









Company Update, 23 May 2014

Event

Initiation

Preview

Results

Strategy

Update

Buy (Maintained)

Matrix Concepts Holdings (мсн мк)

Property - Real Estate Target Price: MYR5.00
Market Cap: USD385m Price: MYR4.08

Sales, Earnings And Growth Plans On Track



Source: Bloomberg

Avg Turnover (MYR/USD)	2.62m/0.80m
Cons. Upside (%)	10.3
Upside (%)	22.5
52-wk Price low/high (MYR)	2.20 - 4.28
Free float (%)	43
Share outstanding (m)	304
Shareholders (%)	
Dato' Lee & Family	60.0

Share Performance (%)

	YTD	1m	3m	6m	12m
Absolute	19.6	(4.0)	6.3	26.7	
Relative	19.1	(4.6)	3.8	22.1	

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We came away from the briefing feeling more positive, after the company reported weak 1Q14 earnings. Earnings are expected to pick up in the upcoming quarters when construction works progress. Meanwhile, Bandar Sri Sendayan (BSS) is still seeing healthy sales and price increase, and the company will likely close two more land deals in 2H. We maintain our BUY rating and MYR5.00 FV.

- Confident of upcoming launches. YTD, Matrix Concepts Holdings (Matrix)'s new sales have reached MYR180m, and should be able to match last year's sales of MYR788m. Upcoming launches are expected to be well received, given the more affordable selling prices. After rolling out Balista (GDV: MYR197m) in February, which has achieved a take-up rate of >50% now, Matrix will launch Hijayu 3A (MYR237m) over the next few months. This new phase comprises 589 units of 2-storey terrace homes. Compared with Balista (built-up 22'x80'), Hijayu 3A (built-up 22'x75') will be priced MYR50,000 cheaper at MYR420,000/unit.
- ♦ Healthy price increases. Both BSS and Sendayan TechValley (STV) are seeing healthy price increases. The impact of cooling measures is evident as the number of units sold in BSS in 1Q14 has dropped by 15-20% y-o-y. However, Matrix still has the ability to raise its ASP by about 30% this year, largely because the neighbouring competitors are pricing their products >20% higher compared with Matrix's pricing of MYR180 psf for the landed homes. Meanwhile, management is currently negotiating to sell two industrial land plots in STV to foreign industrial players at MYR45 psf. With the entrance of more reputable investors, selling price for the remaining plots is expected to hit MYR50 psf next year.
- ♦ Industrial land acquisition still on track. Matrix's plan to acquire landbank to replenish STV is still underway. Management alluded that the acquisition may materialise in 2H. This should be a share price catalyst when it is announced.
- Maintain BUY. We remain confident of Matrix's earnings delivery. Sales momentum will be sustainable as the company continues to offer products that are suitable for the current market conditions. We maintain our BUY rating on the stock, with an unchanged FV of MYR5.00, based on a 20% discount to RNAV.

Forecasts and Valuations	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total turnover (MYRm)		456	575	662	770
Reported net profit (MYRm)	0	103	153	165	185
Recurring net profit (MYRm)		103	153	165	185
Recurring net profit growth (%)	0.0	na	47.7	8.2	11.8
Recurring EPS (MYR)		0.34	0.51	0.54	0.61
DPS (MYR)	0.00	0.00	0.35	0.22	0.24
Recurring P/E (x)	na	11.8	8.0	7.5	6.7
P/B (x)	na	3.58	2.22	1.90	1.63
Dividend Yield (%)	0.0	0.0	8.7	5.4	5.9
Return on average equity (%)	0.0	60.5	34.2	27.4	26.0
Return on average assets (%)	0.0	35.3	20.6	17.1	16.7
Net debt to equity (%)	0.0	(2.7)	(11.8)	(8.6)	(5.9)
Our vs consensus EPS (adjusted) (%)				5.6	1.2

Source: Company data, RHB estimates



Figure 1: Matrix's RNAV

	Remaining landbank	GDV		
Projects	(acres)	(MYR m)	Stake	NPV @ 13%
Bandar Sri Sendayan, Negeri Sembiilan				
Ongoing & future developments	1382.2	3,985.9	100%	433.1
Taman Seri Impian, Kluang, Johor	326	901.7	100%	100.9
KL land	1.1	250	100%	27.7
Taman Desa PD 3	4.3	5.5	100%	0.9
Kota Gadong Perdana	294.6	926.4	100%	119.8
Third 9 Residence	41.8	144.7	100%	20.3
Lobak Commercial Centre	7.3	45.5	100%	6.4
Labu land	236.9	760	100%	97.6
Rasah Kemayan land	194.4	800	100%	117.7

	Remaining landbank	Market price	BV	
	(acres)	(MYR psf)	(MYR psf)	Net surplus
Sendayan TechValley	243.7	45	10	278.7
Unbilled sales				148.3
Total				1,351.4
Shareholders' fund				540.1
Total RNAV				1,891.4
Share base				302.7
RNAV/share				6.25
Discount				20%
Fair value				5.00

Source: RHB estimates



Financial Exhibits

Profit & Loss (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total turnover		456	575	662	770
Cost of sales		(263)	(305)	(367)	(443)
Gross profit	-	193	270	295	327
Selling expenses		(47)	(62)	(72)	(78)
Other operating costs		(2)	1	4	4
Operating profit	-	144	209	227	253
Operating EBITDA	-	144	209	227	253
Operating EBIT	-	144	209	227	253
Interest expense	-	(1)	(1)	(2)	(2)
Pre-tax profit	-	143	207	224	251
Taxation	-	(39)	(54)	(59)	(66)
Profit after tax & minorities	-	103	153	165	185
Reported net profit	-	103	153	165	185
Recurring net profit		103	153	165	185

Source: Company data, RHB estimates

Cash flow (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Operating profit	-	144	209	227	253
Change in working capital	-	(288)	(1)	(60)	(75)
Other operating cash flow		268	(112)	20	37
Operating cash flow	-	124	95	186	216
Interest paid	-	(1)	(1)	(2)	(2)
Tax paid	-	(39)	(54)	(59)	(66)
Cash flow from operations	-	84	40	125	148
Capex	-	(14)	(3)	(50)	(50)
Other investing cash flow	-	(39)	(66)	-	-
Cash flow from investing activities	-	(53)	(69)	(50)	(50)
Dividends paid	-	-	-	(107)	(67)
Proceeds from issue of shares	-	238	164	-	-
Increase in debt	-	21	29	-	-
Other financing cash flow	-	(260)	(111)	22	(42)
Cash flow from financing activities	-	(0)	83	(85)	(109)
Cash at beginning of period	-	-	31	116	107
Total cash generated	-	31	53	(10)	(11)
Implied cash at end of period	-	31	84	106	96

Source: Company data, RHB estimates



Financial Exhibits

Balance Sheet (MYRm)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Total cash and equivalents	-	31	116	107	96
Inventories		2	2	2	2
Accounts receivable	-	120	141	162	189
Other current assets	-	389	444	511	595
Total current assets	-	542	702	783	882
Total investments	-	43	192	241	291
Total other assets	-	2	7	7	7
Total non-current assets	-	45	198	248	298
Total assets	-	587	900	1,031	1,180
Short-term debt	-	4	35	35	35
Accounts payable	-	190	246	275	310
Other current liabilities	-	33	52	52	52
Total current liabilities	-	227	333	362	397
Total long-term debt	-	18	15	15	15
Other liabilities	-	0	-	-	-
Total non-current liabilities	-	18	15	15	15
Total liabilities	-	245	348	377	412
Share capital		51	301	304	306
Retained earnings reserve	-	291	181	279	391
Other reserves	-	0	70	70	70
Shareholders' equity	-	342	552	654	767
Total equity	-	342	552	654	767
Total liabilities & equity	-	587	900	1,031	1,180

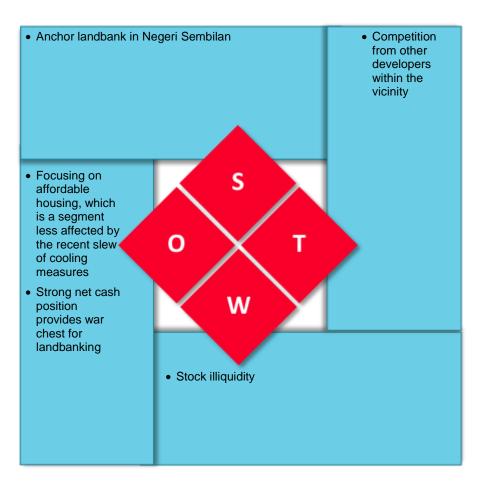
Source: Company data, RHB estimates

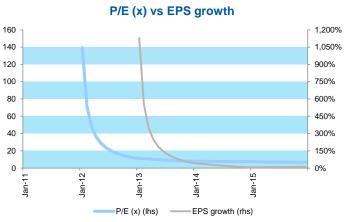
Key Ratios (MYR)	Dec-11	Dec-12	Dec-13	Dec-14F	Dec-15F
Revenue growth (%)	0.0	0.0	26.0	15.2	16.3
Operating profit growth (%)	0.0	0.0	45.1	8.6	11.7
Net profit growth (%)	0.0	0.0	47.7	8.2	11.8
EPS growth (%)	0.0	0.0	47.2	7.2	11.3
Bv per share growth (%)	0.0	0.0	60.9	17.2	16.7
Operating margin (%)	0.0	31.5	36.3	34.2	32.9
Net profit margin (%)	0.0	22.7	26.6	25.0	24.0
Return on average assets (%)	0.0	35.3	20.6	17.1	16.7
Return on average equity (%)	0.0	60.5	34.2	27.4	26.0
Net debt to equity (%)	0.0	(2.7)	(11.8)	(8.6)	(5.9)
DPS	0.00	0.00	0.35	0.22	0.24
Recurrent cash flow per share	0.00	0.28	0.13	0.41	0.48

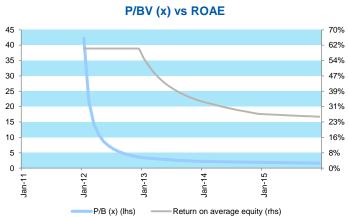
Source: Company data, RHB estimates



SWOT Analysis







Source: Company data, RHB estimates

Source: Company data, RHB estimates

Company Profile

Matrix Concepts Holdings (Matrix) is a Negeri Sembilan-based developer that currently has 2,732 acres of land with a total portfolio GDV of MYR8.2bn. The group concentrates mainly on developing residential and commercial properties, as well as industrial land sales.



Recommendation Chart



Source: RHB estimates, Bloomberg

Date	Recommendation	Target Price	Price
2014-05-21	Buy	5.00	4.00
2014-04-14	Buy	5.00	4.16
2014-02-26	Buy	5.00	3.78
2014-01-07	Buy	5.00	3.82

Source: RHB estimates, Bloomberg



RHB Guide to Investment Ratings

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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