

Key Indices

	Prev Close	1D %	1W %	1M %	YTD %
DJIA	52658.6	0.3	0.6	1.9	9.6
S&P 500	7572.4	0.4	1.2	0.2	10.6
FTSE 100	10515.9	(0.1)	0.3	0.8	5.9
AS30	9034.6	0.4	0.6	(1.0)	0.2
CSI 300	4786.8	(0.2)	0.7	(2.1)	3.4
FSSTI	5559.7	1.2	3.5	9.5	19.7
HSCEI	8184.4	1.0	1.2	(2.3)	(8.2)
HSI	24681.1	1.4	2.0	(0.7)	(3.7)
JCI	6042.0	0.0	2.9	(3.4)	(30.1)
KLCI	1713.8	(0.4)	1.8	1.3	2.0
KOSPI	7284.4	6.2	0.5	(14.8)	72.9
Nikkei 225	68751.5	1.5	2.9	(0.8)	36.6
SET	1630.2	0.3	3.4	2.4	29.4
TWSE	45631.6	2.0	(0.2)	0.5	57.5
BDI	2929.0	(1.7)	2.0	7.7	56.0
CPO (RM/mt)	4491.0	0.0	(0.1)	2.0	14.2
Brent Crude (US\$/bbl)	85.0	0.3	8.9	2.1	39.6

Source: Bloomberg

Corporate Events

	Venue	Begin	Close
Virtual Post-Results Meeting with ASL Marine Holdings Ltd (ASL SP)	Singapore	21 Jul	21 Jul

Corporate and Macro Calendar

Economic Indicator/Event	Country/Region	Date
June. Customs Trade Balance (Export-Import)	Thailand	21-26 July

Please click on the page number to move to the relevant pages

Thailand

Company Update | COM7 (COM7 TB/**BUY**/Bt23.2/Target: Bt32.50)

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COM7 (COM7 TB)

2Q26 Results Preview: Expect Strong Earnings Growth

Highlights

- We expect 2Q26 earnings increase 22% yoy, driven by solid performance from both the IT retail and other businesses. Apple's price hike could trigger demand as consumers accelerate purchases, which is positive for COM7.
- Maintain BUY with a higher target price of Bt32.50 (from Bt30.00).
- Revise 2026-27 earnings forecasts up by 17% and 20% respectively and change valuation methodology from PE multiple to SOTP.

2Q26 Earnings Forecast

Year to 31 Dec (Btm)	2Q25	1Q26	2Q26F	Yoy (%)	Qoq (%)
Sales & Services	20,713	23,513	23,350	12.7	(0.7)
Gross profit	2,862	3,323	3,356	17.3	1.0
SG&A	1,639	1,851	1,881	14.8	1.6
EBIT	1,223	1,472	1,475	20.6	0.2
Equity income	25	57	57	133.5	0.0
Net profit	1,003	1,226	1,226	22.2	(0.0)
Percent	2Q25	1Q26	2Q26F	Yoy (ppts)	Qoq (ppts)
Gross margin	13.8	14.1	14.4	0.6	0.2
SG&A to sales	7.9	7.9	8.1	0.1	0.2
Net profit margin	4.8	5.2	5.3	0.4	0.0

Source: CP ALL, UOB Kay Hian

Analysis

- **Strong earnings growth.** We expect COM7 to report 2Q26 earnings of Bt1.23b (+22% yoy, flat qoq), driven by solid performance from both the IT retail and other businesses. Revenue is projected at Bt23.3b (+13% yoy, flat qoq), while gross margin is expected to expand 60bp yoy to 14.4% on a better product mix and a higher contribution from other businesses. SG&A-to-sales is expected to increase slightly to 8.1% (+10bp yoy).
- **Retail business remains resilient.** We expect the retail business' earnings to increase yoy in 2Q26, driven by: a) 9% yoy sales growth, supported by higher product prices and resilient demand, b) gross margin increasing yoy from a higher sales mix of Android devices, which carry higher margins than Apple products, together with low-cost inventory, and c) a stable SG&A-to-sales ratio, as the impact of higher diesel prices remains limited.
- **Other businesses continue to outperform.** We expect U-Fund to deliver stronger earnings on continued loan book expansion to Bt6b-7b (1Q26: Bt5.1b). Gold Integrate should also report stronger EV sales as Motor Show deliveries ramp up, keeping the company on track to achieving its 2026 sales target of 4,400 units.

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	4,419.9	4,802.7	5,146.9
UOBKH/Consensus (x)	n.a	n.a	1.1	1.1	1.0

Source: COM7, Bloomberg, UOB Kay Hian

BUY (Maintained)

Share Price	Bt29.25
Target Price	Bt32.50
Upside	11.11%
Previous TP	Bt30.00

Analyst(s)

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Stock Data

GICS sector	Consumer Discretionary
Bloomberg ticker:	COM7 TB
Shares issued (m):	2,357.7
Market cap (Btm):	54,698.6
Market cap (US\$m):	1,670.5
3-mth avg daily t'over (US\$m):	12.7

Price Performance (%)

52-week high/low				Bt28.0/Bt17.1
1mth	3mth	6mth	1yr	YTD
6.9	(2.1)	(2.9)	14.3	18.4

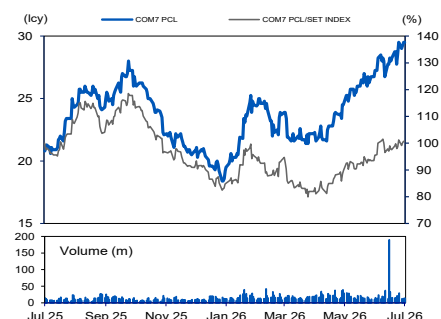
Major Shareholders

	%
Mr. Sura Kanitaweekul	25.18
MR. Pongsak Thammathachare	19.95
Thai NVDR	9.20

Balance Sheet Metrics

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

Price Chart



Source: Bloomberg

Company Description

COM7 is leading retailers 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 term of branches. COM7 distributes IT products via its own branches.

Essential

- **Apple product price increase is positive to retailers.** Apple has increased prices for MacBooks (+21%), iPads (+23%), and iMacs/Mac Studio (+24%), while leaving prices of the iPhone 17 Series, Apple Watch, and AirPods unchanged. We view this as positive for COM7 for three reasons.
 - Unchanged iPhone prices could trigger near-term demand as consumers accelerate purchases amid earlier expectations of a price hike.
 - Higher selling prices should offset softer unit volumes, as seen in recent Android price hikes, where sales remained resilient.
 - Higher selling prices should lift gross profit per unit, as management indicated that its pricing follows a cost-plus percentage margin model.

Valuation/Recommendation

- **Maintain BUY with a higher target price of Bt32.50 (from Bt30.00).** We switch our valuation methodology from PE to SOTP, valuing: a) the IT retail business at Bt27.50, based on 20x 2026F PE, slightly above -1SD of discretionary retail peers), and b) other businesses, including UFund, Gold Integrate, EV7, and NCAP, at Bt5.00.

Earnings Revision/Risk

- **Revise up earnings.** We raise our 2026-27 earnings forecasts by 16.5% and 20.1%, respectively, to reflect better-than-expected 1H26 earnings.

2Q26 Earnings Forecast

Year to 31 Dec (Btm)	2026F			2027F		
	New	Previous	Change	New	Previous	Change
Revenue	98,296	92,200	6.6%	103,854	90,117	15.2%
Gross profit	13,707	12,539	9.3%	14,448	12,302	17.4%
Net profit	4,846	4,159	16.5%	5,154	4,293	20.1%

Source: UOB Kay Hian

Share Price Catalyst

- **Catalysts:** a) PLANB becoming a major shareholder in COM7, b) product price increases, and c) 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	5.4	17.8	1.0	(2.9)	(12.4)	(10.5)
2025	(16.2)	(0.5)	(12.3)	7.3	(3.4)	(7.0)	17.8	17.0	(2.5)	17.2	(5.4)	(0.9)
2024	(10.9)	(2.4)	(7.7)	(4.2)	(3.3)	5.1	9.7	20.1	(3.1)	(14.4)	(14.4)	3.9
2023	(8.1)	(2.4)	0.0	(17.2)	14.9	(8.6)	5.7	15.2	(15.9)	4.3	5.0	7.1
2022	(4.0)	5.1	4.2	(2.9)	(9.6)	(20.5)	1.7	13.1	(3.6)	6.7	8.0	5.5
2021	10.9	18.5	24.9	15.2	(3.7)	(1.8)	(7.2)	7.7				

Source: Bloomberg

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

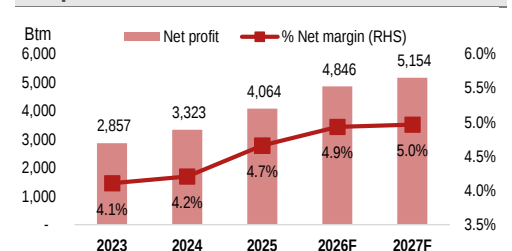
- Maintains strong corporate governance standards, reflected by its 5-star CG Rating and SET ESG Rating of AA. Effective risk management, and independent board oversight to support sustainable long-term growth.

Expected Phone launches in 3Q26

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

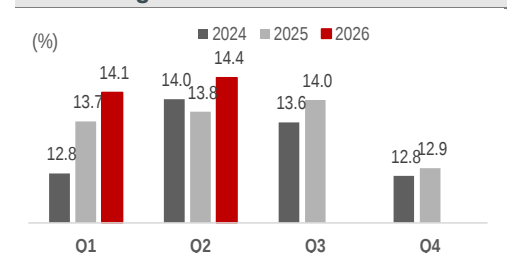
Source: UOB Kay Hian

Net profit



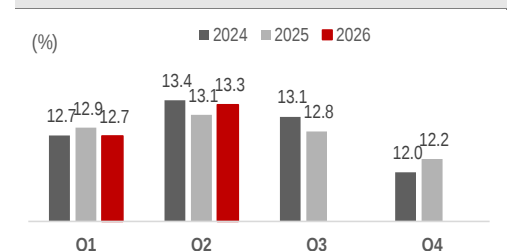
Source: COM7, UOB Kay Hian

Gross margin – Consolidated



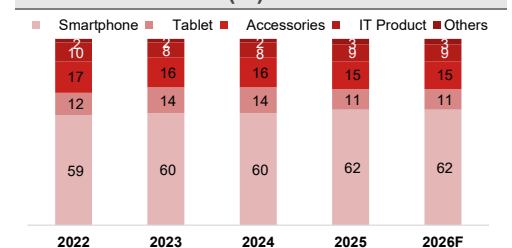
Source: COM7, UOB Kay Hian

Gross margin – Separated Financial Statement



Source: COM7, UOB Kay Hian

Product sales mix (%)



Source: COM7, 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 Metrics

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

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