

**RS**
**(RS.BK/RS TB)\***
**Under Review**

Price as of 16 Aug 2021	17.50
12M target price (Bt/shr)	Under Review
Unchanged / Revised up (down) (%)	N.A.
Upside/downside (%)	N.A.

**Key messages**

RS reported a 2Q21 net profit of Bt54mn (-62% QoQ, -51% YoY). The result was 50% below our forecast and 45% below the market consensus. The decline QoQ and YoY was due to SG&A/sales surging to 47.3% from 33.3% in 1Q21 and 35.2% in 2Q21 with increased marketing expenses to promote new products. Earnings are expected to decline in 3Q21 due to the worsening COVID-19 outbreak continuing to pressure RS's commerce segment sales and Ch.8's advertising revenue. As combined 1H21 earnings accounted for only 39% of our full-year forecast, we will review our net profit forecast of Bt496mn for 2021F and Bt827mn for 2022F. We put our rating and target price Under Review.

Piyathida Sonthisombat  
66.2658.8888 Ext. 8852  
piyathidas@kgi.co.th

**2Q21 earnings review: Weaker than expected**
**Event**

RS reported a 2Q21 net profit of Bt54mn (-62% QoQ, -51% YoY). The result was 40% below our forecast and 45% below the market consensus.

**Impact**
**2Q21 profit dragged down by greater SG&A**

Earnings were lower than expected due to 5% higher than expected SG&A/Sales. The key factor pressuring profit was SG&A/Sales surging to 47.3% from 33.3% in 1Q21 and 35.2% in 2Q20 with higher marketing expenses to promote new products. Note that revenue in 2Q21 was Bt992mn (flat QoQ, +19% YoY). The 2Q21 revenue came from i) media segment of Bt427mn (+30% QoQ, +73% YoY) and ii) commerce segment sales of Bt565mn (-15% QoQ, -4% YoY).

**Cloudy outlook in 3Q21**

We outlook is cloudy for RS's 3Q21 earnings due to pressure on revenue due to i) worsening COVID-19 outbreak since late June 2021 leading to a slowdown in consumption including buying RS's commerce products, and ii) expected toning down on ad spending from media agencies during the outbreak dragging down Ch.8's advertising revenue. Earnings are expected to climb from 4Q21 onward on the back of an expected easing in the COVID-19 outbreak and year-end holidays.

**Our earnings forecast for 2021-2022 are under review**

The net profit in 2Q21 was Bt194mn, accounting for only 39% of our full-year forecast and earnings are expected to continue to slow in 3Q21. Hence, there is downside risk to our earnings forecasts of Bt496mn in 2021F and Bt827mn in 2022F. We are reviewing our forecasts.

**Valuation and action**

Our rating and 2022 target price are put Under Review.

**Risks**


Lower than expected revenue.

**Figure 1: RS's 2Q21 earnings review**


Bt mn	2Q21	2Q20	YoY (%)	1Q21	QoQ(%)	1H21	1H20	YoY (%)	Comments
<b>Revenue</b>	<b>992</b>	<b>833</b>	<b>19.1</b>	<b>992</b>	<b>0.0</b>	<b>1,985</b>	<b>1,818</b>	<b>9.2</b>	Revenue up YoY thanks to increasing revenue from media segment
Costs	(459)	(394)	16.3	(432)	6.1	(891)	(815)	9.3	
<b>SG&amp;A</b>	<b>(469)</b>	<b>(293)</b>	<b>60.0</b>	<b>(387)</b>	<b>21.1</b>	<b>(856)</b>	<b>(619)</b>	<b>38.2</b>	SG&A surged YoY due to greater marketing expenses
Operating Profit	65	146	(55.5)	173	(62.5)	238	383	(38.0)	
Operating EBITDA	215	268	(19.8)	307	(29.9)	522	628	(16.9)	
Other revenues	12	0	3,841.0	12	1.7	24	4	557.5	
Interest Expense	(16)	(10)	66.6	(11)	42.4	(27)	(18)	48.0	
Current taxation	(8)	(28)	(72.9)	(34)	(77.5)	(41)	(74)	(44.3)	
Minorities	(0)	(0)	225.0	(0)	561.7	(0)	(0)	NM	
<b>Core Profit</b>	<b>54</b>	<b>109</b>	<b>(50.6)</b>	<b>140</b>	<b>(61.8)</b>	<b>194</b>	<b>282</b>	<b>(31.3)</b>	
Extra item	-	-	NM	-	NM	-	13	(100.0)	
<b>Net Profit</b>	<b>54</b>	<b>109</b>	<b>(50.6)</b>	<b>140</b>	<b>(61.8)</b>	<b>194</b>	<b>295</b>	<b>(34.3)</b>	Net profit dragged down by larger SG&A
EPS (Bt)	0.06	0.11	29.1	0.14	(61.8)	0.20	0.30	(34.3)	
Percent	2Q21	2Q20	YoY (%)	1Q21	QoQ(%)	1H21	1H20	YoY (%)	
<b>Gross margin</b>	<b>53.8</b>	<b>52.7</b>	<b>1.1</b>	<b>56.5</b>	<b>(2.7)</b>	<b>55.1</b>	<b>55.2</b>	<b>(0.1)</b>	
<b>SG&amp;A/sales</b>	<b>47.3</b>	<b>35.2</b>	<b>12.1</b>	<b>33.3</b>	<b>14.0</b>	<b>43.1</b>	<b>34.1</b>	<b>9.1</b>	

Source: Company data, KGI Securities Research


# Corporate Governance Report of Thai Listed Companies

 <b>Companies with Excellent CG Scoring</b>					
Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	EGCO	ELECTRICITY GENERATING	PTTEP	PTT EXPLORATION AND PRODUCTION
ADVANC	ADVANCED INFO SERVICE	GFPT	GFPT	PTTGC	PTT GLOBAL CHEMICAL
AMA	AMA MARINE	GGC	GLOBAL GREEN CHEMICALS	PYLON	PYLON
AMATA	AMATA CORPORATION	GPSC	GLOBAL POWER SYNERGY	QH	QUALITY HOUSES
ANAN	ANANDA DEVELOPMENT	HANA	HANA MICROELECTRONICS	RATCH	RATCHABURI ELECTRICITY GENERATING HOLDING
AOT	AIRPORTS OF THAILAND	HMPRO	HOME PRODUCT CENTER	RS	RS
AP	ASIAN PROPERTY DEVELOPMENT	INTUCH	SHIN CORPORATION	SCB	THE SIAM COMMERCIAL BANK
BANPU	BANPU	IRPC	IRPC	SCC	THE SIAM CEMENT
BCP	THE BANGCHAK PETROLEUM	IVL	INDORAMA VENTURES	SCCC	SIAM CITY CEMENT
BCPG	BCPG	KBANK	KASIKORN BANK	SEAFCO	SEAFCO
BDMS	BANGKOK DUSIT MEDICAL SERVICES	KCE	KCE ELECTRONICS	SMPC	SAHAMITR PRESSURE CONTAINER
BEC	BEC WORLD	KKP	KIATNAKIN BANK	SPALI	SUPALAI
BEM	BANGKOK EXPRESSWAY AND METRO	KTB	KRUNG THAI BANK	SPRC	STAR PETROLEUM REFINING
BGRIM	B. GRIMM POWER	KTC	KRUNGTHAI CARD	SVI	SVI
BPP	BANPU POWER	LH	LAND AND HOUSES	TACC	T.A.C. CONSUMER
BTS	BTS GROUP HOLDINGS	LPN	L.P.N. DEVELOPMENT	TCAP	THANACHART CAPITAL
CENTEL	CENTRAL PLAZA HOTEL	MAKRO	SIAM MAKRO	THCOM	THAICOM
CK	CH. KARNCHANG	MBK	MBK	TISCO	TISCO FINANCIAL GROUP
CKP	CK POWER	MINT	MINOR INTERNATIONAL	TOP	THAI OIL
CPALL	CP ALL	MTC	MUANGTHAI CAPITAL	TRUE	TRUE CORPORATION
CPF	CHAROEN POKPHAND FOODS	PLANB	PLAN B MEDIA	TTB	TMBTHANACHART BANK
CPN	CENTRAL PATTANA	PSH	PRUKSA HOLDING	VGI	VGI GLOBAL MEDIA
DELTA	DELTA ELECTRONICS (THAILAND)	PTG	PTG ENERGY	WHA	WHA CORPORATION
DTAC	TOTAL ACCESS COMMUNICATION	PTT	PTT	WHAUP	

 <b>Companies with Very Good CG Scoring</b>					
Stock	Company name	Stock	Company name	Stock	Company name
BAM	BANGKOK COMMERCIAL ASSET MANAGEMENT	GULF	GULF ENERGY DEVELOPMENT	SAPPE	SAPPE
BBL	BANGKOK BANK	JMT	JMT NETWORK SERVICES	SAWAD	SRI SAWAD POWER 1979
CBG	CARABAO GROUP	LPH	LADPRAO GENERAL HOSPITAL	SINGER	SINGER THAILAND
CHG	CHULARAT HOSPITAL	M	MK RESTAURANT GROUP	SPA	SIAM WELLNESS GROUP
COM7	COM7	MAJOR	MAJOR CINEPLEX GROUP	TFG	THAIFOODS GROUP
DOHOME	DOHOME	MEGA	MEGA LIFESCIENCES	TKN	TAOKAENOI FOOD & MARKETING
ERW	THE ERWAN GROUP	NETBAY	NETBAY	ZEN	ZEN CORPORATION GROUP
GLOBAL	SIAM GLOBAL HOUSE	OSP	OSOTSPA		

 <b>Companies with Good CG Scoring</b>					
Stock	Company name	Stock	Company name	Stock	Company name
BCH	BANGKOK CHAIN HOSPITAL	ESSO	ESSO (THAILAND)	SF	SIAM FUTURE DEVELOPMENT
BH	BUMRUNGRAD HOSPITAL	HUMAN	HUMANICA	SISB	SISB
EKH	EKACHAI MEDICAL CARE	RBF	R&B FOOD SUPPLY	TPCH	TPC POWER HOLDING

<b>Companies classified Not in the three highest score groups</b>					
Stock	Company name	Stock	Company name	Stock	Company name
IIG	I&I GROUP	OR	PTT OIL AND RETAIL BUSINESS	STGT	SRI TRANG GLOVES (THAILAND)
KEX	KERRY EXPRESS (THAILAND)	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION		

Source: [www.thai-iod.com](http://www.thai-iod.com)

**Disclaimer:** 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 assessment of operation and is not based 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 or when there is any change to the relevant information. Nevertheless, KGI Securities (Thailand) Public Company Limited (KGI) does not confirm, verify, or certify the accuracy and completeness of such survey result.

# Anti-corruption Progress Indicator

## Level 5: Extended

Stock	Company name	Stock	Company name	Stock	Company name
ADVANC	ADVANCED INFO SERVICE	GLOBAL	SIAM GLOBAL HOUSE	QH	QUALITY HOUSES
ANAN	ANANDA DEVELOPMENT	GPSC	GLOBAL POWER SYNERGY	RATCH	RATCHABURI ELECTRICITY GENERATING HOLDING
BBL	BANGKOK BANK	HMPRO	HOME PRODUCT CENTER	ROBINS	ROBINSON DEPARTMENT STORE
BCH	BANGKOK CHAIN HOSPITAL	IRPC	IRPC	SCC	THE SIAM CEMENT
BDMS	BANGKOK DUSIT MEDICAL SERVICES	KBANK	KASIKORN BANK	SIRI	SANSIRI
BIGC	BIG C SUPERCENTER	KCE	KCE ELECTRONICS	SPALI	SUPALAI
CK	CH. KARNCHANG	KKP	KIATNAKIN BANK	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION
DCC	DYNASTY CERAMIC	KTB	KRUNG THAI BANK	TCAP	THANACHART CAPITAL
DELTA	DELTA ELECTRONICS (THAILAND)	LPH	LADPRAO GENERAL HOSPITAL	TISCO	TISCO FINANCIAL GROUP
DRT	DIAMOND ROOFING TILES	PACE	PACE DEVELOPMENT CORPORATION	TMT	THAI METAL TRADE
EGCO	ELECTRICITY GENERATING	PTT	PTT	TOP	THAI OIL
GFPT	GFPT	PTTGC	PTT GLOBAL CHEMICAL		

## Level 4: Certified

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	ERW	THE ERAWAN GROUP	SAPPE	SAPPE
AP	ASIAN PROPERTY DEVELOPMENT	GLOW	GLOW ENERGY	SAWAD	SRISAWAD POWER 1979
BA	BANGKOK AIRWAYS	GUNKUL	GUNKUL ENGINEERING	SCB	THE SIAM COMMERCIAL BANK
BANPU	BANPU	ILINK	INTERLINK COMMUNICATION	SCN	SCAN INTER
BCP	THE BANGCHAK PETROLEUM	KTC	KRUNGTHAI CARD	SEAFICO	SEAFICO
BH	BUMRUNGRAD HOSPITAL	LH	LAND AND HOUSES	SVI	SVI
BJCHI	BJC HEAVY INDUSTRIES	LPN	L.P.N. DEVELOPMENT	TASCO	TIPCO ASPHALT
CBG	CARABAO GROUP	MAKRO	SIAM MAKRO	TKN	TAOKAENOI FOOD & MARKETING
CENTEL	CENTRAL PLAZA HOTEL	MALEE	MALEE SAMPRAN	TMB	TMB BANK
CHG	CHULARAT HOSPITAL	MINT	MINOR INTERNATIONAL	TRT	TIRATHAI
CKP	CK POWER	MODERN	MODERNFORM GROUP	TRUE	TRUE CORPORATION
CPF	CHAROEN POKPHAND FOODS	NOK	NOK AIRLINES	TVO	THAI VEGETABLE OIL
CPN	CENTRAL PATTANA	PTTEP	PTT EXPLORATION AND PRODUCTION		
DTAC	TOTAL ACCESS COMMUNICATION	PYLON	PYLON		

## Level 3: Established

Stock	Company name	Stock	Company name	Stock	Company name
BEM	BANGKOK EXPRESSWAY AND METRO	MTLS	MUANGTHAI LEASING	SPRC	STAR PETROLEUM REFINING
CPALL	CP ALL	SCI	SCI ELECTRIC		

## No progress

Stock	Company name	Stock	Company name	Stock	Company name
AOT	AIRPORTS OF THAILAND	BPP	BANPU POWER	FN	FN FACTORY OUTLET
BCPG	BCPG	BTS	BTS GROUP HOLDINGS	TPCH	TPC POWER HOLDING

Source: [www.cgthailand.org](http://www.cgthailand.org)

**Disclaimer:** The disclosure of the Anti-Corruption Progress Indicators of a listed company on the Stock Exchange of Thailand, which is assessed by the relevant institution as disclosed by the Office of the Securities and Exchange Commission, is made in order to comply with the policy and sustainable development plan for the listed companies. The relevant institution made this assessment based on the information received from the listed company, as stipulated in the form for the assessment of Anti-corruption which refers to the Annual Registration Statement (Form 56-1), Annual Report (Form 56-2), or other relevant documents or reports of such listed company. The assessment result is therefore made from the perspective of a third party. It is not an assessment of operation and is not based on any inside information. Since this assessment is only the assessment result as of the date appearing in the assessment result, it may be changed after that date or when there is any change to the relevant information. Nevertheless, KGI Securities (Thailand) Public Company Limited (KGI) does not confirm, verify, or certify the accuracy and completeness of the assessment result.

## KGI Locations

<b>China</b>	Shanghai	Room 1507, Park Place, 1601 Nanjing West Road, Jingan District, Shanghai, PRC 200040
	Shenzhen	Room 24D1, 24/F, A Unit, Zhen Ye Building, 2014 Bao'annan Road, Shenzhen, PRC 518008
<b>Taiwan</b>	Taipei	700 Mingshui Road, Taipei, Taiwan Telephone 886.2.2181.8888 · Facsimile 886.2.8501.1691
<b>Hong Kong</b>		41/F Central Plaza, 18 Harbour Road, Wanchai, Hong Kong Telephone 852.2878.6888 Facsimile 852.2878.6800
<b>Thailand</b>	Bangkok	8th - 11th floors, Asia Centre Building 173 South Sathorn Road, Bangkok 10120, Thailand Telephone 66.2658.8888 Facsimile 66.2658.8014
<b>Singapore</b>		4 Shenton Way #13-01 SGX Centre 2 Singapore 068807 Telephone 65.6202.1188 Facsimile 65.6534.4826

## KGI's Ratings

Rating	Definition
Outperform (OP)	The stock's excess return over the next twelve months is ranked in the top 40% of KGI's coverage universe in the related market (e.g. Taiwan)..
Neutral (N)	The stock's excess return over the next twelve months is ranked in the range between the top 40% and the bottom 40% of KGI's coverage universe in the related market (e.g. Taiwan)
Under perform (U)	The stock's excess return over the next twelve months is ranked in the bottom 40% of KGI's coverage universe in the related market (e.g. Taiwan).
Not Rated (NR)	The stock is not rated by KGI.
Restricted (R)	KGI policy and/or applicable law regulations preclude certain types of communications, including an investment recommendation, during the course of KGI's engagement in an investment banking transaction and in certain other circumstances.  <i>Excess return = 12M target price/current price-</i>
Note	When an analyst publishes a new report on a covered stock, we rank the stock's excess return with those of other stocks in KGI's coverage universe in the related market. We will assign a rating based on its ranking. If an analyst does not publish a new report on a covered stock, its rating will not be changed automatically.

## Disclaimer

KGI Securities (Thailand) Plc. ( "The Company" ) disclaims all warranties with regards to all information contained herein. In no event shall the Company be liable for any direct, indirect or any damages whatsoever resulting from loss of income or profits, arising by utilization and reliance on the information herein. All information hereunder does not constitute a solicitation to buy or sell any securities but constitutes our sole judgment as of this date and are subject to change without notice.