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AGENDA

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2019 PERFORMANCE SUMMARY 2020 TARGETS

MR. WANCHAK BURANASIRI CHIEF FINANCIAL OFFICER

2019 KEY SUCCESS 2020 STRATEGIES

MR. UTHAI UTHAISANGSUK CHIEF OPERATING OFFICER





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MR. WANCHAK BURANASIRI CHIEF FINANCIAL OFFICER

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2019 PERFORMANCE SUMMARY

7.2		50,000
THAILANI GROWTH		37,500
SANSI PRESA		25,000
9,132		12,500
2003	1996 TOM YUM KUNG CRISIS	

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SANSIRI HAS STRONGLY PASSED THROUGH CHALLENGING TIMES **OVER THE PAST 36 YEARS**



8.0	
4.0	
-16	
-28	

SANSIRI BUSINESS DIRECTION 2020

-40

WHAT MAKE US PASS THROUGH THE CHALLENGES TIME IS...

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HOW WE ACHIEVE TRUST FROM OUR CUSTOMERS

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DESIGN QUALITY SERVICE BRAND



SANSIRI HAS ADAPTED TO AN EVER-CHANGING MARKET

REACH REAL DEMAND

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TAP INTO MASS MARKET





FOCUS ON HOUSING PROJECTS



MILLION BAHT PROJECT VALUE

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SUMMARY OF LAUNCHED PROJECTS IN 2019





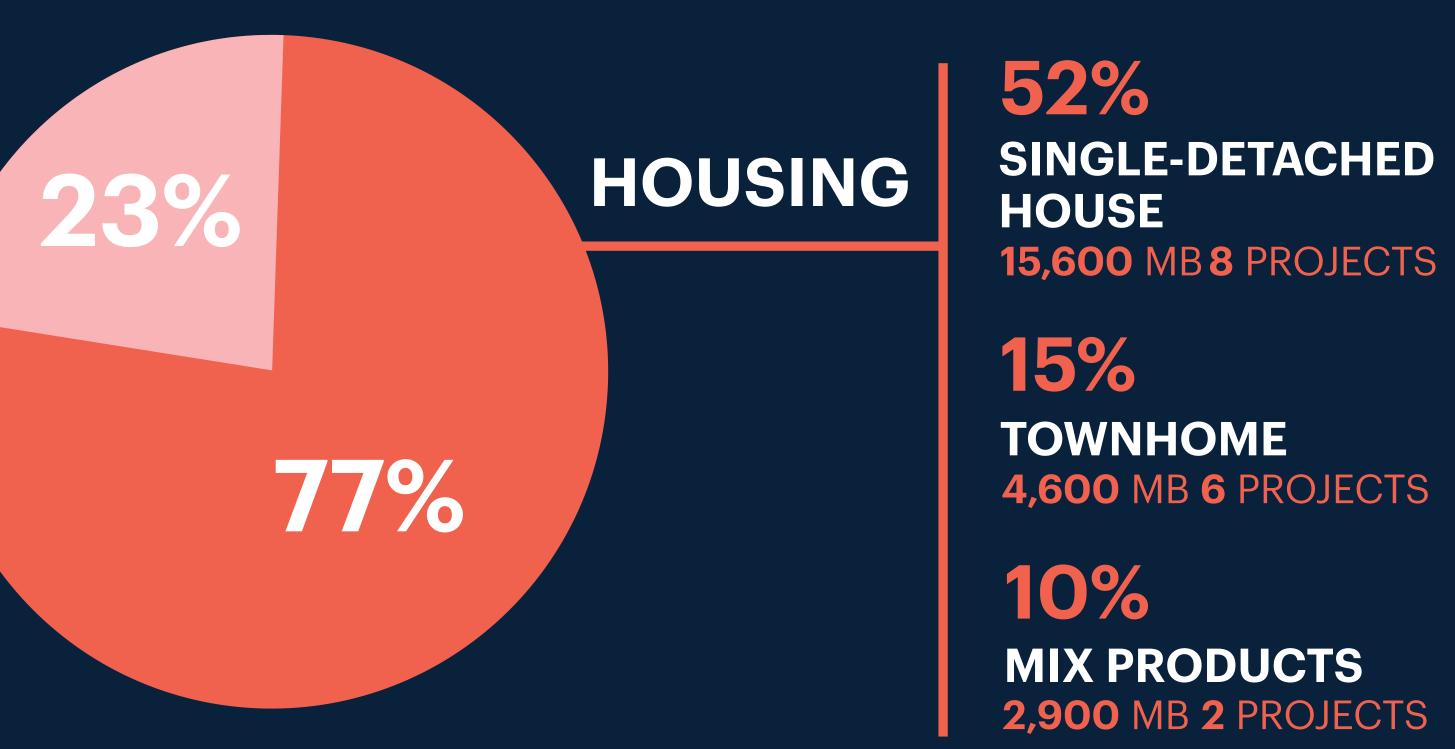
PROJECTS NUMBER OF PROJECT

CONDOMINIUM

6,900 MB 4 PROJECTS

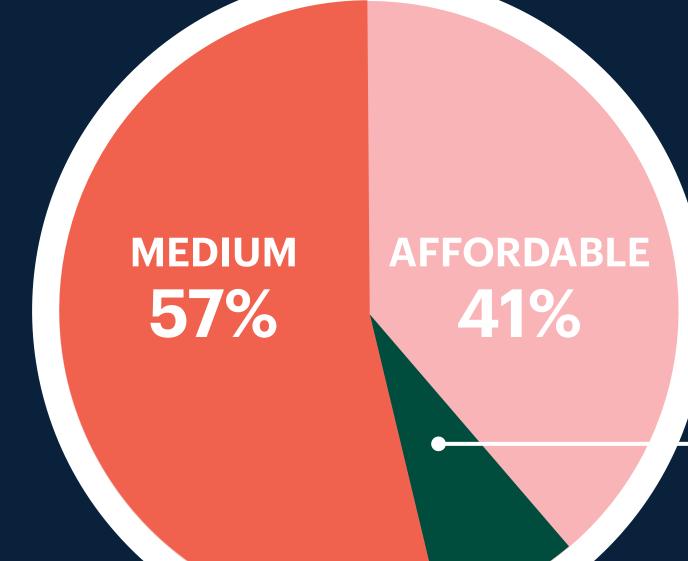
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2019 LAUNCHED PROJECTS





LAUNCHED BY PRODUCT SEGMENTS



PREMIUM 2%

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2019 PRESALE : MILLION BAHT



CONDOMINIUN 38%

HOUSING 62%

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2019 TRANSFER : MILLION BAHT



CONDOMINIUM 55%

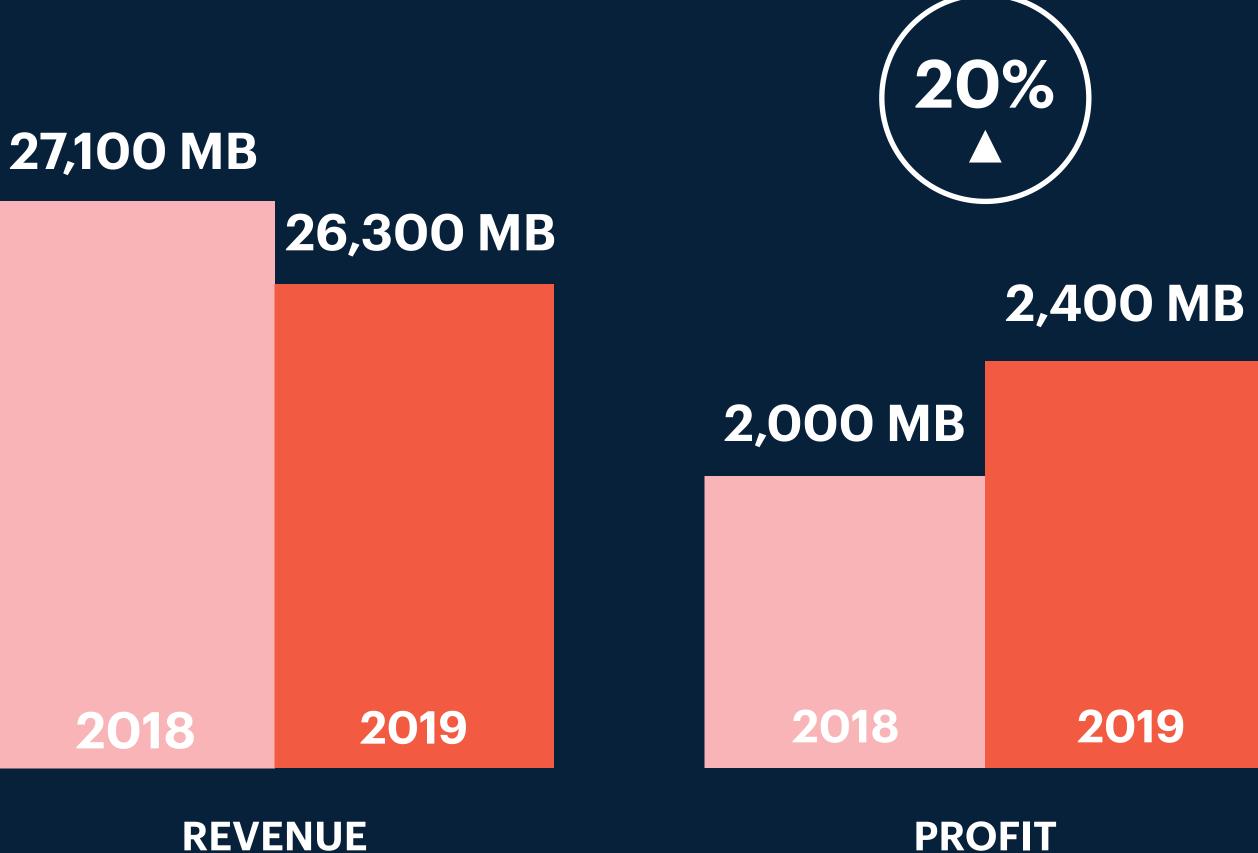
HOUSING 45%

PROFIT

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2019 PERFORMANCE REVENUE 26,300 MB $2,400\,\mathrm{MB}$





TOTAL REVENUE COST OF GOODS SOLD **GROSS PROFIT** SG&A SELLING EXPENSES ADMINISTRATIVE EXPENSES OTHER EXPENSES EBIT SHARE OF LOSS (GAIN) FROM JV SHARE OF LOSS (GAIN) INVESTMEN INTEREST EBT TAX (EFFECTIVE TAX RATE) MINORITY INTEREST **NET PROFIT**

SANSIRI FINANCIAL STATEMENT 2019

	20	2019		8
	THB MILLION	%	THB MILLION	%
	26,291	100.0	27,146	100.0
	18,154	69.0	18,580	68.4
	8,137	31.0	8,567	31.6
	5,095	19.4	5,726	21.1
	1,927	7.3	2,593	9.6
	2,717	10.3	2,962	10.9
	451	1.7	171	0.6
	3,042	11.6	2,841	10.5
	(881)	(3.4)	(444)	(1.6)
INTS	91	0.3	139	0.5
	936	3.6	570	2.1
	2,897	11.0	2,576	9.5
	622	21.5	533	20.7
	117	4.0	4	O.1
	2,392	9.1	2,046	7.5

%	
YoY	
(3.2)	
(2.3)	
(5.0)	
(11.0)	
(25.7)	
(8.3)	
163.5	
7.1	
(98.7)	
(34.7)	
64.2	
12.5	
16.6	
3,242.2	
16.9	

2019 TOTAL REVENUE BREAKDOWN

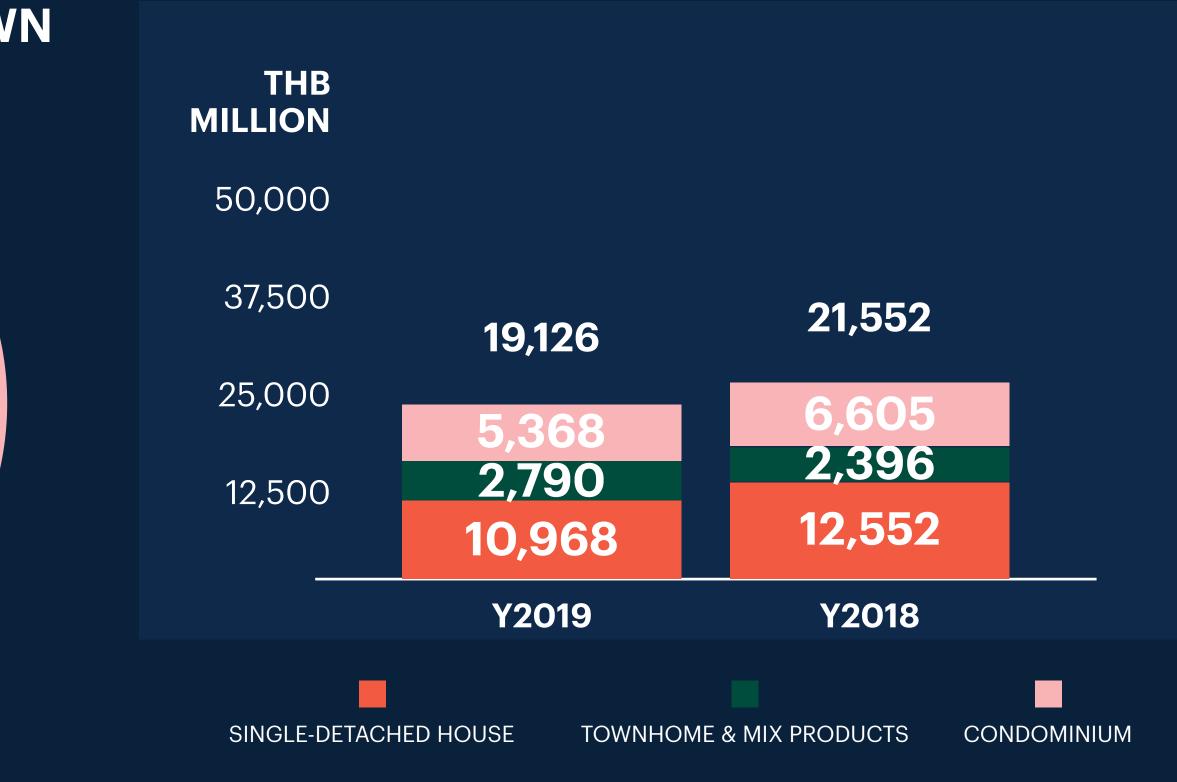
OTHERS 8%

PROPERTY SERVICES 19%

PROPERTY DEVELOPMENT 73%

SANSIRI REVENUE BREAKDOWN 2019

REVENUE FROM PROJECT SALES

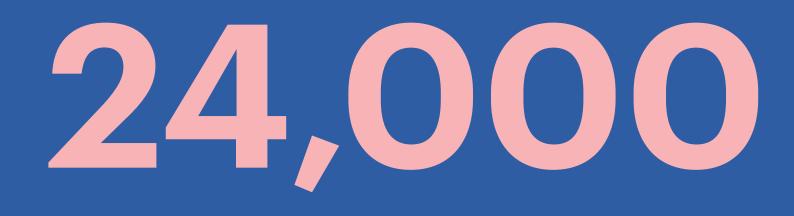


REVENUE BREAKDOWN	20	19	20	18	%
	THB MILLION	%	THB MILLION	%	YoY
PROPERTY DEVELOPMENT	19,260	73.3	21,639	79.7	(11.0)
PROJECT SALES	19,126	72.7	21,552	79.4	(11.3)
RENTAL BUSINESS	90	0.3	85	0.3	6.2
CONSTRUCTION MATERIALS	44	0.2	2	0.0	1,978.7
PROPERTY SERVICES	5,050	19.2	4,609	17.0	9.6
BUSINESS MANAGEMENT	4,601	17.5	4,311	15.9	6.7
HOTELS MANAGEMENT	145	0.6	-	-	100.0
OTHER PROPERTY SERVICES	303	1.2	297	1.1	2.0
OTHER INCOME	1,981	7.5	899	3.3	120.4
TOTAL REVENUES	26,291	100.0	27,146	100.0	(3.2)

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2020 TARGETS





MILLION BAHT PROJECT VALUE

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SUMMARY OF PROJECTS TO BE LAUNCHED IN 2020



PROJECTS NUMBER OF PROJECT

18

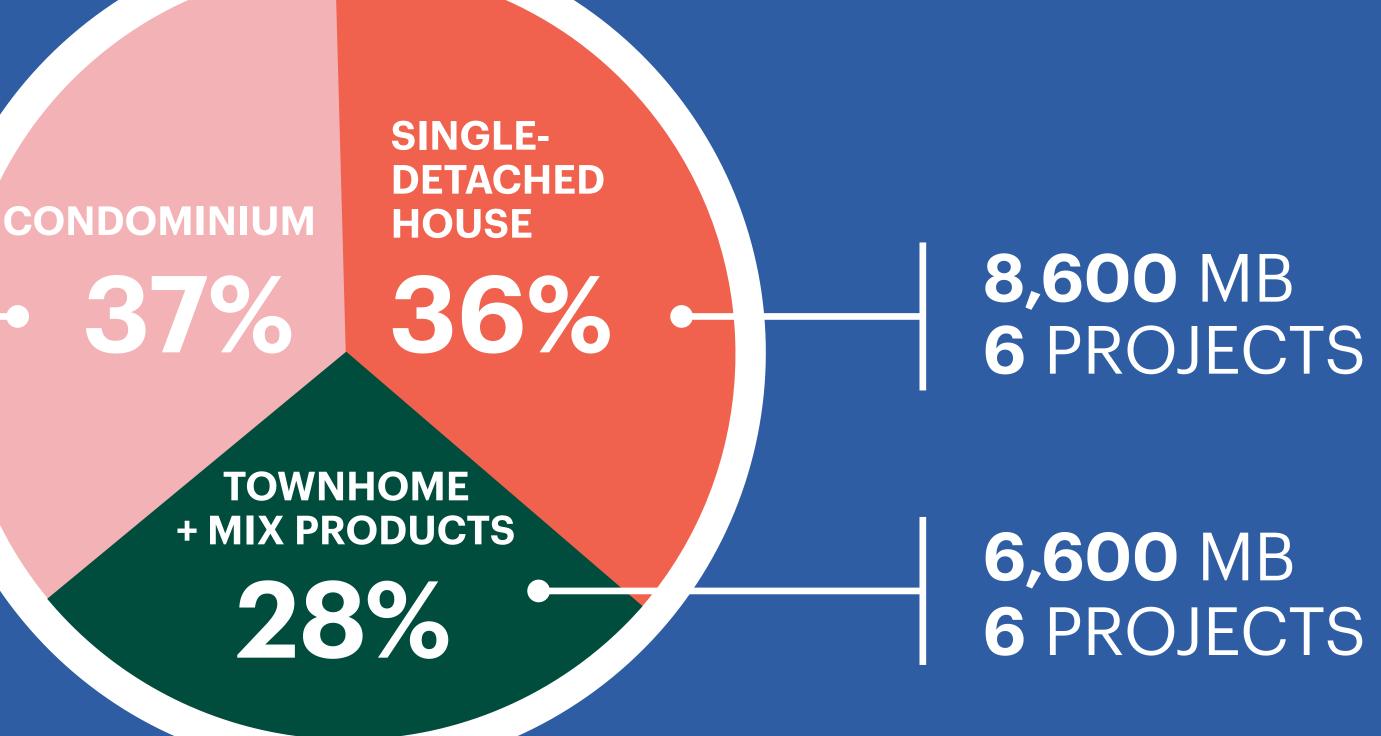
PROJECTS LAUNCH

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8,800 MB 6 PROJECTS

2020 TOBE





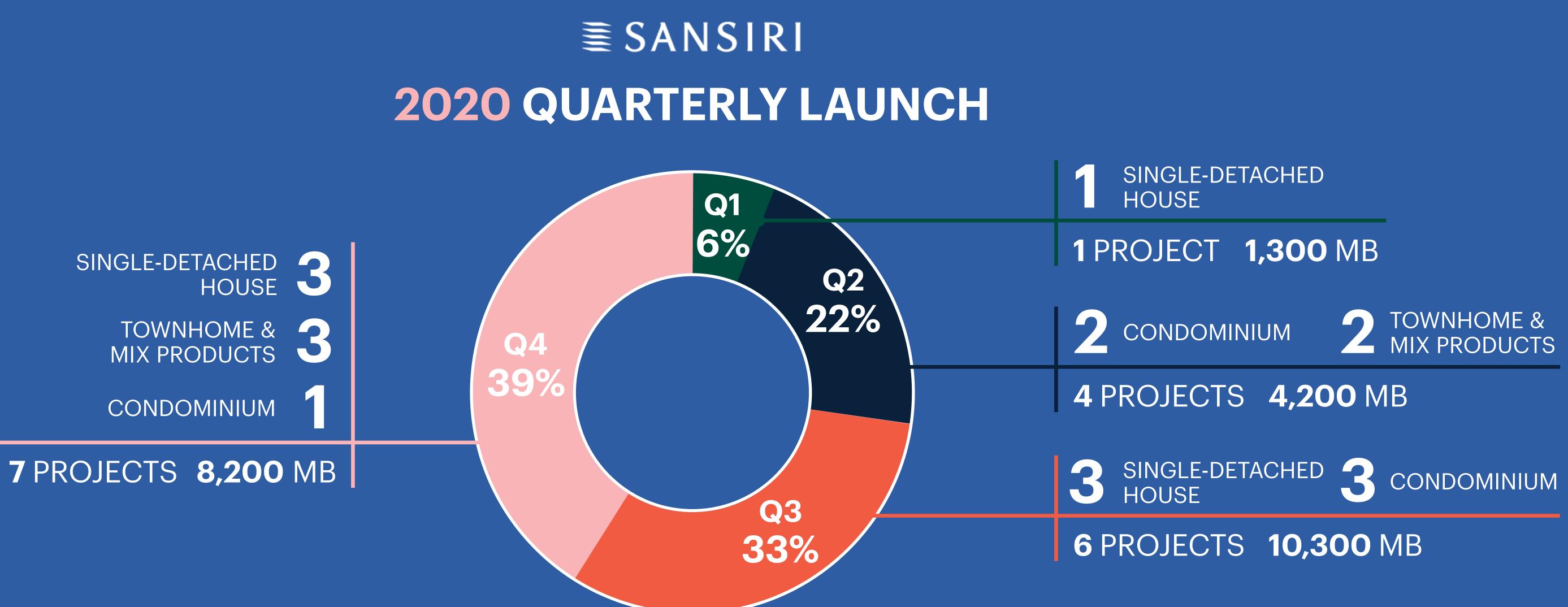
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2020 LAUNCHED BY PRODUCT SEGNENTS



MEDIUM 36%

AFFORDABLE 64%





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PRESALE TARGET GROWTH



29,000 MB

21,000 MB





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2020 PRESALE TARGET



CONDOMINIUM 45%

HOUSING 55%

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33,00000MILLION BAHT

2020 TOTAL TRANSFER TARGET



53% CONDOMINIUM 53% JV **47% SIRI**

47% HOUSING

47,5000 MILLION BAHT

TOTAL PRESALE **BACKLOG IN 4 YEARS**

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SANSIRI BACKLOG

JOINT VENTURES BACKLOG



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MR. UTHAI UTHAISANGSUK CHIEF OPERATING OFFICER



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2019 KEY SUCCESS



HOW WE ACHIEVE TRUST FROM OUR CUSTOMERS

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DESIGN QUALITY SERVICE BRAND



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DESIGN



SANSIRI

ATTENTION TO DESIGNED DETAILS

SANCTUARY SPACE GARDEN CONNECT EDUCATIONAL PLAYGROUND





the second

COLLABORATION WITH WORLD-CLASS DESIGNERS

LORENZO CASTILLO GERT VOORJANS RALPH LAUREN HOME BY ANNE CARSON SARAH

NSIRI

SARAH CORYNEN



≣SANSIR

SHADING SCREEN

 $\left(2\right)$

11/10

TEXTURE WALL

(1)

SUSTAINABLE DESIGN

BREEZE P

COOLIVING DESIGNED HOME

SAVE ENERGY

4

SOLAR ATTIC

UV SHIELD



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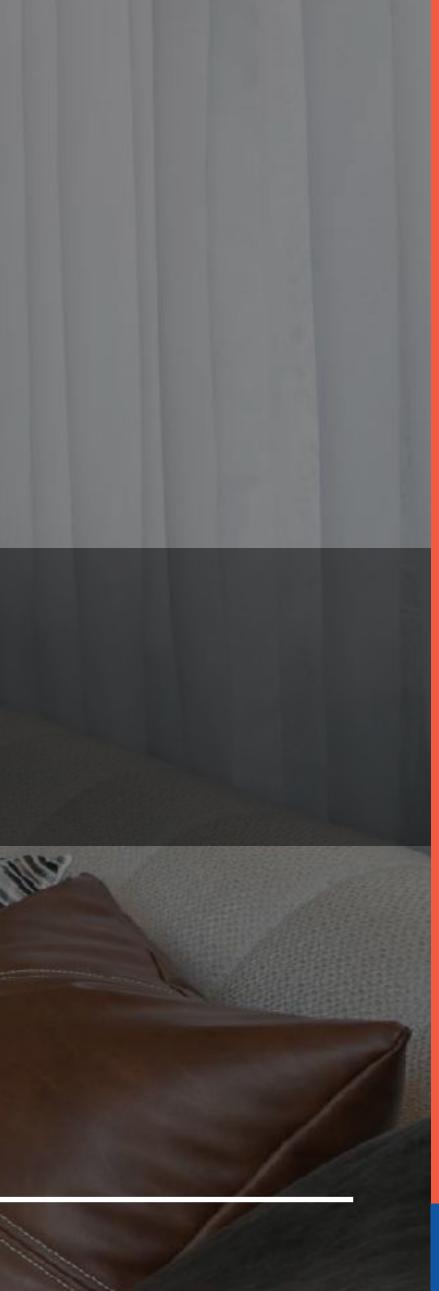


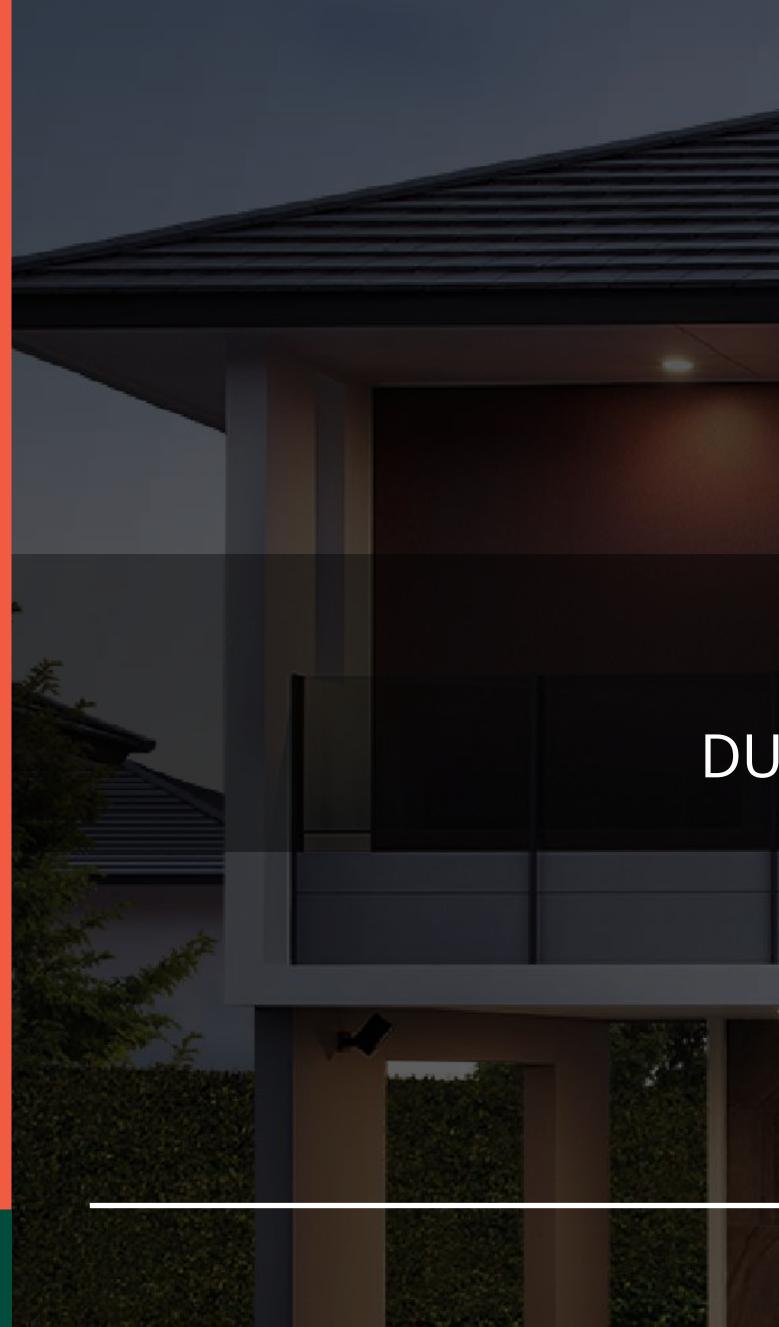


E SANSIRI QUALITY

QUALITY CONSTRUCTIONBLOCKCHAINBIMPRIMAVERAQC







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INNOVATION FOR QUALITY LIVING DUST-FREE HOUSE | SMART MOVE | SOLAR ATTIC | LIV-24 | DIGITAL FENCE

0000

1000



SIRI PLACE

SUCCESSFULLY TAP INTO MASS MARKET WITH **4 PROJECTS LAUNCHED** IN NOVEMBER 2019 **200 UNITS SOLD ON PRESALE**

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WITH CUSTOMERS' TRUST IN QUALITY, **SANSIRI ACCELERATED SALES IN 2019**

KANASIRI

SOLD OUT PHASE 1 **KANASIRI RATCHAPRUEK - 346 35 UNITS SOLD 160 MB**

SETTHASIRI

SOLD 375 MB OF **25 UNI** SETTHASIRI CHARAN - PINKLAO 2 **ON PRESALE**



WITH CUSTOMERS' TRUST IN QUALITY, SANSIRI ACCELERATED TRANSFER OF 10 COMPLETED CONDOMINIUMS OF 12,000 MB IN 2019

SANSIRI BUSINESS DIRECTION 2020

THE LINE SUKHUMVIT 101

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THE LINE PHAHOL-PRADIPAT

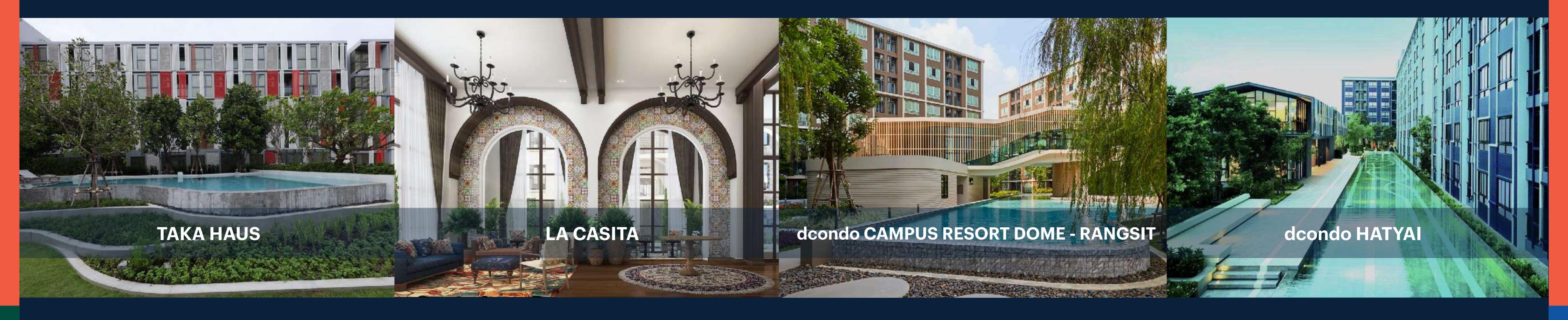
THE BASE SUKHUMVIT 50





WITH CUSTOMERS' TRUST IN QUALITY, SANSIRI ACCELERATED TRANSFER OF 10 COMPLETED CONDOMINIUMS OF 12,000 MB in 2019

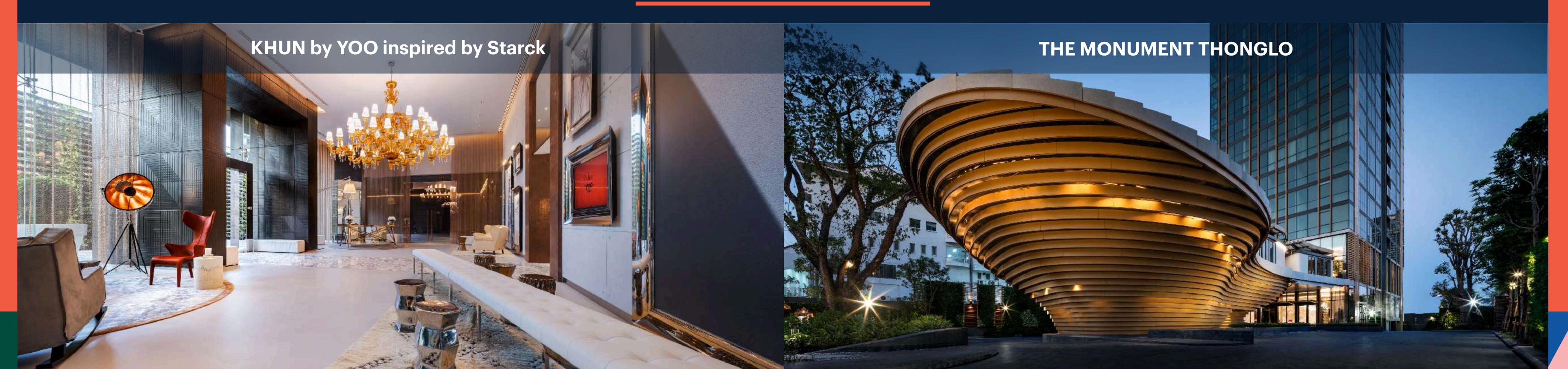
SANSIRI BUSINESS DIRECTION 2020



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WITH CUSTOMERS' TRUST IN QUALITY, SANSIRI ACCELERATED TRANSFER OF 10 COMPLETED CONDOMINIUMS OF 12,000 MB in 2019

SANSIRI BUSINESS DIRECTION 2020



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SERVICE

บ้านที่ได้มากกว่าบ้าน





HOMECARE

- HOMECARE CARD
- PREVENTIVE MAINTENANCE • PROPERTY CARE



SECURITY

Car.

 DIGITAL FENCE GUARD SYSTEM • LIV-24

SALES AND CUSTOMER RELATION

FAMILY • MOVE IN EXPERIENCE CLEANING SERVICE DESIGN SERVICE EASY LIVING

SANSIRI

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BRAND

THE MOST POWERFUL **REAL ESTATE BRAND** AWARDED BY TERRABKK IN 2018 AND 2019

SANSIRI

BRAND TRUSTWORTHY

SANSIRI IS ASPIRATIONAL BRAND FUNCTIONAL BENEFITS **EMOTIONAL BENEFITS FROM** CUSTOMER INSIGHT LEADER OF INNOVATION



SIRI HOUSE AT DEMPSEY, SINGAPORE

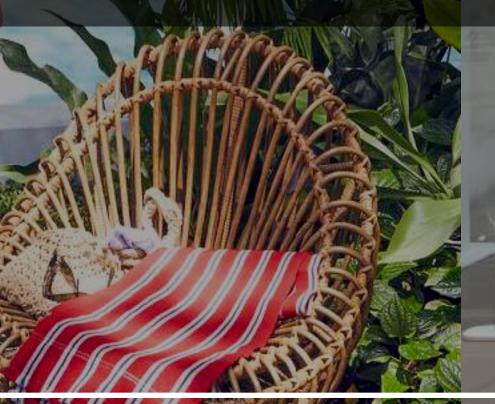
SANSIRI

SIRI HOUSE AT SOMKID, BANGKOK





THE CLOUD SANSIRI x THE COFFEE CLUB **3rd FL. SIAM PARAGON**





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SANSIRI GREEN MISSION



SANSIRI TREE STORY เก็บ - เลือก - ปลูก - รักษา ปลูก 1 ให้ถึง 100,000

SANSIRI GREEN MISSION

 \equiv SANSIRI

SANSIRI BACKYARD • T77 • HUAHIN

WASTE MANAGEMENT

• OFFICE / CONSTRUCTION SITE / PRECAST FACTORY / COMMUNITY RECYCLE WITH CHULA x COCA-COLA • UPCYCLING WITH GC GOO GREEN Ø <u>\!\</u> BINNOVATION

GREEN ENERGY SOLAR CELL & BLOCKCHAIN WITH BCPG WIND TURBINE

SOLAR CELL & **BLOCKCHAIN** WITH BCPG AT T77 COMMUNITY

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WORLD ECONOMIC FORUM

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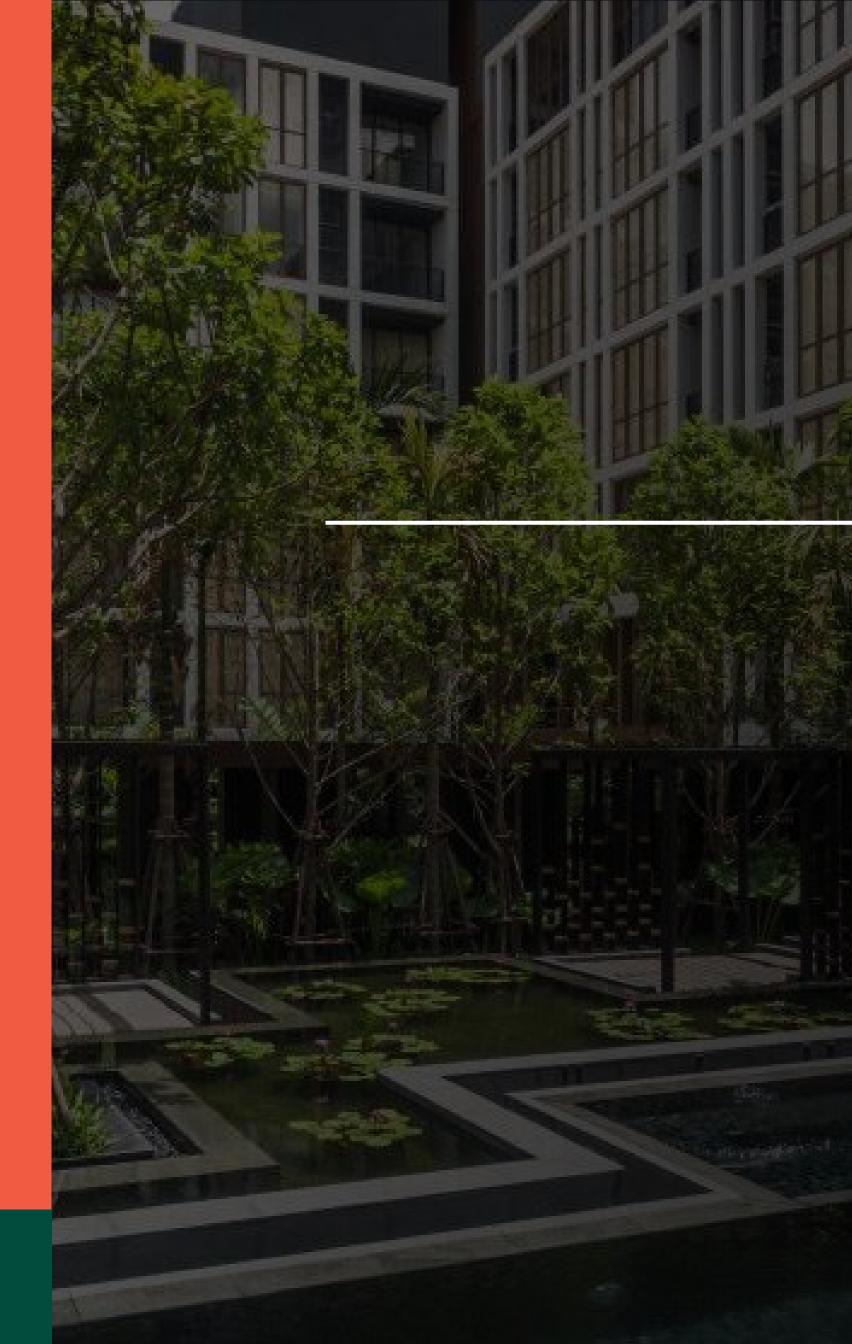


In this Bangkok neighbourhood, you can buy and sell electricity using Blockchain



Electricity generated by each of the four locations will be initially used within that building. Excess energy can be sold to the others through the trading system

Image: REUTERS/Athit Perawongmetha



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REDUCE CO₂

TONS



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2020 STRATEGIES





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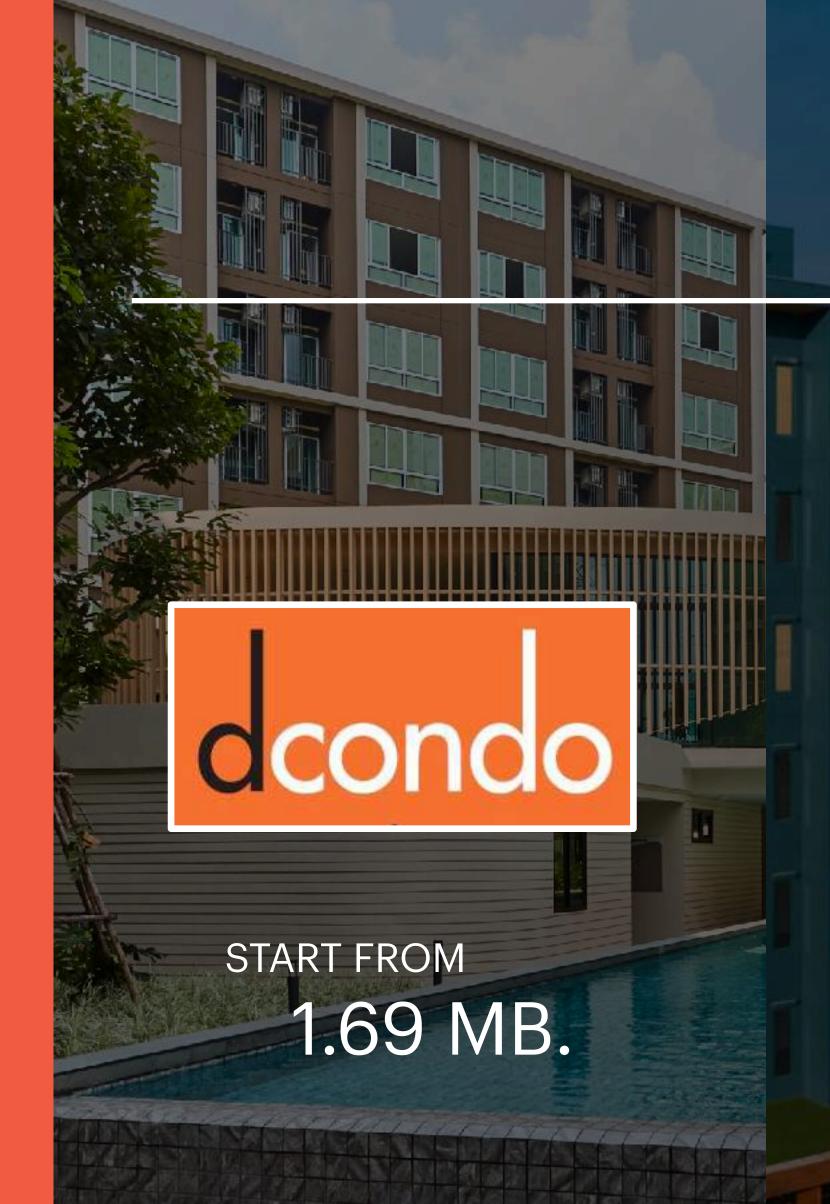




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STRATEGIC APPROACH





WIN THE MASS MARKET AFFORDABLE PROJECTS

SIRI

ΡLΛCE

LIVING

1.69 MB.

START FROM

≣SANSIRI

#MARKMYBASE

START FROM 1.99 MB.

ANASIRI

START FROM 1.99 MB.



SANSIRI BUSINESS DIRECTION 2020

START FROM 5.29 MB.



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CONDOMINIUM DIRECTION FOR 2020 CLOSE TO TOWN AFFORDABLE PROJECT

RAMKHAMHAENG 40









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CONDOMINIUM DIRECTION FOR 2020



SIGNATURE FUNCTION DOUBLE VOLUME INSIDE OUT - OUTSIDE IN MAXIMIZE USED SPACE

SANSIRI HOUSING DIRECTION FOR 2020

*SARANSIRI SRIVAREE WITH DOUBLE VOLUME LIVING

NEW CONCEPT JUST RIGHT CLOSE TO NATURE





HOUSING DIRECTION FOR 2020

NEW LOCATON

SIRI PLACE PRACHAUTHIT 90

SARANSIRI SRIVAREE

ANASIRI PAKLOK PHUKET

SANSIRI

WELL-BEING HEALTHY HOME - AIR QUALITY

ELDERLY CARE SOLUTION

SMART & CONVENIENT HOME



ESANSIRI PETITIVE ADVANTAGE AS TOP OF MIND BRAND LIV-24EDUCATIONAL PLAYGROUND x

THAILAND'S FIRST AND ONLY PROPERTY DEVELOPER WITH REAL-TIME SECURITY MONITORING SYSTEM **EXPAND TO ALL NEW PROJECTS**



SAMITIVEJ x PLANTOYS LIFT UP TO ANOTHER LEVEL





MAINTAIN COMPETITIVE ADVANTAGE AS TOP OF MIND BRAND — **SANSIRI SERVICE** THAILAND'S ONLY FULLY INTEGRATED PROPERTY DEVELOPER

PLUS+

PROPERTY MANAGEMENT 8 **PROPERTY CARE**

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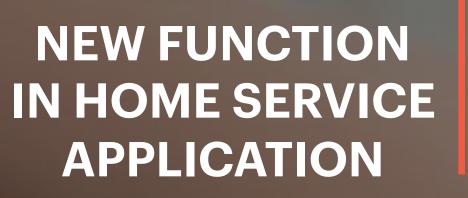


FURNITURE PACKAGE



HOMECARE CARD

PREVENTIVE MAINTENANCE





HOME FINANCIAL PLANNER



SANSIRI STRENGTHEN THE BUSINESS PERFORMANCE WITH NEW SOURCES OF INCOME

Welcome to Yuu Your personal living assistant.

Disbrad

ESANSIR

STRENGTHEN THE BUSINESS PERFORMANCE WITH NEW SOURCES OF FUTURE VALUE

5 LOCATIONS IN US: NEW YORK (HIGH LINE) NEW YORK (EAST VILLAGE) MIAMI LOS ANGELES (HOLLYWOOD) LOS ANGELES (DOWNTOWN) **1 IN EUROPE: LONDON** IN ASIA: MALDIVES

42 JUSTCO CENTRES ACROSS 8 CITIES GLOBALLY (150% YEAR ON YEAR GROWTH)

JUSTCO PROPERTIES IN THAILAND NOW: 4 CENTRES IN BANGKOK

- AIA SATHORN TOWER
- AMARIN TOWER

- SAMYAN MITRTOWN
- CAPITAL TOWER ALL SEASONS PLACE



NEW SANSIRI PRECAST FACTORY

HIGHER CONSTRUCTION CAPACITY

FROM 700,000 SQ.M PER YEAR TO 1,200,000 SQ.M FROM 2,000 UNITS PER YEAR TO 3,500 UNITS







CULTURE DESIGN SPACE & FACILITY DESIGN SOCIAL-FLOW CONNECTING PEOPLE TECHNOLOGY DESIGN SMART WORK TECHNOLOGY

\equiv SANSIRI FROM AGILE TO MADE FOR US SIRI CAMPUS

NEW WAY OF WORK

FLEXIBLE WORKING HOURS / WORK ANYWHERE

NEW WAY OF LIFE

- **GOOD HEALTH & WELLNESS** NUTRITIONAL STANDARDS / FOOD DIVERSITY / DINING SPACE
- **LIVE WITH THE NATURE** GREEN SPACE
- RELAX ZONE
 - FITNESS / CAFÉ / CHILL OUT SPACE / PET FRIENDLY ZONE

FLEXIBLE WORK

FROM AGILE TO MADE FOR US

SANSIRI

CONNECTING PEOPLE

EFFICIENCY + CREATIVITY

SMART WORK

SEARCH STREET



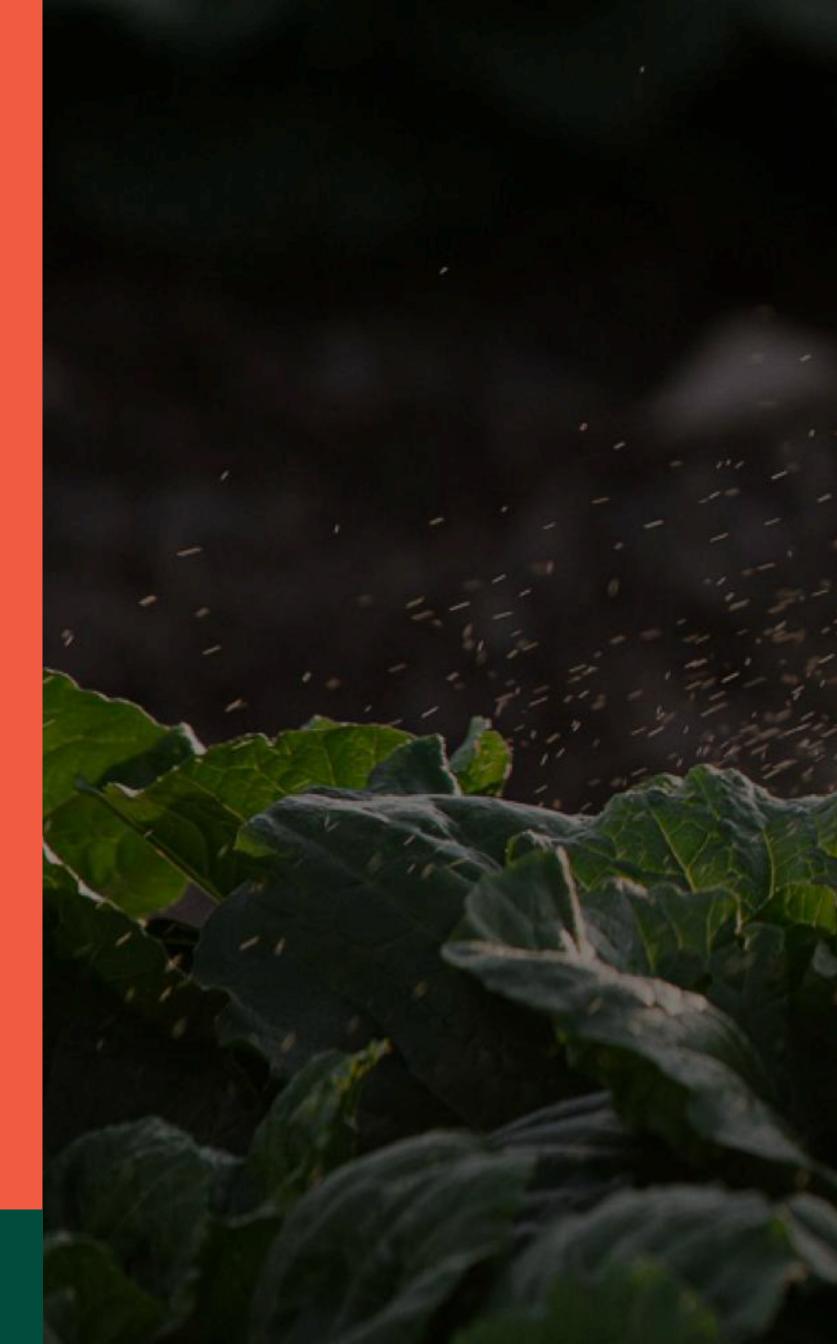


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FROM GREEN MISSION TO SUSTAINABLITY 2020







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FROM GREEN MISSION TO SUSTAINABILITY 2020

WASTE MANAGEMENT

WASTE MANAGEMENT (OFFICE / CONSTRUCTION SITE / PRECAST FACTORY / COMMUNITY)
BINNOVATION FOR RECYCLE
UPCYCLING

GREEN SPACE

TREE STORY
SANSIRI BACKYARD
INDOOR FARMING



UNICEF'S FIRST SELECTED PARTNER IN THAILAND

- CHILDREN IN NEED
- AGENDA AND NATIONAL POLICIES FOR CHILDREN

unicet Sansiri

SANSIRI SOCIAL CHANGE

• THE FIRST ORGANIZATION FROM THAILAND LISTED AMONG **20 OTHER GLOBAL ORGANIZATIONS WITH 10 YEARS** OF UNWAVERING COMMITMENT TO HELP

SANSIRI ENCOURAGES THAI SOCIETY TO HELP PUSHING THE CHILD RIGHTS

SANSIRI ACADEMY

14 YEARS WITH 5 PRACTICE FIELDS





\equiv SANSIRI



TUSAUUŠQ

ล้มทุกโปร ลื่นทุกข้อเสนอ กับ บ้าน คอนโด ทาวน์โฮม ราคาสุดปรื๊ด* จากแสนสิริ 13 - 15 มี.ค. นี้

พบคอนโดคัดเน้นๆ และยูนิตราคาเดียว* <mark>รับทันที!</mark> ดีลพิเศษสำหรับบ้านและทาวน์โฮม เจอกันที่ทุกสำนักงานขาย





≣SANSIRI MADE FOR LIFE... MADE FOR EVERYONE



