

VDO

Mr. Wanchak Buranasiri
Chief Financial Officer



- 2018 Performance Summary
- 2019 Performance Targets

Mr. Wanchak Buranasiri Chief Financial Officer

AGENDA

- 2018 Key Success
- 2019 Key Strategies

Mr. Uthai Uthaisangsuk
Chief Operating Officer

2018 SANSIRI BEST YEAR EVER

2018 PERFORMANCE SUMMARY

2018
SUMMARY OF
PROJECTS
LAUNCHED

65,200 Million Baht

25 Projects

2018
SUMMARY OF
PROJECTS
LAUNCHED

65,200Million Baht

25 Projects















70%

CONDOMINIUMS

45,650 Million Baht 13 Projects



21%

SINGLE DETACHED HOUSES

13,800 Million Baht 5 Projects



9%

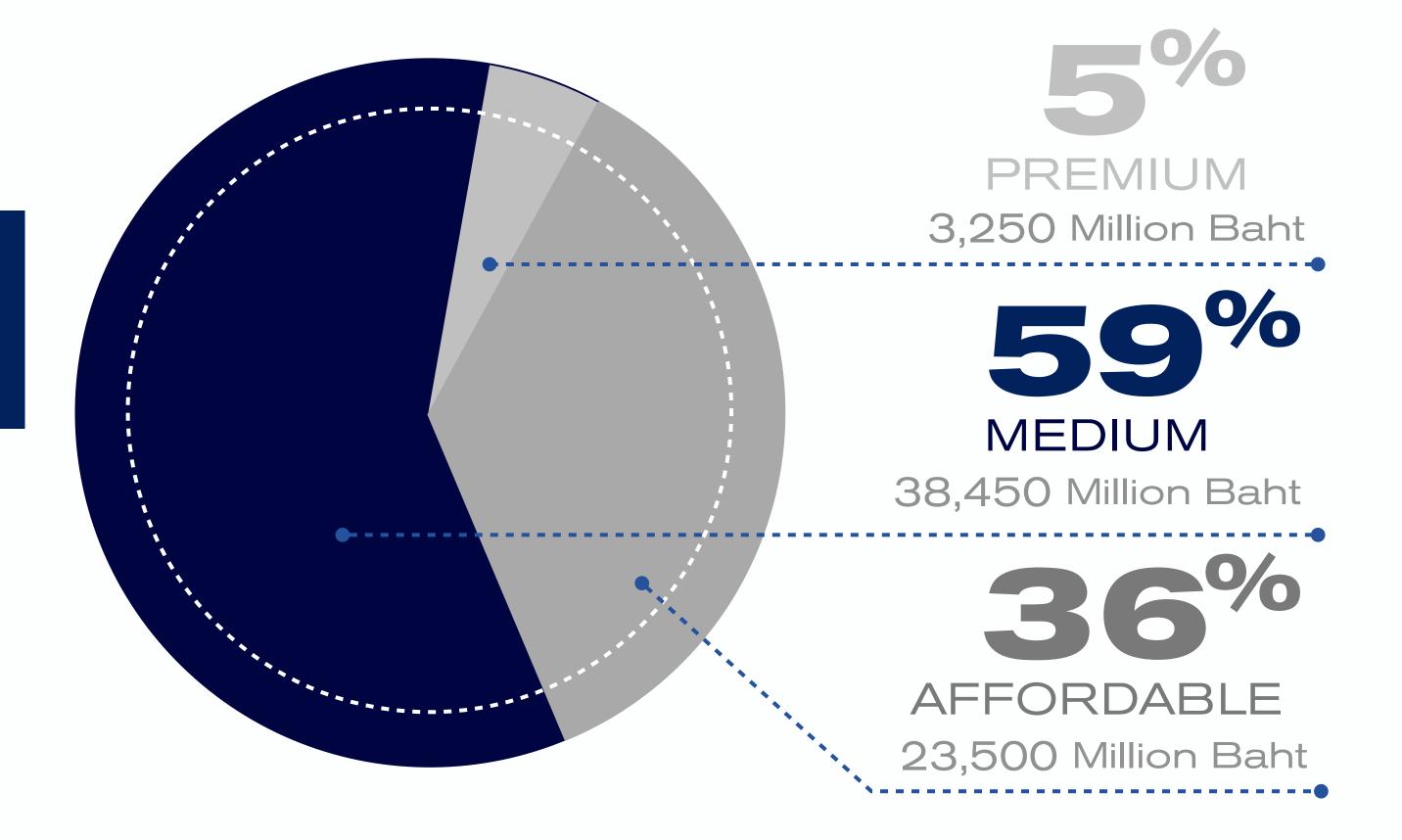
TOWNHOUSES

5,750 Million Baht 7 Projects

2018
LAUNCHED By
SEGMENTS

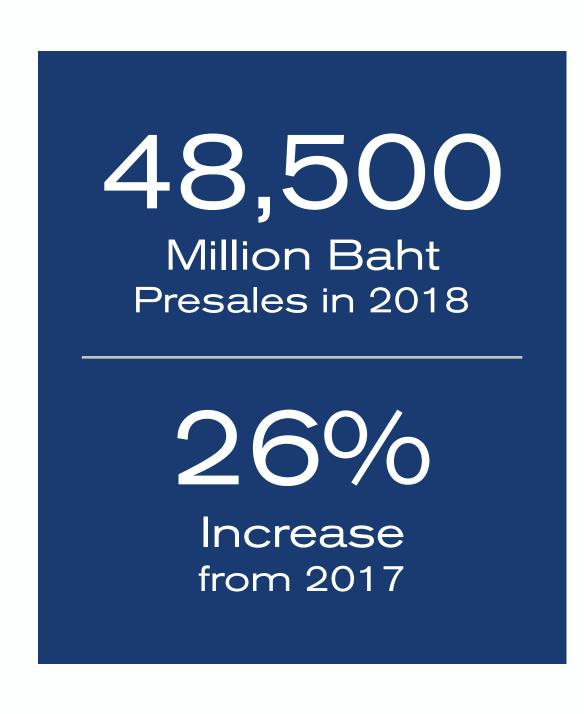
65,200 Million Baht

25
Projects



2018 PRESALES









PUSHING AHEAD AS NO.1

IN OVERSEAS MARKET

14,000

Million Baht Presales in 2018

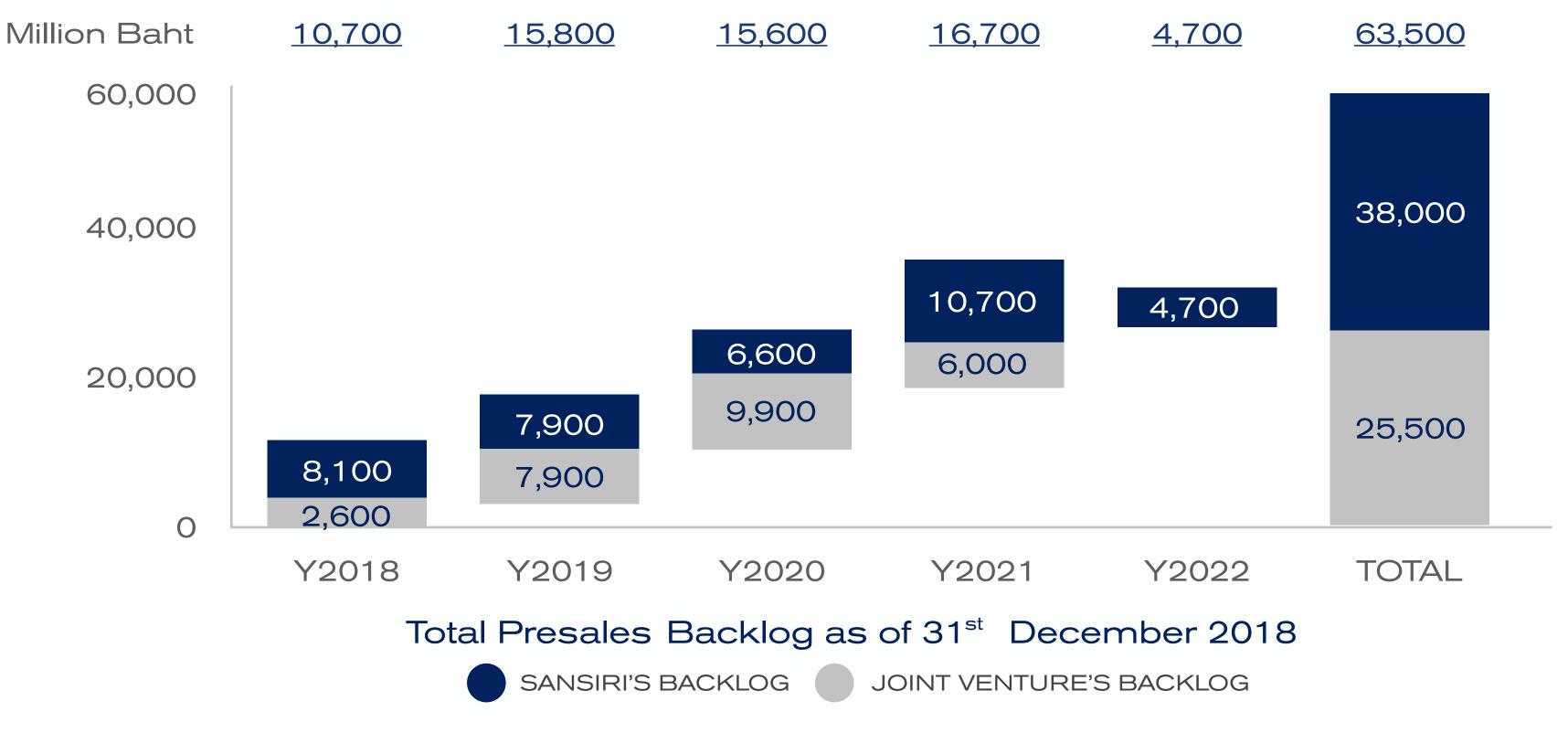
Presales from Foreign Buyers



Growth Over
The Past
5 Years
(Y2014-Y2018)

33,700 Million Baht Presales in 5 Years





2019 BUSINESS TARGET



2019 PROJECT LAUNCH SUMMARY

46,600 MILLION BAHT

28
PROJECTS

2019
PROJECT
LAUNCH
SUMMARY

46,600
MILLION BAHT
28
PROJECTS



48%

CONDOMINIUMS

22,400 Million Baht 12 Projects



40

SINGLE DETACHED HOUSES

> 18,700 Million Baht 9 Projects



12%

TOWNHOUSES

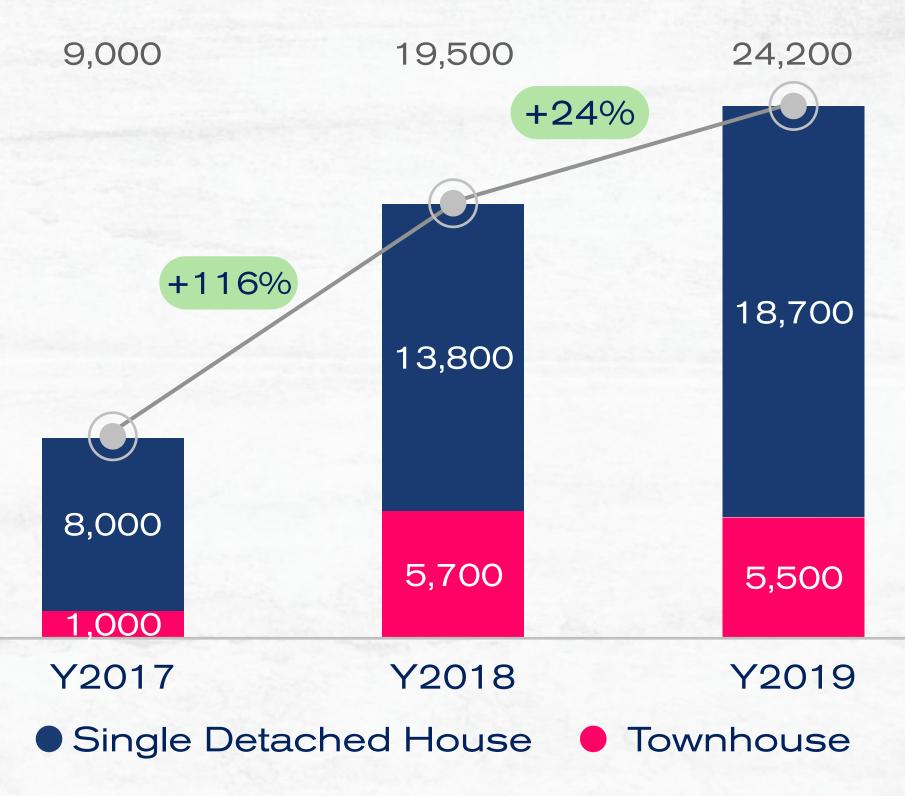
5,500 Million Baht 7 Projects

THE YEAR OF LOW RISE MARKET EXPANSION

24,200 Million Baht of Y2019

THE YEAR OF LOW RISE MARKET EXPANSION

LOW RISE PROJECT LAUNCH



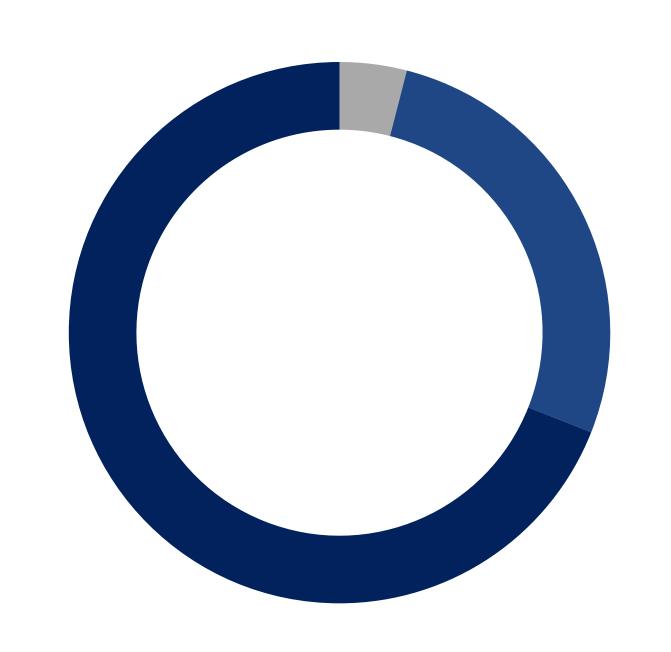


2019 LAUNCH By SEGMENTS

2019 LAUNCH
By SEGMENTS

46,600 Million Baht

28 Projects



PREMIUM
1,800
Million Baht

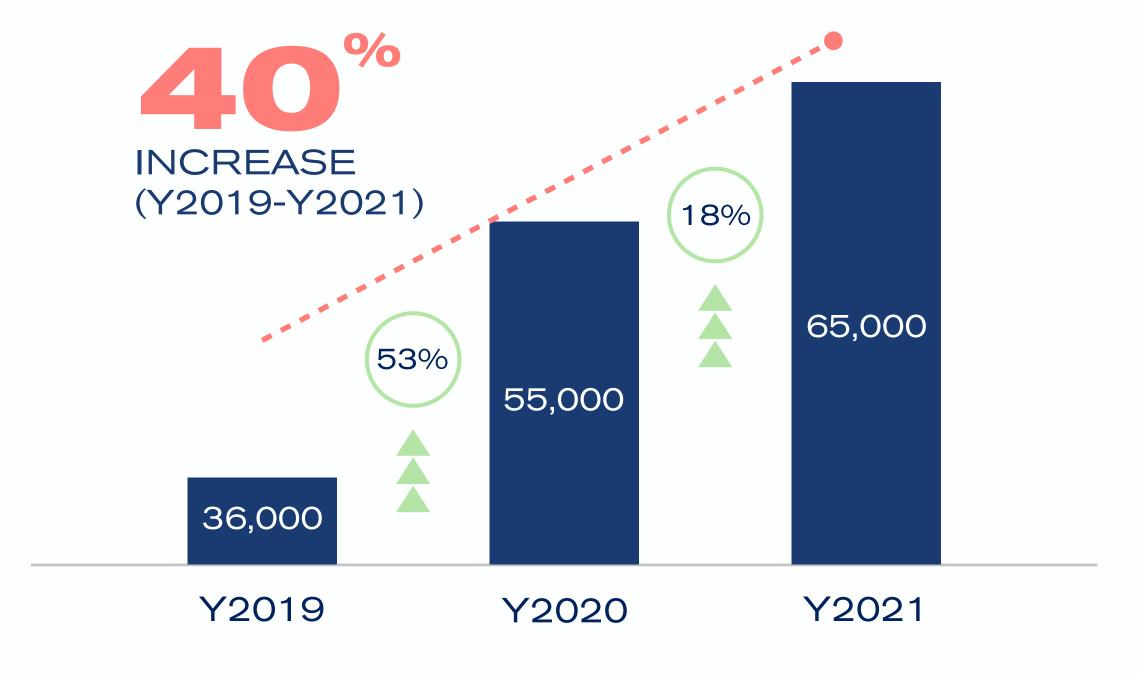
27% MEDIUM 12,600 Million Baht

AFFORDABLE 32,200 Million Baht

2019

PRESALES TARGET 160,000
Million Baht
in The Next
3 Years

SANSIRI'S PRESALES (Y2019-Y2021)



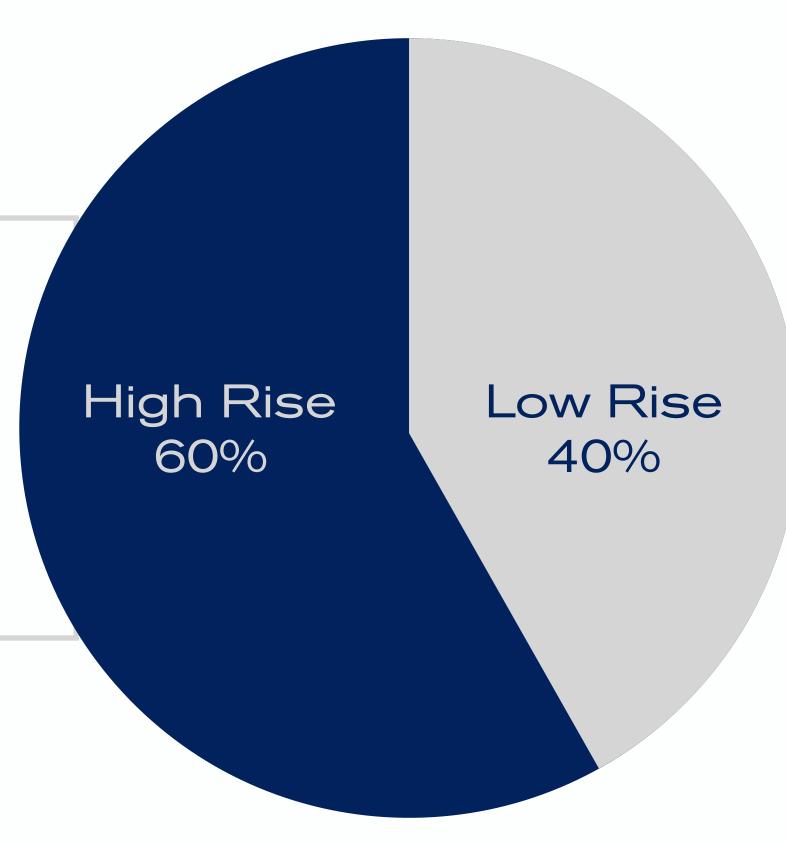
2019

PRESALES TARGET



2019

PRESALES TARGET 36,000 Million Baht Presales Target

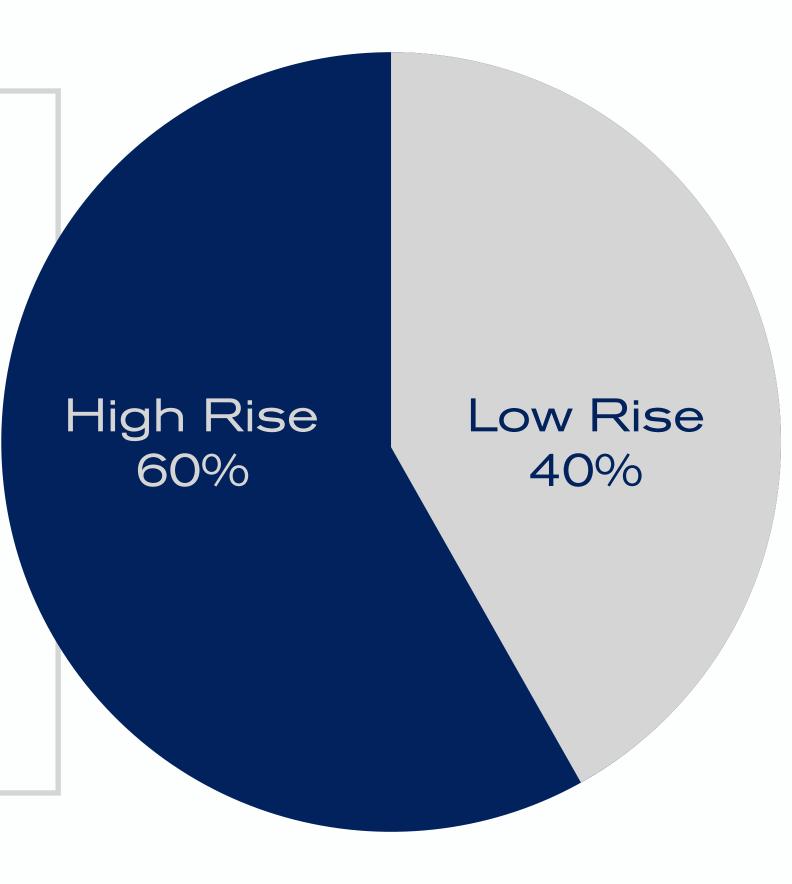


2019

PRESALES
TARGET

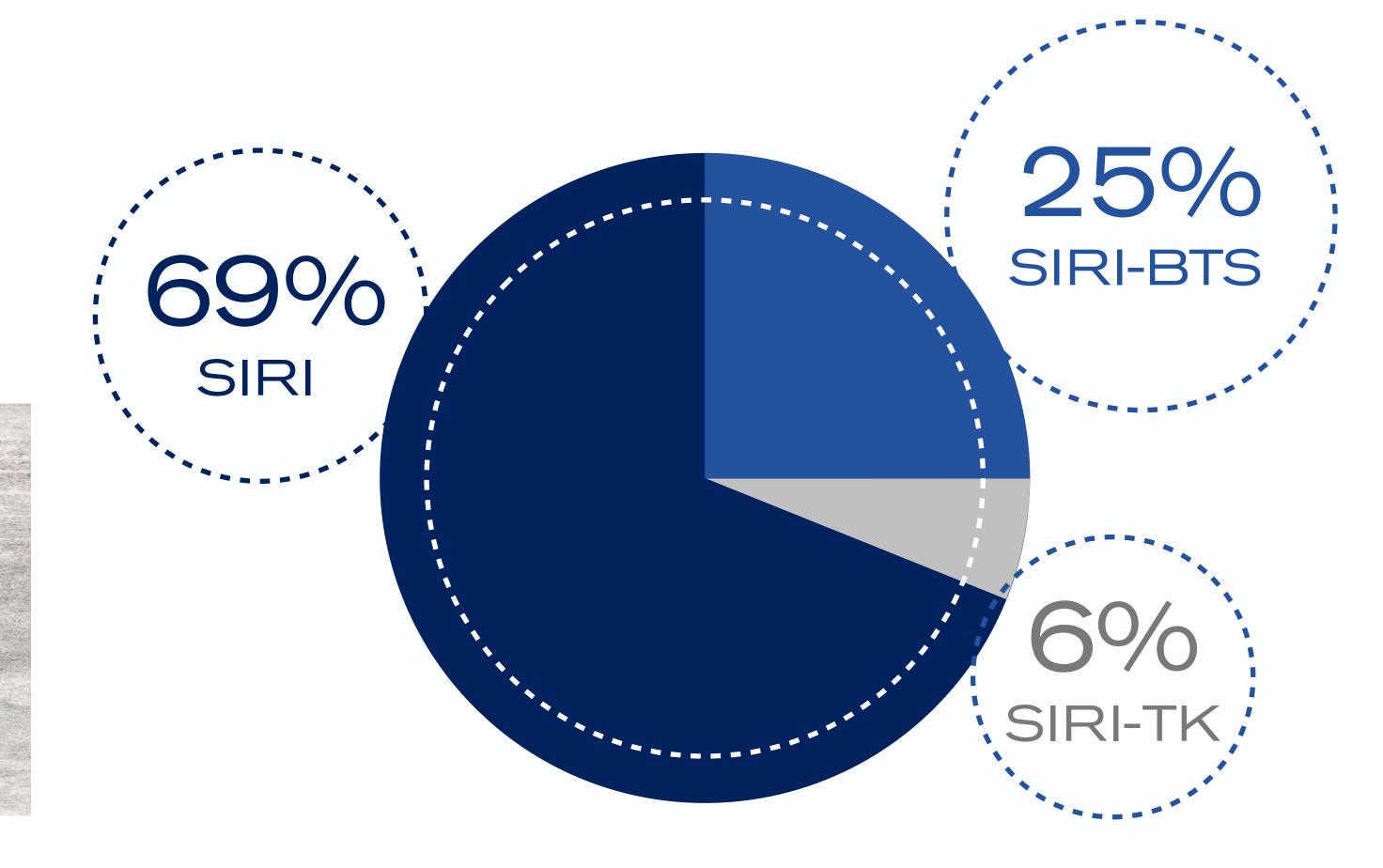
36,000 Million Baht Presales Target

- More Expansion In The Low Rise Market
- Focus On Medium To
 Affordable Condominium
 Segments



2019
TOTAL TRANSFER TARGET

B2,000 Million Baht



Mr. Uthai Uthaisangsuk
Chief Operating Officer



- 2018 Performance Summary
- 2019 Performance Targets

Mr. Wanchak Buranasiri Chief Financial Officer

AGENDA

- 2018 Key Success
- 2019 Key Strategies

Mr. Uthai Uthaisangsuk Chief Operating Officer

2018 KEY SUCCESS

2018 KEY SUCCESS SUMMARY

- 1. Well Received Products
- 2. Provincial Market Success
- 3. Expansion Into New Overseas Markets
- 4. Futher Success Of New Joint-Venture Projects

2018 KEY SUCCESS SUMMARY

- 5. Digital Transformation
- 6. Sansiri Green Mision
- 7. Unicef's First Selected Partner
- 8. Most Powerful Real-Estate Brands 2018

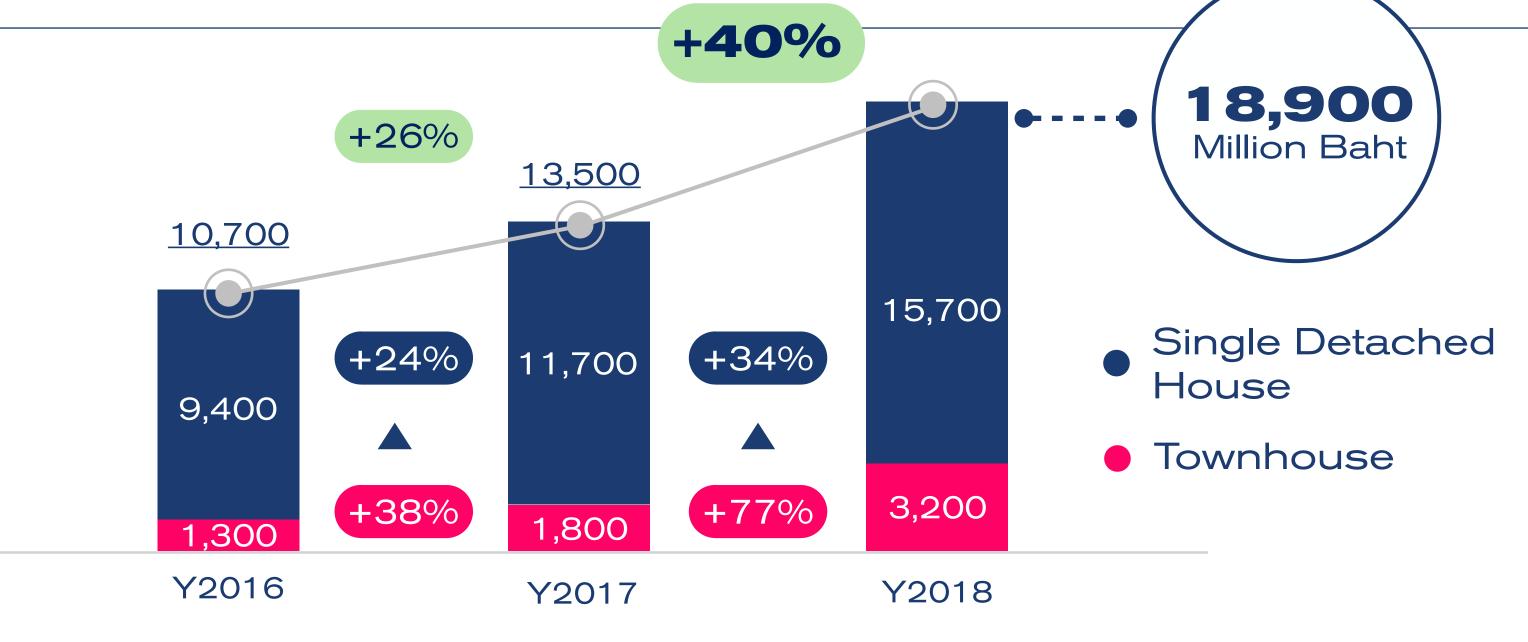
2018 KEY SUCCESS

1. WELL RECEIVED PRODUCTS

Success In Low Rise Market Expansion

Growth Over
The Past 3 Years
(Y2017-Y2019)

SANSIRI



Low Rise Market Presale Growth

1. WELL RECEIVED PRODUCTS

Success In New Brand Condominium







NEW LIFESTYLE CONDOMINIUM

12,000 Million Baht In Sales Within 3 Months

2018 KEY SUCCESS

SANSIRI

1. WELL RECEIVED PRODUCTS





THE SUCCESS OF BAAN SANSIRI PATTANAKARN

2,700 Million Baht in Sales

2018 KEY SUCCESS

SANSIRI

1. WELL RECEIVED PRODUCTS



5,700
Million Baht

7
Projects

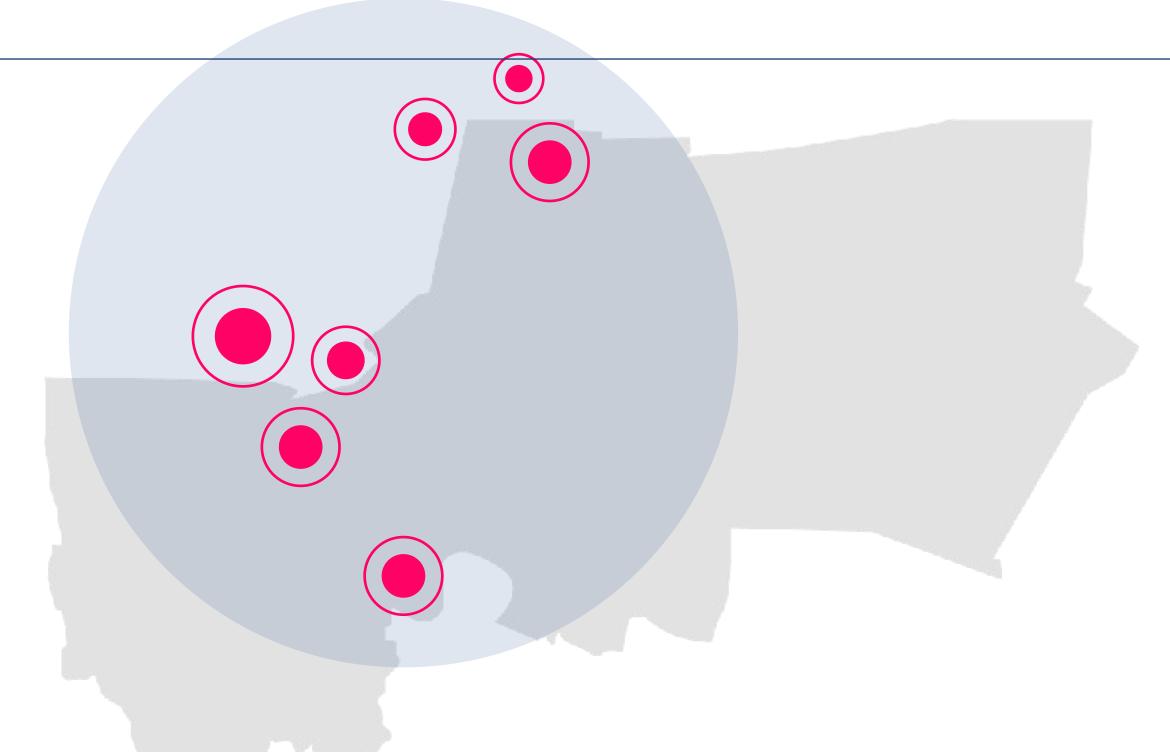
TOWNHOUSE MARKET WITH "BEST IN CLASS" CONCEPT

SUCCESS IN 'SIRIPLACE' BRANDING

1. WELL RECEIVED PRODUCTS

Y2018 TOWNHOUSE

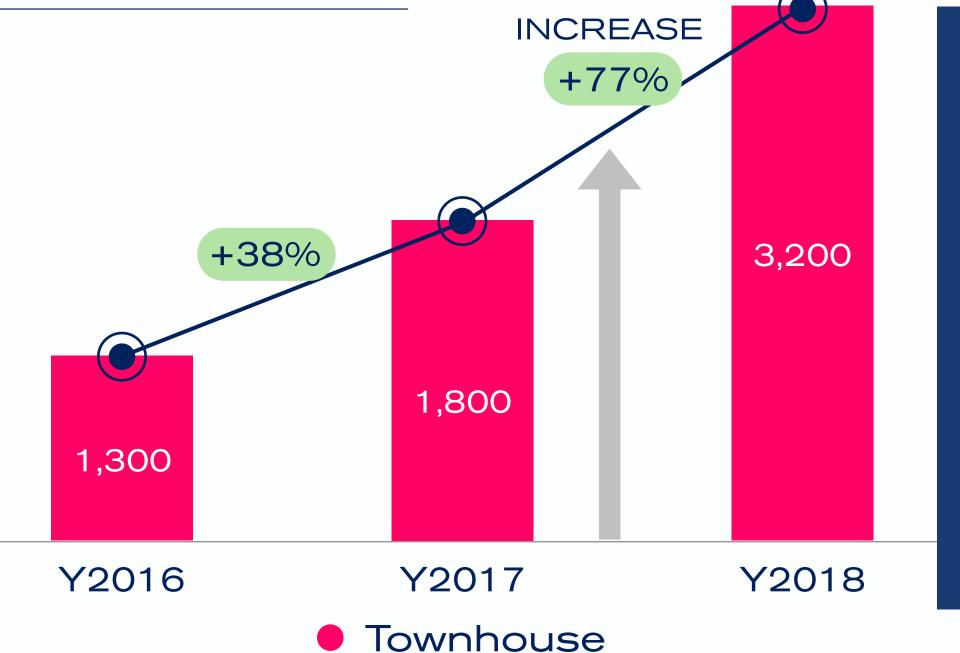
- Siri Place Rangsit
- Siri Place Suksawat-Rama 3
- Siri Place Charun-Pinklao
- Siri Place Rachapruek-Rattanathibet
- Siri Place Kalapapruek-Sathorn
- Siri Place Navanakorn
- Siri Place Ratchaphruek



1. WELL RECEIVED PRODUCTS

SUCCESS IN TOWNHOUSE MARKET





3X Growth From Y2016

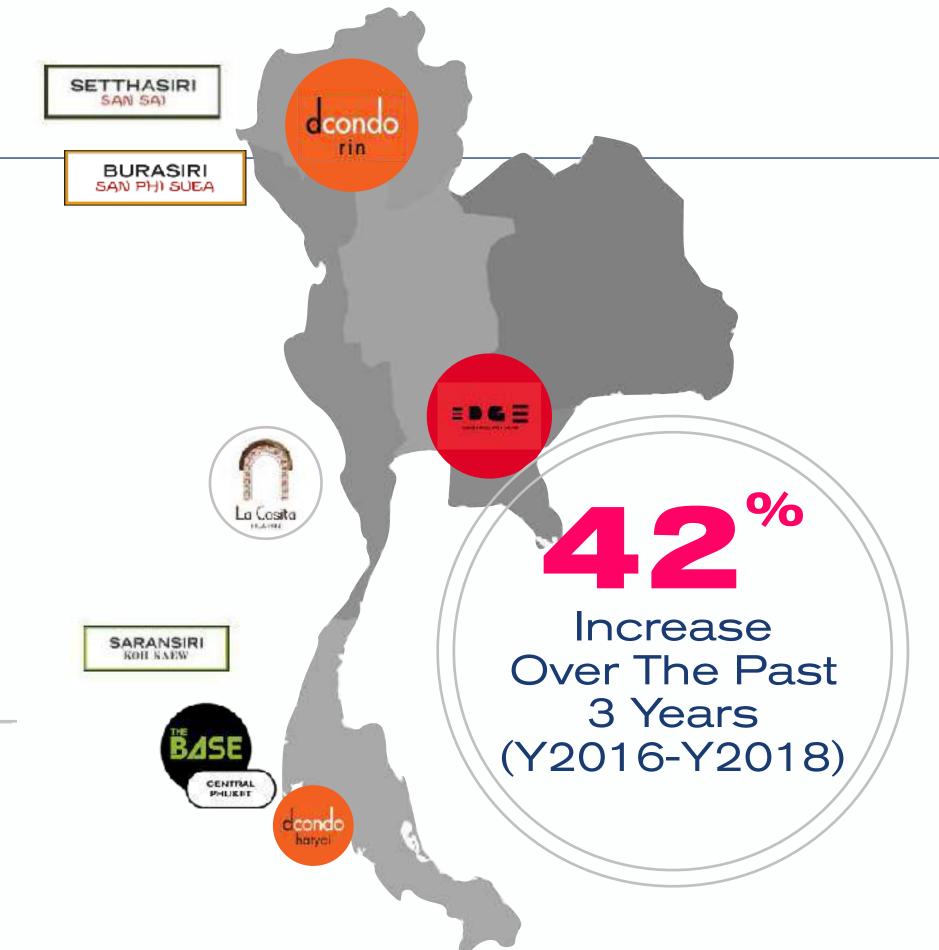
2018 KEY SUCCESS

SANSIRI

2. PROVINCIAL MARKET SUCCESS

12,000 Million Baht of Presales





3. EXPANSION INTO NEW OVERSEAS MARKET

14,000 Million Baht

In Presales From Foreign Buyers

- More Project Launched
- 6th International Office In Hong Kong
- Penetration Into New Markets
- Only Fully Integrated Service

EXISTING MARKET
China
Hong Kong
Malaysia
Singapore

Y2018 NEW MARKETS
Japan
Korea
Taiwan

Vietnam



2018 KEY SUCCESS

SANSIRI

4. SUCCESS OF NEW JV PROJECTS



3 Projects

12,500

Million Baht

2 Projects

5,200

Million Baht



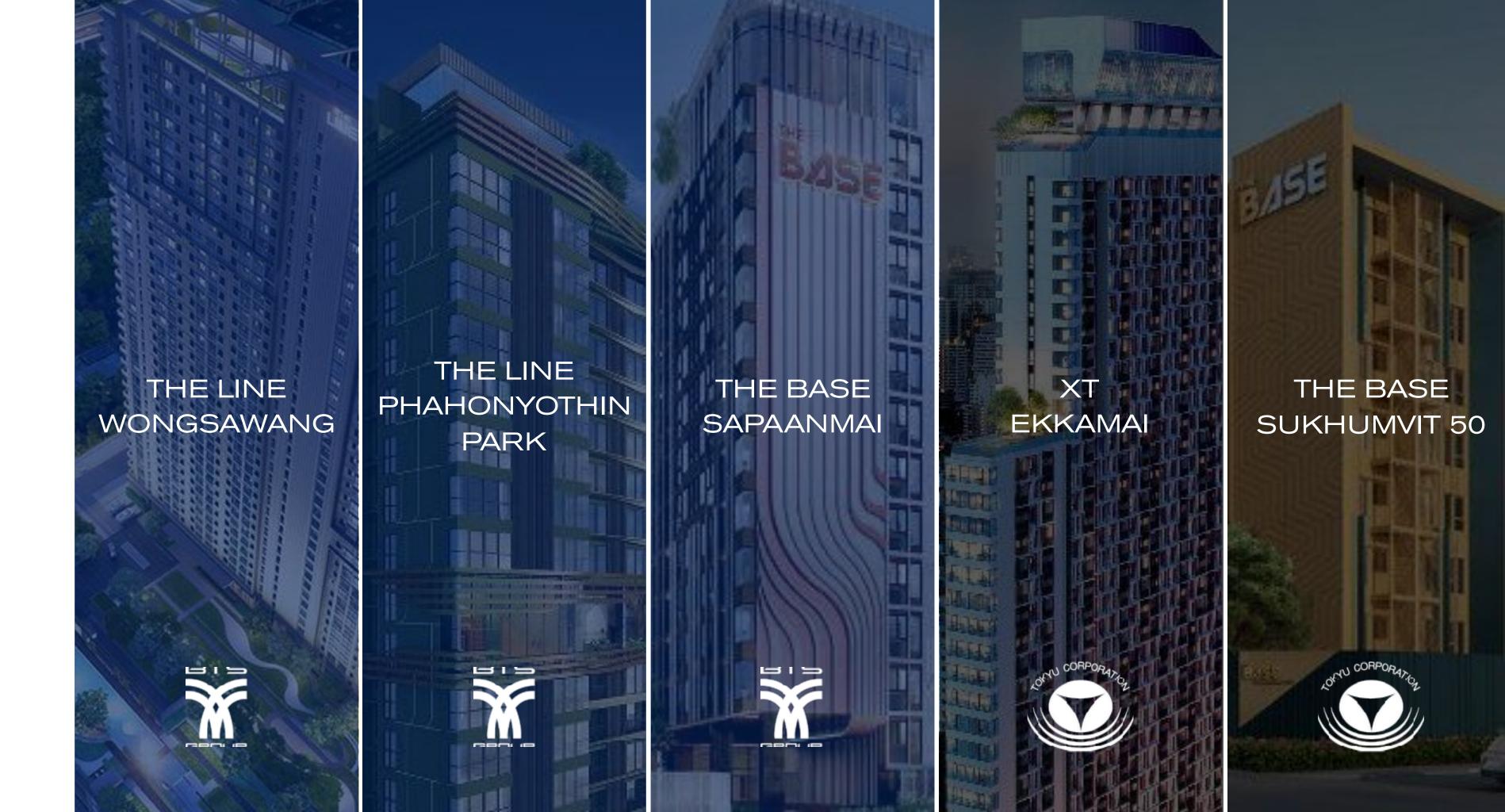
2018 KEY SUCCESS

SUCCESS OF NEW

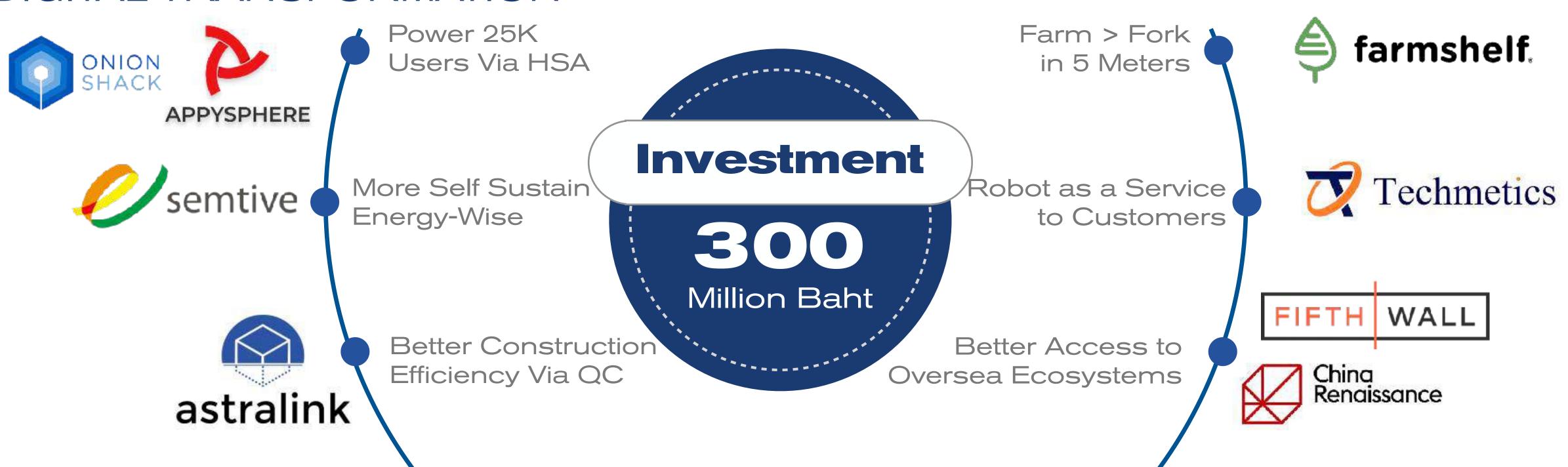
JOINT VENTURE PROJECTS

17,700 Million Baht

> 5 Projects



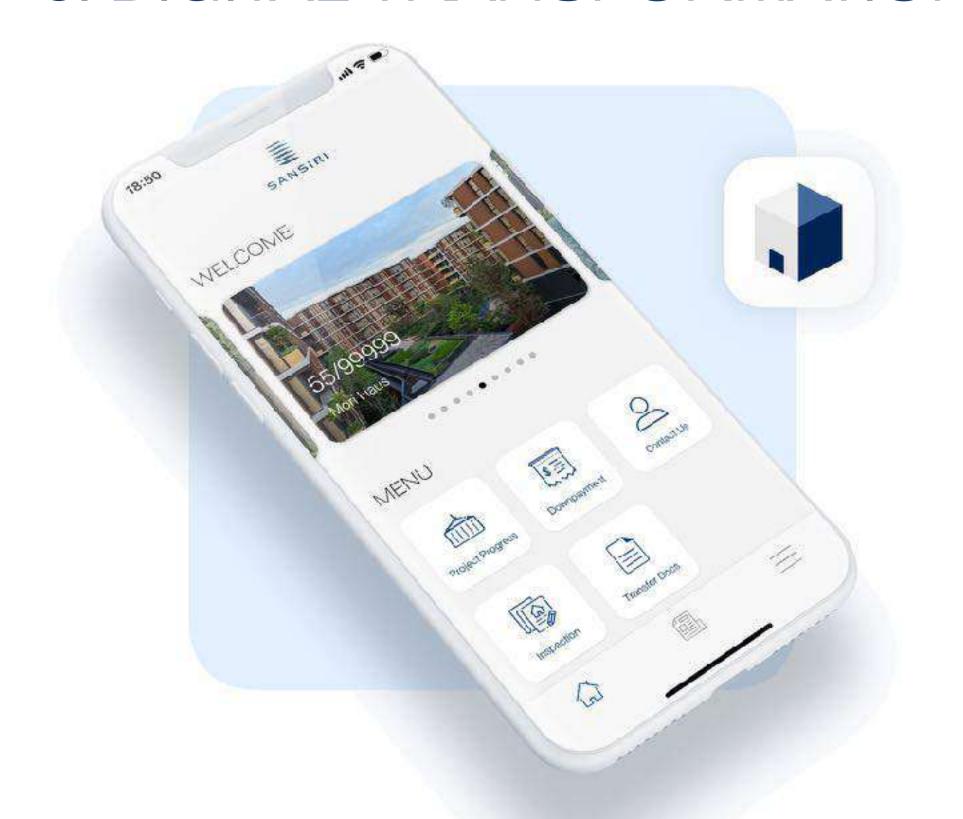
5. DIGITAL TRANSFORMATION



2018 KEY SUCCESS

SANSIRI

5. DIGITAL TRANSFORMATION





2018 KEY SUCCESS

SANSIRI

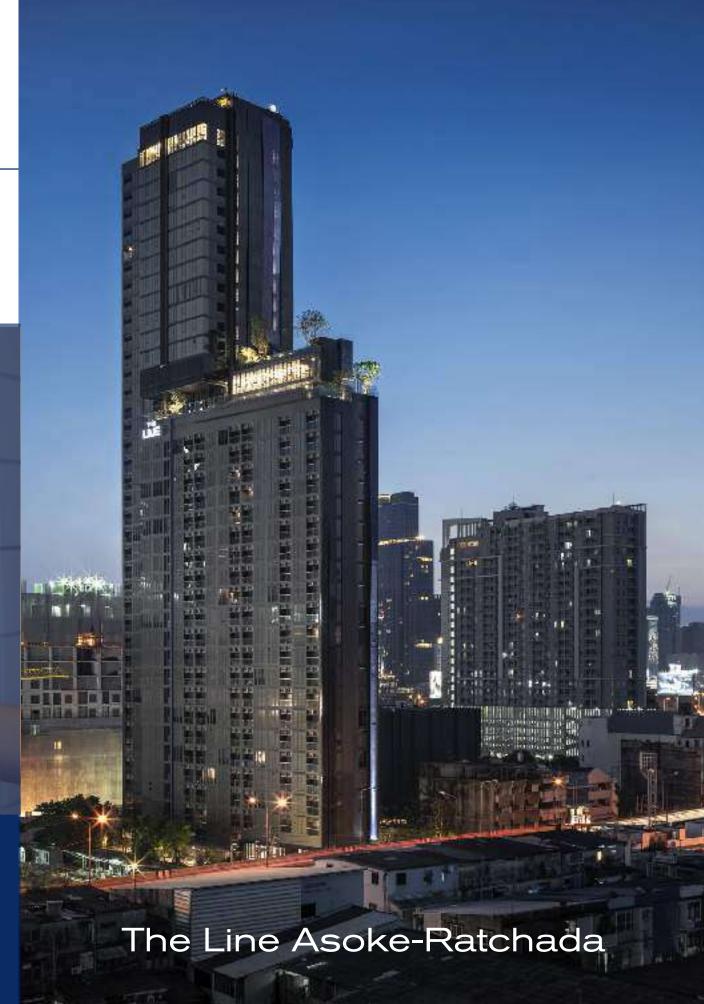
5. DIGITAL TRANSFORMATION

Smart Guest Registration

Smart Move

Smart Delivery





6. SANSIRI GREEN MISSION

WASTE MANAGEMENT

- PRECAST FACTORY
- EARTH BLOX
- REFUN
- FOOD WASTE MACHINE

SMART MOVE

- EV CHARGER
- EV CAR
- E-SCOOTER



ENERGY SAVING

- COOL LIVING DESIGN
- VENTILATION DOOR / WINDOW
- BREATHABLE CONDO

ENERGY GENERATION

- SOLAR ROOF
- SOLAR STREET LIGHT
- WIND TURBINE INVESTMENT

SUSTAINABILITY

- ENVIRONMENTAL CONCERNED DESIGN
- COOPERATION WITH OTHER ORGANIZATION FOR SUSTAINABILITY PURPOSES

6. SANSIRI GREEN MISSION



CO2e
REDUCTION
OF 2.1
TONS/YEAR

1,700 Rai of Forested Greenery

2018 KEY SUCCESS

SANSIRI

— 7. UNICEF'S SELECTED PARTNER



7. UNICEF'S SELECTED PARTNER

First And Only Company In

South East Asia

Among 20 Prominent International Brands

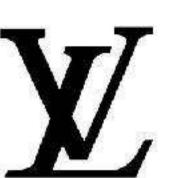


















8. MOST POWERFUL REAL-ESTATE BRAND 2018

Most Powerful Real-Estate Brand



BrandAge

Real-Estate Company That People Want To Work With



2019 KEYSTRATEGIES

For Greater Well-Being



We know what customers are looking for ...

We always pay attention to customers' insight ...









The First Dust Free House in Thailand

will be launched in 2019

Y2019 KEY BUSINESS STRATEGIES

| 1. | 2. | 3. | 4. | 5. | 6. |
|----------|----------|----------|------------|-------------------------------|---------------------------|
| PRODUCTS | BRANDING | SERVICES | INNOVATION | ORGANIZATION OF THE FUTURE | GREEN & SUSTAINABILITY |

KEY STRATEGY 1 PRODUCT

DIVERSIFICATION

PRODUCT TYPE

 A Larger Mix Of Product Types To Respond To Every Consumers' Needs

PRODUCT PRICE RANGE

- More Products In Medium And Affordable
 Segments
- Best In Class

LOCATION

Expand To Other Provinces

DIVERSIFICATION

We'll Diversify Our Product Types And Launch More Detached Houses And Townhouse.

The Designs Of Our New Projects,
Whether Big Or Small, Will Take Into
Account Their Surroundings
And The Environment

2019 KEY BUSINESS STRATEGIES

SANSIRI

PREMIUM











MEDIUM











AFFORDABLE















2019 KEY BUSINESS STRATEGIES

KEY STRATEGY 1 NEW PRODUCT



KEY STRATEGY

New Product
Designs
Alligned
With Location



2019 KEY BUSINESS STRATEGIES

KEY STRATEGY MORE PROVINCIAL PROJECTS

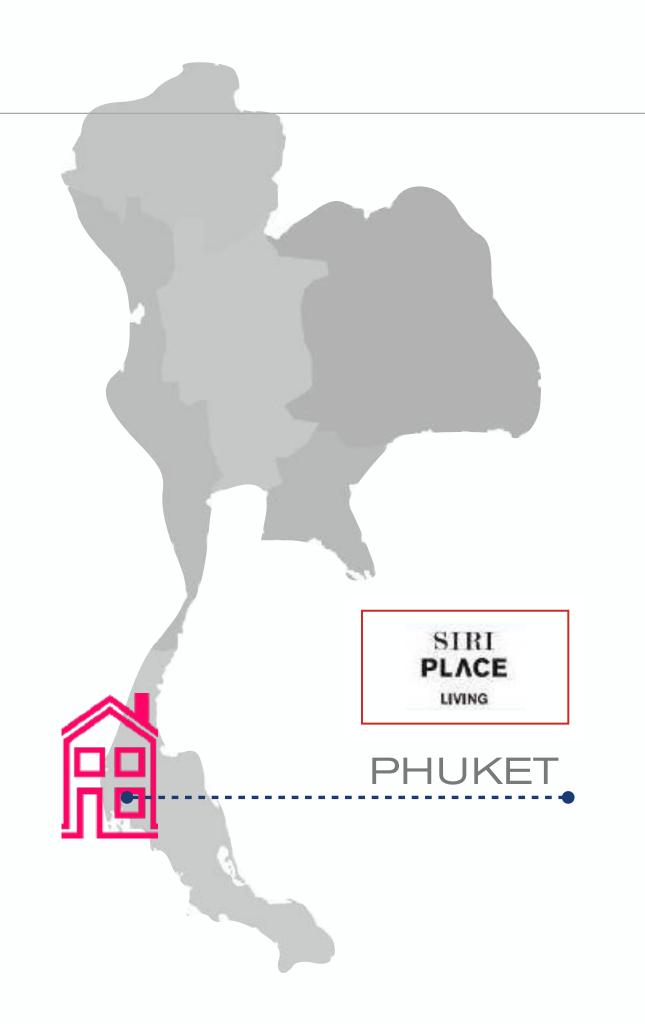




2019 KEY BUSINESS STRATEGIES

KEY STRATEGY 1 PRODUCT:
LOW RISE MARKET EXPANSION

1ST TIME SIRI PLACE IN PROVINCIAL MARKET





THAILAND AND GLOBAL BRANDING





Retail Shop

Showroom

Art Gallery

JAM at SIRI HOUSE

2019 KEY BUSINESS STRATEGIES KEY STRATEGY 2 BRANDING

BUILD OUR BRAND INTERNATIONALLY



STRENGTHEN OUR BRAND IN THAILAND TO MAINTAIN CUSTOMER LOYALTY



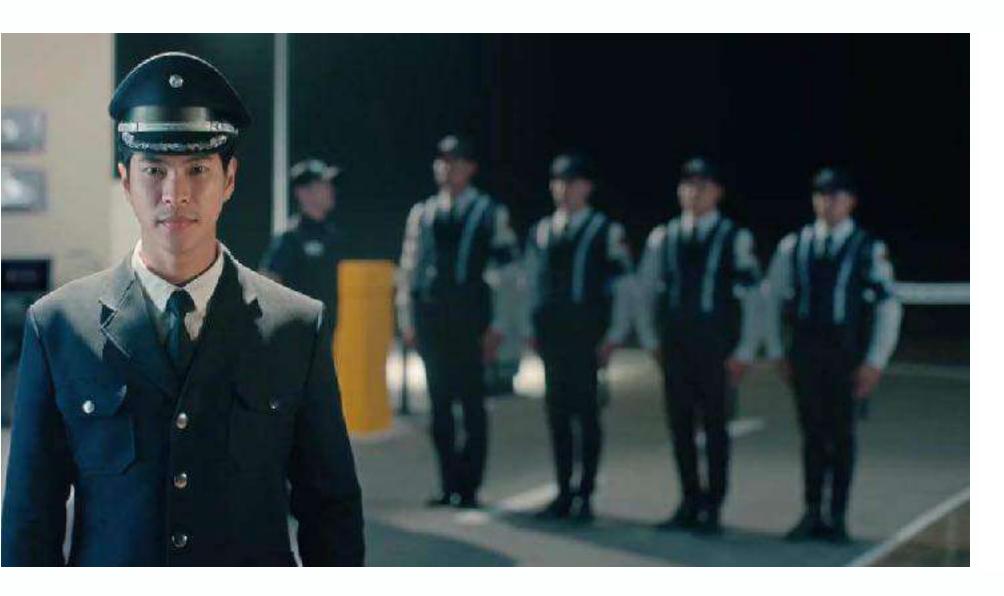
KEY STRATEGY 3 SERVICES

2019 KEY BUSINESS STRATEGIES

KEY STRATEGY 3 SERVICES

SANSIRI

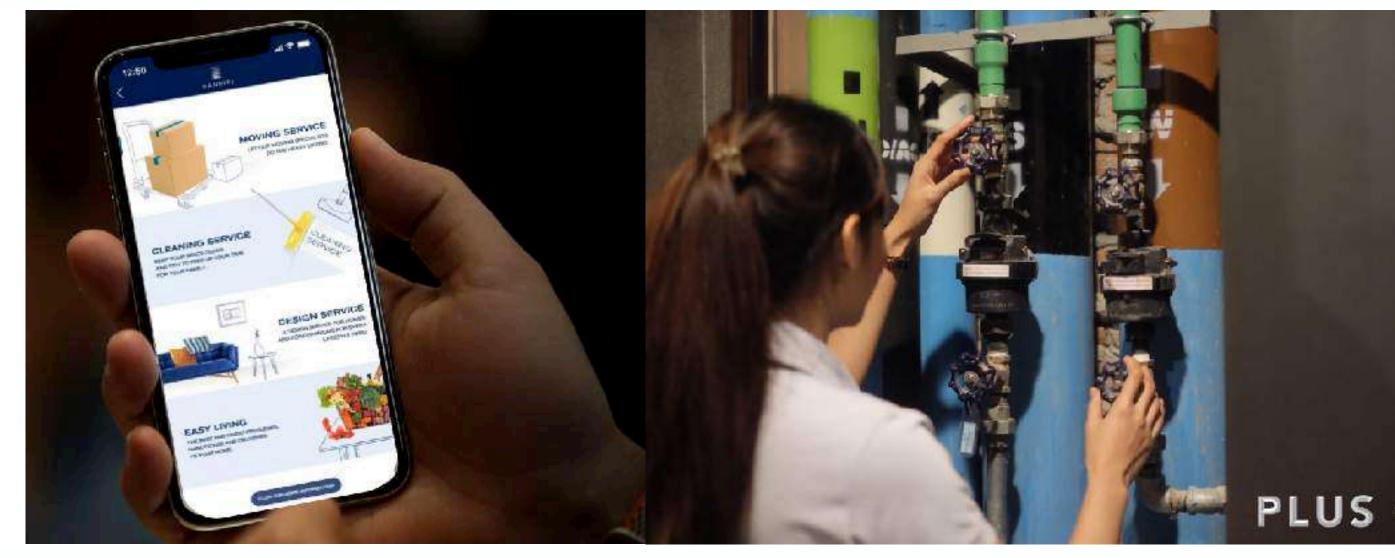
MAINTAIN OUR POSITION AS MARKET LEADER'S IN INTEGRATED SERVICE



SECURITY



PREVENTIVE MAINTENANCE



AFTER SALE SERVICE

AFTER WARRANTY REPAIR

KEY STRATEGY 4 INNOVATIONS

UTILIZE AND DESIGN INNOVATION

KEY STRATEGY 4 INNOVATIONS

HOME SERVICE NEW FEATURE

codename: Preventive Maintenance

Maintenance Guide





SERVICE



PRODUCT



PROCESS

KEY STRATEGY 5 ORGANIZATION

KEY STRATEGY 5 ORGANIZATION OF THE FUTURE



You'll Never Get
Any New Results
If You Keep Practicing
The Same Behaviors

IT'S TIME

To Renovate Ourselves
For Long-Lasting Growth
& Successes

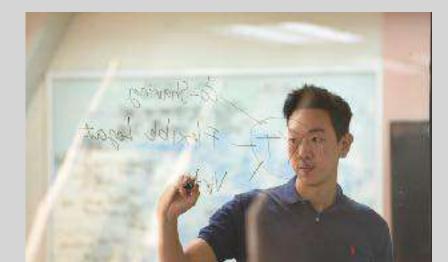
- Srettha Thavisin

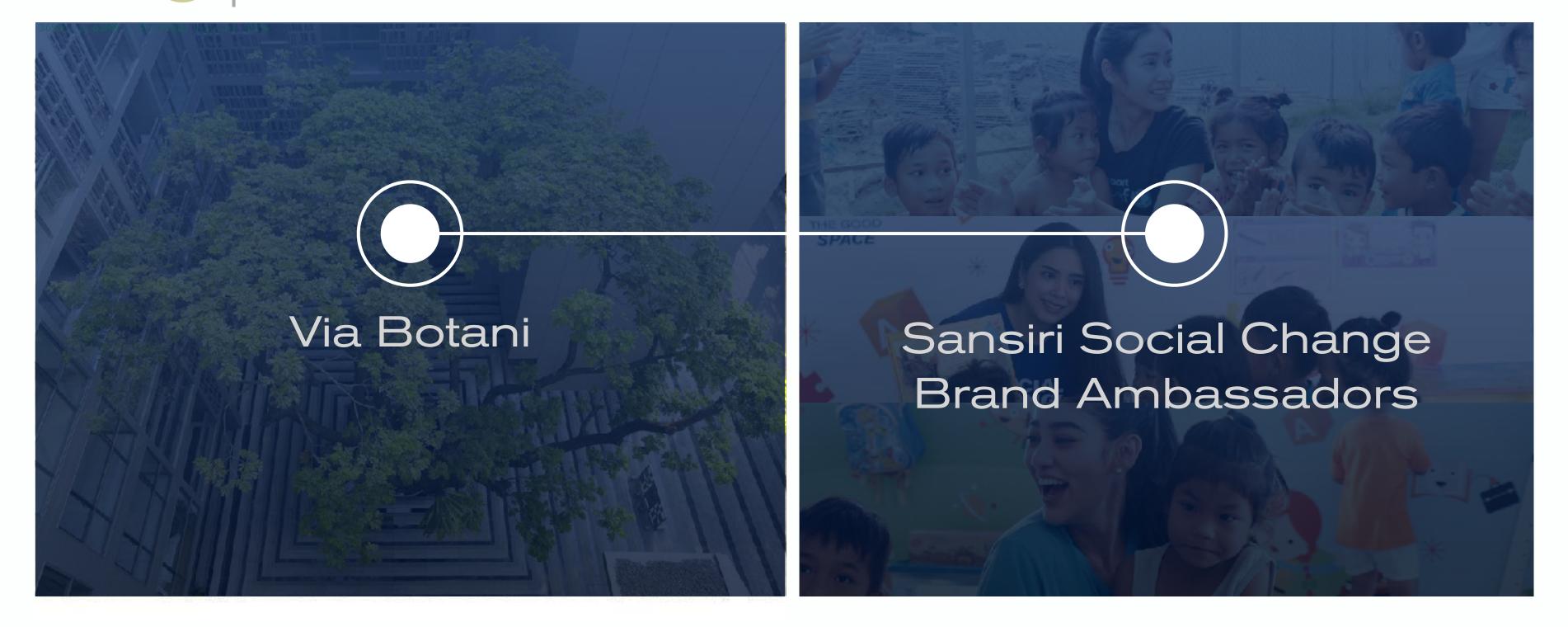
AGILE

- Speed
- Creative Work Place
- Innovation
- Everyday Is Friday
- Life Long Employability
- Data Architecture





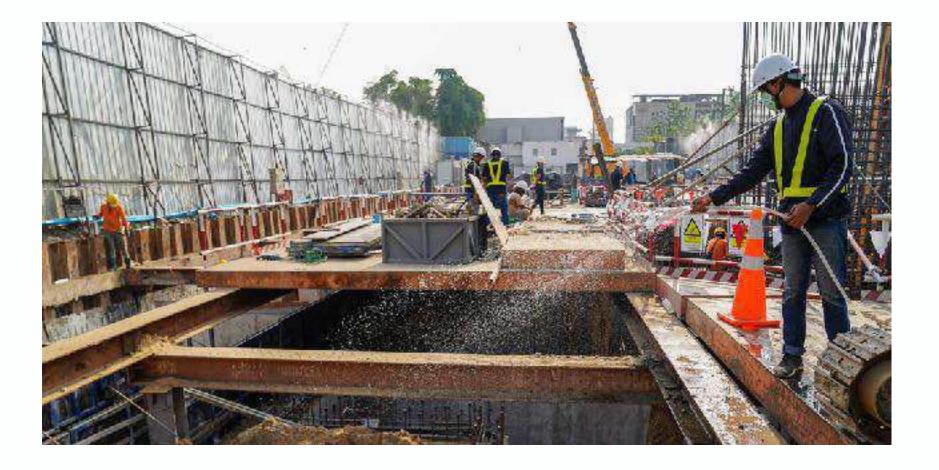




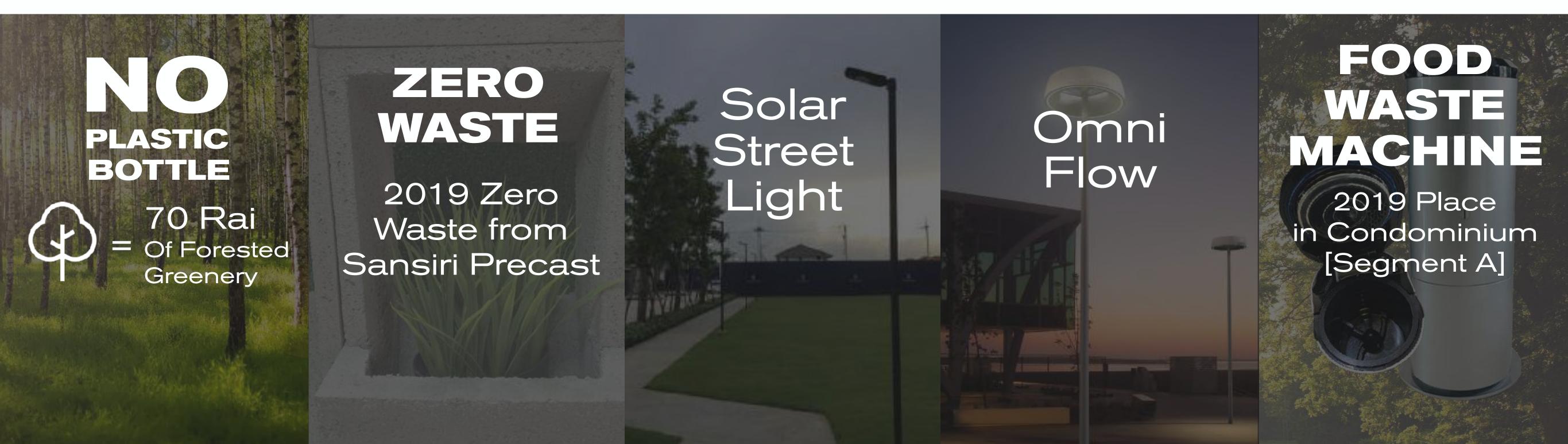








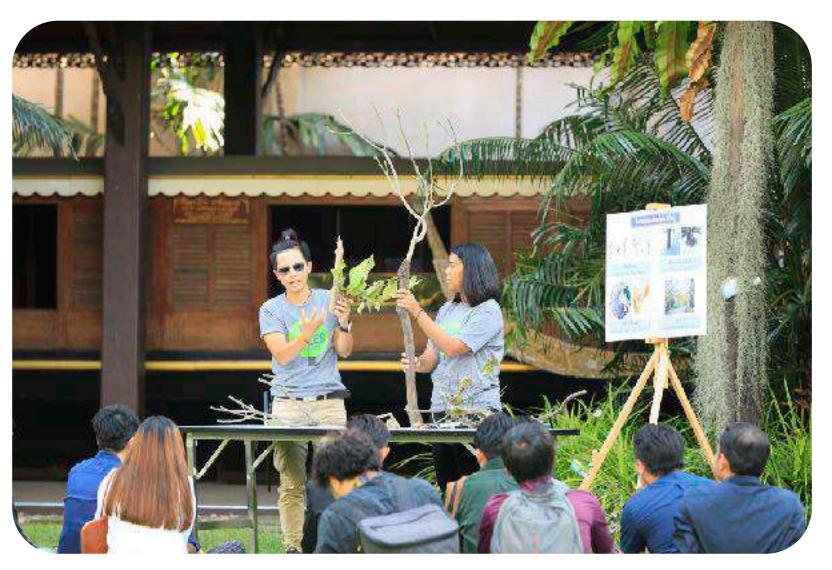


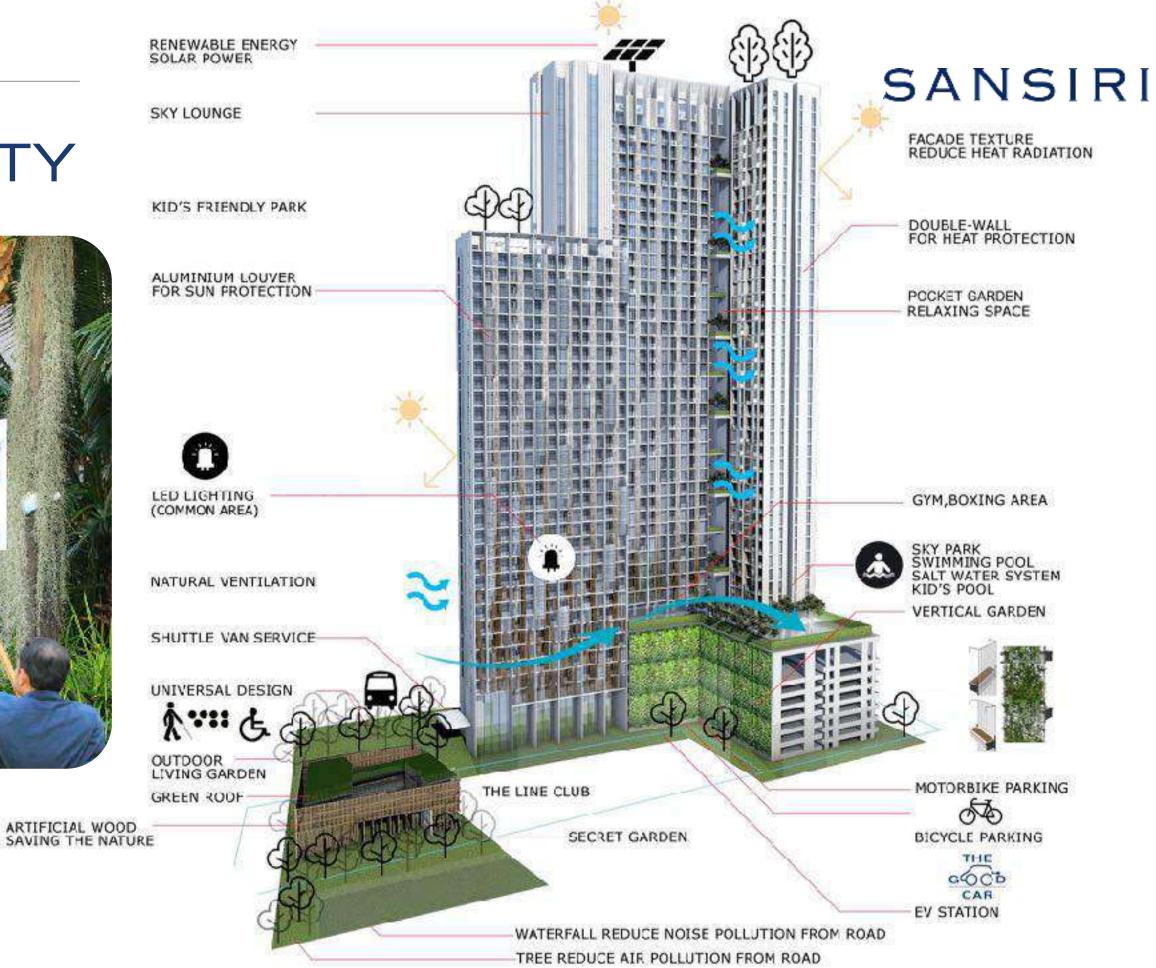


2019 KEY BUSINESS STRATEGIES

KEY STRATEGY 6 GREEN & SUSTAINABILITY

SUSTAINABILITY DESIGN + BIG TREE







THANK YOU