COMPANY UPDATE

Dynasty Ceramic PLC



Thursday, May 24, 2012

SELL

Stock Data

Last close (May 23) (Bt)	54.50
12-m target price (Bt)	50.00
Upside (Downside) to TP (%)	(8.26)
Mkt cap (Btbn)	22.24
Mkt cap (US\$mn)	705

Bloomberg code	DCC TB
Reuters code	DCC.BK
Risk rating	L
Mkt cap (%) SET	0.24
Sector % SET	5.79
Shares issued (mn)	408
Par value (Bt)	1
12-m high / low (Bt)	67.8 / 46
Avg. daily 6m (US\$mn)	1.00
Foreign limit / actual (%)	35 / 22
Free float (%)	43.0
Dividend policy (%)	≥ 70

Price Performance



Source: SET, SCBS Investment Research

Share performance

	1M	3M	12M		
Absolute	-16.8	-11.0	7.4		
Relative to SET	-10.1	-8.2	2.9		
Source: SET, SCBS Investment Research					

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Disappointing earnings to continue

- Diversion of trucks to harvests hurt sales volume in 1Q12, early 2Q12
- DCC cut 2012 guidance to sales growth of 10% (from +15%) and gross margin of 42% (from +45%), but still higher than our estimates
- Negative catalysts: 1) Earnings peaked in 1Q12A; 2) widespread earnings downgrades; 3) unjustified valuation, trading at 16x 12PE against its earnings CAGR of 14% (vs. almost 30% earlier) in 2012-14F
- Maintain SELL with a new mid-13 PT of Bt50, based on 14x PE

Maintain SELL. Following yesterday's analyst meeting, we maintain our SELL rating with a new mid-2013 PT of Bt50, based on 14x PE (+0.5 S.D. over its 10-year historical average PE of 12x). Its 1Q12A earnings, albeit disappointing, look to be this year's best as the low season sets in. With low sales volume growth continuing, 2Q12 earnings will stay weak. Our earnings are 7% below market consensus and we expect the market to downgrade to reflect its poor 1Q12 showing and its cut in guidance. Valuation is also unjustified, as the stock price is trading at 16x 12PE, against its earnings CAGR of 14% (vs. almost 30% earlier) in 2012-14F.

Reasons for disappointing 1Q12. DCC said the disappointing 1Q12 sales volume growth (+2% YoY) arose out of insufficient trucks, which were diverted to load agricultural products during the harvest. With the lead-time for product delivery lengthened to two weeks from the usual three days, DCC faced opportunity loss throughout the period. DCC expects to solve this problem during next year's harvest season (Feb-April) by raising the cost of delivery by 20%. In 1Q12A, DCC estimates the market's sales volume at a solid 8% in 1Q12, above the average 4-6%, driven by recovery after the floods, while DCC's market share fell to 42% from 44-46%. We expect DCC lost market share to both local competitors (TGCI +8% in 1Q12 vs. +10% in 2011, UMI&RCI +9% in 1Q12 vs. +11% in 2011, DCC +3% in 1Q12 vs. +11% in 2011) and imports.

Earnings peaked in 1Q12A; Slow sales volume to continue into 2Q12. DCC says that as of May, the harvests have ended and trucks are available. This will allow sales volume to grow in the remainder of 2Q12; still DCC expects only single-digit 2Q12 sales volume growth. After passing high season, DCC admits that 1Q12 earnings were this year's best. We thus expect a continued weak showing in 2Q12 with small growth YoY and a drop QoQ from seasonality.

Cut 2012 guidance, but still above our estimates. DCC has cut its 2012 guidance by: 1) lowering sales growth to 10% from 15% to reflect its logistics problem in 1Q12 through early 2Q12; 2) reducing gross margin to 42% (from 45%) from the rise in gas costs (+27% YoY in 1Q12 and continuing to go up in 2Q12). In our view, its new guidance still seems on the high side when taken against its poor 1Q12A (+3% sales growth and 40% gross margin). We maintain our 2012 assumptions at +7% sales growth and 41% gross margin.

Forecasts and valuation

Year to 31 Dec	Unit	2010	2010	2012F	2013F	2014F
Revenue	(Btmn)	6,513	7,207	7,706	8,510	9,214
EBITDA	(Btmn)	2,035	2,000	1,953	2,158	2,486
Core profit	(Btmn)	1,175	1,242	1,376	1,589	1,847
Reported profit	(Btmn)	1,175	1,242	1,376	1,589	1,847
Core EPS	(Bt)	2.88	3.05	3.37	3.90	4.53
DPS	(Bt)	2.88	3.05	3.37	3.90	4.53
P/E, core	(x)	18.9	17.9	16.2	14.0	12.0
EPS growth, core	(%)	18.2	5.7	10.7	15.5	16.2
P/BV, core	(x)	8.16	8.35	8.17	8.02	7.66
ROE	(%)	43.2	46.1	51.1	57.9	65.1
Dividend yield	(%)	5.3	5.6	6.2	7.1	8.3
EV/EBITDA	(x)	10.8	11.2	11.5	10.3	8.9

Source: SCBS Investment Research

Dynasty Ceramic PLC

Financial statement

Depreciation and amortization

Operating cash flow

Investing cash flow

Financing cash flow Net cash flow

Profit and Loss Statement (Btmn)

FIGHT and Loss Statement			20125	20125	20145	
FY December 31	2010	2011	2012F	2013F	2014F	
Total revenue	6,513	7,207	7,706	8,510	9,214	
Cost of goods sold	3,630	4,145	4,574	5,034	5,292	
Gross profit	2,883	3,062	3,132	3,476	3,922	
SG&A	1,206	1,277	1,360	1,506	1,631	
Other income	18	20	21	24	26	
Interest expense	0	4	0	0	0	
Pre-tax profit	1,695	1,802	1,793	1,994	2,317	
Corporate tax	516	554	412	399	463	
Equity a/c profits	0	0	0	0	0	
Minority interests	(4)	(5)	(5)	(6)	(6)	
Core profit	1,175	1,242	1,376	1,589	1,847	
Extra-ordinary items	0	0	0	0	0	
Net Profit	1,175	1,242	1,376	1,589	1,847	
EBITDA	2,035	2,000	1,953	2,158	2,486	
Core EPS (Bt)	2.88	3.05	3.37	3.90	4.53	
Net EPS (Bt)	2.88	3.05	3.37	3.90	4.53	
DPS (Bt)	2.88	3.05	3.37	3.90	4.53	
Balance Sheet (Btmn)						
FY December 31	2010	2011	2012F	2013F	2014F	
Total current assets	1,497	1,638	1,168	1,248	1,390	
Total fixed assets	2,218	2,665	2,965	3,218	3,463	
Total assets	3,715	4,303	4,133	4,466	4,853	
Total loans	0	416	0	0	0	
Total current liabilities	941	1,497	1,259	1,525	1,766	
Total long-term liabilities	48	143	153	169	183	
Total liabilities	989	1,640	1,412	1,694	1,949	
Paid-up capital	408	408	408	408	408	
Total equity	2,726	2,663	2,722	2,772	2,904	
BVPS (Bt)	6.68	6.53	6.67	6.79	7.12	
Cash Flow Statement (Btmn)						
FY December 31	2010	2011	2012F	2013F	2014F	
Core Profit	1,175	1,242	1,376	1,589	1,847	
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2014F	FY December 31	IUT	2011	3011	4011	TUTZ
9,214	Total revenue	2,018	1,856	1,698	1,634	2,093
5,292	Cost of goods sold	1,169	1,042	959	975	1,264
3,922	Gross profit	850	814	739	660	828
1,631	SG&A	334	334	312	297	347
26	Other income	3	9	5	4	3
0	Interest expense	0	0	1	3	2
2,317	Pre-tax profit	518	489	432	363	483
463	Corporate tax	153	150	141	110	109
0	Equity a/c profits	0	0	0	0	0
(6)	Minority interests	(1)	(2)	(1)	(1)	(1)
1,847	Core profit	364	337	289	252	373
0	Extra-ordinary items	0	0	0	0	0
1,847	Net Profit	364	337	289	252	373
2,486	EBITDA	606	525	468	402	0
4.53	Core EPS (Bt)	0.89	0.83	0.71	0.62	0.91
4.53	Net EPS (Bt)	0.89	0.83	0.71	0.62	0.91
4.53						
	Balance Sheet (Btmn)					
2014F	FY December 31	1Q11	2Q11	3Q11	4Q11	1Q12
1,390	Total current assets	2,059	1,531	1,403	1,638	1,756
3,463	Total fixed assets	2,301	2,501	2,615	2,665	2,695
4,853	Total assets	4,361	4,032	4,019	4,303	4,451
0	Total loans	1	6	210	416	0
1,766	Total current liabilities	1,215	1,148	1,179	1,497	1,265
183	Total long-term liabilities	136	136	140	143	158
1,949	Total liabilities	1,351	1,284	1,318	1,640	1,423
408	Paid-up capital	408	408	408	408	408
2,904	Total equity	3,009	2,748	2,700	2,663	3,028
7.12	BVPS (Bt)	7.38	6.74	6.62	6.53	7.42
	Main Assumptions					
2014F		2010	2011	2012F	2013F	2014F
1,847	Avg selling price (Bt/sqm)	128.7	128.9	129.4	129.9	130.3
170	Sales volume (mn sqm)	50.6	55.9	59.5	65.5	70.7
2,274	Capacities-year end (mn sqm)	51.0	61.2	64.8	68.4	72.0
(11)						

PE Band — DCC

- 70-Iul Jan-08 - 90-Iul Jan-09 -

1Q11

2Q11

3Q11

Profit and Loss Statement (Btmn)

FY December 31

Key Financial Ratios 2014F 2010 2011 2012F 2013F Gross margin(%) 44.3 42.5 40.6 40.8 42.6 Operating margin(%) 25.8 24.8 23.0 23.1 24.9 EBITDA margin(%) 27.8 25.3 27.0 31.2 25.423.4 25.1EBIT margin(%) 26.025.0 23.3 Net profit margin(%) 18.0 17.2 17.9 18.7 20.0 ROE (%) 43.7 47.4 51.3 58.2 64.5 ROA (%) 31.2 28.6 32.9 35.2 37.7 Net D/E (%) (5.9) 7.9 50 1.7 (3.3)Interest coverage (x) 12224.8 561.5 N.A. N.A. N.A. Debt service coverage (x) 902.1 549.8 N.A. N.A. N.A. Payout Ratio (%) 100.0 100.0 100.0 100.0 100.0

339

1,562

(432)

(31)

(1, 161)

195

1,577

(641)

(890)

46

160

1,852

(460)

(1,733) (341)

165

2,044

(417)

88

(1,539)

(415)

144

PE Band Chart

90

80

70

60

50

40

30

20

10

0 Jul-02 +

Jan-02

Price (Bt)

(1,715)

12-Month Cumulative directors trade





Jan-03 -Jul-03 -Jul-04 -Jan-05 -Jan-05 -Jan-06 -Jan-06 -Jan-07 -



Source: SEC

CG Rating 2011 nder SCBS's Coverag SIRI, STANLY, STEC, SVI, TCAP, THAI, TRUE, TTA, TTW

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4Q11

24.0x

20.1

16.2

12.3×

8.4x

4.5x

Jul-09 -Jul-10 -Jul-10 -Jul-11 -Jan-12 -Jul-12 -

1Q12