

16 Mar 2022

Mobile World (MWG)

MWG expand into the Indonesia market

Collaboration between MWG & Erajaya

- March 16, 2022 – MWG officially enters into a joint venture partnership with PT Erafone Artha Retailindo (“Erafone”), a subsidiary of Erajaya Group in Indonesia, through the signing of a Joint Venture Agreement to form a joint venture company PT Era Blue Elektronik (“Era Blue”).
- The first Era Blue store, slated to open in the mid-2022 in Jakarta, focusing on only the consumer electronics retail industry. Era will not sell ICT products because Erafone dominated the market share of this segment. Era Blue stores will carry the latest and products from well-known consumer electronics brands in a welcoming, modern environment.

ERAA IN- Ready to go higher

- Established in 1996, PT Erajaya Swasembada Tbk. (“Erajaya”), Erajaya engages in the distribution and retail of mobile telecommunication devices, such as mobile phones and tablets, subscriber identity module card (SIM Card), mobile network operator voucher top-up, accessories, Internet of Things (IoT) devices, and Google Play Card vouchers. Their market share in the ICT sector is claimed at 30% in Indonesia, according to MWG management.
- The new cooperation with MWG is the ERAA’s fifth expansion venture; it entered the cosmetic business via the acquisition of The Face Shop in 2020, F&B via minority shares in Sushi Tei, and the recent JV for the Paris Baguette bakery franchise, sporting apparel through a JV with British JD Sports and wellness with the upcoming JV with Malaysia’s Wellings.

12M rating **HOLD (Maintain)**

12M TP **134,000** from 134,000

Up/Downside **+2.0%** (incl 0% cash dividend)

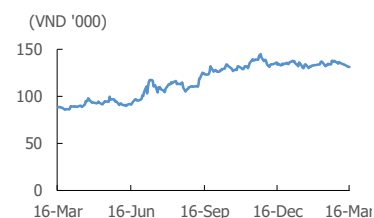
Stock Data

VNIndex (16 Mar, pt)	1,459
Stock price (16 Mar, VND)	131,400
Market cap (USD mn)	4,078
Shares outstanding (mn)	713
52-Week high/low (VND)	145,000/85,606
6M avg. daily turnover (USD mn)	7.04
Free float / Foreign ownership (%)	74.4/49.0
Major shareholders (%)	
Retail World Company Ltd	10.8
Tri Tam Company Ltd	9.9
Arisaig Asia Fund Limited	7.2

Performance

	1M	6M	12M
Absolute (%)	(3.3)	(1.1)	6.5
Relative to VNIndex (%p)	(0.8)	1.0	(2.4)

Stock price trend



Source: Bloomberg

	2017A	2018A	2019A	2020A	2021A
Sales (VND bn)	66,340	86,516	102,174	108,546	122,958
chg. (% YoY)	48.7	30.4	18.1	6.2	13.3
Operating profit (VND bn)	2,779	3,871	4,977	5,216	5,888
Net profit (VND bn)	2,206	2,879	3,834	3,918	4,899
EPS (VND)	6,959	6,490	8,657	8,650	6,861
chg. (% YoY)	(32.1)	(6.7)	33.4	(0.1)	(20.7)
EBITDA (VND bn)	3,469	5,094	6,420	7,412	8,809
PE (x)	18.9	20.2	15.2	15.2	19.2
EV/EBITDA (x)	13.0	12.1	10.3	8.2	11.3
PB (x)	7.0	6.5	4.8	3.8	4.6
ROE (%)	45.3	38.7	36.3	28.4	27.3
Dividend yield (%)	0.6	0.8	1.1	1.1	0.3

Note: Net profit, EPS and ROE are based on figures attributed to controlling interest

Analysts who prepared this report are registered as research analysts in Vietnam but not in any other jurisdiction, including the U.S. PLEASE SEE ANALYST CERTIFICATIONS AND IMPORTANT DISCLOSURES & DISCLAIMERS AT THE END OF THIS REPORT.

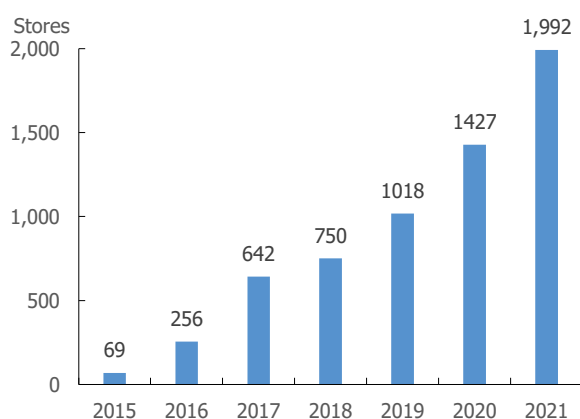
Hoang Phung

Hoang.pm@kisvn.vn

“Era Blue”- the new blue sky to ERAA and MWG

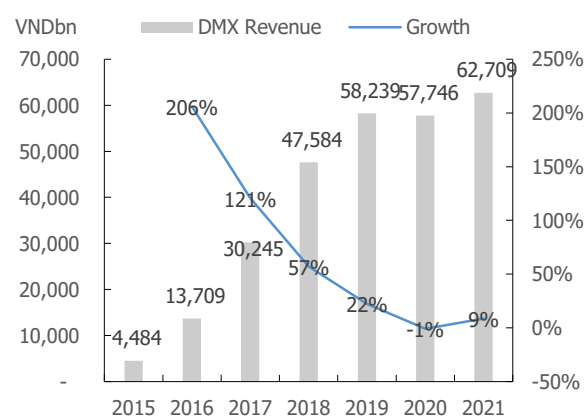
- Based on the fact of the Indonesian government's target to accelerate national digital transformation (and as the foundation for Industry 4.0), the government will gradually switch from analogue to digital TV broadcasts in Apr-Nov 22, meaning viewers will need to purchase set-top boxes (STB) to convert the digital signal into images and sounds that can be displayed on an analogue device or simply buy a new digital TV. This will represent a fatty opportunity for ERAA to penetrate into the electronics consumer markets.
- Also, the Ministry of Communication and Informatics of Indonesia claims that it has prepared 6.7m free STB to be distributed to low-income households. That aside, we see opportunities arising from those looking to purchase affordable digital TVs.
- We think ERAA can utilize its huge network of >1,100 stores to sell white goods, particularly its standalone stores located in rural areas. In 2021, MWG saw a gross profit margin of 22.5% of the consumer electronics segment, higher than ERAA's cellphone business's 8-10% GPM, and blended ROE of 27.4% (vs. ERAA's 11.3%). Given the higher margins, we believe the addition of this business line will be positive for ERAA's long-term growth.
- To MWG, they can make an entrance to the largest and most populous country in Southeast Asia. In our view, MWG has experience in developing electronics retail chains, while Erafone has an understanding of local sales, supply chain, and personnel recruitment. Therefore, we believe that this collaboration is highly expected which envisages a new strategy of growth amid a saturation of the electronics and ICT retail segment in Vietnam. Additionally, MWG's opening of Bluetronics chain in 2017, the first international brand of Dien May Xanh and the biggest retail chain focusing on mobile phones, and consumer electronics with 50 stores in Cambodia, the company could enrich enough experience to stay confident when entering a bigger market like Indonesia.

Figure 1. High growth in the number of DMX stores



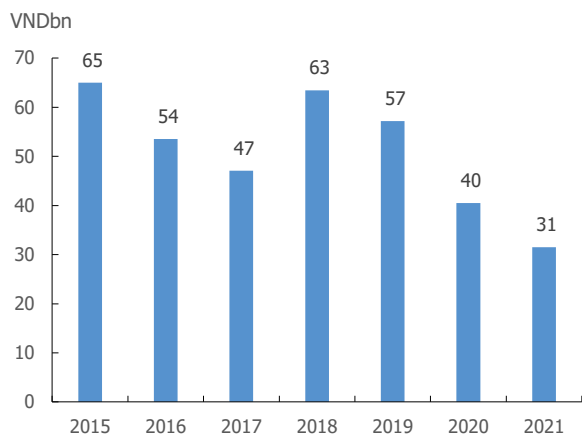
Source: Company data, KIS

Figure 2. Revenue of DMX segment



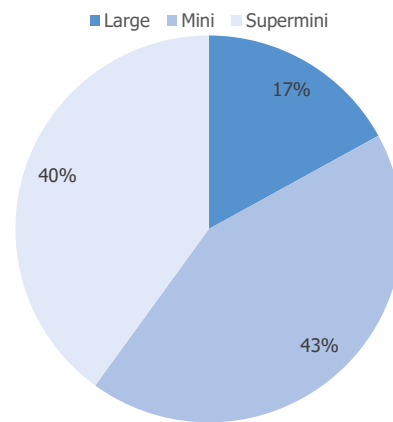
Source: Company data, KIS

Figure 3. Revenue/store decreased due to increasing number of mini and supermini stores



Source: Company data, KIS

Figure 4. Structure of DXM store network in 2021



Source: Bloomberg

■ **Guide to KIS Vietnam Securities Corp. stock ratings based on 12-month forward performance**

- BUY: Expected total return will be 15% or more
- Hold: Expected total return will be between -5% and 15%
- Sell: Expected total return will be -5% or less
- KIS Vietnam Securities Corp. does not offer target prices for stocks with Hold or Sell ratings.

■ **Guide to KIS Vietnam Securities Corp. sector ratings for the next 12 months**

- Overweight: Recommend increasing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.
- Neutral: Recommend maintaining the sector's weighting in the portfolio in line with its respective weighting in the VNIndex based on market capitalization.
- Underweight: Recommend reducing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.

■ **Analyst Certification**

I/We, as the research analyst/analysts who prepared this report, do hereby certify that the views expressed in this research report accurately reflect my/our personal views about the subject securities and issuers discussed in this report. I/We do hereby also certify that no part of my/our compensation was, is, or will be directly or indirectly related to the specific recommendations or views contained in this research report.

■ **Important compliance notice**

As of the end of the month immediately preceding the date of publication of the research report or the public appearance (or the end of the second most recent month if the publication date is less than 10 calendar days after the end of the most recent month), KIS Vietnam Securities Corp. or its affiliates does not own 1% or more of any class of common equity securities of the companies mentioned in this report.

There is no actual, material conflict of interest of the research analyst or KIS Vietnam Securities Corp. or its affiliates known at the time of publication of the research report or at the time of the public appearance.

KIS Vietnam Securities Corp. or its affiliates has not managed or co-managed a public offering of securities for the companies mentioned in this report in the past 12 months;

KIS Vietnam Securities Corp. or its affiliates has not received compensation for investment banking services from the companies mentioned in this report in the past 12 months; KIS Vietnam Securities Corp. or its affiliates does not expect to receive or intend to seek compensation for investment banking services from the companies mentioned in this report in the next 3 months.

KIS Vietnam Securities Corp. or its affiliates was not making a market in securities of the companies mentioned in this report at the time that the research report was published.

KIS Vietnam Securities Corp. does not own over 1% of shares of the companies mentioned in this report as of 16 Mar 2022.

KIS Vietnam Securities Corp. has not provided this report to various third parties.

Neither the analyst/analysts who prepared this report nor their associates own any shares of the company/companies mentioned in this report as of 16 Mar 2022.

KIS Vietnam Securities Corp. has issued CW with underlying stocks of Mobile World (MWG) and is the liquidity provider.

Prepared by: Hoang Phung

Global Disclaimer

■ General

This research report and marketing materials for Vietnamese securities are originally prepared and issued by the Research Center of KIS Vietnam Securities Corp., an organization licensed with the State Securities Commission of Vietnam. The analyst(s) who participated in preparing and issuing this research report and marketing materials is/are licensed and regulated by the State Securities Commission of Vietnam in Vietnam only. This report and marketing materials are copyrighted and may not be copied, redistributed, forwarded or altered in any way without the consent of KIS Vietnam Securities Corp..

This research report and marketing materials are for information purposes only. They are not and should not be construed as an offer or solicitation of an offer to purchase or sell any securities or other financial instruments or to participate in any trading strategy. This research report and marketing materials do not provide individually tailored investment advice. This research report and marketing materials do not take into account individual investor circumstances, objectives or needs, and are not intended as recommendations of particular securities, financial instruments or strategies to any particular investor. The securities and other financial instruments discussed in this research report and marketing materials may not be suitable for all investors. The recipient of this research report and marketing materials must make their own independent decisions regarding any securities or financial instruments mentioned herein and investors should seek the advice of a financial adviser. KIS Vietnam Securities Corp. does not undertake that investors will obtain any profits, nor will it share with investors any investment profits. KIS Vietnam Securities Corp., its affiliates, or their affiliates and directors, officers, employees or agents of each of them disclaim any and all responsibility or liability whatsoever for any loss (director consequential) or damage arising out of the use of all or any part of this report or its contents or otherwise arising in connection therewith. Information and opinions contained herein are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or KIS Vietnam Securities Corp. The final investment decision is based on the client's judgment, and this research report and marketing materials cannot be used as evidence in any legal dispute related to investment decisions.

■ Country-specific disclaimer

United States: This report is distributed in the U.S. by Korea Investment & Securities America, Inc., a member of FINRA/SIPC, and is only intended for major U.S. institutional investors as defined in Rule 15a-6(a)(2) under the U.S. Securities Exchange Act of 1934. All U.S. persons that receive this document by their acceptance thereof represent and warrant that they are a major U.S. institutional investor and have not received this report under any express or implied understanding that they will direct commission income to Korea Investment & Securities, Co., Ltd. or its affiliates. Pursuant to Rule 15a-6(a)(3), any U.S. recipient of this document wishing to effect a transaction in any securities discussed herein should contact and place orders with Korea Investment & Securities America, Inc., which accepts responsibility for the contents of this report in the U.S. The securities described in this report may not have been registered under the U.S. Securities Act of 1933, as amended, and, in such case, may not be offered or sold in the U.S. or to U.S. person absent registration or an applicable exemption from the registration requirement.

United Kingdom: This report is not an invitation nor is it intended to be an inducement to engage in investment activity for the purpose of section 21 of the Financial Services and Markets Act 2000 of the United Kingdom ("FSMA"). To the extent that this report does constitute such an invitation or inducement, it is directed only at (i) persons who are investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) of the United Kingdom (the "Financial Promotion Order"); (ii) persons who fall within Articles 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order; and (iii) any other persons to whom this report can, for the purposes of section 21 of FSMA, otherwise lawfully be made (all such persons together being referred to as "relevant persons"). Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons must not act or rely on this report.

Hong Kong: This research report and marketing materials may be distributed in Hong Kong to institutional clients by Korea Investment & Securities Asia Limited (KISA), a Hong Kong representative subsidiary of Korea Investment & Securities Co., Ltd., and may not otherwise be distributed to any other party. KISA provides equity sales service to institutional clients in Hong Kong for Korean securities under its sole discretion, and is thus solely responsible for provision of the aforementioned equity selling activities in Hong Kong. All requests by and correspondence with Hong Kong investors involving securities discussed in this report and marketing materials must be effected through KISA, which is registered with The Securities & Futures Commission (SFC) of Hong Kong. Korea Investment & Securities Co., Ltd. is not a registered financial institution under Hong Kong's SFC.

Singapore: This report is provided pursuant to the financial advisory licensing exemption under Regulation 27(1)(e) of the Financial Advisers Regulation of Singapore and accordingly may only be provided to persons in Singapore who are "institutional investors" as defined in Section 4A of the Securities and Futures Act, Chapter 289 of Singapore. This report is intended only for the person to whom Korea Investment & Securities Co., Ltd. has provided this report and such person may not send, forward or transmit in any way this report or any copy of this report to any other person. Please contact Korea Investment & Securities Singapore Pte Ltd in respect of any matters arising from, or in connection with, the analysis or report (Contact Number: 65 6501 5600).

Copyright © 2022 KIS Vietnam Securities Corp.. All rights reserved. No part of this report may be reproduced or distributed in any manner without permission of KIS Vietnam Securities Corp..