



KCE Electronics

(KCE.BK/KCE TB)*

Neutral-Maintained

Price as of 5 Sep2017	86.25
12M target price (Bt/shr)	93.00
Unchanged/Revised up(down)(%)	Unchanged
Upside/downside (%)	7.8

Key messages

Copper price broke the YTD high of ~US\$6,900/mt in September, implying a YTD average of ~US\$5,900/mt. Based on our copper assumption of US\$6,200/mt in 2017, a price above US\$7,000/mt would be a trigger point to hurt KCE's forecast earnings. We recommend investors to keep an eye for a stable copper price.

Keep an eye on copper price

Event

Copper price broke the YTD high of ~US\$6,900/mt in September, implying a YTD average of ~US\$5,900/mt. Based on our copper assumption of US\$6,200/mt in 2017, a price above US\$7,000/mt would be a trigger point to hurt KCE's forecast earnings.

Impact

Copper price above US\$7,000/mt could provide earnings downside

The copper price has risen 24% from ~US\$5,500/mt in January 2017 to ~US\$6,900/mt in September 2017, implying a YTD average of ~US\$5,900/mt. A copper price above US\$7,000/mt could be a trigger point that would possibly hurt KCE's forecast earnings as we have assumed a copper price of US\$6,200/mt in 2017. Note that every 10% increase in copper price could hurt gross margin about 0.5%, referring to our KGI Taiwan report.

Copper price wouldn't have much impact on 3Q17 earnings due to lower processing fee, but would have impact in 4Q17 and 2018

We do not expect KCE's 3Q17 earnings to be impacted much by the rising copper price due to a drop in processing fee.KGI Taiwan, with their channel check, forecast copper foil price to rise at least 4% MoM in September to reflect the higher copper price (increased ~8.3% in August), assuming a flat processing fee. The increases in the price of copper in June (2.2%) and July (4.7%) were offset by a lower processing fee. Thus, the price of copper foil didn't resume its uptrend until later in August. As a result, KCE's 3Q17 earnings should be okay, but the impact may begin to be felt in 4Q17 and 2018.

Downside share price risk of Bt78.00-Bt80.00 on conservative case

If we assume a copper price of US\$6,900/mt and exchange rate of Bt33/US\$, which ARE the current levels (instead of our assumption of US\$6,200/mt for copper price and Bt34.2/US\$ for exchange rate), it implies earnings downside of about 5%-7% in 2017 with a share price of about Bt78.00-Bt80.00 (Figure 7).

Valuation & Action

We maintain a1H18 target price of Bt93.00 based on multiple PER 17.0x (+1 S.D. sector average). We foresee a continued uptrend in copper price as a key factor behind earnings downside. Thus, we recommend investors to watch for a stable copper price and the company's profitability in 3Q17.

Risks

Natural disasters, unplanned plant shutdowns, customers shifting to other suppliers, increasing raw material prices and Bt/US\$ appreciation.

Key financials and valuations

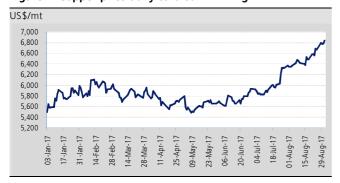
	Dec - 15A	Dec - 16A	Dec - 17F	Dec - 18F	Dec - 19F
Revenue (Btmn)	12,449	13,797	15,956	17,606	18,999
Gross Profit (Btmn)	3,914	4,813	5,098	5,821	6,363
SG&A (Btmn)	1,520	1,695	2,058	2,202	2,340
Net Profit (Btmn)	2,240	3,039	2,924	3,514	3,933
Normalized Profit (Btmn)	2,192	2,912	2,924	3,514	3,933
EPS (Bt)	3.90	5.18	4.99	6.00	6.71
Normalized EPS (Bt)	3.81	4.97	4.99	6.00	6.71
DPS (Bt)	1.50	2.00	2.00	2.40	2.68
EPS Growth (%)	4.5	33.0	(3.8)	20.2	11.9
Normalized EPS Growth	20.0	30.3	0.4	20.2	11.9
P/E (X)	18.0	23.5	18.6	15.5	13.9
P/B (X)	5.0	7.1	4.6	3.9	3.4
EV/EBITDA (X)	17.0	12.3	12.4	10.4	9.1
Net Debt to Equity (%)	69.6	36.3	20.4	2.2	(12.7)
Dividend Yield (%)	2.1	1.6	2.1	2.6	2.9
Return ob Average Equity (%)	27.7	30.3	24.8	25.3	24.2

Source: KGI Research

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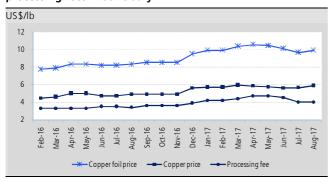


Figure 1: Copper price daily to break YTD high



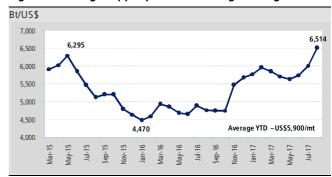
Source: Biznews, KGI Research

Figure 3: Copper foil price didn't rise until August on low processing fees in June-July



Source: KGI Taiwan

Figure 2: Average copper price marked high in Aug17



Source: Biznews, KGI Research

Figure 4: Baht has been strengthening since the beginning of 2017



Source: Biznews, KGI Research

Figure 5:Sensitivity analysis on effects of copper price and FX to KCE's gross profit margin

C.	Gross margin					F)	(Bt/US\$)				
di	OSS IIIa	rgili	36.5	36.0	35.5	35.0	34.5	34.0	33.5	33.0	32.5
		4,800	35.0%	34.8%	34.5%	34.3%	34.0%	33.8%	33.5%	33.3%	33.0%
υ	10%	5,280	34.5%	34.3%	34.0%	33.8%	33.5%	33.3%	33.0%	32.8%	32.5%
Price mt)	20%	5,760	34.0%	33.8%	33.5%	33.3%	33.0%	32.8%	32.5%	32.3%	32.0%
= <u>₹</u>	30%	6,240	33.5%	33.3%	33.0%	32.8%	32.5%	32.3%	32.0%	31.8%	31.5%
Copp (US	40%	6,720	33.0%	32.8%	32.5%	32.3%	32.0%	31.8%	31.5%	31.3%	31.0%
3	50%	7,200	32.5%	32.3%	32.0%	31.8%	31.5%	31.3%	31.0%	30.8%	30.5%
	60%	7,680	32.0%	31.8%	31.5%	31.3%	31.0%	30.8%	30.5%	30.3%	30.0%

Source: Company data, KGI Research

Figure 6: Sensitivity analysis on effectsof GPM and FX on KCE's EPS 2017

EPS	(Bt) end				FX	(Bt/US\$)				
2	2017	36.5	36.0	35.5	35.0	34.5	34.0	33.5	33.0	32.5
	33.00%	5.6	5.5	5.5	5.4	5.3	5.2	5.2	5.1	5.0
	32.80%	5.6	5.5	5.4	5.3	5.3	5.2	5.1	5.0	4.9
	32.60%	5.5	5.4	5.4	5.3	5.2	5.1	5.0	5.0	4.9
.⊑	32.40%	5.5	5.4	5.3	5.2	5.2	5.1	5.0	4.9	4.8
margin	32.20%	5.4	5.3	5.3	5.2	5.1	5.0	4.9	4.9	4.8
Ē	32.00%	5.3	5.3	5.2	5.1	5.0	5.0	4.9	4.8	4.7
Gross	31.80%	5.3	5.2	5.1	5.1	5.0	4.9	4.8	4.8	4.7
G	31.60%	5.2	5.2	5.1	5.0	4.9	4.9	4.8	4.7	4.6
	31.40%	5.2	5.1	5.0	5.0	4.9	4.8	4.7	4.7	4.6
	31.20%	5.1	5.1	5.0	4.9	4.8	4.8	4.7	4.6	4.5
	31.00%	5.1	5.0	4.9	4.9	4.8	4.7	4.6	4.6	4.5

Source: Company data, KGI Research



Thailand KCE Electronic

Figure 7: Sensitivity analysis - EffectsofGPM and FX on KCE's2017 target price

DEI	R 17.0X				FX	(Bt/US\$)				
PEI	N 17.UX	36.5	36.0	35.5	35.0	34.5	34.0	33.5	33.0	32.5
	33.00%	96	94	93	92	90	89	88	86	85
	32.80%	95	93	92	91	89	88	87	85	84
	32.60%	94	92	91	90	88	87	86	85	83
.⊑	32.40%	93	92	90	89	88	86	85	84	82
margin	32.20%	92	91	89	88	87	85	84	83	81
Ě	32.00%	91	90	88	87	86	84	83	82	81
Gross	31.80%	90	89	87	86	85	84	82	81	80
Ģ	31.60%	89	88	86	85	84	83	81	80	79
	31.40%	88	87	86	84	83	82	81	79	78
	31.20%	87	86	85	83	82	81	80	78	77
	31.00%	86	85	84	83	81	80	79	78	76

Source: Company data, KGI Research



Thailand KCE Electronic

KGI Locations

China Shanghai	Room 1907-1909 ,Tower A, No. 100 Zunyi Road, Shanghai, PRC 200051
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Hong Kong	41/F CentralPlaza, 18 Harbour Road, Wanchai, Hong Kong Telephone 852.2878.6888 Facsimile 852.2878.6800
Thailand Bangkok	8th - 11th floors, AsiaCentreBuilding 173 South Sathorn Road, Bangkok10120, Thailand Telephone 66.2658.8888 Facsimile 66.2658.8014

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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).1.3
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 Securities.
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.
	Excess return = 12M target price/current price-
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.

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Corporate Governance Report of Thai Listed Companies

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Companies with Excellent CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
AOT	AIRPORTS OF THAILAND	GPSC	GLOBAL POWER SYNERGY	PTTGC	PTT GLOBAL CHEMICAL
ВСР	THE BANGCHAK PETROLEUM	HMPRO	HOME PRODUCT CENTER	QH	QUALITY HOUSES
BIGC	BIG C SUPERCENTER	IRPC	IRPC	RATCH	RATCHABURI ELECTRICITY GENERATING HOLDING
BTS	BTS GROUP HOLDINGS	KBANK	KASIKORNBANK	SCB	THE SIAM COMMERCIAL BANK
CK	CH. KARNCHANG	KCE	KCE ELECTRONICS	scc	THE SIAM CEMENT
CPF	CHAROEN POKPHAND FOODS	KKP	KIATNAKIN BANK	SPALI	SUPALAI
CPN	CENTRAL PATTANA	ктв	KRUNG THAI BANK	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION
DELTA	DELTA ELECTRONICS (THAILAND)	ктс	KRUNGTHAI CARD	SVI	SVI
DRT	DIAMOND ROOFING TILES	LPN	L.P.N. DEVELOPMENT	TCAP	THANACHART CAPITAL
DTAC	TOTAL ACCESS COMMUNICATION	MINT	MINOR INTERNATIONAL	TISCO	TISCO FINANCIAL GROUP
EGCO	ELECTRICITY GENERATING	PTT	PTT	тмв	TMB BANK
GFPT	GFPT	PTTEP	PTT EXPLORATION AND PRODUCTION	TOP	THAI OIL



Companies with Very Good CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	CKP	CK POWER	PYLON	PYLON
ADVANC	ADVANCED INFO SERVICE	DCC	DYNASTY CERAMIC	ROBINS	ROBINSON DEPARTMENT STORE
ANAN	ANANDA DEVELOPMENT	ERW	THE ERAWAN GROUP	SEAFCO	SEAFCO
AP	ASIAN PROPERTY DEVELOPMENT	GLOBAL	SIAM GLOBAL HOUSE	SPRC	STAR PETROLEUM REFINING
BANPU	BANPU	GLOW	GLOW ENERGY	TASCO	TIPCO ASPHALT
BBL	BANGKOK BANK	GUNKUL	GUNKUL ENGINEERING	ТМТ	THAI METAL TRADE
BDMS	BANGKOK DUSIT MEDICAL SERVICES	LH	LAND AND HOUSES	TRUE	TRUE CORPORATION
ВЕМ	BANGKOK EXPRESSWAY AND METRO	MALEE	MALEE SAMPRAN	TVO	THAI VEGETABLE OIL
CENTEL	CENTRAL PLAZA HOTEL	MTLS	MUANGTHAI LEASING		
CHG	CHULARAT HOSPITAL	PACE	PACE DEVELOPMENT CORPORATION		



Companies with Good CG Scoring

	(CE Complete Section Co. CE Complete Co. CE							
Stock	Company name	Stock	Company name	Stock	Company name			
BA	BANGKOK AIRWAYS	MAKRO	SIAM MAKRO	SCN	SCAN INTER			
вн	BUMRUNGRAD HOSPITAL	MODERN	MODERNFORM GROUP	SIRI	SANSIRI			
ВЈСНІ	BJC HEAVY INDUSTRIES	NOK	NOK AIRLINES	TKN	TAOKAENOI FOOD & MARKETING			
CBG	CARABAO GROUP	SAPPE	SAPPE	TPCH	TPC POWER HOLDING			
ILINK	INTERLINK COMMUNICATION	SAWAD	SRISAWAD POWER 1979	TRT	TIRATHAI			
LPH	LADPRAO GENERAL HOSPITAL	SCI	SCI ELECTRIC					

Companies classified Not in the three highest score groups

Stock	Company name	Stock	Company name	Stock	Company name
всн	BANGKOK CHAIN HOSPITAL	BPP	BANPU POWER	FN	FN FACTORY OUTLET
BCPG	BCPG	CPALL	CP ALL		

Source: www.thai-iod.com

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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
всн	BANGKOK CHAIN HOSPITAL	IRPC	IRPC	scc	THE SIAM CEMENT
BDMS	BANGKOK DUSIT MEDICAL SERVICES	KBANK	KASIKORNBANK	SIRI	SANSIRI
BIGC	BIG C SUPERCENTER	KCE	KCE ELECTRONICS	SPALI	SUPALAI
СК	CH. KARNCHANG	KKP	KIATNAKIN BANK	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION
DCC	DYNASTY CERAMIC	ктв	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	ТМТ	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
ВА	BANGKOK AIRWAYS	GUNKUL	GUNKUL ENGINEERING	SCB	THE SIAM COMMERCIAL BANK
BANPU	BANPU	ILINK	INTERLINK COMMUNICATION	SCN	SCAN INTER
ВСР	THE BANGCHAK PETROLEUM	KTC	KRUNGTHAI CARD	SEAFCO	SEAFCO
вн	BUMRUNGRAD HOSPITAL	LH	LAND AND HOUSES	SVI	SVI
ВЈСНІ	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	тмв	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

St	tock	Company name	Stock	Company name	Stock	Company name
В	EM	BANGKOK EXPRESSWAY AND METRO	MTLS	MUANGTHAI LEASING	SPRC	STAR PETROLEUM REFINING
C	PALL	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

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.