

BUY  
UNCHANGED

4Q24 results at first glance

COM7 รายงานกำไรสุทธิที่น่าประทับใจที่ 1.02 พัน ลบ. (+45% q-q, +53% y-y) สูงกว่าที่ตลาดคาด 10%

Highlights

- COM7 รายงานกำไรสุทธิ 4Q24 อยู่ที่ 1.02 พัน ลบ. (+45% q-q, +53% y-y) สูงกว่าที่ตลาดคาด 10% และทำสถิติสูงสุดใหม่ ผลประกอบการที่ดีดังกล่าวได้รับปัจจัยผลักดันสำคัญจากยอดขายที่โตดีและอัตรากำไรขั้นต้นที่ฟื้นตัวเป็น 13.4%
- ยอดขายโต 17% y-y โดยได้ปัจจัยหนุนจากความต้องการที่เพิ่มขึ้นสำหรับ Smartphone ทั้ง iOS และ Android โดยเฉพาะการเปิดตัว iPhone 16 ที่มีการตอบรับที่ดี นอกจากนี้มาตรการแจกเงินสด 10,000 บาทของรัฐบาลยังช่วยกระตุ้นยอดขาย Smartphone ระดับเริ่มต้นที่มีราคาต่ำกว่า 5,000 บาท
- อัตรากำไรขั้นต้นใน 4Q24 ฟื้นตัวเป็น 13.4% จาก 11.6% ใน 4Q23 เมื่อรายการส่งเสริมการขายกดดันความสามารถในการทำกำไร สัดส่วนค่าใช้จ่ายการขายและบริหารต่อยอดขายเพิ่มเล็กน้อยเป็น 7.7% (+30bps y-y)
- กำไรสุทธิในปี 2024 พุ่งทำสถิติสูงสุดใหม่ที่ 3.3 พัน ลบ. (+16% y-y) โดยได้ปัจจัยหนุนจากการเติบโตของยอดขายที่ดี ตัวเลขดังกล่าวสูงกว่าที่เราคาดไว้ที่ 3.2 พัน ลบ. อยู่ 4%
- COM7 ประกาศจ่ายเงินปันผล 0.86 บาท/หุ้นคิดเป็นผลตอบแทนในรูปเงินปันผลอยู่ที่ 4%

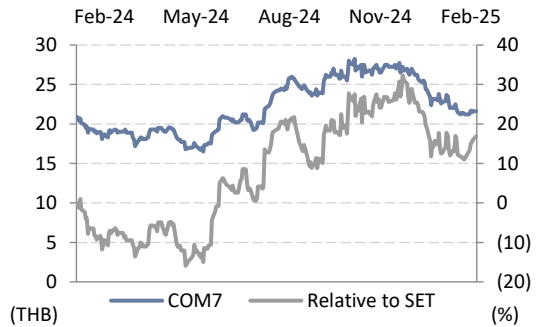
Outlooks

- แนวโน้ม 1Q25: ถ้าอัตรากำไรขั้นต้นยังสูงกว่า 13% เราคาดว่ากำไรสุทธิจะเพิ่ม y-y โดยได้ปัจจัยผลักดันจากการเปิดตัว Smartphone ที่เป็นเรือธงของแบรนด์ที่ได้รับความนิยม โดยเฉพาะ Samsung Galaxy S25 การเปิดตัวของ iPhone 16e (นับเป็นการกลับมาของรุ่น SE หลังว่างไป 3 ปี) และมาตรการลดหย่อนภาษีด้วย E-Receipt ซึ่งน่าจะช่วยกระตุ้นยอดขายได้อีก

TARGET PRICE	THB30.00
CLOSE	THB21.60
UP/DOWNSIDE	+38.9%
PRIOR TP	THB30.00
CHANGE IN TP	UNCHANGED
TP vs CONSENSUS	+4.7%

KEY STOCK DATA

YE Dec (THB m)	2024	2025E	2026E	2027E
Revenue	79,074	83,304	90,040	93,514
Net profit	3,307	3,437	3,703	3,812
EPS (THB)	1.38	1.43	1.54	1.59
vs Consensus (%)	-	7.8	3.7	(3.6)
EBITDA	5,134	5,715	6,310	6,705
Recurring net profit	3,307	3,437	3,703	3,812
Core EPS (THB)	1.38	1.43	1.54	1.59
Chg. In EPS est. (%)	nm	0.0	0.0	nm
EPS growth (%)	15.7	3.9	7.8	2.9
Core P/E (x)	15.7	15.1	14.0	13.6
Dividend yield (%)	6.0	4.1	4.5	4.6
EV/EBITDA (x)	11.7	10.3	9.3	8.6
Price/book (x)	5.9	5.2	4.5	4.0
Net debt/Equity (%)	93.3	70.6	59.1	46.6
ROE (%)	39.4	36.6	34.5	31.4



Share price performance	1 Month	3 Month	12 Month
Absolute (%)	(5.3)	(20.0)	3.3
Relative to country (%)	3.8	(6.4)	16.9
Mkt cap (USD m)	1,518		
3m avg. daily turnover (USD m)	7.1		
Free float (%)	46		
Major shareholder	Sura Khanittaweekul (25%)		
12m high/low (THB)	28.25/16.40		
Issued shares (m)	2,400.00		

Sources: Bloomberg consensus; FSSIA estimates



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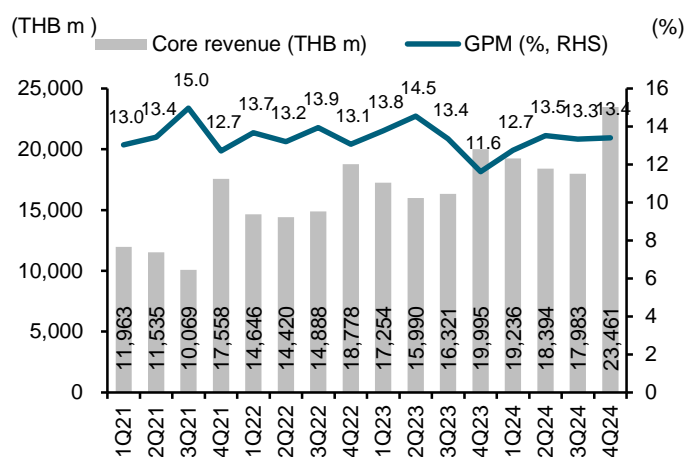
บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 25 กุมภาพันธ์ 2025

## Exhibit 1: COM7 – 4Q24 results summary

Year to Dec 31	4Q23 (THB m)	1Q24 (THB m)	2Q24 (THB m)	3Q24 (THB m)	4Q24 (THB m)	----- Change ----- (q-q%) (y-y%)		2023 (THB m)	2024 (THB m)	Change (y-y%)
<b>Revenue</b>	<b>19,995</b>	<b>19,236</b>	<b>18,394</b>	<b>17,983</b>	<b>23,461</b>	<b>30</b>	<b>17</b>	<b>69,559</b>	<b>79,074</b>	<b>14</b>
COGS	(17,670)	(16,785)	(15,909)	(15,586)	(20,318)	30	15	(60,354)	(68,598)	14
<b>Gross profit</b>	<b>2,325</b>	<b>2,451</b>	<b>2,485</b>	<b>2,397</b>	<b>3,143</b>	<b>31</b>	<b>35</b>	<b>9,205</b>	<b>10,476</b>	<b>14</b>
Operating costs	(1,478)	(1,498)	(1,524)	(1,493)	(1,812)	21	23	(5,484)	(6,327)	15
<b>Operating profit</b>	<b>846</b>	<b>953</b>	<b>961</b>	<b>905</b>	<b>1,330</b>	<b>47</b>	<b>57</b>	<b>3,721</b>	<b>4,148</b>	<b>11</b>
Other income	19	44	42	34	40	17	107	82	159	93
Other gains (losses)	34	30	(39)	(16)	(26)	65	(176)	(43)	0	(100)
Interest expense	(70)	(71)	(75)	(88)	(73)	(17)	4	(232)	(306)	32
Profit before tax	829	956	888	836	1,271	52	53	3,454	3,952	14
Tax	(145)	(136)	(141)	(142)	(255)	80	76	(588)	(674)	15
Associates	9	10	3	15	15	4	76	67	43	(36)
Minority interests	(25)	(9)	2	0	(7)	n/a	(73)	(77)	(14)	(82)
Non-recurring items	0	0	0	0	0	n/a	n/a	0	0	n/a
Reported net profit	668	822	752	709	1,024	45	53	2,857	3,307	16
<b>Recurring net profit</b>	<b>668</b>	<b>822</b>	<b>752</b>	<b>709</b>	<b>1,024</b>	<b>45</b>	<b>53</b>	<b>2,857</b>	<b>3,307</b>	<b>16</b>
EPS (THB)	0.28	0.34	0.31	0.30	0.43	45	53	1.19	1.38	16
<b>Recurring EPS (THB)</b>	<b>0.28</b>	<b>0.34</b>	<b>0.31</b>	<b>0.30</b>	<b>0.43</b>	<b>45</b>	<b>53</b>	<b>1.19</b>	<b>1.38</b>	<b>16</b>
<b>Key ratios (%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(ppt)</b>	<b>(ppt)</b>	<b>(%)</b>	<b>(%)</b>	
Gross margin	11.6	12.7	13.5	13.3	13.4	0.1	1.8	13.2	13.2	0.0
Operating margin	4.5	5.3	5.2	5.1	5.7	0.6	1.2	5.3	5.2	(0.1)
Recurring net margin	3.3	4.3	4.1	3.9	4.4	0.4	1.0	4.1	4.2	0.1
SG&A / Sales	7.4	7.8	8.3	8.3	7.7	(0.6)	0.3	7.9	8.0	0.1
<b>Operating statistics</b>						<b>(q-q%)</b>	<b>(y-y%)</b>			
Number of stores (no.)	1,348	1,354	1,382	1,301	1,312	1	(3)			

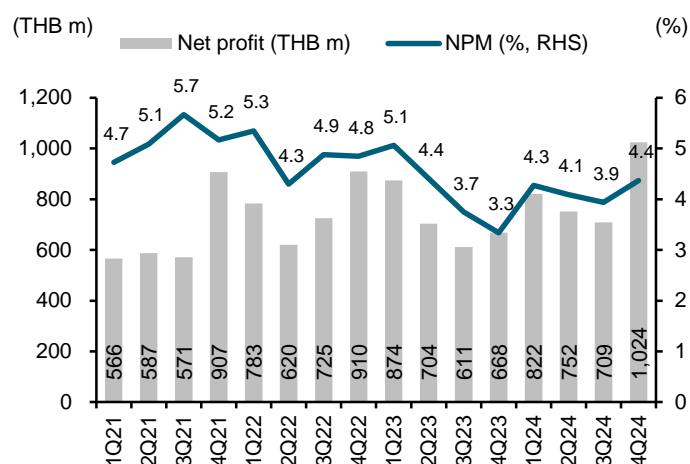
Sources: COM7; FSSIA estimates

## Exhibit 2: Revenue and % GPM



Sources: COM7; FSSIA estimates

## Exhibit 3: Net profit and % NPM



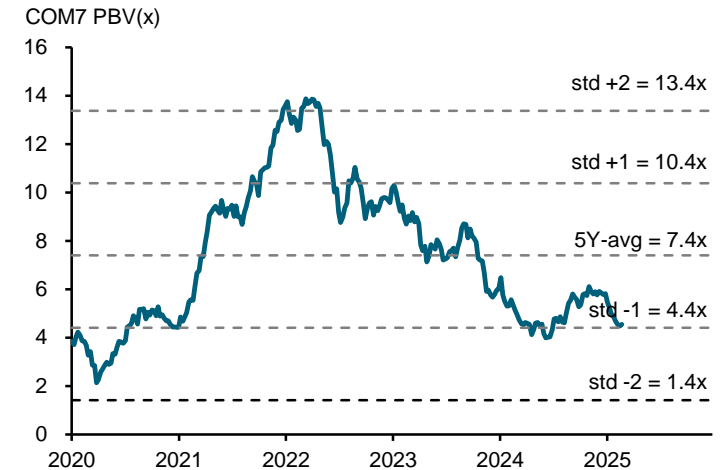
Sources: COM7; FSSIA estimates

Exhibit 4: Rolling one-year forward P/E band



Sources: Bloomberg; FSSIA estimates

Exhibit 5: Rolling one-year forward P/BV band



Sources: Bloomberg; FSSIA estimates

Exhibit 6: Commerce peers as of 24 Feb 2025

Company	BBG	Rec	----- Share price -----			Market Cap	---- PE ----		--- ROE ---		--- PBV ---		- EV/ EBITDA -	
			Current	Target	Upside		24E	25E	24E	25E	24E	25E	24E	25E
			(LCY)	(LCY)	(%)		(USD m)	(x)	(x)	(%)	(%)	(x)	(x)	(x)
Consumer Staple														
CP All	CPALL TB	BUY	51.75	83.00	60	13,872	18.7	16.7	21.2	21.3	4.1	3.6	17.0	15.2
CP Aextra	CPAXT TB	BUY	28.00	34.00	21	8,713	26.9	22.7	3.7	4.3	1.0	1.0	10.2	9.1
Berli Jucker	BJC TB	BUY	22.90	31.00	35	2,739	19.9	17.5	3.8	4.4	0.8	0.8	11.4	11.2
Consumer Staple average						25,324	21.8	19.0	9.6	10.0	1.9	1.8	12.9	11.8
Consumer Discretionary														
Com7	COM7 TB	BUY	21.60	30.00	39	1,518	15.7	15.1	39.4	36.6	5.9	5.2	11.7	10.3
Central Retail Corp	CRC TB	BUY	33.50	42.00	25	6,029	23.6	21.6	12.2	12.4	2.8	2.6	9.6	9.2
Home Improvement														
Index Living Mall	ILM TB	BUY	14.60	17.00	16	220	9.8	9.1	12.4	12.8	1.2	1.1	6.1	5.8
Home Product Center	HMPRO TB	BUY	8.50	13.20	55	3,336	17.2	16.1	24.8	25.3	4.2	4.0	10.0	9.4
Siam Global House	GLOBAL TB	HOLD	8.45	9.70	15	1,312	18.5	17.4	9.9	10.3	1.8	1.7	15.0	14.4
Dohome	DOHOME TB	BUY	7.60	9.50	25	732	36.4	27.7	5.4	6.9	1.9	1.8	17.2	15.3
Home Improvement avg.						5,600	20.5	17.6	13.1	13.8	2.3	2.2	12.1	11.2
Consumer Discretionary avg.						13,147	20.2	17.8	17.4	17.4	3.0	2.7	11.6	10.7
Total average						38,471	20.8	18.2	14.8	14.9	2.6	2.4	12.0	11.1

Source: FSSIA estimates

## Financial Statements

Com7

Profit and Loss (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Revenue	69,559	79,074	83,304	90,040	93,514
Cost of goods sold	(60,354)	(68,598)	(72,188)	(77,988)	(80,981)
<b>Gross profit</b>	<b>9,205</b>	<b>10,476</b>	<b>11,116</b>	<b>12,052</b>	<b>12,532</b>
Other operating income	82	159	167	180	187
Operating costs	(5,600)	(6,377)	(6,811)	(7,451)	(7,827)
<b>Operating EBITDA</b>	<b>4,563</b>	<b>5,134</b>	<b>5,715</b>	<b>6,310</b>	<b>6,705</b>
Depreciation	(876)	(876)	(1,243)	(1,528)	(1,813)
Goodwill amortisation	-	-	-	-	-
<b>Operating EBIT</b>	<b>3,687</b>	<b>4,258</b>	<b>4,471</b>	<b>4,782</b>	<b>4,892</b>
Net financing costs	(232)	(306)	(301)	(277)	(276)
Associates	67	43	31	23	40
Recurring non-operating income	67	43	31	23	40
Non-recurring items	0	0	0	0	0
<b>Profit before tax</b>	<b>3,522</b>	<b>3,995</b>	<b>4,201</b>	<b>4,528</b>	<b>4,657</b>
Tax	(588)	(674)	(751)	(811)	(831)
<b>Profit after tax</b>	<b>2,934</b>	<b>3,321</b>	<b>3,451</b>	<b>3,717</b>	<b>3,826</b>
Minority interests	(77)	(14)	(14)	(14)	(14)
Preferred dividends	-	-	-	-	-
Other items	-	-	-	-	-
<b>Reported net profit</b>	<b>2,857</b>	<b>3,307</b>	<b>3,437</b>	<b>3,703</b>	<b>3,812</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>2,857</b>	<b>3,307</b>	<b>3,437</b>	<b>3,703</b>	<b>3,812</b>
<b>Per share (THB)</b>					
Recurring EPS *	1.19	1.38	1.43	1.54	1.59
Reported EPS	1.19	1.38	1.43	1.54	1.59
DPS	0.91	1.29	0.89	0.96	0.99
Diluted shares (used to calculate per share data)	2,400	2,400	2,400	2,400	2,400
<b>Growth</b>					
Revenue (%)	10.9	13.7	5.3	8.1	3.9
Operating EBITDA (%)	(2.6)	12.5	11.3	10.4	6.3
Operating EBIT (%)	(5.2)	15.5	5.0	6.9	2.3
Recurring EPS (%)	(5.9)	15.7	3.9	7.8	2.9
Reported EPS (%)	(5.9)	15.7	3.9	7.8	2.9
<b>Operating performance</b>					
Gross margin inc. depreciation (%)	13.2	13.2	13.3	13.4	13.4
Gross margin exc. depreciation (%)	14.5	14.4	14.8	15.1	15.3
Operating EBITDA margin (%)	6.6	6.5	6.9	7.0	7.2
Operating EBIT margin (%)	5.3	5.4	5.4	5.3	5.2
Net margin (%)	4.1	4.2	4.1	4.1	4.1
Effective tax rate (%)	16.7	16.9	17.9	17.9	17.8
Dividend payout on recurring profit (%)	76.3	94.0	62.4	62.4	62.4
Interest cover (X)	16.2	14.0	15.0	17.3	17.9
Inventory days	52.9	59.8	61.5	57.9	59.2
Debtor days	18.9	15.3	14.5	14.7	15.0
Creditor days	30.1	28.7	29.1	27.8	28.4
Operating ROIC (%)	29.5	27.2	(6.6)	(6.8)	(6.6)
ROIC (%)	21.4	20.3	(4.9)	(5.0)	(4.9)
ROE (%)	37.6	39.4	36.6	34.5	31.4
ROA (%)	14.8	14.4	12.9	13.6	13.1

\* Pre-exceptional, pre-goodwill and fully diluted

Revenue by Division (THB m)	2023	2024	2025E	2026E	2027E
Phone	41,736	48,269	49,982	54,024	56,108
Tablet	9,738	10,012	10,829	11,705	12,157
IT Product	5,565	6,931	7,497	8,104	8,416
Accessories	11,130	12,322	13,329	14,406	14,962

Sources: Com7; FSSIA estimates

## Financial Statements

Com7

Cash Flow (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Recurring net profit	2,857	3,307	3,437	3,703	3,812
Depreciation	876	876	1,243	1,528	1,813
Associates & minorities	(67)	(43)	(31)	(23)	(40)
Other non-cash items	300	349	331	300	316
Change in working capital	(2,963)	(1,285)	111	(849)	(471)
<b>Cash flow from operations</b>	<b>1,003</b>	<b>3,205</b>	<b>5,091</b>	<b>4,659</b>	<b>5,429</b>
Capex - maintenance	-	-	-	-	-
Capex - new investment	(1,592)	(800)	(1,276)	(1,561)	(1,846)
Net acquisitions & disposals	-	-	-	-	-
Other investments (net)	(103)	(1,163)	(183)	(143)	(133)
<b>Cash flow from investing</b>	<b>(1,695)</b>	<b>(1,963)</b>	<b>(1,459)</b>	<b>(1,704)</b>	<b>(1,979)</b>
Dividends paid	(2,180)	(3,107)	(2,145)	(2,311)	(2,379)
Equity finance	43	(699)	0	0	0
Debt finance	3,243	1,752	(2,130)	559	(667)
Other financing cash flows	(10)	1,090	(353)	(252)	(252)
<b>Cash flow from financing</b>	<b>1,097</b>	<b>(964)</b>	<b>(4,628)</b>	<b>(2,005)</b>	<b>(3,299)</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>404</b>	<b>278</b>	<b>(996)</b>	<b>950</b>	<b>151</b>
Free cash flow to firm (FCFF)	(460.18)	1,548.04	3,932.68	3,231.77	3,725.07
Free cash flow to equity (FCFE)	2,540.16	4,083.91	1,148.76	3,261.17	2,529.94
<b>Per share (THB)</b>					
FCFF per share	(0.19)	0.65	1.64	1.35	1.55
FCFE per share	1.06	1.70	0.48	1.36	1.05
Recurring cash flow per share	1.65	1.87	2.08	2.30	2.46
Balance Sheet (THB m) Year Ending Dec	2023	2024	2025E	2026E	2027E
Tangible fixed assets (gross)	6,340	7,260	8,106	8,947	9,785
Less: Accumulated depreciation	(3,932)	(4,920)	(5,769)	(6,605)	(7,431)
<b>Tangible fixed assets (net)</b>	<b>2,408</b>	<b>2,339</b>	<b>2,338</b>	<b>2,343</b>	<b>2,354</b>
<b>Intangible fixed assets (net)</b>	<b>588</b>	<b>581</b>	<b>615</b>	<b>643</b>	<b>666</b>
Long-term financial assets	-	-	-	-	-
Invest. in associates & subsidiaries	1,665	2,006	2,006	2,006	2,006
Cash & equivalents	1,754	2,032	1,036	1,986	2,137
A/C receivable	3,472	3,147	3,486	3,768	3,913
Inventories	9,922	12,254	11,668	12,605	13,089
Other current assets	1,295	2,112	2,257	2,373	2,481
<b>Current assets</b>	<b>16,443</b>	<b>19,544</b>	<b>18,447</b>	<b>20,733</b>	<b>21,621</b>
Other assets	1,873	2,166	2,358	2,511	2,653
<b>Total assets</b>	<b>22,976</b>	<b>26,637</b>	<b>25,764</b>	<b>28,236</b>	<b>29,299</b>
Common equity	8,047	8,751	10,043	11,435	12,867
Minorities etc.	141	73	73	73	73
<b>Total shareholders' equity</b>	<b>8,188</b>	<b>8,823</b>	<b>10,115</b>	<b>11,507</b>	<b>12,940</b>
Long term debt	-	683	683	683	683
Other long-term liabilities	829	1,141	1,318	1,368	1,415
<b>Long-term liabilities</b>	<b>829</b>	<b>1,824</b>	<b>2,001</b>	<b>2,052</b>	<b>2,099</b>
A/C payable	4,916	5,719	5,596	6,046	6,278
Short term debt	8,437	9,577	7,497	8,104	7,481
Other current liabilities	606	693	554	527	502
<b>Current liabilities</b>	<b>13,959</b>	<b>15,989</b>	<b>13,648</b>	<b>14,677</b>	<b>14,261</b>
<b>Total liabilities and shareholders' equity</b>	<b>22,976</b>	<b>26,637</b>	<b>25,764</b>	<b>28,236</b>	<b>29,299</b>
Net working capital	9,166	11,100	11,261	12,173	12,704
Invested capital	15,700	18,193	18,578	19,676	20,383
* Includes convertibles and preferred stock which is being treated as debt					
<b>Per share (THB)</b>					
Book value per share	3.35	3.65	4.18	4.76	5.36
Tangible book value per share	3.11	3.40	3.93	4.50	5.08
<b>Financial strength</b>					
Net debt/equity (%)	81.6	93.3	70.6	59.1	46.6
Net debt/total assets (%)	29.1	30.9	27.7	24.1	20.6
Current ratio (x)	1.2	1.2	1.4	1.4	1.5
CF interest cover (x)	18.8	16.9	9.1	18.4	16.9
Valuation	2023	2024	2025E	2026E	2027E
<b>Recurring P/E (x) *</b>	<b>18.1</b>	<b>15.7</b>	<b>15.1</b>	<b>14.0</b>	<b>13.6</b>
<b>Recurring P/E @ target price (x) *</b>	<b>25.2</b>	<b>21.8</b>	<b>21.0</b>	<b>19.4</b>	<b>18.9</b>
Reported P/E (x)	18.1	15.7	15.1	14.0	13.6
Dividend yield (%)	4.2	6.0	4.1	4.5	4.6
Price/book (x)	6.4	5.9	5.2	4.5	4.0
Price/tangible book (x)	7.0	6.3	5.5	4.8	4.2
EV/EBITDA (x) **	12.9	11.7	10.3	9.3	8.6
EV/EBITDA @ target price (x) **	17.3	15.6	13.9	12.5	11.6
EV/invested capital (x)	3.7	3.3	3.2	3.0	2.8
* Pre-exceptional, pre-goodwill and fully diluted    ** EBITDA includes associate income and recurring non-operating income					

Sources: Com7; FSSIA estimates

COM7 PCL (COM7 TB)

FSSIA ESG rating

★★★★

61.78 /100

Exhibit 7: FSSIA ESG score implication

Rating	Score	Implication
★★★★★	>79-100	Leading its industry peers in managing the most significant ESG risks which not only better cost efficiency but also lead to higher profitability.
★★★★★	>59-79	A mixed track record of managing the most significant ESG risks and opportunities relative to industry peers.
★★★	>39-59	Relevant ESG materiality matrix has been constructively addressed, well-managed and incorporated into day-to-day operations, in which targets and achievements are evaluated annually.
★★	>19-39	Relevant ESG materiality matrix has been identified with key management in charge for progress to be followed up on and to provide intensive disclosure. Most targets are conventional and achievable.
★	1-19	The company has adopted the United Nations Sustainable Development Goals (UN SDGs), established sustainability management guidelines and fully complies with regulations or ESG suggested guidance from related organizations such as the SET and SEC.

Sources: FSSIA estimates

Exhibit 8: ESG – peer comparison

	FSSIA	Domestic ratings						Global ratings					Bloomberg		
	ESG score	DJSI	SET ESG	SET ESG Rating	CG score	AGM level	Thai CAC	Morningstar	ESG Book	MSCI	Moody's	Refinitiv	S&P Global	ESG score	Disclosure score
SET100	69.20	5.34	4.40	4.40	4.76	4.65	3.84	Medium	51.76	BBB	20.87	58.72	63.91	3.72	28.17
Coverage	67.12	5.11	4.15	4.17	4.83	4.71	3.53	Medium	52.04	BB	16.97	56.85	62.09	3.40	31.94
COM7	61.78	--	Y	Y	5.00	5.00	Certified	Low	47.75	--	--	52.68	21.00	4.40	43.59
CPALL	78.53	Y	Y	Y	5.00	5.00	Certified	Medium	47.38	A	34.00	59.95	82.00	3.74	--
CPAXT	59.46	--	--	--	5.00	5.00	Certified	Low	52.81	--	--	74.64	63.00	3.77	--
BJC	71.33	Y	Y	Y	4.00	4.00	--	Medium	55.09	A	--	65.19	89.00	2.16	--
CRC	64.49	--	Y	Y	5.00	5.00	Certified	Medium	--	BBB	--	60.98	73.00	2.90	47.27

Sources: SETTRADE.com; FSSIA's compilation

Exhibit 9: ESG score by Bloomberg

FY ending Dec 31	FY 2020	FY 2021	FY 2022
ESG financial materiality scores - ESG score	3.14	4.17	4.40
BESG environmental pillar score	3.73	5.72	4.96
BESG social pillar score	1.68	2.66	3.91
BESG governance pillar score	4.25	4.36	4.34
ESG disclosure score	40.13	43.95	43.59
Environmental disclosure score	20.57	23.95	22.23
Social disclosure score	16.05	24.15	24.79
Governance disclosure score	83.59	83.59	83.59
Environmental			
Emissions reduction initiatives	Yes	Yes	Yes
Climate change policy	Yes	Yes	Yes
Climate change opportunities discussed	No	No	No
Risks of climate change discussed	Yes	Yes	Yes
GHG scope 1	—	—	—
GHG scope 2 location-based	—	—	—
GHG Scope 3	—	—	—
Carbon per unit of production	—	—	—
Biodiversity policy	No	No	No
Energy efficiency policy	Yes	Yes	Yes
Total energy consumption	1	2	—
Renewable energy use	—	—	—
Electricity used	1	2	2
Fuel used - natural gas	—	—	—

Sources: Bloomberg; FSSIA's compilation

**Exhibit 10: ESG score by Bloomberg (cont.)**

FY ending Dec 31	FY 2020	FY 2021	FY 2022
Fuel used - crude oil/diesel	No	No	No
Waste reduction policy	Yes	Yes	Yes
Hazardous waste	—	—	—
Total waste	—	—	—
Waste recycled	—	—	—
Waste sent to landfills	—	—	—
Environmental supply chain management	Yes	Yes	Yes
Water policy	Yes	Yes	Yes
Water consumption	—	—	—
<b>Social</b>			
Human rights policy	Yes	Yes	Yes
Policy against child labor	Yes	Yes	Yes
Quality assurance and recall policy	No	No	No
Consumer data protection policy	Yes	Yes	Yes
Equal opportunity policy	Yes	Yes	Yes
Gender pay gap breakout	No	No	No
Pct women in workforce	—	52	52
Pct disabled in workforce	—	1	1
Business ethics policy	Yes	Yes	Yes
Anti-bribery ethics policy	Yes	Yes	Yes
Health and safety policy	Yes	Yes	Yes
Lost time incident rate - employees	—	—	—
Total recordable incident rate - employees	—	—	—
Training policy	Yes	Yes	Yes
Fair remuneration policy	No	No	Yes
Number of employees – CSR	3,883	4,327	4,810
Employee turnover pct	43	—	—
Total hours spent by firm - employee training	—	25,962	28,860
Social supply chain management	Yes	Yes	Yes
<b>Governance</b>			
<b>Board size</b>	<b>7</b>	<b>7</b>	<b>7</b>
<b>No. of independent directors (ID)</b>	<b>3</b>	<b>3</b>	<b>3</b>
No. of women on board	1	1	1
No. of non-executive directors on board	3	3	3
Company conducts board evaluations	Yes	Yes	Yes
No. of board meetings for the year	9	7	12
Board meeting attendance pct	98	100	99
Board duration (years)	3	3	3
Director share ownership guidelines	No	No	No
Age of the youngest director	51	52	53
Age of the oldest director	66	67	68
<b>No. of executives / company managers</b>	<b>8</b>	<b>8</b>	<b>8</b>
No. of female executives	3	3	3
Executive share ownership guidelines	No	No	No
<b>Size of audit committee</b>	<b>2</b>	<b>3</b>	<b>3</b>
No. of ID on audit committee	2	3	3
Audit committee meetings	4	4	4
Audit meeting attendance %	100	100	100
<b>Size of compensation committee</b>	<b>3</b>	<b>3</b>	<b>3</b>
No. of ID on compensation committee	1	1	1
No. of compensation committee meetings	2	2	2
Compensation meeting attendance %	100	100	100
<b>Size of nomination committee</b>	<b>3</b>	<b>3</b>	<b>3</b>
No. of nomination committee meetings	2	2	2
Nomination meeting attendance %	100	100	100
<b>Sustainability governance</b>			
Verification type	No	No	No

Sources: Bloomberg; FSSIA's compilation



## Disclaimer for ESG scoring

ESG score	Methodology	Rating																			
The Dow Jones Sustainability Indices ( <a href="#">DJSI</a> ) By S&P Global	The DJSI World applies a transparent, rules-based component selection process based on the companies' Total Sustainability Scores resulting from the annual S&P Global Corporate Sustainability Assessment (CSA). Only the top-ranked companies within each industry are selected for inclusion.	Be a member and invited to the annual S&P Global Corporate Sustainability Assessment (CSA) for DJSI. Companies with an S&P Global ESG Score of less than 45% of the S&P Global ESG Score of the highest scoring company are disqualified. The constituents of the DJSI indices are selected from the Eligible Universe.																			
SET ESG Ratings List ( <a href="#">SETESG</a> ) by The Stock Exchange of Thailand ( <a href="#">SET</a> )	SET ESG quantifies responsibility in Environmental and Social issues by managing business with transparency in Governance, updated annually. Candidates must pass the preemptive criteria, with two crucial conditions: 1) no irregular trading of the board members and executives; and 2) free float of >150 shareholders, and combined holding must be >15% of paid-up capital. Some key disqualifying criteria include: 1) CG score of below 70%; 2) independent directors and free float violation; 3) executives' wrongdoing related to CG, social & environmental impacts; 4) equity in negative territory; and 5) earnings in red for > 3 years in the last 5 years.	To be eligible for <a href="#">SETESG inclusion</a> , verified data must be scored at a minimum of 50% for each indicator, unless the company is a part of DJSI during the assessment year. The scoring will be fairly weighted against the nature of the relevant industry and materiality. <a href="#">SETESG Index</a> is extended from the SET ESG Ratings companies whose 1) market capitalization > THB5b (~USD150b); 2) free float >20%; and 3) liquidity >0.5% of paid-up capital for at least 9 out of 12 months. The SETTHSI Index is a market capitalisation-weighted index, cap 5% quarterly weight at maximum, and no cap for number of stocks.																			
<b>CG Score</b> by Thai Institute of Directors Association (Thai IOD)	An indicator of CG strength in sustainable development, measured annually by the Thai IOD, with support from the Stock Exchange of Thailand (SET). The results are from the perspective of a third party, not an evaluation of operations.	Scores are rated in six categories: 5 for Excellent (90-100), 4 for Very Good (80-89), 3 for Good (70-79), 2 for Fair (60-69), 1 for Pass (60-69), and not rated for scores below 50. Weightings include: 1) the rights; 2) and equitable treatment of shareholders (weight 25% combined); 3) the role of stakeholders (25%); 4) disclosure & transparency (15%); and 5) board responsibilities (35%).																			
<b>AGM level</b> By Thai Investors Association (TIA) with support from the SEC	It quantifies the extent to which shareholders' rights and equitable treatment are incorporated into business operations and information is transparent and sufficiently disclosed. All form important elements of two out of five the CG components to be evaluated annually. The assessment criteria cover AGM procedures before the meeting (45%), at the meeting date (45%), and after the meeting (10%). <i>(The first assesses 1) advance circulation of sufficient information for voting; and 2) facilitating how voting rights can be exercised. The second assesses 1) the ease of attending meetings; 2) transparency and verifiability; and 3) openness for Q&amp;A. The third involves the meeting minutes that should contain discussion issues, resolutions and voting results.)</i>	The scores are classified into four categories: 5 for Excellent (100), 4 for Very Good (90-99), 3 for Fair (80-89), and not rated for scores below 79.																			
<a href="#">Thai CAC</a> By Thai Private Sector Collective Action Against Corruption (CAC)	The core elements of the Checklist include corruption risk assessment, establishment of key controls, and the monitoring and developing of policies. The Certification is good for three years. <i>(Companies deciding to become a CAC certified member start by submitting a Declaration of Intent to kick off an 18-month deadline to submit the CAC Checklist for Certification, including risk assessment, in place of policy and control, training of managers and employees, establishment of whistleblowing channels, and communication of policies to all stakeholders.)</i>	The document will be reviewed by a committee of nine professionals. A passed Checklist will move for granting certification by the CAC Council approvals whose members are twelve highly respected individuals in professionalism and ethical achievements.																			
<a href="#">Morningstar Sustainalytics</a>	The Sustainalytics' ESG risk rating provides an overall company score based on an assessment of how much of a company's exposure to ESG risk is unmanaged. <i>Sources to be reviewed include corporate publications and regulatory filings, news and other media, NGO reports/websites, multi-sector information, company feedback, ESG controversies, issuer feedback on draft ESG reports, and quality &amp; peer reviews.</i>	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. <table><tr><th>NEGL</th><th>Low</th><th>Medium</th><th>High</th><th>Severe</th></tr><tr><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40+</td></tr></table>	NEGL	Low	Medium	High	Severe	0-10	10-20	20-30	30-40	40+									
NEGL	Low	Medium	High	Severe																	
0-10	10-20	20-30	30-40	40+																	
<a href="#">ESG Book</a>	The ESG score identifies sustainable companies that are better positioned to outperform over the long term. The methodology considers the principle of financial materiality including information that significantly helps explain future risk-adjusted performance. Materiality is applied by over-weighting features with higher materiality and rebalancing these weights on a rolling quarterly basis.	The total ESG score is calculated as a weighted sum of the features scores using materiality-based weights. The score is scaled between 0 and 100 with higher scores indicating better performance.																			
<a href="#">MSCI</a>	MSCI ESG ratings aim to measure a company's management of financially relevant ESG risks and opportunities. It uses a rules-based methodology to identify industry leaders and laggards according to their exposure to ESG risks and how well they manage those risks relative to peers. <table><tr><td><b>AAA</b></td><td>8.571-10.000</td><td rowspan="3"><b>Leader:</b></td><td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td></tr><tr><td><b>AA</b></td><td>7.143-8.570</td></tr><tr><td><b>A</b></td><td>5.714-7.142</td></tr><tr><td><b>BBB</b></td><td>4.286-5.713</td><td rowspan="3"><b>Average:</b></td><td rowspan="3">a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers</td></tr><tr><td><b>BB</b></td><td>2.857-4.285</td></tr><tr><td><b>B</b></td><td>1.429-2.856</td></tr><tr><td><b>CCC</b></td><td>0.000-1.428</td><td><b>Laggard:</b></td><td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td></tr></table>	<b>AAA</b>	8.571-10.000	<b>Leader:</b>	leading its industry in managing the most significant ESG risks and opportunities	<b>AA</b>	7.143-8.570	<b>A</b>	5.714-7.142	<b>BBB</b>	4.286-5.713	<b>Average:</b>	a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers	<b>BB</b>	2.857-4.285	<b>B</b>	1.429-2.856	<b>CCC</b>	0.000-1.428	<b>Laggard:</b>	lagging its industry based on its high exposure and failure to manage significant ESG risks
<b>AAA</b>	8.571-10.000	<b>Leader:</b>	leading its industry in managing the most significant ESG risks and opportunities																		
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<b>CCC</b>	0.000-1.428	<b>Laggard:</b>	lagging its industry based on its high exposure and failure to manage significant ESG risks																		
<a href="#">Moody's ESG solutions</a>	Moody's assesses the degree to which companies take into account ESG objectives in the definition and implementation of their strategy policies. It believes that a company integrating ESG factors into its business model and relatively outperforming its peers is better positioned to mitigate risks and create sustainable value for shareholders over the medium to long term.																				
<a href="#">Refinitiv ESG rating</a>	Designed to transparently and objectively measure a company's relative ESG performance, commitment and effectiveness across 10 main themes, based on publicly available and auditable data. The score ranges from 0 to 100 on relative ESG performance and insufficient degree of transparency in reporting material ESG data publicly. <i>(Score ratings are 0 to 25 = poor; &gt;25 to 50 = satisfactory; &gt;50 to 75 = good; and &gt;75 to 100 = excellent.)</i>																				
<a href="#">S&amp;P Global</a>	The S&P Global ESG Score is a relative score measuring a company's performance on and management of ESG risks, opportunities, and impacts compared to its peers within the same industry classification. The score ranges from 0 to 100.																				
<b>Bloomberg</b>	ESG Score	Bloomberg score evaluating the company's aggregated Environmental, Social and Governance (ESG) performance. The score is based on Bloomberg's view of ESG financial materiality. The score is a weighted generalized mean (power mean) of Pillar Scores, where the weights are determined by the pillar priority ranking. Values range from 0 to 10; 10 is the best.																			
Bloomberg	ESG Disclosure Score	Disclosure of a company's ESG used for Bloomberg ESG score. The score ranges from 0 for none to 100 for disclosure of every data point, measuring the amount of ESG data reported publicly, and not the performance on any data point.																			

[Rating](#) regarding the sustainable development of Thai listed companies, both on the SET and MAI, are publicly available on the website of the Securities and Exchange Commission of Thailand (SEC). Currently, ratings available are 1) "**CG Score**"; 2) "**AGM Level**"; 3) "**Thai CAC**"; and 4) **THSI**. The ratings are updated on an annual basis. FSSIA does not confirm nor certify the accuracy of such ratings.

Source: FSSIA's compilation



## GENERAL DISCLAIMER

### ANALYST(S) CERTIFICATION

#### Thada Jirachoenying 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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Company	Ticker	Price	Rating	Valuation & Risks
Com7	COM7 TB	THB 21.60	BUY	Risks to our P/E-based TP include 1) lower/higher domestic consumption and purchasing power, 2) store cannibalization/expansion, and 3) lower/higher-than-expected gross margin.
Central Retail Corp	CRC TB	THB 33.50	BUY	Downside risks to our DCF-based TP include 1) a decline in domestic purchasing power, 2) lower-than-expected tourist arrivals, 3) an absence of the government's stimulus, and 4) a slower-than-expected economic recovery in Vietnam.
CP All	CPALL TB	THB 51.75	BUY	The key downside risks to our DCF-derived TP include 1) lower-than-expected SSSG, 2) lower-than-expected gross margin, and 3) higher-than-expected SG&A to sales ratio.
CP Axtra	CPAXT TB	THB 28.00	BUY	Key downside risks to our DCF-based TP include 1) a lower-than-expected SSSG; 2) a lower-than-expected GPM; 3) higher-than-expected SG&A expenses; 4) an operating loss from its overseas units; 5) lower-than-expected synergy value; and 6) lower-than-expected losses in Happitap project.
Berli Jucker	BJC TB	THB 22.90	BUY	Key downside risks to our DCF-based TP could come from 1) competition with Lotus which could impact its sales and gross margin; and 2) a higher in raw material prices.
Index Living Mall	ILM TB	THB 14.60	BUY	Risks to our DCF-based TP include 1) a lower-than-expected SSSG; 2) a lower-than-expected GPM; and 3) a higher-than-expected SG&A.
Home Product Center	HMPRO TB	THB 8.50	BUY	Key downside risks to our DCF-based TP include: 1) lower-than-expected SSSG; 2) slower-than-expected recovery in domestic consumption and tourist arrivals, and 3) operating losses from overseas units.
Siam Global House	GLOBAL TB	THB 8.45	HOLD	Key risks to our DCF-based TP are 1) lower/higher farm income, which would affect purchasing power in the agricultural sector, 2) government disbursement, 3) a lower/higher private brand mix and margin, 4) higher/lower expenses than expected, and 5) a higher/lower impact than expected from the El Nino.
Dohome	DOHOME TB	THB 7.60	BUY	Key risks to our DCF-based TP are 1) lower steel price and heavy clearance stock 2) lower farm income, which would affect purchasing power in the agricultural sector, 3) government disbursement, 4) a lower private brand mix and margin, and 5) higher expenses than expected.

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.

All share prices are as at market close on 24-Feb-2025 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.