

# เซ็นทรัลพัฒนา CPN TB / CPN.BK

**13 มีนาคม 2558**

## ยังคงเติบโตได้ดีในระยะยาว

### ประเด็นการลงทุน

หลังจากการประชุมนักวิเคราะห์เมื่อวานนี้ เพิ่มความเชื่อมั่นของเราว่า CPN เป็นหนึ่งในหุ้นตัวที่ดีที่สุดในการนำลงทุนในระยะยาว ถึงแม้การเติบโตของยอดขายสาขาเดิมนั้นแนวโน้มลดลงในระยะสั้นตามการบริโภคในประเทศที่อ่อนตัวลง แต่กำไรของ CPN น่าจะยังสามารถขยายตัวในอัตราเฉลี่ยได้ 17.4% ต่อปีในช่วง 3 ปีข้างหน้าหนุ่่นโดยการขยายสาขาที่ต่อเนื่องของบริษัท ราคาซื้อขายปัจจุบันมีความน่าสนใจ โดย PER ที่ 22.9 เท่าปี 2558 ต่ำกว่าค่าเฉลี่ยระยะยาวอยู่ 0.5 เท่าส่วนเบี่ยงเบนมาตรฐาน เรายังคงประมาณการให้ ซื้อ โดยมีราคาเป้าหมายเท่ากับ 57 บาท

### ประเด็นใหม่

CPN จะเข้าไปเช่าช่วง เซ็นทรัล เฟสติวัล ภูเก็ต เฟส 1 (CPF1) ไม่รวมกับส่วนที่เป็นห้างสรรพสินค้า จากบริษัทห้างสรรพสินค้าเซ็นทรัล (CDS) เป็นระยะเวลา 41 ปี โดยมีมูลค่าการลงทุนทั้งหมดเท่ากับ 6.4 พันล้านบาท ทั้งนี้ CPF1 มีพื้นที่ให้เช่าสุทธิเท่ากับ 44,347 ตารางเมตร และมีราคาเช่าเฉลี่ยระยะสั้นที่ 1,379 บาทต่อตารางเมตรต่อเดือน ซึ่งสูงเป็นอันดับที่ 7 ของห้างทั้งหมดของ CPN ถ้าผู้ถือหุ้นอนุมัติข้อตกลงดังกล่าวในการประชุมสามัญประจำปีผู้ถือหุ้นซึ่งจะจัดขึ้นในวันที่ 24 เม.ย. 2558 การซื้อขายน่าจะทำได้ในเดือนมิถุนายน หลังจากนั้น CPN จะใช้งบประมาณ 300 ล้านบาทเพื่อทำการปรับปรุงให้ได้ตามมาตรฐานของบริษัท งบประมาณดังกล่าวอาจจะเพิ่มขึ้นถึง 1 พันล้านบาท หากมีการขยายพื้นที่ให้เช่าเพิ่มเติม CPN คาดว่าจะปรับปรุงแล้วเสร็จภายในเดือนกันยายน 2560 ซึ่งเป็นเวลาเดียวกันกับการเปิดเซ็นทรัล เฟสติวัล ภูเก็ต เฟส 2 (CPF2) ทั้งนี้ CPN ได้เช่าที่ดินตรงข้ามกับ CPF1 ขนาด 55 ไร่ จาก CDS ตั้งแต่เดือนมีนาคม 2557 เพื่อที่จะก่อสร้างเฟส 2 ซึ่งจะมีพื้นที่ให้เช่าสุทธิประมาณ 60,000 – 70,000 ตารางเมตร

### เหตุผลในแผนการเข้าซื้อกิจการ

นอกเหนือจากเป็นการเพิ่มการเติบโตในระยะยาวแล้ว การเข้าซื้อกิจการจะช่วยให้ CPN ลดปัญหาผลประโยชน์ทับซ้อน โดยก่อนหน้านี้ CPN มีแผนสร้างแค CFP2 และ CDS จะว่าจ้าง CPN ในการบริหารจัดการ CFP1 เพื่อให้เกิดการบริหารอย่างราบรื่นในภาพรวมทั้งหมด อย่างไรก็ตามอาจจะเกิดปัญหาได้ในกรณีที่ CPN อาจจะย้ายที่ผู้เช่าจาก CEP1 ไป CFP2 เพื่อเกิดความสมดุลของทั้งสองส่วน และให้เป็นไปตามคอนเซ็ปต์และให้ตรงตามกลุ่มลูกค้าเป้าหมายที่บริษัทวางไว้ในภาพรวม ทั้งนี้ CFP1 จะเน้นจับกลุ่มลูกค้าทั่วไปและครอบครัว ในขณะที่ CFP2 เน้นไปทางด้านความหรูหราและนักช้อปปิ้งที่มีระดับมากกว่า

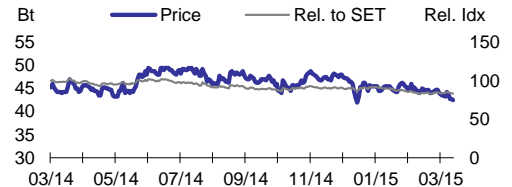
### ถ้าอะไรจะเกิดขึ้นจริงๆในไตรมาส 4/60

เราคาดว่า การเข้าซื้อครั้งนี้จะมีผลกระทบต่อกำไรของ CPN เพียงเล็กน้อยในระยะสั้น เนื่องจากรายได้ในโครงการจะใกล้เคียงกับค่าตัดจำหน่ายและภาระดอกเบี้ยจ่าย ถ้าไรน่าจะเป็นจริงจริงๆหลังเดือนกันยายน ปี 2560 ซึ่งเป็นช่วงที่การตกแต่งใหม่ของ CFP1 เสร็จสิ้น และ CFP2 เปิด

### Sector: Consumer/Retail Neutral

คำแนะนำพื้นฐาน: **ซื้อ**  
เป้าหมายพื้นฐาน: 57.00 บาท  
ราคา (12/03/58): 42.50 บาท

### Price chart

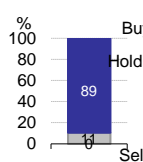


| Share price perf. (%) | 1M    | 3M     | 12M    |
|-----------------------|-------|--------|--------|
| Relative to SET       | (0.7) | (11.5) | (18.2) |
| Absolute              | (5.0) | (9.6)  | (5.6)  |

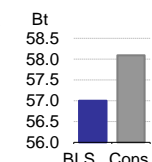
### Key statistics

|                         |               |          |
|-------------------------|---------------|----------|
| Market cap              | Bt190.7bn     | USD5.8bn |
| 12-mth price range      | Bt36.5/Bt50.3 |          |
| 12-mth avg daily volume | Bt222m        | USD6.8m  |
| # of shares (m)         | 4,488         |          |
| Est. free float (%)     | 40.5          |          |
| Foreign limit (%)       | 30.0          |          |

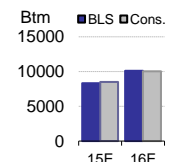
### Consensus rating



### BLS Target price vs. Consensus



### BLS earnings vs. Consensus



### Financial summary

| FY Ended 31 Dec     | 2014   | 2015E  | 2016E  | 2017E  |
|---------------------|--------|--------|--------|--------|
| Revenues (Btm)      | 22,308 | 25,372 | 29,623 | 33,162 |
| Net profit (Btm)    | 7,307  | 8,314  | 10,125 | 11,699 |
| EPS (Bt)            | 1.63   | 1.85   | 2.26   | 2.61   |
| EPS growth (%)      | +16%   | +13.8% | +21.8% | +15.6% |
| Core profit (Btm)   | 7,231  | 8,314  | 10,125 | 11,699 |
| Core EPS (Bt)       | 1.61   | 1.85   | 2.26   | 2.61   |
| Core EPS growth (%) | +21%   | +15.0% | +21.8% | +15.6% |
| PER (x)             | 27.6   | 22.9   | 18.8   | 16.3   |
| PBV (x)             | 4.8    | 4.0    | 3.5    | 3.1    |
| Dividend (Bt)       | 0.7    | 0.7    | 0.9    | 1.0    |
| Dividend yield (%)  | 1.4    | 1.7    | 2.1    | 2.5    |
| ROE (%)             | 18.9   | 19.0   | 20.3   | 20.5   |

### CG rating



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### **จับตามองยอดขายต่อสาขาเดิมเติบโต 5%**

ผู้บริหารกล่าวว่า การให้ส่วนลดค่าเช่าอาจจะยังมีต่อไปในบางศูนย์การค้าเนื่องจากการบริโภคในประเทศโดยรวมยังคงอ่อนแอ อย่างไรก็ตาม ส่วนลดเฉลี่ยไม่น่าจะสูงถึง 3% ซึ่งเป็นส่วนลดที่ให้แก่ผู้เช่าในไตรมาส 4/57 CPN ยังคงมั่นใจว่ารายได้จากสาขาเดิมจะยังเติบโตตามเป้าหมายที่บริษัทวางไว้ที่ 5% ในปี 2558 ซึ่งสูงกว่าที่เราคาดการณ์ไว้ที่ 2.5%

## CPN : Financial Tables – Year

| PROFIT & LOSS (Btm)                | 2013          | 2014          | 2015E         | 2016E         | 2017E         |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|
| Revenue                            | 19,913        | 22,308        | 25,372        | 29,623        | 33,162        |
| Cost of sales and services         | (10,542)      | (11,616)      | (13,083)      | (14,743)      | (16,282)      |
| <b>Gross profit</b>                | <b>9,372</b>  | <b>10,691</b> | <b>12,289</b> | <b>14,880</b> | <b>16,880</b> |
| SG&A                               | (3,446)       | (3,667)       | (3,840)       | (4,094)       | (4,347)       |
| <b>EBIT</b>                        | <b>5,926</b>  | <b>7,025</b>  | <b>8,449</b>  | <b>10,786</b> | <b>12,533</b> |
| Finance costs                      | (813)         | (549)         | (797)         | (1,071)       | (1,028)       |
| Other income/exp.                  | 1,419         | 1,422         | 1,585         | 1,748         | 1,878         |
| <b>EBT</b>                         | <b>6,532</b>  | <b>7,898</b>  | <b>9,237</b>  | <b>11,463</b> | <b>13,383</b> |
| Corporate tax                      | (1,131)       | (1,359)       | (1,656)       | (2,078)       | (2,438)       |
| <b>After-tax net profit (loss)</b> | <b>5,401</b>  | <b>6,539</b>  | <b>7,581</b>  | <b>9,384</b>  | <b>10,945</b> |
| Minority interest                  | (97)          | (121)         | (144)         | (180)         | (207)         |
| Equity earnings from affiliates    | 686           | 813           | 877           | 921           | 961           |
| Extra items                        | 302           | 76            | 0             | 0             | 0             |
| <b>Net profit (loss)</b>           | <b>6,293</b>  | <b>7,307</b>  | <b>8,314</b>  | <b>10,125</b> | <b>11,699</b> |
| Reported EPS                       | 1.40          | 1.63          | 1.85          | 2.26          | 2.61          |
| <b>Fully diluted EPS</b>           | <b>1.40</b>   | <b>1.63</b>   | <b>1.85</b>   | <b>2.26</b>   | <b>2.61</b>   |
| <b>Core net profit</b>             | <b>5,991</b>  | <b>7,231</b>  | <b>8,314</b>  | <b>10,125</b> | <b>11,699</b> |
| Core EPS                           | 1.33          | 1.61          | 1.85          | 2.26          | 2.61          |
| <b>EBITDA</b>                      | <b>11,028</b> | <b>12,466</b> | <b>14,712</b> | <b>17,832</b> | <b>20,071</b> |

### KEY RATIOS

|                        |      |      |      |      |      |
|------------------------|------|------|------|------|------|
| Revenue growth (%)     | 18.8 | 12.0 | 13.7 | 16.8 | 11.9 |
| Gross margin (%)       | 47.1 | 47.9 | 48.4 | 50.2 | 50.9 |
| EBITDA margin (%)      | 55.4 | 55.9 | 58.0 | 60.2 | 60.5 |
| Operating margin (%)   | 36.9 | 37.9 | 39.5 | 42.3 | 43.5 |
| Net margin (%)         | 31.6 | 32.8 | 32.8 | 34.2 | 35.3 |
| Core profit margin (%) | 30.1 | 32.4 | 32.8 | 34.2 | 35.3 |
| ROA (%)                | 8.6  | 8.8  | 8.6  | 9.4  | 10.2 |
| ROCE (%)               | 11.6 | 12.8 | 12.7 | 13.0 | 13.8 |
| Asset turnover (x)     | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  |
| Current ratio (x)      | 0.4  | 0.5  | 0.4  | 0.5  | 0.6  |
| Gearing ratio (x)      | 0.5  | 0.4  | 0.6  | 0.5  | 0.4  |
| Interest coverage (x)  | 7.3  | 12.8 | 10.6 | 10.1 | 12.2 |

### BALANCE SHEET (Btm)

|   |               |               |                |                |                |
|---|---------------|---------------|----------------|----------------|----------------|
| Cash & Equivalent                           | 1,869         | 3,773         | 1,665          | 1,684          | 1,524          |
| Accounts receivable                         | 1,230         | 1,404         | 1,592          | 1,906          | 2,009          |
| Inventory                                   | 0             | 0             | 0              | 0              | 0              |
| PP&E-net                                    | 67,385        | 74,863        | 91,971         | 99,435         | 104,194        |
| Other assets                                | 7,055         | 8,995         | 9,064          | 9,128          | 9,189          |
| <b>Total assets</b>                         | <b>77,539</b> | <b>89,035</b> | <b>104,292</b> | <b>112,153</b> | <b>116,916</b> |
| Accounts payable                            | 598           | 828           | 807            | 991            | 1,007          |
| ST debts & current portion                  | 6,054         | 4,679         | 5,003          | 3,812          | 992            |
| Long-term debt                              | 13,788        | 11,340        | 21,454         | 24,241         | 24,853         |
| Other liabilities                           | 20,275        | 30,440        | 29,810         | 29,003         | 28,206         |
| <b>Total liabilities</b>                    | <b>40,715</b> | <b>47,287</b> | <b>57,074</b>  | <b>58,047</b>  | <b>55,057</b>  |
| Paid-up capital                             | 2,244         | 2,244         | 2,244          | 2,244          | 2,244          |
| Share premium                               | 8,559         | 8,559         | 8,559          | 8,559          | 8,559          |
| Retained earnings                           | 25,420        | 30,258        | 35,655         | 42,454         | 50,103         |
| <b>Shareholders equity</b>                  | <b>36,178</b> | <b>41,021</b> | <b>46,418</b>  | <b>53,217</b>  | <b>60,866</b>  |
| Minority interests                          | 645           | 727           | 799            | 889            | 993            |
| <b>Total Liab.&amp;Shareholders' equity</b> | <b>77,539</b> | <b>89,035</b> | <b>104,292</b> | <b>112,153</b> | <b>116,916</b> |

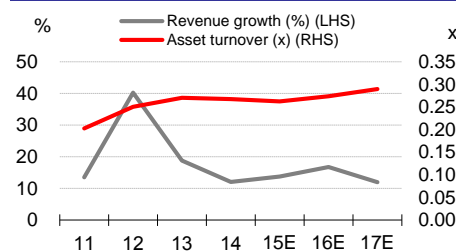
### CASH FLOW (Btm)

|  |                |                 |                 |                 |                |
|--|----------------|-----------------|-----------------|-----------------|----------------|
| Net income                                   | 6,293          | 7,307           | 8,314           | 10,125          | 11,699         |
| Depreciation and amortization                | 3,684          | 4,019           | 4,678           | 5,298           | 5,660          |
| Change in working capital                    | 1,718          | 11,959          | (57)            | (179)           | (135)          |
| FX, non-cash adjustment & others             | (744)          | (1,519)         | (839)           | (565)           | (622)          |
| <b>Cash flows from operating activities:</b> | <b>10,950</b>  | <b>21,766</b>   | <b>12,097</b>   | <b>14,679</b>   | <b>16,603</b>  |
| Capex (Invest)/Divest                        | (11,807)       | (11,679)        | (21,786)        | (12,762)        | (10,420)       |
| Others                                       | 1,997          | (2,175)         | 2,132           | 893             | 933            |
| <b>Cash flows from investing activities</b>  | <b>(9,809)</b> | <b>(13,854)</b> | <b>(19,654)</b> | <b>(11,869)</b> | <b>(9,487)</b> |
| Debt financing (repayment)                   | (6,899)        | (4,668)         | 9,651           | 535             | (3,226)        |
| Equity financing                             | 6,616          | 0               | 0               | 0               | 0              |
| Dividend payment                             | (2,070)        | (2,508)         | (2,917)         | (3,326)         | (4,050)        |
| Others                                       | 1,997          | (2,175)         | 2,132           | 893             | 933            |
| <b>Cash flows from financing activities</b>  | <b>(2,357)</b> | <b>(7,177)</b>  | <b>6,734</b>    | <b>(2,791)</b>  | <b>(7,276)</b> |
| Net change in cash                           | (1,217)        | 736             | (823)           | 19              | (160)          |
| <b>Free cash flow (Btm)</b>                  | <b>(857)</b>   | <b>10,087</b>   | <b>(9,689)</b>  | <b>1,917</b>    | <b>6,183</b>   |
| <b>FCF per share (Bt)</b>                    | <b>(0.2)</b>   | <b>2.2</b>      | <b>(2.2)</b>    | <b>0.4</b>      | <b>1.4</b>     |

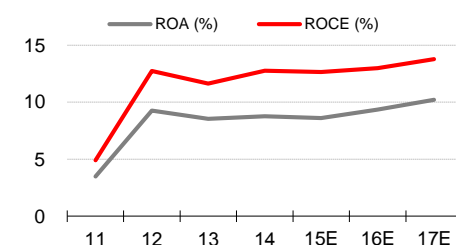
### Key Assumptions

|                                   |       |       |       |       |       |
|-----------------------------------|-------|-------|-------|-------|-------|
| Average rental rate (Bt/sq.m/mth) | 1,505 | 1,510 | 1,536 | 1,614 | 1,677 |
| Same-store rental growth          | 6.1%  | 3.5%  | 2.5%  | 5.5%  | 5.0%  |
| Occupancy rate (retail)           | 95.9% | 95.5% | 95.8% | 96.1% | 96.4% |
| Occupancy rate (office)           | 97.2% | 96.1% | 96.5% | 96.5% | 96.5% |

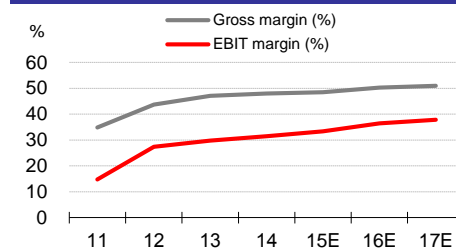
### Revenue growth and asset turnover



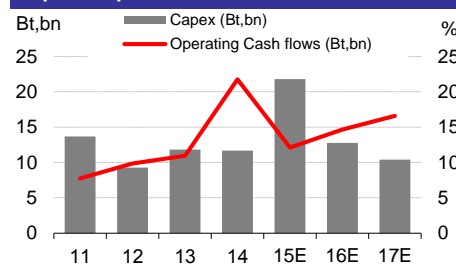
### ROA & ROCE



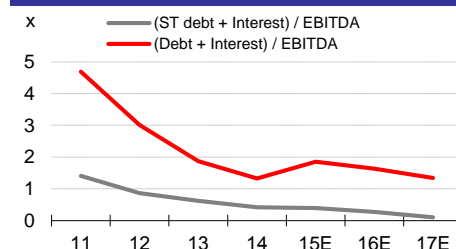
### Profit margins



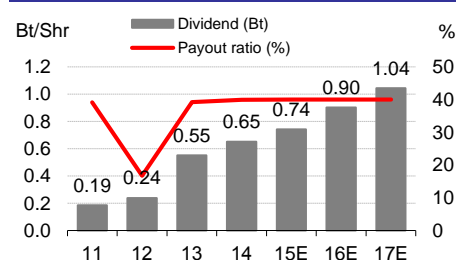
### Capital expenditure



### Debt serviceability



### Dividend payout



## CPN : Financial Tables – Quarter

| QUARTERLY PROFIT & LOSS (Btm)   | 4Q13         | 1Q14         | 2Q14         | 3Q14         | 4Q14         |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|
| Revenue                         | 5,319        | 5,273        | 5,520        | 5,698        | 5,755        |
| Cost of sales and services      | (2,821)      | (2,723)      | (2,877)      | (3,022)      | (2,994)      |
| Gross profit                    | 2,499        | 2,550        | 2,642        | 2,676        | 2,761        |
| SG&A                            | (1,201)      | (807)        | (829)        | (801)        | (1,230)      |
| <b>EBIT</b>                     | <b>1,298</b> | <b>1,743</b> | <b>1,814</b> | <b>1,875</b> | <b>1,531</b> |
| Finance costs                   | (156)        | (179)        | (158)        | (120)        | (92)         |
| Other income/exp.               | 485          | 366          | 346          | 312          | 398          |
| <b>EBT</b>                      | <b>1,626</b> | <b>1,930</b> | <b>2,001</b> | <b>2,067</b> | <b>1,837</b> |
| Corporate tax                   | (325)        | (370)        | (360)        | (368)        | (248)        |
| After-tax net profit (loss)     | 1,302        | 1,560        | 1,641        | 1,699        | 1,589        |
| Minority interest               | (25)         | (28)         | (29)         | (31)         | (33)         |
| Equity earnings from affiliates | 172          | 178          | 206          | 217          | 212          |
| Extra items                     | 302          | 0            | 23           | 50           | 53           |
| <b>Net profit (loss)</b>        | <b>1,750</b> | <b>1,710</b> | <b>1,841</b> | <b>1,935</b> | <b>1,820</b> |
| Reported EPS                    | 0.39         | 0.38         | 0.41         | 0.43         | 0.41         |
| <b>Fully diluted EPS</b>        | <b>0.39</b>  | <b>0.38</b>  | <b>0.41</b>  | <b>0.43</b>  | <b>0.41</b>  |
| <b>Core net profit</b>          | <b>1,448</b> | <b>1,710</b> | <b>1,818</b> | <b>1,885</b> | <b>1,767</b> |
| Core EPS                        | 0.32         | 0.38         | 0.41         | 0.42         | 0.39         |
| <b>EBITDA</b>                   | <b>2,769</b> | <b>3,118</b> | <b>3,082</b> | <b>3,214</b> | <b>2,989</b> |

### KEY RATIOS

|                        |      |      |      |      |      |
|------------------------|------|------|------|------|------|
| Gross margin (%)       | 47.0 | 48.4 | 47.9 | 47.0 | 48.0 |
| EBITDA margin (%)      | 52.0 | 59.1 | 55.8 | 56.4 | 51.9 |
| Operating margin (%)   | 24.4 | 33.0 | 32.9 | 32.9 | 26.6 |
| Net margin (%)         | 32.9 | 32.4 | 33.4 | 34.0 | 31.6 |
| Core profit margin (%) | 27.2 | 32.4 | 32.9 | 33.1 | 30.7 |
| BV (Bt)                | 8.2  | 8.6  | 8.5  | 8.9  | 9.3  |
| ROE (%)                | 19.8 | 18.5 | 19.6 | 20.2 | 18.2 |
| ROA (%)                | 9.1  | 8.7  | 9.0  | 9.1  | 8.3  |
| Current ratio (x)      | 0.4  | 0.4  | 0.4  | 0.6  | 0.5  |
| Gearing ratio (x)      | 0.5  | 0.5  | 0.4  | 0.4  | 0.4  |
| Interest coverage (x)  | 8.3  | 9.8  | 11.5 | 15.6 | 16.6 |

### QUARTERLY BALANCE SHEET (Btm)

|   |               |               |               |               |               |
|---|---------------|---------------|---------------|---------------|---------------|
| Cash & Equivalent                           | 1,869         | 2,279         | 2,182         | 1,482         | 3,773         |
| Accounts receivable                         | 1,230         | 1,286         | 1,258         | 1,315         | 1,404         |
| Inventory                                   | 0             | 0             | 0             | 0             | 0             |
| PP&E-net                                    | 67,385        | 68,908        | 70,820        | 72,842        | 74,863        |
| Other assets                                | 7,055         | 6,674         | 10,761        | 10,323        | 8,995         |
| <b>Total assets</b>                         | <b>77,539</b> | <b>79,146</b> | <b>85,022</b> | <b>85,961</b> | <b>89,035</b> |
| Accounts payable                            | 598           | 483           | 646           | 638           | 828           |
| ST debts & current portion                  | 6,058         | 6,754         | 4,106         | 4,028         | 4,683         |
| Long-term debt                              | 13,788        | 13,038        | 12,212        | 11,511        | 11,340        |
| Other liabilities                           | 20,271        | 20,308        | 30,130        | 29,891        | 30,436        |
| <b>Total liabilities</b>                    | <b>40,715</b> | <b>40,582</b> | <b>47,095</b> | <b>46,067</b> | <b>47,287</b> |
| Paid-up capital                             | 2,244         | 2,244         | 2,244         | 2,244         | 2,244         |
| Share premium                               | 8,559         | 8,559         | 8,559         | 8,559         | 8,559         |
| Retained earnings                           | 25,420        | 27,130        | 26,503        | 28,438        | 30,258        |
| <b>Shareholders equity</b>                  | <b>36,178</b> | <b>37,891</b> | <b>37,264</b> | <b>39,200</b> | <b>41,021</b> |
| Minority interests                          | 645           | 673           | 663           | 694           | 727           |
| <b>Total Liab.&amp;Shareholders' equity</b> | <b>77,539</b> | <b>79,146</b> | <b>85,022</b> | <b>85,961</b> | <b>89,035</b> |

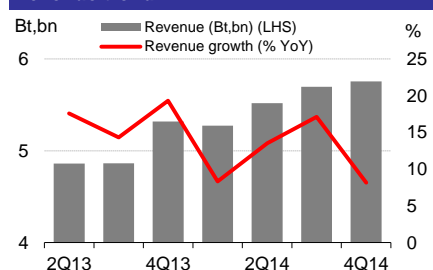
### Key Stats

|                                   |       |       |       |       |       |
|-----------------------------------|-------|-------|-------|-------|-------|
| Average rental rate (Bt/sq.m/mth) | 1,509 | 1,484 | 1,537 | 1,526 | 1,492 |
| Same-store rental growth          | 5.0%  | 4.4%  | 4.4%  | 4.0%  | 2.2%  |
| Occupancy rate (retail)           | 95.9% | 95.2% | 95.8% | 95.2% | 95.5% |
| Occupancy rate (office)           | 97.2% | 97.7% | 97.9% | 96.7% | 96.1% |
| Rental margin (retail)            | 47.3% | 48.5% | 48.5% | 47.5% | 48.3% |
| Rental margin (office)            | 49.0% | 53.1% | 51.5% | 53.0% | 49.5% |

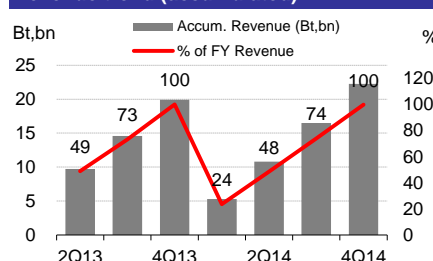
### Company profile

Central Pattana (CPN) is Thailand's largest retail property developer. The firm currently manages 25 shopping centers, five office towers and two serviced apartment buildings.

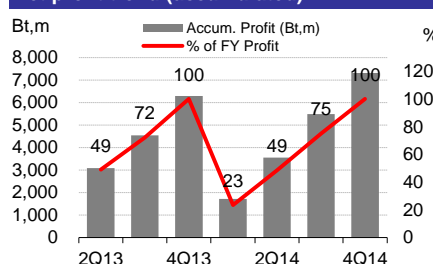
### Revenue trend



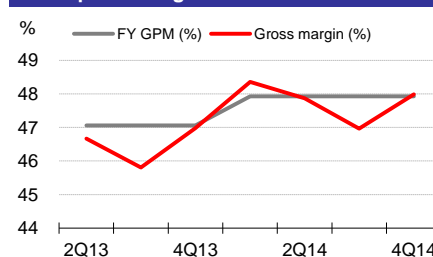
### Revenue trend (accumulated)



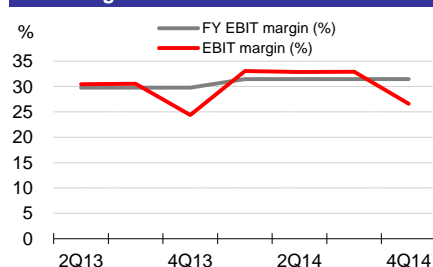
### Net profit trend (accumulated)

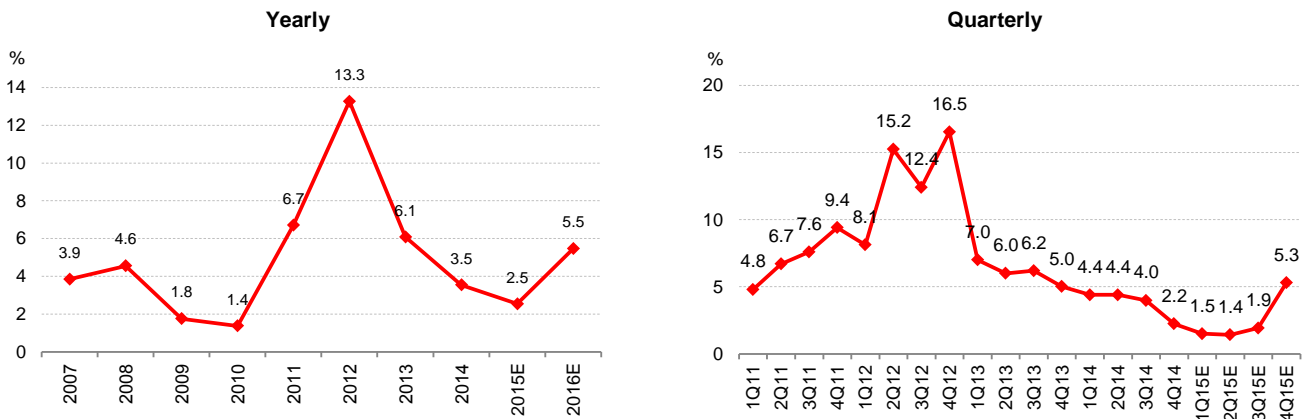


### Gross profit margin

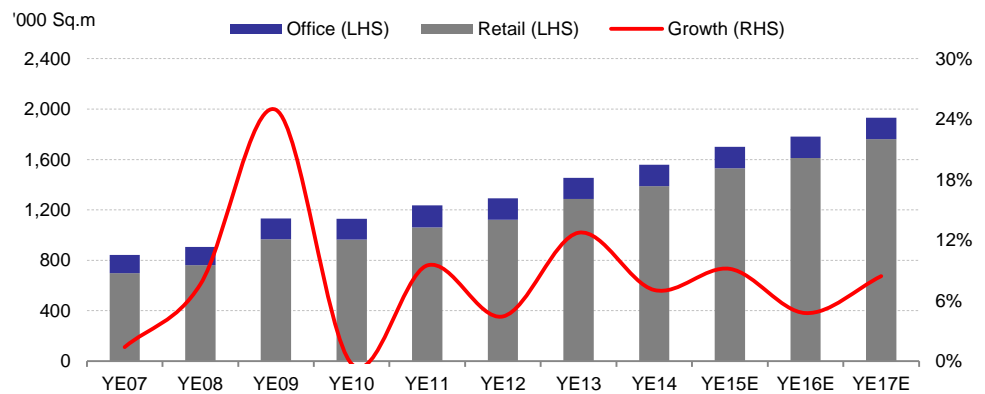


### EBIT margin



**Figure 1 : Same-store rental growth**


Sources: Company data, Bualuang Research estimates

**Figure 2 : Net leasable area (including only announced projects)**


Sources: Company data, Bualuang Research estimates

**Figure 3 : New projects**

| Opening | Projects           |        | Land Ownership | Investment (Btm) | NLA (sq.m) | % of total portfolio |
|---------|--------------------|--------|----------------|------------------|------------|----------------------|
| May-15  | Rayong             | Retail | Freehold       | 2,200            | 33,000     | 2.4%                 |
| Jun-15  | Phuket 1           | Retail | Leasehold      | 6,364            | 44,347     | 3.2%                 |
| Jul-15  | Westgate           | Retail | Leasehold      | 6,400            | 75,000     | 5.4%                 |
| Oct-15  | East Ville         | Retail | Leasehold      | 3,200            | 34,500     | 2.5%                 |
| 2Q16    | Nakhonsrithammarat | Retail | Freehold       | 1,900            | 26,000     | 1.9%                 |
| 4Q16    | Nakhonratchasima   | Retail | Freehold       | 4,000            | 55,000     | 4.0%                 |
| 2Q17    | I-City, Malaysia   | Retail | Freehold       | 3,480*           | 89,700     | 6.5%                 |
| 3Q17    | Phuket 2           | Retail | Leasehold      | n.a.             | 60,000     | 4.3%                 |

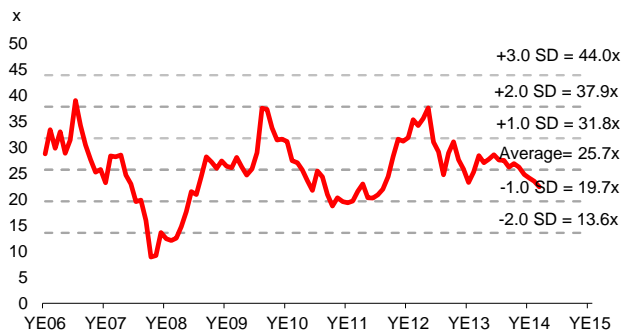
\*CPN's portion

Sources: Company data, Bualuang Research estimates

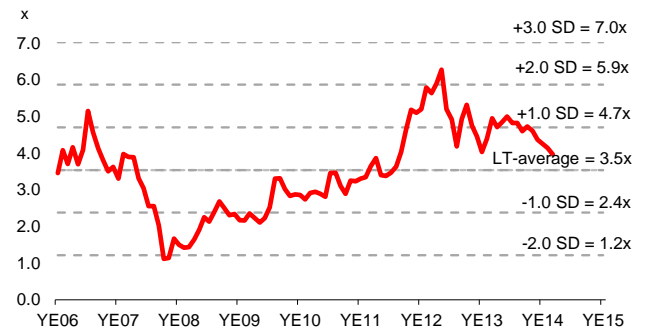
## Regional Comparisons

|                              | Bloomberg Code | Price (local curr.) | Market Cap (US\$ equivalent) | PER (x)     |             | EPS Growth (%) |             | PBV (x)    |            | ROE (%)     |             | Div Yield (%) |            |
|------------------------------|----------------|---------------------|------------------------------|-------------|-------------|----------------|-------------|------------|------------|-------------|-------------|---------------|------------|
|                              |                |                     |                              | 2015E       | 2016E       | 2015E          | 2016E       | 2015E      | 2016E      | 2015E       | 2016E       | 2015E         | 2016E      |
| Suning Appliance Co Ltd      | 002024 CH      | CNY11.2             | 13,228                       | n.a.        | n.a.        | -122.0         | 218.2       | 2.9        | 3.0        | -1.6        | -1.4        | 0.0           | 0.0        |
| Wumart Stores Inc            | 1025 HK        | HKD5.6              | 928                          | 13.2        | 12.1        | n.a.           | 8.7         | 1.4        | 1.3        | 10.8        | 10.3        | 4.3           | 4.9        |
| Parkson Retail Group         | 3368 HK        | HKD1.6              | 552                          | 10.6        | 10.0        | n.a.           | 5.9         | 0.6        | 0.6        | 5.8         | 6.1         | 4.4           | 4.7        |
| Nitori Hldg Co Ltd           | 9843 JT        | JPY8,040.0          | 7,583                        | 21.3        | 19.4        | 7.6            | 10.0        | 3.1        | 2.7        | 15.5        | 15.1        | 0.7           | 0.7        |
| Lawson Inc                   | 2651 JT        | JPY8,200.0          | 6,778                        | 22.5        | 20.0        | -4.0           | 11.9        | 3.1        | 2.9        | 14.0        | 15.0        | 2.9           | 3.1        |
| Seven & I Holdings Co Ltd    | 3382 JT        | JPY4,809.5          | 35,136                       | 23.5        | 21.0        | 3.1            | 11.8        | 1.9        | 1.8        | 8.4         | 8.9         | 1.5           | 1.7        |
| Family Mart                  | 8028 JP        | JPY4,995.0          | 4,021                        | 18.8        | 21.5        | 11.3           | -11.9       | 1.8        | 1.7        | 9.6         | 8.2         | 2.1           | 2.2        |
| President Chain Store Corp   | 2912 TT        | TWD244.5            | 8,045                        | 26.9        | 25.8        | 18.8           | 3.5         | 9.3        | 8.6        | 36.0        | 34.0        | 2.9           | 3.1        |
| Capitaland Limited           | CAPL SP        | SGD3.5              | 10,754                       | 20.4        | 17.4        | 7.5            | 13.0        | 0.9        | 0.8        | 5.0         | 5.6         | 2.4           | 2.5        |
| SM Prime Holdings Inc.       | SMPH PM        | PHP19.6             | 12,790                       | 25.5        | 22.2        | 30.4           | 14.7        | 2.7        | 2.5        | 11.0        | 11.7        | 1.3           | 1.4        |
| Home Depot                   | HD US          | USD116.1            | 153,000                      | 22.2        | 19.3        | 38.6           | 14.4        | 20.6       | 27.1       | 89.5        | 139.5       | 2.0           | 2.2        |
| Costco whole sale corp       | COST US        | USD149.4            | 65,750                       | 28.5        | 26.2        | 12.1           | 7.9         | 5.7        | 5.0        | 19.3        | 20.7        | 0.9           | 1.1        |
| Carrefour                    | CA FP          | EUR30.9             | 24,093                       | 18.0        | 15.7        | -3.4           | 12.7        | 2.2        | 2.0        | 12.9        | 13.8        | 2.5           | 2.8        |
| Home Product Center          | HMPRO TB       | THB8.05             | 3,020                        | 25.4        | 21.5        | 18.4           | 18.0        | 5.5        | 5.0        | 23.2        | 24.5        | 2.9           | 2.3        |
| Big C Supercenter            | BIGC TB        | THB224.00           | 5,624                        | 22.9        | 20.5        | 11.7           | 11.6        | 3.8        | 3.4        | 17.9        | 17.6        | 1.3           | 1.5        |
| Beauty Community             | BEAUTY TB      | THB42.50            | 388                          | 31.9        | 26.0        | 32.6           | 22.9        | 9.8        | 8.4        | 33.5        | 34.8        | 2.0           | 2.5        |
| Karmarts                     | KAMART TB      | THB7.30             | 147                          | 28.0        | 24.8        | 5.6            | 12.6        | 6.9        | 7.0        | 24.9        | 28.5        | 3.8           | 4.4        |
| Berli Jucker                 | BJC TB         | THB36.75            | 1,781                        | 28.7        | 26.2        | 23.7           | 9.3         | 3.0        | 2.8        | 13.1        | 13.3        | 1.9           | 2.1        |
| C.P. All                     | CPALL TB       | THB38.75            | 10,593                       | 28.1        | 21.0        | 22.2           | 33.9        | 8.6        | 7.1        | 37.2        | 41.3        | 2.3           | 2.6        |
| Central Pattana              | CPN TB         | THB42.50            | 5,805                        | 22.7        | 18.4        | 15.0           | 23.3        | 4.0        | 3.5        | 19.2        | 20.7        | 1.8           | 2.2        |
| DSG International (Thailand) | DSGT TB        | THB7.70             | 295                          | 18.9        | 15.5        | 10.0           | 21.5        | 3.1        | 2.8        | 17.3        | 18.9        | 2.7           | 3.3        |
| Siam Global House            | GLOBAL TB      | THB10.80            | 1,002                        | 42.1        | 34.2        | 11.6           | 23.0        | 2.2        | 2.1        | 5.4         | 6.4         | 1.2           | 1.5        |
| Robinson Department Store    | ROBINS TB      | THB47.00            | 1,589                        | 22.9        | 18.7        | 18.1           | 22.5        | 3.6        | 3.2        | 17.6        | 19.4        | 2.3           | 2.7        |
| Siam Future Development      | SF TB          | THB7.25             | 327                          | 12.0        | 10.2        | 28.2           | 16.8        | 1.3        | 1.2        | 12.5        | 13.0        | 0.2           | 0.2        |
| Officemate                   | OFM TB         | THB52.50            | 511                          | 32.2        | 27.1        | 18.9           | 18.9        | 3.3        | 3.0        | 10.4        | 11.6        | 1.2           | 1.5        |
| Siam Makro                   | MAKRO TB       | THB35.75            | 5,222                        | 30.3        | 23.6        | 15.9           | 28.7        | 12.0       | 10.4       | 41.8        | 47.3        | 2.7           | 3.2        |
| <b>Simple average</b>        |                |                     |                              | <b>23.9</b> | <b>20.7</b> | <b>9.7</b>     | <b>22.4</b> | <b>4.8</b> | <b>4.6</b> | <b>19.6</b> | <b>22.5</b> | <b>2.1</b>    | <b>2.3</b> |

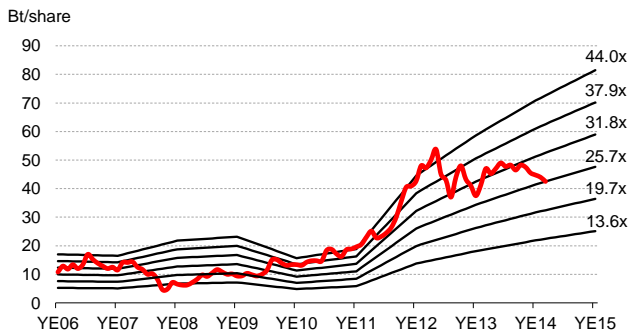
PER band versus SD (next 12 months)



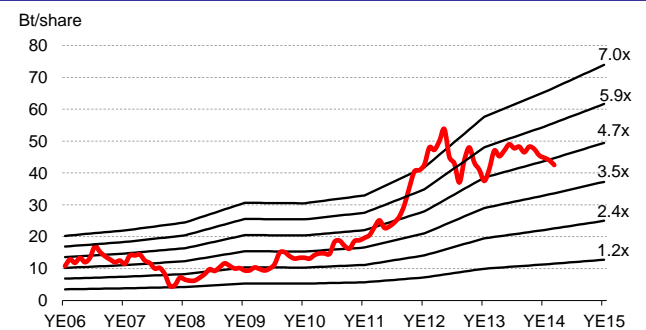
PBV band versus SD (next 12 months)



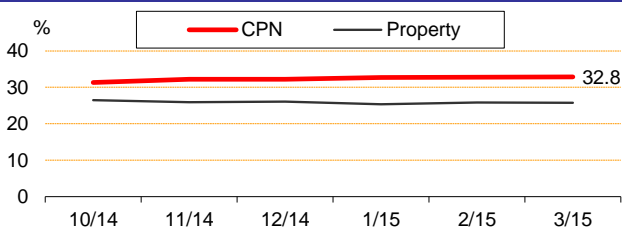
PER band and share price



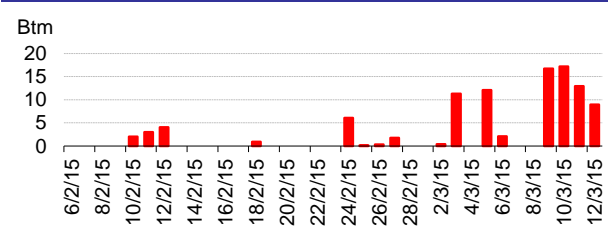
PBV band and share price



Foreign holding



Short selling activities during past four weeks








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|-------------------|---|
| PLANB, JASIF      | PLANB, JASIF, PLAT                                  |

| Score Range | Score Range   | Description  |
|-------------|---|--------------|
| 90 – 100    |  | Excellent    |
| 80 – 89     |  | Very Good    |
| 70 – 79     |  | Good         |
| 60 – 69     |  | Satisfactory |
| 50 – 59     |  | Pass         |
| Below 50    | No logo given   | N/A          |

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#### BUALUANG RESEARCH – RECOMMENDATION FRAMEWORK

##### STOCK RECOMMENDATIONS

**BUY:** Expected positive total returns of 15% or more over the next 12 months.

**HOLD:** Expected total returns of between -15% and +15% over the next 12 months.

**SELL:** Expected negative total returns of 15% or more over the next 12 months.

**TRADING BUY:** Expected positive total returns of 15% or more over the next 3 months.

##### SECTOR RECOMMENDATIONS

**OVERWEIGHT:** The industry, as defined by the analyst's coverage universe, is expected to outperform the relevant primary market index over the next 12 months.

**NEUTRAL:** The industry, as defined by the analyst's coverage universe, is expected to perform in line with the relevant primary market index over the next 12 months.

**UNDERWEIGHT:** The industry, as defined by the analyst's coverage universe, is expected to underperform the relevant primary market index over the next 12 months.