

3Q 2013 Operating Briefing



Prince Housing & Development Corp.

2511TT

Disclaimer Statement

- This presentation contains forward looking statements which are estimated based on the current status of Prince Housing & Development Corp and general economic conditions. The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, rising costs of raw materials, competitive products and pricing pressures and regulatory developments.
- Forward-looking statements involve significant risks and uncertainties, should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of whether or not such results will be achieved.
- Prince Housing & Development Corp. expressly disclaims any obligation to review, update or correct these materials after the date thereof. Prince Housing & Development Corp. may update, amend, supplement or otherwise alter the information contained in any such materials by subsequent presentations, reports, filings, or other means without notice. This presentation may not be stored, copied, distributed, transmitted,

Content

- **Introduction**
- **Investment Subsidiaries**
- **Financial Data**
- **Future Strategy**

Company Overview



1973 Tainan/Taipei
1978 Taichung
1979 Kaohsiung

1973

Founded in Taiwan
Capital NTD150 M



1991

Go Public in Taiwan
Stock Market

1997

Invested in Hotel
Business



2004

Signed Taipei City Bus Terminal BOT Contract
Signed NTU Dorm BOT Contract
Signed NCKU Dorm BOT Contract



PHD Revenue
exceeded NTD10 B

2010

PHD Capital
exceeded NTD10 B

2011

Ticker : 2511TT

2012 Revenue : NTD14.65 B

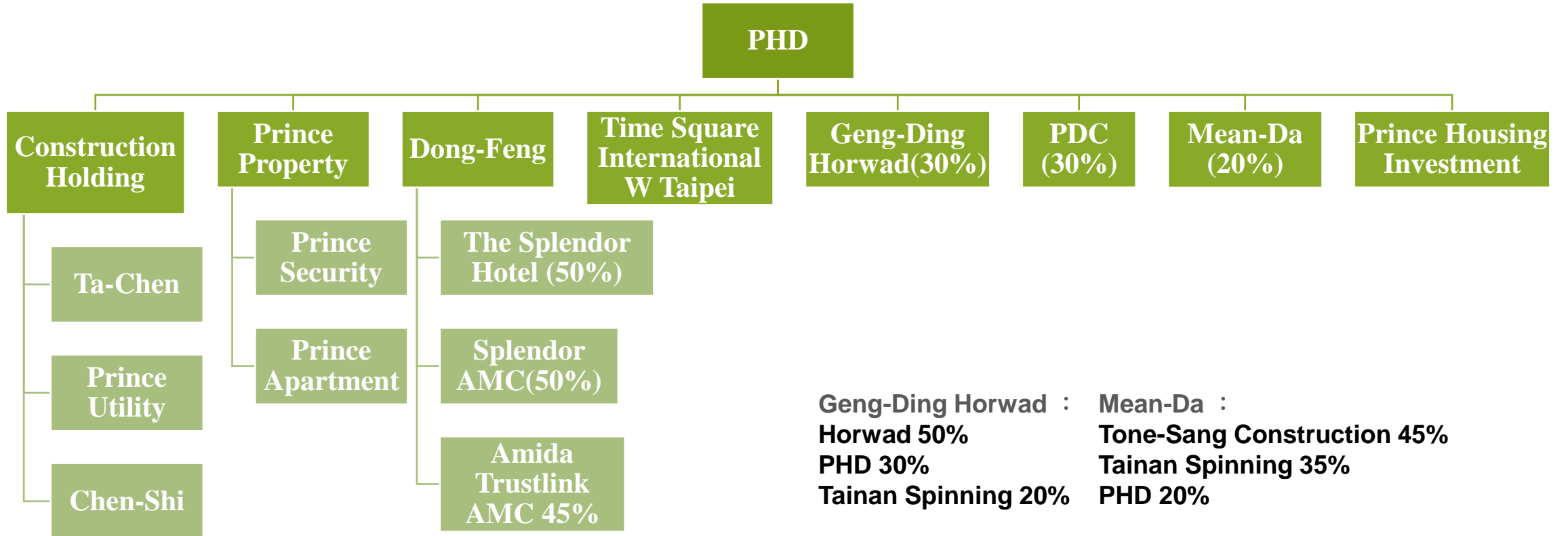
Capital : NTD11.95 B

Total Asset : NTD48 B

Tainan Group Members



Investment Subsidiaries



Investment Subsidiaries

Construction & Real Estate

- Ta Chen Construction & Engineering Corp.
- Cheng Shi Construction
- Prince Security

Hotel

- Howard Beach Resort , Kenting
- Splendor Hotel , Taichung
- Chenda Suites , Tainan
- W Taipei Hotel

Fixed Incomes & BOT

- Dormitory of NCKU , Tainan
- Dormitory of NTU , Taipei
- Taipei City Hall Bus Terminal Station BOT Project

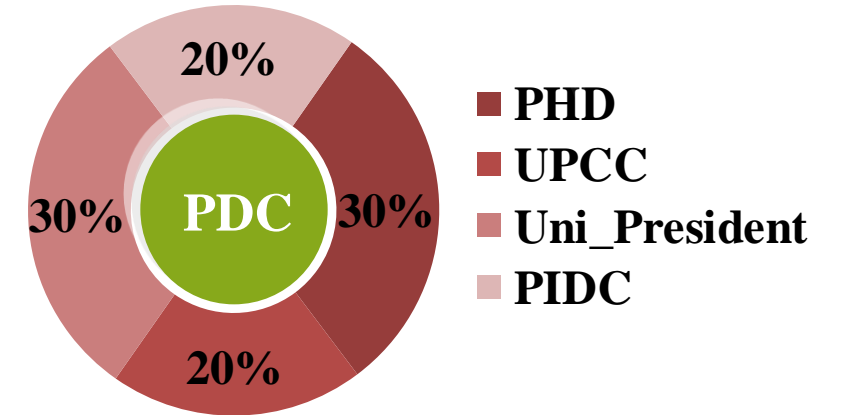
Investment Subsidiaries



Special Purpose Company : PDC
Chartered period: 50 Years

Site Area 16,280 M²
Total Floor Area 144,037 M²

Ownership %

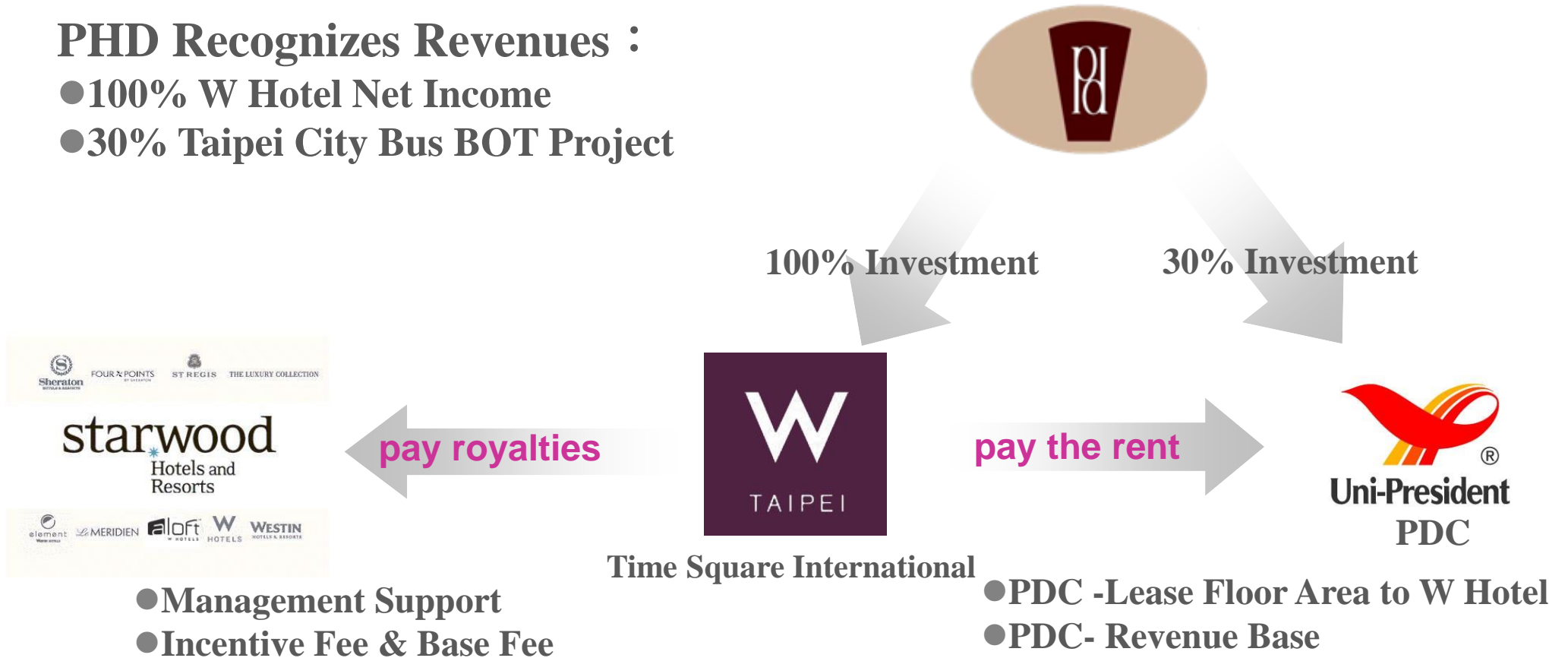


Project	Bus Station & Parking Area	Hankyu Department Store	W Taipei Hotel
Floor	1F & B4~B5	B2~7F	8F~31F
Operation mode	Operating	Rent out	Rent out
Proprietor	PDC	PDSC	Time Square International
Investment Rate (%)	30	0	100
Estimated Revenue (Millions)	30	0	100

Investment Subsidiaries

PHD Recognizes Revenues :

- 100% W Hotel Net Income
- 30% Taipei City Bus BOT Project

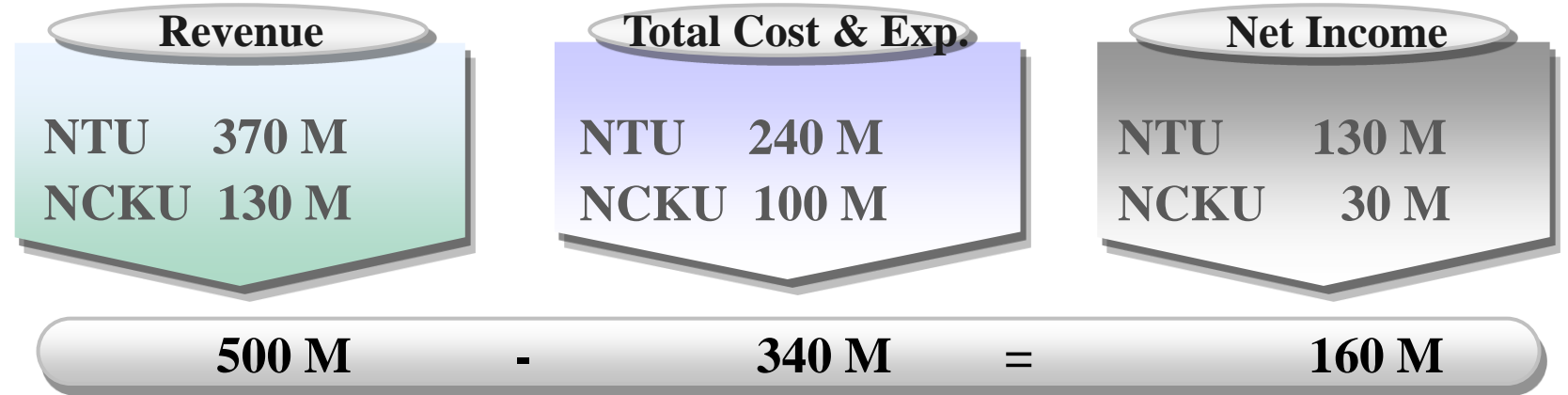


Investment Subsidiaries

BOT Income Properties
NTU BOT · NCKU BOT

	NTU	NCKU
Company Owned Funds	46%	39%
Bank Loans	54%	61%

Estimated Net Income



2005

Mar. NTU Signed
 May. NCKU Signed

2008

Sep. Started Operating

Chartered period :
 NTU 47Y
 NCKU 35Y

Financial Data

Residential Project Area

Taipei Branch

(Taipei City\New Taipei City\Taoyuan County)

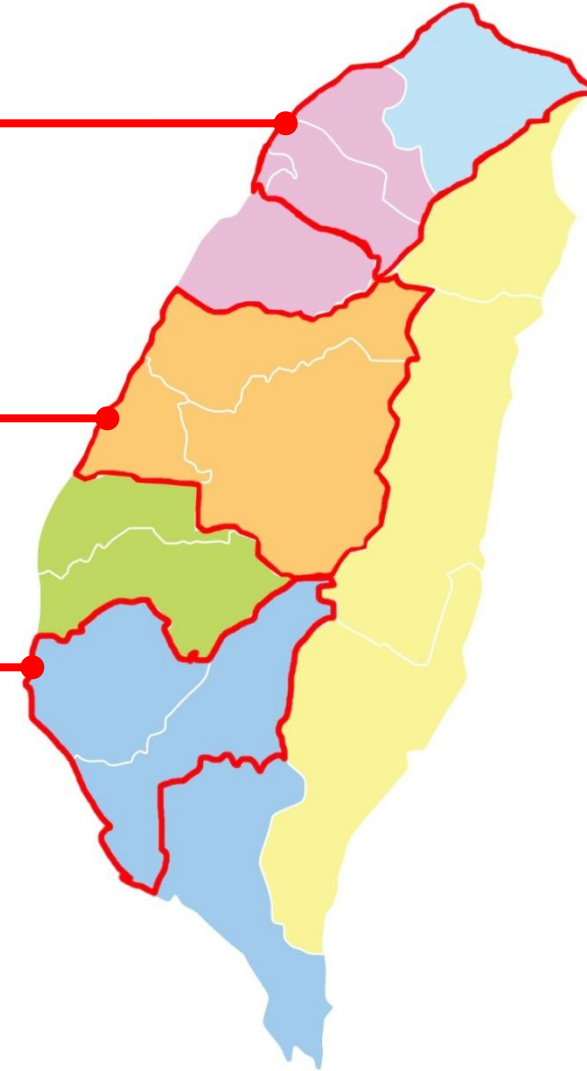
(Hsinchu City\Hsinchu County)

Taichung Branch

(Taichung City\Changhwa City\Nantou County)

Tainan Branch

(Tainan City\Kaohsiung City)

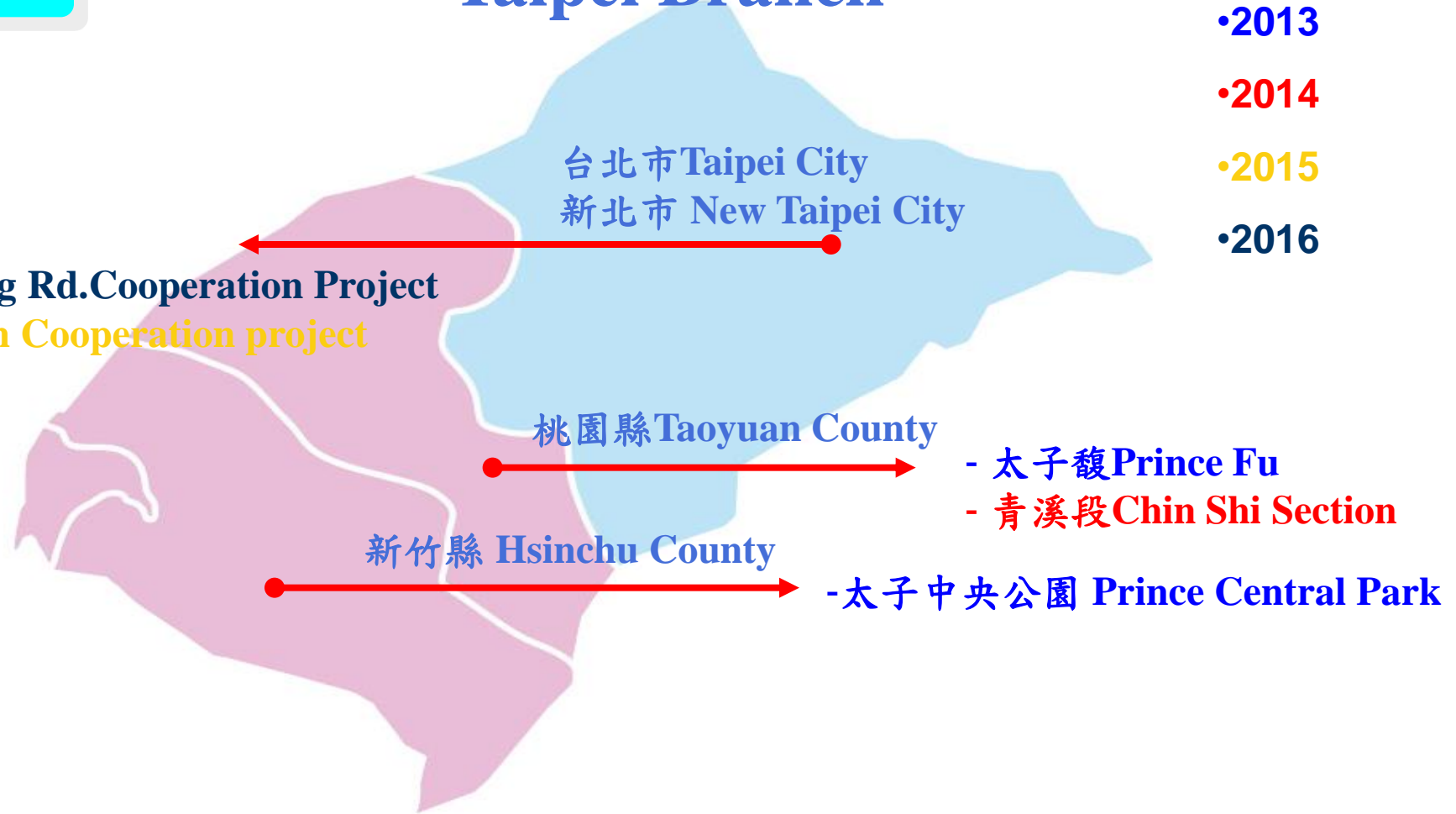


Financial Data

Residential Project Area

- 潭美段 Tanmei Section
- 至誠路合建案 Zhicheng Rd.Cooperation Project
- 新莊佳能合建案 Canon Cooperation project

Taipei Branch



Financial Data

Residential Project Area

Taichung Branch

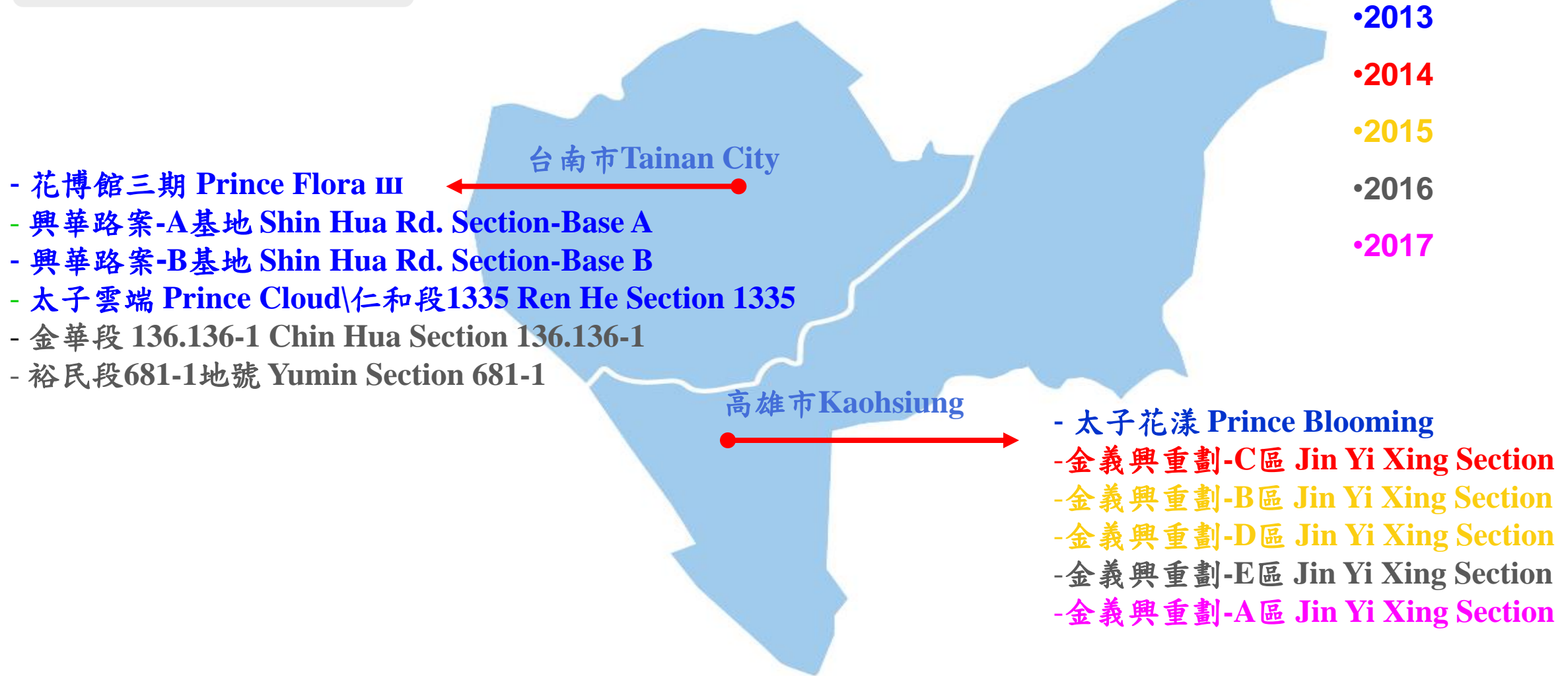
- 太子雲世紀B區 Cloud Century Area B
- 太子雲世紀C區 Cloud Century Area C
- 太子雲世紀A區 Cloud Century Area A
- 太子雲世紀特A區 Cloud Century Area Special A
- 太子道 Prince Dao
- 太子馥 Prince Fu \ 豐圳段 Feng Chen Section
- 景雲見忠明南路案 Chung Ming South Rd. Project
- 向上路案 Hsiang Shang Rd. Section
- 太子海晏\太和段29 Tai Ho Section 29
- 大墩6街 Da Dung 6th Street



Financial Data

Residential Project Area

Tainan Branch



Financial Data

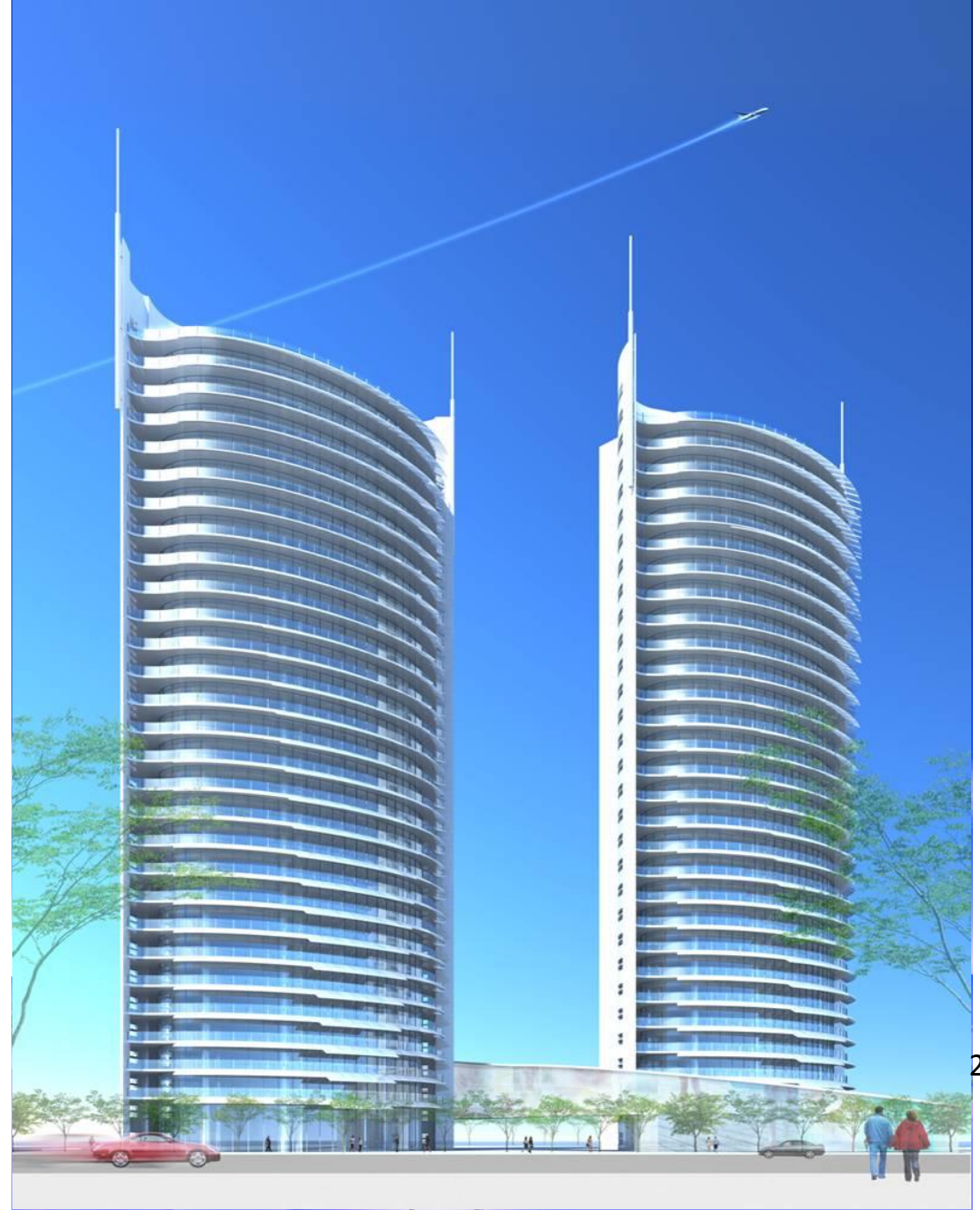














Financial Data

	2010		2011		2012		2013Q3	
	Millions	%	Millions	%	Millions	%	Millions	%
Construction in Progress	6,681	15	10,197	20	2,954	6	4,161	8
Land Held for Construction	9,440	21	13,495	26	10,153	21	8,668	18
Building and Land Held for Sale	1,246	3	781	2	1,677	3	646	1
Prepayment for Land	2,134	5	580	1	162	0	2,592	5
Others	703	2	339	1	576	1	1,126	2
Inventories Subtotal	20,204	46	25,392	50	15,522	32	17,193	34
Cash and Other Current Assets	4,082	9	4,210	8	9,975	21	8,625	17
Funds and Investments	3,870	9	4,955	10	5,957	12	6,358	13
Total Assets	43,923	100	51,222	100	48,425	100	50,657	100
Loans	21,717	49	25,153	49	22,262	46	23,027	45
Receipts in Advance	4,252	10	5,851	11	2,331	5	3,687	7
Total Liabilities	30,482	69	35,663	70	31,091	64	33,818	67
Stockholders Equities	13,441	31	15,559	30	17,333	36	16,839	33
Debt Ratio	69.40%		69.62%		64.20%		66.76%	

Financial Data

	2010		2011		2012		2013Q3	
	Millions	%	Millions	%	Millions	%	Millions	%
Operating Revenue	14,748	100	14,590	100	14,657	100	7,762	100
Operating Cost	(10,271)	(70)	(9,616)	(66)	(9,984)	(68)	(5,220)	(67)
Gross Profit	4,477	30	4,974	34	4,673	32	2,542	33
Operating Expenses	(2,056)	(14)	(2,396)	(16)	(2,784)	(19)	(2,031)	(26)
Operating Income	2,421	16	2,578	18	1,889	13	511	7
Pre-tax Income	2,101	14	2,264	15	1,819	12	(77)	(1)
Net Income	2,070	14	2,244	15	1,776	12	(67)	(1)
Earnings per Share (NTD)	2.02		2.2		1.54		(0.04)	
Net Assets Value (NTD)	13.49		14.33		14.51		12.82	
Return on Equity	15.40%		14.42%		10.25%		0%	

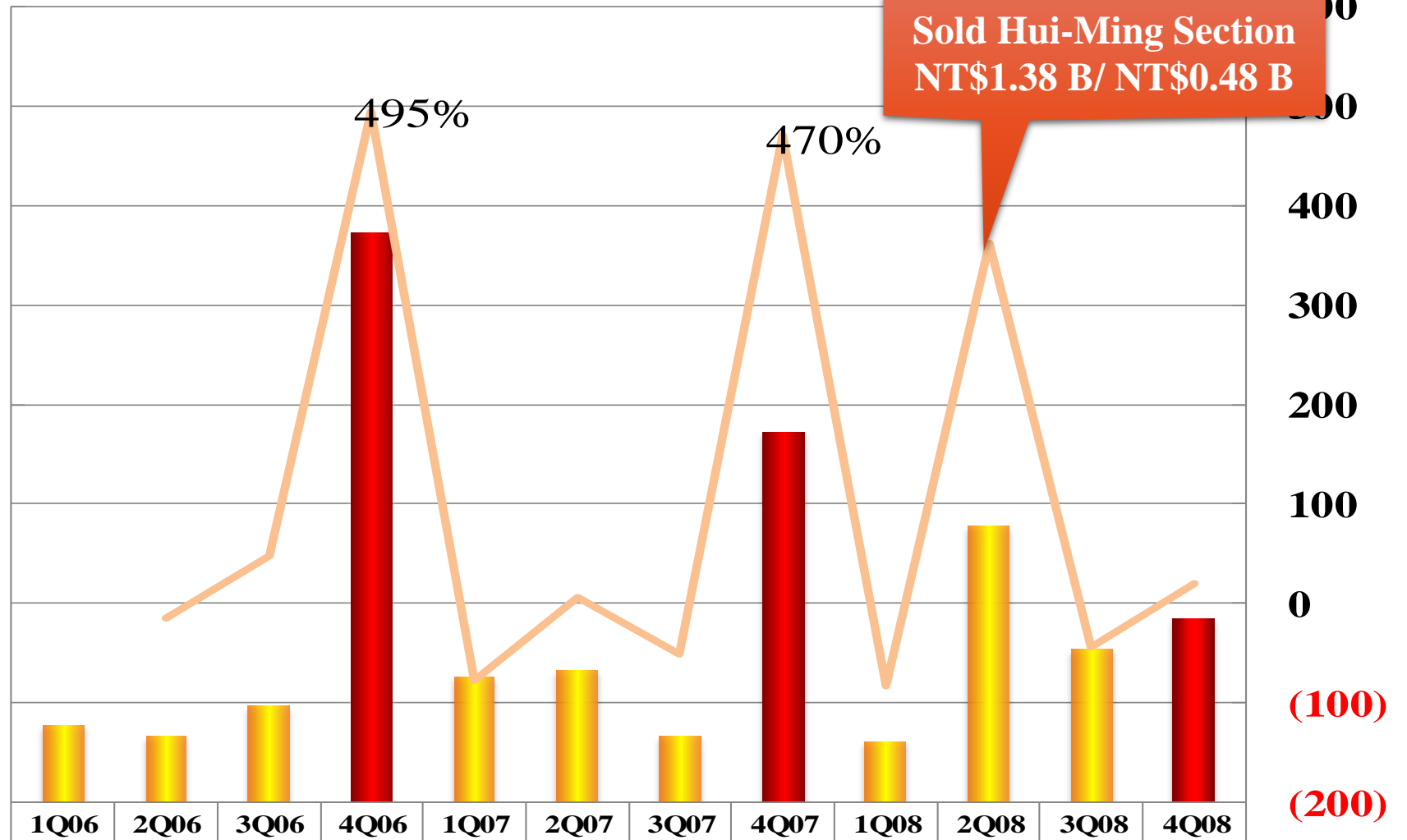
Note: Taiwan has adopted IFRs for all or some companies since 2013.

Complete Contract Method 2006-2008

8,000,000

4,000,000

0

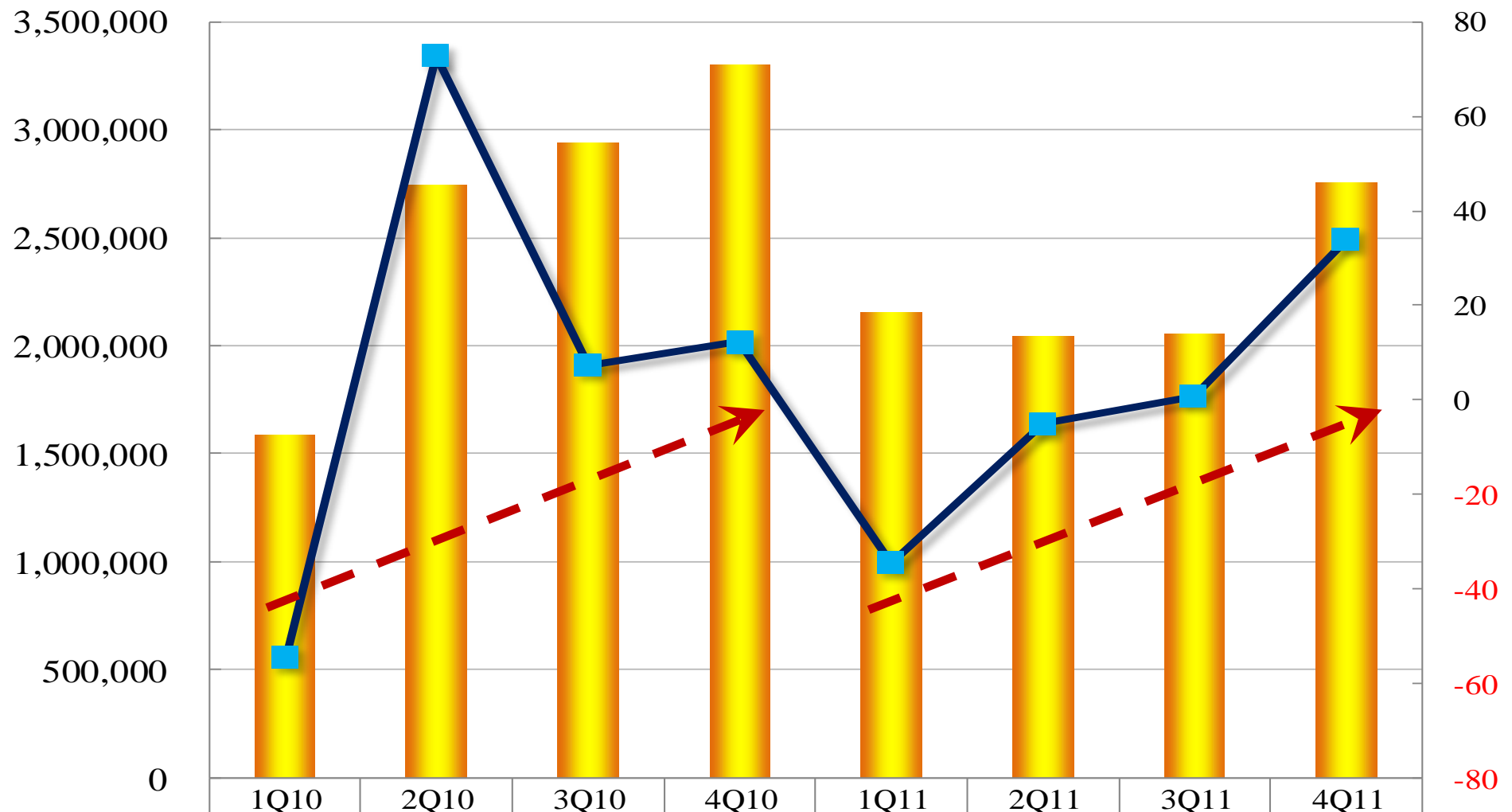


Sold Hui-Ming Section
NT\$1.38 B / NT\$0.48 B

	1Q06	2Q06	3Q06	4Q06	1Q07	2Q07	3Q07	4Q07	1Q08	2Q08	3Q08	4Q08
Quarterly Revenue (in Thousands)	772,369	654,883	962,584	5,729,881	1,258,891	1,332,286	652,530	3,722,085	598,851	12,770,531	1,532,601	1,836,461
Quarterly Revenue Growth Rate (%)		-15.00	47.00	495.00	-78.03	5.83	-51.02	470.41	-83.91	362.64	-44.68	19.83



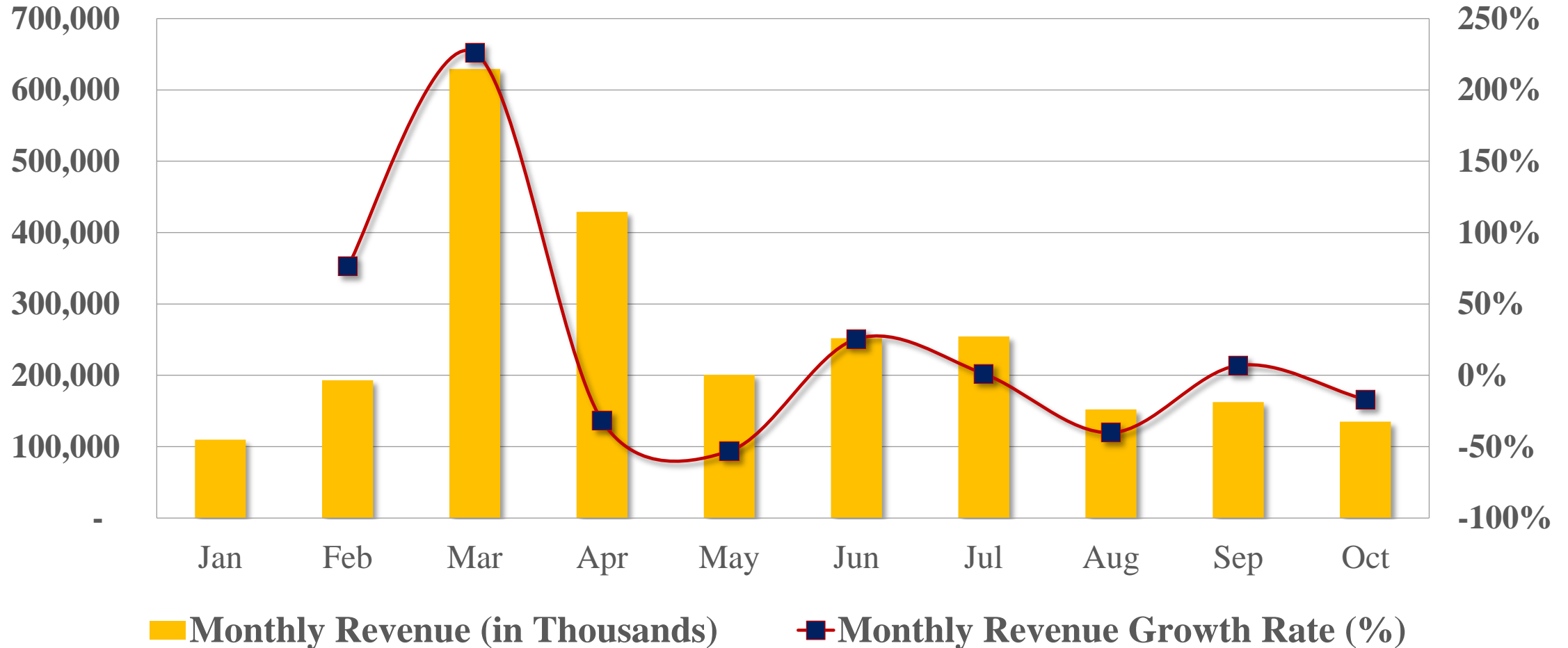
Percentage Of Completion Method 2010~2011



Quarterly Revenue (in Thousands)	1,585,120	2,741,143	2,942,117	3,301,422	2,157,767	2,046,455	2,058,970	2,759,913
Quarterly Revenue Growth Rate (%)	-54.77	72.93	7.33	12.21	-34.64	-5.16	0.61	34.04

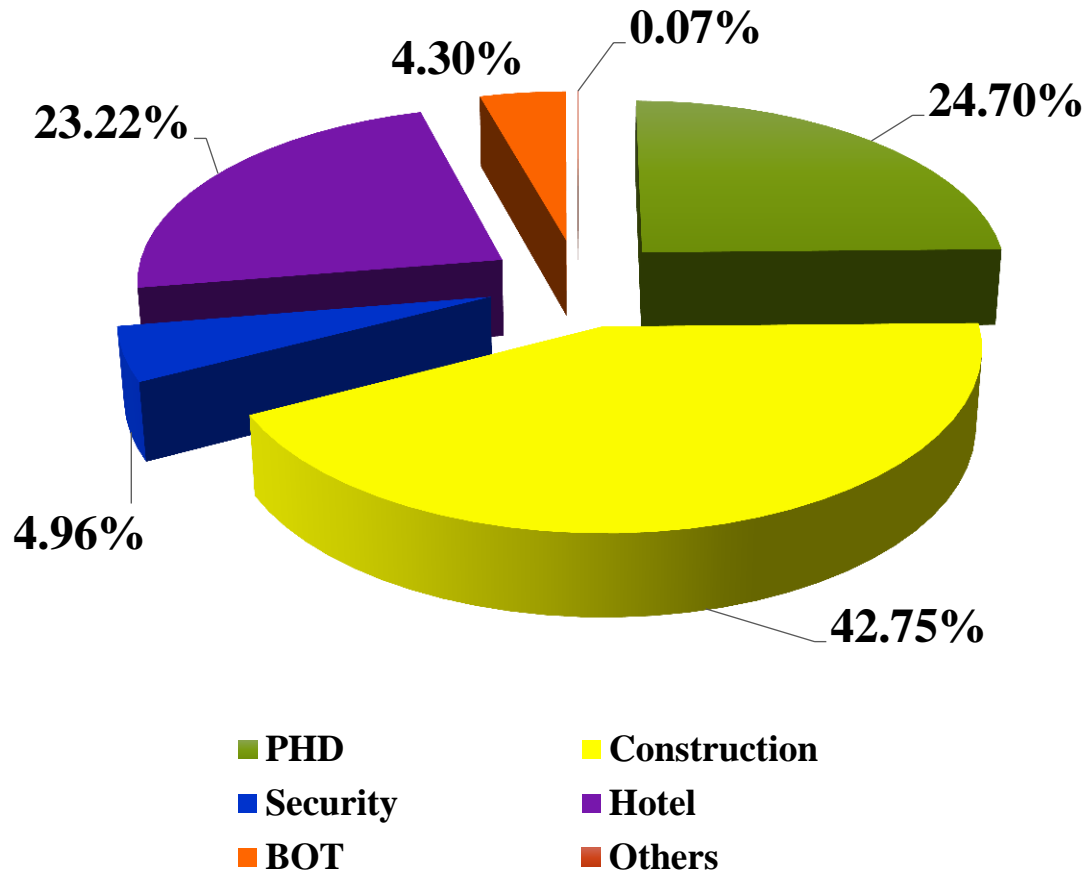
Financial Data

Changes in 2013 Monthly Revenue (by Company)

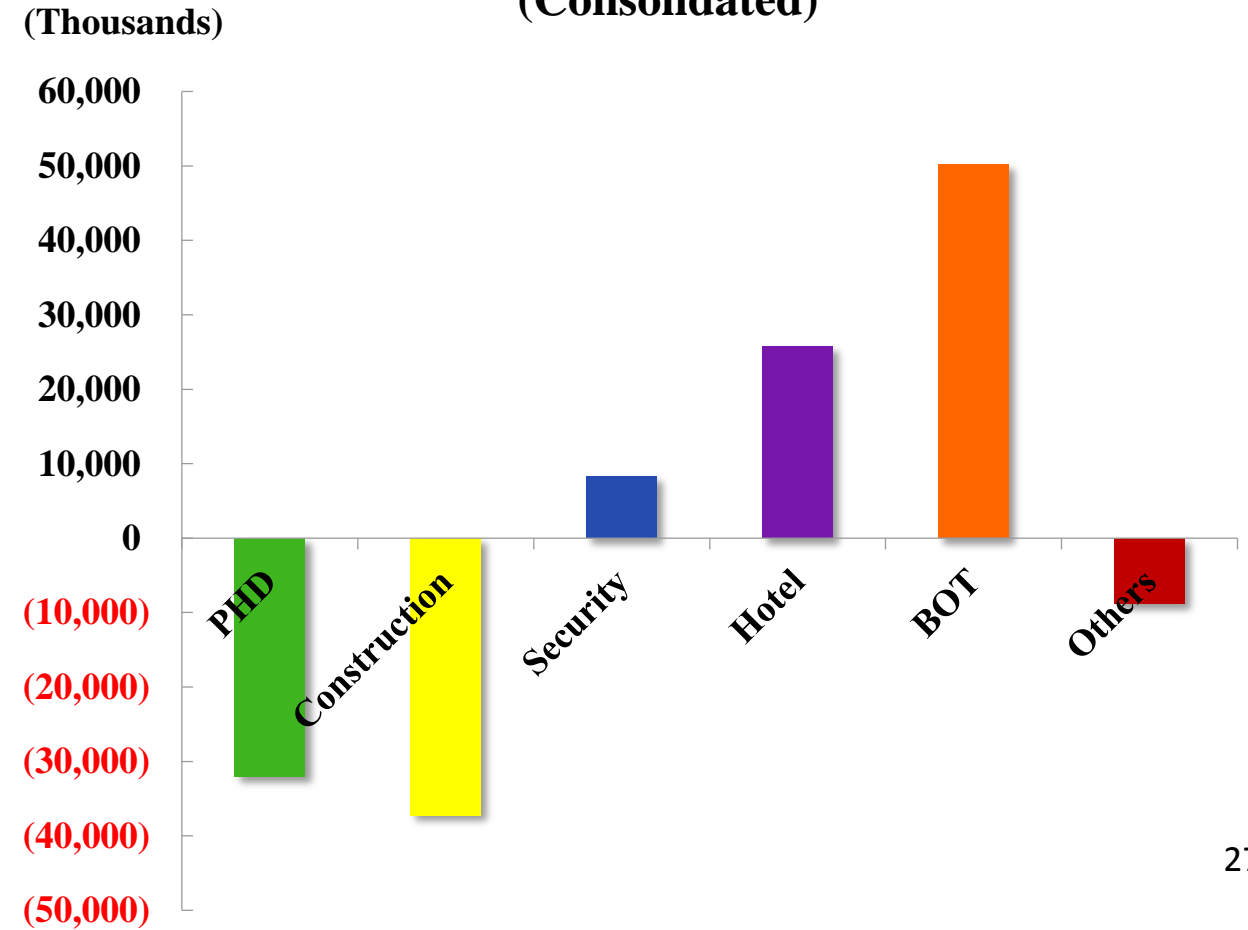


Financial Data

**Structure of 2Q13 Revenue
(Consolidated)**

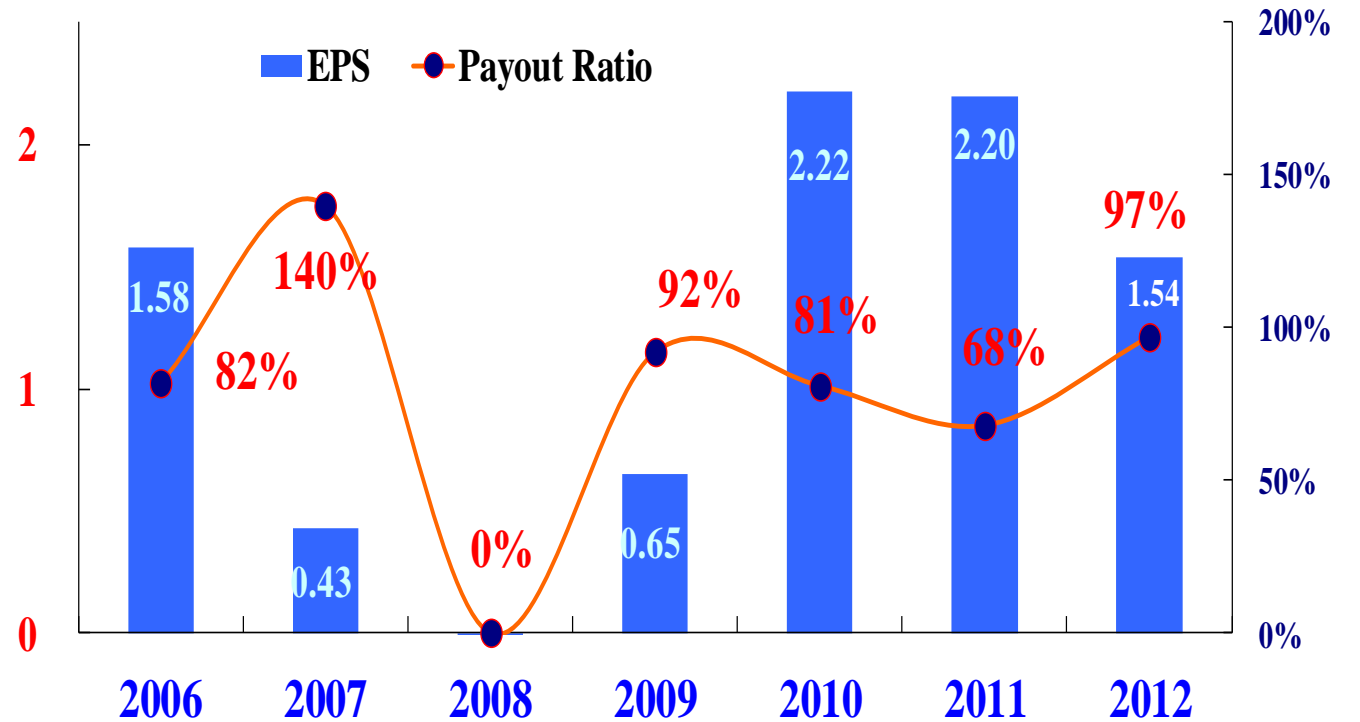
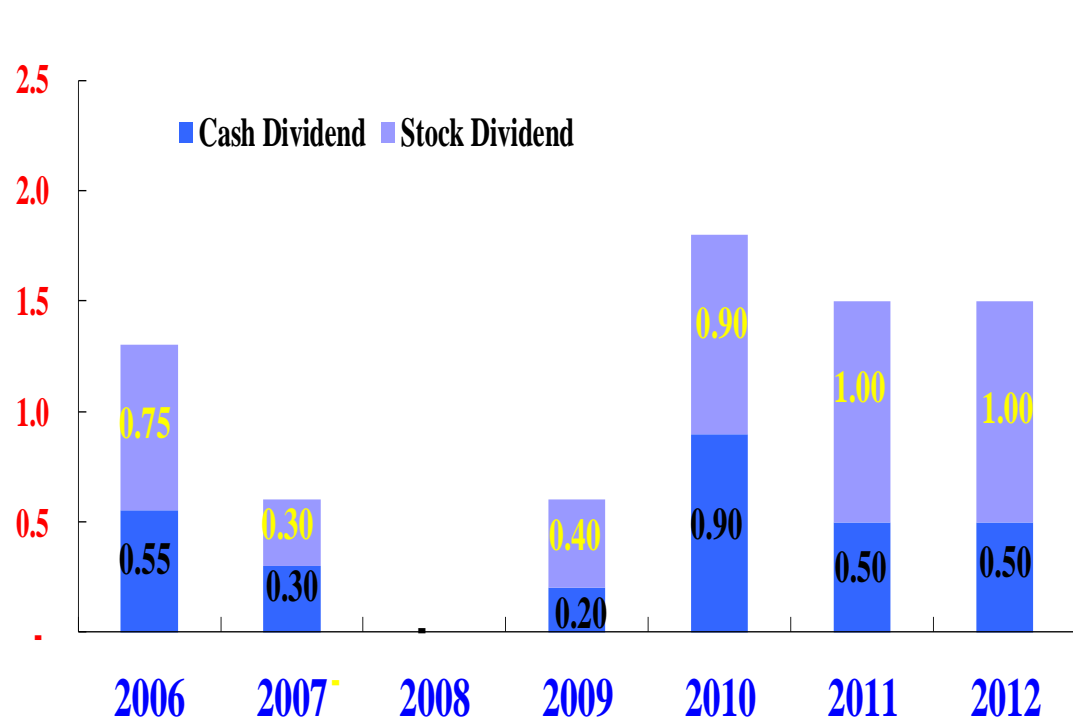


**Structure of 2Q13 Pre-tax Income
(Consolidated)**



Financial Data

Dividend Policy



Future Strategy



Forward
China

Create high
value-added



Future Strategy

- **Real Estate & Development 75%**
- **Hotel Business 20%**
- **BOT & Income Properties 5%**





Prince Housing & Development Corp.
Thank you for your support

