

BUY (Unchanged)
Change in Numbers

TP: Bt 37.00
Upside: 19.4%

(From: Bt 51.00)
26 JULY 2022

Small Cap Research

COM7 Pcl. (COM7 TB)

Earnings cuts

We expect COM7 to report weaker-than-expected results in 2Q22F and we cut our earnings estimates by 17/15/15% for 2022-24F. The potentially disappointing earnings are due to a contraction of mobile and IT product demand. However, given the already 26% YTD fall in COM7's share price, we maintain our BUY call.



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Likely disappointing 2Q22F results

We expect COM7's 2Q22F normalized earnings to check in at Bt580m, down by 1% y-y and 26% q-q from the higher season in 1Q22, with the disappointing results due to an estimated 12% y-y fall in industry demand. We had earlier expected demand growth to slow this year given the high base during the COVID years but the weakness has been worse than we'd anticipated. The soft demand has been a result of the already significant extra demand during the COVID years given the work-from-home need for more mobile phones, tablets and laptops per household and additional demand for mobile phones for the low-income people to receive the government's cash handouts via mobile apps. Now that most people have already bought these mobiles, the back-to-office environment with weaker purchasing power from high inflation has led demand to fall.

Inventory management

Despite its market share gain, COM7 in 2Q22 decided to offer very aggressive promotions for products it perceived as having abnormally low demand, e.g., crypto-mining computers and some phone models, to counter the weak demand. Though this resulted in its sales growing by 12% y-y, its gross margin fell by 0.6% to 12.9%. Looking into 3Q22F, COM7 expects its margin to still come in below 3Q21 but improve from 2Q22. Though it believes it needs to still offer some promotions due to softer demand for IT products in general, it thinks it got rid of most below-average demand products in 2Q22. That said, we still expect COM7's 2H22F earnings to fall by 3% y-y from 19% growth in 1H22F.

Continues to gain market share

COM7 has continued to gain market share due to its more attractive store format with a greater product variety and ongoing new store openings. At the same time, some smaller, independent players suffered during the COVID years and didn't expand. We estimate industry demand growth of 3% y-y in 1H22 vs. COM7's sales growth of 17% y-y. COM7 is the largest IT retailer and it maintains its plan to open 150 new stores this year from 1,000 stores at the end of 2021. We estimate industry demand to fall by 4% this year vs. COM7's 12% sales growth.

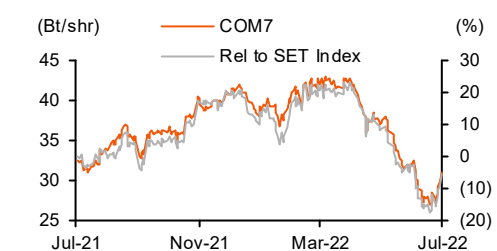
Cutting our earnings

We cut our earnings by 17/15/15% in 2022-24F for the abovementioned reasons. Our new DCF-based 12-month TP is Bt37 (from Bt51). We maintain our BUY call on COM7 as its share price has already fallen by 26% YTD while we still project 6/25/23% EPS growth in 2022-24F. PE is down to 21x in 2023F vs. this earnings growth and ROE of 45/44/47% in 2022-24F.

COMPANY VALUATION

Y/E Dec (Bt m)	2021A	2022F	2023F	2024F
Sales	51,126	57,663	64,472	72,073
Net profit	2,630	2,776	3,471	4,272
Consensus NP	—	3,262	3,905	4,566
Diff frm cons (%)	—	(14.9)	(11.1)	(6.4)
Norm profit	2,608	2,776	3,471	4,272
Prev. Norm profit	—	3,350	4,101	5,014
Chg frm prev (%)	—	(17.1)	(15.4)	(14.8)
Norm EPS (Bt)	1.1	1.2	1.4	1.8
Norm EPS grw (%)	80.0	6.4	25.0	23.1
Norm PE (x)	28.5	26.8	21.4	17.4
EV/EBITDA (x)	19.9	18.4	14.9	12.2
P/BV (x)	14.1	10.4	8.7	7.8
Div yield (%)	1.6	1.7	3.8	5.0
ROE (%)	57.1	44.7	44.3	47.3
Net D/E (%)	49.6	4.7	(5.3)	(7.5)

PRICE PERFORMANCE



COMPANY INFORMATION

Price as of 26-Jul-22 (Bt)	31.00
Market Cap (US\$ m)	2,027.9
Listed Shares (m shares)	2,400.0
Free Float (%)	50.0
Avg Daily Turnover (US\$ m)	16.3
12M Price H/L (Bt)	43.00/27.00
Sector	Commerce
Major Shareholder	Khun Sura Kanittavikul 25.05%

Sources: Bloomberg, Company data, Thanachart estimates

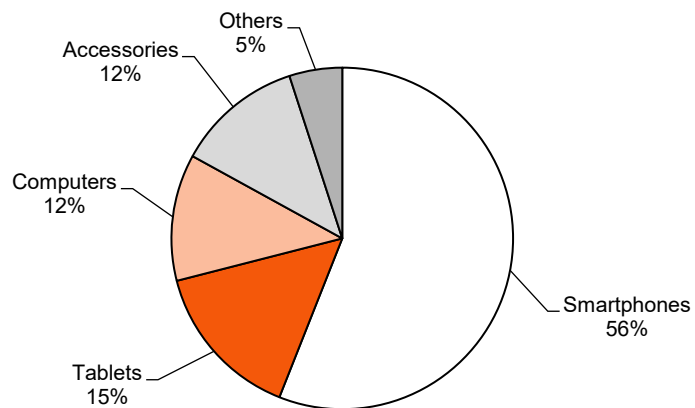
Weak gross margin due to inventory depletion

Inventory in a nutshell

We expect COM7 Pcl's (COM7) sales to grow by 12% y-y in 2Q22F despite a more than 10% drop in demand for IT products. Aside from its market share gains, COM7's aggressive promotions for lower-than-average demand IT products have been the main key factor behind this sales growth. These products are e.g., crypto-mining and gaming computers which saw a surge in demand during the COVID years in 2020-21. Now, crypto currency-based assets have been falling sharply in value while the country reopening has led to reduced gaming activity, resulting in a slump in demand for these products. Also, some lower-priced smartphone models have been experiencing a steep fall in demand given that lower-income consumers have been hit harder by rising inflation.

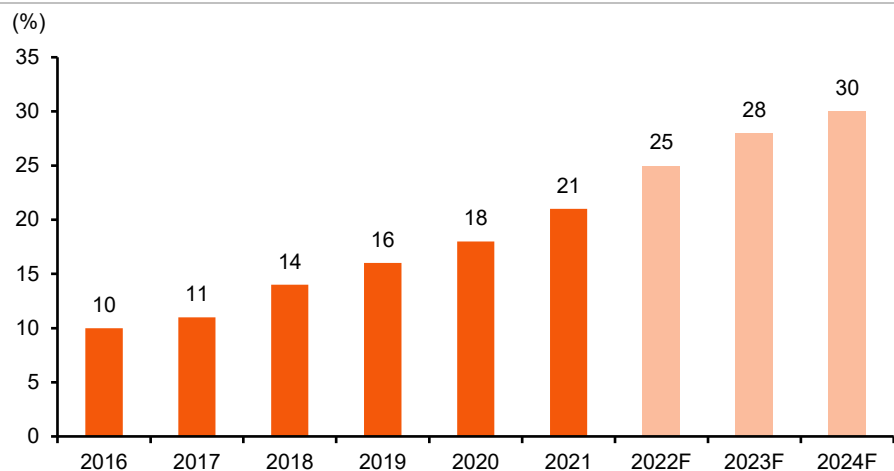
That said, we expect the aggressive promotions to cause COM7's gross margin to narrow by 0.6% y-y to 12.9% in 2Q22F.

Ex 1: Product Breakdown



Source: Company data

Ex 2: COM7's Market Share



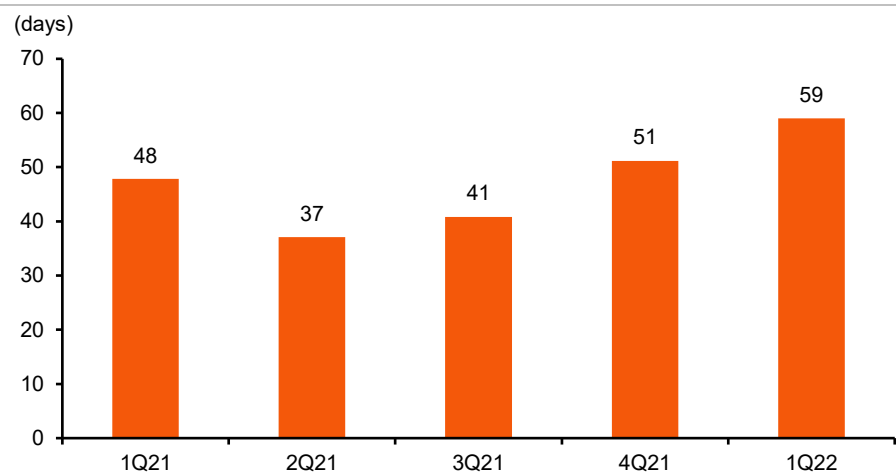
Sources: Company data, Thanachart estimates

COM7's inventory has been built up from late 2021 as it experienced very strong demand amid the work-and-study-from-home trend but it couldn't cater to all the demand because of the global chip shortage. Exhibit 3 shows its rising inventory days. That said, overall demand for IT products fell sharply after the country reopening shifted consumer behavior toward other types of spending such as tourism and spending at dine-in restaurants. On top of that, some products like computers and lower-priced smart phones saw a sharper fall in demand as already mentioned.

COM7 expects an improving earnings trend

Looking to 3Q22, COM7 foresees a stronger performance than in 2Q22. It expects sales to stay relatively flat q-q and gross margin to widen. COM7 depleted its inventory of lower-than-average demand products in 2Q22 and we don't think it needs to spend as much on aggressive promotions in 3Q22.

Ex 3: Inventory Days



Source: Company data

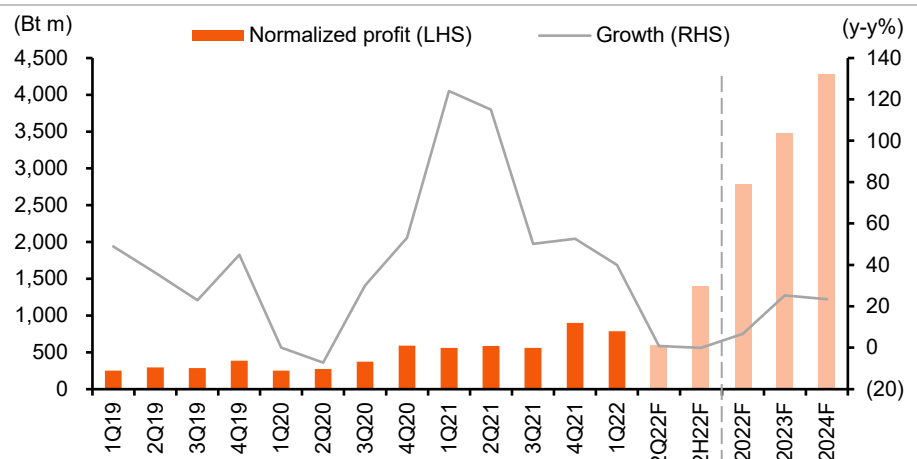
We are cautious on the softer demand trend

We are cautious on the softer demand trend amid high inflation and the shift in consumers' spending pattern mentioned above. Therefore, we estimate COM7's earnings to grow fall 3% y-y in 2H22F after 19% growth in 1H22F.

Cutting our earnings

We cut our earnings estimates by 17/15/15% in 2022-24F.

Ex 4: Profit Momentum



Sources: Company data, Thanachart estimates

Ex 5: Our Key Assumptions

	2019	2020	2021	2022F	2023F	2024F
# of stores	787	911	1,000	1,150	1,310	1,480
Sales growth from incremental stores (%)	8	5	7	6	3	5
Same-store-sales growth (%)	12	7	30	7	9	8
Total sales growth	20	12	37	13	12	12
Gross margin (%)	13.2	12.6	13.4	12.8	13.0	13.2
SG&A to sales (%)	8.8	8.0	7.4	7.0	6.6	6.1
EBIT margin (%)	4.5	4.6	6.00	5.8	6.4	7.1

Sources: Company data, Thanachart estimates

Ex 6: Assumption Revisions

	2019	2020	2021	2022F	2023F	2024F
Sales (Bt m)						
New	33,362	37,306	51,126	57,663	64,472	72,073
Old				59,128	66,113	74,546
Change (%)				(2.5)	(2.5)	(3.3)
Gross margin (%)						
New	13.2	12.6	13.4	12.8	13.0	13.2
Old				13.3	13.5	13.8
Change (pp)				(0.5)	(0.5)	(0.5)
SG&A/sales (%)						
New	8.8	8.0	7.4	7.0	6.6	6.1
Old				6.5	6.1	5.7
Change (pp)				0.5	0.5	0.4
Normalized profit (Bt m)						
New	1,217	1,449	2,608	2,776	3,471	4,272
Old				3,350	4,101	5,014
Change (%)				(17.1)	(15.4)	(14.8)

Sources: Company data, Thanachart estimates

Ex 7: 12-month DCF-based TP Calculation Using A Base Year Of 2023F

(Bt m)	2023F	2024F	2025F	2026F	2027F	2028F	2029F	2030F	2031F	2032F	2033F	Terminal Value
EBITDA	4,471	5,508	6,481	7,338	8,260	8,919	9,619	10,364	11,156	11,998	12,999	—
Free cash flow	2,900	3,644	4,499	5,305	6,042	6,693	7,242	7,827	8,448	9,108	9,895	132,805
PV of free cash flow	2,892	3,076	3,454	3,729	3,888	3,943	3,907	3,866	3,821	3,771	3,608	48,427
Risk-free rate (%)	3.5											
Market risk premium (%)	8.0											
Beta	1.0											
WACC (%)	9.6											
Terminal growth (%)	2.0											
Enterprise value - add investments	88,382											
Net debt (2022F)	334											
Minority interest	14											
Equity value	88,034											
# of shares	2,400											
Target price/share (Bt)	37											

Sources: Company data, Thanachart estimates

Valuation Comparison

Ex 8: Valuation Comparison With Regional Peers

Name	BBG code	Country	EPS growth		— PE —		— P/BV —		EV/EBITDA		Div yield	
			22F	23F	22F	23F	22F	23F	22F	23F	22F	23F
			(%)	(%)	(x)	(x)	(x)	(x)	(x)	(x)	(%)	(%)
Marks & Spencer Group	MKS LN	UK	(20.3)	1.7	8.7	8.6	1.0	0.9	5.0	4.9	4.1	5.3
J Sainsbury	SBRY LN	UK	(17.3)	4.1	10.5	10.1	0.6	0.6	5.3	5.2	5.7	5.8
Tesco	TSCO LN	UK	(2.9)	7.7	12.5	11.6	1.2	1.2	6.9	6.6	4.2	4.3
Carrefour SA	CA FP	France	12.8	14.9	10.2	8.9	1.3	1.2	5.3	5.0	3.6	4.1
Casino Guichard	CO FP	France	62.8	83.6	14.0	7.6	0.5	0.4	6.4	5.8	0.0	5.7
Aeon	8267 JP	Japan	280.3	17.7	90.6	77.0	2.4	2.4	8.8	8.4	1.4	1.4
Lotte Shopping	023530 KS	S. Korea	na	60.9	20.2	12.6	0.3	0.3	10.2	9.5	3.0	3.2
Shinsegae	004170 KS	S. Korea	14.5	15.2	5.8	5.0	0.5	0.5	6.1	5.7	1.4	1.4
Amore Pacific Group	002790 KS	S. Korea	(16.3)	35.1	20.5	15.2	1.1	1.1	6.8	5.6	1.0	1.1
Wal-Mart Stores	WMT US	USA	(6.4)	11.7	21.8	19.6	4.1	3.7	11.7	11.0	1.7	1.8
Home Depot Inc	HD US	USA	7.1	5.3	18.4	17.5	na	na	13.2	12.9	2.5	2.6
Berli Jucker *	BJC TB	Thailand	47.9	10.7	25.6	23.1	1.1	1.1	13.3	12.9	2.9	3.2
COM7 *	COM7 TB	Thailand	6.4	25.0	26.8	21.4	10.4	8.7	18.4	14.9	1.7	3.8
CP All*	CPALL TB	Thailand	66.1	57.4	42.4	27.0	4.9	4.4	12.4	10.4	1.2	1.9
Central Pattana *	CPN TB	Thailand	133.9	35.1	35.3	26.2	3.5	3.2	20.1	16.2	1.3	1.7
Central Retail Corp. Pcl *	CRC TB	Thailand	na	40.3	41.7	29.7	3.7	3.4	10.2	9.2	1.0	1.3
Siam Global House *	GLOBAL TB	Thailand	11.8	20.8	23.6	19.5	4.0	3.5	18.8	15.7	1.7	2.1
Home Product*	HMPRO TB	Thailand	21.1	20.5	26.9	22.4	7.4	6.8	15.4	13.3	3.0	3.6
Siam Makro *	MAKRO TB	Thailand	(20.6)	40.6	36.9	26.2	1.2	1.2	14.2	12.2	2.0	2.9
MC Group *	MC TB	Thailand	13.6	26.1	14.8	11.7	2.1	2.0	5.5	4.8	6.8	8.5
Average			33.0	26.7	25.4	20.0	2.7	2.5	10.7	9.5	2.5	3.3

Sources: Company data, Thanachart estimates

Note: * Thanachart estimates using normalized EPS growth

** MC's fiscal year ends in June

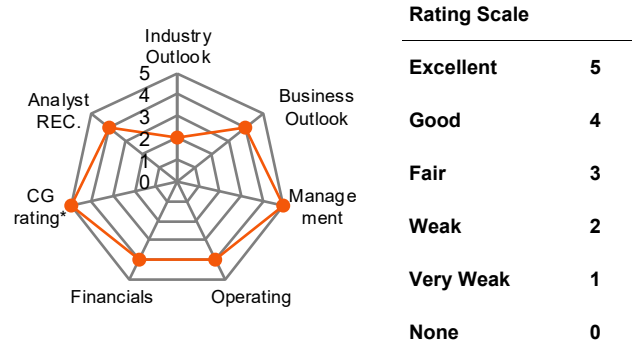
Based on 26-Jul-2022 closing prices

COMPANY DESCRIPTION

Com7 Pcl (COM7) runs a chain of retail outlets that imports, retails, and distributes computers and IT-related products in Thailand. The company offers products such as smartphones, tablets, notebooks and computers. COM7 also offers computer components, such as CPUs, hard drives, and networks and accessories.

Source: Thanachart

COMPANY RATING



Source: Thanachart; * CG Rating

THANACHART'S SWOT ANALYSIS

S — Strength

- Strong distribution channels nationwide
- More products and brands
- Diversification into higher-margin businesses
- Leverage effect from better utilization of assets
- Apple's largest distributor in Thailand

O — Opportunity

- 4G to 5G migration
- Improving economy
- Increasing speed and bandwidth usage
- New development technology

W — Weakness

- Low-margin retail business
- Risk from obsolete inventory

T — Threat

- Fierce competition in handsets and IT-related products
- Fast-moving technological advances
- Rising competition from new entrants

CONSENSUS COMPARISON

	Consensus	Thanachart	Diff
Target price (Bt)	46.08	37.00	-20%
Net profit 22F (Bt m)	3,262	2,776	-15%
Net profit 23F (Bt m)	3,905	3,471	-11%
Consensus REC	BUY: 11	HOLD: 1	SELL: 0

HOW ARE WE DIFFERENT FROM THE STREET?

- Our 2022-23F earnings and TP are lower than the Bloomberg consensus numbers, which we attribute to us having a more bearish view on demand for IT products.

RISKS TO OUR INVESTMENT CASE

- More competition in the existing retail business would be the key downside risk to our call.
- A worse-than-expected economy and lower IT-related demand would represent secondary downside risks.

Sources: Bloomberg consensus, Thanachart estimates

Source: Thanachart

INCOME STATEMENT

FY ending Dec (Bt m)	2020A	2021A	2022F	2023F	2024F
Sales	37,306	51,126	57,663	64,472	72,073
Cost of sales	32,596	44,281	50,263	56,081	62,527
Gross profit	4,710	6,846	7,400	8,391	9,546
% gross margin	12.6%	13.4%	12.8%	13.0%	13.2%
Selling & administration expenses	2,986	3,761	4,055	4,237	4,412
Operating profit	1,724	3,084	3,345	4,154	5,134
% operating margin	4.6%	6.0%	5.8%	6.4%	7.1%
Depreciation & amortization	630	787	726	804	886
EBITDA	2,354	3,872	4,071	4,958	6,020
% EBITDA margin	6.3%	7.6%	7.1%	7.7%	8.4%
Non-operating income	47	28	32	36	40
Non-operating expenses	0	0	0	0	0
Interest expense	(53)	(48)	(88)	(48)	(50)
Pre-tax profit	1,718	3,065	3,290	4,142	5,124
Income tax	328	555	615	774	958
After-tax profit	1,390	2,510	2,675	3,367	4,166
% net margin	3.7%	4.9%	4.6%	5.2%	5.8%
Shares in affiliates' Earnings	64	96	100	102	104
Minority interests	(4)	2	2	2	2
Extraordinary items	41	22	0	0	0
NET PROFIT	1,491	2,630	2,776	3,471	4,272
Normalized profit	1,449	2,608	2,776	3,471	4,272
EPS (Bt)	0.6	1.1	1.2	1.4	1.8
Normalized EPS (Bt)	0.6	1.1	1.2	1.4	1.8

Strong sales growth
despite the COVID crisis

Multi-year strong
earnings growth, based
on our estimates

BALANCE SHEET

FY ending Dec (Bt m)	2020A	2021A	2022F	2023F	2024F
ASSETS:					
Current assets:	5,861	11,886	11,462	12,896	15,624
Cash & cash equivalent	1,121	1,851	1,000	1,400	3,000
Account receivables	864	2,707	3,053	3,414	3,816
Inventories	3,664	6,208	7,047	7,709	8,423
Others	211	1,120	362	373	384
Investments & loans	675	774	872	971	1,070
Net fixed assets	506	615	772	896	984
Other assets	2,165	2,691	2,521	2,333	2,145
Total assets	9,207	15,966	15,627	17,096	19,822
LIABILITIES:					
Current liabilities:	4,430	9,751	8,075	8,163	9,671
Account payables	2,464	5,106	5,796	6,543	7,295
Bank overdraft & ST loans	1,283	3,801	1,132	802	1,936
Current LT debt	0	0	0	0	0
Others current liabilities	683	844	1,147	818	439
Total LT debt	708	677	202	143	345
Others LT liabilities	198	237	209	233	261
Total liabilities	5,336	10,665	8,485	8,539	10,277
Minority interest	19	16	14	14	12
Preferreds shares	0	0	0	0	0
Paid-up capital	300	300	600	600	600
Share premium	899	899	899	899	899
Warrants	0	0	0	0	0
Surplus	(15)	(14)	(14)	(14)	(14)
Retained earnings	2,668	4,100	5,643	7,057	8,048
Shareholders' equity	3,852	5,285	7,128	8,543	9,533
Liabilities & equity	9,207	15,966	15,627	17,096	19,822

Sources: Company data, Thanachart estimates

CASH FLOW STATEMENT

FY ending Dec (Bt m)	2020A	2021A	2022F	2023F	2024F
Earnings before tax	1,718	3,065	3,290	4,142	5,124
Tax paid	(276)	(433)	(612)	(721)	(928)
Depreciation & amortization	630	787	726	804	886
Chg In working capital	332	(1,745)	(495)	(275)	(365)
Chg In other CA & CL / minorities	492	(71)	389	(289)	(316)
Cash flow from operations	2,896	1,604	3,297	3,661	4,400
Capex	(28)	(292)	(400)	(420)	(440)
Right of use	(1,718)	(514)	(100)	(100)	(100)
ST loans & investments	36	(725)	769	0	0
LT loans & investments	(162)	(99)	(99)	(99)	(99)
Adj for asset revaluation	0	0	0	0	0
Chg In other assets & liabilities	(46)	(558)	(240)	(196)	(217)
Cash flow from investments	(1,917)	(2,187)	(70)	(815)	(856)
Debt financing	(149)	2,510	(3,144)	(390)	1,337
Capital increase	0	0	300	0	0
Dividends paid	(960)	(1,199)	(1,233)	(2,056)	(3,281)
Warrants & other surplus	(52)	1	0	0	0
Cash flow from financing	(1,161)	1,312	(4,078)	(2,446)	(1,944)
Free cash flow	2,868	1,312	2,897	3,241	3,960

VALUATION

FY ending Dec	2020A	2021A	2022F	2023F	2024F
Normalized PE (x)	51.3	28.5	26.8	21.4	17.4
Normalized PE - at target price (x)	61.3	34.0	32.0	25.6	20.8
PE (x)	49.9	28.3	26.8	21.4	17.4
PE - at target price (x)	59.6	33.8	32.0	25.6	20.8
EV/EBITDA (x)	32.0	19.9	18.4	14.9	12.2
EV/EBITDA - at target price (x)	38.1	23.6	21.9	17.8	14.6
P/BV (x)	19.3	14.1	10.4	8.7	7.8
P/BV - at target price (x)	23.1	16.8	12.5	10.4	9.3
P/CFO (x)	25.7	46.4	22.6	20.3	16.9
Price/sales (x)	2.0	1.5	1.3	1.2	1.0
Dividend yield (%)	1.6	1.6	1.7	3.8	5.0
FCF Yield (%)	3.9	1.8	3.9	4.4	5.3
(Bt)					
Normalized EPS	0.6	1.1	1.2	1.4	1.8
EPS	0.6	1.1	1.2	1.4	1.8
DPS	0.5	0.5	0.5	1.2	1.5
BV/share	1.6	2.2	3.0	3.6	4.0
CFO/share	1.2	0.7	1.4	1.5	1.8
FCF/share	1.2	0.5	1.2	1.4	1.7

Sources: Company data, Thanachart estimates

FINANCIAL RATIOS

FY ending Dec	2020A	2021A	2022F	2023F	2024F
Growth Rate					
Sales (%)	11.8	37.0	12.8	11.8	11.8
Net profit (%)	22.6	76.5	5.6	25.0	23.1
EPS (%)	22.6	76.5	5.6	25.0	23.1
Normalized profit (%)	19.1	80.0	6.4	25.0	23.1
Normalized EPS (%)	19.1	80.0	6.4	25.0	23.1
Dividend payout ratio (%)	80.5	45.6	45.6	82.0	87.0
Operating performance					
Gross margin (%)	12.6	13.4	12.8	13.0	13.2
Operating margin (%)	4.6	6.0	5.8	6.4	7.1
EBITDA margin (%)	6.3	7.6	7.1	7.7	8.4
Net margin (%)	3.7	4.9	4.6	5.2	5.8
D/E (incl. minor) (x)	0.5	0.8	0.2	0.1	0.2
Net D/E (incl. minor) (x)	0.2	0.5	0.0	(0.1)	(0.1)
Interest coverage - EBIT (x)	32.4	64.4	38.2	87.0	103.2
Interest coverage - EBITDA (x)	44.3	80.9	46.5	103.8	121.0
ROA - using norm profit (%)	15.8	20.7	17.6	21.2	23.1
ROE - using norm profit (%)	40.1	57.1	44.7	44.3	47.3
DuPont					
ROE - using after tax profit (%)	38.5	54.9	43.1	43.0	46.1
- asset turnover (x)	4.1	4.1	3.7	3.9	3.9
- operating margin (%)	4.7	6.1	5.9	6.5	7.2
- leverage (x)	2.5	2.8	2.5	2.1	2.0
- interest burden (%)	97.0	98.5	97.4	98.9	99.0
- tax burden (%)	80.9	81.9	81.3	81.3	81.3
WACC (%)	8.8	8.8	8.8	8.8	8.8
ROIC (%)	33.1	53.5	34.4	45.3	51.6
NOPAT (Bt m)	1,395	2,526	2,720	3,377	4,174
invested capital (Bt m)	4,721	7,913	7,462	8,087	8,815

Sources: Company data, Thanachart estimates

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