

# Major Cineplex Group

(MAJOR.BK/MAJOR.TB)

**Outperform** • Maintained

Price as of 3 May 2023	15.60
12M target price (Bt/shr)	19.20
Unchanged/Revised up(down)(%)	(19.3)
Upside/downside (%)	23.1

**Key messages**

เราคาดการณ์กำไรสุทธิ 1Q66F ของ MAJOR ที่ 56 ล้านบาท (+133% YoY แต่ -26% QoQ) กำไรเติบโตแข็งแกร่ง YoY จะมาจาก รายได้และ margin พื้นตัว เป็นหลัก แต่ลดลง QoQ เป็นผลจากรายได้และ margin สูงในช่วง 4Q65 ทั้งนี้ เราปรับลดประมาณการกำไรสุทธิลงที่ 17%/28% ในปี 2566F/2567F เพื่อสะท้อนถึงการปรับลดรายได้และ margin ลง อย่างไรก็ตาม เรายังคงมองบวกกับแนวโน้มกำไรที่คาดว่าจะดีขึ้นในปี 2566F (+129% YoY) เราปรับลดราคาเป้าหมาย DCF ปี 2566 ลงมาอยู่ที่ 19.20 บาท จากเดิมที่ 23.80 บาท โดยยังคงคำแนะนำซื้อ

**Trading data**

Mkt cap (Btmn/US\$m)	13,957/349		
Outstanding shares (mn)	895		
Foreign ownership (mn)	250		
3M avg. daily trading (mn)	3		
52-week trading range (Bt)	15.2-22.0		
Performance (%)	3M	6M	12M
Absolute	-17.0	-16.6	-26.4
Relative	-8.9	-11.6	-21.1

**Quarterly EPS**

Bt	1Q	2Q	3Q	4Q
2020	(0.29)	(0.53)	(0.14)	0.37
2021	(0.13)	(0.24)	2.03	N.A
2022	0.03	0.15	0.02	0.08

**Share price chart**



Source: SET

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**ประมาณการ 1Q66F: คาดกำไรฟื้นตัว YoY**

**Event**

ประมาณการ 1Q66F และปรับประมาณการกำไรสุทธิ

**Impact**

**คาดการณ์กำไรสุทธิ 1Q66F ฟื้นตัวแข็งแกร่ง (+133% YoY)**

เราคาดการณ์กำไรสุทธิใน 1Q66F ของ MAJOR ที่ 56 ล้านบาท (+133% YoY แต่ -26% QoQ) กำไรเติบโตแข็งแกร่ง YoY ที่สำคัญเกิดจากรายได้เพิ่มขึ้น และ margin ที่ดีขึ้น ขณะที่ผลการดำเนินงานลดลง QoQ หลัก ๆ เป็นเพราะฐานรายได้และ margin ที่สูงใน 4Q65 หากเป็นตามที่เราคาด โดยปกติกำไร 1Q66F จะคิดเป็น 10% ของประมาณการกำไรสุทธิเรารวมปี 2566F

**คาดการณ์ผลการดำเนินงานยังคงดีขึ้นต่อเนื่อง**

เราคาดการณ์รายได้ใน 1Q66F ของ MAJOR ที่ 1.6 พันล้านบาท (+39% YoY แต่ -18% QoQ) แบ่งเป็น i) ยอดขายตัวสูงขึ้น 40% YoY แต่ลดลง 19% QoQ อยู่ที่ 752 ล้านบาท ii) คาดยอดขายเครื่องดื่มและขนมขบเคี้ยวที่ 428 ล้านบาท (+45% YoY แต่ -17% QoQ) iii) รายได้จากค่าโฆษณา (11% ของรายได้) เพิ่มขึ้น 37% YoY อยู่ที่ 185 ล้านบาท ในขณะที่ลดลง 18% QoQ สะท้อนโฆษณาจากผู้ชมภาพยนตร์ลดลง และ iv) รายได้จากการดำเนินงานอื่น ๆ (โบว์ลิง ค่าเช่าและการขาย content) เพิ่มขึ้น 25% YoY แต่ลดลง 11% QoQ ด้วยรายได้ที่เพิ่มขึ้น YoY เราคาดว่าอัตรากำไรขั้นต้น (GPM) ดีขึ้นที่ 30.3% (จาก 11.1% ใน 1Q65) แต่ลดลงจาก 35.1% ใน 4Q65 ในแง่สัดส่วน SG&A/ยอดขาย คาดลดลง QoQ อยู่ที่ 27.8% (เทียบกับ 31.9% ใน 4Q65 และ 16.8% ใน 1Q65) ผลจากการจ่ายโบนัสในไตรมาสก่อนหน้า

**คาดมีอัตราการเติบโตกำไรสุทธิสูง แม้ว่าเราปรับลดประมาณการลง**

เรามองว่า MAJOR ยังมีโปรแกรมหนังดี ๆ อีกมากรอเข้าฉาย (เช่น *Guardians of the Galaxy Vol.3, Fast X, Spider-Man* และ *Transformers*) ที่จะช่วยกระตุ้นยอดขายตัวและรายได้ค่าโฆษณาเพิ่มขึ้น ทั้งนี้เราคาดกำไรสุทธิของ MAJOR เติบโตแข็งแกร่งขึ้นทั้ง YoY และ QoQ ใน 2Q66F-3Q66F อย่างไรก็ตาม บนสมมติฐานเราปัจจุบันด้านรายได้ค่าโฆษณา (ที่มีสัดส่วน margin สูง) อยู่ที่ 1.0 พันล้านบาทอาจจะสูงเกินไป (ประมาณการ 1Q66F คิดเป็น 18% ของประมาณการเรารวมปี 2566F) ดังนั้นเราจึงปรับลดประมาณการกำไรสุทธิลง 17%/28% for 2566F/2567F เป็นผลมาจาก i) รายได้ลดลง 2%/10% ในปี 2566F/2567F เนื่องจากปรับลดรายได้ค่าโฆษณาเป็นหลัก ii) อัตรากำไรขั้นต้นลดลง 30.9%/32.8% ในปี 2566F/2567F (จากเดิมที่ 33.8%/36.7%) ตามสัดส่วนรายได้ที่ลดลง

**Valuation & Action**

เรายังคงมองบวกกับแนวโน้มกำไรที่คาดว่าจะดีขึ้นในปี 2566F ด้วยประมาณการกำไรสุทธิใหม่ที่ 578 ล้านบาท (+129% YoY) หนุนจากรายได้และ margin พื้นตัวรวมทั้งผลบวกจากฐานต่ำ ทั้งนี้ ภายหลังจากการปรับลดประมาณการกำไรสุทธิลงใหม่และแนวโน้มธุรกิจ เราประเมินราคาเป้าหมายใหม่สิ้นปี 2566 อยู่ที่ 19.20 บาท โดยวิธี DCF (WACC ที่ 7.6% และ terminal growth ที่ 0.5%) จากเดิมที่ 23.80 บาทและลดคำแนะนำซื้อ หุ้น MAJOR

**Risks**

รายได้จากโรงภาพยนตร์ต่ำกว่าที่คาดไว้

**Key financials and valuations**

	Dec-19A	Dec-20A	Dec-21A	Dec-22A	Dec-23F	Dec-24F
Revenue (Btmn)	10,697	3,765	3,010	6,388	7,642	8,539
Gross Profit (Btmn)	3,848	601	151	1,777	2,365	2,805
EBIT (Btmn)	1,211	(1,299)	(1,704)	44	576	824
Net Profit (Btmn)	1,407	(527)	1,581	252	578	766
Normalized Profit (Btmn)	1,401	(471)	(710)	151	578	766
EPS (Bt)	1.57	(0.59)	1.77	0.28	0.65	0.86
DPS (Bt)	1.00	0.00	0.60	0.25	0.48	0.64
EPS growth (%)	9.6	NM	NM	(84.1)	129.2	32.5
P/E (x)	16.1	NM	11.3	64.6	24.2	18.2
P/B (x)	3.0	2.5	2.5	2.3	2.3	2.2
Net debt/Equity (x)	0.4	0.6	0.2	0.1	Net cash	Net cash
Dividend yield (%)	4.0	0.0	3.0	1.4	3.1	4.1
Return on Average Equity (%)	19.9	(7.5)	22.7	3.5	8.7	12.2

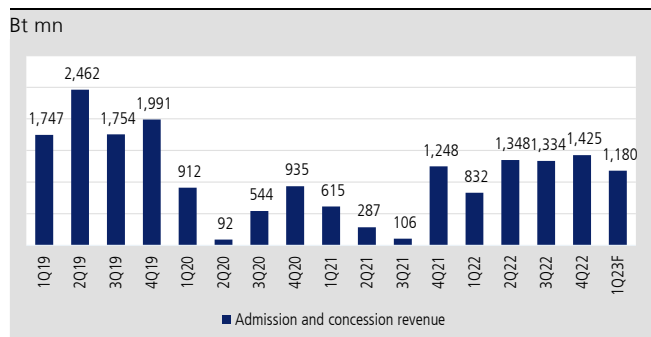
Source: Company data, KGI Securities Research

Figure 1: MAJOR's 1Q23F earnings preview

Bt mn	1Q23F	1Q22	YoY (%)	4Q22	QoQ (%)	2023F	2022	YoY (%)
<b>Revenue</b>	<b>1,569</b>	<b>1,128</b>	<b>39.0</b>	<b>1,902</b>	<b>(17.5)</b>	<b>7,642</b>	<b>6,388</b>	<b>19.6</b>
Gross Profit	475	126	278.2	668	(28.9)	2,365	1,777	33.1
SG&A	(437)	(190)	130.0	(607)	(28.1)	(1,788)	(1,725)	3.7
Operating Profit	39	(64)	(160.4)	61	(36.8)	576	44	1,210.0
Operating EBITDA	349	277	26.1	391	(10.8)	2,050	1,363	50.4
Other incomes/expenses	100	101	(0.8)	91	10.3	120	421	(71.5)
Pre-tax Profit	89	(11)	(915.1)	98	(9.9)	746	320	133.0
<b>Net Profit</b>	<b>56</b>	<b>24</b>	<b>132.8</b>	<b>76</b>	<b>(26.3)</b>	<b>578</b>	<b>252</b>	<b>129.2</b>
EPS (Bt)	0.06	0.03	132.3	0.08	(26.4)	0.65	0.28	129.3
<b>Core Profit</b>	<b>56</b>	<b>24</b>	<b>132.8</b>	<b>76</b>	<b>(26.2)</b>	<b>578</b>	<b>151</b>	<b>282.2</b>
<b>Key factors</b>	<b>1Q23F</b>	<b>1Q22</b>	<b>YoY (ppts)</b>	<b>4Q22</b>	<b>QoQ (ppts)</b>	<b>2023F</b>	<b>2022</b>	<b>YoY (ppts)</b>
Gross margin (%)	30.3	11.1	19.2	35.1	(4.8)	30.9	27.8	3.1
SG&A/sales (%)	27.8	16.8	11.0	31.9	(4.1)	23.4	27.0	(3.6)

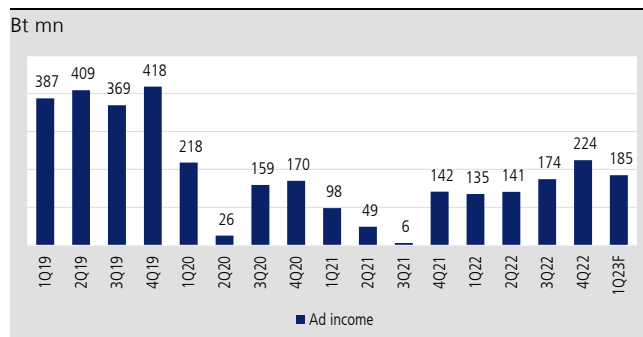
Source: Company data

Figure 2: Admission and concession revenue



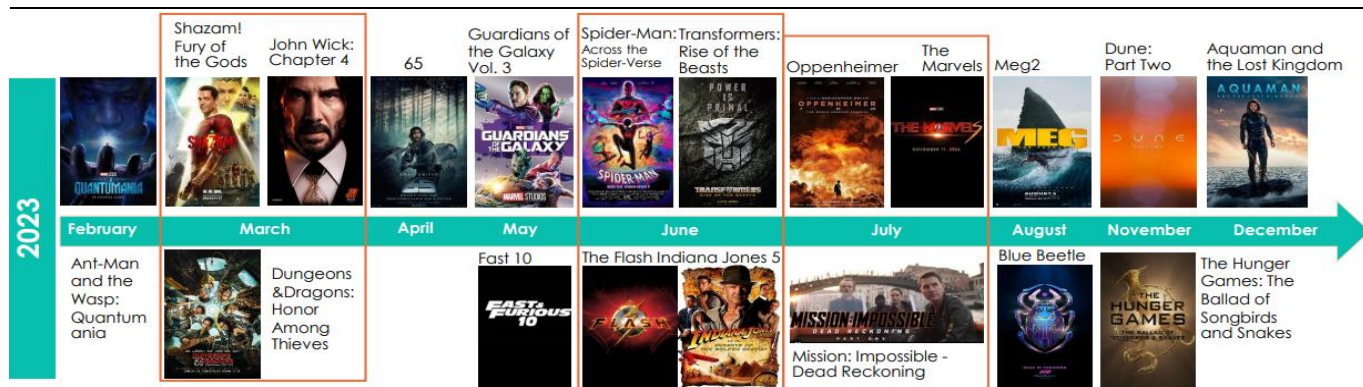
Source: Company data, KGI Securities Research

Figure 3: Ad income (12% revenue)



Source: Company data, KGI Securities Research

Figure 4: Movie line-up in 2023



Source: Company data

**Figure 5: Earnings revision**

	2023F		Changed (%)	2024F		Changed (%)
	Previous	Revised		Previous	Revised	
<b>Revenue (Btmn)</b>	<b>7,780</b>	<b>7,642</b>	<b>(1.8)</b>	<b>9,458</b>	<b>8,539</b>	<b>(9.7)</b>
Cinema	5,777	5,976	3.4	7,019	6,684	(4.8)
-Admission sales	3,984	3,984	-	4,875	4,538	(6.9)
-Concession sales	1,793	1,992	11.1	2,145	2,145	0.0
Advertising	1,026	816	(20.5)	1,333	897	(32.7)
Bowling	338	391	15.6	380	418	10.0
Rental	389	209	(46.2)	425	240	(43.5)
Movie content	250	250	-	300	300	-
<b>Net profit (Bt mn)</b>	<b>694</b>	<b>578</b>	<b>(16.8)</b>	<b>1,061</b>	<b>766</b>	<b>(27.8)</b>
<b>Key factors</b>						
GPM	33.8	30.9	(2.8)	36.7	32.8	(3.8)
SG&A to sales	23.4	23.4	-	23.2	23.2	-
Total guest (Mn)	26.7	26.7	-	29.1	29.1	-
Average Ticket price (Bt/guest)	178	178	-	178	178	-

Source: Company data, KGI Securities Research

**Figure 6: Key assumptions**

	2019A	2020A	2021A	2022A	2023F	2024F
<b>Revenue (Btmn)</b>	<b>10,697</b>	<b>3,766</b>	<b>3,010</b>	<b>6,388</b>	<b>7,642</b>	<b>8,539</b>
Cinema	7,953	2,483	2,255	4,960	5,976	6,684
Admission	5,856	1,758	1,470	3,243	3,984	4,538
Concession	2,097	725	786	1,717	1,992	2,145
Advertising	1,584	573	294	675	816	897
Bowling	419	203	78	325	391	418
Rental	430	335	273	236	209	240
Movie content	311	172	109	192	250	300
GPM	36.0	16.0	5.0	27.8	30.9	32.8
SG&A to sales	24.7	50.5	61.6	27.1	23.4	23.2
<b>Cinema business</b>						
-Number of guest	40.1	14.5	6.7	21.3	26.7	29.1
-Average ticket price	173	142	166	176	178	178

Source: Company data, KGI Securities Research

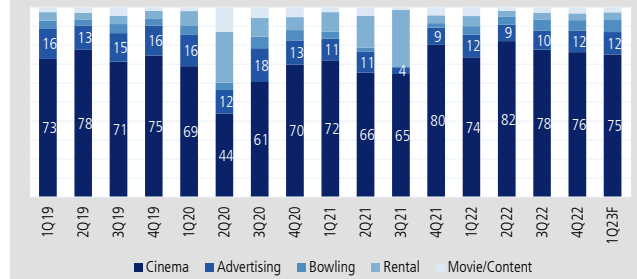
**Figure 7: Company profile**

Major Cineplex Group Public Company Limited (MAJOR) is a leading cinema service provider in Thailand. The company also provides other businesses that are advertising business, bowling business, rental business and movie content business. The company's core revenue comes from cinema business which represented 78% of total sales and services revenue in 2022, followed by advertising business that accounted for 11%.

Source: Company data, KGI Securiteis Research

**Figure 8: Breakdown of sales and service revenue**

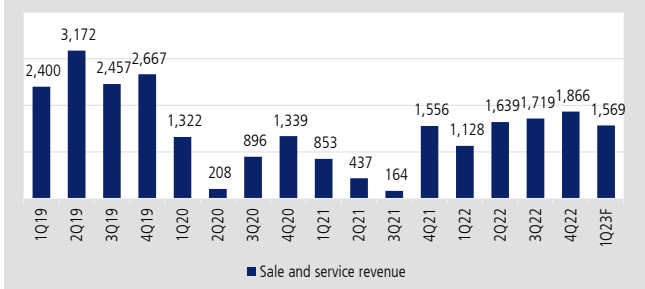
Sales and service revenue, percent



Source: Company data, KGI Securiteis Research

**Figure 9: Sales and service revenue**

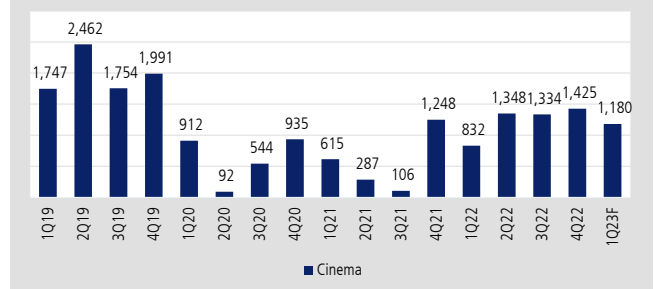
Bt mn



Source: Company data, KGI Securiteis Research

**Figure 10: Cinema revenue**

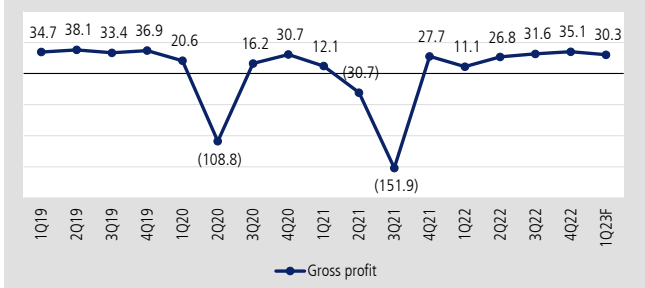
Bt mn



Source: Company data, KGI Securiteis Research

**Figure 11: Gross profit margin**

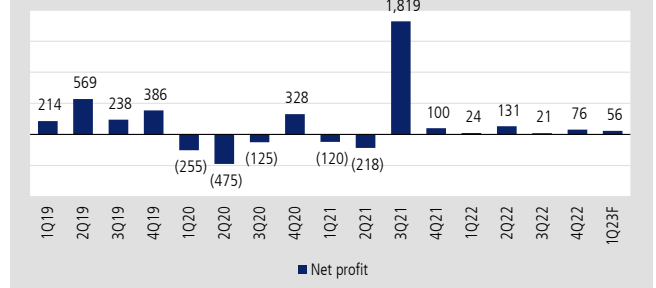
Percent



Source: Company data, KGI Securiteis Research

**Figure 12: Net profit**

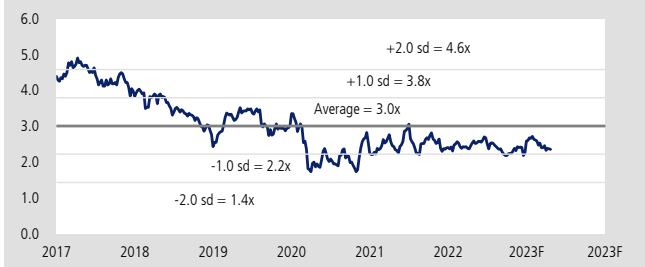
Bt mn



Source: Company data, KGI Securiteis Research

**Figure 13: PBV**

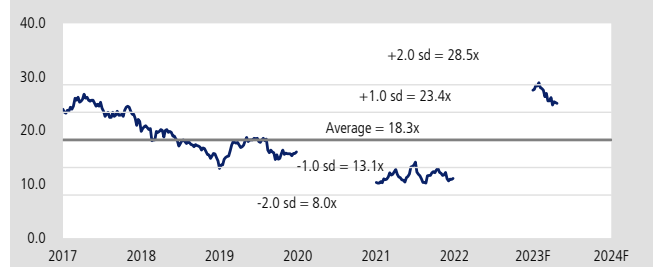
PBV, times



Source: KGI Securiteis Research

**Figure 14: PER**

PER, times



Source: KGI Securiteis Research

**Quarterly Income Statement**

	Mar-19A	Jun-19A	Sep-19A	Dec-19A	Mar-20A	Jun-20A	Sep-20A	Dec-20A	Mar-21A	Jun-21A	Sep-21A	Dec-21A	Mar-22A	Jun-22A	Sep-22A	Dec-22A	Mar-23F
<b>Income Statement (Bt mn)</b>																	
<b>Revenue</b>	<b>2,400</b>	<b>3,172</b>	<b>2,457</b>	<b>2,667</b>	<b>1,322</b>	<b>208</b>	<b>896</b>	<b>1,339</b>	<b>853</b>	<b>437</b>	<b>164</b>	<b>1,556</b>	<b>1,128</b>	<b>1,639</b>	<b>1,719</b>	<b>1,902</b>	<b>1,569</b>
Cost of Goods Sold	(1,567)	(1,965)	(1,636)	(1,682)	(1,049)	(435)	(751)	(929)	(750)	(571)	(412)	(1,125)	(1,003)	(1,201)	(1,175)	(1,234)	(1,094)
<b>Gross Profit</b>	<b>833</b>	<b>1,208</b>	<b>822</b>	<b>986</b>	<b>272</b>	<b>(227)</b>	<b>145</b>	<b>411</b>	<b>103</b>	<b>(134)</b>	<b>(248)</b>	<b>431</b>	<b>126</b>	<b>439</b>	<b>544</b>	<b>668</b>	<b>475</b>
<b>Operating Expenses</b>	<b>(627)</b>	<b>(620)</b>	<b>(648)</b>	<b>(742)</b>	<b>(586)</b>	<b>(376)</b>	<b>(368)</b>	<b>(571)</b>	<b>(361)</b>	<b>(327)</b>	<b>(423)</b>	<b>(444)</b>	<b>(190)</b>	<b>(456)</b>	<b>(472)</b>	<b>(607)</b>	<b>(437)</b>
Other incomes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Operating Profit</b>	<b>205</b>	<b>588</b>	<b>173</b>	<b>244</b>	<b>(314)</b>	<b>(603)</b>	<b>(222)</b>	<b>(160)</b>	<b>(259)</b>	<b>(461)</b>	<b>(672)</b>	<b>(14)</b>	<b>(64)</b>	<b>(17)</b>	<b>71</b>	<b>61</b>	<b>39</b>
Depreciation of fixed assets	(343)	(365)	(363)	(508)	(319)	(323)	(267)	(333)	(302)	(311)	(277)	(360)	(341)	(314)	(327)	(330)	(310)
<b>Operating EBITDA</b>	<b>548</b>	<b>953</b>	<b>536</b>	<b>752</b>	<b>5</b>	<b>(280)</b>	<b>45</b>	<b>173</b>	<b>43</b>	<b>(151)</b>	<b>(394)</b>	<b>347</b>	<b>277</b>	<b>297</b>	<b>398</b>	<b>391</b>	<b>349</b>
<b>Non-Operating Income</b>	<b>32</b>	<b>20</b>	-	-	<b>19</b>	<b>58</b>	<b>53</b>	<b>40</b>	<b>92</b>	<b>83</b>	<b>2,918</b>	<b>117</b>	<b>85</b>	<b>177</b>	<b>225</b>	<b>26</b>	<b>40</b>
Interest Income	32	20	-	-	19	58	53	40	92	83	81	101	63	165	105	27	40
Other Non-op Income	-	-	-	-	-	-	-	-	-	-	2,837	16	22	11	120	(1)	-
<b>Non-Operating Expenses</b>	<b>(61)</b>	<b>(58)</b>	<b>(58)</b>	<b>(58)</b>	<b>(56)</b>	<b>(38)</b>	<b>(26)</b>	<b>(55)</b>	<b>(70)</b>	<b>(69)</b>	<b>(66)</b>	<b>(53)</b>	<b>(50)</b>	<b>(47)</b>	<b>(51)</b>	<b>(53)</b>	<b>(50)</b>
Interest Expense	(61)	(58)	(58)	(58)	(56)	(38)	(26)	(55)	(70)	(69)	(66)	(53)	(50)	(47)	(51)	(53)	(50)
Other Non-op Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Net investment Income/(Loss)</b>	<b>97</b>	<b>158</b>	<b>151</b>	<b>273</b>	<b>72</b>	<b>165</b>	<b>85</b>	<b>417</b>	<b>94</b>	<b>210</b>	<b>45</b>	<b>42</b>	<b>18</b>	<b>47</b>	<b>(172)</b>	<b>63</b>	<b>60</b>
<b>Pre-tax Profit</b>	<b>273</b>	<b>709</b>	<b>267</b>	<b>459</b>	<b>(278)</b>	<b>(417)</b>	<b>(110)</b>	<b>242</b>	<b>(143)</b>	<b>(237)</b>	<b>2,225</b>	<b>93</b>	<b>(11)</b>	<b>159</b>	<b>74</b>	<b>98</b>	<b>89</b>
Current taxation	(53)	(129)	(56)	(117)	31	(13)	(13)	87	23	30	(415)	8	37	(21)	(49)	(17)	(28)
Minorities	(6)	(10)	(5)	(6)	(1)	11	1	1	8	25	9	(0)	(2)	(6)	(4)	(5)	(5)
Extraordinary items	-	-	-	8	(7)	(56)	(3)	(3)	(9)	(35)	2,291	-	-	56	(19)	0	-
<b>Net Profit</b>	<b>214</b>	<b>569</b>	<b>206</b>	<b>344</b>	<b>(255)</b>	<b>(475)</b>	<b>(125)</b>	<b>328</b>	<b>(120)</b>	<b>(218)</b>	<b>1,819</b>	<b>100</b>	<b>24</b>	<b>131</b>	<b>21</b>	<b>76</b>	<b>56</b>
EPS (Bt)	0.24	0.64	0.23	0.38	(0.29)	(0.53)	(0.14)	0.37	(0.13)	(0.24)	2.03	0.11	0.03	0.15	0.02	0.09	0.06
<b>Margins (%)</b>																	
Gross profit margin	34.7	38.1	33.4	36.9	20.6	(108.8)	16.2	30.7	12.1	(30.7)	(151.9)	27.7	11.1	26.8	31.6	35.1	30.3
Operating margin	8.6	18.5	7.1	9.1	(23.7)	(289.1)	(24.8)	(12.0)	(30.3)	(105.5)	(410.7)	(0.9)	(5.7)	(1.0)	4.2	3.2	2.5
Operating EBITDA margin	22.8	30.0	21.8	28.2	0.4	(134.3)	5.0	12.9	5.1	(34.5)	(241.2)	22.3	24.5	18.1	23.2	20.6	22.2
Net profit margin	8.9	17.9	8.4	12.9	(19.3)	(227.9)	(14.0)	24.5	(14.1)	(49.9)	1,112.2	6.5	2.1	8.0	1.2	4.0	3.6
<b>Growth (%)</b>																	
Revenue growth	23.1	5.6	20.0	(9.6)	(44.9)	(93.4)	(63.5)	(49.8)	(35.4)	109.7	(81.7)	16.2	32.3	275.1	950.7	22.3	39.0
Operating growth	85.3	11.8	85.0	(9.0)	(252.8)	(202.5)	(228.2)	(165.8)	(17.6)	(23.5)	202.4	(91.6)	(75.2)	(96.3)	(110.6)	(552.6)	(160.4)
Operating EBITDA growth	39.1	7.7	29.7	22.0	(99.1)	(129.4)	(91.6)	(77.1)	770.5	(46.1)	(976.0)	101.0	540.3	NM	NM	12.8	26.1
Net profit growth	(24.6)	6.6	(0.1)	32.8	(219.0)	(183.4)	(160.7)	(4.8)	(52.9)	(54.1)	(1,555.3)	(69.4)	(120.1)	NM	NM	(24.2)	132.8

Source: Company data, KGI Securities Research

**Balance Sheet**

As of 31 Dec (Bt mn)	2019A	2020A	2021A	2022A	2023F	2024F
<b>Total Assets</b>	<b>17,868</b>	<b>17,678</b>	<b>16,519</b>	<b>14,847</b>	<b>14,409</b>	<b>14,498</b>
<b>Current Assets</b>	2,374	2,563	6,160	4,659	5,195	6,299
Cash & ST Investments	962	1,557	5,401	3,745	4,414	5,438
Inventories	121	118	111	151	76	85
Accounts Receivable	1,055	592	356	532	459	512
Others	236	296	291	231	246	262
<b>Non-current Assets</b>	15,493	15,115	10,360	10,188	9,215	8,200
LT Investments	6,144	6,807	2,236	2,269	2,269	2,269
Net fixed Assets	5,954	5,161	4,719	4,476	3,813	3,129
Others	3,395	3,147	3,405	3,443	3,133	2,802
<b>Total Liabilities</b>	<b>10,388</b>	<b>11,052</b>	<b>9,233</b>	<b>7,625</b>	<b>6,922</b>	<b>6,611</b>
<b>Current Liabilities</b>	5,248	5,009	5,107	2,805	3,169	3,001
Accounts Payable	2,290	2,028	2,034	1,992	2,795	2,612
ST Borrowings	2,762	2,913	2,314	748	304	313
Others	196	68	760	65	70	76
<b>Long-term Liabilities</b>	5,140	6,043	4,126	4,820	3,753	3,610
Long-term Debts	1,500	2,505	915	1,416	500	500
Others	3,640	3,538	3,211	3,404	3,253	3,110
<b>Shareholders' Equity</b>	<b>7,480</b>	<b>6,626</b>	<b>7,287</b>	<b>7,221</b>	<b>6,128</b>	<b>6,412</b>
Common Stock	895	895	895	895	895	895
Capital Surplus	4,056	4,056	4,056	4,056	4,056	4,056
Retained Earnings	2,490	1,638	2,308	2,022	909	1,171
Others	40	38	29	249	269	291

Source: KGI Securiteis Research

**Key Ratios**

Year to 31 Dec (Bt mn)	2019A	2020A	2021A	2022A	2023F	2024F
<b>Forecast Drivers</b>						
Number of guest (mn)	40.1	14.5	6.7	21.3	26.7	29.1
<b>Growth (% YoY)</b>						
Sales	7.5	(64.8)	(20.1)	112.3	19.6	11.7
OP	25.9	N.A.	N.A.	N.A.	1,210.0	42.9
EBITDA	22.4	N.A.	N.A.	N.A.	51.2	12.1
NP	9.6	N.A.	N.A.	(84.1)	129.2	32.5
EPS	9.6	N.A.	N.A.	(84.1)	129.2	32.5
<b>Profitability (%)</b>						
Gross Margin	36.0	16.0	5.0	27.8	30.9	32.8
Operating Margin	11.3	(34.5)	(56.6)	0.7	7.5	9.6
EBITDA Margin	26.1	(1.5)	(15.1)	21.2	26.8	26.9
Net Profit Margin	13.2	(14.0)	52.5	3.9	7.6	9.0
ROAA	8.8	(3.0)	9.2	1.6	4.0	5.3
ROAE	19.9	(7.5)	22.7	3.5	8.7	12.2
<b>Stability</b>						
Gross Debt/Equity (%)	0.0	0.0	0.0	0.0	0.0	0.0
Net Debt/Equity (%)	44.0	58.1	16.7	13.8	(15.6)	(29.5)
Interest Coverage (x)	5.2	(7.4)	(6.6)	0.2	4.0	6.1
Interest & ST Debt Coverage (x)	0.4	(0.4)	(0.7)	0.0	1.3	1.8
Cash Flow Interest Coverage (x)	(13.6)	(2.4)	1.4	(5.8)	(19.1)	(13.8)
Cash Flow/Interest & ST Debt (x)	1.3	0.2	(0.2)	2.1	17.6	10.4
Current Ratio (x)	0.5	0.5	1.2	1.7	1.6	2.1
Quick Ratio (x)	0.4	0.5	1.2	1.6	1.6	2.1
Net Debt (Bt mn)	3,288	3,848	1,214.8	997.3	(954.5)	(1,889.9)
<b>Per Share Data (Bt)</b>						
EPS	1.6	(0.6)	1.8	0.3	0.6	0.9
CFPS	3.6	0.5	(0.4)	1.3	3.1	2.1
BVPS	8.4	7.4	8.1	8.1	6.8	7.2
SPS	12.0	4.2	3.4	7.1	8.5	9.5
EBITDA/Share	3.1	(0.1)	(0.5)	1.5	2.3	2.6
DPS	1.0	0.0	1.6	0.3	0.5	0.6
<b>Activity</b>						
Asset Turnover (x)	0.7	0.2	0.2	0.4	0.5	0.6
Days Receivables	37.8	79.8	57.5	25.4	23.7	20.8
Days Inventory	6.7	13.8	14.6	10.4	7.9	5.1
Days Payable	(224.9)	(1,310.5)	(4,907.5)	(413.5)	(369.5)	(351.9)
Cash Cycle	269.4	1,404.1	4,979.6	449.3	401.0	377.8

Source: KGI Securiteis Research

**Profit & Loss**

Year to 31 Dec (Bt mn)	2019A	2020A	2021A	2022A	2023F	2024F
<b>Revenue</b>	<b>10,697</b>	<b>3,765</b>	<b>3,010</b>	<b>6,388</b>	<b>7,642</b>	<b>8,539</b>
Cost of Goods Sold	(6,849)	(3,164)	(2,858)	(4,612)	(5,278)	(5,734)
<b>Gross Profit</b>	<b>3,848</b>	<b>601</b>	<b>151</b>	<b>1,777</b>	<b>2,365</b>	<b>2,805</b>
Operating Expenses	(2,637)	(1,900)	(1,855)	(1,733)	(1,788)	(1,981)
Other incomes	-	-	-	-	-	-
<b>Operating Profit</b>	<b>1,211</b>	<b>(1,299)</b>	<b>(1,704)</b>	<b>44</b>	<b>576</b>	<b>824</b>
Depreciation of fixed assets	1,579	1,242	1,250	1,311	1,473	1,473
<b>Operating EBITDA</b>	<b>2,790</b>	<b>(57)</b>	<b>(454)</b>	<b>1,355</b>	<b>2,050</b>	<b>2,297</b>
Non-Operating Income	133	101	3,464	521	120	120
Interest Income	8	15	20	14	120	120
Other Non-op Income	125	86	3,444	506	-	-
Non-Operating Expenses	(234)	(175)	(258)	(201)	(146)	(135)
Interest Expense	(234)	(175)	(258)	(201)	(146)	(135)
Other Non-op Expenses	-	-	-	-	-	-
Equity Income/(Loss)	680	740	392	(44)	196	176
<b>Pre-tax Profit</b>	<b>1,789</b>	<b>(633)</b>	<b>1,894</b>	<b>320</b>	<b>746</b>	<b>985</b>
Current taxation	(355)	93	(354)	(51)	(149)	(197)
Minorities	(27)	13	42	(17)	(19)	(22)
Extraordinary items	-	-	-	-	-	-
<b>Net Profit</b>	<b>1,407</b>	<b>(527)</b>	<b>1,581</b>	<b>252</b>	<b>578</b>	<b>766</b>
EPS (Bt)	1.57	(0.59)	1.77	0.28	0.65	0.86

Source: KGI Securiteis Research

**Cash Flow**

Year to 31 Dec (Bt mn)	2019A	2020A	2021A	2022A	2023F	2024F
<b>Operating Cash Flow</b>	3,195	412	(369)	1,155	2,790	1,863
Net Profit	1,789	(633)	1,894	320	746	985
Depreciation & Amortization	1,628	1,242	911	1,311	1,135	1,168
Change in Working Capital	(15)	(46)	(422)	(460)	909	(290)
Others	(207)	(151)	(2,752)	(17)	-	-
<b>Investment Cash Flow</b>	(1,118)	(472)	4,014	605	(475)	(479)
Net CAPEX	(791)	(247)	(157)	(528)	(200)	(200)
Change in LT Investment	(1)	(27)	(3,360)	3,307	(77)	(80)
Change in Other Assets	(326)	(197)	7,531	(2,174)	(197)	(199)
<b>Free Cash Flow</b>	2,077	(60)	3,645	1,760	2,315	1,384
<b>Financing Cash Flow</b>	(1,342)	671	(3,267)	(1,831)	(1,938)	(625)
Change in Share Capital	-	-	-	-	-	-
Net Change in Debt	(146)	978	(2,377)	(1,289)	(1,498)	(121)
Change in Other LT Liab.	(1,196)	(307)	(890)	(542)	(440)	(504)
<b>Net Cash Flow</b>	735	611	378	(71)	377	759

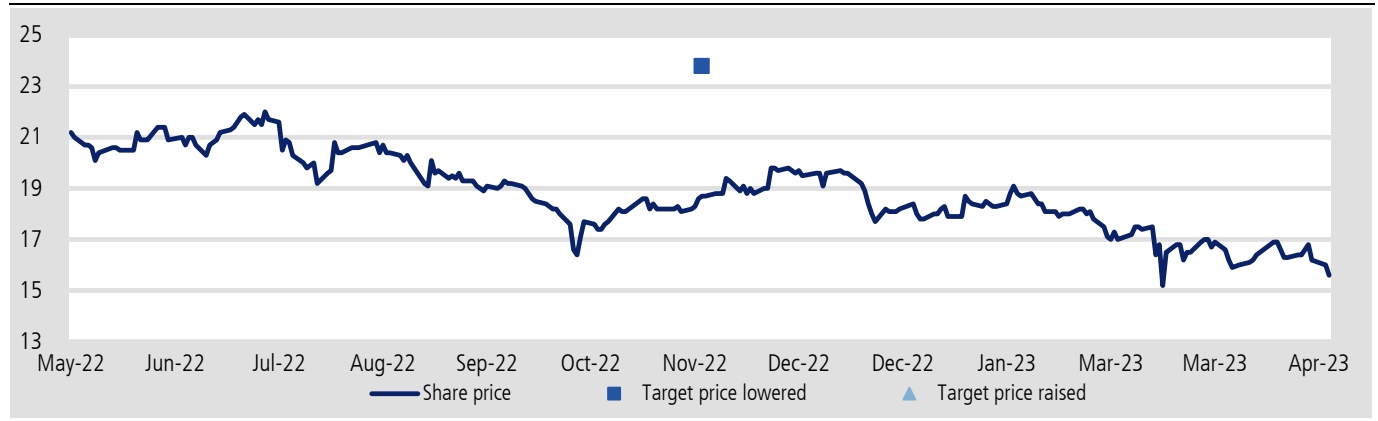
Source: KGI Securiteis Research

**Rates of Return on Invested Capital**

Year	1- $\frac{\text{COGS}}{\text{Revenue}}$	+ $\frac{\text{Depreciation}}{\text{Revenue}}$	+ $\frac{\text{Operating Exp.}}{\text{Revenue}}$	= <b>Operating Margin</b>
Dec-19A	64.0%	14.8%	24.7%	-3.4%
Dec-20A	84.0%	33.0%	50.5%	-67.5%
Dec-21A	95.0%	41.5%	61.6%	-98.2%
Dec-22A	72.2%	20.5%	27.1%	-19.8%
Dec-23F	69.1%	19.3%	23.4%	-11.7%
Dec-24F	67.2%	17.3%	23.2%	-7.6%
Year	1/ $\frac{\text{Working Capital}}{\text{Revenue}}$	+ $\frac{\text{Net PPE}}{\text{Revenue}}$	+ $\frac{\text{Other Assets}}{\text{Revenue}}$	= <b>Capital Turnover</b>
Dec-19A	0.00	0.56	0.34	1.12
Dec-20A	-0.01	1.37	0.91	0.44
Dec-21A	-0.14	1.57	1.23	0.38
Dec-22A	-0.07	0.70	0.58	0.83
Dec-23F	0.12	0.50	0.44	0.94
Dec-24F	-0.03	0.37	0.36	1.45
Year	$\frac{\text{Operating Margin}}{\text{Operating Margin}}$	x $\frac{\text{Capital Turnover}}{\text{Capital Turnover}}$	x $\frac{\text{Cash Tax Rate}}{\text{Cash Tax Rate}}$	= <b>After-tax Return on Inv. Capital</b>
Dec-19A	-3.4%	1.1	80.2	-3.1
Dec-20A	-67.5%	0.4	85.4	-25.3
Dec-21A	-98.2%	0.4	81.3	-30.0
Dec-22A	-19.8%	0.8	83.9	-13.8
Dec-23F	-11.7%	0.9	83.9	-9.3
Dec-24F	-7.6%	1.4	83.9	-9.2

Source: KGI Securiteis Research

## Major Cineplex Group - Recommendation & target price history



Source: KGI Securities Research



# Corporate Governance Report of Thai Listed Companies



## Companies with Excellent CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	EGCO	ELECTRICITY GENERATING	PTTEP	PTT EXPLORATION AND PRODUCTION
ADVANC	ADVANCED INFO SERVICE	GFPT	GFPT	PTTGC	PTT GLOBAL CHEMICAL
AMA	AMA MARINE	GGC	GLOBAL GREEN CHEMICALS	PYLON	PYLON
AMATA	AMATA CORPORATION	GPSC	GLOBAL POWER SYNERGY	QH	QUALITY HOUSES
ANAN	ANANDA DEVELOPMENT	HANA	HANA MICROELECTRONICS	RATCH	RATCHABURI ELECTRICITY GENERATING HOLDING
AOT	AIRPORTS OF THAILAND	HMPRO	HOME PRODUCT CENTER	RS	RS
AP	ASIAN PROPERTY DEVELOPMENT	INTUCH	SHIN CORPORATION	SCB	THE SIAM COMMERCIAL BANK
BANPU	BANPU	IRPC	IRPC	SCC	THE SIAM CEMENT
BCP	THE BANGCHAK PETROLEUM	IVL	INDORAMA VENTURES	SCCC	SIAM CITY CEMENT
BCPG	BCPG	KBANK	KASIKORNBANK	SEAFCO	SEAFCO
BDMS	BANGKOK DUSIT MEDICAL SERVICES	KCE	KCE ELECTRONICS	SMPC	SAHAMITR PRESSURE CONTAINER
BEC	BEC WORLD	KKP	KIATNAKIN BANK	SPALI	SUPALAI
BEM	BANGKOK EXPRESSWAY AND METRO	KTB	KRUNG THAI BANK	SPRC	STAR PETROLEUM REFINING
BGRIM	B. GRIMM POWER	KTC	KRUNGTHAI CARD	SVI	SVI
BPP	BANPU POWER	LH	LAND AND HOUSES	TACC	T.A.C. CONSUMER
BTS	BTS GROUP HOLDINGS	LPN	L.P.N. DEVELOPMENT	TCAP	THANACHART CAPITAL
CENTEL	CENTRAL PLAZA HOTEL	MAKRO	SIAM MAKRO	THCOM	THAI COM
CK	CH. KARNCHANG	MBK	MBK	TISCO	TISCO FINANCIAL GROUP
CKP	CK POWER	MINT	MINOR INTERNATIONAL	TOP	THAI OIL
CPALL	CP ALL	MTC	MUANGTHAI CAPITAL	TRUE	TRUE CORPORATION
CPF	CHAROEN POKPHAND FOODS	PLANB	PLAN B MEDIA	TTB	TMBTHANACHART BANK
CPN	CENTRAL PATTANA	PSH	PRUKSA HOLDING	VGI	VGI GLOBAL MEDIA
DELTA	DELTA ELECTRONICS (THAILAND)	PTG	PTG ENERGY	WHA	WHA CORPORATION
DTAC	TOTAL ACCESS COMMUNICATION	PTT	PTT	WHAUP	



## Companies with Very Good CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
BAM	BANGKOK COMMERCIAL ASSET MANAGEMENT	GULF	GULF ENERGY DEVELOPMENT	SAPPE	SAPPE
BBL	BANGKOK BANK	JMT	JMT NETWORK SERVICES	SAWAD	SRI SAWAD POWER 1979
CBG	CARABAO GROUP	LPH	LADPRAO GENERAL HOSPITAL	SINGER	SINGER THAILAND
CHG	CHULARAT HOSPITAL	M	MK RESTAURANT GROUP	SPA	SIAM WELLNESS GROUP
COM7	COM7	MAJOR	MAJOR CINEPLEX GROUP	TFG	THAIFOODS GROUP
DOHOME	DOHOME	MEGA	MEGA LIFESCIENCES	TKN	TAOKAENOI FOOD & MARKETING
ERW	THE ERAWAN GROUP	NETBAY	NETBAY	ZEN	ZEN CORPORATION GROUP
GLOBAL	SIAM GLOBAL HOUSE	OSP	OSOTSPA		



## Companies with Good CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
BCH	BANGKOK CHAIN HOSPITAL	ESSO	ESSO (THAILAND)	SF	SIAM FUTURE DEVELOPMENT
BH	BUMRUNGRAD HOSPITAL	HUMAN	HUMANICA	SISB	SISB
EKH	EKACHAI MEDICAL CARE	RBF	R&B FOOD SUPPLY	TPCH	TPC POWER HOLDING

## Companies classified Not in the three highest score groups

Stock	Company name	Stock	Company name	Stock	Company name
IIG	I&I GROUP	OR	PTT OIL AND RETAIL BUSINESS	STGT	SRI TRANG GLOVES (THAILAND)
KEX	KERRY EXPRESS (THAILAND)	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION		

Source: www.thai-iod.com

**Disclaimer:** The disclosure of the survey result 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 assessment 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 result may be changed after that date or when there is any change to the relevant information. Nevertheless, KGI Securities (Thailand) Public Company Limited (KGI) does not confirm, verify, or certify the accuracy and completeness of such survey result.



## Anti-corruption Progress Indicator

### Level 5: Extended

Stock	Company name	Stock	Company name	Stock	Company name
ADVANC	ADVANCED INFO SERVICE	GLOBAL	SIAM GLOBAL HOUSE	QH	QUALITY HOUSES
ANAN	ANANDA DEVELOPMENT	GPSC	GLOBAL POWER SYNERGY	RATCH	RATCHABURI ELECTRICITY GENERATING HOLDING
BBL	BANGKOK BANK	HMPRO	HOME PRODUCT CENTER	ROBINS	ROBINSON DEPARTMENT STORE
BCH	BANGKOK CHAIN HOSPITAL	IRPC	IRPC	SCC	THE SIAM CEMENT
BDMS	BANGKOK DUSIT MEDICAL SERVICES	KBANK	KASIKORN BANK	SIRI	SANSIRI
BIGC	BIG C SUPERCENTER	KCE	KCE ELECTRONICS	SPALI	SUPALAI
CK	CH. KARNCHANG	KKP	KIATNAKIN BANK	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION
DCC	DYNASTY CERAMIC	KTB	KRUNG THAI BANK	TCAP	THANACHART CAPITAL
DELTA	DELTA ELECTRONICS (THAILAND)	LPH	LADPRAO GENERAL HOSPITAL	TISCO	TISCO FINANCIAL GROUP
DRT	DIAMOND ROOFING TILES	PACE	PACE DEVELOPMENT CORPORATION	TMT	THAI METAL TRADE
EGCO	ELECTRICITY GENERATING	PTT	PTT	TOP	THAI OIL
GFPT	GFPT	PTTGC	PTT GLOBAL CHEMICAL		

### Level 4: Certified

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	ERW	THE ERAWAN GROUP	SAPPE	SAPPE
AP	ASIAN PROPERTY DEVELOPMENT	GLOW	GLOW ENERGY	SAWAD	SRISAWAD POWER 1979
BA	BANGKOK AIRWAYS	GUNKUL	GUNKUL ENGINEERING	SCB	THE SIAM COMMERCIAL BANK
BANPU	BANPU	ILINK	INTERLINK COMMUNICATION	SCN	SCAN INTER
BCP	THE BANGCHAK PETROLEUM	KTC	KRUNGTHAI CARD	SEAFCO	SEAFCO
BH	BUMRUNGRAD HOSPITAL	LH	LAND AND HOUSES	SVI	SVI
BJCHI	BJC HEAVY INDUSTRIES	LPN	L.P.N. DEVELOPMENT	TASCO	TIPCO ASPHALT
CBG	CARABAO GROUP	MAKRO	SIAM MAKRO	TKN	TAOKAENOI FOOD & MARKETING
CENDEL	CENTRAL PLAZA HOTEL	MALEE	MALEE SAMPRAN	TMB	TMB BANK
CHG	CHULARAT HOSPITAL	MINT	MINOR INTERNATIONAL	TRT	TIRATHAI
CKP	CK POWER	MODERN	MODERNFORM GROUP	TRUE	TRUE CORPORATION
CPF	CHAROEN POKPHAND FOODS	NOK	NOK AIRLINES	TVO	THAI VEGETABLE OIL
CPN	CENTRAL PATTANA	PTTEP	PTT EXPLORATION AND PRODUCTION		
DTAC	TOTAL ACCESS COMMUNICATION	PYLON	PYLON		

### Level 3: Established

Stock	Company name	Stock	Company name	Stock	Company name
BEM	BANGKOK EXPRESSWAY AND METRO	MTLS	MUANGTHAI LEASING	SPRC	STAR PETROLEUM REFINING
CPALL	CP ALL	SCI	SCI ELECTRIC		

### No progress

Stock	Company name	Stock	Company name	Stock	Company name
AOT	AIRPORTS OF THAILAND	BPP	BANPU POWER	FN	FN FACTORY OUTLET
BCPG	BCPG	BTS	BTS GROUP HOLDINGS	TPCH	TPC POWER HOLDING

Source: www.cgthailand.org

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Note	When an analyst publishes a new report on a covered stock, we rank the stock's excess return with those of other stocks in KGI's coverage universe in the related market. We will assign a rating based on its ranking. If an analyst does not publish a new report on a covered stock, its rating will not be changed automatically.

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