

# PLAN B MEDIA

# PLANB TB

THAILAND / MEDIA

**BUY**

UNCHANGED

## Signs say now is the time to buy

- After almost half a year of waiting and watching, we believe now is the time to invest in OOH media.
- 1Q22 core earnings were slightly better than expected, up 141% y-y but down 10% q-q to THB89m.
- Maintain BUY with our new TP of THB8.80.

TARGET PRICE	THB8.80
CLOSE	THB7.05
UP/DOWNSIDE	+24.8%
PRIOR TP	THB9.20
CHANGE IN TP	-4.3%
TP vs CONSENSUS	-9.4%

### KEY STOCK DATA

YE Dec (THB m)	2021	2022E	2023E	2024E
Revenue	4,443	5,796	6,873	8,032
Net profit	53	681	967	1,444
EPS (THB)	0.01	0.16	0.23	0.34
vs Consensus (%)	-	(13.0)	(6.5)	17.2
EBITDA	2,477	2,329	2,508	2,910
Core net profit	(24)	681	967	1,444
Core EPS (THB)	(0.01)	0.16	0.23	0.34
Chg. In EPS est. (%)	nm	(4.5)	1.2	10.4
EPS growth (%)	nm	nm	42.0	49.4
Core P/E (x)	(1,127.4)	44.3	31.2	20.9
Dividend yield (%)	-	1.6	2.6	4.0
EV/EBITDA (x)	10.8	12.1	11.2	9.5
Price/book (x)	3.9	3.4	3.4	3.3
Net debt/Equity (%)	(13.8)	(24.3)	(27.3)	(29.4)
ROE (%)	(0.4)	8.6	10.9	15.9

### Time to resume investing in OOH media

Regarding our media sector investment strategy, in the previous quarter we recommended that investors be wary of the impact of the Omicron variant and avoid out-of-home (OOH) media since the end of 2021. With the number of daily infected cases continuing to decline and the number of people using mass transit increasing in Apr-22, we believe that now is the time to execute our strategy. PLANB's share price has declined by 8% since the beginning of the year, therefore, we believe this presents an opportunity to accumulate. In our view, PLANB's earnings in 1Q22 hit the bottom and we expect a gradual quarterly recovery throughout the year.

### Trimming 2022 earnings estimates

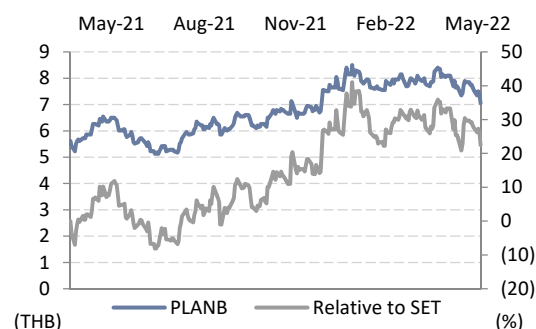
We now include AQUA's media (AQUA TB, NR) in our forecast. The company's OOH media capacity jumped to THB8,750m from THB8,000m. Therefore, we revise our revenue forecast for PLANB in 2022 up to THB5.8b from THB5.3b. However, we cut our 2022 GPM estimate down slightly in order to reflect the underperformance of AQUA's media. Management indicated that the company is still in the expanding phase. Therefore, we revise up our SG&A expense estimate, bringing our 2022E earnings for PLANB down by 2% to THB681m.

### 1Q22 results review: slightly better than expected

PLANB's core profit improved y-y but dropped q-q due to the low season and the Covid impact to THB89m (-10% q-q, +141% y-y), slightly better than our expectation. The company's revenue in 1Q22 hit THB1.2b (-1% q-q, +18% y-y) thanks to out-of-home (OOH) media that grew 31% y-y, in line with the improvement in OOH advertising expenditure (adex) after its utilisation rate improved to 52% vs 41% in 1Q21. The company's GPM was at 27.9%, better than our expectation thanks to cost management and the end of Master Ad (MACO TB, NR)'s minimum guarantee fee.

### Maintain BUY with a new TP of THB8.80

We revise down our TP for PLANB from THB9.20 to THB8.80 due to 1) the cut in our 2022 earnings estimate due to the concern that its slow growth performance may continue in 2Q22; and 2) the 2% EPS dilution after the private placement to AQUA. Our new TP is still pegged to 55x 2022E P/E (+1.5SD of its mean). We think the continuous decline in PLANB's share price presents an opportunity to accumulate. In our view, PLAN B's earnings bottomed out in 1Q22 and OOH activity is about to resume significantly.



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	(13.0)	(7.2)	21.2
Relative to country (%)	(8.0)	(0.5)	20.3
Mkt cap (USD m)	870		
3m avg. daily turnover (USD m)	4.5		
Free float (%)	48		
Major shareholder	Palin Lojanagosin (25%)		
12m high/low (THB)	8.65/4.89		
Issued shares (m)	3,882.57		

Sources: Bloomberg consensus; FSSIA estimates


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## Investment thesis

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

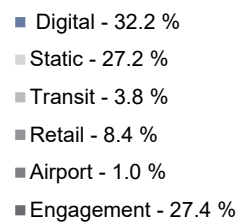
The company has a clear strategy for growth in the future. Its new media expansion, which includes 7-Eleven stores and smart bus shelters, received positive feedback from ad spenders. We expect the recovery of OOH media to be in line with the improving Covid situation in Thailand.

## Company profile

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

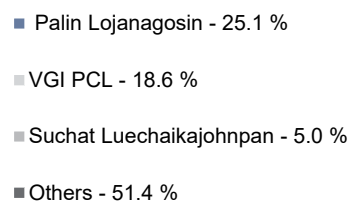
[www.planbmedia.co.th](http://www.planbmedia.co.th)

## Principal activities (revenue, 2021)



Source: Plan B Media

## Major shareholders



Source: Plan B Media

## Catalysts

Potential positive catalysts for PLANB's share price include 1) a strong out-of-home adex recovery; 2) the resumption of its engagement business activities; and 3) the synergy with AQUA's media

## Risks to our call

The key downside risks to our P/E multiple-based TP are 1) a slower-than-expected adex recovery; 2) further waves of Covid-19; and 3) the future billboard tax.

## Event calendar

Date	Event
Aug-22	2Q22 results announcement

## Key assumptions

Out-of-home media	2021	2022E	2023E	2024E
Total utilisation (%)	43	58	64	74
Revenue capacity (THB m)	7,485	8,750	8,750	8,838

Source: FSSIA estimates

## Earnings sensitivity

- For every 1% increase in out-of-home utilisation rate, we project 2022 earnings to rise by 1%, and vice versa, all else being equal;
- For every 1% increase in gross profit margin, we project 2022 earnings to rise by 4.8%, and vice versa, all else being equal.

Source: FSSIA estimates

## Exhibit 1: 1Q22 results review

	1Q21	4Q21	1Q22	Change		2022E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)
<b>Revenue</b>	<b>1,024</b>	<b>1,224</b>	<b>1,209</b>	<b>(1)</b>	<b>18</b>	<b>5,796</b>
Operating costs	(837)	(908)	(871)	(4)	4	(4,179)
<b>Gross profit</b>	<b>187</b>	<b>316</b>	<b>337</b>	<b>7</b>	<b>81</b>	<b>1,617</b>
SG&A expenses	(120)	(165)	(167)	1	39	(672)
<b>EBIT</b>	<b>67</b>	<b>151</b>	<b>170</b>	<b>13</b>	<b>156</b>	<b>945</b>
Depn & amort.	614	585	562	(4)	(9)	1,317
Other income	22	5	9	100	(59)	67
<b>EBITDA</b>	<b>703</b>	<b>740</b>	<b>741</b>	<b>0</b>	<b>5</b>	<b>2,329</b>
<i>EBITDA margin (%)</i>	68.6	60.5	61.3	<i>nm</i>	<i>nm</i>	40
Interest expense	(52)	(43)	(37)	(14)	14.6	(155)
Associates	(10)	(7)	(6)	<i>n.a.</i>	4.0	6
Extra items	0	52	15	<i>n.a.</i>	<i>n.a.</i>	0
<b>Pretax profit</b>	<b>27</b>	<b>156</b>	<b>152</b>	<b>(3)</b>	<b>453</b>	<b>863</b>
Tax	(13)	(17)	(51)	<i>n.a.</i>	289	(173)
<i>Tax rate (%)</i>	(48)	(11)	(34)	<i>nm</i>	<i>nm</i>	(20)
Minority interests	(23)	(12)	(4)	(67)	<i>n.a.</i>	10
<b>Net profit</b>	<b>37</b>	<b>151</b>	<b>104</b>	<b>(31)</b>	<b>181</b>	<b>681</b>
<b>Core net profit</b>	<b>37</b>	<b>100</b>	<b>89</b>	<b>(10)</b>	<b>141</b>	<b>681</b>
EPS (THB)	0.01	0.04	0.03	(31)	181	0.16
Core EPS (THB)	0.01	0.03	0.02	(10)	141	0.16

Sources: PLANB; FSSIA estimates

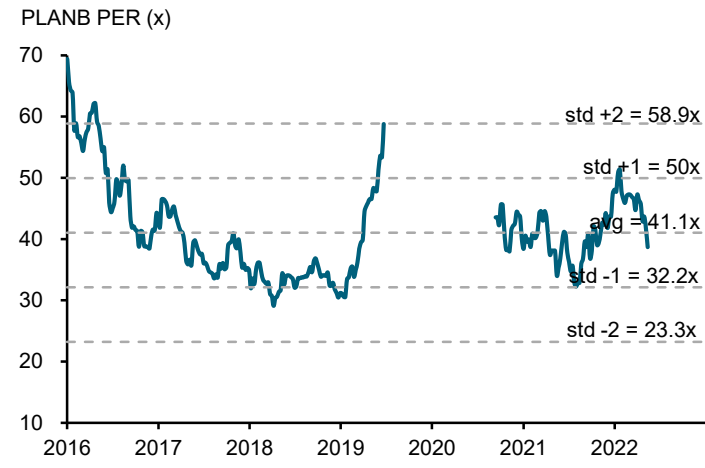
## Exhibit 2: Key assumption changes

	Current		Previous		Change	
	2022E	2023E	2022E	2023E	2022E	2023E
	(THB m)	(THB m)	(THB m)	(THB m)	(%)	(%)
Revenue capacity	8,750	8,750	7,560	7,635	16	15
Utilisation (%)	58	64	57	64	1	0
OOH	4,485	5,372	4,309	4,886	4	10
Engagement marketing	1,311	1,501	985	1,251	33	20
Revenue	5,796	6,873	5,294	6,137	9	12
Gross profit	1,617	2,096	1,583	2,025	2	4
EBIT	1,018	1,385	1,042	1,342	(2)	3
Net profit	681	967	698	936	(2)	3
Core profit	681	967	698	936	(2)	3
<b>Margin</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(ppt)</b>	<b>(ppt)</b>
GPM	27.9	30.5	29.9	33.0	(2.0)	(2.5)
NPM	11.7	14.1	13.2	15.3	(1.4)	(1.2)

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

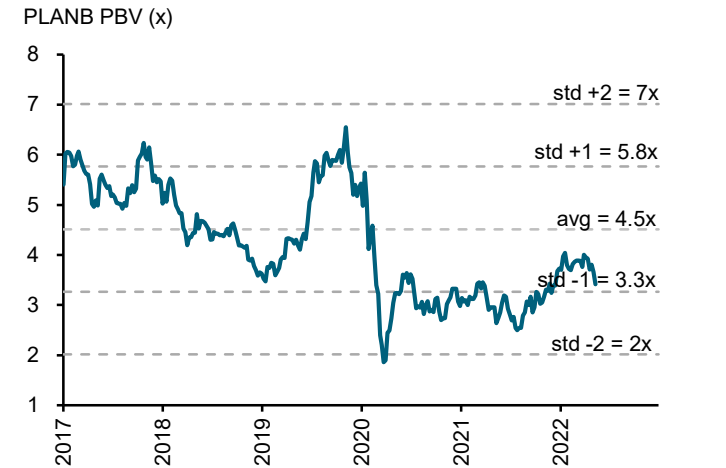
Source: FSSIA estimates

**Exhibit 3: Rolling one-year forward P/E band**



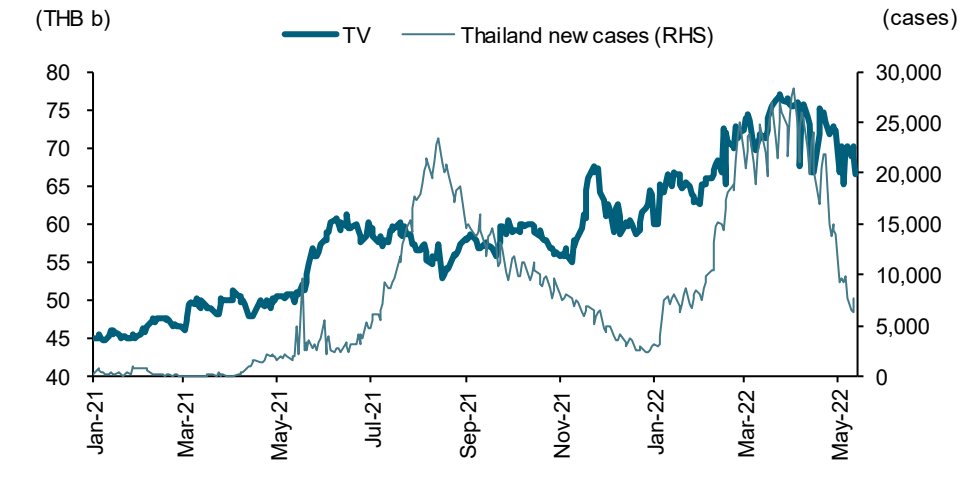
Sources: Bloomberg; FSSIA estimates

**Exhibit 4: Rolling one-year forward P/BV band**



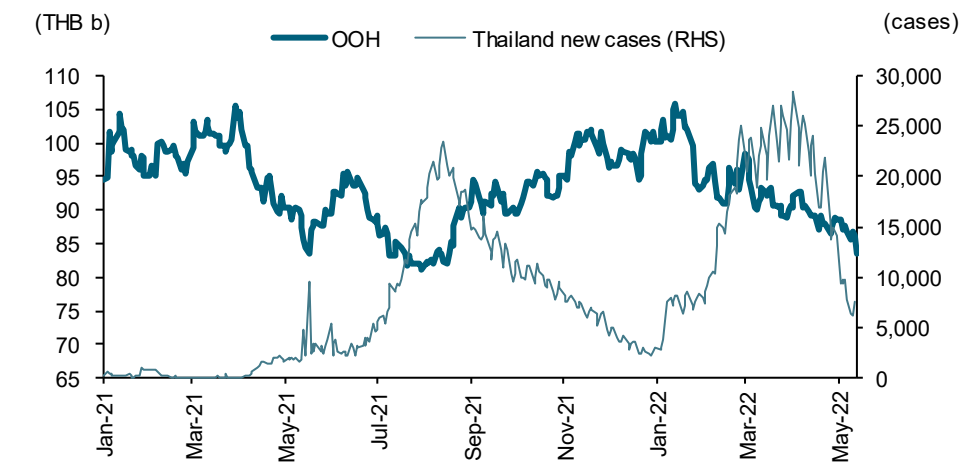
Sources: Bloomberg; FSSIA estimates

**Exhibit 5: TV market cap vs Covid cases**



Note: TV market cap includes BEC, ONEE, and WORK  
Sources: Bloomberg; Worldometers.info; FSSIA's compilation

**Exhibit 6: OOH market cap vs Covid cases**



Note: OOH market cap includes PLANB and VGI  
Sources: Bloomberg; Worldometers.info; FSSIA's compilation

## Financial Statements

### Plan B Media

Profit and Loss (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Revenue	3,724	4,443	5,796	6,873	8,032
Cost of goods sold	(789)	(1,459)	(2,862)	(3,647)	(4,288)
<b>Gross profit</b>	<b>2,935</b>	<b>2,984</b>	<b>2,934</b>	<b>3,226</b>	<b>3,744</b>
Other operating income	44	56	67	79	98
Operating costs	(573)	(563)	(672)	(797)	(932)
<b>Operating EBITDA</b>	<b>2,405</b>	<b>2,477</b>	<b>2,329</b>	<b>2,508</b>	<b>2,910</b>
Depreciation	(2,152)	(2,341)	(1,317)	(1,130)	(932)
Goodwill amortisation	0	0	0	0	0
<b>Operating EBIT</b>	<b>254</b>	<b>136</b>	<b>1,012</b>	<b>1,378</b>	<b>1,977</b>
Net financing costs	(90)	(189)	(155)	(139)	(118)
Associates	(11)	(28)	6	7	8
Recurring non-operating income	(11)	(28)	6	7	8
Non-recurring items	0	77	0	0	0
<b>Profit before tax</b>	<b>153</b>	<b>(4)</b>	<b>863</b>	<b>1,246</b>	<b>1,867</b>
Tax	(31)	(18)	(173)	(249)	(373)
<b>Profit after tax</b>	<b>122</b>	<b>(22)</b>	<b>691</b>	<b>997</b>	<b>1,494</b>
Minority interests	18	74	(10)	(30)	(50)
Preferred dividends	0	0	0	0	0
Other items	-	-	-	-	-
<b>Reported net profit</b>	<b>140</b>	<b>53</b>	<b>681</b>	<b>967</b>	<b>1,444</b>
<b>Non-recurring items &amp; goodwill (net)</b>	<b>0</b>	<b>(77)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Recurring net profit</b>	<b>140</b>	<b>(24)</b>	<b>681</b>	<b>967</b>	<b>1,444</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.04	(0.01)	0.16	0.23	0.34
Reported EPS	0.04	0.01	0.16	0.23	0.34
DPS	0.14	0.00	0.11	0.19	0.28
Diluted shares (used to calculate per share data)	3,883	3,883	4,279	4,279	4,279
<b>Growth</b>					
Revenue (%)	(23.4)	19.3	30.5	18.6	16.9
Operating EBITDA (%)	43.1	3.0	(6.0)	7.7	16.0
Operating EBIT (%)	(76.0)	(46.4)	645.2	36.2	43.5
Recurring EPS (%)	(81.1)	nm	nm	42.0	49.4
Reported EPS (%)	(81.1)	(62.4)	1,071.4	42.0	49.4
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	21.0	14.5	27.9	30.5	35.0
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	64.6	55.7	40.2	36.5	36.2
Operating EBIT margin (%)	6.8	3.1	17.5	20.0	24.6
Net margin (%)	3.8	(0.5)	11.7	14.1	18.0
Effective tax rate (%)	20.0	20.0	20.0	20.0	20.0
Dividend payout on recurring profit (%)	385.0	-	71.0	82.5	82.8
Interest cover (X)	2.7	0.6	6.6	10.0	16.8
Inventory days	5.8	1.9	2.1	3.1	2.9
Debtor days	146.4	115.0	104.8	114.7	115.6
Creditor days	395.4	326.1	172.2	112.1	106.1
Operating ROIC (%)	7.5	4.6	23.0	26.5	37.0
ROIC (%)	2.9	1.0	8.8	11.7	16.8
ROE (%)	2.4	(0.4)	8.6	10.9	15.9
ROA (%)	1.9	0.4	5.9	7.8	11.0
* Pre-exceptional, pre-goodwill and fully diluted					
<b>Revenue by Division (THB m)</b>					
Digital	1,638	1,429	2,087	2,573	3,034
Static	812	1,209	1,325	1,450	1,802
Transit	248	170	331	395	523
Retail	247	375	631	751	798

Sources: Plan B Media; FSSIA estimates

## Financial Statements

### Plan B Media

Cash Flow (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Recurring net profit	140	(24)	681	967	1,444
Depreciation	2,152	2,341	1,317	1,130	932
Associates & minorities	(13)	(47)	10	30	50
Other non-cash items	(496)	(386)	0	0	0
Change in working capital	663	(320)	(1,172)	(323)	(263)
<b>Cash flow from operations</b>	<b>2,446</b>	<b>1,564</b>	<b>835</b>	<b>1,803</b>	<b>2,163</b>
Capex - maintenance	(401)	(213)	(260)	(260)	(260)
Capex - new investment	(602)	(319)	(390)	(390)	(390)
Net acquisitions & disposals	26	11	0	0	0
Other investments (net)	(1,665)	(1,065)	0	0	0
<b>Cash flow from investing</b>	<b>(2,643)</b>	<b>(1,586)</b>	<b>(650)</b>	<b>(650)</b>	<b>(650)</b>
Dividends paid	(540)	0	(483)	(797)	(1,195)
Equity finance	0	1,581	1,531	0	0
Debt finance	(21)	963	(768)	(100)	(100)
Other financing cash flows	(965)	(1,174)	(37)	(35)	(33)
<b>Cash flow from financing</b>	<b>(1,525)</b>	<b>1,370</b>	<b>243</b>	<b>(932)</b>	<b>(1,328)</b>
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
<b>Net other adjustments</b>	<b>(12)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Movement in cash</b>	<b>(1,734)</b>	<b>1,348</b>	<b>428</b>	<b>221</b>	<b>185</b>
Free cash flow to firm (FCFF)	(106.85)	166.59	339.95	1,292.49	1,631.00
Free cash flow to equity (FCFE)	(1,194.45)	(232.92)	(618.95)	1,018.50	1,379.62

Per share (THB)	2020	2021	2022E	2023E	2024E
FCFF per share	(0.03)	0.04	0.09	0.33	0.42
FCFE per share	(0.31)	(0.06)	(0.16)	0.26	0.36
Recurring cash flow per share	0.46	0.49	0.47	0.50	0.57

Balance Sheet (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Tangible fixed assets (gross)	5,975	6,963	7,313	7,663	8,013
Less: Accumulated depreciation	(2,964)	(3,298)	(3,834)	(4,340)	(4,816)
<b>Tangible fixed assets (net)</b>	<b>3,011</b>	<b>3,665</b>	<b>3,479</b>	<b>3,323</b>	<b>3,197</b>
<b>Intangible fixed assets (net)</b>	<b>5,541</b>	<b>4,330</b>	<b>3,849</b>	<b>3,525</b>	<b>3,369</b>
Long-term financial assets	699	948	948	948	948
Invest. in associates & subsidiaries	156	153	153	153	153
Cash & equivalents	638	1,986	2,414	2,635	2,820
A/C receivable	1,428	1,371	1,958	2,361	2,725
Inventories	12	3	30	32	36
Other current assets	385	671	676	681	687
<b>Current assets</b>	<b>2,463</b>	<b>4,030</b>	<b>5,078</b>	<b>5,710</b>	<b>6,268</b>
Other assets	379	638	507	577	638
<b>Total assets</b>	<b>12,250</b>	<b>13,764</b>	<b>14,014</b>	<b>14,236</b>	<b>14,572</b>
Common equity	5,280	7,053	8,781	8,950	9,199
Minorities etc.	374	307	317	347	397
<b>Total shareholders' equity</b>	<b>5,655</b>	<b>7,360</b>	<b>9,098</b>	<b>9,297</b>	<b>9,596</b>
Long term debt	3	1	0	0	0
Other long-term liabilities	3,572	2,662	2,663	2,665	2,666
<b>Long-term liabilities</b>	<b>3,575</b>	<b>2,662</b>	<b>2,663</b>	<b>2,665</b>	<b>2,666</b>
A/C payable	971	1,636	1,063	1,178	1,316
Short term debt	2	967	200	100	0
Other current liabilities	2,048	1,138	989	996	994
<b>Current liabilities</b>	<b>3,021</b>	<b>3,742</b>	<b>2,253</b>	<b>2,274</b>	<b>2,310</b>
<b>Total liabilities and shareholders' equity</b>	<b>12,250</b>	<b>13,764</b>	<b>14,014</b>	<b>14,236</b>	<b>14,572</b>
Net working capital	(1,194)	(730)	611	900	1,138
Invested capital	8,593	9,004	9,547	9,427	9,442

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

Per share (THB)	2020	2021	2022E	2023E	2024E
Book value per share	1.36	1.82	2.05	2.09	2.15
Tangible book value per share	(0.07)	0.70	1.15	1.27	1.36
<b>Financial strength</b>					
Net debt/equity (%)	(11.2)	(13.8)	(24.3)	(27.3)	(29.4)
Net debt/total assets (%)	(5.2)	(7.4)	(15.8)	(17.8)	(19.4)
Current ratio (x)	0.8	1.1	2.3	2.5	2.7
CF interest cover (x)	(5.6)	1.5	(0.5)	11.1	16.0

Valuation	2020	2021	2022E	2023E	2024E
<b>Recurring P/E (x) *</b>	<b>195.2</b>	<b>(1,127.4)</b>	<b>44.3</b>	<b>31.2</b>	<b>20.9</b>
<b>Recurring P/E @ target price (x) *</b>	<b>243.6</b>	<b>(1,407.3)</b>	<b>55.3</b>	<b>39.0</b>	<b>26.1</b>
Reported P/E (x)	195.2	519.2	44.3	31.2	20.9
Dividend yield (%)	2.0	-	1.6	2.6	4.0
Price/book (x)	5.2	3.9	3.4	3.4	3.3
Price/tangible book (x)	(104.7)	10.1	6.1	5.6	5.2
EV/EBITDA (x) **	11.3	10.8	12.1	11.2	9.5
EV/EBITDA @ target price (x) **	14.1	13.5	15.4	14.1	12.1
EV/invested capital (x)	3.2	3.0	3.0	3.0	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	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	SEOIL	SE-ED	SELIC	SENA	SIRI	SIS	SITHAI	SMK	SMPC	SNC
SONIC	SORKON	SPALI	SPI	SPRC	SPVI	SSSC	SST	STA	SUSCO	SUTHA
SVI	SYMC	SYNTEC	TACC	TASCO	TCAP	TFMAMA	THANA	THANI	THCOM	THG
THIP	THRE	THREL	TIP	TIPCO	TISCO	TK	TKT	TTB	TMILL	TNDT
TNL	TOA	TOP	TPBI	TQM	TRC	TRC	TSC	TSR	TSTE	TSTH
TTCL	TTW	TU	TVD	TVI	TVO	TWPC	U	UAC	UBIS	UV
VGI	VIH	WACOAL	WAVE	WHA	WHAUP	WICE	WINNER	TRUE		

VERY GOOD LEVEL										
2S	ABM	ACE	ACG	ADB	AEC	AEONTS	AGE	AH	AHC	AIT
ALLA	AMANAHA	AMARIN	APCO	APCS	APURE	AQUA	ASAP	ASEFA	ASIA	ASIAN
ASIMAR	ASK	ASN	ATP30	AUCT	AWC	AYUD	B	BA	BAM	BBL
BFIT	BGC	BJC	BJCHI	BROOK	BTW	CBG	CEN	CGH	CHARAN	CHAYO
CHG	CHOTI	CHOW	CI	CIG	CMC	COLOR	COM7	CPL	CRC	CRD
CSC	CSP	CWT	DCC	DCON	DDD	DOD	DOHOME	EASON	EE	ERW
ESTAR	FE	FLOYD	FN	FORTH	FSS	FTE	FVC	GENCO	GJS	GL
GLAND	GLOBAL	GLOCON	GPI	GULF	GYT	HPT	HTC	ICN	IFS	ILM
IMH	INET	INSURE	IRC	IRCP	IT	ITD	ITEL	J	JAS	JCK
JCKH	JMART	JMT	KBS	KCAR	KGI	KIAT	KOOL	KTIS	KWC	KWM
L&E	LALIN	LDC	LHK	LOXLEY	LPH	LRH	LST	M	MACO	MAJOR
MBAX	MEGA	META	MFC	MGT	MILL	MITISB	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	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

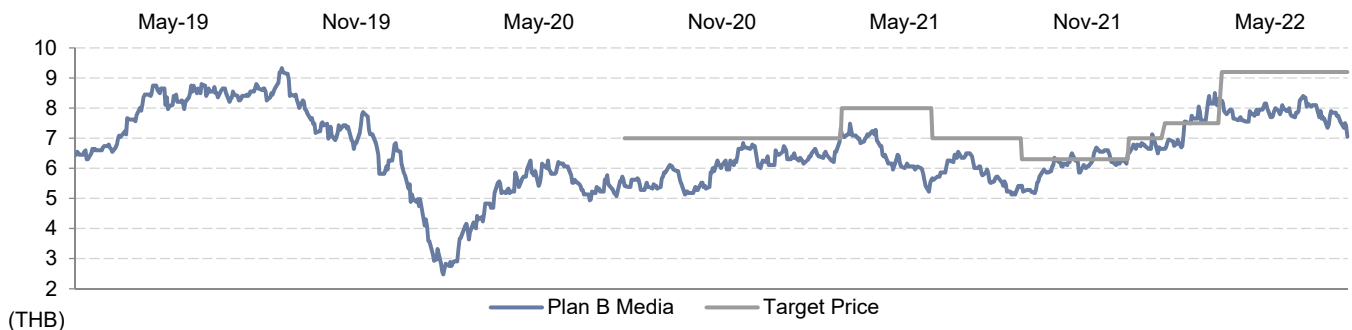
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#### History of change in investment rating and/or target price

##### 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
Plan B Media	PLANB TB	THB 7.05	BUY	The key downside risks to our P/E multiple-based TP are 1) a slower-than-expected adex recovery; 2) further waves of Covid-19; and 3) the future billboard tax.

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

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All share prices are as at market close on 12-May-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.