Ticker Symbol : SIRI Reuters : SIRI.BK Bloomberg : SIRI TB Primary Exchange : The Stock Exchange of Thailand

Key Stock Data

4Q09	1 Oct 09	30 Dec 09	% change
SIRI Price (Baht / Share)	4.52	4.28	-5.3%
Property Sector Index	118.46	116.13	-2.0%
SET index	726.91	734.54	1.0%
Avg Daily Turnover (Mil Baht)		34.26	
Avg Daily Turnover (Mil Shares)		7.87	

As of 7 April 10	
Issued shares (Mil Shares)	1,473
Estimated free float	58%
SIRI Price (Baht / Share)	5.10
Market Cap (Mil Baht / Mil US$)	7,515/235

Major Shareholders (%)	As of 18 March 10
Mr.Sretha Thavisin's Group	24.11%
UOB KAY HIAN PRIVATE LIMITED	8.76%
CHASE NOMINEES LIMITED 42	7.63%
SKANDINAVISKA ENSKILDA BANKEN AB (PUBL)	7.31%
The Viriyah Insurance Co.,Ltd.	6.47%

Contact Information
Investor Relations
Tel. (662) 201-3024
Fax. (662) 201-3904
email : IR@sansiri.com

Company Information
Sirinpinyo Building 475
16th Fl , Sri Ayutthaya Rd.,
Rajathevi, Bangkok 10400
Tel. (662) 201-3905-6
Fax. (662) 201-3904
www.sansiri.com

Management Discussion and Analysis

Total revenues in 2009 amounted to 17,497 million baht, a 15% increase from 15,178 million baht in 2008. The key drive was the 16% growth in revenue from project sales in consequence of successful launches of single-detached housing, condominium, and townhouse projects.

Revenue from Property Development for Sale

The breakdown of revenue from property for sale during 2007 - 2009 is as follows:

Revenues from property for sales	2009		2008		2007	
	Million baht	%	Million baht	%	Million baht	%
Single-detached houses	5,292	32%	5,766	40%	6,856	53%
Condominiums	8,829	53%	6,641	46%	3,606	28%
Townhouses	2,479	15%	1,986	14%	2,436	19%
Others	29	-	2	-	12	-
Total	16,629	100%	14,395	100%	12,910	100%

In 2009, revenue from project sales of Sansiri and subsidiaries amounted to 16,629 million baht, a 16% increase from 14,395 million baht in 2008. To the total revenue from project sales in 2009, 8,829 million baht revenue from condominium projects contributed 53%, 5,292 million baht revenue from single-detached house projects contributed 32%, with the balance of 2,479 million baht from townhouse projects contributed 15%.

The proportion of revenue from condominium projects kept on growing from 46% of total revenue from project sales in 2008 to 53% of total revenue from project sales in 2009 as the number of condominium projects qualifying for revenue realization increased from 25 projects in 2008 to 30 projects in 2009. The major contributor was revenue from Siri at Sukhumvit, with the average unit price of 6.6 million baht, contributing 1,721 million baht or 10% of total revenue from project sales, followed by Baan Sansuk, a beachfront condominium project located in Hua-Hin with average unit price of 7.1 million baht, contributed 1,331 million baht or 8% of total revenue from project sales. The fifteen condominium projects under the brands "Condo One" and "My Condo" contributed 2,418 million baht or 15% of total revenue from project sales, whereas three condominium projects under the brand "Hive" with average unit price between 3.2 and 4.3 million baht contributed 1,140 million baht, representing 7% of total revenue from project sales.

The proportion of revenue from single-detached housing projects decreased from 40% of total revenue from project sales in 2008 to 32% of total revenue from project sales in 2009 due to the economic slowdown in 1Q2009. However, revenue from single-detached houses recovered in 2Q2009 thanks to the improving consumer confidence and increasing demand for housing. The 2,208-million baht revenue from three single-detached housing projects with average price per unit of 3.9 to 9.1 million baht, Setthasiri Prachachuen, Burasiri Sanambinnam, and Saransiri Ramindra 2, altogether contributed 13% to total revenue from project sales.

In 2009, revenue from townhouse projects increased from that of 2008 by 25% to 2,479 million baht. The 2,105-million baht revenue representing 13% of total revenue from project sales came from ten projects under the brand "Townplus" with average unit price between 2.5 and 5.0 million baht. The biggest contributors to revenue from townhouses in 2009 were Townplus Kaset Navamin with the amount of 572 million baht and Townplus Petchkasem Bangkae with the amount of 453 million baht.

Revenue from Property for Rent

Properties for rent included a group of single-detached houses, the office for rent named Siripinyo Building on Sri Ayutthaya Road, and Siri Apartment on wireless road. In 2009, revenue from rental business (including revenue from leasehold rights written off) was 229 million baht, a 4% decrease from that of the previous year, mainly due to the acquisition of National Education Development Co., Ltd, operating Satit Pattana School. Prior to the acquisition, Sansiri recognized substantial rental revenues, resulting in re-categorization of such item from revenue from property for rent to revenue from educational business following the acquisition. Besides, revenue from rental business was also adversely impacted by the lower occupancy rate corresponding to the global economic downturn.

Revenue from Property Services

In 2009, revenue from business management was 377 million baht, a significant increase of 16% over the same period in 2008, due to the increasing number of projects under management of Plus Property Company Limited and Touch Property Company Limited, from 146 projects as of 31 December 2008 to 204 projects as of 31 December 2009. The increase in number of projects under management was mainly driven by the strong brand recognition and the reputation for its high quality services.

For the year 2009, revenue from other property services was 114 million baht, a 46% growth over the same period in 2008. Revenue from hotel business from Casa del Mare in Hua Hin in 2009 was 15 million baht, a 3% increase from that of 2008 due to higher level of patronage. Revenue from medical spa business amounted to 62 million baht, a 3% decrease from that of last year, preliminary due to the closure of one of our medical spa branches and the implementation of operating hour reduction of other medical spa branches.

Cost of Project Sales and Selling, General and Administrative Expense

For the year 2009, cost of project sales amounted to 11,560 million baht, a 15% increase over 2008. Gross profit margin of project sales continued to improve from 30.1% in 2008 to 30.5% in 2009. The cost of hotel business in 2009 was at 16 million baht, an 18% increase compared to that of 2008, mainly factored by the increase in depreciation of equipment and the cost related to new staff recruitment. In 2009 selling and administrative expenses has improved partly resulted from the economies of scales with an increase in number of projects launched and business expansion. Selling expenses was at 1,015 million baht or 6% of total revenue, continuously improved from 8% of total revenue in 2008 due to the implementation of efficiency improvement program. In addition, administrative expenses including management remuneration were at 1,409 million baht and remained unchanged at 8% of total revenue in both 2008 and 2009.

In 2008, the Public Works Department ordered Sansiri and its subsidiaries to modify condominiums which differed from plans subjected to approve in accordance with Building Control B.E. 2522. As a result, the subsidiaries reversed sales and cost of project sales previously recognized on the income statement for the year ended 31 December 2007 totaling to 50 million baht, and wrote off cost of unused property development totaling to 250 million baht, and recorded provision for the cost of modifying the condominiums and compensation together with interest as a result of termination of contracts that subsidiaries have to pay to customers in the amount of 103 million baht and 26 million baht respectively. The expenses are presented under "Loss from modification of condominium" of 429 million baht on the income statement.

In 2008, Sansiri and subsidiaries acquired Sansiri Venture Company Limited, Plus Property Venture Company Limited, and Plus Property Space Company Limited, resulting in the 100% shareholding in these three subsidiaries. In this regard, Sansiri and subsidiaries recorded the loss on impairment of goodwill of 63 million baht in 2008 and 162 million baht in 2009. As of 31 December 2009, there are 5 housing projects developed by these three subsidiaries with total project value of 4,194 million baht, 93% of which or 3,892 million baht were sold to customers.

In 2008 and 2009, Sansiri and its subsidiaries recorded loss on diminution in value of property development and impairment loss on land, building and equipment of 57 million baht and 131 million baht, respectively.

Net Profit

In 2009, corporate income tax rate was at 37% of earnings before tax, reduced from 44% of earnings before tax in 2008, primarily caused by a decrease in accounting loss in 2009. These accounting losses, including loss on diminution in the value of property developments, and impairment loss on land, buildings and equipment, loss on impairment of goodwill and loss from modification of condominium, are treated as expenses for accounting purposes only, but not for tax purposes.

For the year 2009, Sansiri and subsidiaries reported net profit of 1,608 million baht, a 76% increase from that of 2008, representing net profit margin of 9% which has improved from 6% in 2008. Operating profit margin in 2009 improved to 16% from 14% of total revenue for the year 2008.

Assets

As of 31 December 2009, total assets of Sansiri and subsidiaries amounted to 25,375 million baht, a 1,883-million baht increase from 31 December 2008, mainly due to the 1,375-million baht increase in accounts receivable, notes receivable and unbilled completed work. The property development for sale (net) decreased by 1,952 million baht correspondingly to housing sales and the 1,426-million baht increase in cash and cash equivalents. Moreover, land, building and equipment increased by 473 million baht, resulting from land acquisition during the 4Q2009 and acquisition of Satit Pattana School.

Liabilities

Total liabilities of Sansiri Group increased 713 million baht from 14,537 million baht as of 31 December 2008 to 15,251 million baht as of 31 December 2009. Total current liabilities increased by 1,414 million baht to 10,044 million baht whereas total non-current liabilities decreased by 701 million baht to 5,207 million baht mainly driven by the issuance of 1,000 million baht three-year unsecured debenture with fixed coupon rate of 6.25% per annum in June 2009 in order to diversify financial portfolio by increasing the portion of fixed interest debt, and reducing the dependence on long-term project financing loan as well as increasing the alternative funding to cope with the upward interest rate trend.

As of 31 December 2009, the interest bearing debt amounted to 10,532 million baht, increased from 9,868 million baht as of 31 December 2008. The debt-to-equity ratio was 1.44 times with the interest-bearing debt-to-equity ratio (Gearing ratio) of 1.04 times.

Shareholders' Equity

As of 31 December 2009, Shareholders' Equity was 10,124 million baht, a 1,169-million baht increase from 31 December 2008, mainly driven by the 1,608-million baht net profit for the year 2009, the 2-million baht change of minority interest by acquisition, the 442-million baht dividend payout, and the 2-million baht translation adjustment occurred from financial statement translation.

Liquidity

1. Cash Flow During the past 3 years, the movement of cash flow has been summarized as follows:

(Unit : Million Baht)

	2007	2008	2009
Net cash provided by (used in) operating activities	216	(924)	2,041
Net cash provided by (used in) investing activities	(454)	(345)	(358)
Net cash provided by (used in) financing activities	671	1,440	(259)

Most of Sansiri's cash flow from operations was generated by property sales as well as proceeds from financial institutions in the form of project financing loans, which repayment due upon transfer of housing units; single-detached houses, condominiums and townhouses. The cash outflow could be summarized as loan repayment as well as land acquisition and project development costs for single-detached houses, condominiums and townhouses, to ensure the sufficient land bank to support the sustainable growth of business.

For the year 2008, beginning balance of cash was 1,805 million baht with net cash used in operating activities and investing activities of 924 million baht and 345 million baht respectively. In addition, net cash provided by financing activities amounted to 1,440 million baht, resulting in the ending cash balance of 1,976 million baht.

In 2008, cash outflow as development costs amounted to 12,173 million baht whereas cash outflow for purchase of equipment were 118 million baht. In 2008, cash payment for acquisition of three subsidiaries was 232 million baht. Repayment of long-term debt loan was 5,014 million baht in 2008. The dividend payout in 2008 (based on 2007 financial result) was 339 million baht.

For the year 2009, beginning balance of cash was 1,976 million baht with net cash provided by operating activities of 2,041 million baht and net cash used in investing activities and financing activities of 358 million baht and 259 million baht respectively, resulting in the ending cash balance of 3,402 million baht.

In 2009, cash outflow as development costs and "accounts receivable, notes receivable, and unbilled completed work" amounted to 10,529 million baht and 1,370 million baht respectively. Cash payment on purchase of equipment and for acquisition of subsidiaries was 170 million baht and 35 million baht respectively with an increase in loans to related parties of 126 million baht. Long-term debt repayment was 6,479 million baht whereas long-term project financing loans from financial institutions corresponding to construction progress increased by 6,725 million baht in 2009. The dividend payout in 2009 (based on 2008 financial result) was 442 million baht.

2. Liquidity Ratio

As of 31 December 2008, liquidity ratio was at 2.42 times, increased from 2.16 times as of 31 December 2007, as a result of the 17% increase of Property development for sale correspondingly to the construction progress. In this regard, the current assets increased by 14% while current liabilities minimally increased by 2%.

As of 31 December 2009, liquidity ratio was at 2.15 times, decreased from 2.42 times as of 31 December 2008, mainly caused by the increase in current portion of long-term loans and other payable of 1,904 million baht. In this regard, the current liabilities increased by 16% while current assets minimally increased by 4%.

Capital Expenditure

In 2008, Sansiri and subsidiaries acquired Sansiri Venture Company Limited, Plus Property Venture Company Limited, and Plus Property Space Company Limited, increasing its shareholding in these three subsidiaries to 100% each. The payments for acquisition of these three subsidiaries amounted to 232 million baht and were made on 24 March 2008 and 1 September 2008.

In 2009, Sansiri acquired National Education Development Company Limited, an educational business operating "Satit Pattana School" in order to earn recurring income from the educational business, and to create an opportunity to expand business and synergy with property development business, as the Satit Pattana School is located near several residential projects of Sansiri Group. The acquisition was made through share purchase with payment of 40 million baht for 400,000 shares of National Education Development Company Limited.

Sources of Funds

In 2008, and 2009, main sources of funds include project financing loans from financial institutions, debenture issuance, and down payment collection from project sales together with the cash inflow upon housing transfer. The uses of funds could be summarized as loan repayment, land acquisitions, and working capital for personnel development and computer system upgrade.

Sansiri's
Management becomes major shareholder, taking control with confidence on its healthy growth

Srettha Thavisin bought SIRI shares from foreign funds, increasing his holding to 24.1% reflecting his confidence in high growth potential of Sansiri

Mr. Srettha Thavisin, President of Sansiri Public Company Limited, disclosed that he has completed the purchase of 313 million shares from foreign funds, on 1st April 2010 at 5 baht each. The share purchase is funded by his own wealth and financing facilities from financial institutions. Following the share purchase, Mr. Srettha Thavisin becomes the major shareholder of Sansiri holding 24.1%, compared to the previous holding of 2.52%.

Mr. Srettha said "The share purchase deal was done through the agent, and the deal reflects my confidence in high growth potential of Sansiri as evidenced by the continuously improving performance. Additionally, property sector has been constantly expanding as it is the key engine to stimulate the economic growth. In this regard, the management buying-in will also increase confidence among investor community, with business directions and operations remain the same".

Sansiri Public Company Limited was established in 1984 and has been listed on the Stock Exchange of Thailand since 1996, with continuously improved financial performance. Currently, Sansiri is the first and only fully-integrated real estate developer offering a full range of housing products and services covering every market segment. In this regard, Sansiri is also the first to introduce a complete list of property services, which have become the new business model for several real estate developers. In February 2010, Sansiri PCL has just been upgraded Sansiri PLC's company rating (SIRI) to "BBB+" from "BBB", accentuating its financial strength, and reaffirming its healthy growth potential.

Sansiri PLC made a historic record in launching a brand new condominium project-PYNE by Sansiri. 2.1-billion-baht project all sold out within one day; making 1Q10 presales reach 4.7 billion baht.

Sansiri Public Company Limited once again showed its leadership among condominium developers, with the launch of a new premium condominium project valued 2,068 million baht adjacent to Rajthevi BTS Skytrain Station-PYNE by Sansiri, and quickly sold out within one day, resulting in 1Q10 presales reached 4,683 million baht. (as of 30 March 2010)

Mr.Srettha Thavisin, President of Sansiri Public Company Limited, disclosed on the success of the sales of PYNE by Sansiri that, "PYNE by Sansiri" is Sansiri's latest condominium project, which has been developed for quite a long time to find the best things for our customers, and got a very good feedback from the customers with a historic record of 100% within one day. It is believed that the success was driven by the convenience in transportation from its extraordinary location, close to Rajthevi BTS Skytrain Station which is truly in the heart of the city. The 42-storey "PYNE by Sansiri" is the tallest skyscraper in Rajthevi area, which consisted of 298 units. The project was launched on Wednesday 3 March 2010 and sold out within one day, generating sales volume to the company of 2,100 million baht…" As of 30 March 2010, the presales volume of Sansiri PLC amounted to 4,682 million baht or 871 units, consisted of 2,316 million baht or 352 units from condominium projects, 1,609 million baht or 319 units from single-detached house projects, and 757 million baht or 200 units from townhouse projects.

PYNE by Sansiri, the 67th condominium project developed by Sansiri, is a 42-storey building, consisted of 298 units with the total project value of 2,068 million baht. The unit size ranges from 30 to 46.5 sqm. for one-bedroom units, 66 to 72.5 sqm. for two-bedroom units, and 98 to 113.5 sqm. for three-bedroom units, with the unit price ranges from 3.9 to 17.0 million baht. The strengths of "PYNE by Sansiri" project are the convenience in transportation of its superb location both by BTS Skytrain and by car, and its distinctive and modern design, focusing on the privacy of the residents, making the them feel like being in the different world when enter the project area. The rooms were designed not only with an up-to-date style using high-quality materials, but also with multi-function furniture to support multi-purpose and practical utilization; for example for a 30-sqm. unit, the room was designed to maximize space utilization such as the use of sliding door to separate the private area during guests visit, yet remain spacious and comfortable when live alone. The full-option facilities include swimming pool, gym, library, and guest room. The project construction will start in October 2010, and is expected to be completed in September 2012 with Siam Commercial Bank PLC to support the pre-financing loan of 815 million baht.