

COM7 COM7 TB
THAILAND / COMMERCE

BUY
UNCHANGED

Key takeaways from analyst meeting

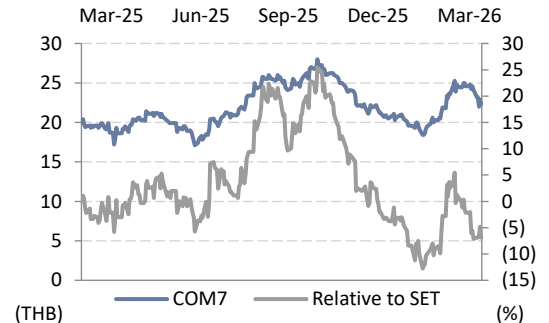
| | |
|-----------------|----------|
| TARGET PRICE | THB31.00 |
| CLOSE | THB22.30 |
| UP/DOWNSIDE | +39.0% |
| TP vs CONSENSUS | +5.8% |

Highlights

- ภาพรวมเราประเมินโทนเป็นบวกเล็กน้อย โดยยังเห็นพัฒนาการธุรกิจส่วนใหญ่ยังดีขึ้นต่อเนื่องเป็นไปตามที่คาดหวัง บริษัทตั้งเป้าสัดส่วนกำไรจากธุรกิจ retail:others ในปี 2026-27 ที่ 65:35 และ 60:40 ตามลำดับ (ปี 2025 อยู่ที่ 69:31)
- Core business: ธุรกิจ IT-retailers ผู้บริหารให้ภาพโครงสร้าง market share เดิมอยู่ในระดับที่ใกล้เคียงกัน ระหว่าง chain-store, ร้านตู้ และ operators แต่ในช่วงที่ผ่านมา กลุ่ม operators และร้านตู้ มีสัดส่วนลดลงต่อเนื่อง
- อย่างไรก็ตาม ในมุมมองการแข่งขัน จากฝั่ง operators ADVANC ที่จะกลับมา focus retail มากขึ้น บริษัทยังมอง manageable จากความสามารถบุคลากรที่สะท้อนใน market share ที่เพิ่มขึ้น + ecosystem ที่แกร่งขึ้นในปัจจุบัน ทั้ง Ufund, iCare, after sales service ช่วยหนุนความสามารถการแข่งขัน
- ขณะที่ธุรกิจรอง: Ufund ตั้งเป้า port loan 1 หมื่นลบ ภายในปี 2027-28 จากปัจจุบันราว 5-6 พันลบ โดยจะเป็นการเติบโตจากนอก COM7 มากขึ้นผ่านร้านพันธมิตร โดยยังมองคุม NPL ได้เหมือนเดิม จากระบบ scoring ที่มีประสิทธิภาพ ขณะที่กลุ่ม GI + EV7 จะ turnaround ดีขึ้น โดย GI ได้ที่บริหารใหม่ + ปัญหา supply ทรนน้อยลง ส่วน EV7 ตัวแท็กซี่ lot แรกที่ปล่อย 666 บาท/วัน จะกลับมาที่ 777 บาท/วัน ในช่วง 2Q26 แล้ว หนุน NPAT turn เป็นกำไร
- NPAT uplift y-y: เราประเมินจากการ turnaround ธุรกิจ ทั้ง GI, EV7 และปิด PetPaw จะหนุนกำไรปี 2026 ราว 2-3% y-y
- ผลกระทบสงคราม และ chip shortage: ประเมินผลกระทบสงครามยังจำกัด ทั้งในมุม supply และ logistics cost (< 0.5% of COGS) ขณะที่ในส่วน memory shortage มองราคาขายเพิ่มขึ้น 5-10% โดย COM7 จะขาย fix GPM จึงยังมองผลกระทบจำกัด ทั้งนี้ยังต้องติดตามในส่วน demand จากทั้งสงคราม + ราคาขายที่อาจสูงขึ้นจาก memory shortage
- เรายังมีมุมมองบวกกับ COM7 จากธุรกิจรองที่เริ่มเข้าสู่ช่วง S-curve และมีน้ำหนักมากขึ้น เรายังคงคาดการณ์กำไรปี 2026 เติบโต 7.7% y-y หนุนจาก core retail, Ufund ที่เติบโต และการ turnaround ธุรกิจรอง ขณะที่ราคาปัจจุบันยังซื้อขาย 12.2x 2026E P/E ต่ำกว่ากลุ่มที่ 15-16x คงคำแนะนำซื้อ

KEY STOCK DATA

| YE Dec (THB m) | 2025 | 2026E | 2027E | 2028E |
|----------------------|--------|--------|--------|---------|
| Revenue | 87,255 | 94,143 | 98,415 | 102,368 |
| Net profit | 4,064 | 4,378 | 4,617 | 4,833 |
| EPS (THB) | 1.70 | 1.83 | 1.93 | 2.02 |
| vs Consensus (%) | - | (0.8) | (3.1) | (4.3) |
| EBITDA | 6,227 | 6,726 | 6,872 | 7,019 |
| Recurring net profit | 4,064 | 4,378 | 4,617 | 4,833 |
| Core EPS (THB) | 1.70 | 1.83 | 1.93 | 2.02 |
| EPS growth (%) | 22.9 | 7.7 | 5.4 | 4.7 |
| Core P/E (x) | 13.1 | 12.2 | 11.5 | 11.0 |
| Dividend yield (%) | 4.9 | 4.9 | 5.4 | 5.6 |
| EV/EBITDA (x) | 9.8 | 8.8 | 8.5 | 8.1 |
| Price/book (x) | 4.9 | 4.1 | 3.6 | 3.2 |
| Net debt/Equity (%) | 68.7 | 44.9 | 32.3 | 22.7 |
| ROE (%) | 41.5 | 36.9 | 33.2 | 30.7 |



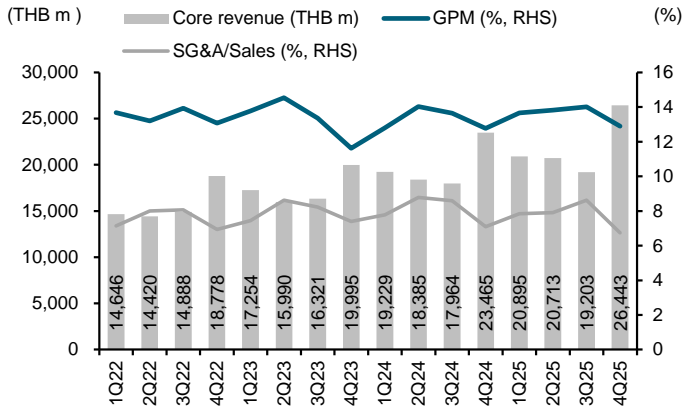
| Share price performance | 1 Month | 3 Month | 12 Month |
|--------------------------------|---------------------------|---------|----------|
| Absolute (%) | (5.5) | 5.2 | 5.2 |
| Relative to country (%) | (9.3) | (5.0) | (11.3) |
| Mkt cap (USD m) | 1,647 | | |
| 3m avg. daily turnover (USD m) | 10.0 | | |
| Free float (%) | 49 | | |
| Major shareholder | Sura Khanittaweekul (25%) | | |
| 12m high/low (THB) | 28.00/16.70 | | |
| Issued shares (m) | 2,387.70 | | |

Sources: Bloomberg consensus; FSSIA estimates



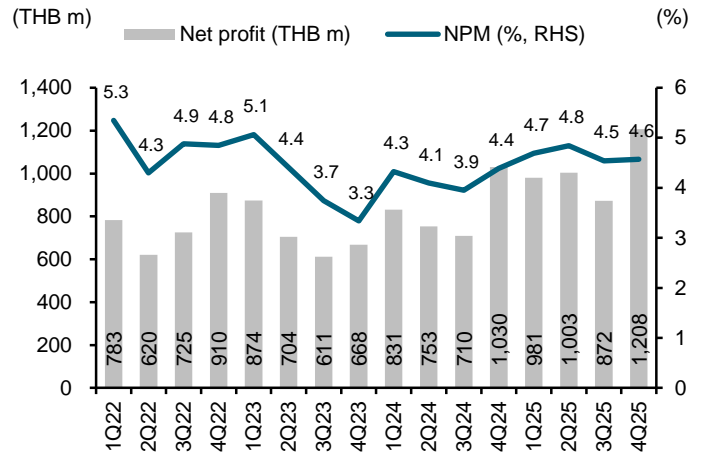
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Exhibit 1: Operation stat by quarter



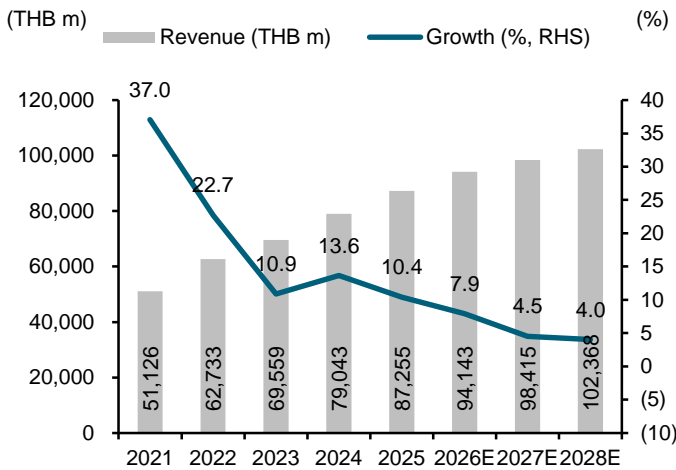
Sources: COM7; FSSIA's compilation

Exhibit 2: Net profit and NPM by quarter



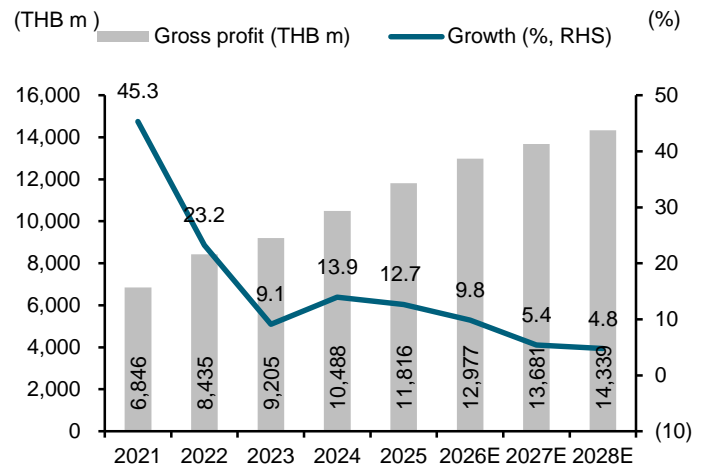
Sources: COM7; FSSIA's compilation

Exhibit 3: Revenue and growth by year



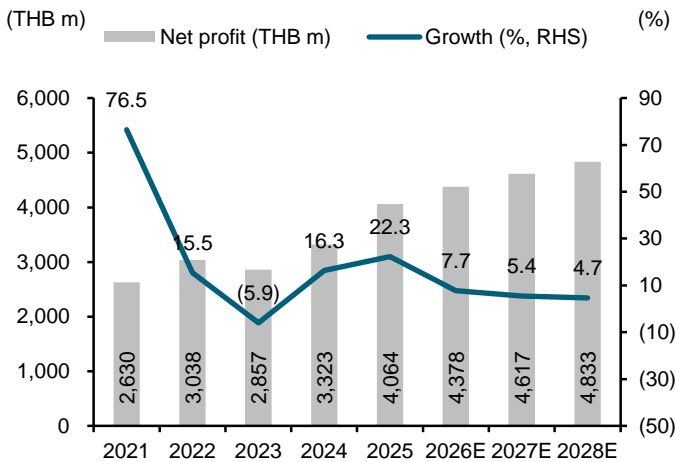
Sources: COM7; FSSIA estimates

Exhibit 4: Gross profit and growth by year



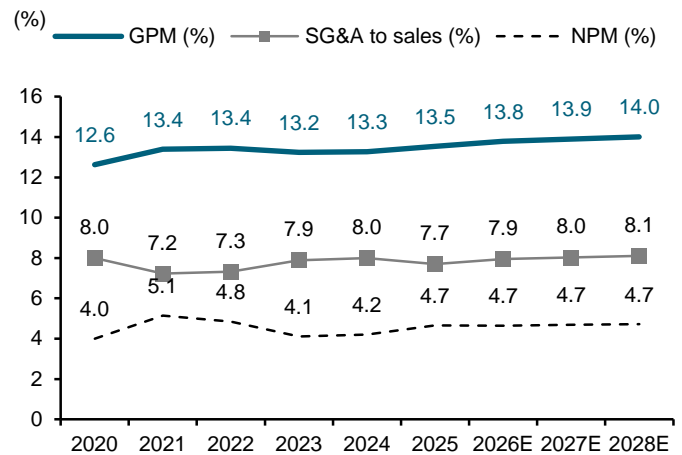
Sources: COM7; FSSIA estimates

Exhibit 5: Net profit and growth by year



Sources: COM7; FSSIA estimates

Exhibit 6: Profitability by year



Sources: COM7; FSSIA estimates

Financial Statements

Com7

| Profit and Loss (THB m) Year Ending Dec | 2024 | 2025 | 2026E | 2027E | 2028E |
|---|---------------|---------------|---------------|---------------|---------------|
| Revenue | 79,043 | 87,255 | 94,143 | 98,415 | 102,368 |
| Cost of goods sold | (68,555) | (75,439) | (81,166) | (84,734) | (88,030) |
| Gross profit | 10,488 | 11,816 | 12,977 | 13,681 | 14,339 |
| Other operating income | 159 | 235 | 212 | 221 | 230 |
| Operating costs | (6,371) | (6,978) | (7,665) | (8,131) | (8,564) |
| Operating EBITDA | 5,297 | 6,227 | 6,726 | 6,872 | 7,019 |
| Depreciation | (1,021) | (1,153) | (1,202) | (1,101) | (1,015) |
| Goodwill amortisation | - | - | - | - | - |
| Operating EBIT | 4,276 | 5,073 | 5,524 | 5,771 | 6,005 |
| Net financing costs | (306) | (277) | (263) | (229) | (210) |
| Associates | 43 | 125 | 100 | 110 | 121 |
| Recurring non-operating income | 43 | 125 | 100 | 110 | 121 |
| Non-recurring items | 0 | 0 | 0 | 0 | 0 |
| Profit before tax | 4,013 | 4,920 | 5,361 | 5,652 | 5,916 |
| Tax | (674) | (837) | (973) | (1,025) | (1,072) |
| Profit after tax | 3,339 | 4,083 | 4,388 | 4,627 | 4,844 |
| Minority interests | (16) | (20) | (10) | (10) | (11) |
| Preferred dividends | - | - | - | - | - |
| Other items | - | - | - | - | - |
| Reported net profit | 3,323 | 4,064 | 4,378 | 4,617 | 4,833 |
| Non-recurring items & goodwill (net) | 0 | 0 | 0 | 0 | 0 |
| Recurring net profit | 3,323 | 4,064 | 4,378 | 4,617 | 4,833 |
| Per share (THB) | | | | | |
| Recurring EPS * | 1.38 | 1.70 | 1.83 | 1.93 | 2.02 |
| Reported EPS | 1.38 | 1.70 | 1.83 | 1.93 | 2.02 |
| DPS | 0.70 | 1.10 | 1.09 | 1.19 | 1.25 |
| Diluted shares (used to calculate per share data) | 2,400 | 2,388 | 2,388 | 2,388 | 2,388 |
| Growth | | | | | |
| Revenue (%) | 13.6 | 10.4 | 7.9 | 4.5 | 4.0 |
| Operating EBITDA (%) | 15.3 | 17.5 | 8.0 | 2.2 | 2.1 |
| Operating EBIT (%) | 16.0 | 18.6 | 8.9 | 4.5 | 4.1 |
| Recurring EPS (%) | 16.3 | 22.9 | 7.7 | 5.4 | 4.7 |
| Reported EPS (%) | 16.3 | 22.9 | 7.7 | 5.4 | 4.7 |
| Operating performance | | | | | |
| Gross margin inc. depreciation (%) | 13.3 | 13.5 | 13.8 | 13.9 | 14.0 |
| Gross margin exc. depreciation (%) | 14.6 | 14.9 | 15.1 | 15.0 | 15.0 |
| Operating EBITDA margin (%) | 6.7 | 7.1 | 7.1 | 7.0 | 6.9 |
| Operating EBIT margin (%) | 5.4 | 5.8 | 5.9 | 5.9 | 5.9 |
| Net margin (%) | 4.2 | 4.7 | 4.7 | 4.7 | 4.7 |
| Effective tax rate (%) | 16.8 | 17.0 | 18.2 | 18.1 | 18.1 |
| Dividend payout on recurring profit (%) | 50.7 | 64.6 | 59.3 | 61.7 | 61.7 |
| Interest cover (X) | 14.1 | 18.7 | 21.4 | 25.7 | 29.2 |
| Inventory days | 59.9 | 58.9 | 54.6 | 55.0 | 55.6 |
| Debtor days | 14.7 | 13.3 | 13.3 | 13.0 | 13.0 |
| Creditor days | 28.1 | 29.1 | 31.8 | 33.7 | 33.8 |
| Operating ROIC (%) | 27.6 | 29.7 | 31.4 | 32.0 | (8.0) |
| ROIC (%) | 20.4 | 21.6 | 22.0 | 22.3 | (5.6) |
| ROE (%) | 39.6 | 41.5 | 36.9 | 33.2 | 30.7 |
| ROA (%) | 14.5 | 15.0 | 14.7 | 14.7 | 14.1 |
| * Pre exceptional, pre-goodwill and fully diluted | | | | | |
| Revenue by Division (THB m) | | | | | |
| Phone | 48,269 | 51,762 | 55,225 | 57,529 | 59,614 |
| Tablet | 9,263 | 10,183 | 10,864 | 11,317 | 11,727 |
| IT Product | 6,947 | 7,637 | 8,148 | 8,488 | 8,796 |
| Accessories | 12,351 | 13,577 | 14,485 | 15,090 | 15,637 |

Sources: Com7; FSSIA estimates

Financial Statements

Com7

| Cash Flow (THB m) Year Ending Dec | 2024 | 2025 | 2026E | 2027E | 2028E |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|
| Recurring net profit | 3,323 | 4,064 | 4,378 | 4,617 | 4,833 |
| Depreciation | 1,021 | 1,153 | 1,202 | 1,101 | 1,015 |
| Associates & minorities | (43) | (125) | (100) | (110) | (121) |
| Other non-cash items | 349 | 402 | 363 | 339 | 331 |
| Change in working capital | (1,320) | (207) | (320) | (797) | (493) |
| Cash flow from operations | 3,330 | 5,287 | 5,523 | 5,149 | 5,565 |
| Capex - maintenance | - | - | - | - | - |
| Capex - new investment | (691) | (2,360) | (573) | (1,031) | (976) |
| Net acquisitions & disposals | - | - | - | - | - |
| Other investments (net) | (1,397) | (664) | (184) | (197) | (65) |
| Cash flow from investing | (2,088) | (3,024) | (756) | (1,228) | (1,041) |
| Dividends paid | (3,110) | (1,684) | (2,627) | (2,597) | (2,850) |
| Equity finance | 425 | (261) | 295 | 0 | (300) |
| Debt finance | 1,752 | 883 | (2,110) | (745) | (831) |
| Other financing cash flows | (32) | (155) | (319) | (199) | (188) |
| Cash flow from financing | (964) | (1,217) | (4,761) | (3,542) | (4,170) |
| Non-recurring cash flows | - | - | - | - | - |
| Other adjustments | 0 | 0 | 0 | 0 | 0 |
| Net other adjustments | 0 | 0 | 0 | 0 | 0 |
| Movement in cash | 278 | 1,046 | 5 | 380 | 354 |
| Free cash flow to firm (FCFF) | 1,548.15 | 2,540.33 | 5,029.11 | 4,149.83 | 4,733.50 |
| Free cash flow to equity (FCFE) | 2,962.42 | 2,991.02 | 2,337.00 | 2,977.26 | 3,504.73 |

Per share (THB)

| | | | | | |
|-------------------------------|------|------|------|------|------|
| FCFF per share | 0.65 | 1.06 | 2.11 | 1.74 | 1.98 |
| FCFE per share | 1.24 | 1.25 | 0.98 | 1.25 | 1.47 |
| Recurring cash flow per share | 1.94 | 2.30 | 2.45 | 2.49 | 2.54 |

| Balance Sheet (THB m) Year Ending Dec | 2024 | 2025 | 2026E | 2027E | 2028E |
|---|---------------|---------------|---------------|---------------|---------------|
| Tangible fixed assets (gross) | 7,260 | 8,254 | 9,718 | 10,717 | 11,643 |
| Less: Accumulated depreciation | (4,920) | (5,924) | (7,126) | (8,227) | (9,242) |
| Tangible fixed assets (net) | 2,339 | 2,330 | 2,592 | 2,490 | 2,402 |
| Intangible fixed assets (net) | 581 | 708 | 804 | 835 | 885 |
| Long-term financial assets | - | - | - | - | - |
| Invest. in associates & subsidiaries | 2,006 | 2,145 | 2,145 | 2,145 | 2,145 |
| Cash & equivalents | 2,032 | 3,078 | 3,083 | 3,463 | 3,817 |
| A/C receivable | 2,886 | 3,454 | 3,420 | 3,576 | 3,719 |
| Inventories | 12,254 | 11,710 | 12,224 | 12,994 | 13,499 |
| Other current assets | 2,118 | 3,795 | 4,003 | 4,249 | 4,431 |
| Current assets | 19,290 | 22,037 | 22,731 | 24,281 | 25,466 |
| Other assets | 2,417 | 3,362 | 3,561 | 3,771 | 3,845 |
| Total assets | 26,634 | 30,582 | 31,833 | 33,523 | 34,743 |
| Common equity | 8,757 | 10,832 | 12,900 | 14,919 | 16,602 |
| Minorities etc. | 75 | 116 | 116 | 116 | 116 |
| Total shareholders' equity | 8,832 | 10,947 | 13,016 | 15,035 | 16,718 |
| Long term debt | 683 | 452 | 452 | 452 | 452 |
| Other long-term liabilities | 1,141 | 1,838 | 1,663 | 1,689 | 1,702 |
| Long-term liabilities | 1,824 | 2,290 | 2,115 | 2,141 | 2,154 |
| A/C payable | 5,734 | 6,384 | 7,564 | 7,896 | 8,204 |
| Short term debt | 9,577 | 10,150 | 8,473 | 7,873 | 7,166 |
| Other current liabilities | 667 | 811 | 665 | 577 | 502 |
| Current liabilities | 15,977 | 17,345 | 16,702 | 16,347 | 15,871 |
| Total liabilities and shareholders' equity | 26,634 | 30,582 | 31,833 | 33,523 | 34,743 |
| Net working capital | 10,858 | 11,764 | 11,419 | 12,345 | 12,944 |
| Invested capital | 18,202 | 20,309 | 20,521 | 21,586 | 22,220 |

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

Per share (THB)

| | | | | | |
|-------------------------------|------|------|------|------|------|
| Book value per share | 3.65 | 4.54 | 5.40 | 6.25 | 6.95 |
| Tangible book value per share | 3.41 | 4.24 | 5.07 | 5.90 | 6.58 |

Financial strength

| | | | | | |
|---------------------------|------|------|------|------|------|
| Net debt/equity (%) | 93.2 | 68.7 | 44.9 | 32.3 | 22.7 |
| Net debt/total assets (%) | 30.9 | 24.6 | 18.4 | 14.5 | 10.9 |
| Current ratio (x) | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 |
| CF interest cover (x) | 12.9 | 20.3 | 12.1 | 18.5 | 22.4 |

| Valuation | 2024 | 2025 | 2026E | 2027E | 2028E |
|---|-------------|-------------|-------------|-------------|-------------|
| Recurring P/E (x) * | 16.1 | 13.1 | 12.2 | 11.5 | 11.0 |
| Recurring P/E @ target price (x) * | 22.4 | 18.2 | 16.9 | 16.0 | 15.3 |
| Reported P/E (x) | 16.1 | 13.1 | 12.2 | 11.5 | 11.0 |
| Dividend yield (%) | 3.1 | 4.9 | 4.9 | 5.4 | 5.6 |
| Price/book (x) | 6.1 | 4.9 | 4.1 | 3.6 | 3.2 |
| Price/tangible book (x) | 6.5 | 5.3 | 4.4 | 3.8 | 3.4 |
| EV/EBITDA (x) ** | 11.7 | 9.8 | 8.8 | 8.5 | 8.1 |
| EV/EBITDA @ target price (x) ** | 15.6 | 13.1 | 11.9 | 11.5 | 11.1 |
| EV/invested capital (x) | 3.4 | 3.0 | 2.9 | 2.7 | 2.6 |

* 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



64.98 /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 ESG score | Domestic ratings | | | | | | Global ratings | | | | | | Bloomberg | |
|----------|-----------------------|------------------|------------|-------------------|-------------|--------------|-----------|----------------|-------------|------|---------|-----------|---------------|--------------|---------------------|
| | | 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 |
| BJC | 78.20 | Y | Y | AAA | 5.00 | 4.00 | -- | Medium | 68.83 | AA | -- | 63.59 | 92.00 | 3.62 | 65.38 |
| COM7 | 64.98 | -- | Y | AA | 5.00 | 5.00 | Certified | Low | 50.61 | -- | -- | 55.64 | 32.00 | 5.80 | 59.98 |
| CPALL | 74.85 | Y | Y | AAA | 5.00 | 4.00 | Certified | Medium | 66.05 | A | 34.00 | 61.34 | 88.00 | -- | -- |
| CPAXT | 57.87 | -- | -- | AAA | 5.00 | 5.00 | Certified | -- | -- | BBB | -- | 63.68 | 88.00 | 4.51 | 71.02 |
| CRC | 84.99 | Y | Y | AAA | 5.00 | 5.00 | Certified | Low | 66.19 | BBB | -- | 68.64 | 85.00 | 5.01 | 69.76 |

Sources: [SETTRADE.com](https://www.settrade.com); FSSIA's compilation

Exhibit 9: ESG score by Bloomberg

| FY ending Dec 31 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 |
|---|--------------|--------------|--------------|--------------|--------------|
| ESG financial materiality scores - ESG score | 3.14 | 4.46 | 5.42 | 5.47 | 5.80 |
| BESG environmental pillar score | 3.73 | 5.39 | 5.39 | 5.39 | 5.89 |
| BESG social pillar score | 1.68 | 3.78 | 6.63 | 6.80 | 7.00 |
| BESG governance pillar score | 4.25 | 4.29 | 4.34 | 4.33 | 4.62 |
| ESG disclosure score | 40.13 | 50.29 | 55.66 | 57.57 | 59.98 |
| Environmental disclosure score | 20.57 | 25.91 | 39.44 | 39.44 | 45.67 |
| Social disclosure score | 16.05 | 41.23 | 43.83 | 49.58 | 50.60 |
| Governance disclosure score | 83.59 | 83.59 | 83.59 | 83.59 | 83.59 |
| Environmental | | | | | |
| Emissions reduction initiatives | Yes | Yes | Yes | Yes | Yes |
| Climate change policy | Yes | Yes | Yes | Yes | Yes |
| Climate change opportunities discussed | No | No | No | No | No |
| Risks of climate change discussed | Yes | Yes | Yes | Yes | Yes |
| GHG scope 1 | — | — | — | — | 1 |
| GHG scope 2 location-based | — | — | — | — | 1 |
| GHG Scope 3 | — | — | — | — | 1 |
| Carbon per unit of production | — | — | — | — | — |
| Biodiversity policy | No | No | No | No | No |
| Energy efficiency policy | Yes | Yes | Yes | Yes | Yes |
| Total energy consumption | 1 | 2 | 2 | 2 | 0 |
| Renewable energy use | — | — | — | — | — |
| Electricity used | 1 | 2 | 2 | 2 | 0 |
| 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 | FY 2023 | FY 2024 |
|---|----------|----------|----------|----------|----------|
| Fuel used - crude oil/diesel | No | No | No | No | No |
| Waste reduction policy | Yes | Yes | Yes | Yes | Yes |
| Hazardous waste | — | — | — | — | — |
| Total waste | — | 0 | 0 | 0 | 0 |
| Waste recycled | — | — | — | — | 0 |
| Waste sent to landfills | — | — | — | — | — |
| Environmental supply chain management | Yes | Yes | Yes | Yes | Yes |
| Water policy | Yes | Yes | Yes | Yes | Yes |
| Water consumption | — | — | — | — | — |
| Social | | | | | |
| Human rights policy | Yes | Yes | Yes | Yes | Yes |
| Policy against child labor | Yes | Yes | Yes | Yes | Yes |
| Quality assurance and recall policy | No | No | No | No | Yes |
| Consumer data protection policy | Yes | Yes | Yes | Yes | Yes |
| Equal opportunity policy | Yes | Yes | Yes | Yes | Yes |
| Gender pay gap breakout | No | No | Yes | Yes | Yes |
| Pct women in workforce | — | 52 | 52 | 54 | 54 |
| Pct disabled in workforce | — | 1 | 1 | 1 | 1 |
| Business ethics policy | Yes | Yes | Yes | Yes | Yes |
| Anti-bribery ethics policy | Yes | Yes | Yes | Yes | Yes |
| Health and safety policy | Yes | Yes | Yes | Yes | Yes |
| Lost time incident rate - employees | — | 0 | 0 | 0 | 0 |
| Total recordable incident rate - employees | — | 0 | 0 | 0 | 0 |
| Training policy | Yes | Yes | Yes | Yes | Yes |
| Fair remuneration policy | No | No | Yes | Yes | Yes |
| Number of employees – CSR | 3,883 | 4,307 | 4,810 | 5,455 | 5,635 |
| Employee turnover pct | 43 | — | — | — | — |
| Total hours spent by firm - employee training | — | 25,962 | 28,860 | 32,730 | 33,810 |
| Social supply chain management | Yes | Yes | Yes | Yes | Yes |
| Governance | | | | | |
| Board size | 7 | 7 | 7 | 7 | 7 |
| No. of independent directors (ID) | 3 | 3 | 3 | 3 | 3 |
| No. of women on board | 1 | 1 | 1 | 1 | 1 |
| No. of non-executive directors on board | 3 | 3 | 3 | 3 | 3 |
| Company conducts board evaluations | Yes | Yes | Yes | Yes | Yes |
| No. of board meetings for the year | 9 | 7 | 12 | 7 | 10 |
| Board meeting attendance pct | 98 | 100 | 99 | 100 | 100 |
| Board duration (years) | 3 | 3 | 3 | 3 | 3 |
| Director share ownership guidelines | No | No | No | No | No |
| Age of the youngest director | 51 | 52 | 53 | 53 | 54 |
| Age of the oldest director | 66 | 67 | 68 | 68 | 69 |
| No. of executives / company managers | 8 | 8 | 8 | 8 | 9 |
| No. of female executives | 3 | 3 | 3 | 3 | 4 |
| Executive share ownership guidelines | No | No | No | No | No |
| Size of audit committee | 2 | 3 | 3 | 3 | 3 |
| No. of ID on audit committee | 2 | 3 | 3 | 3 | 3 |
| Audit committee meetings | 4 | 4 | 4 | 5 | 4 |
| Audit meeting attendance % | 100 | 100 | 100 | 100 | 100 |
| Size of compensation committee | 3 | 3 | 3 | 3 | 3 |
| No. of ID on compensation committee | 1 | 1 | 1 | 1 | 1 |
| No. of compensation committee meetings | 2 | 2 | 2 | 2 | 2 |
| Compensation meeting attendance % | 100 | 100 | 100 | 75 | 100 |
| Size of nomination committee | 3 | 3 | 3 | 3 | 3 |
| No. of nomination committee meetings | 2 | 2 | 2 | 2 | 2 |
| Nomination meeting attendance % | 100 | 100 | 100 | 75 | 100 |
| Sustainability governance | | | | | |
| Verification type | No | No | No | No | No |

Sources: Bloomberg; FSSIA's compilation

Disclaimer for ESG scoring

| ESG score | Methodology | Rating | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|----------------|---|-----------|-------------|----------|-------------|------------|-------------|-----------------|---|-----------|-------------|----------|-------------|------------|-------------|-----------------|---|
| The Dow Jones Sustainability Indices (DJSI) 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 (SETESG) by The Stock Exchange of Thailand (SET) | 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 SETESG inclusion , 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. SETESG Index 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. | | | | | | | | | | | | | | | | | | | |
| CG Score 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%). | | | | | | | | | | | | | | | | | | | |
| AGM level 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&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. | | | | | | | | | | | | | | | | | | | |
| Thai CAC 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. | | | | | | | | | | | | | | | | | | | |
| Morningstar Sustainalytics | 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 & 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 border="1" data-bbox="877 1137 1500 1198"> <thead> <tr> <th>NEGL</th> <th>Low</th> <th>Medium</th> <th>High</th> <th>Severe</th> </tr> </thead> <tbody> <tr> <td>0-10</td> <td>10-20</td> <td>20-30</td> <td>30-40</td> <td>40+</td> </tr> </tbody> </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+ | | | | | | | | | | | | | | | | | |
| ESG Book | 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. | | | | | | | | | | | | | | | | | | | |
| MSCI | 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 border="1" data-bbox="239 1388 1500 1601"> <tbody> <tr> <td>AAA</td> <td>8.571-10.000</td> <td rowspan="3">Leader:</td> <td rowspan="3">leading its industry in managing the most significant ESG risks and opportunities</td> </tr> <tr> <td>AA</td> <td>7.143-8.570</td> </tr> <tr> <td>A</td> <td>5.714-7.142</td> </tr> <tr> <td>BBB</td> <td>4.286-5.713</td> <td rowspan="3">Average:</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>BB</td> <td>2.857-4.285</td> </tr> <tr> <td>B</td> <td>1.429-2.856</td> </tr> <tr> <td>CCC</td> <td>0.000-1.428</td> <td>Laggard:</td> <td>lagging its industry based on its high exposure and failure to manage significant ESG risks</td> </tr> </tbody> </table> | AAA | 8.571-10.000 | Leader: | leading its industry in managing the most significant ESG risks and opportunities | AA | 7.143-8.570 | A | 5.714-7.142 | BBB | 4.286-5.713 | Average: | a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers | BB | 2.857-4.285 | B | 1.429-2.856 | CCC | 0.000-1.428 | Laggard: | lagging its industry based on its high exposure and failure to manage significant ESG risks |
| AAA | 8.571-10.000 | Leader: | leading its industry in managing the most significant ESG risks and opportunities | | | | | | | | | | | | | | | | | | |
| AA | 7.143-8.570 | | | | | | | | | | | | | | | | | | | | |
| A | 5.714-7.142 | | | | | | | | | | | | | | | | | | | | |
| BBB | 4.286-5.713 | Average: | a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers | | | | | | | | | | | | | | | | | | |
| BB | 2.857-4.285 | | | | | | | | | | | | | | | | | | | | |
| B | 1.429-2.856 | | | | | | | | | | | | | | | | | | | | |
| CCC | 0.000-1.428 | Laggard: | lagging its industry based on its high exposure and failure to manage significant ESG risks | | | | | | | | | | | | | | | | | | |
| Moody's ESG solutions | 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. | | | | | | | | | | | | | | | | | | | | |
| Refinitiv ESG rating | 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; >25 to 50 = satisfactory; >50 to 75 = good; and >75 to 100 = excellent.</i>) | | | | | | | | | | | | | | | | | | | | |
| S&P Global | 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. | | | | | | | | | | | | | | | | | | | | |
| Bloomberg | 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) "**SETESG**". 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

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History of change in investment rating and/or target price

Com7 (COM7 TB)



| Date | Rating | Target price | Date | Rating | Target price | Date | Rating | Target price |
|-------------|--------|--------------|-------------|--------|--------------|-------------|--------|--------------|
| 21-Apr-2023 | BUY | 40.00 | 21-Mar-2024 | BUY | 22.50 | 19-Nov-2024 | BUY | 30.00 |
| 25-Oct-2023 | BUY | 38.70 | 27-May-2024 | HOLD | 20.00 | 02-Sep-2025 | BUY | 28.50 |
| 17-Nov-2023 | BUY | 30.00 | 19-Aug-2024 | BUY | 24.00 | 07-Oct-2025 | BUY | 31.00 |

Kampon Akaravarinchai, CISA started covering this stock from 02-Sep-2025

Price and TP are in local currency

Source: FSSIA estimates

| Company | Ticker | Price | Rating | Valuation & Risks |
|---------|---------|-----------|--------|--|
| Com7 | COM7 TB | THB 22.30 | 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. |

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 06-Mar-2026 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.