

Company Preview

Buy (from Hold)

Share price: Target price: Bt15.00 Bt17.30(from Bt12.80)

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Stock Information

Description: 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
Market Cap (Btmn):	33,141
Market Cap (US\$mn):	1,070
3-mth Avg. Daily Turnover (Btmn):	105.14
SET Index:	1,198.09
Free float (%):	25.90
<u>Major Shareholders</u> :	%

Vijitpongpun	70.16
Promsawat	3.67

Historical Chart



Performance					
52-week High/L	.ow		Bt21.20	/Bt10.40	
-	1-mth	3-mth	6-mth	1-yrs	YTD
Absolute (%)	9.5	23.0	13.6	-21.1	29.3
Relative (%)	5.4	6.4	-13.8	-29.1	10.7

Pruksa Real Estate (PS)

First sign of recovery

We have better view on PS after low rise project presales gradually recovered with 2,312% QoQ growth in 1Q12 presales with a slight drop of 33% YoY. PS has kept their yearly target unchanged at Bt29.3bn (+14% YoY). We believe PS earnings have already bottomed after the 4Q11 flood and that makes this a good opportunity to invest more in PS with rising presales, revenue and net profit expected to peak in 4Q12. Based on a forward PER of 10.8x, our new PS fair value is Bt17.30/share with our rating upgraded to Buy from Hold.

1Q12 presales jump 2,312% QoQ, but fall 33% YoY. In 1Q12, PS presales were Bt5.7bn recovering from the 4Q11 flood by as much as 2,312% QoQ, but 33% YoY lower with condos at 47% and low-rise 53%. The low rise project presales improved significantly by 2,294%, but YoY still fell 60%. PS targets yearly presales at Bt29.25bn (+14% YoY) with 49 new projects (2011 50 projects) of 28 townhouse projects, 15 SDH, 4 condos and 2 projects abroad. In the 2012 business strategy, PS will focus on the development of 8-9 projects from its 400 rai land bank with average sales prices of Bt3-8mn/unit for Bt15-18bn total and plan to start sales in May 2012.

1Q12 earnings to recover 62.5% QoQ. We estimate the PS 1Q12 revenue at Bt4.9bn (-10.2% YoY, +4.5% QoQ) due mainly to the revenue recognised from condo projects; *The Seed Memories Siam* and *Ivy Thonglor* and a foreign project of Bt160-170mn. The 1Q12 SG&A and gross margin should be flat from 4Q11. However, with the lower taxes this year, the net profit is projected at Bt540mn (-26% YoY and +62.5% QoQ).

Revised yearly projection up 4% from a solid backlog. The PS yearly backlog before the revenue recognised is projected at Bt38bn with an expected Bt22bn to be recognised this year. Despite not expecting PS low rise project presales to return on track in the short term, presales are resilient. We have revised our 2012 revenue forecast up 6% to Bt26.506bn (+13.9% YoY) with 83% backlog support and thus the 2012 net profit will rise 4% to Bt3.561bn (+27.2% YoY) from the tax reduction benefit.

Upgrade to Buy with a new fair value of Bt17.30. With the resilient presales and our expectation of an earnings peak in 4Q12, we believe the low earnings have already bottomed and this is now a good accumulation opportunity. Based on a forward PER of 10.8x, our new PS fair value is Bt17.30/share, up from Bt12.80 with our recommendation upgraded to Buy from Hold.

PS – Summary Earnings Table

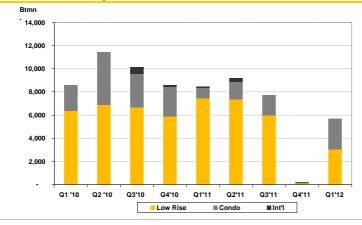
FYE: Dec 31 (Btmn)	2009	2010	2011	2012F	2013F
Revenue	18,966	23,307	23,263	26,506	28,892
EBITDA	4,994	4,750	4,224	4,915	5,395
Recurring Net Profit	3,622	3,488	2,835	3,561	4,021
Recurring Basic EPS (Bt)	1.64	1.58	1.28	1.61	1.82
EPS growth (%)	50.32	(3.86)	(19.76)	27.35	12.91
DPS (Bt)	0.55	0.49	0.40	0.48	0.54
PER	9.34	9.71	12.10	9.50	8.42
EV/EBITDA (x)	6.84	7.56	8.93	7.47	6.71
Div Yield (%)	3.64	3.24	2.64	3.16	3.56
P/BV(x)	2.60	2.20	1.97	1.70	1.48
Net Gearing (%)	2.5	15.4	24.5	16.0	11.8
ROE (%)	27.8	22.6	16.5	18.0	17.7
ROA (%)	20.5	13.0	7.4	9.0	10.3

Source: Company reports and KELIVE Research estimates.

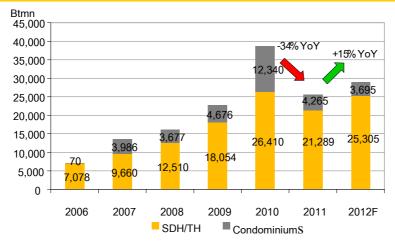
kelive

5 April 2012

Chart 1: PS – Quarterly Presales



Source: SET, Company reports and KELIVE Research estimates.





Source: SET and KELIVE Research estimates.

Table 1: PS – Consolidated financial results								
	1Q12F	1Q11	% yoy	4Q11	% qoq			
Sales	4,866	5,422	-10.2%	4,659	4.5%			
Costs of Sales	(3,163)	(3,289)	-3.8%	(3,025)	4.5%			
Gross Profit	1,704	2,133	-20.1%	1,633	4.3%			
SG&A Expenses	(973)	(1,203)	-19.1%	(988)	-1.5%			
EBIT	731	930	-21.5%	645	13.2%			
Depreciation Expenses	70	68	2.3%	98	-28.3%			
EBITDA	801	998	-19.8%	743	7.8%			
Interest Expenses	(45)	(13)	255.3%	(57)	-21.5%			
Other Income (Expenses)	16	28	-44.5%	42	-62.5%			
Pre-tax Profit	701	944	-25.7%	642	9.1%			
Corporate Tax	(161)	(214)	-24.7%	(275)	-41.3%			
Pre-exceptional Profit	540	730	-26.1%	368	46.8%			
Extraordinary Items	0	0	0.0%	(36)	-100.0%			
Minority Interest	0	0	0.0%	Ó	-100.0%			
Net Profit	540	730	-26.1%	332	62.5%			
Normalised Profit	540	730	-26.1%	368	46.8%			
EPS (Bt)	0.24	0.33	-26.1%	0.15	62.5%			
Financial Ratio								
Gross Margin (%)	35.0%	39.3%		35.1%				
EBIT Margin (%)	15.0%	17.2%		13.8%				
EBITDA Margin (%)	16.5%	18.4%		15.9%				
Net Margin (%)	11.1%	13.5%		7.1%				

Source: Company reports.

INCOME STATEMENT (Btmn)

FYE Dec (Bt mn)	2010A	2011A 2012F 2				
Revenue	23,307	23,263	26,506	28,892		
EBITDA	4,750	4,224	4,915	5,395		
Depreciation & Amortisation	246	339	280	282		
Operating Profit (EBIT)	4,503	3,884	4,635	5,113		
Interest (Exp) / Inc	(67)	(137)	(180)	(178)		
Associates	0	0	0	0		
One-offs	0	1	0	0		
Pre-Tax Profit	3,488	2,835	3,561	4,021		
Тах	(1,048)	(1,071)	(979)	(1,006)		
Minority Interest	0	0	0	0		
Net Profit	3,454	2,799	3,561	4,021		
Recurring Net Profit	3,488	2,835	3,561	4,021		
Revenue Growth %	22.9	(0.2)	13.9	9.0		
EBITDA Growth (%)	(4.9)	(11.1)	16.4	9.8		
EBIT Growth (%)	(5.8)	(13.7)	19.3	10.3		
Net Profit Growth (%)	(4.6)	(19.0)	27.2	12.9		
Recurring Net Profit Growth (%)	(5.8)	(13.7)	19.3	10.3		
Tax Rate %	23.1	27.4	21.6	20.0		

FYE Dec (Bt mn)	2010A	2011A	2012F	2013F
Fixed Assets	2,855	3,066	3,086	2,884
Other LT Assets	446	470	535	583
Cash / ST Investments	1,439	837	781	882
Other Current Assets	673	541	663	578
Total Assets	34,211	41,982	39,441	40,435
ST Debt	3,501	5,988	125	125
Other Current Liabilities	4,032	1,046	2,120	2,311
LT Debt	18,948	24,986	19,710	17,751
Other LT Liabilities	50	198	225	246
Minority Interest	0	0	0	0
Shareholders' Equity	15,264	16,996	19,730	22,684
Total Liabilities-Capital	34,211	41,982	39,441	40,435
Share Capital (mm)	2,207	2,207	2,207	2,207
Gross Debt / (Cash)	3,790	4,997	3,942	3,550
Net Debt / (Cash)	(13,385)	(21,203)	(16,559)	(13,356)
Working Capital	21,566	25,090	31,679	31,763

BALANCE SHEET (Btmn)

CASH FLOW (Btmn)							
FYE Dec (Bt mn)	2010A	2011A	2012F	2013F			
Profit before taxation	3,488	2,835	3,561	4,021			
Depreciation	246	339	280	282			
Net interest receipts / (payments)	(67)	(137)	(180)	(178)			
Working capital change	(13,868)	(8,182)	1,839	88			
Cash tax paid	(1,048)	(1,071)	(979)	(1,006)			
Others (inc. exceptional items)	1,600	1,137	1,159	1,184			
Cash flow from operations	(9,648)	(5,079)	5,681	4,391			
Capex	(1,106)	(648)	(216)	(19)			
Disposals / (purchases)	0	(1)	Ó	0			
Others	1,829	(1,002)	76	(101)			
Cash flow from investing	723	(1,651)	(141)	(120)			
Debt raised / (repaid)	0	6,207	(407)	(3,101)			
Equity raised / (repaid)	0	0	0	0			
Dividends (paid)	(1,231)	(1,088)	(896)	(1,068)			
Interest payments	(67)	(137)	(180)	(178)			
Others	10,827	1,147	(4,114)	178			
Cash flow from financing	9,529	6,128	(5,597)	(4,170)			
Change in cash	593	(602)	(57)	101			

RATES & RATIOS				
FYE Dec (Bt mn)	2010A	2011A	2012F	2013F
EBITDA Margin %	20.4	18.2	18.5	18.7
Op. Profit Margin %	19.3	16.7	17.5	17.7
Net Profit Margin %	14.8	12.0	13.4	13.9
ROE %	19.3	16.7	17.5	17.7
ROA %	13.0	7.4	9.0	10.3
Net Margin Ex. El %	15.0	12.2	13.4	13.9
Dividend Cover (x)	3.17	3.13	3.33	3.33
Interest Cover (x)	70.8	30.7	27.3	30.3
Asset Turnover (x)	0.88	0.61	0.65	0.72
Asset / Debt (x)	2.61	2.07	2.54	3.25
Debtors Turn (days)	0.0	18.4	25.0	15.0
Creditors Turn (days)	1.4	0.9	0.3	0.7
Inventory Turn (days)	513.9	792.7	748.1	669.2
Net Gearing %	15.40	24.48	16.02	11.76
Debt / EBITDA (x)	3.99	5.92	4.01	3.29
Debt / Market Cap (x)	5.94	9.20	7.03	5.63

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 EPS = Earnings Per Share EV = Enterprise Value

- FCF = Free Cashflow FV = Fair Value FY = Financial Year FYE = Financial Year End MoM = Month-On-Month NAV = Net Asset Value NTA = Net Tangible Asset P = Price P.A. = Per Annum PAT = Profit After Tax PBT = Profit Before Tax
- PE = Price Earnings PEG = PE Ratio To Growth PER = PE Ratio QoQ = Quarter-On-Quarter ROA = Return On Asset ROE = Return On Equity ROSF = Return On Shareholders' Funds WACC = Weighted Average Cost Of Capital YoY = Year-On-Year YTD = Year-To-Date

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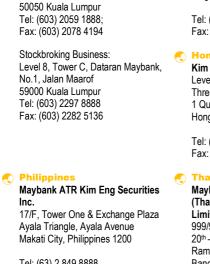
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APPENDIX I

Additional information on mentioned securities is available on request.

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		S ASSOCIATION (IOD) CORPORATE	GOVER NANCE R	EPORT RATING 20	11		
ADVANC	BMCL	ICC	PS	ROBINS	THRE	Score Range	Number of Logo	Descriptio
AO T	CPN	IRPC	PSL	RS	TIP	90-100		Excellen
BAFS	CSL	KBANK	PTT	SAT	TIPCO	80-89		Very Goo
BA NP U	EASTW	KK	PTTAR ***	SC	TISCO	70-79		Goo
BA Y	EGCO	KTB	PTTCH ***	S CB	ткт	60-69		S atisfacto r
3B L	ERW	LPN	PTTEP	SCC	TMB	50-59	<u> </u>	Pas
BCP	G RA MMY	MCOT	QH	SE-ED	TOP	Lowerthan 50	No logo given	N//
зкі	HEMRAJ	NM G	RATCH	SIS	*** PTTAR and	PTTCH are now PTTGC		
CAP	BWG	GC	LANNA	NINE	S&P	SPPT	THCOM	TSTH
۲.	CENTEL	GFPT	LH	NKI	SABINA	SSF	THIP	TTA
MANAH	CGS	GLOW	LO XLEY	NOBLE	SAMCO	SSSC	TIC	TTW
MATA	CIMBT	HA NA	LRH	0 CC	SCCC	STA	тк	TUF
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S IMAR	CM	HTC	MACO	OISHI	SCSMG	STEC	TNITY	TYM
SP	CPALL	IFEC	MAJOR	PB	SEAFCO	SUSCO	TNL	UAC
YUD	CPF	INET	MAKRO	PG	SPF	SVI	TOG	UMI
BEC	CSC	INTUCH	MBK	PHATRA	SICCO *	SYMC	TPC	UP
E CL	DELTA	IVL	MFC	PM	SINGER	SYNTEC	TRC	UPOIC
FIT	DEMCO	JAS	MFEC	PR	SIRI	TASCO	TRT	UV
н	DRT	KCE	MILL	P RA ND A	SITHAI	TCAP	TRU	VNT
SIG C	DTAC	KEST **	MINT	P RG	SMT	TFD	TRUE	WACOAL
JC	DTC	KGI	MK	PT	SNC	TFI	TSC	WAVE
BLA	E CL	KSL	MTI	P YLON	SPALI	THAI	TSTE	ZMICO
BROOK	FORTH	KW C	NBC	S & J	SPI			
BTS	GBX	L&E	NCH	** KEST is now	MBKET, * SICCO has	s been delisted		
2 S	BOL	DCC	IRC	MBAX	PHOL	SENA	TCP	TR
4	B RO CK	DRACO	IRCP	M-CHAI	PICO	SHANG	TEAM	TTCL
EONTS	BSBM	EASON	IT	MCS	PL	SIAM	TF	TTI
FC	BTNC	EIC	ITD	MDX	POST	SIMAT	TGCI	TWFP
GE	CCET	ESSO	JTS	MJD	PPM	SKR	THANA	TWZ
H	CFRESH	FE	JUTHA	MOONG	PREB	SMIT	THANI	TYCN
HC	CHARAN	FOCUS	KASET	MPIC	PRECHA	SMK	TICON	UBIS
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KR	CMR	GL	KMC	NNCL	QLT	SST	TMD	US
PRINT	CNS	GLAND	KTC	NSI	RASA	STAR	TNH	UT
PURE	CNT	GOLD	KWH	NTV	RCI	SUC	TNPC	UVAN
S	CPI	GUNKUL	KYE	NWR	RCL	SVOA	TOPP	VARO
SK	CPL	GYT	LALIN	O FM	RO JNA	SWC	TPA	VIBHA
AT-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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