

3Q 2013 Operating Briefing



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

2511TT

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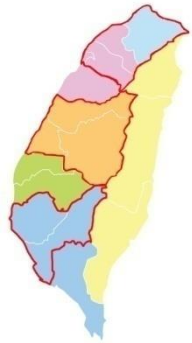
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公司營運狀況 Company Overview



1973 Tainan/Taipei
1978 Taichung
1979 Kaohsiung



1973

1991

1997

2004

2010

2011

Founded in Taiwan
Capital NT\$150million

Go Public in Taiwan
Stock Market

Invested in Hotel
Business

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

PHD Revenue
exceeded NTD 10 B

PHD Capital
exceeded NTD 10 B



Ticker : 2511TT

2012 Revenue : NTD14.65 billion

Capital : NTD11.95 billion

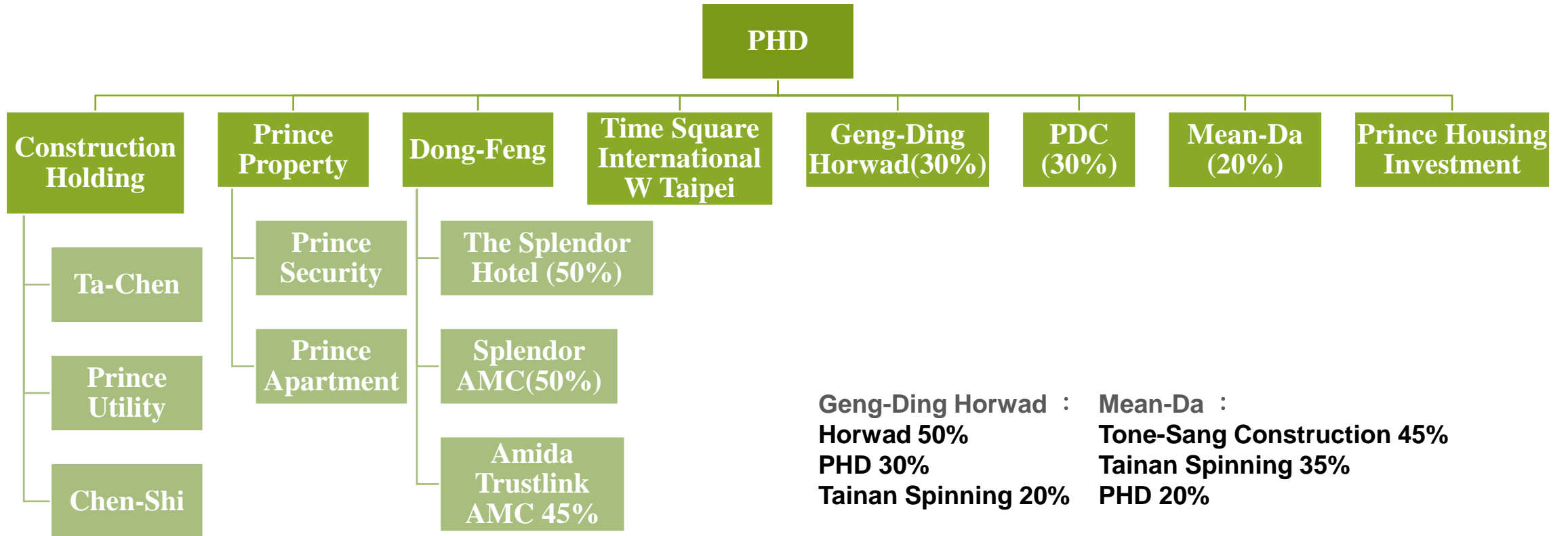
Total Asset : NTD48 billion



台南幫集團 Tainan Group Members



轉投資事業群營運 Investment Subsidiaries



轉投資事業群營 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

Fixed Incomes & BOT 收益型不動產

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

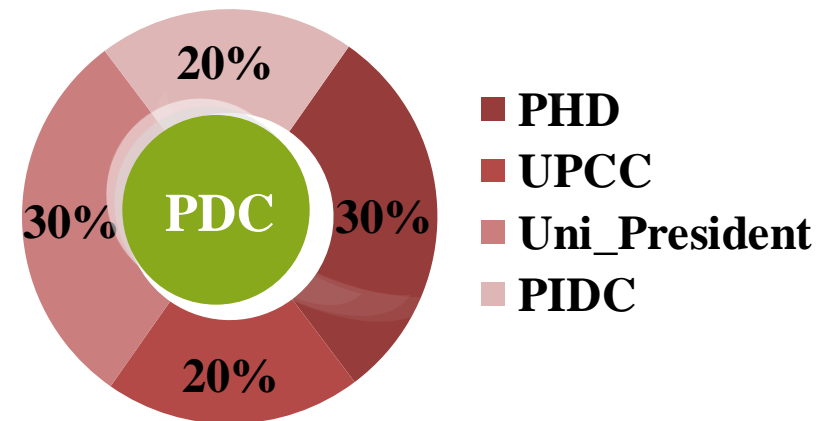
轉投資事業群營運 Investment Subsidiaries



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 144,037 M²

Ownership %

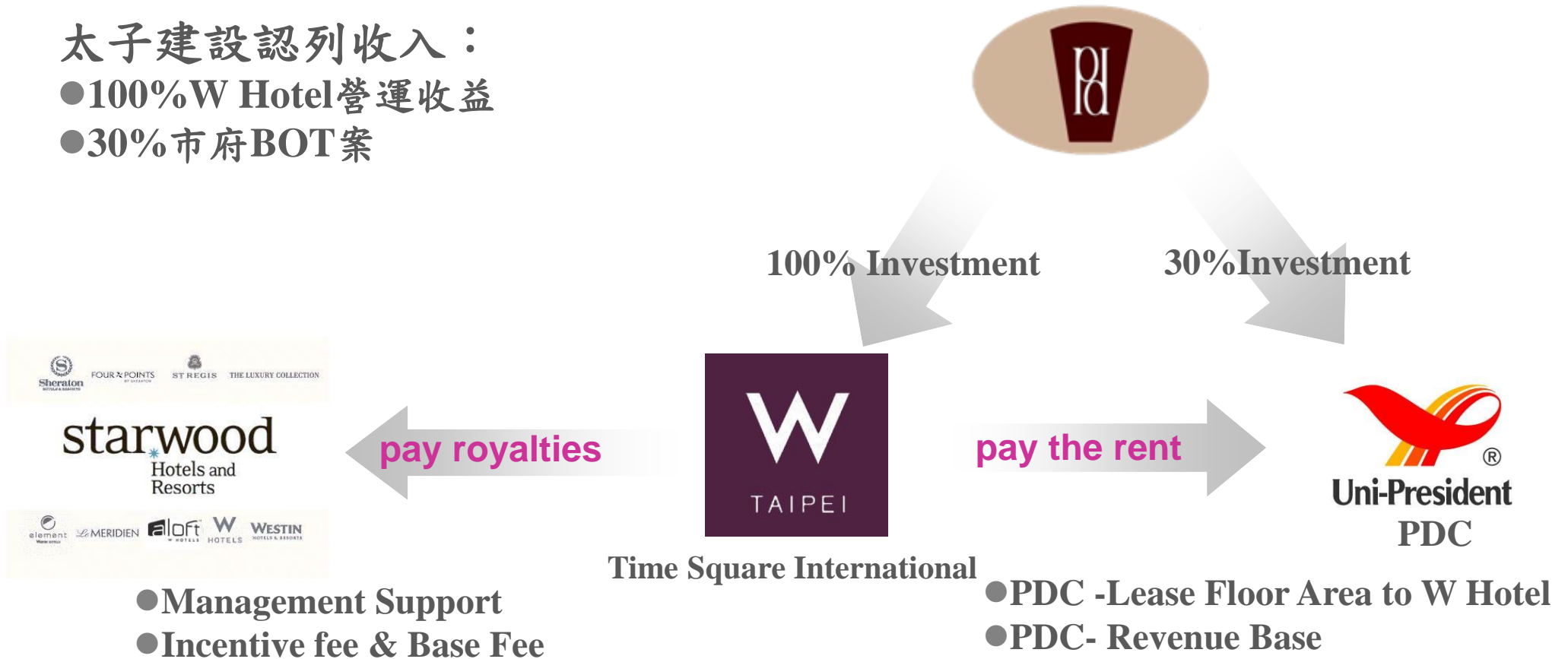


Project	Bus Station & Parking Area	Hankyu Department Store	W Taipei Hotel
Floor	1F & B4~B5	B2~7F	8F~31F
Operation mode	Operating	Rent out	Rent out
Proprietor	PDC	PDSC	Time Square International
Ownership	30%	0%	100%
Estimated Revenue(million)	30	0	100

轉投資事業群營運 Investment Subsidiaries

太子建設認列收入：

- 100%W Hotel營運收益
- 30%市府BOT案

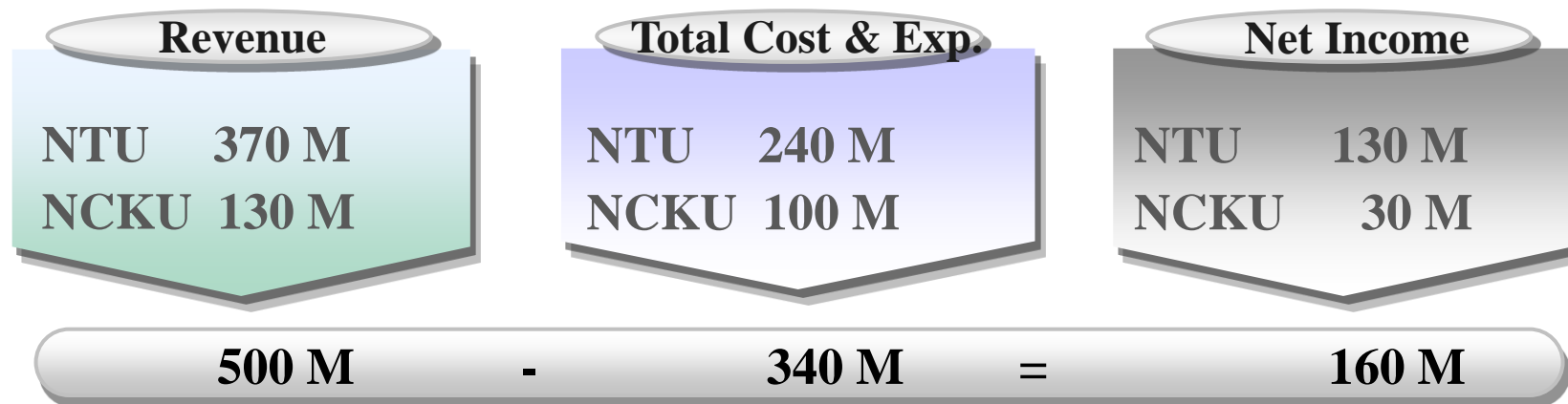


轉投資事業群營運 Investment Subsidiaries

BOT Income Properties
NTUBOT · NCKUBOT

	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)

營收暨財務狀況 Financial Data

Residential Project Area

Taipei Branch

(Taipei City\New Taipei City\Taoyuan County)

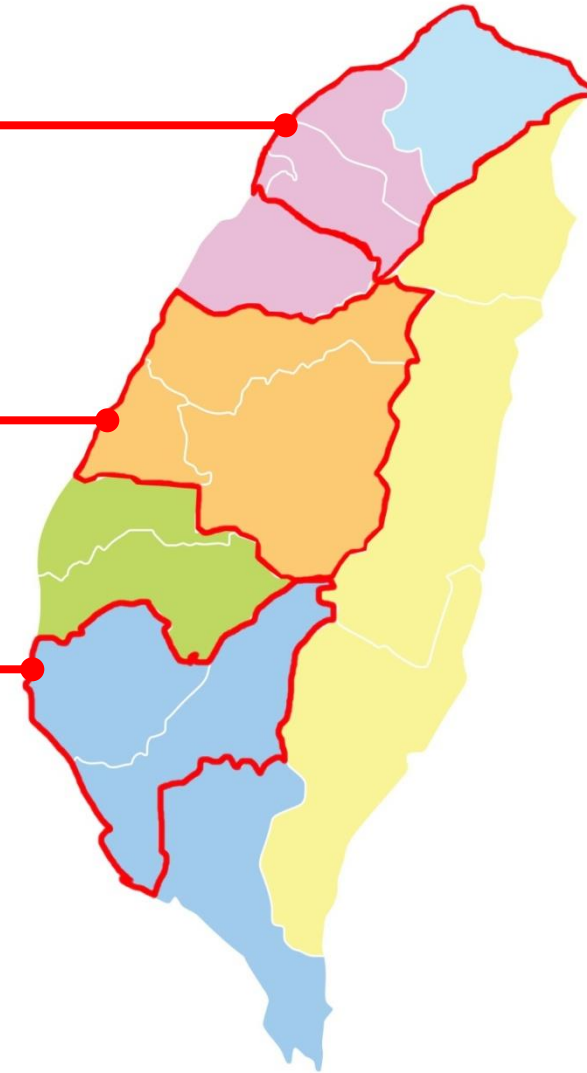
(Hsinchu City\Hsinchu County)

Taichung Branch

(Taichung City\Changhwa City\Nantou County)

Tainan Branch

(Tainan City\Kaohsiung City)



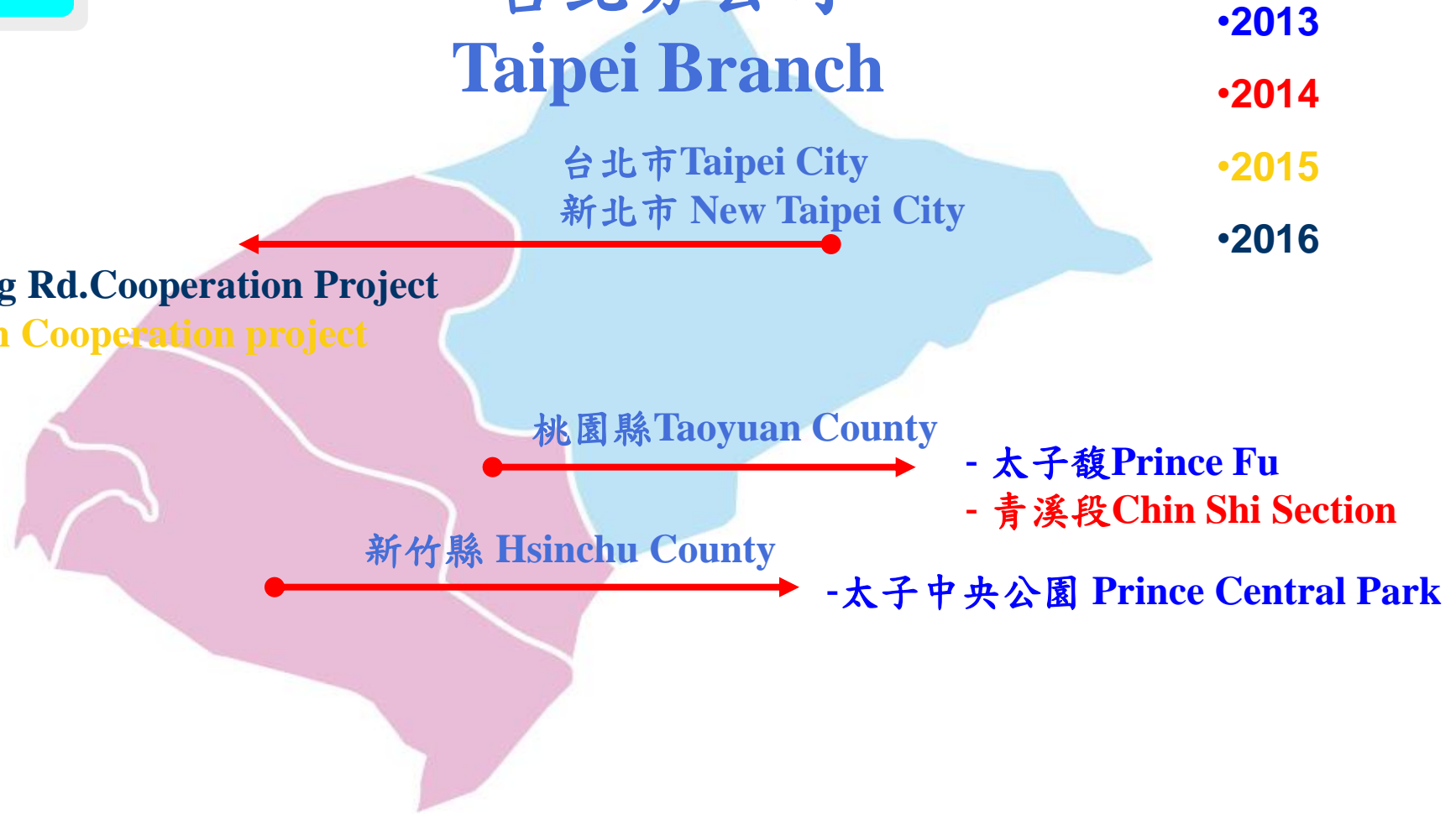
營收暨財務狀況 Financial Data

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

台北分公司 Taipei Branch

- 2013
- 2014
- 2015
- 2016



營收暨財務狀況 Financial Data

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 Data

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

•2013

•2014

•2015

•2016

•2017

- 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

營收暨財務狀況 Financial Data



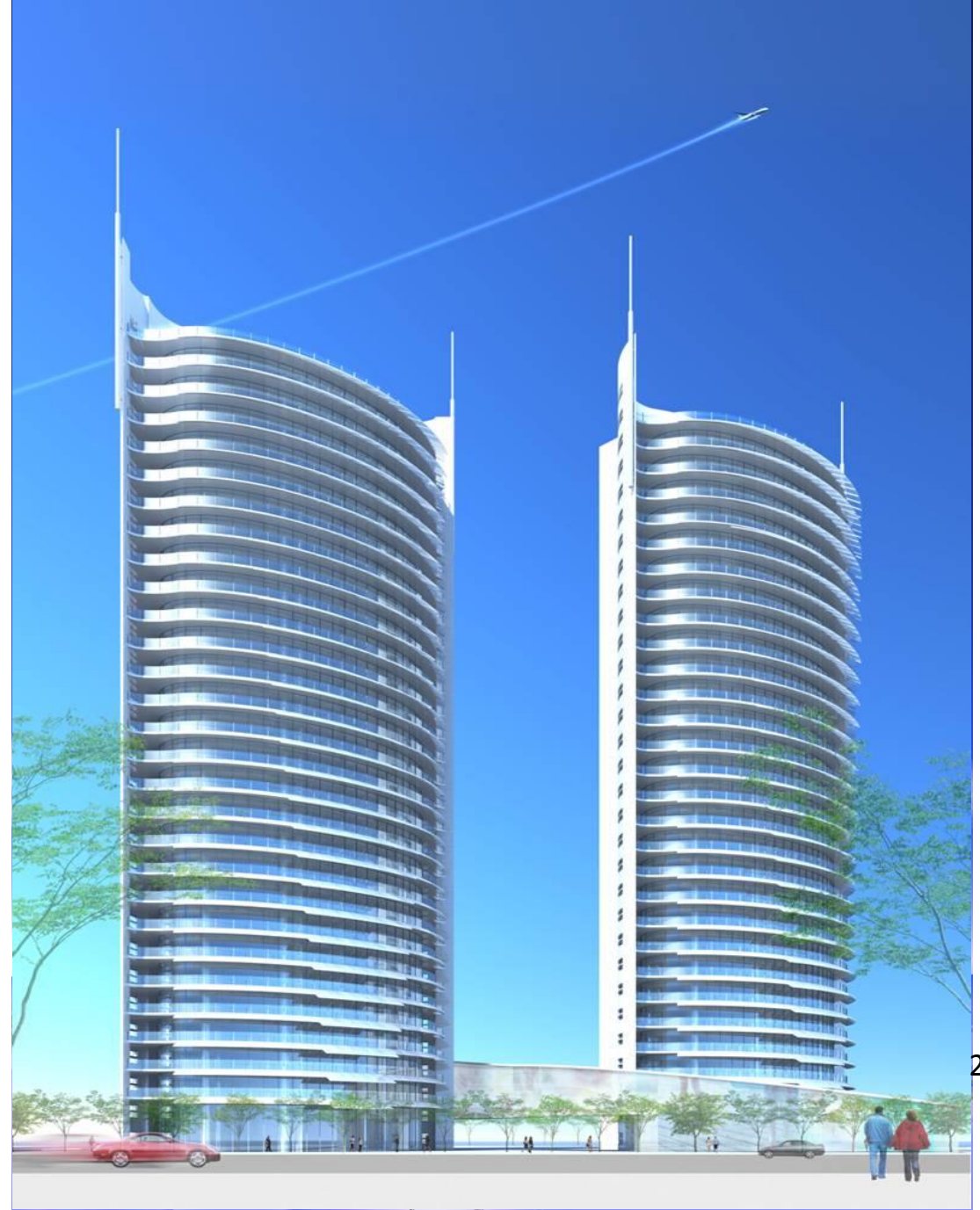
Project Perspective













營收暨財務狀況 Financial Data

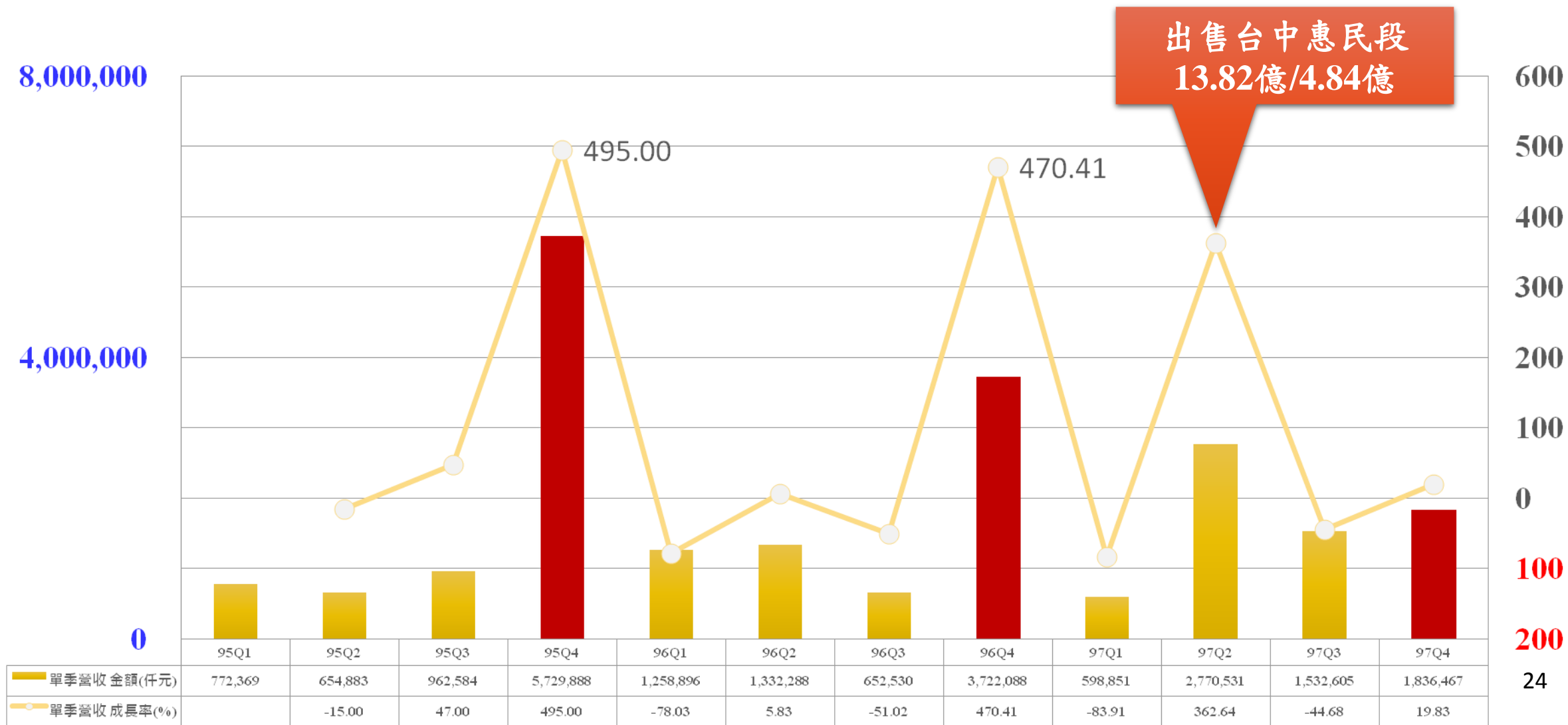
項目	2010		2011		2012		2013Q3	
	億元	%	億元	%	億元	%	億元	%
在建工程	66.81	15	101.97	20	29.54	6	41.61	8
營建用地	94.40	21	134.95	26	101.53	21	86.68	18
待出售房地	12.46	3	7.81	2	16.77	3	6.46	1
預付土地款	21.34	5	5.80	1	1.62	0	25.92	5
其他	7.03	2	3.39	1	5.76	1	11.26	2
存貨小計	202.04	46	253.92	50	155.22	32	171.93	34
現金及其他流動資產	40.82	9	42.10	8	99.75	21	86.25	17
基金及投資	38.70	9	49.55	10	59.57	12	63.58	13
總資產	439.23	100	512.22	100	484.25	100	506.57	100
金融機構借款	217.17	49	251.53	49	222.62	46	230.27	45
客戶預收款	42.52	10	58.51	11	23.31	5	36.87	7
總負債	304.82	69	356.63	70	310.91	64	338.18	67
股東權益	134.41	31	155.59	30	173.33	36	168.39	33
負債比率	69.40%		69.62%		64.20%		66.76%	

營收暨財務狀況 Financial Data

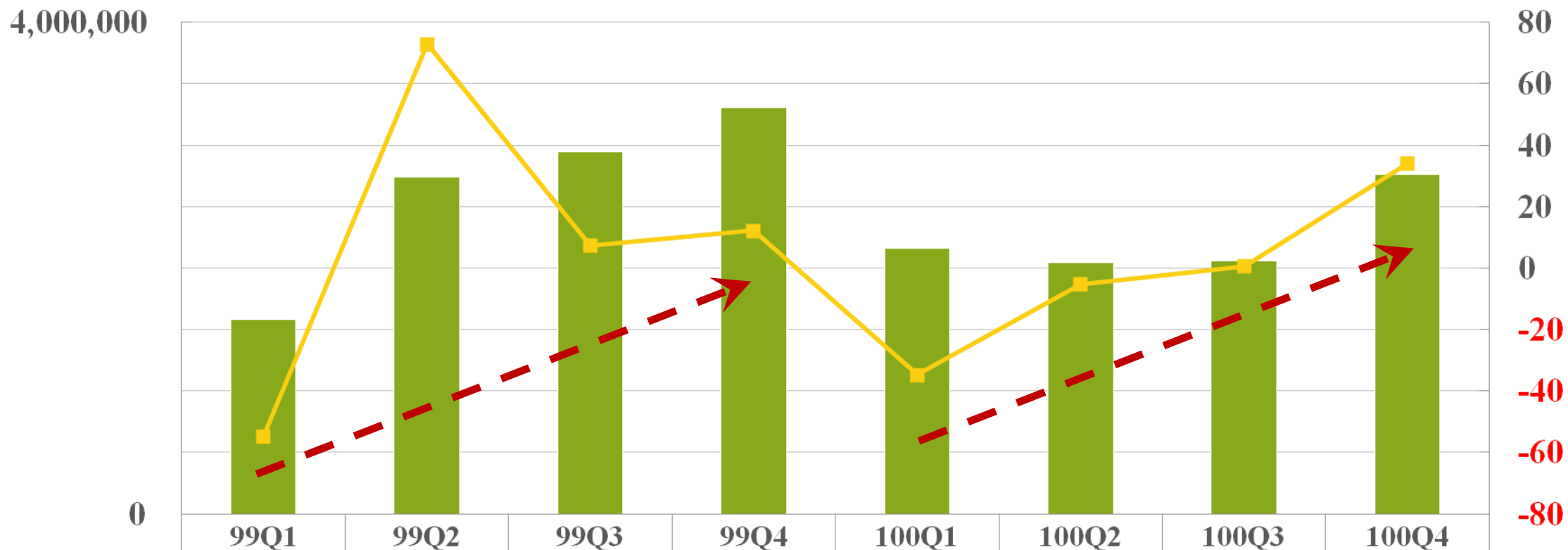
項目	2010		2011		2012		2013Q3	
	億元	%	億元	%	億元	%	億元	%
營業收入	147.48	100	145.90	100	146.57	100	77.62	100
營業成本	(102.71)	(70)	(96.16)	(66)	(99.84)	(68)	(52.20)	(67)
營業毛利	44.77	30	49.74	34	46.73	32	25.42	33
營業費用	(20.56)	(14)	(23.96)	(16)	(27.84)	(19)	(20.31)	(26)
營業淨利	24.21	16	25.78	18	18.89	13	5.11	7
稅前淨利	21.01	14	22.64	15	18.19	12	(0.77)	(1)
稅後淨利	20.70	14	22.44	15	17.76	12	(0.67)	(1)
稅後每股盈餘(元)	2.02		2.2		1.54		(0.04)	
每股淨值(元)	13.49		14.33		14.51		12.82	
股東權益報酬率	15.40%		14.42%		10.25%		0%	

註：2013開始適用IFRSs

Complete Contract Method 2006-2008



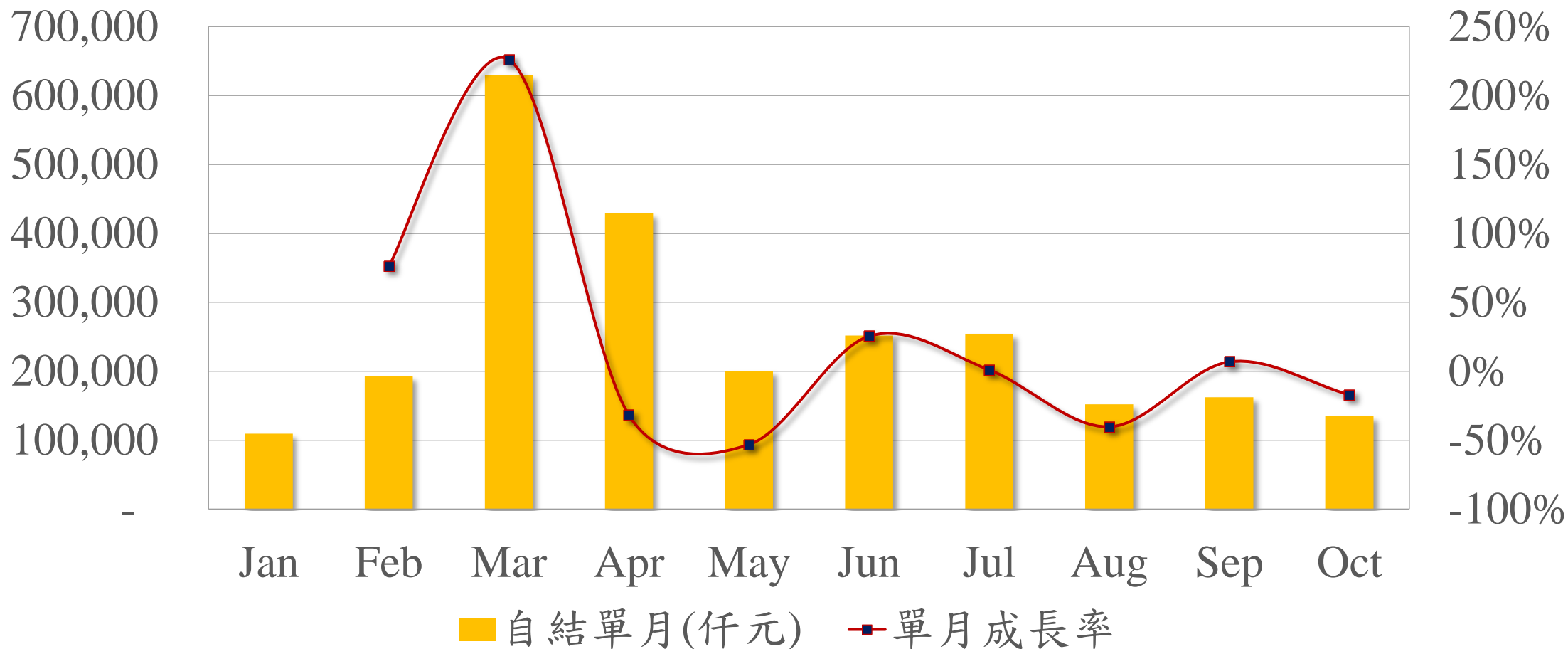
Percentage Of Completion Method 2010~2011



	99Q1	99Q2	99Q3	99Q4	100Q1	100Q2	100Q3	100Q4
■ 單季營收 金額(仟元)	1,585,120	2,741,143	2,942,117	3,301,422	2,157,767	2,046,455	2,058,970	2,759,913
■ 單季營收 成長率(%)	-54.77	72.93	7.33	12.21	-34.64	-5.16	0.61	34.04

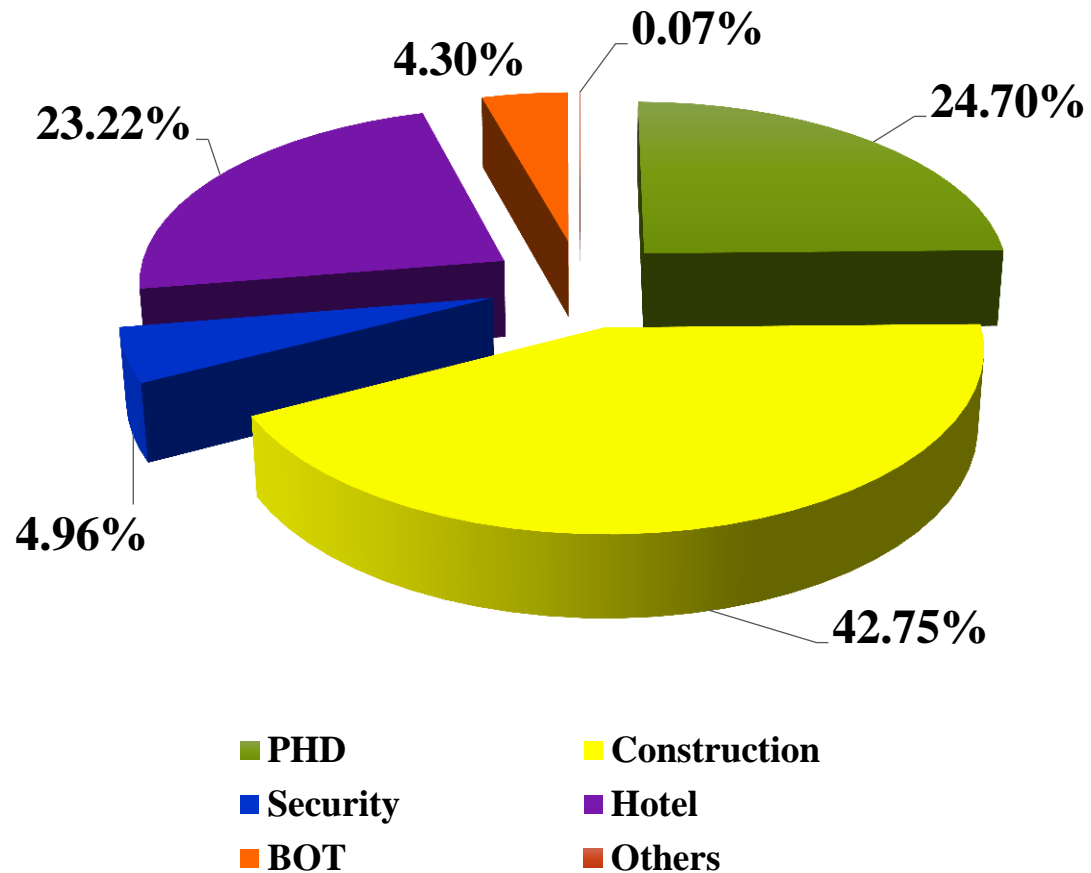
營收暨財務狀況 Financial Data

2013單月營收變化



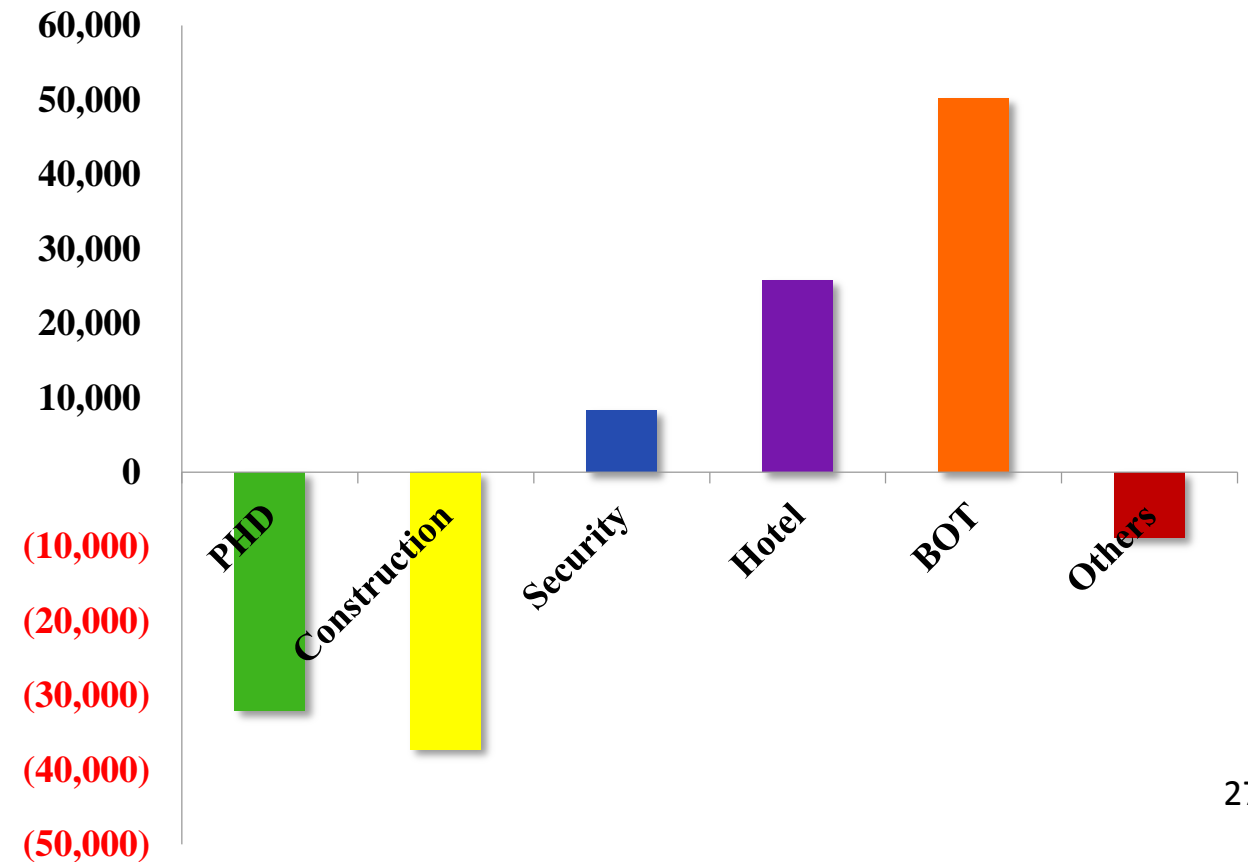
營收暨財務狀況 Financial Data

20132Q 合併營收結構



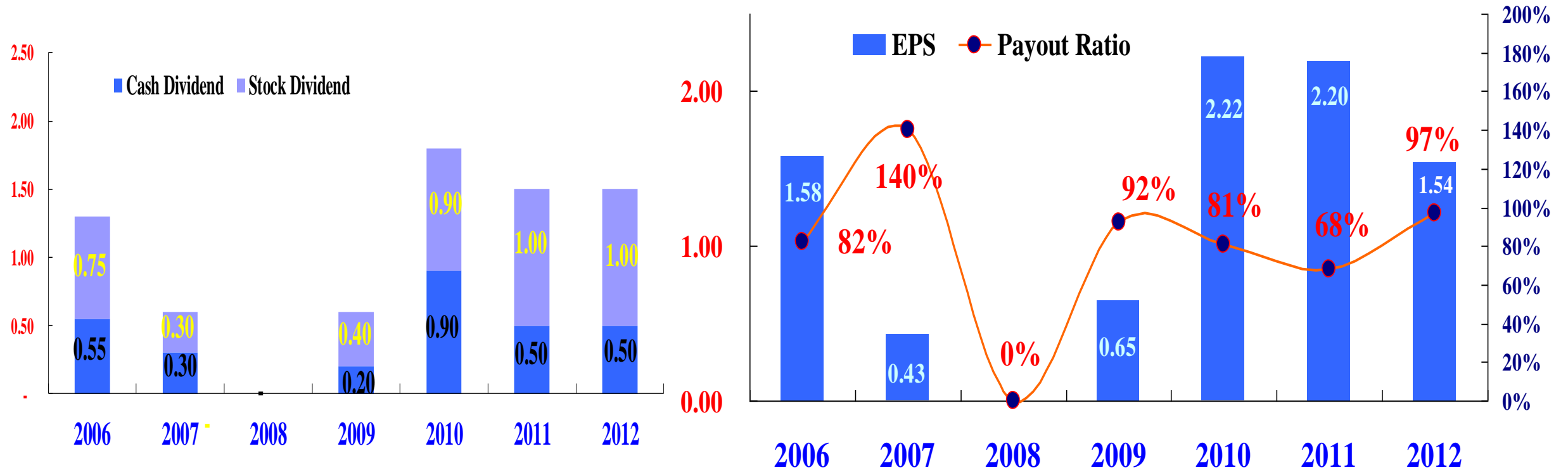
20132Q 合併稅前損益結構

(Thousand)



營收暨財務狀況 Financial Data

Dividend Policy



未來營運方針 Future Strategy

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



未來營運方針 Future Strategy





Prince Housing & Development Corp.
Thank you for your support

