

**BUY** (Unchanged)

Change in Numbers

**TP: Bt 13.00**

(From: Bt 14.00)

**Upside : 18.2%**

**16 SEPTEMBER 2022**

Small Cap Research

# The One Enterprise Pcl (ONEE TB)

## Stronger TV positioning

We reaffirm our **BUY** call on ONEE given its higher TV viewership ranking allowing it to enjoy the industry turnaround next year. Despite online content sales growing more softly than we'd expected earlier, we still estimate strong earnings growth of 30/24% in 2023-24F.



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### Reaffirming our BUY rating

We reaffirm our BUY rating on ONEE with a lower DCF-based 12-month TP (2023F base year) of Bt13 (from Bt14). *First*, ONEE has continued to gain TV viewership market share and this should allow it to better enjoy the industry's advertising expenditure (adex) turnaround next year. *Second*, despite our earnings cuts of 18/14/9% to reflect our lower online content sales assumptions, the business is still in growth mode. *Third*, other businesses such as radio and event are enjoying a post-COVID recovery. *Fourth*, with the industry bottoming out this year, we estimate ONEE to deliver EPS growth of 30/24% over 2023-24F. Against strong earnings growth, ONEE trades at 23x 2023F, before falling further to 19x in 2024F.

### TV ranking on the rise

ONEE's nationwide TV rating rose further to #3 in 3Q22, up from #4 in 1H22 and #6 in 2018. This implies a viewership market share gain, thanks to the stronger popularity of many of its soaps and variety content (called "Duan Pleng Ching Toon") along with the special volleyball tournament content of its TV Channel One31. We expect TV adex to bottom out this year at -1% (cut from flat growth previously due to ad spenders' concerns over rising energy prices and inflation) and grow 8/6% in 2023-24F on easing inflation and the tourism turnaround multiplier effect. With its strengthening TV position, we expect ONEE's TV ad income to grow more strongly than the industry at 10/7% in 2023-24F.

### EPS growth 30/24% in 2023-24F

We estimate ONEE to report earnings growth 30/24% in 2023-24F. We expect TV business and online content EBIT to grow by 33/27% p.a. in 2023-24F and account for 79% of total EBIT in 2024F. ONEE also has event management, artist management and radio businesses. These businesses are improving post-COVID from a resumption of entertainment activities. We expect them to grow by 18/16% in 2023-24F and account for 21% of 2024F's total EBIT.

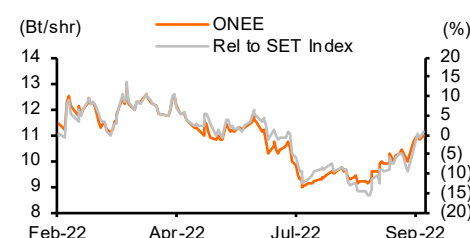
### A new move by its content production business

ONEE produces TV content to serve Thais and also for regional online content platforms. It is therefore aiming to enhance its capability as a production house to compete at a regional level. Earlier this month, ONEE announced it would co-produce a Thai series with SBS Contents Hub, a leading Korean TV operator and we believe this would help both in terms of revenue and know-how. The series is planned to be broadcasted in Thailand, South Korea and other potential overseas markets and platforms, including simulcasting to China. That said, we continue to leave this as potential upside until there are more details on the set-up.

### COMPANY VALUATION

| Y/E Dec (Bt m)    | 2021A  | 2022F  | 2023F  | 2024F  |
|-------------------|--------|--------|--------|--------|
| Sales             | 5,347  | 6,167  | 6,929  | 7,684  |
| Net profit        | 828    | 860    | 1,120  | 1,392  |
| Consensus NP      | —      | 955    | 1,157  | 1,359  |
| Diff frm cons (%) | —      | (10.0) | (3.2)  | 2.4    |
| Norm profit       | 828    | 860    | 1,120  | 1,392  |
| Prev. Norm profit | —      | 1,042  | 1,303  | 1,525  |
| Chg frm prev (%)  | —      | (17.5) | (14.1) | (8.8)  |
| Norm EPS (Bt)     | 0.4    | 0.4    | 0.5    | 0.6    |
| Norm EPS grw (%)  | 26.4   | (13.8) | 30.2   | 24.3   |
| Norm PE (x)       | 26.3   | 30.5   | 23.4   | 18.8   |
| EV/EBITDA (x)     | 9.4    | 10.9   | 9.1    | 7.6    |
| P/BV (x)          | 3.8    | 3.5    | 3.2    | 2.9    |
| Div yield (%)     | 0.6    | 1.3    | 1.7    | 2.1    |
| ROE (%)           | 18.5   | 12.0   | 14.3   | 16.1   |
| Net D/E (%)       | (31.4) | (42.7) | (48.6) | (55.5) |

### PRICE PERFORMANCE



### COMPANY INFORMATION

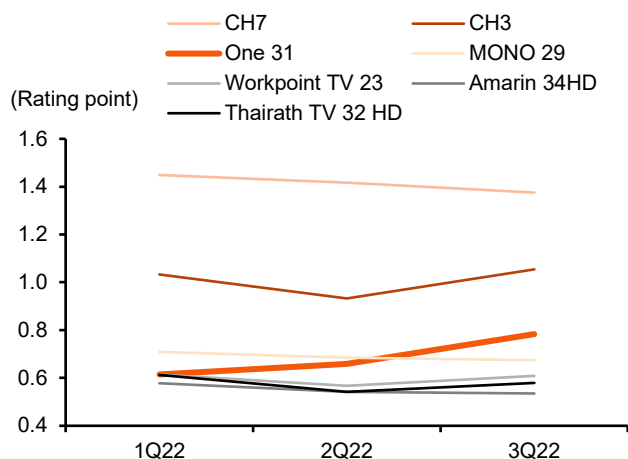
|                             |                                               |
|-----------------------------|-----------------------------------------------|
| Price as of 19-Sep-22 (Bt)  | 11.00                                         |
| Market Cap (US\$ m)         | 707.8                                         |
| Listed Shares (m shares)    | 2,381.3                                       |
| Free Float (%)              | 20.9                                          |
| Avg Daily Turnover (US\$ m) | 1.9                                           |
| 12M Price H/L (Bt)          | 12.80/8.80                                    |
| Sector                      | MEDIA                                         |
| Major Shareholder           | Ms. Poramaporn Prasarttong-Osoth,<br>M.D. 40% |

Sources: Bloomberg, Company data, Thanachart estimates

ESG Summary Report ..... P7

ONEE has a solid position among the top-five TV operators which control around 80% of TV advertising spending (adex). It has a strong reputation in developing its own in-house soap content, which normally commands the biggest share of TV adex. This is also the key success factor for both existing and new industry online platforms. In 2023-24F, we estimate 8/6% TV adex growth, which would bring it back to the 2019 pre-COVID level, as we expect inflation to ease next year with a stronger tourism turnaround that could create a multiplier effect on domestic demand and therefore ad spending.

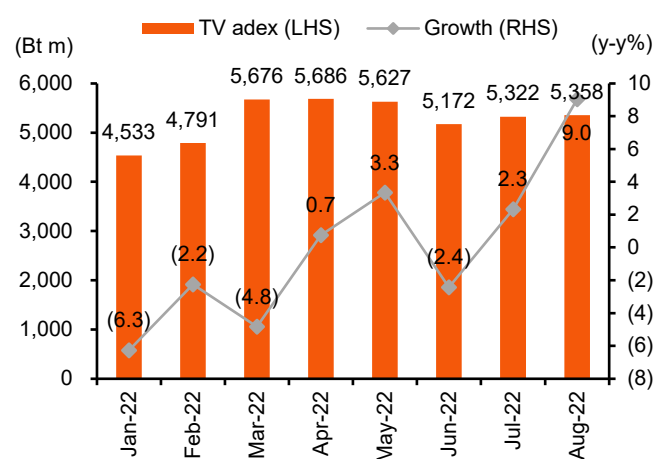
**Ex 1: ONEE TV's Channel One 31 Rating Is Improving**



Source: Nielsen

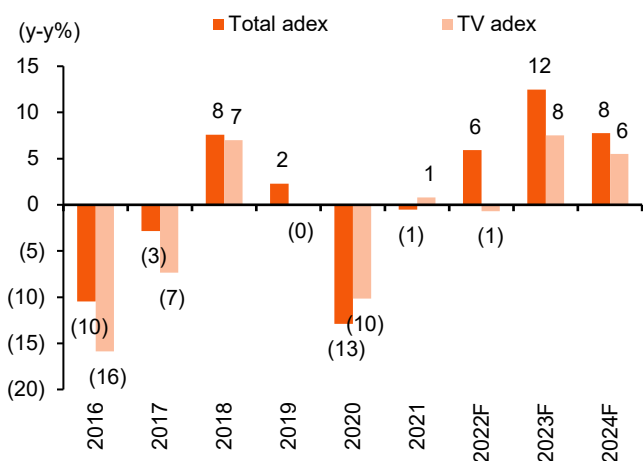
Note: The data is nationwide age 4+

**Ex 2: TV Adex Monthly**



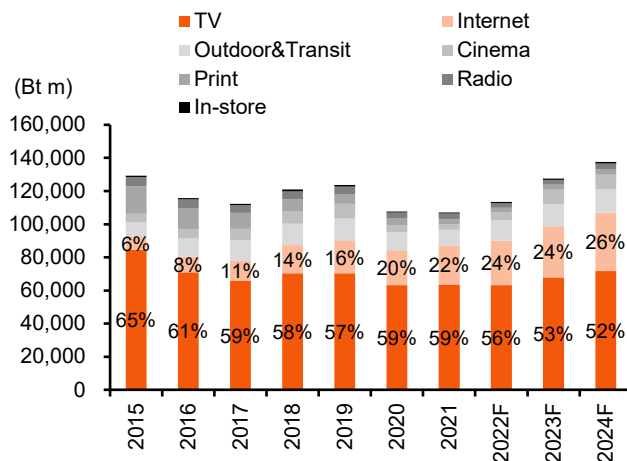
Source: Nielsen

**Ex 3: TV Adex To Turn Around Next Year**



Sources: Nielsen, Thanachart estimates

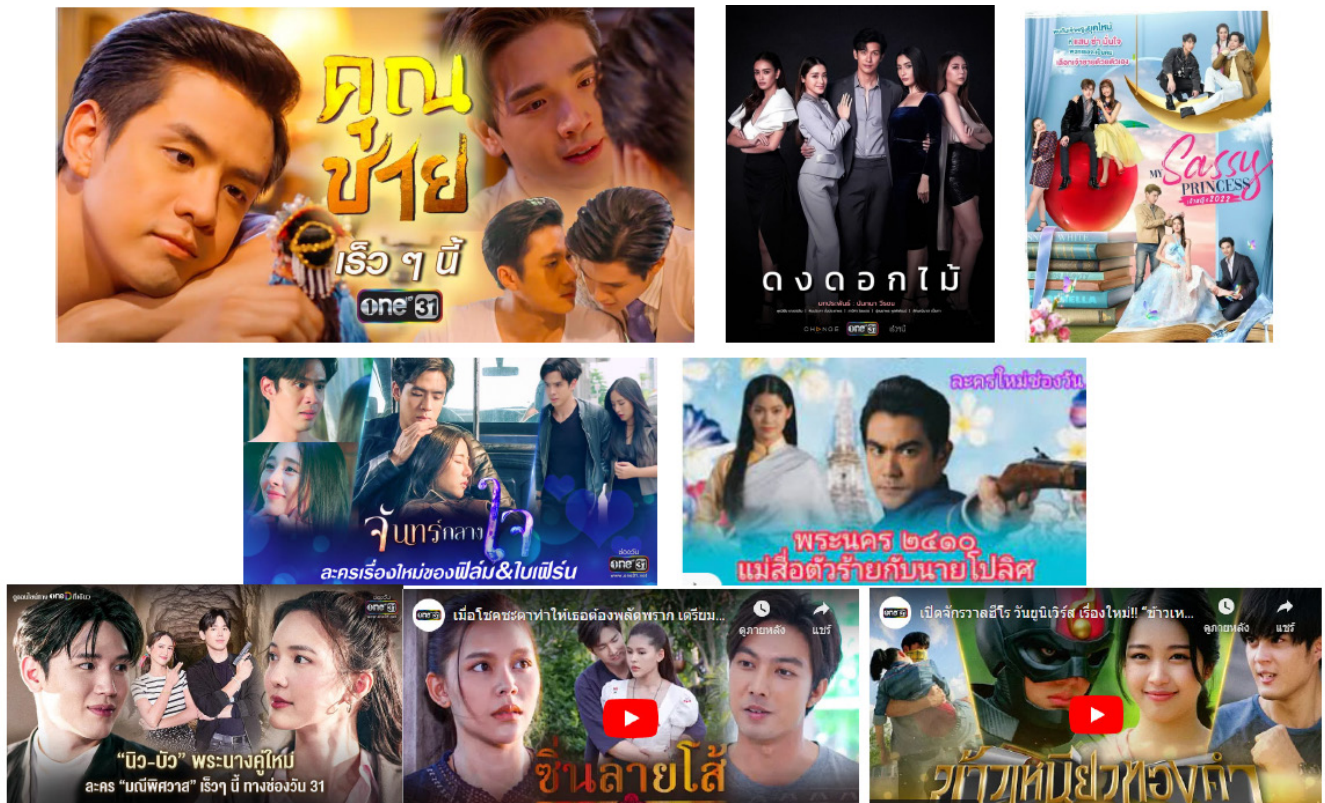
**Ex 4: We Assume TV Adex Share Falls Through 2024F**



Sources: Nielsen, Thanachart estimates

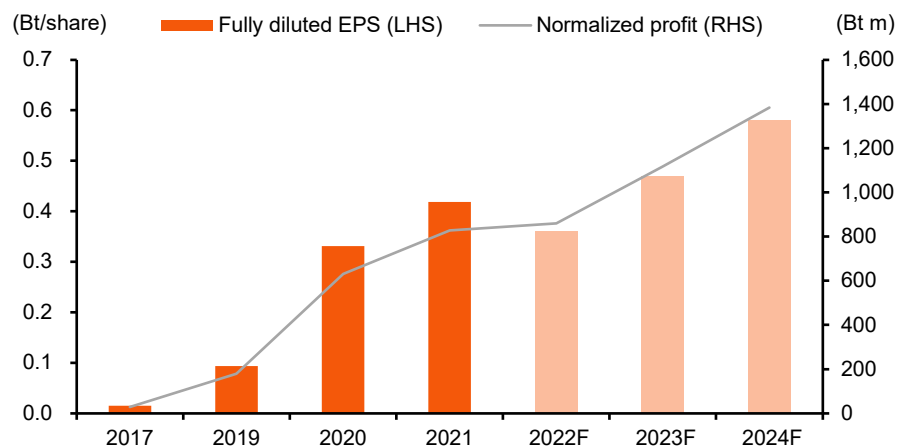
2017 was hit by weak consumption and the mourning period  
2020-21 was hit by the COVID outbreak

## Ex 5: Strong Line-up Of Upcoming Dramas



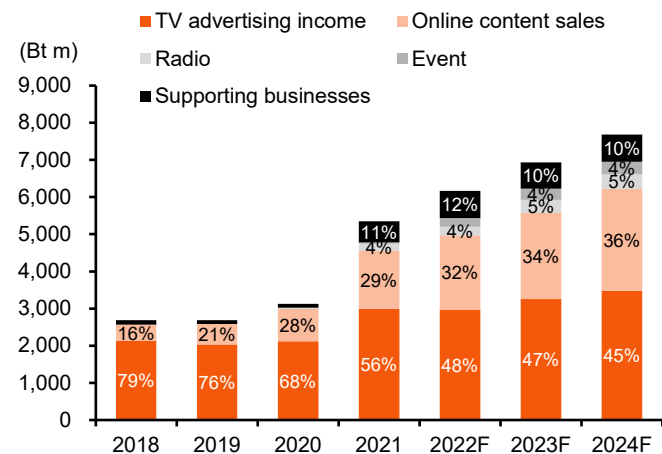
Source: Thanachart compilation

## Ex 6: 30/24% EPS Growth In 2023-24F



Sources: Company data, Thanachart estimates

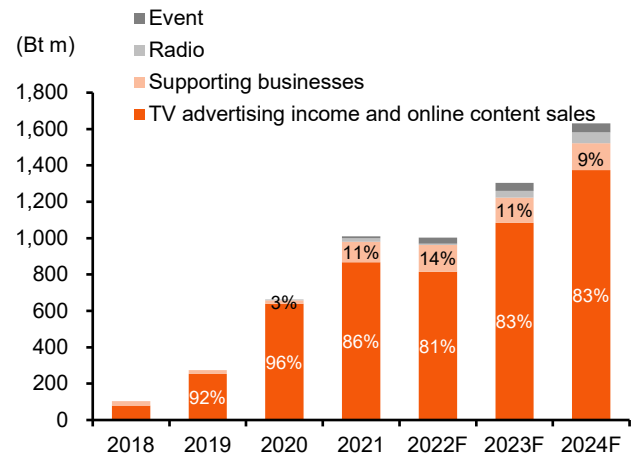
## Ex 7: Revenue Forecasts



Sources: Company data, Thanachart estimates

Note: Revenue jump in 2021 was due to additional revenue contributed by the acquisition in of GMMCH (100% stake), which has content production, radio, production services and supporting businesses, in November 2020.

## Ex 8: EBIT Forecasts



Sources: Company data, Thanachart estimates

## Ex 9: Key Earnings Revisions

|                                    | 2022F  | 2023F  | 2024F |
|------------------------------------|--------|--------|-------|
| <b>Online content sales (Bt m)</b> |        |        |       |
| - New                              | 1,528  | 1,777  | 2,118 |
| - Old                              | 1,719  | 1,989  | 2,336 |
| - Change (%)                       | (11.1) | (10.7) | (9.4) |
| <b>Net profit (Bt m)</b>           |        |        |       |
| - New                              | 860    | 1,120  | 1,392 |
| - Old                              | 1,042  | 1,303  | 1,525 |
| - Change (%)                       | (17.5) | (14.1) | (8.8) |

Source: Thanachart estimates

**Ex 10: 12-month DCF-based Valuation, Using A Base Year Of 2023F**

| (Bt m)                             | 2023F     | 2024F | 2025F | 2026F | 2027F | 2028F | 2029F | 2030F | 2031F | 2032F | 2033F | Terminal Value |
|------------------------------------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------|
| EBITDA                             | 2,402     | 2,743 | 3,098 | 3,488 | 3,764 | 3,985 | 4,219 | 4,469 | 4,753 | 5,057 | 3,095 | —              |
| Free cash flow                     | 1,978     | 2,256 | 2,566 | 2,895 | 3,145 | 3,341 | 3,532 | 3,735 | 3,966 | 4,212 | 3,275 | 34,224         |
| PV of free cash flow               | 1,973     | 1,838 | 1,887 | 1,921 | 1,843 | 1,759 | 1,671 | 1,588 | 1,515 | 1,446 | 963   | 10,067         |
| Risk-free rate (%)                 | 2.5       |       |       |       |       |       |       |       |       |       |       |                |
| Market risk premium (%)            | 8.0       |       |       |       |       |       |       |       |       |       |       |                |
| Beta                               | 1.3       |       |       |       |       |       |       |       |       |       |       |                |
| WACC (%)                           | 10.8      |       |       |       |       |       |       |       |       |       |       |                |
| Terminal growth (%)                | 2.0       |       |       |       |       |       |       |       |       |       |       |                |
| Enterprise value - add investments | 28,470    |       |       |       |       |       |       |       |       |       |       |                |
| Net debt (2022F)                   | (3,184)   |       |       |       |       |       |       |       |       |       |       |                |
| Minority interest                  | 0         |       |       |       |       |       |       |       |       |       |       |                |
| Equity value                       | 31,654    |       |       |       |       |       |       |       |       |       |       |                |
| # of shares (m)                    | 2,381     |       |       |       |       |       |       |       |       |       |       |                |
| <b>Equity value / share</b>        | <b>13</b> |       |       |       |       |       |       |       |       |       |       |                |

Sources: Company data, Thanachart estimates

**Valuation Comparison****Ex 11: Valuation Comparison With Regional Peers**

| Name                | BBG code  | Country   | EPS growth  |             | PE          |             | P/BV       |            | EV/EBITDA   |            | Div. yield |            |
|---------------------|-----------|-----------|-------------|-------------|-------------|-------------|------------|------------|-------------|------------|------------|------------|
|                     |           |           | 22F<br>(%)  | 23F<br>(%)  | 22F<br>(x)  | 23F<br>(x)  | 22F<br>(x) | 23F<br>(x) | 22F<br>(x)  | 23F<br>(x) | 22F<br>(%) | 23F<br>(%) |
| Entertainment Ne    | ENIL IN   | India     | na          | 85.4        | 32.4        | 17.5        | 1.0        | 1.0        | 6.9         | 5.4        | 1.2        | 2.0        |
| Sun TV Network      | SUNTV IN  | India     | 4.3         | 12.4        | 11.7        | 10.4        | 2.3        | 2.0        | 6.5         | 5.9        | 4.3        | 4.8        |
| Zee Entertainment   | Z IN      | India     | 12.3        | 35.6        | 22.4        | 16.5        | 2.2        | 2.0        | 14.3        | 11.3       | 1.3        | 1.6        |
| Surya Citra Media   | SCMA IJ   | Indonesia | (18.7)      | 19.9        | 12.7        | 10.6        | 2.1        | 1.9        | 9.5         | 8.2        | 3.1        | 4.0        |
| Media Nusantara     | MNCN IJ   | Indonesia | 11.0        | 9.5         | 4.5         | 4.1         | 0.6        | 0.6        | 3.5         | 3.3        | 3.9        | 5.1        |
| Beijing Gehua       | 600037 CH | China     | 40.0        | 33.3        | 36.5        | 27.4        | 0.8        | 0.8        | 3.8         | 3.4        | 0.8        | 1.0        |
| Media Prima Bhd     | MPR MK    | Malaysia  | (0.5)       | 19.1        | 8.7         | 7.4         | 0.7        | 0.7        | 3.0         | 2.8        | 4.4        | 5.3        |
| BEC World*          | BEC TB    | Thailand  | 11.1        | 33.4        | 28.3        | 21.2        | 4.0        | 3.8        | 7.5         | 6.6        | 3.3        | 4.2        |
| MAJOR Cineplex*     | MAJOR TB  | Thailand  | na          | 10.6        | 15.5        | 14.1        | 2.2        | 2.1        | 9.4         | 8.3        | 5.1        | 5.7        |
| The One Enterprise* | ONEE TB   | Thailand  | (13.8)      | 30.2        | 30.5        | 23.4        | 3.5        | 3.2        | 10.9        | 9.1        | 1.3        | 1.7        |
| Plan B Media*       | PLANB TB  | Thailand  | na          | 45.3        | 59.9        | 41.3        | 4.0        | 3.8        | 9.9         | 9.3        | 0.6        | 1.2        |
| RS Pcl*             | RS TB     | Thailand  | 117.6       | 79.1        | 53.7        | 30.0        | 6.5        | 6.0        | 21.2        | 12.7       | 1.5        | 2.7        |
| VGI Global Media**  | VGI TB    | Thailand  | na          | 75.6        | 72.9        | 41.5        | 1.7        | 1.7        | 43.6        | 36.3       | 0.7        | 2.0        |
| <b>Average</b>      |           |           | <b>18.1</b> | <b>37.6</b> | <b>30.0</b> | <b>20.4</b> | <b>2.4</b> | <b>2.3</b> | <b>11.5</b> | <b>9.4</b> | <b>2.4</b> | <b>3.2</b> |

Source: Bloomberg

Note: \* Thanachart estimates using normalized EPS growth

\*\* VGI's fiscal year ends in March.

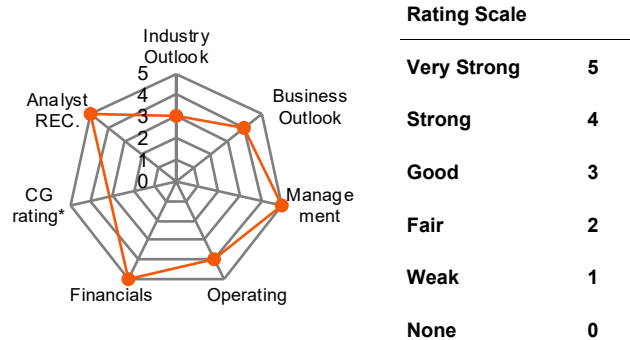
Based on 19-Sep-22 closing prices

## COMPANY DESCRIPTION

The One Enterprise Public Company Limited (ONEE) operates as an entertainment company. The company focuses on copyright management, media production, and related businesses. ONEE serves customers worldwide.

Source: Thanachart

## COMPANY RATING



Source: Thanachart; \*No CG Rating

## THANACHART'S SWOT ANALYSIS

### S — Strength

- Strong Thai soap operas and series that cover the mass audience to a variety of different niches. Its content also matches younger-generation demand on online platforms.
- ONEE's integrated business model of TV, online content sales, and artist management and merchandising enable it to reap benefits from its content.

### O — Opportunity

- Growing online platforms.

### W — Weakness

- Dependent on domestic consumption momentum
- Given its #4 TV rating ranking, ONEE's TV ad rate is still below leading peers'.

### T — Threat

- The digital platform's increasing market share offers more choices to advertisers and could pose a threat to ONEE's TV ad rate hikes going forward.
- Slow economy.

## CONSENSUS COMPARISON

|                       | Consensus | Thanachart | Diff    |
|-----------------------|-----------|------------|---------|
| Target price (Bt)     | 12.07     | 13.00      | 8%      |
| Net profit 22F (Bt m) | 955       | 860        | -10%    |
| Net profit 23F (Bt m) | 1,157     | 1,120      | -3%     |
| Consensus REC         | BUY: 6    | HOLD: 1    | SELL: 0 |

## HOW ARE WE DIFFERENT FROM THE STREET?

- Our 2022-23F net profits are 3-10% below the Bloomberg consensus numbers, which we attribute to us factoring in higher costs for its other businesses, namely radio and event.
- Our DCF-based TP is however higher than the Street's, likely as we have a more bullish view on its online content sales business.

Sources: Bloomberg consensus, Thanachart estimates

## RISKS TO OUR INVESTMENT CASE

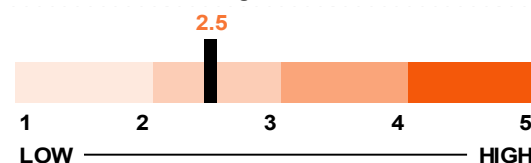
- The key downside risk to our call would be if online content sales revenue comes in lower than our expectation.
- If ONEE's improving TV utilization is lower than we currently anticipate.
- If the cost of producing its own TV programs is higher than we currently estimate.
- If media disruption developments take place faster than we expect.
- If the domestic ad spending recovery is slower than we assume presently.

Source: Thanachart



ONEE is a media company running TV channels and producing media content. Its business nature doesn't generate much greenhouse gas. However, we assign an ESG score of only 2.5 as we see plenty of room for improvement in terms of plans and targets for ESG issues which we believe still only look to be in the concept stage currently.

Thanachart ESG Rating



|      | SETTHSI<br>Index | THSI<br>Index | DJSI<br>Index | MSCI<br>(CCC-AAA) | Arabesque<br>S-Ray<br>(0-100) | Refinitiv<br>(0-100) | S&P<br>Global<br>(0-100) | Moody's<br>(0-100) | CG Rating<br>(0-5) |
|------|------------------|---------------|---------------|-------------------|-------------------------------|----------------------|--------------------------|--------------------|--------------------|
| ONEE | -                | -             | -             | -                 | -                             | -                    | -                        | -                  | -                  |

Sources: SETTRADE, SETTHSI Index, Thailand Sustainability Investment (THSI), The Dow Jones Industrial Average (DJSI), MSCI ESG Research LLC, Arabesque S-Ray®, Refinitiv ESG Information, S&P Global Market Intelligence, Moody's ESG Solutions, Thai IOD (CG rating)  
Note: Please see third party on "term of use" in the following back page.

## Factors

## Our Comments

### ENVIRONMENT

- Environmental Policies & Guidelines
- Energy Management
- Carbon Management
- Water Management
- Waste Management

- ONEE runs two TV channels and produces content to serve its own channels and sell to other platforms. Its business nature doesn't emit much greenhouse gas (GHG) though it doesn't currently disclose GHG emission data.
- ONEE states in its ESG report that it prevents, reduces and manages environment issues such as raw materials, power consumption and water use. It uses renewable resources, and manages waste and GHG emissions.
- ONEE has public relations projects and organizes various activities for environmental conservation campaigns, including garbage and waste reduction and raises money to give to various environmentally responsible agencies.

### SOCIAL

- Human Rights
- Staff Management
- Health & Safety
- Product Safety & Quality
- Social Responsibility

- ONEE states that it operates its business with respect for human rights by promoting and protecting rights/liberties as well as treating everyone other equally.
- ONEE says its employees and workers are treated fairly according to related laws and standards. Such treatment includes the determination of fair remuneration and other benefits, arrangement for welfare at no less than the legal requirements or more as appropriate, occupational health and safety, training for knowledge, capability and advancement, and offering opportunities for employees' development in other skills.
- ONEE has organized various activities that focused on building engagement and community development, including helping communities across the country such as with the "ONE Srang Suk, Fighting COVID-19" project.

### GOVERNANCE & SUSTAINABILITY

- Board
- Ethics & Transparency
- Business Sustainability
- Risk Management
- Innovation

- ONEE's board of directors (BOD) comprises 15 members with five of them being independent directors. The 10 members who are not independent directors were nominated by three groups of shareholders according to the shareholding proportions.
- The Audit Committee is assigned to supervise and monitor risk management with all executives assigned to be responsible for risk management. Planning, determination of risk-management measures and monitoring are done regularly. The monitoring results are reported to the Audit Committee for acknowledgment.
- The BOD prioritizes and promotes innovations that create value.

Source: Thanachart

## INCOME STATEMENT

| FY ending Dec (Bt m)              | 2020A        | 2021A        | 2022F        | 2023F        | 2024F        |
|-----------------------------------|--------------|--------------|--------------|--------------|--------------|
| Sales                             | 3,127        | 5,347        | 6,167        | 6,929        | 7,684        |
| Cost of sales                     | 1,540        | 2,637        | 3,378        | 3,701        | 3,952        |
| <b>Gross profit</b>               | <b>1,587</b> | <b>2,710</b> | <b>2,789</b> | <b>3,228</b> | <b>3,732</b> |
| % gross margin                    | 50.8%        | 50.7%        | 45.2%        | 46.6%        | 48.6%        |
| Selling & administration expenses | 925          | 1,707        | 1,785        | 1,924        | 2,101        |
| <b>Operating profit</b>           | <b>662</b>   | <b>1,003</b> | <b>1,004</b> | <b>1,304</b> | <b>1,631</b> |
| % operating margin                | 21.2%        | 18.8%        | 16.3%        | 18.8%        | 21.2%        |
| Depreciation & amortization       | 812          | 1,078        | 1,109        | 1,127        | 1,146        |
| <b>EBITDA</b>                     | <b>1,475</b> | <b>2,080</b> | <b>2,112</b> | <b>2,431</b> | <b>2,777</b> |
| % EBITDA margin                   | 47.2%        | 38.9%        | 34.2%        | 35.1%        | 36.1%        |
| Non-operating income              | 89           | 91           | 95           | 104          | 115          |
| Non-operating expenses            | 0            | 0            | 0            | 0            | 0            |
| Interest expense                  | (87)         | (129)        | (24)         | (15)         | (16)         |
| <b>Pre-tax profit</b>             | <b>664</b>   | <b>965</b>   | <b>1,075</b> | <b>1,393</b> | <b>1,731</b> |
| Income tax                        | 38           | 137          | 215          | 279          | 346          |
| <b>After-tax profit</b>           | <b>627</b>   | <b>828</b>   | <b>860</b>   | <b>1,115</b> | <b>1,385</b> |
| % net margin                      | 20.0%        | 15.5%        | 13.9%        | 16.1%        | 18.0%        |
| Shares in affiliates' Earnings    | 5            | 0            | 0            | 5            | 7            |
| Minority interests                | (0)          | (0)          | (0)          | (0)          | (0)          |
| Extraordinary items               | 0            | 0            | 0            | 0            | 0            |
| <b>NET PROFIT</b>                 | <b>631</b>   | <b>828</b>   | <b>860</b>   | <b>1,120</b> | <b>1,392</b> |
| <b>Normalized profit</b>          | <b>631</b>   | <b>828</b>   | <b>860</b>   | <b>1,120</b> | <b>1,392</b> |
| EPS (Bt)                          | 0.3          | 0.4          | 0.4          | 0.5          | 0.6          |
| Normalized EPS (Bt)               | 0.3          | 0.4          | 0.4          | 0.5          | 0.6          |

ONEE had its IPO in November 2021 and used some of the proceeds to pay down debt

We project 2023-24F EPS growth of 30/24%

## BALANCE SHEET

| FY ending Dec (Bt m)            | 2020A          | 2021A        | 2022F         | 2023F         | 2024F         |
|---------------------------------|----------------|--------------|---------------|---------------|---------------|
| <b>ASSETS:</b>                  |                |              |               |               |               |
| Current assets:                 | 2,262          | 4,294        | 5,407         | 6,452         | 7,734         |
| Cash & cash equivalent          | 413            | 2,462        | 3,225         | 4,020         | 5,070         |
| Account receivables             | 1,153          | 1,145        | 1,318         | 1,481         | 1,642         |
| Inventories                     | 599            | 564          | 722           | 791           | 845           |
| Others                          | 96             | 123          | 142           | 160           | 177           |
| Investments & loans             | 16             | 12           | 12            | 12            | 12            |
| Net fixed assets                | 831            | 807          | 809           | 796           | 771           |
| Other assets                    | 4,445          | 4,192        | 4,090         | 3,983         | 3,871         |
| <b>Total assets</b>             | <b>7,555</b>   | <b>9,305</b> | <b>10,318</b> | <b>11,243</b> | <b>12,388</b> |
| <b>LIABILITIES:</b>             |                |              |               |               |               |
| Current liabilities:            | 2,001          | 2,037        | 2,325         | 2,468         | 2,671         |
| Account payables                | 786            | 931          | 1,203         | 1,318         | 1,408         |
| Bank overdraft & ST loans       | 0              | 0            | 0             | 0             | 0             |
| Current LT debt                 | 593            | 311          | 41            | 47            | 41            |
| Others current liabilities      | 623            | 795          | 1,080         | 1,103         | 1,222         |
| <b>Total LT debt</b>            | <b>2,975</b>   | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>      |
| Others LT liabilities           | 476            | 423          | 542           | 600           | 653           |
| <b>Total liabilities</b>        | <b>5,452</b>   | <b>2,460</b> | <b>2,867</b>  | <b>3,068</b>  | <b>3,323</b>  |
| Minority interest               | 0              | 0            | 0             | 0             | 0             |
| Preferreds shares               | 0              | 0            | 0             | 0             | 0             |
| Paid-up capital                 | 3,810          | 4,763        | 4,763         | 4,763         | 4,763         |
| Share premium                   | 0              | 2,817        | 2,817         | 2,817         | 2,817         |
| Warrants                        | 0              | 0            | 0             | 0             | 0             |
| Surplus                         | 0              | 0            | 0             | 0             | 0             |
| <b>Retained earnings</b>        | <b>(1,708)</b> | <b>(734)</b> | <b>(129)</b>  | <b>595</b>    | <b>1,485</b>  |
| Shareholders' equity            | 2,102          | 6,845        | 7,451         | 8,175         | 9,064         |
| <b>Liabilities &amp; equity</b> | <b>7,555</b>   | <b>9,305</b> | <b>10,318</b> | <b>11,243</b> | <b>12,388</b> |

Sources: Company data, Thanachart estimates



**CASH FLOW STATEMENT**

| <b>FY ending Dec (Bt m)</b>       | <b>2020A</b>   | <b>2021A</b> | <b>2022F</b> | <b>2023F</b> | <b>2024F</b> |
|-----------------------------------|----------------|--------------|--------------|--------------|--------------|
| Earnings before tax               | 664            | 965          | 1,075        | 1,393        | 1,731        |
| Tax paid                          | (29)           | (134)        | (211)        | (278)        | (344)        |
| Depreciation & amortization       | 812            | 1,078        | 1,109        | 1,127        | 1,146        |
| Chg In working capital            | (338)          | 189          | (59)         | (117)        | (126)        |
| Chg In other CA & CL / minorities | 290            | 141          | 263          | 9            | 106          |
| <b>Cash flow from operations</b>  | <b>1,400</b>   | <b>2,240</b> | <b>2,176</b> | <b>2,134</b> | <b>2,513</b> |
| Capex                             | (382)          | (117)        | (150)        | (150)        | (150)        |
| Right of use                      | (273)          | 59           | (50)         | (50)         | (50)         |
| ST loans & investments            | 0              | 0            | 0            | 0            | 0            |
| LT loans & investments            | 2              | 4            | 0            | 0            | 0            |
| Adj for asset revaluation         | 0              | 0            | 0            | 0            | 0            |
| Chg In other assets & liabilities | (2,167)        | (795)        | (689)        | (750)        | (755)        |
| <b>Cash flow from investments</b> | <b>(2,821)</b> | <b>(849)</b> | <b>(889)</b> | <b>(950)</b> | <b>(955)</b> |
| Debt financing                    | 1,641          | (3,257)      | (270)        | 6            | (6)          |
| Capital increase                  | 0              | 3,770        | 0            | 0            | 0            |
| Dividends paid                    | 0              | 0            | (254)        | (396)        | (502)        |
| Warrants & other surplus          | (5)            | 145          | 0            | 0            | 0            |
| <b>Cash flow from financing</b>   | <b>1,635</b>   | <b>658</b>   | <b>(524)</b> | <b>(390)</b> | <b>(508)</b> |
| <b>Free cash flow</b>             | <b>1,018</b>   | <b>2,122</b> | <b>2,026</b> | <b>1,984</b> | <b>2,363</b> |

**VALUATION**

| <b>FY ending Dec</b>                | <b>2020A</b> | <b>2021A</b> | <b>2022F</b> | <b>2023F</b> | <b>2024F</b> |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Normalized PE (x)                   | 33.2         | 26.3         | 30.5         | 23.4         | 18.8         |
| Normalized PE - at target price (x) | 39.2         | 31.0         | 36.0         | 27.6         | 22.2         |
| PE (x)                              | 33.2         | 26.3         | 30.5         | 23.4         | 18.8         |
| PE - at target price (x)            | 39.2         | 31.0         | 36.0         | 27.6         | 22.2         |
| EV/EBITDA (x)                       | 16.4         | 9.4          | 10.9         | 9.1          | 7.6          |
| EV/EBITDA - at target price (x)     | 18.9         | 11.3         | 13.1         | 11.1         | 9.3          |
| P/BV (x)                            | 10.0         | 3.8          | 3.5          | 3.2          | 2.9          |
| P/BV - at target price (x)          | 11.8         | 4.5          | 4.2          | 3.8          | 3.4          |
| P/CFO (x)                           | 15.0         | 9.7          | 12.0         | 12.3         | 10.4         |
| Price/sales (x)                     | 8.4          | 4.9          | 4.2          | 3.8          | 3.4          |
| Dividend yield (%)                  | 0.0          | 0.6          | 1.3          | 1.7          | 2.1          |
| FCF Yield (%)                       | 4.9          | 9.8          | 7.7          | 7.6          | 9.0          |
| <b>(Bt)</b>                         |              |              |              |              |              |
| Normalized EPS                      | 0.3          | 0.4          | 0.4          | 0.5          | 0.6          |
| EPS                                 | 0.3          | 0.4          | 0.4          | 0.5          | 0.6          |
| DPS                                 | 0.0          | 0.1          | 0.1          | 0.2          | 0.2          |
| BV/share                            | 1.1          | 2.9          | 3.1          | 3.4          | 3.8          |
| CFO/share                           | 0.7          | 1.1          | 0.9          | 0.9          | 1.1          |
| FCF/share                           | 0.5          | 1.1          | 0.9          | 0.8          | 1.0          |

Sources: Company data, Thanachart estimates

*We expect ONEE's PE to fall in 2023F, supported by strong earnings growth*

## FINANCIAL RATIOS

2023-24F EPS growth  
comes from all businesses

| FY ending Dec                    | 2020A | 2021A | 2022F  | 2023F | 2024F |
|----------------------------------|-------|-------|--------|-------|-------|
| <b>Growth Rate</b>               |       |       |        |       |       |
| Sales (%)                        | 16.1  | 71.0  | 15.3   | 12.4  | 10.9  |
| Net profit (%)                   | 253.9 | 31.2  | 3.8    | 30.2  | 24.3  |
| EPS (%)                          | 253.9 | 26.4  | (13.8) | 30.2  | 24.3  |
| Normalized profit (%)            | 253.9 | 31.2  | 3.8    | 30.2  | 24.3  |
| Normalized EPS (%)               | 253.9 | 26.4  | (13.8) | 30.2  | 24.3  |
| Dividend payout ratio (%)        | 0.0   | 19.8  | 40.0   | 40.0  | 40.0  |
| <b>Operating performance</b>     |       |       |        |       |       |
| Gross margin (%)                 | 50.8  | 50.7  | 45.2   | 46.6  | 48.6  |
| Operating margin (%)             | 21.2  | 18.8  | 16.3   | 18.8  | 21.2  |
| EBITDA margin (%)                | 47.2  | 38.9  | 34.2   | 35.1  | 36.1  |
| Net margin (%)                   | 20.0  | 15.5  | 13.9   | 16.1  | 18.0  |
| D/E (incl. minor) (x)            | 1.7   | 0.0   | 0.0    | 0.0   | 0.0   |
| Net D/E (incl. minor) (x)        | 1.5   | (0.3) | (0.4)  | (0.5) | (0.6) |
| Interest coverage - EBIT (x)     | 7.6   | 7.8   | 42.1   | 88.4  | 104.0 |
| Interest coverage - EBITDA (x)   | 16.9  | 16.2  | 88.6   | 164.8 | 177.1 |
| ROA - using norm profit (%)      | 10.8  | 9.8   | 8.8    | 10.4  | 11.8  |
| ROE - using norm profit (%)      | 35.3  | 18.5  | 12.0   | 14.3  | 16.1  |
| <b>DuPont</b>                    |       |       |        |       |       |
| ROE - using after tax profit (%) | 35.0  | 18.5  | 12.0   | 14.3  | 16.1  |
| - asset turnover (x)             | 0.5   | 0.6   | 0.6    | 0.6   | 0.7   |
| - operating margin (%)           | 24.0  | 20.5  | 17.8   | 20.3  | 22.7  |
| - leverage (x)                   | 3.3   | 1.9   | 1.4    | 1.4   | 1.4   |
| - interest burden (%)            | 88.4  | 88.2  | 97.8   | 99.0  | 99.1  |
| - tax burden (%)                 | 94.3  | 85.8  | 80.0   | 80.0  | 80.0  |
| WACC (%)                         | 10.8  | 10.8  | 10.8   | 10.8  | 10.8  |
| ROIC (%)                         | 19.5  | 16.4  | 17.1   | 24.4  | 31.1  |
| NOPAT (Bt m)                     | 624   | 860   | 803    | 1,043 | 1,305 |
| invested capital (Bt m)          | 5,257 | 4,695 | 4,267  | 4,202 | 4,035 |

Sources: Company data, Thanachart estimates

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ESG risk combines the concepts of management and exposure to arrive at an absolute assessment of ESG risk. We identify five categories of ESG risk severity that could impact a company's enterprise value

### Moody's ESG Solutions

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