

25 September 2023

Consumer Cyclical | Retailing

เท่ากับตลาด (คงคำแนะนำ)

กลุ่มค้าปลีก

สำรวจพื้นที่อุบลราชธานี: โอกาสการเติบโต

- จังหวัดอุบลราชธานียังมีโอกาสเติบโต จากการพัฒนาโครงสร้างพื้นฐาน เป็นปัจจัยบวกต่อ อุตสาหกรรมและการค้าข้ามพรมแดน ซึ่งจะหนุนผู้ค้าปลีกรายใหญ่ที่ดำเนินธุรกิจอยู่ในจังหวัดให้มี ความสามารถในการแข่งขันเพิ่มขึ้นในระยะยาว เช่น CPN, CRC, BJC และ DOHOME (DOHOME TB, NR) เราคงน้ำหนักการลงทุน "เท่ากับตลาด" สำหรับกลุ่มค้าปลีก
- เราเข้าร่วมกิจกรรม Site Visit ที่จังหวัดอุบลราชธานี ซึ่งจัดโดย CPN เมื่อวันที่ 21-22 ก.ย. เพื่อเยี่ยมชม โครงการมิกซ์ยูสของบริษัท เรายังได้เข้าร่วมการประชุมกับตัวแทนจากภาคเอกชนท้องถิ่น ได้แก่ สภาอุตสาหกรรม แห่งประเทศไทย (จังหวัดอุบลฯ) และหอการค้าอุบลฯ และเราได้สำรวจช่องทางการค้าปลีกในตัวเมืองของจังหวัด
- โอกาสการเดิบโต อุบลฯ เป็นจังหวัดที่ใหญ่ที่สุดเป็นอันดับสองของภาคอีสาน ในเชิงขนาดพื้นที่และจำนวน ประชากร (1.9 ล้านคน) และมี GDP ของจังหวัดมากเป็นอันดับสามของภาค (136 พันล้านบาท) ด้วยที่ตั้งติดกับ พรมแดน 2 ประเทศ คือลาวและกัมพูชา อุบลฯ จึงเป็นหนึ่งในทำเลสำคัญต่อการพัฒนาในอนาคต โดยมีปัจจัย ขับเคลื่อนการขยายตัวในระยะ 3-5 ปีข้างหน้าหลายปัจจัย ซึ่งรวมถึง i) แผนพัฒนานิคมอุตสาหกรรมอุบลราชธานี พื้นที่ราว 3,000 ไร่ (เพื่อสนับสนุนธุรกิจสินค้าเกษตรแปรรูป เช่น จากมันสำปะหลัง และยางพารา) ii) แผนก่อสร้าง สะพานมิตรภาพไทย-ลาวแห่งที่ 6 (ซึ่งจะช่วยกระตุ้นการค้าข้ามพรมแดน และเป็นช่องทางโลจิสติกส์อีกทางไปยัง ตอนกลางของเวียดนาม) และ iii) การส่งเสริมการท่องเที่ยวของจังหวัดให้กับตลาดต้นทาง เช่น จีนและอินเดีย
- เช็นทรัล อุบล ของ CPN เป็นโครงการมิกซ์ยูสขนาดใหญ่ที่สุดของจังหวัด ประกอบด้วยพื้นที่ค้าปลีกให้เช่า รวม 29,851 ตร.ม. (เปิดเมื่อปี 2556) โครงการคอนโดมีเนียม 395 ยูนิต (สร้างเสร็จใน 2563) และโรงแรมขนาด 160 ห้อง รวมถึงฮอลล์ประชุมที่เปิดเมื่อ มี.ค. และ ก.ย. 2566 โดยสัดส่วนทราฟฟิกของศูนย์การค้านั้น 99% เป็นลูกค้า ขาวไทย (1% เป็นนักท่องเที่ยว) และมีอัตราเช่าพื้นที่ (OR) ศูนย์การค้า 99% ใน 2Q66 จากความสำเร็จในการ ปรับเปลี่ยนกลุ่มผู้เข่าเน้นไปยังแบรนด์แฟชั่นจากต่างประเทศ ร้านอาหารสำหรับครอบครัว และสินค้าเทคโนโลยี ศูนย์การค้าเช็นทรัลอุบลคิดเป็นสัดส่วนราว 3% ของรายได้ค่าเช่ารวม CPN และปัจจุบันยอดขายผู้เช่าพื้นที่อยู่ เหนือระดับก่อนโควิด-19 แล้ว 13% แม้จำนวนลูกค้าจะอยู่ที่ 95% ของระดับปี 2562 เนื่องจากเป็นกลุ่มลูกค้ากำลัง ซื้อสูง ขณะเดียวกัน โรงแรม 4 ดาว เซ็นทารา อุบล ซึ่ง CPN เป็นเจ้าของ มี OR 73% (สูงกว่าเป้าหมายที่ 67%) และ มี ADR 1,800 บาท/ห้อง/คืน ผู้เข้าพักแบ่งเป็นคนไทย 88% และต่างชาติ 12% โดย CPN คาดว่าโรงแรมจะเริ่มทำ กำไรได้ในปีที่ 3 ของการดำเนินงาน เราคาดว่าเซ็นทรัลอุบลยังมี Upside ต่อผลประกอบการ CPN จาก i) แผนเพิ่ม พื้นที่ให้เข่าราว 10,000 ตร.ม. ii) อัตราการใช้ศูนย์ประชุมและโรงแรมที่เพิ่มขึ้น iii) แผนเปิดตัวโครงการ คอนโดมิเนียมใหม่ และ iv) โอกาสการขายสินทรัพย์ในระยะยาว นอกจากนี้ เรามอง Upside ต่อ CRC จากโอกาส การอัพเกรดห้างสรรพสินค้าใน 2-3 ปีข้างหน้า และการเปิดศูนย์การค้า Lifestyle Center แห่งใหม่ ในระยะยาว
- ผู้ประกอบการค้าปลีกสมัยใหม่ยังมีความสามารถแข่งขัน จากการสำรวจช่องทางค้าปลีกสมัยใหม่ในอำเภอ เมืองอุบลฯ พบว่าร้านค้าปลีกรูปแบบ big-box มีบรรยากาศคึกคัก เช่น Big C Supercenter ของ BJC และ Dohome เป็นต้น โดยพื้นที่ค้าปลีกให้เช่าของ Big C hypermarket สาขาอุบลฯ มีผู้เช่าเกือบเต็มจากการสังเกต ขณะที่ Dohome สาขาอุบลฯ ซึ่งเป็นสาขาหลัก มีพื้นที่ขายราว 20,000 ตร.ม. (คิดเป็นราว 20% ของยอดขายรวม) โดยมี การให้ความสำคัญด้านบริการ และการขายส่งในกลุ่มจังหวัดอีสานใต้เป็นจุดแข็งหลัก นอกจากนี้ Sunce Tower ซึ่งเป็นผู้ประกอบการท้องถิ่น เป็นอีกโครงการมิกซ์ยูลในตัวเมืองอุบลฯ ประกอบด้วยศูนย์การค้า ห้างสรรพสินค้า โรงแรม และศูนย์ประชุม อย่างไรก็ตาม เรามองว่า Sunce Tower ยังเผชิญความท้าทาย จากความแข็งแกร่งของ CPN ด้านบรรยากาศศูนย์การค้า ส่วนผสมผู้เข่าพื้นที่ และทราฟฟิกลูกค้า

Company Name	Rating	Target (THB)	% Upside□ (Downside)	P/E (x) Dec-23F	P/B (x) Dec-23F	ROAE (%) Dec-23F	Yield (%) Dec-23F
Berli Jucker	Buy	44.50	40.2	21.0	1.0	5.1	2.3
Central Pattana	Buy	85.00	28.3	23.0	3.3	15.1	1.7
Central Retail Corporation	Buy	54.00	35.8	30.4	2.7	9.3	1.3
CP ALL	Buy	76.00	24.1	30.7	5.0	17.9	1.6
Home Product Center	Buy	18.20	41.1	24.8	6.2	26.6	3.2
Mega Lifesciences	Buy	55.50	21.3	16.5	4.2	26.4	3.2
Siam Global House	Buy	21.00	18.6	28.1	3.7	13.5	1.2

Source: Company data, RHB

Top Picks CP All (CPALL TB) – BUY Test 12m Earnings Revision Trend: Positive Target Price THB76

Thailand Ground Checks

Analyst

Stocks Covered

Rating (Buy/Neutral/Sell):

Vatcharut Vacharawongsith +66 2088 9736 vatcharut.va@rhbgroup.com

Central Retail Corp (CRC TB) - BUY



7/0/0

THB54

Ubon - Thailand's easternmost province



Source: Wikipedia



Figure 1: Central Ubon shopping mall



Figure 2: Central Ubon mall traffic on 21 Sep at 6.30pm



Source: RHB Source: RHB

Figure 3: Central Ubon – uplifting tenant mix with international brands have supported customer traffic and tenant sales



Figure 4: Robinson Department Store at Central Ubon offers a broad selection of leading international cosmetic brands



Source: RHB Source: RHB

Figure 5: CPN's recently opened Ubon Hall is located next door to its shopping mall and hotel



Figure 6: CPN's Ubon Hall - inside the main function space



Source: RHB Source: RHB



Figure 7: CPN owns the Centara Ubon Hotel



Figure 8: Centara Ubon Hotel guest room



Source: RHB Source: RHB

Figure 9: Sunee Tower – department store ambience



Figure 10: Sunee Tower – leasable retail mall



Source: RHB Source: RHB

Figure 11: Leasable areas at a Big C Supercenter in Ubon are mostly occupied



Figure 12: Dohome's flagship store in Ubon



Source: RHB Source: RHB

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Share price may exceed 10% over the next 12 months

Buy: Trading Buy: Share price may exceed 15% over the next 3 months, however longer-

term outlook remains uncertain

Share price may fall within the range of +/- 10% over the next **Neutral:**

12 months

Target price has been attained. Look to accumulate at lower levels **Take Profit:** Share price may fall by more than 10% over the next 12 months Sell:

Stock is not within regular research coverage Not Rated:

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Analyst	Company
-	-



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KUALA LUMPUR

RHB Investment Bank Bhd

Level 3A, Tower One, RHB Centre Jalan Tun Razak Kuala Lumpur 50400 Malaysia

Tel: +603 9280 8888 Fax: +603 9200 2216

BANGKOK

RHB Securities (Thailand) PCL 10th Floor, Sathorn Square Office Tower 98, North Sathorn Road, Silom Bangrak, Bangkok 10500 Thailand

Tel: +66 2088 9999 Fax:+66 2088 9799

JAKARTA

PT RHB Sekuritas Indonesia

Revenue Tower, 11th Floor, District 8 - SCBD Jl. Jendral Sudirman Kav 52-53 Jakarta 12190 Indonesia

Tel: +6221 509 39 888 Fax: +6221 509 39 777

SINGAPORE

RHB Bank Berhad (Singapore branch)

90 Cecil Street #04-00 RHB Bank Building Singapore 069531 Fax: +65 6509 0470



Corporate Governance Report Rating 2022 (CG Score) as of 27 Oct 2022

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Companies with Excellent CG Scoring by alphabetical order

	National CG Committee National CG Committee								0.0011				
AAV	AWC	BWG	CSS	FSMART	ILINK	LALIN	MST	PDG	Q-CON	SCN	SPRC	THANA	TQM
ADVANC	AYUD	CENTEL	DDD	FVC	ILM	LHFG	MTC	PDJ	QH	SDC	SPVI	THANI	TRC
AF	BAFS	CFRESH	DELTA	GC	IND	LIT	MVP	PG	QTC	SEAFCO	SSC	THCOM	TRUE
AH	BAM	CGH	DEMCO	GEL	INTUCH	LOXLEY	NCL	PHOL	RATCH	SEAOIL	SSSC	THG	TSC
AIRA	BANPU	CHEWA	DOHOME	GFPT	IP	LPN	NEP	PLANB	RBF	SE-ED	SST	THIP	TSR
AJ	BAY	СНО	DRT	GGC	IRC	LRH	NER	PLANET	RS	SELIC	STA	THRE	TSTE
AKP	BBIK	CIMBT	DTAC	GLAND	IRPC	LST	NKI	PLAT	S	SENA	STEC	THREL	TSTH
ALLA	BBL	CK	DUSIT	GLOBAL	ITEL	MACO	NOBLE	PORT	S&J	SENAJ	STGT	TIPCO	TTA
ALT	BCP	CKP	EA	GPI	IVL	MAJOR	NSI	PPS	SAAM	SGF	STI	TISCO	TTB
AMA	BDMS	CM	EASTW	GPSC	JTS	MAKRO	NOBLE	PR9	SABINA	SHR	SUN	TK	TTCL
AMARIN	BEM	CNT	ECF	GRAMMY	JWD	MALEE	NSI	PREB	SAMART	SICT	SUSCO	TKN	TTW
AMATA	BEYOND	COLOR	ECL	GULF	K	MBK	NVD	PRG	SAMTEL	SIRI	SUTHAI	TKS	TU
			EE							SIS	SVI	TKT	
ANAN	BGC	COM7		GUNKUL	KBANK	MC	NYT	PRM	SAT				TVDH
AOT	BGRIM	COMAN	EGCO	HANA	KCE	MCOT	OISHI	PSH	SC	SITHAI	SYMC	TMILL	TVI
AP	BIZ	COTTO	EPG	HARN	KEX	METCO	OR	PSL	SCB	SMPC	SYNTEC	TMT	TVO
APURE	BKI	CPALL	ETC	HENG	KGI	MFEC	ORI	PTG	SCC	SNC	TACC	TNDT	TWPC
ARIP	BOL	CPF	ETE	HMPRO	KKP	MINT	OSP	PTT	SCCC	SONIC	TASCO	TNITY	U
ASP	BPP	CPI	FN	ICC	KSL	MONO	ото	PTTEP	SCG	SORKON	TCAP	TOA	UAC
ASW	BRR	CPN	FNS	ICHI	KTB	MOONG	PAP	PTTGC	SCGP	SPALI	TEAMG	TOP	UBIS
AUCT	BTS	CRC	FPI	III	KTC	MSC	PCSGH	PYLON	SCM	SPI	TEMAMA	TPBI	UPOIC
A00.	5.0	0.10		•••					00111	0	11 100-300-3		0. 0.0



Companies with Very Good CG Scoring by alphabetical order

28	всн	CV	IMH	MBAX	PICO	SABUY	SRICHA	TPAC	хо
7UP	BE8	CWT	INET	MEGA	PIMO	SAK	SSF	TPCS	YUASA
ABICO	BEC	DCC	INGRS	META	PIN	SALEE	SSP	TPIPL	ZIGA
ABM	SCAP	DHOME	INSET	MFC	PJW	SAMCO	STANLY	TPIPP	
ACE	ВН	DITTO	INSURE	MGT	PL	SANKO	STC	TPLAS	
ACG	BIG	DMT	IRCP	MICRO	PLE	SAPPE	STPI	TPS	
ADB	BJC	DOD	IT	MILL	PM	SAWAD	SUC	TQR	
ADD	BJCHI	DPAINT	ITD	MITSIB	PMTA	SCI	SVOA	TRITN	
AEONTS	BLA	DV8	J	MK	PPP	SCP	SVT	TRT	
AGE	BR	EASON	JAS	MODREN	PPPM	SE	SWC	TRU	
AHC	BRI	EFORL	JCK	MTI	PRAPAT	SECURE	SYNEX	TRV	
AIE	BROOK	ERW	JCKH	NBC	PRECHA	SFLEX	TAE	TSE	
AIT	BSM	ESSO	JMT	NCAP	PRIME	SFP	TAKUNI	TVT	
ALUCON	BYD	ESTAR	JR	NCH	PRIN	SFT	TCC	TWP	
AMANAH	CBG	FE	KBS	NDR	PRINC	SGP	TCMC	UBE	
AMR	CEN	FLOYD	KCAR	NETBAY	PROEN	SIAM	TFG	UEC	
APCO	CHARAN	FSS	KIAT	NEX	PROS	SINGER	TFI	UKEM	
APCS	CHAYO	FTE	KISS	NINE	PROUD	SKE	TFM	UMI	
AQUA	CHG	GBX	KK	NATION	PSG	SKN	TGH	UOBKH	
ARIN	CHOTI	GCAP	KOOL	NNCL	PSTC	SKR	TIDLOR	UP	
ARROW	CHOW	GENCO	KTIS	NOVA	PT	SLP	TIGER	UPF	
AS	CI	GJS	KUMWEL	NPK	PTC	SMART	TIPH	UTP	
ASAP	CIG	GTB	KUN	NRF	QLT	SMD	TITLE	VIBHA	
ASIA	CITY	GYT	KWC	NTV	RCL	SMIT	TM	VL	
ASIAN	CIVIL	HEMP	KWM	NUSA	RICHY	SMT	TMC	VPO	
ASIMAR	CMC	HPT	L&E	NWR	RJH	SNNP	TMD	VRANDA	
ASK	CPL	HTC	LDC	occ	ROJNA	SNP	TMI	WGE	
ASN	CPW	HUMAN	LEO	OGC	RPC	so	TNL	WIIK	
ATP30	CRANE	HYDRO	LH	ONEE	RT	SPA	TNP	WIN	
В	CRD	ICN	LHK	PACO	RWI	SPC	TNR	WINMED	
BA	CSC	IFS	M	PATO	S11	SPCG	TOG	WORK	
ВС	CSP	IIG	MATCH	РВ	SA	SR	TPA	WP	



Companies with Good CG Scoring by alphabetical order

Α	BM	CTW	GSC	LEE	NFC	RPH	PTECH	TRUBB
A5	BROOK	D	HL	LPH	NSL	RSP	TC	TTI
Al	BSBM	DCON	HTECH	MATI	NV	SIMAT	TCCC	TYCN
ALL	BTNC	EKH	IHL	M-CHAI	PAF	SISB	TCJ	UMS
ALPHAX	CAZ	EMC	INOX	MCS	PEACE	SK	TEAM	UNIQ
AMC	CCP	EP	JAK	MDX	PF	SOLAR	THE	UPA
APP	CGD	EVER	JMART	MENA	PK	SPACK	THMUI	UREKA
AQ	CMAN	F&D	JSP	MJD	PPM	SPG	TKC	VARO
AU	CMO	FMT	JUBILE	MORE	PRAKIT	SQ	TNH	W
B52	CMR	GIFT	KASET	MPIC	PTL	STARK	TNPC	WFX
BEAUTY	CPANEL	GLOCON	KCM	MUD	RAM	STECH	TOPP	WPH
BGT	CPT	GLORY	KWI	NC	ROCK	SUPER	TPCH	YGG
RI AND	CSR	GREEN	KYF	NEWS	RP	SVH	TPOLY	

Score Range	Number of Logo	Description
Less than 50	No logo given	-
50-59		Pass
60-69	<u> </u>	Satisfactory
70-79	A A A	Good
80-89	$\triangle \triangle \triangle \triangle$	Very Good
90-100		Excellent

Source: http://www.thai-iod.com/th/projects-2.asp

IOD (IOD Disclaimer) 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, RHB Securities (Thailand) Public Company Limited does not confirm, verify, or certify the accuracy and completeness of such survey result.

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อนึ่ง ผลการสำรวจดังกล่าว เป็นผลการสำรวจ ณ วันที่ปรากฏในรายงานการกำกับดูและกิจการบริษัทจดทะเบียนไทยเท่านั้น ดังนั้นผลการสำรวจจึงอาจเปลี่ยนแปลงได้ภายหลังวันดังกล่าว ทั้งนี้บริษัทหลักทรัพย์ อาร์เอชบี จำกัด (มหาชน) มีได้ยืนยันหรือรับรองถึงความถูกต้องของผลการสำรวจดังกล่าวแต่อย่างใด



VCOM VGI VIIH WACOAL WAVE WHA WHAUP WICE WINNER XPG ZEN

Anti-Corruption Progress Indicator (as of 1 Nov 22)

ได้รับการรับรอง CAC

2S	BAM	CGH	DUSIT	GPI	JKN	MAKRO	NOK	PR9	SAAM	SMPC	TASCO	TOG	UKEM
7UP	BANPU	CHEWA	EA	GPSC	JR	MALEE	NSI	PREB	SABINA	SNC	TCAP	TOP	UOBKH
ADVANC	BAY	CHOTI	EASTW	GSTEEL	K	MATCH	NWR	PRG	SAPPE	SNP	TCMC	TOPP	UPF
AF	BBL	CHOW	EGCO	GULF	KASET	MBAX	OCC	PRINC	SAT	SORKON	TFG	TPA	UV
Al	ВСН	CIG	EP	GUNKUL	KBANK	MBK	OGC	PRM	SC	SPACK	TFI	TPCS	VGI
AIE	BCP	CIMBT	EPG	HANA	KBS	MC	ORI	PROS	SCB	SPALI	TFMAMA	TPP	VIH
AIRA	BCPG	CM	ERW	HARN	KCAR	MCOT	PAP	PSH	SCC	SPC	TGH	TRU	WACOAL
AJ	BE8	CMC	ESTAR	HEMP	KCE	META	PATO	PSL	sccc	SPI	THANI	TRUE	WHA
AKP	BEC	COM7	ETE	HENG	KGI	MFC	PB	PSTC	SCG	SPRC	THCOM	TSC	WHAUP
AMA	BEYOND	COTTO	FE	HMPRO	KKP	MFEC	PCSGH	PT	SCGP	SRICHA	THIP	TSTE	WICE
AMANAH	BGC	CPALL	FNS	HTC	KSL	MILL	PDG	PTG	SCM	SSF	THRE	TSTH	WIIK
AMATA	BGRIM	CPF	FPI	ICC	KTB	MINT	PDJ	PTT	SCN	SSP	THREL	TTA	XO
AMATAV	BKI	CPI	FPT	ICHI	KTC	MONO	PG	PTTEP	SEAOIL	SSSC	TIDLOR	TTB	YUASA
AP	BLA	CPL	FSMART	IFS	KWI	MOONG	PHOL	PTTGC	SE-ED	SST	TIPCO	TTCL	ZEN
APCS	BPP	CPN	FSS	III	L&E	MSC	PK	PYLON	SELIC	STA	TISCO	TU	ZIGA
AS	BROOK	CRC	FTE	ILINK	LANNA	MST	PL	Q-CON	SENA	STGT	TKS	TVDH	
ASIAN	BRR	CSC	GBX	INET	LH	MTC	PLANB	QH	SGP	STOWER	TKT	TVI	
ASK	BSBM	DCC	GC	INSURE	LHFG	MTI	PLANET	QLT	SINGER	SUSCO	TMILL	TVO	
ASP	BTS	DELTA	GCAP	INTUCH	LHK	NBC	PLAT	QTC	SIRI	SVI	TMT	TWPC	
AWC	BWG	DEMCO	GEL	IRC	LPN	NEP	PM	RATCH	SITHAI	SYMC	TNITY	U	
AYUD	CEN	DIMET	GFPT	IRPC	LRH	NINE	PPP	RML	SKR	SYNTEC	TNL	UBE	
В	CENTEL	DRT	GGC	ITEL	M	NKI	PPPM	RWI	SMIT	TAE	TNP	UBIS	
BAFS	CFRESH	DTAC	GJS	IVL	MAJOR	NOBLE	PPS	S&J	SMK	TAKUNI	TNR	UEC	

ประกาศเจตนารมณ์เข้าร่วม CAC

AH	CHG	DHOUSE	EVER	J	KUMWEL	NRF	RS	SUPER	TQM	VIBHA
ALT	CI	DOHOME	FLOYD	JMART	LDC	NUSA	SAK	SVT	TRT	W
APCO	CPR	ECF	GLOBAL	JMT	MEGA	OR	SIS	TKN	TSI	WIN
ASW	CPW	EKH	ILM	JTS	NCAP	PIMO	SSS	TMD	VARO	
B52	DDD	ETC	INOX	KEX	NOVA	PLE	STECH	TMI	VCOM	

คำชี้แลง: ข้อมูลบริษัทที่เข้าร่วมโครงการแนวร่วมปฏิบัติของภาคเอกชนไทยในการต่อต้านทุจริต (Thai CAC) ของสมาคมส่งเสริมสถาบันกรรมการบริษัทไทย มี 2 กลุ่ม

Source: www.cqthailand.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, RHB Securities (Thailand) Public Company Limited does not confirm, verify, or certify the accuracy and completeness of the assessment result.

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⁻ได้ประกาศเจตนารมณ์เข้าร่วม CAC

⁻ได้รับการรับรอง CAC