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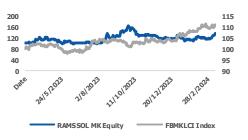
Recommendation:	BUY
Current Price:	RM 0.465
Previous Target Price:	-
Target Price:	RM 0.56
Upside/Downside:	20.4%

Stock information

Board	ACE
Sector	Technology
Bursa / Bloomberg Code	0236 / RAMSSOL MK
Syariah Compliant	Yes
FTSE4Good Index	No
FTSE ESG Rating	N/A
Bloomberg ESG Rating	N/A
Shares issued (m)	319.0
Market Cap (RM'm)	148.3
52-Week Price Range (RM)	0.54-0.315
Beta (x)	1.1
Free float (%)	52.1
3M Average Volume (m)	2.1
3M Average Value (RM' m)	0.8

Top 3 Shareholders (%) Tan Chee Seng 23.9 Lee Miew Lan 8.1 LIM WEE CHAI 5.7

Share Price Performance



	1M	3M	12M
Absolute (%)	19.2	24.0	43.1
Relative (%)	20.8	18.2	30.6

Ramssol Group Berhad

Navigating the Digital Age

Summary

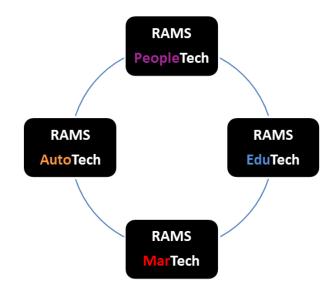
- Embarking into a transformative plan to ride towards the age of digitalisation with strategic focus onto key business segments namely (i) PeopleTech, (ii) AutoTech, (iii) EduTech, and (iii) MarTech.
- Core net profit expected to record 55.6% and 32.2% yoy growth to RM10.2m and RM13.5m for FY24F and FY25F respectively, driven by execution of expansion strategies and business diversification efforts.
- Ramssol is valued by pegging its FY25F fully diluted core EPS of 3.1 sen to PE of 18.0x, leading to a FV of RM0.56 (+24.4% potential upside from current share price).

Company Background

- Ramssol Group Bhd's (Ramssol) history traces back to the incorporation of Rams Malaysia on 10th August 2010 with the establishment of RAMS Solutions that offers innovative solutions in the field of human capital management (HCM) and student management solutions business, primarily using Oracle Corp's HCM and student management software.
- On 23rd September 2010, Rams Singapore was established, leading to Ramssol being selected as a consulting and implementation partner by a third-party solution provider for CapitaLand Limited's HCM solutions in Singapore. This project also marked the beginning of geographical expansion into China, Japan, India, Australia, and New Zealand markets.
- Acknowledging the importance of efficient employee communication in boosting
 work productivity and fostering dedication, the Ramssol Group introduced an
 internal employee engagement mobile app called "Feet's" in 2019. Back in February
 2020, Ramssol established a partnership with Lark Technologies Pte Ltd through a
 Lark Partner Network Agreement as a reseller for a third-party collaboration
 platform. This strategic step expanded Ramssol's offerings to encompass a
 complete suite of HCM solutions and technology services.
- Notably in recent times, Ramssol embarked into multiple collaborations such as GoSaas Inc to provide Oracle Fusion Cloud Solutions in the areas of human capital management (HCM) and enterprise resource planning (ERP) to clients in Malaysia and Southeast Asia as well partnering with Laiye Pte Ltd for the distribution of AI-Robotic Process Automation (AI-RPA) software in Malaysia and other Southeast Asian markets.
- To-date, Ramssol has completed 600 projects servicing more than 500 clients across 5 countries in Southeast Asia that is supported by more than 200 trained consultants. Recent years key achievements such as "Best SME:Brand Strategic HR Service Provider 2020", "Best SME: Brand Strategic HR Service Provider 2020", "Asia's Most Admirable Young Leader 2020" and "Brand Leadership Award 2020" is a testament to Ramssol's strong presence in their field.



Business Overview



Source: Ramssol, Apex Securities

RAMS PeopleTech

- Ramssol core business lies within human capital management (HCM) solution and technology specialist provider which is categorised under PeopleTech. Principal business activities revolve around (i) provision of HCM and student management solutions, comprising consulting and implementation, sale of software licenses, technical support and maintenance services (ii) provision of IT staff augmentation services and (iii) provision of HCM technology applications. Since 2013, Ramssol have been registered as Oracle Corporation's partner.
- With geographical expansions through partnering with existing businesses of channel partnership and distributorship remain on the cards, we reckon that the PeopleTech business segment will continue to anchor overall revenue over the foreseeable future. The move will be supported by distributorship of notable HCM software such as Oracle and Sage and development of in-house technology such as Feet's and Profile.la. Ramssol's major clients encompass renowned organisations whom majority have maintained a lasting business partnership.

Selected Major Corporate Clientele



Source: Ramssol



RAMS MarTech

- In bid to diversify their revenue stream into marketing technology, Ramssol acquired 51.0% stake in Infinite Loop Media in February 2023 for RM0.4m. The said company principally involved in Digital Media Corporate Video, 3D plus 2D animation, Digital Public Relations, Web Development, 360 Virtual Reality and IR Solutions. Meanwhile, we gather that the said acquisition provides an unconditional and irrevocable guarantee of profit after tax of at least RM360,000 and RM450,000 for FY23 and FY24F respectively.
- We believe that the launch of Ramssol MarTech holds promising prospects. One noteworthy endeavour is the groundbreaking collaboration with TGV Cinemas, utilising 5G high-speed, low-latency technology to debut immersive, high-definition livestream concerts for Malaysian viewers.
- This venture not only broadens entertainment options but also creates fresh
 revenue streams within the entertainment sector. Understanding the scare physical
 concert tickets and costly tickets, Ramssol has brought in the rights of certain live
 streaming concerts into TGV cinema halls which deem as a cheaper and more
 comfortable alternative for audiences to enjoy the artistes' performances in large
 screens.
- We gather that response was relatively overwhelming for Ramssol's first livestream
 of Hong Kong band; The Wynner's concert that was available in four locations
 namely Gurney Paragon, Bukit Indah, Station 18 and Pavilion Bukit Jalil witnessed
 all cinema tickets were sold out within the first week of ticket sales opening. The
 venture also places Ramssol as Malaysia First live stream production of a local
 organised concert in cinema.



Source: TGV

RAMS EduTech

- Acknowledging the significance of fostering a culture centred on compliance, ethical
 behaviour, and integrity to foster a more accountable and responsible business
 atmosphere, Ramssol introduced an educational technology (EduTech) initiative
 focusing on corporate liability and anti-corruption training as part of the flagship
 "EXCEL" program in partnership with the Malaysia Anti-Corruption Act. In 4Q23,
 Ramssol unveiled EnGo, hailed as Malaysia's inaugural compliance digital learning
 platform, with the goal of shaping both corporations and individuals to embody a
 culture of ethical leadership.
- Recent collaborative effort in the field of education, training, and related services
 were established with Institut Koperasi Malaysia (IKMa) for a three-year duration
 as well as collaboration with TÜV SÜD Academy in Singapore to revolutionise
 compliance digital learning. Looking ahead, the EduTech segment will continue to
 roll out and introduce new courses to complement existing offerings.





Source: Ramssol

RAMS AutoTech

- RAMS AutoTech has officially soft-launched Rider Gate on 14th February 2024 which
 is a platform provided to GT-Max Motors (M) Sdn Bhd that enables retailers to
 transact used motorcycles/bikes. This initiative will also serve as warehousing
 services to finance/credit companies on repossession bikes to achieve income
 through receiving, storage, platform fees, auction & delivery.
- Historically, the total units of motorcycles sold in Malaysia fluctuated over the years mainly impacted by Covid-19 lockdowns, led by Yamaha, Honda and Modenas. In 2023, Malaysia recorded 652,850 of motorcycle sales, which was a single digit yoy decline due to softer consumer demand.



Malaysia Historical Motor Vehicles Sales 750000 702,658 700000 650000 595,970 600000 500000 450000

2020

Source: DSF, MotorCycles Data

2019

400000

 Presently, bike dealers typically list their possessions on various platforms such as iMotorbike, Mudah.my, Carousell, etc. To create a centralised platform focused solely on bike transactions, we are confident that Rider Gate will function as a dedicated platform, facilitating streamlined and efficient bike transactions. Looking ahead, Ramssol aims to on board more dealers onto the abovementioned platform.

2021

Motorcycle Sales

2022

2023





Source: Ramssol

Industry Overview

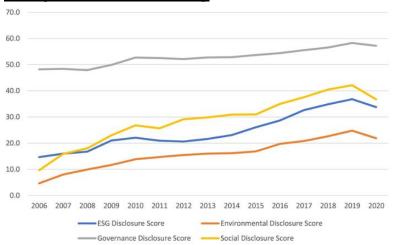
• The HCM solutions industry continues to play a vital role to improve organisations productivity and efficiency. HCM solutions offers data analytics to improve an organisation's workforce performance and employee engagement as well as their ability to retain and attract new talents. Employee engagement and collaboration platform industry experienced accelerated growth in recent years since the breakout of Covid-19 pandemic. Remote working became more popular particularly with younger generations to cater for more flexibility and employees' wellbeing.



 According to an independent market research report by Information Services Group (ISG), CAPEX spent in upgrading of HCM platforms are also on the rise as businesses prioritise creating consumer-friendly user experiences for their employees. Over the last two years, platform vendors have implemented significant enhancements into their systems to cater for a more user-friendly and accessible customer experience with the likes of Facebook, Snapchat, or Amazon.

Adoption of environment, social and governance (ESG) factors are gaining traction
in investment community globally. Companies that prioritise ESG considerations are
viewed as more sustainable, ethical and responsible, leading to improved financial
performance over the long term. Over the years, entities listed on Bursa Malaysia
have place great emphasis to ramp up their ESG scorings. Ramssol which introduces
anti-corruption courses plays an integral role to create and enhance awareness in
bid to promote adoption of best ESG practices.

Malaysia PLC ESG scoring



Source: International Journal of Corporate Social Responsibility

Investment Highlights

- Established track record of successful projects executions across various countries and industries. Since inception, Ramssol has delivered HCM and student management solutions to a range of prominent local and international organisations, including large corporations, multinational companies (MNCs), government-linked companies (GLCs), conglomerates, government agencies, and educational institutions across Southeast Asia. The successful acquisition of major enterprise clients, commanding roughly 1.4% market share in the HCM solutions industry in 2023, underscores Ramssol's capabilities and paves the way for future business opportunities in line with its expansion plans.
- Business diversification to chart greater heights. Coming into 2024, Ramssol will be executing a relatively large-scale transformative plan with strategic focus onto key business segments namely (i) PeopleTech, (ii) AutoTech, (iii) EduTech, and (iii) MarTech. By diversifying their offerings, Ramssol is able to tap into new markets, and capitalise on emerging trends. We believe the venture into MarTech, EduTech and AutoTech marks a strategic imperative in bid to achieve sustainable growth and resilience. By embracing innovation, exploring new markets, and diversifying products and/or services offerings, Ramssol can navigate challenges and seize opportunities in their journey towards success.



More collaborations in store. While 2023 proves to be a busy year for Ramssol, expansions across all business segments remain in store as multiple collaborations are at various stages of planning, discussion and finalising in bid to improve revenue stream. We reckon these collaborations will be earnings accretive over the long run which enables Ramssol to access new markets, tap into diverse customer segments, and explore untapped opportunities.

Financial Highlights

- Ramssol's core net profit fluctuated between RM3.7m-6.8m in recent years (FY21-FY23) that was impacted by the onset of Covid-19 pandemic. Nevertheless, we gather that the group delivered a swift recovery in bottomline with core net profit at RM6.6m (+73.3% yoy) in FY23. Meanwhile, core net profit margins remain on expansionary traction at 21.5% in FY23 vs 13.6% in FY22 and 12.9% in FY21.
- Moving into FY24F, we are projecting revenue to hit RM53.5m (+75.3% yoy), while
 core net profit to climb 55.6% yoy to RM10.2m, supported by the penetration into
 new markets from the PeopleTech segment together with maiden and accelerated
 contributions from EduTech, MarTech and AutoTech business segments. We have
 also projected an effective tax rate of 15% for both FY24F and FY25F, assuming
 non-renewal/extension of MSC status.
- While sequential financial improvement is on the cards, we foresee Ramssol to remain in a lean balance sheet. Utilisation of proceeds raised from private placement in 2023, of which RM12.0m is allocated towards the repayment of bank borrowings may capped net gearing capped at 10.0% over next two financial years.

Valuation & Recommendation

- At RM0.465, Ramssol is trading at prospective fully-diluted PERs for FY24F and FY25F of 20.0x and 15.1x, respectively. We initiate coverage with a BUY recommendation with a fair value of RM0.56 by assigning a P/E multiple of 18.0x pegged to FY25F fully diluted EPS of 3.1 sen.
- The assigned targeted P/E multiple is slightly above selected peers average involves in provision of software services listed on Bursa Malaysia, premised to Ramssol's niche business model and strong market position in HCM solutions industry. Still, it is at a discount to 2-year forward P/E of Bursa Malaysia Technology Index at 32.0x, premised to Ramssol's smaller market capitalisation and total revenue.
- Given that the focus lies onto business expansions, Ramssol does not adopt a formal dividend policy. Nevertheless, we expect Ramssol could deliver a first and final dividend of 0.5 sen per share in FY24F (<20% payout from net profit), which marks its first maiden dividend to shareholders since listing in mid-2021.
- We favour Ramssol for its aggressive expansion plans, riding onto (i) businesses
 adoption of technological advancement in bid to improve efficiency and productivity
 within the HCM industry, (ii) digitising marketing efforts, (iii) embarking into
 education business in bid to spur awareness of best ESG practices which is in line
 with industry demand and (iv) potential acceleration in both top and bottomline on
 venture into Rider Gate which may potentially replicate the similar success of
 Carsome and MyTukar.



Peers comparison

Company	Market Market Cap		Price (RM)	P/E (x)			Dividend	Target
	Group	(RM' m)	as at 19Mar24	2023	2024F	2025F	Yield (%)	Price (RM)
Ramssol Group Bhd	ACE	148.3	0.465	22.60	14.52	10.99	1.61	0.56
MyEG Services Bhd*	MAIN	6084.2	0.805	12.46	12.64	11.88	2.48	1.14
AutoCount Development Bhd	ACE	465.2	0.845	37.51	26.28	23.61	-	0.59
Agmo Holdings Bhd*	ACE	156.0	0.480	26.90	12.48	11.56	1.35	0.96
Average ex-Ramssol Group Bhd					17.13	15.68	1.92	

^{*} Denotes Bloomberg consensus data Source: Apex Securities Bhd, Bloomberg

Investment risks

- **Heavy reliance of HCM business segment.** While expansions into new ventures are in place, contribution from core business is expected to remain as the key contributor at >60% of total revenue over next two years.
- **Ability to secure new distributors.** Hiccups in maintaining or growing distributorships pose risks towards supply chain disruptions, affecting product availability and customer satisfaction.
- **Risk of security breaches.** Potential vulnerability of unauthorised access, intrusion, or compromise of sensitive data, systems, or networks as Ramssol handles large amount of data which may dent reputation.
- **Slower-than-expected new venture contributions.** New business ventures may kick off slower-than-expected could delay cash flow generation or may takes longer gestation period for the said ventures to become profitable.



Financial Highlights
Income Statement

Thursday, March 21, 2024 Initiation Coverage

FYE Dec (RM m)	FY21	FY22	FY23	FY24F	FY25F
Revenue	52.5	27.9	30.6	53.5	64.9
Gross Profit	27.4	15.4	22.4	37.5	45.4
EBITDA	6.6	4.4	9.3	15.0	18.2
Depreciation & Amortisation	-0.6	-0.7	-1.0	-2.5	-2.2
EBIT	6.0	3.7	8.3	12.5	15.9
Net Finance Income/ (Cost)	-0.3	-0.4	-1.3	-0.8	-0.4
Associates & JV	0.0	0.0	0.0	0.0	0.0
Pre-tax Profit	5.7	3.4	7.1	11.7	15.5
Tax	-0.1	-0.3	-0.8	-1.8	-2.3
Profit After Tax	5.7	3.1	6.3	10.0	13.2
Minority Interest	-1.1	-0.7	-0.2	-0.2	-0.3
Net Profit	6.8	3.8	6.6	10.2	13.5
Exceptionals	0.0	0.0	0.0	0.0	0.0
Core Net Profit	6.8	3.8	6.6	10.2	13.5
Diluted Core Net Profit	-	-	-	10.3	13.6
Key Ratios FYE Dec (RM m)	FY21	FY22	FY23	FY24F	FY25F
EBITDA margin	12.5%	15.8%	30.4%	28.0%	28.0%
EBIT margin	11.5%	13.4%	27.2%	23.3%	24.6%
PBT margin	10.9%	12.0%	23.1%	21.9%	23.9%
PAT margin	10.8%	11.1%	20.7%	18.6%	20.3%
NP margin	12.9%	13.6%	21.5%	19.1%	20.8%
Core NP margin	12.9%	13.6%	21.5%	19.1%	20.8%
ROE	16.6%	7.4%	8.1%	10.8%	13.2%
ROA	13.7%	5.9%	6.5%	9.3%	12.0%
Net gearing	Net Cash	Net Cash	7.0%	0.4%	Net Cash
Key Assumptions					
FYE Dec (RM m)	FY21	FY22	FY23	FY24F	FY25F
HCM solutions market share	3.7%	1.3%	1.4%	1.6%	1.6%
Bikes transaction market share	0.0%	0.0%	0.0%	4.0%	5.0%

Valuations	FY25F
Diluted Core EPS (RM)	0.031
P/E multiple (x)	18.0
Fair Value (RM)	0.56

Source: Company, Apex Securities

Balance Sheet	FY21	FY22	FY23	FY24F	EVAFE
FYE Dec (RM m)	8.2	8.4			FY25F
Cash	33.0	22.7	8.3 15.6	8.0 22.0	10.5 26.7
Receivables Inventories	0.0	0.0	0.0	0.0	0.0
			24.1	26.8	22.7
Other current assets Total Current Assets	0.8 42.0	8.9 40.0	48.0	56.8	59.9
Fixed Assets	42.0 1.9	3.5	3.3	3.0	3.3
Intangibles	3.9	15.1	43.0	43.0	43.0 6.7
Other non-current assets	1.6 7.4	5.6 24.2	6.4 52.8	6.7 52.7	53.1
Total Non-current assets				52.7 5.1	
Short-term Debt	1.4 4.7	1.5	9.2 4.8		3.0
Payables		4.0		5.6	4.9
Other Current Liabilities	0.0	1.2	0.2	0.4	0.5
Total Current Liabilities	6.1	6.7	14.3	11.1	8.4
Long-term Debt	2.2	6.1	4.8 0.2	3.4 0.2	2.0 0.2
Other non-current liabilities	0.1	0.2			
Total Non-current Liabilities	2.3	6.3	5.1	3.6	2.2
Shareholder's equity	44.1	55.1	85.4	94.0	105.1
Minority interest	-3.2	-3.9	-3.9	0.8	-2.8
Total Equity	40.9	51.3	81.4	94.8	102.3
Cash Flow					
FYE Dec (RM m)	FY21	FY22	FY23	FY24F	FY25F
Pre-tax profit	5.7	3.4	7.1	11.7	15.5
Depreciation & amortisation	0.6	0.7	1.0	2.5	2.2
Changes in working capital	-20.7	2.5	-8.1	8.1	1.3
Others	-1.2	-0.6	-1.1	0.0	0.5
Operating cash flow	-13.2	7.1	1.1	22.3	18.5
Net capex	-4.0	-1.9	-0.2	-0.2	-0.4
Others	0.0	-15.4	-30.2	-20.0	-35.0
Investing cash flow	-3.9	-17.4	-30.3	-20.2	-35.4
Dividends paid	0.0	0.0	0.0	-1.6	-2.4
Others	22.7	10.4	19.5	9.4	21.6
Financing cash flow	22.7	10.4	19.5	7.8	19.2
Net cash flow	5.6	0.2	-9.7	9.9	2.4
Forex	-0.2	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0
Beginning cash	2.2	7.6	7.8	-1.9	8.0
Fudina and	7.0	7.0	1.0	0.0	10.5

7.6

7.8

-1.9

8.0

10.5

Ending cash



APEX SECURITIES BERHAD – CONTACT LIST

APEX SECURITIES BHD

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RESEARCH RECOMMENDATION FRAMEWORK

STOCK RECOMMENDATIONS

BUY: Total returns* are expected to exceed 10% within the next 12 months.

HOLD: Total returns* are expected to be within +10% to -10% within the next 12 months.

SELL: Total returns* are expected to be below -10% within the next 12 months.

TRADING BUY: Total returns* are expected to exceed 10% within the next 3 months. **TRADING SELL:** Total returns* are expected to be below -10% within the next 3 months.

*Capital gain + dividend yield

SECTOR RECOMMENDATIONS

OVERWEIGHT: The industry defined by the analyst is expected to exceed 10% within the next 12 months. **NEUTRAL**: The industry defined by the analyst is expected to be within +10% to -10% within the next 12 months. **UNDERWEIGHT**: The industry defined by the analyst, is expected to be below -10% within the next 12 months.

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