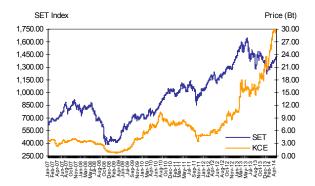


29 April 2014			Electronic Components					
	KCE		KCE Electronics					
Current	Previous	Close	2014 TP	Exp Return	Support	Resistance	CGR 2013	
BUY	BUY	34.25	38.00	+ 10.9%	33-31	35-36		

Consolidated earnin	gs			
BT (m)	2012	2013	2014E	2015E
Normalized profit	57	1,052	1,611	2,031
Net profit	712	1,174	1,611	2,031
EPS (Bt)-Normalized	0.12	2.19	2.74	3.46
EPS (Bt)	1.51	2.44	2.74	3.46
% growth y-y	439.1	62.0	12.3	26.1
Dividend (Bt)	0.55	0.75	0.85	1.07
BV/share (Bt)	6.23	7.07	9.10	11.49
EV/EBITDA (x)	31.46	13.18	11.13	9.28
PER (x) - Normalized	286.2	15.6	12.5	9.9
PER (x)	22.7	14.0	12.5	9.9
PBV (x)	5.5	4.8	3.8	3.0
Dividend yield (%)	1.6	2.2	2.5	3.1
YE no. of shares (mn)	473	480	587	587
No. of share-fully diluted	492	578	587	587
Par (Bt)	1.0	1.0	1.0	1.0
Source: Company data, FSS	estimates			

Share data	
Close (28/04/2014)	34.25
SET Index	1,411.23
Foreign limit/actual (%)	49.00/15.29
Paid up shares (million)	549.04
Free float (%)	55.57
Market cap (Bt mn)	18,804.54
Avg daily T/O (Bt mn) (2014 YTD)	85.26
hi, lo, avg (Bt) (2014 YTD)	35.50, 19.90, 26.02
Source: Satemarts	

Source: Setsmarts



Source: SET

Analyst: Sureeporn Teewasuwet

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1Q14 normalized earnings set to reach record high

Our forecasts call for KCE's 1Q14 normalized earnings to hit a new high (i.e. +21% Q-Q, +172% Y-Y) thanks to a rise in orders, Baht depreciation and economy of scale. Looking ahead, we expect the company's normalized earnings to continue to grow Q-Q in 2Q14-3Q14. However, the gain rates should not be exciting (i.e. +3%-5% Q-Q) owing to the high base in 1Q14 and the fact that KCE's capacity is currently fully utilized. Although a new factory is set to start commercial run from October 2014, such facility would report a loss in its initial phase and only break even in 2015. Given the higher-than-expected 1Q14 normalized earnings outlook, we have revised up our 2014E normalized earnings by 34% to where it now implies a jump of 53% Y-Y. Likewise, we raise our 2014 TP to Bt38 (PE 14x). Finally, we maintain our BUY rating on KCE.

Expect 1Q14 normalized earnings to hit new high

Our forecasts call for KCE's 1Q14 net profit to amount to Bt438mn (+16.2% Q-Q, +61% Y-Y). Excluding FX gain of Bt22mn, the company's normalized earnings would be equal to Bt416mn (+21% Q-Q, +172% Y-Y). Such gains should be made possible by a continuous rise in orders. In 1Q14, U.S. dollar-denominated revenue likely amounted to US\$84mn (+6.3% Q-Q, +24.6% Y-Y). Moreover, the Baht also depreciated. Hence, Baht-denominated revenue was set to jump at sharper rates of 9.8% Q-Q and 36.9% Y-Y. Production efficiency was well controlled, resulting in a continuously low defect rate (i.e. flat Q-Q). Capacity was fully utilized, optimizing economy of scale. Hence, gross margin likely remained strong at 30.5%, up from 28.9% in 4Q13 and 22.2% in 1Q13. In addition, KCE's normalized earnings were poised to hit a new record high in 1Q14.

Normalized earnings likely continue to grow in 2Q14-3Q14

In 2Q14, advanced orders remain strong and are sufficient to fill KCE's capacity for the quarter. U.S. dollar-denominated revenue might increase 3% Q-Q and hit a new high in 3Q14 thanks to seasonal factors. However, quarterly growth should be unexciting owing to the high base in 1Q14 and the fact that the company's capacity is already fully utilized. Initially, we expect KCE's 2Q14-3Q14 normalized earnings to amount to Bt430-450mn, respectively, before declining in 4Q14 owing to seasonal factors. KCE is currently constructing a new factory that would increase its capacity by 30%. It is expected that such factory will start commercial run in October 2014 with likelihood for a loss at its initial phase. KCE's management sets a rather aggressive target that the company will break even from 1Q15 onward at a utilization rate of 60% of its new capacity of 700,000 SQM. Nonetheless, there is risk that KCE will not achieve its target, i.e. prospect that there are insufficient purchase orders for the new factory to break even. In this regard, KCE is now making marketing efforts to find new customers. Given the sharply higher-than-expected 1Q14 normalized earnings outlook, we have raised our 2014E normalized earnings by 34% to Bt1.6bn (+53% Y-Y). Likewise, we increase our 2014 fully-diluted TP to Bt38 (PE 14x) from Bt28.40.



1Q14E Earnings Preview

(Bt mn)	1Q14E	4Q13	%Q-Q	1Q13	%Y-Y
Sales revenue	2,738	2,493	9.8%	1,999	36.9%
Costs	1,903	1,774	7.3%	1,555	22.4%
Gross profit	835	719	16.1%	445	87.6%
SG&A costs	383	344	11.3%	267	43.4%
Interest charge	43	43	0.0%	39	10.3%
Norm Profit	416	344	20.9%	153	171.9%
Net profit	438	377	16.2%	272	61.0%
EPS (Bt/share)	0.911	0.784	16.2%	0.572	59.3%
Gross margin	30.5%	28.9%	1.6%	22.2%	8.3%
SG&A as % of Sales	14.0%	13.8%	0.2%	13.4%	0.6%
Net margin	16.0%	15.1%	0.9%	13.6%	2.4%

Source: FSS Estimates



Income Statement (Consolidated)										
(Bt mn)	2011	2012	2013	2014E	2015E					
Revenue	7,201	6,478	9,294	11,165	12,840					
Cost of sales	5,957	5,232	6,843	7,838	9,052					
Gross profit	1,244	1,246	2,451	3,327	3,788					
SG&A costs	1,074	1,075	1,275	1,563	1,798					
Operating profit	170	170	1,177	1,764	1,990					
Other income	106	72	57	67	205					
EBIT	276	242	1,233	1,831	2,196					
EBITDA	828	730	1,762	2,485	2,899					
Interest charge	153	159	171	195	138					
Tax on income	2	20	16	21	27					
Earnings after tax	120	63	1,047	1,615	2,031					
Minority interests	-3.1	4.2	8.0	0.0	0.0					
Normalized earnings	339	57	1,052	1,611	2,031					
Extraordinary items	-207	656	122	0	0					
Net profit	132	712	1,174	1,611	2,031					
Balance Sheet (Consolidat	ted)									

Income Statement (Consolidated)										
(Bt mn)	2011	2012	2013	2014E	2015E					
Net Profit	132	712	1,174	1,611	2,031					
Depreciation etc.	552	488	529	654	704					
Change in working capital	-1,111	1,139	-686	-8	-137					
Other adjustments	-9	-653	-135	4	0					
Cash flow from operations	-435	1,686	882	2,260	2,599					
Capital expenditure	521	-1,490	-635	-2,500	-1,000					
Others	4	-72	-150	123	-2					
Cash flow from investing	525	-1,561	-784	-2,377	-1,002					
Free cash flow	89	124	97	-117	1,597					
Net borrowings	572	-118	47	417	-939					
Equity capital raised	7	17	17	98	0					
Dividends paid	-278	-173	-168	-499	-630					
Others	3	12	11	46	0					
Cash flow from financing	303	-262	-93	62	-1,569					
Net change in cash	392	-137	4	-55	28					

Balance Sheet (Consolidated)										
(Bt mn)	2011	2012	2013	2014E	2015E					
Cash	538	400	405	350	378					
Accounts receivable	1,546	2,215	3,216	2,753	2,814					
Inventory	1,080	1,240	1,345	1,503	1,612					
Other current assets	1,708	840	502	1,117	1,284					
Total current assets	4,872	4,695	5,468	5,723	6,088					
Investments	82	79	99	99	99					
Plant, property & equipment	4,235	5,237	5,343	7,189	7,485					
Other assets	169	245	375	252	253					
Total assets	9,358	10,256	11,284	13,262	13,925					
Short-term loans	3,551	2,812	3,220	1,850	1,700					
Accounts payable	1,467	1,566	2,173	2,147	2,480					
Current maturities	404	1,393	849	1,187	1,052					
Other current liabilities	2	13	34	22	26					
Total current liabilities	5,424	5,784	6,275	5,207	5,258					
Long-term debt	1,364	1,327	783	2,589	1,785					
Other non-current liab.	62	67	116	100	116					
Total non-current liab.	1,426	1,394	898	2,689	1,901					
Total liabilities	6,850	7,178	7,174	7,896	7,158					
Registered capital	500	492	578	587	587					
Paid up capital	458	473	480	587	587					
Share premium	1,108	1,111	1,120	1,111	1,111					
Legal reserve	50	50	50	50	50					
Retained earnings	890	1,430	2,441	3,598	5,000					
Minority Interests	-12	13	20	19	19					
Shareholders' equity	2,494	3,077	4,110	5,366	6,767					

_					
Important Ratios (Consolida	ted)				
	2011	2012	2013	2014E	2015E
Growth (%)					
Sales	-0.5	-10.0	43.5	20.1	15.0
EBITDA	-33.7	-11.9	141.4	41.0	16.7
Net profit	-75.3	439.6	64.7	37.2	26.1
Normalized earnings	-25.1	-83.3	1759.4	53.2	26.1
Profitability Ratios (%)					
Gross profit margin	17.3	19.2	26.4	29.8	29.5
EBITDA margin	11.5	11.3	19.0	22.3	22.6
EBIT margin	3.8	3.7	13.3	16.4	17.1
Normalized profit margin	4.7	0.9	11.3	14.4	15.8
Net profit margin	1.8	11.0	12.6	14.4	15.8
Normalized ROA	3.6	0.6	9.3	12.1	14.6
Normalize ROE	13.5	1.8	25.7	30.1	30.1
Normalized ROCE	7.0	5.4	24.6	22.7	25.3
Risk (x)					
D/E	2.7	2.3	1.8	1.5	1.1
Net D/E	2.5	2.2	1.7	1.4	1.0
Net debt/EBITDA	7.6	9.3	3.8	3.0	2.3
Per share data (Bt)					
EPS - Reported	0.28	1.51	2.44	2.74	3.46
EPS - Normalized	0.72	0.12	2.19	2.74	3.46
EBITDA	1.75	1.54	3.67	4.23	4.94
FCF	0.19	0.26	0.20	(0.20)	2.72
Book value	5.01	6.23	7.07	9.10	11.49
Dividend	0.20	0.55	0.75	0.85	1.07
Par	1.0	1.0	1.0	1.0	1.0
Valuations (x)					
P/E	122.5	22.7	14.0	12.5	9.9
P/E - Normalized	47.7	286.2	15.6	12.5	9.9
P/BV	6.8	5.5	4.8	3.8	3.0
EV/EBTDA	27.1	31.5	13.2	11.1	9.3

0.6

1.6

Dividend yield (%)

Source: Company data, FSS research

2.5

3.1

2.2



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Bangkapi

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Chachoengsao

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Measai

119 Moo 10, Tumbon Maesai, Aumphoe Muang, Cheangrai

Suratthani

173/83-84 Moo 1 Watpho-Bangyai Road., Tumbon Makamtia, Aumphoe Mueang, Suratthani

Trang

59/28 Huaiyod Road, Tumbon Thaptieng, Aumphoe Meungtrang, Trang

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Central Rattanatibet

68/127 Moo 8 Rattanatibet Road, Tumbon Banggrasor, Aumphoe Muang, Nonthaburi

Rang sit

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Krabi

223/20 Mharaj Road, Tumbon Paknam, Aumphoe Meung, Krabi

Amarin Tower

496-502 Amarin Tower 20th Floor, Pleonchit, Lumpini, Pathumwan, Bangkok

Asoke

159 Sermmit Tower 17th Floor, Soi Sukumvit 21, Sukhumvit Road, Klongtey North, Wattana, Bangkok

Thaisummit Tower 2

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Ladprao

555 Rasa Tower 2, 11st Floor, Unit 1106, Phaholyothin Road, Chatuchak, Bangkok

Nakornpathom

28/16-17 Yingpao Road, Tumbon Sanamjan, Aumphoe Muang, Nakornpathom

Chiangmai 2

310 Chiang Mai Land, Chang Klan R., Chang Klan Muang Chiangmai

Hatyai 2

106 Prachathipat Road, Aumphoe Hadyai, Songkhla

Pattane

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Prachachuen

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Udonthani

104/6, 2 fl., ICBC Bank Tower Udon Dusadee Road, Tumbon Mak Khaeng, Aumphoe Muang Udon Thani, Udon Thani

Sindhorn 2

130-132 Sindhorn Building 3, 24th Floor, Wireless Road, Lumpini, Pathumwan, Bangkok

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Samutsakorn

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Khonkaen 2

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Phuket

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Khonkaen

4/6, 2 fl., ICBC Bank Tower Khang Meung Road, Tumbon Nai Meung, Aumphoe Meung Khonkaen, Khonkaen

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Recommendation Definitions

BUY The latest close is below our target price and the estimated upside is 10% or more.

HOLD The latest close is below our target price and the estimated upside is 0-10%.

SELL The latest close is above our target price.

TRADING BUY

The latest close is above our target price but the price is expected to be driven by short-term positive factors

OVERWEIGHT The estimated return is higher than the market average.

NEUTRAL The estimated return is the same as the market average.

UNDERWEIGHT The estimated return is lower than the market average.

Note: The expected return may change as market risks increase or decline.



Thai Institute of Directors Association (IOD) - Corporate Governance Report Rating 2013

ADVANC AOT ASIMAR BAFS BANPU BAY BBL BCP BECL BKI	BROOK BTS CIMBT CK CPF CPN CSL DRT DTAC EASTW	EGCO ERW GRAMMY HANA HEMRAJ ICC INTUCH IRPC IVL KBANK	KKP KTB LPN MCOT MINT NKI NOBLE PAP PG PHOL	PR PRANDA PS PSL PTT PTTEP PTTGC QH RATCH ROBINS	RS S&J SAMART SAMTEL SAT SC SCB SCC SCSMG SE-ED	SIM SIS SITHAI SNC SPALI SPI SSI SSSC SVI SYMC	TCAP THAI THCOM THRE TIP TISCO TKT TMB TNITY	TRC TRUE TTW TVO UV VGI WACOAL	Score Range 100-90 80-89 70-79 60-69 50-59 <50	Ratin	The state of the s	Description Excellent Very Good Good Satisfactory Pass n/a
2S ACAP AF AHC AIT AKP AMANAH AMARIN AMATA AP APCO APCS ASIA	ASK ASP AYUD BEC BFIT BH BIGC BJC BLA BMCL BWG CCET CENTEL	CFRESH CGS CHOW CM CNT CPALL CSC DCC DELTA DTC ECL EE EIC	ESSO FE FORTH GBX GC GFPT GL GLOW GOLD GSTEL GUNKUL HMPRO HTC	IFEC INET ITD JAS JUBILE KBS KCE KGI KKC KSL KWC L&E LANNA	LH LHBANK LHK LIVE LOXLEY LRH LST MACO MAJOR MAKRO MBK MBKET MFC	MFEC MODERN MTI NBC NCH NINE NMG NSI NWR OCC OFM OGC OISHI	PB PDI PE PF PJW PM PPM PPP PREB PRG PT PYLON QTC	RASA SABINA SAMCO SCCC SCG SEAFCO SFP SIAM SINGER SIRI SKR SMT	SPCG SPPT SSF STANLY STEC SUC SUSCO SYNTEC TASCO TCP TF TFD	THANA THANI THIP TICON TIPCO TK TLUXE TMILL TMT TNL TOG TPC TPCORP	TPIPL TRT TRU TSC TSTE TSTH TTA TTCL TUF TWFP TYM UAC UMI	UMS UP UPOIC UT VIBHA VIH VNG VNT YUASA ZMICO
A AAV AEC AEONTS AFC AGE AH AI AJ AKR ALUCON ANAN	ARIP AS BAT-3K BCH BEAUTY BGT BLAND BOL BROCK BSBM CHARAN CHUO	CI CIG CITY CMR CNS CPL CRANE CSP CSR CTW DEMCO DNA	DRACO EA EARTH EASON EMC EPCO F&D FNS FOCUS FPI FSS GENCO	GFM GJS GLOBAL HFT HTECH HYDRO IFS IHL ILINK INOX IRC IRCP	IT JMART JMT JTS JUTHA KASET KC KCAR KDH KTC KWH LALIN	LEE MATCH MATI MBAX MDX PRINC MJD MK MOONG MPIC MSC NC	NIPPON NNCL NTV OSK PAE PATO PICO PL POST PRECHA PRIN Q-CON	QLT RCI RCL ROJNA RPC SCBLIF SCP SENA SF SGP SIMAT SLC	SMIT SMK SOLAR SPC SPG SIRICHA SSC STA SUPER SVOA SWC SYNEX	TBSP TCCC TEAM TGCI TIC TIES TIW TKS TMC TMD TMI	TNPC TOPP TPA TPP TR TTI TVD TVI TWZ UBIS UEC UOBKH	UPF UWC VARO VTE WAVE WG WIN WORK

IOD (IOD Disclaimer)

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