THAILAND COMMERCE



Easy E-Receipt 2025: Modest gains, familiar trends

- THB50,000 Easy E-Receipt tax reduction scheme start from 16-Jan to 28-Feb-25.
- Expect minimal boost due to the same scheme in 2024
- IT and food retailers to be benefited the most.

Boosting spending with THB50,000

Thailand's Ministry of Finance (MOF) has announced the "Easy E-Receipt" scheme for 2025, similar to the previous year, aimed at stimulating the economy. Key features include a tax deduction of up to THB50,000 on spending during the period from 16 January to 28 February 2025. Purchases at VAT-registered stores are eligible for up to THB30,000, while spending at SME and OTOP stores qualifies for up to THB50,000. Exclusions apply to alcohol, tobacco, cars, motorcycles, boats, fuel, utilities (water, electricity, phone, internet), and insurance premiums. The MOF anticipates the scheme will inject THB70b into the economy, contributing to a 0.18% boost in GDP.

Slicing 4Q24 to 1Q25: Easy E-Receipt's revenue ripple

We estimate that the "Easy E-Receipt" scheme, projected by the MOF to inject THB70b into the economy, will primarily benefit the commerce sector, particularly electronics, appliance stores, and retail businesses. The impact on 1Q25E is expected to be comparable to the "2024 Easy E-Receipt" scheme implemented in 1Q24. However, we anticipate a similar revenue uptrend for the commerce sector in 2025, with a partial shift in revenue from 4Q24 to 1Q25 as consumers accelerate spending during the scheme's effective period.

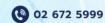
IT and food retailers lead the pack

We expect that the "Easy E-Receipt" scheme will provide a modest benefit of 1-2% to the commerce sector's revenue in 1Q25, given the high base effect from the 2024 scheme, which already boosted spending in 1Q24. As a result, the scheme's impact on the sector in 1Q25E is likely to be limited. Among beneficiaries, we expect IT retailers like COM7 and ADVICE to see the most gains, alongside food retailers such as CPALL (BUY, TP THB75), CRC (BUY, TP THB40), CPAXT (HOLD, TP THB32.5), and BJC.

Analyst

Siriluck Pinthusoonthorn Siriluck@globlex.co.th, +662 672 5806 **Assistant Analyst**

Peerayu Sirivorawong









Sources: The Revenue Department

Exhibit 2: Easy E-Receipt 2.0 prohibited items



Sources: The Revenue Department





GENERAL DISCLAIMER Analyst Certification

Siriluck Pinthusoonthorn, Register No. 119539, Globlex Securities Public Company Limited

The opinions and information presented in this report are those of the Globlex Securities Co. Ltd. Research Department. No representation or warranty in any form regarding the accuracy, completeness, correctness or fairness of opinions and information of this report is offered by Globlex Securities Co. Ltd. Globlex Securities Co. Ltd. Accepts no liability whatsoever for any loss arising from the use of this report or its contents. This report (in whole or in part) may not be reproduced or published without the express permission of Globlex Securities Co. Ltd.

RECOMMENDATION STRUCTURE

Stock Recommendations

Stock ratings are based on absolute upside or downside, which we define as (target price* - current price) / current price.

BUY: Expected return of 10% or more over the next 12 months.

HOLD: Expected return between -10% and 10% over the next 12 months.

REDUCE: Expected return of -10% or worse over the next 12 months.

Unless otherwise specified, these recommendations are set with a 12-month horizon. Thus, it is possible that future price volatility may cause temporary mismatch between upside/downside for a stock based on market price and the formal recommendation.

* In most cases, the target price will equal the analyst's assessment of the current fair value of the stock. However, if the analyst doesn't think the market will reassess the stock over the specified time horizon due to a lack of events or catalysts, then the target price may differ from fair value. In most cases, therefore, our recommendation is an assessment of the mismatch between current market price and our assessment of current fair value.

Sector Recommendations

Overweight: The industry is expected to outperform the relevant primary market index over the next 12 months.

Neutral: The industry is expected to perform in line with the relevant primary market index over the next 12 months.

Underweight: The industry is expected to underperform the relevant primary market index over the next 12 months.

Country (Strategy) Recommendations

Overweight: Over the next 12 months, the analyst expects the market to score positively on two or more of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Neutral: Over the next 12 months, the analyst expects the market to score positively on one of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Underweight: Over the next 12 months, the analyst does not expect the market to score positively on any of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.



