

ALERT Thailand

KCE Electronics

(KCE.BK/KCE TB)*

Neutral · Maintained

Price as of 14 Feb 2024	40.50
12M target price (Bt/shr)	46.00
Unchanged/Revised up(down)(%)	Unchanged
Upside/downside (%)	(13.6)

Key messages

ผู้บริหารคาควาทั้งยอดขายและอัตรากำไรขั้นตนจะดีขึ้นทุก ใตรมาสในปีนี้ เราแนะนำให้นักลงทุนรอดูผลการดำเนินงาน ในงวด IH67 ไปก่อน โดยยังคงคำแนะนำถือ และประเมิน ราคาเป้าหมายสิ้นปี 2567 ที่ 46.00 บาท อิงจาก PER ที่ 29.0x

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คาดว่าจะดีขึ้นใน 2H67

Even

ประชมนักวิเคราะห์

Impact

คาดว่ายอดขายจะดีขึ้นได้บางตั้งแต่ 1067 เป็นต้นไป..

เราคาควายอดขายจะเพิ่มขึ้น QoQ แต่ทรงตัว YoY ใน 1Q67 เพราะยังมีปัจจัยทางเศรษฐกิจบางตัวที่ไม่ เอื้ออำนวย ผู้บริหารกาดวายอดขายจะทรงตัวในช่วงครึ่งแรกของปีนี้ ก่อนนี้จะฟื้นตัวขึ้นในครึ่งหลังของ ปี เพราะคำสั่งซื้อที่เพิ่มขึ้นจากลูกคาใหม่ นอกจากนี้ ผู้บริหารยังปรับลดเป้าอัตราการเติบโตของยอดขาย ปี 2567 ลงมาอยู่ในช่วง 4-7% จากเดิมที่คาควาจะเป็นเลขหลักเดียวสูง ๆ หรืออยู่ที่ระดับสิบตน ๆ ซึ่งเป้า ใหม่ของผู้บริหารใกล้เคียงกับสมมติฐานอัตราการเติบโตของยอดขายปีนี้ของเราที่ 5% YoY

...เช่นเดียวกับอัตรากำไรขั้นต้น

ถึงแม้วาการลดราคาขายจะมีผลในช่วงต้นปีนี้ แต่บริษัทยังคาดว่าอัตรากำไรขั้นต้นในปีนี้จะเพิ่มขึ้นทุก ใตรมาส จากการเน้นเพิ่มประสิทธิภาพของการบริหารต้นทุน ซึ่งได้แก่ i) การปรับปรุงการผลิตวัตถุดิบ และ ii) การลดจำนวนแรงงาน ดังนั้น บริษัทจึงคาดว่าอัตรากำไรขั้นต้นจะทรงตัว QoQ ใน 1Q67 ก่อนที่ จะขยับเพิ่มขึ้นในใตรมาสถัดไป โดยตั้งเป้าอัตรากำไรขั้นต้นปีนี้ไว้ที่ 24% (สูงกว่าสมมติฐานปีนี้ของเรา ที่ 22.6%)

จับตาการปรับตัวในทิศทางที่ดีขึ้น

ถึงแม้เราจะกาควายอดขายใน 1Q66 จะเพิ่มขึ้น QoQ แต่ยังมีปัจจัยอื่นที่อาจจะกดคันอัตรากำไรขั้นต้น ของบริษัท ได้แก่ i) ราคาขายที่ลดลง ii) เงินบาทแข็งคาขึ้น (อัตราแลกเปลี่ยนเฉลี่ย QTD อยู่ที่ 35.30 บาท/ ดอลลาร์ฯ จาก 35.60 บาท/ดอลลาร์ฯ ใน 4Q66) และ iii) ได้อานิสงส์เพียงบางส่วนจากแผนการเพิ่ม ประสิทธิภาพของการบริหารต้นทุน ดังนั้น ผลประกอบการใน 1Q67 จึงอาจจะลดลง QoQ เราแนะนำให้ นักลงทุนรอดูสลานการณ์ และจับตาดูการพื้นตัวใน 1H67 ไปก่อน

Valuation

เรายังคงราคาเป้าหมายสิ้นปี 2567 ที่ 46.00 บาท อิงจาก PER ที่ 29.0x ((คาเฉลี่ยในอดีต +0.25 S.D.) และ คงคำแนะนำถือ KCE

Risk

ภัยธรรมชาติ, มีการปิดโรงงานนอกแผน, ลูกค้าเปลี่ยนไปสั่งสินค้าจาก supplier รายอื่น, ขาดแคลน วัตถุดิบ, เงินบาทแข็งค่าขึ้น (เราใช้สมมติฐานอัตราแลกเปลี่ยนปี 2567-68 ที่ 33.50 บาท/ดอลลาร์ฯ)

Key financials and valuations

Year end Dec 31	Dec-21A	Dec-22A	Dec-23A	Dec-24F	Dec-25F
Revenue (Btmn)	14,938	18,456	16,344	16,593	17,854
Gross profit (btmn)	3,973	4,202	3,403	3,756	4,156
SG&A (Btmn)	1,656	1,898	1,774	1,825	1,964
Net profit (Btmn)	2,426	2,317	1,720	1,882	2,070
Normalized profit (Btmn)	2,237	2,302	1,569	1,882	2,070
EPS (Bt)	2.05	1.96	1.45	1.59	1.75
Normalized EPS (Btmn)	1.89	1.95	1.33	1.59	1.75
DPS (Btmn)	1.6	1.6	1.1	1.3	1.5
EPS growth (%)	114.7	(4.5)	(25.8)	9.4	10.0
Normalized EPS growth (%)	119.0	2.9	(31.8)	19.9	10.0
P/E (X)	46.5	20.8	30.5	25.4	23.1
P/B (X)	7.7	3.6	3.5	3.4	3.3
EV/EBITDA (X)	28.5	14.0	15.9	14.8	13.4
Net debt to Equity (%)	12.6	19.9	3.2	3.5	11.8
Dividend yield (%)	1.8	4.0	2.7	3.3	3.6
Return on Equity (%)	19.0	17.2	12.6	13.4	14.3

Source: KGI Securities Research



SET ESG Ratings

Stock	Company name	SET ESG Ratings	Stock	Company name	SET ESG Ratings
ADVANC	ADVANCED INFO SERVICE	AAA	KTC	KRUNGTHAI CARD	AAA
AMATA	AMATA CORPORATION	AAA	LH	LAND AND HOUSES	Α
AOT	AIRPORTS OF THAILAND	Α	MAJOR	MAJOR CINEPLEX GROUP	AA
AP	AP (THAILAND)	AA	MEGA	MEGA LIFESCIENCES	Α
BAFS	BANGKOK AVIATION FUEL SERVICES PCL.	AA	MINT	MINOR INTERNATIONAL	AA
BAM	BANGKOK COMMERCIAL ASSET MANAGEMEN	AA	MTC	MUANGTHAI CAPITAL	Α
BANPU	BANPU	AAA	OR	PTT OIL AND RETAIL BUSINESS	AAA
BBGI	BBGI	AA	ORI	ORIGIN PROPERTY	AA
BBL	BANGKOK BANK	AA	OSP	OSOTSPA	AA
BCH	BANGKOK CHAIN HOSPITAL	AA	PLANB	PLAN B MEDIA	AA
BCP	BANGCHAK CORPORATION	AAA	PSH	PRUKSA HOLDING	BBB
BCPG	BCPG	AA	PTT	PTT	AAA
BDMS	BANGKOK DUSIT MEDICAL SERVICES	AA	PTTEP	PTT EXPLORATION AND PRODUCTION	AAA
BEM	BANGKOK EXPRESSWAY AND METRO	AA	PTTGC	PTT GLOBAL CHEMICAL	AAA
BGRIM	B.GRIMM POWER	AAA	RATCH	RATCH GROUP	AA
BPP	BANPU POWER	AAA	RBF	R&B FOOD SUPPLY	BBB
BTS	BTS GROUP HOLDINGS	AA	SAK	SAKSIAM LEASING	Α
CBG	CARABAO GROUP	Α	SAPPE	SAPPE	BBB
CENTEL	CENTRAL PLAZA HOTEL	Α	SAT	SOMBOON ADVANCE TECHNOLOGY	AA
CK	CH. KARNCHANG	Α	SAWAD	SRISAWAD CORPORATION	BBB
CKP	CK POWER	AAA	SCB	SCB X	AA
сом7	COM7	Α	scc	THE SIAM CEMENT	AAA
CPALL	CP ALL	AAA	SCCC	SIAM CITY CEMENT	AA
CPAXT	CP AXTRA	AAA	SCGP	SCG PACKAGING	AAA
CPF	CHAROEN POKPHAND FOODS	AAA	SHR	S HOTELS AND RESORTS	Α
CPN	CENTRAL PATTANA	AA	SICT	SILICON CRAFT TECHNOLOGY	Α
EGCO	ELECTRICITY GENERATING	AA	SMPC	SAHAMITR PRESSURE CONTAINER	AA
ERW	THE ERAWAN GROUP	Α	SNC	SNC FORMER	Α
GFPT	GFPT	BBB	SPALI	SUPALAI	AA
GLOBAL	SIAM GLOBAL HOUSE	AA	STEC	SINO-THAI ENGINEERING AND CONSTRUCTION	Α
GPSC	GLOBAL POWER SYNERGY	AA	STGT	SRI TRANG GLOVES (THAILAND)	AAA
GULF	GULF ENERGY DEVELOPMENT	AA	TCAP	THANACHART CAPITAL	Α
HANA	HANA MICROELECTRONICS	AA	TFG	THAIFOODS GROUP	Α
HENG	HENG LEASING AND CAPITAL	Α	THCOM	THAICOM	AAA
HMPRO	HOME PRODUCT CENTER	AA	TISCO	TISCO FINANCIAL GROUP	AAA
INTUCH	INTOUCH HOLDINGS	AA	TOP	THAI OIL	AAA
IRPC	IRPC	AA	TTB	TMBTHANACHART BANK	AA
IVL	INDORAMA VENTURES	AA	UBE	UBON BIO ETHANOL	Α
KBANK	KASIKORNBANK	AAA	VGI	VGI	AA
KEX	KERRY EXPRESS (THAILAND)	BBB	WHA	WHA CORPORATION	AAA
KKP	KIATNAKIN PHATRA BANK	BBB	WHAUP	WHA UTILITIES AND POWER	AAA
KTB	KRUNG THAI BANK	AAA	ZEN	ZEN CORPORATION GROUP	AA

Source: www.setsustainability.com

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.



Corporate Governance Report of Thai Listed Companies

Companies with Excellent CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
AAV	ASIA AVIATION	GLOBAL	SIAM GLOBAL HOUSE	RATCH	RATCH GROUP
ADVANC	ADVANCED INFO SERVICE	GPSC	GLOBAL POWER SYNERGY	RBF	R&B FOOD SUPPLY
AMA	AMA MARINE	GULF	GULF ENERGY DEVELOPMENT	SAT	SOMBOON ADVANCE TECHNOLOGY
AMATA	AMATA CORPORATION	HANA	HANA MICROELECTRONICS	SCB	SCB X
ANAN	ANANDA DEVELOPMENT	HENG	HENG LEASING AND CAPITAL	SCC	THE SIAM CEMENT
AOT	AIRPORTS OF THAILAND	HMPRO	HOME PRODUCT CENTER	SCCC	SIAM CITY CEMENT
AP	AP (THAILAND)	INTUCH	INTOUCH HOLDINGS	SCGP	SCG PACKAGING
BAFS	BANGKOK AVIATION FUEL SERVICES PCL.	IRPC	IRPC	SEAFCO	SEAFCO
BAM	BANGKOK COMMERCIAL ASSET MANAGEMEN	IVL	INDORAMA VENTURES	SHR	S HOTELS AND RESORTS
BANPU	BANPU	KBANK	KASIKORNBANK	SICT	SILICON CRAFT TECHNOLOGY
BBL	BANGKOK BANK	KCE	KCE ELECTRONICS	SMPC	SAHAMITR PRESSURE CONTAINER
BCP	BANGCHAK CORPORATION	KEX	KERRY EXPRESS (THAILAND)	SNC	SNC FORMER
BCPG	BCPG	KKP	KIATNAKIN PHATRA BANK	SPALI	SUPALAI
BDMS		KTB		SPRC	STAR PETROLEUM REFINING
BEM		KTC		STEC	Sino-thai engineering and construction
BGRIM		LPN	_	STGT	SRI TRANG GLOVES (THAILAND)
BPP		MAJOR		SUN	SUNSWEET
BTS		MBK		SVI	SVI
_		MINT	-	TACC	T.A.C. CONSUMER
CK		MTC		TCAP	THANACHART CAPITAL
CKP		OR		THCOM	THAICOM
COM7		ORI		TISCO	TISCO FINANCIAL GROUP
CPALL		OSP		TKN	TAOKAENOI FOOD & MARKETING
CPAXT		PLANB	PLAN B MEDIA	TOP	THAI OIL
CPF		PSH		TTB	TMBTHANACHART BANK
CPN		PTG		TU	THAI UNION GROUP
DELTA	,	PTT	1 * * *	VGI	VGI
		PTTEP		WHA	WHA CORPORATION
		PTTGC		_	WHA UTILITIES AND POWER
GFPT		PYLON	-	ZEN	ZEN CORPORATION GROUP
GGC	GLOBAL GREEN CHEMICALS	QH	QUALITY HOUSES		



Companies with Very Good CG Scoring

Stock	Company name	Stock	Company name	Stock	Company name
AEONTS	AEON THANA SINSAP (THAILAND)	JMT	JMT NETWORK SERVICES	SFT	SHRINKFLEX (THAILAND)
BCH	BANGKOK CHAIN HOSPITAL	LH	LAND AND HOUSES	SINGER	SINGER THAILAND
BEC	BEC WORLD	М	MK RESTAURANT GROUP	SMD	SAINTMED
BH	BUMRUNGRAD HOSPITAL	MEGA	MEGA LIFESCIENCES	SNNP	SRINANAPORN MARKETING
CBG	CARABAO GROUP	NETBAY	NETBAY	SPA	SIAM WELLNESS GROUP
CHG	CHULARAT HOSPITAL	PJW	Panjawattana Plastic	TFG	THAIFOODS GROUP
ERW	THE ERAWAN GROUP	SAK	SAKSIAM LEASING	TIDLOR	NGERN TID LOR
ESSO	ESSO (THAILAND)	SAPPE	SAPPE	TNP	THANAPIRIYA
HUMAN	HUMANICA	SAWAD	SRISAWAD CORPORATION	UBE	UBON BIO ETHANOL
IIG	I&I GROUP	SFLEX	STARFLEX	хо	EXOTIC FOOD



Companies with Good CG Scoring

	Stock	Company name	Stock	Company name	Stock	Company name
	AU	AFTER YOU	LPH	LADPRAO GENERAL HOSPITAL	TPCH	TPC POWER HOLDING
	EKH	EKACHAI MEDICAL CARE	MENA	MENA TRANSPORT		
Į	JMART	JAYMART GROUP HOLDINGS	SISB	SISB		

Companies classified Not in the three highest score groups

Stock	Company name	Stock	Company name	Stock	Company name
BBGI	BBGI	NTSC	Nutrition SC	TGE	THACHANG GREEN ENERGY
BTG	BETAGRO	PLT	Pilatus Marine		
ITC	i-Tail Corporation	PQS	Premier Quality Starch		

Source: 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	KASIKORNBANK	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	SEAFCO	SEAFCO
ВН	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

St	ock	Company name	Stock	Company name	Stock	Company name
BE	M	BANGKOK EXPRESSWAY AND METRO	MTLS	MUANGTHAI LEASING	SPRC	STAR PETROLEUM REFINING
CP	ALL	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

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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.
	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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