



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

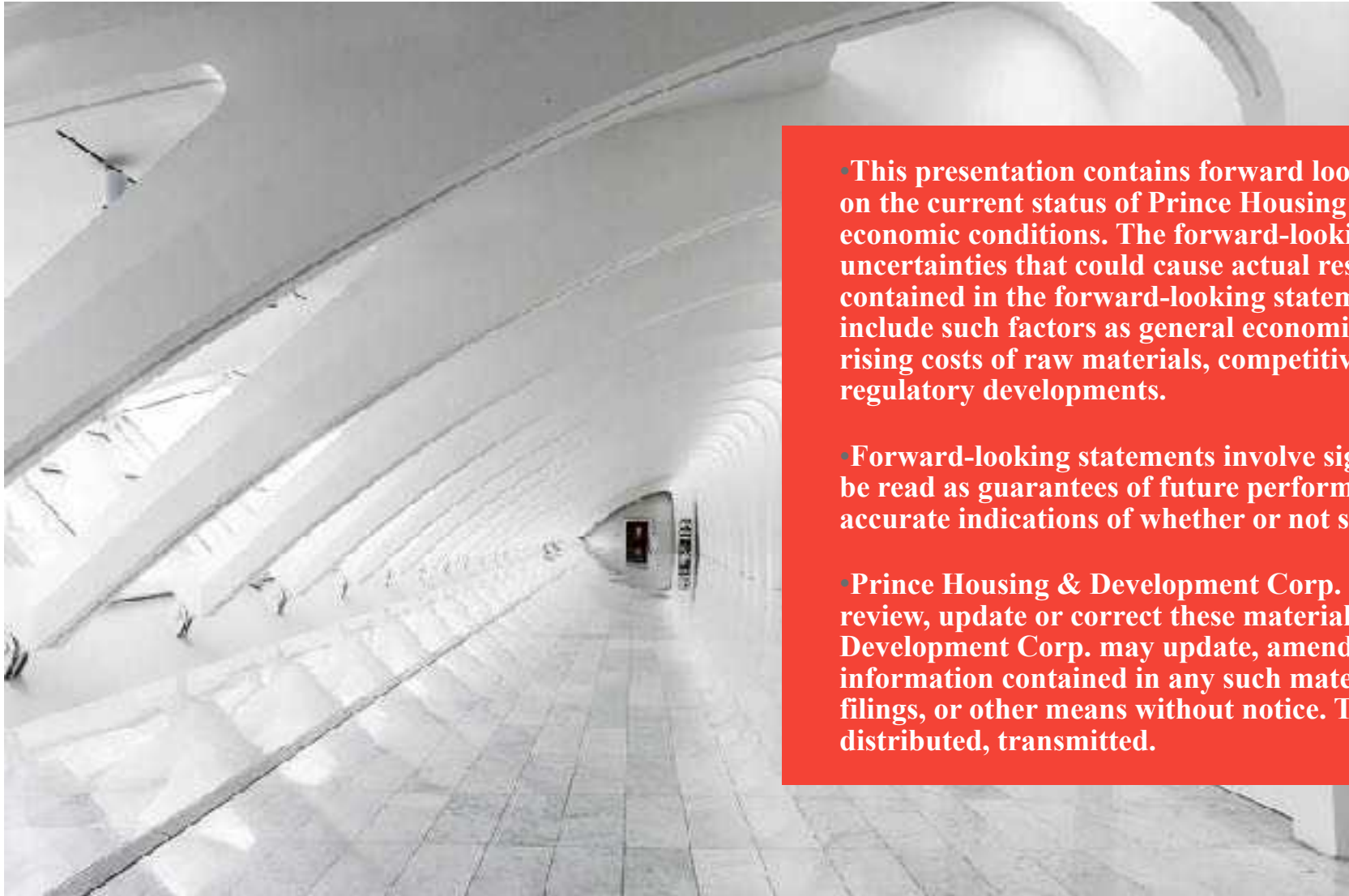


**Prince Housing & Development Corp.**

**FY23H1 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



**Environmental Social  
Governance**



**Financial Data**



**Investment Subsidiaries**



**Future Strategy**



# Company Overview

Ticker

1

2511TW

Capital

2

NT\$ 16.2Billion

Total Asset

3

NT\$ 46.67Billion

Consolidated Rev

4

NT\$ 4.31Billion

NAV

5

NT\$ 15.63

Prince Housing & Development Corp.  
2023H1 Consolidated  
Financial Data

# Company Overview

## SUSTAINABLE DEVELOPMENT GOALS

### ~2017

- ◆ Prepared CSR report.
- ◆ Taiwan Corporate Governance Evaluation (ranking of 6-20%).
- ◆ Set up Ethical Corporate Management Practice Team.

### 2017~2022

- ◆ Set up Head of Corporate Governance.
- ◆ Set up Risk Management Team
- ◆ Prepared TCFD (Task Force on Climate-related Financial Disclosures) report.

### 2023~

- ◆ Carried out emissions inventory.
- ◆ Promoted ESG to suppliers and our subsidiaries.



### CSR→ESG

- ◆ Residential design is based on EEWH standard of four major indicators :Ecology, Energy Saving, Waste Reduction and Health.
- ◆ Selection of building materials towards comprehensive environmental protection material.



# Financial Data

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



# Financial Data (Consolidated)

Expressed in million of NT dollars

Balance Sheet	2023H1	%	Variance	%	2022H1	%
Construction in Progress	115	0	1	1	114	0
Land Held for Construction	5,510	12	(9)	-	5,519	11
Building and Land Held for Sale	915	2	(549)	(38)	1,463	3
Prepayment for Land	229	0	0	0	229	0
Others	17	0	2	17	14	0
Inventories Subtotal	6,785	15	(555)	(8)	7,340	15
Cash and Other Current Assets	14,908	32	(1,162)	(7)	16,071	33
Funds and Investments	3,675	8	(38)	(1)	3,713	8
Total Assets	46,673	100	(2,206)	(5)	48,879	100
Loans&Bonds	9,401	20	(1,172)	(11)	10,573	22
Current Contract Liabilities	629	1	(33)	(5)	662	1
Receipts in Advance	84	0	3	4	81	0
Total Liabilities	21,052	45	(2,182)	(9)	23,233	48
Stockholders Equities	25,621	55	(25)	-	25,646	52
Current Ratio	286.43%				271.64%	
Debt Ratio	45.10%				47.53%	
Net Debt to Equity	3.67%				10.17%	

# Financial Data (Consolidated)

Expressed in million of NT dollars

Profit and Loss Statement	2023H1	%	Variance	%	2022H1	%
Operating Revenue	4,311	100	(4,042)	(48)	8,354	100
Operating Cost	(3,129)	(73)	2,644	(46)	(5,773)	(69)
Operating Profit	1,182	27	(1,399)	(54)	2,581	31
Operating Expenses	(877)	(20)	199	(19)	(1,076)	(13)
Operating Income	305	7	(1,199)	(80)	1,505	18
Pre-tax Income	375	9	(730)	(66)	1,105	13
Net Income	293	7	(550)	(65)	843	10
Earnings per Share	0.18				0.54	
Net Assets Value	15.63				15.63	
Return on Equity	1.14%				3.28%	



# Financial Data (Consolidated)

Expressed in million of NT dollars

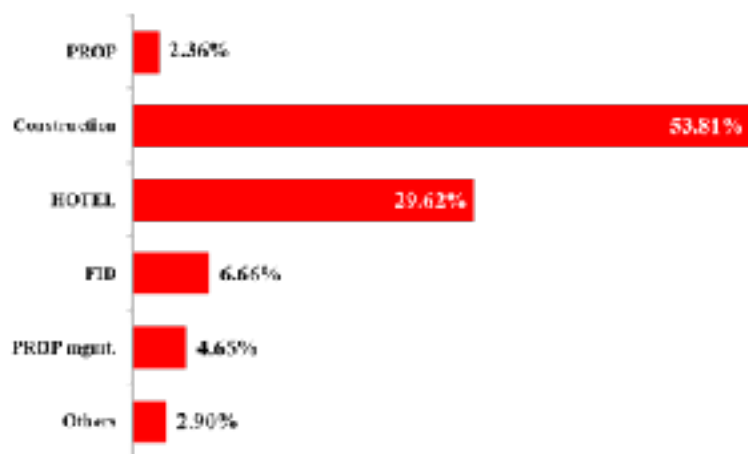
Cash Flow Statement	2023H1	Variance	2022H1
Cash at beginning of the year	10,000	3,119	6,881
Cashflows from Operating Activities	617	(1,710)	2,327
Interest paid	(223)	(18)	(205)
Cashflows from Investing Activities	(1,029)	(752)	(277)
Cashflows from Financing Activities	(1,127)	(161)	(966)
Dividend paid	0	0	0
Net Increase(Decrease)in Cash	(1,539)	(2,624)	1,084
Cash at end of year	8,460	496	7,965

# Financial Data (Consolidated)

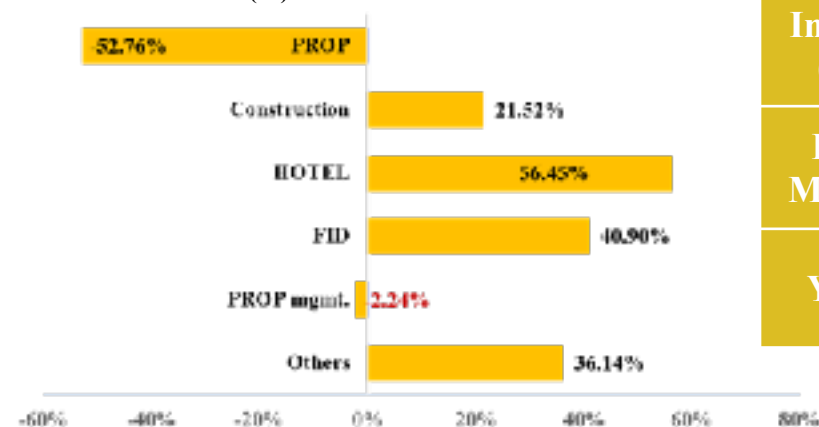
Expressed in million of NT dollars

## Segment Information 2022Y Breakdown

Revenue(%)



Income(%)

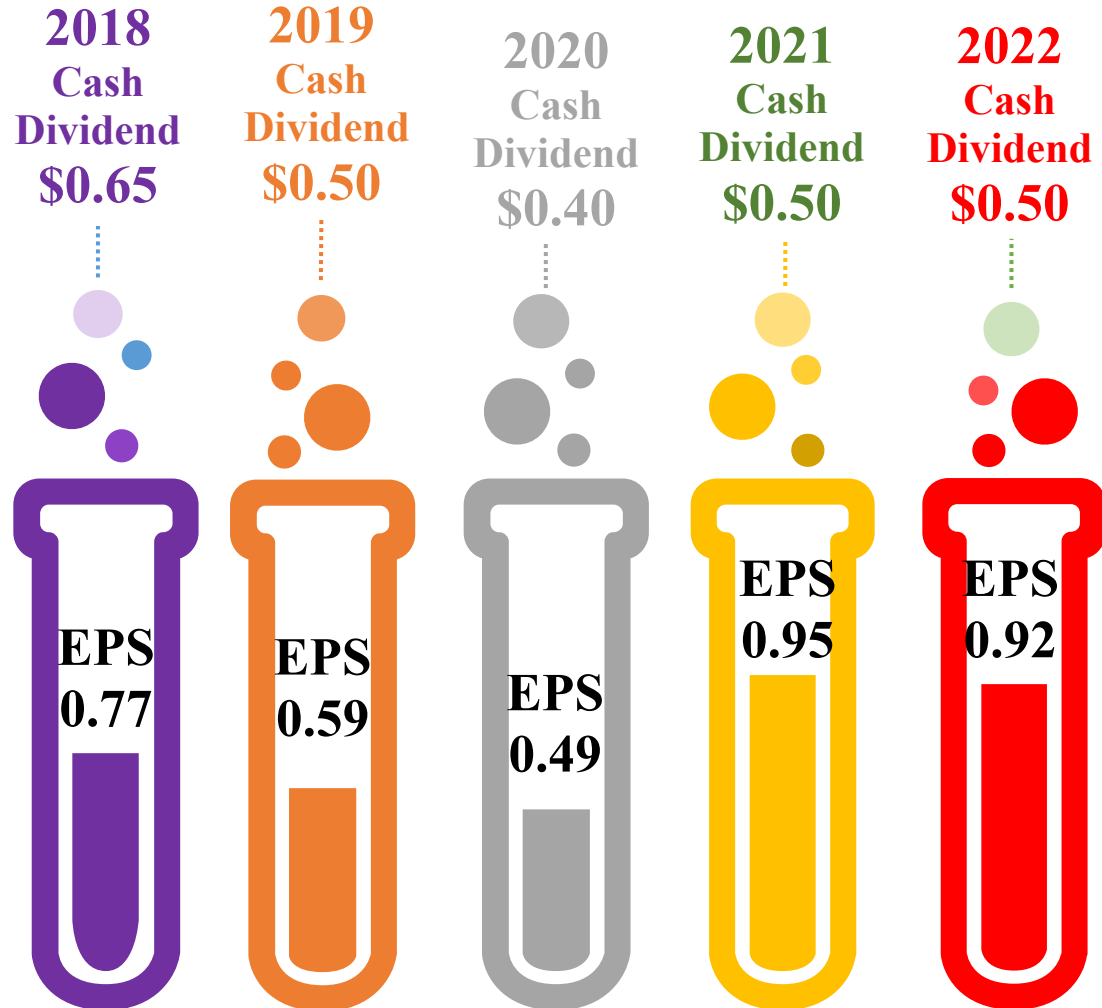


Segments	Property	Construction	Hotel	FID	PROP mgmt.	Others	Total	Adj.	Consolidated
Segments Revenue	103	2,338	1,287	290	202	126	4,345	(34)	4,311
Revenue (%)	2.36%	53.81%	29.62%	6.66%	4.65%	2.9%			
YOY	(98.30%)	110.80%	102.32%	7.44%	(3.64%)	1.41%	(48.22%)		(48.39%)
Segments Income	(158)	65	169	123	(7)	108	300	5	305
Income (%)	(52.76%)	21.52%	56.45%	40.90%	(2.24%)	36.14%			
EBT Margin	(154.27%)	2.76%	13.16%	42.39%	(3.33%)	86.06%	6.91%		7.08%
YOY	(91.68%)	(124.55%)	(125.84%)	17.06%	(725.96%)	10.71%	(40.66%)		(66.08%)



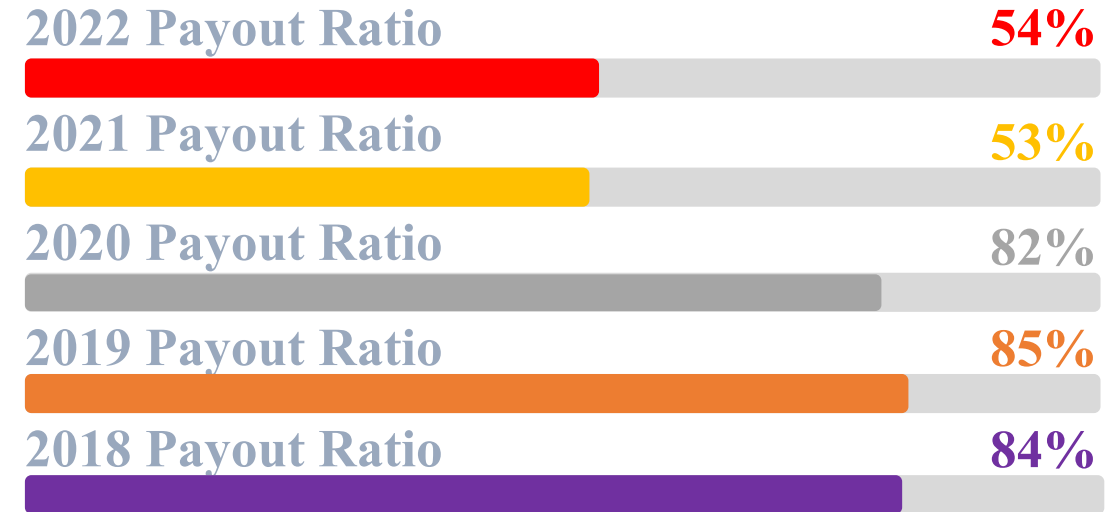
# Financial Data

## 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.

2022 dividend distribution plan was proposed and resolved on 2023/06/20 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  
Taipen City Hall Bus Terminal BOT



## Hotel business

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

# Construction & Real Estate

## Residential Project Area



## Northern Taiwan

Taipei City  
New Taipei City  
Taoyuan City  
Hsinchu City

## Central Taiwan

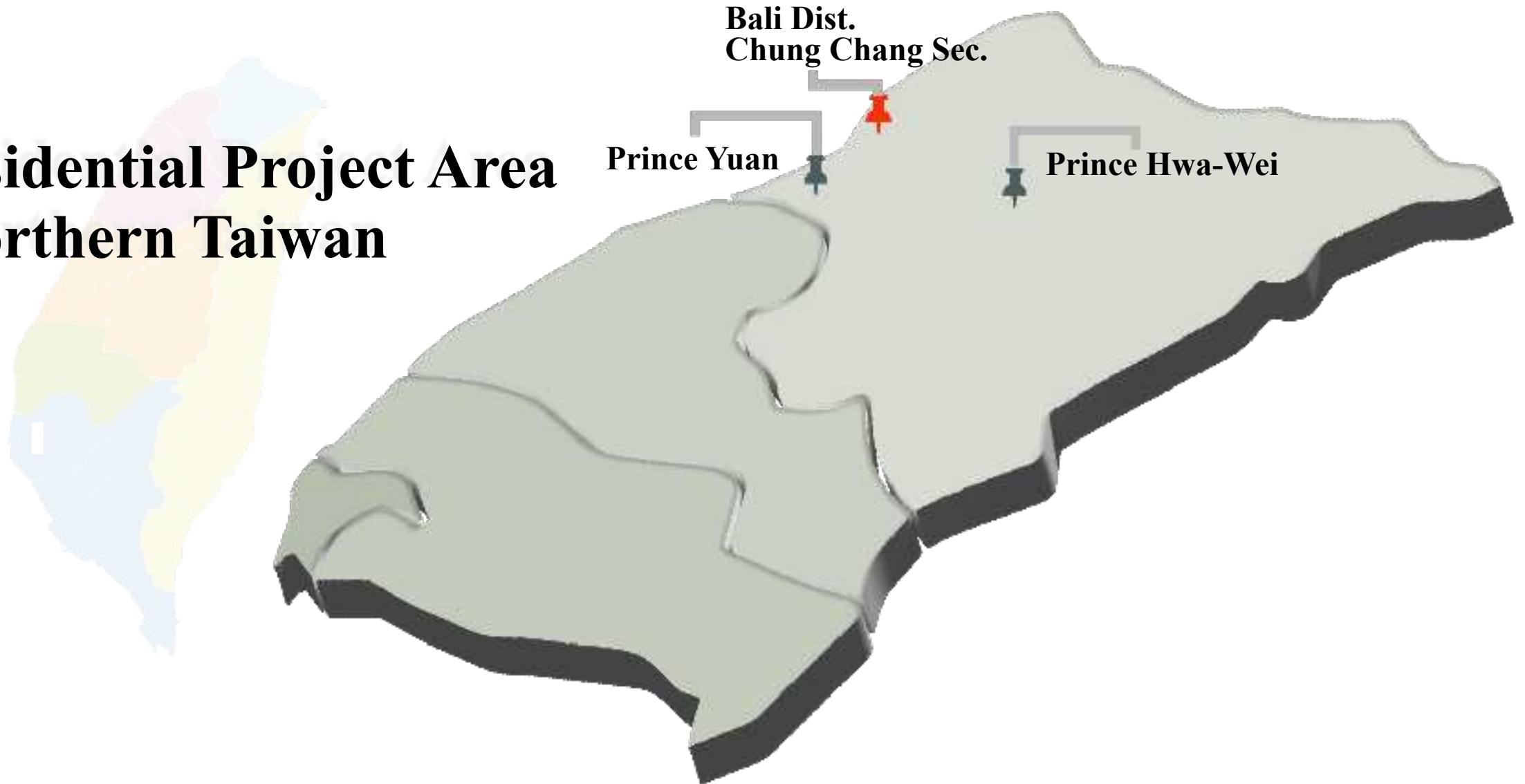
Taichung City  
Changhua City  
Nantou County

## Southern Taiwan

Tainan City  
Kaohsiung City




# Construction & Real Estate

## Residential Project Area -Northern Taiwan



# Construction & Real Estate

## Residential Project Area -Northern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2023	2023	2024	2025	2026
Prince Hwa-Wei	TPE	1.80	45%					
Prince Yuan	TPH	2.52	98%					
Bali Dist. Chung Chang	TPH	2.10						
<b>Total</b>		<b>6.42</b>						

# Construction & Real Estate

## Residential Project Area -Central Taiwan





# Construction & Real Estate

## Residential Project Area -Central Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2023	2023	2024	2025	2026
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	2.93						✓
<b>Total</b>		<b>9.16</b>						

## Residential Project Area -Southern Taiwan



# Construction & Real Estate

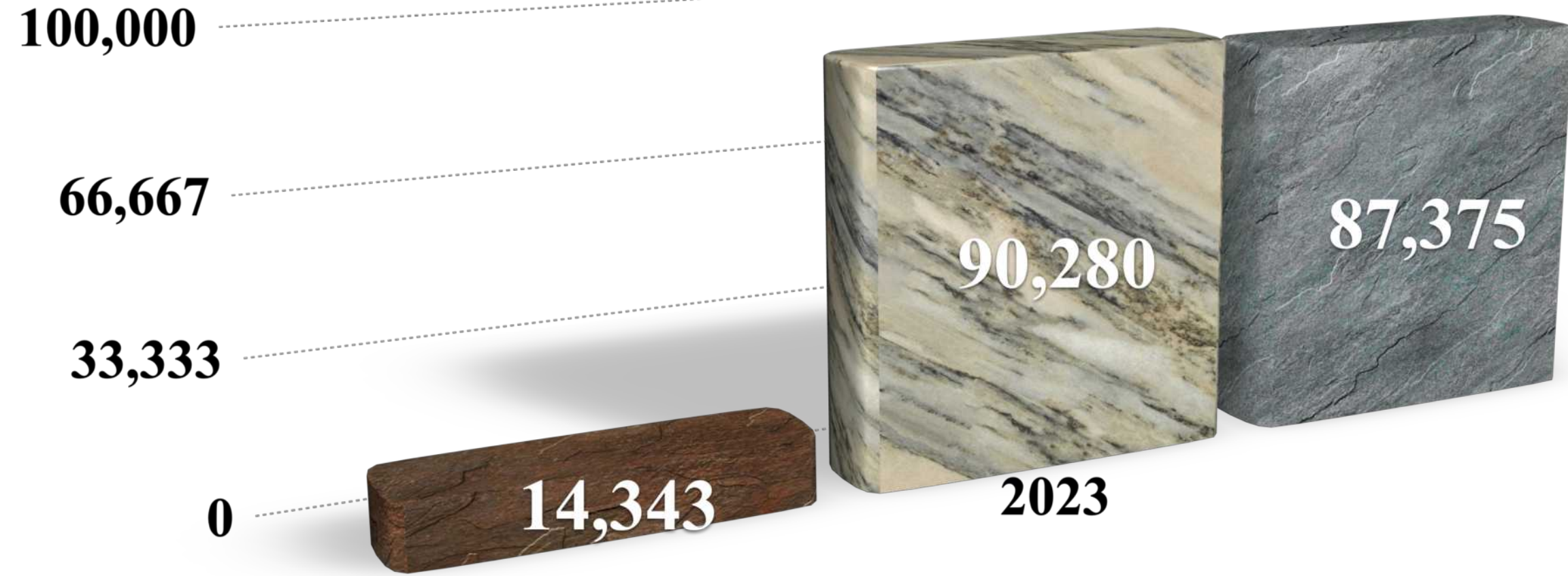
## Residential Project Area-Southern Taiwan

Project Name	Location	Salable Value (billion)	Sales Rate(%)	Year of completion				
				Before 2023	2023	2024	2025	2026
Prince WIN2	TNN	1.00	100%	✓				
Prince Castle A(Terrace House)	KHH	1.94	98%	✓				
Shanhua Dist. Shan-Chia Sec.	TNN	1.33					✓	
Anping Dist. Jin-Hua Sec.	TNN	3.02						
Ren Wu Dist. New Hougan West Sec.	KHH	10.50						
<b>Total</b>		<b>17.79</b>						

# Construction & Real Estate

Expressed in square meters

## Land Bank



**Northern Taiwan** **Central Taiwan** **Southern Taiwan**

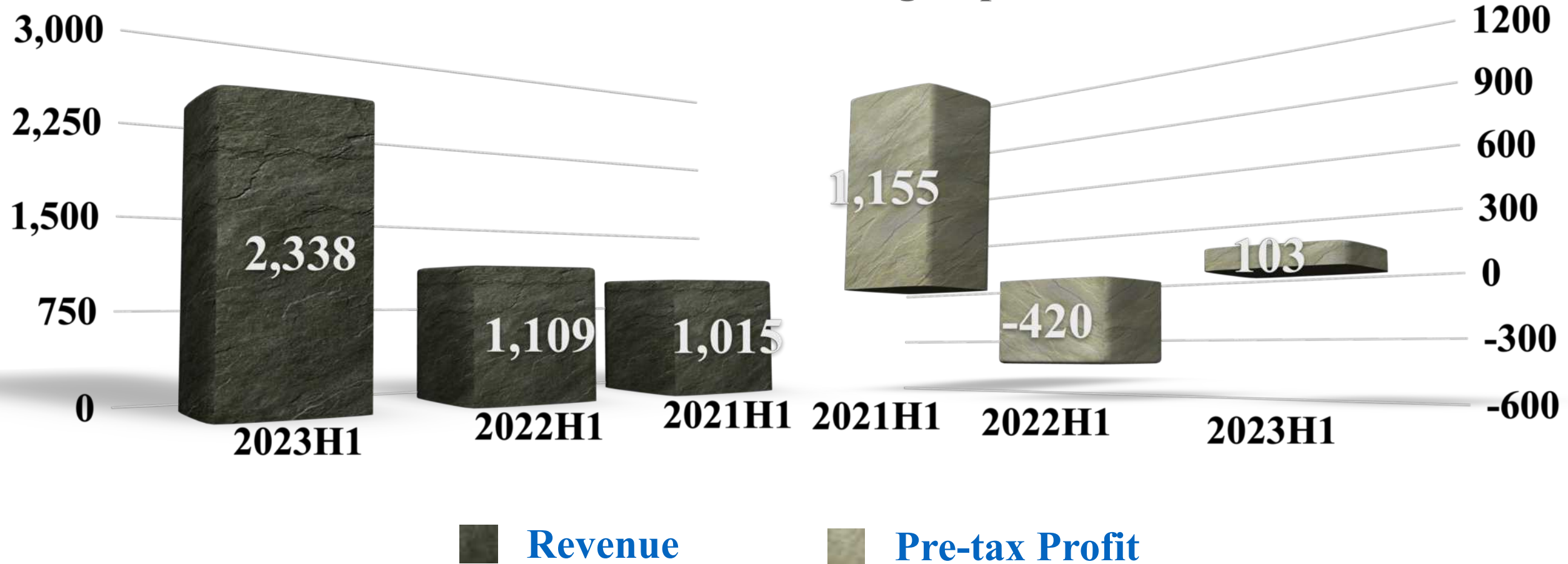
# Construction Engineering Business



# Construction Engineering Business

Expressed in million of New Taiwan dollars

## Construction subgroup



# Investment Subsidiaries



## Construction & Real Estate

Prince Housing & Development Corp.  
Chung-Shi Investment Co., Ltd.  
S. Ty-Chen Construction & Engineering Corp.  
J. Chung-Shi Construction Co., Ltd.  
J. Prince Utility Co., Ltd.



## Fixed Income & BOT

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

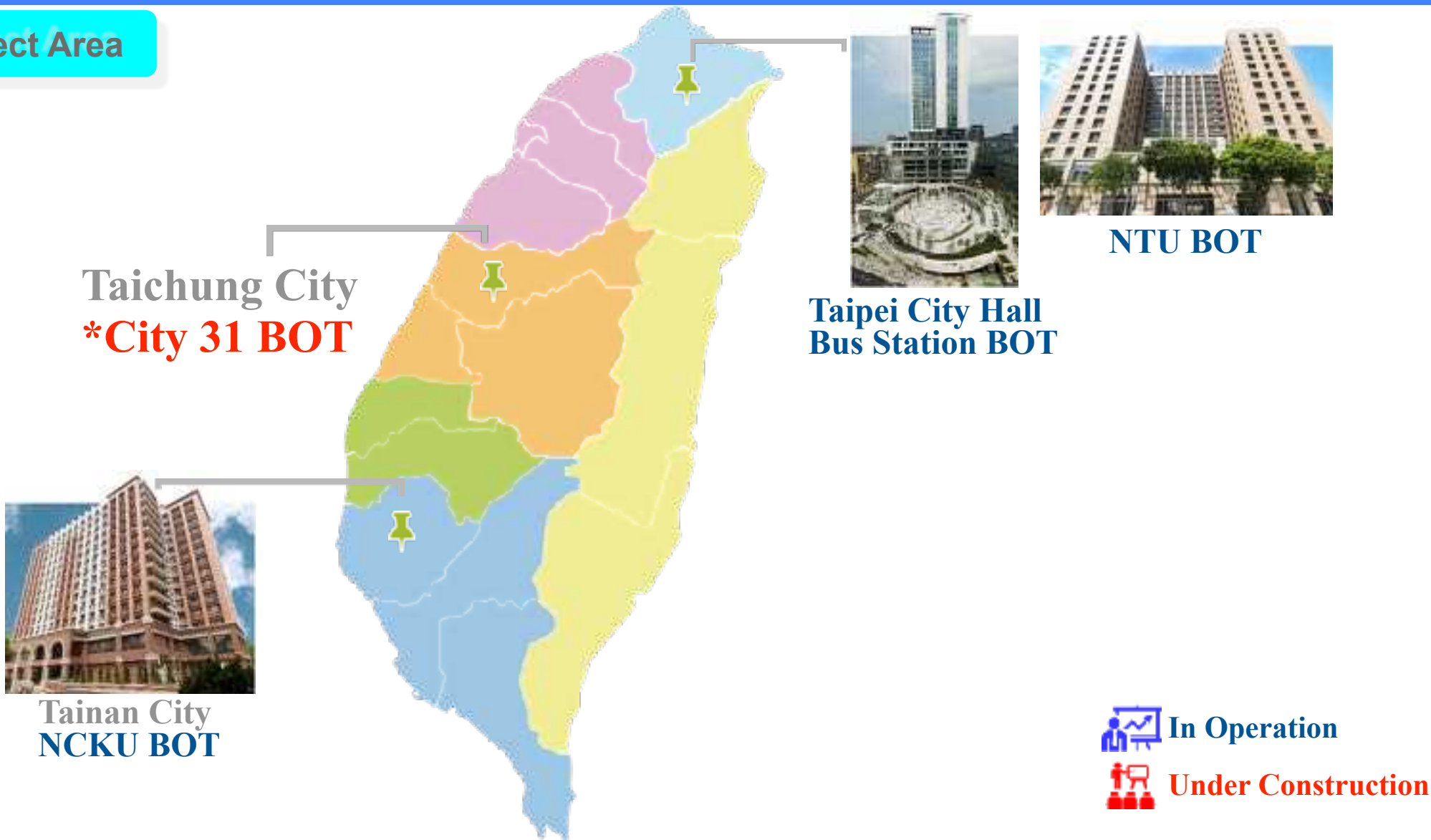


## Hotel business

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

# Investment Subsidiaries

Residential Project Area





# 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 29 Years**  
**NCKU 17 Years**

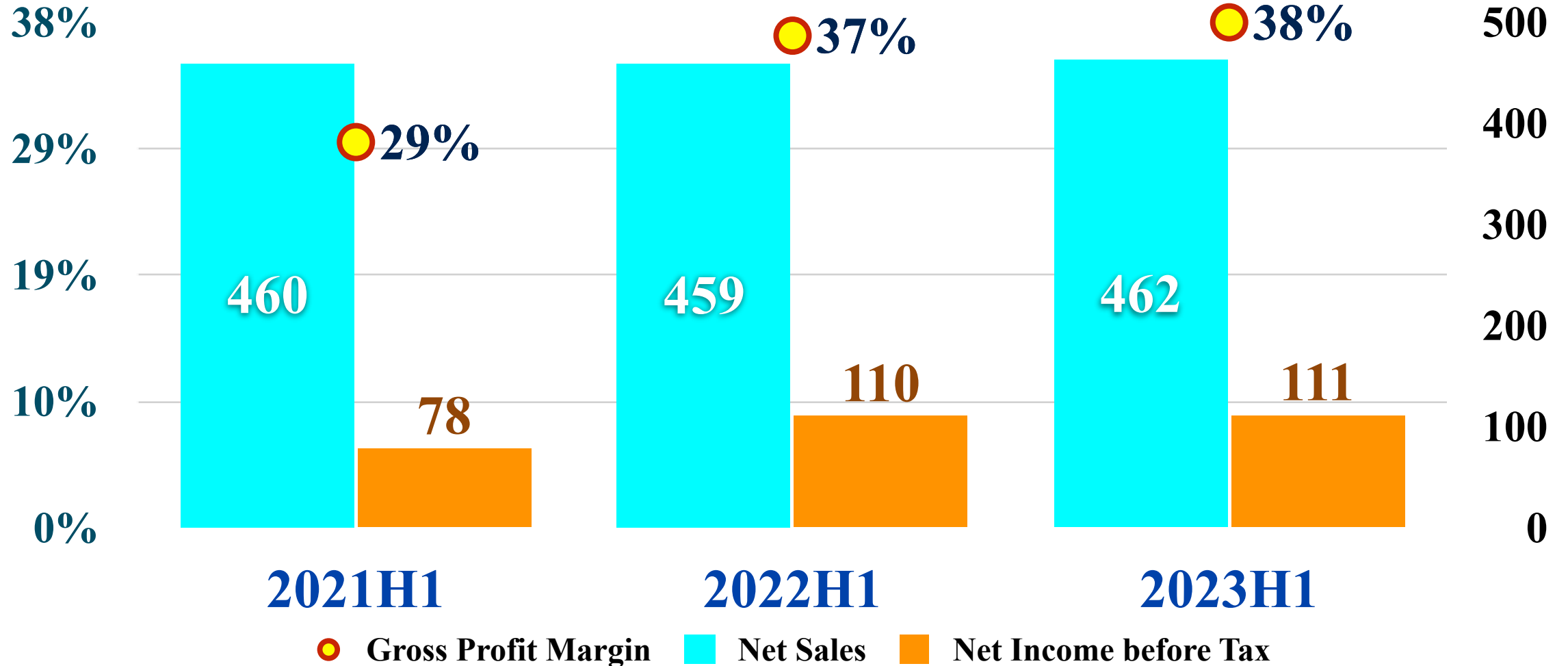
**2040**  
 NCKU

**2052**  
 NTU

# Investment Subsidiaries

PDC Operation 2021H1~2023H1

Expressed in million of NT dollars



# Investment Subsidiaries



## Construction & Real Estate

Prince Housing & Development Corp.  
Gwang-Sai Investment Co., Ltd.  
1-Da-Chee Construction & Engineering Corp.  
2-Da-Chee Construction Co., Ltd.  
3-Prince Hotel Co., Ltd.



## Fixed Income & BOT

1-Prince Property BOT  
2-Prince Property BOT  
3-Prince Property BOT



## Hotel business

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

# Investment Subsidiaries

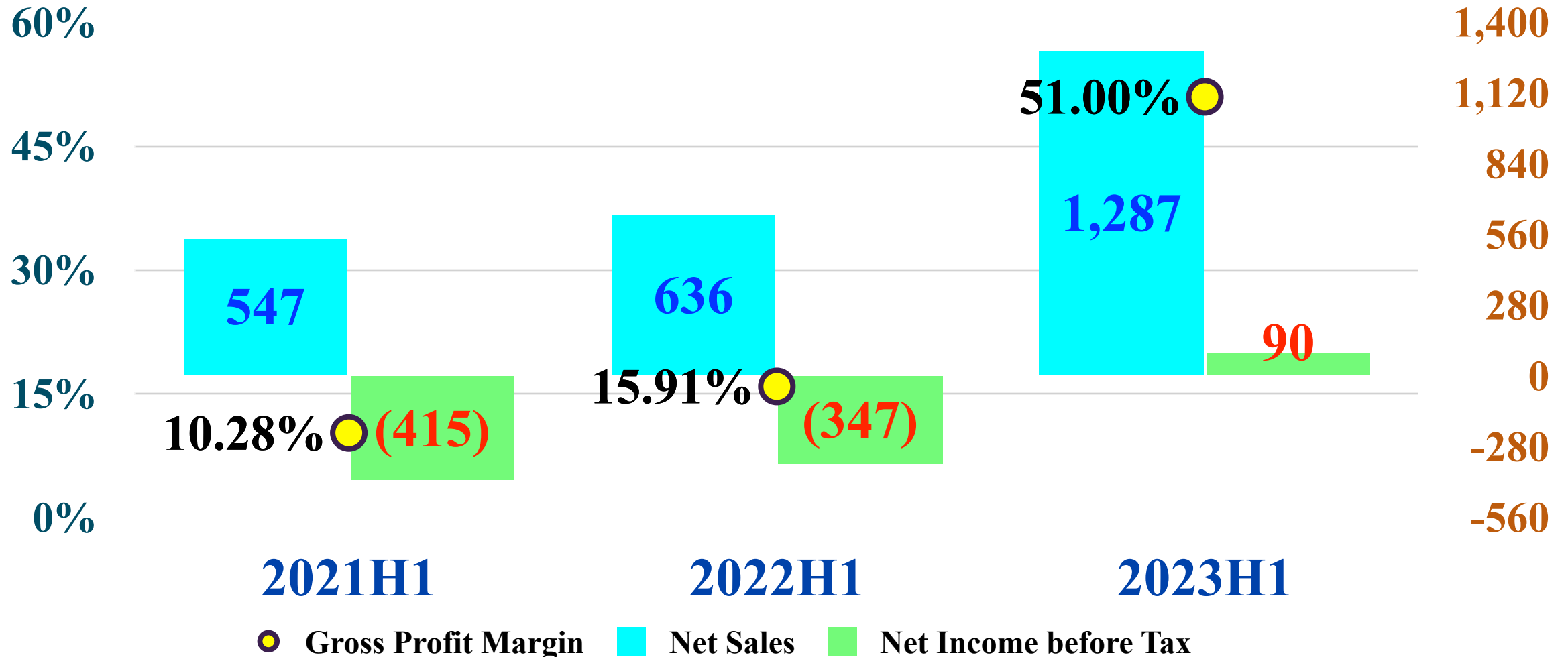
## Residential Project Area



# Investment Subsidiaries

Hotel Business in 2021H1~2023H1 Financial data

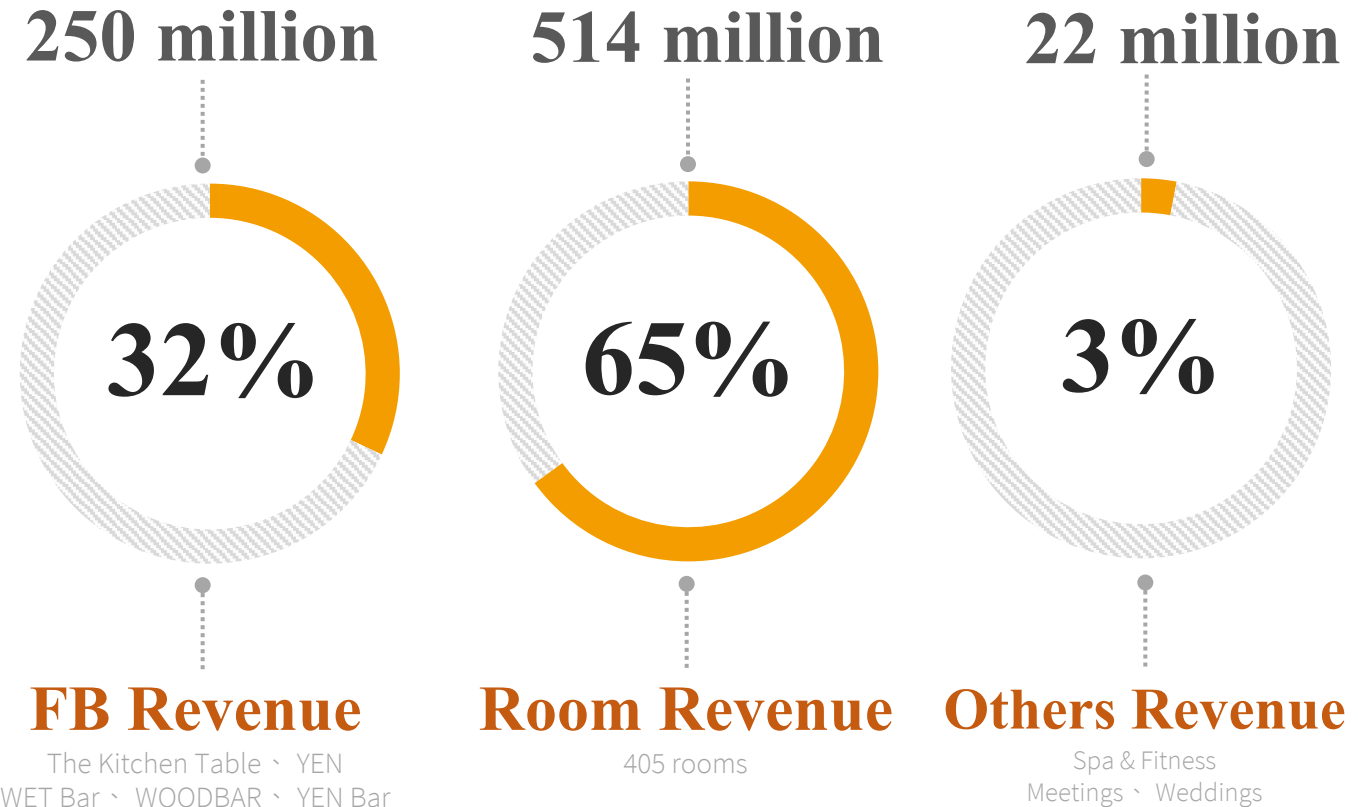
Expressed in million of NT dollars



# Investment Subsidiaries

W Hotel Taipei Revenue in 2023H1 in BU %

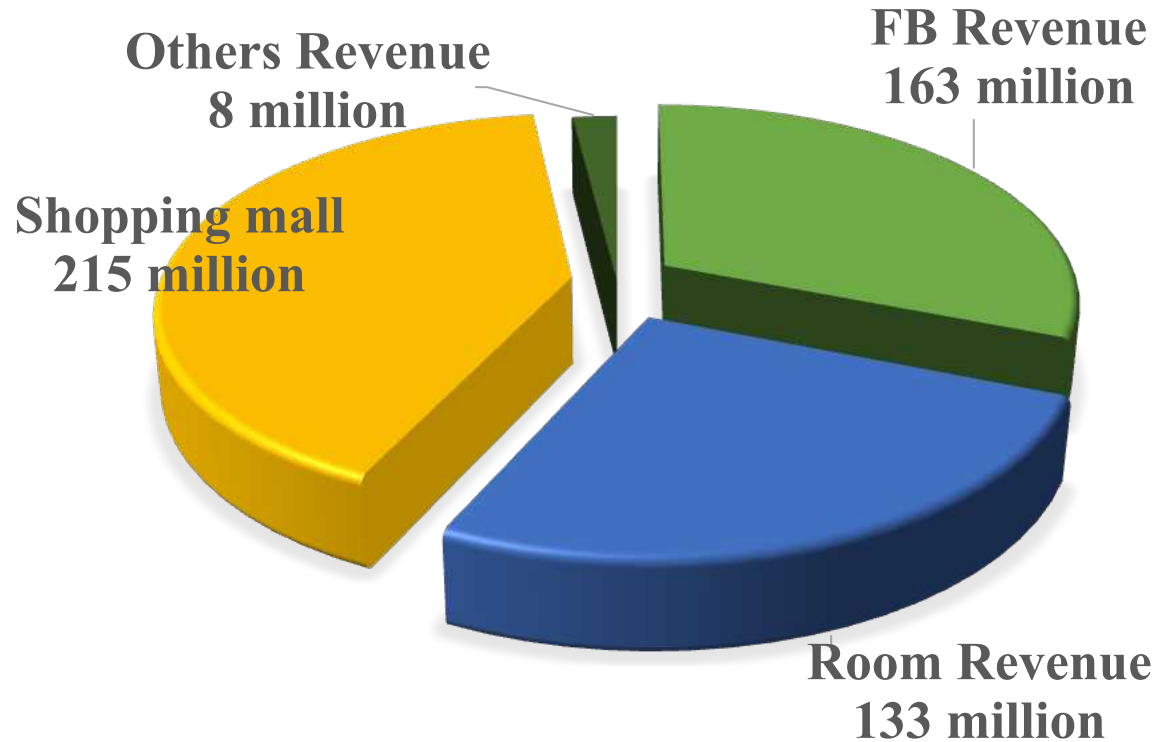
Expressed in million NT dollars



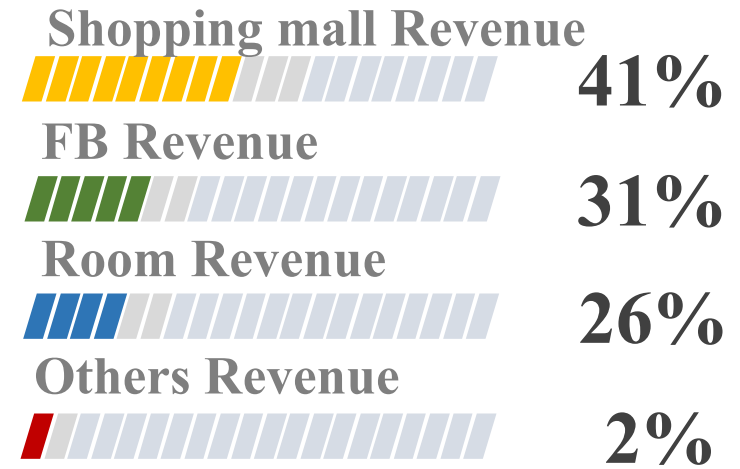
# Investment Subsidiaries

Splendor Hotel Taichung in Revenue in 2023H1 in BU %

Expressed in million NT dollars



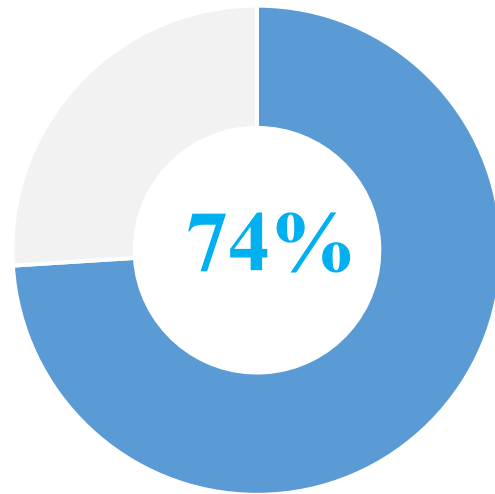
## Simple Analysis



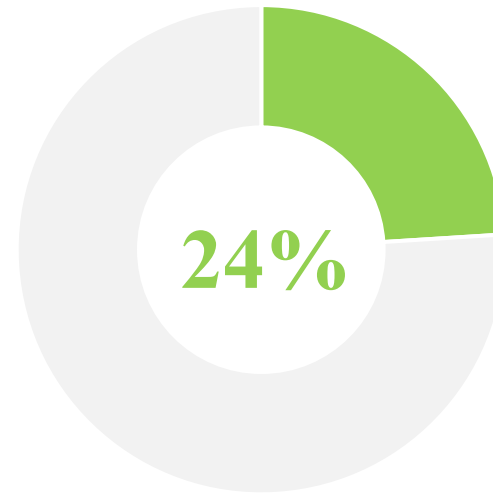
# Investment Subsidiaries

Howard Beach Resort Kenting in 2023H1 in BU %

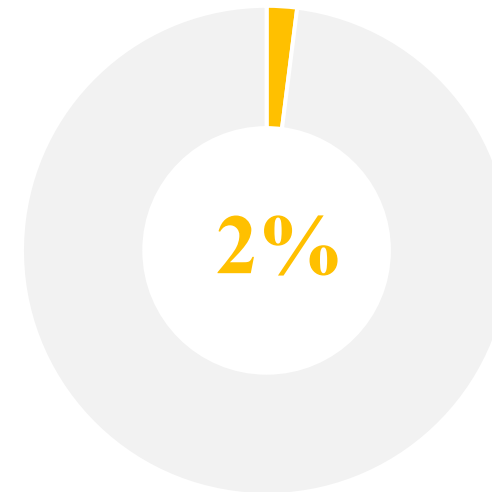
Expressed in million NT dollars



**Room Revenue**  
**190million**



**FB Revenue**  
**61million**



**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

Integrate brand power and group resources to create new business opportunities



## ESG

We will continue to work hard on ESG issues

## Competitiveness-1

Vertical integration of resources to reduce costs

## Competitiveness-2

The best developer in Tainan Group; enjoying economic scale


# Investor meeting



**Please visit Investor Relation website  
(2511TT/2511TWO)**

 <http://www.prince.com.tw/finance.asp>

**Please contact us at**

 [9802021@prince.com.tw](mailto:9802021@prince.com.tw)  
[1908028@prince.com.tw](mailto:1908028@prince.com.tw)

 [+886 2 2758 9599](tel:+886227589599)

 [21F.,No.11,Songgao Rd.,Sinyi Dist.,Taipei City,110 Taiwan](#)



**Prince Housing & Development Corp.**  
**Thank you for your support**

