

**RS RS TB**  
 THAILAND / MEDIA

**HOLD**

FROM BUY

TARGET PRICE	THB16.30
CLOSE	THB15.20
UP/DOWNSIDE	+7.2%
PRIOR TP	THB20.00
CHANGE IN TP	-18.5%
TP vs CONSENSUS	-9.3%

## Facing a challenging outlook

- We have some concerns about the outlook for RS's commerce business due to high inflation and low consumer purchasing power.
- We cut our earnings estimate in 2022 from THB537m to THB308m.
- Downgrade to HOLD with a new 2023 TP of THB16.30.

### Expect a weak 2Q22 earnings result

We expect RS's commerce business revenue in 2Q22, including the revenue from U-Life, to total THB401m (-6% q-q, -29% y-y) due to the economic slowdown and weak purchasing power, while its entertainment business including TV, radio, music, and events should remain stable. We think RS's total revenue in 2Q22 could slip to THB826m (-2% q-q, -17% y-y). Operating costs should stabilise, while its share of profit from Chase could fall due to a one-time expense. As a result, we expect RS's earnings in 2Q22 to drop by 47% q-q and 45% y-y to THB29m.

### Commerce business could take a big hit

Due to rising inflation, the economic slowdown, and low purchasing power, we think RS's commerce business will take a big hit. Most of RS's products are aimed at health-conscious consumers, a segment with high elasticity in the face of an economic slowdown as shoppers shift their focus more towards acquiring daily necessities. We think this is the key reason why RS's commerce revenue appears to have slumped, despite the launch of new products in the quarter. Moreover, we have some concerns that this issue may continue into 3Q22.

### Earnings estimate cut

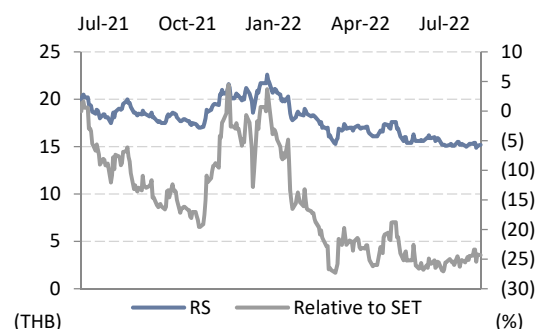
With the expectation of weak 2Q22 earnings due to weak purchasing power, which may continue into 3Q22, we revise down our 2022 earnings estimate by 43% to THB308m (+142% y-y). We cut our revenue assumption by 16% to THB3.9b (+10% y-y) mainly due to the potential for a slump in its commerce business. We also cut our 2022 share of profit estimate from Chase due to a one-time expense in 2Q22.

### Downgrade to HOLD with a new 2023 TP of THB16.30

RS faces a challenging outlook ahead and we think its earnings could remain weak until 3Q22. However, we also believe its performance should gradually improve in 4Q22 onward. Therefore, we roll over our SoTP valuation to 2023, deriving a new TP of THB16.30 pegged to 34x P/E (its mean P/E). We think the uncertain outlook could pressure RS's earnings as well as its share price for the next three months. However, the company still has a positive catalyst waiting in 1Q23, which is its target date for listing its subsidiary Chase on the SET.

### KEY STOCK DATA

YE Dec (THB m)	2021	2022E	2023E	2024E
Revenue	3,573	3,929	4,472	4,788
Net profit	127	308	460	668
EPS (THB)	0.13	0.32	0.47	0.69
vs Consensus (%)	-	(29.8)	(20.9)	(9.8)
EBITDA	680	993	1,129	1,281
Core net profit	127	308	460	668
Core EPS (THB)	0.13	0.32	0.47	0.69
Chg. In EPS est. (%)	-	(42.7)	(34.3)	(21.7)
EPS growth (%)	(75.9)	141.6	49.6	45.2
Core P/E (x)	116.1	48.0	32.1	22.1
Dividend yield (%)	2.3	0.6	1.6	2.3
EV/EBITDA (x)	24.6	17.5	15.1	12.9
Price/book (x)	6.9	6.3	5.7	5.1
Net debt/Equity (%)	90.1	109.4	85.6	58.4
ROE (%)	6.2	13.7	18.6	24.3



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	0.7	(9.0)	(26.2)
Relative to country (%)	1.6	(1.7)	(24.8)
Mkt cap (USD m)	397		
3m avg. daily turnover (USD m)	1.7		
Free float (%)	60		
Major shareholder	Surachi Chetchotisak (23%)		
12m high/low (THB)	22.70/14.70		
Issued shares (m)	972.50		

Sources: Bloomberg consensus; FSSIA estimates


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## Investment thesis

RS is an organisation that conducts business through “opportunity”, by focusing on market leadership, continual investment to sustain its commerce business, and expansions to its related businesses. We expect the contributions from its new businesses to increase significantly, strengthening the company’s total revenue.

With various sales channels via TV, online, retail, tele-sales, and direct sales, RS has an advantage in sales channels over its peers.

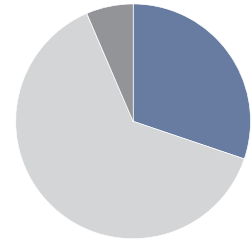
## Company profile

RS operates a commerce business that provides content and powerful entertainment and also sells products. This includes establishing a system to analyse customer data and a telemarketing system.

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

## Principal activities (revenue, 2021)

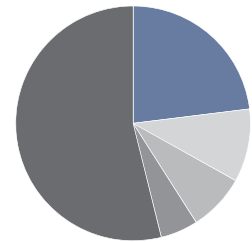
- Entertainment - 30.2 %
- Commerce - 63.4 %
- U-Life - 0.0 %
- Popcoin and others - 6.5 %



Source: RS

## Major shareholders

- Surachi Chetchotisak - 23.0 %
- Sorat Vanichvarakij - 10.1 %
- Thai NVDR - 7.9 %
- Bangkok Bank PCL - 5.2 %
- Others - 53.9 %



Source: RS

## Catalysts

- New product lines should be able to boost its commerce revenue as well as its bottom line;
- The new “entertainmentce” strategy may help the company’s revenue grow continuously;
- Unlocking the value of Chase via listing on the SET.

## Risks to our call

The key upside and downside risks to our SoTP-based TP are 1) if its new commerce products fail to attract consumer interest; and 2) the recovery in the Thai economy is faster or slower than our expectation.

## Event calendar

Date	Event
Aug-22	2Q22 results announcement

## Key assumptions

	2021	2022E	2023E	2024E
	(%)	(%)	(%)	(%)
Entertainment growth	(6)	6	10	4
Commerce growth	(5)	(11)	5	7

Source: FSSIA estimates

## Earnings sensitivity

- For every 1% increase in commerce revenue, we project 2022 earnings to rise by 1.6%, and vice versa, all else being equal;
- For every 1% increase in commerce profit margin, we project 2022 earnings to rise by 3.9%, and vice versa, all else being equal.

Source: FSSIA estimates

## Exhibit 1: Changes to key assumptions

	----- Current -----		----- Previous -----		----- Change -----	
	2022E (THB m)	2023E (THB m)	2022E (THB m)	2023E (THB m)	2022E (%)	2023E (%)
Revenue	3,929	4,472	4,690	5,107	(16.22)	(12.43)
Gross profit*	1,789	2,026	2,280	2,432	(21.55)	(16.69)
Operating profit	421	560	671	835	(37.20)	(32.89)
Share of profit	90	123	127	149	(28.94)	(17.35)
Financial expense	(125)	(106)	(125)	(106)	(0)	(0)
Net profit	308	460	537	703	(42.70)	(34.54)
<b>Margin</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(ppt)</b>	<b>(ppt)</b>
Gross profit margin*	48.61	47.62	46.52	46.99	(3.09)	(2.32)
Net profit margin	7.8	10.3	11.4	13.8	(3.62)	(3.48)

Note: Gross profit and gross profit margin include depreciation and amortization  
Source: FSSIA estimates

## Exhibit 2: 2Q22 results preview

	2Q21	1Q22	2Q22E	----- Change -----		1H21	1H22E	Change	2022E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	(THB m)
<b>Revenue</b>	<b>992</b>	<b>845</b>	<b>826</b>	<b>(2)</b>	<b>(17)</b>	<b>1,985</b>	<b>1,671</b>	<b>(16)</b>	<b>3,929</b>
Operating costs	(459)	(432)	(417)	(3)	(9)	(891)	(849)	(5)	(2,141)
<b>Gross profit</b>	<b>534</b>	<b>412</b>	<b>409</b>	<b>(1)</b>	<b>(23)</b>	<b>1,094</b>	<b>821</b>	<b>(25)</b>	<b>1,789</b>
SG&A expenses	(469)	(350)	(367)	5	(22)	(856)	(717)	(16)	(1,375)
Other income	2	3	4	48	114	4	6	44	8
<b>EBIT</b>	<b>67</b>	<b>65</b>	<b>46</b>	<b>(30)</b>	<b>(31)</b>	<b>242</b>	<b>111</b>	<b>(54)</b>	<b>421</b>
Depreciation & amortisation	150	158	159	1	6	244	284	16	572
<b>EBITDA</b>	<b>217</b>	<b>223</b>	<b>205</b>	<b>(8)</b>	<b>(6)</b>	<b>486</b>	<b>395</b>	<b>(19)</b>	<b>993</b>
<i>EBITDA margin (%)</i>	21.8	26.4	24.8	<i>nm.</i>	<i>nm.</i>	24.5	23.6	<i>nm.</i>	25.3
Interest expense	(16)	(16)	(16)	0	3	(27)	(33)	21	(125)
Associates	10	24	13	(46)	24	20	37	86	90
<b>Pretax profit</b>	<b>61</b>	<b>73</b>	<b>42</b>	<b>(42)</b>	<b>(31)</b>	<b>235</b>	<b>115</b>	<b>(51)</b>	<b>387</b>
Tax	(8)	(14)	(8)	(40)	12	(41)	(23)	(45)	(77)
<i>Tax rate (%)</i>	(12.4)	(19.4)	(20.0)	<i>nm.</i>	<i>nm.</i>	(17.5)	(19.6)	<i>nm.</i>	(20)
<b>Net profit</b>	<b>54</b>	<b>55</b>	<b>29</b>	<b>(47)</b>	<b>(45)</b>	<b>194</b>	<b>84</b>	<b>(57)</b>	<b>308</b>
<b>Core net profit</b>	<b>54</b>	<b>55</b>	<b>29</b>	<b>(47)</b>	<b>(45)</b>	<b>194</b>	<b>84</b>	<b>(57)</b>	<b>308</b>
EPS (THB)	0.06	0.06	0.03	(47)	(45)	0.20	0.09	(57)	0.32
Core EPS (THB)	0.06	0.06	0.03	(47)	(45)	0.20	0.09	(57)	0.32

Sources: RS; FSSIA estimates

## Exhibit 3: RS's core business DCF valuation

	2023E	2024E	2025E	2026E	2027E	2028E
(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)
EBITDA	1,129	1,281	1,342	1,406	1,469	1,512
(less) tax on EBIT	(116)	(168)	(139)	(155)	(171)	(184)
(less) capex & investments	(430)	(430)	(430)	(430)	(430)	(510)
decrease in working cap	(14)	8	(6)	3	3	(2)
Free Cash Flow	570	692	766	824	870	817
WACC (%) (from 7.5)	7.7					
Terminal growth (%) (unchanged)	2					
PV of FCF	570	642	660	660	647	563
Enterprise value	14,589					
Debt-cash (2023E)	(2,214)					
Minority interest (2023E)	(5)					
Equity value	11,588					
No. of shares (m)	972					
<b>Equity value / share (THB)</b>	<b>11.92</b>					

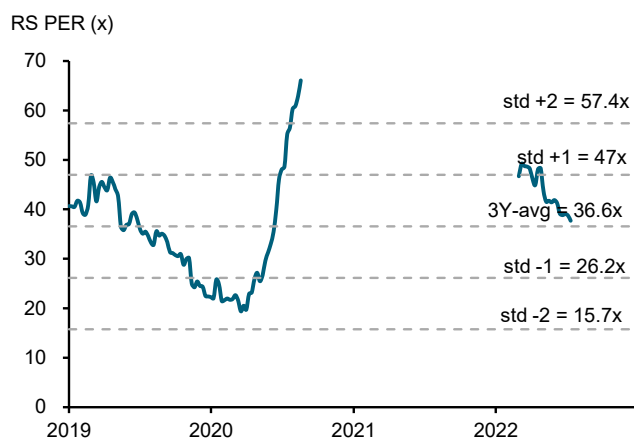
Sources: RS; FSSIA estimates

## Exhibit 4: SoTP valuation

	(%)	(THB m)	(THB/share)
Discount rate (WACC)	7.7		
Terminal growth	2.0		
NPV		3,741	
Add: terminal value		10,063	
Sum of PV		13,805	
Add: cash (2023E)		36	
Less: debt (2023E)		(2,250)	
Less: minorities (2023E)		(5)	
Residual ordinary equity		15,036	11.92
Add: 35% in Chase (30x P/E) FY23		4,295	4.42
No. of shares (m)		972	
<b>SoTP target price</b>			<b>16.30</b>

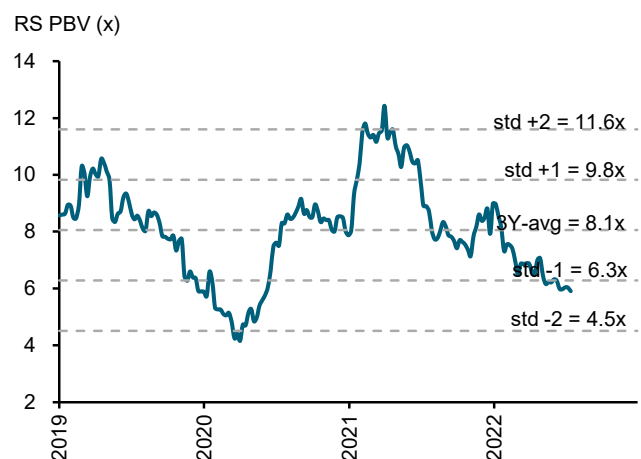
Sources: RS; FSSIA estimates

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



Sources: Bloomberg; FSSIA estimates

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



Sources: Bloomberg; FSSIA estimates

## Financial Statements

RS

Profit and Loss (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Revenue	3,774	3,573	3,929	4,472	4,788
Cost of goods sold	(1,235)	(1,231)	(1,569)	(1,877)	(2,037)
<b>Gross profit</b>	<b>2,540</b>	<b>2,342</b>	<b>2,360</b>	<b>2,595</b>	<b>2,751</b>
Other operating income	17	17	13	15	15
Operating costs	(1,321)	(1,678)	(1,380)	(1,481)	(1,485)
<b>Operating EBITDA</b>	<b>1,236</b>	<b>680</b>	<b>993</b>	<b>1,129</b>	<b>1,281</b>
Depreciation	(534)	(573)	(572)	(569)	(564)
Goodwill amortisation	0	0	0	0	0
<b>Operating EBIT</b>	<b>702</b>	<b>107</b>	<b>421</b>	<b>560</b>	<b>716</b>
Net financing costs	(36)	(59)	(125)	(106)	(96)
Associates	0	83	90	123	218
Recurring non-operating income	0	83	90	123	218
Non-recurring items	0	0	0	0	0
<b>Profit before tax</b>	<b>666</b>	<b>131</b>	<b>387</b>	<b>578</b>	<b>838</b>
Tax	(137)	(6)	(77)	(116)	(168)
<b>Profit after tax</b>	<b>528</b>	<b>125</b>	<b>310</b>	<b>462</b>	<b>670</b>
Minority interests	0	2	(2)	(2)	(2)
Preferred dividends	0	0	0	0	-
Other items	-	-	-	-	-
<b>Reported net profit</b>	<b>528</b>	<b>127</b>	<b>308</b>	<b>460</b>	<b>668</b>
<b>Non-recurring items &amp; goodwill (net)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Recurring net profit</b>	<b>528</b>	<b>127</b>	<b>308</b>	<b>460</b>	<b>668</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.54	0.13	0.32	0.47	0.69
Reported EPS	0.54	0.13	0.32	0.47	0.69
DPS	0.10	0.35	0.09	0.24	0.34
Diluted shares (used to calculate per share data)	972	972	972	972	972
<b>Growth</b>					
Revenue (%)	4.5	(5.3)	10.0	13.8	7.1
Operating EBITDA (%)	16.0	(45.0)	46.1	13.7	13.4
Operating EBIT (%)	41.3	(84.7)	293.5	33.0	27.8
Recurring EPS (%)	45.4	(75.9)	141.6	49.6	45.2
Reported EPS (%)	45.4	(75.9)	141.6	49.6	45.2
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	53.1	49.5	45.5	45.3	45.7
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	32.7	19.0	25.3	25.2	26.7
Operating EBIT margin (%)	18.6	3.0	10.7	12.5	15.0
Net margin (%)	14.0	3.6	7.8	10.3	14.0
Effective tax rate (%)	20.0	20.0	20.0	20.0	120.0
Dividend payout on recurring profit (%)	18.4	267.3	30.0	50.0	50.0
Interest cover (X)	19.4	3.2	4.1	6.5	9.7
Inventory days	72.1	83.8	76.0	66.6	68.8
Debtor days	60.7	64.6	52.7	50.2	51.3
Creditor days	246.5	281.4	211.8	195.5	198.2
Operating ROIC (%)	111.5	20.0	69.2	86.2	(28.7)
ROIC (%)	20.5	3.9	8.2	10.2	(3.6)
ROE (%)	28.4	6.2	13.7	18.6	24.3
ROA (%)	14.1	3.3	6.6	8.3	9.8
* Pre-exceptional, pre-goodwill and fully diluted					
<b>Revenue by Division (THB m)</b>					
Entertainment	1,004	1,079	1,025	1,076	1,108
Commerce	2,382	2,263	2,014	2,115	2,263
U-Life	0	0	530	700	800
Popcoin and others	388	231	360	581	616

Sources: RS; FSSIA estimates

## Financial Statements

RS

Cash Flow (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Recurring net profit	528	127	308	460	668
Depreciation	534	573	572	569	564
Associates & minorities	0	(85)	2	2	2
Other non-cash items	127	127	0	0	0
Change in working capital	(140)	57	30	(8)	37
<b>Cash flow from operations</b>	<b>1,050</b>	<b>799</b>	<b>911</b>	<b>1,023</b>	<b>1,272</b>
Capex - maintenance	(321)	(408)	(200)	(172)	(172)
Capex - new investment	(482)	(612)	(300)	(258)	(258)
Net acquisitions & disposals	0	0	0	0	0
Other investments (net)	7	(981)	(878)	0	0
<b>Cash flow from investing</b>	<b>(797)</b>	<b>(2,000)</b>	<b>(1,378)</b>	<b>(430)</b>	<b>(430)</b>
Dividends paid	(96)	0	(92)	(230)	(334)
Equity finance	0	0	0	0	0
Debt finance	10	1,288	583	(400)	(200)
Other financing cash flows	(296)	(146)	(92)	0	0
<b>Cash flow from financing</b>	<b>(381)</b>	<b>1,142</b>	<b>399</b>	<b>(630)</b>	<b>(534)</b>
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
<b>Net other adjustments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Movement in cash</b>	<b>(128)</b>	<b>(59)</b>	<b>(68)</b>	<b>(37)</b>	<b>308</b>
Free cash flow to firm (FCFF)	289.34	(1,141.79)	(342.06)	698.38	938.08
Free cash flow to equity (FCFE)	(32.41)	(58.85)	24.40	192.63	641.73

### Per share (THB)

FCFF per share	0.30	(1.17)	(0.35)	0.72	0.96
FCFE per share	(0.03)	(0.06)	0.03	0.20	0.66
Recurring cash flow per share	1.22	0.76	0.91	1.06	1.27

Balance Sheet (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Tangible fixed assets (gross)	1,479	1,517	1,667	1,747	1,827
Less: Accumulated depreciation	(837)	(950)	(1,038)	(1,121)	(1,198)
<b>Tangible fixed assets (net)</b>	<b>642</b>	<b>567</b>	<b>629</b>	<b>626</b>	<b>629</b>
<b>Intangible fixed assets (net)</b>	<b>2,384</b>	<b>2,753</b>	<b>2,618</b>	<b>2,482</b>	<b>2,346</b>
Long-term financial assets	0	0	0	0	0
Invest. in associates & subsidiaries	4	1,063	1,941	1,941	1,941
Cash & equivalents	200	141	73	36	344
A/C receivable	711	553	581	649	695
Inventories	229	337	317	369	399
Other current assets	33	60	61	61	62
<b>Current assets</b>	<b>1,174</b>	<b>1,091</b>	<b>1,032</b>	<b>1,115</b>	<b>1,500</b>
Other assets	313	329	356	391	373
<b>Total assets</b>	<b>4,516</b>	<b>5,803</b>	<b>6,577</b>	<b>6,556</b>	<b>6,788</b>
Common equity	2,002	2,138	2,353	2,583	2,917
Minorities etc.	2	1	3	5	7
<b>Total shareholders' equity</b>	<b>2,004</b>	<b>2,138</b>	<b>2,356</b>	<b>2,588</b>	<b>2,924</b>
Long term debt	156	952	1,550	1,450	1,350
Other long-term liabilities	543	515	525	512	531
<b>Long-term liabilities</b>	<b>699</b>	<b>1,467</b>	<b>2,075</b>	<b>1,962</b>	<b>1,881</b>
A/C payable	1,016	882	938	1,072	1,140
Short term debt	620	1,115	1,100	800	700
Other current liabilities	178	201	109	134	144
<b>Current liabilities</b>	<b>1,814</b>	<b>2,198</b>	<b>2,147</b>	<b>2,006</b>	<b>1,984</b>
<b>Total liabilities and shareholders' equity</b>	<b>4,516</b>	<b>5,803</b>	<b>6,577</b>	<b>6,556</b>	<b>6,788</b>
Net working capital	(220)	(133)	(88)	(127)	(128)
Invested capital	3,123	4,579	5,457	5,314	5,161

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

### Per share (THB)

Book value per share	2.06	2.20	2.42	2.66	3.00
Tangible book value per share	(0.39)	(0.63)	(0.27)	0.10	0.59

### Financial strength

Net debt/equity (%)	28.7	90.1	109.4	85.6	58.4
Net debt/total assets (%)	12.8	33.2	39.2	33.8	25.1
Current ratio (x)	0.6	0.5	0.5	0.6	0.8
CF interest cover (x)	13.5	10.4	3.6	5.3	10.3

Valuation	2020	2021	2022E	2023E	2024E
<b>Recurring P/E (x) *</b>	<b>28.0</b>	<b>116.1</b>	<b>48.0</b>	<b>32.1</b>	<b>22.1</b>
<b>Recurring P/E @ target price (x) *</b>	<b>30.0</b>	<b>124.5</b>	<b>51.5</b>	<b>34.4</b>	<b>23.7</b>
Reported P/E (x)	28.0	116.1	48.0	32.1	22.1
Dividend yield (%)	0.7	2.3	0.6	1.6	2.3
Price/book (x)	7.4	6.9	6.3	5.7	5.1
Price/tangible book (x)	(38.7)	(24.0)	(55.7)	146.6	25.9
EV/EBITDA (x) **	12.4	24.6	17.5	15.1	12.9
EV/EBITDA @ target price (x) **	13.3	26.1	18.6	16.0	13.7
EV/invested capital (x)	4.9	3.6	3.2	3.2	3.2

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

Sources: RS; FSSIA estimates

## Corporate Governance report of Thai listed companies 2021

EXCELLENT LEVEL – Score range 90-100										
AAV	BCPG	CPALL	GCAP	K	MSC	PLANET	SAMART	SPI	THRE	TVD
ADVANC	BDMS	CPF	GFPT	KBANK	MST	PLAT	SAMTEL	SPRC	THREL	TVI
AF	BEM	CPI	GGC	KCE	MTC	PORT	SAT	SPVI	TIPCO	TVO
AH	BGC	CPN	GLAND	KKP	MVP	PPS	SC	SSSC	TISCO	TWPC
AIRA	BGRIM	CRC	GLOBAL	KSL	NCL	PR9	SCB	SST	TK	U
AKP	BIZ	CSS	GPI	KTB	NEP	PREB	SCC	STA	TKT	UAC
AKR	BKI	DDD	GPSC	KTC	NER	PRG	SCCC	STEC	TMT	UBIS
ALT	BOL	DELTA	GRAMMY	LALIN	NKI	PRM	SCG	STI	TNDT	UV
AMA	BPP	DEMCO	GULF	LANNA	NOBLE	PROUD	SCGP	SUN	TNITY	VGI
AMATA	BRR	DRT	GUNKUL	LH	NSI	DRSH	SCM	SUSCO	TOA	VIH
AMATAV	BTS	DTAC	HANA	LHFG	NVD	PSL	SDC	SUTHA	TOP	WACOAL
ANAN	BTW	DUSIT	HARN	LIT	NWR	PTG	SEAFECO	SVI	TPBI	WAVE
AOT	BWG	EA	HMPRO	LPN	NYT	PTT	SEAOIL	SYMC	TQM	WHA
AP	CENTEL	EASTW	ICC	MACO	OISHI	PTTEP	SE-ED	SYNTEC	TRC	WHAUP
ARIP	CFRESH	ECF	ICHI	MAJOR	OR	PTTGC	SELIC	TACC	TRU	WICE
ARROW	CHEWA	ECL	III	MAKRO	ORI	PYLON	SENA	TASCO	TRUE	WINNER
ASP	CHO	EE	ILINK	MALEE	OSP	Q-CON	SHR	TCAP	TSC	ZEN
AUCT	CIMBT	EGCO	ILM	MBK	OTO	QH	SIRI	TEAMG	TSR	
AWC	CK	EPG	INTUCH	MC	PAP	QTC	SIS	TFMAMA	TSTE	
AYUD	CKP	ETC	IP	MCOT	PCSGH	RATCH	SITHAI	TGH	TSTH	
BAFS	CM	FPI	IRPC	METCO	PDG	RS	SMK	THANA	TTA	
BANPU	CNT	FPT	ITEL	MFEC	PDJ	S	SMPC	THANI	TTB	
BAY	COM7	FSMART	IVL	MINT	PG	S & J	SNC	THCOM	TTCL	
BBL	COMAN	GBX	JSP	MONO	PHOL	SAAM	SONIC	THG	TTW	
BCP	COTTO	GC	JWD	MOONG	PLANB	SABINA	SPALI	THIP	TU	
VERY GOOD LEVEL – Score range 80-89										
2S	ASIMAR	CHOW	FLOYD	IT	LOXLEY	OCC	RPC	SKY	TCC	TVT
7UP	ASK	CI	FN	ITD	LRH	OGC	RT	SLP	TCMC	TWP
ABICO	ASN	CIG	FNS	J	LST	PATO	RWI	SMIT	TEAM	UEC
ABM	ATP30	CMC	FORTH	JAS	M	PB	S11	SMT	TFG	UMI
ACE	B	COLOR	FSS	JCK	MATCH	PICO	SA	SNP	TFI	UOBKH
ACG	BA	CPL	FTE	JCKH	MBAX	PIMO	SAK	SO	TIGER	UP
ADB	BAM	CPW	FVC	JMART	MEGA	PJW	SALEE	SORKON	TITLE	UPF
AEONTS	BC	CRD	GEL	JMT	META	PL	SAMCO	SPA	TKN	UPOIC
AGE	BCH	CSC	GENCO	KBS	MFC	PM	SANKO	SPC	TKS	UTP
AHC	BEC	CSP	GJS	KCAR	MGT	PMTA	SAPPE	SPCG	TM	VCOM
AIT	BEYOND	CWT	GYT	KEX	MICRO	PPP	SAWAD	SR	TMC	VL
ALL	BFIT	DCC	HEMP	KGI	MILL	PPPM	SCI	SRICHA	TMD	VPO
ALLA	BJC	DCON	HPT	KIAT	MTSIB	PRIME	SCN	SSC	TMI	VRANDA
ALUCON	BJCHI	DHOUSE	HTC	KISS	MK	PRIN	SCP	SSF	TMILL	WGE
AMANAH	BLA	DOD	HYDRO	KOOL	MODERN	PRINC	SE	STANLY	TNL	WIK
AMARIN	BR	DOHOME	ICN	KTIS	MTI	PSG	SFLEX	STGT	TNP	WP
APCO	BROOK	DV8	IFS	KUMWEL	NBC	PSTC	SFP	STOWER	TOG	XO
APCS	CBG	EASON	IMH	KUN	NCAP	PT	SFT	STPI	TPA	XPG
APURE	CEN	EFORL	IND	KWC	NCH	QLT	SGF	SUC	TPAC	YUASA
AQUA	CGH	ERW	INET	KWM	NETBAY	RBF	SIAM	SWC	TPCS	
ASAP	CHARAN	ESSO	INSET	L&E	NEX	RCL	SINGER	SYNEX	TPS	
ASEFA	CHAYO	ESTAR	INSURE	LDC	NINE	RICHY	SKE	TAE	TRITN	
ASIA	CHG	ETE	IRC	LEO	NRF	RML	SKN	TAKUNI	TRT	
ASIAN	CHOTI	FE	IRCP	LHK	NTV	ROJNA	SKR	TBSP	TSE	
GOOD LEVEL – Score range 70-79										
A	BGT	CITY	GIFT	JTS	MDX	PK	SGP	SUPER	TQR	YGG
AI	BH	CMAN	GLOCON	JUBILE	MJD	PLE	SICT	SVOA	TTI	ZIGA
AIE	BIG	CMO	GREEN	KASET	MORE	PPM	SIMAT	TC	TYCN	
AJ	BLAND	CMR	GSC	KCM	MUD	PRAKIT	SISB	TCCC	UKEM	
ALPHAX	BM	CPT	GTB	KK	NC	PRAPAT	SK	THMUI	UMS	
AMC	BROCK	CRANE	HTECH	KKC	NDR	PRECHA	SMART	TNH	UNIQ	
APP	BSBM	CSR	HUMAN	KWI	NFC	PTL	SOLAR	TNR	UPA	
AQ	BSM	D	IHL	KYE	NNCL	RJH	SPACK	TOPP	UREKA	
ARIN	BTNC	EKH	IIG	LEE	NOVA	RP	SPG	TPCH	VIBHA	
AS	BYD	EMC	INGRS	LPH	NPK	RPH	SQ	TPIPL	W	
AU	CAZ	EP	INOX	MATI	NUSA	RSP	SSP	TIPIP	WIN	
B52	CCP	F&D	JAK	M-CHAI	PAF	SABUY	STARK	TPLAS	WORK	
BEAUTY	CGD	FMT	JR	MCS	PF	SF	STC	TPOLY	WPH	

**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

Sources: Thai Institute of Directors Association (IOD); FSSIA's compilation; data as of 26 October 2021



## Anti-corruption Progress Indicator

CERTIFIED										
2S	BCH	CPALL	GC	K	MFC	PE	QLT	SNP	THCOM	TU
7UP	BCP	CPF	GCAP	KASET	MFEC	PG	QTC	SORKON	THIP	TVD
ADVANC	BCPG	CPI	GEL	KBANK	MILL	PHOL	RATCH	SPACK	THRE	TVI
AF	BE8	CPN	GFPT	KBS	MINT	PK	RML	SPALI	THREL	TVO
AI	BEYOND	CSC	GGC	KCAR	MONO	PL	RWI	SPC	TIDLOR	TWPC
AIE	BGC	DCC	GJS	KCE	MOONG	PLANB	S & J	SPI	TIPCO	U
AIRA	BGRIM	DELTA	GPI	KGI	MSC	PLANET	SAAM	SPRC	TISCO	UBE
AKP	BJCHI	DEMCO	GPSC	KKP	MST	PLAT	SABINA	SRICHA	TKS	UBIS
ALPHAX	BKI	DIMET	GSTEEL	KSL	MTC	PM	SAPPE	SSF	TKT	UEC
AMA	BLA	DRT	GUNKUL	KTB	MTI	PPP	SAT	SSP	TMD	UKEM
AMANAHA	BPP	DTAC	HANA	KTC	NBC	PPPM	SC	SSSC	TMILL	UOBKH
AMATA	BROOK	DUSIT	HARN	KWC	NEP	PPS	SCB	SST	TMT	UPF
AMATAV	BRR	EA	HEMP	KWI	NINE	PR9	SCC	STA	TNITY	UV
AP	BSBM	EASTW	HENG	L&E	NKI	PREB	SCCC	STOWER	TNL	VGI
APCS	BTS	ECL	HMPRO	LANNA	NMG	PRG	SCG	SUSCO	TNP	VIH
AQUA	BWG	EGCO	HTC	LH	NNCL	PRINC	SCN	SVI	TNR	WACOAL
ARROW	CEN	EP	ICC	LHFG	NOBLE	PRM	SEAOIL	SYMC	TOG	WHA
AS	CENTEL	EPG	ICHI	LHK	NOK	PROS	SE-ED	SYNTEC	TOP	WHAUP
ASIAN	CFRESH	ERW	IFEC	LPN	NSI	PSH	SELIC	TAE	TOPP	WICE
ASK	CGH	ESTAR	IFS	LRH	NWR	PSL	SENA	TAKUNI	TPA	WIJK
ASP	CHEWA	ETE	ILINK	M	OCC	PSTC	SGP	TASCO	TPP	XO
AWC	CHOTI	FE	INET	MAKRO	OGC	PT	SINGER	TBSP	TRU	ZEN
AYUD	CHOW	FNS	INSURE	MALEE	ORI	PTG	SIRI	TCAP	TRUE	
B	CIG	FPI	INTUCH	MATCH	PAP	PTT	SITHAI	TCMC	TSC	
BAFS	CIMBT	FPT	IRC	MBAX	PATO	PTTEP	SKR	TFG	TSTE	
BAM	CM	FSMART	IRPC	MBK	PB	PTTGC	SMIT	TFI	TSTH	
BANPU	CMC	FSS	ITEL	MC	PCSGH	PYLON	SMK	TFMAMA	TTA	
BAY	COM7	FTE	IVL	MCOT	PDG	Q-CON	SMPC	TGH	TTB	
BBL	COTTO	GBX	JKN	META	PDJ	QH	SNC	THANI	TTCL	
DECLARED										
AJ	CHG	DDD	ETC	JR	MAJOR	NUSA	RS	SSS	TQM	YUASA
ALT	CPL	DHOUSE	FLOYD	JTS	NCAP	NYT	SAK	STECH	TSI	ZIGA
APCO	CPR	DOHOME	GULF	KEX	NCL	OR	SCGP	STGT	VARO	
B52	CPW	ECF	III	KUMWEL	NOVA	PIMO	SCM	TKN	VCOM	
BEC	CRC	EKH	INOX	LDC	NRF	PLE	SIS	TMI	VIBHA	

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 26 October 2021) are categorised into: 1) companies that have declared their intention to join CAC, and; 2) companies certified by CAC.

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



## GENERAL DISCLAIMER

### ANALYST(S) CERTIFICATION

Naruedom Mujjalinkool FSS International Investment Advisory Securities Co., Ltd

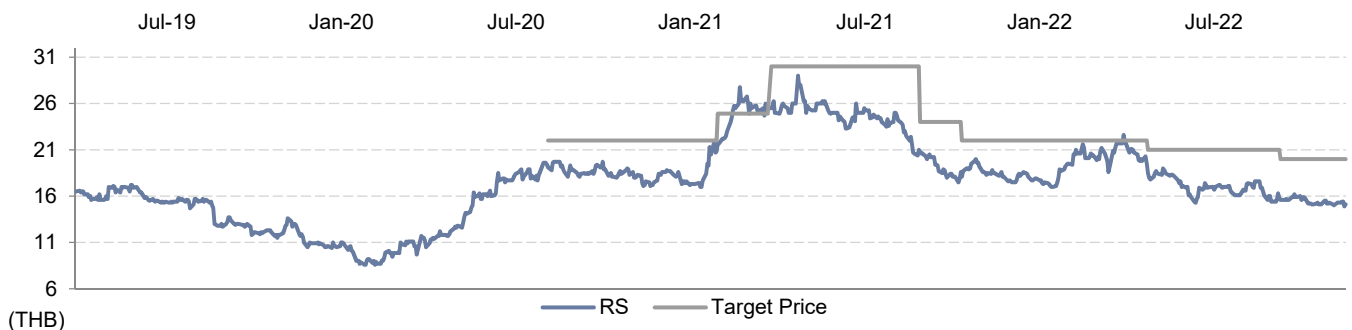
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### History of change in investment rating and/or target price

#### RS (RS TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	22.00	13-Jul-2021	BUY	24.00	10-Feb-2022	BUY	21.00
20-Jan-2021	BUY	24.90	18-Aug-2021	BUY	22.00	19-May-2022	BUY	20.00
05-Mar-2021	BUY	30.00	25-Jan-2022	HOLD	21.00			

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
RS	RS TB	THB 15.20	HOLD	The key upside and downside risks to our SoTP-based TP are 1) if its new commerce products fail to attract consumer interest; and 2) the recovery in the Thai economy is faster or slower than our expectation.

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 18-Jul-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.