



隆大營建事業股份有限公司

LONG DA CONSTRUCTION & DEVELOPMENT CORPORATION

STOCK CODE : 5519



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- 1、Company Brief
- 2、Business Strategy
- 3、Operating Results
- 4、Case Brief



I .Company Brief

STOCK CODE : 5519

Established : April 30, 1982

Capital : NTD21.9billion and 1,971.8thousand

List on TWSE : February 10 , 2014 List on OTC : October 7 ,1999

Chairman of the board : Chen ,Wu Tsung (陳武聰)

General manager : Hung ,Mao Yuan (洪茂源)

Business philosophy : quality, innovation, security, service

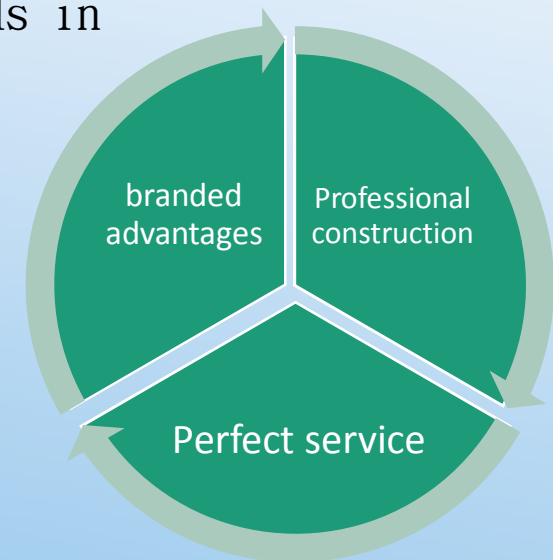
Core skill : building professional construction company

Main business : Real estate development: a collection of residential.
 Construction contract: a collection of residential, office
 buildings, schools, hospitals, factories.
 Real estate leasing and general hotel business.



2、Business Strategy

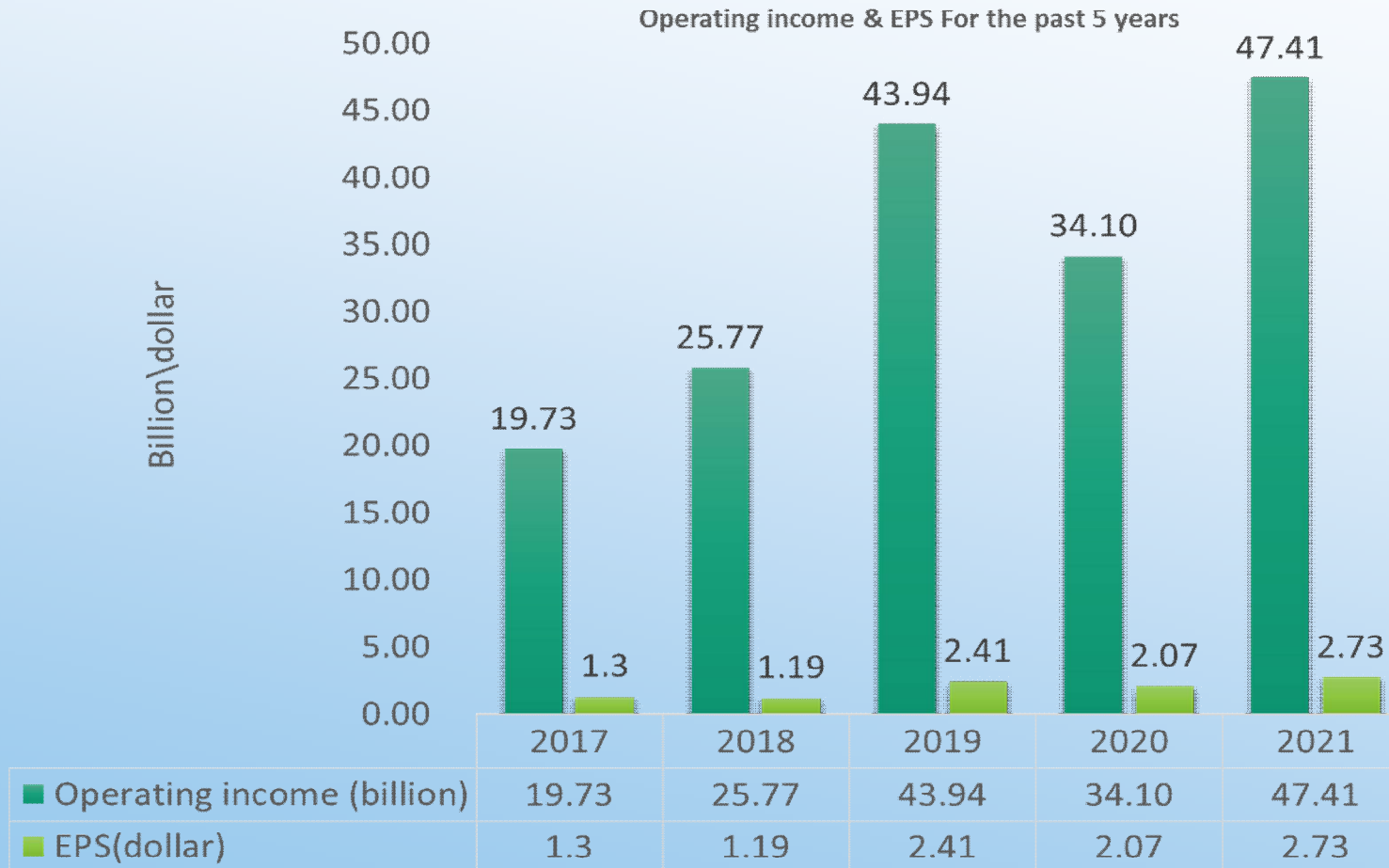
- Utilize premium brand image to create added value to land
- Professional integrity of the building plan
- The first purchase and owner-occupied ethnic groups demand for product planning
- Mainly the lands in downtown area ,and with lands in suburbs with complete residential functions
- Perfect after-sales service





3、Operating Results

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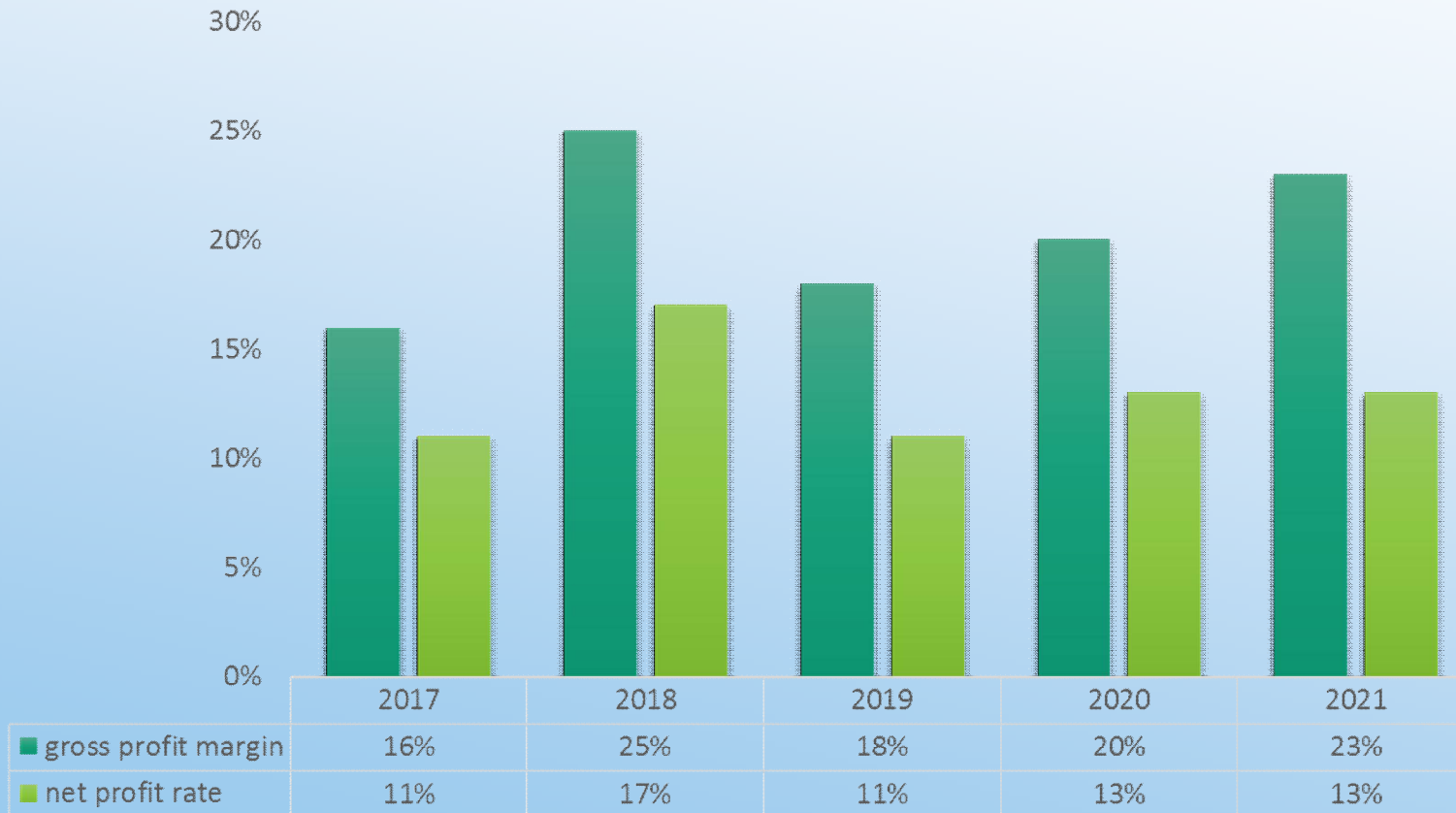
Audit by CPA



3、Operating Results

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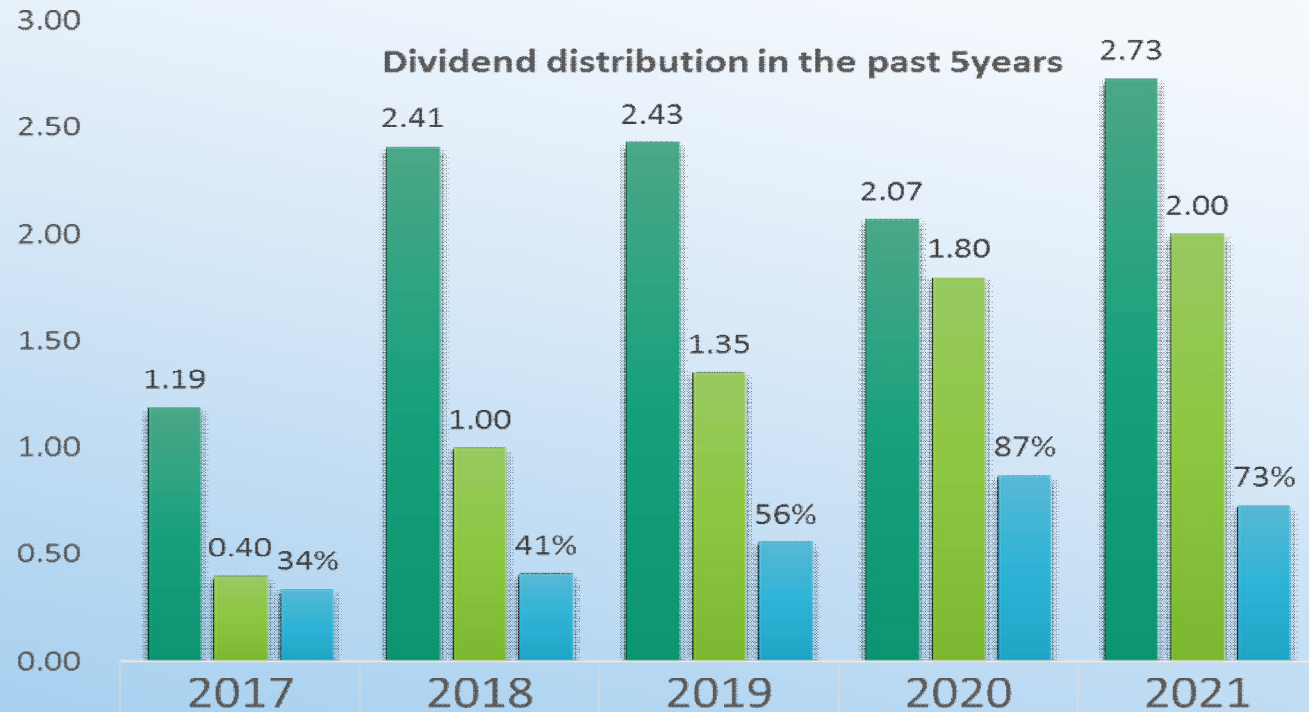
Important financial ratio in the past 5 years





3、Operating Results

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■ EPS(dollar)	1.19	2.41	2.43	2.07	2.73
■ cash dividend(dollar)	0.40	1.00	1.35	1.80	2.00
■ distribution ratio%	34%	41%	56%	87%	73%



3、Operating Results-Summary table of future construction

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Project Name	Estimated total sales (million)	Total houses	Number of sold	Number of registered accounts	Sales rate)	Actual (Estimated) Completion Time
鳳凰時代	198,043	303	297	297	98%	2016
新都廳	118,893	166	162	162	98%	2018
鳳凰冠	303,293	445	276	-	62%	2022
隆大鳳凰Ⅲ期	90,393	51	51	-	100%	2022
隆大鳳凰Ⅲ-1期	71,168	45	-	-	Construction completed before sales	2023
鳳凰天畝Ⅰ期	78,925	49	26	17	53%	2021
鳳凰天畝Ⅱ期	88,042	55	46	-	84%	2022
鳳凰頌	259,243	222	156	-	70%	2023



3、Operating Results-Summary table of future construction

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Project	Estimated total sales (million)	Total houses	Number of sold	Number of registered accounts	Sales rate)	Actual (Estimated) Completion Time
孔鳳段 I 期&II 期	150,890	104	—	—	Construction completed before sales	2024
新莊段	299,400	372	—	—	Construction completed before sales	2024
信義段	200,546	201	—	—	Construction completed before sales	2025
藍田西段	191,938	201	—	—	Construction completed before sales	2025
觀水段案	210,669	217	—	—	Construction completed before sales	2025
仁愛段	91,308	98	—	—	Construction completed before sales	2025
後金段	282,699	92	—	—	Construction completed before sales	2026
花蓮主權段	156,215	186	—	—	Construction completed before sales	2026



4、Case Brief-鳳凰時代—sales

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Project name : 鳳凰時代

Land area : 3,051 ping

Sales areas : 15,073 ping

Location : Kaohsiung Qiaotou District

橋新三路

Total layer : B2~15F

Total houses : 303



4、Case Brief-新都廳—sales

STOCK CODE : 5519



Project name : 新都廳

Land area : 1,336 ping

Sales area : 10,208 ping

Location : Kaohsiung Lingya District

青年、永裕街路口

Total layer : B3~15F

Total houses : 166



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4、Case Brief-鳳凰冠—Construction in progress & pre-sale

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Project name : 鳳凰冠

Land area : 2,085 ping

Sales area : 15,099 ping

Location : Kaohsiung Qiaotou District

甲樹路近經武路

Total layer : B3~15F

Total houses : 445



四、Case Brief-隆大鳳凰—Construction in progress & pre-sale **STOCK CODE : 5519**



Project name : 隆大鳳凰

Land area : 5,308 ping

Location : Kaohsiung Renwu District

鳳仁路VS新庄路

Total layer : 3F

Total houses : I : 69(sold out)

II : 33 (sold out)

III : 51(sold out)

III-1: 45

Total: 198



4、Case Brief-鳳凰天畝—Construction in progress & pre-sale

STOCK CODE : 5519



Project name : 鳳凰天畝

Land area : 2,803 ping

Location : Kaohsiung Fengshan District

園茂路、園盛路、園墘路

Total layer : 透天地上4F

Total Houses : I : 49

II : 55

total:104



4、Case Brief-鳳凰頌—Construction in progress & pre-sale

STOCK CODE : 5519



Project name : 鳳凰頌

Land area : 1,036 ping

Sale area : 9,108 ping

Location : Kaohsiung Lingya District

武廟路近建國路

Total layer : B3~19F

Total houses : 222



4、Case Brief-孔鳳段—planning

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Project name : 孔鳳段

Land area : 3,083 ping

Location : Kaohsiung Xiaogang District

孔宅六街、孔宅一街

Total layer : 4F(estimate)

Total houses : I :71(estimate)

II : 33(estimate)

Total: 104(estimate)



4、Case Brief-橋頭區新莊段—planning

STOCK CODE : 5519



Project name : 新莊段

Land area : 3,004 ping

Sale area : 12,821 ping

Location : Kaohsiung Qiaotou District

甲樹路

Total layer : B1~10F

Total houses : 372



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4、Case Brief-信義段—construction in progress

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Project name : 信義段案

Land area : 1,007 ping

Sales area : 7,649 ping

Location : Kaohsiung Gangshan District

鵬程路VS鵬程東一路

Total layer : B3~14F

Total houses : 201



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4、Case Brief-藍田西段—construction in progress



Project name : 藍田西段案

Land area : 641 ping

Sales area : 7,239 ping

Location : Kaohsiung Nanzi District

大學26街

Total layer : B4~15F

Total houses : 201



4、Case Brief-燕巢觀水段—construction in progress

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Project name : 燕巢觀水段

Land area : 1,558 ping

Sales area : 7,843 ping

Location : Kaohsiung Yanchao District

滾水路

Total layer : B2~14F

Total houses : 217



4、Case Brief-前鎮區仁愛段—Construction in progress

STOCK CODE : 5519



Project name : 前鎮區仁愛段

Land area : 412.3 ping

Sales area : 3,172 ping

Location : Kaohsiung Qianzhen District

翠亨北路、草衛一路

Total layer : B2~15F

Total houses : 98



4、Case Brief-後金段—construction in progress

STOCK CODE : 5519



Project name : 後金段案

Land area : 556 ping

Sales area : 7,556 ping

Location : Kaohsiung Qianjin District

大同二路、市中一路口

Total layer : B5~24F

Total houses : 92



4、Case Brief-花蓮市主權段—planning

STOCK CODE : 5519



Project name : 花蓮市主權段

Land area : 919.6 ping

Sales area : 6,253 ping

Location : Hualien中正路

Total layer : B3~15F

Total houses : 186



4、Case Brief-land for construction

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Location	Land area(ping)	Product Planning
Taoyuan Dayuan District客運一段54地號	4,147 (Joint venture ratio 60%)	Planning
Kaohsiung Gangshan District大公段	642.2	Planning
New Taipei Tamsui District仁愛段	96.6 (Joint venture ratio 50%)	Planning



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Q & A