



"Hsin-Yi Town" at Keelung



"True Love" in Tainan

Run Long Construction Co., Ltd.

(1808.TT)



2017 Institutional Investor Conference

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Company Introduction

- Established in 1977.
- Listed on TWSE in 1994 as 1808.TT
- Paid-In Cap. : NT\$2,377 million (as of 2016/12/31)
- Market Cap. : NT\$9,198 million (@NT\$38.90 as of 2017/03/10)
- Revenue : NT\$5,730 million (2016/01/01 ~ 2016/12/31)
- Main Business : Real Estate Development 99% 、 Environmental Tech (Recycling) 1% (as of 2016)
- Company Website : www.runlong.com.tw



Business Strategy

- **Business Strategy**

- **Internal:**

- Maintain high quality
 - Build up brand image

- **External:**

- Strengthen product planning
 - Control unit / total price

- As a result, increase our competitiveness in the market.

- **Source of the Land**

- Monitor continuously on the land resource and land market.
 - Explore multi development strategy/model.

- **Product Focus**

- Focus on small – medium sized housing, mainly for self-occupied owners and first-time home buyers.

Operation Overview — Ongoing Pre-sale Projects

Project Name	Location	Product	Saleable Floor Area (Ping)	Total Sales Rev. (f) (NT\$ mil.)	Sales Rate
Forest Academy	New Taipei City XiZhi Dist.	Residential	1,333.58	563	5%
Hsin-Yi Town	Keelung City Hsin-Yi Dist.	Residential	10,198.79	2,039	100%
NTC	Taichung City XiTun Dist.	Commercial	11,405.11	5,288	21%
True Love	Tainan City YongKang Dist.	Residential	23,013.75	4,559	96%
Total			45,951.23	12,449	

Operation Overview – Land Stock & Project forecasts

Project Name (f)	Location	Product	Land Area (Ping)	Saleable Floor Area (Ping)	Total Sales Rev. (f) (NT\$ mil.)
Shangri-La	Keelung City ChungShan Dist.	Residential	23,006.50	51,363.53	11,965
New Wealth	TaiChung City NanTun Dist.	Residential	2,543.99	8,723.35	3,062
Chung Cheng	TaiChung City XiTun Dist.	Residential & Commercial	1,478.92	15,000.00	6,228
Yong Cui	New Taipei City BanQiao Dist.	Residential	629.60	3,671.84	1,792
Total			27,659.01	78,758.72	23,047

Operation Overview — Completed House

Project Name	Location	Product	Total Sales Rev. (f) (NT\$ mil.)
Ching Hsin Wen Hui	Taipei City WenShan Dist.	Residential	1,510
Guo Bin Da Yuan	New Taipei City XinDian Dist.	Residential	360
Guo Bin Guan Di	Taipei City NeiHu Dist.	Residential	1,480
Guo Bin Eaton	Taipei City WenShan Dist.	Residential	150
Guo Bin Da Yue	HsinChu County ChuBei City	Residential	1,740
Taichung Di Bao	Taichung City XiTun Dist.	Residential	1,350
Total			6,590

Operation Overview — Project Pipe-line

Project Name	Total Sales Rev. (f) (NT\$ mil.)	2017	2018	2019	2020	2021
Forest Academy	563		▲	▲		
Hsin-Yi Town	2,039	▲	▲			
NTC	5,288		▲	▲		
True Love	4,559	▲	▲			
Shangri-La	11,965			▲	▲	▲
New Wealth	3,062		▲	▲		
Chung Cheng	6,228				▲	▲
Yong Cui	1,792				▲	▲
Total	35,496					

Operation Performance

- **Foreseeable Income**
 - 3 projects completed in 2016
 - Good sell-through for the projects to complete in 2017
- **Sufficient Project Reserve**
 - Estimated sales revenue generated from upcoming projects at NT\$23,047 million from 2017 to 2020.
 - Projects mainly located in Keelung City, New Taipei City, Taichung City, and etc.



Financial Statement

Unit : NT\$ 1,000

	2013	2014	2015	2016 (as of 2016.09.30)
Net Sales	834,711	4,596,676	4,951,316	3,351,968
Cost of Goods Sold	483,689	3,525,834	3,503,090	2,368,675
Gross Profit	351,022	1,070,842	1,448,226	983,293
Gross Margin (%)	42.05	23.30	29.25	29.33
Operating Expenses	263,757	356,583	473,161	324,800
Operating Income	87,265	714,259	975,065	658,493
Pre-Tax Income	87,609	676,809	955,667	720,620
Net Income	56,359	668,548	910,219	662,226
Net Margin (%)	6.75	14.54	18.38	19.76
Consolidated Profit and Loss	56,359	668,548	910,893	788,896
Earnings Per Share (EPS)	0.36	3.73	4.30	2.83
Total Liabilities	10,650,480	11,053,038	11,485,947	13,274,457
Total Equity	3,159,776	3,978,298	5,160,794	4,863,038
Paid-In Capital	1,765,970	1,850,089	2,330,323	2,368,473

Dividend Policy

Annual Dividend	Cash Dividend		Share Price Before Ex-Dividend	Cash Dividend Yield (%)	Cash Dividend Payout (%)
	Earnings Dist. (NT\$/share)	Cap. Reserve (NT\$/share)			
2015	3.60851052	1.40095114	38.30	13.08	116.50
2014	3.50887481	0.50226438	27.30	14.69	107.54
2013	0.308372	0	28.15	1.10	85.66
2012	3.000000	0	33.90	8.85	67.41
2011	4.732340	0	41.10	11.51	84.36



Q&A

