

# PLANB: Digital media in 7-eleven stores support earnings growth in 2020



**After the conference call with the management, we are quite optimistic toward PLANB's earnings outlook in 2020-21E which will be driven by revenues from digital media in 7-eleven stores nationwide and commercializing Olympic 2020 broadcasting right. We maintain PLANB with a BUY rating with the new target price of Bt9.70 after revised up EPS by 7-9% in 2020-21E. The target price derived from 1.8PEG'1H20, Thai consumer discretionary sector, which implies to 39.6xPE'1H20E.**

### The story:

- Retail media revenue could be the new growth driver in 2020-21E
- Expanding sport marketing business via commercial right in Olympic 2020
- Revising up EPS in 2020-21E by 7-9% from additional media capacity

**Risks:** Obstacles for renewing concession and rental contracts with landlords along with falling consumer spending and weak corporate ads budget.

### Valuation table

Year end Dec	17A	18A	19E	20E	21E
PE (x)	67.6	48.6	42.0	32.0	27.9
Recurring net profit growth (%)	31.0	39.6	21.5	37.5	14.7
Recurring EPS (Bt)	0.13	0.18	0.21	0.28	0.32
Recurring EPS growth (%)	30.7	39.1	15.7	31.3	14.7
PBV (x)	8.7	7.7	7.6	6.6	5.8
BVPS (Bt)	1.01	1.15	1.17	1.33	1.52
ROE (%)	13.7	16.9	18.2	22.2	22.2
DPS (Bt)	0.05	0.09	0.08	0.11	0.13
Dividend yield (%)	0.5	1.0	1.0	1.2	1.4
Enterprise value (Bt m)	32,241	32,369	32,170	32,412	32,291
EV-to-EBITDA (x)	31.8	23.2	19.5	14.9	12.6

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### PLANB Media PCL

**Recommendation:** BUY

**Current price:** Bt8.85

**Target price:** Bt9.70

**Up/(downside):** 10%

**IOD:** 5/5

**CAC:** certified

### Stock data

RIC code	PLANB.BK
Index	.SETI
SET Index (13/09/2019)	1,661.96
Market cap (Bt m)	31,687
Shares outstanding (million)	3,706
Par (Bt)	0.10

