

06 January 2020

Telecommunications

Heating Up In Competition; Keep NEUTRAL

Communications | Telecommunications

Neutral (Maintained)

Stocks Covered 3
 Ratings (Buy/Neutral/Sell): 1 / 1 / 1
 Last 12m Earnings Positive

- Maintain NEUTRAL on the sector.** In addition to softer 4Q19 earnings on high seasonal opex and fierce competition in the prepaid segment, the competitive landscape in the telco sector is expected to be more challenging as new convergence service providers step up. We expect only minimal impact from state-owned enterprises (SOE) joining the upcoming 5G spectrum auction, and think investor concern over liquidity should ease for now. We keep our sole BUY call on Advanced Info Service.
- 4Q19 earnings should soften QoQ.** Sector blended ARPU is expected to drop slightly after the reintroduction of prepaid unlimited data packages to the market in Nov 2019. Data yields should return to a downward trajectory as operators would tend to offer higher data packages to existing price plans as part of their defensive strategy for 2020. While sector earnings should soften QoQ on high seasonal opex, we expect a significant increase YoY in the absence of litigation expenses and extra items last year.
- Heating up in competition.** While we expect SOEs CAT and TOT to participate in the upcoming 5G auction in Feb 2020, we see only minor impact on auction competition due to limitations in terms of operating structure and uncertainty over their merger. On the market landscape, we are more concerned on the convergence services collaboration between DTAC and 3BB after they introduced aggressive discount pricing packages. We think this could heat up industry competition and dampen the sector's revenue growth outlook, while monetisation is already expected to be pressured by economic sluggishness. We think the shift in the industry's subs acquisition towards a value-offer trend through bundling packages (vs device subsidies previously) should lower device costs marginally.
- Risk from licence auction starting to ease.** While there is no change in the fractionalised structure or timeline of the upcoming auction, the payment terms of each licence announced by the National Broadcasting & Telecommunications Commission (NBTC) last week were slightly worse than expected (Figure 1). However, this should not have a significant financial impact on operators due to the extensive payment term with relatively low cost per licence. We also do not expect this bidding competition to be intense given the difference in bandwidth demand between SOEs (low-bandwidth) and private operators. While we expect the handover of some spectrums (700MHz and 2600MHz) to be delayed due to technical and re-farming issues, we think this could provide more room for operators to prepare funding to facilitate payment.
- Defensive tone.** Increased price sensitivity during the winding down of unlimited data packages in 2H19 had raised negative signals on the ARPU outlook for 2020. Recent marketing campaigns show that operators are now more focused on defensive strategies in order to lower churn rate and maintain pricing levels. While we expect only low-single-digit growth in the sector's topline in 2020, we believe earnings would be driven by lower network opex, tightened cost control and the absence of extra items. We note that the implementation of Thai Financial Reporting Standard 16 should improve sector EBITDA margins slightly and result in a re-rating of valuation levels (EV/EBITDA) in 2020.
- Our sector Top Pick is AIS** on the back of better profitability due to the TOT litigation outcome, strong convergence service portfolio and solid balance sheet that could be a safeguard against uncertainties.

Top Pick

Target Price

Advanced Info Service (ADVANC TB) THB250.0
 – BUY

Analysts

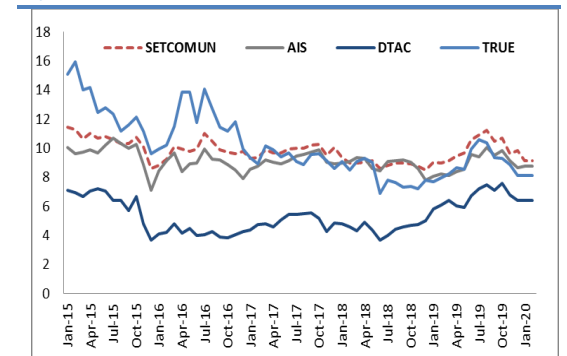
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1-year forward EV/EBITDA



Source: Bloomberg, RHB

Company	Rating	TP (THB)	% Upside (Downside)	P/E (x) Dec-20F	P/BV (x) Dec-20F	Yield (%) Dec-20F
ADVANC	Buy	250.00	14.7	18.0	8.0	3.8
TRUE	Neutral	4.45	2.9	30.4	1.1	1.5
DTAC	Sell	54.00	(1.4)	17.4	4.2	3.5

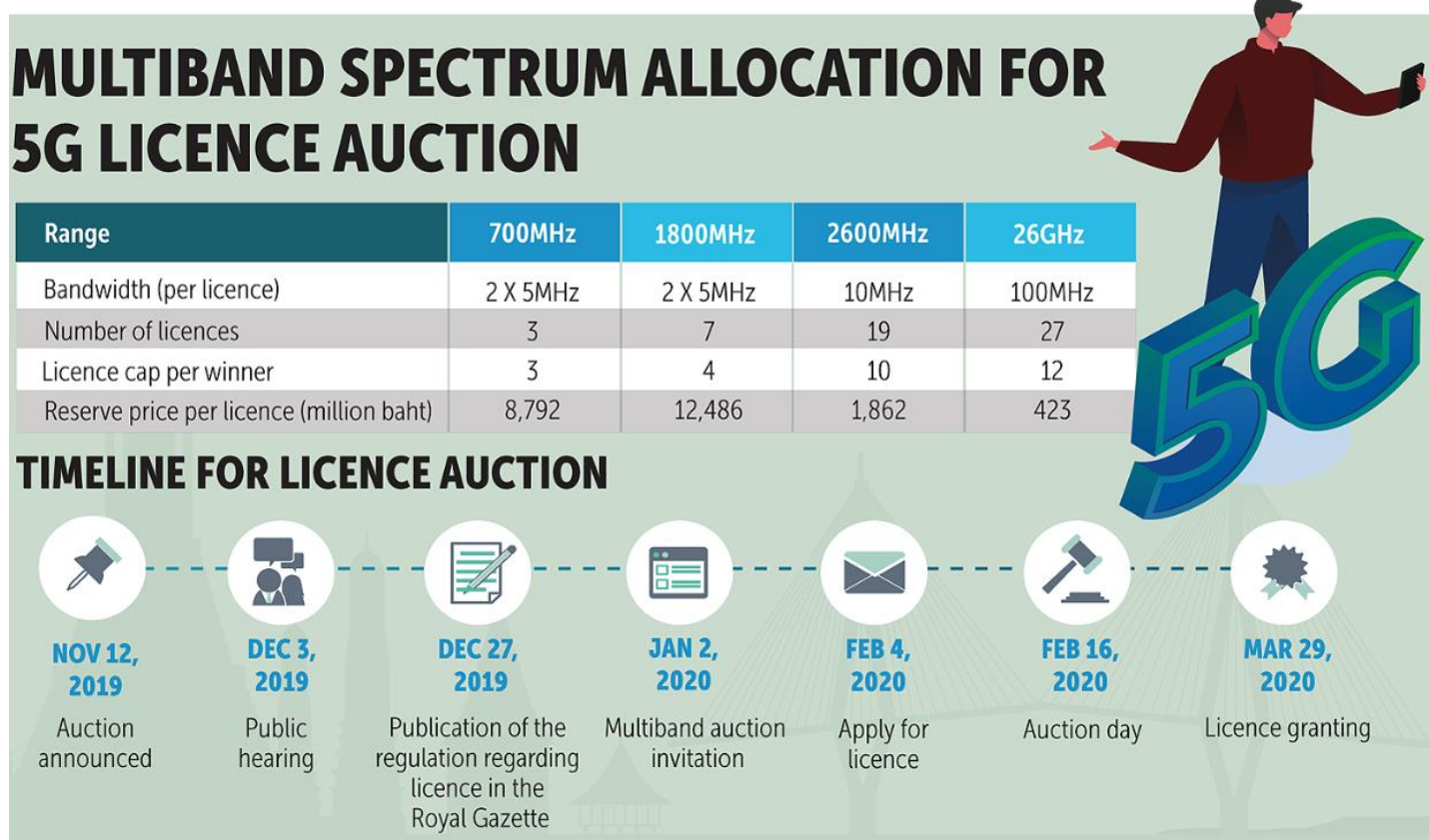
Source: Company data, RHB

Figure 1: Payment terms of upcoming spectrum auction

Technology	Spectrum band	Bandwidth per licence	Number of licence	Reserve price (THBm)	Bid-tick (THBm)	Payment term	Bank Guarantee (THBm)
4G	1800MHz	5MHz	7	12,486	25	1st payment 50%, 2rd 25% and 3rd 25%	4,994
5G	700MHz	5MHz	3	8,792	440	10-yr payment term (10% per instalment)	2,637
	2600MHz	10MHz	19	1,862	93	7-yr payment term (1st 10%, on year 5-10 15%)	1,862
	26GHz	100MHz	27	423	22	Immediate payment	507

Source: NBTC

Figure 2: Details and timeline for license auction



Source: NBTC, BKPgraphics

Figure 3: New convergence services from DTAC and JAS



Source: 3bb.co.th

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Take Profit:	Target price has been attained. Look to accumulate at lower levels
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AIRA	BJC	CIG	FSMART	HARN	KCAR	MC	NTV	PLANB	SC	SRICHA	TIP	TVT	WICE
AJ	BJCHI	COL	GEL	IFS	KTECH	MFEC	NUSA	POST	SCCC	SST	TKN	TWPC	WIJK
ALUCON	BLAND	COM7	GFPT	ILINK	KWC	MIDA	NWR	PRINC	SCN	STA	TLUXE	U	TRUE
AMATAV	BR	CPALL	GGC	INET	KYE	MILL	OGC	PRO	SEAOIL	SUPER	TMILL	UPA	
AOT	BROCK	CPF	GIFT	IRC	L&E	ML	PACE	PSTC	SE-ED	SUSCO	TMT	UREKA	
APCO	BRR	CPR	GJS	J	LEE	MTLS	PAF	PYLON	SENA	SWC	TNP	UWC	
AQUA	CEN	CSC	GLOBAL	JMART	LIT	NBC	PAP	QTC	SIRI	SYMC	TPA	VGI	
ARROW	CGH	EKH	GOLD	JMT	LVT	NCL	PATO	ROH	SMART	TAKUNI	TSE	VIBHA	
ASIA	CHEWA	EPCO	GPSC	JUBILE	MAKRO	NEP	PCSGH	ROJNA	SPACK	TBSP	TTI	VIH	

ได้รับการรับรอง CAC

ADVANC	BKI	CPN	FE	INTUCH	LANNA	MSC	PLAT	PTT	SAT	SNP	TCMC	TMD	UOBKH
AKP	BLA	CSL	FNS	IRPC	LHBANK	MTI	PM	PTTEP	SCB	SORKON	TFG	TNITY	WACOAL
AMANAH	BROOK	DCC	FSS	IVL	LHK	NKI	PPP	PTTGC	SCC	SPC	TGCI	TNL	
AP	BTS	DEMCO	GBX	K	LPN	NSI	PPS	Q-CON	SCG	SPI	THANI	TOG	
ASP	BWG	DIMET	GCAP	KBANK	MBK	OCC	PRANDA	QH	SGP	SSF	THCOM	TOP	
AYUD	CENTEL	DRT	GLOW	KCE	MBKET	OCEAN	PREB	QLT	SINGER	SSI	THRE	TPCORP	
BAFS	CFRESH	DTAC	HANA	KGI	MCOT	PB	PRG	RATCH	SIS	SSSC	THREL	TRU	
BANPU	CIMBT	DTC	HMPRO	KKP	MFC	PDI	PSH	RML	SITHAI	SVI	TIPCO	TSC	
BAY	CM	EASTW	HTC	KSL	MINT	PE	PSL	ROBINS	SMIT	SYNTEC	TISCO	TSSTH	
BBL	CNS	ECL	ICC	KTB	MONO	PG	PT	S & J	SMPC	TAE	TKT	TTCL	
BCP	CPI	EGCO	IFEC	KTC	MOONG	PHOL	PTG	SABINA	SNC	TCAP	TMB	TVI	

N/A

2S	ARIP	BSM	CSS	FMT	INOX	LTX	NPK	RCL	SFP	SUC	TITLE	TSR	VPO
AAV	AS	BTC	CTW	FN	INSURE	M	NPP	RICH	SGF	SUN	TIW	TSTE	VTE
ABICO	ASAP	BTNC	CWT	FOCUS	IRCP	MACO	NVD	RICHY	SHANG	SUTHA	TK	TTA	WG
ACAP	ASEFA	BTW	D	FORTH	IT	MAJOR	NYT	RJH	SIAM	SVH	TKS	TTL	WHAUP
ACC	ASIAN	BUI	DCON	FTE	ITD	MALEE	OHTL	ROCK	SIMAT	SVOA	TM	TTTM	WIN
ADAM	ASIMAR	CBG	DCORP	FVC	ITEL	MANRIN	OISHI	RP	SKE	SYNEX	TMC	TTW	WINNER
ADB	ASN	CCET	DDD	GC	JAS	MAX	ORI	RPC	SKN	T	TMI	TUCC	WORK
AEC	ATP30	CCP	DELTA	GENCO	JCT	M-CHAI	OTO	RPH	SKR	TACC	TMW	TWP	WORLD
AEONTS	AUCT	CGD	DIGI	GL	JKN	MCS	PAE	RS	SKY	TAPAC	TNDT	TWZ	WP
AF	BA	CHARAN	DNA	GLAND	JSP	MDX	PDG	RSP	SLP	TASCO	TNH	TYCN	WPH
AFC	BAT-3K	CHO	DTCI	GPI	JTS	MEGA	PERM	S	SMK	TC	TNPC	UAC	WR
AGE	BCPG	CHUO	EA	GRAMMY	JWD	METCO	PF	S11	SMM	TCB	TNR	UBIS	XO
AH	BDMS	CI	EARTH	GRAND	KAMART	MGT	PICO	SAFARI	SMT	TCC	TOA	UEC	YCI
AHC	BEAUTY	CITY	EASON	GTB	KC	MJD	PJW	SALEE	SOLAR	TCCC	TOPP	UKEM	YNP
AIT	BEC	CK	ECF	GULF	KCM	MK	PLANET	SAM	SPA	TCJ	TPAC	UMI	YUASA
AJA	BEM	CKP	EE	GYT	KDH	MM	PLE	SAMART	SPALI	TCOAT	TPBI	UMS	ZIGA
AKR	BFIT	CMO	EFORL	HFT	KIAT	MODERN	PMTA	SAMCO	SPCG	TEAM	TPCH	UNIQU	ZMICO
ALLA	BGRIM	CMR	EIC	HOTPOT	KKC	MPG	POLAR	SAMTEL	SPG	TFD	TIPL	UP	
ALT	BGT	CNT	EMC	HPT	KOOL	MPIC	POMPUI	SAPPE	SPORT	TFMAMA	TIPIP	UPF	
AMA	BH	COLOR	EPG	HTECH	KTIS	NC	PORT	SAWAD	SPVI	TGPRO	TPOLY	UPOIC	
AMARIN	BIG	COMAN	ERW	HUMAN	KWG	NCH	PPM	SAWANG	SQ	TH	TPP	UT	
AMATA	BIZ	CPH	ESSO	HYDRO	LALIN	NDR	PRAKIT	SCI	SSC	THAI	TR	UTP	
AMC	BKD	CPL	ESTAR	ICHI	LDC	NETBAY	PRECHA	SCP	SSP	THANA	TRC	UV	
ANAN	BLISS	CPT	ETE	ICN	LH	NEW	PRIN	SDC	STANLY	THG	TRITN	UVAN	
APCS	BM	CRANE	EVER	IEC	LOXLEY	NEWS	PRM	SE	STAR	THIP	TRT	VARO	
APEX	BOL	CRD	F&D	IHL	LPH	NFC	PTL	SEAFCO	STEC	THL	TRUBB	VCOM	
APURE	BPP	CSP	FANCY	III	LRH	NOBLE	RAM	SELIC	STHAI	THMUI	TSF	VI	
AQ	BSBM	CSR	FLOYD	INGRS	LST	NOK	RCI	SF	STPI	TIC	TSI	VNG	

Source: Thai Institute of Directors

ข้อมูลบริษัทที่เข้าร่วมโครงการแนวร่วมปฏิบัติของภาคเอกชนไทยในการต่อต้านทุจริต (Thai CAC) ของสมาคมส่งเสริมสถาบันกรรมการบริษัทไทย (ข้อมูล ณ วันที่ 17 ต.ค.)

- ได้ประกาศเจตนาธรรมนี้เข้าร่วม CAC
- ได้รับการรับรอง CAC

การเปิดเผยการประเมินดัชนีชี้วัดความคืบหน้าการป้องกันกรมีส่วนเกี่ยวข้องกับการทุจริตคอร์รัปชัน (Anti-Corruption Progress Indicators) ของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทยที่จัดทำโดยสถาบันที่เกี่ยวข้องซึ่งมีการเปิดเผยโดยสำนักงานคณะกรรมการกำกับหลักทรัพย์และตลาดหลักทรัพย์นี้เป็นการดำเนินการตามนโยบายและตามแผนพัฒนาความยั่งยืนสำหรับบริษัทจดทะเบียนโดยผลการประเมินดังกล่าว สถาบันที่เกี่ยวข้องอาศัยข้อมูลที่ได้รับจากบริษัทจดทะเบียนตามที่บริษัทจดทะเบียนได้ระบุในแบบแสดงข้อมูลเพื่อการประเมิน Anti-Corruption ซึ่งอ้างอิงข้อมูลมาจากแบบแสดงรายงานข้อมูลประจำปี แบบ (56-1) รายงานประจำปีแบบ (56-2) หรือในเอกสารหรือรายงานอื่นที่เกี่ยวข้องซึ่งเป็นบุคคลภายนอก โดยมีได้เป็นการประเมินการปฏิบัติของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทยและมิได้ใช้ข้อมูลภายในเพื่อการประเมิน เนื่องจากผลการประเมินดังกล่าวเป็นเพียงผลการประเมิน ณ วันที่ ปรากฏในผลการประเมินเท่านั้น ดังนั้นผลการประเมินจึงอาจเปลี่ยนแปลงได้ภายหลังวันดังกล่าว หรือรับรองความถูกต้องครบถ้วนของผลประเมินดังกล่าวได้อย่างใด