

### **MONTHLY SET STRATEGY: Nov 2013**

## **Domestic political risks**

Research Team Nov 6, 2013

MCI(P) 194/11/2012

Ref. No.: TH2013\_0402



### Summary

- Domestic political factor is likely to set the tone for the Thai stock market throughout the month of Nov 2013 amid the upcoming significant political events both inside and outside parliament: (1) the second and third readings of the blanket amnesty bill in parliament scheduled for early Nov, (2) the International Court of Justice (ICJ)'s ruling the Preah Vihear Temple dispute scheduled for Nov 11, (3) the second and third readings of the government's Bt2trn borrowing bill for the country's ambitious infrastructure development projects in the Senate scheduled for Nov 18, (4) anti-government protests by several groups including the opposition party and (5) a number of petitions filed with the Constitutional Court and a censure debate against the government probably to be held before the end of the month.
- Data did not reflect the strong recovery of the Thai economy in the third quarter as private consumption and investment and exports still languished but tourism continued to grow at a healthy pace. In our view, domestic political chaos could hurt the tourism industry, however.
- The risks may be skewed to the downside for Thai stocks in the month of Nov 2013 due largely to domestic political pressure but third-quarter earnings plays and LTF/RMF purchases on weakness to reap the benefits of tax savings could help limit the market's downside. We expect a trading range of 1360-1480 points for the composite SET index in the month of Nov.
- Our call is to buy the pullbacks around 1360 and 1320 points and sell some of the pops around 1480-1500 points once domestic political anxiety ease.
- The strategy is to be selective with focus on third-quarter earnings plays or year-end spending theme. Our top picks for the month of Nov include BIGC, CK and RS.

### Benchmark SET index performance in the month of Nov over the last 10 years



### Nov & Dec SET return

■Nov ■Dec

25.00% 20.00% 15.00% 10.00% 5.00% 0.00% -5.00% -10.00% 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Average	Prob
NOV	1.03%	4.55%	-2.18%	2.30%	-6.71%	-3.53%	0.56%	2.10%	2.11%	1.94%	0.22%	70%
DEC	19.52%	1.73%	6.89%	-8.01%	1.38%	11.97%	6.60%	2.75%	3.01%	5.13%	5.10%	90%
Q4	33.36%	3.63%	-1.31%	-0.91%	1.49%	-24.57%	2.44%	5.89%	11.91%	7.17%	8.78%	70%

Sources: Bloomberg, PSR

### Key political events throughout the month of Nov





### **Political impacts on the Thai stock market**



Washinum down	5.310	10 A.88	200 .11.3	30% 5.05	7,38	0 ,10,91	7,60	e ,16.32	210 36.36	20.60	10.00 Tb.00	13.13	, b.11°	10,10,3	3010 12.86	9.79%
Monthly Return	-2.44%	-1.45%	-7.66%	-0.69%	0.14%	-7.80%	1.20%	-12.84%	-30.18%	-3.53%	11.97%	13.95%	3.56%	9.23%	-3.11%	-1.71%
Month/Year	2/2006	3/2006	5/2006	9/2006	5/2008	6/2008	8/2008	9/2008	10/2008	11/2008	12/2008	4/2009	2/2010	3/2010	4/2010	5/2010
Events	PAD officially formed	Pro-Thaksin supporters rally	Efforts to nullify elections and call for new elections	Military coup toppling Thaksin	New protest strategy	Rallies on nine routes	PAD siege of Government House vs. UDD	PM Samak Sundaravej resigned	Protest crackdown	Yellow-shirt PAD seizure of Suvarnabhumi Airport	End of protests at Suvarnabhumi Airport	Mass rally, UDD protesters stormed East Asia Summit, UDD leaders surrendered to	BBL bomb	Red-shirt UDD rally	Street clashes	CTW arson, bloodshed
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0	1				•		S	ET Index	(					4		-
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1/2006 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6/2006 6/2006 8/2006 9/2006 9/2006 9/2006	10/2006 11/2006 12/2006	1/2007 2/2007 3/2007	4/2007 5/2007 6/2007	//2007 8/2007 9/2007 10/2007	11/2007 12/2008 1/2008	3/2008 5/2008 5/2008	6/2008 7/2008 8/2008 9/2008	10/2008 11/2008 12/2008	2/2009 3/2009 4/2009	5/2009 6/2009 8/2009	9/2009 10/2009 11/2009	1/2010 1/2010 2/2010 3/2010	4/2010 5/2010 6/2010	7/2010 8/2010 9/2010 10/2010	 1

Sources: Bisnews, PSR

# Downside target for SET index seen at 1360 points or lower but new low for year unlikely



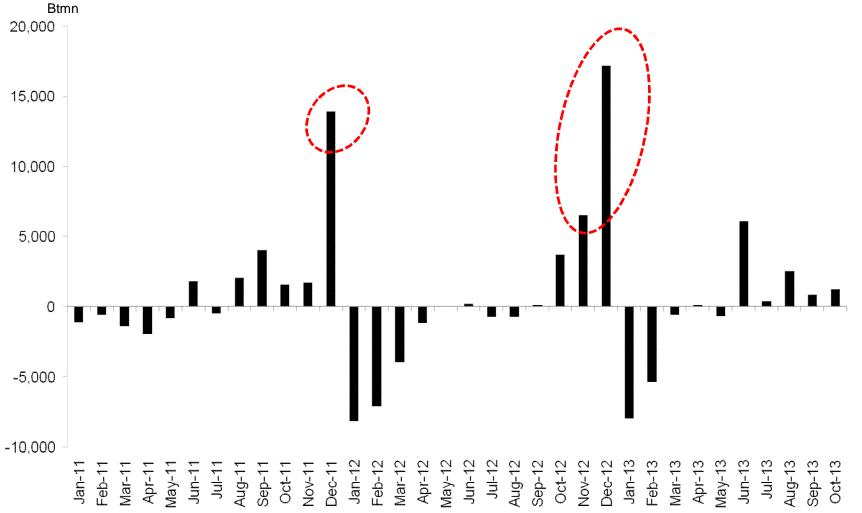


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### Year-end LTF/RMF purchase statistics





Source: Morningstar estimates

### **Big C Supercenter - BIGC**

(%)

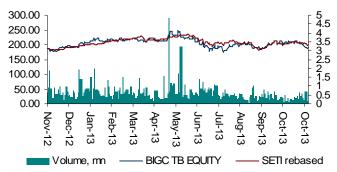
32.1

26.5 7.7 PhillipCapital Your Partner In Finance

Rating	Buy
Target Price (Bt)	228.00
Closing Price (Bt)	188.50
Expected Capital Gains (%)	21.0%
Expected Dividend Yield (%)	1.6%
Expected Total Return (%)	22.5%
Raw Beta (Past 2yrs weekly data)	0.89
Market Cap. (Bt mn)	155,925
Enterprise Value (Bt mn)	181,888
3M Average Daily T/O (mn)	0.4
52 w eek range	171 - 252
Major Shareholders	
1. Geant International B.V.	
2. Saow anee Holding	
3. Thai NVDR	

Valuation Method

DCF





Conso'	Profits	EPS	DPS	BV	ROE	P/E	<b>Yield</b>	P/BV
Ending	(Btm)	(Bť)	(Bt)	(Bt)	(%)	<b>(</b> X <b>)</b>	(%)	(X)
12/11 A	5,242	6.54	1.96	29.32	23.86	28.82	1.04	6.43
12/12 A	6,074	7.36	2.21	38.62	21.67	25.60	1.17	4.88
12/13 E	6,095	7.39	2.22	43.80	17.93	25.51	1.18	4.30
12/14 E	8,068	9.78	2.93	51.36	20.55	19.28	1.56	3.67

### **Big C Supercenter - BIGC**





#### Target price: Bt228.00 Short-term technical view:

Support: Bt180.00 Resistance: Bt214.00 Cut loss: Bt176.00

- In 9MCY13, BIGC reported a meager profit rise of only 3.4% y-y as 3QCY13 profit dropped 12.2% q-q due chiefly to margin contraction as a result of marketing campaigns to boost sales during low seasons.
- Our forecast suggests 4QCY13 results will be better than 3QCY13 and 4QCY12 as the fourth quarter is traditionally the peak spending season and BIGC would benefit from its growing branch network. Two out of three stores which have been closed for renovation are also slated to reopen in 4QCY13: Sri Nakarin and Khon Khaen, a move that could give a boost to sales and rental income.
- Looking ahead into CY14, earnings are expected to grow 32.4% y-y boosted by full-year contribution from new stores that have been added in CY13 and branch expansion plan. Even though domestic economic conditions amid soaring costs of living remain a cause for concern, we remain optimistic that new store additions and a variety of store formats would allow BIGC to better serve clients and BIGC would benefit from an increasing proportion of private labels and its cost cutting scheme.

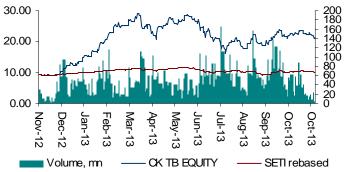
### Ch. Karnchang - CK

P	Philli	oCa	pital
Your I	Partner	In Fi	nance

Rating	Buy
Target Price (Bt)	25.80
Closing Price (Bt)	21.00
Expected Capital Gains (%)	22.9%
Expected Dividend Yield (%)	4.1%
Expected Total Return (%)	26.9%
Raw Beta (Past 2yrs weekly data)	1.74
Market Cap. (Bt mn)	35,035
Enterprise Value (Bt mn)	60,666
3M Average Daily T/O (mn)	52.9
52 w eek range	8.6 - 29.5
Major Shareholders	
1. Mahasiri Siam Co.,Ltd.	
2. CK Holding Co., Ltd.	
3. CK Officr Tow er Co.,Ltd.	

Valuation Method

Break-up Value





Conso'	Profits	EPS	DPS	BV	ROE	P/E	<b>Yield</b>	P/BV
Ending	(Btm)	(Bt)	(Bť)	(Bt)	(%)	(X)	(%)	<b>(</b> X <b>)</b>
12/11 A	927	0.57	0.35	3.99	16.74	36.64	1.67	5.26
12/12 A	489	0.30	0.35	5.36	14.63	70.94	1.67	3.92
12/13 E	7,002	4.24	0.86	9.25	19.34	4.96	4.09	2.27
12/14 E	1,043	0.63	0.25	9.02	17.61	33.26	1.20	2.33

### Ch. Karnchang - CK





#### Target price: Bt25.80 Short-term technical view:

Support: Bt19.70 Resistance: Bt24.00, Bt26.00 Cut loss: Bt19.50

- Current backlog topped Bt120bn, six times greater than revenue CK earned in CY12. YTD order book for newly signed projects reached Bt25bn with another Bt21bn worth of new projects pending contract signing including two contracts of the Nam Bak Dam project worth Bt17bn and SPP projects worth Bt4bn. Looking ahead into CY14, hopes will be pinned on government projects while overseas projects should help cushion the risk of uncertainty in domestic projects. CK is expected to deliver solid revenue growth of 64% and 15% y-y in CY13-14 respectively. Construction costs would remain well under control. Earnings growth momentum looks set to continue well into CY14.
- Our 3QCY13 earnings preview shows that CK will report core profit growth of 380% y-y and 62% q-q on the back of strong growth momentum in construction revenue. The forecast also assumes CK will book a gain on mark-to-market revaluation of its investment in CK Power (CKP) after listing on the market. On a net profit basis, we estimate CK will report 3QCY13 net profit of Bt656mn, up sharply from Bt82mn in 3QCY12 but down from 2QCY13, reflecting huge exceptional items in 2QCY13.
- In addition to strong earnings prospects for construction business, investments in TTW, BECL, CKP and BMCL, which provide a steady stream of investment returns should offset the risk of volatility in construction business.

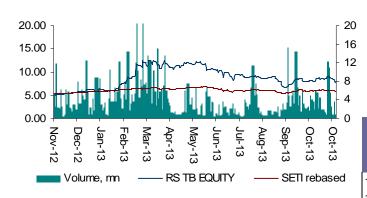
### RS - RS



Rating	Buy	
Target Price (Bt)	12.00	
Closing Price (Bt)	7.80	
Expected Capital Gains (%)	53.8%	
Expected Dividend Yield (%)	5.0%	
Expected Total Return (%)	58.8%	
Raw Beta (Past 2yrs weekly data)	1.42	
Market Cap. (Bt mn)	7,489	
Enterprise Value (Bt mn)	7,585	
3M Average Daily T/O (mn)	3.3	
52 w eek range	5 - 12.9	
Major Shareholders		
1. Mr. Surachai Chetchodsak		
2. Mr. Sorat Vanichvrakit		
3. Mr. Yotin Vanichvrakit		

Valuation Method

PEG'14 (1x)



**(%)** 32.2

16.8 4.3

12/14 E

563

0.55

0.39



1.95

34.66

14.18

4.00

5.00





#### Target price: Bt12.00 Short-term technical view:

Support: Bt7.70 Resistance: Bt9.50 Cut loss: Bt7.50

- We forecast RS to post 3QCY13 net profit of Bt126mn, up 65.8% y-y and 15.0% q-q. Media business is expected to be the brightest growth spot on the back of solid growth in satellite TV and radio businesses boosted by ad rate increases and changes in sales strategy for Spanish league La Liga satellite TV channel after the start of the second season in Aug 2013.
- In 4QCY13, earnings are forecast to be better than 3QCY13 and 4QCY13. We also expect 4QCY13 to be the best quarter of the year for RS. Media business would be a key driver of growth as the fourth quarter is traditionally the high season for the business, the new satellite TV channel 'Shop 77' will be launched, 'Cool Celsius' radio station is likely to break even and revenue contribution from La Liga is likely to be the highest of the year, enabling it to reach breakeven.
- We may place our earnings estimates for RS under review after 3QCY13 post-results analyst meeting which will give us a clearer trend in 4QCY13. For the meantime, we leave our CY13 net profit outlook for RS unchanged at Bt418mn. In our view, CY14 is also expected to be another banner year for RS as revenue contribution from La Liga would reach its peak. Broadcasting rights for the 2007 World Cup in France and ad rate hike plan for both satellite TVs and radios would be another key drivers of earnings growth for RS. We estimate RS will deliver CY14 net profit of Bt563mn. Rolling forward our valuation to CY14, we set a target price of Bt12/share for RS.

### Sector update & stock picks



Investment				*		2013	Mkt Cap		
Sector	weighting		Stock pick	Investment thesis	FV (Bŧ)	P/E (X)	P/BV (X)	Div Yld	(Btmn)
BANK	ow		ККР	NPLs improved while loan growth momentum continued. Earnings may not be strong in 4QCY13 on higher expenses but dividend remains attractive. DPS is estimated to be Bt2.75 for 2HCY13, translating into an un-annualized yield of up to 6.5%.	67.50	8.06	0.99	7.78%	35,021
сомм	NT	•	BIGC	4QCY13 results are expected to be better than 3QCY13 and 4QCY12 on year-end spending season and new store additions in various formats. Earnings growth momentum also looks set to continue into CY14 driven by full-year contribution from new stores that have been added in CY13.	228.00	26.39	4.45	1.14%	160,875
			HMPRO	HMPRO is forecast to report 4QCY13 profit growth in both q-q and y-y terms. New store additions, demand for post- flood home repairs and the 18th HomePro Expo to be held during Nov 15-24 would be key drivers of earnings growth.	14.50	30.53	7.39	1.29%	95,348
CONMAT	OW		SCC	Demand and selling prices for cement continued to grow at a healthy pace of 9%-10% and 10% respectively. The government's infrastructure projects would further boost construction activity in CY14.	510.00	14.37	2.80	3.79%	513,600
ENERG	NT		BCP	Thanks to the modest rise in crude oil prices in 4QCY13, BCP is expected to book a crude inventory gain. In the long run, diversification into solar power business would help cushion the risk of volatility in GRM.	38.50	8.48	1.29	5.11%	45,783
ETRON	NT	▼	KCE	3QCY13 results are expected to be the highest of the year for KCE. Our forecast suggests 3QCY13 earnings will be better than 3QCY12 and 2QCY13 on brisk sales and higher operating rate at KCE Tech.	24.50	7.85	2.22	4.64%	8,588
FOOD	OW		GFPT	3QCY13 results are forecast to be better than 3QCY12 and 2QCY13 on strong selling prices.	13.70	10.22	1.76	3.37%	11,911
HEALTH	NT		ВН	3QCY13 results are expected to be strong as the third quarter is traditionally the busy season for hospital visits and profitability would remain strong thanks to lower investment burden than rival BGH this year.	90.00	26.52	6.83	1.89%	63,385
ІСТ	NT		ADVANC	ADVANC will continue its investment in 3G network rollout this year and next. In the long run, ADVANC will benefit from operating cost savings under new 3G license as costs are around 5%-6% of revenue against revenue share of 25%-30% under exiting 2G concession contract.	286.00	20.61	15.89	4.85%	758,139
PETRO	NT		PTTGC	The still-high level of petrochemical spreads in 4QCY13, the absence of maintenance shutdown for olefins plant as witnessed in 3QCY13, the earlier-than-expected resumption of operations at PTT's GSP#5, which is positive for feedstock, and the investment with PT PERTAMINA which is likely to be concluded by year-end would be key earnings drivers for PTTGC in 4QCY13.	84.00	10.03	1.38	4.59%	353,945
	014		RS	3QCY13 results are forecast to be better than 3QCY12 and 2QCY13 on strong performance from media business, which is expected to continue well into 4QCY13 and CY14.	12.00	19.43	5.15	3.51%	8,156
MEDIA	OW		VGI	Earnings growth was strong in 2QFY14. More growth is also expected in 3QFY14 thanks to high seasonality, ad rate increases and new media.	14.10	41.67	20.83	2.16%	41,250
			SIRI	Strong backlog scheduled to be realized as revenue in 2HCY13 would be a key earnings driver for SIRI. Current valuation remains below historical averages.	3.40	5.89	1.13	8.48%	21,355
PROP	ow		ск	Sizable backlog, which is 6 times bigger than revenue it earned in CY12 would be a key revenue driver for CK. Construction costs remain low and less volatile. Margins are under control. Despite concerns over the Bt2trn infrastructure loan bill, we believe CK has potential to secure overseas projects to offset the decline in domestic projects.	25.80	5.24	2.40	3.87%	36,687
TRANS	NT		NOK	3QCY13 results are expected to be better than 3QCY12 on capacity additions and high cabin factor. The fourth quarter is also traditionally the high season for air travel.		11.53		6.06%	15,563

\*\* Based on closing price as of Oct 31, 2013

### **Economic calendar for Nov 2013**



Nov 4	Nov 5	Nov 6	Nov 7	Nov 8
<ul> <li>US: Factory orders</li> <li>EC: PMI manufacturing</li> </ul>	<ul> <li>US: ISM non- manufacturing</li> <li>EC: PPI</li> <li>CH: HSBC service PMI</li> </ul>	<ul> <li>US: Nonfarm productivity</li> <li>EC: PMI services, retail sales</li> </ul>	<ul> <li>US: Jobless claims, GDP</li> <li>EC: ECB interest rate decision</li> <li>TH: Consumer confidence</li> </ul>	<ul> <li>US: Nonfarm payrolls, unemployment rate, University Of Michigan confidence</li> <li>CH: Trade balance</li> </ul>
Nov 11	Nov 12	Nov 13	Nov 14	Nov 15
		<ul> <li>EC: Industrial production</li> </ul>	<ul> <li>US: Jobless claims, trade balance</li> </ul>	<ul> <li>US: CPI, industrial/manufacturin g production, wholesale inventory</li> <li>EC: GDP, CPI</li> </ul>
Nov 18	Nov 19	Nov 20	Nov 21	Nov 22
<ul> <li>EC: Trade balance</li> <li>CH: Property prices</li> <li>TH: GDP, car sales</li> </ul>		<ul> <li>US: Retail sales, existing home sales</li> </ul>	<ul> <li>US: Fed minutes for Oct.29-30 FOMC meeting, PPI, jobless claims</li> <li>EC:PMI manufacturing /service, consumer confidence</li> <li>CH: HSBC manufacturing PMI</li> </ul>	
Nov 25	Nov 26	Nov 27	Nov 28	Nov 29
US: Pending home sales	US: GDP, house price index, consumer confidence	<ul> <li>US: Durable goods orders, University Of Michigan confidence</li> <li>TH: BoT benchmark interest rate</li> </ul>	<ul> <li>US: Jobless claims</li> <li>EC: Consumer confidence</li> </ul>	<ul> <li>EC: Unemployment rate, core CPI</li> <li>TH: Trade balance</li> </ul>

Source: Bloomberg

### **Investment return calculation principles**



Model portfolio performance in Oct 2013	<ul> <li>PSR portfolio at +5.91% vs. SET index at +4.32%</li> <li>Top three gainers/outperformers IVL, MINT, KCE</li> <li>Top three losers/underperformers SIRI, ADVANC, SCC</li> </ul>
Cumulative model portfolio performance for Feb-Oct 2013	PSR portfolio at +15.70% vs. SET index at -0.95%
Duration of holding period	1 month
Number of recommended stocks	10-15 stocks
Investment rating	'BUY' only
Calculation of investment returns	<ul> <li>Buying and selling at the closing price of the month.</li> <li>Dividend is included in the calculation if the holding period for portfolio covers XD date.</li> </ul>

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