



COMPANY UPDATE 20 January 2012

# Hold (unchanged)

Share price: Bt 14.00 Target price: Bt 12.80

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#### Stock Information

<u>Description</u>: The Company engages in the development of commercial buildings and residential housing. The Company offers single-detached houses, townhouses and condominiums. The Company develops residential housing projects mainly in Bangkok and the surrounding areas.

Ticker:	PS
Shares Issued (mn):	2,209.41
Market Cap (Btmn):	30,932
3-mth Avg. Daily Volume (mn):	101.46
SET Index:	1,058.94
Free float (%):	25.90
Major Shareholders:	%
Mr. Thongma Vijitpongpun	52.48
Mr. Thongma Vijitpongpun	6.18

### **Historical Chart**



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# Pruksa Real Estate (PS)

# Land bank use is the key in 2012

**Investment Thesis:** PS has set a 2012 presales growth target at +15% supported by 50 new projects, led by large new projects in Chaeng Wattana and Pattanakarn from the company land bank to reduce costs and financial burden. At the end of 2011, PS had a total backlog of Bt33bn with Bt19.510bn to be recognised this year (78% of revenue target). Thus, we have kept our 2012 revenue and net profit forecast unchanged at +7.4% and +2.2% growth, respectively, with a HOLD rating.

2012 presales to grow 15% from new 50 projects: After the 34% drop below the presales target for 2011 due to the floods, PS has set a new presales goal for 2012 of +15% yoy growth to Bt29bn with 93% to be generated by projects in Bangkok and the suburban area, with 4% up country and 3% abroad. The 50 project target is similar to 2011 with 49 project launches. In 2012, PS plans to launch some projects on 2 parcels in the company land bank to reduce capital outflow and financial burden. One project is on Pattanakarn Road with over 400 rai composed of 8 low-rise projects and one other parcel on Chaeng Wattana Road with 3 small projects. The townhouse sales are priced at Bt2-3.5mn, while the SDH are priced in a range of Bt4-5mn, which will begin presales in late 1Q12. PS will halt the project in the Maldives on an unfavourable exchange rate and slow development of some projects in India, while continuing the project in Vietnam.

Maintain Hold with a Bt12.80/share fair value: Although the 1Q12 presales are estimated to decline from the aftermath of the flood, we believe presales will improve later in the quarter. However, we do expect the 2011 dividend at Bt0.38/share or a 2.7% yield and much lower than the sector average of 5%. With the current high share price and some negative sentiment in 1H12, we reiterate our Hold recommendation with a fair value of Bt12.80/share based on a forward PER of 8.1x.

PS – Summary Earnings Table

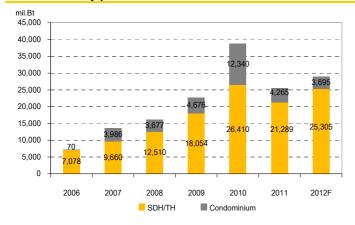
FYE: Dec 31 (Btmn)	2009	2010	2011F	2012F	2013F
Revenue	18,966	23,307	23,281	25,006	26,895
EBITDA	4,994	4,750	3,993	4,730	5,257
Recurring Net Profit	3,622	3,488	2,806	3,429	3,945
Recurring Basic EPS (Bt)	1.64	1.58	1.27	1.55	1.79
EPS growth (%)	50.32	(2.91)	(20.32)	22.27	15.04
DPS (Bt)	0.55	0.50	0.38	0.46	0.53
PER	8.60	8.86	11.12	9.09	7.90
EV/EBITDA (x)	6.30	7.00	8.69	6.98	6.11
Div Yield (%)	3.95	3.56	2.70	3.30	3.80
P/BV(x)	2.39	2.02	1.82	1.58	1.37
Net Gearing (%)	2.5	15.4	22.4	10.7	5.4
ROE (%)	27.8	22.9	16.5	17.5	17.5
ROA (%)	20.5	13.0	7.9	10.0	11.9

Source: Company reports and KELIVE Research estimates.

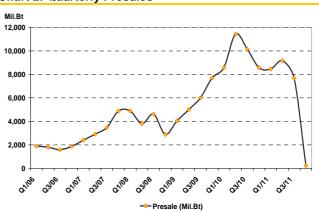
A Bt32.993 backlog to be recognised through 2014: We have revised upward our 2011 revenue projection by 8% as December revenue has beaten our estimate, driven mostly by the booking of the *Memorial at Siam* condo project, valued at Bt1.5bn with Bt1bn recognised in December. We project the 2011 revenue at Bt23.281bn (-0.1% yoy) and the net profit at Bt2.806bn (-19.6% yoy). At the end of 2011, PS had a total backlog of Bt33bn with Bt19.5bn, 78% of the revenue target (Bt25.006bn) to be recognised this year inline with our estimate. However, if PS continues to recover faster than our earlier estimate for 2Q12, we may then upgrade our 2H12 earnings projection once again to a yearly profit growth of 22.2% yoy to Bt3.429bn, supported by the tax reduction.

Re- positioning debt structure in 2012: In 2012, PS will target the adjustment of the debt infrastructure from the previous policy of borrowing short-term loans to now allow long-term debt with a plan to issue more debentures of at least Bt3bn. In our opinion, this is a higher cost plan with higher interest rate expenses and will limit the PS financial liquidity. Moreover, we estimate PS and other property developers will be pressured more from higher costs due to the future-flood prevention systems and equipment, along with the rising daily wage to Bt300.

**Chart 1: Yearly presales** 



**Chart 2: Quarterly Presales** 



Source: SET and KELIVE Research estimates.

Source: KELIVE Research estimates.

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FY December	2010	2011F	2012F	2013F	FY December	2010	2011F	2012F	2013F
T December	2010	20111	20121	20131	i i becember	2010	20111	20121	20131
Revenue	23,307	23,281	25,006	26,895	Fixed Assets	2,855	3,080	2,395	2,256
EBITDA		3,993	4,730	5,257	Other LT Assets	446	466	500	538
Depreciation & Amortisation	246	282	280	282	Cash/ST Investments	1,439	225	637	1,119
Operating Profit (EBIT)	4,503	3,711	4,450	4,975	Other Current Assets	673	815	625	538
Interest (Exp) / Inc	(67)	(114)	(162)	(160)	Total Assets	34,211	37,144	33,303	34,143
Associates	0	0	0	0					
One-offs	0	0	0	0	ST Debt	3,501	1,617	125	125
Pre-Tax Profit	3,488	2,806	3,429	3,945	Other Current Liabilities	4,032	4,423	2,000	2,152
Tax	(1,048)	(910)	(940)	(956)	LT Debt	18,948	20,140	13,712	11,635
Minority Interest	0	0	0	0	Other LT Liabilities	50	50	54	58
Net Profit	3,488	2,806	3,429	3,945	Minority Interest	0	0	0	0
Recurring Net Profit	3,488	2,806	3,429	3,945	Shareholders' Equity	15,264	17,004	19,591	22,507
					Total Liabilities-Capital	34,211	37,144	33,303	34,143
Revenue Growth %	22.9	-0.1	7.4	7.6					
EBITDA Growth (%)	(4.9)	(15.9)	18.5	11.1	Share Capital (mn)	2,207	2,207	2,207	2,207
EBIT Growth (%)	(5.8)	(17.6)	19.9	11.8	Gross Debt / (Cash)	3,790	4,028	2,742	2,327
Net Profit Growth (%)	(3.7)	(19.6)	22.2	15.1	Net Debt / (Cash)	(13,351)	(14,780)	(11,511)	(7,528)
Recurring Net Profit Growth (%)	(5.8)	(17.6)	19.9	11.8	Working Capital	21,566	25,387	27,059	27,027
Tax Rate %	30.0	32.4	27.4	24.2					
CASH FLOW (Btmn)					RATES & RATIOS				
FY December	2010	2011F	2012F	2013F	FY December	2010	2011F	2012F	2013F
D 611 6 1 11									
Profit before taxation	3,488	2,806	3,429	3,945	EBITDA Margin %	20.4	17.2	18.9	19.5
Depreciation	246	282	280	282	Op. Profit Margin %	19.3	15.9	17.8	18.5
Net interest receipts / (payments)	(67)	(114)	(162)	(160)	Net Profit Margin %	15.0	12.1	13.7	14.7
Working capital change	(13,902)	(2,931)	(41)	886	ROE %	19.3	15.9	17.8	18.5
Cash tax paid	(1,048)	(910)	(940)	(956)	ROA %	13.0	7.9	10.0	11.9
Others (exceptional items)	1,635	1,024	1,102	1,116	Net Margin Ex. El %	15.0	12.1	13.7	14.7
Cash flow from operations	(9,648)	157	3,667	5,112	Dividend Cover (x)	3.17	3.33	3.33	3.33
Capex	(1,106)	(487)	457	(85)	Interest Cover (x)	70.8	35.1	29.2	32.9
Disposals / (purchases)	0	0	0	0	Asset Turnover (x)	0.88	0.65	0.71	0.80
Others	1,829	0	(14)	(15)	Asset/Debt (x)	2.61	2.80	3.19	4.93
Cash flow from investing	723	(487)	443	(100)	Debtors Turn (days)	0.0	10.0	10.0	10.0
Debt raised / (repaid)	0	2,064	(1,364)	(3,501)	Creditors Turn (days)	1.4	2.2	2.4	2.5
Equity raised / (repaid)	0	0	0	0	Inventory Turn (days)	513.9	738.6	679.7	604.5
Dividends (paid)	(1,231)	(1,099)	(842)	(1,029)	Net Gearing %	15.40	22.36	10.75	5.37
Interest payments	(67)	(114)	(162)	(160)	Debt/ EBITDA (x)	3.99	5.04	2.90	2.21
Others	10,827	(1,736)	(1,331)	160	Debt/ Market Cap (x)	5.94	6.02	4.72	3.14
Cash flow from financing	9,529	(884)	(3,699)	(4,530)					
Change in cash	593	(1,214)	412	482					

Source: Company reports and KELIVE Research estimates.

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Adex = Advertising Expenditure

BV = Book Value

CAGR = Compounded Annual Growth Rate

Capex = Capital Expenditure

CY = Calendar Year DCF = Discounted Cashflow

DPS = Dividend Per Share

EBIT = Earnings Before Interest And Tax

EBITDA = EBIT, Depreciation And Amortisation

EV = Enterprise Value

EPS = Earnings Per Share

FCF = Free Cashflow PE = Price Earnings

PEG = PE Ratio To Growth FV = Fair Value FY = Financial Year

PER = PE Ratio

QoQ = Quarter-On-Quarter FYE = Financial Year End MoM = Month-On-Month ROA = Return On Asset

ROE = Return On Equity NAV = Net Asset Value NTA = Net Tangible Asset

ROSF = Return On Shareholders' Funds WACC = Weighted Average Cost Of Capital

> YoY = Year-On-Year YTD = Year-To-Date

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P.A. = Per Annum

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						-		
ADVANC	BMCL	ICC	PS	ROBINS	THRE	Score Range	Number of Logo	Descriptio
AOT	CPN	IRPC	PSL	RS	TIP	90-100		Excellen
BAFS	CSL	KBA NK	PTT	SAT	TIPCO	80-89	$\triangle \triangle \triangle \triangle$	Very Goo
BANPU	EASTW	KK	PTTAR ***	SC	TISCO	70-79		Goo
BAY	EGCO	KTB	PTTCH ***	SCB	TKT	60-69	<b>A A</b>	S atisfactor
BBL	ERW	LPN	PTTEP	SCC	TMB	50-59	<b>A</b>	Pas
BCP	G RA MMY	MCOT	QH	SE-ED	TOP	Lowerthan 50	No logo given	N/A
BKI	HEMRAJ	NM G	RATCH	SIS	*** PTTAR and	PTTCH are now PTTGC		
ACAP	BWG	GC	LANNA	NINE	S&P	SPPT	THCOM	TSTH
AF	CENTEL	GFPT	LH	NKI	SABINA	SSF	THIP	TTA
AM AN AH	CGS	GLOW	LOXLEY	NOBLE	SAMCO	SSSC	TIC	TTW
AMATA	CIMBT	HA NA	LRH	O CC	SCCC	STA	TK	TUF
AP	CK	HMPRO	LST	OGC	SCG	STANLY	TMT	TVO
ASIMAR	CM	HTC	MA CO	OISHI	SCSMG	STEC	TNITY	TYM
ASP	CPALL	IFEC	MAJOR	PB	SEAFCO	SUSCO	TNL	UAC
AYUD	CPF	INET	MAKRO	PG	SPF	SVI	TOG	UMI
BEC	CSC	INTUCH	MBK	PHATRA	SICCO*	SYMC	TPC	UP
BE CL	DELTA	IVL	MFC	PM	SINGER	SYNTEC	TRC	UPOIC
BFIT	DEMCO	JAS	MFEC	PR	SIRI	TASCO	TRT	UV
BH	DRT	KCE	MILL	PRANDA	SITHAI	TCAP	TRU	VNT
BIGC	DTAC	KEST **	MINT	PRG	SMT	TFD	TRUE	WACOAL
BJC	DTC	KGI	MK	PT	SNC	TFI	TSC	WAVE
BLA	E CL	KSL	MTI	PYLON	SPALI	THAI	TSTE	ZMICO
BROOK	FORTH	KW C	NBC	S&J	SPI			
BTS	GBX	L&E	NCH	** KEST is now	MB KET, * SICCO has	s been delisted		
28	BOL	DCC	IRC	MBAX	PHOL	SENA	TCP	TR
A	B RO CK	DRACO	IRCP	M-CHAI	PICO	SHANG	TEAM	TTCL
AEONTS	B SBM	EASON	IT	MCS	PL	SIAM	TF	TTI
AFC	BTNC	EIC	ITD	MDX	POST	SIMAT	TGCI	TWFP
AG E	CCET	ESSO	JTS	MJD	PPM	SKR	THANA	TWZ
AH	CFRESH	FE	JUTHA	MOONG	PREB	SMIT	THANI	TYCN
AHC	CHARAN	FOCUS	KASET	MPIC	PRECHA	SMK	TICON	UBIS
AI	CI	FSS	KDH	MSC	PRIN	SMM	TIW	UEC
AIT	CITY	GENCO	KH	NC	PTL	SPC	TKS	UO BKH
AJ	СМО	GFM	KKC	NEP	Q-CON	SPG	TLUXE	UPF
AKR	CMR	GL	KMC	NNCL	QLT	SST	TMD	US
AP RINT	CNS	GLAND	KTC	NSI	RASA	STAR	TNH	UT
APURE	CNT	GOLD	KWH	NTV	RCI	SUC	TNPC	UV AN
AS	CPI	GUNKUL	KYE	NWR	RCL	SVOA	TOPP	VARO
ASK	CPL	GYT	LALIN	O FM	RO JNA	SWC	TPA	VIBHA
BAT-3K	CRANE	HFT	LEE	PAF	RPC	SYNEX	TPAC	VNG
BG T	CSP	HT E CH	LHK	PAP	SAUCE	TBSP	TPCORP	WG
BLAND	CSR	IFS	MATCH	PATO	SCBLIF	TCB	TPIPL	WORK
BNC	CTW	ILINK	MATI	P DI	SCP	TCC	TPP	YUASA

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