24-Aug-2021	BUY	23.00
06-Oct-2020	HOLD	13.90	17-May-2021	BUY	22.00			

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
Major Cineplex Group	MAJOR TB	THB 20.40	BUY	The key downside risks to our DCF-based TP are a slower-than-expected recovery in domestic consumption, the growing popularity of online movies, a delay in the Covid-19 vaccine rollout, and the new wave of Covid

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

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All share prices are as at market close on 02-Feb-2022 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.