



## ก่อนไปดิดอะไร

- ราคาหุ้นปรับลง 21.1% จากจุดสูงสุดปีนี้ที่ 91.25 บาท ซึ่งคิดเป็น PER 18F ถึง 33x ขณะที่ช่วง 2Q61 กำไรพลิกหดตัว YoY ครั้งแรกในรอบ 2 ปี และเรามองกำไรยังไม่น่าฟื้นได้ดีในช่วง 3Q61
- การเลือกตั้งที่ชัดเจนขึ้นน่าจะกระตุ้นบรรยากาศจับจ่าย ซึ่งมอง M จะได้รับอานิสงส์ตั้งแต่ช่วง 4Q61

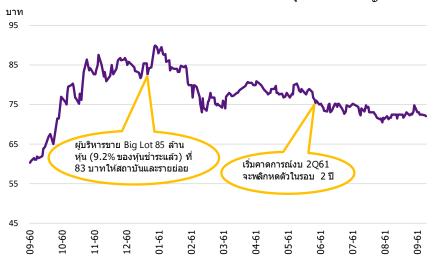
## หลังไปได้อะไร

- จากการประชุมทางโทรศัพท์กับผู้บริหาร (CFO) พบว่า ปัจจุบันกำลังซื้อยังฟื้นไม่ชัด โดยช่วง 3Q61 ยอดขายสาขาเดิมแบรนด์หลัก MK และ Yayoi พลิกหดตัว 1-2%YoY และ 3-4%YoY ตามลำดับ
- ไม่มีดีล M&A แต่ปีนี้ M พัฒนาแบรนด์ใหม่ เช่น MK Harvest (ของหวาน), Bizzy Box (ข้าวกล่อง)
- บริษัท M-Senko Logistics (M ถือ 49.75%) ซึ่งร่วมทุนกับ SENKO Group เพื่อรุกธุรกิจโลจิสติกส์ คาดจะเริ่มเห็นผลบวกตั้งแต่ปี 2563 หลังคาดคลังสินคำสร้างเสร็จและเริ่มรับลูกคำได้ในช่วง 3Q62

# ความเห็นและกลยุทธ์การลงทุน

- เรามองตลาดมีโอกาสปรับลดประมาณการกำไรและราคาเป้าหมายลงหลังประกาศงบ 3Q61 โดย ช่วง 3Q61 คาดมีกำไร 624 ล้านบาท หดตัวต่อเป็นไตรมาสที่สองราว 4%YoY หลังยอดขายสาขา เดิมยังแย่ดังที่คาดไว้ก่อนประชม ทำให้เกิดผลประหยัดต่อขนาดลดลงและยังมีค่าใช้จ่ายที่สงขึ้น
- แม้ช่วง 4Q61 คาดกำไรพลิกโต YoY จากฐานปีก่อนต่ำเพราะมีโบนัสพิเศษให้พนักงาน แต่ทั้งปี 2561 เราคาดทำ EPS ที่ 2.82 บาทต่อหุ้น โต 7.0%YoY หรือโตเฉลี่ยปีละ 7.2% ในปี 2561-63
- ราคาหุ้นปัจจุบันไม่ถูกไม่แพง โดยมองเริ่มมี Downside จำกัด และให้กรอบราคาเป้าหมายที่เป็นไป ได้ 75-80 บาท (อิง PER 25x ของกลุ่มร้านอาหาร) มี Upside 4-10% อีกทั้ง M ยังเป็น Defensive Stock ที่ให้ปันผลสม่ำเสมอ โดยคาดให้ Div. Yield ปีละ 3.5% ดังนั้นนักลงทนที่มีอย่แนะนำ "ถือ"
- มองโอกาสเข้าเก็งกำไรในหุ้น M จะกลับมาอีกครั้ง หลังประกาศงบ 3Q61 ซึ่งเป็นจุดต่ำสุดของปีนี้ อีกทั้งความเชื่อมั่นและเม็ดเงินจากการเลือกตั้งที่จะลงมาในระบบเศรษฐกิจ คาดจะเอื้อประโยชน์ต่อ M ซึ่งมีร้านอาหาร 2 แบรนด์ที่อยู่ในใจคนไทยและมีสาขามากสุดในไทยอย่าง MK Suki และ Yayoi

# การเคลื่อนไหวของราคาหลังเกิดเหตุการณ์สำคัญ



Source: SETSMART, SCBS Wealth Research Group

# มุมมองหลังเข้าเยี่ยมชมกิจการ

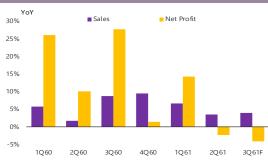


# เป้าหมายราคาที่เป็นไปได้



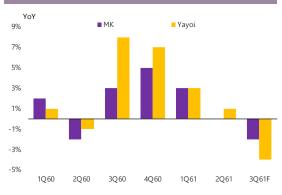
52w Low: 59.75 **Range: 75-80** 52w High: 91.25 Source: SETSMART, SCBS Wealth Research Group

# Financial Highlight



Source: Company data, SCBS Wealth Research Group

## แนวโน้มยอดขายสาขาเดิมของแบรนด์หลัก



Source: Company data, SCBS Wealth Research Group

## นักวิเคราะห์การลงทุนปัจจัยพื้นฐานด้านหลักทรัพย์ ณัฏฐ์วริน ไตรภพสกุล

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# **Financial Statement**

**Profit and Loss Statement** 

FY December 31	Unit	2559	2560	2561F	2562F	2563F
Total revenue	(Btmn)	15,115	16,073	16,869	17,705	18,583
Cost of goods sold	(Btmn)	(4,952)	(5,174)	(5,364)	(5,577)	(5,798)
Gross profit	(Btmn)	10,163	10,899	11,505	12,128	12,785
SG&A	(Btmn)	(7,942)	(8,299)	(8,772)	(9,171)	(9,589)
Other income/expense	(Btmn)	383	385	476	486	495
Interest expense	(Btmn)	0	0	0	0	0
Pre-tax profit	(Btmn)	2,603	2,985	3,209	3,442	3,692
Corporate tax	(Btmn)	(484)	(539)	(609)	(653)	(700)
Equity a/c profits	(Btmn)	(20)	(22)	(5)	(5)	(5)
Minority interests	(Btmn)	0	0	0	0	0
Core profit	(Btmn)	2,100	2,425	2,595	2,784	2,986
Extra-ordinary items	(Btmn)	0	0	0	0	2.006
Net Profit	(Btmn)	<b>2,100</b>	<b>2,425</b>	<b>2,595</b>	<b>2,784</b>	<b>2,986</b>
EBITDA	(Btmn)	3,448 <b>2.28</b>	3,818 <b>2.63</b>	3,949 <b>2.82</b>	4,224 <b>3.02</b>	4,508 <b>3.24</b>
Core EPS (Bt)	(Btmn)	2.28	2.63	2.82	3.02	<b>3.24</b> 3.24
Net EPS (Bt) DPS (Bt)	(Btmn) (Btmn)	2.10	2.30	2.46	2.64	2.83
DF3 (BL)	(Bullit)	2.10	2.30	2.40	2.04	2.03
Balance Sheet						
FY December 31	Unit	2559	2560	2561F	2562F	2563F
Total current assets	(Btmn)	10,398	10,577	10,771	11,113	11,528
Total fixed assets	(Btmn)	5,244	5,706	6,012	6,277	6,509
Total assets	(Btmn)	15,642	16,283	16,783	17,390	18,037
Total loans	(Btmn)	0	0	0	2 200	2 202
Total current liabilities	(Btmn)	1,941 324	2,109 345	2,121 356	2,200 367	2,282 378
Total long-term liabilities  Total liabilities	(Btmn) <b>(Btmn)</b>	2,265	2,454	2,477	<b>2,567</b>	2,660
Paid-up capital	(Btmn)	915	921	921	921	921
Total equity	(Btmn)	13,377	13,829	14,306	14,823	15,377
Cash Flow Statement						
FY December 31	Unit	2559	2560	2561F	2562F	2563F
Core Profit	(Btmn)	2,100	2,425	2,595	2,784	2,986
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Depreciation and amortization	(Btmn)	865	854	745	787	822
Operating cash flow	(Btmn) (Btmn)	3,090	3,575	3,282	3,578	822 3,814
Operating cash flow Investing cash flow	(Btmn)	3,090 (1,238)	3,575 (1,481)	3,282 (1,000)	3,578 (1,000)	822 3,814 (1,000)
Operating cash flow Investing cash flow Financing cash flow	(Btmn) (Btmn) (Btmn) (Btmn)	3,090 (1,238) (1,820)	3,575 (1,481) (2,013)	3,282 (1,000) (2,118)	3,578 (1,000) (2,267)	822 3,814 (1,000) (2,432)
Operating cash flow Investing cash flow	(Btmn) (Btmn) (Btmn)	3,090 (1,238)	3,575 (1,481)	3,282 (1,000)	3,578 (1,000)	822 3,814 (1,000) (2,432)
Operating cash flow Investing cash flow Financing cash flow Net cash flow Key Financial Ratios	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn)	3,090 (1,238) (1,820) <b>31</b>	3,575 (1,481) (2,013) <b>81</b>	3,282 (1,000) (2,118) <b>164</b>	3,578 (1,000) (2,267) <b>311</b>	822 3,814 (1,000) (2,432) <b>382</b>
Operating cash flow Investing cash flow Financing cash flow Net cash flow	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b>	3,575 (1,481) (2,013) <b>81</b> <b>2560</b>	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b>	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b>	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b>
Operating cash flow Investing cash flow Financing cash flow Net cash flow Key Financial Ratios	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2	3,575 (1,481) (2,013) <b>81</b>	3,282 (1,000) (2,118) <b>164</b>	3,578 (1,000) (2,267) <b>311</b>	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b>
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  (Unit (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2 13.9	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2 13.9 15.7	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2 13.9 15.7 13.4	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (%) (%) (%)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7)	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7)	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7)	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7)	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7)
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBITDA margin Net profit margin Net profit margin ROE ROA Net D/E Interest coverage	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (%) (x) (x)	3,090 (1,238) (1,820) <b>31</b> <b>2559</b> 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7)	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7)
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (x) (x) (x)	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (x) (x) (x) (x)	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x)	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (%) (x) (x) (x) (x)	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) <b>81</b> <b>2560</b> 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) 311  2562F 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5 87.3	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3 87.3
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV Payout Ratio  Main Assumption FY December 31	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) 81  2560 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8 87.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) <b>311</b> <b>2562F</b> 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3 87.3
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV Payout Ratio  Main Assumption FY December 31 SSSG of MK Suki	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) 81  2560 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8 87.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) 311  2562F 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5 87.3	822 3,814 (1,000) (2,432)
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV Payout Ratio  Main Assumption FY December 31 SSSG of MK Suki SSSG of Yayoi	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) 81  2560 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8 87.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) 311  2562F 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5 87.3	822 3,814 (1,000) (2,432) 382 2563F 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3 87.3 2563F
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV Payout Ratio  Main Assumption FY December 31 SSSG of MK Suki SSSG of Yayoi SG&A/Sales (%)	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) 81  2560 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8 87.3  2560 1.7 3.6 51.6	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) 311  2562F 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5 87.3	822 3,814 (1,000) (2,432) 382 2563F 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3 87.3 2563F 1.0 51.6
Operating cash flow Investing cash flow Financing cash flow Net cash flow  Key Financial Ratios FY December 31 Gross margin Operating margin EBITDA margin EBIT margin Net profit margin ROE ROA Net D/E Interest coverage Debt service coverage Core PER PBV Payout Ratio  Main Assumption FY December 31 SSSG of MK Suki SSSG of Yayoi	(Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn) (Btmn)  Unit (%) (%) (%) (%) (%) (%) (x) (x) (x) (x) (x) (x) (x) (x) (x) (x	3,090 (1,238) (1,820) 31 2559 67.2 14.7 22.8 17.2 13.9 15.7 13.4 (0.7) NM NM 31.4 4.9 92.1	3,575 (1,481) (2,013) 81  2560 67.8 16.2 23.8 18.6 15.1 17.5 14.9 (0.7) NM NM 27.3 4.8 87.3	3,282 (1,000) (2,118) <b>164</b> <b>2561F</b> 68.2 16.2 23.4 19.0 15.4 18.1 15.5 (0.7) NM NM 25.5 4.6 87.3	3,578 (1,000) (2,267) 311  2562F 68.5 16.7 23.9 19.4 15.7 18.8 16.0 (0.7) NM NM 23.8 4.5 87.3	822 3,814 (1,000) (2,432) <b>382</b> <b>2563F</b> 68.8 17.2 24.3 19.9 16.1 19.4 16.6 (0.7) NM NM 22.2 4.3 87.3

Source: Company data, SCBS Wealth Research Group

# **Financial Statement**

# **Profit and Loss Statement**

FY December 31	Unit	3Q60	4Q60	1Q61	2Q61	3Q61F
Total revenue	(Btmn)	4,033	4,138	4,049	4,249	4,194
Cost of goods sold	(Btmn)	(1,294)	(1,338)	(1,277)	(1,338)	(1,321)
Gross profit	(Btmn)	2,738	2,800	2,773	2,911	2,873
SG&A	(Btmn)	(2,039)	(2,226)	(2,114)	(2,233)	(2,230)
Other income/expense	(Btmn)	96	92	114	130	120
Interest expense	(Btmn)	0	0	0	0	0
Pre-tax profit	(Btmn)	795	666	773	808	763
Corporate tax	(Btmn)	(141)	(118)	(139)	(147)	(137)
Equity a/c profits	(Btmn)	(2)	(3)	(1)	(1)	(1)
Minority interests	(Btmn)	0	0	0	0	0
Core profit	(Btmn)	651	546	632	659	624
Extra-ordinary items	(Btmn)	0	0	0	0	0
Net Profit	(Btmn)	651	546	632	659	624
EBITDA	(Btmn)	1,006	875	981	1,012	975
Core EPS (Bt)	(Btmn)	0.71	0.59	0.69	0.72	0.68
Net EPS (Bt)	(Btmn)	0.71	0.59	0.69	0.72	0.68

Source: Company data, SCBS Wealth Research Group

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#### CG Rating 2017 Companies with CG Rating

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ADVANC, AKP, ANAN, AOT, AP, BAFS, BANPU, BAY, BCP, BIGC, BTS, BWG, CFRESH, CHO, CK, CNT, CPF, CPN, CSL, DELTA, DEMCO, DRT, DTAC, DTC, EASTW, EGCO, GC, GCAP, GFPT, GOLD, GPSC, GRAMMY, GUNKUL, HANA, HMPRO, ICC, ICHI, INTUCH, IRPC, IVL, JSP, KBANK, KCE, KKP, KTB, KTC, LHFC, LPN, MBK, MCOT, MINT, MONO, NCH, NKI, NYT, OTO, PHOL, PLANB, PPS, PDJ, PRG, PSH, PSL, PTG, PTT\*, PTTEP\*, PTTGC, PYLON, Q-CON, QH, QTC, RATCH, ROBINS, SAMART, SAMTEL, SAT, SC, SCB, SCC, SCCC, SE-ED, SIM, SIS, SITHAI, SNC, SPALI, SPRC, SSSC, STEC, SVI, SYNTEC, TCAP, THANA, THCOM, THREL, TISCO, TKT, TMB, TNDT, TOP, TRC, TRUE, TSC, TTCL, TU, TVD, UV, VGI, WACOAL, WAVE

#### AAAA

2S, AAV, ACAP, AGE, AH, AHC, AIRA, AIT, ALT, AMANAH, AMATA, AMATAV, APCO, ARIP, ASIA, ASIMAR, ASK, ASP, AUCT, AYUD, BBL, BCPG, BDMS, BEC, BEM, BFIT, BJC, BJCHI, BLA, BOL, BROOK, BRR, BTW, CEN, CENTEL, CGH, CHARAN, CHEWA, CHG, CHOW, CI, CIG, CIMBT, CKP, CM, CNS, COL, COM7, CPI, CSC, CSP, CSS, DCC, EA, EASON, ECF, ECL, EE, EPG, ERW, FN, FNS, FORTH, FPI, FSMART, FVC, GBX, GEL, GLOBAL, GLOW, HARN, JCKH, HYDRO, ILINK, INET, IRC, IT, ITD, JWD, K, KGI, KKC, KOOL, KSL, KTIS, L&E, LALIN, LANNA, LH, LHK, LIT, LOXLEY, LRH, LST, M, MACO, MAJOR, MAKRO, MALEE, MBKET, MC, MEGA, MFC, MFEC, MOONG, MSC, MTI, MTC, NOBLE, NOK, NSI, NTV, NWR, OCC, OGC, OISHI, ORI, PAP, PATO, PB, PCSGH, PDI, PE, PG, PJW, PLANET, PLAT, PM, PPP, PR, PREB, PRINC, PT, RICHY, RML, RS, RWI, S, S & J, SABINA, SALEE, SAMCO, SAWAD, SCG, SCI, SCN, SEAFCO, SEAOIL, SENA, SFP, SIAM, SINGER, SIRI, SMK, SMPC, SMT, SNP, SORKON, SPC, SPI, SPPT, SR, SSF, SST, STA, STPI, SUC, SUSCO, SUTHA, SWC, SYMC, SYNEX, TAE, TAKUNI, TASCO, TBSP, TCC, TEAM, TF, TFG, TGCI, THAI\*, THANI, THIP, THRE, TICON, TIPCO, TIW, TK, TKN, TKS, TMC, TMI, TMILL, TMT, TNITY, TNL, TOG, TPAC, TPCORP, TRT, TRU, TSE, TSR, TSTE, TSTH, TTA, TTW, TVI, TVO, TWP, TWPC, U, UAC, UMI, UP, UPF, UPOIC, UWC, VIH, VNT, WICE, WINNER, XO, YUASA, ZMICO

AEC, AEONTS, AF, AJ, AKR, ALLA, ALUCON, AMA, AMARIN, AMC, APURE, AQUA, ARROW, AS, ASEFA, ASIAN, ASN, ATP30, AU, BA, BCH, BEAUTY, BH, BIG, BIZ, BLAND, BPP, BR, BROCK, B, BTNC, CBG, CCET, CCP, CGD, CITY, CMR, COLOR, COMAN, CPL, CSR, CTW, CWT, DCON, DIGI, DNA, EFORL, EKH, EPCO, ESSO, ETE, FE, 7UP, FOCUS, FSS, GENCO, GIFT, GJS, GLAND, GSTEL, GTB, GYT, HPT, HTC, HTECH, IFS, IHL, INSURE, IRCP, J, JMART, JMT, JUBILE, KASET, KBS, KCAR, KIAT, KWC, KYE, LDC, LEE, LPH, MATCH, MATI, M-CHAI, MDX, METCO, MGT, MILL, MJD, MK, MODERN, MPG, NC, NCL, NDR, NEP, NETBAY, NPK, NPP, NUSA, OCEAN, PDG, PF, PICO, PIMO, PK, PL, PLE, PMTA, PRECHA, PRIN, PSTC, QLT, RCI, RCL, RJH, ROJNA, RPC, S11, SANKO, SAPPE, SCP, SE, SGP, SKR, SKY, SLP, SMIT, SOLAR, SPA, SPCG, SPG, SPVI, SQ, SRICHA, SSC, STANLY, SUPER, SVOA, T, TACC, TCCC, TCMC, JCK, TIC, TLUXE, TM, TMD, TNP, TNR, TOPP, TPA, TPBI, TPCH, TPPLY, TPP, TRITN, TTI, TVT, TYCN, UOBKH, UPA, UREKA, UT, VIBHA, VPO, META, WIIK, WIN

### **Corporate Governance Report**

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 evaluation of operation and is not base 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. SCB Securities Company Limited does not conform nor certify the accuracy of such survey result.

BIGC was voluntarily delisted from the Stock Exchange of Thailand effectively on September 28, 2017

\* บริษัทหรือกรรมการหรือผู้บริหารของบริษัทที่มีข่าวด้านการกำกับดูแลกิจการ เช่น การกระทำผิดเกี่ยวกับหลักทรัพย์ การทุจริต คอร์รัปชัน เป็นต้น ซึ่งการใช้ข้อมูล CGR ควรตระหนักถึง ข่าวดังกล่าวประกอบด้วย

#### **Anti-corruption Progress Indicator**

#### Certified (ได้รับการรับรอง)

ADVANC, AKP, AMANAH, AP, ASK, ASP, AYUD, BAFS, BANPU, BAY, BBL, BCH, BCP, BCPG, BKI, BLA, BROOK, BRR, BTS, BWG, CENTEL, CFRESH, CIG, CIMBT, CM, CNS, CPALL, CPF, CPI, CPN, CSC, DCC, DEMCO, DIMET, DRT, DTAC, DTC, EASTW, ECL, EGCO, EPCO, FE, FNS, FSS, GBX, GC, GCAP, GEL, GFPT, GGC, GLOW, GOLD, GPSC, GUNKUL, HANA, HMPRO, HTC, ICC, IFEC, IFS, INET, INTUCH, IRPC, IVL, K, KASET, KBANK, KBS, KCE, KGI, KKP, KSL, KTB, KTC, L&E, LANNA, LHFG, LHK, LPN, M, MAKRO, MALEE, MBK, MBKET, MC, MCOT, MFC, MINT, MONO, MOONG, MSC, MTI, NBC, NINE, NKI, NMG, NSI, OCC, OCEAN, OGC, PATO, PB, PCSGH, PDG, PDI, PDJ, PE, PG, PHOL, PLANET, PLAT, PM, PPP, PPS, PREB, PRG, PRINC, PSH, PSL, PSTC, PT, PTG, PTT, PTTEP, PTTGC, Q-CON, QH, QLT, RATCH, RML, ROBINS, S & J, SABINA, SAT, SC, SCB, SCC, SCCC, SCG, SCN, SE-ED, SENA, SGP, SINGER, SIRI, SIS, SITHAI, SMIT, SMK, SMPC, SNC, SNP, SORKON, SPACK, SPC, SPI, SPRC, SRICHA, SSF, SSI, SSSC, SUSCO, SVI, SYNTEC, TAE, TASCO, TCAP, TCMC, TFG, TFI, TFMAMA, THANI, THCOM, THRE, THREL, TICON, TIP, TIPCO, TISCO, TKT, TLUXE, TMB, TMD, TMILL, TMT, TNITY, TNL, TOG, TOP, TPA, TPCORP, TRU, TRUE, TSC, TSTH, TTCL, TU, TVD, TVI, U, UBIS, UOBKH, VGI, VNT, WACOAL, WHA, WICE

#### Declared (ประกาศเจตนารมณ์)

A, ABICO, ÀIE, AJ, AMATA, AMÁTAV, ANAN, AOT, APCO, APCS, ARROW, ASIAN, B, BGRIM, BJC, BJCHI, BLAND, BLISS, BM, BPP, BR, BSBM, BUI, CEN, CGH, CHEWA, CHG, CHO, CI, COL, COM7, CPR, DDD, EFORL, EKH, ESTAR, FLOYD, FN, FPI, FTE, GJS, GPI, GSTEL, GYT, HARN, ICHI, ILINK, ITEL, JAS, JTS, KWC, KWG, LDC, LEE, LIT, LRH, MATCH, MATI, MBAX, MFEC, MILL, MTC, NCL, NEP, NNCL, NWR, PAP, PK, PL, PLANB, POST, PRM, PRO, PYLON, QTC, ROJNA, RWI, SAPPE, SCI, SELIC, SHANG, SST, STA, STANLY, SUPER, SWC, SYMC, SYNEX, THE, THIP, TKN, TMC, TNP, TNR, TOPP, TRITN, TTI, TVO, TWPC, UEC, UKEM, UPA, UWC, VIH, XO, YUASA N/A

2S, 7UP, AAV, ABM, ACAP, ACC, ADAM, ADB, AEC, AEONTS, AF, AFC, AGE, AH, AHC, AI, AIRA, AIT, AJA, AKR, ALLA, ALT, ALUCON, AMA, AMARIN, AMC, APEX, APURE, AQ, AQUA, ARIP, AS, ASAP, ASEFA, ASIA, ASIMAR, ASN, ATP30, AU, AUCT, BA, BAT-3K, BCT, BDMS, BEAUTY, BEC, BEM, BFIT, BGT, BH, BIG, BIZ, BKD, BOL, BROCK, BSM, BTNC, BTW, CBG, CCET, CCP, CGD, CHARAN, CHAYO, CHOTI, CHOW, CHUO, CITY, CK, CKP, CMAN, CMO, CMR, CNT, COLOR, COMAN, COTTO, CPH, CPL, CPT, CRANE, CRD, CSP, CSR, CSS, CTW, CWT, D, DCON, DCORP, DELTA, DIGI, DNA, DOD, DTCI, EA, EARTH, EASON, ECF, EE, EIC, EMC, EPG, ERW, ESSO, ETE, EVER, F&D, FANCY, FC, FMT, FOCUS, FORTH, FSMART, FVC, GENCO, GIFT, GL, GLAND, GLOBAL, GRAMMY, GRAND, GREEN, GTB, GULF, HFT, HPT, HTT, HTC, HUMAN, HYDRO, ICN, IEC, IHL, III, INGRS, INOX, INSURE, IRC, IRCP, IT, ITD, J, JCK, JCKH, JCT, JKN, JMART, JMT, JSP, JUBILE, JUTHA, JWD, KAMART, KC, KCAR, KCM, KDH, KIAT, KKC, KOOL, KTECH, KTIS, KYE, LALIN, LH, LOXLEY, LPH, LST, LTX, LVT, MACO, MAJOR, MANRIN, MAX, M-CHAI, MCS, MDX, MEGA, META, METCO, MGT, MIDA, MJD, MK, ML, MM, MODERN, MPG, MPIC, MVP, NC, NCH, NDR, NETBAY, NEW, NEWS, NFC, NOBLE, NOK, NPK, NPPG, NTV, NUSA, NVD, NYT, OHTL, OISHI, ORI, OTO, PACE, PAE, PAF, PERM, PF, PICO, PIMO, PJW, PLE, PMTA, POLAR, POMPUI, PORT, PPM, PRAKIT, PRECHA, PRIN, PTL, RAM, RCI, RCL, RICH, RICHY, RJH, ROCK, ROH, RP, RPC, RPH, RS, RSP, S, S11, SAFARI, SALEE, SAM, SAMART, SAMCO, SAMTEL, SANKO, SAUCE, SAWAD, SAWANG, SCP, SDC, SE, SEAFCO, SEAOIL, SF, SFP, SGF, SIAM, SIMAT, SKE, SKN, SKR, SKY, SLP, SMART, SMM, SMT, SOLAR, SPA, SPALI, SPCG, SPG, SPORT, SPPT, SPVI, SQ, SR, SSC, SSP, STAR, STEC, STHAI, STPI, SUC, SUN, SUTHA, SVH, SVOA, T, TACC, TAKUNI, TAPAC, TBSP, TC, TCC, TCCC, TCJ, TCOAT, TEAM, TEAM, TEAMG, TGPRO, TH, THAIA, THANA, THL, THMUI, TIC, TITLE, TIW, TK, TKS, TM, TMI, TMW, TNDT, TNH, TNPC, TOA, TPBC, TPBL, TPIPL, TPIPP, TPOLY, TPP, TR, TRC, TRT, TRUBB, TSE, TSI, TSR, TSTE, TTA, TTL, TTTM, TTYT, TWP, TWZ, TYCN, UAC, UMI, UMS, UNIQ, UP, UPF, UPOIC, UREKA, UT, UTP, UV, UVAN, VARO, VCOM, VI, VIBHA, VNG, VPO,

#### **Explanations**

Companies participating in Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC) under Thai Institute of Directors (as of May 21, 2018) are categorised into: companies that have declared their intention to join CAC, and companies certified by CAC.