



1Q 2014 Operational Briefing

Prince Housing & Development Corp.

太子建設開發股份有限公司

2511TT



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- **Future Strategy** 未來營運方針

Company Overview 公司營運狀況



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

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



Investment Subsidiaries 轉投資事業群營運

Construction Real Estate 不動產暨營建

- **Ta Chen Construction & Engineering Corp.** 大成工程
- **Cheng Shi Construction** 誠實營造
- **Prince Security** 太子保全

Hotel 飯店

- **Howard Beach Resort , Kenting** 墾丁福華
- **Splendor Hotel , Taichung** 台中金典酒店
- **Chenda Suites , Tainan** 成大會館
- **W Taipei Hotel , Taipei**

Fixed Incomes & BOT 收益型不動產

- **Dormitory of NCKU , Tainan** 成大學生宿舍
- **Dormitory of NTU , Taipei** 台灣大學生宿舍
- **Taipei City Bus Terminal BOT Project** 台北市市府轉運站

Investment Subsidiaries 轉投資事業群營運

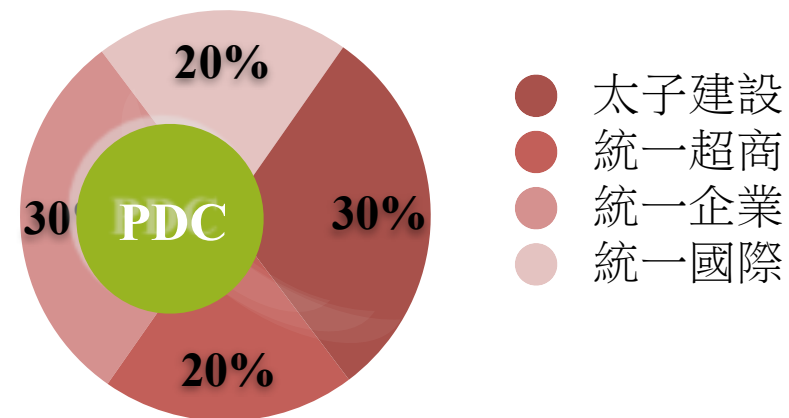


SPC：PDC統一開發
Chartered period 50年

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

Total

Ownership %

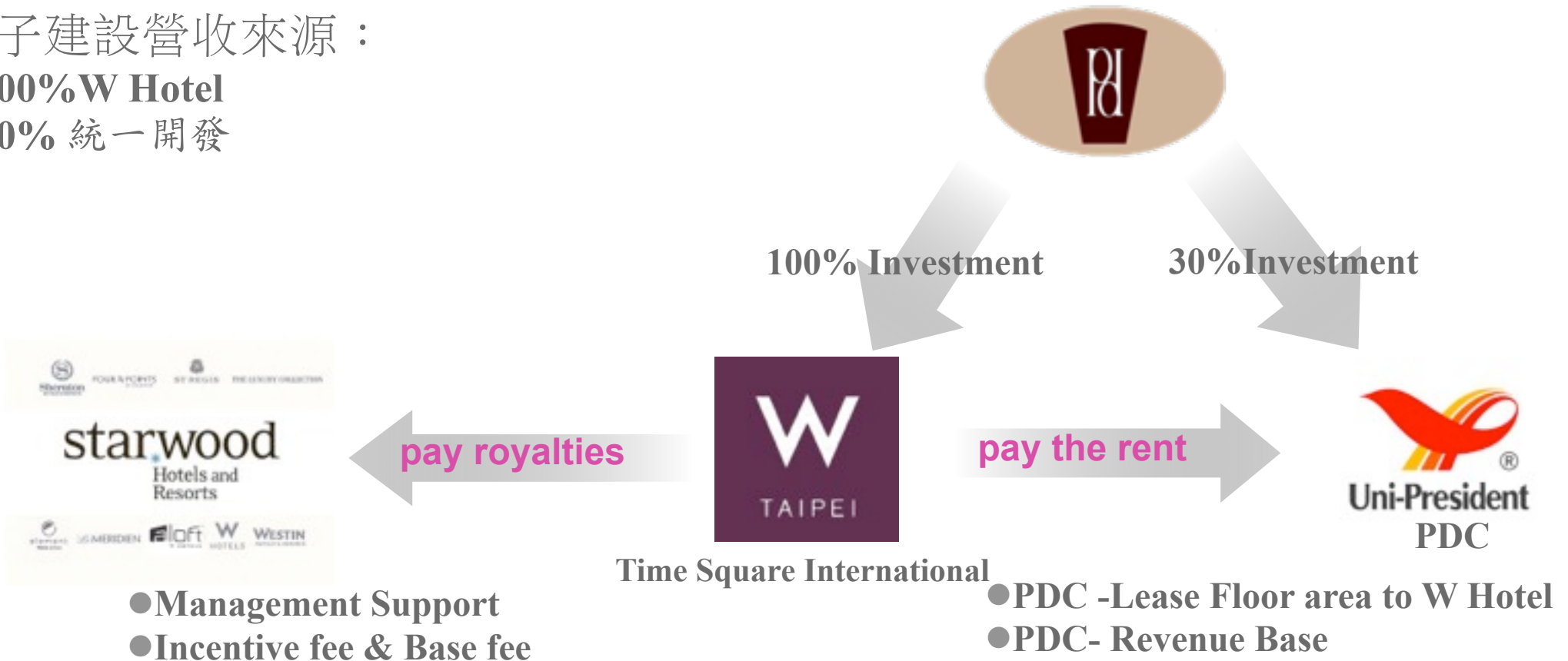


Project	巴士轉運站	統一阪急百貨	W Taipei Hotel
Floor	1F & B4~B5	B2~7F	8F~31F
Operation mode	Operating	Rent out	Rent out
Proprietor	統一開發	統一百華	時代國際
Ownership%	30%	0%	100%
Estimated Revenue(million)	30	0	100

Investment Subsidiaries 轉投資事業群營運

太子建設營收來源：

- 100% W Hotel
- 30% 統一開發



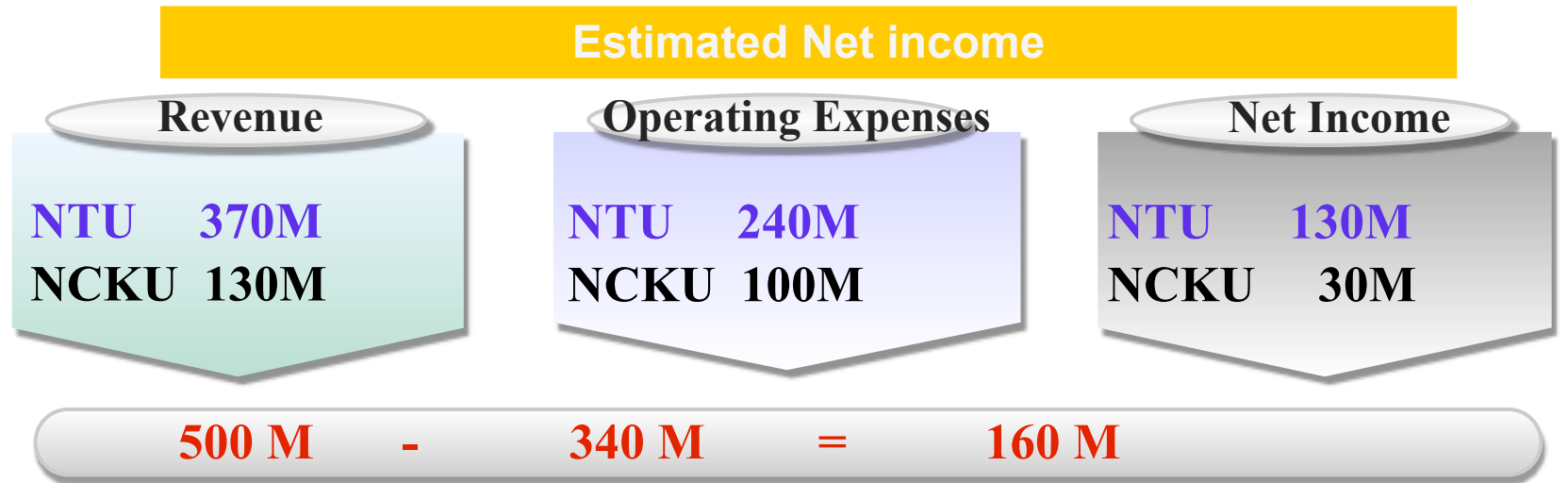
Investment Subsidiaries 轉投資事業群營運

BOT Income Properties
NTU.BOT、NCKU.BOT

PHD Own Funds :
NTU 46% \ NCKU 39%

Bank Long :
NTU 54% \ NCKU 61%

Chartered period :
台大47Y
成大35Y



2005
Mar. 台大 signed
May. 成大 signed

2008
Sep. Started Operating

2040
成功大學

2052
台灣大學

Financial Data 營收暨財務狀況

Residential Project Area

台北公司

(台北市\新北市\桃園縣)

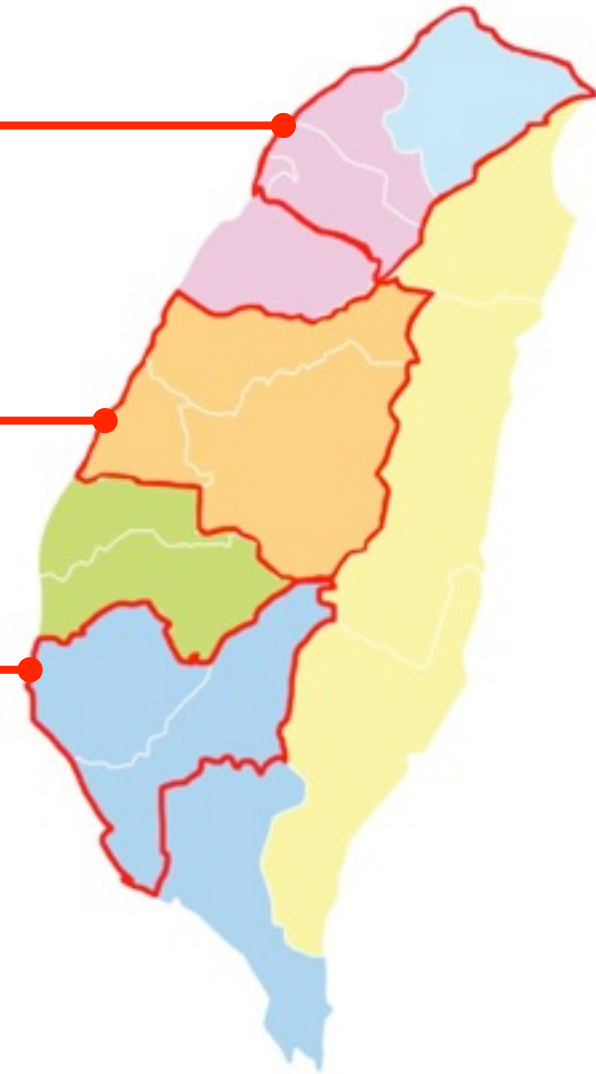
(新竹縣市)

台中公司

(台中市\彰化縣\南投縣)

台南公司

(台南市\高雄市)



Financial Data 營收暨財務狀況

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 營收暨財務狀況

Residential Project Are Taichung

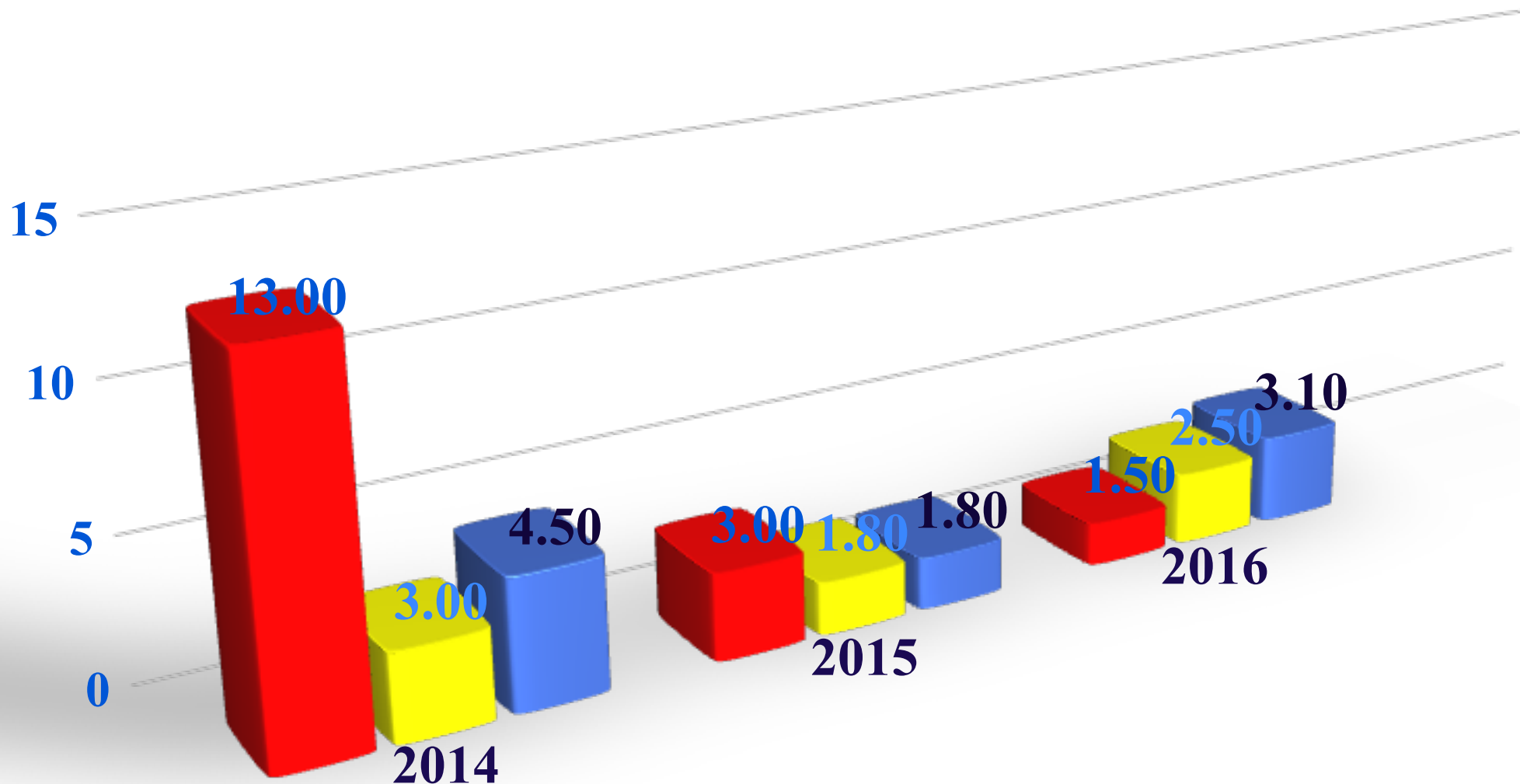
Project Name	Location	Total Sales Amount(NTbillion)	Sales Rate(%)	Year of Completion			
				2014	2015	2016	2017
Jing Yun Sian	Taichung City	1.95	88%	▲			
Chin Fon Gin	Taichung City	1.45	16%		▲		
Cloud Century Area B	Taichung City	1.61	100%	▲			
Cloud Century Area C	Taichung City	1.59	100%	▲			
Cloud 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 營收暨財務狀況

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 營收暨財務狀況



Expressed in billion of New Taiwan dollars

■ Taipei Branch ■ Taichung Branch ■ Tainan Branch

Financial Data 營收暨財務狀況





內湖潭美段
Taipei City
NT\$ 6.79 billion



太子雲鼎
New Taipei City
NT\$ 2.98 billion





太子馥3
Taoyuan County
NT\$ 2.12 billion



林口力行段
New Taipei City
NT\$ 2.61 billion



景雲現
Taichung City
NT\$ 1.95 billion



青峰景
Taichung City
NT\$ 1.44 billion



金義興重劃案
Kaosuigung City
NT\$ 2.16 billion

Financial Data 營收暨財務狀況

	2013		2012		差異		2012(GAAP)		差異	
	百萬	%	百萬	%	百萬	%	百萬	%	百萬	%
在建工程	2,971	6	2,040	4	931	46	2,954	6	17	1
營建用地	8,716	17	8,559	18	157	2	10,153	21	-1,437	-14
待出售房地產	2,097	4	1,598	3	499	31	1,679	3	418	25
預付土地購置款	1,343	3	163	0	1,180	724	162	0	1,181	729
其他	749	1	730	1	19	3	575	1	174	30
存貨小計	15,876	30	13,090	27	2,786	21	15,523	32	353	2
現金及其他流動資產	12,573	24	10,836	22	1,737	16	9,974	21	2,599	26
基金及投資	5,325	10	4,909	10	416	8	4,548	9	777	17
總資產	52,772	100	48,891	100	3,881	8	48,424	100	4,348	9
總借款	22,690	43	22,262	46	428	2	22,262	46	428	2
預收款項	3,171	6	1,698	3	1,473	87	2,331	5	840	36
總負債	34,198	65	31,759	65	2,439	8	31,091	64	3,107	10
股東權益	18,574	35	17,132	35	1,442	8	17,334	36	1,240	7
負債比	64.80%		64.96%				64.21%			

Expressed in million of NT dollars

Financial Data 營收暨財務狀況

	2013		2012		差異		2012(GAAP)		差異	
	百萬	%	百萬	%	百萬	%	百萬	%	百萬	%
營業收入	17,242	100	25,630	100	- 8,388	- 33	14,658	100	2,584	18
營業成本	-12,543	- 73	- 15,411	- 60	2,868	- 19	- 9,984	- 68	-2,559	26
營業毛利	4,699	27	10,219	40	- 5,520	- 54	4,674	32	25	1
營業費用	- 2,680	- 16	- 3,316	- 13	636	- 19	- 2,784	- 19	104	- 4
營業利益	2,019	12	6,903	27	- 4,884	- 71	1,890	13	129	7
稅前淨利	1,731	10	6,847	27	- 5,116	- 75	1,819	12	- 88	- 5
本期淨利	1,635	9	6,577	26	- 4,942	- 75	1,776	12	- 141	- 8
每股盈餘	1.3		5.17				1.54			
每股淨值	14.14		14.34				14.51			
股東權益報酬率	8.80%		38.39%				10.24%			

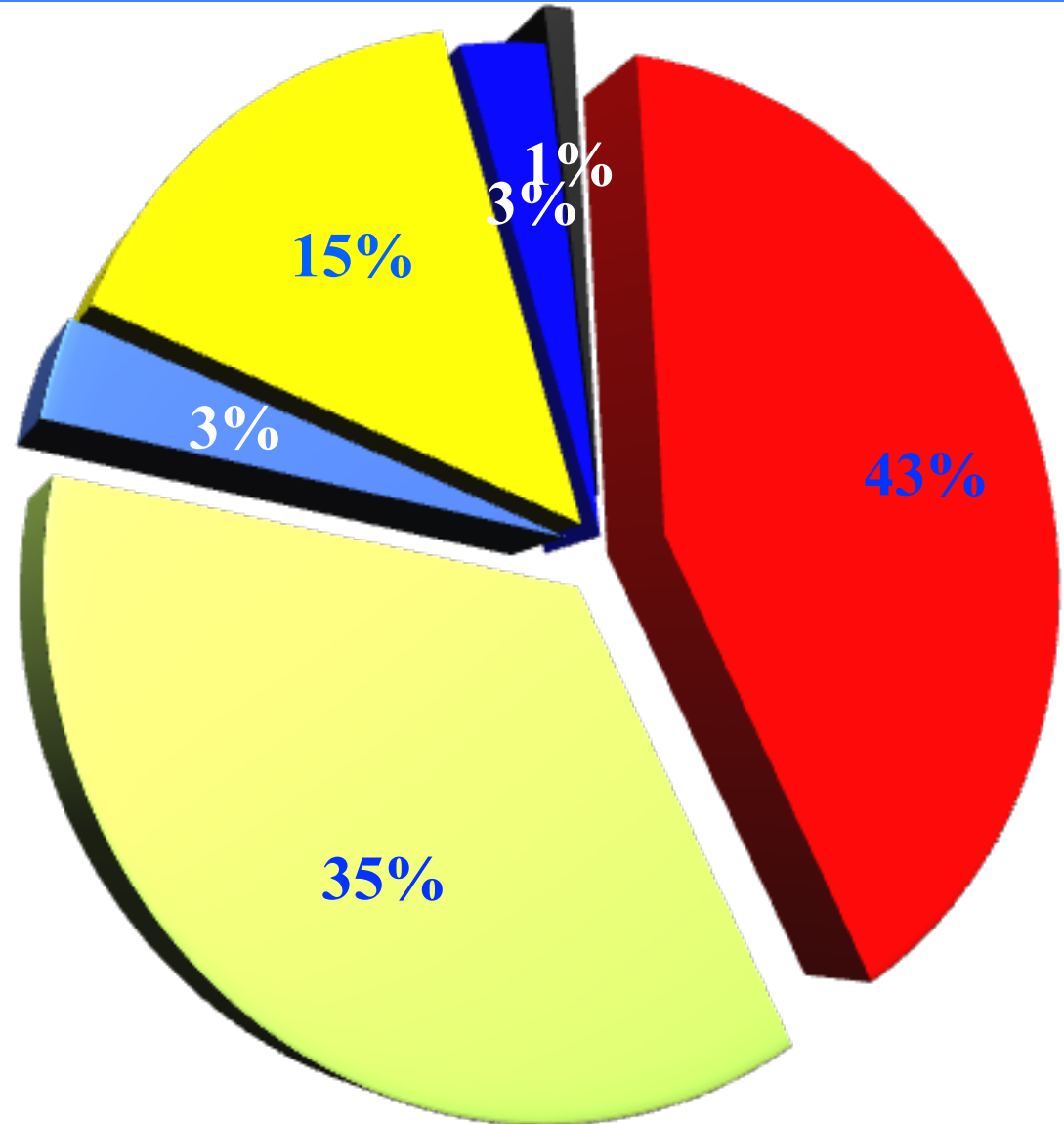
Expressed in million of NT dollars

Note: Change to IFRS Accounting Principles in 2013

Financial Data 營收暨財務狀況

Operating Revenue 2013Y

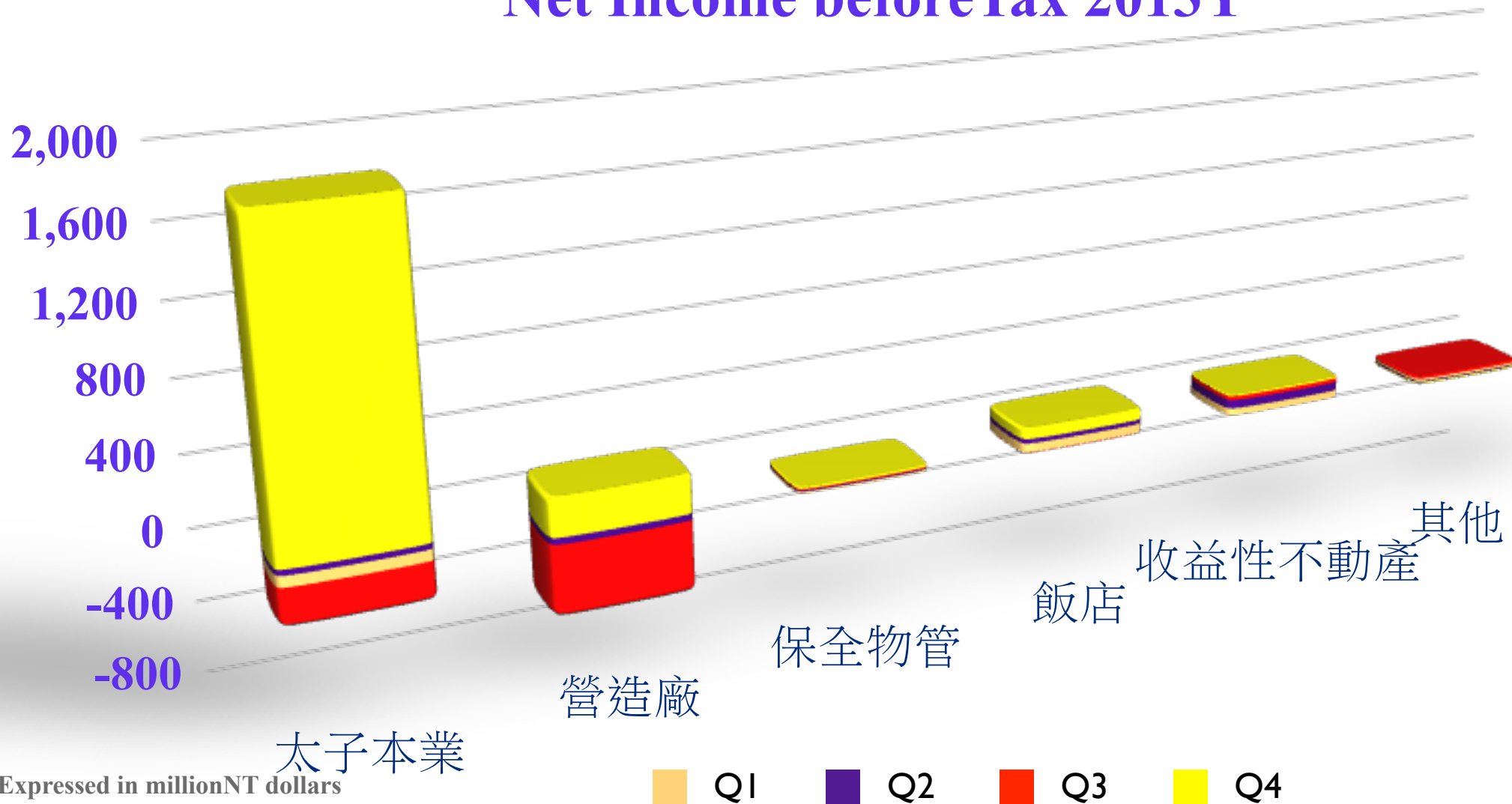
- 太子本業
- 營造廠
- 保全物管
- 飯店
- 收益性不動產
- 其他



Expressed in millionNT dollars

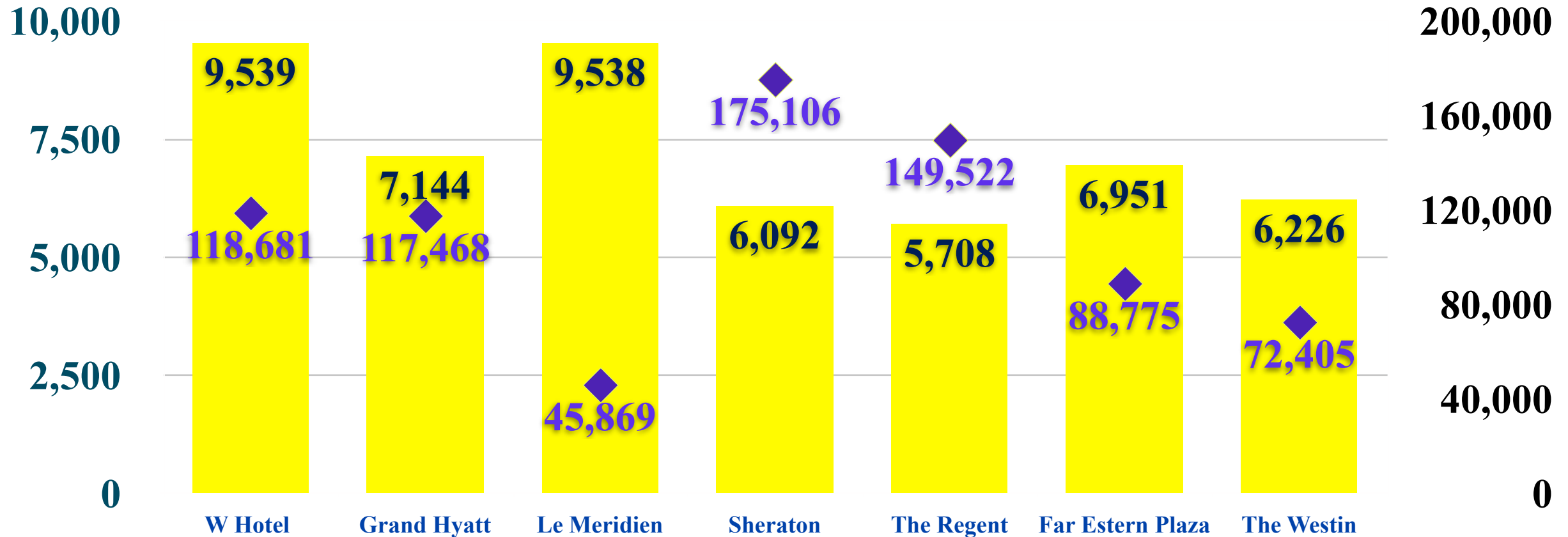
Financial Data 營收暨財務狀況

Net Income before Tax 2013Y



Financial Data 營收暨財務狀況

W Hotel Taipei in 2013 Competitor Set Results



Expressed in million of NT dollars

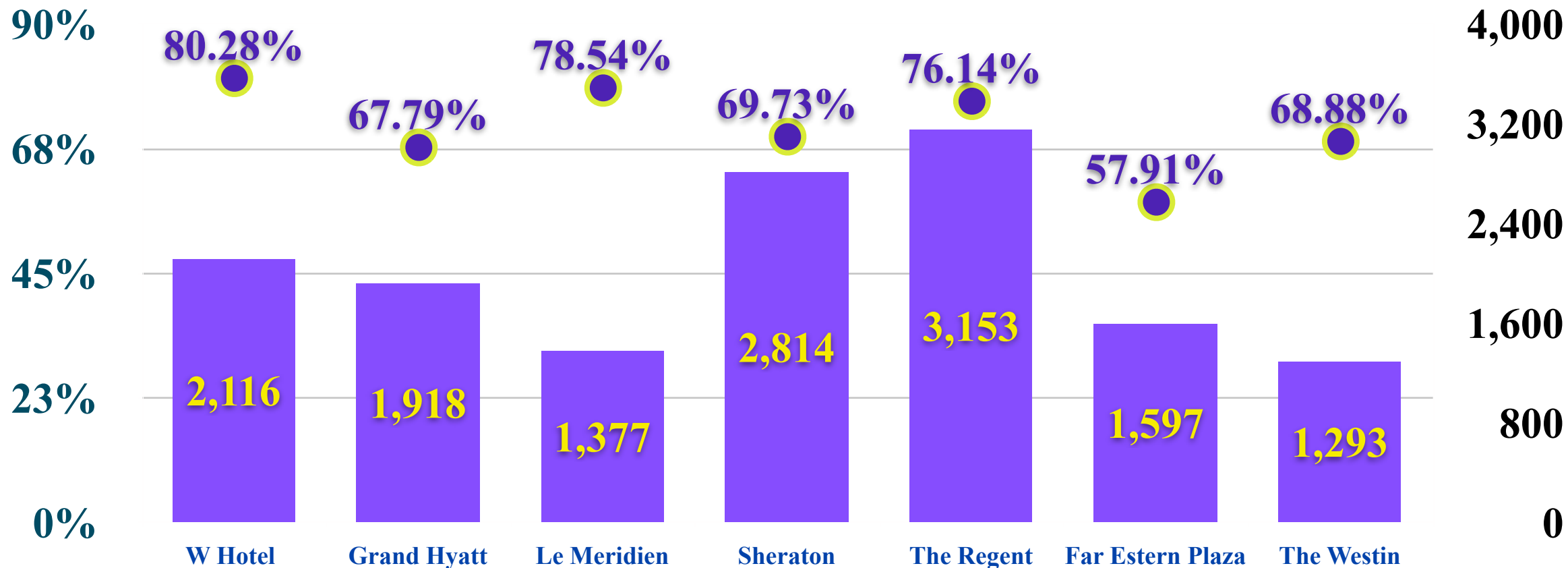
Reference: Tourism Bureau

■ Average Room Rate

◆ No. of Rooms Occupied

Financial Data 營收暨財務狀況

W Hotel Taipei in 2013 Competitor Set Results



Expressed in million of NT dollars

Reference: Tourism Bureau

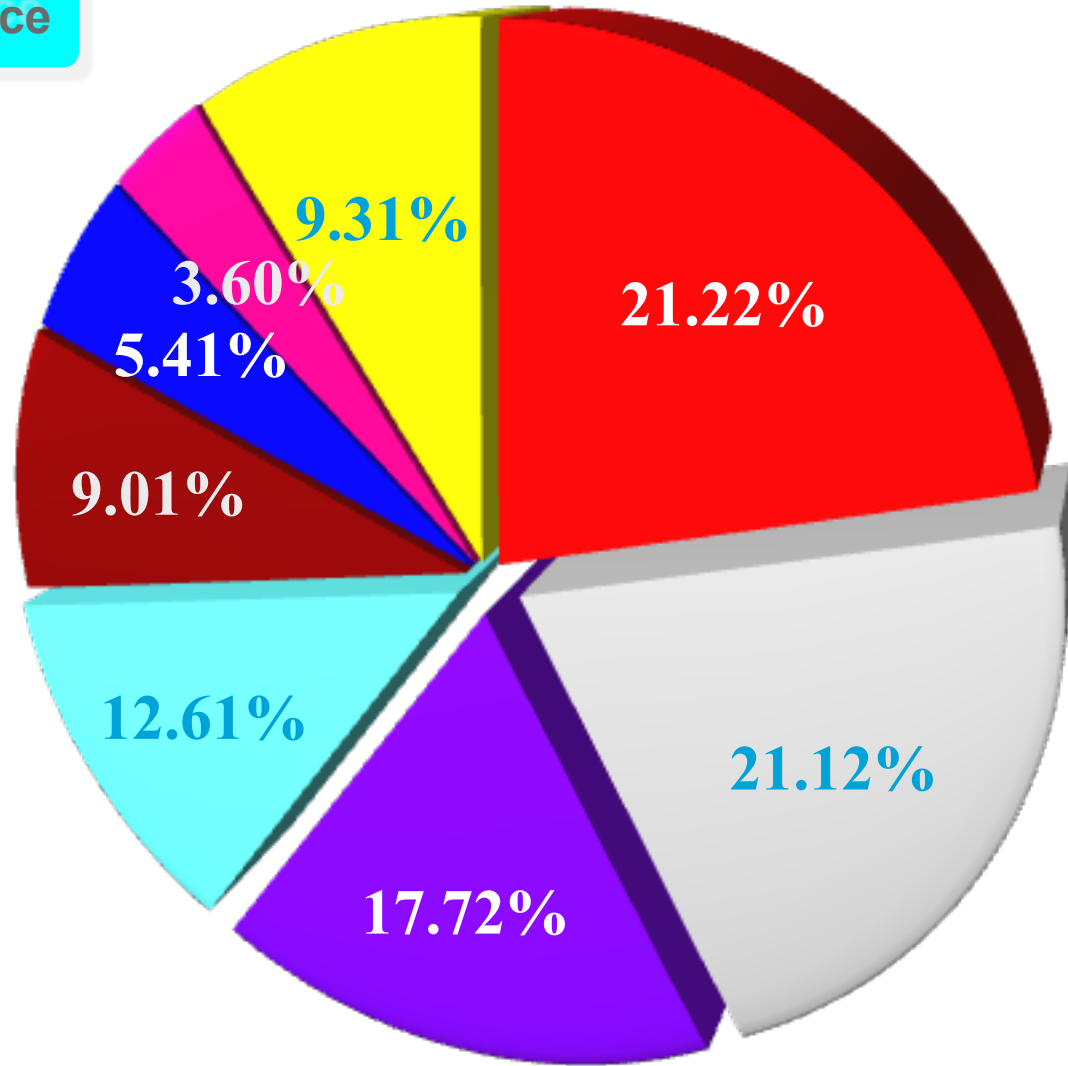
● Occupancy Rate

■ Total Revenue

Financial Data 營收暨財務狀況

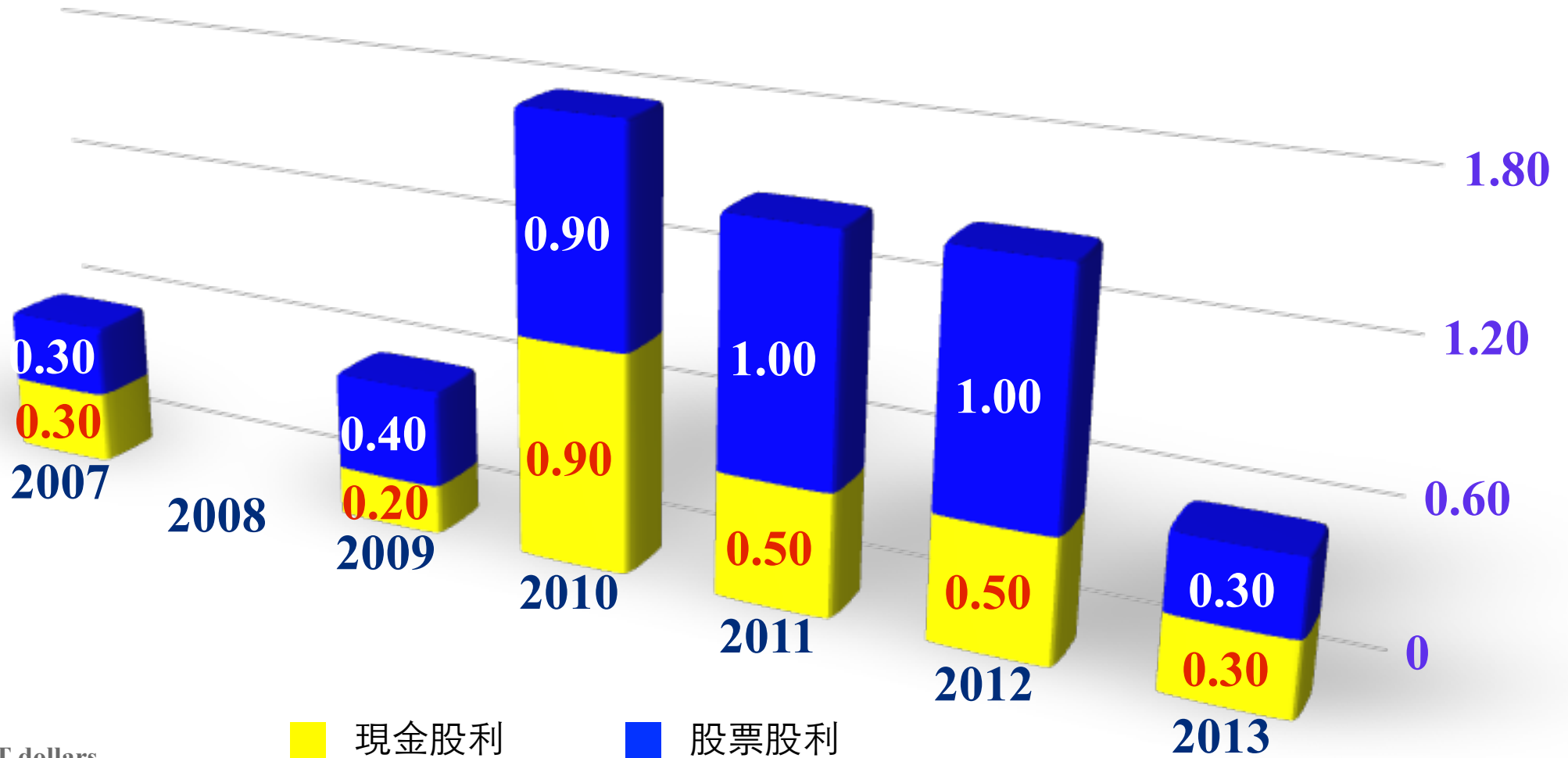
W Hotel Taipei in 2013 Geographic Source

- 中國
- 港澳地區
- 美洲地區
- 台灣
- 新加坡
- 歐洲地區
- 日本
- 其他



Financial Data 營收暨財務狀況

Dividend Policy



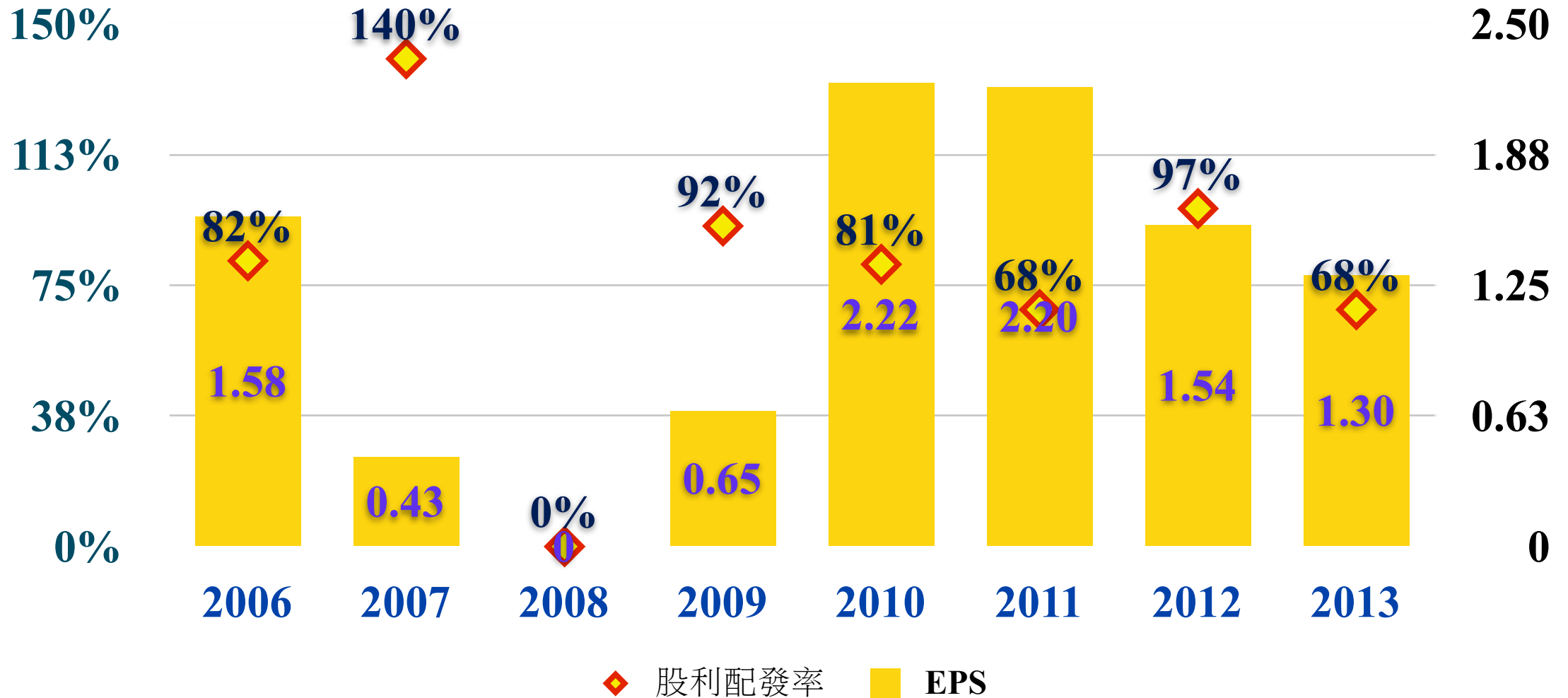
Expressed in NT dollars

現金股利

股票股利

Financial Data 營收暨財務狀況

Dividend Policy



Future Strategy 未來營運方針

競爭力-1

垂直整合集團資源

六大都會區具有潛力土地
重大交通建設地區

購帝策略

競爭力-2

集團內唯一
上市開發商

PHD

目標客群

首購族
換屋族

Tainan Group Members 台南幫成員

統一企業
1216.tw

太子建設
2511.tw

台南紡織
1440.tw

統一超商
2912.tw



寰球水泥
104.tw

台灣神隆
1789.tw

南帝化工
2108.tw

統一實業
9907.tw



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