

**We shape our buildings ; thereafter they shape us**



**Prince Housing & Development Corp.**

2511TT

2018Q3 Operational Briefing

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# Content

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

# Company Overview



Ticker  
2511

2018 Q3  
Consolidated  
Revenue  
6.42 billion

NAV  
NT\$14.63

Capital  
\$16.23  
billion

Total Assets  
\$53.40 billion

2015

Top 6%~20% good company of the Corporate Governance Evaluation System.

2011

The capital exceeded NT\$10 billion.

2004

Signed the Taipei City Hall Bus Station BOT contract.  
Signed the NTU Dormitory/ NCKU Dormitory BOT contracts.

1997

Invested in hotel business.

1991

Went public on the Taiwan Stock Exchange.

1973

PHD was established in Tainan City, and the capital was NT\$150 million.

# Financial Data (Consolidated)

Expressed in million of NT dollars

	2018Q3		Different		2017Q3	
	M	%	M	YOY	M	%
Construction in Progress	6,084	11	638	12	5,446	11
Land Held for Construction	9,101	17	(2,152)	(19)	11,253	23
Building and Land Held for Sale	6,257	12	2,402	62	3,855	8
Prepayment for Land	187	0	0	0	187	0
Others	1,504	3	512	52	992	2
Inventories Subtotal	23,133	43	1,400	6	21,733	45
Cash and Other Current Assets	10,427	20	874	9	9,553	20
Funds and Investments	3,784	7	(34)	(1)	3,818	8
Total Assets	53,396	100	5,007	10	48,389	100
Loans&Bonds	23,117	43	5,133	29	17,984	37
Receipts in Advance	1,325	2	(41)	(3)	1,366	3
Total Liabilities	29,643	56	4,795	19	24,848	51
Stockholders Equities	23,752	44	211	1	23,541	49
Current Ratio	213.95%				370.93%	
Debt Ratio	55.52%				51.35%	
Net Debt to Equity	82%				65%	

Note: Change to IFRS Accounting Principles in 2013



Prince Housing & Development Corp.

# Financial Data (Consolidated)

Expressed in million of NT dollars

	2018Q3		Different		2017Q3	
	M	%	M	YOY	M	%
Operating Revenue	6,418	100	(1,468)	(19)	7,886	100
Operating Cost	(4,390)	(68)	1,347	(23)	(5,737)	(73)
Gross Profit	2,028	32	(121)	(6)	2,149	27
Operating Expenses	(1,528)	(24)	(12)	1	(1,516)	(19)
Operating Income	500	8	(133)	(21)	633	8
Pre-tax Income	773	12	53	7	720	9
Net Income	723	11	26	4	697	9
Earnings per Share	0.45				0.44	
Net Assets Value	14.63				14.5	
Return on Equity	3.00%				2.90%	

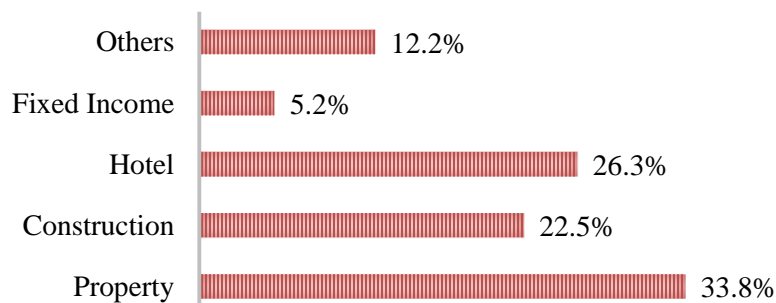
Note: Change to IFRS Accounting Principles in 2013

# Financial Data (Consolidated)

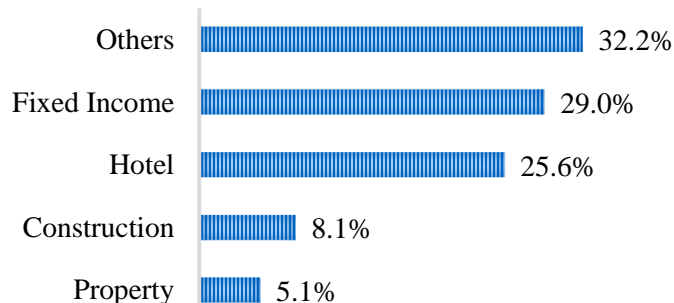
Expressed in million of NT dollars

## 2018Q3 Revenue Breakdown

### REVENUE %



### INCOME %



Segments	Property	Construction	Hotel	Fixed Income	Others	Total	Adj.	Consolidated
Segment Revenue	2,438	1,627	1,896	376	882	7,219	(801)	6,418
Revenue (%)	33.8%	22.5%	26.3%	5.2%	12.2%	100.0%		
YoY	-42.3%	-17.8%	3.7%	-1.1%	83.4%	-18.8%		-18.6%
Segment Income	26	41	130	147	163	507	(7)	500
Income (%)	5.1%	8.1%	25.6%	29.0%	32.2%	100.0%		
EBT Margin	1.1%	2.5%	6.9%	39.1%	18.5%	7.0%		7.8%
YoY	-90.6%	-30.5%	17.1%	8.1%	1258.3%	-14.6%		-21.0%

#### Companies of each segment:

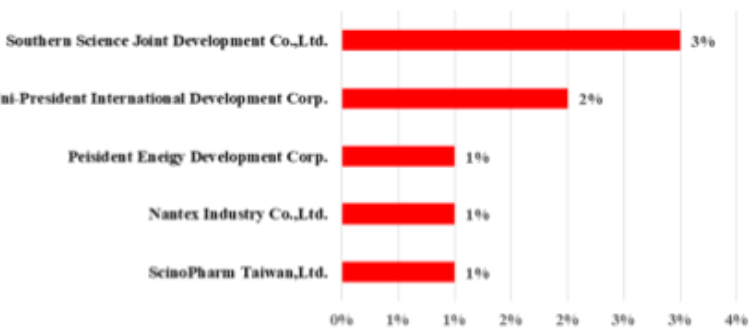
- Property : Prince Housing & Development Corp. ( 2511TT )
- Construction : Cheng-Shi Investment Co., Ltd. / Ta-Chen Construction & Engineering Corp. / Cheng-Shi Construction Co., Ltd. / Prince Utility Co., Ltd. etc.
- Hotel : Time Square International Co., Ltd. / The Splendor Hotel Taichung Co., Ltd. etc.
- Fixed Income : NTU Dormitory BOT / NCKU Dormitory BOT etc.
- Others : Prince Property Management Consulting Co., Ltd. / Prince Security Co., Ltd. / Prince Apartment Management Co., Ltd. / Prince Housing Investment Co., Ltd. / Prince Real Estate Co., Ltd. etc.



# Financial Data (Non-Consolidated)

Expressed in million of NT dollars

## Major Profit Contributors in 2017

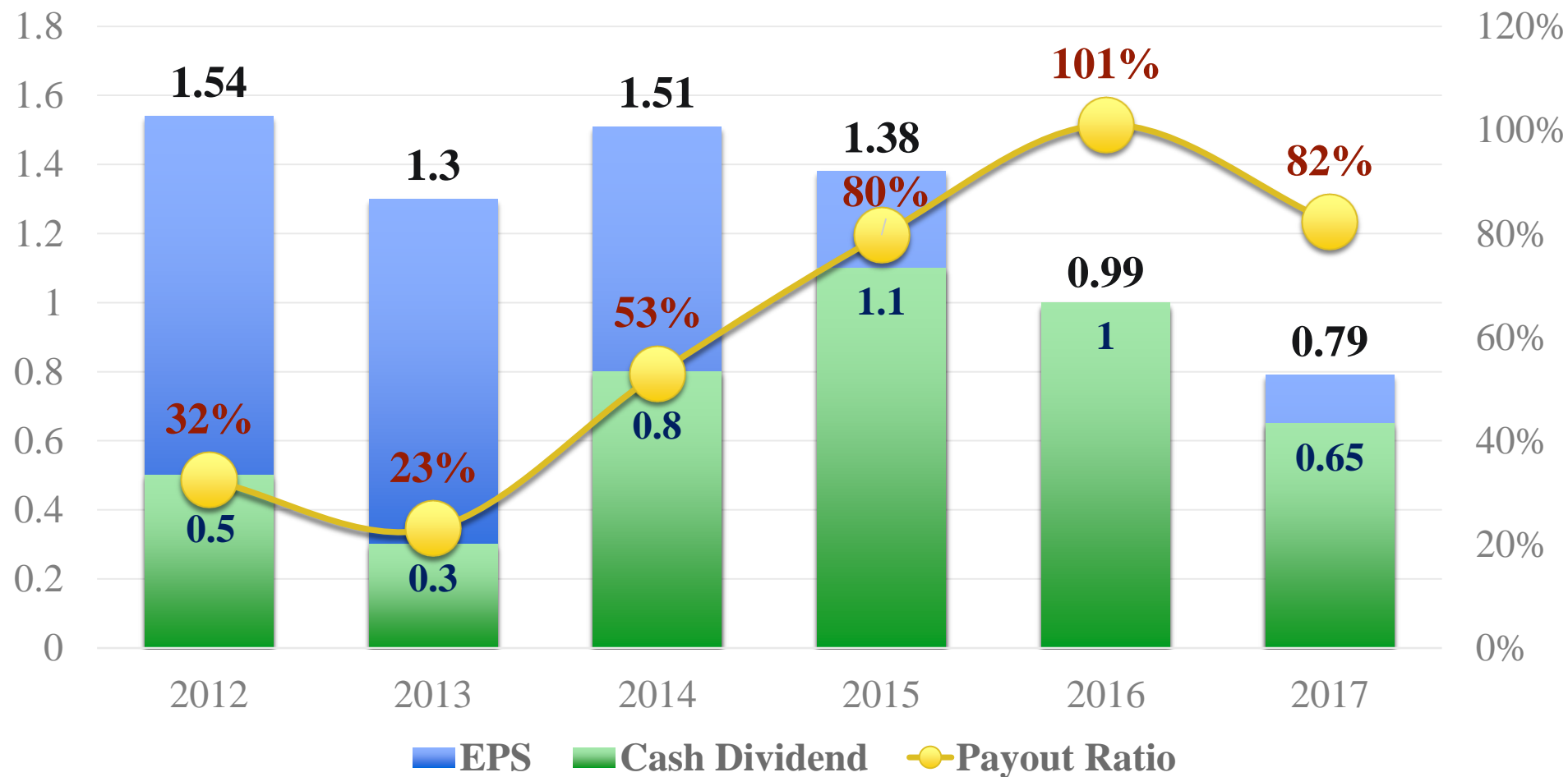


Unit: NT\$ in Millions	Ownership	2017		2015	
		Amount	% of NI	Amount	% of NI
<b>Operating Income</b>		<b>301</b>	<b>23%</b>	<b>1,021</b>	<b>63%</b>
<b>Total Investment Income (Equity Method)</b>		<b>789</b>	<b>62%</b>	<b>559</b>	<b>35%</b>
<b>Major Components of Investment Income:</b>					
Prince Real Estate Co., Ltd.	99.65%	421	33%	-	0%
Time Square International Co., Ltd.	100%	156	12%	180	11%
Cheng-Shi Investment Holdings Co., Ltd.	100%	149	12%	95	6%
Uni-President Development Corp.	30%	34	3%	43	3%
Prince Housing Investment Co., Ltd.	100%	27	2%	46	3%
Prince Property Management Consulting Co., Ltd.	100%	11	1%	14	1%
Jin Yi Xing Plywood Co., Ltd.	100%	10	1%	142	9%
Geng-Ding Co., Ltd.	30%	1	0%	21	1%
Ming-Da Enterprises Co., Ltd.	20%	-	0%	32	2%
<b>Total Dividend Income</b>		<b>90</b>	<b>7%</b>	<b>94</b>	<b>6%</b>
<b>Major Components of Dividend Income:</b>					
Southern Science Joint Development Co., Ltd.	10%	36	3%	22	1%
Uni-President International Development Corp.	6.63%	30	2%	9	1%
Peisident Eneigy Development Corp.	6%	10	1%	41	3%
Nantex Industry Co., Ltd. (2108 TT)	3%	7	1%	13	1%
ScinoPharm Taiwan, Ltd. (1789 TT)	3%	7	1%	7	0%
<b>Net Income</b>		<b>1,281</b>	<b>100%</b>	<b>1,609</b>	<b>100%</b>



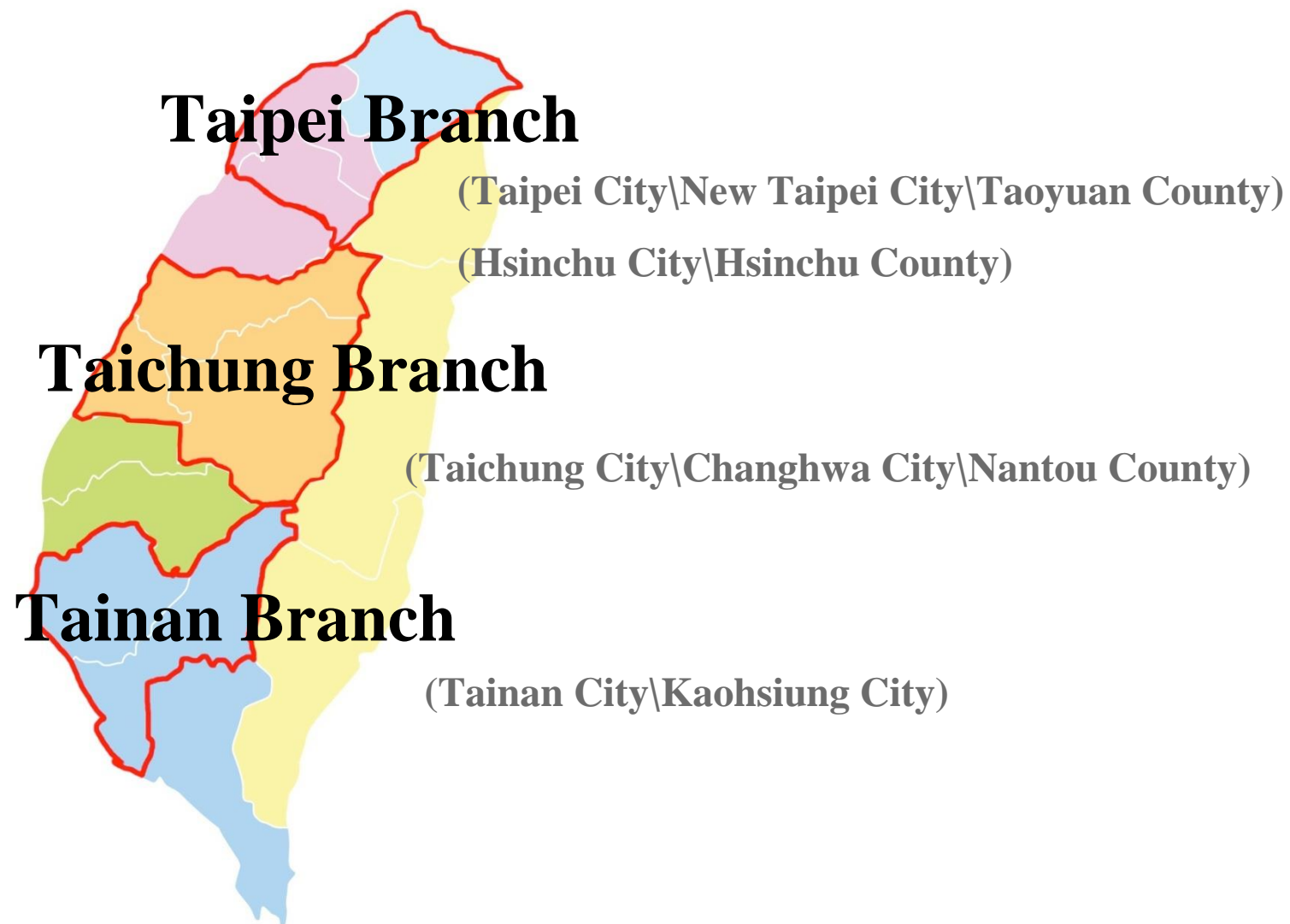
# Financial Data

## Dividend Policy



# Financial Data - Real Estate

Residential Project Area



# Financial Data - Real Estate

## Residential Project Area -Northern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of Completion			
				Before	2019	2020	2021
Prince Hsin Yi	New Taipei City	3.00	32%	▲			
Prince Fu III	Taoyuan City	2.02	56%	▲			
Shuang Ling Section	Taoyuan City	1.01	-		▲		
Prince Hua Wei	Taipei City	1.80	50%		▲		
Ling Ko Li Shing Section	New Taipei City	1.26	70%		▲		
Prince W	New Taipei City	2.52	-			▲	
Zhong Chuang Section 222-1	New Taipei City	2.10	-				▲
<b>Total</b>		<b>13.71</b>					

 Purchase of land in 2017 Total Sales Size 101,190 square meter

# Financial Data - Real Estate

## Residential Project Area -Central Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of Completion			
				Before	2019	2020	2021
Prince Yu Ding	Taichung City	1.91	-	▲			
W Epoch	Taichung City	1.91	32%	▲			
Prince Hsin Fu	Nantou County	0.61	50%	▲			
Prince County	Nantou County	0.86	99%		▲		
Ping Hsin Section	Taichung City	2.44	-			▲	
Ching Shuei Wu Show Section	Taichung City	1.02	-				▲
<b>Total</b>		<b>8.75</b>					

 Purchase of land in 2017    Total Sales Size 112,215 square meter

# Financial Data - Real Estate

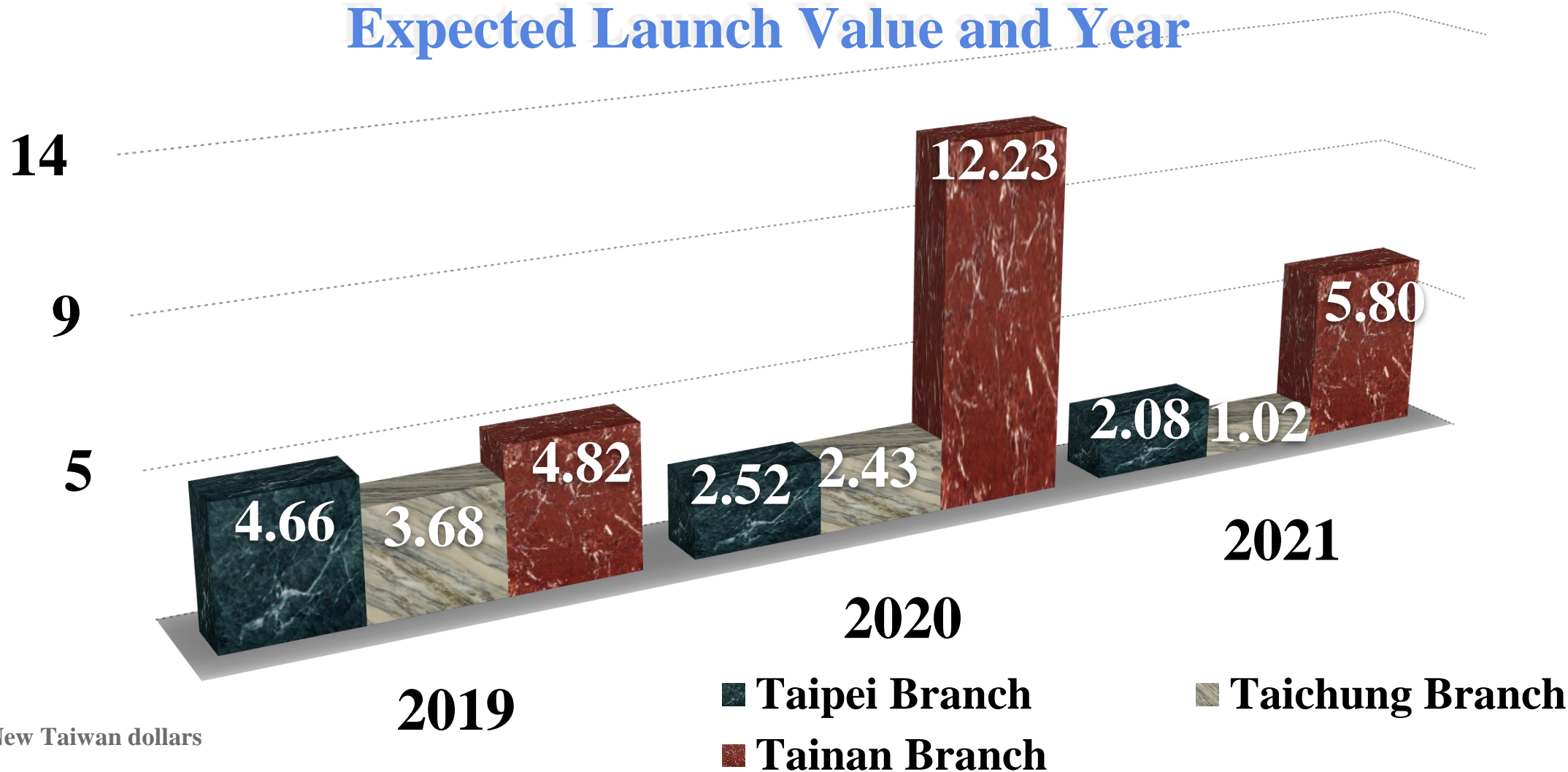
## Residential Project Area-Southern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of Completion			
				Before	2019	2020	2021
Prince Cloud C1(Terrace House)	Kaohsiung City	1.70	96%	▲			
Prince Cloud C2(Condominium)	Kaohsiung City	1.80	92%	▲			
Prince Jun Fon Huei	Tainan City	1.00	80%	▲			
Prince WIN2	Tainan City	1.00	53%	▲			
Prince Xue A (Terrace House)	Kaohsiung City	1.94	-		▲		
Prince Feng Yun	Tainan City	1.77	-			▲	
Prince Xue B (Condominium)	Kaohsiung City	5.52	-			▲	
Prince Cloud E	Kaohsiung City	2.04	-				▲
Shan Gia Section	Tainan City	0.69	-				▲
Jin Hua Section	Tainan City	3.02	-				
Jin Yi Xing	Kaohsiung City	10.50	-				
<b>Total</b>		<b>30.98</b>					

 Purchase of land in 2017 Total Sales Size 580,023square meter

# Financial Data - Real Estate

## Expected Launch Value and Year



Expressed in billion of New Taiwan dollars

# Investment Subsidiaries



# Investment Subsidiaries

**BOT Income Properties**  
**NTU BOT · NCKU BOT**

Chartered period :

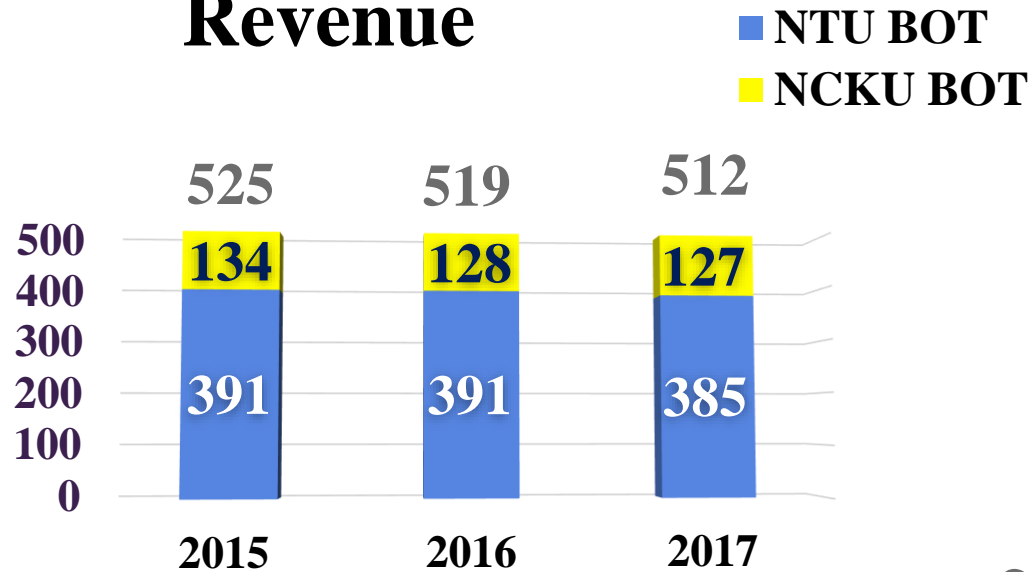
**NTU 47Y**

**NCKU 35Y**

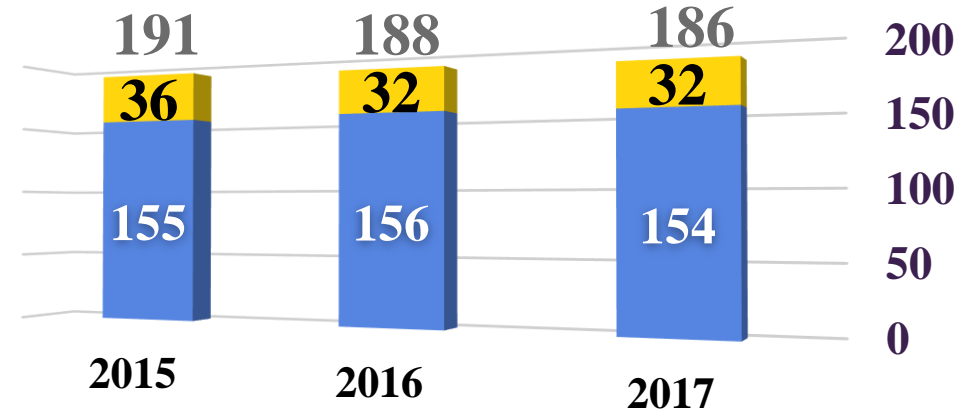


Expressed in million of NT dollars

## Revenue



## Profit



**2018**

**2005**

Mar. NTU signed  
 May. NCKU signed

**2008**

Sep. Started Operating

**NTU 34Y**  
**NCKU 22Y**

**2040**

NCKU

**2052**

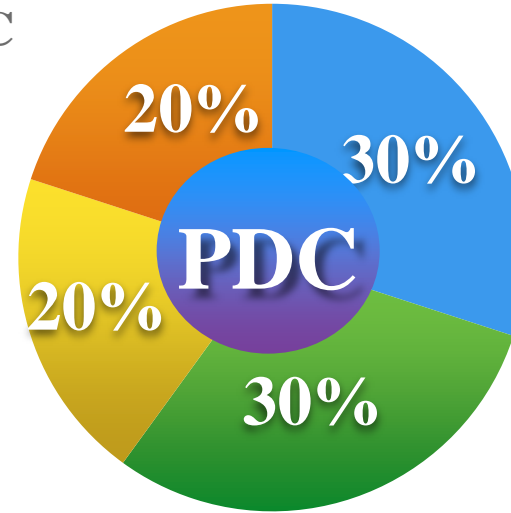
NTU



# Investment Subsidiaries



Special Purpose Vehicle (SPV) : PDC  
Chartered period 50 Years



## Ownership %

- Prince 30%
- Uni-President
- PCSC (7-11)
- PIDC

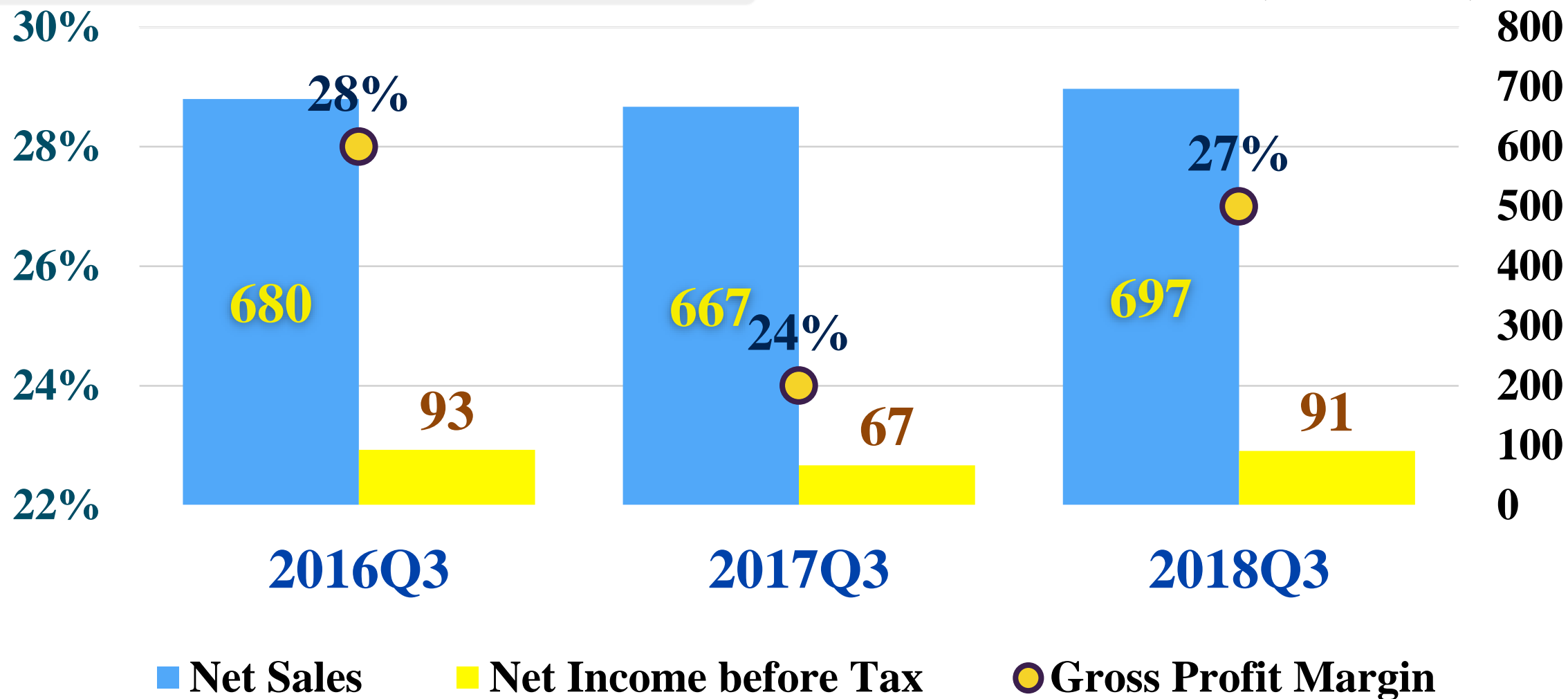
Site Area 16,280 M<sup>2</sup>  
Total Floor Area 144,037 M<sup>2</sup>

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

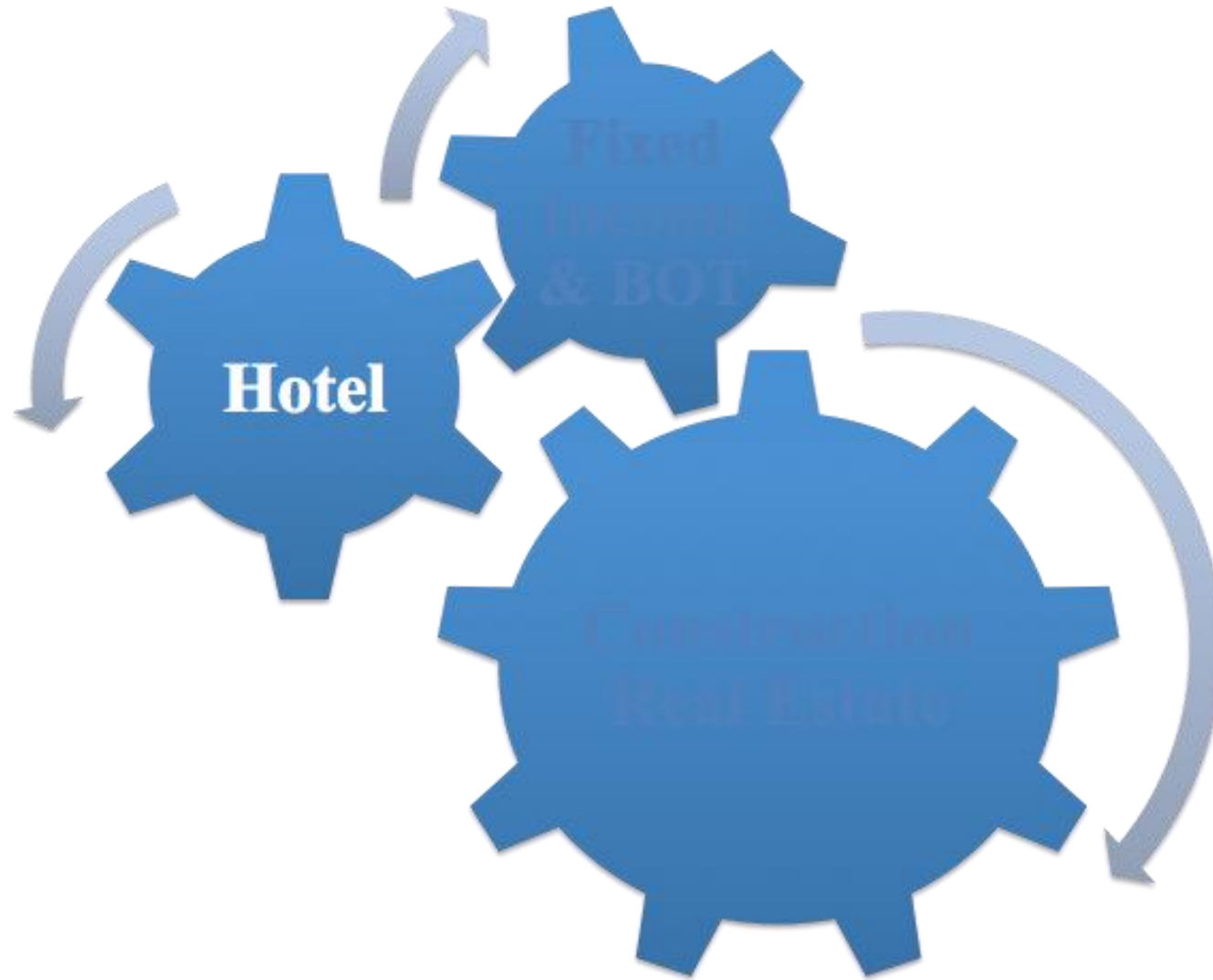
# Investment Subsidiaries

PDC Operation in 2016Q3~2018Q3

Expressed in million of NT dollars  
(Internal Statements)



# Investment Subsidiaries

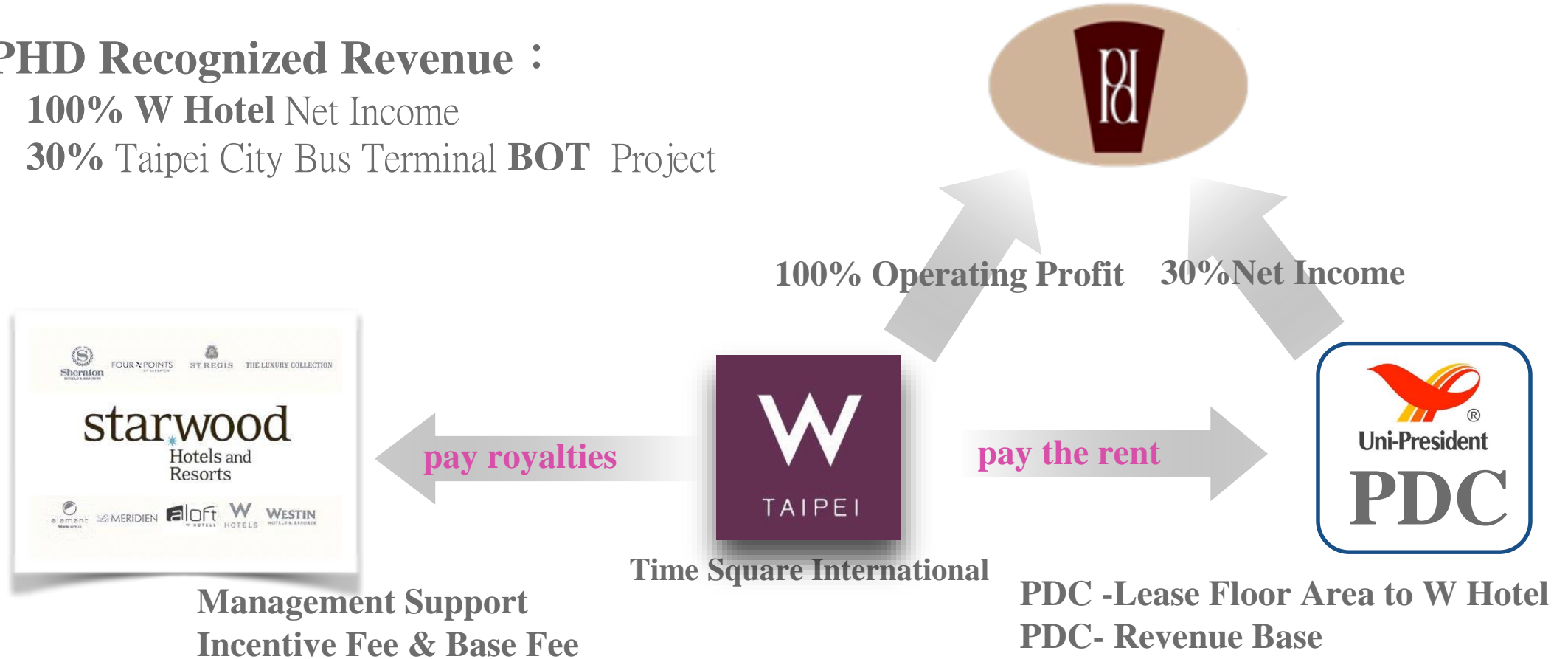


# Investment Subsidiaries

## PHD Recognized Revenue :

100% W Hotel Net Income

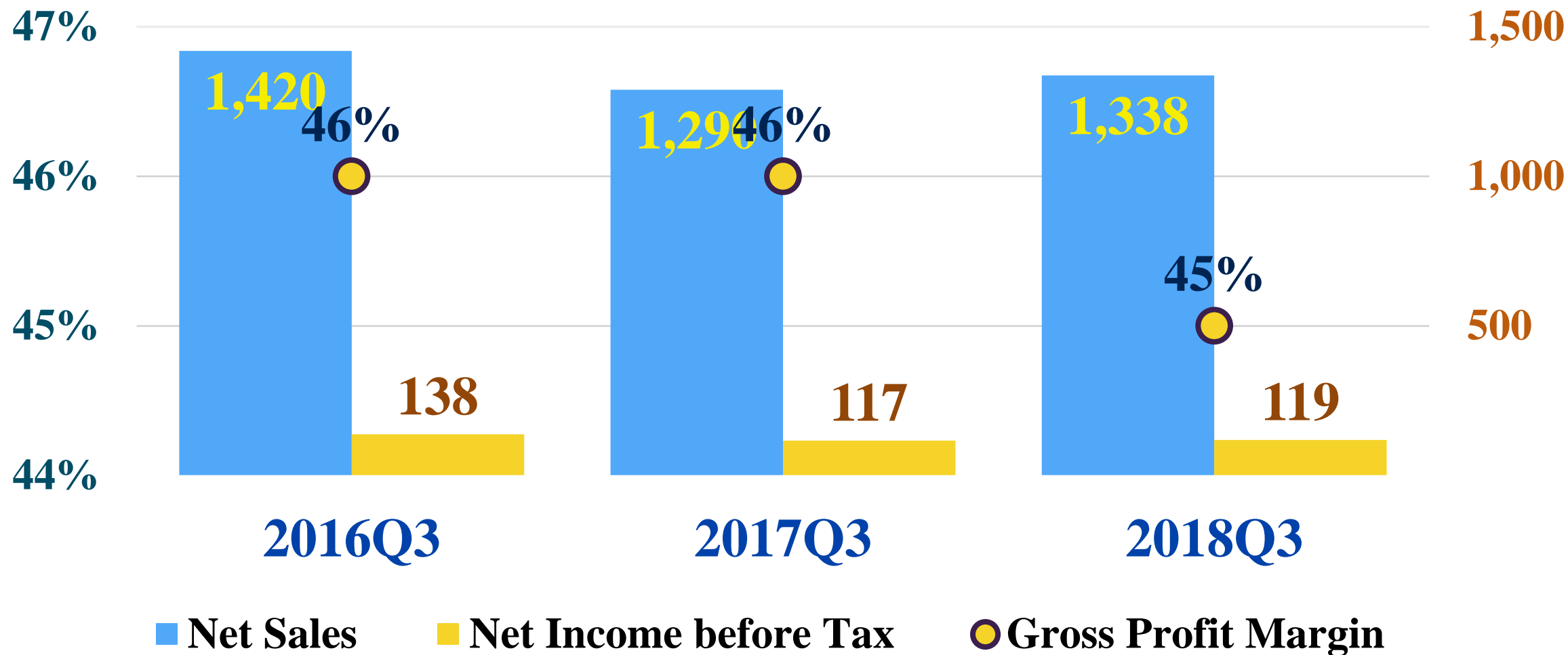
30% Taipei City Bus Terminal BOT Project



# Investment Subsidiaries

Financial data of W Hotel Taipei in 2016Q3~2018Q3

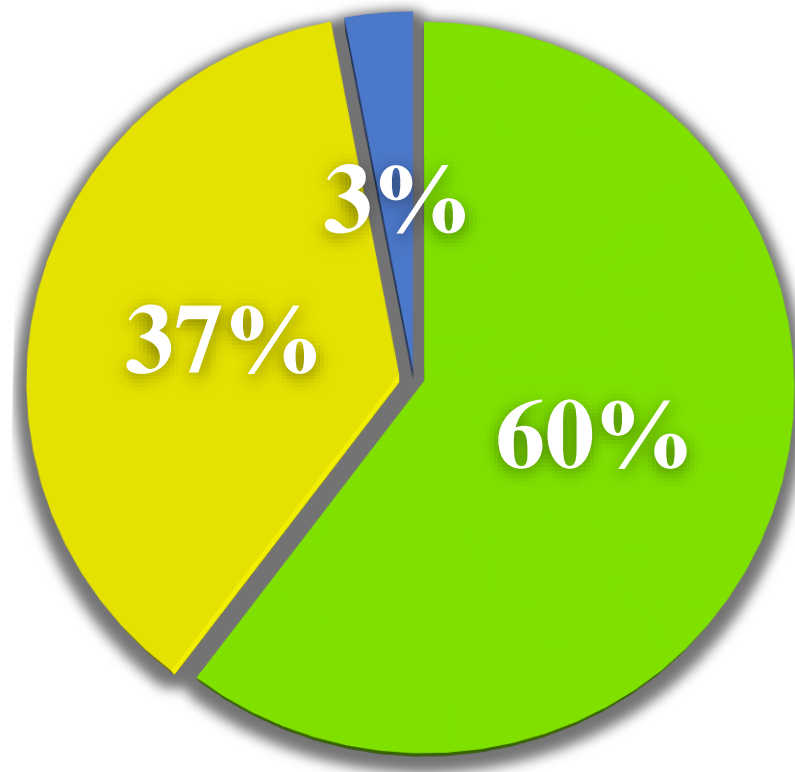
Expressed in million of NT dollars  
(Internal Statements)



# Investment Subsidiaries

Expressed in million of NT dollars

## W Hotel Taipei Revenue Breakdown in 2018Q3



- Room Revenue- 804
- FB Revenue- 489
- Other Revenue- 37

Reference: Tourism Bureau

# Investment Subsidiaries

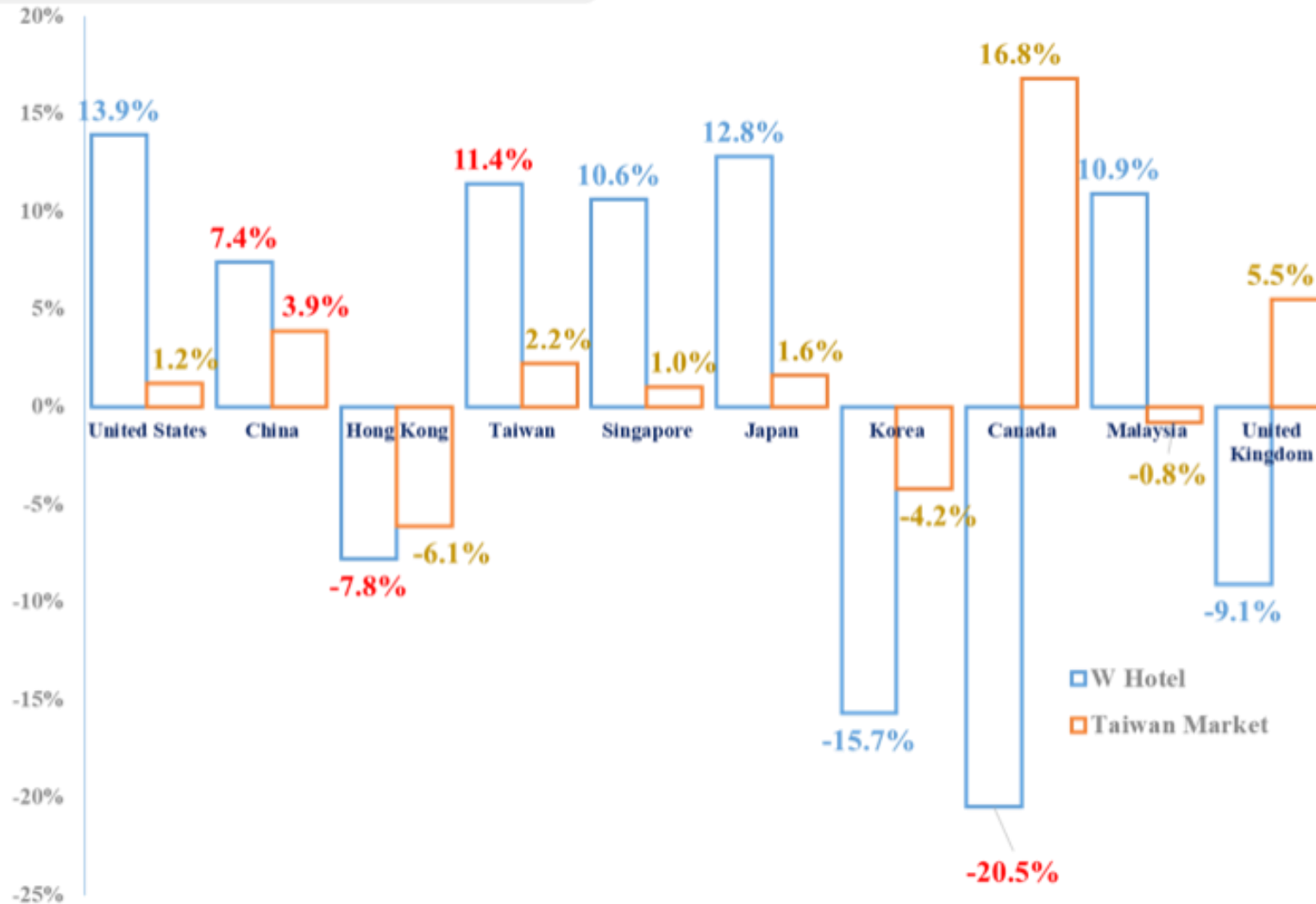
## W Hotel Taipei & Competitor Set

June 2018 YTD	NBR		2018		2017			Variance		
	RMS	OCC	ADR	REVPAR	OCC	ADR	REVPAR	OCC	ADR	REVPAR
W Taipei	405	80.5%	8,441	6,793	73.8%	8,597	6,345	6.7%	-1.8%	7.0%
Le Meridien	160	81.2%	8,732	7,088	82.0%	8,867	7,273	-0.9%	-1.5%	-2.5%
Humble House	232	77.7%	6,119	4,754	83.7%	5,827	4,879	-6.0%	5.0%	-2.6%
Grand Hyatt Taipei	853	72.7%	6,190	4,498	65.6%	5,752	3,773	7.1%	7.6%	19.2%
Grand Formosa Regent	538	77.2%	5,567	4,296	71.2%	5,860	4,170	6.0%	-5.0%	3.0%
Westin	288	71.3%	5,970	4,257	71.3%	6,135	4,376	0.0%	-2.7%	-2.7%
Far Eastern Shangri-la	420	61.3%	6,519	3,994	54.5%	6,788	3,702	6.7%	-4.0%	7.9%
Marriott Taipei	318	72.8%	5,948	4,330	63.4%	5,992	3,798	9.4%	-0.7%	14.0%
Sheraton	688	63.6%	5,188	3,301	67.3%	5,542	3,730	-3.7%	-6.4%	-11.5%
<b>Total</b>	<b>3,902</b>	<b>71.8%</b>	<b>6,310</b>	<b>4,533</b>	<b>68.4%</b>	<b>6,321</b>	<b>4,325</b>	<b>3.4%</b>	<b>-0.2%</b>	<b>4.8%</b>

Expressed in million of NT dollars  
Reference: Tourism Bureau

# Investment Subsidiaries

## Tourists Breakdown of W Hotel Taipei by Regions

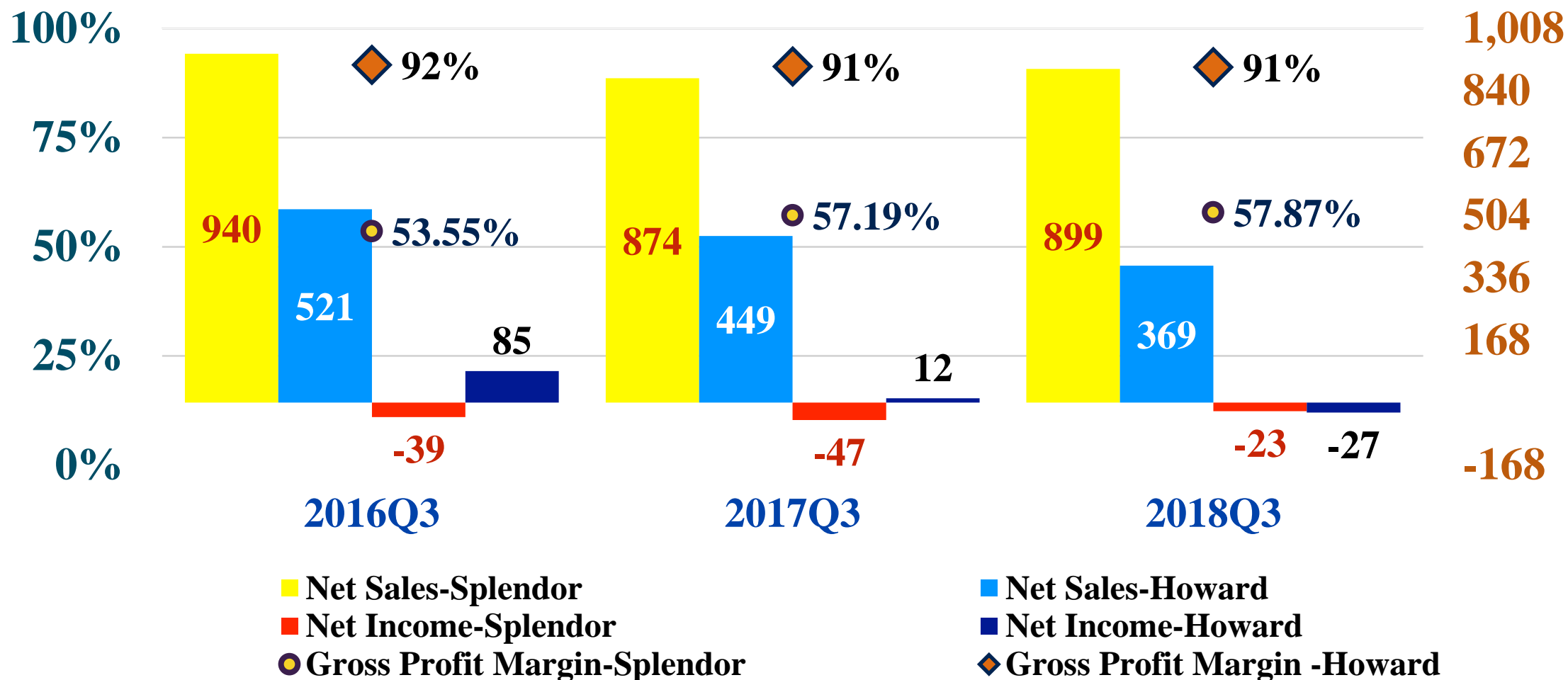




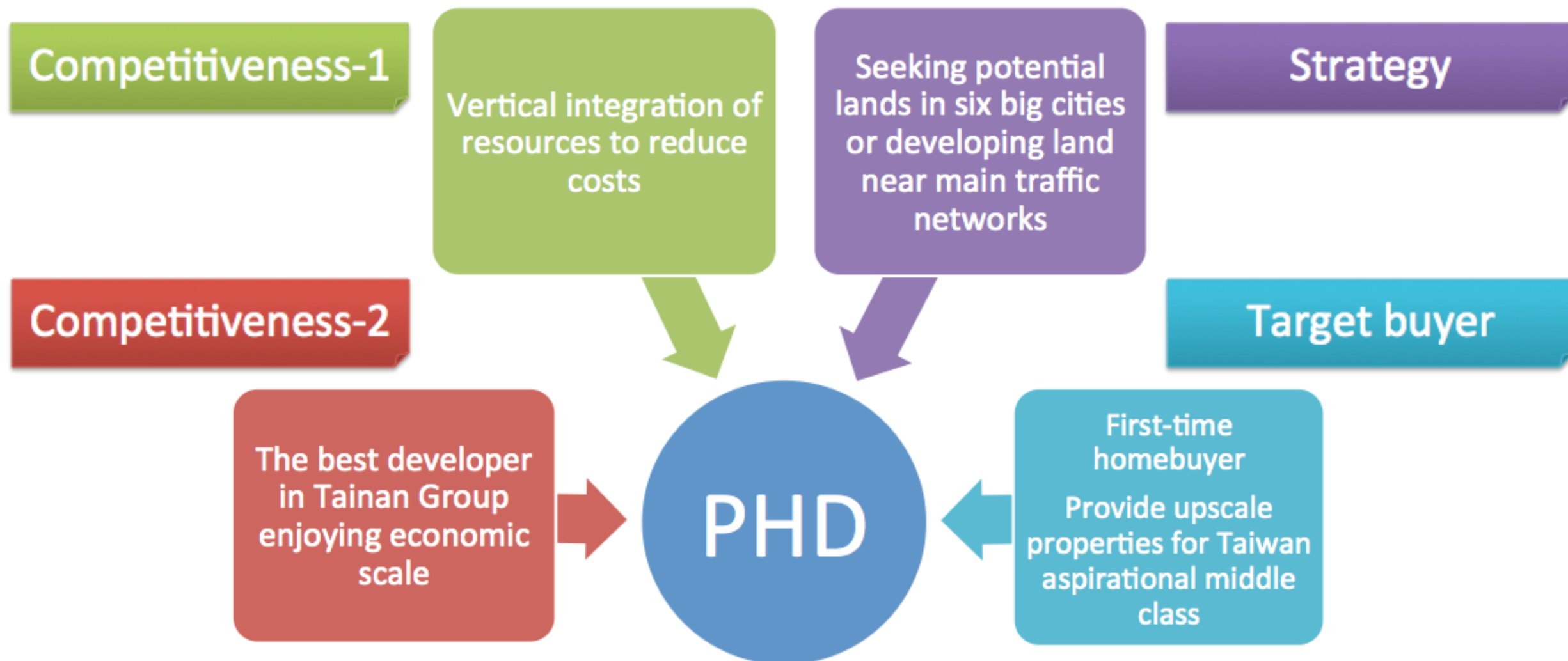
# Investment Subsidiaries

Expressed in million of NT dollars

## Financial Data of Other Hotels in 2016Q3~2018Q3



# Future Strategy



# Tainan Group Members



**Prince Housing & Development Corp.**  
**(2511TT/2511TWO)**

**Please visit Investor  
Relation website**  
<http://www.prince.com.tw/finance.asp>

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**Thank you for your support**

