COM7 (COM7 TB)

Growth Will Be Driven By Higher Selling Prices

Highlights

- Positive tone from the analyst meeting, with management raising its 2026 net profit growth target to 20% yoy.
- SSSG spiked, driven by higher selling prices across product categories, while other businesses continued to deliver strong growth momentum.
- Maintain BUY with a target price of Bt32.50, based on SOTP valuation.

Analysis

- **Qtd SSSG spiked driven by higher selling prices across categories.** Management highlighted that SSSG increased by 8-10% yoy during the first 45 days of 3Q26, while total sales grew by more than 10% yoy. The key driver was higher unit selling prices across all product categories, which more than offset weaker unit sales. Smartphone, PC and Mac sales increased yoy, supported by higher ASPs despite lower sales volume. Tablet sales remained weak, but sales momentum continued to improve compared with 2Q26.
- **Other businesses continued to show strong growth momentum.** UFund remained on a strong growth trajectory, with new loans of Bt3.3b lifting the loan portfolio to Bt6.6b, up from Bt5.2b in 2Q25. Growth was mainly driven by personal customers, which accounted for around 90% of the total portfolio. iCare also delivered strong growth, with 1H26 net profit surging 291% yoy, supported by broad-based growth across all insurance segments, particularly cyber and mobile insurance. Meanwhile, the EV business continued to recover, with Aion deliveries reaching 2,000 units in 1H26, up 71% yoy and already achieving 46% of its full-year 2026 target. Management expects stronger momentum in 2H26 following the launch of new Aion models. EV taxi leasing also continued to expand, reaching 3,800 units, up 57% qoq, putting the company on track to achieve its 5,000-unit target for 2026.
- **Management revised up its 2026 growth targets.** The company raised its revenue growth target to 10-15% yoy from 10% previously, while the net profit growth target was increased to 20% yoy from 10-15%. We view the revised targets as achievable, supported by the strong sales momentum in 3Q26 and continued growth across UFund, iCare and the EV business. In addition, 1H26 net profit has already increased 27% yoy and reached 52% of the full-year target, providing a solid base for earnings growth in 2H26.

Key Financials

Year to 31 Dec (Btm)	2024	2025	2026F	2027F	2028F
Net turnover	79,043.0	87,254.6	98,296.0	103,854.4	108,371.5
EBITDA	5,187.5	6,252.0	7,644.1	8,508.7	9,205.0
Operating profit	4,166.7	5,098.6	6,155.2	6,566.7	6,864.0
Net profit (rep./act.)	3,324.1	4,064.0	4,846.3	5,153.9	5,370.2
Net profit (adj.)	3,324.1	4,064.0	4,846.3	5,153.9	5,370.2
EPS	1.4	1.7	2.0	2.2	2.2
PE (x)	21.1	17.3	14.4	13.6	13.0
P/B (x)	8.0	6.5	5.4	4.6	4.1
EV/EBITDA (x)	15.3	12.7	9.9	8.8	8.0
Dividend yield (%)	2.9	3.8	4.5	4.8	4.6
Net margin (%)	4.2	4.7	4.9	5.0	5.0
Net debt/(cash) to equity(%)	103.8	82.4	40.6	29.4	17.0
Interest cover (x)	16.9	22.5	25.0	25.3	24.9
Consensus net profit	n.a	n.a	4,833.4	5,308.3	5,712.9
UOBKH/Consensus (x)	n.a	n.a	1.0	1.0	0.9

Source: COM7, Bloomberg, UOB Kay Hian

Analyst(s)

Tanapon Cholkadidamrongkul
Tanapon.c@uobkh.co.th
662 090 3359

BUY (Maintained)

Share Price	Bt29.50
Target Price	Bt32.50
Upside	10.17%

Stock Data

Sector	Consumer Discretionary
Bloomberg ticker	COM7 TB
Shares issued (m)	2,357.7
Market cap (Btm)	70,731.0
Market cap (US$m)	2,153.4
3-mth avg daily t'over (US$m)	14.1

Price Performance (%)

52-week high/low: Bt30.8/Bt18.4

1mth	3mth	6mth	1yr	YTD
(0.8)	21.0	22.0	16.5	53.1

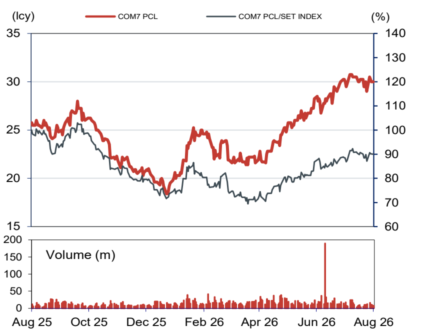
Major Shareholders (%)

Mr. Sura Kanitaweekul	25.18
MR. Pongsak Thammathachare	15.68
Plan B Media	11.01

Balance Sheet Metrics

FY26 NAV/Share (Bt)	5.4
FY26 Net Debt/Share (Bt)	2.2

Price Chart

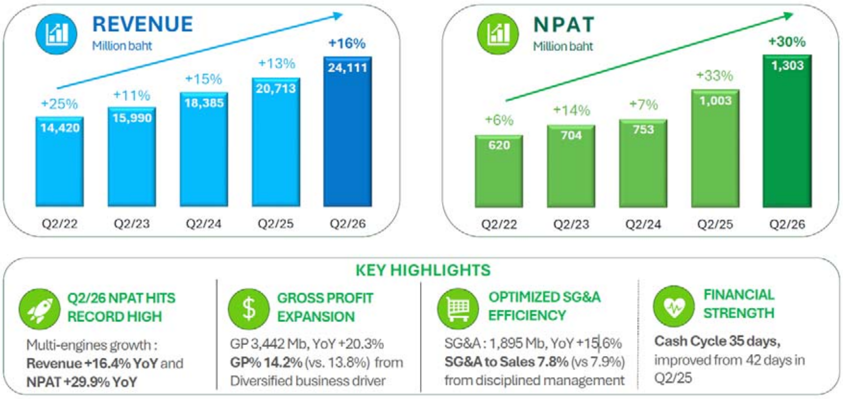


Source: Bloomberg

Company Description

COM7 is a leading retailer in IT products such as laptops, desktop computers, mobile phones, tablets, related accessories and product repair services. COM7 is the largest IT chain store in terms of branches. COM7 distributes IT products via its own branches.

COM7 Historical Performance



Source: Bloomberg, UOB Kay Hian

Valuation/Recommendation

- **Maintain BUY with a target price of Bt32.50.** Our valuation methodology is based on SOTP, valuing: a) the IT retail business at Bt27.50, based on 20x 2026F P/E, slightly above -1SD of discretionary retail peers; and b) other businesses, including UFund, Gold Integrate, EV7, and NCAP, at Bt5.00.

Earnings Revision/Risk

- **No earnings revision.** 2H26 earnings account for 53% of our 2026 forecast.

Share Price Catalyst

- **Catalysts:** a) PLANB becoming a shareholder in COM7, b) product price increases, and c) share price seasonality.

COM7 Historically Price Outperforms in July-August

Mom	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg	(5.7)	3.7	1.8	(0.4)	(1.0)	(6.6)	5.5	14.6	(4.8)	2.2	(3.8)	1.0
2026	11.7	(10.1)	(9.5)	4.6	14.0	6.7	9.9	(1.6)				
2025	(16.2)	(0.5)	(12.3)	7.3	(3.4)	(7.0)	17.8	17.0	1.0	(2.9)	(12.4)	(10.5)
2024	(10.9)	(2.4)	(7.7)	(4.2)	(3.3)	5.1	9.7	20.1	(2.5)	17.2	(5.4)	(0.9)
2023	(8.1)	(2.4)	0.0	(17.2)	14.9	(8.6)	5.7	15.2	(3.1)	(14.4)	(14.4)	3.9
2022	(4.0)	5.1	4.2	(2.9)	(9.6)	(20.5)	1.7	13.1	(15.9)	4.3	5.0	7.1
2021	10.9	18.5	24.9	15.2	(3.7)	(1.8)	(7.2)	7.7	(3.6)	6.7	8.0	5.5

Source: Bloomberg, UOB Kay Hian

Environment, Social, Governance (ESG) Updates

CG Report: 5, SET ESG Rating: AA

Environmental

- COM7 aims to achieve net zero emissions by 2050. Improves energy efficiency across retail stores and service centers.

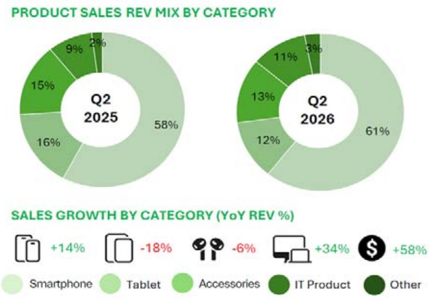
Social

- COM7 focuses on personnel development to train both ethical and talented employees. It has pledged to improve staff's skills through lifelong learning.

Governance

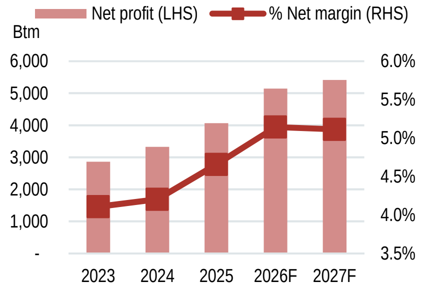
- Maintains strong corporate governance standards, reflected by its 5-star CG Rating and SET ESG Rating of AA. Effective risk management, and independent board oversight to support sustainable long-term growth.

Product Sales Mix (%)



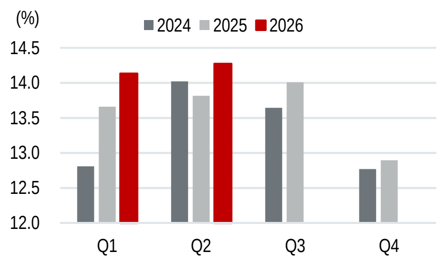
Source: COM7, UOB Kay Hian

Net Profit



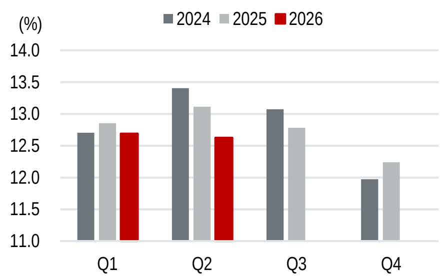
Source: UOB Kay Hian

Gross Margin – Consolidated



Source: UOB Kay Hian

Gross Margin – Separated Financial Statement



Source: UOB Kay Hian

Expected 3Q26 Phone Launch

Apple	iPhone 18 Pro, iPhone 18 Pro Max,
Samsung	Samsung Galaxy Z/ Fold8 / Filp
OPPO	OPPO Find X10 Series,
Xiaomi	Xiaomi 18 Series
Huawei	Huawei Mate 80 Series

Source: UOB Kay Hian

Profit & Loss

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Net turnover	87,255	98,296	103,854	108,371
EBITDA	6,252	7,644	8,509	9,205
Deprec. & amort.	1,153	1,489	1,942	2,341
EBIT	5,099	6,155	6,567	6,864
Total other non-operating income	235	307	366	416
Associate contributions	125	143	165	190
Net interest income/(expense)	(277)	(305)	(336)	(369)
Pre-tax profit	4,921	5,922	6,308	6,581
Tax	(837)	(1,041)	(1,115)	(1,168)
Minorities	(20)	(34)	(39)	(43)
Net profit	4,064	4,846	5,154	5,370
Net profit (adj.)	4,064	4,846	5,154	5,370

Balance Sheet

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Fixed assets	4,204	1,246	1,451	1,365
Other LT assets	5,328	4,478	4,721	4,867
Cash/ST investment	3,078	7,222	8,610	10,675
Other current assets	18,959	20,488	21,758	22,566
Total assets	31,569	33,435	36,539	39,472
ST debt	10,808	11,301	11,818	12,362
Other current liabilities	7,817	7,197	7,661	8,002
LT debt	1,208	1,208	1,208	1,208
Other LT liabilities	766	572	651	635
Shareholders' equity	10,854	13,007	15,012	17,034
Minority interest	116	150	188	231
Total liabilities & equity	31,569	33,435	36,539	39,472

Cash Flow

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Operating	6,070	4,220	6,329	7,286
Pre-tax profit	4,920	5,921	6,308	6,581
Tax	(837)	(1,041)	(1,115)	(1,168)
Deprec. & amort.	1,153	1,489	1,942	2,341
Working capital changes	1,853	(3,714)	(652)	(530)
Non-cash items	(1,550)	1,565	(154)	62
Other operating cashflows	531	0	0	0
Investing	(2,001)	2,124	(2,310)	(2,417)
Capex (growth)	(2,314)	1,468	(2,147)	(2,254)
Investments	(218)	98	(66)	(76)
Others	531	558	(98)	(87)
Financing	(3,024)	(2,200)	(2,631)	(2,805)
Dividend payments	(2,064)	(2,640)	(3,148)	(3,348)
Issue of shares	(302)	(53)	0	0
Proceeds from borrowings	883	493	517	543
Others/interest paid	(1,541)	0	0	0
Net cash inflow (outflow)	1,046	4,145	1,387	2,065
Beginning cash & cash equivalent	2,032	3,078	7,222	8,610
Ending cash & cash equivalent	3,078	7,222	8,610	10,675

Key Metric

Year to 31 Dec (%)	2025	2026F	2027F	2028F
Profitability				
EBITDA margin	7.2	7.8	8.2	8.5
Pre-tax margin	5.6	6.0	6.1	6.1
Net margin	4.7	4.9	5.0	5.0
Growth				
Net profit	22.3	19.2	6.4	4.2
Net profit (adj.)	22.3	19.2	6.4	4.2
Leverage				
Debt to total capital	109.5	95.1	85.7	78.6
Debt to equity	110.7	96.2	86.8	79.7
Net debt/(cash) to equity	82.4	40.6	29.4	17.0
Interest cover	22.5	25.0	25.3	24.9