



We shape our buildings; thereafter they shape us.

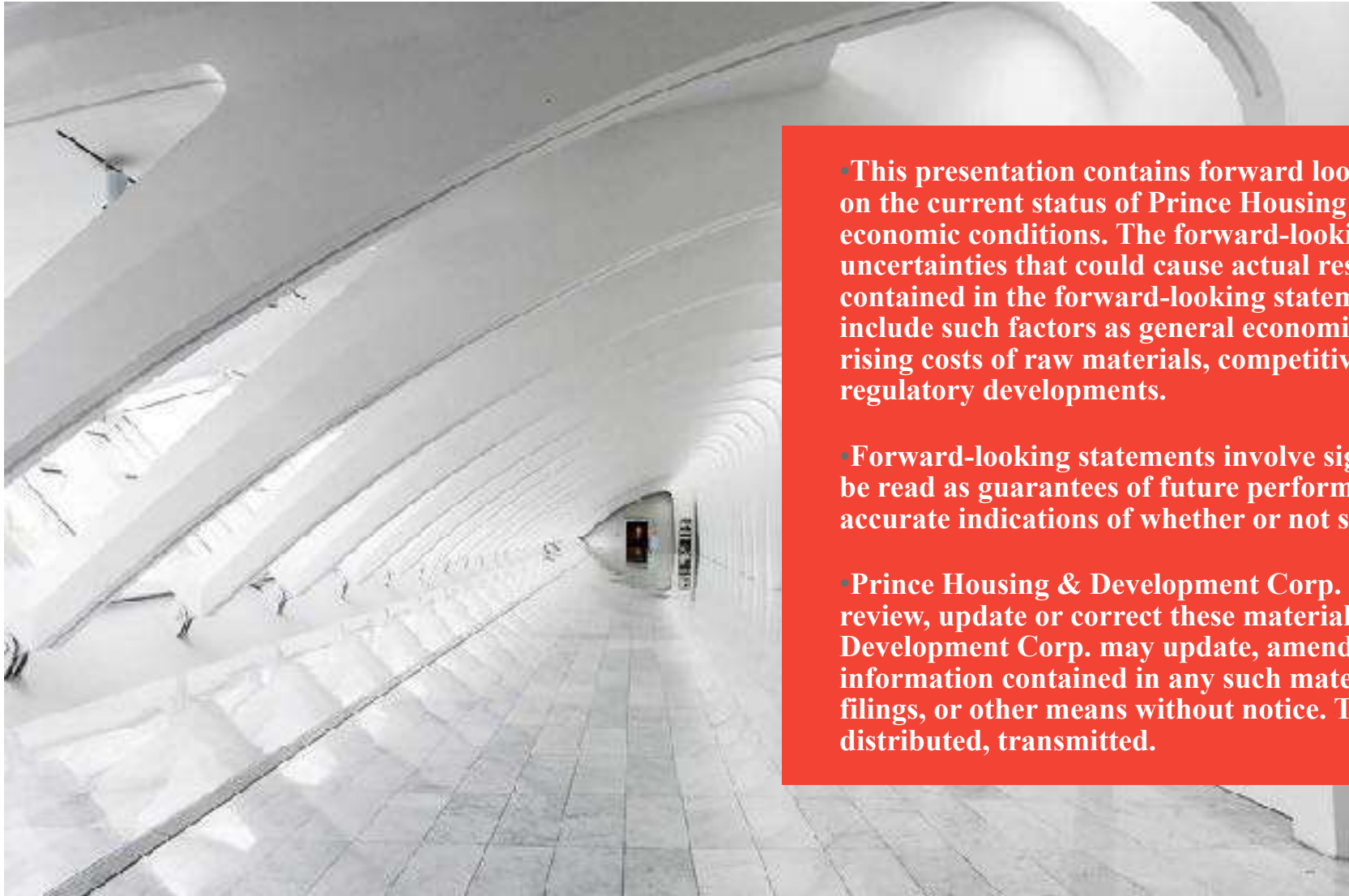


Prince Housing & Development Corp.

2022H1 Annual Results

Security Code:2511TT

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- 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.
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Content



**Environment
Social
Government**



Financial Data



Investment Subsidiaries



Future Strategy



Company Overview

Social Progress

- ✓ Provide excellent products and services
- ✓ Create a healthy workplace environment
- ✓ Protection of consumer rights
- ✓ Labor safety
- ✓ Community feedback
- ✓ Caring for society

Economic Growth

- ✓ Focus on business management
- ✓ Create shareholder rights
- ✓ Create job opportunities
- ✓ Promote economic development
- ✓ Employee salary increase

Environmental Sustainability

- ✓ Promote green environmental protection
- ✓ Implement energy saving and carbon reduction
- ✓ Inventory carbon footprint and water footprint
- ✓ Reduce greenhouse gas
- ✓ Reduce energy consumption

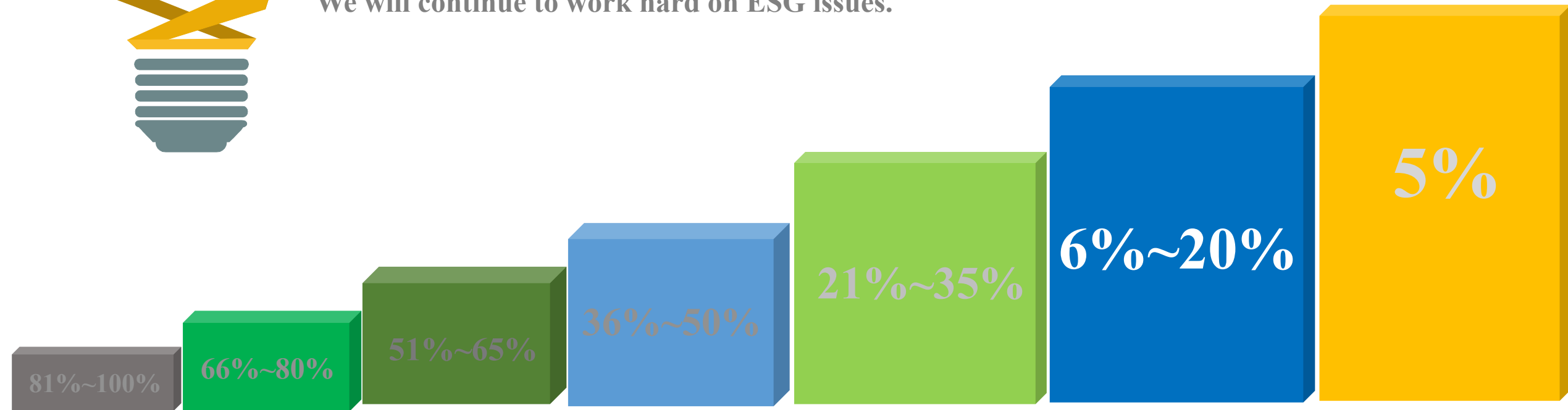


Company Overview

CORPORATE GOVERNANCE IN TAIWAN



PHD is the only company in the housing & development industry for seven consecutive years of Corporate Governance evaluation results in the 6% to 20% rating. We will continue to work hard on ESG issues.



Company Overview

Ticker

1

2511TW

Capital

2

NT\$ 16.2Billion

Total Asset

3

NT\$ 48.88Billion

Consolidated Rev

4

NT\$ 8.35Billion

NAV

5

NT\$ 15.63

Prince Housing & Development Corp.
2022H1 Consolidated
Financial Data

Financial Data

The financial numbers hereby are based on International Financial Reporting Standards(IFRS)
Cumulative consolidated numbers were reviewed by CPA



Financial Data (Consolidated)

Expressed in million of NT dollars

Balance Sheet	2022H1	%	Variance	%	2021H1	%
Construction in Progress	114	0	(1,700)	(94)	1,815	4
Land Held for Construction	5,519	11	(1,519)	(22)	7,038	14
Building and Land Held for Sale	1,463	3	(3,632)	(71)	5,095	10
Prepayment for Land	229	0	0	0	229	0
Others	14	0	(7)	(31)	21	0
Inventories Subtotal	7,340	15	(6,857)	(48)	14,198	29
Cash and Other Current Assets	16,071	33	9,152	132	6,919	14
Funds and Investments	3,713	8	(1,758)	(32)	5,471	11
Total Assets	48,879	100	(215)	0	49,094	100
Loans&Bonds	10,573	22	467	5	10,106	21
Current Contract Liabilities	662	1	(123)	(16)	785	2
Receipts in Advance	81	0	(6)	(6)	87	0
Total Liabilities	23,233	48	649	3	22,585	46
Stockholders Equities	25,646	52	(863)	(3)	26,509	54
Current Ratio	271.64%				317.77%	
Debt Ratio	47.53%				46.00%	
Net Debt to Equity	10.17%				27.63%	

Financial Data (Consolidated)

Expressed in million of NT dollars

Profit and Loss Statement	2022H1	%	Variance	%	2021H1	%
Operating Revenue	8,354	100	2,444	41	5,910	100
Operating Cost	(5,773)	(69)	(1,442)	33	(4,331)	(73)
Operating Profit	2,581	31	1,001	63	1,580	27
Operating Expenses	(1,076)	(13)	50	(4)	(1,126)	(19)
Operating Income	1,505	18	1,051	232	453	8
Pre-tax Income	1,105	13	(507)	(31)	1,613	27
Net Income	843	10	(704)	(45)	1,547	26
Earnings per Share	0.54				0.98	
Net Assets Value	15.63				16.22	
Return on Equity	3.37%				6.11%	

Financial Data (Consolidated)

Expressed in million of NT dollars

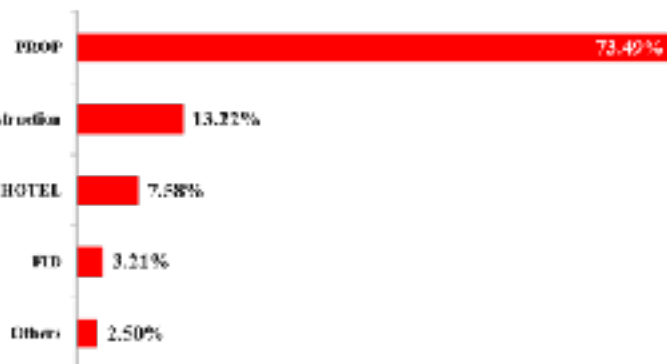
Cash Flow Statement	2022H1	Variance	2021H1
Cash at beginning of the year	6,881	1,474	5,407
Cashflows from Operating Activities	2,327	543	1,784
Interest paid	(205)	(7)	(198)
Cashflows from Investing Activities	(277)	(521)	245
Cashflows from Financing Activities	(966)	3,689	(4,655)
Dividend paid	0	0	0
Net Increase(Decrease)in Cash	1,084	3,710	(2,626)
Cash at end of year	7,965	5,184	2,781

Financial Data (Consolidated)

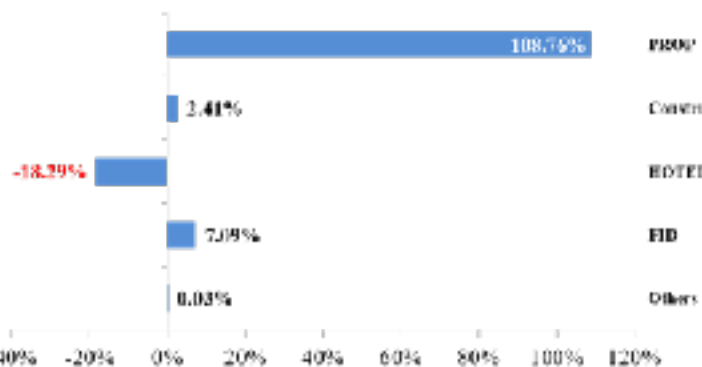
Expressed in million of NT dollars

Segment Information 2022H1 Breakdown

Revenue(%)



Income(%)

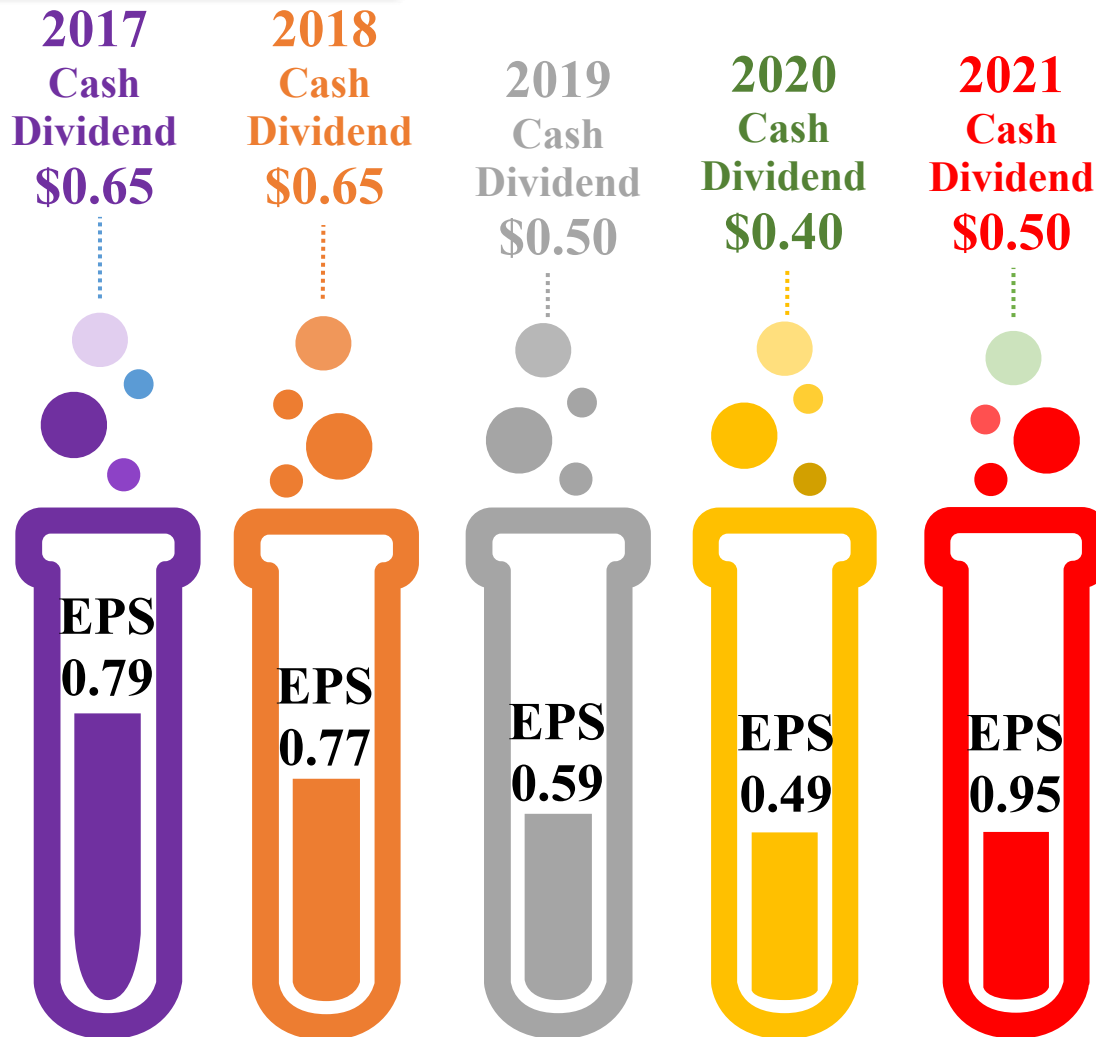


Segments	Property	Construction	Hotel	FID	Others	Total	Adj.	Consolidated
Segments Revenue	6,166	1,109	636	269	210	8,390	(36)	8,354
Revenue (%)	73.49%	13.22%	7.58%	3.21%	2.5%	100%		
YOY	55.68%	9.31%	16.28%	4.67%	8.45%	40.47%		41.34%
Segments Income	1,608	36	(270)	105	-	1,474	31	1,505
Income (%)	108.76%	2.41%	(18.29%)	7.09%	0.03%	100%		
EBT Margin	26.08%	3.22%	(42.52%)	38.91%	0.21%	17.62%		18.01%
YOY	133.03%	(485.66%)	(26.23%)	8.77%	(85.46%)	257.46%		231.94%



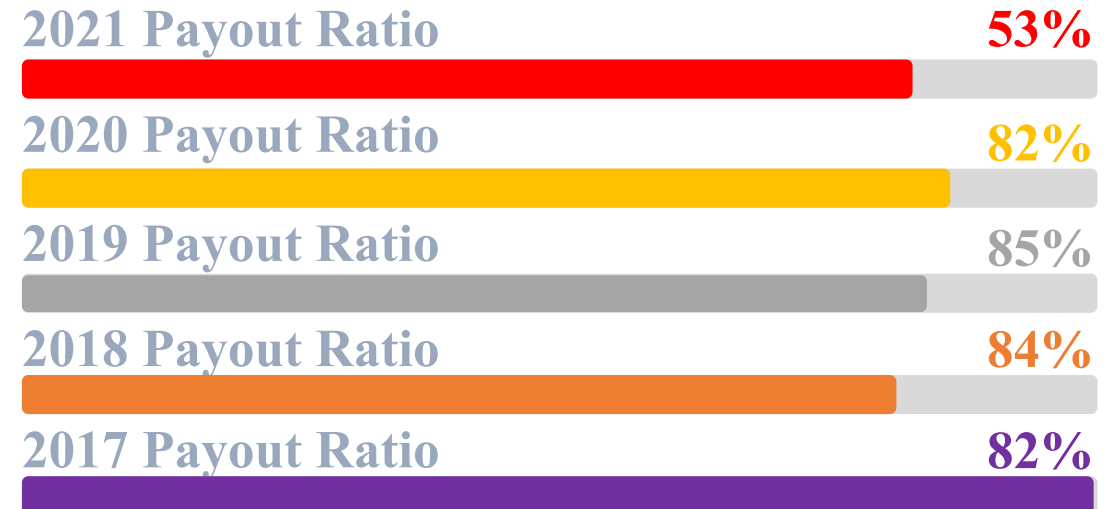
Financial Data

Dividend Policy



The dividend and bonuses of shareholders can be appropriated with the cumulative distributable earnings, with a minimum of 20% of distributable earnings of the year and the minimum cash dividend of 30% of the total amount appropriated for dividends and bonuses of directors shall draw up a proposal for profit distribution and submit it to the meeting of shareholders for resolution before distribution.

2021 dividend distribution plan was proposed and resolved on 2022/06/17 Board meeting.



Construction & Real Estate



Construction & Real Estate

Prince Housing & Development Corp.

Cheng-Shi Investment Co., Ltd.

1. Ta-Chen Construction & Engineering Corp.
2. Cheng-Shi Construction Co., Ltd.
3. Prince Utility Co., Ltd.



Fixed Income & BOT

NTU Dormitory BOT

NCKU Dormitory BOT

Taipei City Hall Bus Terminal BOT



Hotel business

Times Square International Co., Ltd.

The Splendor Hotel Taichung Co., Ltd.

Howard Beach Resort Kenting

Construction & Real Estate

Residential Project Area



Residential Project Area -Northern Taiwan



Purchase of land in 2022

Total Sales Size 24,000 square meters

Construction & Real Estate

Residential Project Area -Northern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2022	2022	2023	2024	2025
Prince Shinyi	TPH	3.00	99%	✓				
Prince Pine Garden	TYC	1.01	99%	✓				
Prince Hwa-Wei	TPE	1.80	36%	✓				
Prince W	TPH	1.26	100%	✓				
Prince Yuan	TPH	2.52	98%	✓				
Bali Dist. Chung Chang	TPH	2.10						✓
Total		11.69						

Residential Project Area -Central Taiwan



Purchase of land in 2022

Total Sales Size 43,000 square meters

Construction & Real Estate

Residential Project Area -Central Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2022	2022	2023	2024	2025
Prince Xian-Heng	TXG	1.91	95%	✓				
Prince Holiday Mansion	NTO	0.86	99%	✓				
Prosperous New World	TXG	2.44	99%	✓				
Qingshui Dist. Wu-Show	TXG	1.02						✓
Beitum Dist. Rong-De	TXG	2.05						✓
Total		8.28						

Residential Project Area -Southern Taiwan



Purchase of land in 2022

Total Sales Size 200,000 square meters



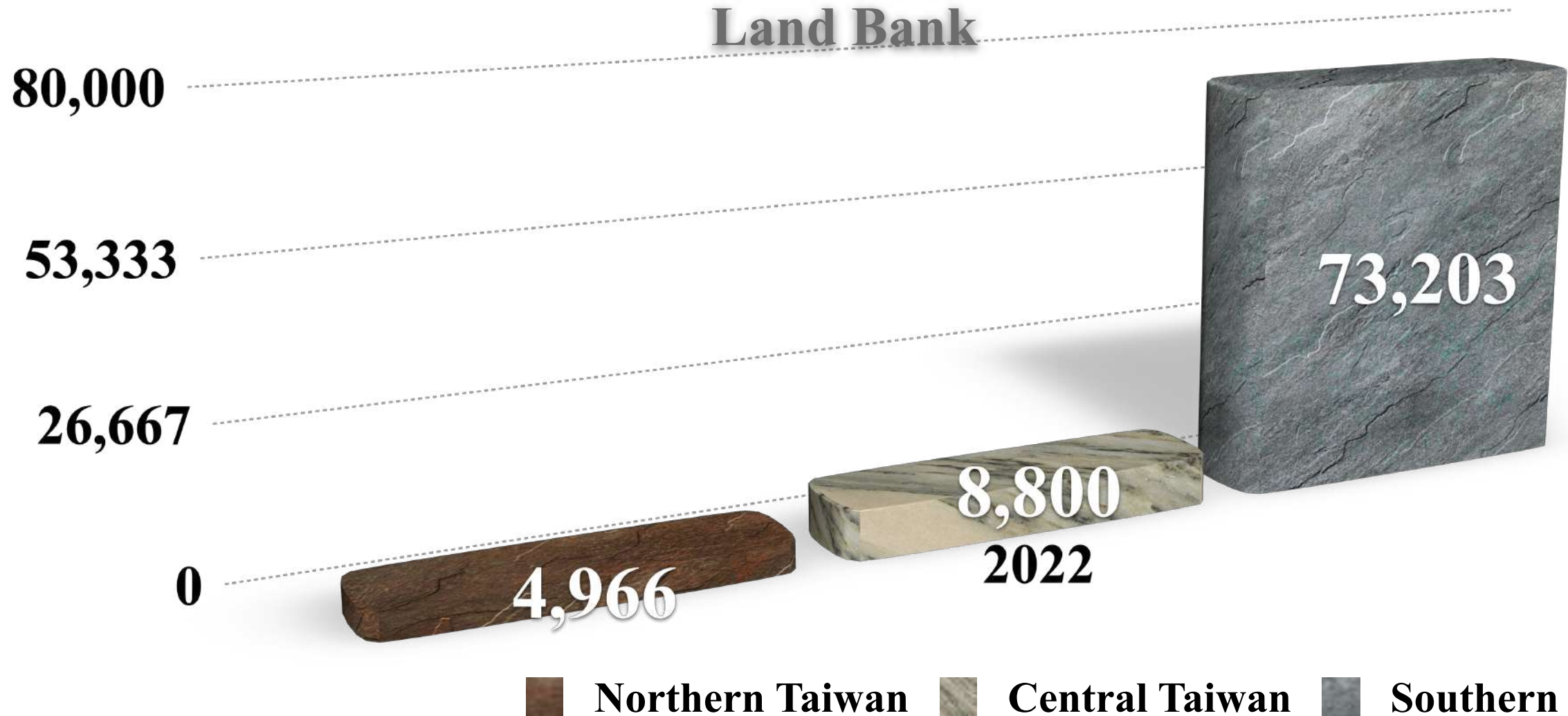
Construction & Real Estate

Residential Project Area-Southern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2022	2022	2023	2024	2025
Flower-Bo 5	TNN	2.15	100%	✓				
Prince Win2 Future	TNN	1.00	99%	✓				
Prince Castle A(Terrace House)	KHH	1.94	98%	✓				
World of Peak	TNN	1.77	100%	✓				
Prince Castle B(Condominium)	KHH	5.52	100%	✓				
Cozy Prince Mansion	TNN	2.04	100%	✓				
Shanhua Dist. Shan-Chia Sec.	TNN	0.69						✓
Anping Dist. Jin-Hua Sec.	TNN	3.02						✓
Jin Yi Xing Area	KHH	10.50						
Total		28.63						

Construction & Real Estate

Expressed in square meters



Construction & Real Estate

Expressed in million of New Taiwan dollars



Investment Subsidiaries



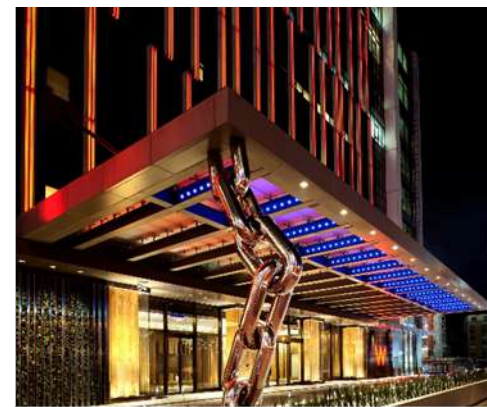
Construction & Real Estate

Prince Housing & Development Corp.
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Fixed Income & BOT

NTU Dormitory BOT
NCKU Dormitory BOT
Taipei City Hall Bus Terminal BOT



Hotel business

Times Square International Co., Ltd.
The Splendor Hotel Taichung Co., Ltd.
Howard Beach Resort Kenting

Investment Subsidiaries

BOT Income Properties
NTU BOT、NCKU BOT

Chartered period :
NTU 47Years
NCKU 35Years



Expressed in million of NT dollars

■ Revenue
■ Pre-tax Profit



2005

Mar. NTU signed
May. NCKU signed

2008

Sep. Started
Operating

NTU 30 Years
NCKU 18 Years

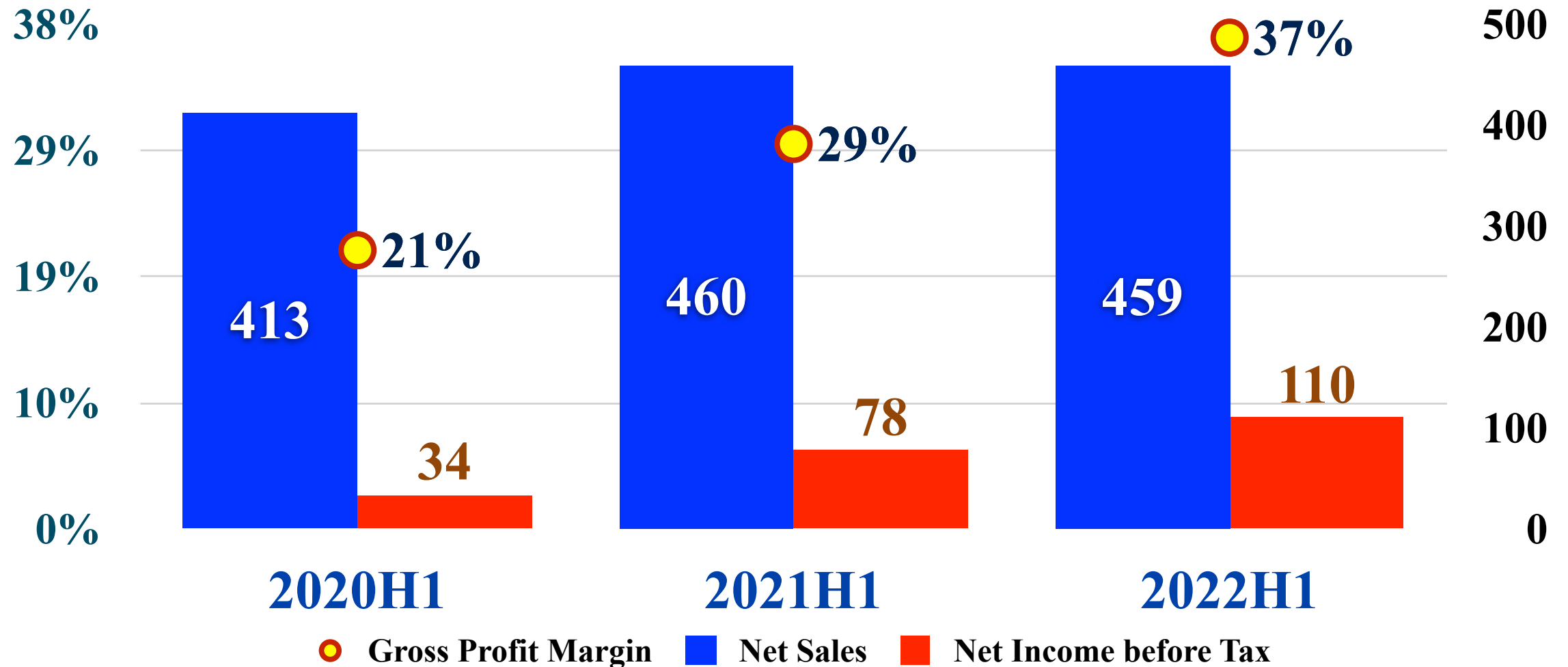
2040
NCKU

2052
NTU

Investment Subsidiaries

PDC Operation 2020H1~2022H1

Expressed in million of NT dollars



Investment Subsidiaries



Construction & Real Estate

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Fixed Income & BOT

NTU Dormitory BOT
NCKU Dormitory BOT
Taipei City Hall Bus Terminal BOT



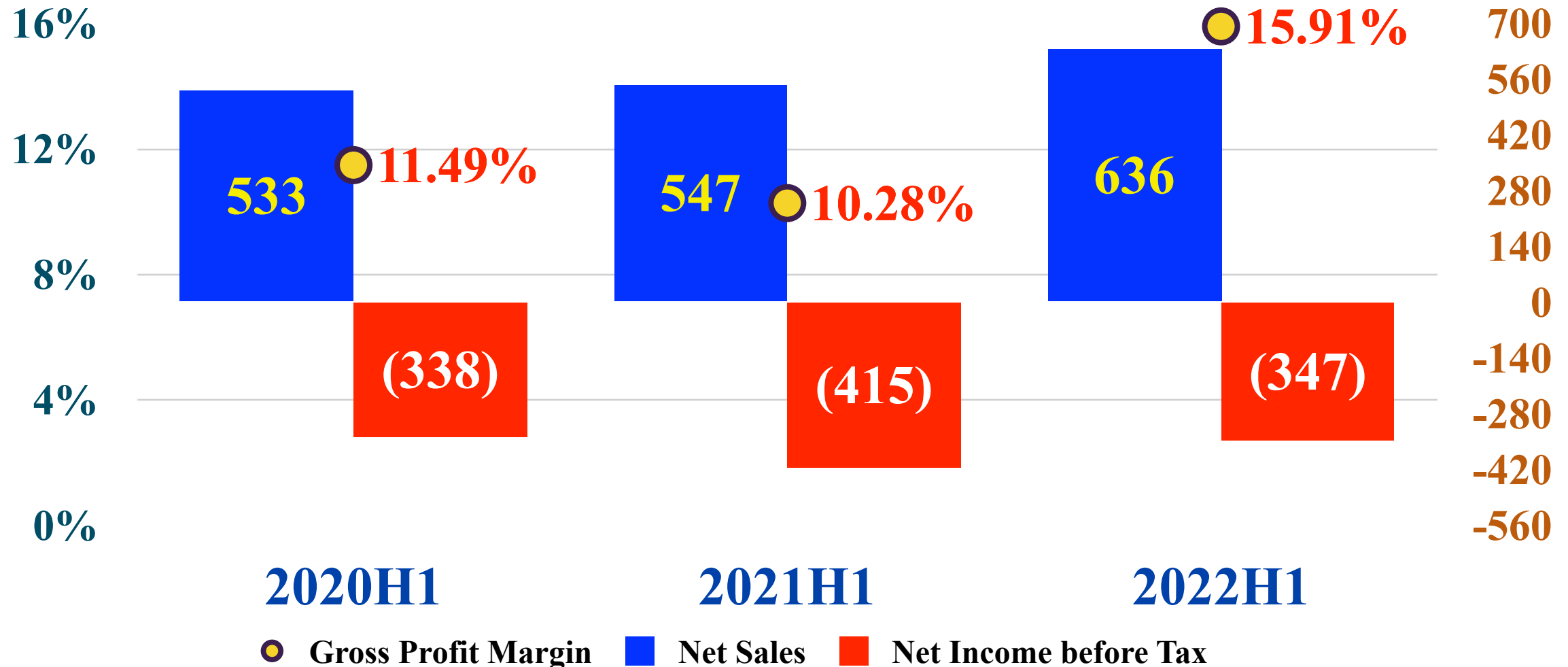
Hotel business

Times Square International Co., Ltd.
The Splendor Hotel Taichung Co., Ltd.
Howard Beach Resort Kenting

Investment Subsidiaries

Hotel Business in 2020H1~2022H1 Financial data

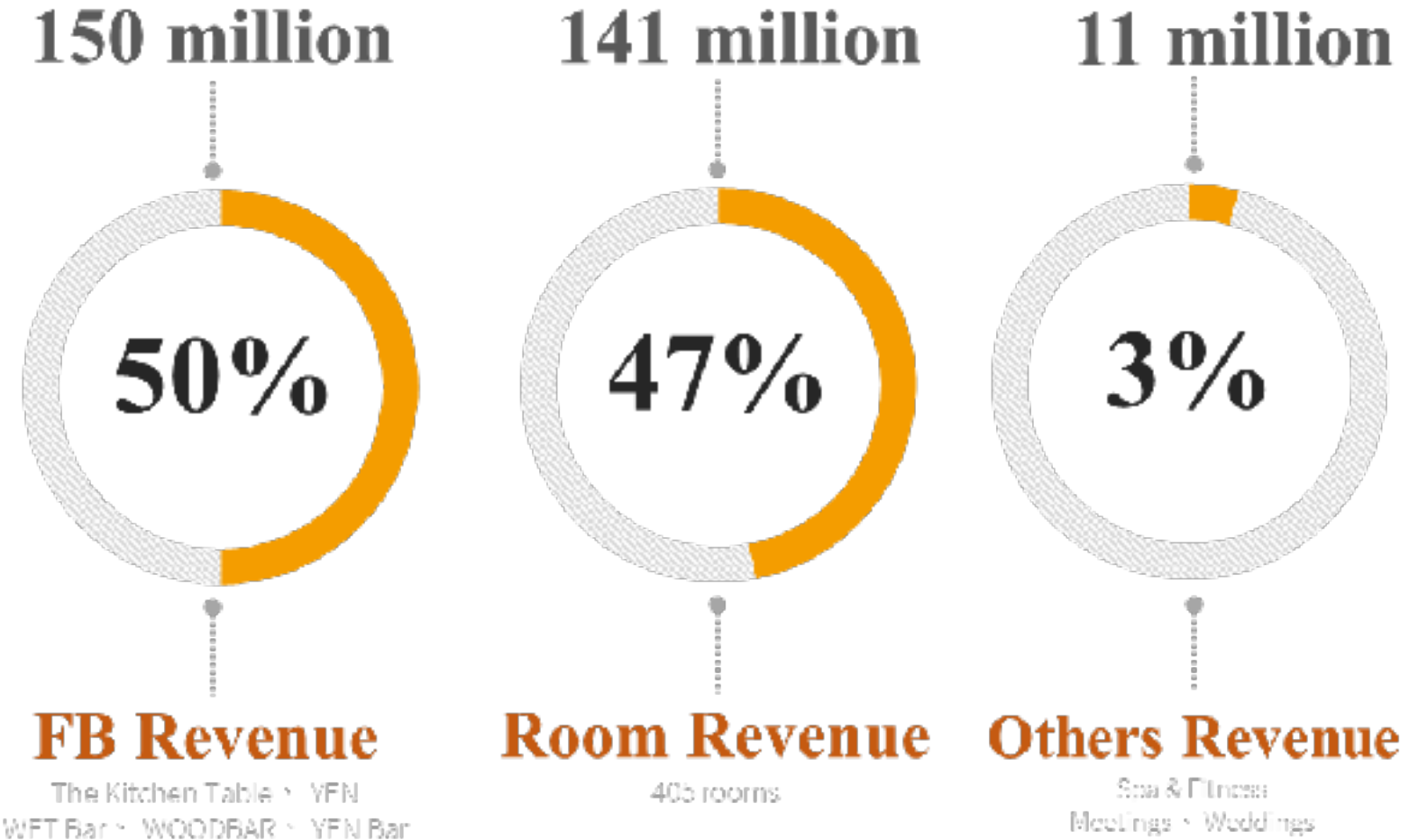
Expressed in million of NT dollars



Investment Subsidiaries

W Hotel Taipei Revenue in 2022H1 in BU %

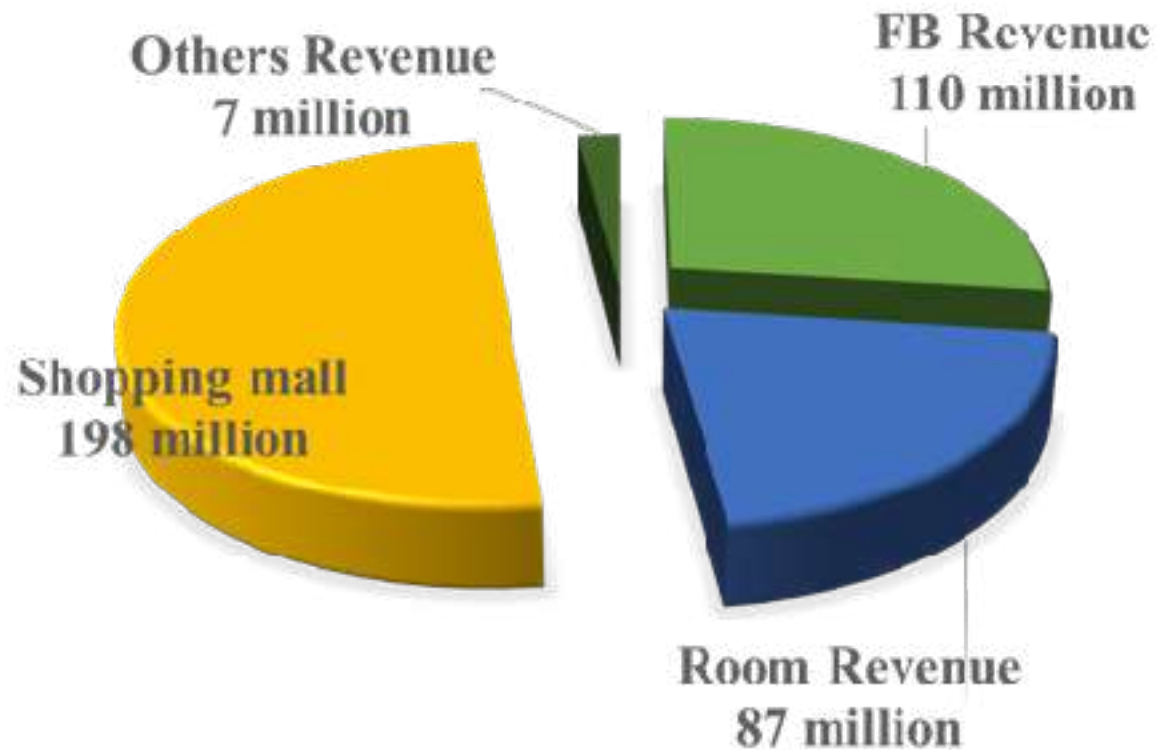
Expressed in million NT dollars



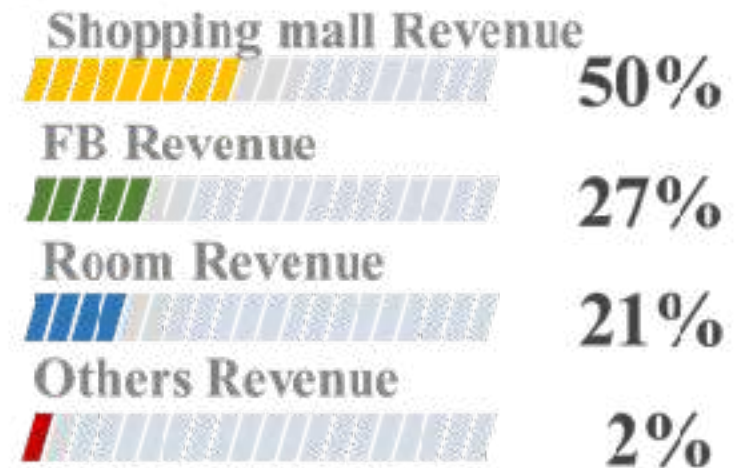
Investment Subsidiaries

Splendor Hotel Taichung Revenue in 2022H1 in BU %

Expressed in million NT dollars



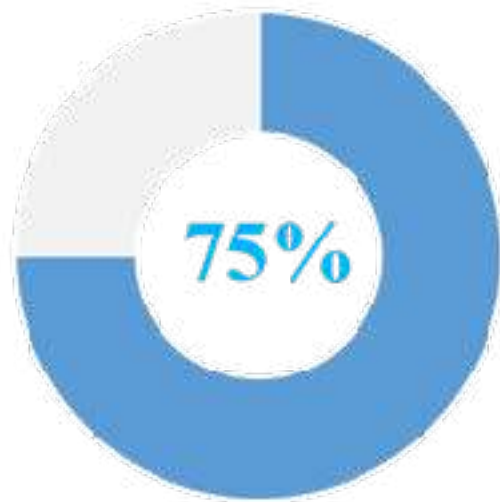
Simple Analysis



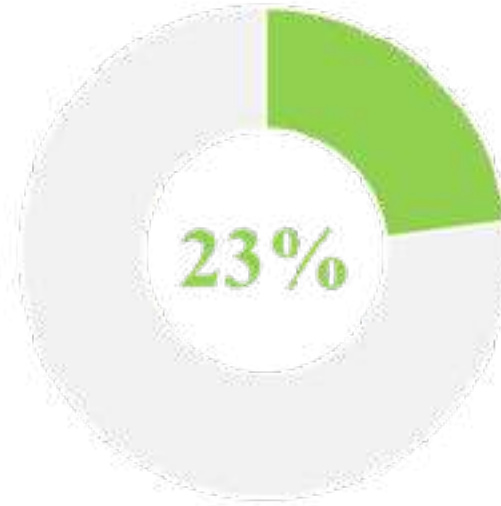
Investment Subsidiaries

Howard Beach Resort Kenting in 2022H1 in BU %

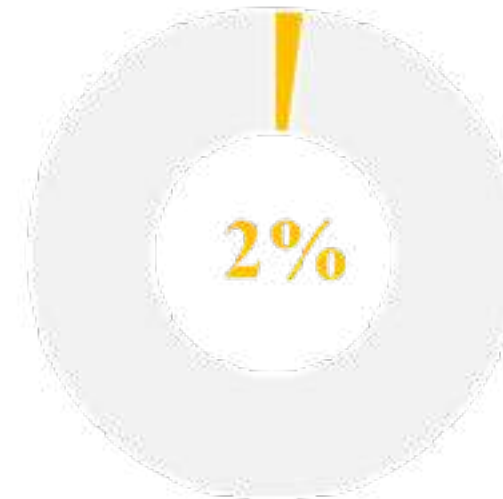
Expressed in million NT dollars



Room Revenue
137million



FB Revenue
42million



Others Revenue
3million

Future Strategy

The Group's future land purchase strategy、operation strategy、competitive advantage and corporate sustainable development responsibilities



Future Strategy



Strategy 1

Seeking potential lands in six big cities and developing land near main traffic networks

Target group

First-time homebuyer
Provide upscale properties to Taiwan aspirational middle class

Strategy 2

The power of brand and profitability are enhanced and evolved again



ESG

We will continue to work hard on ESR issues

Competitiveness-1

Vertical integration of resources to reduce costs

Competitiveness-2

The best developer in Tainan Group; enjoying economic scale

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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Prince Housing & Development Corp.
Thank you for your support

