

20 December 2022

Consumer Cyclical | Retailing

กลุ่มค้าปลีก

เท่ากับตลาด (คงคำแนะนำ)

มาตรการลดหย่อนภาษีจะช่วยกระตุ้นการใช้จ่าย 1Q66

- **คณนำหนักการลงทุน “เท่ากับตลาด” Top Picks ได้แก่ CPALL และ CRC** เรายังคงว่ามาตรการ “ข้อปดมีคืน” ที่คาดว่าจะรัฐบาลจะอนุมัติในวันนี้ จะเป็น sentiment เชิงบวก และส่งผลดีต่อผู้ประกอบการค้าปลีก โดยเฉพาะกลุ่มสินค้าคงทนใน 1Q66 ขณะที่การฟื้นตัวของยอดขายและอัตรากำไรขั้นต้น จะขับเคลื่อนกำไรปกติรวมของหุ้นกลุ่มค้าปลีกที่เราวิเคราะห์เติบโต 24% ในปี 2566
- **ออกมาตรการลดหย่อนภาษีกระตุ้นการใช้จ่ายในไตรมาสหน้า** คาดรัฐบาลจะอนุมัติมาตรการกระตุ้นการบริโภคในประเทศวันนี้ มาตรการหลักคือโครงการข้อปดมีคืน เพื่อลดหย่อนภาษีเงินได้บุคคลธรรมดาจากการใช้จ่ายมูลค่ารวมไม่เกิน 40,000 บาท ระหว่าง 1 ม.ค. – 15 ก.พ. 2566 โดย 30,000 บาทแรก มาจากการซื้อสินค้าและบริการทั่วไป (ยกเว้นเครื่องดื่มแอลกอฮอล์ ยาสูบ ยานพาหนะ น้ำมันและก๊าซเติมพาหนะ ค่าหนังสือพิมพ์และนิตยสารออนไลน์ ค่าที่พักแรมและบริการนำเที่ยว ค่าสาธารณูปโภค และเบี้ยประกันภัย) ขณะที่อีก 10,000 บาท มาจากรายการที่มีใบกำกับภาษีอิเล็กทรอนิกส์ กระทรวงการคลังคาดว่ามาตรการนี้ จะก่อให้เกิดเงินสะพัด 5.6 หมื่นล้านบาท และเพิ่มการขยายตัวของ GDP ปี 2566 อีก 0.1-0.2%
- **ส่งผลกระทบต่อผู้ค้าปลีกสินค้าคงทนเป็นหลัก** โครงการข้อปดมีคืนครั้งนี้ จะเพิ่มมูลค่าการใช้จ่ายสำหรับลดหย่อนภาษีอีก 10,000 บาท เมื่อเทียบกับครั้งก่อนหน้าช่วง 1 ม.ค.-15 ก.พ. 2565 คาดดึงดูดกลุ่มผู้เสียภาษีเงินได้บุคคลธรรมดา ซึ่งมีกว่า 3.5 ล้านคน ที่ยื่นแบบแสดงรายการเพื่อขอลดหย่อนฯ ในปีภาษี 2564 และช่วยพยุงโมเมนตัมยอดขายผู้ประกอบการค้าปลีกใน 1Q66 หลังผ่านพ้นไฮซีซั่นใน 4Q65 นอกจากนี้ ปัจจัยบวกขณะนี้ (ทั้งทราฟฟิกและยอดซื้อต่อปีสินค้าขึ้น จากลูกค้าคนไทยและนักท่องเที่ยวต่างชาติ) เราคาดว่ามาตรการลดหย่อนภาษี จะเพิ่มการขยายตัวของ SSSG ผู้ค้าปลีกแต่ละรายอีกราว 0.5-1% ใน 1Q66 โดยกลุ่มสินค้าคงทน (Discretionary) จะได้รับอานิสงส์ก่อนผู้ค้าปลีกกลุ่มสินค้าจำเป็น (Staple)
- **หุ้นที่เรามองว่าน่าสนใจ** นำโดย CRC เนื่องจากมีรูปแบบสาขา และ omni-channel ครอบคลุมสินค้าทุกกลุ่ม ตามด้วย HMPRO และ GLOBAL ซึ่งเป็นกลุ่มสินค้าปรับปรุงที่อยู่อาศัย ส่วนกลุ่มสินค้าจำเป็นนั้น เราประเมินว่า Makro ของ CPALL และ Big C Supercenter ของ BJC จะสามารถสร้างยอดขายจากสินค้าราคาสูงในกลุ่มที่ไม่ใช่อาหารได้มากขึ้น (เช่น ซอฟต์แวร์ และฮาร์ดแวร์) ส่วนธุรกิจพื้นที่ค้าปลีกให้เช่าอย่าง CPN จะได้ประโยชน์ทางอ้อมจากรายได้ที่เพิ่มขึ้น จากสัญญาเช่ารูปแบบส่วนแบ่งรายได้ (3Q65: 46% ของพื้นที่ให้เช่ารวมในศูนย์การค้า)
- **แนวโน้ม 4Q65-2566 ขยายตัว** เรายังคงมุมมองต่อหุ้นกลุ่มค้าปลีกที่เราวิเคราะห์ ที่คาดว่าจะกำไรปกติ 4Q65 จะเติบโตนำพอโย YoY และ QoQ เป็นไตรมาสที่มีกำไรสูงที่สุดในปีนี้ ส่วนปี 2566 คาดยอดขายรวมขยายตัว 7% (2565: +31%) จาก SSSG 2-5% การเร่งเปิดสาขาใหม่ การทบทวนธุรกิจและความเชื่อมั่นผู้บริโภคฟื้นตัวหลังผ่านพ้นโรคระบาด และอัตราค่าเช่าที่กลับเข้าสู่ระดับปกติของศูนย์การค้าในทำเลที่เน้นอุปสงค์ที่ถ่วงงัน ขณะที่การปรับตัวของส่วนผลผลิตภัณฑ์จะเพิ่มอัตรากำไร (เช่น สินค้ากลุ่มที่ไม่ใช่อาหารและสินค้าเข้าสเปซแบรนด์) คาดปัจจัยเหล่านี้จะขับเคลื่อนกำไรปกติรวมของหุ้นกลุ่มค้าปลีกในปี 2566 เติบโตต่อเนื่องอีก 24% (2565: +57%) นำโดย CPALL (+36%), BJC (+29%) และ CRC (+28%)
- **น้ำหนักการลงทุน “เท่ากับตลาด” Top Picks** ของเราขณะนี้ ได้แก่ CPALL สำหรับกลุ่มสินค้าจำเป็น และ CRC สำหรับกลุ่มสินค้าคงทน โดยทั้งสองบริษัทควรซื้อขายที่ระดับพรีเมียมในเชิงการประเมินมูลค่า จากการเติบโตของกำไรที่โดดเด่นกว่า และแผนขยายธุรกิจที่ชัดเจน อย่างไรก็ตาม เราประเมินว่าความเสี่ยงต่อผลประกอบการกลุ่มยังคงมีอยู่ ทั้งการบริโภคและการท่องเที่ยวที่อาจฟื้นตัวล่าช้า ผลกระทบของภาวะเงินเฟ้อต่อราคาขาย ต้นทุนสินค้า และค่าใช้จ่าย SG&A ที่สูงขึ้น รวมถึงภาวะการแข่งขันที่อาจกดดันอัตรากำไร

Stocks Covered	7
Rating (Buy/Neutral/Sell):	7 / 0 / 0
Last 12m Earnings Revision Trend:	Positive

Top Picks	Target Price
CP All (CPALL TB) – BUY	THB79.00
Central Retail Corp (CRC TB) – BUY	THB48.00

Analyst

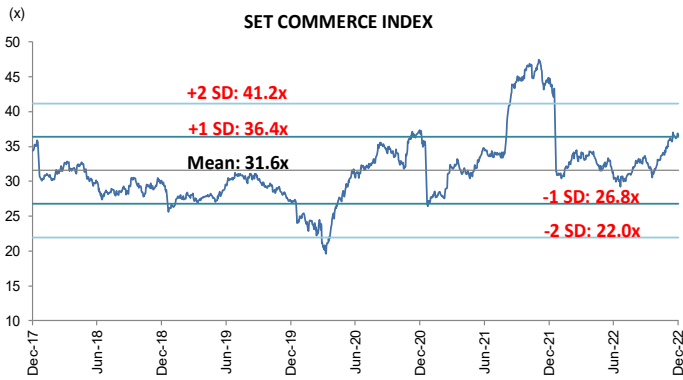
Vatcharut Vacharawongsith
+66 2088 9736
vatcharut.va@rhbgroup.com



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	41.00	18.0	23.0	1.1	5.0	2.1
Central Pattana	Buy	78.25	10.2	25.7	3.6	14.5	1.6
Central Retail Corporation	Buy	48.00	6.7	34.4	3.1	9.3	1.2
CP ALL	Buy	79.00	19.7	30.2	5.3	18.6	1.7
Home Product Center	Buy	18.70	23.0	28.7	7.3	26.4	2.8
Mega Lifesciences	Buy	57.00	26.0	18.5	4.0	22.7	2.8
Siam Global House	Buy	25.50	22.0	24.9	4.1	17.2	1.7

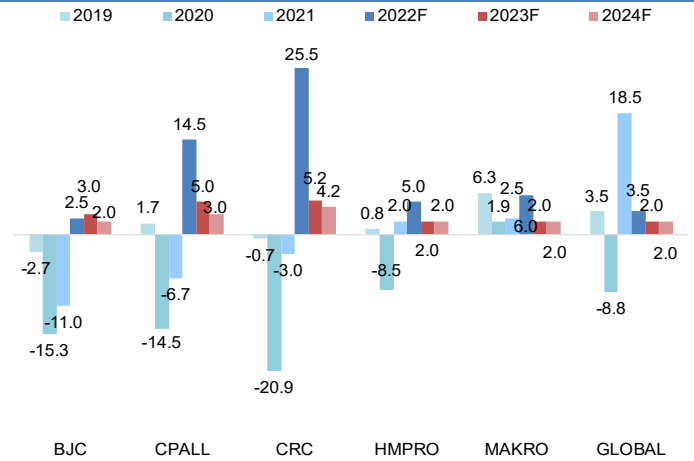
Source: Company data, RHB

Figure 1: Sector P/E and SD levels



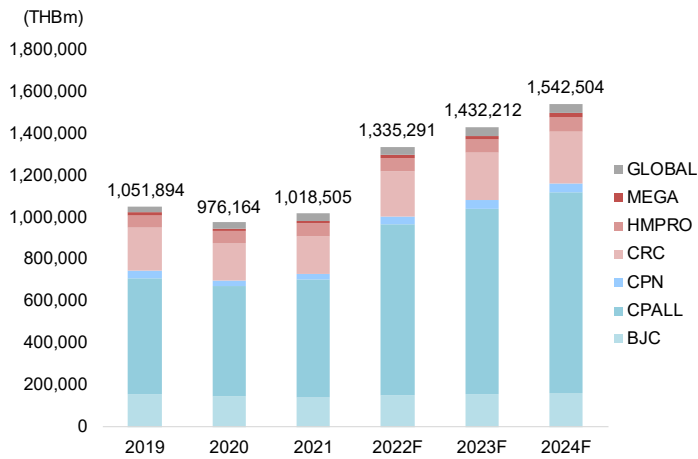
Source: Bloomberg, RHB

Figure 2: Our covered Thai retailers' SSSG



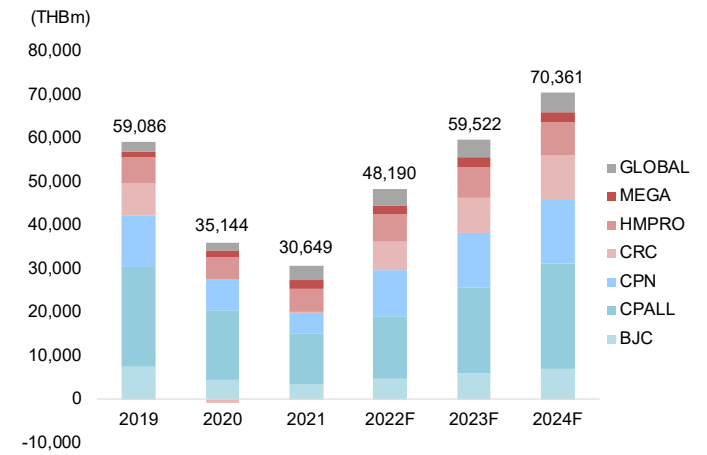
Source: Company data, RHB

Figure 3: Aggregated revenue for the industry



Source: Company data, RHB

Figure 4: The sector's aggregated core profits



Source: Company data, RHB

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Trading Buy:	Share price may exceed 15% over the next 3 months, however longer-term outlook remains uncertain
Neutral:	Share price may fall within the range of +/- 10% over the next 12 months
Take Profit:	Target price has been attained. Look to accumulate at lower levels
Sell:	Share price may fall by more than 10% over the next 12 months
Not Rated:	Stock is not within regular research coverage

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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

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

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

SINGAPORE

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

Corporate Governance Report Rating 2021 (CG Score) as of 30 Dec 2021

Companies with Excellent CG Scoring by alphabetical order

AAV	BGC	CSS	GRAMM	LH	NWR	PTTEP	SENA	TEAMG	TTA
ADVAN	BGRIM	DDD	GULF	LHFG	NYT	PTTGC	SHR	TFMAMA	TTB
AF	BIZ	DELTA	GUNKUL	LIT	OISHI	PYLON	SIRI	TGH	TTCL
AH	BKI	DEMCO	HANA	LPN	OR	Q-CON	SIS	THANA	TTW
AIRA	BOL	DRT	HARN	MACO	ORI	QH	SITHAI	THANI	TU
AKP	BPP	DTAC	HMPRO	MAJOR	OSP	QTC	SMK	THCOM	TVD
ALT	BRR	DUSIT	ICC	MAKRO	OTO	RATCH	SMPC	THG	TVI
AMA	BTS	EA	ICHI	MALEE	PAP	RS	SNC	THIP	TVO
AMATA	BTW	EASTW	III	MBK	PCSGH	S	SONIC	THRE	TWPC
AMATA	BWG	ECF	ILINK	MC	PDG	S & J	SPALI	THREL	U
ANAN	CENTEL	ECL	ILM	MCOT	PDJ	SAAM	SPI	TIPCO	UAC
AOT	CFRESH	EE	INTUCH	METCO	PG	SABINA	SPRC	TISCO	UBIS
AP	CHEWA	EGCO	IP	MFEC	PHOL	SAMART	SPVI	TK	UV
ARIP	CHO	EPG	IRPC	MINT	PLANB	SAMTEL	SSSC	TKT	VGI
ARROW	CIMBT	ETC	ITEL	MONO	PLANET	SAT	SST	TMT	VIH
ASP	CK	FPI	IVL	MOONG	PLAT	SC	STA	TNDT	WACOA
AUCT	CKP	FPT	JSP	MSC	PORT	SCB	STEC	TNTY	WAVE
AWC	CM	FSMART	JWD	MST	PPS	SCC	STI	TOA	WHA
AYUD	CNT	GBX	K	MTC	PR9	SCCC	SUN	TOP	WHAUP
BAFS	COM7	GC	KBANK	MVP	PREB	SCG	SUSCO	TPBI	WICE
BANPU	COMAN	GCAP	KCE	NCL	PRG	SCGP	SUTHA	TQM	WINNER
BAY	COTTO	GFPT	KKP	NEP	PRM	SCM	SVI	TRC	ZEN
BBL	CPALL	GGC	KSL	NER	PROUD	SDC	SYMC	TRU	TRUE
BCP	CPF	GLAND	KTB	NKI	PSH	SEAFCO	SYNTEC	TSC	
BCPG	CPI	GLOBAL	KTC	NOBLE	PSL	SEAOIL	TACC	TSR	
BDMS	CPN	GPI	LALIN	NSI	PTG	SE-ED	TASCO	TSTE	
BEM	CRC	GPSC	LANNA	NVD	PTT	SELIC	TCAP	TSTH	



Companies with Very Good CG Scoring by alphabetical order

2S	ATP30	CPW	GJS	KIAT	MTI	QLT	SKE	TCC	UMI
7UP	B	CRD	GYT	KISS	NBC	RBF	SKN	TCMC	UOBKH
ABICO	BA	CSC	HEMP	KOOL	NCAP	RCL	SKR	TEAM	UP
ABM	BAM	CSP	HPT	KTIS	NCH	RICHY	SKY	TFG	UPF
ACE	BC	CWT	HTC	KUMWEL	NETBA	RML	SLP	TFI	UPOIC
ACG	BCH	DCC	HYDRO	KUN	NEX	ROJNA	SMT	TIGER	UTP
ADB	BEC	DCON	ICN	KWC	NINE	RPC	SMT	TITLE	VCOM
AEONTS	BEYOND	DHOUSE	IFS	KWM	NRF	RT	SNP	TKN	VL
AGE	BFIT	DOD	IMH	L&E	NTV	RWI	SO	TKS	VNT
AHC	BJC	DOHOME	IND	LDC	OCC	S11	SORKON	TM	VPO
AIT	BJCHI	DV8	INET	LEO	OGC	SA	SPA	TMC	VRANDA
ALL	BLA	EASON	INSET	LHK	PATO	SAK	SPC	TMD	WGE
ALLA	BR	EFORL	INSURE	LOXLEY	PB	SALEE	SPCG	TMI	WIJK
ALUCON	BROOK	ERW	IRC	LRH	PICO	SAMCO	SR	TMILL	WP
AMANA	CBG	ESSO	IRCP	LST	PIMO	SANKO	SRICHA	TNL	XO
AMARIN	CEN	ESTAR	IT	M	PJW	SAPPE	SSC	TNP	XPG
APCO	CGH	ETE	ITD	MATCH	PL	SAWAD	SSF	TOG	YUASA
APCS	CHARAN	FE	J	MBAX	PM	SCI	STANLY	TPA	
APURE	CHAYO	FLOYD	JAS	MEGA	PMTA	SCN	STGT	TPAC	
AQUA	CHG	FN	JCK	META	PPP	SCP	STOWER	TPCS	
ASAP	CHOTI	FNS	JCKH	MFC	PPPM	SE	STPI	TPS	
ASEFA	CHOW	FORTH	JMART	MGT	PRIME	SFLEX	SUC	TRITN	
ASIA	CI	FSS	JMT	MICRO	PRIN	SFP	SWC	TRT	
ASIAN	CIG	FTE	KBS	MILL	PRINC	SFT	SYNEX	TSE	
ASIMAR	CMC	FVC	KCAR	MITSIB	PSG	SGF	TAE	TVT	
ASK	COLOR	GEL	KEX	MK	PSTC	SIAM	TAKUNI	TWP	
ASN	CPL	GENCO	KGI	MODERN	PT	SINGER	TBSP	UEC	



Companies with Ver Good CG Scoring by alphabetical order

A	CMAN	KASET	PRAKIT	THMUI
AI	CMO	KCM	PRAPAT	TNH
AIE	CMR	KK	PRECHA	TNR
AJ	CPT	KKC	PTL	TOPP
ALPHAX	CRANE	KWI	RJH	TPCH
AMC	CSR	KYE	RP	TIPL
APP	D	LEE	RPH	TIPIP
AQ	EKH	LPH	RSP	TPLAS
ARIN	EMC	MATI	SABUY	TPOLY
AS	EP	M-CHAI	SF	TQR
AU	F&D	MCS	SGP	TTI
B52	FMT	MDX	SICT	TYCN
BEAUTY	GIFT	MJD	SIMAT	UKEM
BGT	GLOCON	MORE	SISB	UMS
BH	GREEN	MUD	SK	UNIQ
BIG	GSC	NC	SMART	UPA
BLAND	GTB	NDR	SOLAR	UREKA
BM	HTECH	NFC	SPACK	VIBHA
BROCK	HUMAN	NNCL	SPG	W
BSBM	IHL	NOVA	SQ	WIN
BSM	IIG	NPK	SSP	WORK
BTNC	INGRS	NUSA	STARK	WPH
BYD	INOX	PAF	STC	YGG
CAZ	JAK	PF	SUPER	ZIGA
CCP	JR	PK	SVOA	
CGD	JTS	PLE	TC	
CITY	JUBILE	PPM	TCCC	

IOD (IOD Disclaimer)

การเปิดเผยผลการสำรวจของสมาคมส่งเสริมสถาบันกรรมการบริษัทไทย (IOD) ในเรื่องการกำกับดูแลกิจการ (Corporate Governance) นี้เป็นการดำเนินการตามนโยบายของสำนักงานคณะกรรมการกำกับหลักทรัพย์และตลาดหลักทรัพย์ โดยการสำรวจของ IOD เป็นการสำรวจและประเมินจากข้อมูลของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทยและตลาดหลักทรัพย์เอเอ็มเอไอ ที่มีการเปิดเผยต่อสาธารณะและเป็นข้อมูลที่ผู้ลงทุนทั่วไปสามารถเข้าถึงได้ ดังนั้นผลสำรวจดังกล่าวจึงเป็นการนำเสนอในมุมมองของบุคคลภายนอกโดยไม่ได้เป็นการประเมินการปฏิบัติและมิได้มีการใช้ข้อมูลภายในในการประเมิน

อนึ่งผลการสำรวจดังกล่าวเป็นผลการสำรวจ ณ วันที่ปรากฏในรายงานภาพกำกับดูแลกิจการบริษัทจดทะเบียนไทยเท่านั้น ดังนั้นผลการสำรวจจึงอาจเปลี่ยนแปลงได้ภายหลังวันดังกล่าว ทั้งนี้ บริษัทหลักทรัพย์ อาร์เอชบี จำกัด (มหาชน) มิได้ยืนยันหรือรับรองถึงความถูกต้องของผลการสำรวจดังกล่าวแต่อย่างใด

Score Range	Number of Logo	Description
Less than 50	No logo given	-
50-59		Pass
60-69		Satisfactory
70-79		Good
80-89		Very Good
90-100		Excellent

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

Anti-Corruption Progress Indicator (as of 30 Dec 2021)

ได้รับการรับรอง CAC

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

ได้ประกาศเจตนารมณ์เข้าร่วม CAC

7UP	AS	CPR	DOHOME	GULF	JMT	MAJOR	NRF	SAK	STECH	VCOM
ABICO	BEC	CPW	ECF	III	JR	MATCH	NUSA	SCGP	STGT	VIBHA
AJ	BKD	CRC	EKH	INOX	KEX	MILL	PIMO	SCM	SUPER	WIN
ALT	CHG	DDD	ETC	J	KUMWEL	NCL	PR9	SIS	TOM	YUASA
APCO	CPL	DHOUSE	EVER	JMART	LDC	NOVA	RS	STAR	TSI	ZIGA

ข้อมูล Anti-Corruption Progress Indicator

การเปิดเผยการประเมินดัชนีชี้วัดความคืบหน้าการป้องกันกรมีส่วนเกี่ยวข้องกับการทุจริตคอร์รัปชัน (Anti-corruption Progress Indicators) ของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทยที่จัดทำโดยสถาบันที่เกี่ยวข้องซึ่งมีการเปิดเผยโดยสำนักงาน คณะกรรมการกำกับหลักทรัพย์ และตลาดหลักทรัพย์นี้ เป็นการดำเนินการตามนโยบาย และตามแผนพัฒนาความยั่งยืนสำหรับบริษัทจดทะเบียนโดยผลการประเมินดังกล่าว สถาบันที่เกี่ยวข้องอาศัยข้อมูลที่ได้รับจากบริษัทจดทะเบียนตามบริษัทจดทะเบียนได้ระบุในแบบแสดงข้อมูลเพื่อการประเมิน Anti-Corruption ซึ่งอ้างอิงข้อมูลมาจากแบบแสดงรายการข้อมูลประจำปี แบบ (56-1) รายงานประจำปี แบบ (56-2) หรือในเอกสารหรือรายงานอื่นที่เกี่ยวข้องของบริษัทจดทะเบียนนั้น แล้วแต่กรณี ดังนั้น ผลการประเมินดังกล่าวจึงเป็นการนำเสนอในมุมมอง ของสถาบันที่เกี่ยวข้องซึ่งเป็นบุคคลภายนอก โดยมิได้เป็นการประเมินการปฏิบัติของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย และมีได้ใช้ข้อมูลภายในเพื่อการประเมิน

เนื่องจากผลการประเมินดังกล่าวเป็นเพียงผลการประเมิน ณ วันที่ปรากฏในผลการประเมินเท่านั้น ดังนั้น ผลการประเมินจึงอาจเปลี่ยนแปลง

ได้ภายหลังวันดังกล่าว หรือรับรองความถูกต้องครบถ้วนของผลประเมินดังกล่าวแต่อย่างใด ทั้งนี้บริษัทหลักทรัพย์ อาร์เอชบี จำกัด (มหาชน) มิได้

ยืนยันตรวจสอบหรือรับรองความถูกต้องของผลการสำรวจ