



Analyst Meeting 1Q2012

18th May 2012

Sansiri Lounge, 3rd floor Siam Paragon

AGENDA



Residence Sukhumvit 65

Townhouse

- Project Update
 - Project Launch
 - Project in Pipeline
- Presale & Backlog
 - Presale Update
 - Presale Backlog
- Financial Performance
- Sansiri Branding



SECTION 1

PROJECT UPDATE

STRONG PROJECTS IN PIPELINE



Active Projects (As of 14 May 12)	No. of Projects	Project Value of Existing Project (MB)	% Available of Project Value	Available for sale (MB)	Available for sale (Units)	Avg. Price per Unit (MB)
Single House	22	31,101	37%	11,492	1,517	7.6
Townhouse	15	9,115	30%	2,738	978	2.8
Condominium	27	38,785	12%	4,790	1,861	2.6
Total	64	79,001	24%	19,020	4,356	4.4



39 By Sansiri



BLOCS 77



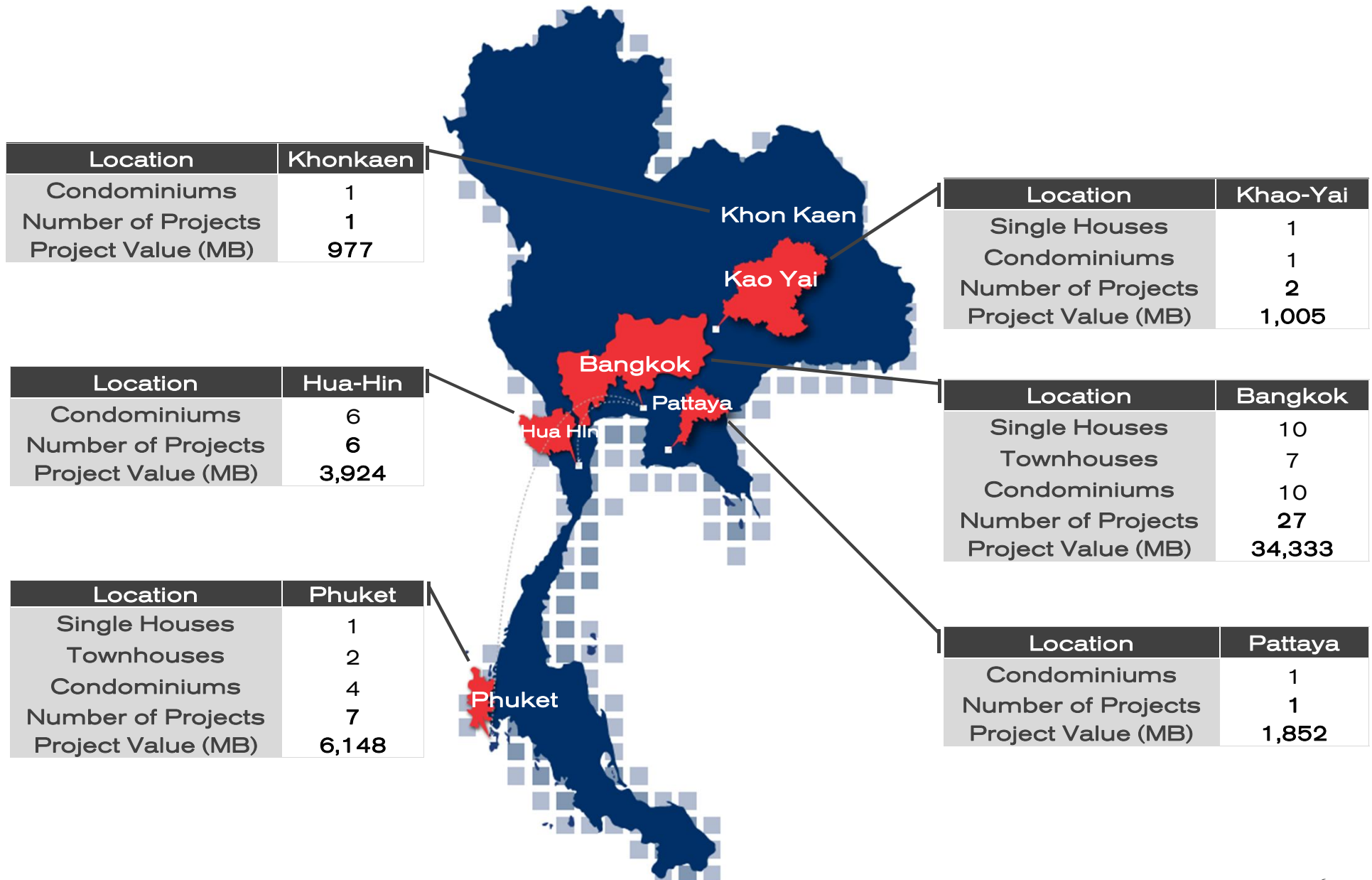
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2012 PROJECT LAUNCHES – BY QUARTER

Year 2012	Single-Detached Houses	Townhouses	Condominiums	Number of Projects	Project Value (THB Million)
1Q2012				15	14,590
2Q2012		-		8	7,695
3Q2012				16	19,495
4Q2012	-	-		5	6,458
Number of Projects	12	9	23	44	
Project Value (THB Million)	17,111	6,278	24,849		48,238
%	35	13	52		100

2012 PROJECT LAUNCHES – BY PROVINCE





พบคุณภาพชีวิตที่ดีจากแอสสิริ
ที่ขอนแก่น, ภูเก็ต และพัทยา...
เร็วๆ นี้

THE GOOD LIFE ☺

PROJECT LAUNCHES IN PROVINCES



Year 2012	Single-Detached Houses	Townhouses	Condominiums	Number of Projects	Project Value (THB Million)
Hua-Hin	-	-		6	3,924
Phuket				7	6,148
Khao-Yai		-		2	1,005
Pattaya	-	-		1	1,852
Khonkaen	-	-		1	977
				17	13,906

LAUNCHES 2Q2012



High – Rise Projects

	Project Name / Location	Project Type	Total Unit	Project Value
 	Summer / Khao Takiab	Condominiums	149	520
 	Baan Koonkuey / Hua Hin	Condominiums	302	618
	Baan Kookeang / Hua Hin	Condominiums	256	580



SECTION 2

PRESALE UPDATE AND PRESALE BACKLOG

PRESALE UPDATE



	1Q2011			2Q2012			YTD (As of 14 May 12)		
	Value (MB)	No. of Units	Avg. Price	Value (MB)	No. of Units	Avg. Price	Value (MB)	No. of Units	Avg. Price
Single Houses	2,715	477	5.7	927	140	6.6	3,641	617	5.9
Townhouses	1,195	323	3.7	330	71	4.6	1,525	394	3.9
Condominiums	7,053	3,313	2.1	2,226	714	3.1	9,279	4,027	2.3
Grand Total	10,963	4,113	2.7	3,483	925	3.8	14,445	5,038	2.9

	2009		2010		2011	
	Value (MB)	%	Value (MB)	%	Value (MB)	%
Single Houses	4,979	36	6,962	28	9,388	43
Townhouses	2,670	19	3,548	14	4,200	19
Condominiums	6,315	45	14,486	58	8,204	38
Grand Total	13,964	100	24,996	100	21,792	100

PRESALE UPDATE



	1Q2012	4Q2011	1Q2011	%Q-o-Q	%Y-o-Y
Quarterly Presales	10,963	4,122	4,436	166	147
Single Houses	2,715	1,053	2,125	158	28
Townhouses	1,195	496	1,003	141	19
Condominiums	7,053	2,573	1,308	174	439

	Y2010	Y2011	%Y-o-Y
Yearly Presales	24,996	21,792	-13
Single Houses	6,962	9,388	35
Townhouses	3,548	4,200	18
Condominiums	14,486	8,204	-43

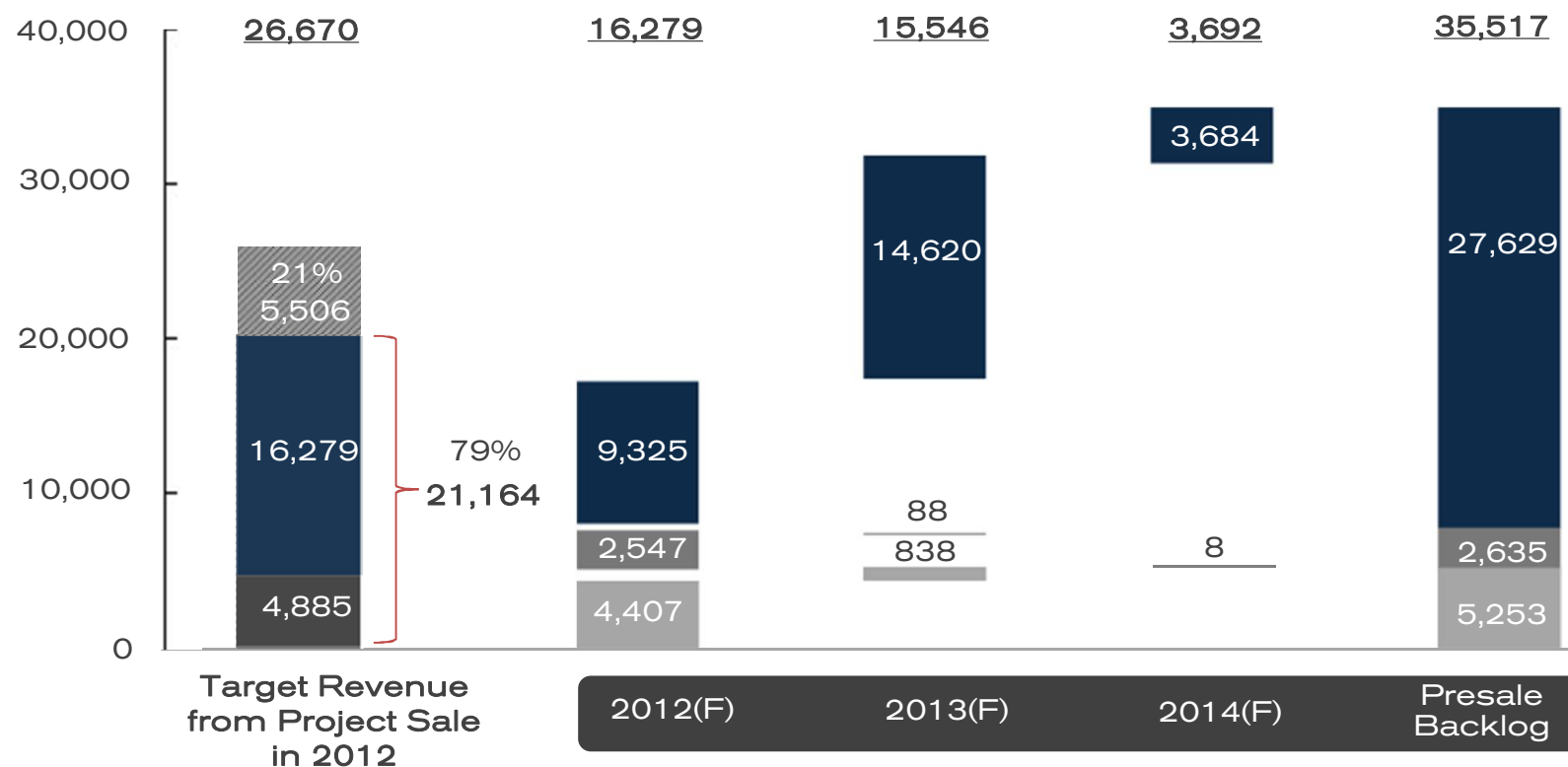
Unit : THB Million

HIGH PRESALE BACKLOG SECURING 79% REVENUE IN 2012



Presale backlog as of 14 May 12

THB Million



Total Backlog in 2012
 Condominium
 Townhouse
 Single-Detached Houses
 Revenue from Project sale 3M2012

Backlog : Sold, but not complete to transfer

ESTIMATED TRANSFER – CONDOMINIUM PROJECTS



Project Name	Target Transfer Start	Estimated Transferred (MB)		
		2012	2013	2014
1 39 by Sansiri	4Q10	11	-	-
2 Blocs 77	3Q11	133	-	-
3 Dcondo Onnuch-Suvarnabhumi	3Q11	2	-	-
4 Quattro by Sansiri	4Q11	694	-	-
5 Dcondo Ramindra	4Q11	187	-	-
6 Dcondo Ramkamhang	1Q12	1,158	-	-
7 Dcondo Rattanaibetr	2Q12	881	-	-
8 WYNE Sukhumvit	3Q12	814	-	-
9 Via BOTANI	3Q12	672	10	-
10 KEYNE by Sansiri	4Q12	1,275	474	-
11 Via 49	4Q12	546	57	-
12 TEAL Sathorn-Taksin	4Q12	820	621	-
13 PYNE by Sansiri	4Q12	819	1,229	-
14 Dcondo Charun-Bangkunnon	4Q12	306	221	-
15 CEIL by Sansiri	4Q12	683	552	-
16 Baan Sankraam	4Q12	142	1,275	-
17 Dcondo Kathu	4Q12	62	564	-
18 Chelona Khao Tao	4Q12	120	480	-
19 The Base	1Q13	-	2,449	-
20 Dcondo Ramkamhaeng 64	1Q13	-	640	-
21 ONYX Phaholyothin	2Q13	-	2,323	-
22 The Base Changwattana	3Q13	-	1,353	-
23 SARI by Sansiri	3Q13	-	409	-
24 Dcondo Kathu-Patong	3Q13	-	753	84
25 Baan Kunkoey	3Q13	-	612	2
26 Baan Ku Kieng	3Q13	-	538	2
27 Summer	4Q13	-	61	459
28 The Base Rama 9-Ramkamhaeng	1Q14	-	-	1,564
29 HQ	2Q14	-	-	1,574
Total		9,325	14,620	3,684



SECTION 3

FINANCIAL PERFORMANCE



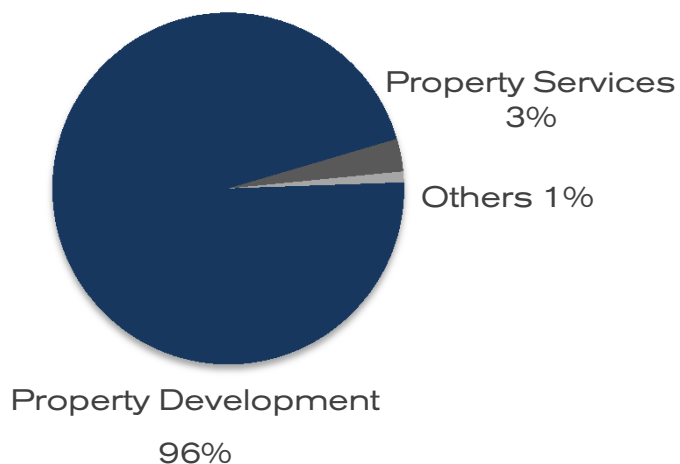
FINANCIAL STATEMENT IN 1Q2012

Financial Statement	1Q2012 (MB) %		4Q2011 (MB) %		1Q2011 (MB) %		% Q-o-Q	% Y-o-Y
Total Revenue	5,182	100	7,794	100	3,639	100	-34	42
▶ Cost of Goods Sold	3,374	65	4,861	62	2,394	66	-31	41
▶ Gross Margin	1,808	35	2,933	38	1,245	34	-38	45
SG&A	1,286	25	1,509	19	833	23	-15	54
▶ Selling Expenses	700	13.5	803	10.3	422	11.6	-13	66
▶ Administrative Expenses	585	11.3	705	9.0	411	11.3	-17	42
▶ Other Expenses	1	0.0	0	0.0	0	0.0	0	0
EBIT	522	10	1,426	18	413	11	-63	26
Interest	95	2	78	1	43	1	23	121
Tax (Effective Rate)	86	20	283	21	153	42	-69	-44
Net Profit	340	7	1,065	14	216	6	-68	57

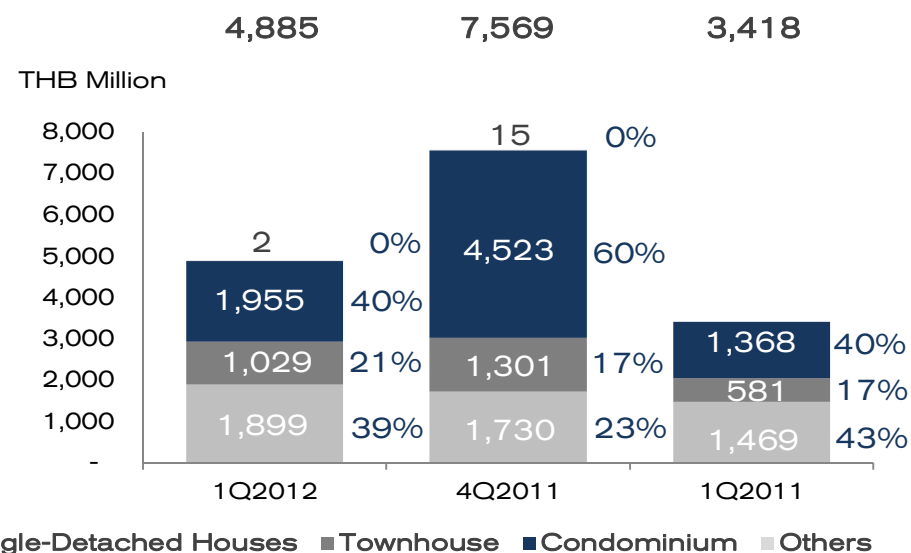
REVENUE GROWTH IN 1Q2012



Total Revenue for 1Q2012 Breakdown



Revenue from Project Sales Breakdown



THB 5,182 million of total revenue for 1Q2012

Revenue	1Q2012 (MB)	4Q2011 (MB)	1Q2011 (MB)	% Q-o-Q	% Y-o-Y
Property Development	4,926	7,607	3,460	-35	42
▶ Project Sales	4,885	7,569	3,418	-35	43
▶ Rental Business	42	38	42	11	-1
Property Services	183	142	154	29	19
▶ Business Management	119	106	104	13	15
▶ Other Property Services	64	36	50	78	26
Other Income	73	46	25	59	189
Total Revenues	5,182	7,794	3,639	-34	42

FINANCIAL HIGHLIGHTS



Financial Statement	1Q2012 (MB)	4Q2011 (MB)	1Q2011 (MB)	% Q-o-Q	% Y-o-Y
Cash Balance	2,762	2,863	2,336	-4	18
Interest Bearing Debt	20,608	18,564	14,679	11	40
- Project loans	11,794	10,750	10,520	10	12
- Unsecured debentures	5,973	5,971	3,976	0	50
- Others loans	2,841	1,843	183	54	1453
D/E (Times)	2.26	2.18	2.25	4	1
Gearing (Times)	1.74	1.63	1.51	7	15
Net Gearing (Times)	1.51	1.38	1.27	9	19
Earnings per Share (Baht)	0.05	0.15	0.03	-68	55

Unsecured debentures	Issue size (MB)	Issue	Duration (yrs.)	Coupon rate (%)
SIRI126A	1,000	Jun-09	3	6.25
SIRI139A	1,000	Feb-10	3.6	4.90
SIRI175A	2,000	May-10	7	5.60
SIRI167A	1,000	Jul-11	5	Year 1-3 : 5.4 Year 4-5 : 6.0
SIRI160A	1,000	Oct-11	5	Year 1-3 : 5.4 Year 4-5 : 6.0

WARRANT (SIRI-W1) AND ESOP 5-6



	Warrant	ESOP 5	ESOP 6
Outstanding : Share	2,936,619,771	34,389,169	171,808,216
Exercise Ratio (per 1 unit of warrant)	1 : 1.167	1 : 1.167	1 : 1.167
Exercise Price (Baht/share)	1.114	1.072	1.114
Exercise Period	Mar 12-Jan 15 (Every Quarter)	Jun 09- Jun 14 (Every Month)	Aug 10-Aug 15 (Every Month)

Total Warrant : 2,947,168,104 share

As of 31st March 2012



SECTION 4

SANSIRI BRANDING

SANSIRI BRANDING



“We construct a life not just a building”

SANSIRI AIS gem

Exclusive
only for

โทรหากันฟรี 24 ชม.

กับ Sansiri Family SIM พร้อม AIS Serenade บonus 3 เดือน

โปรโมชั่นนี้ใช้ได้เฉพาะ...
ไม่ใช้กับเบอร์อื่น หรือ
เบอร์อื่นที่ติดต่อ

SIM Voucher Gold Privilege

SIM Voucher Gold Privilege

SIM Voucher Gold Privilege

SIM Voucher Gold Privilege

นำ SIM Voucher นี้ มาขึ้นหรือ Upgrade เป็น Sansiri Family SIM

PASAYA



asava



SANSIRI BRANDING



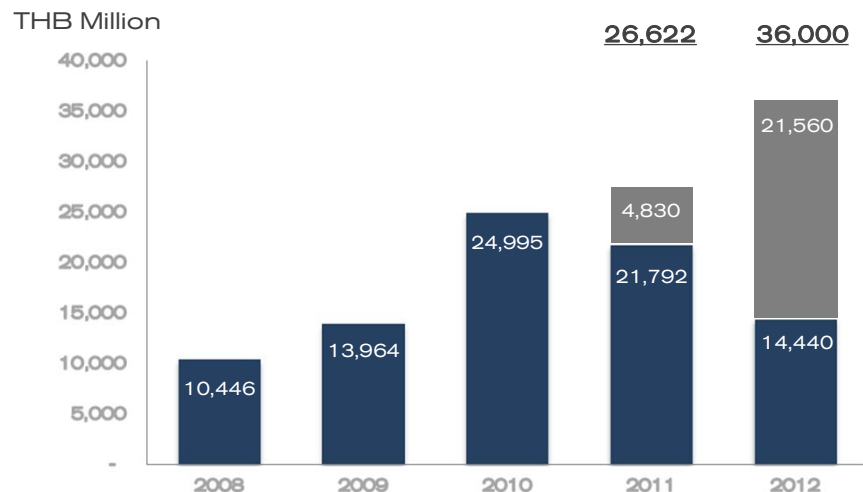
CRM – many activities to match with every lifestyles



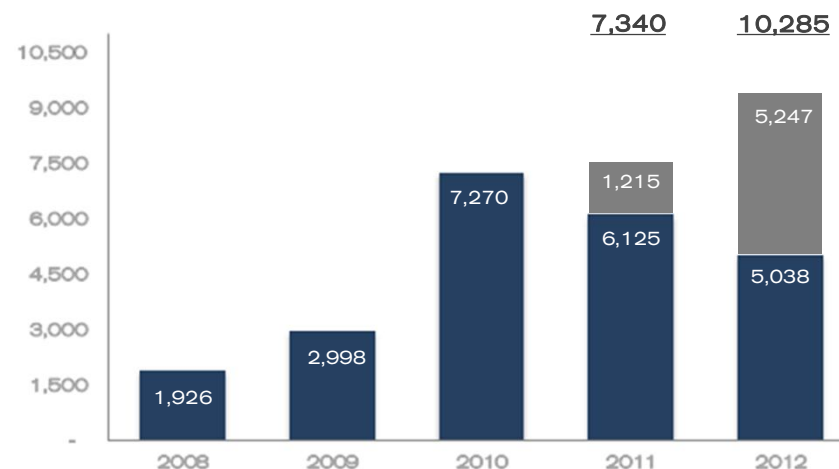
IMPROVING REVENUE THROUGH STRONG BRAND RECOGNITION



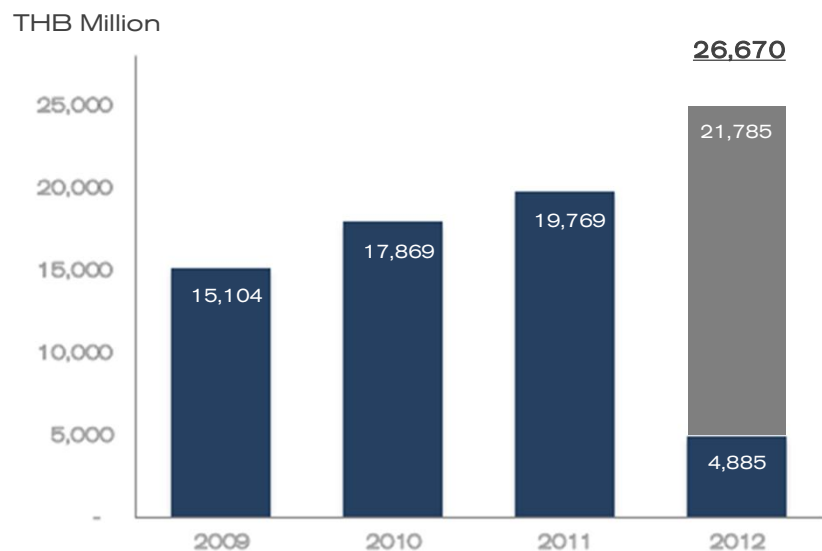
Presale (Value)



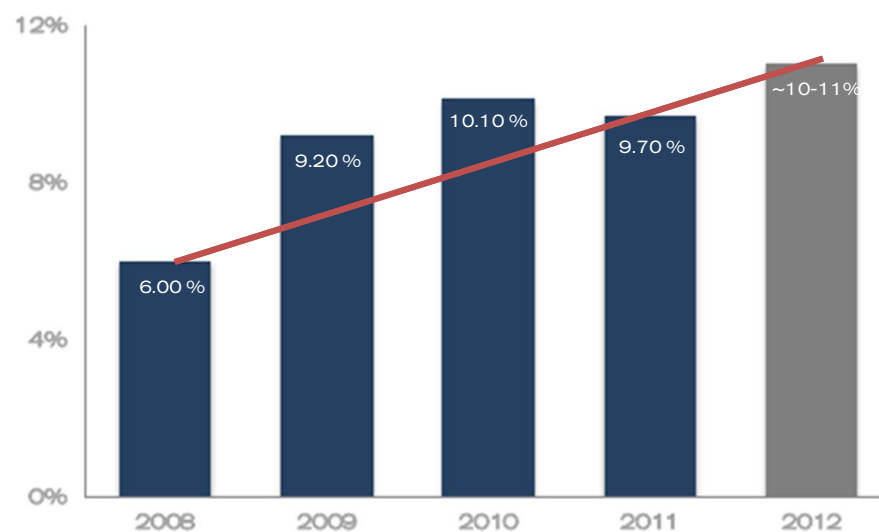
Presale (Unit)



Revenue from Project Sales



Net Profit



Actual Target



THANK YOU FOR YOUR ATTENTION

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