

MAJOR CINEPLEX GROUP

THAILAND / MEDIA & PUBLISHING

MAJOR TB

BUY

UNCHANGED

ยอดขายตั๋ว 4Q กระโดดเพิ่มจาก Avatar 2

- เรามองกำไรปกติ 4Q22 เป็นกลางโดยคาดว่าจะอยู่ที่ 67 ลบ. (+93% q-q, -20% y-y)
- ปรับลดประมาณการกำไรปี 2022 ลง 26% แต่คงประมาณการปี 2023 เนื่องจากเราเชื่อว่าบริษัท น่าจะมีรายการภาพยนตร์ที่ดี
- คงแนะนำซื้อที่ราคาเป้าหมายเดิมที่ 22 บาท

TARGET PRICE	THB22.00
CLOSE	THB18.60
UP/DOWNSIDE	+18.3%
PRIOR TP	THB22.00
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	-4.0%

มองผลประกอบการ 4Q22 เป็นกลาง

ในขณะที่ Avatar 2 มีรายได้จากการจำหน่ายบัตรชมภาพยนตร์ในระดับสูง เราเห็นว่าผลประกอบการของภาพยนตร์เรื่องอื่น ๆ ใน 4Q22 ยังอยู่ในระดับต่ำ รายได้ดังกล่าวน่าจะช่วยหนุนรายได้จากการขายตั๋วใน 4Q22 ให้เพิ่มเป็น 930 ลบ. (+8% q-q, +4% y-y) ในขณะที่ธุรกิจอื่นก็น่าจะรายงานการเติบโตได้ในระดับหนึ่ง เราคาดรายได้รวมที่ 1.9 พัน ลบ. (+10% q-q, +21% y-y) อย่างไรก็ตาม บัตรจียกกดดันสำคัญต่อกำไรของ MAJOR ในระหว่างไตรมาสจะอยู่ที่โบนัสที่จ่ายให้กับพนักงานซึ่งเราคาดว่าจะอยู่ที่ประมาณ 100 ลบ. ด้วยเหตุดังกล่าวเราลดกำไรปกติ 4Q22 ที่ 67 ลบ. (+93% q-q, -20% y-y)

ปรับลดประมาณการกำไรปี 2022 แต่คงประมาณการปี 2023

จากผลประกอบการ 4Q22 ที่น่าจะอ่อนกว่าคาด เราปรับลดประมาณการกำไรปกติปี 2022 ลง 26% มาอยู่ที่ 185 ลบ. แม้ว่าภาพยนตร์ที่มีกระแสความนิยมสูงอย่างเช่น Avatar 2 ยังมีผลประกอบการที่ดี ภาพยนตร์ที่ได้รับความนิยมลดลงมาจะมีผลประกอบการที่ไม่ดี บัตรจียกดังกล่าวเพิ่มความกังวลเกี่ยวกับการที่ผู้บริโภคใช้ความระมัดระวังในการเลือกชมภาพยนตร์อย่างต่อเนื่อง อย่างไรก็ตาม เราคงประมาณการกำไรปี 2023 ไว้ที่ 775 ลบ. (+318% y-y) จากสมมติฐานที่ว่า ภาพยนตร์ที่มีกระแสความนิยมสูงน่าจะมีผลประกอบการที่ดีอย่างต่อเนื่อง

ประมาณการกำไรปี 2023 อยู่ในระดับต่ำอยู่แล้ว

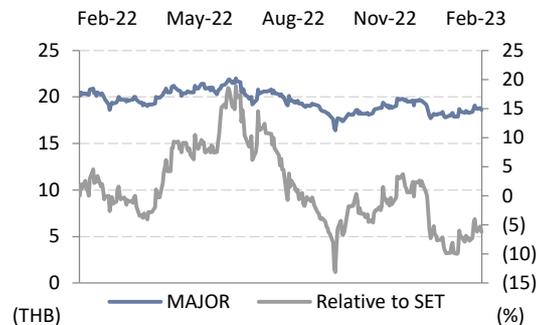
เรามั่นใจว่าการวิเคราะห์ความเป็นไปได้ของเราในสถานการณ์ต่าง ๆ ยังใช้ได้โดยเราคาดว่าภาพยนตร์ 20 อันดับแรกในรายการภาพยนตร์ปี 2023 มีศักยภาพที่จะสร้างรายได้จากการขายตั๋วอย่างน้อย 2.4 พัน ลบ. ตัวเลขดังกล่าวน่าจะต่ำกว่าระดับก่อนโควิดในปี 2019 อยู่ 31% เนื่องจากภาพยนตร์ส่วนมากในปี 2023 เป็นภาคต่อ (Sequels) ของภาพยนตร์ปีก่อนหน้านี้ เราคิดว่าประมาณการกำไรของเราที่ 775 ลบ. ต่ำอยู่แล้วโดยต่ำกว่าประมาณการของตลาดอยู่ 9%.

คงแนะนำซื้อที่ราคาเป้าหมายเดิมที่ 22 บาท

แม้ว่าผลประกอบการในปี 2022 อาจไม่ดีเท่าที่เคียด เราเชื่อว่ากำไรปี 2023 น่าจะปรับขึ้นอย่างมีนัยสำคัญเนื่องจากภาพยนตร์ที่มีกระแสความนิยมสูงจะออกฉายตั้งแต่เดือน มี.ค. 23 เป็นต้นไป อย่างไรก็ตาม เราแนะนำให้นักลงทุนรอจนกว่าฤดูหนังจะเริ่มขึ้นในเดือน มี.ค. เริ่มจาก *Shazam 2* และ *John Wick 4* เนื่องจากไม่มีหนังที่น่าสนใจจนถึงตอนนั้น โดยปกติราคาหุ้นของ MAJOR จะปรับตัวได้ตามรายการภาพยนตร์ เราคงแนะนำซื้อที่ราคาเป้าหมายเดิมที่ 22 บาท (SoTP)

KEY STOCK DATA

YE Dec (THB m)	2021	2022E	2023E	2024E
Revenue	3,010	6,372	7,668	9,948
Net profit	1,581	242	775	1,048
EPS (THB)	1.77	0.27	0.87	1.17
vs Consensus (%)	-	(34.0)	(7.0)	(4.1)
EBITDA	(99)	1,560	1,972	2,255
Core net profit	(528)	185	775	1,048
Core EPS (THB)	(0.59)	0.21	0.87	1.17
Chg. In EPS est. (%)	nm	(26.2)	-	-
EPS growth (%)	nm	nm	318.2	35.2
Core P/E (x)	(31.5)	89.8	21.5	15.9
Dividend yield (%)	8.6	1.3	4.2	5.7
EV/EBITDA (x)	(180.8)	10.8	8.4	7.3
Price/book (x)	2.3	2.5	2.4	2.3
Net debt/Equity (%)	14.9	2.5	(2.8)	(5.1)
ROE (%)	(7.7)	2.7	11.5	14.9



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	4.5	(1.1)	(9.3)
Relative to country (%)	4.1	(4.4)	(9.4)
Mkt cap (USD m)	495		
3m avg. daily turnover (USD m)	2.1		
Free float (%)	49		
Major shareholder	Vicha Poolvaraluk (30%)		
12m high/low (THB)	22.40/16.30		
Issued shares (m)	894.67		

Sources: Bloomberg consensus; FSSIA estimates



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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 8 กุมภาพันธ์ 2023

Investment thesis

Major Cineplex (MAJOR) is Thailand's leading lifestyle entertainment company and was established in 1995 with cinema ownership and operations as its core business. The company is the biggest cinema operator in Thailand, with a total of 833 screens and 177 locations nationwide and internationally.

We expect MAJOR's earnings to improve in every quarter starting from 3Q22 as most of the blockbusters started to show in cinemas in that quarter thanks to the global vaccination rollout and a decline in the number of Covid-19 cases. MAJOR is a dividend play company that typically pays 90% of its payout ratio, reflecting a 4-6% dividend yield p.a.

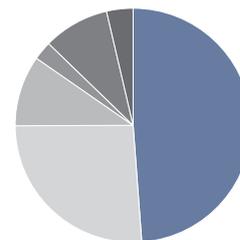
Company profile

MAJOR operates five core businesses, namely 1) cinemas; 2) entertainment; 3) retail space bowling; 4) film distribution; and 5) advertising media.

www.majorcineplex.com

Principal activities (revenue, 2021)

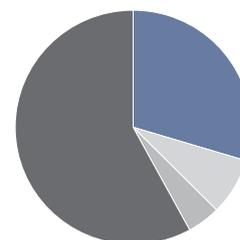
- Cinema - 48.8 %
- Concession - 26.1 %
- Advertisement - 9.8 %
- Entertainment - 2.6 %
- Rental - 9.1 %
- Movie content - 3.6 %



Source: Major Cineplex Group

Major shareholders

- Vicha Poolvaraluk - 29.6 %
- Nortrust Nominees LTD-CL AC - 7.9 %
- GIC Private Limited - 4.6 %
- Others - 58.0 %



Source: Major Cineplex Group

Catalysts

- Its financial results should improve significantly in 2022 and 2023;
- A lot of blockbusters in 2023;
- Solid dividend yield track record at 4-6% p.a.

Risks to our call

The key downside risks to our SoTP-based TP are a slower-than-expected recovery in domestic consumption, the growing popularity of online movies, and a new wave of Covid.

Event calendar

Date	Event
Feb-23	2022 results announcement

Key assumptions

	2021	2022E	2023E	2024E
Average ticket price (THB)	166	166	166	168
Guest count (m)	8.9	19.0	25.0	32.5

Source: FSSIA estimates

Earnings sensitivity

- For every 1 million increase in cinema guest count, we project 2023 earnings to rise by 2.6%, and vice versa, all else being equal;
- For every 1% increase in cinema profit margin, we project 2023 earnings to rise by 4.5%, 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%)
Admissions	890	860	930	8	4	1,470	3,246	121
Concession sales	358	474	508	7	42	786	1,708	117
Advertisement	142	174	222	27	57	294	672	129
Bowling	37	100	96	(4)	160	78	318	309
Rental fee	63	62	67	7	5	273	235	(14)
Movie content	66	48	63	31	(5)	109	193	77
Revenue	1,556	1,719	1,885	10	21	3,010	6,372	112
Operating costs	(1,125)	(1,175)	(1,253)	7	11	(2,858)	(4,631)	62
Gross profit	431	544	633	16	n/a	151	1,741	n/a
SG&A expenses	(444)	(480)	(600)	25	35	(1,855)	(1,710)	(8)
EBIT	(13)	64	33	(49)	n/a	(1,704)	32	n/a
Depreciation & amortisation	360	369	375	2	4	1,250	1,195	(4)
Other income	100	100	75	(25)	(25)	355	334	(6)
EBITDA	447	534	483	(10)	n/a	(99)	1,560	n/a
<i>EBITDA margin (%)</i>	29	31	26	<i>nm</i>	<i>nm</i>	(3)	24	<i>nm</i>
Interest expense	(53)	(51)	(52)	2	(2)	(258)	(200)	(23)
Associates	42	(172)	30	<i>n/a</i>	<i>n/a</i>	392	85	(78)
Extra items	17	132	-	(100)	(100)	3,109	57	(98)
Pretax profit	93	74	86	16	(7)	1,894	307	(84)
Tax	8	(49)	(17)	(65)	<i>n/a</i>	(354)	(51)	(86)
<i>Tax rate (%)</i>	9	(67)	(20)	<i>nm</i>	<i>nm</i>	(19)	(17)	<i>nm</i>
Minority interests	(0)	(4)	(2)	(47)	369	42	(14)	<i>n/a</i>
Net profit	100	21	67	223	(34)	1,581	242	(85)
Core net profit	84	34	67	93	(20)	(528)	185	n/a
EPS (THB)	0.11	0.02	0.07	223	(34)	1.77	0.27	(85)
Core EPS (THB)	0.09	0.04	0.07	93	(20)	(0.59)	0.21	<i>n/a</i>

Sources: MAJOR; FSSIA estimates

Exhibit 2: Key assumption changes

	Current			Previous			Change		
	2022E (THB m)	2023E (THB m)	2024E (THB m)	2022E (THB m)	2023E (THB m)	2024E (THB m)	2022E (THB m)	2023E (THB m)	2024E (THB m)
Guest count (m)	19.0	25.0	32.5	19.0	25.0	32.5	0	0	0
Revenue	6,372	7,668	9,948	6,038	7,668	9,948	6	0	0
Gross profit	1,741	2,413	3,199	1,571	2,413	3,199	11	0	0
SG&A expense	(1,710)	(1,879)	(2,338)	(1,534)	(1,879)	(2,338)	11	(0)	(0)
Share of profit	85	155	163	98	155	163	(13)	0	(0)
EBIT	450	982	1,320	426	982	1,320	6	0	0
Core net profit	185	775	1,048	251	775	1,048	(26)	0	0
Margin	(%)	(%)	(%)	(%)	(%)	(%)	(ppt)	(ppt)	(ppt)
GPM	27.3	31.5	32.2	26.0	31.5	32.2	1.3	0.0	0.0
NPM	2.9	10.1	10.5	4.2	10.1	10.5	(1.2)	0.0	0.0

Source: FSSIA estimates

Exhibit 3: Comparison between 2023 movie lineup and previous movies

Year	Previous movies	Box office revenue (THB m)	2023 movie lineup	Box office revenue estimates (THB m)
2017	Transformers: The Last Knight	441	Transformers: Rise of the Beasts	340
2017	The Fate of The Furious: Fast & Furious 8	441	Fast X	340
2018	Mission: Impossible: Fallout	160	Mission: Impossible - Dead Reckoning - Part One	160
2019	Captain Marvel	287	The Marvels	160
2019	John Wick: Chapter 3	144	John Wick: Chapter 4	140
2018	Ant-Man and the Wasp	138	Ant-Man and the Wasp: Quantumania	120
2018	Aquaman	280	Aquaman and the Lost Kingdom	100
2018	The Meg	104	The Meg 2: The Trench	100
2017	Guardians of the Galaxy Vol. 2	139	Guardians of the Galaxy Vol. 3	100
2019	Shazam	86	Shazam! Fury of the Gods	84
2019	Spider-Man: Into the Spider-Verse	56	Spider-Man: Across the Spider-Verse - Part One	80
2008	Indiana Jones and the Kingdom of the Crystal Skull	51	Indiana Jones 5	80
	Total	2,327	Total	1,804
			Discount (%)	(22.5)

Sources: MAJOR; FSSIA estimates

Exhibit 4: Box office revenue estimate for 2023 compared with 2018 and 2019

2018 Movies	Box office revenue (THB m)	2019 Movies	Box office revenue (THB m)	2023E Movies	Box office revenue (THB m)
Avengers: Infinity War	477	Avengers: Endgame	753	Transformers: Rise of the Beasts	340
Jurassic World: Fallen Kingdom	365	Spider-Man: Far From Home	298	Fast X	340
Nakee 2 (TH)	285	Captain Marvel	287	Mission: Impossible - Dead Reckoning - Part One	160
Aquaman	280	Fast & Furious Presents: Hobbs & Shaw	244	The Marvels	160
Black Panther	219	Tootsies & The Fake (TH)	197	John Wick: Chapter 4	140
Brother of the Year (TH)	175	Maleficent: Mistress of Evil	171	Ant-Man and the Wasp: Quantumania	120
Mission: Impossible – Fallout	160	Frozen II	149	Madam Web	100
Venom	150	Friend Zone (TH)	148	Aquaman and the Lost Kingdom	100
Fantastic Beasts: The Crimes of Grindelwald	150	John Wick: Chapter 3 – Parabellum	144	The Meg 2: The Trench	100
Deadpool 2	144	How to Train Your Dragon: The Hidden World	138	The Little Mermaid	100
Ant-Man and the Wasp	138	Joker	126	Guardians of the Galaxy Vol. 3	100
Rampage	135	Godzilla: King of the Monsters	119	Shazam! Fury of the Gods	84
The Meg	104	The Lion King	113	Dune: Part Two	80
Bumblebee	100	Alita: Battle Angel	106	Haunted Mansion	80
Maze Runner: The Death Cure	99	Pee Nak (TH)	104	Spider-Man: Across the Spider-Verse - Part One	80
Pacific Rim: Uprising	98	Aladdin	93	The Flash	80
Jumanji: Welcome to the Jungle	93	Shazam!	84	Indiana Jones 5	80
9 Satra (TH)	77	It Chapter Two	80	Blade	70
Khun Pun 2 (TH)	73	Jumanji: The Next Level	77	Scream 6	50
Bikeman (Bike Mankaraktakin) (TH)	70	One Piece: Stampede	49	Others	50
Total top 20 box office revenue	3,392		3,480		2,414
				Difference from 2019 (%)	(31)

Sources: MAJOR; FSSIA estimates

Exhibit 5: Scenario analysis for 2023

	2019	Worst case	Base case	Best case
% guest count vs pre-Covid (%)	100	60	73	80
Guest count (m)	34.2	21	25	27
ATP (THB)	173	166	166	166
Cinema revenue (THB m)	5,856	3,486	4,150	4,544
Concession revenue (THB m)	2,097	1,569	1,868	2,045
Advertising revenue (THB m)	1,584	735	875	958
Total cinema-related revenue (THB m)	9,536	5,790	6,893	7,548
Others revenue (THB m)	1,161	775	775	775
Total revenue (THB m)	10,697	6,565	7,668	8,323
Cinema GPM (%)	14.6	10	12	14
GPM (%)	36	30.2	31.5	32.1
Core profit (THB m)	1,397	645	775	884
2023 TP (THB)		20.4	22	23.1
EPS (THB)	1.57	0.72	0.87	0.99
Dividend yield (%)	5.68	3.57	4.28	4.89

Note: Analysis made with the assumption of all else being equal
Sources: MAJOR; FSSIA estimates

Financial Statements

Major Cineplex Group

Profit and Loss (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Revenue	3,765	3,010	6,372	7,668	9,948
Cost of goods sold	(1,922)	(1,608)	(3,436)	(4,110)	(5,651)
Gross profit	1,843	1,401	2,936	3,558	4,297
Other operating income	168	355	334	293	296
Operating costs	(1,900)	(1,855)	(1,710)	(1,879)	(2,338)
Operating EBITDA	111	(99)	1,560	1,972	2,255
Depreciation	(1,242)	(1,250)	(1,195)	(1,145)	(1,098)
Goodwill amortisation	0	0	0	-	-
Operating EBIT	(1,131)	(1,349)	365	827	1,157
Net financing costs	(175)	(258)	(200)	(71)	(51)
Associates	740	392	85	155	163
Recurring non-operating income	740	392	85	155	163
Non-recurring items	(67)	3,109	57	0	0
Profit before tax	(633)	1,894	307	911	1,269
Tax	93	(354)	(51)	(151)	(221)
Profit after tax	(540)	1,539	256	760	1,048
Minority interests	13	42	(14)	15	0
Preferred dividends	0	0	-	-	-
Other items	-	-	-	-	-
Reported net profit	(527)	1,581	242	775	1,048
Non-recurring items & goodwill (net)	67	(2,110)	(57)	0	0
Recurring net profit	(460)	(528)	185	775	1,048
Per share (THB)					
Recurring EPS *	(0.51)	(0.59)	0.21	0.87	1.17
Reported EPS	(0.59)	1.77	0.27	0.87	1.17
DPS	0.00	1.60	0.24	0.78	1.05
Diluted shares (used to calculate per share data)	895	895	895	895	895
Growth					
Revenue (%)	(64.8)	(20.1)	111.7	20.3	29.7
Operating EBITDA (%)	(96.2)	nm	nm	26.4	14.3
Operating EBIT (%)	nm	nm	nm	126.4	39.9
Recurring EPS (%)	nm	nm	nm	318.2	35.2
Reported EPS (%)	nm	nm	(84.7)	219.6	35.2
Operating performance					
Gross margin inc. depreciation (%)	16.0	5.0	27.3	31.5	32.2
Gross margin of key business (%)	-	-	-	-	-
Operating EBITDA margin (%)	2.9	(3.3)	24.5	25.7	22.7
Operating EBIT margin (%)	(30.0)	(44.8)	5.7	10.8	11.6
Net margin (%)	(12.2)	(17.6)	2.9	10.1	10.5
Effective tax rate (%)	20.0	20.0	20.0	120.0	220.0
Dividend payout on recurring profit (%)	-	(270.9)	117.8	90.0	90.0
Interest cover (X)	(2.2)	(3.7)	2.3	13.8	26.0
Inventory days	22.7	26.0	11.8	9.9	7.2
Debtor days	79.8	57.5	20.6	17.4	13.6
Creditor days	298.1	322.0	155.1	133.0	99.1
Operating ROIC (%)	(20.0)	(21.1)	6.0	18.8	(6.8)
ROIC (%)	(2.2)	(6.0)	3.4	8.0	(2.7)
ROE (%)	(6.7)	(7.7)	2.7	11.5	14.9
ROA (%)	(1.9)	(2.1)	2.3	5.8	7.6
* Pre-exceptional, pre-goodwill and fully diluted					
Revenue by Division (THB m)					
Cinema	1,758	1,470	3,246	4,150	5,449
Concession	725	786	1,708	1,868	2,501
Advertisement	573	294	672	875	1,203
Entertainment	203	78	318	308	305

Sources: Major Cineplex Group; FSSIA estimates

Financial Statements

Major Cineplex Group

Cash Flow (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Recurring net profit	(460)	(528)	185	775	1,048
Depreciation	1,242	1,250	1,195	1,145	1,098
Associates & minorities	(740)	(392)	(85)	(155)	(163)
Other non-cash items	143	(1,818)	42	0	0
Change in working capital	18	944	84	87	91
Cash flow from operations	202	(543)	1,421	1,852	2,074
Capex - maintenance	(211)	(341)	(345)	(420)	(445)
Capex - new investment	(211)	(341)	(345)	(420)	(445)
Net acquisitions & disposals	-	-	-	-	-
Other investments (net)	141	4,951	1,195	(30)	(40)
Cash flow from investing	(281)	4,268	505	(870)	(930)
Dividends paid	0	(716)	(825)	(458)	(821)
Equity finance	0	0	0	0	0
Debt finance	669	(3,337)	50	(600)	(400)
Other financing cash flows	6	785	(1,872)	(166)	(450)
Cash flow from financing	675	(3,268)	(2,647)	(1,224)	(1,670)
Non-recurring cash flows	-	-	-	-	-
Other adjustments	0	0	0	0	0
Net other adjustments	0	0	0	0	0
Movement in cash	595	457	(722)	(241)	(526)
Free cash flow to firm (FCFF)	95.53	3,982.76	2,125.63	1,053.63	1,194.42
Free cash flow to equity (FCFE)	595.46	1,172.24	103.02	216.96	294.21

Per share (THB)

FCFF per share	0.11	4.45	2.38	1.18	1.34
FCFE per share	0.67	1.31	0.12	0.24	0.33
Recurring cash flow per share	0.21	(1.66)	1.49	1.97	2.22

Balance Sheet (THB m) Year Ending Dec	2020	2021	2022E	2023E	2024E
Tangible fixed assets (gross)	15,932	16,210	5,650	5,525	5,483
Less: Accumulated depreciation	(10,465)	(11,160)	(875)	(841)	(810)
Tangible fixed assets (net)	5,467	5,050	4,775	4,683	4,674
Intangible fixed assets (net)	2,663	2,693	2,464	2,250	2,052
Long-term financial assets	-	-	-	-	-
Invest. in associates & subsidiaries	6,809	1,969	1,969	1,969	1,969
Cash & equivalents	1,401	1,857	1,135	894	368
A/C receivable	592	3,744	1,597	1,602	1,608
Inventories	118	111	111	111	111
Other current assets	296	291	305	321	337
Current assets	2,406	6,003	3,148	2,928	2,423
Other assets	333	804	1,847	2,032	2,235
Total assets	17,678	16,519	14,202	13,862	13,352
Common equity	6,482	7,170	6,588	6,905	7,132
Minorities etc.	144	117	117	117	117
Total shareholders' equity	6,626	7,287	6,704	7,022	7,249
Long term debt	2,505	915	1,000	400	0
Other long-term liabilities	3,538	3,211	3,029	2,863	2,713
Long-term liabilities	6,043	4,126	4,029	3,263	2,713
A/C payable	1,395	1,443	1,479	1,516	1,553
Short term debt	2,640	2,025	300	300	0
Other current liabilities	974	1,639	1,691	1,762	1,836
Current liabilities	5,009	5,107	3,469	3,577	3,390
Total liabilities and shareholders' equity	17,678	16,519	14,202	13,862	13,352
Net working capital	(1,363)	1,064	(1,156)	(1,244)	(1,334)
Invested capital	13,909	11,581	9,898	9,690	9,594

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

Per share (THB)

Book value per share	7.25	8.02	7.36	7.72	7.97
Tangible book value per share	4.27	5.00	4.61	5.20	5.68

Financial strength

Net debt/equity (%)	56.5	14.9	2.5	(2.8)	(5.1)
Net debt/total assets (%)	21.2	6.6	1.2	(1.4)	(2.8)
Current ratio (x)	0.5	1.2	0.9	0.8	0.7
CF interest cover (x)	5.6	6.9	3.2	10.0	15.6

Valuation	2020	2021	2022E	2023E	2024E
Recurring P/E (x) *	(36.1)	(31.5)	89.8	21.5	15.9
Recurring P/E @ target price (x) *	(42.7)	(37.2)	106.2	25.4	18.8
Reported P/E (x)	(31.5)	10.5	68.6	21.5	15.9
Dividend yield (%)	-	8.6	1.3	4.2	5.7
Price/book (x)	2.6	2.3	2.5	2.4	2.3
Price/tangible book (x)	4.4	3.7	4.0	3.6	3.3
EV/EBITDA (x) **	185.0	(180.8)	10.8	8.4	7.3
EV/EBITDA @ target price (x) **	212.4	(211.7)	12.8	9.9	8.6
EV/invested capital (x)	1.5	1.5	1.7	1.7	1.7

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

Sources: Major Cineplex Group; FSSIA estimates

Corporate Governance report of Thai listed companies 2022

EXCELLENT LEVEL – Score range 90-100											
AAV	BAM	CIMBT	ECL	HENG	LALIN	NEP	PRG	SCC	SPRC	THRE	TTW
ADVANC	BANPU	CK	EE	HMPRO	LANNA	NER	PRM	SCCC	SPVI	THREL	TU
AF	BAY	CKP	EGCO	ICC	LHFG	NKI	PSH	SCG	SSC	TIPCO	TVDH
AH	BBIK	CM	EPG	ICHI	LIT	NOBLE	PSL	SCGP	SSSC	TISCO	TVI
AIRA	BBL	CNT	ETC	III	LOXLEY	NSI	PTG	SCM	SST	TK	TVO
AJ	BCP	COLOR	ETE	ILINK	LPN	NVD	PTT	SCN	STA	TKN	TWPC
AKP	BCPG	COM7	FN	ILM	LRH	NYT	PTTEP	SDC	STEC	TKS	UAC
AKR	BDM5	COMAN	FNS	IND	LST	OISHI	PTTGC	SEAFCO	STGT	TKT	UBIS
ALLA	BEM	COTTO	FPI	INTUCH	MACO	OR	PYLON	SEAOIL	STI	TMILL	UPOIC
ALT	BEYOND	CPALL	FPT	IP	MAJOR	ORI	Q-CON	SE-ED	SUN	TMT	UV
AMA	BGC	CPF	FSMART	IRC	MAKRO	OSP	QH	SELIC	SUSCO	TNDT	VCOM
AMARIN	BGRIM	CPI	FVC	IRPC	MALEE	OTO	QTC	SENA	SUTHA	TNITY	VGI
AMATA	BIZ	CPN	GC	ITEL	MBK	PAP	RABBIT	SENAJ	SUTHA	TOA	VIH
AMATAV	BKI	CRC	GEL	IVL	MC	PCSGH	RATCH	SGF	SYMC	TOP	WACOAL
ANAN	BOL	CSS	GFPT	JTS	MCOT	PDG	RBF	SHR	SYNTEC	TPBI	WAVE
AOT	BPP	DDD	GGC	JWD	METCO	PDJ	RS	SICT	TACC	TQM	WHA
AP	BRR	DELTA	GLAND	K	MFEC	PG	S	SIRI	TASCO	TRC	WHAUP
APURE	BTS	DEMCO	GLOBAL	KBANK	MINT	PHOL	S&J	SIS	TCAP	TRUE	WICE
ARIP	BTW	DOHOME	GPI	KCE	MONO	PLANB	SAM	SITHAI	TEAMG	TSC	WINNER
ASP	BWG	DRT	GPSC	KEX	MOONG	PLANET	SABINA	SMPC	TFMAMA	TSR	XPG
ASW	CENDEL	DTAC	GRAMMY	KGI	MSC	PLAT	SAMART	SNC	THANA	TSTE	ZEN
AUCT	CFRESH	DUSIT	GULF	KKP	MST	PORT	SAMTEL	SONIC	THANI	TSTH	
AWC	CGH	EA	GUNKUL	KSL	MTC	PPS	SAT	SORKON	THCOM	TTA	
AYUD	CHEWA	EASTW	HANA	KTB	MVP	PR9	SC	SPALI	THG	TTB	
BAFS	CHO	ECF	HARN	KTC	NCL	PREB	SCB	SPI	THIP	TTCL	

VERY GOOD LEVEL – Score range 80-89											
2S	ASIMAR	CHOTI	ESSO	INSURE	LH	NRF	PROEN	SCI	SR	TMC	UMI
7UP	ASK	CHOW	ESTAR	IRCP	LHK	NTV	PROS	SCP	SRICHA	TMD	UOBKH
ABM	ASN	CI	FE	IT	M	NUSA	PROUD	SE	SSF	TMI	UP
ACE	ATP30	CIG	FLOYD	ITD	MATCH	NWR	PSG	SECURE	SSP	TNL	UPF
ACG	B	CITY	FORTH	J	MBAX	OCC	PSTC	SFLEX	STANLY	TNP	UTP
ADB	BA	CIVIL	FSS	JAS	MEGA	OGC	PT	SFP	STC	TNR	VIBHA
ADD	BC	CMC	FTE	JCK	META	ONEE	PTC	SFT	STPI	TOG	VL
AEONTS	BCH	CPL	GBX	JCKH	MFC	PACO	QLT	SGP	SUC	TPA	VPO
AGE	BE8	CPW	GCAP	JMT	MGT	PATO	RCL	SIAM	SVOA	TPAC	VRANDA
AHC	BEC	CRANE	GENCO	JR	MICRO	PB	RICHY	SINGER	SVT	TPCS	WGE
AIE	BH	CRD	GJS	KBS	MILL	PICO	RJH	SKE	SWC	TPIPL	WIJK
AIT	BIG	CSC	GTB	KCAR	MITSIB	PIMO	ROJNA	SKN	SYNEX	TPIPP	WIN
ALUCON	BJC	CSP	GYT	KGEN	MK	PIN	RPC	SKR	TAE	TPLAS	WINMED
AMANAH	BJCHI	CV	HEMP	KIAT	MODERN	PJW	RT	SKY	TAKUNI	TPS	WORK
AMR	BLA	CWT	HPT	KISS	MTI	PL	RWI	SLP	TCC	TQR	WP
APCO	BR	DCC	HTC	KK	NATION	PLE	S11	SMART	TCMC	TRITN	XO
APCS	BRI	DHOUSE	HUMAN	KOOL	NCAP	PM	SA	SMD	TFG	TRT	YUASA
AQUA	BROOK	DITTO	HYDRO	KTIS	NCH	PMTA	SABUY	SMT	TFI	TRU	ZIGA
ARIN	BSM	DMT	ICN	KUMWEL	NDR	PPP	SAK	SMT	TFM	TRV	
ARROW	BYD	DOD	IFS	KUN	NETBAY	PPPM	SALEE	SNNP	TGH	TSE	
AS	CBG	DPAINT	IIG	KWC	NEX	PRAPAT	SAMCO	SNP	TIDLOR	TVT	
ASAP	CEN	DV8	IMH	KWM	NINE	PRECHA	SANKO	SO	TIGER	TWP	
ASEFA	CHARAN	EASON	INET	L&E	NNCL	PRIME	SAPPE	SPA	TIPH	UBE	
ASIA	CHAYO	EFORL	INGRS	LDC	NOVA	PRIN	SAWAD	SPC	TITLE	UEC	
ASIAN	CHG	ERW	INSET	LEO	NPK	PRINC	SCAP	SPCG	TM	UKEM	

GOOD LEVEL – Score range 70-79											
A	BEAUTY	CMAN	EMC	HL	KWI	MORE	PF	RSP	SUPER	TOPP	VARO
A5	BGT	CMO	EP	HTECH	KYE	MPIC	PK	SIMAT	TC	TPCH	W
AI	BLAND	CMR	EVER	IHL	LEE	MUD	PPM	SISB	TCCC	TPOLY	WFX
ALL	BM	CPANEL	F&D	INOX	LPH	NC	PRAKIT	SK	TCJ	TRUBB	WPH
ALPHAX	BROCK	CPT	FMT	JAK	MATI	NEWS	PTECH	SOLAR	TEAM	TTI	YGG
AMC	BSBM	CSR	GIFT	JMART	M-CHAI	NFC	PTL	SPACK	THE	TYCN	
APP	BTNC	CTW	GLOCON	JSP	MCS	NSL	RAM	SPG	THMUI	UMS	
AQ	CAZ	D	GLORY	JUBILE	MDX	NV	ROCK	SQ	TKC	UNIQ	
AU	CCP	DCON	GREEN	KASET	MENA	PAF	RP	STARK	TNH	UPA	
B52	CGD	EKH	GSC	KCM	MJD	PEACE	RPH	STECH	TNPC	UREKA	

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

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

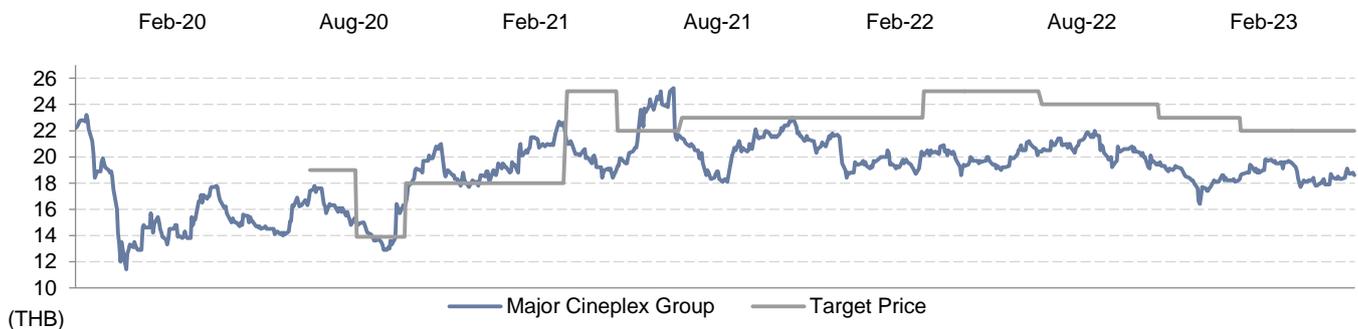
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History of change in investment rating and/or target price

Major Cineplex Group (MAJOR TB)



Date	Rating	Target price	Date	Rating	Target price	Date	Rating	Target price
27-Aug-2020	BUY	19.00	02-Apr-2021	BUY	25.00	03-Feb-2022	BUY	25.00
02-Sep-2020	HOLD	19.00	17-May-2021	BUY	22.00	13-May-2022	BUY	24.00
06-Oct-2020	HOLD	13.90	09-Jul-2021	HOLD	23.00	23-Aug-2022	BUY	23.00
17-Nov-2020	HOLD	18.00	24-Aug-2021	BUY	23.00	01-Nov-2022	BUY	22.00

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
Major Cineplex Group	MAJOR TB	THB 18.60	BUY	The key downside risks to our SoTP-based TP are a slower-than-expected recovery in domestic consumption, the growing popularity of online movies, and the new wave of Covid.

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 07-Feb-2023 unless otherwise stated.

RECOMMENDATION STRUCTURE

Stock ratings

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

BUY (B). The upside is 10% or more.

HOLD (H). The upside or downside is less than 10%.

REDUCE (R). The downside is 10% or more.

Unless otherwise specified, these recommendations are set with a 12-month horizon. Thus, it is possible that future price volatility may cause a temporary mismatch between upside/downside for a stock based on market price and the formal recommendation.

* In most cases, the target price will equal the analyst's assessment of the current fair value of the stock. However, if the analyst doesn't think the market will reassess the stock over the specified time horizon due to a lack of events or catalysts, then the target price may differ from fair value. In most cases, therefore, our recommendation is an assessment of the mismatch between current market price and our assessment of current fair value.

Industry Recommendations

Overweight. The analyst expects the fundamental conditions of the sector to be positive over the next 12 months.

Neutral. The analyst expects the fundamental conditions of the sector to be maintained over the next 12 months.

Underweight. The analyst expects the fundamental conditions of the sector to be negative over the next 12 months.

Country (Strategy) Recommendations

Overweight (O). Over the next 12 months, the analyst expects the market to score positively on two or more of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Neutral (N). Over the next 12 months, the analyst expects the market to score positively on one of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Underweight (U). Over the next 12 months, the analyst does not expect the market to score positively on any of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.