

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

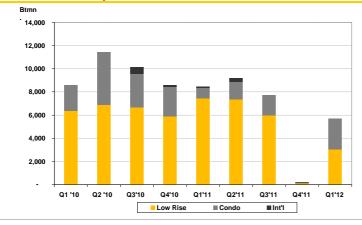
| FYE: Dec 31 (Btmn) | 2009 | 2010 | 2011 | 2012F | 2013F |
|--------------------------|--------|--------|---------|--------|--------|
| Revenue | 18,966 | 23,307 | 23,263 | 26,506 | 28,892 |
| EBITDA | 4,994 | 4,750 | 4,224 | 4,915 | 5,395 |
| Recurring Net Profit | 3,622 | 3,488 | 2,835 | 3,561 | 4,021 |
| 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.

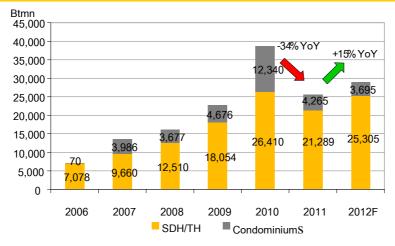
kelive

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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Maybank Kim Eng Research uses the following rating system:

- **BUY** Total return is expected to be above 15% in the next 12 months
- **HOLD** Total return is expected to be between -15% to +15% in the next 12 months
- SELL Total return is expected to be below -15% in the next 12 months

Applicability of Ratings

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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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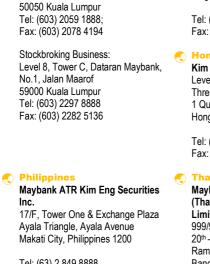
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| SP | CPALL | IFEC | MAJOR | PB | SEAFCO | SUSCO | TNL | UAC |
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| PRINT | CNS | GLAND | KTC | NSI | RASA | STAR | TNH | UT |
| PURE | CNT | GOLD | KWH | NTV | RCI | SUC | TNPC | UVAN |
| S | CPI | 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 |
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