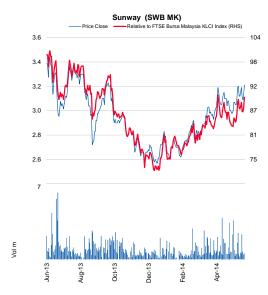
RHB Event Initiation	Preview	Results	Company Up Strategy	REGIONAL adate, 5 June 2014 Update
Sunway (SWB MK) Property - Real Estate Market Cap: USD1,708m				Y (Maintained) MYR3.60 MYR3.21
Right Strategies To Cou	inter Negativ	e Sentiment	l (Macro $\diamond \diamond \diamond$ Risks $\diamond \diamond \diamond$ Growth $\diamond \diamond$ Value $\diamond \diamond \diamond$



Source: Bloomberg

Avg Turnover (MYR/USD)	3.18m/0.98m
Cons. Upside (%)	10.3
Upside (%)	12.1
52-wk Price low/high (MYR)	2.55 - 3.44
Free float (%)	39
Share outstanding (m)	1,724
Shareholders (%)	
Tan Sri Dato' Jeffrey Cheah	51.5
GIC	8.7

Share Performance (%)

	YTD	1m	3m	6m	12m
Absolute	18.0	5.6	14.2	20.7	(5.3)
Relative	18.1	5.8	12.1	18.3	(10.3)

Shariah compliant

Loong Kok Wen CFA +603 9207 7614 loong.kok.wen@rhbgroup.com

During our visit to Sunway's project in Iskandar, its management showed its earnestness in making the 1,800-acre township a success. We like its strategies in marketing Citrine, the township's first component. Given the concept, pricing, location, and considering the positive response to E&O's recent launch of Avira terraces nearby, we believe Citrine will be well-received. Maintain BUY and MYR3.60 FV.

- Maiden launch for Sunway Iskandar. Sunway hosted a site visit and analyst briefing at its sales gallery in Iskandar yesterday. The first component, Citrine (GDV: MYR300m), will be officially launched in July. It is opposite E&O's (EAST MK, BUY, FV: MYR3.52) Avira project, for which the first batch of terraces launched last month is 70% booked.
- Citrine's products, pricing and marketing strategy. We are impressed with the lake view and greenery at the site. Currently, Sunway has 3,000 registrants on the list, out of which 60% are from Malaysia, 30% from Singapore, and 10% from other countries. The first component, Citrine, comprises 328 units of serviced apartments, 167 designer offices and 51 boutique retail lots. The serviced apartments, with built-ups of 618-1,571 sqf each, are priced at MYR700 psf (almost fully furnished) while the office units are priced at MYR550-650 psf. Management emphasises the company's track record in building townships (Bandar Sunway and Sunway City Ipoh) and product offerings to differentiate itself from the other developers in Iskandar. We also concur with management's strategy to concurrently build an international school (with a student capacity of 600) next to Citrine, so that critical mass can be achieved, especially in the initial phases, to attract tenancy and population. We view the product pricing as reasonable, and tad lower than the neighbouring projects'. Hence, we are not surprised that management admitted that Citrine's gross margin would be in the low teens, but will be mitigated by the corporate tax exemption in Medini zone. Meanwhile, Sunway's construction arm will also undertake the construction of Citrine to ensure the quality of the maiden phase.
- New JV partner to add value to township. In a few months' time, a JV partner is likely to participate in developing one of the precincts of Sunway Iskandar. We understand that this JV partner should add value to the township, and at the same time, commit equity.
- Maintain BUY. We continue to like Sunway. While market conditions in Iskandar remain challenging, the right strategies are being adopted to boost potential buyers' confidence in Sunway Iskandar.

Forecasts and Valuations	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total turnover (MYRm)	3,739	3,877	4,734	5,258	5,742
Reported net profit (MYRm)	370	532	1,500	522	571
Recurring net profit (MYRm)	326	351	483	522	571
Recurring net profit growth (%)	0.2	7.7	37.7	8.2	9.4
Recurring EPS (MYR)	0.25	0.27	0.32	0.30	0.33
DPS (MYR)	0.00	0.06	0.10	0.10	0.12
Recurring P/E (x)	12.7	11.8	10.0	10.6	9.7
P/B (x)	1.39	1.17	0.91	0.97	0.91
Dividend Yield (%)	0.0	1.9	3.1	3.1	3.7
Return on average equity (%)	13.2	16.3	33.7	9.5	9.7
Return on average assets (%)	5.0	6.4	15.1	4.5	4.6
Net debt to equity (%)	44.7	41.5	22.6	18.8	18.9
Our vs consensus EPS (adjusted) (%)				12.2	13.1

Source: Company data, RHB estimates





Figure 1: Location of Sunway Iskandar

Source: RHBRI



Source: RHBRI

Figure 3: Lake view from the sales gallery and Citrine



Source: RHBRI

Sunway (SWB MK) 5 June 2014



Figure 4: Hoarding and cranes at Citrine's construction site



Source: RHBRI

Figure 5: Tuas link is an indication of Sunway Iskandar's proximity to Singapore



Source: RHBRI



Figure 6: Sunway's RNAV

		Remaining Landbank	Remaining		
Developments		Landbank (acre)	GDV (RM mil)	Effective stake	NPV @ 12
Selangor/KL		x /			
Sunway Damansara		15.36	1,691.28	60%	113
Sunway South Quay		42.17	3,296.66	60%	197
Sunway Monterez		5.36	43.67	60%	2
Sunway Semenyih		398.11	728.59	70%	37
Sunway Cheras		5.97	16.82	100%	1
Sunway Duta		3.16	120.00	60%	5
Sunway Montana		1.99	55.51	100%	5
Sunway Alam Suria		0.65	12.00	100%	1
Sunway Resort City		14.9	660	100%	56
Casa Kiara III		2.88	210.00	80%	15
Sunway Velocity		17.94	2,858.98	85%	231
Sunway Tower KL 1		1.00	240.00	100%	17
Bangi		3.00	59.00	100%	Ę
Aelawati		2.00	43.00	100%	
Sg Long		111.00	277.00	80%	17
• •					
Nont Putra, Rawang		163.00	156.00	100%	12
Perak					
Sunway City Ipoh		440.5	1,048.38	65%	65
enang					
Sunway Hills		80.70	849.00	100%	64
unway Cassia, Batu Maung		6.62	74.00	100%	6
unway Wellesley, Bukit Mertajam		63.00	845.00	100%	78
aya Terubong		24.46	1,500.00	100%	11
Sunway Tunas, Balik Pulau		9.00	60.00	100%	
Sunway Betong, Balik Pulau		19.87	110.00	100%	1
pore		15.07	110.00	10070	'
•		F 07	0 407 00	200/	7
Nount Sophia		5.87	2,137.20	30%	74
Sembawang, Singapore		0.77	75.00	100%	9
Royal Square @ Novena		1.65	2,287.50	30%	79
ohor					
ukit Lenang		64.79	698.40	80%	64
1edini		691.00	12,000.00	60%	580
endas		1,079.07	18,000.00	60%	63
china		,	-,		
Sunway Guanghao		3.73	66.78	65%	
ianjin Eco City		24.00	1,300.00	60%	58
		24.00	1,300.00	00%	50
ndia					
Sunway OPUS Grand India		23.80	702.36	50%	1
Sunway MAK Signature Residence		14.00	181.22	60%	ł
JV with M.A.K Builders)					
ustralia					
Vonderland Business Park (Sydney)		48.40	378.10	45%	8
Inbilled sales					
OTAL		3,389.75	52,781.52		2,926.
vestment properties	EBITDA	Market value	Book value	Equity	Net surp
	(MYR m)	(MYR m)	(MYR m)	interest	(MYF
Ionash University Campus	17	299.5	299.5	100%	
Ionash U Residence	15	226.6	226.6	100%	
unway University College	10	255.0	255.0	100%	
Sunway Hotel Georgetown	2	64.7	64.7	100%	
unway Hotel Phnom Penh	2	17.3	17.3	53%	
unway Hotel Hanoi	2	8.8	8.8	100%	
unway Giza	5	55.1	55.1	60%	
unway Pinnacle	N/A	280.0	280.0	100%	
ther divisions	Market value	Book value	FY14 earnings	PE target	Equity value sur
construction 9 others	(MYR m)	(MYR m)	(MYR m)	<u>(x)</u> 15	(MYF
Construction & others			178.50	15	2,677
4% Sunway REIT ubtotal	1,334.1	1,334.1			2,677
atal					E 000
otal					5,603.
Shareholders' equity (ex cons. & reit)					4,349.
SOS proceeds					551.
Varrants conversion @ MYR2.50					723.
otal RNAV					11,228
share base (mil)					1,723
lo. of warrants					289
SOS					172
nlarged share base (mil)					2,185
ully diluted RNAV per share					5
Discount Fair value (MYR)					3.

Source: Company, RHB estimates

Financial Exhibits



Profit & Loss (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total turnover	3,739	3,877	4,734	5,258	5,742
Cost of sales	(2,755)	(2,809)	(3,382)	(3,772)	(4,186)
Gross profit	984	1,068	1,352	1,486	1,556
Gen & admin expenses	(785)	(775)	(698)	(1,078)	(1,252)
Other operating costs	172	212	1,170	129	143
Operating profit	371	504	1,824	537	447
Operating EBITDA	438	575	1,914	641	549
Depreciation of fixed assets	(67)	(71)	(91)	(104)	(102)
Operating EBIT	371	504	1,824	537	447
Net income from investments	199	301	172	406	528
Interest income	30	27	36	37	39
Interest expense	(86)	(105)	(138)	(122)	(122)
Other non-recurring income	(8)	0	1	127	185
Pre-tax profit	507	728	1,894	985	1,078
Taxation	(99)	(129)	(121)	(246)	(269)
Minority interests	(38)	(67)	(273)	(217)	(237)
Profit after tax & minorities	370	532	1,500	522	571
Reported net profit	370	532	1,500	522	571
Recurring net profit	326	351	483	522	571

Source: Company data, RHB estimates

Cash flow (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Operating profit	371	504	1,824	537	447
Depreciation & amortisation	67	71	91	104	102
Change in working capital	385	(741)	(148)	22	(175)
Other operating cash flow	146	295	(449)	212	267
Operating cash flow	970	129	1,317	875	641
Interest received	30	27	36	37	39
Interest paid	(86)	(105)	(138)	(122)	(122)
Tax paid	(99)	(129)	(121)	(246)	(269)
Cash flow from operations	816	(77)	1,094	544	290
Capex	(261)	(148)	(780)	-	-
Other investing cash flow	(537)	79	(280)	(180)	(123)
Cash flow from investing activities	(799)	(69)	(1,060)	(180)	(123)
Dividends paid	-	(118)	(490)	(172)	(207)
Proceeds from issue of shares	15	161	766	-	-
Increase in debt	(65)	483	49	-	-
Other financing cash flow	(52)	(23)	(189)	(108)	(103)
Cash flow from financing activities	(102)	503	135	(281)	(310)
Cash at beginning of period	869	784	1,140	1,519	1,602
Total cash generated	(85)	357	169	83	(143)
Forex effects			210		
Implied cash at end of period	784	1,140	1,519	1,602	1,459

Source: Company data, RHB estimates

Financial Exhibits



Balance Sheet (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total cash and equivalents	784	1,140	1,519	1,602	1,459
Inventories	1,101	1,226	1,899	2,014	2,195
Accounts receivable	1,096	1,400	1,403	1,553	1,768
Other current assets	58	48	63	63	63
Total current assets	3,039	3,814	4,883	5,231	5,485
Tangible fixed assets	4,350	4,553	5,834	5,710	5,531
Intangible assets	325	319	320	320	320
Total other assets	101	58	75	681	1,409
Total non-current assets	4,776	4,931	6,229	6,711	7,260
Total assets	7,815	8,745	11,112	11,943	12,745
Short-term debt	301	783	1,805	1,805	1,805
Accounts payable	1,931	1,605	2,154	2,442	2,663
Other current liabilities	28	31	24	24	24
Total current liabilities	2,260	2,419	3,983	4,271	4,492
Total long-term debt	1,963	1,964	991	967	946
Other liabilities	278	493	486	486	486
Total non-current liabilities	2,241	2,458	1,477	1,454	1,433
Total liabilities	4,501	4,876	5,460	5,724	5,925
Share capital	1,293	1,293	1,724	1,724	1,724
Retained earnings reserve	372	937	1,896	2,245	2,610
Other reserves	1,319	1,329	1,716	1,716	1,716
Shareholders' equity	2,983	3,558	5,335	5,685	6,049
Minority interests	331	310	317	534	771
Total equity	3,314	3,868	5,652	6,219	6,820
Total liabilities & equity	7,815	8,745	11,112	11,943	12,745

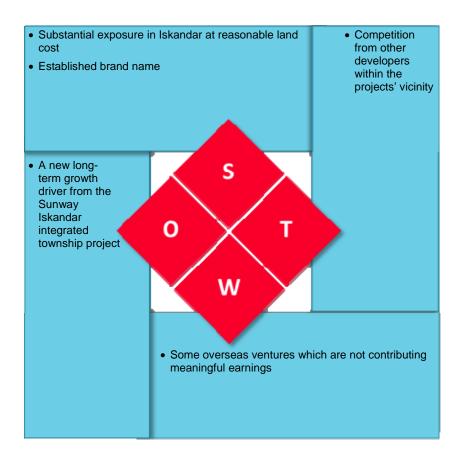
Source: Company data, RHB estimates

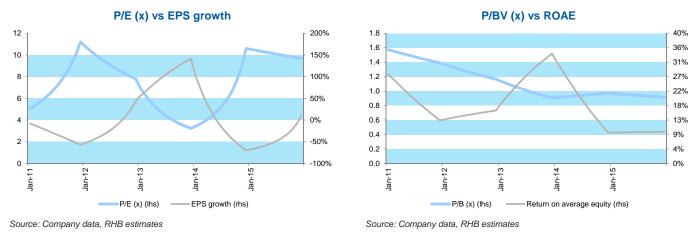
Key Ratios (MYR)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Revenue growth (%)	19.3	3.7	22.1	11.1	9.2
Operating profit growth (%)	(37.3)	35.8	261.7	(70.6)	(16.8)
Net profit growth (%)	(46.3)	44.0	181.9	(65.2)	9.4
EPS growth (%)	(57.0)	43.8	141.6	(69.6)	9.4
Bv per share growth (%)	14.5	19.3	28.5	(6.8)	6.4
Operating margin (%)	9.9	13.0	38.5	10.2	7.8
Net profit margin (%)	9.9	13.7	31.7	9.9	9.9
Return on average assets (%)	5.0	6.4	15.1	4.5	4.6
Return on average equity (%)	13.2	16.3	33.7	9.5	9.7
Net debt to equity (%)	44.7	41.5	22.6	18.8	18.9
DPS	0.00	0.06	0.10	0.10	0.12
Recurrent cash flow per share	0.63	(0.06)	0.73	0.32	0.17

Source: Company data, RHB estimates



SWOT Analysis





Company Profile

Sunway is a well-known developer in the Klang Valley. Its flagship project, Bandar Sunway, is a well-established integrated township. The company has successfully transformed a piece of former mining land into a mature residential and commercial cluster.



Recommendation Chart



Source: RHB estimates, Bloomberg

Date	Recommendation	Target Price	Price
2014-05-29	Buy	3.60	3.19
2014-02-28	Buy	3.33	2.91
2013-12-18	Buy	3.33	2.59
2013-12-02	Buy	3.30	2.55
2013-09-18	Buy	3.55	3.05
2013-08-30	Buy	3.52	2.83
2013-07-16	Buy	3.76	3.36
2013-05-31	Buy	4.56	3.61
2013-05-13	Buy	4.28	3.26
2013-03-20	buy	3.25	2.46

Source : RHB estimates, Bloomberg



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Buy: Share price may exceed 10% over the next 12 months Trading Buy: Share price may exceed 15% over the next 3 months, however longer-term outlook remains uncertain Neutral: Share price may fall within the range of +/- 10% over the next 12 months Take Profit: Target price has been attained. Look to accumulate at lower levels Sell: Share price may fall by more than 10% over the next 12 months Not Rated: Stock is not within regular research coverage

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