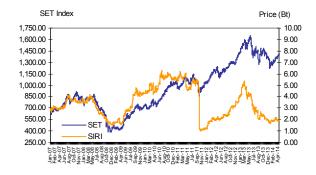


21 April 2014						Propert	y Development	
	SIRI		Sansiri					
Current	Previous	Close	2014 TP	Exp Return	Support	Resistance	CGR 2013	
HOLD	HOLD	1.96	2.00	+ 2.0%	1.94-1.84	2-2.08	<u> </u>	

Consolidated earnin	igs									
BT (mn)	2012	2013	2014E	2015E						
Normalized earnings	2,868	1,912	2,387	2,726						
Net profit	2,938	1,930	2,387	2,726						
EPS (Bt)	0.36	0.20	0.22	0.25						
EPS (Bt) - Normalized	0.37	0.20	0.22	0.25						
% growth Y-Y	28.19	-44.88	8.87	14.22						
Dividend (Bt)	0.17	0.10	0.11	0.12						
BV/share (Bt)	1.93	1.79	1.80	1.93						
EV/EBITDA (x)	8.1	16.1	10.6	9.6						
PER (x)	5.3	9.7	9.0	7.9						
PER (x) - Normalized	5.4	9.8	9.0	7.9						
PBV (x)	1.0	1.1	1.1	1.0						
Dividend yield (%)	8.7	5.1	5.5	6.2						
YE No. of shares (million)	7,882	9,534	10,931	10,931						
No. of shares - full dilution	7,882	9,534	10,931	10,931						
Par (Bt)	1.07	1.07	1.07	1.07						
* FPS dilution from SIRI-W1 Conversion										

\* EPS dilution from SIRI-W1 Conversion Source: Company data, FSS estimates

Share data	
Close (18/04/2014)	1.96
SET Index	1,409.18
Foreign limit/actual (%)	39.00/21.43
Paid up shares (million)	9,595.92
Free float (%)	75.14
Market cap (Bt mn)	18,808.01
Avg. daily T/O (Bt mn) (2014 YTD)	96.54
hi, lo, avg (Bt) (2014 YTD)	2.24, 1.65, 1.96
Source: Setsmarts	



Source: SET

Analyst: Worarat Powpaka Register No.: 017992 Tel.: +662 646 9856

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# 1Q14 profits likely to down Q-Q, but turn around Y-Y

SIRI's 1Q14 presales were sufficient to secure just 1.3% of the company's full-year target. Hence, SIRI is looking to revise down its target after the end of 1H14. Meanwhile, our forecasts call for SIRI's 1Q14 profits to plunge Q-Q, but turn around Y-Y. In particular, we expect the company's net profit to be larger than its normalized earnings thanks to extra gain from sale of assets to SIRIP amounting to Bt640mn. Given such estimates and outlook, we stand by our 2014 TP of Bt2 (PE 9x). Finally, we maintain our HOLD rating on SIRI with near-term catalyst being extra gain from sale of assets to SIRIP.

## 1Q14 presales secure just 1.3% of 2014 target

SIRI's 1Q14 presales amounted to Bt388mn (-92.2% Q-Q, -98.1% Y-Y). They are sufficient to secure just 1.3% of the company's full-year target of Bt30bn. To elaborate,

- 1) SIRI's low-rise presales stood at Bt2.2bn (-19.9% Q-Q, -29.1% Y-Y). They comprised Bt1.9bn from presales of detached house units and Bt225mn from presales of townhouse units, most of which are from projects launched in the previous quarters. In 1Q14, SIRI launched just two low-rise projects, i.e. Burasiri Phaholyothin-Saimai (Bt1.1bn, 8% sold) and B Avenue Chiang Mai (Bt38mn, 17% sold).
- 2) SIRI's condo presales went negative by Bt1.8bn owing to cancellation of condo units in several projects after their construction was delayed. Moreover, customers either cancelled their booking in view of economic uncertainty or were not granted a loan. In 1Q14, SIRI launched one condo project, i.e. NYX by Sansiri (Bt9bn, 8% sold).

In descending order, projects that suffered large cancellation include (1) dCondo Creek Phuket which records cancellation of Bt638mn, (2) dCondo Sukhumvit 109 whose cancellation tops Bt440mn, (3) d'Vieng Santitham which records cancellation of Bt386mn, (4) dCondo Mine Phuket whose cancellation stands at Bt299mn, and (5) dCondo Sathupradit 49 which records cancellation of Bt273mn.

# Look to revise down 2014 presales target after end of 1H14

SIRI is looking to revise down its 2014 presales target of Bt3bn after the end of 1H14 to factor in the much lower-than-expected 1Q14 presales.

## Extra gain from sale of assets to SIRIP likely in 1Q14

SIRI has sold Siripinyo Building for Bt1.7bn to SIRIP, a fund which was open for subscription during March 20-26 and started trading in the SET on April 9. Given the transaction, we expect SIRI to book after-tax gain from sale of assets amounting to Bt640mn. Moreover, we believe that the company also booked extra gain from sale of investment in 1Q14. Both of which, SIRI will use the proceeds to repay its loans and to finance its working capital.



# Expect 1Q14 profits to down Q-Q, but up Y-Y

With this outlook, our forecasts call for SIRI's 1Q14 normalized earnings to amount to Bt264mn. This implies a sharp loss of 75.7% Q-Q, but a turnaround from its normalized loss of Bt104mn in 1Q13. In 1Q14, transfer revenues likely stood at Bt4bn (-52.9% Q-Q, -16.3% Y-Y). SG&A expenses likely tumbled 43.4% and 41.7% Y-Y owing to a sharp plunge in marketing expenses after SIRI launched only two projects during the quarter. Moreover, we anticipate that SIRI's 1Q14 net profit will be equal to Bt904mn thanks to after-tax gain from sale of assets to SIRIP amounting to Bt640mn. This implies a loss of 14.5% Q-Q, but a big turnaround from its net loss of Bt86mn in 1Q13.

# Stand by 2014 TP of Bt2 (PE 9x), maintain HOLD rating

Given all that said, we stand by our 2014 TP of Bt2 (PE 9x). Finally, we reaffirm our HOLD rating on SIRI. In the near term, there is a catalyst from extra gain from sale of assets to SIRIP.



Source: Company data, FSS research

Income Statement (C	Consolid	ated)				Cash Flow Statement	(Consolic	lated)			
(Bt mn)	2011	2012	2013	2014E	2015E	(Bt mn)	2011	2012	2013	2014E	2
Revenue	20,542	29,821	28,597	29,364	30,232	Net profit	2,015	2,938	1,930	2,387	
Cost of sales	13,509	19,903	19,268	19,705	20,293	Depreciation etc.	313	324	281	425	
Gross profit	7,032	9,918	9,329	9,659	9,939	Change in working capital	-18,393	-25,737	-30,170	-10,747	-1
SG&A costs	4,166	6,033	6,808	6,508	6,397	Other adjustments	303	323	600	-42	
Operating profit	2,867	3,885	2,522	3,150	3,542	Cash flow from operations	-15,762	-22,151	-27,360	-7,977	-1
Other income	112	234	369	323	302	Capital expenditure	-559	-26	-50	-500	
EBIT	2,978	4,119	2,891	3,473	3,844	Others	0	0	0	0	
EBITDA	3,291	4,443	3,172	3,899	4,311	Cash flow from investing	-559	-26	-50	-500	
Interest charge	222	328	616	514	461	Free cash flow	-16,321	-22,177	-27,409	-8,477	-1
Tax on income	779	954	384	597	682	Net borrowings	3,872	3,462	9,169	-11,299	
Earnings after tax	2,016	2,939	1,929	2,388	2,727	Equity capital raised	1,167	887	1,767	1,496	
Minority interests	-1	0	1	-1	-1	Dividends paid	-178	-1,001	-1,425	-1,170	
Normalized earnings	2,002	2,868	1,912	2,387	2,726	Others	10,991	19,374	16,611	17,329	1
Extraordinary items	11	70	18	0	0	Cash flow from financing	15,852	22,722	26,121	6,357	1
Net profit	2,015	2,938	1,930	2,387	2,726	Net change in cash	-468	545	-1,289	-2,120	
Balance Sheet (Cons	olidated	)				Important Ratios (Con	solidated	d)			
(Bt mn)	2011	2012	2013	2014E	2015E	( =	2011	2012	2013	2014E	2
Cash	2,968	3,460	2,156	100	1,554	Growth (%)					
Accounts receivable	48	41	45	40	41	Revenue	10.5	45.2	-4.1	2.7	
Inventory	25,616	34,267	45,621	37,334	38,778	EBITDA	4.6	35.0	-28.6	22.9	
Other current assets	3,661	3,306	5,136	2,907	2,872	Net profit	6.2	45.8	-34.3	23.7	
Total current assets	32,293	41,073	52,957	40,382	43,245	Normalized earnings	1.4	43.3	-33.3	24.8	
Investments	0	0	0	0	0	Profitability Ratios (%)					
Plant, property & equipment	3,258	4,368	5,723	4,361	4,528	Gross profit margin	34.2	33.3	32.6	32.9	
Other assets	686	1,054	1,360	581	546	EBITDA margin	16.0	14.9	11.1	13.3	
Total assets	36,238	46,495	60,040	45,323	48,319	EBIT margin	14.5	13.8	10.1	11.8	
Short-term loans	2,631	4,212	6,033	960	0	Normalized profit margin	9.7	9.6	6.7	8.1	
Accounts payable	975	1,800	2,251	1,204	1,240	Net profit margin	9.8	9.9	6.7	8.1	
Current maturities	7,447	7,375	5,820	8,867	5,295	Normalized ROA	5.5	6.2	3.2	5.3	
Other current liabilities	3,816	4,787	5,284	3,731	3,824	Normalize ROE	17.6	18.8	11.2	12.1	
Total current liabilities	14,868	18,173	19,388	14,761	10,358	Normalized ROCE	13.9	14.5	7.1	11.4	
Long-term debt	9,274	12,419	22,816	10,180	16,224	Risk (x)					
Other LT liabilities	718	678	768	676	640	D/E	2.18	2.05	2.52	1.30	
Total non-current						Net D/E	1.44	1.35	1.90	1.01	
liabilities	9,992	13,097	23,584	10,856	16,864	Net debt/EBITDA	4.98	4.62	10.25	5.11	
Total liabilities	24,860	31,270	42,972	25,617	27,222	Per share data (Bt)					
Registered capital	11,642	11,642	11,642	11,642	11,642	Reported EPS	0.29	0.37	0.20	0.22	
Paid-up capital	7,547	8,434	10,201	11,697	11,697	Normalized EPS	0.28	0.36	0.20	0.22	
Share premium	550	584	657	715	715	EBITDA	0.47	0.56	0.33	0.36	
egal reserve	501	678	774	678	678	FCF	-2.31	-2.81	-2.88	-0.78	
Retained earnings	2,797	5,027	5,399	6,616	8,007	Book value	1.61	1.93	1.79	1.80	
Others	-18	501	37	0,010	0	Dividend	0.14	0.17	0.10	0.11	
Minority Interests	0	1	0	1	2	Par	1.1	1.1	1.1	1.1	
Shareholders' equity	11,378	15,225	17,068	19,706	21,097	Valuations (x)					
cc.is equity	, 57 0	. 5,225	.,,,,,,,,	. ,,,,,,,,,	,0//	P/E	6.9	5.3	9.7	9.0	
						Normalized P/E	6.9	5.4	9.8	9.0	
						D/D/	0.7	J. <del>T</del>	7.0	7.0	

P/BV

EV/EBTDA

Dividend yield (%)

1.2

9.2

7.1

1.0

8.1

8.7

1.1

16.1

5.1

1.1

10.6

5.5

1.0

9.6

6.2



## **Finansia Syrus Securities Public Company Limited**

#### **Head Office**

999/9 The offices at Central World 17th, 18th, 25th Fl., Rama 1 Rd., Patumwan, Bangkok

### Sindhorn 3

130-132 Sindhorn Building 3, 19th Floor, Wireless Road, Lumpini, Pathumwan, Bangkok

## **Italthai Tower**

2034/52 Italthai Tower, 11st Floor, Unit 11-07/01, New Petchburi Road, Bangkapi, Huaykwang, Bangkok

## Pinklao 3

7/3 Central Tower B, Pinklao, 16th Floor, Baromratchonnanee Road, Arunamarin, Bangkoknoi, Bangkok

#### Bangkapi

3105 N Mark Building, 3rd Floor, Room A3 R02, Ladprao Road, Klongjan, Bangkapi, Bangkok

### Chachoengsao

233-233/2 1st Floor, Moo 12, Sukprayoon Road, Tumbon Namuang, Aumphoe Muang, Chachoengsao

## Measai

119 Moo 10, Tumbon Maesai, Aumphoe Muang, Cheangrai

## Suratthani

173/83-84 Moo 1 Watpho-Bangyai Road., Tumbon Makamtia, Aumphoe Mueang, Suratthani

## **Trang**

59/28 Huaiyod Road, Tumbon Thaptieng, Aumphoe Meungtrang, Trang

### **Alma Link**

9th, 14th, 15th FI., Alma Link Building 25 Soi Chidlom, Ploenchit, Lumpini, Patumwan, Bangkok

### Sukhumvit 21

50 GMM Grammy Place 15th Floor, Sukhumvit 21 Road, Klongtey North, Wattana, Bangkok

## **Thaisummit Tower 1**

1768 Thaisammit Tower Building, 2nd Floor, New Petchburi Road, Bangkapi, Huaykwang, Bangkok

## **Central Rattanatibet**

68/127 Moo 8 Rattanatibet Road, Tumbon Banggrasor, Aumphoe Muang, Nonthaburi

## Rang sit

1/832 Phaholyothin 60 Kukod, Lumlookka Pratumtanee

### Chiangmai 1

308 Chiang Mai Land, Chang Klan R., Chang Klan Muang Chiangmai

### Hatyai 1

200/222, 200/224, 200/226 Juldis Hadyai Plaza, 2rd Floor, Building, Niphat Uthit 3 Road, Aumphoe Hadyai, Songkhla

## Krabi

223/20 Mharaj Road, Tumbon Paknam, Aumphoe Meung, Krabi

### **Amarin Tower**

496-502 Amarin Tower 20th Floor, Pleonchit, Lumpini, Pathumwan, Bangkok

#### Asoke

159 Sermmit Tower 17th Floor, Soi Sukumvit 21, Sukhumvit Road, Klongtey North, Wattana, Bangkok

### **Thaisummit Tower 2**

1768 Thaisammit Tower Building, 4nd, 31th Floor, New Petchburi Road, Bangkapi, Huaykwang, Bangkok

## Ladprao

555 Rasa Tower 2, 11st Floor, Unit 1106, Phaholyothin Road, Chatuchak, Bangkok

## Nakornpathom

28/16-17 Yingpao Road, Tumbon Sanamjan, Aumphoe Muang, Nakornpathom

#### Chiangmai 2

310 Chiang Mai Land, Chang Klan R., Chang Klan Muang Chiangmai

### Hatyai 2

106 Prachathipat Road, Aumphoe Hadyai, Songkhla

# Pattane

300/69-70 Moo 4, Tumbon Ruramirae, Aumphoe Meung, Pattane

#### Sindhorn 1

130-132 Sindhorn Building 1, 2nd Floor, Wireless Road, Lumpini, Pathumwan, Bangkok

#### Silom

191 Silom Complex Building Unit 2,3-1 21st Floor, Silom Road, Silom, Bangrak, Bangkok

### Pinklao 1

7/129-221 Central Pinklao Office Building, Room 1404, 14th Fl., Baromratchonnanee Road, Arunamarin, Bangkoknoi, Bangkok

## Prachachuen

105/1 B Building, 4th Floor, Thessabansongkhrao Road, Ladyao, Jutujak, Bangkok

### Chonburi

44 Vacheraprakran Road, Tumbon Bangplasoi, Aumphoe Muang, Chonburi

## Khonkaen 1

311/16 2nd Floor, Klangmeung Road, Tumbon Nai Meung, Aumphoe Meung, Khonkaen

## Hatyai 3

200/222, 200/224, 200/226 Juldis Hadyai Plaza, 2rd Floor, Building, Niphat Uthit 3 Road, Aumphoe Hadyai, Songkhla

## Udonthani

104/6, 2 fl., ICBC Bank Tower Udon Dusadee Road, Tumbon Mak Khaeng, Aumphoe Muang Udon Thani, Udon Thani

#### Sindhorn 2

130-132 Sindhorn Building 3, 24th Floor, Wireless Road, Lumpini, Pathumwan, Bangkok

### **Fortune Town**

1 Fortune Town Building, 23rd Floor, Zone B3, Rachadapisek Road, Dindaeng, Bangkok

### Pinklao 2

7/3 Central Tower B, Pinklao, Room 1408, 14th Floor, Baromratchonnanee Road, Arunamarin, Bangkoknoi, Bangkok

#### Bangna

1093 Tower 1 Office, 19th Floor, Room 1093/105 Moo 12, Bangna-Trad Road, Bangna, Bangkok

### Samutsakorn

1045/16-17 Vichienchodok, Tumbon Mhachai, Aumphoe Meungsamutsakorn, Samutsakorn

#### Khonkaen 2

26/9 Moo 7 2nd Floor, Srijan new Road, Tumbon Nai Meung, Aumphoe Meung, Khonkaen

## Phuket

22/18 Vanish Plaza Shopping Mall, Luangporwatchalong Road, Tumbon Talad Yai, Aumphoe Meung, Phuket

## Khonkaen

4/6, 2 fl., ICBC Bank Tower Khang Meung Road, Tumbon Nai Meung, Aumphoe Meung Khonkaen, Khonkaen

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Natapon	Khamthakreauu	Derivatives	0-2646-9820	natapon.k@fnsyrus.com

## **Recommendation Definitions**

BUY The latest close is below our target price and the estimated upside is 10% or more.

HOLD The latest close is below our target price and the estimated upside is 0-10%.

SELL The latest close is above our target price.

TRADING BUY

The latest close is above our target price but the price is expected to be driven by short-term positive factors

OVERWEIGHT The estimated return is higher than the market average.

NEUTRAL The estimated return is the same as the market average.

UNDERWEIGHT The estimated return is lower than the market average.

Note: The expected return may change as market risks increase or decline.



## Thai Institute of Directors Association (IOD) - Corporate Governance Report Rating 2013

ADVANC AOT ASIMAR BAFS BANPU BAY BBL BCP BECL BKI	BROOK BTS CIMBT CK CPF CPN CSL DRT DTAC EASTW	EGCO ERW GRAMMY HANA HEMRAJ ICC INTUCH IRPC IVL KBANK	KKP KTB LPN MCOT MINT NKI NOBLE PAP PG PHOL	PR PRANDA PS PSL PTT PTTEP PTTGC QH RATCH ROBINS	RS S&J SAMART SAMTEL SAT SC SCB SCC SCSMG SE-ED	SIM SIS SITHAI SNC SPALI SPI SSI SSSC SVI SYMC	TCAP THAI THCOM THRE TIP TISCO TKT TMB TNITY TOP	TRC TRUE TTW TVO UV VGI WACOAL	Score Range 100-90 80-89 70-79 60-69 50-59 <50	Rating  no logo given		Description Excellent Very Good Good Satisfactory Pass n/a
2S ACAP AF AHC AIT AKP AMANAH AMARIN AMATA AP APCO APCS ASIA	ASK ASP AYUD BEC BFIT BH BIGC BJC BLA BMCL BWG CCET CENTEL	CFRESH CGS CHOW CM CNT CPALL CSC DCC DELTA DTC ECL EE EIC	ESSO FE FORTH GBX GC GFPT GL GLOW GOLD GSTEL GUNKUL HMPRO HTC	IFEC INET ITD JAS JUBILE KBS KCE KGI KKC KSL KWC L&E LANNA	LH LHBANK LHK LIVE LOXLEY LRH LST MACO MAJOR MAKRO MBK MBKET MFC	MFEC MODERN MTI NBC NCH NINE NMG NSI NWR OCC OFM OGC	PB PDI PE PF PJW PM PPM PPP PREB PRG PT PYLON QTC	RASA SABINA SAMCO SCCC SCG SEAFCO SFP SIAM SINGER SIRI SKR SMT SNP	SPCG SPPT SSF STANLY STEC SUC SUSCO SYNTEC TASCO TCP TF TFD TFI	THANA THANI THIP TICON TIPCO TK TLUXE TMILL TMT TNL TOG TPC TPCORP	TPIPL TRT TRU TSC TSTE TSTH TTA TTCL TUF TWFP TYM UAC UMI	UMS UP UPOIC UT VIBHA VIH VNG VNT YUASA ZMICO
A AAV AEC AEONTS AFC AGE AH AI AJ AKR ALUCON ANAN	ARIP AS BAT-3K BCH BEAUTY BGT BLAND BOL BROCK BSBM CHARAN CHUO	CI CIG CITY CMR CNS CPL CRANE CSP CSR CTW DEMCO DNA	DRACO EA EARTH EASON EMC EPCO F&D FNS FOCUS FPI FSS GENCO	GFM GJS GLOBAL HFT HTECH HYDRO IFS IHL ILINK INOX IRC IRCP	IT JMART JMT JTS JUTHA KASET KC KCAR KDH KTC KWH LALIN	LEE MATCH MATI MBAX MDX PRINC MJD MK MOONG MPIC MSC NC	NIPPON NNCL NTV OSK PAE PATO PICO PL POST PRECHA PRIN Q-CON	QLT RCI RCL ROJNA RPC SCBLIF SCP SENA SF SGP SIMAT SLC	SMIT SMK SOLAR SPC SPG SIRICHA SSC STA SUPER SVOA SWC SYNEX	TBSP TCCC TEAM TGCI TIC TIES TIW TKS TMC TMD TMI	TNPC TOPP TPA TPP TR TTI TVD TVI TWZ UBIS UEC UOBKH	UPF UWC VARO VTE WAVE WG WIN WORK

## **IOD (IOD Disclaimer)**

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