

1Q 2013 Operational Briefing



太子建設開發股份有限公司
Prince Housing & Development Corp.

2511TT

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目錄 Content

- 公司沿革 Introduction
- 轉投資事業群營運說明 Investment Group
- 營收暨財務狀況說明 Financial Statements
- 未來營運方針 Future Strategy



公司營運狀況 Company Overview



1973 Tainan/Taipei
1978 Taichung
1979 Kaohsiung

1973

Founded in Taiwan
Capital NT\$150million



1991

Go Public in Taiwan
stock market

1997

Investment Hotel
Business



2004

Sign Taipei Terminal BOT Contract
Sign NTU Dorm BOT Contract
Sign National NCKU Dorm BOT Contract



PHD Revenue has
exceeded 10 billion

PHD Capital has
exceeded 10 billion

2010

2011

Ticker : 2511TT

Capital : NT\$11.95 billion

2012Revenue : NT\$14.65 billion Total Asset : NT\$48billion

台南幫集團 Tainan Group Members

**Uni-
President
1216.tw**

**Prince
H&D
2511.tw**

**Tainan
Spinning
1440.tw**

**PCSC
2912.tw**

**Tainan
Group**

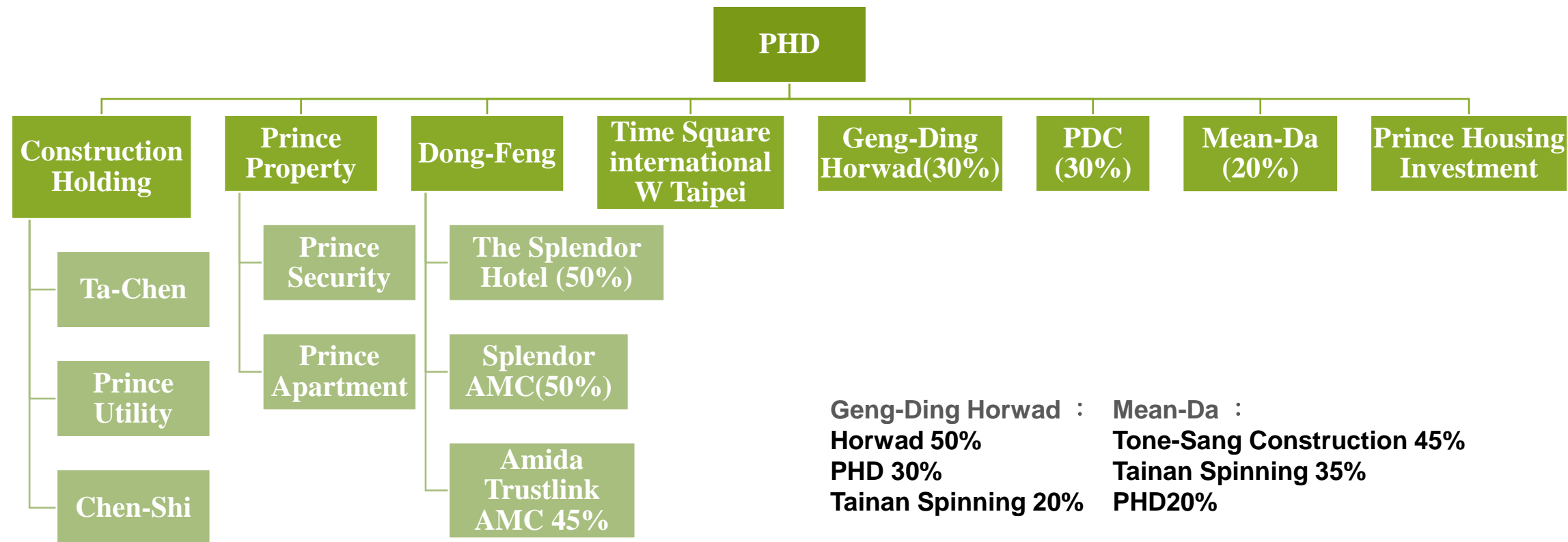
**Universal
Cement
1104.tw**

**SPT
1789.tw**

**Nantex
2108.tw**

**Ton Yi
Industrial
9907.tw**

轉投資事業群營運 Investment Group



轉投資事業群營運 Investment Group

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
- Zenda Suites , Tainan
- W Taipei Hotel

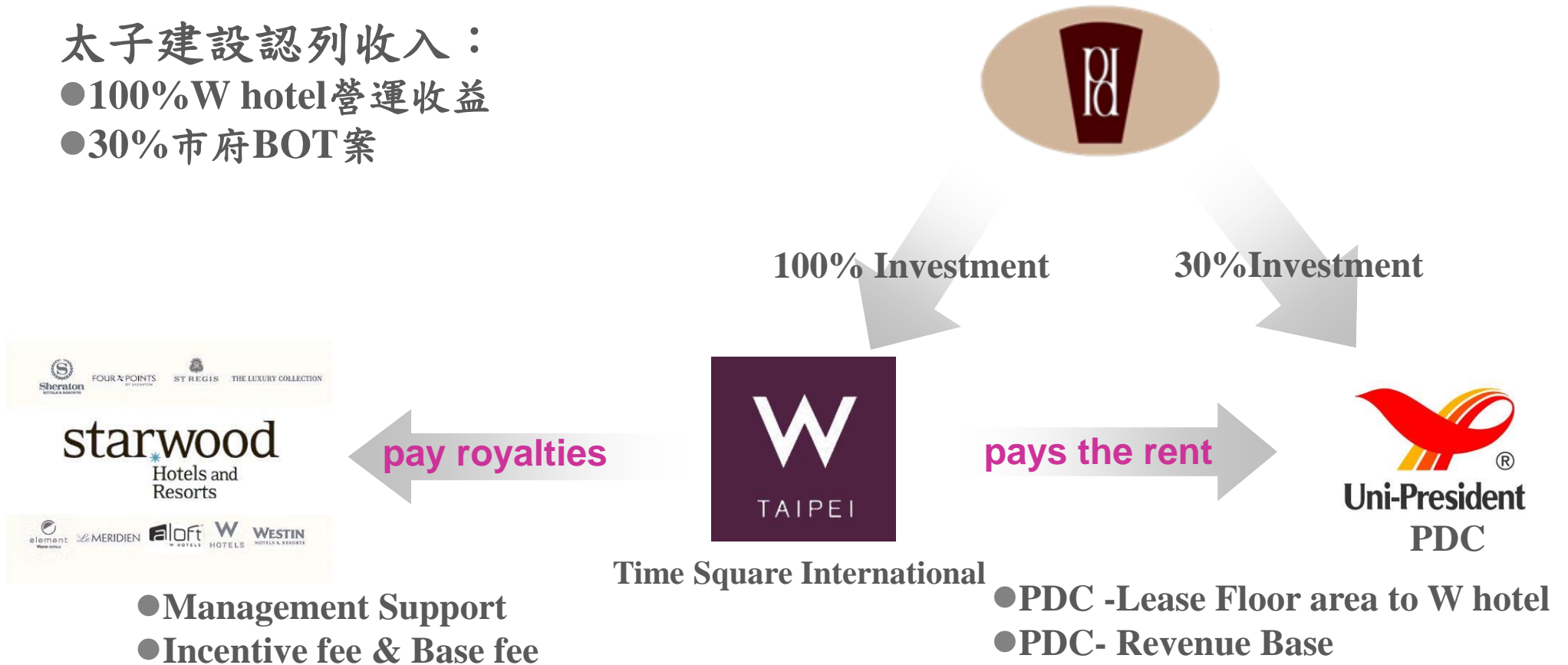
Fixed Incomes & BOT 收益型不動產

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

轉投資事業群營運 Investment Group

太子建設認列收入：

- 100%W hotel營運收益
- 30%市府BOT案



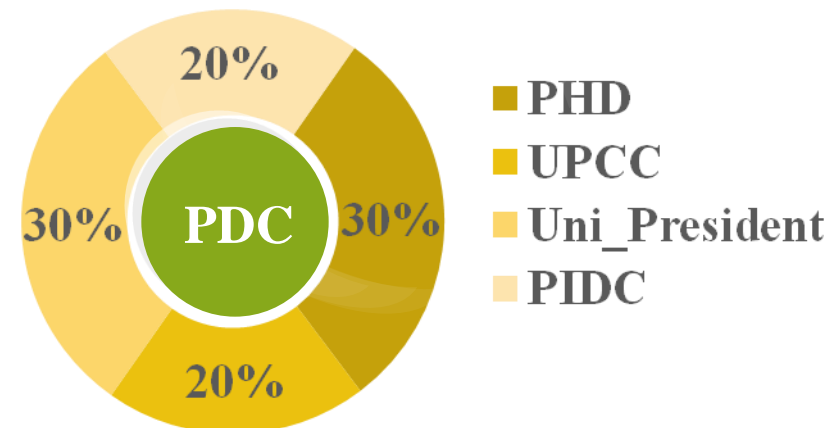
轉投資事業群營運 Investment Group



特許公司SPC：統一開發PDC
特許期Chartered period 50年

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

Investment Rate



Project	Bus Station & Parking Area	Hankyu	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(million)	30	0	100

轉投資事業群營運 Investment Group

BOT Income Properties
NTUBOT、NCKUBOT

Own funds :
NTU 46% \ NCKU 39%

Long Term :
NTU54% \ NCKU61%

Estimated Net income

Revenue

NTU 0.37billion
NCKU 0.13billion

Operating Expenses

NTU 0.28billion
NCKU 0.06billion

Net Income

NTU 0.09billion
NCKU 0.07billion

0.5billion

-

0.34billion

=

0.16billion



2005

Mar. NTU sign
May. NCKU sign

2008

Sep. Opearting

Chartered period :

NTU47Y

NCKU35Y(Living Plaza & Hotel50Y)

營收暨財務狀況 Financial Statements

Residential Project Area

Taipei Branch

(Taipei City\New Taipei City\Taoyuan County)

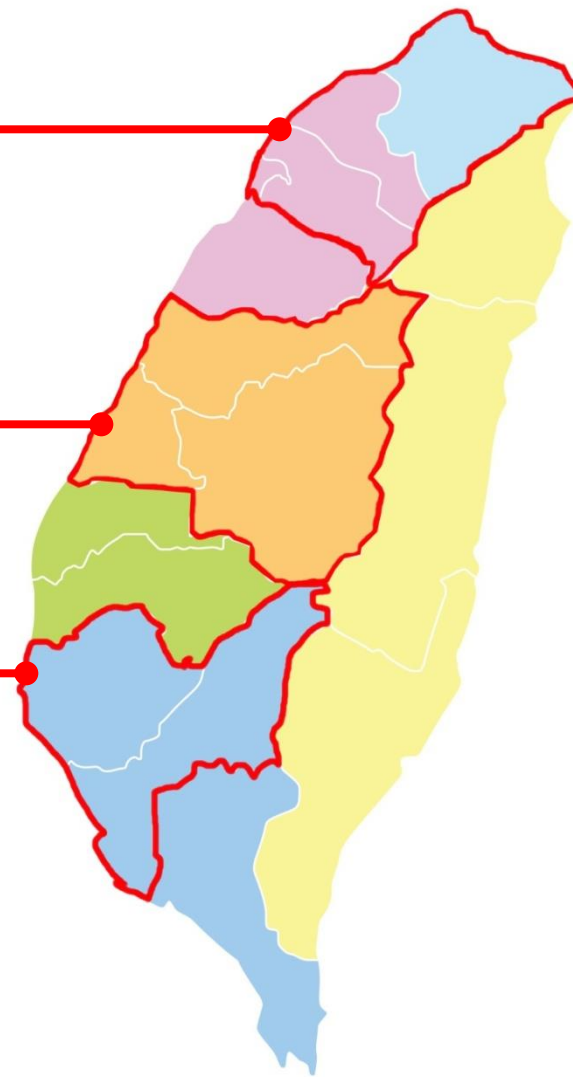
(Hsinchu City\Hsinchu County)

Taichung Branch

(Taichung City\Changhwa City\Nantou County)

Tainan Branch

(Tainan City\Kaohsiung City)



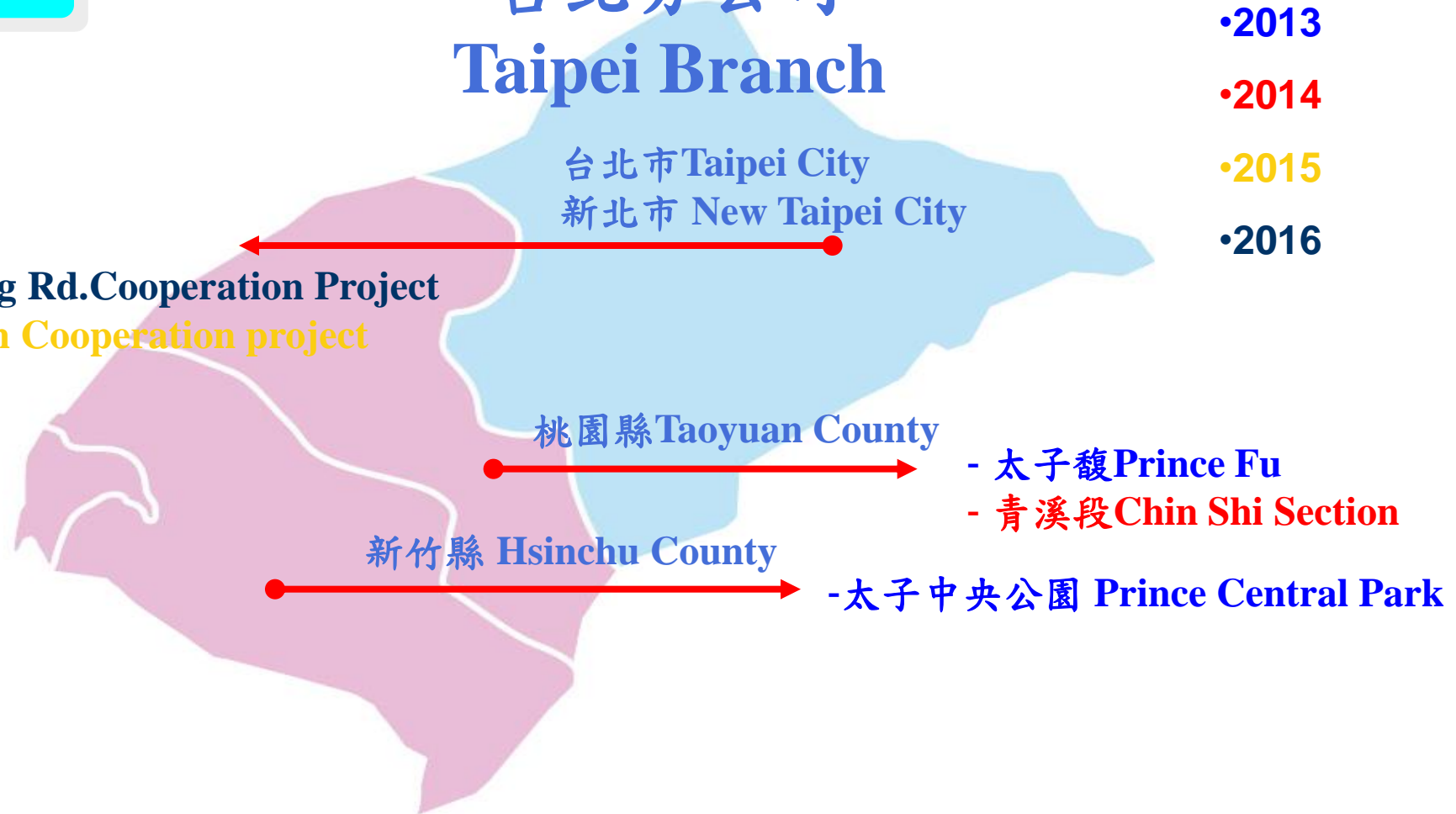
營收暨財務狀況 Financial Statements

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

台北分公司 Taipei Branch

- 2013
- 2014
- 2015
- 2016



營收暨財務狀況 Financial Statements

Residential Project Area

台中分公司 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



營收暨財務狀況 Financial Statements

Residential Project Area

台南分公司 Tainan Branch

- 花博館三期 Prince Flora III
- 興華路案-A基地 Shin Hua Rd. Section-Base A
- 興華路案-B基地 Shin Hua Rd. Section-Base B
- 太子雲端 Prince Cloud\仁和段1335 Ren He Section 1335
- 金華段 136.136-1 Chin Hua Section 136.136-1
- 裕民段681-1地號

台南市 Tainan City

高雄市 Kaohsiung

- 太子花漾 Prince Blooming
- 金義興重劃-C區 Jin Yi Xing Section
- 金義興重劃-B區 Jin Yi Xing Section
- 金義興重劃-D區 Jin Yi Xing Section
- 金義興重劃-E區 Jin Yi Xing Section
- 金義興重劃-A區 Jin Yi Xing Section

•2013

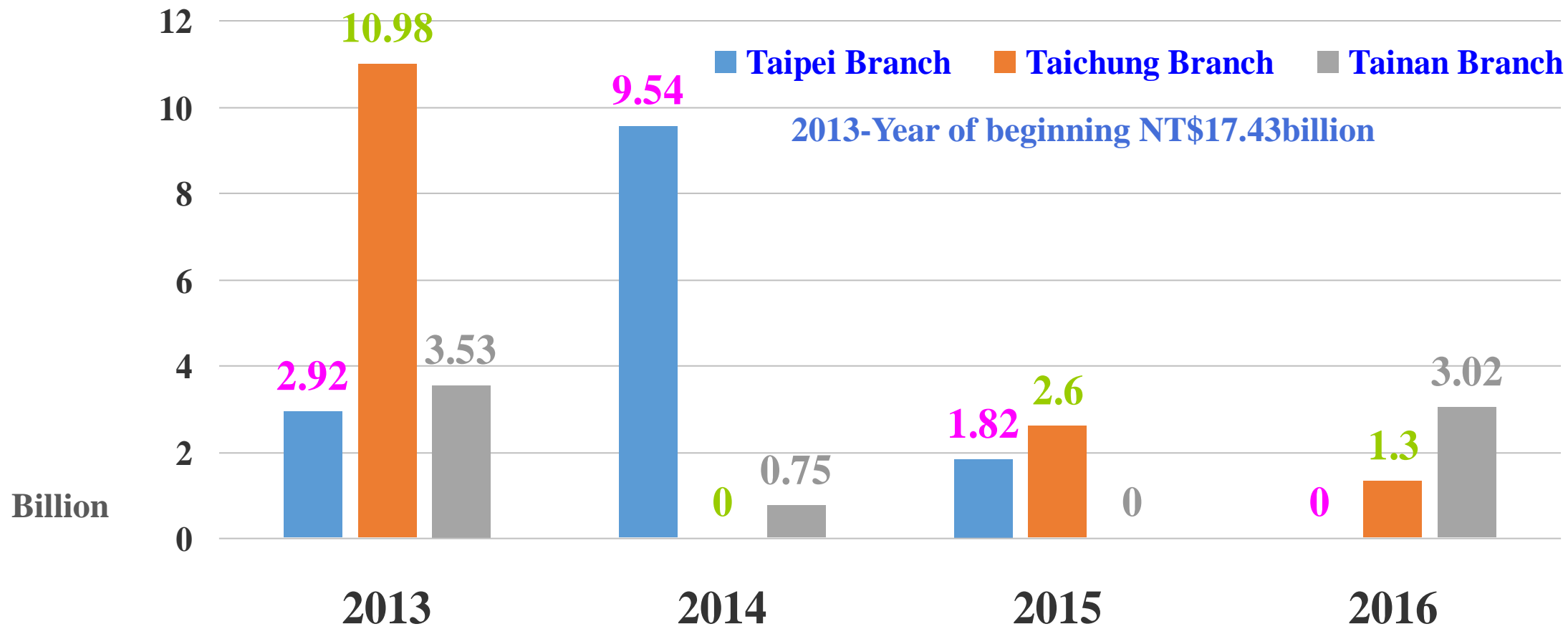
•2014

•2015

•2016

•2017

營收暨財務狀況 Financial Statements

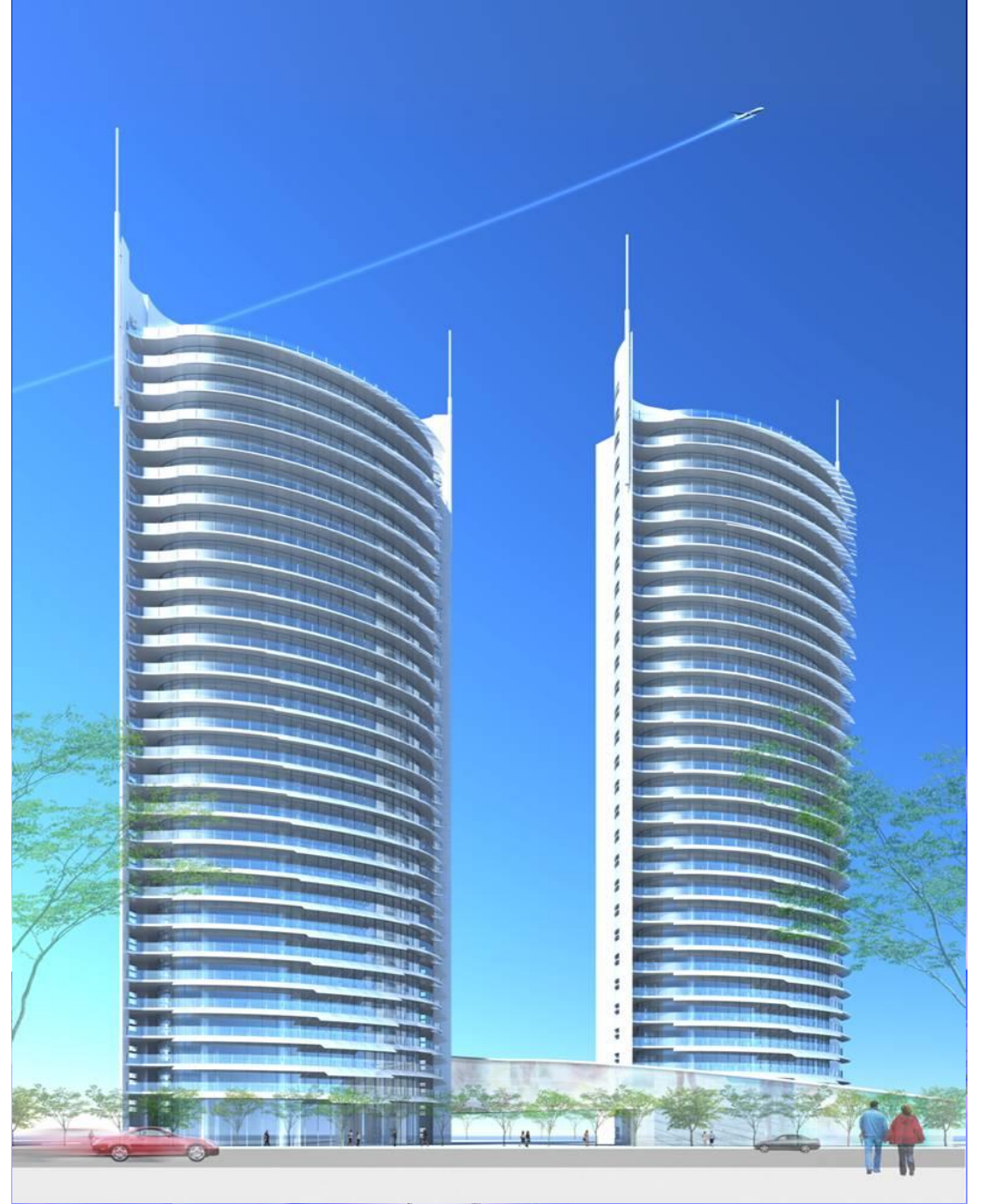














Prince Housing & Development Corp.

營收暨財務狀況 Financial Statements

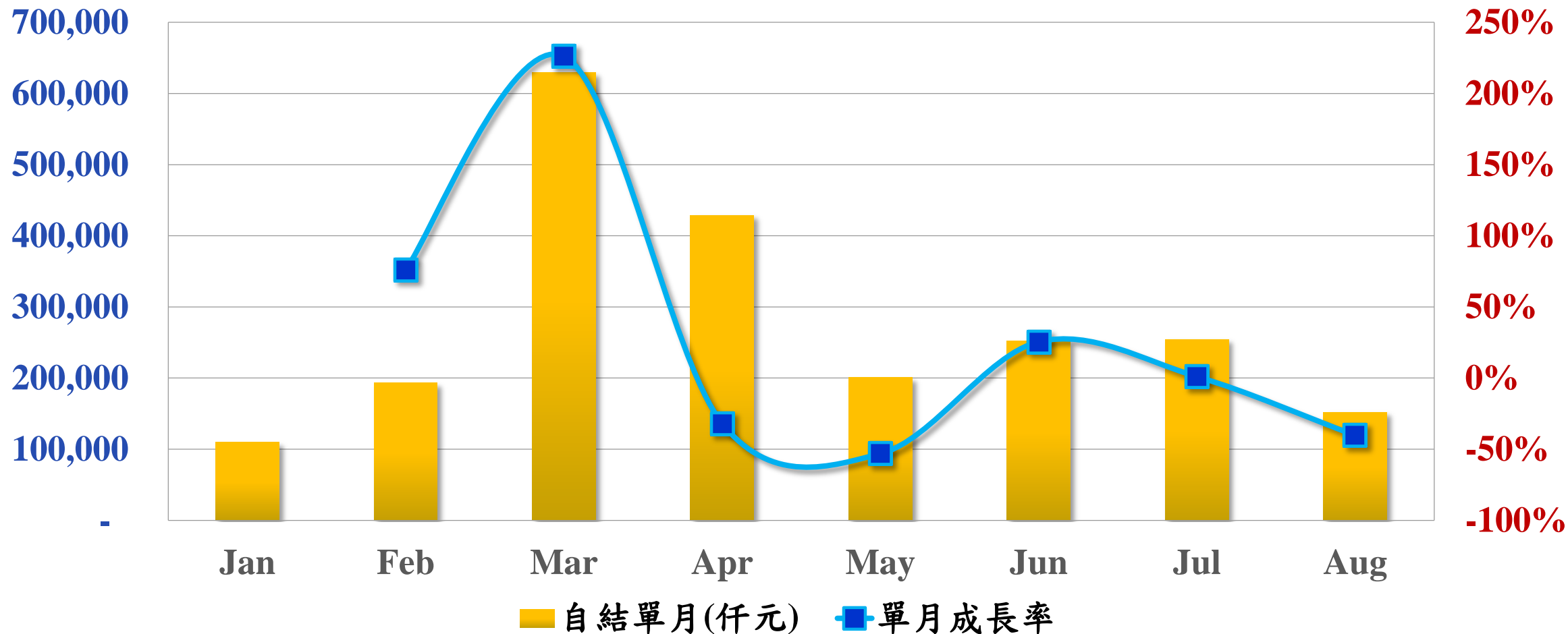
項目	2010		2011		2012		2013Q2	
	億元	%	億元	%	億元	%	億元	%
在建工程	66.81	15	101.97	20	29.54	6	29.77	6
營建用地	94.40	21	134.95	26	101.53	21	87.04	18
待出售房地	12.46	3	7.81	2	16.77	3	9.45	2
預付土地款	21.34	5	5.80	1	1.62	0	12.38	3
其他	7.03	2	3.39	1	5.76	1	12.01	3
存貨小計	202.04	46	253.92	50	155.22	32	150.64	32
現金及其他流動資產	40.82	9	42.10	8	99.75	21	80.94	17
基金及投資	38.70	9	49.55	10	59.57	12	60.21	13
總資產	439.23	100	512.22	100	484.25	100	477.76	100
金融機構借款	217.17	49	251.53	49	222.62	46	212.51	44
客戶預收款	42.52	10	58.51	11	23.31	5	28.30	6
總負債	304.82	69	356.63	70	310.91	64	311.93	65
股東權益	134.41	31	155.59	30	173.33	36	165.83	35
負債比率	69.40%		69.62%		64.20%		65.29%	

營收暨財務狀況 Financial Statements

項目	2010		2011		2012		2013Q2	
	億元	%	億元	%	億元	%	億元	%
營業收入	147.48	100	145.90	100	146.57	100	27.51	100
營業成本	(102.71)	(70)	(96.16)	(66)	(99.84)	(68)	(19.47)	(71)
營業毛利	44.77	30	49.74	34	46.73	32	8.04	29
營業費用	(20.56)	(14)	(23.96)	(16)	(27.84)	(19)	(7.51)	(27)
營業淨利	24.21	16	25.78	18	18.89	13	0.52	2
稅前淨利	21.01	14	22.64	15	18.19	12	0.07	-
稅後淨利	20.70	14	22.44	15	17.76	12	(1.12)	(4)
稅後每股盈餘(元)	2.02		2.2		1.54		0.02	
每股淨值(元)	13.49		14.33		14.51		13.98	
股東權益報酬率	15.40%		14.42%		10.25%		0.69%	

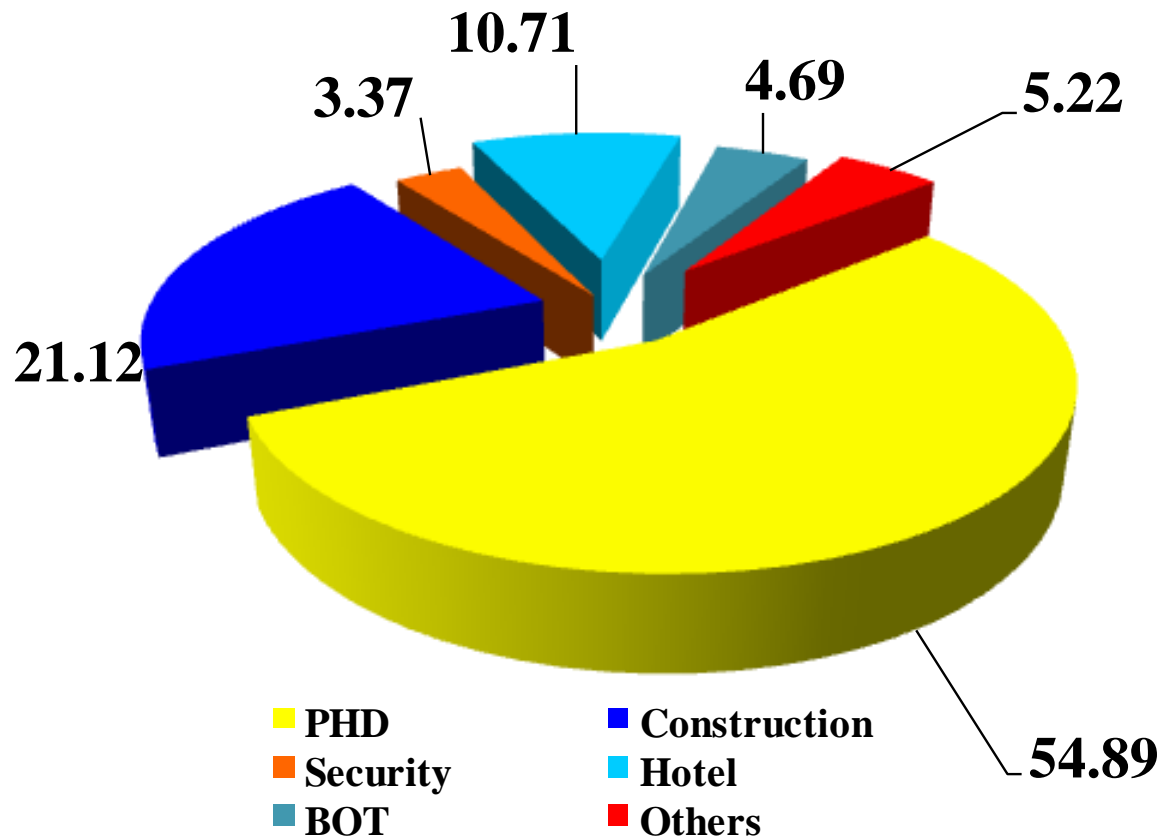
營收暨財務狀況 Financial Statements

2013單月營收變化

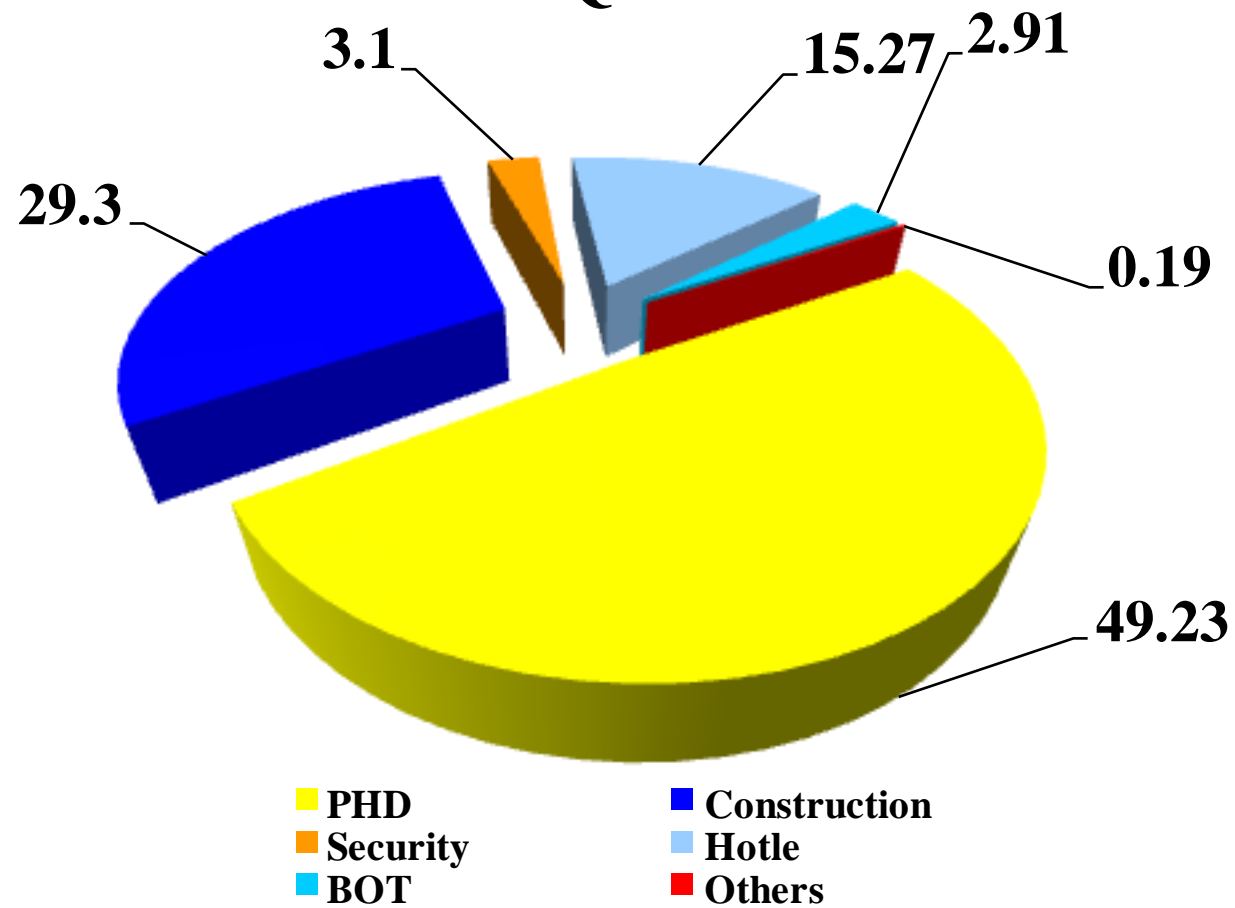


營收暨財務狀況 Financial Statements

2011Y4Q Revenue

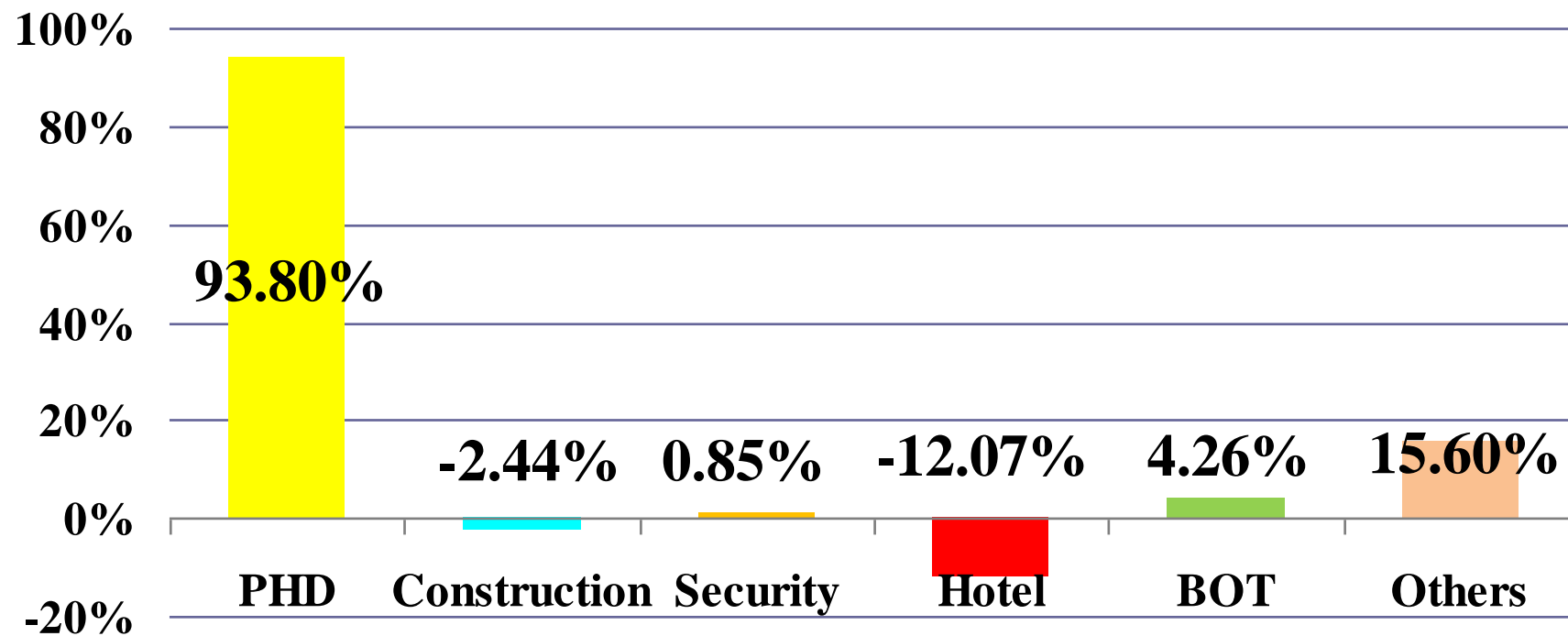


2012Y 4Q Revenue



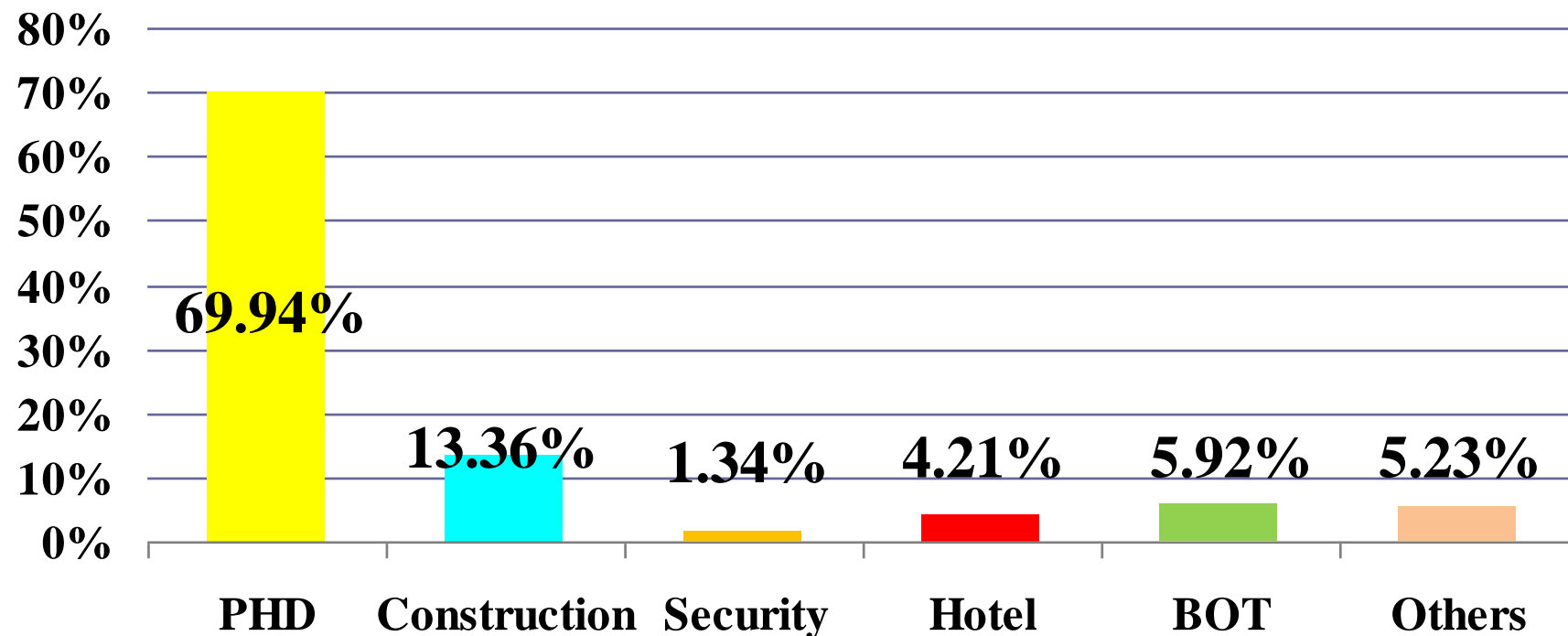
營收暨財務狀況 Financial Statements

2011Y Income before income tax



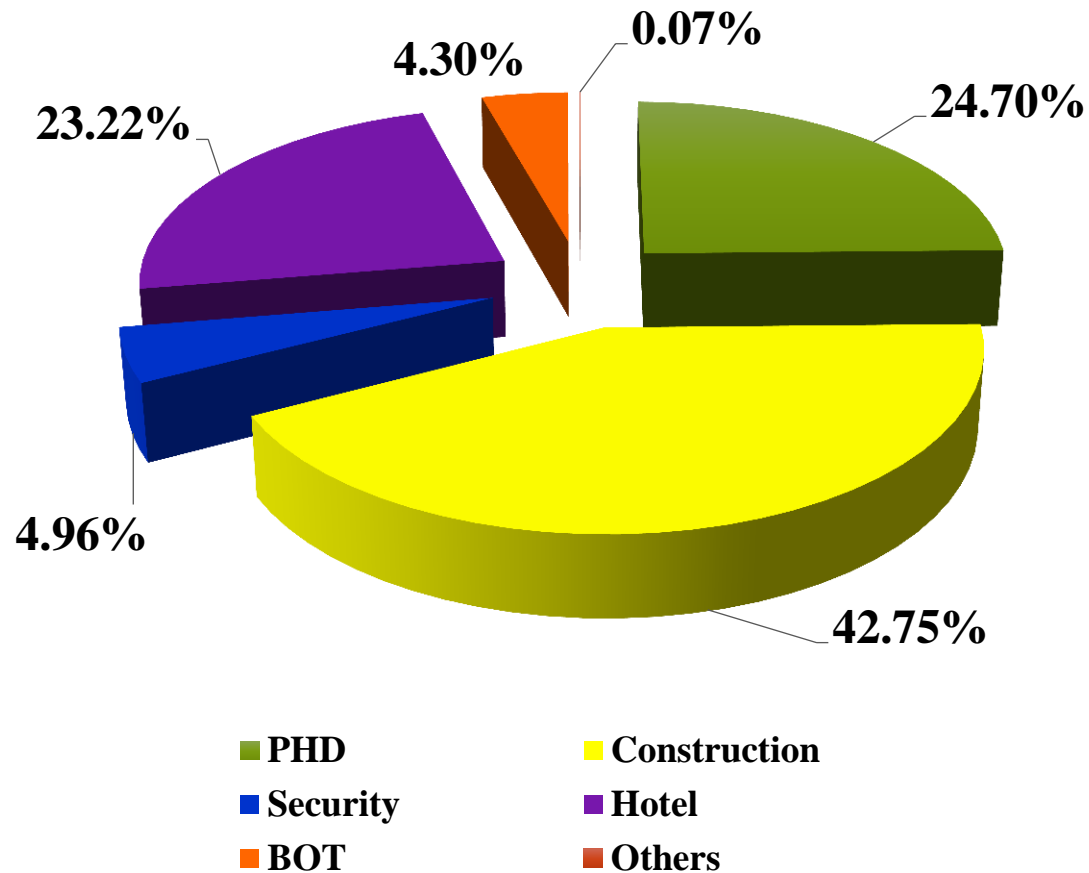
營收暨財務狀況 Financial Statements

2012Y Income before income tax



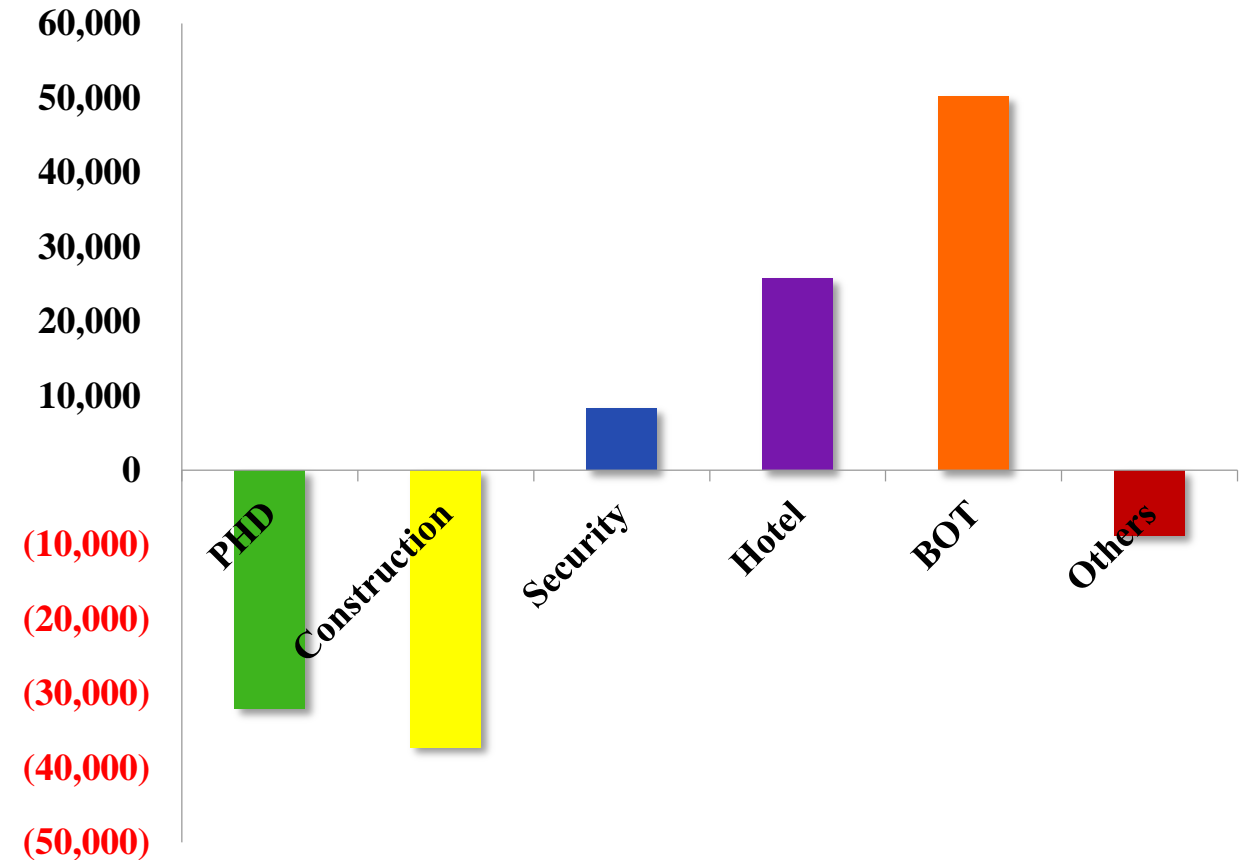
營收暨財務狀況 Financial Statements

2013Y 2Q Revenue



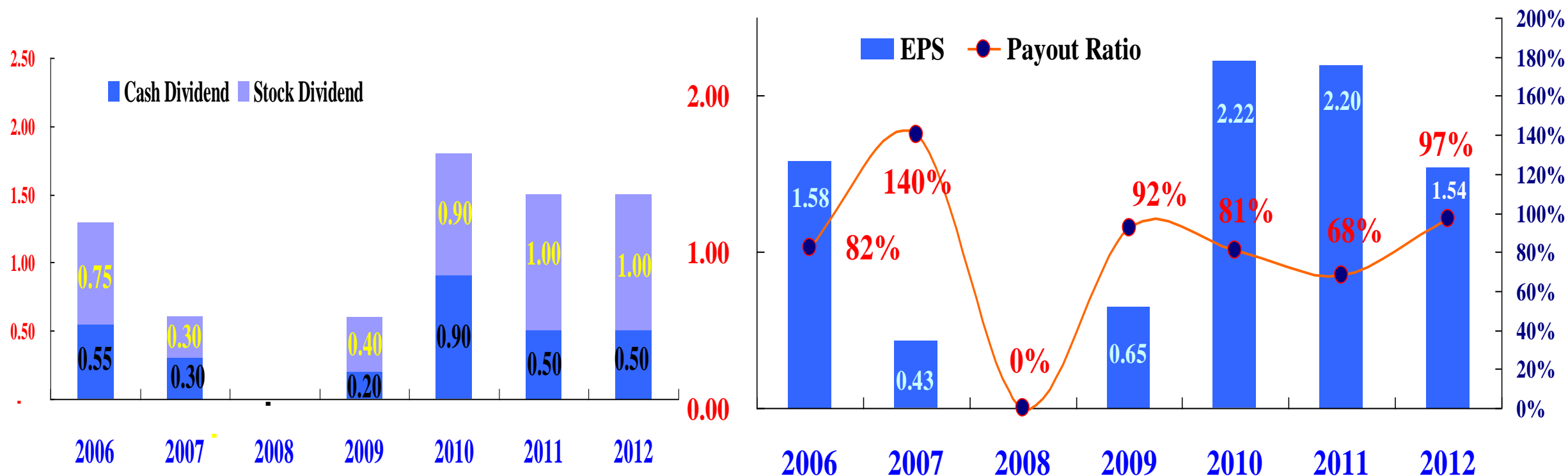
2013Y 2Q Income before income tax

(Thousand)



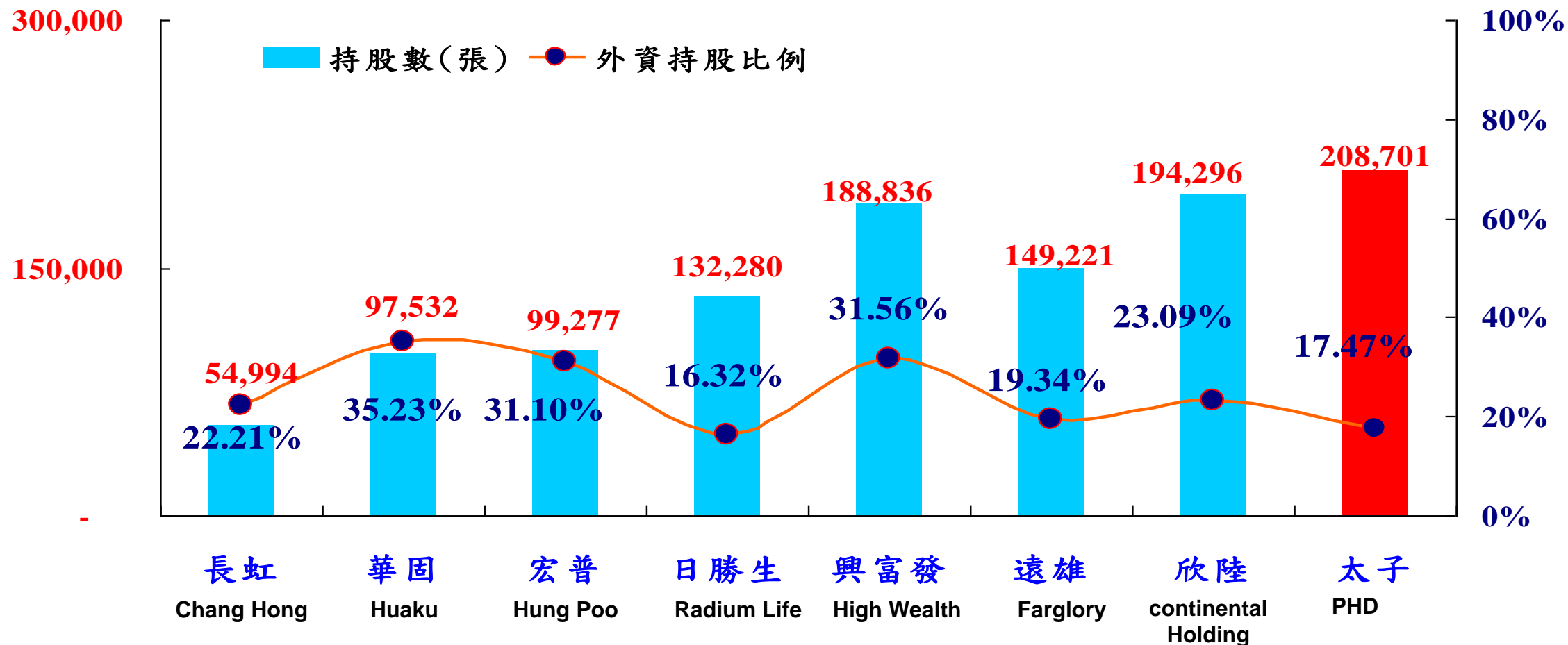
營收暨財務狀況 Financial Statements

Dividend Policy

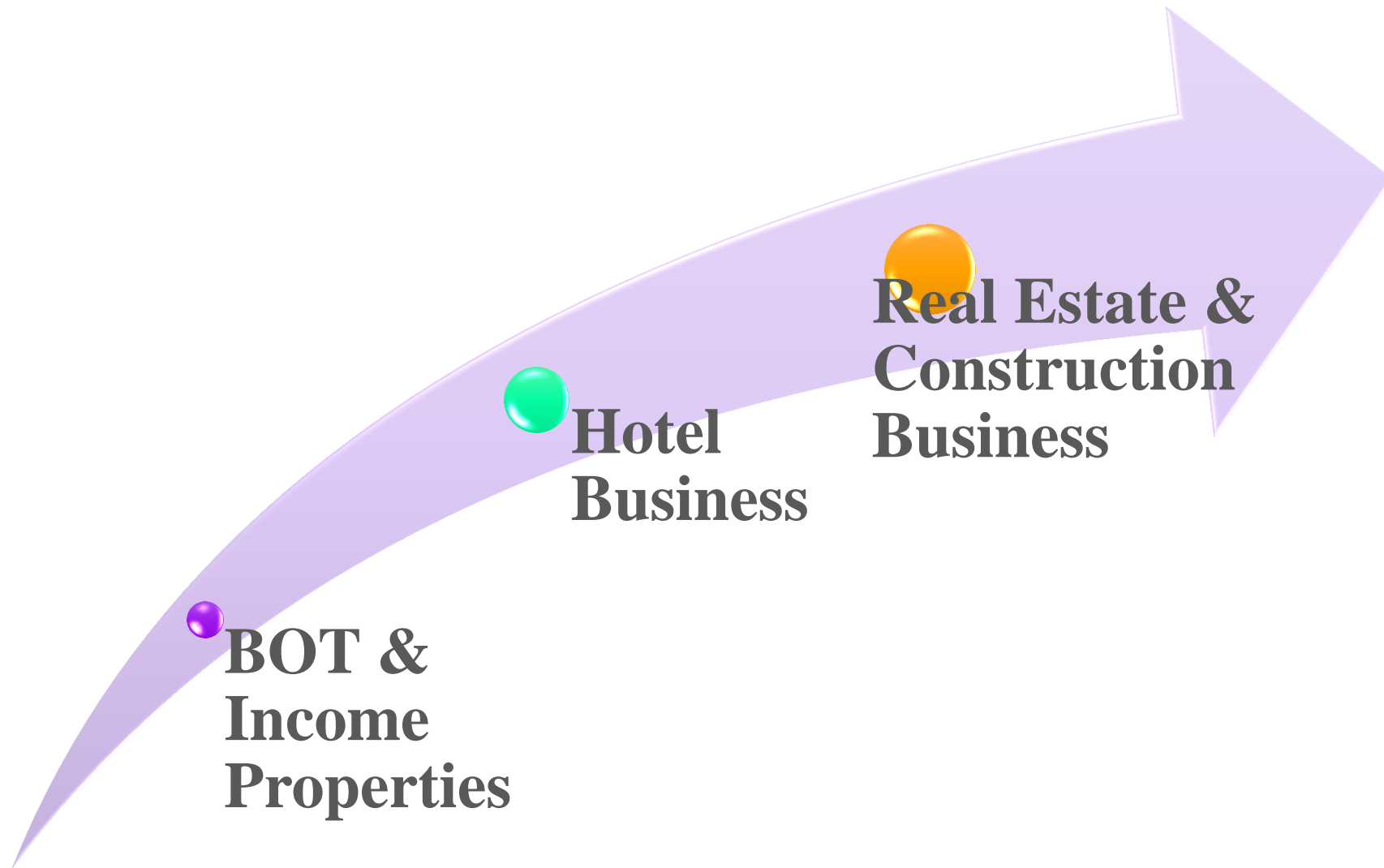


營收暨財務狀況 Financial Statements

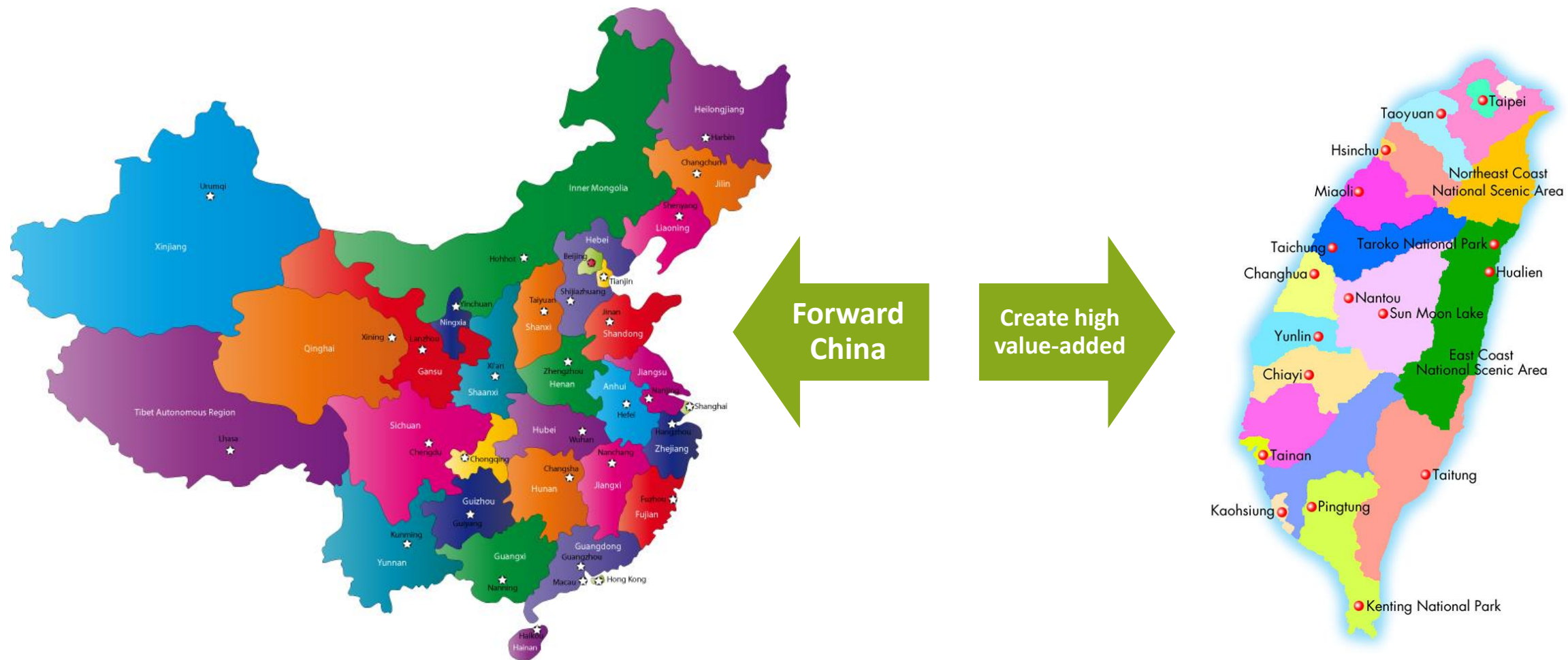
QFII Shareholding Status



未來營運方針 Future Strategy



未來營運方針 Future Strategy

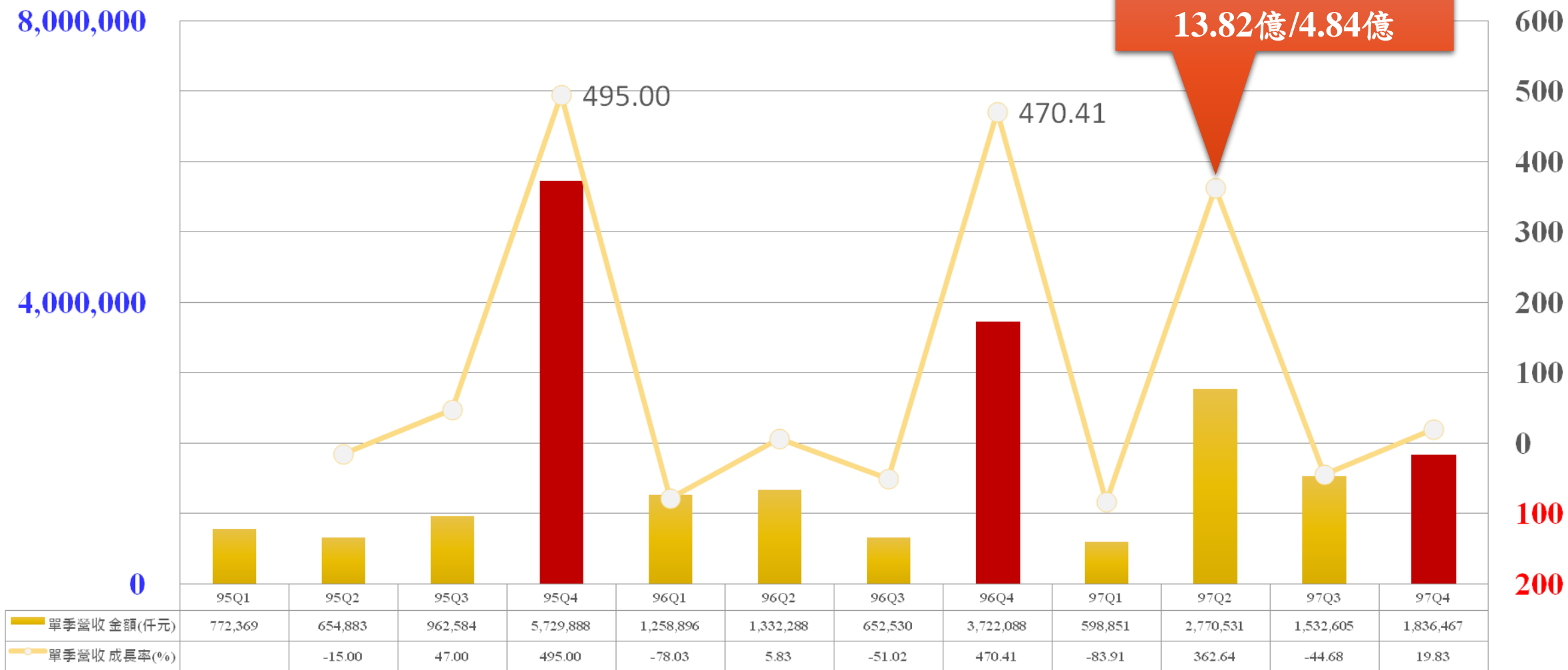


未來營運方針 Future Strategy

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

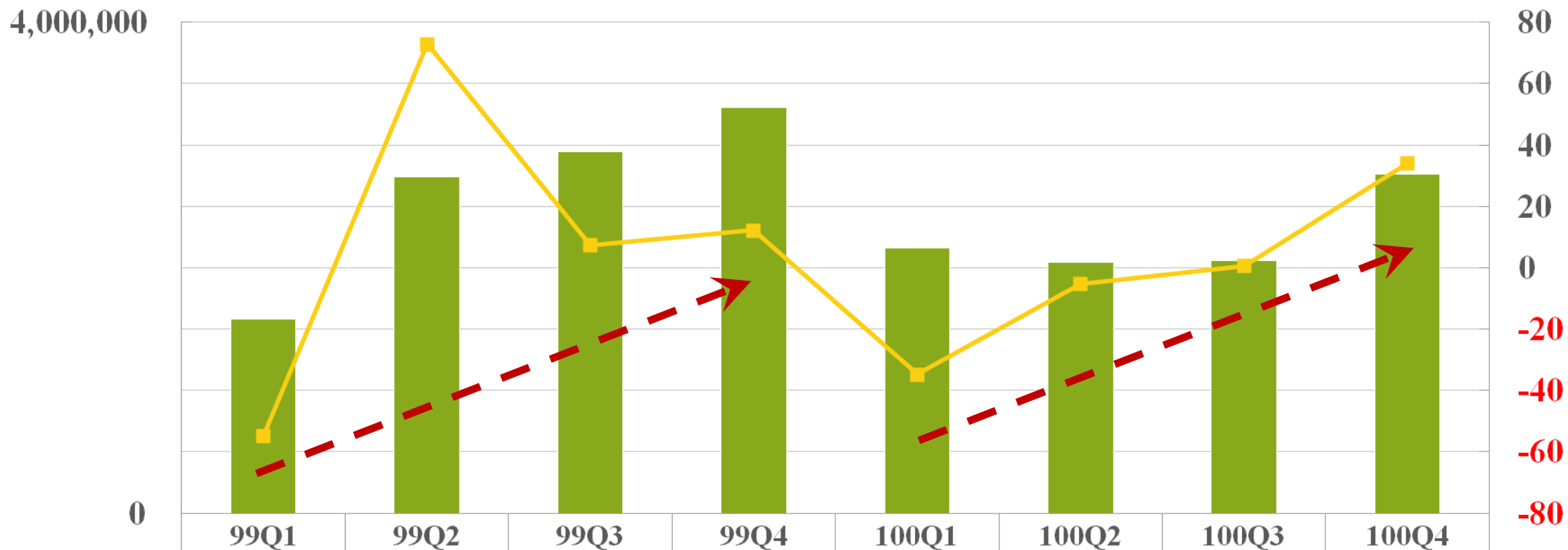


Complete Contract Method 95~97



出售台中惠民段
13.82億/4.84億

Percentage Of Completion Method 99~100



■ 單季營收 金額(仟元)

■ 單季營收 成長率(%)

99Q1

99Q2

99Q3

99Q4

100Q1

100Q2

100Q3

100Q4

1,585,120

2,741,143

2,942,117

3,301,422

2,157,767

2,046,455

2,058,970

2,759,913

-54.77

72.93

7.33

12.21

-34.64

-5.16

0.61

34.04





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Thank you for your support



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