

## กระแสการฟื้นตัวอาจต่ำกว่าคาด

- แม้จะมีการคาดการณ์กันว่ากำไรของ RS ใน 3Q22 จะฟื้นตัวจากจุดต่ำสุดใน 2Q22 เรามีความกังวลเกี่ยวกับกระแสการฟื้นตัวดังกล่าว
- เราคาดว่ากำไร 3Q22 ของ RS จะฟื้นตัวมาอยู่ที่ 53 ลบ. เทียบกับ 13 ลบ. ใน 2Q22
- คงแนะนำ REDUCE ที่ราคาเป้าหมายเดิมที่ 13.3 บาท

## รายได้อยู่ในเกณฑ์สำหรับการฟื้นตัวใน 3Q

ธุรกิจการค้าของ RS น่าจะฟื้นตัวเล็กน้อยจากจุดต่ำสุดใน 2Q22 จากการรับรู้ธุรกิจ ULife เต็มไตรมาส ใน 3Q22 เราคาดว่ารายได้จากธุรกิจการค้าจะโตมาอยู่ที่ 455 ลบ. (+14% q-q) แม้ว่ารายได้ค่าโฆษณาจะชะลอตัวจากค่าใช้จ่ายโฆษณา (adex) ที่อ่อนแอ ธุรกิจโทรทัศน์น่าจะโตเล็กน้อยจากการขายลิขสิทธิ์ที่ปรับตัวดีขึ้นจาก 80 ลบ. เป็นกว่า 100 ลบ. นอกจากนี้รายได้จากธุรกิจเพลงและอีเวนท์น่าจะเพิ่มตามการกลับมาของกิจกรรมนอกบ้าน ด้วยเหตุดังกล่าวเราคาดว่ารายได้ของ RS จะเพิ่ม 11% q-q เป็น 918 ลบ.

## อัตรากำไรขั้นต้นน่าจะปรับตัวดีขึ้นด้วย

เราคาดว่าอัตรากำไรขั้นต้นของ RS ใน 3Q22 จะเพิ่มเป็น 52.9% เทียบกับ 48.3% ใน 2Q22 จาก 1) การรับรู้รายได้เต็มไตรมาสจาก ULife ซึ่งเป็นธุรกิจที่มีอัตรากำไรสูง; 2) กลยุทธ์ในการเพิ่มสัดส่วนสินค้าของบริษัท (In-house products) ซึ่งให้อัตรากำไรสูงกว่าเมื่อเทียบกับสินค้าของพันธมิตร; และ 3) รายได้ที่สูงขึ้นจากธุรกิจการค้าขายลิขสิทธิ์ ค่าใช้จ่ายการขายและการบริหารน่าจะเพิ่มจาก ULife นอกจากนี้ค่าใช้จ่ายดอกเบี้ยก็น่าจะเพิ่มเล็กน้อยจาก ULife ในขณะที่ผลประกอบการของ Chase น่าจะทรงตัวจากสำรองที่ยังอยู่ในระดับสูง ด้วยเหตุผลดังกล่าวเราคาดว่ากำไรของ RS น่าจะเพิ่มจาก 13 ลบ. ใน 2Q22 เป็น 53 ลบ. ใน 3Q22

## แนวโน้ม 4Q22 ยังไม่แน่ชัด

แม้เราจะคาดว่ากำไรของ RS ใน 3Q22 จะฟื้นตัวจากจุดต่ำสุดใน 2Q22 เรามีความกังวลเกี่ยวกับกระแสการฟื้นตัวในช่วงต่อไป การเติบโตของธุรกิจการค้ายังน่าลุ่มเครือในความเห็นของเรา ยังไม่มีหลักฐานว่าอำนาจการซื้อของผู้บริโภคฟื้นตัวดีในปัจจุบัน ปัจจัยหนุนสำคัญสำหรับ RS ใน 4Q22 ยังมีแค่ 1) การกลับมาของธุรกิจอีเวนท์; และ 2) ฤดูกาลใช้จ่ายในด้านโฆษณา.

## คงแนะนำ REDUCE ที่ราคาเป้าหมายปี 2023 เดิมที่ 13.3

แม้ว่าประมาณการกำไรของเราสำหรับ RS ในปี 2022/2023 อยู่ในกลุ่มที่ต่ำที่สุดในตลาด (ต่ำกว่า 7%/10% ตามลำดับ) ยังมีความเสี่ยงที่กำไรของบริษัทฯ ในปีนี้จะต่ำกว่าคาด เพราะฉะนั้นเราจึงยังคงแนะนำ REDUCE สำหรับ RS ที่ราคาเป้าหมายปี 2023 เดิมที่ 13.3 บาท (SoTP) ราคาหุ้นของ RS มีการเคลื่อนไหวออกข้างมาตั้งแต่เดือน พ.ค. 22 และเราคาดว่าหุ้นจะยังอยู่ในทิศทางดังกล่าว

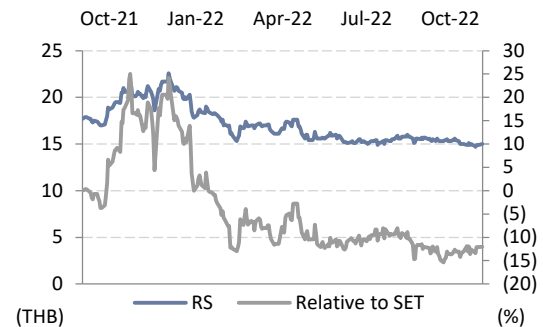
## REDUCE

UNCHANGED

TARGET PRICE	THB13.30
CLOSE	THB15.00
UP/DOWNSIDE	-11.3%
PRIOR TP	THB13.30
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	-13.1%

## KEY STOCK DATA

YE Dec (THB m)	2021	2022E	2023E	2024E
Revenue	3,573	3,499	4,265	4,593
Net profit	127	223	394	551
EPS (THB)	0.13	0.23	0.41	0.57
vs Consensus (%)	-	(19.6)	(6.0)	9.0
EBITDA	680	885	1,048	1,129
Core net profit	127	223	394	551
Core EPS (THB)	0.13	0.23	0.41	0.57
Chg. In EPS est. (%)	-	-	-	-
EPS growth (%)	(75.9)	74.8	77.0	39.9
Core P/E (x)	114.5	65.5	37.0	26.5
Dividend yield (%)	2.3	0.5	1.4	1.9
EV/EBITDA (x)	24.3	19.5	16.2	14.6
Price/book (x)	6.8	6.4	5.9	5.3
Net debt/Equity (%)	90.1	116.7	95.0	69.9
ROE (%)	6.2	10.0	16.5	21.0



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	(2.0)	(0.7)	(17.1)
Relative to country (%)	3.6	(2.2)	(13.3)
Mkt cap (USD m)			377
3m avg. daily turnover (USD m)			0.6
Free float (%)			60
Major shareholder		Surachi Chetchotisak (23%)	
12m high/low (THB)			22.70/14.60
Issued shares (m)			972.50

Sources: Bloomberg consensus; FSSIA estimates



Naruedom Mujjalinkool

naruedom.muj@fssia.com  
+66 2611 3566

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บทวิเคราะห์ฉบับนี้แปลมาจากบทวิเคราะห์ของ FSSIA ฉบับวันที่ 18 ตุลาคม 2022

## 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.

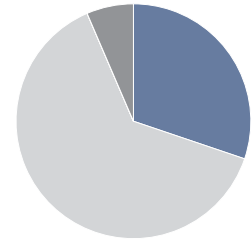
## Company profile

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)

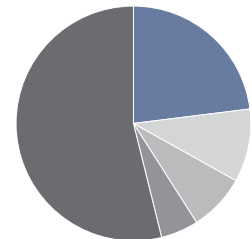
- Entertainment - 30.2 %
- Commerce - 63.4 %
- U-Life - 0.0 %
- Popcoin and others - 6.5 %



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 risks to our SoTP-based TP are 1) if its new commerce products succeed in attracting consumer interest; and 2) the recovery in the Thai economy is faster than our expectation.

## Event calendar

Date	Event
Nov-22	3Q22 results announcement

## Key assumptions

	2021	2022E	2023E	2024E
	(%)	(%)	(%)	(%)
Entertainment growth	(6)	13	12	4
Commerce growth	(5)	(11)	23	10

Source: FSSIA estimates

## Earnings sensitivity

- For every 1% increase in commerce revenue, we project 2023 earnings to rise by 1.9%, and vice versa, all else being equal;
- For every 1% increase in commerce profit margin, we project 2023 earnings to rise by 4.1%, and vice versa, all else being equal.

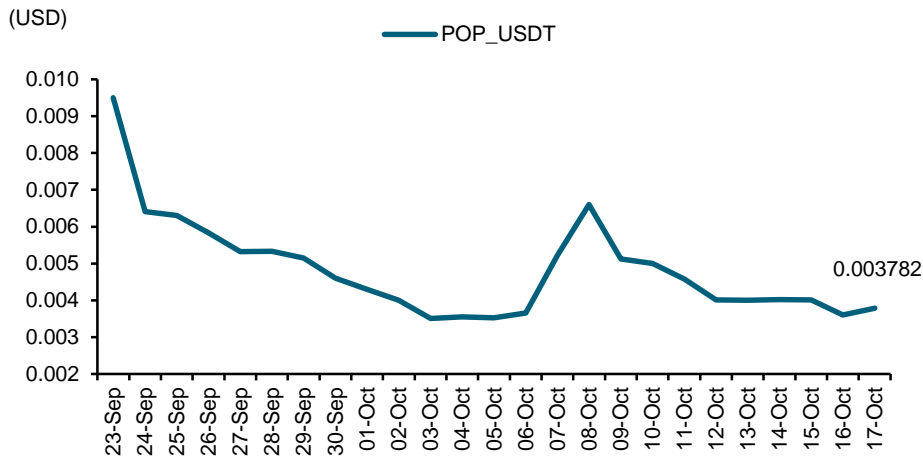
Source: FSSIA estimates



## Popcoin is not yet in the equation

Although RS had a bullish view on Popcoin – its utility token – at the beginning of this year, expecting that it would be another key driver for the company, at the moment there has been no significant improvement in Popcoin. The token was finally listed on XT exchange, but the trading volume has been extremely low at only 1.2m coins per 24 hours, representing a trading value of only THB200k per day. The use case, as well as its demand, is low. We believe that if there is no significant improvement in the use case and demand, Popcoin may not yet be a key factor for RS's growth.

### Exhibit 1: Popcoin price



As of 17 Oct 2022

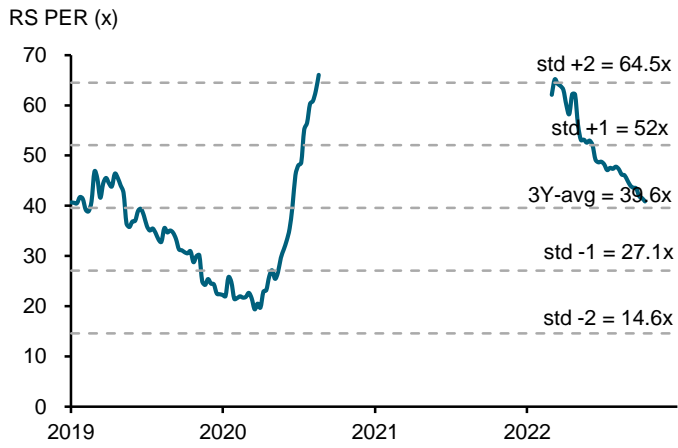
Sources: [www.xt.com](http://www.xt.com); FSSIA's compilation

### Exhibit 2: 3Q22 results preview

	3Q21	2Q22	3Q22E	Change		9M21	9M22E	Change	2022E
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)	(THB m)
<b>Revenue</b>	<b>852</b>	<b>828</b>	<b>918</b>	<b>11</b>	<b>8</b>	<b>2,837</b>	<b>2,590</b>	<b>(9)</b>	<b>3,499</b>
Operating costs	(449)	(428)	(432)	1	(4)	(1,339)	(1,292)	(4)	(1,829)
<b>Gross profit</b>	<b>404</b>	<b>400</b>	<b>486</b>	<b>21</b>	<b>20</b>	<b>1,498</b>	<b>1,298</b>	<b>(13)</b>	<b>1,670</b>
SG&A expenses	(431)	(379)	(411)	8	(5)	(1,287)	(1,140)	(11)	(1,365)
Other income	1	3	5	45	208	6	10	74	7
<b>EBIT</b>	<b>(26)</b>	<b>24</b>	<b>79</b>	<b>228</b>	<b>n.a.</b>	<b>216</b>	<b>168</b>	<b>(22)</b>	<b>313</b>
Depreciation & amortisation	155	177	175	(1)	13	439	510	16	572
<b>EBITDA</b>	<b>129</b>	<b>201</b>	<b>254</b>	<b>26</b>	<b>96</b>	<b>655</b>	<b>678</b>	<b>4</b>	<b>885</b>
<i>EBITDA margin (%)</i>	<i>15.2</i>	<i>24.3</i>	<i>27.7</i>	<i>n.m.</i>	<i>n.m.</i>	<i>23.1</i>	<i>26.2</i>	<i>n.m.</i>	<i>25.3</i>
Interest expense	(16)	(23)	(26)	12	63	(43)	(66)	53	(122)
Associates	29	9	10	11	(66)	49	43	(13)	90
<b>Pretax profit</b>	<b>(12)</b>	<b>10</b>	<b>63</b>	<b>544</b>	<b>n.a.</b>	<b>223</b>	<b>146</b>	<b>(35)</b>	<b>281</b>
Tax	11	(1)	(13)	1,834	n.a.	(30)	(27)	(8)	(56)
<i>Tax rate (%)</i>	<i>(92.0)</i>	<i>(6.7)</i>	<i>(20.0)</i>	<i>n.m.</i>	<i>n.m.</i>	<i>(13.4)</i>	<i>(18.8)</i>	<i>n.m.</i>	<i>(20)</i>
<b>Net profit</b>	<b>(0)</b>	<b>13</b>	<b>53</b>	<b>309</b>	<b>n.a.</b>	<b>193</b>	<b>121</b>	<b>(37)</b>	<b>223</b>
<b>Core net profit</b>	<b>(0)</b>	<b>13</b>	<b>53</b>	<b>309</b>	<b>n.a.</b>	<b>193</b>	<b>121</b>	<b>(37)</b>	<b>223</b>
EPS (THB)	(0.00)	0.01	0.05	309	n.a.	0.20	0.12	(37)	0.23
Core EPS (THB)	(0.00)	0.01	0.05	309	n.a.	0.20	0.12	(37)	0.23

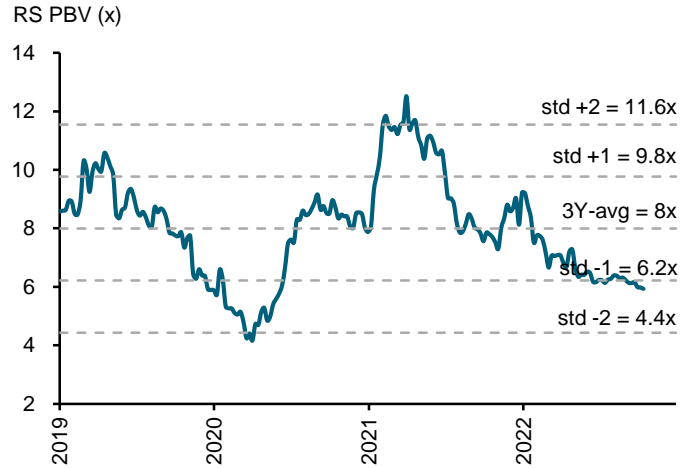
Sources: RS; FSSIA estimates

**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

## Financial Statements

RS

Profit and Loss (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Revenue	3,774	3,573	3,499	4,265	4,593
Cost of goods sold	(1,235)	(1,231)	(1,257)	(1,606)	(1,727)
<b>Gross profit</b>	<b>2,540</b>	<b>2,342</b>	<b>2,242</b>	<b>2,659</b>	<b>2,866</b>
Other operating income	17	17	12	15	14
Operating costs	(1,321)	(1,678)	(1,369)	(1,626)	(1,751)
<b>Operating EBITDA</b>	<b>1,236</b>	<b>680</b>	<b>885</b>	<b>1,048</b>	<b>1,129</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>313</b>	<b>479</b>	<b>565</b>
Net financing costs	(36)	(59)	(122)	(107)	(91)
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>281</b>	<b>495</b>	<b>692</b>
Tax	(137)	(6)	(56)	(99)	(138)
<b>Profit after tax</b>	<b>528</b>	<b>125</b>	<b>225</b>	<b>396</b>	<b>553</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>223</b>	<b>394</b>	<b>551</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>223</b>	<b>394</b>	<b>551</b>
<b>Per share (THB)</b>					
Recurring EPS *	0.54	0.13	0.23	0.41	0.57
Reported EPS	0.54	0.13	0.23	0.41	0.57
DPS	0.10	0.35	0.07	0.20	0.28
Diluted shares (used to calculate per share data)	972	972	972	972	972
<b>Growth</b>					
Revenue (%)	4.5	(5.3)	(2.1)	21.9	7.7
Operating EBITDA (%)	16.0	(45.0)	30.1	18.4	7.8
Operating EBIT (%)	41.3	(84.7)	192.2	53.0	18.0
Recurring EPS (%)	45.4	(75.9)	74.8	77.0	39.9
Reported EPS (%)	45.4	(75.9)	74.8	77.0	39.9
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	53.1	49.5	47.7	49.0	50.1
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	32.7	19.0	25.3	24.6	24.6
Operating EBIT margin (%)	18.6	3.0	8.9	11.2	12.3
Net margin (%)	14.0	3.6	6.4	9.2	12.0
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	3.3	5.6	8.6
Inventory days	72.1	83.8	88.2	68.0	71.8
Debtor days	60.7	64.6	55.9	48.7	51.1
Creditor days	246.5	281.4	244.5	199.4	206.9
Operating ROIC (%)	111.5	20.0	49.2	66.9	(19.8)
ROIC (%)	20.5	3.9	6.4	8.9	(3.0)
ROE (%)	28.4	6.2	10.0	16.5	21.0
ROA (%)	14.1	3.3	5.3	7.4	8.3
* 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	2,478	2,726
U-Life	0	0	0	0	0
Popcoin and others	388	231	460	711	759

Sources: RS; FSSIA estimates

## Financial Statements

RS

Cash Flow (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Recurring net profit	528	127	223	394	551
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	(14)	(28)	19
<b>Cash flow from operations</b>	<b>1,050</b>	<b>799</b>	<b>783</b>	<b>937</b>	<b>1,136</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	(67)	(197)	(276)
Equity finance	0	0	0	0	0
Debt finance	10	1,288	683	(350)	(350)
Other financing cash flows	(296)	(146)	(92)	0	0
<b>Cash flow from financing</b>	<b>(381)</b>	<b>1,142</b>	<b>524</b>	<b>(547)</b>	<b>(626)</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>(71)</b>	<b>(40)</b>	<b>81</b>
Free cash flow to firm (FCFF)	289.34	(1,141.79)	(472.68)	613.64	797.64
Free cash flow to equity (FCFE)	(32.41)	(58.85)	(4.04)	156.84	356.42

### Per share (THB)

FCFF per share	0.30	(1.17)	(0.49)	0.63	0.82
FCFE per share	(0.03)	(0.06)	0.00	0.16	0.37
Recurring cash flow per share	1.22	0.76	0.82	0.99	1.15

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	70	30	111
A/C receivable	711	553	518	619	667
Inventories	229	337	271	328	352
Other current assets	33	60	61	61	62
<b>Current assets</b>	<b>1,174</b>	<b>1,091</b>	<b>919</b>	<b>1,038</b>	<b>1,191</b>
Other assets	313	329	348	386	369
<b>Total assets</b>	<b>4,516</b>	<b>5,803</b>	<b>6,456</b>	<b>6,474</b>	<b>6,476</b>
Common equity	2,002	2,138	2,294	2,491	2,766
Minorities etc.	2	1	3	5	7
<b>Total shareholders' equity</b>	<b>2,004</b>	<b>2,138</b>	<b>2,296</b>	<b>2,495</b>	<b>2,773</b>
Long term debt	156	952	1,550	1,450	1,350
Other long-term liabilities	543	515	516	506	522
<b>Long-term liabilities</b>	<b>699</b>	<b>1,467</b>	<b>2,066</b>	<b>1,956</b>	<b>1,872</b>
A/C payable	1,016	882	802	953	1,004
Short term debt	620	1,115	1,200	950	700
Other current liabilities	178	201	93	119	127
<b>Current liabilities</b>	<b>1,814</b>	<b>2,198</b>	<b>2,094</b>	<b>2,023</b>	<b>1,831</b>
<b>Total liabilities and shareholders' equity</b>	<b>4,516</b>	<b>5,803</b>	<b>6,456</b>	<b>6,474</b>	<b>6,476</b>
Net working capital	(220)	(133)	(45)	(64)	(51)
Invested capital	3,123	4,579	5,491	5,371	5,234

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

### Per share (THB)

Book value per share	2.06	2.20	2.36	2.56	2.84
Tangible book value per share	(0.39)	(0.63)	(0.33)	0.01	0.43

### Financial strength

Net debt/equity (%)	28.7	90.1	116.7	95.0	69.9
Net debt/total assets (%)	12.8	33.2	41.5	36.6	29.9
Current ratio (x)	0.6	0.5	0.4	0.5	0.7
CF interest cover (x)	13.5	10.4	3.4	4.9	7.7

Valuation	2020	2021	2022E	2023E	2024E
<b>Recurring P/E (x) *</b>	<b>27.6</b>	<b>114.5</b>	<b>65.5</b>	<b>37.0</b>	<b>26.5</b>
<b>Recurring P/E @ target price (x) *</b>	<b>24.5</b>	<b>101.6</b>	<b>58.1</b>	<b>32.8</b>	<b>23.5</b>
Reported P/E (x)	27.6	114.5	65.5	37.0	26.5
Dividend yield (%)	0.7	2.3	0.5	1.4	1.9
Price/book (x)	7.3	6.8	6.4	5.9	5.3
Price/tangible book (x)	(38.2)	(23.7)	(44.9)	1,764.1	34.7
EV/EBITDA (x) **	12.3	24.3	19.5	16.2	14.6
EV/EBITDA @ target price (x) **	10.9	21.9	17.6	14.6	13.2
EV/invested capital (x)	4.9	3.6	3.1	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	DRS	SCM	SUSCO	TOA	VIH
AMATAV	BTS	DTAC	HANA	LHFG	NVD	PSL	SDC	SUTHA	TOP	WACOAL
ANAN	BTW	DUSIT	HARN	LIT	NWR	PTG	SEAFCO	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	MITSIB	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	WIJK
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

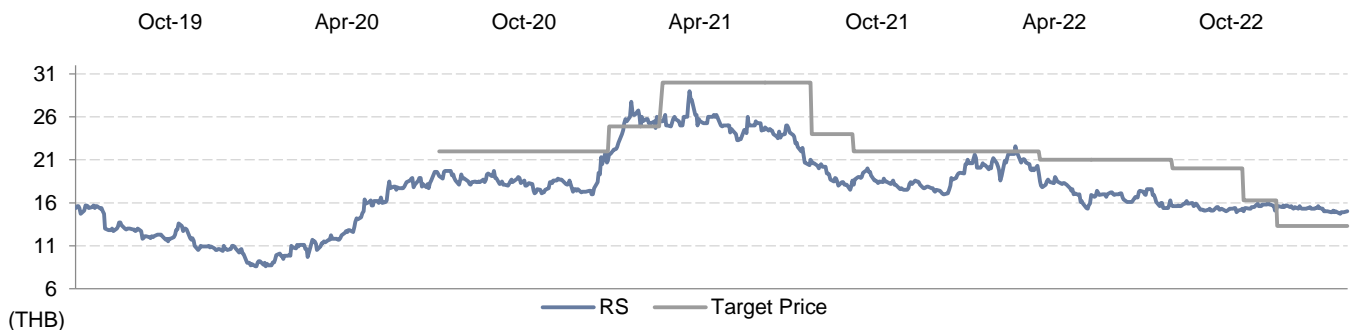
The individual(s) identified above certify(ies) that (i) all views expressed in this report accurately reflect the personal view of the analyst(s) with regard to any and all of the subject securities, companies or issuers mentioned in this report; and (ii) no part of the compensation of the analyst(s) 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

##### RS (RS TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	22.00	18-Aug-2021	BUY	22.00	19-Jul-2022	HOLD	16.30
20-Jan-2021	BUY	24.90	25-Jan-2022	HOLD	21.00	17-Aug-2022	REDUCE	13.30
05-Mar-2021	BUY	30.00	10-Feb-2022	BUY	21.00			
13-Jul-2021	BUY	24.00	19-May-2022	BUY	20.00			

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 15.00	REDUCE	The key upside risks to our SoTP-based TP are 1) if its new commerce products succeed in attracting consumer interest; and 2) the recovery in the Thai economy is faster 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

FSSIA may incorporate the recommendations and target prices of companies currently covered by FSS Research into equity research reports, denoted by an 'FSS' before the recommendation. FSS Research is part of Finansia Syrus Securities Public Company Limited, which is the parent company of FSSIA.

All share prices are as at market close on 17-Oct-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.