

Company Update

Friday, June 20, 2025



I V Global Securities Public Company Limited

True Corp Plc (TRUE)

Rating: BUY

Fair price: Bt13.75

Close price: Bt10.70

2Q25F results may soften a bit QoQ

- We expect to see a decline in operating profits QoQ during 2Q25F following a drop in mobile service revenues after a network outage and weak consumer spending sentiment, along with a fall in domestic roaming revenue from National Telecom (NT). Meanwhile, net additional subscribers will be negative partly due to declining gross net adds from lower tourist arrivals. However, excluding NT's roaming income and data and voice compensation package for the network outage, total service revenue should rise QoQ.
- We assume 2Q25F net profit comes in at about Bt2.1bn, with core profit of Bt3.98bn, compared with net profit of Bt1.6bn and core profit of Bt4.28bn. Core service revenue is estimated to fall by 1% YoY and 0.5% QoQ to Bt41.1bn in 2Q25F. The QoQ reported net profit improvement is largely from a declining impairment loss from network asset write-offs. The telecom tower assets optimization plan is due to be completed by August this year. The remaining tower asset write-offs in 2Q25-3Q25 will number about 2,300, lower than the 1Q25's 2,600 towers.
- Mobile service revenue looks set to decline by 1% YoY and QoQ to Bt32.45bn. Revenue from the NT roaming service will continue to fall as TRUE has been migrating network roaming for its customers from 850MHz to 900MHz since the spectrum rental deal with NT will end on 3 Aug, following the mobile frequency spectrum auction scheduled for 29 June. Roaming revenue and costs will subsequently decline. Net additional mobile subscribers may drop due to falling tourist SIMs. Thus, we expect the total number of mobile subscribers to decline marginally from 48.79m at end-March 2025.
- Online (internet broadband) service revenue continues to grow, estimated at +2.2% YoY, or +1.2% QoQ to Bt6.4bn, thanks to rising subscriber numbers and flat growth in ARPU (QoQ).
- Pay-TV service revenue is expected to continue falling 14% YoY and 5% QoQ to Bt1.5bn.
- We estimate EBITDA for 2Q25F at Bt24.9bn, down 1.5% QoQ and up 2.1% YoY, with EBITDA margin (to service revenue) reaching 60.7%.
- We expect SG&A expenses to fall YoY, but they may be flattish QoQ as most of the cost-saving programs were implemented last year.
- Maintain BUY.** We prefer to maintain our 2025F earnings estimate and BUY call with a price target of Bt13.75, based on an 8x 2025F EV/EBITDA multiple. Rising price competition, particularly in the mobile phone services sector, poses the primary risk to our earnings forecasts.

Company Information

Ticker:	TRUE TB
Sector:	ICT
Shares outstanding (m):	34,552.10
Market capitalization (Btm):	369,707.48
Trading vol/day (Btm):	950.17
Free float (%):	31.52
Beta:	1.02

Major Shareholders

Telenor Thailand Investments	28.60%
Thai NVDR	12.02%
CP Group	10.37%
China Mobile International	7.81%
CPH Telco	7.30%

Consensus Bloomberg

2025F EPS (Bt):	0.46
Target price (Bt):	14.73

Price Performance

52 Wk high/low:	13.30 / 8.40
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	1M	3M	1Y	YTD
Absolute (%)	-13.7	-1.8	26.6	-3.6
Relative (%)	-3.7	8.3	44.7	20.1



Rating	CGR	Thai CAC	ESG MSCI
TRUE		Certified	BBB

Analyst

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Investment summary

FY Dec 31	2022	2023	2024	2025F	2026F	2027F
Service rev (Btm)	159,574	158,609	165,904	168,905	173,719	175,338
Change (%)	-2.2	-0.6	4.6	1.8	2.9	0.9
Total revenue (Btm)	215,070	202,765	206,020	201,156	193,810	195,428
Change (%)	-4.0	-5.7	1.6	-2.4	-3.7	0.8
Net profit (Btm)	(5,913)	(1,733)	(10,967)	6,274	14,119	19,590
Change (%)	-152.9	70.7	-532.8	-157.2	125.1	38.7
Core profit (Btm)	n.a.	(4,789)	9,883	13,399	17,119	19,590
EPS (Bt)	(0.17)	(0.05)	(0.32)	0.18	0.41	0.57
Change (%)	-152.9	70.7	532.8	-157.2	125.1	38.7
P/E (x)	n.m.	n.m.	n.m.	58.9	26.2	18.9
EV/EBITDA (x)	9.6	9.5	7.9	7.1	6.7	6.4
DPS (Bt)	0.209	-	-	0.054	0.123	0.170
Yield (%)	2.0	-	-	0.5	1.1	1.6
BVPS (Bt)	2.85	2.48	2.14	2.32	2.73	3.30
P/BV (x)	3.8	4.3	5.0	4.6	3.9	3.2
ROE (%)	(6.0)	(2.0)	(14.8)	7.8	15.0	17.2
ROA (%)	(0.7)	(0.2)	(1.6)	1.0	2.3	3.3
Net D/E (%)	433.9	517.5	553.7	474.8	371.2	283.8

Source: Company and IVG estimates

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IV Global Securities Public Company Limited

Results

Btm	2Q25F	2Q24	% YoY	1Q25	% QoQ	1H25F	1H24	% YoY
Mobile revenue	32,450	32,744	-0.9	32,682	-0.7	65,132	65,234	-0.2
Online	6,400	6,261	2.2	6,326	1.2	12,726	12,467	2.1
TV	1,450	1,679	-13.6	1,525	-4.9	2,975	3,436	-13.4
Others	800	844	-5.2	768	4.2	1,568	1,659	-5.5
Core service revenue	41,100	41,528	-1.0	41,301	-0.5	82,401	82,796	-0.5
IC income	251	275	-8.7	251	0.0	502	541	-7.2
Network revenue	4,500	5,043	-10.8	4,857	-7.4	9,357	10,099	-7.3
Sales	4,100	4,245	-3.4	5,027	-18.4	9,127	9,001	1.4
Total revenue	49,951	51,091	-2.2	51,436	-2.9	101,387	102,437	-1.0
Regulatory cost	1,230	1,155	6.5	1,279	-3.8	2,509	2,366	6.0
IC cost	321	329	-2.4	317	1.3	638	664	-3.9
Network costs	3,650	3,850	-5.2	3,705	-1.5	7,355	7,744	-5.0
Others	10,700	11,475	-6.8	10,889	-1.7	21,589	22,853	-5.5
Total cost of service	32,651	33,945	-3.8	32,834	-0.6	65,485	68,404	-4.3
Cost of sales	4,182	4,265	-1.9	5,116	-18.3	9,298	9,342	-0.5
Gross profit	(2,783)	(3,928)	-29.1	(2,704)	2.9	(5,487)	(8,936)	-38.6
SG&A	4,890	5,682	-13.9	4,861	0.6	9,751	11,532	-15.4
Depreciation	16,750	17,136	-2.3	16,644	0.6	33,394	34,777	-4.0
EBITDA	24,878	24,355	2.1	25,268	-1.5	50,146	47,957	4.6
Equity profit	700	708	-1.1	744	-5.9	1,444	1,398	3.3
Financial costs	(5,100)	(5,687)	-10.3	(5,087)	0.3	(10,187)	(11,500)	-11.4
Tax	(150)	(54)	177.8	160	-193.8	10	(123)	108.1
Others	(1,500)	(4,019)	-62.7	(2,806)	-46.5	(4,306)	(5,555)	-22.5
Net profit	2,077	(1,879)	210.5	1,634	27.1	3,711	(2,648)	240.1
Normalized profit	3,977	2,398	65.8	4,280	-7.1	8,257	3,200	158.0

Source: Company and IVG estimates

P&L Pro Forma

Btm	1Q24	2Q24	3Q24	4Q24	1Q25
Mobile revenue	32,490	32,744	32,702	32,939	32,682
Online	6,206	6,261	6,356	6,294	6,326
TV	1,757	1,679	1,675	1,526	1,525
Others	815	844	777	838	768
Core service revenue	41,268	41,528	41,510	41,597	41,301
IC income	266	275	273	276	251
Network revenue	5,056	5,043	5,031	5,030	4,857
Sales	4,756	4,245	4,026	5,839	5,027
Total revenue	51,346	51,091	50,840	52,742	51,436
Regulatory cost	1,211	1,155	1,196	1,015	1,279
IC cost	335	329	364	364	317
Network costs	3,894	3,850	3,673	3,847	3,705
Others	11,378	11,475	11,048	11,306	10,889
Total cost of service	34,459	33,945	33,469	33,759	32,834
Cost of sales	5,077	4,265	4,121	5,998	5,116
Gross profit	(5,008)	(3,928)	(3,031)	(3,547)	(2,704)
SG&A	5,850	5,682	5,457	4,988	4,861
Depreciation	17,641	17,136	17,188	17,227	16,644
EBITDA	23,602	24,355	24,981	25,204	25,268
Equity profit	690	708	734	(1,116)	744
Financial costs	(5,813)	(5,687)	(5,605)	(5,312)	(5,087)
Tax	(69)	(54)	(30)	(29)	160
Others	(1,536)	(4,019)	(3,717)	(9,050)	(2,806)
Net profit	(769)	(1,879)	(810)	(7,509)	1,634
Normalized profit	802	2,398	3,107	3,576	4,280

Source: Company and IVG estimates

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Key Assumptions

	1Q24	2Q24	3Q24	4Q24	2024	1Q25
Service revenue growth YoY	5.9	5.3	4.2	3.1	4.6	0.1
Service revenue growth QoQ	2.3	0.6	0.0	0.2	4.6	-0.7
Total revenue growth YoY	-0.2	4.0	1.4	1.3	1.6	0.2
Concession fees as % of service revenue	2.9	2.8	2.9	2.4	2.8	3.1
Gross margin	23.0	25.2	26.1	24.6	24.7	26.2
SG&A as % of total revenues	11.4	11.1	10.7	9.5	10.7	9.5
EBIT margin (%)	11.6	14.1	15.3	15.2	14.1	16.8
EBITDA margin	46.0	47.7	49.1	47.8	47.6	49.1
Net margin	-1.5	-3.7	-1.6	-14.2	-5.3	3.2
Core profit margin	1.6	4.7	6.1	6.8	4.8	8.3
Net D/E ratio (X)	5.2	5.2	5.1	5.5	5.5	5.5
Net D/EBITDA (X)	4.1	3.8	3.5	3.5	3.6	3.5
Total mobile subscribers (m)	51.057	50.467	49.311	49.426	49.426	48.788
Net add (m)	-0.829	-0.59	-1.156	0.115	-2.46	-0.638
FBB (m)	3.702	3.706	3.729	3.749	3.749	3.775
Net add (m)	-0.076	0.004	0.023	0.02	-0.029	0.026
ARPU postpaid (Bt)	422	430	426	426	426	424
ARPU prepaid (Bt)	109	112	116	121	115	120
Blended ARPU (Bt)	204	207	211	215	210	214
FBB ARPU (Bt)	506	520	524	522	518	524

Source: Company and IVG estimates

TRUE

E: Environmental

Climate & Waste: To combat the effects of climate change, True is taking decisive action that adheres to the Science Based Target's Initiative. It has set ambitious goals of achieving carbon neutrality (scope 1 and 2) by 2030 and becoming net zero by 2050. In addition, True sends no electronic waste to landfills.

S: Social

Data Safety & Privacy

Customer data is safe with True. In step with its advanced cybersecurity measures, True applies a privacy-by-design approach to products, ensuring that personal information is never accessed or processed without permission.

Digital Enablement

Nationwide connectivity is the foundation for its digital ecosystem. From edge computing in heavy industry to online learning for schoolchildren, True's highly innovative solutions empower customers to reach their full potential.

Supply Chain

True's commitment to responsible business extends to its partners and suppliers. It works closely with all stakeholders in its supply chain to ensure they meet high health, safety and human rights standards.

Diversity and Inclusion

True's culture celebrates compassion, credibility, co-creation, and courage. Hence, it strives to make its workplace inclusive to people of different genders, sexual orientations, abilities, and backgrounds.

G: Governance

True is committed to good governance and responsible business. This rests on the integrity of its Board of Directors, executive leaders, the structured governance system it abides by, transparent reporting, and full respect for its shareholders' rights.

Comment

TRUE indicates a strong commitment to Environmental, Social, and Governance (ESG) practices, as well as clear long-term objectives in this regard. Furthermore, the company demonstrates the ability to execute short-term goals effectively.

Source: Company and IVG estimates

I V Global Investment Research – Recommendation Definitions

Sector Recommendations

OVERWEIGHT: The industry, as defined by the analyst's coverage universe, is expected to outperform the relevant primary market index by at least 10% over the next 12 months.

NEUTRAL: The industry, as defined by the analyst's coverage universe, is expected to perform in line with the relevant primary market index over the next 12 months.

UNDERWEIGHT: The industry, as defined by the analyst's coverage universe, is expected to underperform the relevant primary market index by 10% over the next 12 months.

Stock Recommendations

BUY: Expecting positive total returns of 15% or more over the next 12 months.

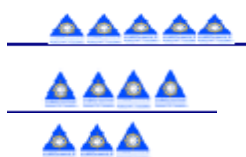
HOLD: Expecting total returns of not more than -10% to +10% over the next 3 months.

SELL: Expecting negative total returns of 15% or more over the next 12 months

Anti-corruption Progress Indicator Definitions

Level 5 Extended	Extension of the anti-corruption policy to business partners in the supply chain, and disclosure of any current investigations, prosecutions or closed cases
Level 4 Certified	Audit engagement by audit committee or auditors approved by the office of SEC, and receiving certification or assurance by independent external assurance providers (CAC etc.)
Level 3 Established	Carrying out preventive measures, risk assessment, communication and training for all employees, including consistent monitoring and review processes. (3A: Established by Declaration of Intent, 3B: Established by Internal Commitment and Policy)
Level 2 Declared	Public declaration statement to participate in Thailand's private sector Collective Action Coalition Against Corruption (CAC) or equivalent initiatives
Level 1 Committed	Organization's statement or board's resolution to work against corruption and to be in compliance with all relevant laws
Partially progress	Insufficient or not clearly defined policy
No progress	Data not available / no policy

Corporate Governance Report (CGR)



Excellent

Very good

Good

Disclaimers

The disclosure of the survey result of corporate governance, which is surveyed by the Thai Institute of Directors Association ("IOD"), and the Anti-Corruption Progress Indicators, which is assessed by Thaipat Institute, are the disclosure of the survey or assessment result based on the information received from the listed company that was stipulated in the form for Annual Corporate Governance Report of Thai Listed Companies (CGR) and the form for the assessment of Anti-corruption that refers to the Annual Registration Statement (Form 56-1), Annual Report (Form 56-2) or other relevant documents or reports of such listed company (as the case may be). The survey or assessment result is based on the information of the listed company, which is disclosed to the public and can be accessed by all investors and is made in order to comply with the policy of the Office of the Stock Exchange of Thailand.

Nevertheless, the survey or assessment result is made from the perspective of the IOD or Thaipat Institute that are the third party only. It is not an assessment of the operation of the listed company and is not based on any inside information."

Since this survey or assessment result is only the survey or assessment result as of the date appearing in the survey or assessment result only, it may be changed after that date or when there is any change to the relevant information. Nevertheless, I V Global Securities Plc. (IVG) does not confirm, verify, or certify the accuracy and completeness of the survey or assessment result.



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