

# $\equiv SANSIRI$

### AGENDA

### **≣**SANSIRI

### **2019 PERFORMANCE SUMMARY 2020 TARGETS**

MR. WANCHAK BURANASIRI CHIEF FINANCIAL OFFICER

**2019 KEY SUCCESS 2020 STRATEGIES** 

MR. UTHAI UTHAISANGSUK CHIEF OPERATING OFFICER





### **≣ SANSIRI**



## MR. WANCHAK BURANASIRI CHIEF FINANCIAL OFFICER

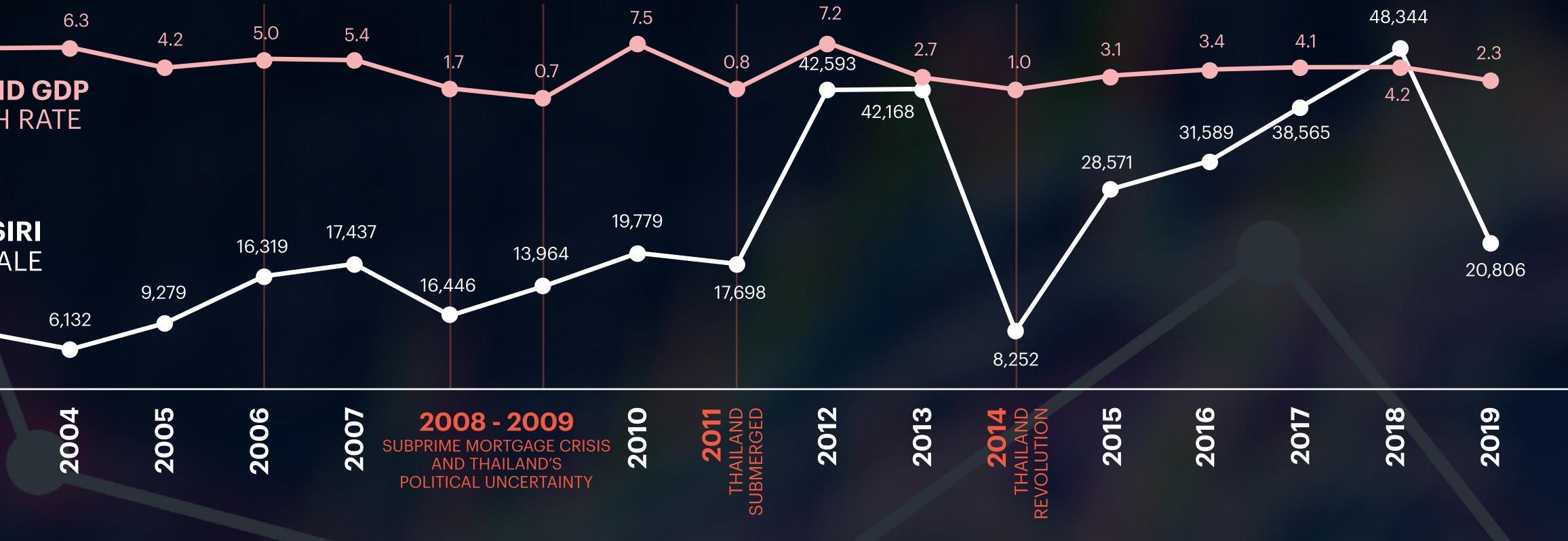
### **≣**SANSIRI

## 2019 PERFORMANCE SUMMARY

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

### **≣ SANSIRI**

### 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...

### **≣**SANSIRI





## HOW WE ACHIEVE TRUST FROM OUR CUSTOMERS

### **≣**SANSIRI



# DESIGN QUALITY SERVICE BRAND



## **SANSIRI HAS ADAPTED TO AN EVER-CHANGING MARKET**

### **REACH REAL DEMAND**

### **≣**SANSIRI

**TAP INTO MASS MARKET** 





### FOCUS ON HOUSING PROJECTS



### MILLION BAHT PROJECT VALUE

### **≣**SANSIRI

## **SUMMARY OF** LAUNCHED PROJECTS IN 2019





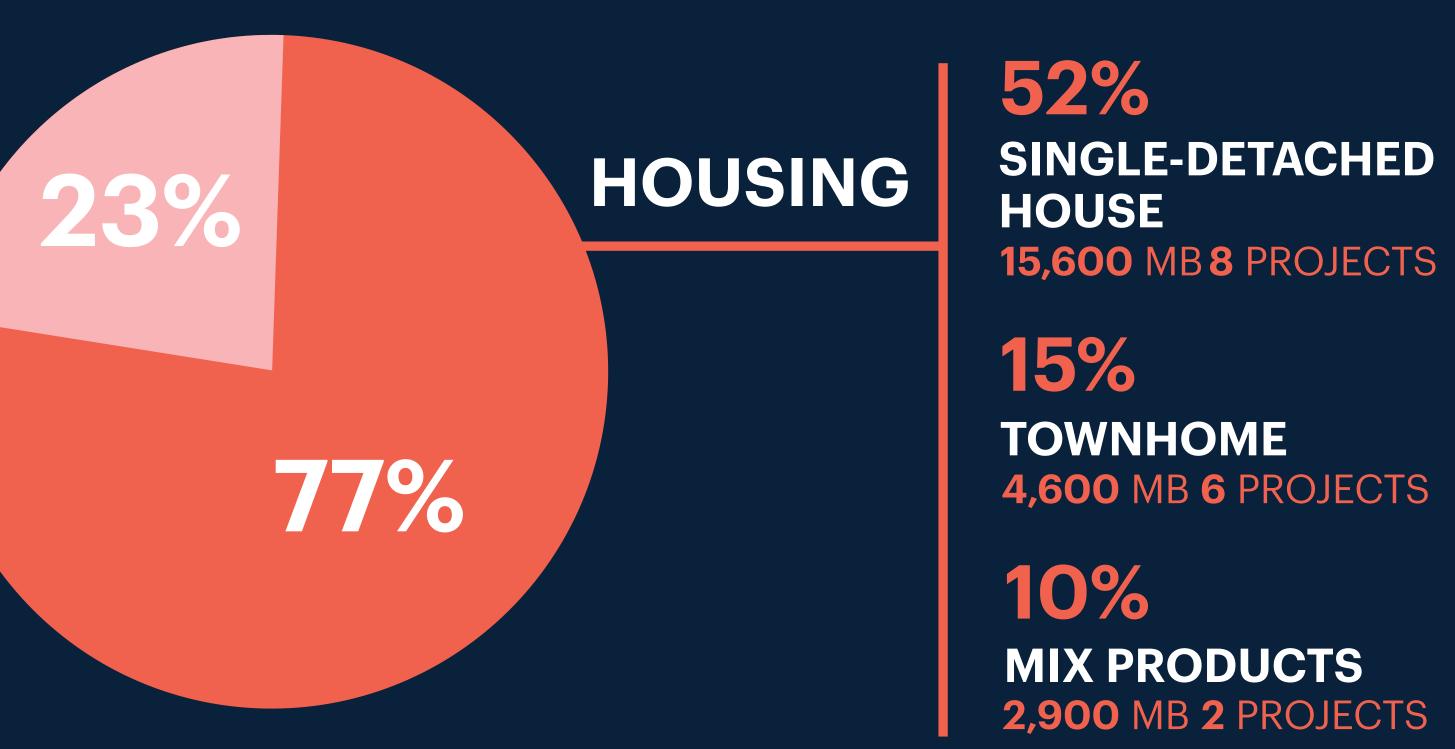
### PROJECTS NUMBER OF PROJECT

### CONDOMINIUM

### 6,900 MB 4 PROJECTS

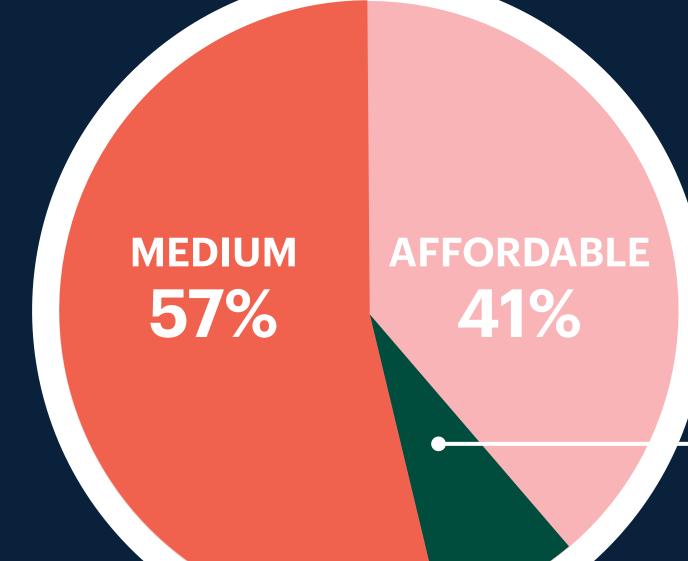
### **≣**SANSIRI

### **2019 LAUNCHED PROJECTS**





### LAUNCHED BY PRODUCT SEGMENTS



### PREMIUM 2%

### **≣**SANSIRI

# 2019 PRESALE : MILLION BAHT



### CONDOMINIUN 38%

### HOUSING 62%

### **≣**SANSIRI

## 2019 TRANSFER : MILLION BAHT



### CONDOMINIUM 55%

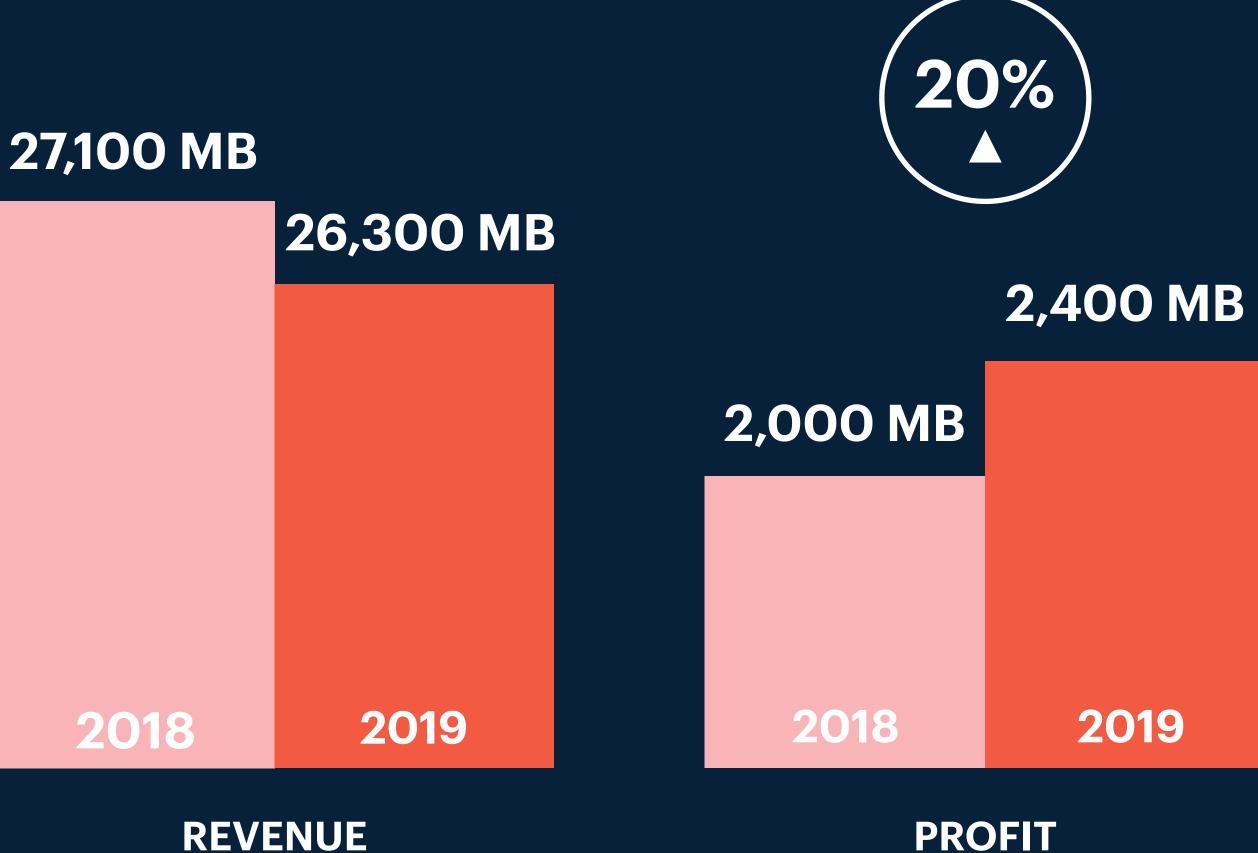
### HOUSING 45%

### PROFIT

### **≣**SANSIRI

# 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

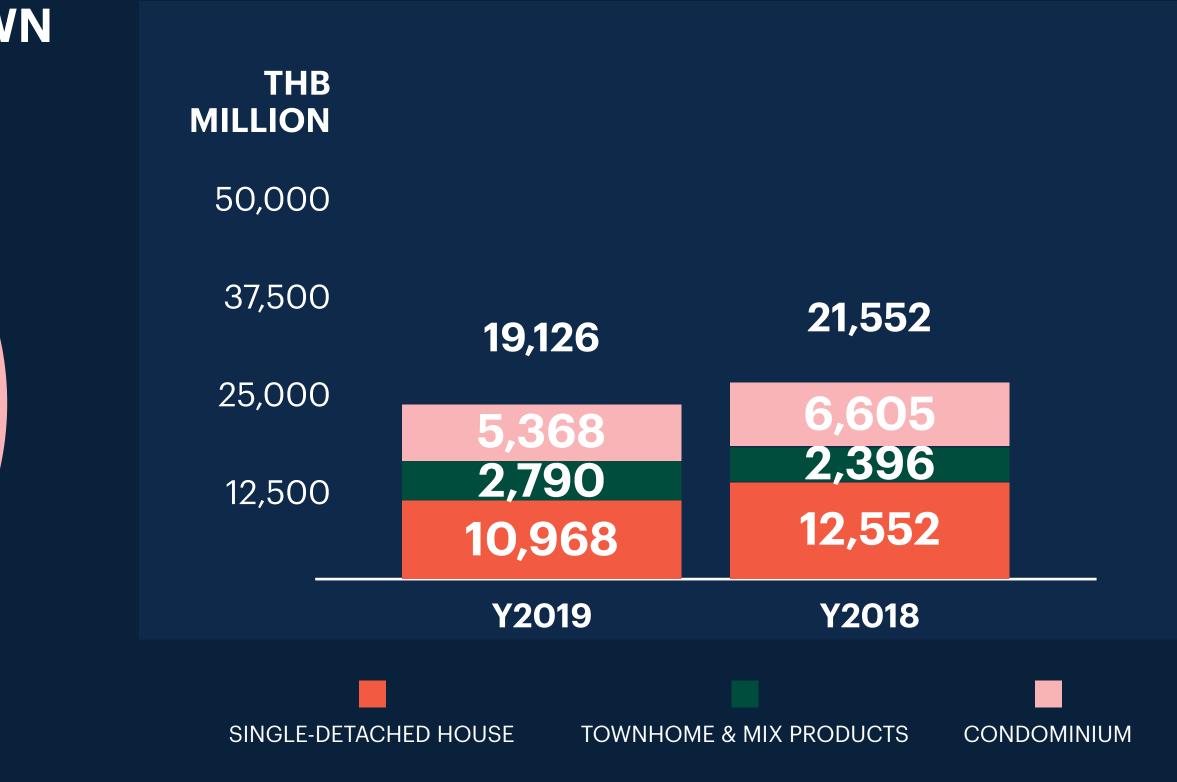
OTHERS 8%

PROPERTY SERVICES 19%

PROPERTY DEVELOPMENT 73%

# SANSIRI REVENUE BREAKDOWN 2019

### **REVENUE FROM PROJECT SALES**

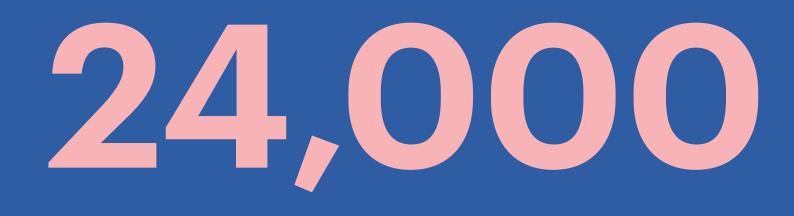


<b>REVENUE BREAKDOWN</b>	20	19	20	18	%
	THB MILLION	%	THB MILLION	%	YoY
PROPERTY DEVELOPMENT	19,260	73.3	21,639	79.7	(11.0)
PROJECT SALES	19,126	72.7	21,552	79.4	(11.3)
RENTAL BUSINESS	90	0.3	85	0.3	6.2
CONSTRUCTION MATERIALS	44	0.2	2	0.0	1,978.7
PROPERTY SERVICES	5,050	19.2	4,609	17.0	9.6
BUSINESS MANAGEMENT	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)

### $\equiv$ SANSIRI

## 2020 TARGETS





### MILLION BAHT PROJECT VALUE

### $\equiv$ SANSIRI

## **SUMMARY OF** PROJECTS TO BE LAUNCHED IN 2020



### PROJECTS NUMBER OF PROJECT

18

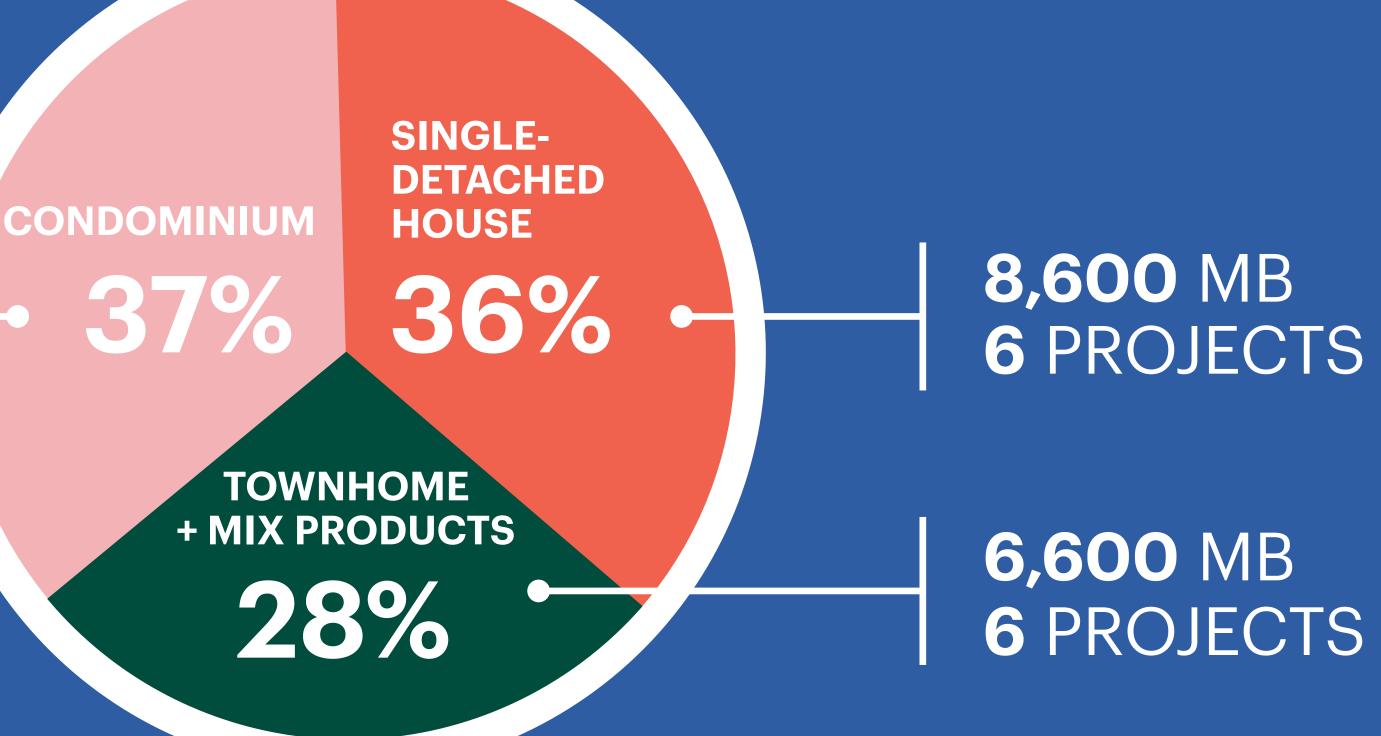
# PROJECTS LAUNCH

### $\equiv$ SANSIRI

### 8,800 MB 6 PROJECTS

2020 TOBE





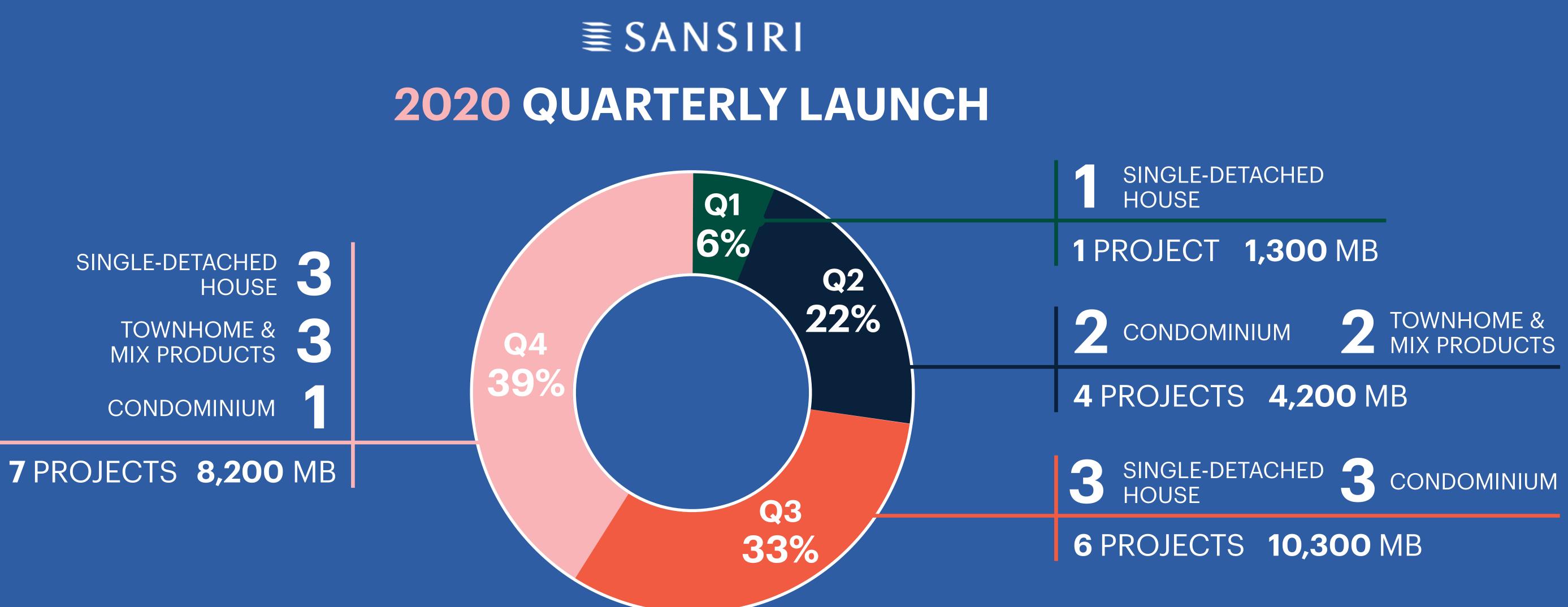
### $\equiv$ SANSIRI

## 2020 LAUNCHED BY PRODUCT SEGNENTS



### MEDIUM 36%

## AFFORDABLE 64%





### $\equiv$ SANSIRI

# PRESALE TARGET GROWTH



### 29,000 MB

### 21,000 MB





### $\equiv$ SANSIRI

## 2020 PRESALE TARGET



## CONDOMINIUM 45%

### HOUSING 55%

### $\equiv$ SANSIRI

# 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** 

### $\equiv$ SANSIRI





### SANSIRI BACKLOG

### JOINT VENTURES BACKLOG



### **≣ SANSIRI**



## MR. UTHAI UTHAISANGSUK CHIEF OPERATING OFFICER



### **≣**SANSIRI

## **2019 KEY SUCCESS**



## HOW WE ACHIEVE TRUST FROM OUR CUSTOMERS

### **≣**SANSIRI

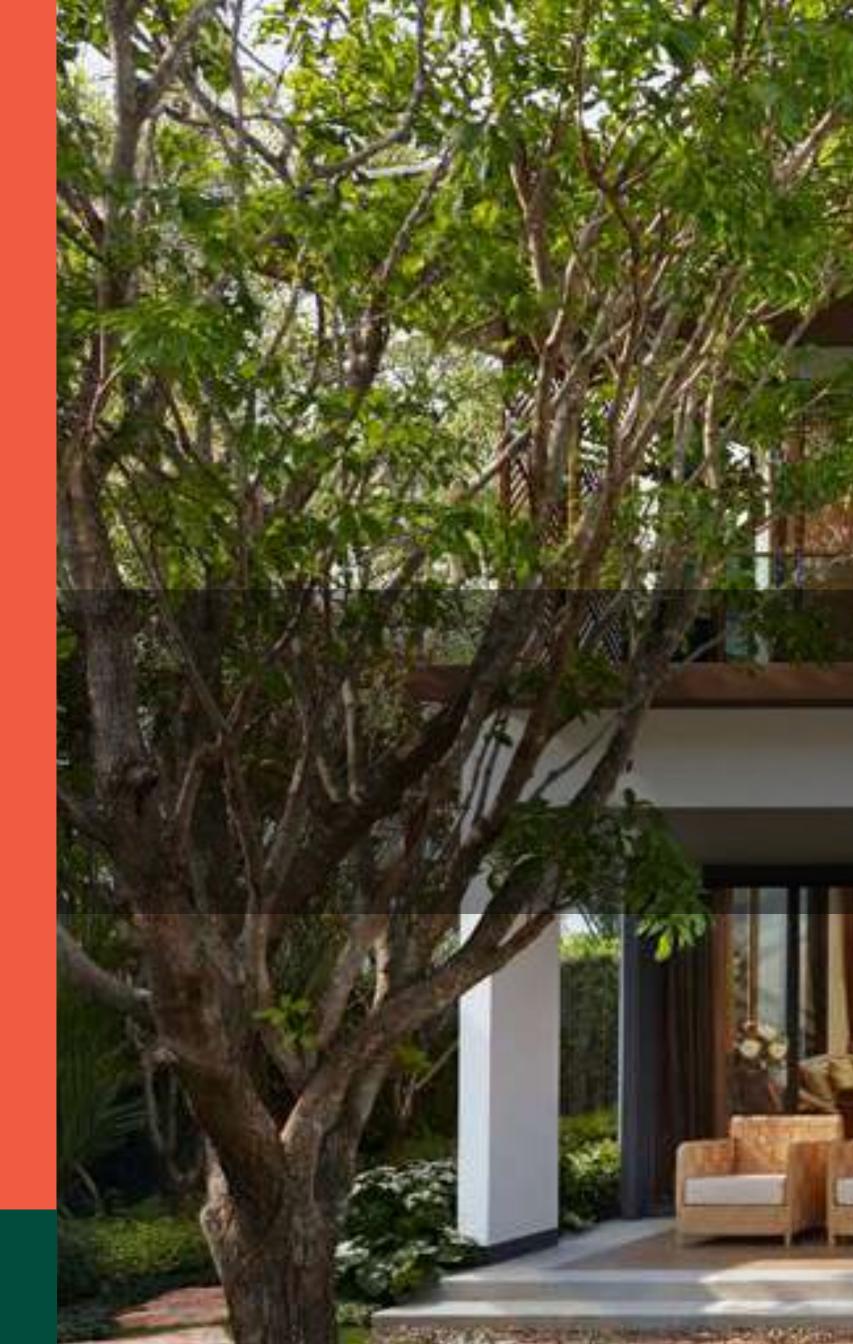


# DESIGN QUALITY SERVICE BRAND



### **≣**SANSIRI

# 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** 



### **≣**SANSIRI

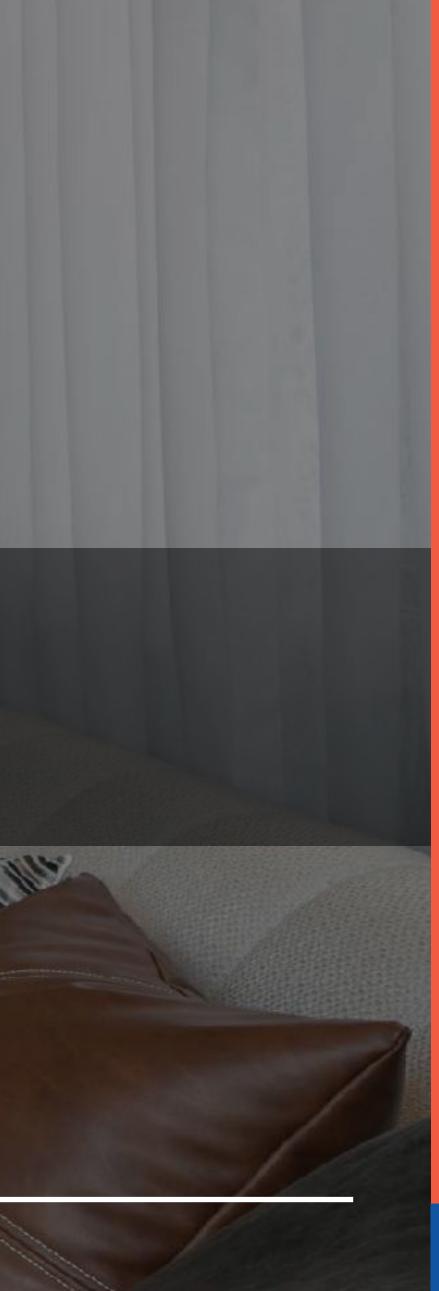


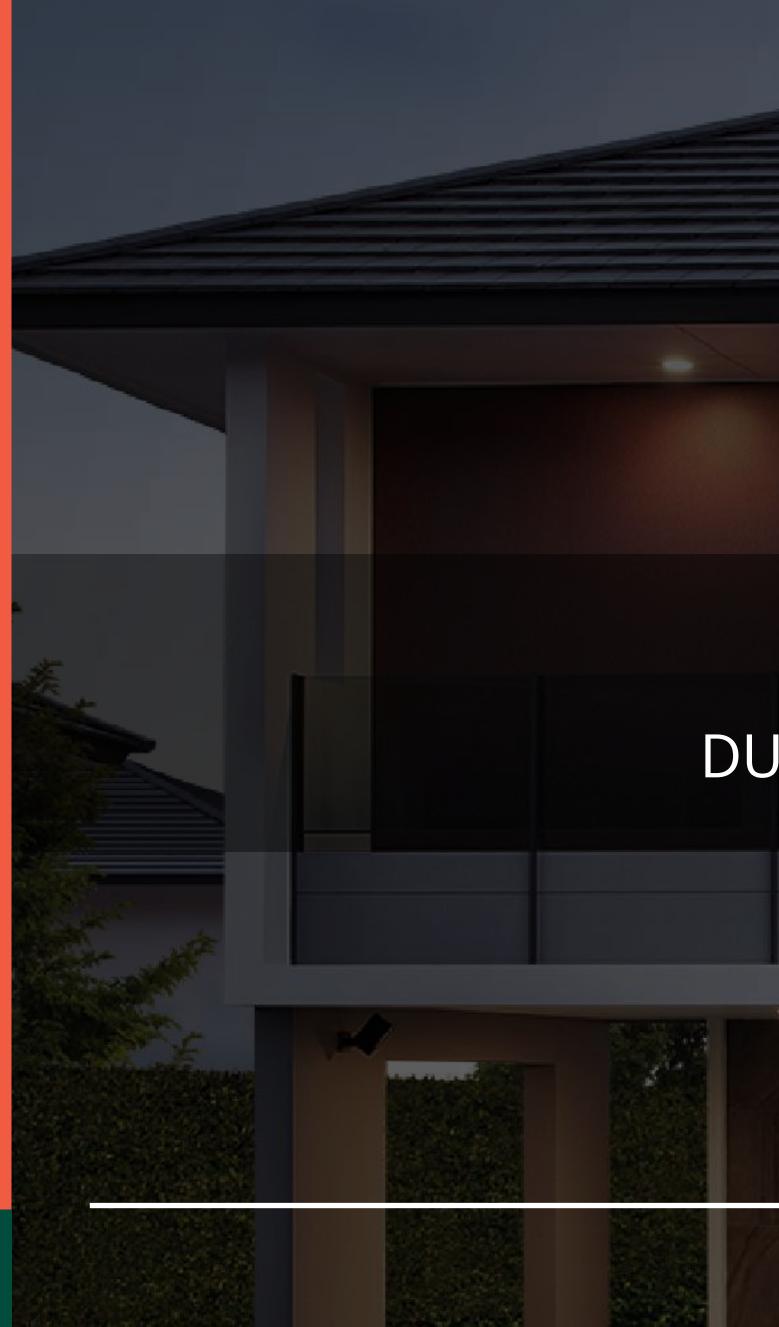


# E SANSIRI QUALITY

# QUALITY CONSTRUCTIONBLOCKCHAINBIMPRIMAVERAQC







### **≣**SANSIRI



## 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** 

### **≣**SANSIRI

### 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

### **≣**SANSIRI

THE LINE PHAHOL-PRADIPAT

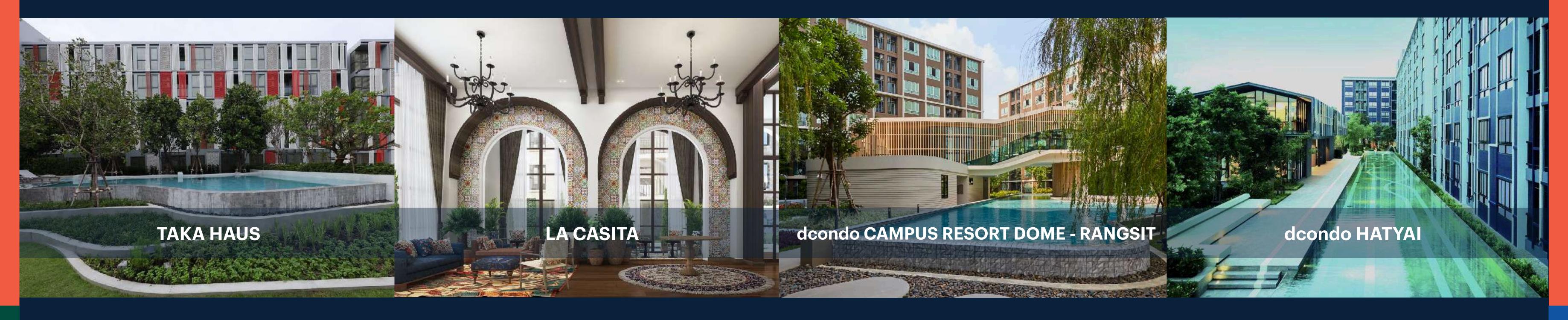
### **THE BASE SUKHUMVIT 50**





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

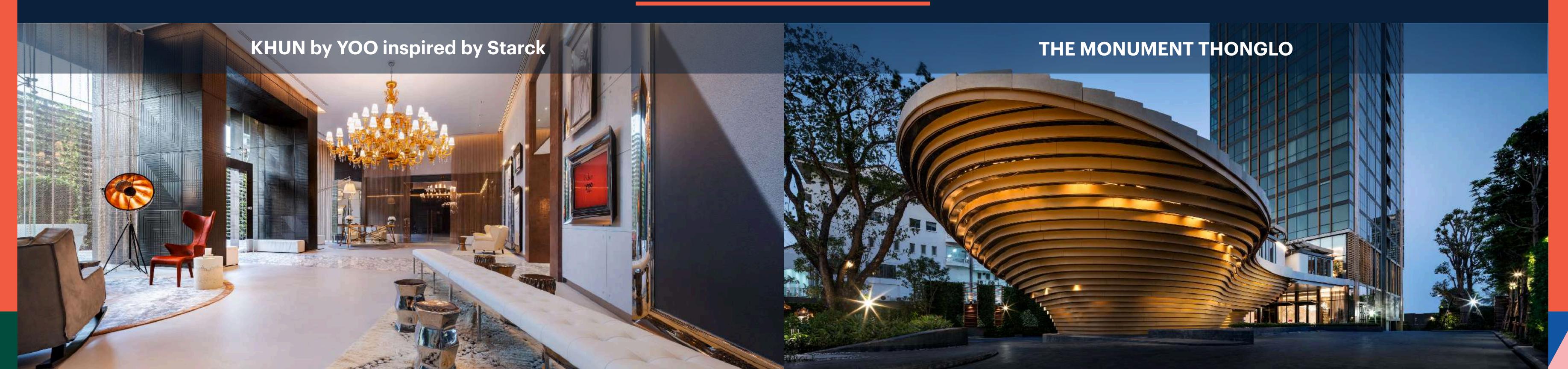
#### SANSIRI BUSINESS DIRECTION 2020



#### **≣**SANSIRI

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

#### SANSIRI BUSINESS DIRECTION 2020



#### **≣**SANSIRI

#### **≣**SANSIRI

## 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

#### **≣** SANSIRI

## 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

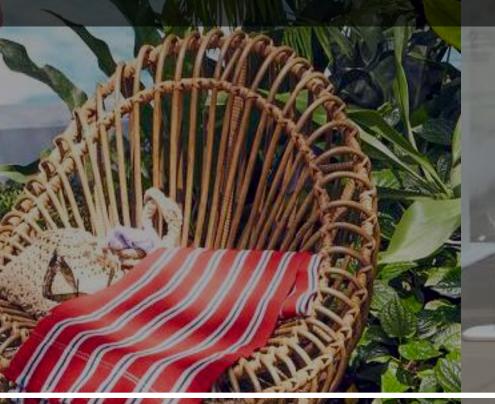
## **SANSIRI**

#### **SIRI HOUSE AT SOMKID, BANGKOK**





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





#### **≣**SANSIRI

## 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

the fill of the fill

#### **≣**SANSIRI

## WORLD ECONOMIC FORUM

#### Ξ

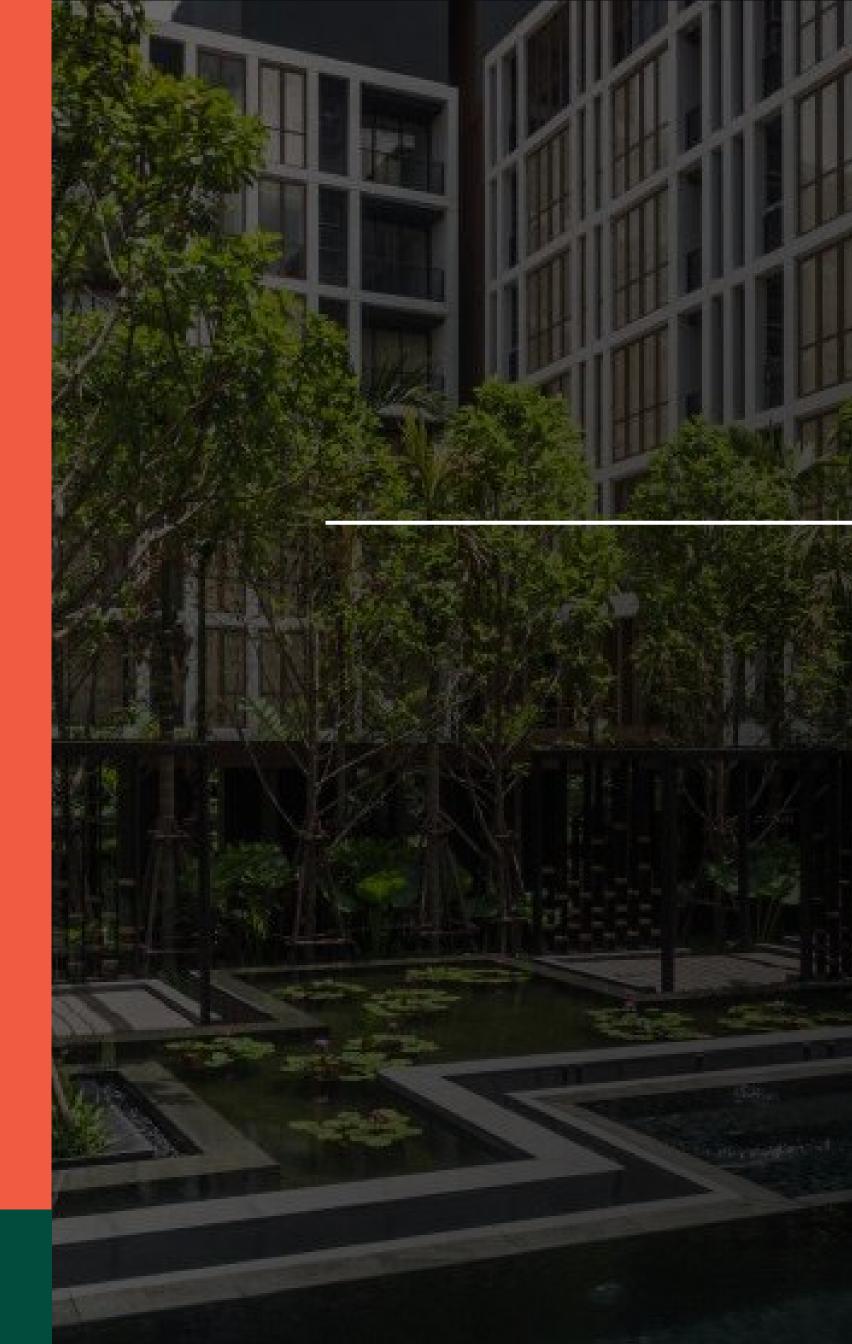


#### In this Bangkok neighbourhood, you can buy and sell electricity using Blockchain



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



#### **≣**SANSIRI

### REDUCE CO<sub>2</sub>

## TONS



#### $\equiv$ SANSIRI

## **2020 STRATEGIES**





#### **≣**SANSIRI

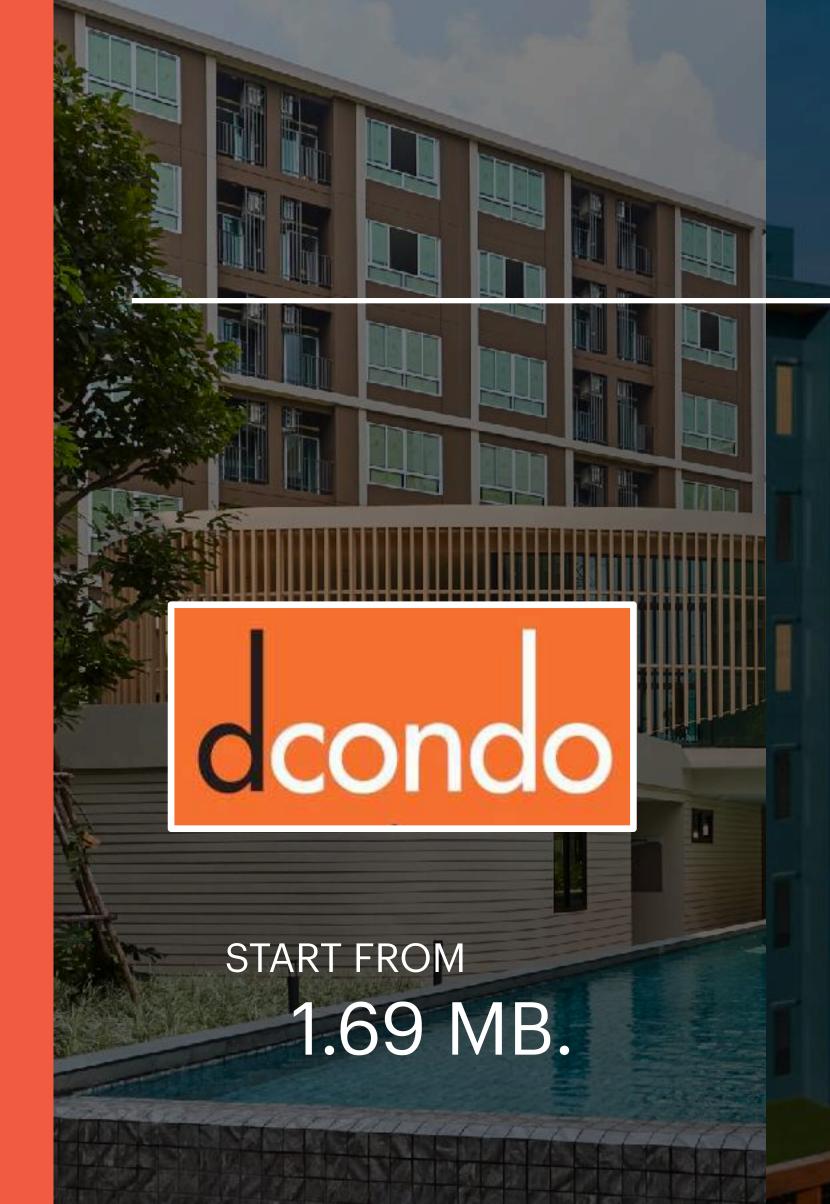




#### **≣SANSIRI**

## 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.



### $\equiv$ SANSIRI

### **CONDOMINIUM DIRECTION FOR 2020 CLOSE TO TOWN AFFORDABLE PROJECT**

### **RAMKHAMHAENG 40**









#### $\equiv$ SANSIRI

## **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** 

#### **≣**SANSIRI

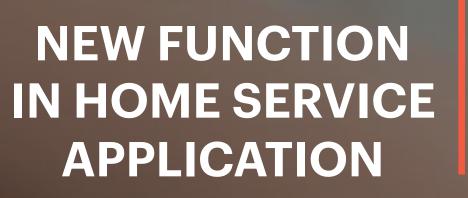


FURNITURE PACKAGE



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





#### **≣**SANSIRI

## FROM GREEN MISSION TO SUSTAINABLITY 2020







### **≣**SANSIRI

### 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



