



1Q 2014 Operational 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

PHD Revenue
exceeded 10 billion

1973

Founded in Taiwan
Capital NT\$150million



1991

Go Public in Taiwan
stock market

1997

Investment Hotel
Business



2004

Sign Taipei City Hall Bus Terminal BOT Contract
Sign NTU Dorm BOT Contract
Sign National NCKU Dorm BOT Contract



2010

2013

Ticker : 2511TT

Capital : NTD16.1 billion

2013Revenue : NTD17.24 billion Total Asset : NTD52.77billion

Investment Subsidiaries

Construction Real Estate 不動產暨營建

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

Hotel 飯店

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

Fixed Incomes & BOT 收益型不動產

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

Investment Subsidiaries

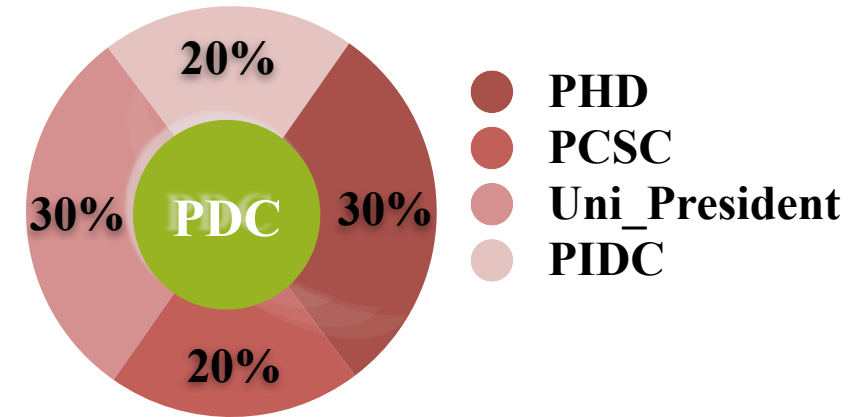


SPC : PDC
Chartered period 50年

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

Total

Ownership %

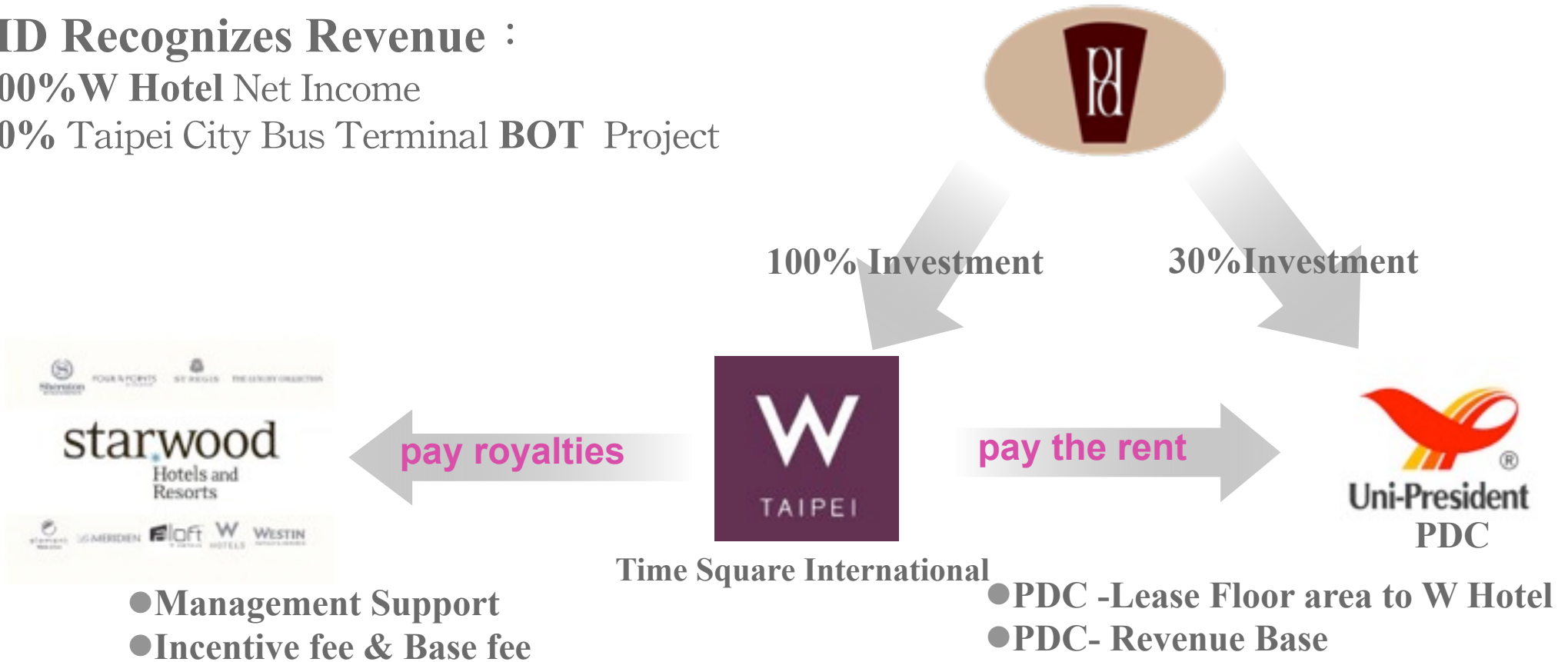


Project	Bus Station & Parking Area	Hankyu Department Store	W Taipei Hotel
Floor	1F & B4~B5	B2~7F	8F~31F
Operation mode	Operating	Rent out	Rent out
Proprietor	PDC	PDSC	Time Square International
Ownership%	30%	0%	100%
Estimated Revenue(million)	30	0	100

Investment Subsidiaries

PHD Recognizes Revenue :

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



Investment Subsidiaries

BOT Income Properties
NTU.BOT · NCKU.BOT

PHD Own Funds :
NTU 46% \ **NCKU 39%**

Bank Long :
NTU 54% \ **NCKU 61%**

Chartered period :
NTU47Y
NCKU35Y

Estimated Net income

Revenue		Operating Expenses		Net Income	
NTU	370M	NTU	240M	NTU	130M
NCKU	130M	NCKU	100M	NCKU	30M
500 M		-	340 M	=	160 M



2005

Mar. NTU signed
 May. NCKU signed

2008

Sep. Started Operating

2040

NCKU

2052

NTU

Financial Data

Residential Project Area

Taipei Branch

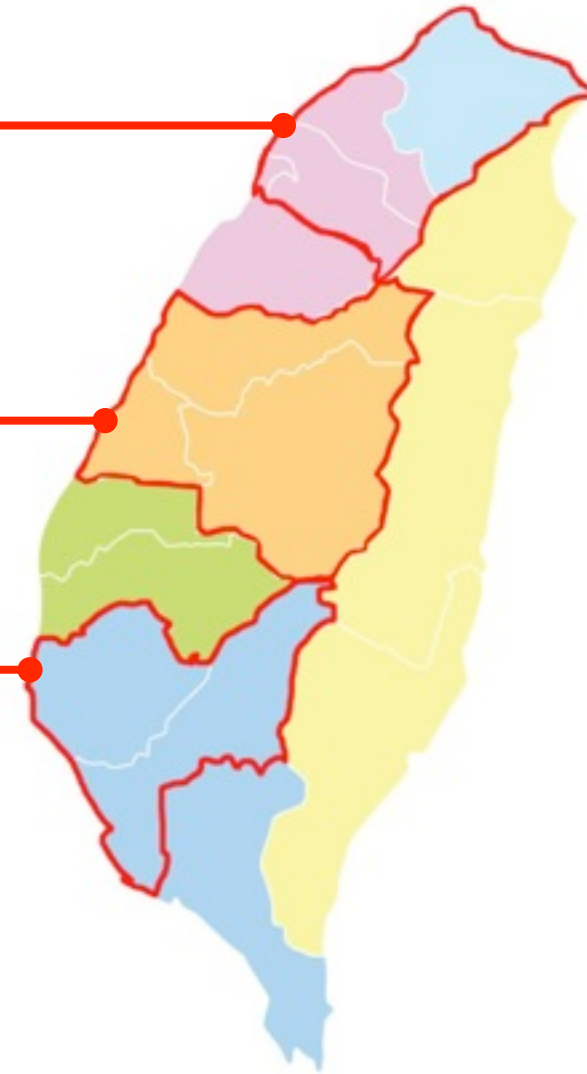
(Taipei City\New Taipei City\Taoyuan County)
(Hsinchu City\Hsinchu County)

Taichung Branch

(Taichung City\Changhwa City\Nantou County)

Tainan Branch

(Tainan City\Kaohsiung City)



Financial Data

Residential Project Area -Taipei

Project Name	Location	Total Sales Amount(NTbillion)	Sales Rate(%)	Year of Completion			
				2014	2015	2016	2017
Neihu Tanmei Section	Taipei City	6.89	48%	▲			
Prince Yun Ding	New Taipei City	2.98	-			▲	
ZhiShan Section	Taipei City	1.91	-			▲	
Prince Fu II	Taoyuan County	3.15	92%		▲		
Prince Fu III	Taoyuan County	2.02	-				▲
SuanLing Section	Taoyuan County	1.01	-				▲
Ling Ko Li Shing Section	New Taipei City	2.52	-				
Shing Dian Shing Jheng Section	New Taipei City	1.26	-				▲
Total		21.74					

Financial Data

Residential Project Are Taichung

Project Name	Location	Total Sales Amount(NTbillion)	Sales Rate(%)	Year of Completion			
				2014	2015	2016	2017
Jing Yun Sian	Taichung City	1.95	88%	▲			
Chin Fon Gin	Taichung City	1.45	16%		▲		
Cloud Century Area B	Taichung City	1.61	100%	▲			
Cloud Century Area C	Taichung City	1.59	100%	▲			
Cloud Century Area A	Taichung City	2.29	100%		▲		
Cloud Century Area SA	Taichung City	2.84	100%			▲	
Prince HeiYen	Taichung City	1.27	100%		▲		
Da Dung 6th St.	Taichung City	1.29	-			▲	
Taichung Kuo An Section	Taichung City	1.54	-				
Jin Shuei Dist.Wu Show Section	Taichung City	1.02	-				▲
Total		16.85					

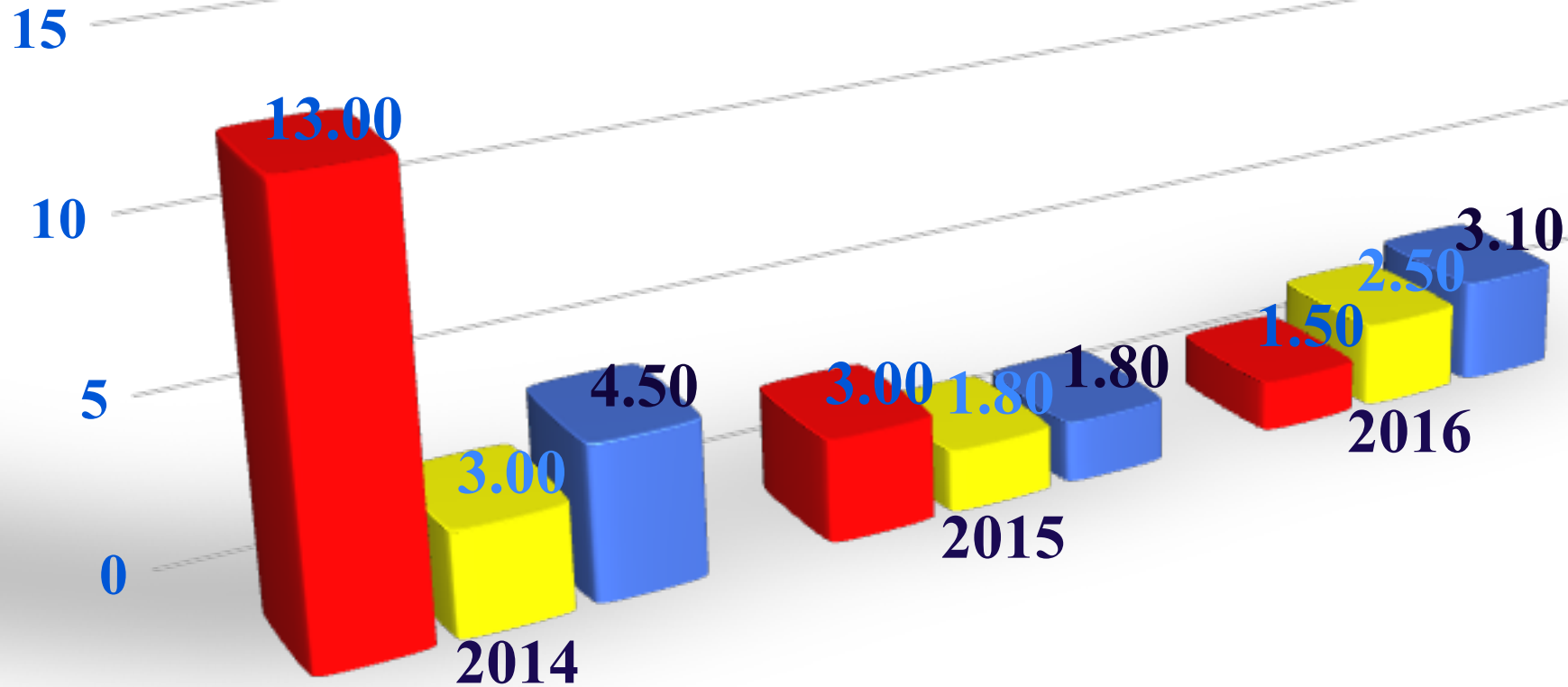
Financial Data

Residential Project Area-Tainan

Project Name	Location	Total Sales Amount(NTbillion)	Sales Rate(%)	Year of Completion			
				2014	2015	2016	2017
Prince Win-W suite A	Tainan City	0.58	64%	▲			
Prince Win-W suite B	Tainan City	0.58	64%	▲			
Chin Hua Section	Tainan City	3.21	-			▲	
Jun Fon Huei	Tainan City	0.75	-			▲	
Prince Win-W Masion	Tainan City	0.65	31%	▲			
Hou Guan Section	Tainan City	1.98	-		▲		
Hsin Ying Section	Tainan City	1.86	-				▲
Jin Yi Xing	Kaosuigung City	18	-				
Total		27.61					

Financial Data

2014 sales beginning from NT\$20.5billion



Expressed in billion of New Taiwan dollars

■ Taipei Branch

■ Taichung Branch

■ Tainan Branch



Financial Data





Neihu Tanmei Section
Taipei City
NT\$ 6.79 billion



Prince Yun Ding
New Taipei City
NT\$ 2.98 billion





Prince Fu 3
Taoyuan County
NT\$ 2.12 billion



Ling Ko Li Shing Section
New Taipei City
NT\$ 2.61 billion



Jing Yun Sian
Taichung City
NT\$ 1.95 billion



Chin Fon Gin
Taichung City
NT\$ 1.44 billion



Zeng Wen Lot (Jin Yi Xing C Area)
Kaosuigung City
NT\$ 2.16 billion



Financial Data

	2013		2012		Different		2012(GAAP)		Different	
	M	%	M	%	M	YOY	M	%	M	YOY
Construction in Progress	2,971	6	2,040	4	931	46	2,954	6	17	1
Land Held for Construction	8,716	17	8,559	18	157	2	10,153	21	-1,437	- 14
Building and Land Held for Sale	2,097	4	1,598	3	499	31	1,679	3	418	25
Prepayment for Land	1,343	3	163	0	1,180	724	162	0	1,181	729
Others	749	1	730	1	19	3	575	1	174	30
Inventories Subtotal	15,876	30	13,090	27	2,786	21	15,523	32	353	2
Cash and Other Current Assets	12,573	24	10,836	22	1,737	16	9,974	21	2,599	26
Funds and Investments	5,325	10	4,909	10	416	8	4,548	9	777	17
Total Assets	52,772	100	48,891	100	3,881	8	48,424	100	4,348	9
Loans	22,690	43	22,262	46	428	2	22,262	46	428	2
Receipts in Advance	3,171	6	1,698	3	1,473	87	2,331	5	840	36
Total Liabilities	34,198	65	31,759	65	2,439	8	31,091	64	3,107	10
Stockholders Equities	18,574	35	17,132	35	1,442	8	17,334	36	1,240	7
Debt Ratio	64.80%		64.96%		64.21%					

Financial Data

Expressed in million of NT dollars

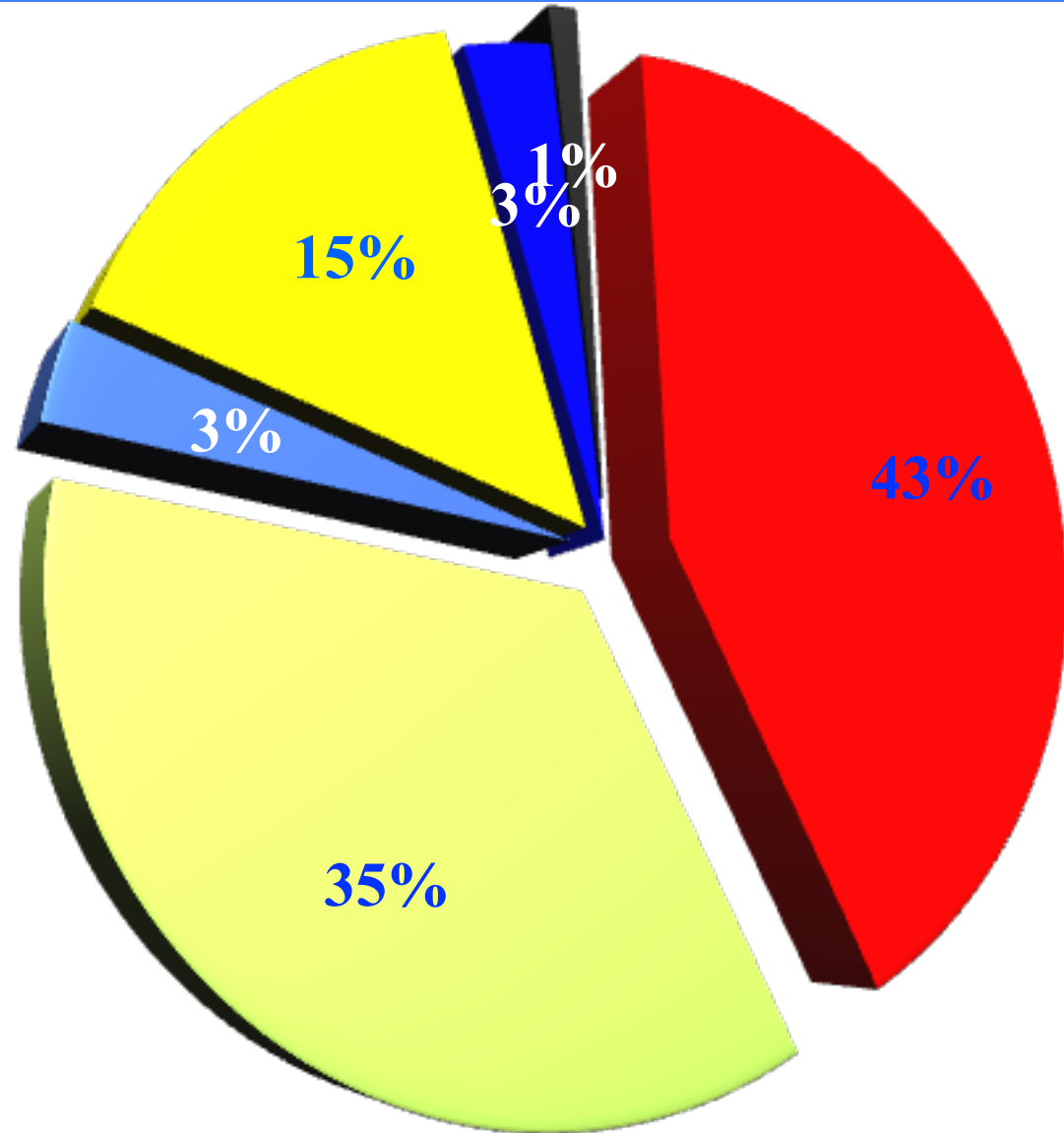
	2013		2012		Different		2012(GAAP)		Different	
	M	%	M	%	M	YOY	M	%	M	YOY
Operating Revenue	17,242	100	25,630	100	- 8,388	- 33	14,658	100	2,584	18
Operating Cost	-12,543	- 73	- 15,411	- 60	2,868	- 19	- 9,984	- 68	-2,559	26
Gross Profit	4,699	27	10,219	40	- 5,520	- 54	4,674	32	25	1
Operating Expenses	- 2,680	- 16	- 3,316	- 13	636	- 19	- 2,784	- 19	104	- 4
Operating Income	2,019	12	6,903	27	- 4,884	- 71	1,890	13	129	7
Pre-tax Income	1,731	10	6,847	27	- 5,116	- 75	1,819	12	- 88	- 5
Net Income	1,635	9	6,577	26	- 4,942	- 75	1,776	12	- 141	- 8
Earnings per Share	1.3		5.17				1.54			
Net Assets Value	14.14		14.34				14.51			
Return on Equity	8.80%		38.39%				10.24%			

Note: Change to IFRS Accounting Principles in 2013

Financial Data

Operating Revenue 2013Y

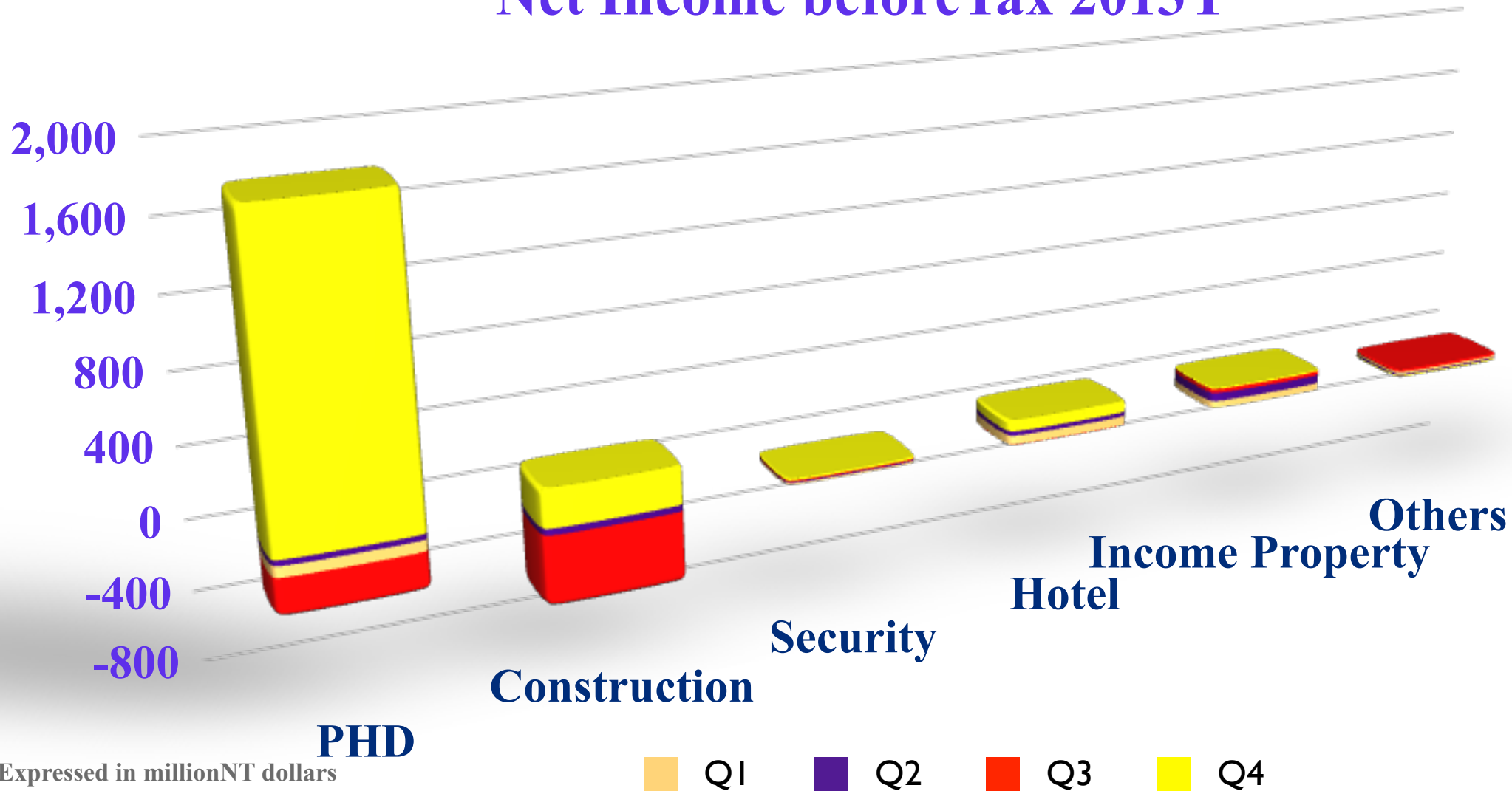
- PHD
- Construction
- Security
- Hotel
- Income Property
- Others



Expressed in millionNT dollars

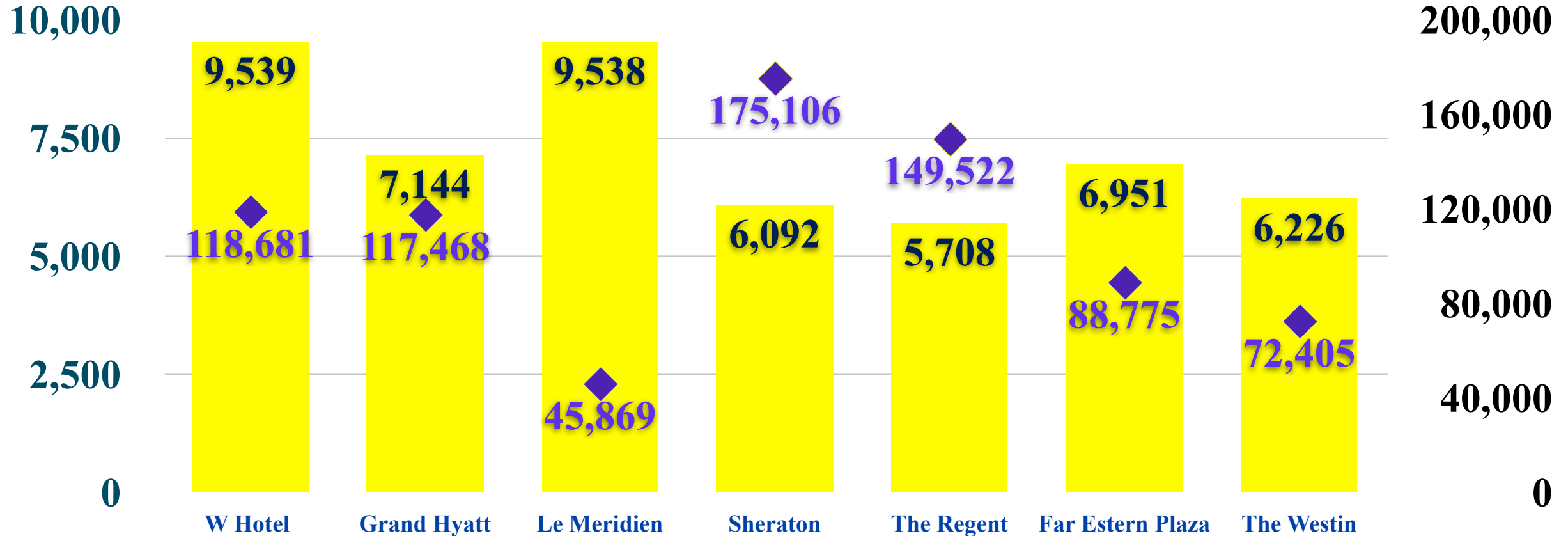
Financial Data

Net Income before Tax 2013Y



Financial Data

W Hotel Taipei in 2013 Competitor Set Results



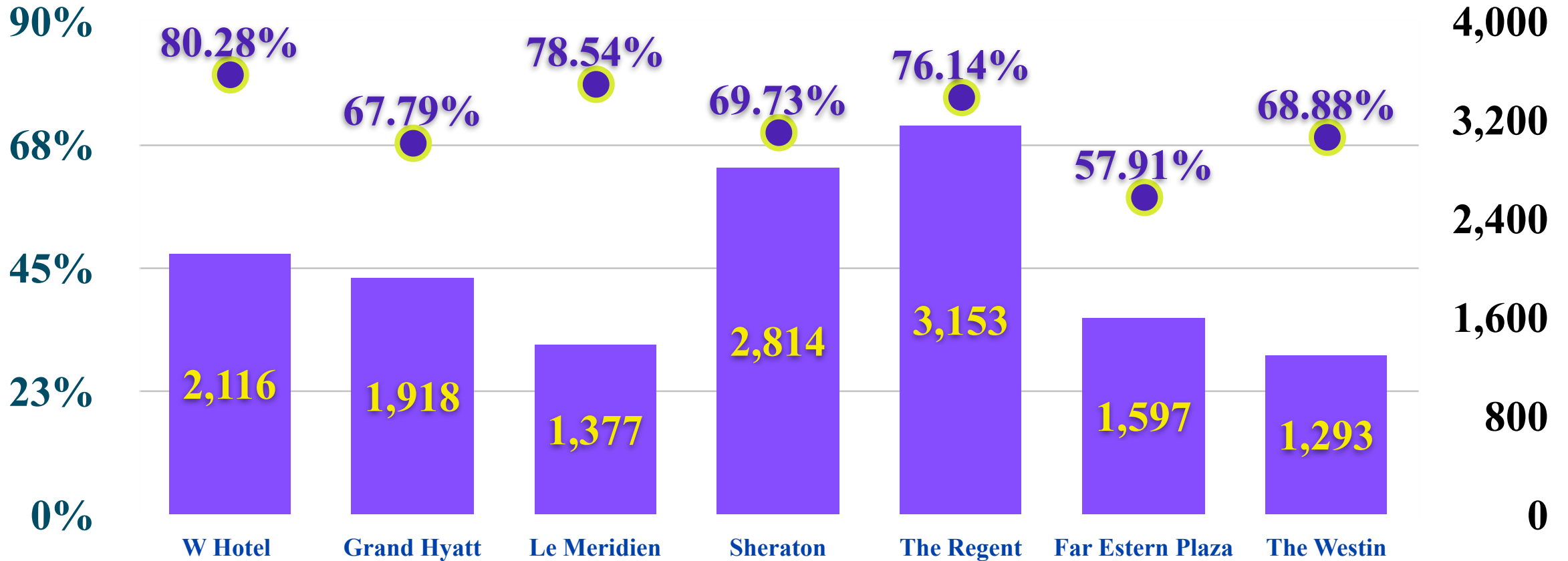
Expressed in million of NT dollars
Reference: Tourism Bureau

■ Average Room Rate

◆ No. of Rooms Occupied

Financial Data

W Hotel Taipei in 2013 Competitor Set Results



Expressed in million of NT dollars
Reference: Tourism Bureau

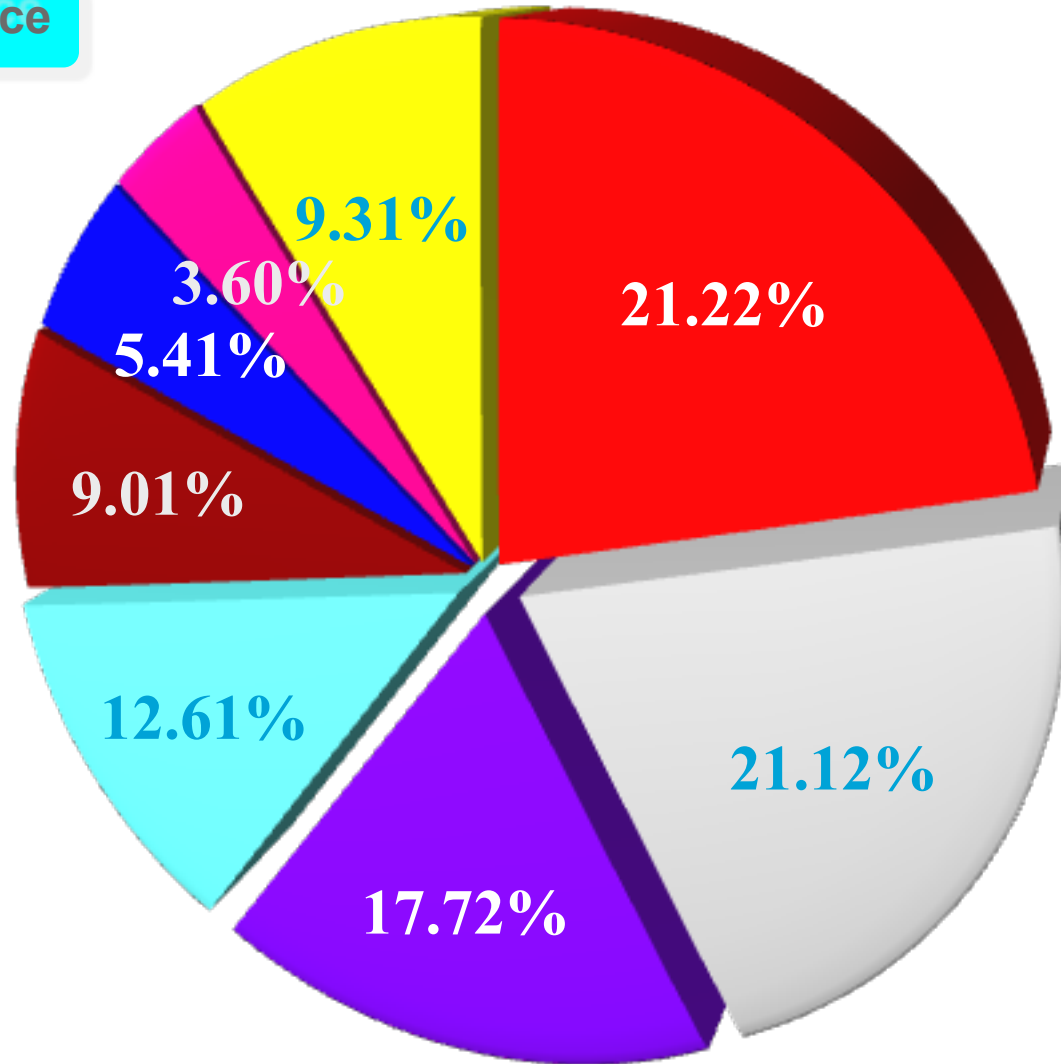
● Occupancy Rate

■ Total Revenue

Financial Data

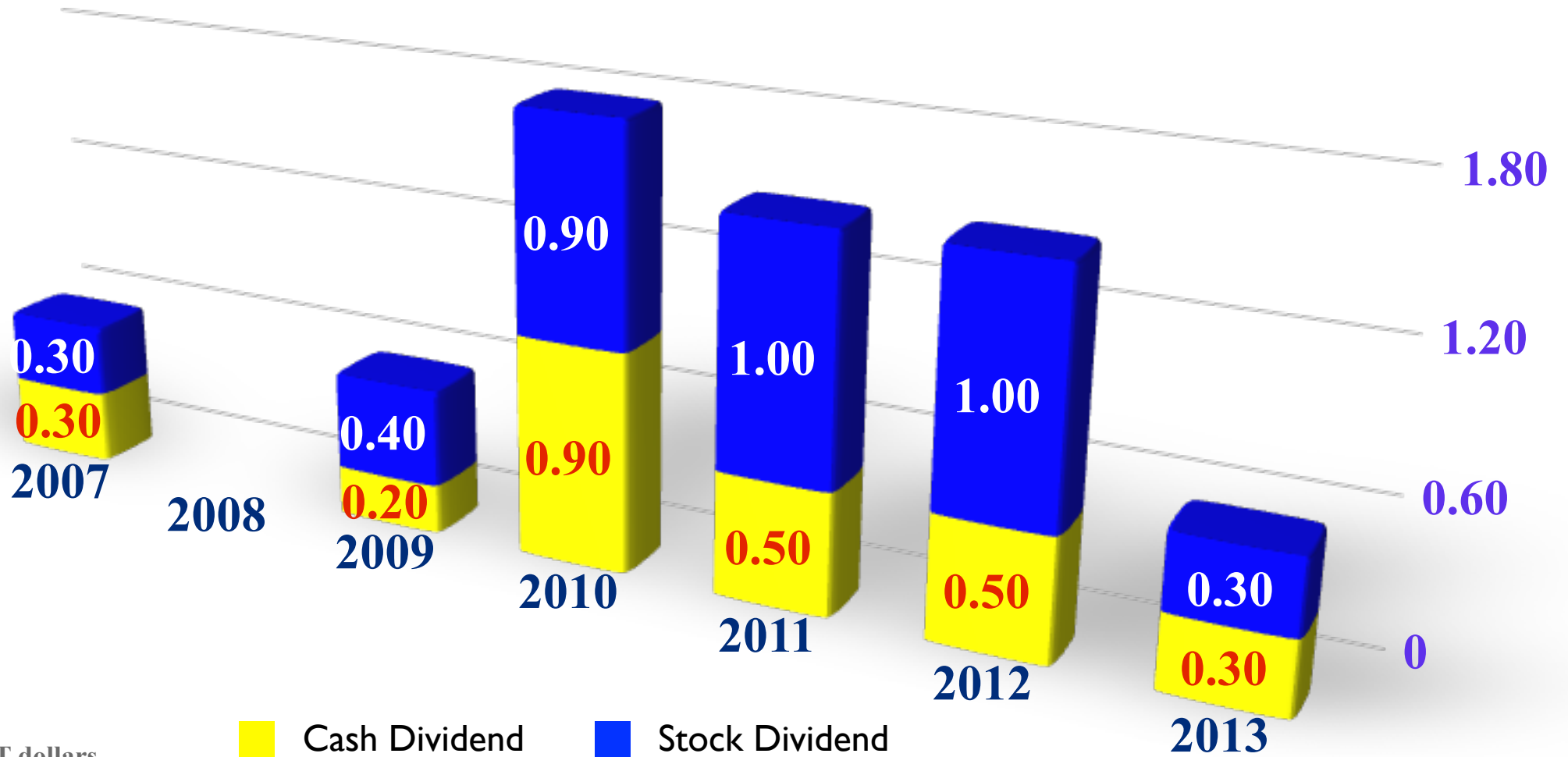
W Hotel Taipei in 2013 Geographic Source

- China
- Hong Kong
- Total America
- Taiwan
- Singapore
- Total Europe
- Japan
- Others



Financial Data

Dividend Policy

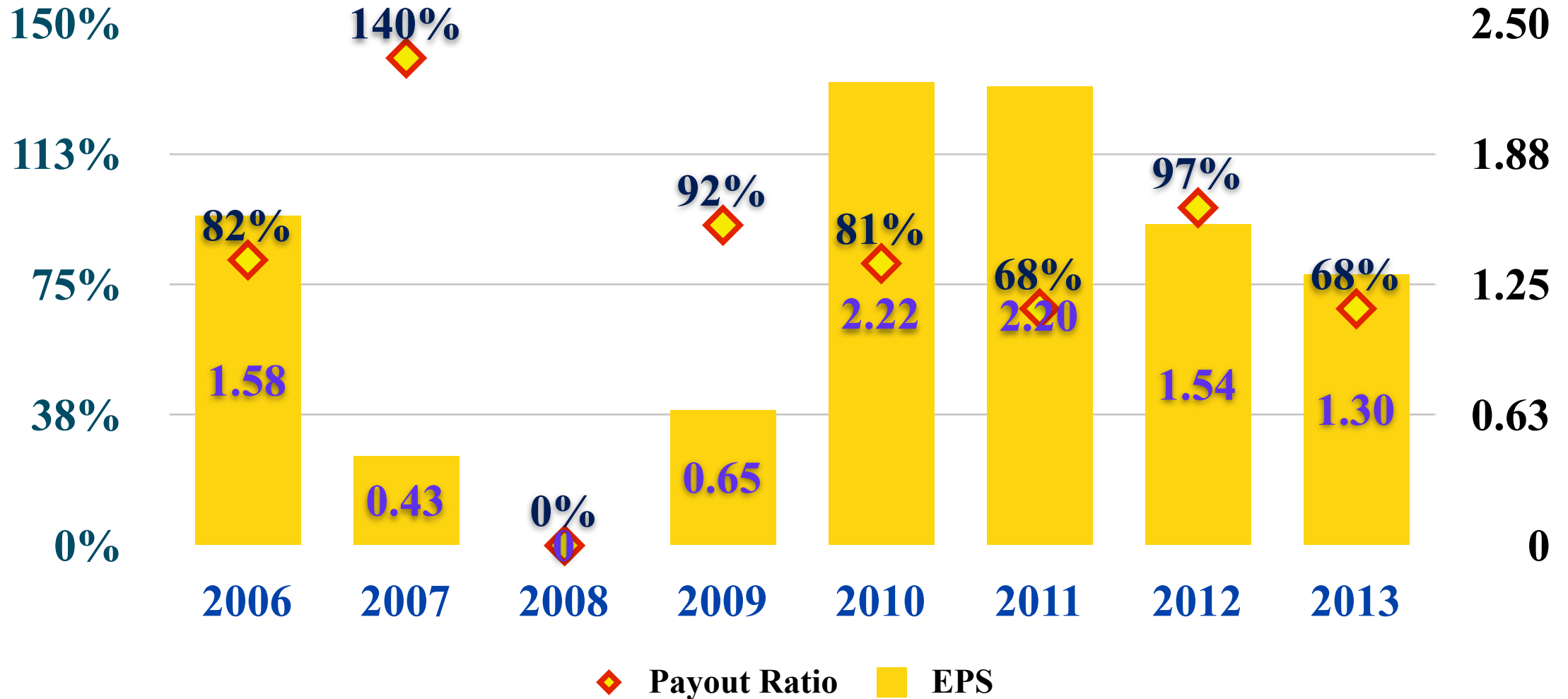


Expressed in NT dollars

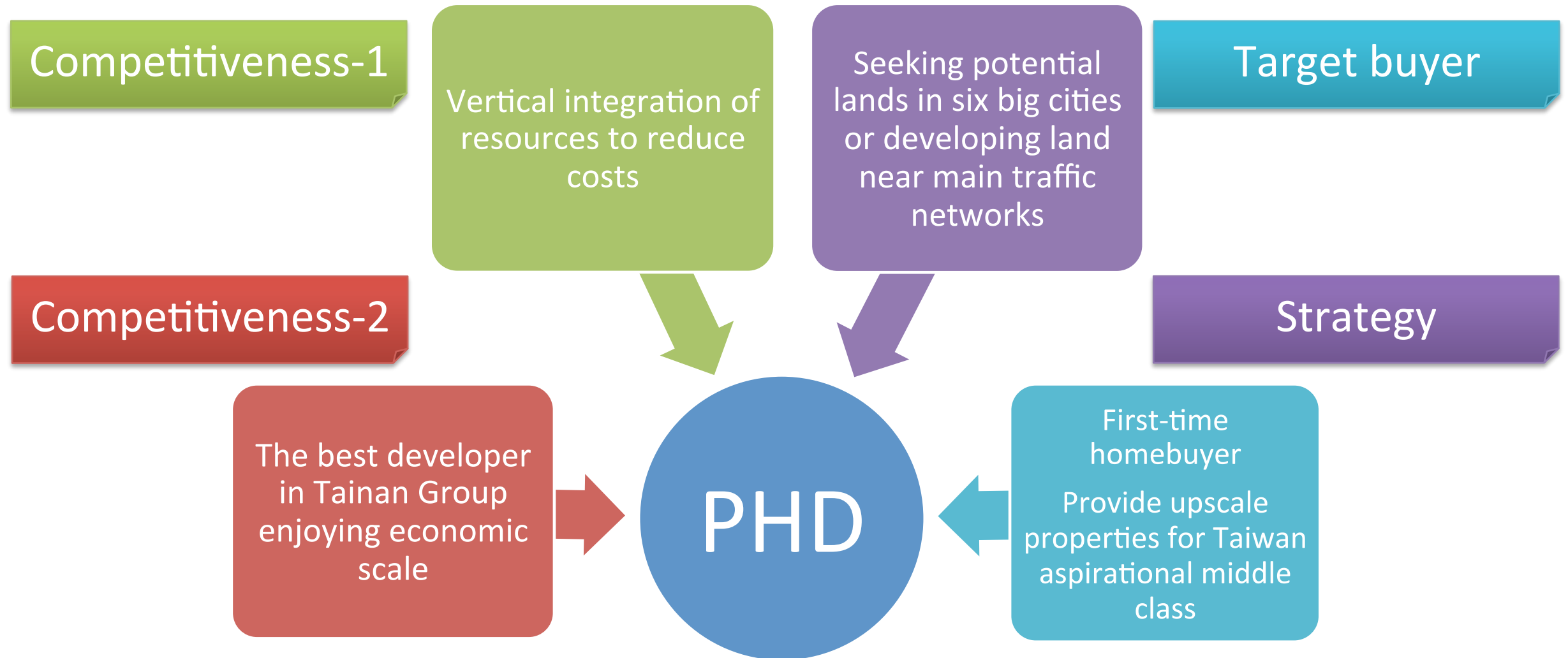
 Cash Dividend  Stock Dividend

Financial Data

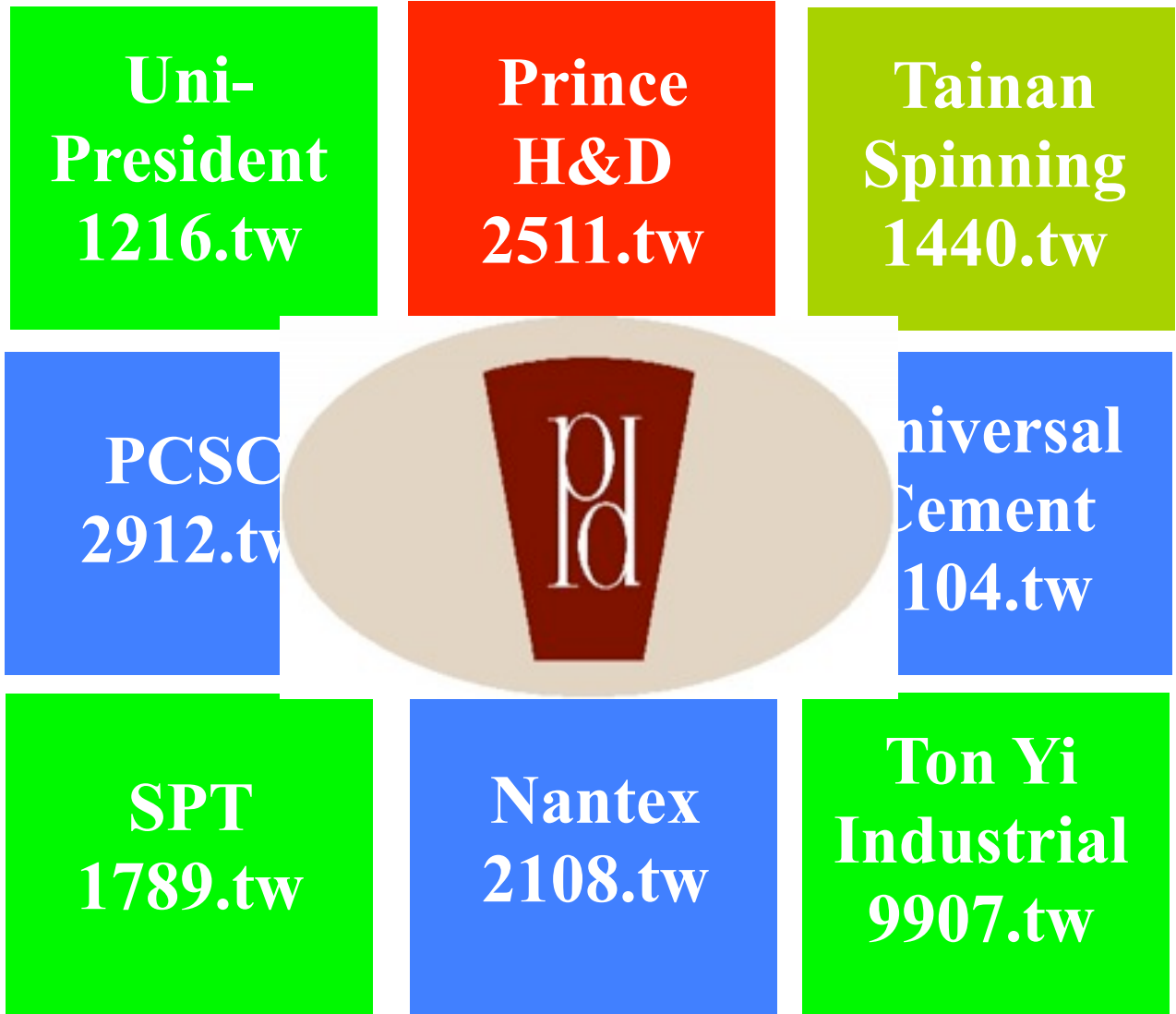
Dividend Policy



Future Strategy



Tainan Group Members





Prince Housing & Development Corp.
Thank you for your support