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30,886.61 +464.92 / +1.53%

Bt7,737mn



Sector share prices have fallen 9% over the past three months, in line with the SET, pricing in the contraction in sector SSS of 1% YoY in 3Q23F, hit by fragile purchasing power for the low-income and weak sentiment for the mid to high income from the prolonged political overhang. Looking ahead, sector price performance is poised to improve, backed by government stimulus to boost Thai consumption, specifically the digital wallet scheme (hoped to start in May 2024) and an E-refund scheme (planned to start in Jan 2024), giving earnings upside in 2024F. Picks are CRC, HMPRO, GLOBAL and CPALL.

Guidelines for upcoming government stimulus to boost Thai consumption. On Nov 10, Prime Minister Srettha Thavisin announced a new set of guidelines for new government stimulus to help stimulate the economy.

<u>Digital wallet</u> (worth Bt500bn). All Thais 16 or older who have a monthly income of less than Bt70,000 and bank deposits not exceeding Bt500,000 will be eligible for the Bt10,000 cash benefit, reaching an estimated 50mn Thais through a digital wallet via the Pao Tang application. This can be used for spending on food and consumer goods only and cannot be used for alcohol, tobacco, online products, gold & gems, debt payment, utilities, petrol and gas, nor can it be exchanged for cash. The funds can be used in shops registered in the districts in which the recipients live. This scheme is expected to start in May 2024 and end in April 2027, but the funds must be spent within six months from the beginning period.

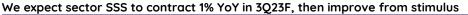
<u>E-refund scheme.</u> This is for those excluded from the Bt10,000 giveaway. Taxpayers will be given tax deductions on purchase of products or services with a value of up to Bt50,000. This scheme is set to begin in Jan 2024.

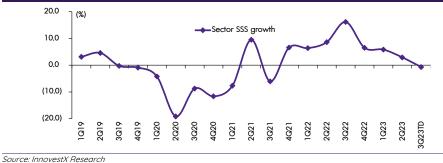
Our view: Positive for sector in 2024F. We see this as boosting sector sales in 2024 since all modern trade retailers can participate, in contrast to the Khon La Khrueng measure (2020-2022) that excluded modern trade.

The <u>E-refund scheme</u> is highly likely to be approved by the Cabinet, as shopping tax break measures have been approved seven times since 2015, and requires little government spending. The new shopping tax break, allowing a personal income tax deduction on up to Bt50,000 in purchases, from Jan 1, 2024 (up from Bt40,000 effective from Jan 1-Feb 15, 2023), will benefit discretionary retailers (high spending per ticket) more than staples. We estimate recent shopping tax break (tax deduction of up to Bt40,000 from Jan 1-Feb 15, 2023, up from Bt30,000 in Jan 1-Feb 15, 2022) to boost CRC's SSS growth in Thailand the most at 2-3% YoY, followed by HMPRO at 2% YoY. We like CRC, HMPRO and GLOBAL as top picks on this measure.

The digital wallet scheme involves a sizeable government budget, so progress on funding of the scheme will be key to monitor. The government plans a special loan of Bt500bn, with the draft bill going to the Council of State by the end of 2023 and then forwarded to Parliament for approval in early 2024. If approved, we expect food and construction material retailers (large store coverage upcountry) to gain most. We like CPALL (100% coverage of all districts in Thailand) and GLOBAL as top picks on this measure.

Key risks are changes in purchasing power, an inflation-led rise in costs and higher interest rate, and new government policies.





	Rating	Price	TP	ETR	P/E	(X)	P/B\	/ (x)
		(Bt)	(Bt)	(%)	23F	24F	23F	24F
BJC	Outperform	n 27.8	36.0	32.3	23.1	19.7	0.9	0.9
CPALL	Outperform	า 55.8	74.0	34.4	30.5	25.0	1.7	1.6
CPAXT	Outperform	1 27.0	35.0	31.1	34.0	28.4	1.0	1.0
CRC	Outperform	n 38.3	48.0	26.9	28.7	24.5	3.3	3.0
GLOBAL	Outperform	n 17.4	18.5	7.4	32.3	28.8	3.7	3.4
HMPRO	Outperform	า 12.1	15.0	26.8	24.6	22.0	6.2	5.6
Averag	e				28.9	24.7	2.8	2.6

Source: InnovestX Research

		Absolute	9	Rela	Relative to SET							
(%)	1M	3M	12M	1M	3M	12M						
BJC	(7.5)	(19.6)	(16.5)	(3.1)	(11.1)	(1.7)						
CPALL	(6.7)	(9.3)	(9.3)	(2.2)	0.1	6.8						
CPAXT	(11.5)	(17.6)	(23.9)	(7.2)	(8.9)	(10.4)						
CRC	(1.9)	(3.2)	(6.7)	2.8	7.0	9.9						
GLOBAL	7.4	5.5	(10.3)	12.5	16.5	5.7						
HMPRO	(1.6)	(11.7)	(18.2)	3.1	(2.4)	(3.7						

Source: SET, InnovestX Research



Analyst

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Figure 1: Recap of shopping tax break measures in Thailand since 2015 allowing modern trade retailer participation

Year (Approved period)	Shopping tax break measures	Effective period	Modern trade participation
2015	Tax deduction up to Bt15,000 for purchases	Dec 25-31, 2015 (7 days)	Allowed
2016	Tax deduction up to Bt15,000 for purchases	Dec 14-31, 2016 (18 days)	Allowed
2017	Tax deduction up to Bt15,000 for purchases	Nov 11-Dec 3, 2017 (23 days)	Allowed
2018	Tax deduction up to Bt15,000 for purchases, specifically auto tires, books and OTOP products	Dec 15, 2018 to Jan 16, 2019 (33 days)	Allowed
2020	Tax deduction up to Bt30,000 for purchases	Oct 23-Dec 31, 2020 (70 days)	Allowed
2021	Tax deduction up to Bt30,000 for purchases	Jan 1-Feb 15, 2022 (46 days)	Allowed
2022	Tax deduction up to Bt40,000 for purchases	Jan 1-Feb 15, 2023 (46 days)	Allowed
2023F* (tentative)	Tax deduction up to Bt50,000 for purchases	Staring from Jan 1, 2024	Allowed

Source: Local newspapers (*guideline from Prime Minister as of November 10, waiting for approval) and InnovestX Research

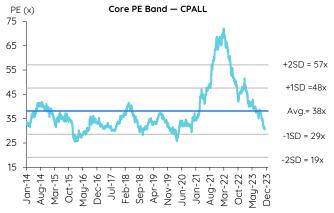
Figure 2: Examples of government measures in Thailand since 2020, most of which excluded modern trade retailers

Measures	Details	Effective period	Budget approved (Bt mn)	Modern trade participation
Khon La Khrueng Phase 1	Co-pay scheme in which 10mn people got daily discounts on their shopping, capped at Bt3,000	Oct-Dec 2020	30,000	Not allowed
Khon La Khrueng Phase 2	Expansion of the co-payment scheme to cover 15mn people from 10mn and increase the cap on subsidy per person throughout the period to Bt3,500 from Bt3,000	Jan-Mar 2021	22,500	Not allowed
Khon La Khrueng Phase 3	A co-payment scheme to cover 29mn people for a half subsidy for purchase at eligible stores, with a maximum spending of Bt150/person/day or Bt4500/person during the program	Jul-Dec 2021	126,000	Not allowed
Ying Chai Ying Dai	An e-voucher of up to Bt7,000/person (used from Aug-Dec 2021) for a refund of 10-15% on purchases of products and services of up to Bt60,000/person (capped at Bt5,000/day) during Jul-Sep 2021	Jul-Dec 2021	10,000	Allowed
Khon La Khrueng Phase 4	Co-payment scheme covering 29mn people, capping subsidy per person throughout the period to Bt1,200	Feb-Apr 2022	34,800	Not allowed
Khon La Khrueng Phase 5	A co-payment scheme to cover 26.5mn people for a half subsidy for purchase at eligible stores, with a maximum spending of Bt150/person/day or Bt800/person during the program	Sep-Oct 2022	21,200	Not allowed
Digital Wallet* (tentative)	Digital wallet scheme, under which all Thais who are 16 or older, who have a monthly income of less than Bt70,000 and bank deposits not exceeding Bt500,000, will be eligible for the Bt10,000 cash benefit which will be transferred into the pockets of 50mn Thais through a digital wallet on the Pao Tang application	Staring from May 2024	500,000	Allowed

Source: Local newspapers (*guideline from Prime Minister as of November 10, waiting for approval)) and InnovestX Research

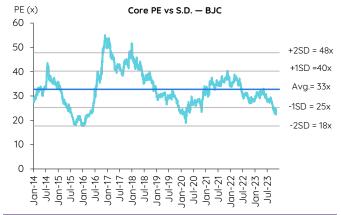






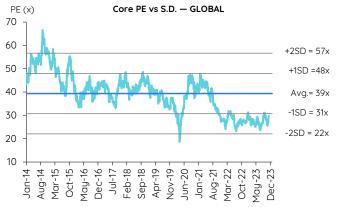
Source: InnovestX Research

Figure 5: Historical core PE band for BJC



Source: InnovestX Research

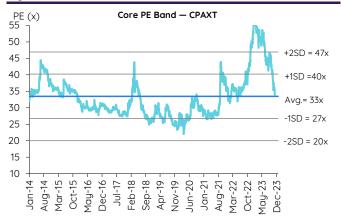
Figure 7: Historical core PE band for GLOBAL



Source: InnovestX Research

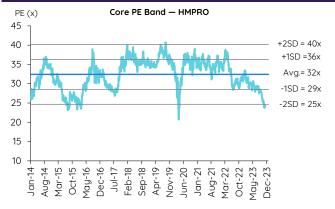
Figure 9: Valuation summary (price as of Nov 10, 2023)

Figure 4: Historical core PE band for CPAXT



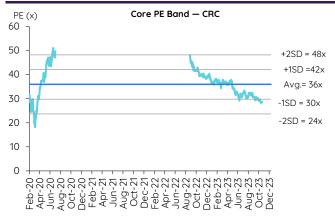
Source: InnovestX Research

Figure 6: Historical core PE band for HMPRO



Source: InnovestX Research

Figure 8: Historical core PE band for CRC



Source: InnovestX Research

i igore z	. valuation		ng (pric	c us (51 140	v 10,	2023)															
	Rating	Price	Target	ETR	Р	/E (x))	EPS gr	owth	(%)	P/	ΈV ()	()	RC	DE (%	5)	Div.	Yield	(%)	EV/E	BITDA	(X)
		(Bt/Sh)	(Bt/Sh)	(%)	22A	23F	24F	22A	23F	24F	22A	23F	24F	22A	23F	24F	22A	23F	24F	22A	23F	24F
BJC	Outperform	27.75	36.0	32.3	22.6	23.1	19.7	41	(2)	17	0.9	0.9	0.9	4	4	4	2.9	2.6	3.0	13.6	12.8	11.8
CPALL	Outperform	55.75	74.0	34.4	39.6	30.5	25.0	64	30	22	1.7	1.7	1.6	5	6	7	1.3	1.7	2.0	11.9	11.3	10.2
CPAXT	Outperform	27.00	35.0	31.1	36.1	34.0	28.4	(40)	6	20	1.0	1.0	1.0	3	3	3	1.9	1.4	1.8	11.2	11.9	10.7
CRC	Outperform	38.25	48.0	26.9	32.5	28.7	24.5	3,638	13	18	3.6	3.3	3.0	11	12	13	1.3	1.4	1.6	12.1	11.4	10.5
GLOBAL	Outperform	17.40	18.5	7.4	23.9	32.3	28.8	9	(26)	12	3.9	3.7	3.4	17	12	12	1.5	1.1	1.2	17.2	20.8	19.0
HMPRO	Outperform	12.10	15.0	26.8	25.6	24.6	22.0	14	4	12	6.6	6.2	5.6	26	26	27	3.1	2.8	3.2	15.5	14.6	13.1
Average					30.0	28.9	24.7	621	4	17	2.9	2.8	2.6	11	10	11	2.0	1.8	2.1	13.6	13.8	12.6

Source: InnovestX Research

Commerce



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2S, TUP, ABICO, ABM, ACE, ACG, ADB, ADD, AEONTS, AGE, AHC, AIE, AIT, ALUCON, AMANAH, AMR, APCO, APCS, AQUA, ARIN, ARROW, AS, ASAP, ASEFA, ASIA, ASIAN, ASIMAR, ASK, ASN, ATP30, B, BA, BC, BCH, BEB, BEC, SCAP, BH, BIG, BJC, BJCHI, BLA, BR, BRI, BROOK, BSM, BYD, CBG, CEN, CHARAN, CHAYO, CHG, CHOTI, CHOW, CI, CIG, CITY, CIVIL, CMC, CPL, CPW, CRANE, CRD, CSC, CSP, CV, CWT, DCC, DHOUSE, DITTO, DMT, DOD, DPAINT, DV8, EASON, EFORL, ERW, ESSO, ESTAR, FE, FLOYD, FORTH, FSS, KCAR, KIAT, KISS, KK, KOOL, KTIS, KUMWEL, KUN, KWC, KWM, L&E, LDC, LEO, LH, LHK, M, MATCH, MBAX, MEGA, META, MFC, MGT, MICL, MITSIB, MK, MODERN*, MTI, NBC, NCAP, NCH, NDR, NETBAY, NEX, NINE, NATION, NNCL, NOVA, NPK, NRF, NTV, NUSA, NWR, OCC, OGC, ONEE, PACO, PATO, PB, PICO, PIMO, PIN, PJW, PL, PLE, PM, PMTA, PPP, PPPM, PRAPAT, PRECHA, PRIME, PRIN, PRINC, PROEN, PROS, PROUD, PSG, PSTC, PT, PTC, QLT, RCL, RICHY, RJH, ROJNA, RPC, RT, RWI, S11, SA, SABUY, SAK, SALE, SAMCO, SANKO, SAPPE, SAWAD, SCI, SCP, SE, SCICRE, SFLE, SFP, SFT, SGP, SIAM, SINGER, SKE, SKN, SKR, SKY, SLP, SMART, SMD, SMIT, SNNP, SNP, SO, SPA, SPC, SPCG, SR, SRICHA, SSF, SSF, STS, STANLY, STC, STPI, SUC, SVOA, SVT, SWC, SYNEX, TAE, TAKUNI, TCC, TCMC, TFG, TFI, TFM, TGH, TIDLOR, TIGER, TIPH, TITLE, TM, TMC, TND, TNN, TNP, TNR, TOG, TPA, TPAC, TPCS, TIPIP, TPIPAS, TPS, TQR, TRITN, TRT, TRU, TRV, TSE, TVT, TWP, UBE, UEC, UKEM, UMI, UOBKH, UP, UPF, UTP, VIBHA, VL, VPO, VRANDA, WGE, WIIK, WIN, WINMED, WORK, WP, XO, YUASA, ZIGA

Companies with Good CG Scoring

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Corporate Governance Report

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To recognize well performers, the list of companies attaining "Good", "Very Good" and "Excellent" levels of recognition (Not including listed companies qualified in the "no announcement of the results" clause from 1 January 2021 to 27 October 2022) is publicized.

* บริษัทหรือกรรมการหรือผู้บริหารของบริษัทที่มีข่าวด้านการกำกับดูแลกิจการ เช่น การกระทำผิดเกี่ยวกับหลักทรัพย์ การทุจริต คอร์รัปซัน เป็นต้น ซึ่งการใช้ข้อมูล CGR ควรตระหนักถึงข่าวดังกล่าวประกอบด้วย

Anti-corruption Progress Indicator

Certified (ได้รับการรับรอง)

2S, 7UP, AAI, ADVANC, AF, AH, AI, AIE, AIRA, AJ, AKP, AMA, AMANAH, AMATA, AMATAV, AP, APCS, AS, ASIAN, ASK, ASP, AWC, AYUD, B, BAFS, BAM, BANPU, BAY, BBGI, BBL, BCH, BCP, BCPG, BE8, BEC, BEYOND, BGC, BGRIM, BKI, BLA, BPP, BROOK, BRR, BSBM, BTS, BWG, CEN, CENTEL, CFRESH, CGH, CHEWA, CHOTI, CHOW, CIG, CIMBT, CM, CMC, COM7, COTTO, CPALL, CPAXT, CPF, CPI, CPL, CPN, CPW, CRC, CSC, DCC, DELTA, DEMCO, DIMET, DOHOME, DRT, DUSIT, EA, EASTW, ECF, EGCO, EP, EPG, ERW, ESTAR, ETC, ETE, FNS, FPI, FPT, FSMART, FTE, GBX, GC, GCAP, GEL, GFPT, GGC, GJS, GPI, GPSC, GSTEEL, GULF, GUNKUL, HANA, HARN, HENG, HMPRO, HTC, ICC, ICHI, IFS, III, IIIN, III, III, IIIN, IIN, INOX, INSURE, INTUCH, IRPC, ITEL, IVL, JAS, JKN, JR, JTS, KASET, KBANK, KBS, KCAR, KCC, KCE, KGEN, KGI, KKP, KSL, KTB, KTC, L&E, LANNA, LHFG, LHK, LPN, LRH, M, MAJOP, MALEE, MATCH, MBAX, MBK, MC, MCOT, META, MFC, MFEC, MILL, MINT, MONO, MOONG, MSC, MST, MTC, MTI, NATION, NCAP, NEP, NKI, NOBLE, NRF, NWR, OCC, OGC, OR, ORI, PAP, PATO, PB, PCSGH, PDG, PDJ, PG, PHOL, PIMO, PK, PL, PLANB, PLANET, PLAT, PM, PPP, PPPM, PPS, PR9, PREB, PRG, PRINC, PRM, PROS, PSH, PSL, PSTC, PT, PTTECH, PTG, PTT, PTTEP, PTTGC, PYLON, Q-CON, QH, QLT, QTC, RABBIT, RATCH, RML, RS, RWI, SAJ, SAAM, SABINA, SAK, SAPPE, SAT, SC, SCC, SCGS, SCGP, SCM, SCO, SCO, SLOS, SCI, SYNTEC, TAE, TAKUNI, TASCR, TCAP, TCMC, TFG, TFI, TFMAMA, TGE, TGH, THANI, THCM, THRE, THREL, TIDLOR, TIPCO, TAS, TKT, TMD, TML, TMT, TNITY, TNL, TNP, TNR, TOG, TOP, TOPP, TPA, TPCS, TRT, TRU, TSC, TSI, STST, TSTH, TTA, TTB, TTCL, TU, TVDH, TVO, TWPC, UBE, UBIS, UEC, UKEM, UOBKH, UV, VCOM, VGI, VIH, WACOAL, WHA, WHAUP, WICE, WIIK, XO, YUASA, ZEN, ZIGA

Declared (ประกาศเจตนารมณ์)

ACE, ADB, ALT, AMC, ASW, BLAND, BTG, BYD, CAZ, CBG, CV, DEXON, DMT, EKH, FSX, GLOBAL, GREEN, ICN, IHL, ITC, J, JMART, JMT, LEO, LH, MENA, MITSIB, MODERN, NER, NEX, OSP, OTO, PLUS, POLY, PQS, PRIME, PROEN, PRTR, RBF, RT, SA, SANKO, SCB, SENX, SFLEX, SIS, SKE, SM, SVOA, TBN, TEGH, TIPH, TKN, TPAC, TPLAS, TQM, TRUE, W, WPH XPG

N/A

24CS, 3K-BAT, A, A5, AAV, ABM, ACAP, ACC, ACG, ADD, AEONTS, AFC, AGE, AHC, AIT, AJA, AKR, AKS, ALL, ALLA, ALPHAX, ALUCON, AMARC, AMARIN, AMR, ANAN, AOT, APCO, APEX, APP, APURE, AQUA, ARIN, ARIP, ARROW, ASAP, ASEFA, ASIA, ASIMAR, ASN, ATP30, AU, AUCT, AURA, B52, BA, BBIK, BC, BCT, BDMS, BEAUTY, BEM, BGT, BH, BIG, BIOTEC, BIS, BIZ, BJC, BJCH, BKD, BLC, BLESS, BLISS, BM, BOL, BR, BRI, BROCK, BSM, BTNC, BTW, BUI, BVG, CCET, CCP, CEYE, CGD, CH, CHARAN, CHASE, CHAYO, CHG, CHO, CI, CITY, CIVIL, CK, CKP, CMAN, CMO, CMR, CNT, COCOCO, COLOR, COMAN, CPANEL, CPH, CPR, CPT, CRANE, CRD, CSP, CSR, CSS, CTW, CWT, D, DCON, DDD, DHOUSE, DITTO, DDD, DPAINT, DTCENT, DTCI, DV8, EASON, ECL, EE, EFORL, EMC, ESSO, ETL, EVER, F&D, FANCY, FE, FLOYD, FMT, FN, FORTH, FTI, FVC, GABLE, GENCO, GFC, GIFT, GL, GLAND, GLOCON, GLORY, GRAMMY, GRAND, GSC, GTB, GTV, GYT, HEALTH, HFT, HL, HPT, HTECH, HUMAN, HYDRO, I2, IFEC, IIG, IMH, IND, INGRS, INSET, IP, IRC, IRCP, IT, ITD, ITNS, ITTHI, JAK, JCK, JCK, JCK, JCF, JPARK, JSP, JUBILE, K, KAMART, KC, KCG, KCM, KDH, KEX, KIAT, KISS, KJL, KK, KKC, KLINIQ, KOOL, KTIS, KTMS, KUMWEL, KUN, KWC, KWM, KYE, LALIN, LDC, LEE, LIT, LOXLEY, LPH, LST, MACO, MANRIN, MASTER, MATI, MAX, MCA, M-CHAI, MCS, MDX, MEB, MEGA, METCO, MGT, MICRO, MIDA, NJD, MK, ML, MORE, MOSHI, MTW, MUD, MVP, NAM, NC, NCH, NCL, NDR, NETBAY, NEW, NEWS, NFC, NNCL, NOK, NOVA, NPK, NSL, NTSC, NTV, NUSA, NV, NVD, NYT, OHTL, ONEE, ORN, PACE, PACO, PAF, PCC, PEACE, PERM, PF, PHG, PICO, PIN, PJW, PLE, PLT, PMTA, POLAR, POMPUI, PORT, POST, PPM, PRAKIT, PRAPAT, PRECHA, PRI, PRIN, PRO, PROUD, PSG, PSP, PTC, PTL, RAM, RCL, READY, RICHY, RJH, ROCK, ROH, ROJNA, RP, RPC, RPH, RSP, S, S11, SABUY, SAF, SAFARI, SAFE, SALEE, SAN, SAMART, SAMCO, SAMTEL, SAUCE, SAV, SAWANG, SBNEXT, SCAP, SCI, SCI, SCP, SDC, SE, SEAFCO, SECURE, SFT, SGF, SHANG, SHR, SIMA, SICT, SIMAT, SIND, SMS, SMART, SMNP, SO, SOLAR, SONIC, SPA, SPCG, SPG, SPVI, SQ, SR, SS, SS, STANLY, STARK, STC, STECH, STHAI, STI, STP, STPI, SUC, SUN, SUPE, SMART, SMN, SMT, SNNP, SO, SOLAR, SONIC, SPA, SCI, SCE

Explanations

Companies participating in Thailand's Private Sector Collective Action Coalition Against Corruption programme (Thai CAC) under Thai Institute of Directors (as of November 1, 2023) are categorised into: companies that have declared their intention to join CAC, and companies certified by CAC.