



Corporate
Introduction
October 2009

SANSIRI

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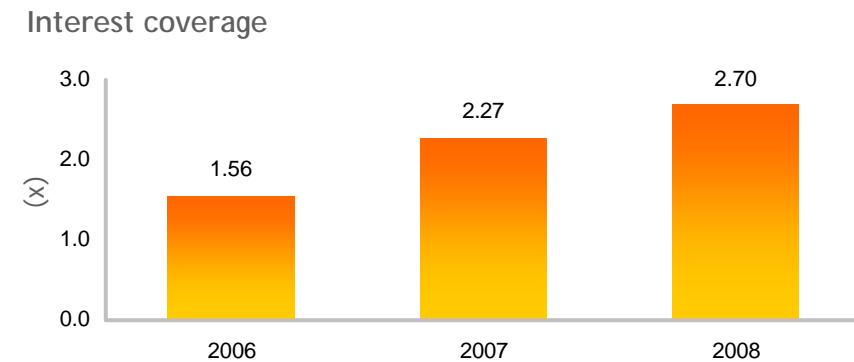
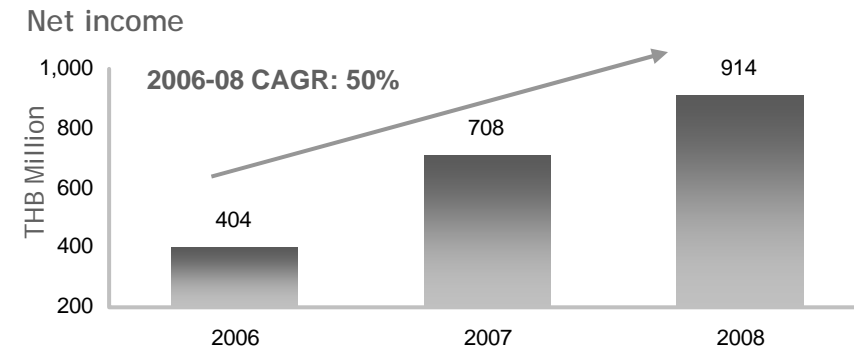
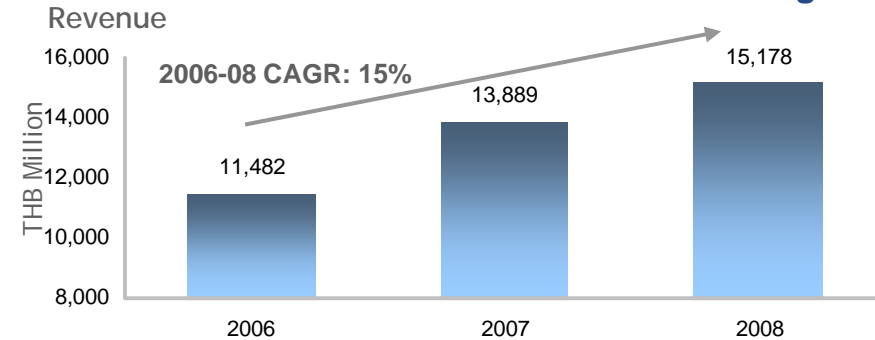
SECTION 1

Company Overview

Thailand's only fully-integrated property developer

- Sansiri is headquartered at Bangkok, Thailand and employs ~2,000 people
 - 25-year track record
 - Publicly listed on SET in 1996
 - Market capitalization of c.USD 200 million and free-float of c.58%
 - Experienced management team
 - Strong Corporate Governance Scoring (National CG Committee)
- Strong financial track record and balance sheet
 - Revenue CAGR growth of 15% and net income CAGR growth of 50% over 2006-08
 - Cash balance of THB 2.0 billion¹
 - Gearing (debt/equity) ratio of 1.23x¹
 - BBB rated (TRIS Rating Company Limited) with positive outlook

Financial track record and balance sheet strength

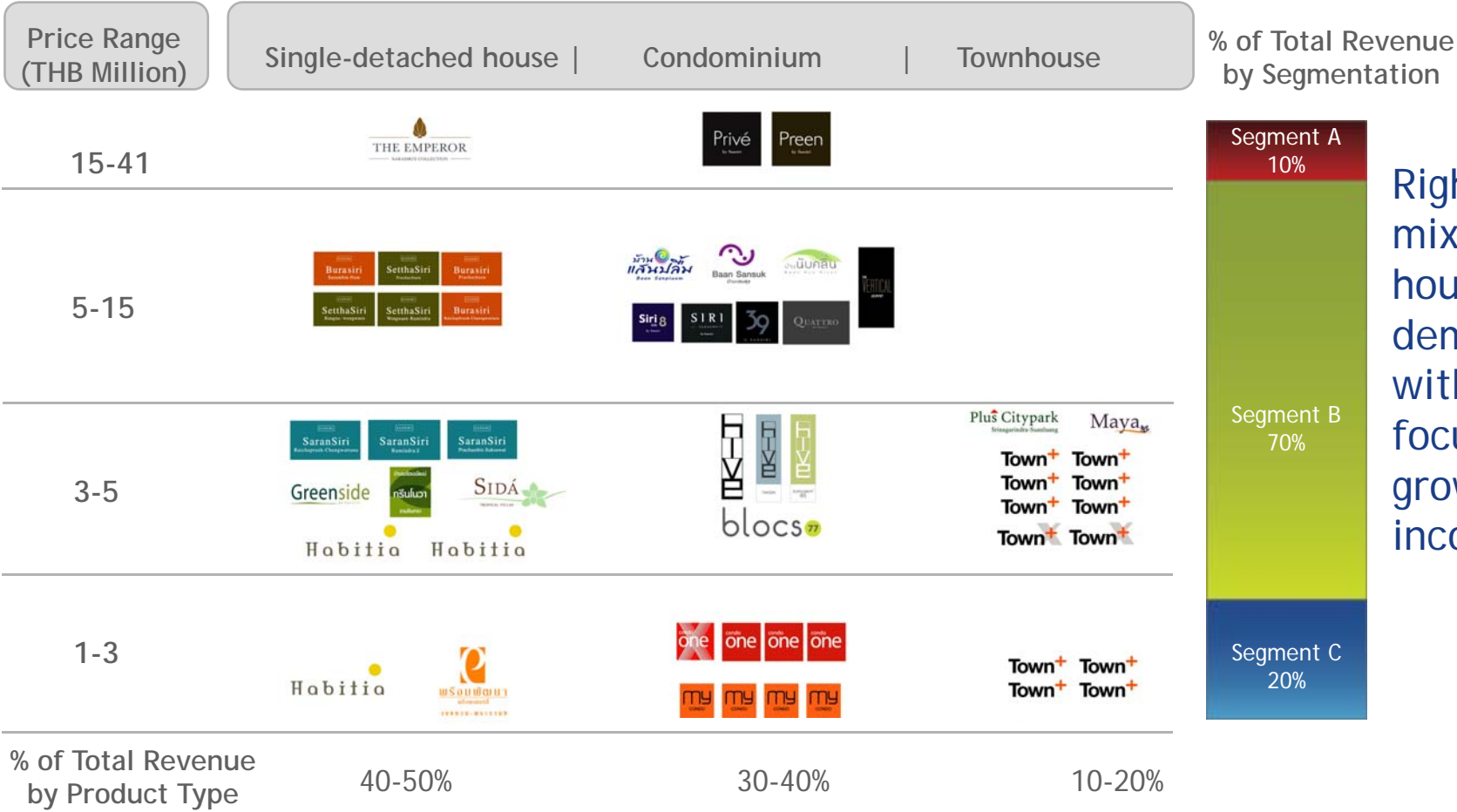


Source: Company
Note: 1. As of 30 Jun 2009

Thailand's only fully-integrated property developer



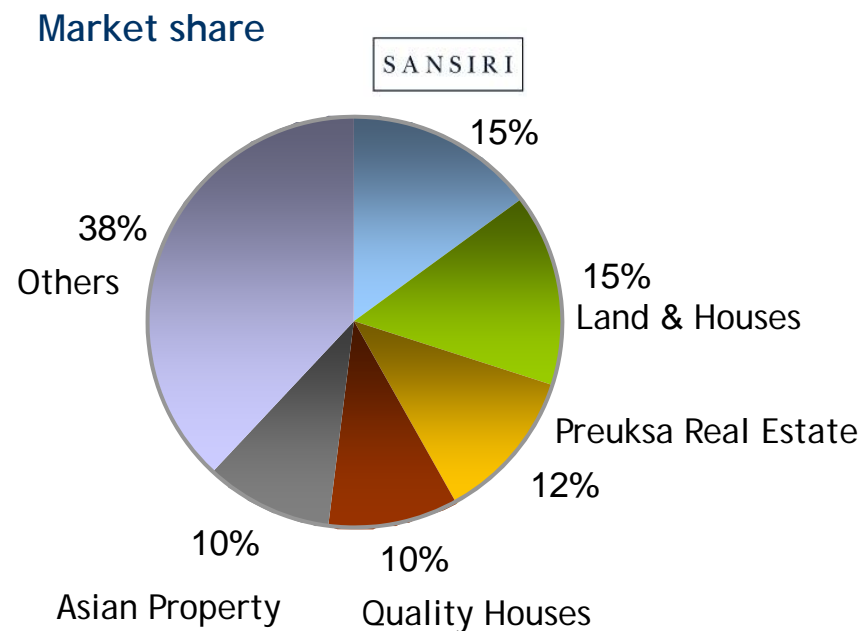
Diversified earnings base with portfolios in all market segments



Right product mix that meets housing demand, with a strong focus on the fast growing middle-income segment

Market Leader with growing market share

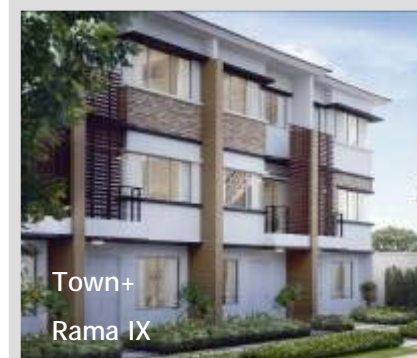
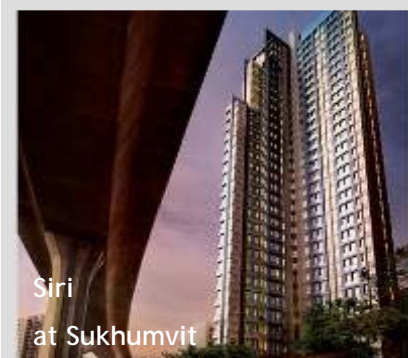
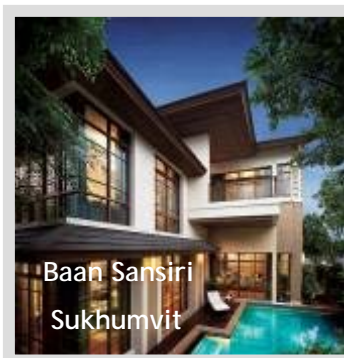
- One of Thailand's largest property developer with the growing market share
 - Largest developer of detached housing and condominiums
- 16,605 residential units sold since 2003
- 18 projects with project value of THB 21 billion launched and announced in 2009
- THB 19.1 billion presales backlog (as of 19 Oct 09)



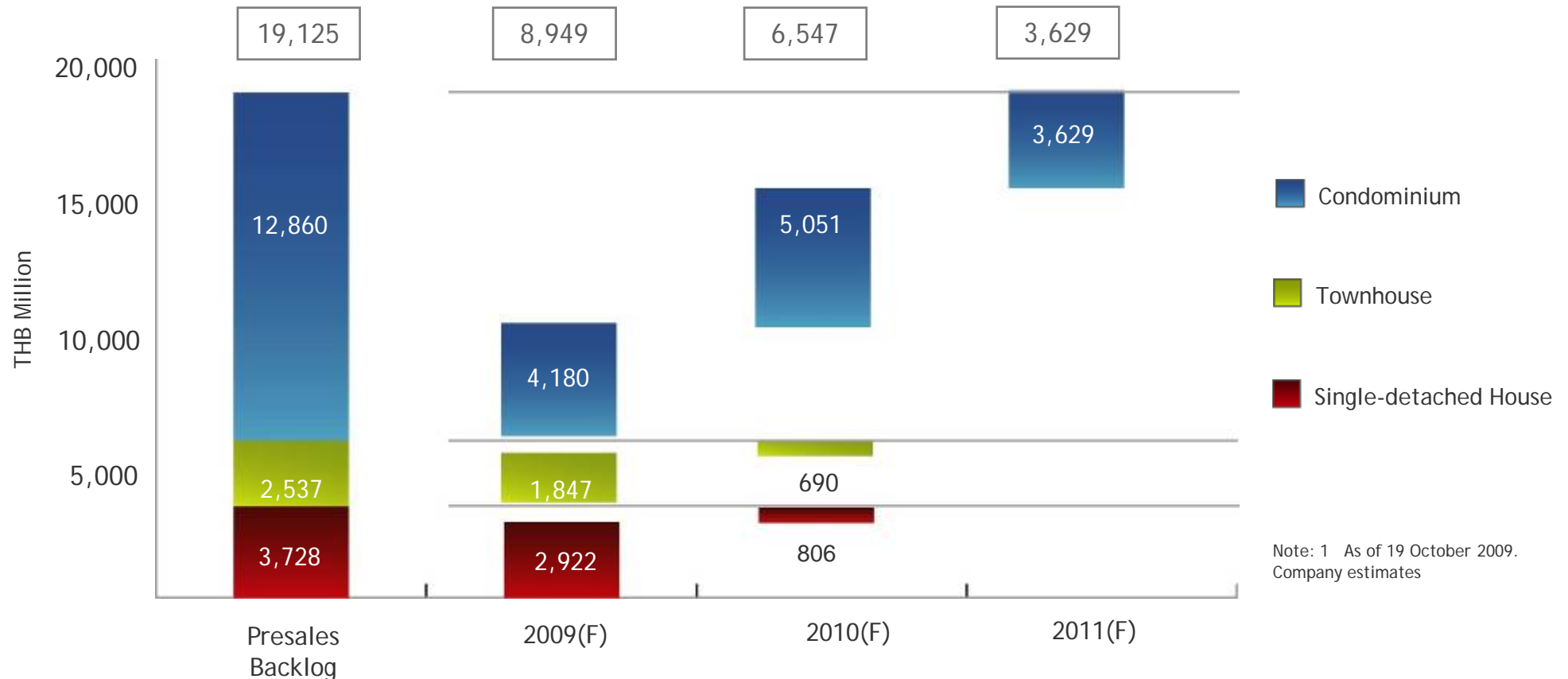
Notes:

- 1 Based on total revenue in 2008
- 2 Others denotes other listed developers

Recent sold-out projects



Highest presales backlog in the market (91% secured revenue in 2009)



Assumptions :

- As described in our financial statements, we realize revenue on the basis of percentage of completion.
- Presale backlog refers to unrealized revenue or cumulative presale amount (based on booking) in excess of realized revenue according to our latest quarterly financial statements.
- In calculating presale backlog to be realized during the future years, we assume an expected rate of construction for 2009, 2010 and 2011 and expected progressive down payments from customers for the same periods, each based on past experience. However these assumptions are subject to the following uncertainties (among others):
 - There is risk that we may not manage construction progress as expected, leading to less revenue realized than expected.
 - There is risk that we may not collect down payment from customers as expected, resulting in less revenue realized than expected.
 - Some customers may cancel the sold units and forfeit their deposits, resulting in less revenue realized than expected.
- The foregoing information is subject to change and no assurance can be given that these events will occur or that our assumption are correct.

Thailand's largest property management, brokerage & sales management firm

Property management

- 200 buildings, nearly 70 million square feet under management
- Commercial, residential, institutional, hospitality
- 50,000 residents and commercial tenants
- **TOUCHDIRECT** Fully- integrated services



Brokerage and sales management

- Nearly THB 76 billion in sales transaction since 2004 (THB 9 billion in 7M09)
- Database of 300,000 qualified buyers
- Over 10,000 listed properties
- Long-standing reputation for 10-year experience
- Extensive network with a dedicated team of 120 professionals



SECTION 2

Property Market Outlook

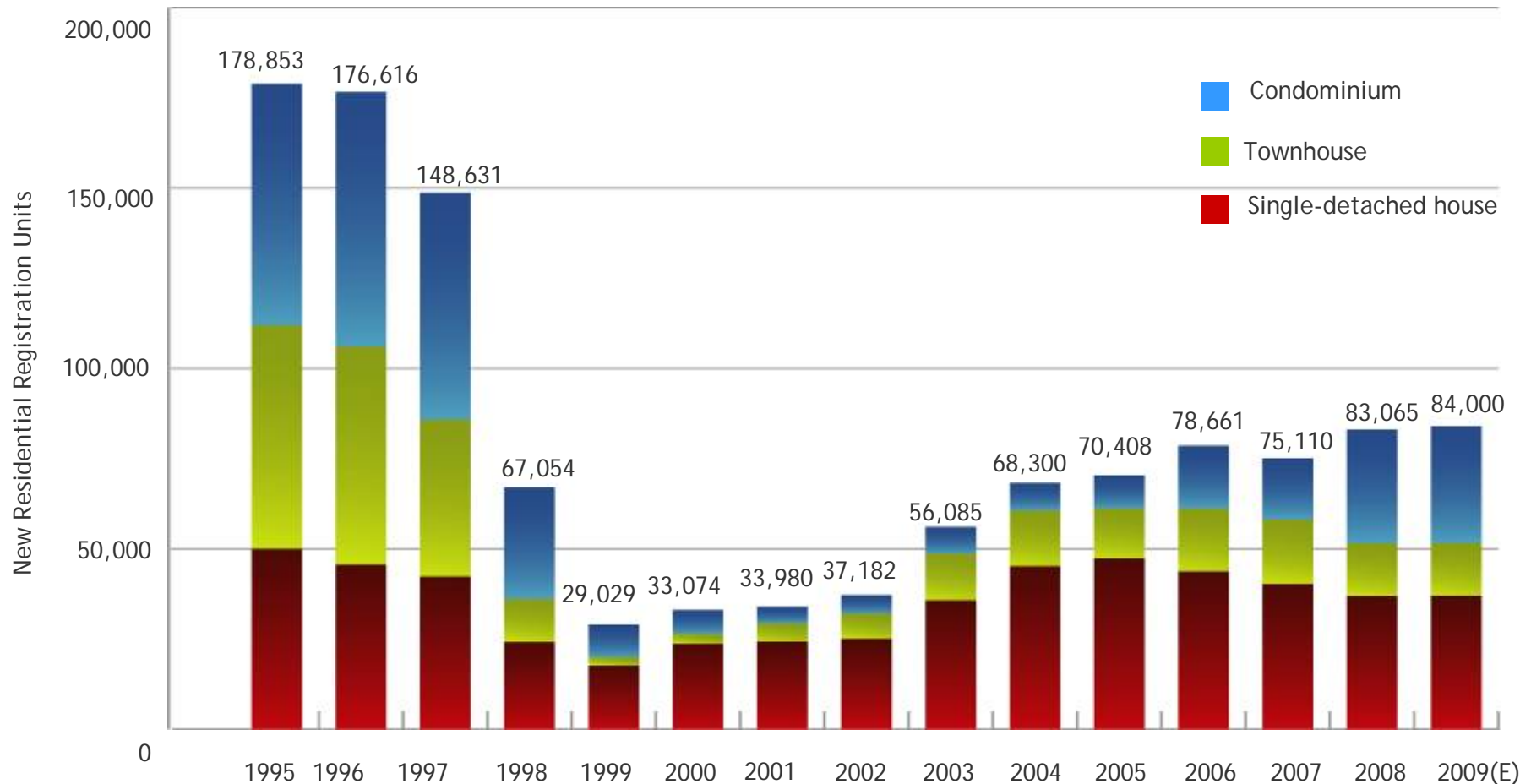
Improving Property Demand & Consumer Confidence



- Tax incentives ; 4.2% Tax rate cut on Special Business Tax and Transfer fee.
- Low interest rate; Current Minimum Lending Rate (MLR) 5.85%
- Government Stimulus Package ; Spending on infrastructure projects.
- Higher Barrier-to-entry for small developers ;
 - Branding
 - Limited access to project financing loans

Well positioned to benefit from the current recovery in the Thai property market

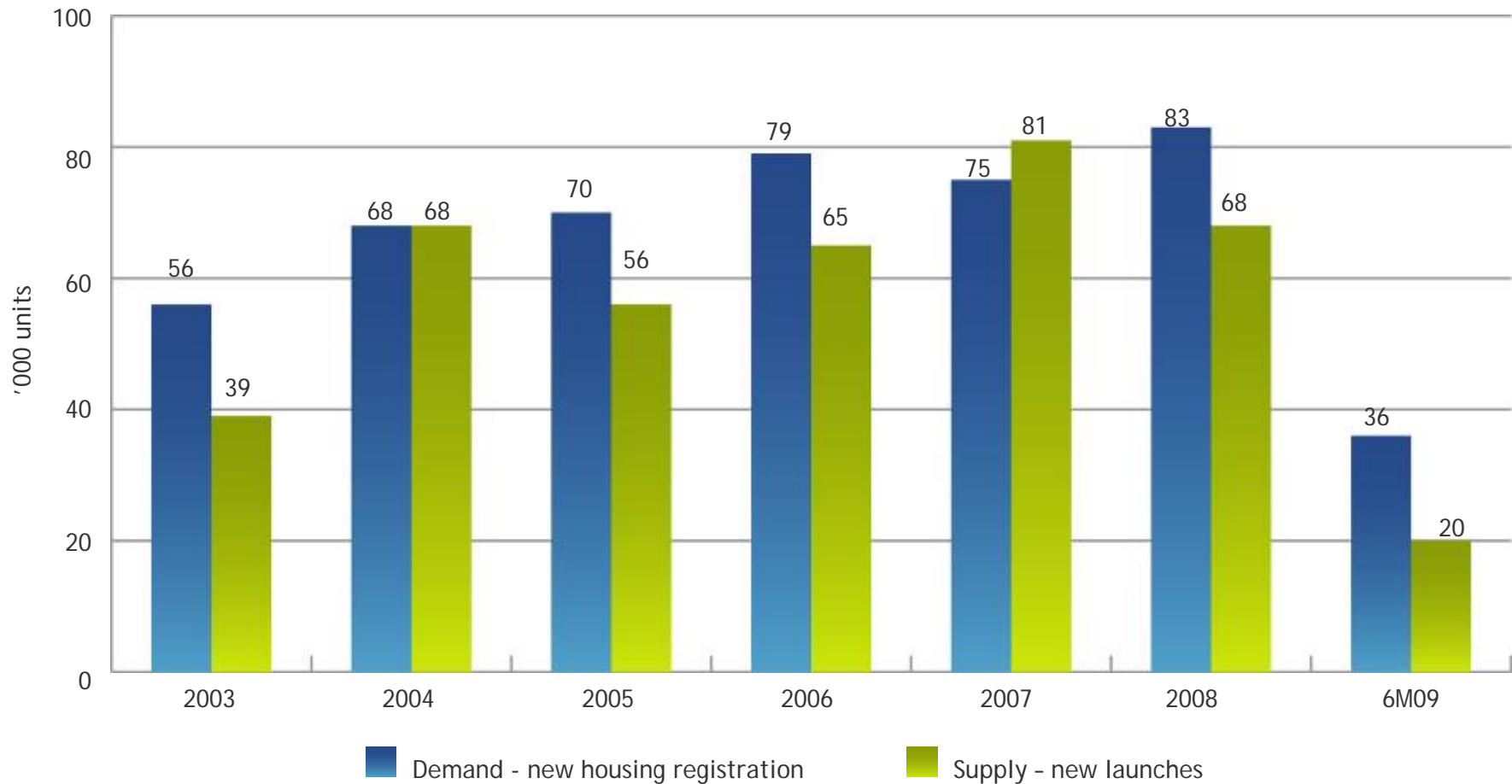
Recovering housing demand since May 2009



Source: Real Estate Information Center, Sansiri Estimates.

New residential supply has continued to shrink

Decreasing supply due to decreasing availability of credit for small developers.
Sansiri is positioned to benefit from improved pricing power and growing market share



Source: Real Estate Information Center, Agency for Real Estate Affairs

SECTION 3

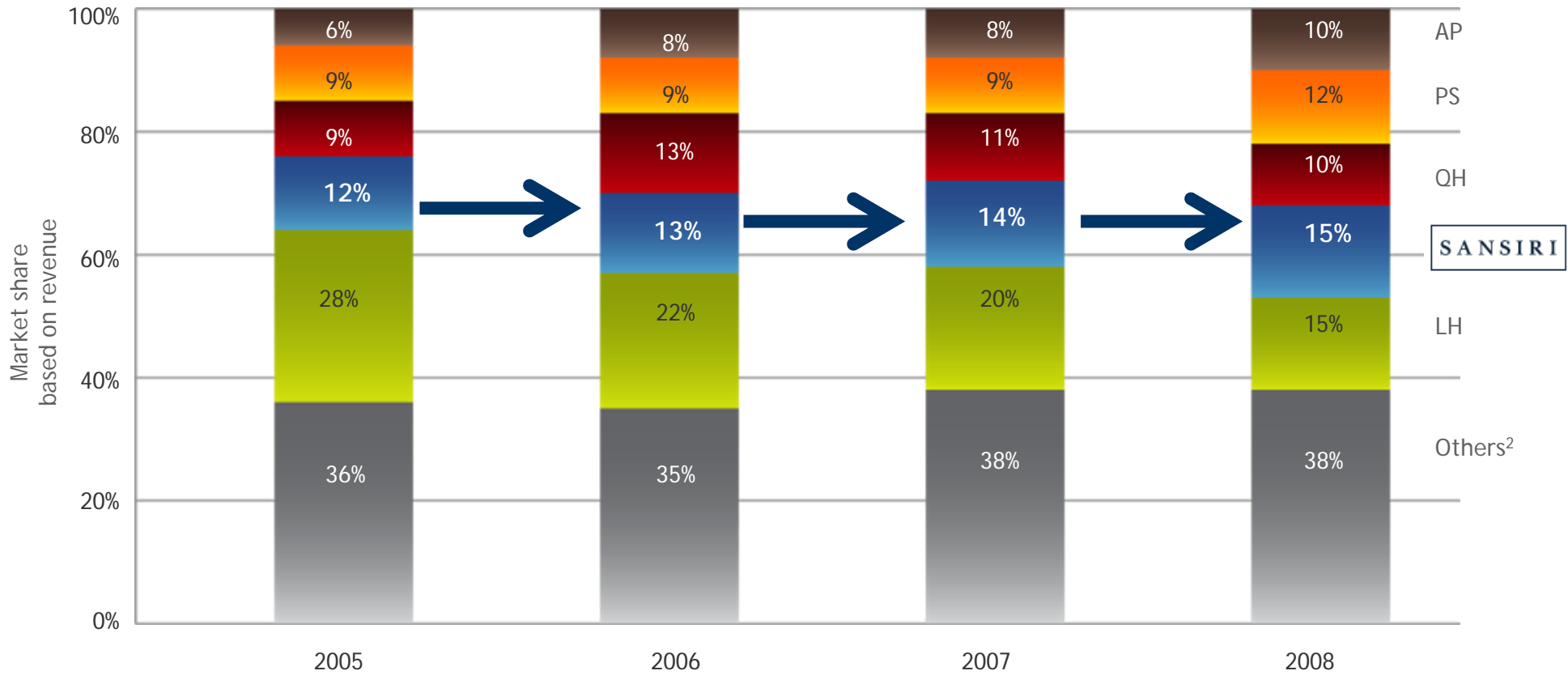
Competitive strengths

Competitive strengths



1 Market leader with growing market share

Large developers have gained market share



Total Revenue by All Listed Developers (THB billion)	2005	2006	2007	2008
	78.2	79.4	89.5	98.6

2 Fully integrated real estate company

Sansiri's unique integrated business model allows it to capitalize upon existing databases and to position it to capitalize on the recovering Thai property market

Property development

- Track record in property development business
- Successfully penetrated to mid and low-end property segment
- Strong brand names across all market segments

Brokerage and sales management Team

- Thailand's largest property brokerage and sales team
- THB 76 billion transactions value since 2004
- Database contains 300,000 qualified buyers
- 10,000 listed properties



In-house research Team

- Dedicated in-house research team to provide insightful market survey and analysis

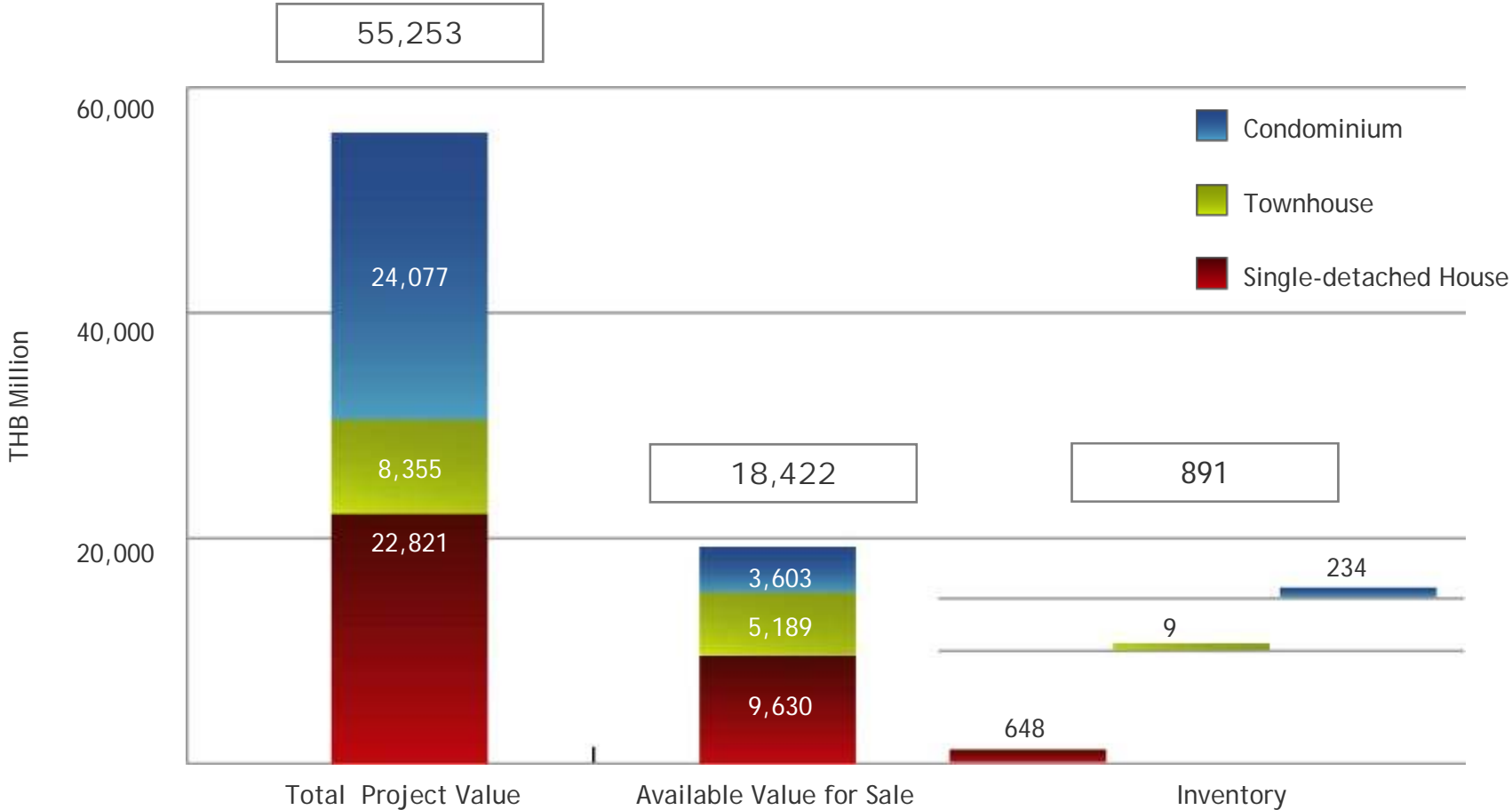
Property management

- Thailand's largest property management firm
- Property types across commercial, residential, institutional, hospitality
- Manages 200 buildings, totaling 70 million square feet
- 50,000 residents and commercial tenants

3

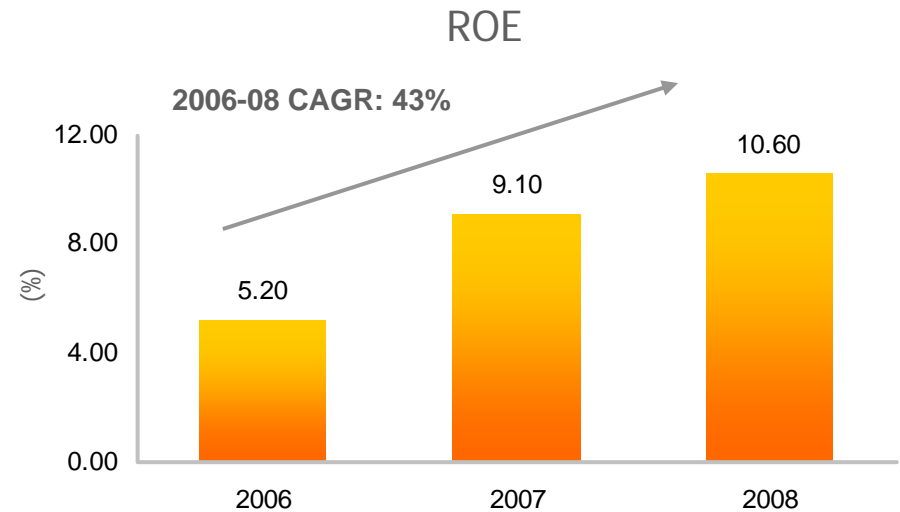
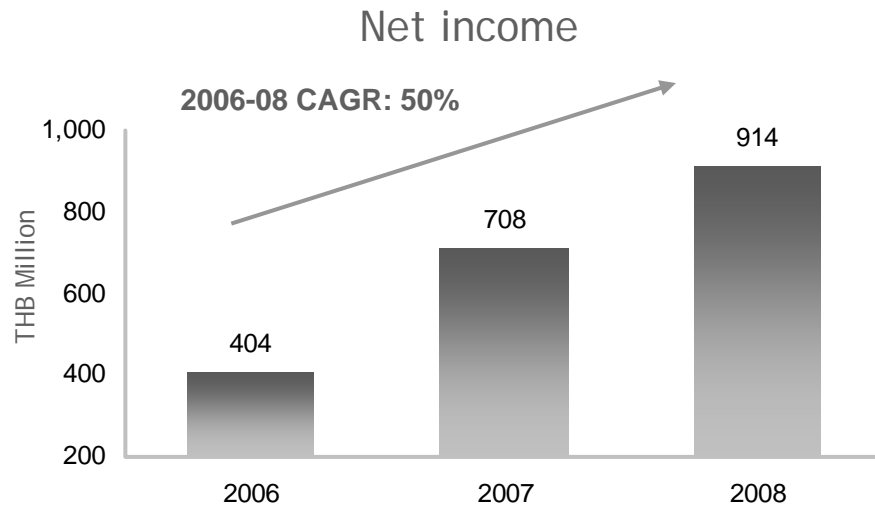
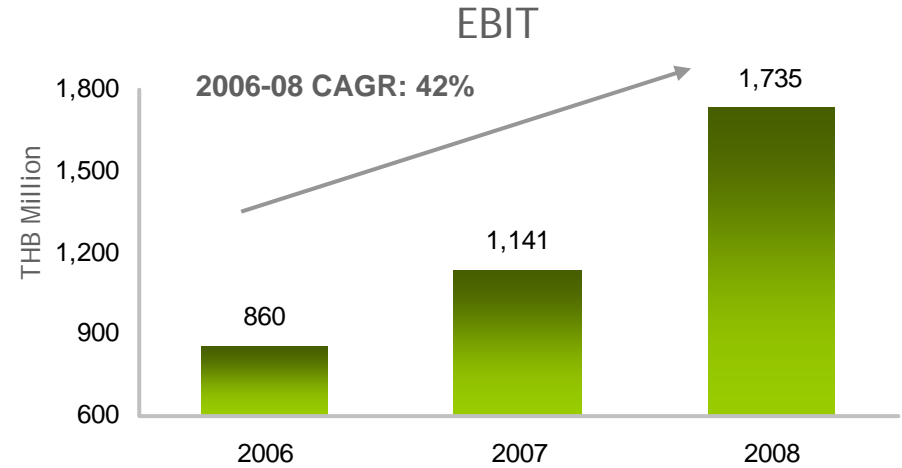
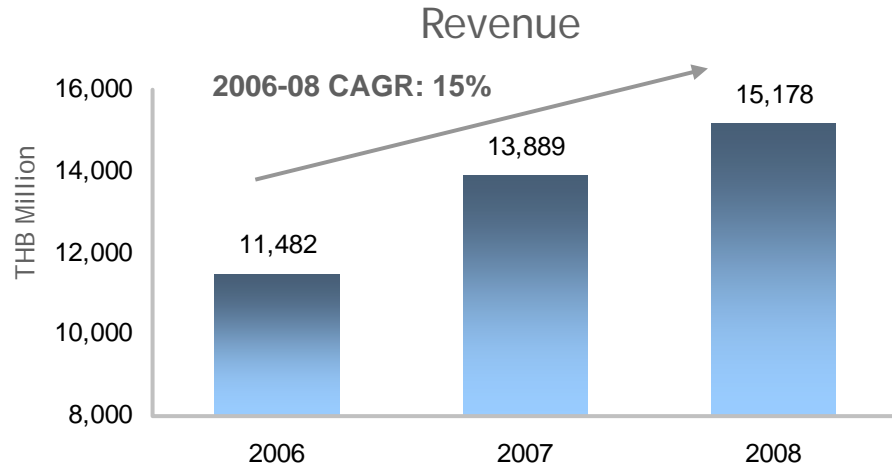
Well positioned to benefit from the current recovery in the Thai property market

(Low inventory with 67% of active projects sold)

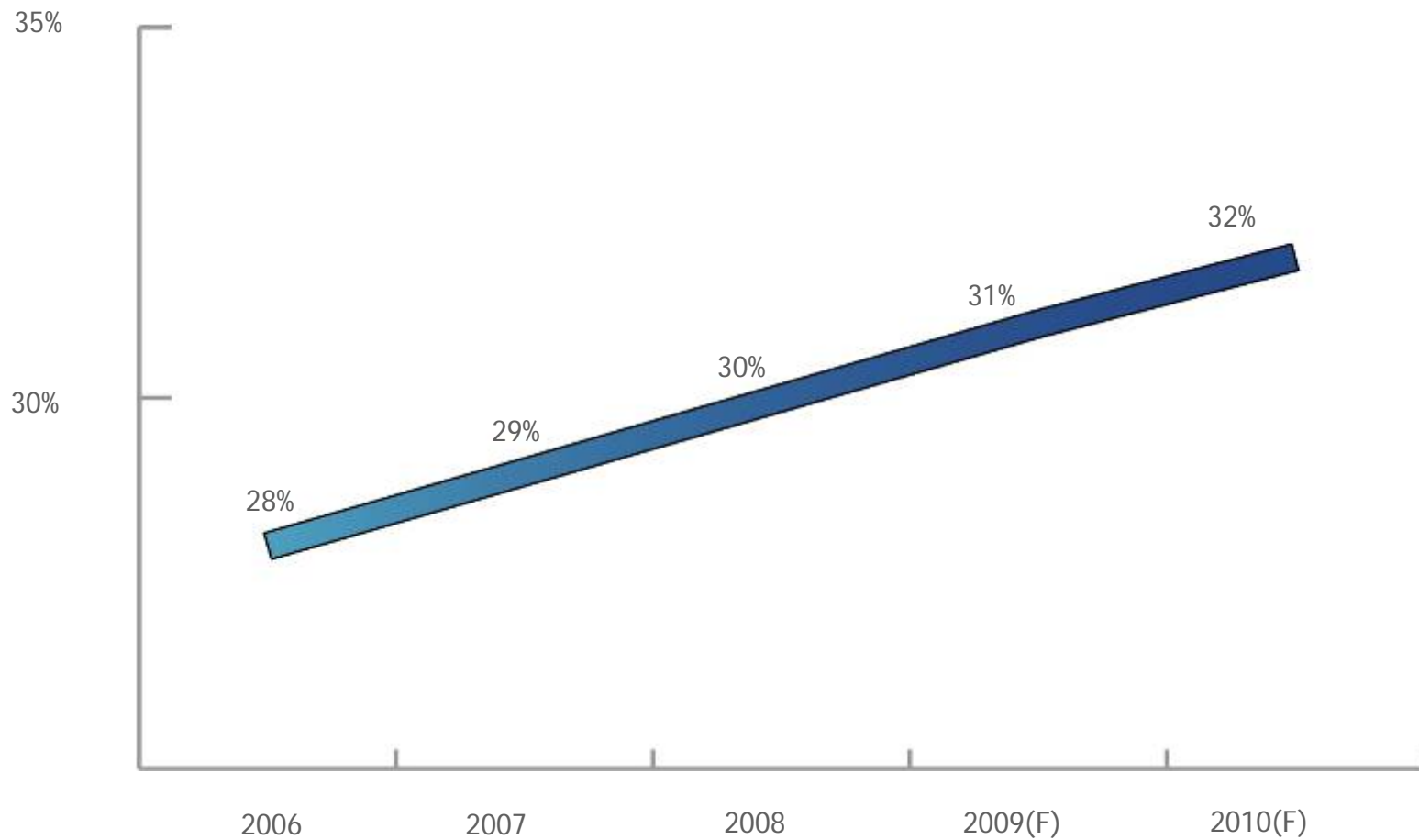


- 4,275 available units for sale
- 165 inventory units, approximately 2-week sales (based on weekly sales of THB 400 million)

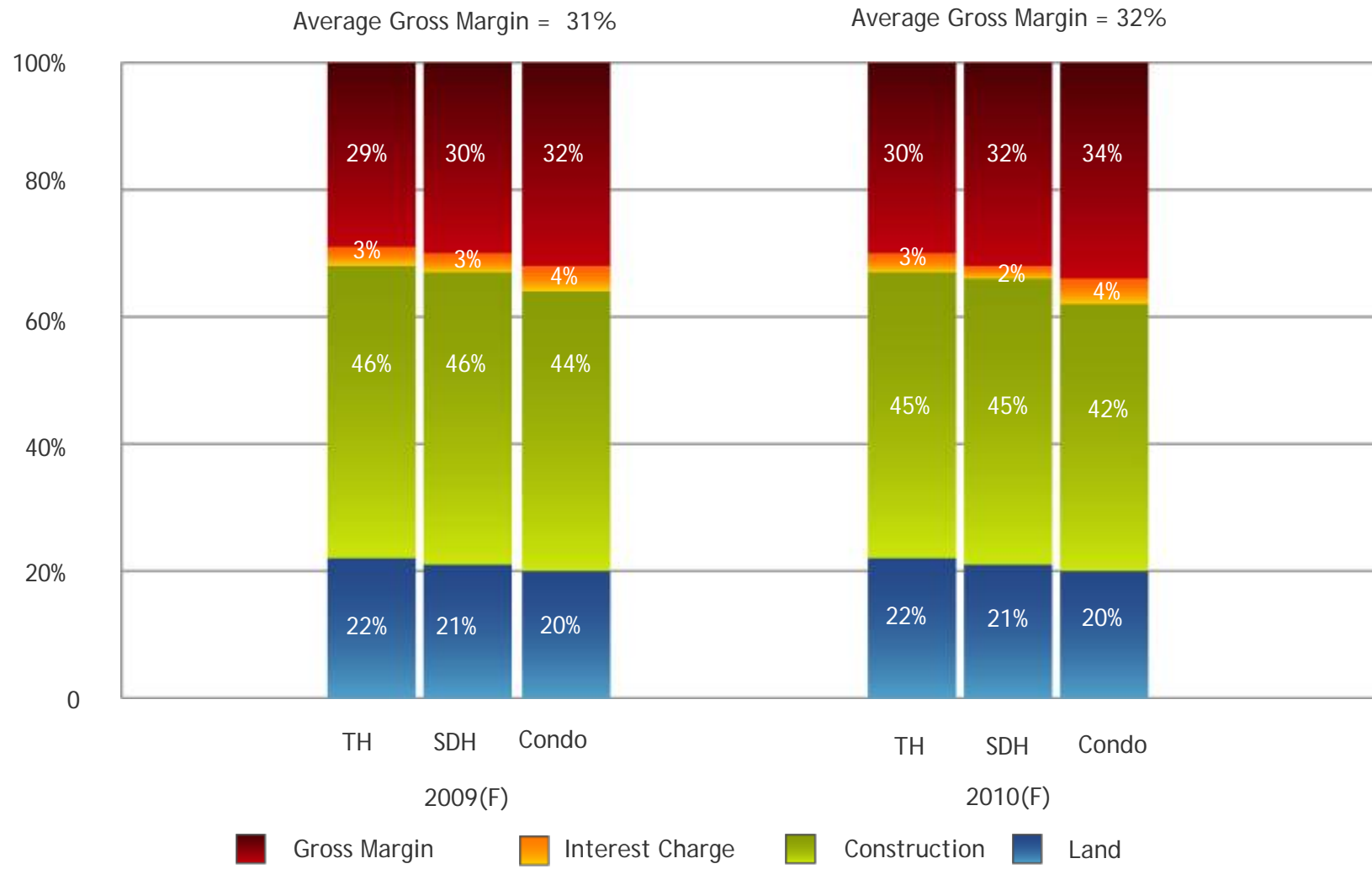
4 Resilient business model despite economic slowdown and political uncertainty



5 Improving gross margins through brand premium and effective cost management



5 Improving gross margins through brand premium and effective cost management



5 Increasing margins through brand premium

A premier developer with strong brand recognition



Best Developer in Thailand 2008

Euromoney, 2008



Commendation of Excellence, 2007



Best Residential Project of the Year, 2006

Asia Pacific Commercial Real Estate (APCRE)

Sansiri remains the first and only South East Asian developer to have received the prestigious award for our worldwide reputation for quality

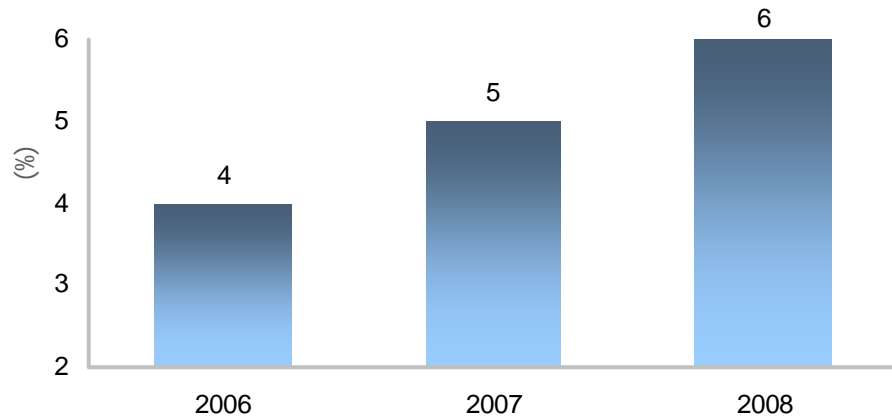


Q U I N T E S S E N T I A L L Y

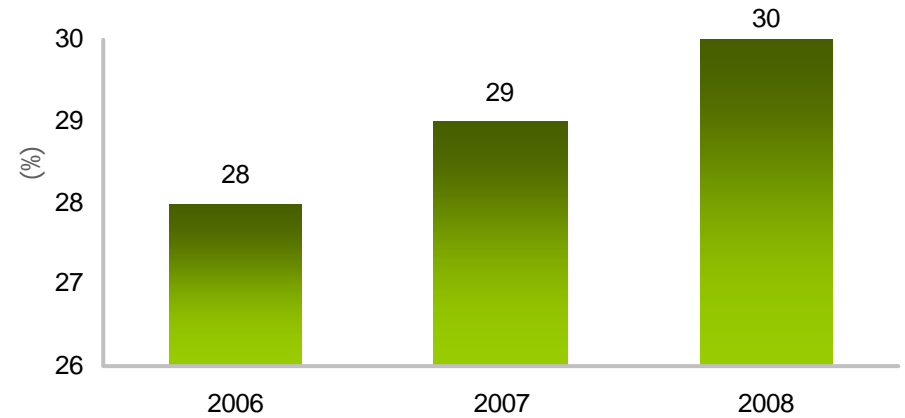
5

Gaining economies of scale and increasing shareholder value

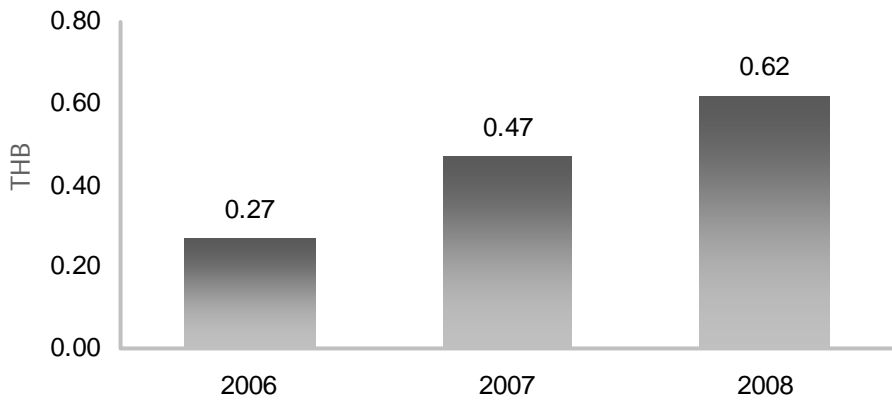
Net income margin



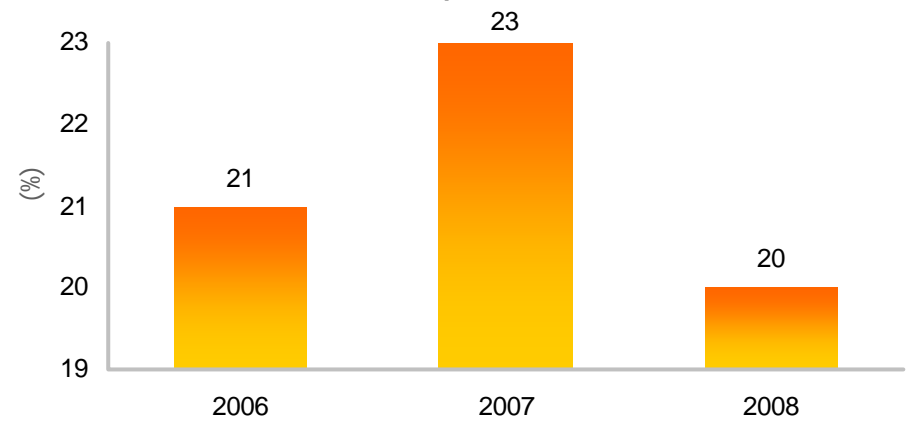
Gross margin from project



Earnings per share



SG&A per revenue


















6 Strong project in pipeline with highest presales backlog

Available for sale Projects (As of 19 Oct 09)	No. of Projects	No. of Units	Project value (MB)	Available for sale (MB)	Available for sale (Units)
Single-detached House	18	4,157	22,821	9,630	1,991
Condominium	21	4,732	24,077	3,603	542
Townhouse	14	2,599	8,355	5,189	1,742
Total	53	11,488	55,253	18,422	4,275



6 Strong project in pipeline - 2009

Year 2009	Single-detached House	Condominium	Townhouse	Number of Projects	Project Value (THB Million)
1Q2009		  		9	13,242
2Q2009	 			2	2,737
3Q2009			 	4	2,601
4Q2009	 			3	2,501
Number of Projects	6	4	8	18	
Project Value (THB Million)	7,010	6,458	7,613		21,081

7 Experienced management team

Experienced management team with a proven track record in the Thai real estate sector and an average of more than 20 years of real estate experience



Mr. Apichart Chutrakul
Chief Executive Office /
Vice Chairman of the Board

~25 years real estate experience



Mr. Srettha Thavisin
President /
Director

~25 years real estate experience



Mr. Wanchak Buranasiri
Senior Executive Vice President /
Director

~17 years real estate experience



Mr. Thalin Aeimtititwat
Executive Vice President
Accounting & Finance

~25 years real estate experience



Mr. Uthai Uthaisangsuk
Executive Vice President
Project Development (High Rise)

~15 years real estate experience



Mr. Metha Angwatanapanich
Executive Vice President
Project Development (Low Rise)

~14 years real estate experience

SECTION 3

Development and investment strategy

Development and investment Strategy



- **Locations** : CBD and along BTS sky train and MRT subway both existing and extension
- **Construction:** 14 - 16 months (Low-rise)
Period : 24 - 28 months (High-rise)

- **Locations** : Along outer-ring road within 30-kilometer radius from Central Business District (CBD)
- **Construction**
Period : 5 - 8 months



- **Locations** : Areas between CBD and outer-ring road
- **Construction**
Period : 7 months