

VGI PCL. VGI TB

THAILAND / MEDIA

BUY

UNCHANGED

TARGET PRICE	THB6.10
CLOSE	THB5.40
UP/DOWNSIDE	+13.0%
PRIOR TP	THB6.30
CHANGE IN TP	-3.2%
TP vs CONSENSUS	-2.7%

Needs some time to recover

- A poor performance by KEX could hurt VGI's earnings. We cut our earnings estimate in FY23 to THB463m from THB763m.
- Although VGI's outlook may weaken in the short term, we believe it could recover gradually in every quarter going forward.
- Maintain BUY with a new TP of THB6.10.

Weak showing by KEX leads to earnings revision on VGI

We expect Kerry Express (KEX TB, REDUCE, TP THB19) to record a loss in 2022, which could put a heavy burden on VGI's performance. We cut our 2022 net profit estimate for KEX from a THB766m profit to a THB356m loss, which reduces VGI's FY23E net profit by about THB300m. That change, together with the adjusted SG&A that should increase after the consolidated financial performance of Fanslink, leads us to revise down our core earnings estimate for VGI to a THB203m loss in FY22 and a THB463m profit in FY23.

Slowdown in the short term...

Advertising expenditure (adex) in Jan-22 showed that the combined impact of the low season and the Omicron variant hurt adex significantly. Total adex dropped 20% m-m to THB7b. Transit adex, which is the key indicator of VGI's mass transit media revenue, fell lower than the industry average at 25% m-m. We may see a q-q decline in transit adex in 1Q22, which may hurt VGI's revenue in 4QFY22.

... But expect a recovery in the medium term

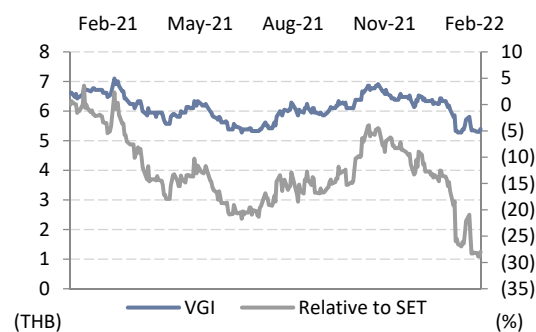
Despite the poor performance of KEX and a weak short-term outlook in 4QFY22 due to the low season, we think KEX should gradually recover quarterly based on the company's commitment to continuous cost reductions. 1QFY23 (Apr-Jun 2022) adex should recover back to its normal level thanks to expectations of a recovery in mass transit ridership. Moreover, the impact of Omicron on Thai consumers may not hurt the confidence of out-of-home (OOH) clients given that there are no signs of further lockdowns or restrictions coming from the government, despite the rising number of reported Covid cases.

Maintain BUY with our new TP of THB6.10

Our new TP of THB19 for KEX and the adjustment of VGI's FY23E financial performance leads us to trim our FY23 SoTP-based TP for VGI from THB6.30 to THB6.10. We maintain our BUY call on VGI based on our belief that its performance in 3QFY22 should be the bottom. The future capital raising that could give VGI about THB4b in cash to expand its advertising and distribution-related businesses presents a potential upside for the company.

KEY STOCK DATA

YE Mar (THB m)	2021	2022E	2023E	2024E
Revenue	2,480	4,309	5,747	6,818
Net profit	980	(62)	463	1,069
EPS (THB)	0.11	(0.01)	0.05	0.12
vs Consensus (%)	-	nm	(47.4)	(7.0)
EBITDA	592	424	816	1,171
Core net profit	185	(203)	463	1,069
Core EPS (THB)	0.02	(0.02)	0.05	0.12
Chg. In EPS est. (%)	-	nm	(39.3)	(20.3)
EPS growth (%)	(85.6)	nm	nm	131.1
Core P/E (x)	251.3	(229.5)	100.5	43.5
Dividend yield (%)	1.1	0.4	0.5	1.1
EV/EBITDA (x)	78.9	125.3	64.7	44.7
Price/book (x)	2.8	2.8	2.8	2.7
Net debt/Equity (%)	(1.5)	37.7	36.1	32.7
ROE (%)	1.3	(1.2)	2.8	6.3



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	(14.8)	(21.3)	(18.5)
Relative to country (%)	(16.7)	(24.4)	(27.5)
Mkt cap (USD m)	1,478		
3m avg. daily turnover (USD m)	5.4		
Free float (%)	25		
Major shareholder	BTS Group Holdings (66%)		
12m high/low (THB)	7.20/5.18		
Issued shares (m)	8,611.17		

Sources: Bloomberg consensus; FSSIA estimates



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Investment thesis

VGI is a unique market leader with exclusive access to behavioural data from its advertising, payment and logistics platforms. The company turns data into meaningful consumer insights, enabling it to offer offline-to-online solutions (O2O). This helps VGI to better understand its audience's behaviour, which allows the company to advertise directly to its target audience. The O2O solutions add to its media value as well as its revenue.

We expect that advertising expenditure (adex) should start to recover. The synergy with Jay Mart (JMART TB, BUY, TP THB55.50) should create value added to the operation, especially for its distribution business, which could be the key driver for the company in FY23.

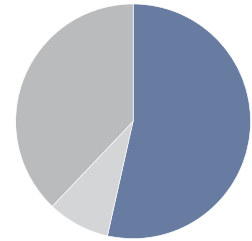
Company profile

VGI Global Media provides services in advertising media with an emphasis on lifestyle media. Currently, it has three main business units, including transit media, office building media, and digital media.

www.vgi.co.th

Principal activities (revenue, 2021)

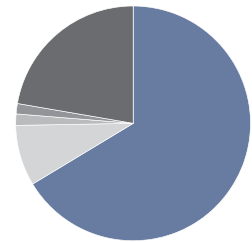
- Transit media - 53.5 %
- Office media - 8.6 %
- Digital media - 37.9 %



Source: VGI Pcl.

Major shareholders

- BTS Group Holdings - 66.4 %
- Bangkok Bank - 8.4 %
- Bualuang Top - Ten Fund - 1.6 %
- Thai NVDR - 1.4 %
- Others - 22.3 %



Source: VGI Pcl.

Catalysts

- A gradual recovery in Green Line mass transit ridership and transit adex;
- Entering into a high growth potential financial service business;
- Potential synergy with JMART.

Risks to our call

The key downside risks to our SoTP-based TP are if the advertising expenditure recovery is slower than our expectation, and whether Rabbit Line Pay is successful or not.

Event calendar

Date	Event
May-22	FY22 results announcement

Key assumptions

	FY21	FY22E	FY23E	FY24E
	(%)	(%)	(%)	(%)
Transit adex growth	(25)	(26)	15	7
Transit media	(39)	(5)	25	20
Office and others	(43)	(50)	90	50
Digital media	(18)	22	20	15
Retail	n.a.	n.a.	20	15

Source: FSSIA estimates

Earnings sensitivity

- For every 1% increase in transit media revenue, we project FY22 earnings to rise by 4%, and vice versa, all else being equal;
- For every 1% increase in gross profit margin, we project FY22 earnings to rise by 14%, and vice versa, all else being equal.

Source: FSSIA estimates

3QFY22 results review

VGI reported a loss in 3QFY22 of THB75m thanks to an extra gain from the sales of MACO-W3. The company's core loss was at THB125m, higher than the Bloomberg consensus and our expectation. The key reason that VGI's loss was higher than our expectation was due to its share of losses from associates that hit THB119m vs THB23m in 2QFY22, mainly from the weak performance of KEX that reported a huge loss of THB604m in 4Q21 vs a THB13m profit in 3Q21 due to a price war and Covid preparation costs, as explained in our report, "[Kerry Express \(Thailand\) \(KEX TB\) - The long war](#)", dated 15 Feb-22.

The company's revenue grew to THB1.4b (+55% q-q, +110% y-y) comprising:

1. The recovery of its advertising business, mainly from transit media, by 52% q-q and 8% y-y to THB412m thanks to the recovery in transit adex in 4Q21 that grew by 9% q-q and 14% y-y. The utilisation rate for OOH media was at 42%;
2. Digital media grew 15% q-q and 41% y-y to THB312m, mainly from insurance commission fees and the lead generation business;
3. Fanslink's revenue hit THB681m vs THB357m in the previous quarter due to the full quarter recognition and the high season in e-commerce.

GPM in 3QFY22 improved to 22.7% vs 18.1% in 2QFY22 thanks to the recovery in advertising media thanks to higher utilisation and the improvement in GPM from Fanslink to 8.1% vs 6.9% in 2QFY22. As a result, VGI's operating profit recovered to a THB43m loss compared to its THB111m loss in the previous quarter, in line with our expectation.

Exhibit 1: 3QFY22 results review

	3QFY21	2QFY22	3QFY22	----- Change -----		9MFY21	9MFY22	Change	FY2022E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	(THB m)
Transit media	382	271	412	52.0	7.9	1,035	1,032	(0)	1,436
Office and others	76	23	24	4.3	(68.4)	169	76	(55)	107
Digital media	222	272	312	14.7	40.5	638	802	26	1,147
Distribution	0	357	681	n.a.	n.a.	-	1,038	n.a.	1,620
Total revenue	680	923	1,429	54.8	110.1	1,842	2,948	60	4,309
Operating costs	(359)	(756)	(1,105)	46.0	208.0	(1,122)	(2,271)	103	(3,254)
Gross profit	321	167	324	94.6	0.9	720	677	(6)	1,055
SG&A expenses	(220)	(278)	(367)	32.4	66.9	(695)	(896)	29	(1,254)
EBIT	101	(111)	(43)	(61.2)	(142.5)	26	(219)	n.a.	(199)
Depn & amort.	119	119	122	2.0	2.6	338	364	8	503
EBITDA	220	9	79	n.a.	(64.2)	364	145	(60)	304
<i>EBITDA margin (%)</i>	32	1	6	nm	nm	20	5	nm	7
Interest expense	(18)	(16)	(24)	52.7	34.7	(54)	(54)	0	(82)
Other income	83	23	38	63.7	(54.5)	132	85	(35)	121
Associates	29	(23)	(119)	426.7	n.a.	467	(104)	n.a.	(145)
Extra items	513	92	49	n.a.	0.0	11	141	1,230	141
Pretax profit	708	(35)	(99)	n.a.	(114.0)	581	(152)	n.a.	(165)
Tax	(29)	(6)	(13)	n.a.	(53.9)	(22)	(12)	(45)	(16)
<i>Tax rate (%)</i>	(4)	17	14	nm	nm	(4)	8	nm	10
Minority interests	(23)	(31)	(37)	19.8	n.a.	62	(90)	(245)	119
Net profit	702	(9)	(75)	695.1	n.a.	619	(74)	n.a.	(62)
Core net profit	189	(82)	(125)	51.4	n.a.	97	(215)	n.a.	(203)
EPS (THB)	0.08	(0.00)	(0.01)	695.1	n.a.	0.07	(0.01)	n.a.	(0.01)
Core EPS (THB)	0.02	(0.01)	(0.01)	51.4	n.a.	0.01	(0.02)	n.a.	(0.02)

Sources: VGI; FSSIA estimates

Exhibit 2: Key assumption changes

	Current		Previous		Change	
	FY22E (THB m)	FY23E (THB m)	FY22E (THB m)	FY23E (THB m)	FY22E (%)	FY23E (%)
Revenue	4,309	5,747	4,072	4,978	5.8	15.4
Gross profit	1,055	1,679	929	1,691	13.6	(0.7)
EBIT	(83)	592	(120)	1,042	(31.2)	(43.2)
Share of profit	(145)	164	(15)	337	866.7	(51.3)
Interest expense	(82)	(155)	(85)	(185)	(3.5)	(16.2)
Core net profit	(203)	463	(100)	763	102.6	(39.4)
Margin	(%)	(%)	(%)	(%)	(ppt)	(ppt)
Gross profit margin	24.5	29.2	20.6	34.9	3.89	(5.68)
Net profit margin	(4.7)	8.0	1.7	18.3	(6.40)	(10.25)

Source: FSSIA estimates

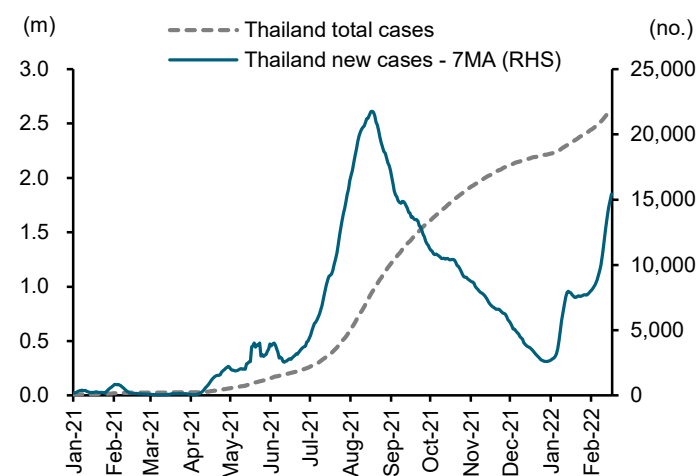
Exhibit 3: SoTP valuation methodology

Cost of equity assumptions	(%)	Cost of debt assumption	(%)
Risk-free rate	3.00	Pretax cost of debt	3.2
Market risk premium	8.0	Marginal tax rate	20.0
Stock beta	1		
Cost of equity, Ke	11.00	Net cost of debt, Kd	2.56
Weight applied	58.0	Weight applied	42
WACC (unchanged)	7.5		

	(THB m)	(THB/share)	Comments
VGI Enterprise value	35,606	4.13	WACC 7.5%, beta 1, 2% terminal growth
PLANB Enterprise value	7,172	0.83	FSSIA TP of THB9.20 (unchanged) P/E multiple-based valuation
KEX Enterprise value	5,971	0.69	FSSIA TP of THB19 (from THB22) DCF-based valuation
JMART Enterprise value	8,579	1.00	FSSIA TP of THB55.50 (unchanged) SoTP-based valuation
MACO Enterprise value	1,194	0.14	@ market price as of 27 Jan-22 (unchanged)
Net debt	(6,077)	(0.71)	At end-FY23E
Total	62,443		
Share base (m)	8,611		
TP (THB)	6.10		

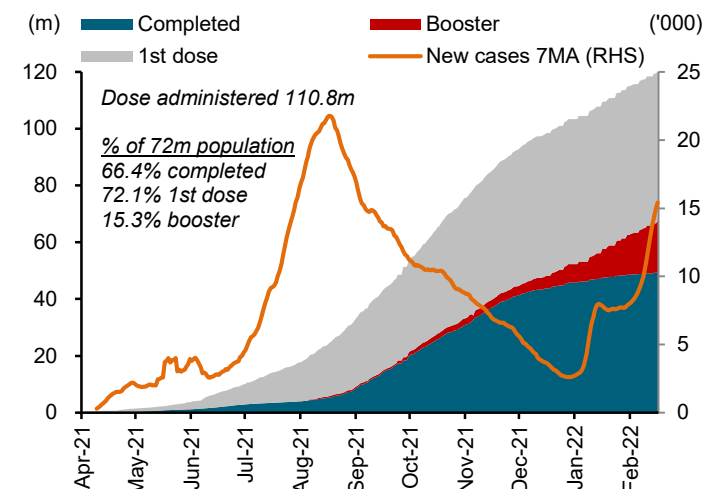
Sources: VGI; FSSIA estimates

Exhibit 4: Thailand daily new Covid cases



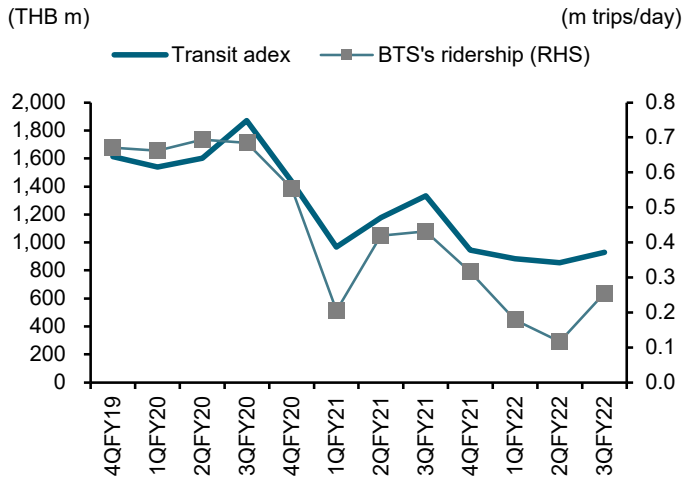
Sources: Worldometers.info; FSSIA's compilation

Exhibit 5: Thailand vaccination statistics



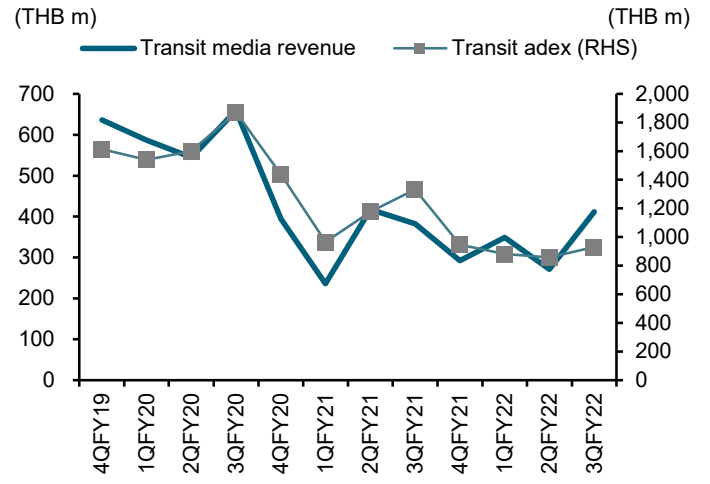
Sources: Worldometers.info; FSSIA's compilation

Exhibit 6: Transit adex vs BTS ridership



Sources: BTSGIF; Nielsen

Exhibit 7: Transit adex vs VGI's transit revenue



Sources: VGI; Nielsen

Financial Statements

VGI Pcl.

Profit and Loss (THB m) Year Ending Mar	2020	2021	2022E	2023E	2024E
Revenue	4,000	2,480	4,309	5,747	6,818
Cost of goods sold	(1,328)	(1,075)	(2,751)	(3,591)	(4,197)
Gross profit	2,671	1,405	1,558	2,155	2,621
Other operating income	104	112	121	144	167
Operating costs	(1,394)	(926)	(1,254)	(1,483)	(1,617)
Operating EBITDA	1,381	592	424	816	1,171
Depreciation	(619)	(469)	(503)	(476)	(447)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	762	123	(78)	340	724
Net financing costs	(74)	(73)	(82)	(155)	(192)
Associates	131	136	(145)	164	496
Recurring non-operating income	277	195	(145)	252	650
Non-recurring items	233	795	141	0	0
Profit before tax	1,198	1,040	(165)	437	1,182
Tax	(309)	(133)	(16)	(70)	(189)
Profit after tax	889	907	(181)	367	993
Minority interests	120	73	119	95	76
Preferred dividends	-	-	-	-	-
Other items	415	0	0	0	0
Reported net profit	1,424	980	(62)	463	1,069
Non-recurring items & goodwill (net)	(138)	(795)	(141)	0	0
Recurring net profit	1,286	185	(203)	463	1,069
Per share (THB)					
Recurring EPS *	0.15	0.02	(0.02)	0.05	0.12
Reported EPS	0.17	0.11	(0.01)	0.05	0.12
DPS	0.07	0.06	0.02	0.03	0.06
Diluted shares (used to calculate per share data)	8,611	8,611	8,611	8,611	8,611
Growth					
Revenue (%)	10.8	(38.0)	73.8	33.4	18.6
Operating EBITDA (%)	(23.7)	(57.1)	(28.3)	92.4	43.4
Operating EBIT (%)	(42.4)	(83.9)	nm	nm	112.7
Recurring EPS (%)	16.0	(85.6)	nm	nm	131.1
Reported EPS (%)	28.5	(31.2)	nm	nm	131.1
Operating performance					
Gross margin inc. depreciation (%)	51.3	37.7	24.5	29.2	31.9
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	34.5	23.9	9.8	14.2	17.2
Operating EBIT margin (%)	19.0	5.0	(1.8)	5.9	10.6
Net margin (%)	32.1	7.5	(4.7)	8.0	15.7
Effective tax rate (%)	20.0	20.0	20.0	20.0	120.0
Dividend payout on recurring profit (%)	47.2	283.9	(85.0)	50.0	50.0
Interest cover (X)	14.0	4.3	(2.7)	3.8	7.1
Inventory days	-	7.8	29.2	41.1	36.9
Debtor days	118.1	136.5	73.6	70.0	71.7
Creditor days	132.2	146.6	67.9	71.3	72.6
Operating ROIC (%)	40.6	9.6	(6.1)	26.7	(14.2)
ROIC (%)	5.2	1.6	(0.9)	2.0	(1.2)
ROE (%)	9.7	1.3	(1.2)	2.8	6.3
ROA (%)	6.1	0.9	(1.1)	1.8	3.6
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Transit media	2,184	1,327	1,436	1,768	2,103
Office media	371	213	107	202	304
Digital media	1,151	940	1,147	1,376	1,651
Others	294	0	1,620	2,400	2,760

Sources: VGI Pcl.; FSSIA estimates

Financial Statements

VGI Pcl.

Cash Flow (THB m) Year Ending Mar	2020	2021	2022E	2023E	2024E
Recurring net profit	1,286	185	(203)	463	1,069
Depreciation	619	469	503	476	447
Associates & minorities	(164)	(412)	(119)	(95)	(76)
Other non-cash items	(718)	151	161	24	27
Change in working capital	(473)	(227)	45	(17)	(113)
Cash flow from operations	550	166	388	850	1,354
Capex - maintenance	(273)	(239)	(216)	(216)	(216)
Capex - new investment	(182)	(159)	(144)	(144)	(144)
Net acquisitions & disposals	(256)	804	(6,300)	0	0
Other investments (net)	437	898	0	0	0
Cash flow from investing	(275)	1,303	(6,660)	(360)	(360)
Dividends paid	(850)	(310)	(172)	(231)	(534)
Equity finance	500	0	0	0	0
Debt finance	(890)	(689)	5,741	(645)	(500)
Other financing cash flows	(303)	260	(110)	(38)	(34)
Cash flow from financing	(1,543)	(739)	5,459	(914)	(1,068)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
Net other adjustments	(517)	(45)	0	0	0
Movement in cash	(1,786)	685	(813)	(424)	(74)
Free cash flow to firm (FCFF)	348.34	1,542.84	(6,190.38)	644.81	1,186.07
Free cash flow to equity (FCFE)	(1,435.94)	995.47	(641.16)	(193.04)	459.85

Per share (THB)

FCFF per share	0.04	0.18	(0.72)	0.07	0.14
FCFE per share	(0.17)	0.12	(0.07)	(0.02)	0.05
Recurring cash flow per share	0.12	0.05	0.04	0.10	0.17

Balance Sheet (THB m) Year Ending Mar	2020	2021	2022E	2023E	2024E
Tangible fixed assets (gross)	2,687	3,031	3,231	3,431	3,631
Less: Accumulated depreciation	(1,546)	(1,811)	(2,102)	(2,378)	(2,632)
Tangible fixed assets (net)	1,142	1,220	1,128	1,053	998
Intangible fixed assets (net)	669	693	653	618	589
Long-term financial assets	2,695	137	137	137	137
Invest. in associates & subsidiaries	9,282	9,223	15,523	15,523	15,523
Cash & equivalents	730	1,415	602	178	103
A/C receivable	1,617	1,353	1,553	1,923	2,143
Inventories	0	46	395	414	435
Other current assets	260	396	302	402	630
Current assets	2,607	3,210	2,852	2,918	3,312
Other assets	683	6,488	6,356	6,350	6,348
Total assets	17,077	20,970	26,648	26,598	26,906
Common equity	12,784	16,592	16,357	16,589	17,123
Minorities etc.	294	472	353	257	181
Total shareholders' equity	13,078	17,063	16,710	16,846	17,304
Long term debt	1,200	0	5,355	4,855	4,555
Other long-term liabilities	140	724	707	697	694
Long-term liabilities	1,340	724	6,062	5,552	5,249
A/C payable	464	399	624	780	891
Short term debt	689	1,159	1,545	1,400	1,200
Other current liabilities	1,506	1,625	1,707	2,020	2,262
Current liabilities	2,660	3,183	3,876	4,200	4,353
Total liabilities and shareholders' equity	17,077	20,970	26,648	26,598	26,906
Net working capital	(94)	(229)	(82)	(61)	56
Invested capital	14,376	17,531	23,715	23,620	23,650

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

Per share (THB)

Book value per share	1.48	1.93	1.90	1.93	1.99
Tangible book value per share	1.41	1.85	1.82	1.85	1.92

Financial strength

Net debt/equity (%)	8.9	(1.5)	37.7	36.1	32.7
Net debt/total assets (%)	6.8	(1.2)	23.6	22.8	21.0
Current ratio (x)	1.0	1.0	0.7	0.7	0.8
CF interest cover (x)	(16.0)	16.8	(5.1)	0.7	4.1

Valuation	2020	2021	2022E	2023E	2024E
Recurring P/E (x) *	36.2	251.3	(229.5)	100.5	43.5
Recurring P/E @ target price (x) *	40.8	283.9	(259.2)	113.6	49.2
Reported P/E (x)	32.7	47.4	(749.7)	100.5	43.5
Dividend yield (%)	1.3	1.1	0.4	0.5	1.1
Price/book (x)	3.6	2.8	2.8	2.8	2.7
Price/tangible book (x)	3.8	2.9	3.0	2.9	2.8
EV/EBITDA (x) **	34.7	78.9	125.3	64.7	44.7
EV/EBITDA @ target price (x) **	39.1	89.1	139.5	72.1	49.9
EV/invested capital (x)	3.3	2.7	2.2	2.2	2.2

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

Sources: VGI Pcl.; 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	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	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

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.

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History of change in investment rating and/or target price

VGI Pcl. (VGI TB)



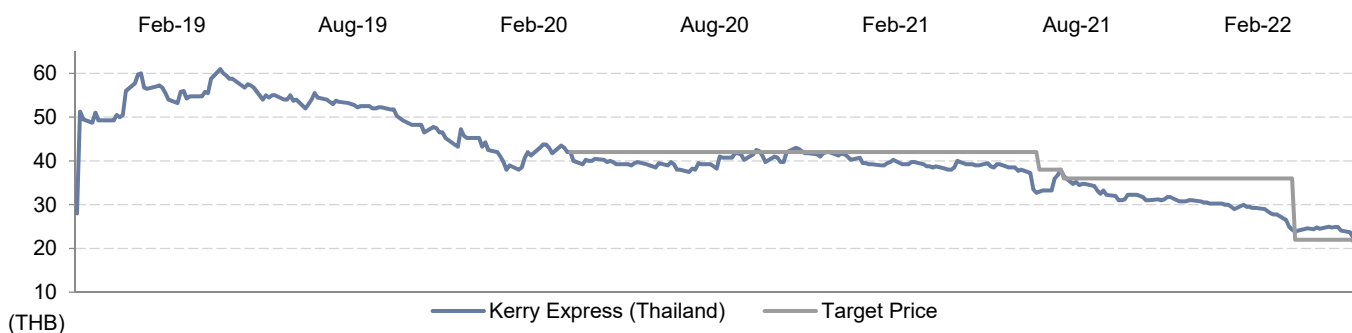
Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	HOLD	6.70	02-Jun-2021	HOLD	6.50	03-Dec-2021	HOLD	7.00
15-Jan-2021	HOLD	7.00	04-Aug-2021	HOLD	5.80	28-Jan-2022	BUY	6.30

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

Price and TP are in local currency

Source: FSSIA estimates

Kerry Express (Thailand) (KEX TB)



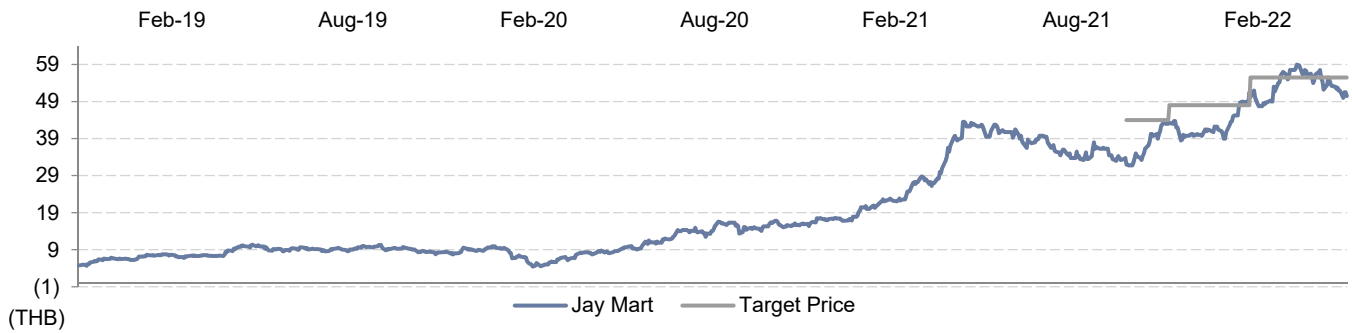
Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
02-Jun-2021	HOLD	42.00	11-Nov-2021	HOLD	36.00	15-Feb-2022	REDUCE	19.00
03-Nov-2021	BUY	38.00	26-Jan-2022	REDUCE	22.00			

Naruedom Mujjalinkool started covering this stock from 02-Jun-2021

Price and TP are in local currency

Source: FSSIA estimates

Jay Mart (JMART TB)



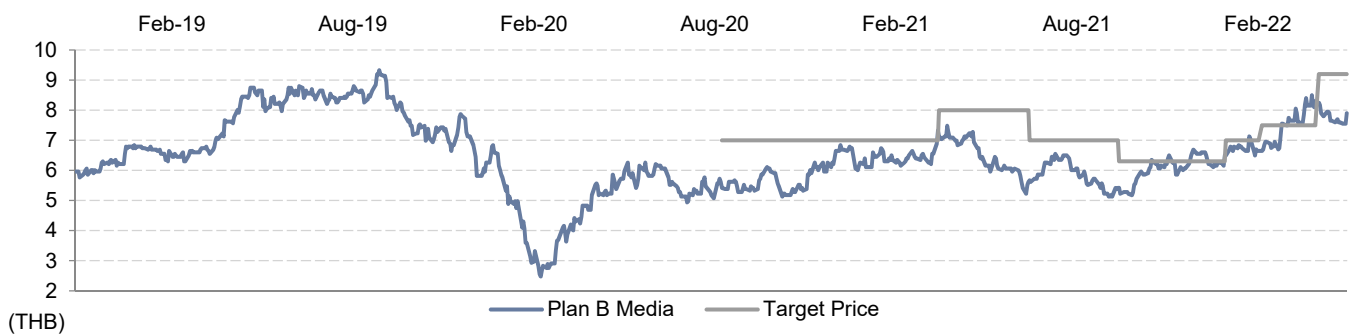
Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
10-Aug-2021	BUY	44.00	16-Sep-2021	BUY	48.00	25-Nov-2021	BUY	55.50

Naruedom Mujjalinkool started covering this stock from 10-Aug-2021

Price and TP are in local currency

Source: FSSIA estimates

Plan B Media (PLANB TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	7.00	04-Aug-2021	BUY	6.30	21-Jan-2022	BUY	9.20
02-Mar-2021	BUY	8.00	04-Nov-2021	BUY	7.00			
19-May-2021	BUY	7.00	03-Dec-2021	BUY	7.50			

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
VGI Pcl.	VGI TB	THB 5.40	BUY	The key downside risks to our SoTP-based TP are if the advertising expenditure recovery is slower than our expectation, and whether Rabbit Line Pay is successful or not.
Kerry Express (Thailand)	KEX TB	THB 23.20	REDUCE	The key upside risks to our DCF-based TP are 1) if the competition is lower than our expectation; and 2) if the Covid-19 situation is under control
Jay Mart	JMART TB	THB 50.50	BUY	Downside risks to our SOTP-based TP include 1) lower-than-expected mobile revenue; 2) lower cash collection from its fully amortised portfolio; and 3) the lower-than-expected acquisition of new bad debt.
Plan B Media	PLANB TB	THB 7.90	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 Finasia 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 Finasia Syrus Securities Public Company Limited, which is the parent company of FSSIA.

All share prices are as at market close on 17-Feb-2022 unless otherwise stated.

RECOMMENDATION STRUCTURE

Stock ratings

Stock ratings are based on absolute upside or downside, which we define as (target price* - current price) / 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.