

PLAN B MEDIA PLANB TB

THAILAND / MEDIA & PUBLISHING

HOLD

FROM BUY

TARGET PRICE	THB9.00
CLOSE	THB8.90
UP/DOWNSIDE	+1.1%
PRIOR TP	THB9.00
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	-1.3%

กลับสู่ระดับก่อนโควิด

- เราคาดว่ากำไรปกติ 4Q22 จะกระโดดเพิ่ม 19% q-q และ 107% y-y เป็น 207 ลบ. กลับสู่ระดับก่อนโควิด
- แม้เราจะคาดว่าผลประกอบการ 4Q22 จะออกมาดี เราเชื่อว่ากำไร 1Q23 น่าจะชะลอตัวเนื่องจากอยู่นอกฤดูการขาย
- ปรับลดคำแนะนำเป็นถือที่ราคาเป้าหมายเดิมที่ 9 บาท

กำไร 4Q22 อาจสูงที่สุดในรอบ 2 ปี

เราคาดว่ากำไรปกติ 4Q22 จะกระโดดเพิ่ม 19% q-q และ 107% y-y เป็น 207 ลบ. กลับสู่ระดับก่อนโควิด ประเมินการของเราก็คือว่า PLANB น่าจะรายงานกำไรรายไตรมาสที่สูงที่สุดในรอบ 2 ปี มีสมมติฐานจากรายได้สื่อออนไลน์ (OOH) ที่โตดีและอัตราการใช้สื่อของบริษัท ซึ่งคาดว่าจะเพิ่มจาก 62% ใน 3Q22 เป็น 70% ใน 4Q22 จากฤดูการขายและการฟื้นตัวของกิจกรรมนอกบ้าน เราคาดว่ารายได้ OOH จะแตะ 1.5 พัน ลบ. (+13% q-q) ในขณะที่ธุรกิจ Engagement น่าจะโตเป็น 449 ลบ. (+31% q-q) จากรายได้พิเศษจำนวน 40 ลบ. และการเติบโตในธุรกิจอื่น ๆ ด้วยเหตุดังกล่าวเราคาดว่ารายได้ 4Q22 จะพุ่งเป็น 1.98 พัน ลบ. (+15% q-q, +63% y-y) นอกจากนี้เนื่องจากต้นทุนส่วนมากเป็นต้นทุนคงที่ รายได้ที่เพิ่มจึงน่าจะช่วยดันอัตรากำไรขั้นต้นขึ้นเป็น 27.8% เทียบกับ 26.3% ใน 3Q22 หมายถึงค่าใช้จ่ายการขายและการบริหารใน 4Q22 น่าจะปรับขึ้นจากปัจจัยด้านฤดูกาล

ผลประกอบการที่ตกต่ำใน 1Q23 เริ่มปรากฏ

แม้ว่าแนวโน้มกำไรอาจจะดูดีใน 4Q22 เราคาดว่าผลประกอบการ 1Q23 จะอ่อนตัวลงเนื่องจากอยู่นอกฤดูการขายโฆษณา อย่างไรก็ตามก็ดีผลประกอบการน่าจะยังโตดี y-y เนื่องจากกำไรก่อนแอใน 1Q22 จากผลกระทบของโควิด 19

เรายังมองสื่อ OOH เป็นบวก

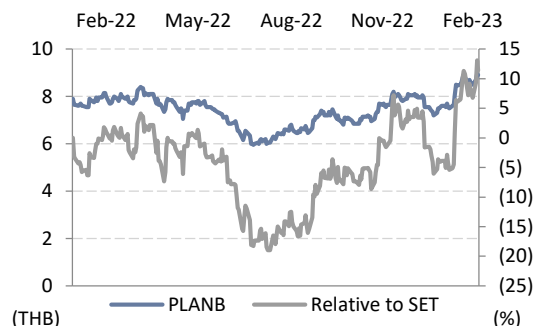
เรายังเชื่อว่า 2023 จะเป็นปีที่ดีสำหรับสื่อ OOH จาก 1) การฟื้นตัวของกิจกรรมนอกบ้าน; และ 2) กลุ่มท่องเที่ยวที่ฟื้นตัวดี ผู้บริหารระบุว่าแบรนด์หรูและแบรนด์ระดับโลกต่างยังคงงบประมาณโฆษณาในทำเลสำคัญและสำหรับสื่อสแนมบีน

ปรับลดคำแนะนำเป็นถือที่ราคาเป้าหมายเดิมที่ 9 บาท

ราคาหุ้นของ PLANB ได้ปรับตัวเพิ่มขึ้นกว่า 16% ภายในเพียง 1 เดือนจากแนวโน้มที่ดีใน 4Q22 อย่างไรก็ตามก็คิดว่าหุ้นมี Upside จำกัดก่อนช่วงผลประกอบการตกต่ำใน 1Q23 เราคิดว่าจุดเปลี่ยนครั้งต่อไปอาจอยู่ในช่วงต้น มี.ค. 23 เมื่อผู้บริหารประกาศเป้าหมายการปี 2023 ราคาเป้าหมายของเราที่ 9 คิดเป็น 45x ของค่า 2023E P/E (+1.5SD ของค่า P/E เฉลี่ย) เมื่อเทียบกับตัวเลขประมาณการอัตราการเติบโตที่ 35% ในปี 2023 ดูเหมือนว่าราคาหุ้นได้รวมการฟื้นตัวดังกล่าวไปแล้ว ด้วยเหตุดังกล่าวเราคงราคาเป้าหมายที่ 9 บาทแต่ปรับลดคำแนะนำจากซื้อเป็นถือ

KEY STOCK DATA

YE Dec (THB m)	2021	2022E	2023E	2024E
Revenue	4,443	6,014	6,630	7,315
Net profit	53	632	851	1,094
EPS (THB)	0.01	0.15	0.20	0.26
vs Consensus (%)	-	(8.0)	(5.2)	(0.4)
EBITDA	2,477	2,229	2,339	2,448
Core net profit	(24)	632	851	1,094
Core EPS (THB)	(0.01)	0.15	0.20	0.26
Chg. In EPS est. (%)	nm	-	-	-
EPS growth (%)	nm	nm	34.8	28.6
Core P/E (x)	(1,568.7)	60.3	44.7	34.8
Dividend yield (%)	-	1.1	1.7	2.2
EV/EBITDA (x)	15.1	16.2	15.3	14.5
Price/book (x)	5.4	4.3	4.2	4.1
Net debt/Equity (%)	(13.8)	(23.9)	(28.0)	(31.5)
ROE (%)	(0.4)	8.0	9.6	12.0



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	17.1	22.8	11.9
Relative to country (%)	15.9	18.4	10.4
Mkt cap (USD m)	1,159		
3m avg. daily turnover (USD m)	7.2		
Free float (%)	48		
Major shareholder	Palin Lojanagosin (25%)		
12m high/low (THB)	9.05/5.65		
Issued shares (m)	4,279.34		

Sources: Bloomberg consensus; FSSIA estimates



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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 2 กุมภาพันธ์ 2023

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.

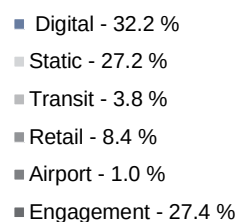
The company has a clear strategy for growth in the future. Its new media expansion, which includes 7-Eleven stores and smart bus shelters, received positive feedback from ad spenders. We expect the recovery of OOH media to be in line with the improving Covid situation in Thailand.

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.

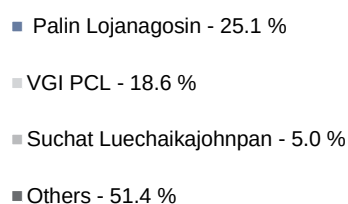
www.planbmedia.co.th

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. Upside risk are 1) a faster-than-expected adex recovery; and 2) OOH media is getting more attention from ads spenders..

Event calendar

Date	Event
Feb-23	2022 results announcement

Key assumptions

Out-of-home media	2021	2022E	2023E	2024E
Total utilisation (%)	43	57	60	67
Revenue capacity (THB m)	7,485	8600	8,700	8,787

Source: FSSIA estimates

Earnings sensitivity

- For every 1% increase in out-of-home utilisation rate, we project 2023 earnings to rise by 1.3%, and vice versa, all else being equal;
- For every 1% increase in gross profit margin, we project 2023 earnings to rise by 5.1%, and vice versa, all else being equal.

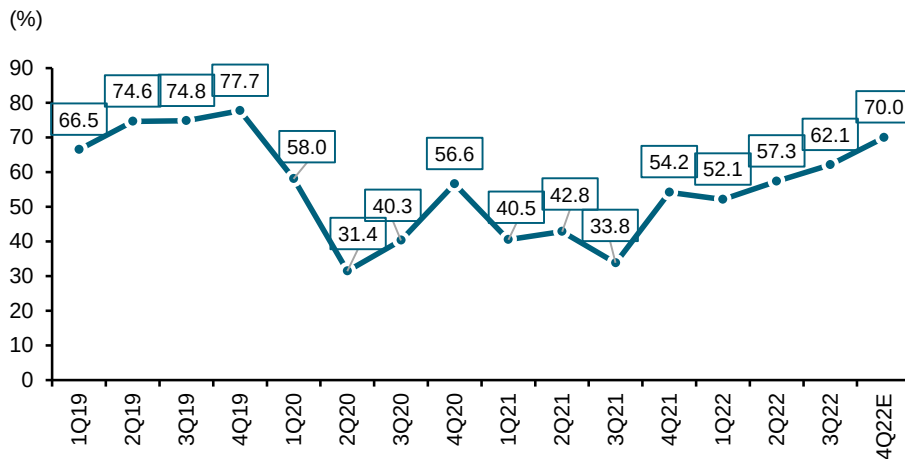
Source: FSSIA estimates

Exhibit 1: 4Q22 results preview

	4Q21	3Q22	4Q22E	Change		2021	2022E	Change
	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(THB m)	(y-y%)
Revenue	1,224	1,734	1,989	14.7	62.5	4,443	6,014	35
Operating costs	(908)	(1,279)	(1,436)	12.3	58.2	(3,800)	(4,384)	15
Gross profit	316	455	553	21.5	75.0	643	1,630	153
SG&A expenses	(165)	(195)	(256)	31.5	54.8	(563)	(788)	40
EBIT	151	261	297	13.9	n/a	80	842	955
Depreciation & Amortisation	585	615	625	1.6	6.8	2,341	1,317	(44)
Other income	5	14	18	29.8	297.5	144	70	(52)
EBITDA	740	889	940	5.7	27.0	2,565	2,229	(13)
EBITDA margin (%)	60.5	51.3	47.3	nm	nm	58	37	nm
Interest expense	(43)	(46)	(48)	3.3	(4.6)	(189)	(155)	(18)
Associates	(7)	(5)	(3)	(29.0)	3.9	(28)	6	(122)
Extra items	52	10	0	n/a	(51.5)	88	0	n/a
Pretax profit	156	234	264	12.8	107.7	96	763	694
Tax	(17)	(49)	(53)	8.7	(35.9)	(18)	(153)	739
Tax rate (%)	(11)	(21)	(20)	nm	nm	(19)	(20)	nm
Minority interests	(12)	1	4	n/a	16.1	(74)	(21)	n/a
Net profit	151	184	207	12.4	55.7	152	632	n/a
Core net profit	100	174	207	19.0	107.2	64	632	n/a
EPS (THB)	0.04	0.04	0.05	12.4	0.0	0.04	0.15	n/a
Core EPS (THB)	0.02	0.04	0.05	19.0	0.0	0.01	0.15	n/a

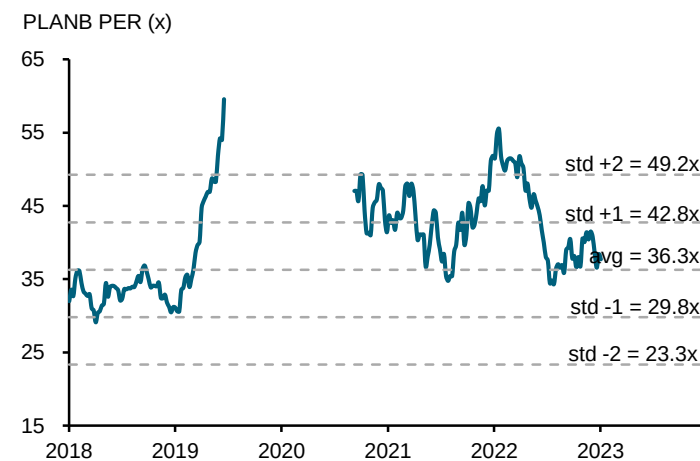
Sources: PLANB; FSSIA estimates

Exhibit 2: PLANB's utilisation rate



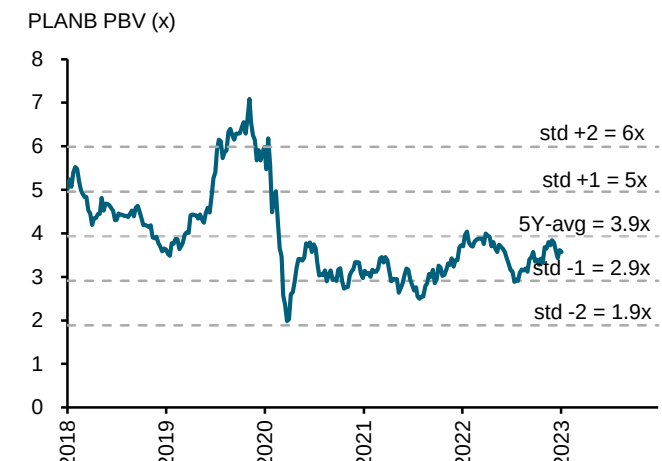
Sources: PLANB; FSSIA estimates

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

Plan B Media

Profit and Loss (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Revenue	3,724	4,443	6,014	6,630	7,315
Cost of goods sold	(789)	(1,459)	(3,067)	(3,558)	(4,079)
Gross profit	2,935	2,984	2,947	3,072	3,237
Other operating income	44	56	70	76	89
Operating costs	(573)	(563)	(788)	(809)	(878)
Operating EBITDA	2,405	2,477	2,229	2,339	2,448
Depreciation	(2,152)	(2,341)	(1,317)	(1,130)	(932)
Goodwill amortisation	0	0	0	0	0
Operating EBIT	254	136	912	1,210	1,516
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
Profit before tax	153	(4)	763	1,078	1,405
Tax	(31)	(18)	(153)	(216)	(281)
Profit after tax	122	(22)	611	862	1,124
Minority interests	18	74	21	(11)	(30)
Preferred dividends	0	0	0	0	0
Other items	-	-	-	-	-
Reported net profit	140	53	632	851	1,094
Non-recurring items & goodwill (net)	0	(77)	0	0	0
Recurring net profit	140	(24)	632	851	1,094
Per share (THB)					
Recurring EPS *	0.03	(0.01)	0.15	0.20	0.26
Reported EPS	0.03	0.01	0.15	0.20	0.26
DPS	0.13	0.00	0.10	0.15	0.20
Diluted shares (used to calculate per share data)	4,279	4,279	4,279	4,279	4,279
Growth					
Revenue (%)	(23.4)	19.3	35.4	10.2	10.3
Operating EBITDA (%)	43.1	3.0	(10.0)	5.0	4.6
Operating EBIT (%)	(76.0)	(46.4)	571.4	32.7	25.3
Recurring EPS (%)	(82.9)	nm	nm	34.8	28.6
Reported EPS (%)	(82.9)	(62.4)	1,097.8	34.8	28.6
Operating performance					
Gross margin inc. depreciation (%)	21.0	14.5	27.1	29.3	31.5
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	64.6	55.7	37.1	35.3	33.5
Operating EBIT margin (%)	6.8	3.1	15.2	18.2	20.7
Net margin (%)	3.8	(0.5)	10.5	12.8	15.0
Effective tax rate (%)	20.0	20.0	20.0	20.0	20.0
Dividend payout on recurring profit (%)	385.0	-	67.7	76.0	77.1
Interest cover (X)	2.7	0.6	5.9	8.7	12.9
Inventory days	5.8	1.9	2.1	3.2	3.0
Debtor days	146.4	115.0	103.2	118.6	118.7
Creditor days	395.4	326.1	163.8	116.5	108.2
Operating ROIC (%)	7.5	4.6	20.7	23.4	29.1
ROIC (%)	2.9	1.0	7.9	10.3	13.1
ROE (%)	2.4	(0.4)	8.0	9.6	12.0
ROA (%)	1.9	0.4	5.3	4.7	5.8
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Digital	1,638	1,429	2,406	2,564	2,899
Static	812	1,209	1,551	1,624	1,714
Transit	248	170	270	315	359
Retail	247	375	551	589	656

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)	632	851	1,094
Depreciation	2,152	2,341	1,317	1,130	932
Associates & minorities	(13)	(47)	(21)	11	30
Other non-cash items	(496)	(386)	0	0	0
Change in working capital	663	(320)	(1,193)	(232)	(115)
Cash flow from operations	2,446	1,564	734	1,760	1,941
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
Cash flow from investing	(2,643)	(1,586)	(650)	(650)	(650)
Dividends paid	(540)	0	(427)	(647)	(843)
Equity finance	0	1,581	1,531	0	0
Debt finance	(21)	963	(768)	13,300	(13,500)
Other financing cash flows	(965)	(1,174)	(37)	(35)	(33)
Cash flow from financing	(1,525)	1,370	299	12,619	(14,376)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
Net other adjustments	(12)	0	0	0	0
Movement in cash	(1,734)	1,348	383	13,728	(13,085)
Free cash flow to firm (FCFF)	(106.85)	166.59	238.87	1,248.82	1,409.69
Free cash flow to equity (FCFE)	(1,194.45)	(232.92)	(720.03)	14,374.83	(12,241.68)
Per share (THB)					
FCFF per share	(0.02)	0.04	0.06	0.29	0.33
FCFE per share	(0.28)	(0.05)	(0.17)	3.36	(2.86)
Recurring cash flow per share	0.42	0.44	0.45	0.47	0.48
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)
Tangible fixed assets (net)	3,011	3,665	3,479	3,323	3,197
Intangible fixed assets (net)	5,541	4,330	3,849	3,525	3,369
Long-term financial assets	699	948	948	948	948
Invest. in associates & subsidiaries	156	153	153	153	153
Cash & equivalents	638	1,986	2,369	16,097	3,012
A/C receivable	1,428	1,371	2,032	2,277	2,482
Inventories	12	3	32	31	35
Other current assets	385	671	676	681	687
Current assets	2,463	4,030	5,108	19,088	6,216
Other assets	379	638	519	563	597
Total assets	12,250	13,764	14,057	27,600	14,479
Common equity	5,280	7,053	8,788	8,992	9,243
Minorities etc.	374	307	286	297	327
Total shareholders' equity	5,655	7,360	9,074	9,289	9,571
Long term debt	3	1	0	0	0
Other long-term liabilities	3,572	2,662	2,663	2,665	2,666
Long-term liabilities	3,575	2,662	2,663	2,665	2,666
A/C payable	971	1,636	1,116	1,156	1,263
Short term debt	2	967	200	13,500	0
Other current liabilities	2,048	1,138	1,004	990	980
Current liabilities	3,021	3,742	2,319	15,646	2,243
Total liabilities and shareholders' equity	12,250	13,764	14,057	27,600	14,479
Net working capital	(1,194)	(730)	620	844	961
Invested capital	8,593	9,004	9,568	9,357	9,224
* Includes convertibles and preferred stock which is being treated as debt					
Per share (THB)					
Book value per share	1.23	1.65	2.05	2.10	2.16
Tangible book value per share	(0.06)	0.64	1.15	1.28	1.37
Financial strength					
Net debt/equity (%)	(11.2)	(13.8)	(23.9)	(28.0)	(31.5)
Net debt/total assets (%)	(5.2)	(7.4)	(15.4)	(9.4)	(20.8)
Current ratio (x)	0.8	1.1	2.2	1.2	2.8
CF interest cover (x)	(5.6)	1.5	(1.1)	107.1	(99.2)
Valuation	2020	2021	2022E	2023E	2024E
Recurring P/E (x) *	271.6	(1,568.7)	60.3	44.7	34.8
Recurring P/E @ target price (x) *	274.6	(1,586.4)	61.0	45.3	35.2
Reported P/E (x)	271.6	722.4	60.3	44.7	34.8
Dividend yield (%)	1.4	-	1.1	1.7	2.2
Price/book (x)	7.2	5.4	4.3	4.2	4.1
Price/tangible book (x)	(145.8)	14.0	7.7	7.0	6.5
EV/EBITDA (x) **	15.7	15.1	16.2	15.3	14.5
EV/EBITDA @ target price (x) **	15.9	15.3	16.4	15.5	14.6
EV/invested capital (x)	4.4	4.2	3.8	3.8	3.8
* 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 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	DRT	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	PSH	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	SEOIL	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	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	TPIPP	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	SEA OIL	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

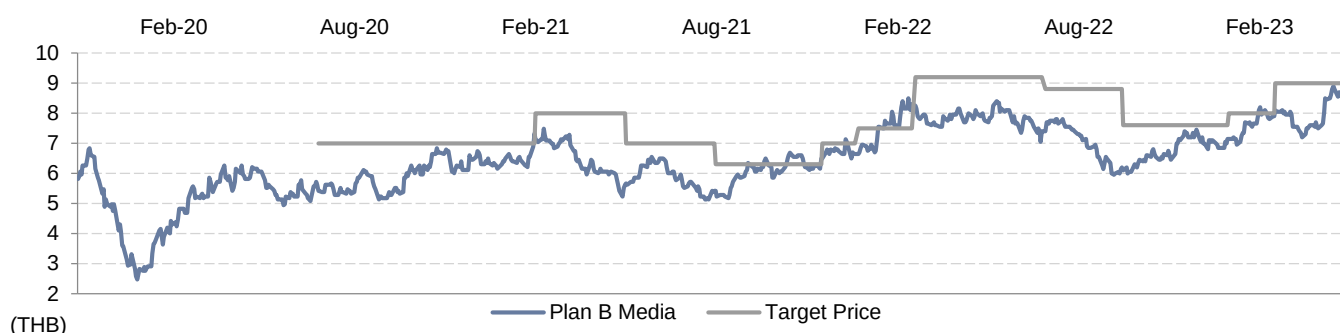
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History of change in investment rating and/or target price

Plan B Media (PLANB TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	7.00	04-Nov-2021	BUY	7.00	21-Jul-2022	BUY	7.60
02-Mar-2021	BUY	8.00	03-Dec-2021	BUY	7.50	20-Oct-2022	BUY	8.00
19-May-2021	BUY	7.00	21-Jan-2022	BUY	9.20	29-Nov-2022	BUY	9.00
04-Aug-2021	BUY	6.30	13-May-2022	BUY	8.80			

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 8.90	HOLD	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. Upside risk are 1) a faster-than-expected adex recovery; and 2) OOH media is getting more attention from ads spenders.

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 01-Feb-2023 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.