### **SET ESG Rating of AA**

### Outperform · Maintained

Price as of 19 Jan 2024	14.60
12M target price (Bt/shr)	20.60
Unchanged/Revised up(down)(%)	Unchanged
Upside/downside (%)	41.1

### **Key messages**

Relative

Source: SE

เราคาดกำไรสุทธิใน 4Q66F ของ MAJOR ทุ่งขึ้น 281%YoY
และ 178% QoQ อยู่ที่ 290 ล้านบาท กำไรที่เพิ่มขึ้นแข็งแกรงทั้ง
YoY และ QoQ เนื่องจากการเติบโตของรายได้เรงตัวขึ้น
ท่ามกลางภาพยนตร์ไทยได้รับการตอบรับดีมากจากผู้ชม (เช่น
สัปเหร่อ ธี่หยด และ 4 คิงส์ 2) และการดีขึ้นของอัตรากำไร
(margin) ทั้งนี้ เราคงคำแนะนำซื้อ ประเมินราคาเป้าหมายด้วย
วิธีคิดลดกระแสเงินสด (DCF) ณ สิ้นปี 2567 ที่ 20.60 บาท

	13,0	062/327
)		895
		270
nn)		4
Bt)	13	3.1-19.1
3M	6M	12M
3.5	-0.7	-20.7
	in) (Bt) 3M	) in) (Bt) 1: 3M 6M

Quarte	rly EPS			
Bt	1Q	2Q	3Q	4Q
2021	(0.13)	(0.24)	2.03	N.A
2022	0.03	0.15	0.02	0.08
2023	0.08	0.59	0.12	

4.8

-3.8

## 

Panthip Apai 66.2658.8888 Ext. 8856 panthipa@kgi.co.th

### **COMPANY UPDATE**

**Thailand** 

# Major Cineplex Gr

(MAJOR.BK/MAJOR TB)

### ประมาณการ 4Q66F: พลังแรงของภาพยนตร<sup>์</sup>ไทยหลายเรื่อง

#### Event

ประมาณการกำไร 4066

### **Impact**

การเติบโตของกำไรสุทธิแข็งแกรง (+281% YoY และ +178% QoQ)

เราประเมินวา MAJOR จะรายงานกำไรสุทธิใน 4Q66F แข็งแกรงที่ 290 ล้านบาท (+281% YoY และ +178% QoQ) กำไรที่เพิ่มขึ้นแข็งแกรงทั้ง YoY และ QoQ จะมาจากการเคิบโตของรายได้เรงตัวขึ้น 50% YoY และ 64% QoQ ดายภาพยนตร์ไทยประสบความสำเร็จหลายเรื่อง (เช่น สัปเหรอ ธี่หุยด และ 4 กิงส์ 2) ช่วยหนุนยอดขายทั้งการเขาชมและเครื่องดื่มกับขนมขบเกี๋ยวดี รวมทั้งอัตรากำไรขั้นตน (GPM) ดีขึ้น อยางมีนัยสำคัญอยู่ที่ 38.1% ตามการประหยัดจากขนาด หากรวมประมาณการกำไร 4Q66F ของเรา กำไร ปี 2566F จะอยู่ที่ 997 ลานบาท (+296% YoY) คิดเป็น 104% ของประมาณการกำไรเต็มปีนี้ของเรา

คาดทั้งรายได้และอัตรากำไรใน 4Q66F แข็งแกร่ง

จากผลตอบรับคือยางมากของภาพยนตร ใทยหลายเรื่อง เราจึงกาดรายได้ใน 4Q66F ของ MAJOR พุ่งขึ้น แรงอยู่ที่ 2.9 พันลานบาท (+50 YoY และ +64% QoQ) และปี 2566F อยู่ที่ 8.5 พันลานบาท (+33% YoY) ขณะที่ ยอดขายจากการเขาชม (55% ของรายได้รวม) จะเพิ่มแข็งแกรงอยู่ที่ 1.6 พันลานบาท (+70% YoY และ +93% QoQ) ส่วนยอดขายเครื่องคื่มและขนมขบเกี่ยว (27% ของรายได้รวม) จะอยู่ที่ 777 ลานบาท (+50% YoY และ +73% QoQ) ทั้งนี้ ยอดขายตัว (box-office) ของหนังทำเงิน 5 อันดับแรกใน 4Q66 ไดแก สัปเหรอ (509 ลานบาท) ชี่หยด (341 ลานบาท) 4 คิงสา 2 (167 ลานบาท) Aquaman และ The Lost Kingdom (88 ลานบาท) และ The Marvels (48 ลานบาท) ในดานรายได้จากการขายโฆษณากาดเพิ่มขึ้น 18% YoY อยู่ที่ 264 ลานบาทแตทรงตัว QoQ เพราะฐาน 3Q66 สูง การที่รายได้พุ่งแรงทำให้คาดอัตรากำไรขั้นตนจะ ดีขึ้นมากทั้ง YoY และ QoQ อยู่ที่ 38.1% (เพิ่มจาก 35.1% ใน 4Q65 และ 32.9% ใน 3Q66) ทำให้ GPM ปี 2566F อยู่ที่ 33.1% ในแงคาใช้จายดานุการขายและบริหารกาดเพิ่มขึ้นทั้ง YoY และ QoQ เพราะมีเงิน โบนัสคางจายและการเพิ่มขึ้นของกาใช้จายตาง ๆ ดานการตลาด ขณะที่ สัดสวน SG&A/ยอดขาย นาจะอยู่ ที่ 25.4% ใน 4Q66 (เทียบกับ 31.9% และ 4Q65 และ 23.1% ใน 3Q66)

คงประมาณการกำไร – เฝ้าติดตามผลตอบรับจากภาพยนตร์ต่อไป

ในเบื้องต้น เรากาคกำไรใน 1Q67F อ่อนตัวลง QoQ เนื่องจากเป็นช่วง low season แต่กำไรคีขึ้น YoY ขณะที่ บริษัทจะมีการรับรูรายใคภาษีอยู่อีกราว 140 ลานบาทใน 1Q67F ซึ่งยังไม่ใครวมอยู่ในประมาณ การกำไรปี 2567 ของเรา ในปี 2567 เรากิควาหนังคังที่รอเขาฉายจากคาย Hollywood อีกหลายเรื่องยังไม่ นาคึงคูค (Figure 5) แต่อยางไรก็คี เรากาคภาพยนตรไทยหลายเรื่องยังมีโมเมนตัมเป็นบวกและจะชุวย หนุนหลักใหรายใคของ MAJOR มีการเค็บโตที่คี ทั้งนี้ เราคงประมาณการกำไรปี 2566F อยู่ที่ 955 ลาน บาท (+279% YoY) และลดลงอยู่ที่ 816 ลานบาท (-15% YoY) ในปี 2567F

**Valuation & Action** 

เรากงรากาเป้าหมายด้วยวิธีกิดลดกระแสเงินสด (DCF) ณ สิ้นปี 2567 อยู่ที่ 20.60 บาท (ใช้ WACC ที่ 7.6% และ terminal growth ที่ 0.5%) ขณะที่ กาดผลการดำเนินงานดีใน 4Q66F และอาจมี upside ต่อรากา เป้าหมายของเรา และยังคงคำแนะนำชื่อหุ้น MAJOR

#### Risks รายได้จากโรงภาพยนตร์ต่ำกว่าที่กาด

### Key financials and valuations

	Dec-20A	Dec-21A	Dec-22A	Dec-23F	Dec-24F	Dec-25F
Revenue (Btmn)	3,765	3,010	6,388	8,090	9,168	9,656
Gross Profit (Btmn)	601	151	1,777	2,626	3,082	3,303
EBIT (Btmn)	(1,299)	(1,704)	44	676	872	976
Net Profit (Btmn)	(527)	1,581	252	955	816	882
Normalized Profit (Btmn)	(471)	(710)	151	609	816	882
EPS (Bt)	(0.59)	1.77	0.28	1.07	0.91	0.99
DPS (Bt)	0.00	0.60	0.25	0.80	0.68	0.74
EPS growth (%)	NM	NM	(84.1)	278.7	(14.5)	8.0
P/E (x)	NM	11.3	64.6	13.7	16.0	14.8
P/B (x)	2.5	2.5	2.3	1.7	1.7	1.6
Net debt/Equity (x)	0.6	0.2	0.1	Net cash	Net cash	Net cash
Dividend yield (%)	0.0	3.0	1.4	5.5	4.7	5.1
Return on Average Equity (%)	(7.5)	22.7	3.5	13.0	10.7	11.3

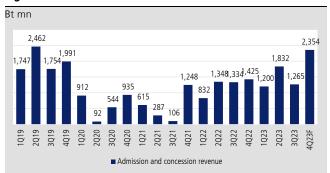


Figure 1: MAJOR's 4Q23F earnings preview

Bt mn	4Q23F	4Q22	YoY (%)	3Q23	QoQ (%)	2023F	2022	YoY (%)
Revenue	2,864	1,902	50.6	1,741	64.5	8,478	6,388	32.7
Gross Profit	1,091	668	63.2	505	116.0	2,810	1,777	58.2
SG&A	(727)	(607)	19.7	(521)	39.5	(2,177)	(1,725)	26.2
Operating Profit	364	61	494.1	(16)	NM	633	51	1,129.6
Operating EBITDA	677	391	72.9	296	128.3	1,852	1,363	36
Other inc/exp	80	91	(11.7)	88	(8.6)	305	421	(27.5)
Pre-tax Profit	444	98	351.0	83	436.9	1,295	320	304.3
Current taxation	(89)	(17)	409.3	77	NM	(64)	(51)	24.1
Net Profit	290	76	281.6	104	178.1	997	252	295.5
EPS (Bt)	0.32	0.09	281.6	0.12	178.1	1.11	0.28	295.5
Core Profit	290	76	281.9	20	1,373.7	566	215	162.8
Key factors	4Q23F	4Q22	YoY (ppts)	2Q23	QoQ (ppts)	2023F	2022	YoY (ppts)
Gross margin (%)	38.1	35.1	2.9	32.9	5.2	33.1	27.8	5.3
SG&A/sales (%)	25.4	31.9	(6.6)	23.1	2.3	25.7	27.0	(1.3)

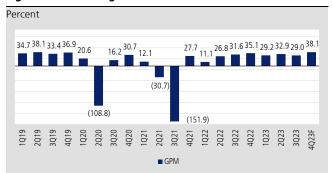
Source: Company data, KGI Securities Research

Figure 2: Admission and concession revenue



Source: Company data, KGI Securities Research

Figure 3: Gross margin



Source: Company data, KGI Securities Research

Figure 4: Top 5 box offices





Figure 5: Movie line-up in 2024

Deadpool 3 🌣	Sequel Action	20th Century Studios
Kingdom of the Planet of the Apes	Action Sci-Fi	20th Century Studios
The Lord of the Rings: The War of the Rohirrim	Fantasy	Warner Bros. Pictures
Godzilla x Kong: The New Empire 抹	Action Sci-Fi	Warner Bros. Pictures
Madame Web	Action	Sony Pictures
Transformers One	Action	Paramount Pictures
Venom 3  Fantastic Beasts and Where to Find Them 5	Sequel / Action	Sony Pictures
Fantastic Beasts and Where to Find Them 5	Sequel Fantasy	Warner Bros. Pictures
Dune: Part Two **	Sequel	Warner Bros. Pictures
Twisters	Action	Universal Pictures
Joker: Folie à Deux Gladiator 2	Sequel	Warner Bros. Pictures
Gladiator 2	Sequel	Paramount Pictures
The Tiger's Apprentice Beetlejuice 2	Fantasy	Paramount Pictures
Beetlejuice 2	Fantasy	Warner Bros. Pictures
The Fall Guy	Adventure	Universal Pictures
Ghostbusters: Frozen Empire	Sequel Fantasy	Sony Pictures
Kraven the Hunter 🏞	Action	Sony Pictures
Mean Girls	Comedy	Paramount Pictures
The Fall Guy	Adventure	Universal Pictures
Wicked Part 1	Musical	Universal Pictures
Bob Marley: One Love	Biography	Paramount Pictures



A QUIET PLACE



Source: Company data

Figure 6: Key assumptions

	2020A	2021A	2022A	2023F	2024F	2025F
Revenue (Btmn)	3,766	3,010	6,388	8,090	9,168	9,656
Cinema	2,483	2,255	4,960	6,444	7,393	7,814
Admission	1,758	1,470	3,243	4,027	4,619	4,884
Concession	725	786	1,717	2,416	2,774	2,930
Advertising	573	294	675	870	957	1,005
Bowling	203	78	325	391	418	422
Rental	335	273	236	236	240	245
Movie content	172	109	192	150	160	170
GPM (%)	16.0	5.0	27.8	32.5	33.6	34.2
SG&A to sales (%)	50.5	61.6	27.1	24.1	24.1	24.1
Cinema business						
-Number of guest (mn person)	14.5	6.7	21.3	30.2	33.0	34.6
-Average ticket price (Bt)	142	166	176	155	156	156

Source: Company data

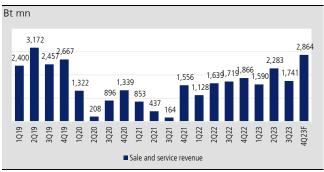


### Figure 7: Company profile

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%.

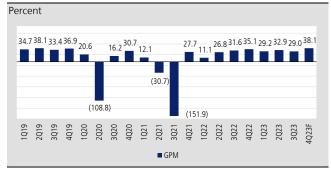
Source: Company data, KGI Securities Research

Figure 9: Sales and service revenues



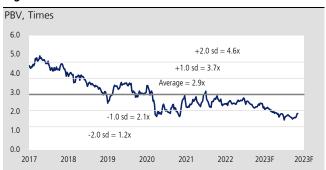
Source: Company data, KGI Securities Research

Figure 11: Gross profit margin



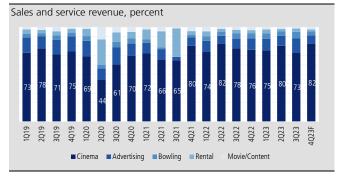
Source: Company data, KGI Securities Research

Figure 13: PBV



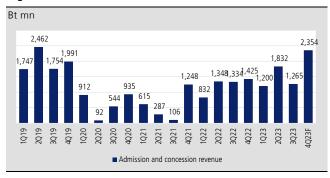
Source: Company data, KGI Securities Research

Figure 8: Breakdown of sales and service revenue



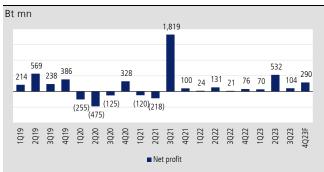
Source: Company data, KGI Securities Research

Figure 10: Cinema revenue



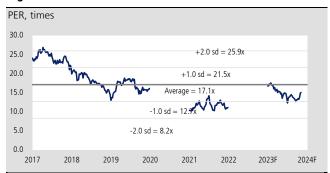
Source: Company data, KGI Securities Research

Figure 12: Net profit



Source: Company data, KGI Securities Research

Figure 14: PER



Source: KGI Securities Research



### **Quarterly Income Statement**

	Mar-20A	Jun-20A S	ep-20A D	ec-20A l	Mar-21A	Jun-21A	Sep-21A I	Dec-21A	Mar-22A	Jun-22A S	Sep-22A I	Dec-22A	Mar-23A	Jun-23A	Sep-23A	Dec-23F
Income Statement (Bt mn)																
Revenue	1,322	208	896	1,339	853	437	164	1,556	1,128	1,639	1,719	1,902	1,590	2,283	1,741	2,858
Cost of Goods Sold	(1,049)	(435)	(751)	(929)	(750)	(571)	(412)	(1,125)	(1,003)	(1,201)	(1,175)	(1,234)	(1,127)	(1,532)	(1,236)	(1,773)
Gross Profit	272	(227)	145	411	103	(134)	(248)	431	126	439	544	668	464	751	505	1,085
Operating Expenses	(586)	(376)	(368)	(571)	(361)	(327)	(423)	(444)	(190)	(456)	(472)	(607)	(403)	(527)	(521)	(727)
Other incomes	-		-								-	-	-	-		-
Operating Profit	(314)	(603)	(222)	(160)	(259)	(461)	(672)	(14)	(64)	(17)	71	61	61	224	(16)	359
Depreciation of fixed assets	(319)	(323)	(267)	(333)	(302)	(311)	(277)	(360)	(341)	(314)	(327)	(330)	(292)	(302)	(312)	(312)
Operating EBITDA	5	(280)	45	173	43	(151)	(394)	347	277	297	398	391	353	526	296	671
Non-Operating Income	19	58	53	40	92	83	2,918	117	85	177	225	26	47	390	60	42
Interest Income	19	58	53	40	92	83	81	101	63	165	105	27	44	48	48	42
Other Non-op Income							2,837	16	22	11	120	(1)	3	342	. 11	
Non-Operating Expenses	(56)	(38)	(26)	(55)	(70)	(69)	(66)	(53)	(50)	(47)	(51)	(53)	(52)	(50)	(50)	(55)
Interest Expense	(56)	(38)	(26)	(55)	(70)	(69)	(66)	(53)	(50)	(47)	(51)	(53)	(52)	(50)	(50)	(55)
Other Non-op Expenses		-	-					-	-		-	-	-		-	-
Net investment Income/(Loss		165	85	417	94	210	45	42	18	47	(172)	63	23	24	39	40
Pre-tax Profit	(278)	(417)	(110)	242	(143)	(237)	2,225	93	(11)	159	74	98	130	638	83	441
Current taxation	31	(13)	(13)	87	23	30	(415)	8	37	(21)	(49)	(17)	(7)	(45)	77	(88)
Minorities	(1)	11	1	1	8	25	9	(0)	(2)	(6)	(4)	(5)	(2)	(10)	(5)	(8)
Extraordinary items	(7)	(56)	(3)	(3)	(9)	(35)	2,291	-	-	56	(19)	0	-	346	85	-
Net Profit	(255)	(475)	(125)	328	(120)	(218)	1,819	100	24	131	21	76	70	532	104	290
EPS (Bt)	(0.29)	(0.53)	(0.14)	0.37	(0.13)	(0.24)	2.03	0.11	0.03	0.15	0.02	0.09	0.08	0.60	0.12	0.32
Margins (%)																
Gross profit margin	20.6	(108.8)	16.2	30.7	12.1	(30.7)	(151.9)	27.7	11.1	26.8	31.6	35.1	29.2	32.9	29.0	38.0
Operating margin	(23.7)	(289.1)	(24.8)	(12.0)	(30.3)	(105.5)	(410.7)	(0.9)	(5.7)	(1.0)	4.2	3.2	3.8	9.8	(0.9)	12.5
Operating EBITDA margin	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	23.0	17.0	23.5
Net profit margin	(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	4.4	23.3	6.0	10.1
Growth (%)																
Revenue growth	(44.9)	(93.4)	(63.5)	(49.8)	(35.4)	109.7	(81.7)	16.2	32.3	275.1	950.7	22.3	40.9	39.3	1.3	50.3
Operating growth	NM	NM	NM	NM	(17.6)	(23.5)	202.4	(91.6)	NM	NM	NM	NM	NM	NM	(122.4)	484.9
Operating EBITDA growth	(99.1)	(129.4)	(91.6)	(77.1)	770.5	(46.1)	NM	101.0	540.3	NM	NM	12.8	27.7	77.1	(25.6)	71.5
Net profit growth	NM	NM	NM	(4.8)	NM	NM	NM	(69.4)	NM	NM	(98.9)	(24.2)	190.1	305.5	405.5	281.1



### **Balance Sheet**

As of 31 Dec (Bt mn)	2020A	2021A	2022A	2023F	2024F	20254F
Total Assets	17,678	16,519	14,847	14,690	14,692	14,970
Current Assets	2,563	6,160	4,659	5,476	6,493	7,827
Cash & ST Investments	1,557	5,401	3,745	4,663	5,588	6,871
Inventories	118	111	151	81	92	97
Accounts Receivable	592	356	532	485	550	579
Others	296	291	231	246	262	280
Non-current Assets	15,115	10,360	10,188	9,215	8,200	7,143
LT Investments	6,807	2,236	2,269	2,269	2,269	2,269
Net fixed Assets	5,161	4,719	4,476	3,813	3,129	2,426
Others	3,147	3,405	3,443	3,133	2,802	2,448
Total Liabilities	11,052	9,233	7,625	7,057	6,768	6,649
Current Liabilities	5,009	5,107	2,805	3,303	3,158	3,176
Accounts Payable	2,028	2,034	1,992	2,929	2,769	2,771
ST Borrowings	2,913	2,314	748	304	313	323
Others	68	760	65	70	76	82
Long-term Liabilities	6,043	4,126	4,820	3,753	3,610	3,473
Long-term Debts	2,505	915	1,416	500	500	500
Others	3,538	3,211	3,404	3,253	3,110	2,973
Shareholders' Equity	6,626	7,287	7,221	7,526	7,700	7,971
Common Stock	895	895	895	895	895	895
Capital Surplus	4,056	4,056	4,056	4,056	4,056	4,056
Retained Earnings	1,638	2,308	2,022	2,307	2,459	2,704
Others	38	29	249	269	291	316

Source: KGI Securities Research

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Key katios						
Year to 31 Dec (Bt mn)	2020A	2021A	2022A	2023F	2024F	2025F
Forecast Drivers						
Number of guest (mn)	14.5	6.7	21.3	30.2	33.0	34.6
Growth (% YoY)						
Sales	(64.8)	(20.1)	112.3	26.6	13.3	5.3
OP	N.A.	N.A.	N.A.	1,437.8	29.0	11.9
EBITDA	N.A.	N.A.	N.A.	58.6	9.1	4.4
NP	N.A.	N.A.	(84.1)	278.7	(14.5)	8.0
EPS	N.A.	N.A.	(84.1)	278.7	(14.5)	8.0
Profitability (%)						
Gross Margin	16.0	5.0	27.8	32.5	33.6	34.2
Operating Margin	(34.5)	(56.6)	0.7	8.4	9.5	10.1
EBITDA Margin	(1.5)	(15.1)	21.2	26.6	25.6	25.4
Net Profit Margin	(14.0)	52.5	3.9	11.8	8.9	9.1
ROAA	(3.0)	9.2	1.6	6.5	5.6	5.9
ROAE	(7.5)	22.7	3.5	13.0	10.7	11.3
Stability						
Gross Debt/Equity (%)	0.0	0.0	0.0	0.0	0.0	0.0
Net Debt/Equity (%)	58.1	16.7	13.8	(16.0)	(26.5)	(40.5)
Interest Coverage (x)	(7.4)	(6.6)	0.2	3.4	4.4	4.9
Interest & ST Debt Coverage (x)	(0.4)	(0.7)	0.0	1.3	1.7	1.9
Cash Flow Interest Coverage (x)	(2.4)	1.4	(5.8)	(16.8)	(9.7)	(11.3)
Cash Flow/Interest & ST Debt (x)	0.2	(0.2)	2.1	32.5	17.2	18.4
Current Ratio (x)	0.5	1.2	1.7	1.7	2.1	2.5
Quick Ratio (x)	0.5	1.2	1.6	1.6	2.0	2.4
Net Debt (Bt mn)	3,848	1,214.8	997.3	Net cash	Net cash	Net cash
Per Share Data (Bt)						
EPS	(0.6)	1.8	0.3	1.1	0.9	1.0
CFPS	0.5	(0.4)	1.3	3.8	2.2	2.5
BVPS	7.4	8.1	8.1	8.4	8.6	8.9
SPS	4.2	3.4	7.1	9.0	10.2	10.8
EBITDA/Share	(0.1)	(0.5)	1.5	2.4	2.6	2.7
DPS	0.0	1.6	0.3	0.8	0.7	0.7

Source: KGI Securities Research

### **Profit & Loss**

Year to 31 Dec (Bt mn)	2020A	2021A	2022A	2023F	2024F	2025F
Revenue	3,765	3,010	6,388	8,090	9,168	9,656
Cost of Goods Sold	(3,164)	(2,858)	(4,612)	(5,464)	(6,086)	(6,353)
Gross Profit	601	151	1,777	2,626	3,082	3,303
Operating Expenses	(1,900)	(1,855)	(1,733)	(1,950)	(2,209)	(2,327)
Other incomes	-	-	-	-	-	-
Operating Profit	(1,299)	(1,704)	44	676	872	976
Depreciation of fixed assets	1,242	1,250	1,311	1,473	1,473	1,473
Operating EBITDA	(57)	(454)	1,355	2,150	2,346	2,450
Non-Operating Income	101	3,464	521	546	200	200
Interest Income	15	20	14	200	200	200
Other Non-op Income	86	3,444	506	346	-	-
Non-Operating Expenses	(175)	(258)	(201)	(201)	(201)	(201)
Interest Expense	(175)	(258)	(201)	(201)	(201)	(201)
Other Non-op Expenses	-	-	-	-	-	-
Equity Income/(Loss)	740	392	(44)	196	176	159
Pre-tax Profit	(633)	1,894	320	1,218	1,048	1,134
Current taxation	93	(354)	(51)	(244)	(210)	(227)
Minorities	13	42	(17)	(19)	(22)	(26)
Extraordinary items	-	-	-	-	-	-
Net Profit	(527)	1,581	252	955	816	882
EPS (Bt)	(0.59)	1.77	0.28	1.07	0.91	0.99

Source: KGI Securities Research

### **Cash Flow**

Year to 31 Dec (Bt mn)	2020A	2021A	2022A	2023F	2024F	2025F
Operating Cash Flow	412	(369)	1,155	3,364	1,937	2,258
Net Profit	(633)	1,894	320	1,218	1,048	1,134
Depreciation & Amortization	1,242	911	1,311	1,135	1,168	1,201
Change in Working Capital	(46)	(422)	(460)	1,012	(279)	(78)
Others	(151)	(2,752)	(17)	-	-	-
Investment Cash Flow	(472)	4,014	605	(475)	(479)	(481)
Net CAPEX	(247)	(157)	(528)	(200)	(200)	(200)
Change in LT Investment	(27)	(3,360)	3,307	(77)	(80)	(82)
Change in Other Assets	(197)	7,531	(2,174)	(197)	(199)	(199)
Free Cash Flow	(60)	3,645	1,760	2,889	1,458	1,777
Financing Cash Flow	671	(3,267)	(1,831)	(2,169)	(785)	(751)
Change in Share Capital	-	-	-	-	-	-
Net Change in Debt	978	(2,377)	(1,289)	(1,498)	(121)	(114)
Change in Other LT Liab.	(307)	(890)	(542)	(671)	(664)	(637)
Net Cash Flow	611	378	(71)	721	673	1,026

Source: KGI Securities Research

### Rates of Return on Invested Capital

	cogs		Depreciation		Operating Exp.	Operating
Year 1-	Revenue	+	Revenue	- +	Revenue	= Margin
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	67.5%		18.2%		24.1%	-9.9%
Dec-24F	66.4%		16.1%		24.1%	-6.6%
Dec-25F	65.8%		15.3%		24.1%	-5.1%
Year 1/	Working Capital		Net PPE		Other Assets	_ Capital
rear 1/	Revenue	+	Revenue	+	Revenue	= Turnover
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	0.13		0.47		0.42	0.99
Dec-24F	-0.03		0.34		0.33	1.55
Dec-25F	-0.01		0.25		0.28	1.90
Year	Operating	v	Capital		Cash	After-tax Return
rear	Margin	х	Turnover	Х	Tax Rate	on Inv. Capital
Dec-20A	-67.5%		0.4		85.4	-25.3
Dec-21A	-98.2%		0.4		81.3	-30.0

0.8

1.0

1.6

1.9

83.9

80.0

80.0

80.0

Source: KGI Securities Research

Dec-22A Dec-23F

Dec-24F

Dec-25F

-19.8%

-9.9%

-6.6%

-5.1%

-13.8

-7.8

-8.1

-7.8



### Major Cineplex Group - Recommendation & target price history



Source: KGI Securities Research



### Company's ESG details

#### **Environment**

- > The company developed business and subsidiary agencies to be green business emphasizing on environmental conservation under the operation which least affect the environment to ensure compliance with the target on sustainable business development such as utilization of environmental friendly materials, and also promote and create consciousness to personnel at all levels to become more aware of environmental conservation.
- In 2022, MAJOR undertook to use paper bags in place of biodegradable plastic bags starting from 2020. In the previous year, over 605,000 paper bags were used, reducing the cost thereof up to Bt90,705 by changing from original plastic bags to paper bags.
- > The company replaced a total of 5,452 light bulbs in 2022 and also determined KPI to control energy consumption in each year as well as the goal to reduce energy use when compared with total energy consumption of 38,500 MW in 2016. According to the 2022 operation results, the company consumed 34.15 million Units of electric power, which achieved the established goal.
- > The company's long-term goal (2021-2026) for reduction of greenhouse gas emissions by setting a goal to reduce accumulated greenhouse gas emissions by 5,000 tons carbon-dioxide equivalent within 5 years from 2020. In 2022, MAJOR succeeded in reducing greenhouse gas emissions to 17,052 carbon-dioxide equivalent, 12% decreasing from that in 2016.

#### **Social**

- In determining policy and practices on social management in business operation process, the company emphasized on compliance with laws, rules and regulations governing social management including the respect for human rights by taking sufficient economy principles and international sustainability standards, i.e. Global Sustainable Development Goals (UN SDGs) into consideration to determine relevant policies for all-round social management, concurrently in respect of impact mitigation and environmental and social assistance, i.e. policy on human rights, policy on safety, stability, occupational health, the environment and energy, policy on business supervision, prevention and counter-corruption, care for personnel, customers, business etiquettes, including survey on opinions and expectations of stakeholders, for development of works and activities responding to stakeholders' expectation with key practices adopted by the Company as guidelines for organizational stability assessment.
- > MAJOR was aware of social responsibility in respect of human rights and took action to support career building for disabled persons, i.e. a project on allocation of spaces for disabled persons to sell lotteries and a project on Office Syndrome relieving massage by disabled persons, with total value of over Bt1.27mn per year for such undertakings. In 2022, the company arranged to have conducted thorough examination on human rights. However, it was found from current monitoring on human rights that there was no complaint on human right infringement in 2022.
- In 2022, MAJOR and Major Care Foundation spent Bt2.6mn, covering budgets supporting the activities for the society, volunteering personnel participating in the activities, donations as well as administrative costs of the various projects.

#### Governance

MAJOR maintains annual "Excellent" CG scoring From Thai Institute of Directors Association (IOD).



### **SET ESG Ratings**

Stock	Company name	SET ESG Ratings	Stock	Company name	SET ESG Ratings
ADVANC	ADVANCED INFO SERVICE	AAA	KTC	KRUNGTHAI CARD	AAA
AMATA	AMATA CORPORATION	AAA	LH	LAND AND HOUSES	Α
AOT	AIRPORTS OF THAILAND	Α	MAJOR	MAJOR CINEPLEX GROUP	AA
AP	AP (THAILAND)	AA	MEGA	MEGA LIFESCIENCES	Α
BAFS	BANGKOK AVIATION FUEL SERVICES PCL.	AA	MINT	MINOR INTERNATIONAL	AA
BAM	BANGKOK COMMERCIAL ASSET MANAGEMEN	AA	MTC	MUANGTHAI CAPITAL	Α
BANPU	BANPU	AAA	OR	PTT OIL AND RETAIL BUSINESS	AAA
BBGI	BBGI	AA	ORI	ORIGIN PROPERTY	AA
BBL	BANGKOK BANK	AA	OSP	OSOTSPA	AA
BCH	BANGKOK CHAIN HOSPITAL	AA	PLANB	PLAN B MEDIA	AA
BCP	BANGCHAK CORPORATION	AAA	PSH	PRUKSA HOLDING	BBB
BCPG	BCPG	AA	PTT	PTT	AAA
BDMS	BANGKOK DUSIT MEDICAL SERVICES	AA	PTTEP	PTT EXPLORATION AND PRODUCTION	AAA
BEM	BANGKOK EXPRESSWAY AND METRO	AA	PTTGC	PTT GLOBAL CHEMICAL	AAA
BGRIM	B.GRIMM POWER	AAA	RATCH	RATCH GROUP	AA
BPP	BANPU POWER	AAA	RBF	R&B FOOD SUPPLY	BBB
BTS	BTS GROUP HOLDINGS	AA	SAK	SAKSIAM LEASING	Α
CBG	CARABAO GROUP	Α	SAPPE	SAPPE	BBB
CENTEL	CENTRAL PLAZA HOTEL	Α	SAT	SOMBOON ADVANCE TECHNOLOGY	AA
CK	CH. KARNCHANG	Α	SAWAD	SRISAWAD CORPORATION	BBB
CKP	CK POWER	AAA	SCB	SCB X	AA
COM7	COM7	Α	SCC	THE SIAM CEMENT	AAA
CPALL	CP ALL	AAA	SCCC	SIAM CITY CEMENT	AA
CPAXT	CP AXTRA	AAA	SCGP	SCG PACKAGING	AAA
CPF	CHAROEN POKPHAND FOODS	AAA	SHR	S HOTELS AND RESORTS	Α
CPN	CENTRAL PATTANA	AA	SICT	SILICON CRAFT TECHNOLOGY	Α
EGCO	ELECTRICITY GENERATING	AA	SMPC	SAHAMITR PRESSURE CONTAINER	AA
ERW	THE ERAWAN GROUP	Α	SNC	SNC FORMER	Α
GFPT	GFPT	BBB	SPALI	SUPALAI	AA
	SIAM GLOBAL HOUSE	AA	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION	Α
GPSC	GLOBAL POWER SYNERGY	AA	STGT	SRI TRANG GLOVES (THAILAND)	AAA
GULF	GULF ENERGY DEVELOPMENT	AA	TCAP	THANACHART CAPITAL	Α
HANA	HANA MICROELECTRONICS	AA	TFG	THAIFOODS GROUP	Α
HENG	HENG LEASING AND CAPITAL	Α	тнсом	THAICOM	AAA
HMPRO	HOME PRODUCT CENTER	AA	TISCO	TISCO FINANCIAL GROUP	AAA
INTUCH	INTOUCH HOLDINGS	AA	TOP	THAI OIL	AAA
IRPC	IRPC	AA	TTB	TMBTHANACHART BANK	AA
IVL	INDORAMA VENTURES	AA	UBE	UBON BIO ETHANOL	Α
KBANK	KASIKORNBANK	AAA	VGI	VGI	AA
KEX	KERRY EXPRESS (THAILAND)	BBB	WHA	WHA CORPORATION	AAA
KKP	KIATNAKIN PHATRA BANK	BBB	WHAUP	WHA UTILITIES AND POWER	AAA
KTB	KRUNG THAI BANK	AAA	ZEN	ZEN CORPORATION GROUP	AA

Source: www.setsustainability.com

**Disclaimer:** The disclosure of the Anti-Corruption Progress Indicators of a listed company on the Stock Exchange of Thailand, which is assessed by the relevant institution as disclosed by the Office of the Securities and Exchange Commission, is made in order to comply with the policy and sustainable development plan for the listed companies. The relevant institution made this assessment based on the information received from the listed company, as stipulated in the form for the assessment of Anti-corruption which refers to the Annual Registration Statement (Form 56-1), Annual Report (Form 56-2), or other relevant documents or reports of such listed company. The assessment result is therefore made from the perspective of a third party. It is not an assessment of operation and is not based on any inside information. Since this assessment is only the assessment result as of the date appearing in the assessment result, it may be changed after that date or when there is any change to the relevant information. Nevertheless, KGI Securities (Thailand) Public Company Limited (KGI)does not confirm, verify, or certify the accuracy and completeness of the assessment result.



### Corporate Governance Report of Thai Listed Companies

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**Companies with Excellent CG Scoring** 

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	GLOBAL	SIAM GLOBAL HOUSE	RATCH	RATCH GROUP
ADVANC	ADVANCED INFO SERVICE	GPSC	GLOBAL POWER SYNERGY	RBF	R&B FOOD SUPPLY
AMA	AMA MARINE	GULF	GULF ENERGY DEVELOPMENT	SAT	SOMBOON ADVANCE TECHNOLOGY
AMATA	AMATA CORPORATION	HANA	HANA MICROELECTRONICS	SCB	SCB X
ANAN	ANANDA DEVELOPMENT	HENG	HENG LEASING AND CAPITAL	SCC	THE SIAM CEMENT
AOT	AIRPORTS OF THAILAND	HMPRO	HOME PRODUCT CENTER	SCCC	SIAM CITY CEMENT
AP	AP (THAILAND)	INTUCH	INTOUCH HOLDINGS	SCGP	SCG PACKAGING
BAFS	BANGKOK AVIATION FUEL SERVICES PCL.	IRPC	IRPC	SEAFCO	SEAFCO
BAM	BANGKOK COMMERCIAL ASSET MANAGEMEN			SHR	S HOTELS AND RESORTS
BANPU		KBANK		SICT	SILICON CRAFT TECHNOLOGY
BBL		KCE		SMPC	SAHAMITR PRESSURE CONTAINER
BCP		KEX	(	SNC	SNC FORMER
BCPG		KKP		SPALI	SUPALAI
BDMS		KTB		SPRC	STAR PETROLEUM REFINING
BEM		KTC		STEC	SINO-THAI ENGINEERING AND CONSTRUCTION
BGRIM		LPN		STGT	SRI TRANG GLOVES (THAILAND)
BPP		MAJOR		SUN	SUNSWEET
BTS		MBK		SVI	SVI
_		MINT		TACC	T.A.C. CONSUMER
CK		MTC		TCAP	THANACHART CAPITAL
CKP		OR		THCOM	THAICOM
COM7		ORI		TISCO	TISCO FINANCIAL GROUP
CPALL		OSP		TKN	TAOKAENOI FOOD & MARKETING
CPAXT		PLANB		TOP	THAI OIL
CPF		PSH		TTB	TMBTHANACHART BANK
CPN		PTG		TU	THAI UNION GROUP
DELTA	,	PTT	1	VGI	VGI
		PTTEP		WHA	WHA CORPORATION
EGCO		PTTGC		_	WHA UTILITIES AND POWER
GFPT		PYLON		ZEN	ZEN CORPORATION GROUP
GGC	GLOBAL GREEN CHEMICALS	QH	QUALITY HOUSES		

**Companies with Very Good CG Scoring** 

	Company Company Default Company		<u> </u>		
Stock	Company name	Stock	Company name	Stock	Company name
<b>AEONTS</b>	AEON THANA SINSAP (THAILAND)	JMT	JMT NETWORK SERVICES	SFT	SHRINKFLEX (THAILAND)
BCH	BANGKOK CHAIN HOSPITAL	LH	LAND AND HOUSES	SINGER	SINGER THAILAND
BEC	BEC WORLD	M	MK RESTAURANT GROUP	SMD	SAINTMED
BH	BUMRUNGRAD HOSPITAL	MEGA	MEGA LIFESCIENCES	SNNP	SRINANAPORN MARKETING
CBG	CARABAO GROUP	NETBAY	NETBAY	SPA	SIAM WELLNESS GROUP
CHG	CHULARAT HOSPITAL	PJW	Panjawattana Plastic	TFG	THAIFOODS GROUP
ERW	THE ERAWAN GROUP	SAK	SAKSIAM LEASING	TIDLOR	NGERN TID LOR
ESSO	ESSO (THAILAND)	SAPPE	SAPPE	TNP	THANAPIRIYA
HUMAN	HUMANICA	SAWAD	SRISAWAD CORPORATION	UBE	UBON BIO ETHANOL
IIG	I&I GROUP	SFLEX	STARFLEX	хо	EXOTIC FOOD



**Companies with Good CG Scoring** 

Stock	Company name	Stock	Company name	Stock	Company name
AU	AFTER YOU	LPH	LADPRAO GENERAL HOSPITAL	TPCH	TPC POWER HOLDING
EKH	EKACHAI MEDICAL CARE	MENA	MENA TRANSPORT		
JMART	JAYMART GROUP HOLDINGS	SISB	SISB		

Companies classified Not in the three highest score groups

Stock	Company name	Stock	Company name	Stock	Company name
BBGI	BBGI	NTSC	Nutrition SC	TGE	THACHANG GREEN ENERGY
BTG	BETAGRO	PLT	Pilatus Marine		
ITC	i-Tail Corporation	PQS	Premier Quality Starch		

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	KASIKORNBANK	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
CENTEL	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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Thailand	Bangkok	8th - 11th floors, Asia Centre Building 173 South Sathorn Road, Bangkok 10120, Thailand Telephone 66.2658.8888 Facsimile 66.2658.8014
Singapore	9	4 Shenton Way #13-01 SGX Centre 2 Singapore 068807 Telephone 65.6202.1188 Facsimile 65.6534.4826
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### **KGI's Ratings**

Rating	Definition
Outperform (OP)	The stock's excess return over the next twelve months is ranked in the top 40% of KGI's coverage universe in the related market (e.g. Taiwan)
Neutral (N)	The stock's excess return over the next twelve months is ranked in the range between the top $40\%$ and the bottom $40\%$ of KGI's coverage universe in the related market (e.g. Taiwan)
Under perform (U)	The stock's excess return over the next twelve months is ranked in the bottom 40% of KGI's coverage universe in the related market (e.g. Taiwan).
Not Rated (NR)	The stock is not rated by KGI.
Restricted (R)	KGI policy and/or applicable law regulations preclude certain types of communications, including an investment recommendation, during the course of KGI's engagement in an investment banking transaction and in certain other circumstances.
	Excess return = 12M target price/current price-
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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