

SELL (from T-Buy)

CGR Scoring Rating 

Share price: Br27.00
Target price: Under Review (from32)

Suttatip Peerasub
http://www.maybank-ke.co.th
(662) 658-6300

Stock Information

Description : The Company operates mass media businesses; Modernine TV, MCOT radio stations and the Thai News Agency with subsidiaries in television programming, documentary production and other entertainment businesses. In addition, it also operates joint operating agreements with Bangkok Entertainment Co., Ltd. operating television Channel 3 and True Visions PCL operating a cable TV operation under the name of True Visions.

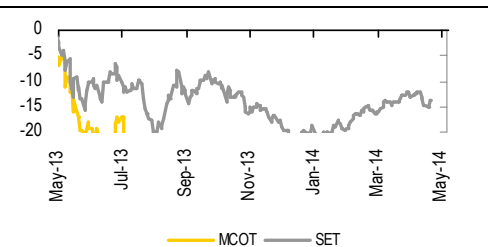
Ticker :	MCOT
Shares Issued (mn):	687
Market Cap (Btmn)	18,552
Market Cap (US\$m)	571
3-mth Avg. Daily Turnover (Btmn)	15.25
SET index	3,396.03
Free float (%)	22.72

Major Shareholders : %
The Ministry of Finance 65.80
Government Savings Bank 11.48

Key Indicators

ROE – annualised (%)	22.1
Net cash (Btmn):	Net cash
NTA/shr (Bt):	12.2
Interest cover (x):	119.9

Historic Chart



Performance

52-week High/Low	Bt 57.75/Bt 26.50				
	1-mth	3-mth	6-mth	1-yrs	YTD
Absolute (%)	-5.3	-6.9	-19.4	-47.1	-6.9
Relative (%)	-4.9	-12.4	-18.3	-38.4	-13.4

MCOT PCL (MCOT)

A 9-quarter low with a Downgrade to SELL

1Q14 earnings summary. The net profit slumped 40% QoQ and 47% YoY to Bt198mn, depressed by a weaken economy and lower purchasing power that has hurt radio and TV ad revenues. Channel 9 TV programme ratings have also declined, while fewer government programmes and private projects came on more limited government spending. As some costs and expenses are fixed, the declining revenues led to a gross margin shrinkage to 44.2% from 54.7% in 1Q13. The SG&A-to-sales portion also went up.

What's next? TV income will likely improve in 2Q14 on the back of seasonality. However, we expect the net profit to remain weak, depressed by the higher costs and expenses from digital TV broadcasting. MCOT will also book amortisation for the 2 digital TV licenses from 2Q14.

Recommendation. The 1Q14 net profit accounts for only 11% of our FY2014 earnings estimate and we are now considering a revision of our projection and target price to reflect the impacts of a weak ad industry coupled with rising competition and higher costs from digital TV that will pressure earnings for the short term. Note that the MCOT president has just submitted a resignation. We have downgraded MCOT from a Trading Buy to a SELL.

Risks. Lower utilisation rates, a law suit uncertainty, political uncertainty affecting government project revenue, more intense competition and higher costs with the advent of DTV.

MCOT – Summary Earnings Table

FYE: Dec 31 (THB m)	2011	2012	2013	2014F	2015F
Revenue	5,142	5,729	5,715	6,219	6,576
EBITDA	2,598	2,8	2,476	2,905	3,085
Recurring Net Profit	1,356	1,759	1,527	1,803	1,928
Net profit	1,356	1,759	1,527	1,803	1,928
EPS (Bt)	1.97	2.56	2.22	2.62	2.81
EPS growth (%)	(4.7)	29.7	(13.2)	18.1	6.9
DPS (Bt)	2.00	2.30	2.11	2.20	2.30
PER	13.7	10.5	12.1	10.3	9.6
EV/EBITDA (x)	5.5	4.9	5.7	5.0	4.6
Div Yield (%)	7.4	8.5	7.8	8.1	8.5
P/BV(x)	2.4	2.3	2.3	2.2	2.1
Net Gearing (%)	Net cash	Net cash	Net cash	Net cash	Net cash
ROE (%)	17.8	22.6	19.2	22.1	22.4
ROA (%)	12.8	16.1	13.6	15.0	14.4
Cons. Net Profit (Btmn)	-	-	-	1,609	1,662

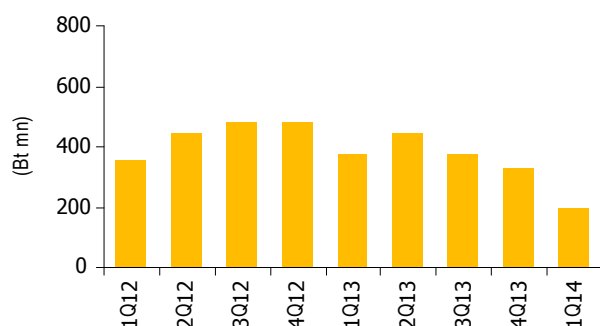
Source: Company reports and MBKET estimates.

Figure 1: MCOT 1Q14 results

(Btmn)	1Q14	4Q13	QoQ	1Q13	YoY	Comment
Sales	1,062	1,473	(28%)	1,283	(17%)	
TV income	693	990	(30%)	857	(19%)	Slow Ad industry, lower TV rating, fewer projects
Radio income	183	266	(31%)	197	(7%)	Weaker radio ad industry
Joint operation	175	205	(15%)	217	(20%)	Lower income share from True Visions
Additional income	11	12	(2%)	11	0%	
COG	593	740	(20%)	581	2%	Some costs are fixed
Gross profit	469	733	(36%)	702	(33%)	
Gross margin (%)	44.2%	49.7%	N.A.	54.7%	N.A.	
SG&A	280	325	(14%)	335	(16%)	Some expenses are fixed
EBITDA	381	569	(33%)	608	(37%)	
EBITDA margin (%)	34.2%	38.3%	N.A.	43.8%	N.A.	
Net profit	198	331	(40%)	375	(47%)	Only 11% of full-year forecast
EPS (Bt)	0.29	0.48	(40%)	0.55	(47%)	

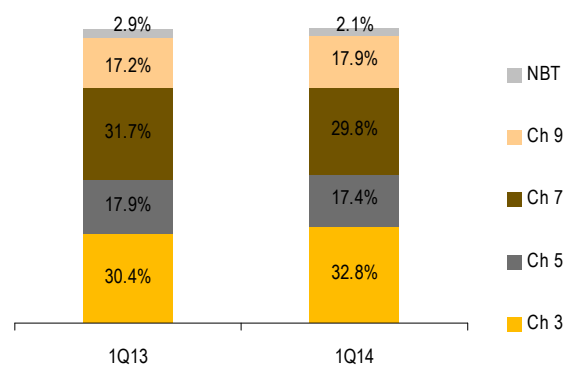
Source : Company reports and MBKET

Figure 2: Quarterly earnings



Source: Company reports and MBKET

Figure 3: Market share



Source: The Nielsen Company (Thailand)

INCOME STATEMENT (Btmn)

FY December	2012	2013	2014F	2015F
Revenue	5,729	5,715	6,219	6,576
EBITDA	2,872	2,476	2,905	3,085
Depreciation & Amortisation	542	539	628	659
Operating Profit (EBIT)	2,330	1,937	2,277	2,426
Interest (Exp) /Inc	10	13	19	12
Associates	0	0	0	0
One-offs	0	0	0	0
Pre-Tax Profit	2,319	1,924	2,258	2,415
Tax	551	396	452	483
Minority Interest	10	1	3	3
Net Profit	1,759	1,527	1,803	1,928
Recurring Net Profit	1,759	1,527	1,803	1,928
Revenue Growth %	11.4	(0.2)	8.8	5.7
EBITDA Growth (%)	10.5	(13.8)	17.3	6.2
EBIT Growth (%)	13.3	(16.9)	17.6	6.6
Net Profit Growth (%)	29.7	(13.2)	18.1	6.9
Recurring Net Profit Growth (%)	29.7	(13.2)	18.1	6.9
Tax Rate %	23.8	20.6	20.0	20.0

BALANCE SHEET (Btmn)

FY December	2012	2013	2014F	2015F
Fixed Assets	4,250	4,147	4,766	4,655
Other LT Assets	760	790	790	790
Cash / ST Investments	4,610	4,337	5,538	6,294
Other Current Assets	1,627	1,895	1,803	2,101
Total Assets	11,248	11,168	12,897	13,840
ST Debt	6	6	991	1,143
Other Current Liabilities	1,952	1,763	1,554	1,793
LT Debt	5	4	562	648
Other LT Liabilities	1,247	1,435	1,341	1,388
Minority Interest	59	61	64	67
Shareholders' Equity	7,980	7,899	8,385	8,801
Total Liabilities-Capital	11,248	11,168	12,897	13,840
Share Capital (mn)	3,435	3,435	3,435	3,435
Gross Debt / (Cash)	10	10	1,553	1,791
Net Debt / (Cash)	Net cash	Net cash	Net cash	Net cash
Working Capital	(325)	132	249	308
BVPS	11.61	11.50	12.20	12.81

CASH FLOW (Btmn)

FY December	2012	2013	2014F	2015F
Profit before taxation	2,319	1,924	2,258	2,415
Depreciation	542	539	628	659
Net interest receipts / (payments)	10	13	19	12
Working capital change	232	(456)	(117)	(60)
Cash tax paid	(551)	(396)	(452)	(483)
Others (inc. exceptional items)	(20)	(14)	(22)	(14)
Cash flow from operations	2,533	1,610	2,314	2,529
Capex	(572)	(465)	(1,247)	(548)
Disposals / (purchases)	0	0	0	0
Others	(759)	2,097	(2,114)	(300)
Cash flow from investing	(1,330)	1,633	(3,361)	(848)
Debt raised / (repaid)	177	(1,663)	818	(409)
Equity raised / (repaid)	(4)	2	3	3
Dividends (paid)	(1,374)	(1,580)	(1,318)	(1,512)
Interest payments	10	(12)	10	6
Others	(10)	12	(10)	(6)
Cash flow from financing	(1,201)	(3,242)	(497)	(1,918)
Change in cash	2	0	(1,543)	(237)

RATES & RATIOS

FY December	2012	2013	2014F	2015F
Gross margin %	57.7	52.3	55.5	55.9
EBITDA Margin %	48.4	41.4	44.8	45.1
Op. Profit Margin %	39.2	32.4	35.1	35.5
Net Profit Margin %	29.6	25.5	27.8	28.2
ROE %	22.6	19.2	22.1	22.4
ROA %	16.1	13.6	15.0	14.4
Net Margin Ex. EI %	29.6	25.5	27.8	28.2
Dividend Cover (x)	1.1	1.1	1.2	1.2
Interest Cover (x)	229.8	148.9	119.9	207.3
Asset Turnover (x)	0.5	0.5	0.5	0.5
Asset / Debt (x)	3.5	3.5	2.9	2.8
Debtors Turn (days)	44.6	52.3	45.0	44.0
Creditors Turn (days)	21.9	33.0	31.0	31.0
Inventory Turn (days)	4.9	7.6	7.6	7.6
Net Gearing %	Net cash	Net cash	Net cash	Net cash
Debt / EBITDA (x)	Net cash	Net cash	Net cash	Net cash
Debt / Market Cap (x)	Net cash	Net cash	Net cash	Net cash

Source: Company reports and MBKET estimates.

RESEARCH OFFICES

REGIONAL

WONG Chew Hann, CA
Regional Head, Institutional Research
 (603) 2297 8686 wchewh@maybank-ib.com

Alexander GARTHOFF
Institutional Product Manager
 (852) 2268 0638 agarthoff@maybank-ke.com.sg

ONG Seng Yeow
Regional Head, Retail Research
 (65) 6432 1453 ongsengyeow@maybank-ke.com.sg

MALAYSIA

WONG CHEW HANN, CA *Head of Research*
 (603) 2297 8686 wchewh@maybank-ib.com

- Strategy

DESMOND CH'NG, ACA
 (603) 2297 8680 desmond.chng@maybank-ib.com

- Banking & Finance

LIAW THONG JUNG
 (603) 2297 8688 tjliaw@maybank-ib.com

- Oil & Gas – Regional
- Shipping

ONG CHEE TING, CA
 (603) 2297 8678 ct.ong@maybank-ib.com

- Plantations – Regional

MOHSHIN AZIZ
 (603) 2297 8692 mohshin.aziz@maybank-ib.com

- Aviation – Regional
- Petrochem

YIN SHAO YANG, CPA
 (603) 2297 8916 samuel.y@maybank-ib.com

- Gaming – Regional
- Media

TAN CHI WEI, CFA
 (603) 2297 8690 chiwei.t@maybank-ib.com

- Power
- Telcos

WONG WEI SUM, CFA
 (603) 2297 8679 weisum@maybank-ib.com

- Property & REITs

LEE YEN LING
 (603) 2297 8691 lee.yl@maybank-ib.com

- Building Materials
- Glove producers

CHAI LI SHIN
 (603) 2297 8684 lishin.c@maybank-ib.com

- Plantation
- Construction & Infrastructure

KANG CHUN EE
 (603) 2297 8675 chunee@maybank-ib.com

- Consumer

IVAN YAP
 (603) 2297 8612 ivan.yap@maybank-ib.com

- Automotive

LEE Cheng Hooi, Regional Chartist
 (603) 2297 8694 chenghooi.lee@maybank-ib.com

Tee Sze Chiah, Head of Retail Research
 (603) 2297 6858 szechiah.t@maybank-ib.com

HONG KONG / CHINA

Howard WONG *Head of Research*
 (852) 2268 0648 howardwong@kimeng.com.hk

- Oil & Gas - Regional

Alexander LATZER
 (852) 2268 0647 alexanderlatzer@kimeng.com.hk

- Metals & Mining - Regional

Jacqueline Ko, CFA
 (852) 2268 0633 jacquelineko@kimeng.com.hk

- Consumer

Karen KWAN
 (852) 2268 0640 karenkwon@kimeng.com.hk

- HK & China Property

Philip TSE
 (852) 2268 0643 philiptse@kimeng.com.hk

- HK & China Property

Simon QIAN
 (852) 2268 0634 simonqian@kimeng.com.hk

- Telecom & Internet

Steven CHAN
 (852) 2268 0645 stevenchan@kimeng.com.hk

- Banking & Financials

Warren LAU
 (852) 2268 0644 warrenlau@kimeng.com.hk

- Technology – Regional

INDIA

Jigar SHAH *Head of Research*
 (91) 22 6623 2601 jigar@maybank-ke.co.in

- Oil & Gas
- Automobile
- Cement

Anubhav GUPTA
 (91) 22 6623 2605 anubhav@maybank-ke.co.in

- Metal & Mining
- Capital goods
- Property

Urmil SHAH
 (91) 22 6623 2606 urmil@maybank-ke.co.in

- Technology
- Media

ECONOMICS

JUNIMAN
Chief Economist, BI
 Indonesia
 (62) 21 29228888 ext 29682 Juniman@bankbii.com

Josua PARDEDE
Economist / Industry Analyst, BI
 Indonesia
 (62) 21 29228888 ext 29695 JPardede@bankbii.com

SINGAPORE

Ng Wee Siang *Head of Research*
 (65) 6432 1467 ngweesiang@maybank-ke.com.sg

- Banking & Finance

Gregory YAP
 (65) 6432 1450 gyap@maybank-ke.com.sg

- SMID Caps – Regional
- Technology & Manufacturing
- Telcos

Wilson LIEW
 (65) 6432 1454 wilsonliew@maybank-ke.com.sg

- Property Developers

ONG Kian Lin
 (65) 6432 1470 ongkianlin@maybank-ke.com.sg

- S-REITs

James KOH
 (65) 6432 1447 jameskoh@maybank-ke.com.sg

- Consumer – Regional

YEAK Chee Keong, CFA
 (65) 6432 1460 yeakcheekeong@maybank-ke.com.sg

- Offshore & Marine

Derrick HENG
 (65) 6432 1446 derrickheng@maybank-ke.com.sg

- Transport (Land, Shipping & Aviation)

Wei Bin
 (65) 6432 1455 weibin@maybank-ke.com.sg

- Commodity
- Logistics
- S-chips

Alison FOK
 (65) 6432 1447 alisonfok@maybank-ke.com.sg

- Small & Mid Caps
- Construction

John CHEONG
 (65) 6432 1461 johncheong@maybank-ke.com.sg

- Small & Mid Caps
- Healthcare

INDONESIA

Lucky ARIESANDI, CFA
 (62) 21 2557 1127 lucky.ariesandi@maybank-ke.co.id

- Base metals
- Mining
- Oil & Gas
- Wholesale

Pandu ANUGRAH
 (62) 21 2557 1137 pandu.anugrah@maybank-ke.co.id

- Automotive
- Heavy equipment
- Plantation
- Toll road

Rahmi MARINA
 (62) 21 2557 1128 rahmi.marina@maybank-ke.co.id

- Banking
- Multifinance

Adi N. WICAKSONO
 (62) 21 2557 1128 adi.wicaksono@maybank-ke.co.id

- Generalist

Anthony YUNUS
 (62) 21 2557 1139 anthony.yunus@maybank-ke.co.id

- Cement
- Infrastructure
- Property

PHILIPPINES

Luz LORENZO *Head of Research*
 (63) 2 849 8836 luz_lorenzo@maybank-atrke.com

- Strategy

Laura DY-LIACCO
 (63) 2 849 8840 laura_dyliacco@maybank-atrke.com

- Utilities
- Conglomerates
- Telcos

Lovell SARREAL
 (63) 2 849 8841 lovell_sarreal@maybank-atrke.com

- Consumer
- Media
- Cement

Rommel RODRIGO
 (63) 2 849 8839 rommel_rodrigo@maybank-atrke.com

- Conglomerates
- Property
- Ports/Logistics
- Gaming

Katherine TAN
 (63) 2 849 8843 kat_tan@maybank-atrke.com

- Banks
- Construction

Ramon ADVIENTO
 (63) 2 849 8845 ramon_adviento@maybank-atrke.com

- Mining

THAILAND

Sukit UDOMSIRIKUL *Head of Research*
 (66) 2658 6300 ext 5090
 Sukit.u@maybank-ke.co.th

Mayuree CHOWVIKARN
 (66) 2658 6300 ext 1440 mayuree.c@maybank-ke.co.th

- Strategy

Padon Vannarat
 (66) 2658 6300 ext 1450 Padon.v@maybank-ke.co.th

- Strategy

Surachai PRAMUALCHAROENKIT
 (66) 2658 6300 ext 1470 Surachai.p@maybank-ke.co.th

- Auto
- Conmat
- Contractor
- Steel

Suttatip PEERASUB
 (66) 2658 6300 ext 1430 suttatip.p@maybank-ke.co.th

- Media
- Commerce

Sutthichai KUMWORACHAI
 (66) 2658 6300 ext 1400 sutthichai.k@maybank-ke.co.th

- Energy
- Petrochem

Termporn TANTIVIVAT
 (66) 2658 6300 ext 1520 termporn.t@maybank-ke.co.th

- Property

Woraphon WIROONSRI
 (66) 2658 6300 ext 1560 woraphon.w@maybank-ke.co.th

- Banking & Finance

Jaroonpan WATTANAWONG
 (66) 2658 6300 ext 1404 jaroonpan.w@maybank-ke.co.th

- Transportation
- Small cap.

Chatchai JINDARAT
 (66) 2658 6300 ext 1401 chatchai.j@maybank-ke.co.th

- Electronics

Institutional Research

Maria LAPIZ *Head of Institutional Research*
 Dir (66) 2257 0250 | (66) 2658 6300 ext 1399
 Maria.L@maybank-ke.co.th

- Consumer / Materials

Jesada TECHAHUSDIN, CFA
 (66) 2658 6300 ext 1394 Jesada.T@maybank-ke.co.th

- Financial Services

Kittisorn PRUITIPAT, CFA, FRM
 (66) 2658 6300 ext 1395 Kittisorn.P@maybank-ke.co.th

- Real Estate

SITTICHAI DUANGRATTANACHAYA
 (66) 2658 6300 ext 1393 Sittichai.D@maybank-ke.co.th

- Services Sector

VIETNAM

Nguyen Thi Ngan Tuyen
 (84) 844 55 58 88 x 8081 tuyen.nguyen@maybank-kimeng.com.vn

- Food and Beverage
- Oil and Gas

Hang Vu
 (84) 844 55 58 88 x 8087 hang.vu@maybank-kimeng.com.vn

- Banking

Trinh Thi Ngoc Diep
 (84) 844 55 58 88 x 8242 diep.trinh@maybank-kimeng.com.vn

- Technology
- Utilities
- Construction

Dang Thi Kim Thoa
 (84) 844 55 58 88 x 8083 thoa.dang@maybank-kimeng.com.vn

- Consumer

Nguyen Trung Hoa
 (84) 844 55 58 88 x 8088 hoa.nguyen@maybank-kimeng.com.vn

- Steel
- Sugar
- Resources

APPENDIX I: TERMS FOR PROVISION OF REPORT, DISCLAIMERS AND DISCLOSURES

DISCLAIMERS

This research report is prepared for general circulation and for information purposes only and under no circumstances should it be considered or intended as an offer to sell or a solicitation of an offer to buy the securities referred to herein. Investors should note that values of such securities, if any, may fluctuate and that each security's price or value may rise or fall. Opinions or recommendations contained herein are in form of technical ratings and fundamental ratings. Technical ratings may differ from fundamental ratings as technical valuations apply different methodologies and are purely based on price and volume-related information extracted from the relevant jurisdiction's stock exchange in the equity analysis. Accordingly, investors' returns may be less than the original sum invested. Past performance is not necessarily a guide to future performance. This report is not intended to provide personal investment advice and does not take into account the specific investment objectives, the financial situation and the particular needs of persons who may receive or read this report. Investors should therefore seek financial, legal and other advice regarding the appropriateness of investing in any securities or the investment strategies discussed or recommended in this report.

The information contained herein has been obtained from sources believed to be reliable but such sources have not been independently verified by Maybank Investment Bank Berhad, its subsidiary and affiliates (collectively, "MKE") and consequently no representation is made as to the accuracy or completeness of this report by MKE and it should not be relied upon as such. Accordingly, MKE and its officers, directors, associates, connected parties and/or employees (collectively, "Representatives") shall not be liable for any direct, indirect or consequential losses or damages that may arise from the use or reliance of this report. Any information, opinions or recommendations contained herein are subject to change at any time, without prior notice.

This report may contain forward looking statements which are often but not always identified by the use of words such as "anticipate", "believe", "estimate", "intend", "plan", "expect", "forecast", "predict" and "project" and statements that an event or result "may", "will", "can", "should", "could" or "might" occur or be achieved and other similar expressions. Such forward looking statements are based on assumptions made and information currently available to us and are subject to certain risks and uncertainties that could cause the actual results to differ materially from those expressed in any forward looking statements. Readers are cautioned not to place undue relevance on these forward-looking statements. MKE expressly disclaims any obligation to update or revise any such forward looking statements to reflect new information, events or circumstances after the date of this publication or to reflect the occurrence of unanticipated events.

MKE and its officers, directors and employees, including persons involved in the preparation or issuance of this report, may, to the extent permitted by law, from time to time participate or invest in financing transactions with the issuer(s) of the securities mentioned in this report, perform services for or solicit business from such issuers, and/or have a position or holding, or other material interest, or effect transactions, in such securities or options thereon, or other investments related thereto. In addition, it may make markets in the securities mentioned in the material presented in this report. MKE may, to the extent permitted by law, act upon or use the information presented herein, or the research or analysis on which they are based, before the material is published. One or more directors, officers and/or employees of MKE may be a director of the issuers of the securities mentioned in this report.

This report is prepared for the use of MKE clients and may not be reproduced, altered in any way, transmitted to, copied or distributed to any other party in whole or in part in any form or manner without the prior express written consent of MKE and MKE and its Representatives accepts no liability whatsoever for the actions of third parties in this respect.

This report is not directed to or intended for distribution to or use by any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation. This report is for distribution only under such circumstances as may be permitted by applicable law. The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors. Without prejudice to the foregoing, the reader is to note that additional disclaimers, warnings or qualifications may apply based on geographical location of the person or entity receiving this report.

Malaysia

Opinions or recommendations contained herein are in the form of technical ratings and fundamental ratings. Technical ratings may differ from fundamental ratings as technical valuations apply different methodologies and are purely based on price and volume-related information extracted from Bursa Malaysia Securities Berhad in the equity analysis.

Singapore

This report has been produced as of the date hereof and the information herein may be subject to change. Maybank Kim Eng Research Pte. Ltd. ("Maybank KERPL") in Singapore has no obligation to update such information for any recipient. For distribution in Singapore, recipients of this report are to contact Maybank KERPL in Singapore in respect of any matters arising from, or in connection with, this report. If the recipient of this report is not an accredited investor, expert investor or institutional investor (as defined under Section 4A of the Singapore Securities and Futures Act), Maybank KERPL shall be legally liable for the contents of this report, with such liability being limited to the extent (if any) as permitted by law.

Thailand

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 evaluation 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 may be changed after that date. Maybank Kim Eng Securities (Thailand) Public Company Limited ("MBKET") does not confirm nor certify the accuracy of such survey result.

Except as specifically permitted, no part of this presentation may be reproduced or distributed in any manner without the prior written permission of MBKET. MBKET accepts no liability whatsoever for the actions of third parties in this respect.

US

This research report prepared by MKE is distributed in the United States ("US") to Major US Institutional Investors (as defined in Rule 15a-6 under the Securities Exchange Act of 1934, as amended) only by Maybank Kim Eng Securities USA Inc ("Maybank KESUSA"), a broker-dealer registered in the US (registered under Section 15 of the Securities Exchange Act of 1934, as amended). All responsibility for the distribution of this report by Maybank KESUSA in the US shall be borne by Maybank KESUSA. All resulting transactions by a US person or entity should be effected through a registered broker-dealer in the US. This report is not directed at you if MKE is prohibited or restricted by any legislation or regulation in any jurisdiction from making it available to you. You should satisfy yourself before reading it that Maybank KESUSA is permitted to provide research material concerning investments to you under relevant legislation and regulations.

UK

This document is being distributed by Maybank Kim Eng Securities (London) Ltd ("Maybank KESL") which is authorized and regulated, by the Financial Services Authority and is for Informational Purposes only. This document is not intended for distribution to anyone defined as a Retail Client under the Financial Services and Markets Act 2000 within the UK. Any inclusion of a third party link is for the recipients convenience only, and that the firm does not take any responsibility for its comments or accuracy, and that access to such links is at the individuals own risk. Nothing in this report should be considered as constituting legal, accounting or tax advice, and that for accurate guidance recipients should consult with their own independent tax advisers.

DISCLOSURES

Legal Entities Disclosures

Malaysia: This report is issued and distributed in Malaysia by Maybank Investment Bank Berhad (15938-H) which is a Participating Organization of Bursa Malaysia Berhad and a holder of Capital Markets and Services License issued by the Securities Commission in Malaysia. **Singapore:** This material is issued and distributed in Singapore by Maybank KERPL (Co. Reg. No 197201256N) which is regulated by the Monetary Authority of Singapore. **Indonesia:** PT Kim Eng Securities ("PTKES") (Reg. No. KEP-251/PM/1992) is a member of the Indonesia Stock Exchange and is regulated by the BAPEPAM LK. **Thailand:** MBKET (Reg. No.0107545000314) is a member of the Stock Exchange of Thailand and is regulated by the Ministry of Finance and the Securities and Exchange Commission. **Philippines:** Maybank ATRKES (Reg. No.01-2004-00019) is a member of the Philippines Stock Exchange and is regulated by the Securities and Exchange Commission. **Vietnam:** Maybank Kim Eng Securities JSC (License Number: 71/UBCK-GP) is licensed under the State Securities Commission of Vietnam. **Hong Kong:** KESHK (Central Entity No AAD284) is regulated by the Securities and Futures Commission. **India:** Kim Eng Securities India Private Limited ("KESI") is a participant of the National Stock Exchange of India Limited (Reg. No: INF/INB 231452435) and the Bombay Stock Exchange (Reg. No. INF/INB 011452431) and is regulated by Securities and Exchange Board of India. KESI is also registered with SEBI as Category 1 Merchant Banker (Reg. No. INM 000011708) **US:** Maybank KESUSA is a member of/ and is authorized and regulated by the FINRA – Broker ID 27861. **UK:** Maybank KESL (Reg. No 2377538) is authorized and regulated by the Financial Services Authority.

Disclosure of Interest

Malaysia: MKE and its Representatives may from time to time have positions or be materially interested in the securities referred to herein and may further act as market maker or may have assumed an underwriting commitment or deal with such securities and may also perform or seek to perform investment banking services, advisory and other services for or relating to those companies.

Singapore: As of 15 May 2014, Maybank KERPL and the covering analyst do not have any interest in any companies recommended in this research report.

Thailand: MBKET may have a business relationship with or may possibly be an issuer of derivative warrants on the securities /companies mentioned in the research report. Therefore, Investors should exercise their own judgment before making any investment decisions. MBKET, its associates, directors, connected parties and/or employees may from time to time have interests and/or underwriting commitments in the securities mentioned in this report.

Hong Kong: KESHK may have financial interests in relation to an issuer or a new listing applicant referred to as defined by the requirements under Paragraph 16.5(a) of the Hong Kong Code of Conduct for Persons Licensed by or Registered with the Securities and Futures Commission.

As of 15 May 2014, KESHK and the authoring analyst do not have any interest in any companies recommended in this research report.

MKE may have, within the last three years, served as manager or co-manager of a public offering of securities for, or currently may make a primary market in issues of, any or all of the entities mentioned in this report or may be providing, or have provided within the previous 12 months, significant advice or investment services in relation to the investment concerned or a related investment and may receive compensation for the services provided from the companies covered in this report.

OTHERS

Analyst Certification of Independence

The views expressed in this research report accurately reflect the analyst's personal views about any and all of the subject securities or issuers; and no part of the research analyst's compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.

Reminder

Structured securities are complex instruments, typically involve a high degree of risk and are intended for sale only to sophisticated investors who are capable of understanding and assuming the risks involved. The market value of any structured security may be affected by changes in economic, financial and political factors (including, but not limited to, spot and forward interest and exchange rates), time to maturity, market conditions and volatility and the credit quality of any issuer or reference issuer. Any investor interested in purchasing a structured product should conduct its own analysis of the product and consult with its own professional advisers as to the risks involved in making such a purchase.

No part of this material may be copied, photocopied or duplicated in any form by any means or redistributed without the prior consent of MKE.

Definition of Ratings (For Maybank Kim Eng Thailand)

Maybank Kim Eng Research uses the following rating system:

BUY	Return is expected to be above 10% in the next 12 months (excluding dividends)
TRADING BUY/TAKE PROFIT	Return is expected to be between - 10% to +10% in the next 12 months (excluding dividends).
SELL	Return is expected to be below -10% in the next 12 months (excluding dividends)

Applicability of Ratings

The respective analyst maintains a coverage universe of stocks, the list of which may be adjusted according to needs. Investment ratings are only applicable to the stocks which form part of the coverage universe. Reports on companies which are not part of the coverage do not carry investment ratings as we do not actively follow developments in these companies.

Some common terms abbreviated in this report (where they appear):

Adex = Advertising Expenditure	FCF = Free Cashflow	PE = Price Earnings
BV = Book Value	FV = Fair Value	PEG = PE Ratio To Growth
CAGR = Compounded Annual Growth Rate	FY = Financial Year	PER = PE Ratio
Capex = Capital Expenditure	FYE = Financial Year End	QoQ = Quarter-On-Quarter
CY = Calendar Year	MoM = Month-On-Month	ROA = Return On Asset
DCF = Discounted Cashflow	NAV = Net Asset Value	ROE = Return On Equity
DPS = Dividend Per Share	NTA = Net Tangible Asset	ROSF = Return On Shareholders' Funds
EBIT = Earnings Before Interest And Tax	P = Price	WACC = Weighted Average Cost Of Capital
EBITDA = EBIT, Depreciation And Amortisation	P.A. = Per Annum	YoY = Year-On-Year
EPS = Earnings Per Share	PAT = Profit After Tax	YTD = Year-To-Date
EV = Enterprise Value	PBT = Profit Before Tax	

- Malaysia**
Maybank Investment Bank Berhad
 (A Participating Organisation of Bursa Malaysia Securities Berhad)
 33rd Floor, Menara Maybank,
 100 Jalan Tun Perak,
 50050 Kuala Lumpur
 Tel: (603) 2059 1888;
 Fax: (603) 2078 4194
- Stockbroking Business:
 Level 8, Tower C, Dataran Maybank,
 No.1, Jalan Maarof
 59000 Kuala Lumpur
 Tel: (603) 2297 8888
 Fax: (603) 2282 5136
- Philippines**
Maybank ATR Kim Eng Securities Inc.
 17/F, Tower One & Exchange Plaza
 Ayala Triangle, Ayala Avenue
 Makati City, Philippines 1200
- Tel: (63) 2 849 8888
 Fax: (63) 2 848 5738
- South Asia Sales Trading**
 Kevin FOY
 kevinfoy@maybank-ke.com.sg
 Tel: (65) 6336-5157
 US Toll Free: 1-866-406-7447
- Singapore**
Maybank Kim Eng Securities Pte Ltd
Maybank Kim Eng Research Pte Ltd
 9 Temasek Boulevard
 #39-00 Suntec Tower 2
 Singapore 038989
- Tel: (65) 6336 9090
 Fax: (65) 6339 6003
- Hong Kong**
Kim Eng Securities (HK) Ltd
 Level 30,
 Three Pacific Place,
 1 Queen's Road East,
 Hong Kong
- Tel: (852) 2268 0800
 Fax: (852) 2877 0104
- Thailand**
Maybank Kim Eng Securities (Thailand) Public Company Limited
 999/9 The Offices at Central World,
 20th - 21st Floor,
 Rama 1 Road Pathumwan,
 Bangkok 10330, Thailand
- Tel: (66) 2 658 6817 (sales)
 Tel: (66) 2 658 6801 (research)
- North Asia Sales Trading**
 Eddie LAU
 eddielau@kimeng.com.hk
 Tel: (852) 2268 0800
 US Toll Free: 1 866 598 2267
- London**
Maybank Kim Eng Securities (London) Ltd
 6/F, 20 St. Dunstan's Hill
 London EC3R 8HY, UK
- Tel: (44) 20 7621 9298
 Dealers' Tel: (44) 20 7626 2828
 Fax: (44) 20 7283 6674
- Indonesia**
PT Kim Eng Securities
 Plaza Bapindo
 Citibank Tower 17th Floor
 Jl Jend. Sudirman Kav. 54-55
 Jakarta 12190, Indonesia
- Tel: (62) 21 2557 1188
 Fax: (62) 21 2557 1189
- Vietnam**
In association with
Maybank Kim Eng Securities JSC
 1st Floor, 255 Tran Hung Dao St.
 District 1
 Ho Chi Minh City, Vietnam
- Tel : (84) 844 555 888
 Fax : (84) 838 38 66 39
- New York**
Maybank Kim Eng Securities USA Inc
 777 Third Avenue, 21st Floor
 New York, NY 10017, U.S.A.
- Tel: (212) 688 8886
 Fax: (212) 688 3500
- India**
Kim Eng Securities India Pvt Ltd
 2nd Floor, The International 16,
 Maharishi Karve Road,
 Churchgate Station,
 Mumbai City - 400 020, India
- Tel: (91).22.6623.2600
 Fax: (91).22.6623.2604
- Saudi Arabia**
In association with
Anfaal Capital
 Villa 47, Tujjar Jeddah
 Prince Mohammed bin Abdulaziz
 Street P.O. Box 126575
 Jeddah 21352
- Tel: (966) 2 6068686
 Fax: (966) 26068787

www.maybank-ke.com | www.maybank-keresearch.com

THAI INSTITUTE OF DIRECTORS ASSOCIATION (IOD) CORPORATE GOVERNANCE REPORT RATING 2014

▲▲▲▲▲ Excellent						Score Range	Number of Logo	Description
ADVANC	CIMBT	ICC	PG	S&J	SPALI	90-100	▲▲▲▲▲	Excellent
AOT	CK	INTUCH	PHOL	SAMART	SPI	80-89	▲▲▲▲▲	Very Good
ASIMAR	CPF	IRPC	PR	SAMTEL	SSI	70-79	▲▲▲▲	Good
BAFS	CPN	IVL	PRANDA	SAT	SSSC	60-69	▲▲▲	Satisfactory
BANPU	CSL	KBANK	PS	SC	SM	50-59	▲	Pass
BAY	DRT	KKP	PSL	SCB	SYMC	Lower than 50	No logo given	N/A
BBL	DTAC	KTB	PTT	SCC	TCAP			
BCP	EASTW	LPN	PTTEP	SCSMG	THAI			
BECL	EGCO	MCOT	PTTGC	SE-ED	THCOM	TKT	TRC	UV
BKI	ERW	MINT	QH	SIM	THRE	TM6	TRUE	VGI
BROOK	GRAMMY	NKI	RATCH	SIS	TIP	TMTY	TTW	WACOAL
BTS	HANA	NOBLE	ROBINS	SITHAJ	TISCO	TOP	TVO	
▲▲▲▲ Very Good								
ZS	BH	EEL	JUBILE	MBK	PF	SINGER	THANI	TTCL
ACAP	BIGC	EIC	KBS	MBKET	PJW	SKR	TICON	TWFP
AF	BJC	ESSO	KCE	MFC	PM	SMT	TIPCO	TYM
AHC	BLA	FE	KGI	MFEC	PPM	SNP	TK	UAC
AIT	BMCL	FORTH	KKC	MODERN	PPP	SPCG	TLUXE	UMI
AKP	BWG	GBX	KSL	MTI	PREB	SPPT	TMILL	UMS
AMANAH	CCEET	GC	KWC	NBC	PRG	SSF	TMT	UP
AMARIN	CENDEL	GFPT	L&E	NCH	PT	STANLY	TNL	UPOIC
AMATA	CFRESH	GL	LANNA	NINE	PYLON	STEC	TOG	UT
AP	CGS	GLOW	LH	NMG	QTC	SUC	TPC	VIBHA
APCO	CHOW	GOLD	LHBANK	NSI	RASA	SUSCO	TPCORP	VH
APCS	CM	GSTEL	LHK	NWR	SABINA	SYNTEC	TPIPL	VNG
ASIA	CNT	GUNKUL	LIVE	OCC	SAMCO	TASCO	TRT	VNT
ASK	CPALL	HMPRO	LOXLEY	OFM	SCCC	TCP	TRU	YUASA
ASP	CSC	HTC	LRH	OGC	SCG	TF	TSC	ZMICO
AYUD	DCC	IFEC	LST	OISHI	SEAFCO	TFD	TSTE	
BEC	DELTA	INET	MACO	PB	SFP	TFI	TSTH	
BFIT	DTC	ITD	MAJOR	PDI	SIAM	THANA	TTA	
▲▲▲ Good								
A	BGT	DNA	HYDRO	LALIN	PATO	SLC	TIES	UOBKH
AAV	BLAND	DRACO	IFS	LEE	PICO	SMT	TIW	UPF
AEC	BOL	EA	IHL	MATCH	PL	SMK	TKS	UWC
AEDNTS	BROCK	EARTH	ILINK	MATI	POST	SOLAR	TMC	VARO
AFC	BSBM	EASON	INOX	MBAX	PRECHA	SPC	TMD	VTE
AGE	CHARAN	BMC	IRC	MDX	PRIN	SPG	TMI	WAVE
AH	CHUO	EPCO	IRCP	PRINC	Q-CON	SRICHA	TNDT	WG
AI	CI	F&D	IT	MJD	QLT	SSC	TNCP	WIN
AJ	CIG	FNS	JMART	MK	RCI	STA	TOPP	WORK
AKR	CITY	FOCUS	JMT	MOONG	RCL	SUPER	TPA	
ALUCON	CMR	FPI	JTS	MPIC	ROJNA	SVOA	TPP	
ANAN	CNS	FSS	JUTHA	MSC	RPC	SWC	TR	
ARIP	CPL	GENCO	KASET	NC	SCBLIF	SYNEX	TTI	
AS	CRANE	GFM	KC	NIPPON	SCP	TBSP	TVD	
BAT-3K	CSP	GJS	KCAR	NNCL	SENA	TCCC	TM	
BCH	CSR	GLOBAL	KDH	NTV	SF	TEAM	TWZ	
BEAUTY	CTW	HFT	KTC	OSK	SGP	TGCI	UBIS	

Source: Thai Institute of Directors (IOD)

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 evaluation 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 may be changed after that date. Maybank Kim Eng Securities (Thailand) does not confirm nor certify the accuracy of such survey result.