



SANSIRI

**JOURNEY
FOR
TOMORROW**

SANSIRI

AGENDA

2016
BUSINESS
SUMMARY

2017
BUSINESS
DIRECTION

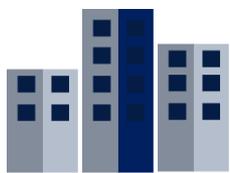
2016

SANSIRI

PROJECT LAUNCHED SUMMARY

46,200
MILLION BAHT

20 PROJECTS

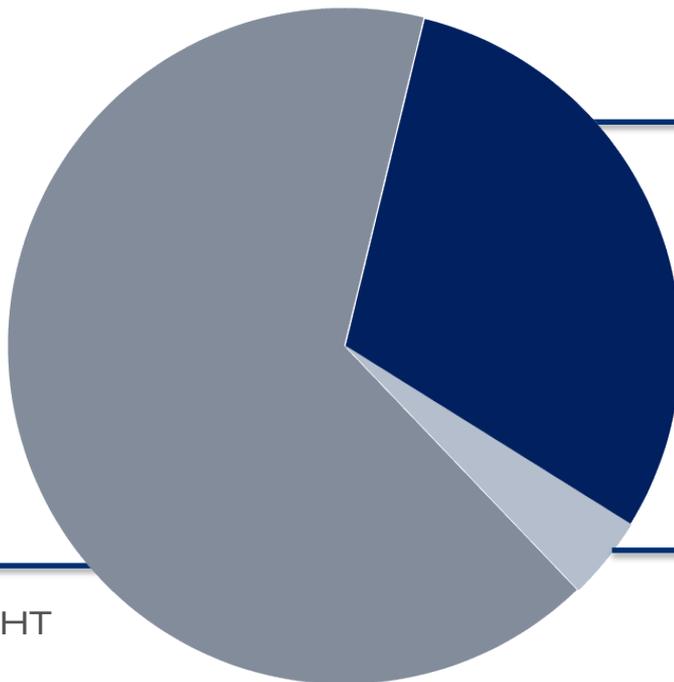


69%

CONDOMINIUM

31,800 MILLION BAHT

10 PROJECTS



28%

SINGLE HOUSE

12,900 MILLION BAHT

7 PROJECTS



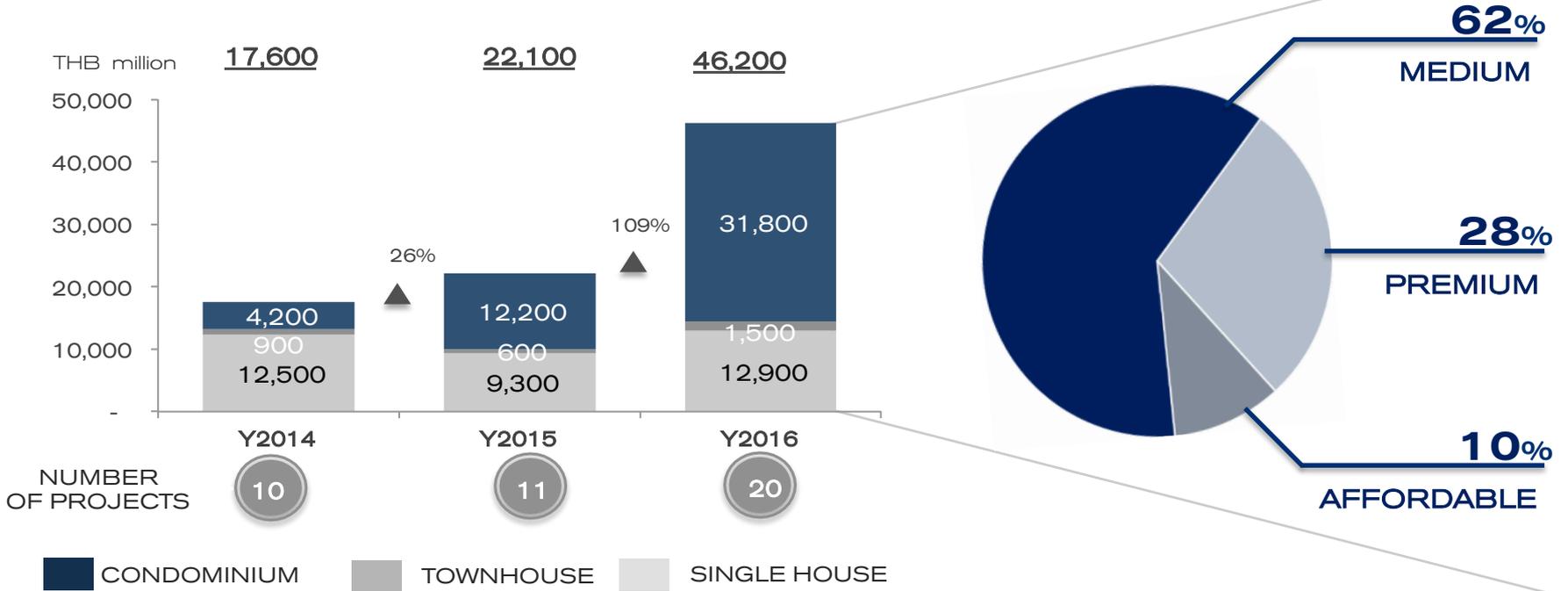
3%

TOWNHOUSE

1,500 MILLION BAHT

3 PROJECTS

2016 PROJECT LAUNCHED INCREASED **109%** FROM 2015.
90% FROM MEDIUM AND PREMIUM SEGMENTS.



2016

SANSIRI

QUARTER 1

PROJECT
LAUNCHED

8,200
MILLION BAHT



2016

SANSIRI

QUARTER 2

PROJECT
LAUNCHED

7,700
MILLION BAHT



dcondo Nim



Mori Haus



THE LINE Asoke-Ratchada



dcondo Rangsit



Saransiri Koh Kaew

2016

QUARTER 3

PROJECT
LAUNCHED

5,800
MILLION BAHT

SANSIRI



2016

SANSIRI

QUARTER 4

PROJECT
LAUNCHED

24,500

MILLION BAHT



Burasiri Ratchapruek 345



98 Wireless



KHUN by YOO



THE LINE Phahon-Pradipat



THE LINE Sukhumvit 101

2016

SANSIRI

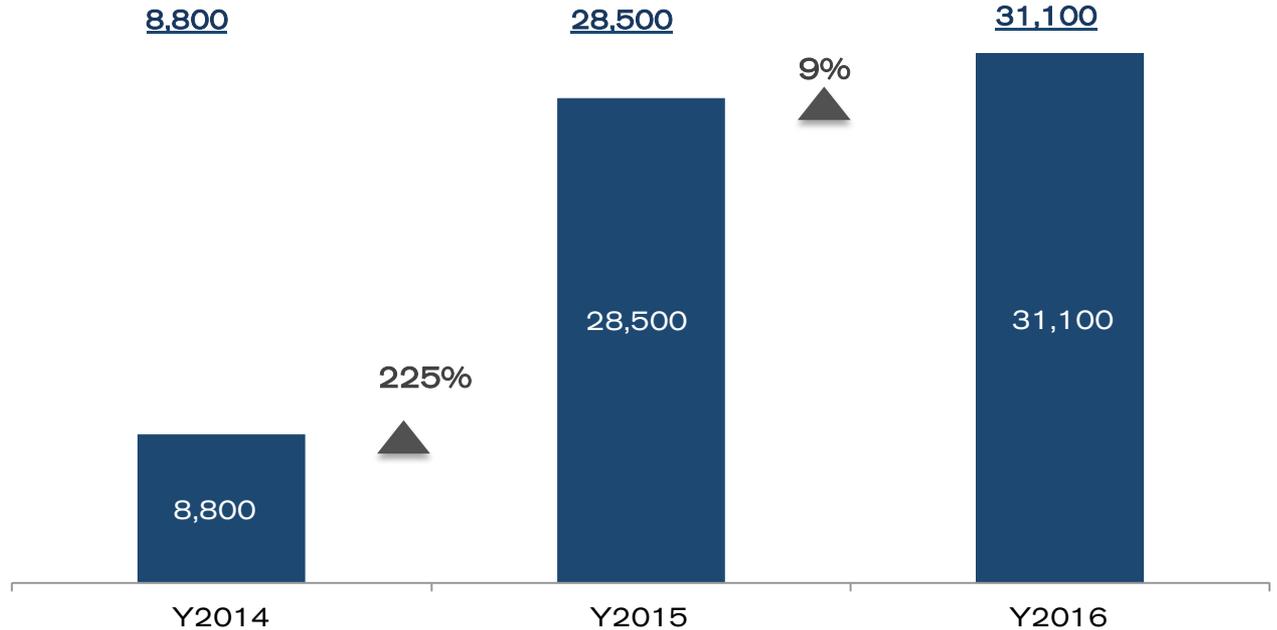
PRESALES UPDATE

31,100

MILLION BAHT
PRESALES IN 2016

9%

INCREASE
FROM 2015



TOTAL PRESALES AS OF 31ST DECEMBER 2016

**PRESALES
UPDATE
BY PRODUCT**

31,100

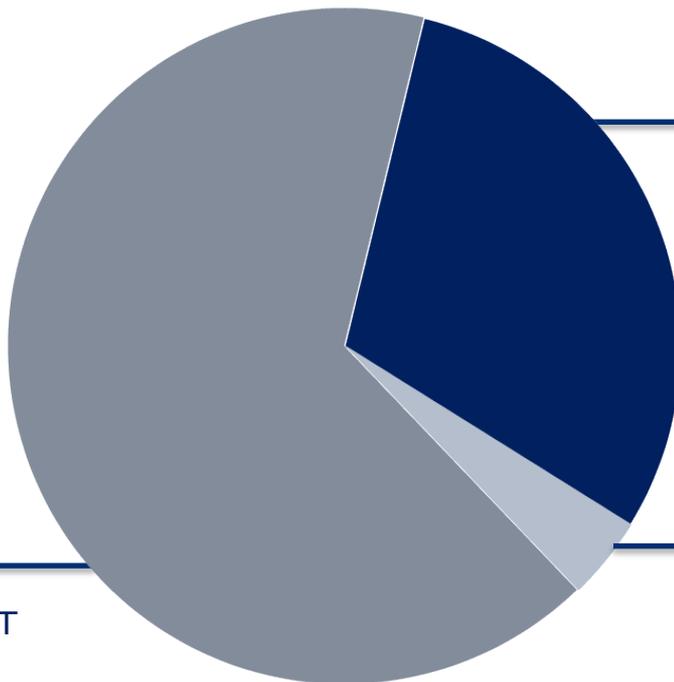
MILLION BAHT



66%

CONDOMINIUM

20,500 MILLION BAHT



30%

SINGLE HOUSE

9,500 MILLION BAHT



4%

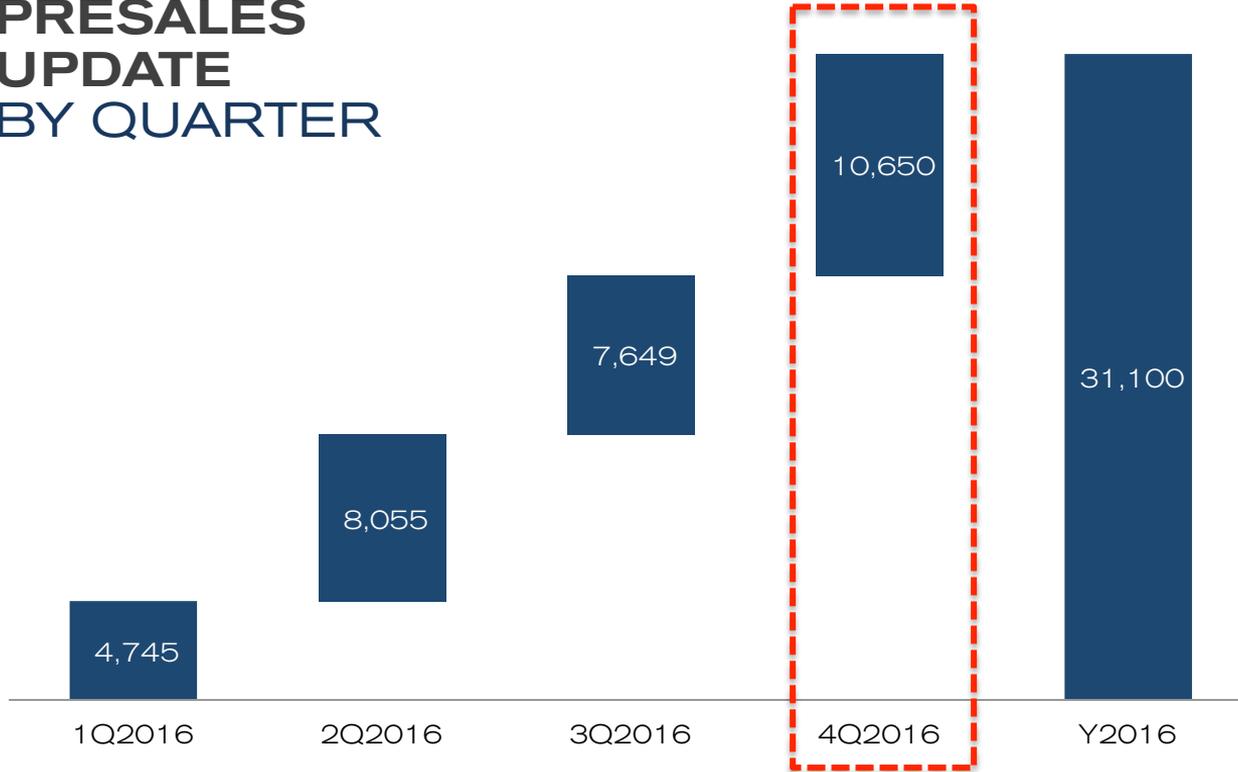
TOWNHOUSE

1,100 MILLION BAHT

2016

SANSIRI

**PRESALES
UPDATE
BY QUARTER**

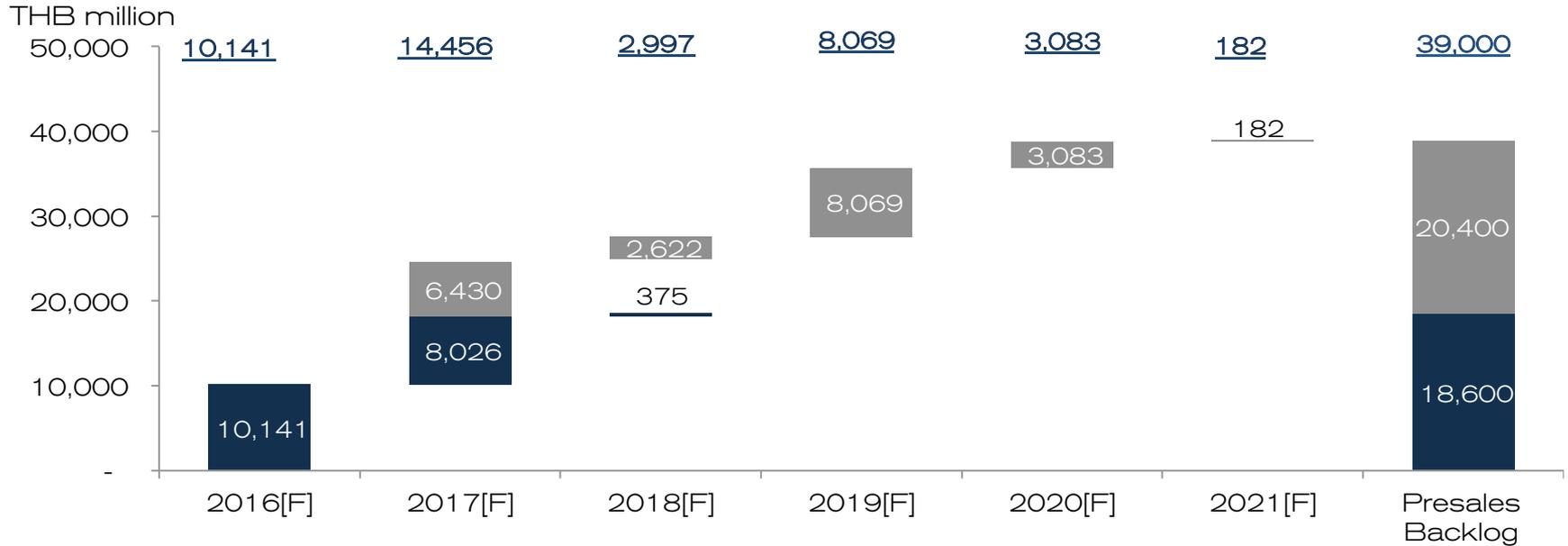


**HIGHEST
PRESALE
VOLUME
IN QUARTER 4**

TOTAL PRESALES AS OF 31ST DECEMBER 2016

39,000

MILLION BAHT TOTAL PRESALES BACKLOG



TOTAL PRESALE BACKLOG AS OF 31ST DECEMBER 2016

SANSIRI'S BACKLOG

JOINT VENTURE'S BACKLOG

2016

SANSIRI

**FIRST JOINT VENTURE
PROJECT TRANSFERRED**



**THE LINE
SUKHUMVIT 71**

**2,000
MILLION BAHT**

**291
UNITS**

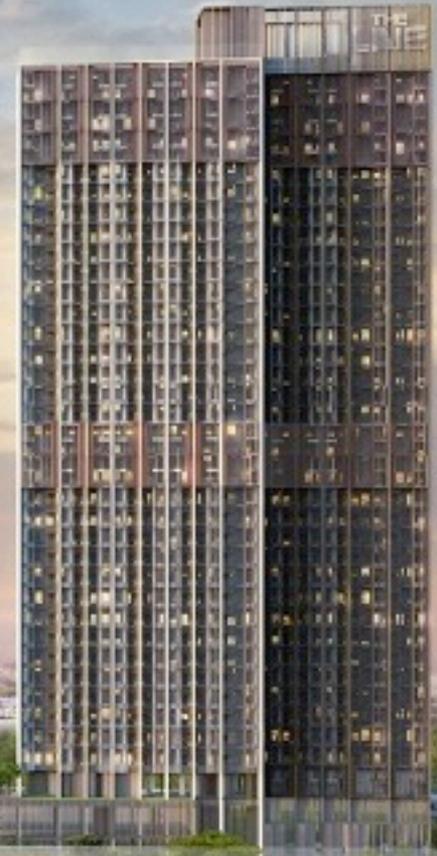
**SOLD-OUT
ON PRESALE EVENT**

**48% SOLD
FOREIGN BUYERS**

SANSIRI

2016

KEY
DRIVERS



THE LINE Sukhumvit 101

KEY DRIVER 1

SANSIRI

**SUSTAIN
SUCCESS FROM
JOINT VENTURE
PROJECTS**



THE PRESS CONFERENCE ON OCTOBER 2014

2016

SANSIRI

JOINT VENTURE
Project Launched

5 PROJECTS

19,400
MILLION BAHT

THE LINE
Asoke-Ratchada

THE BASE
Garden Rama 9

KHUN by YOO

THE LINE Pradipat

THE LINE
Sukhumvit 101

SOLD-OUT

Take up
100%

Take up
80%

Take up
50%

Take up
50%

Take up
35%

Value: 3,006 Mb.
Unit: 473
Launched: 2Q16

Value: 2,285 Mb.
Unit: 639
Launched: 3Q16

Value: 4,039 Mb.
Unit: 148
Launched: 4Q16

Value: 5,779 Mb.
Unit: 981
Launched: 4Q16

Value: 4,306 Mb.
Unit: 778
Launched: 4Q16

KEY DRIVER 2

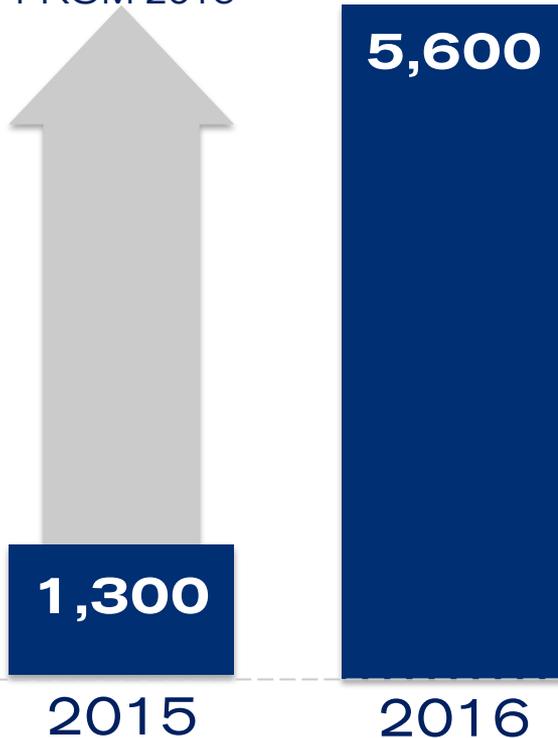
SANSIRI

AFFORDABLE
SEGMENT
CONDOMINIUM
RECOVERY

5,600
MILLION BAHT

PRESALES IN
AFFORDABLE
SEGMENT
CONDOMINIUMS

330%
INCREASE
FROM 2015



dcondo Rangsit



Take up
100%

dcondo Onnut-Rama 9



Take up
86%

dcondo Nim



Take up
70%

KEY DRIVER 3

SANSIRI

SUCCESS OF
OVERSEA MARKET
PENETRATION

5,400

MILLION BAHT

PRESALES FROM
FOREIGN BUYERS

1,500

Y2014

135%

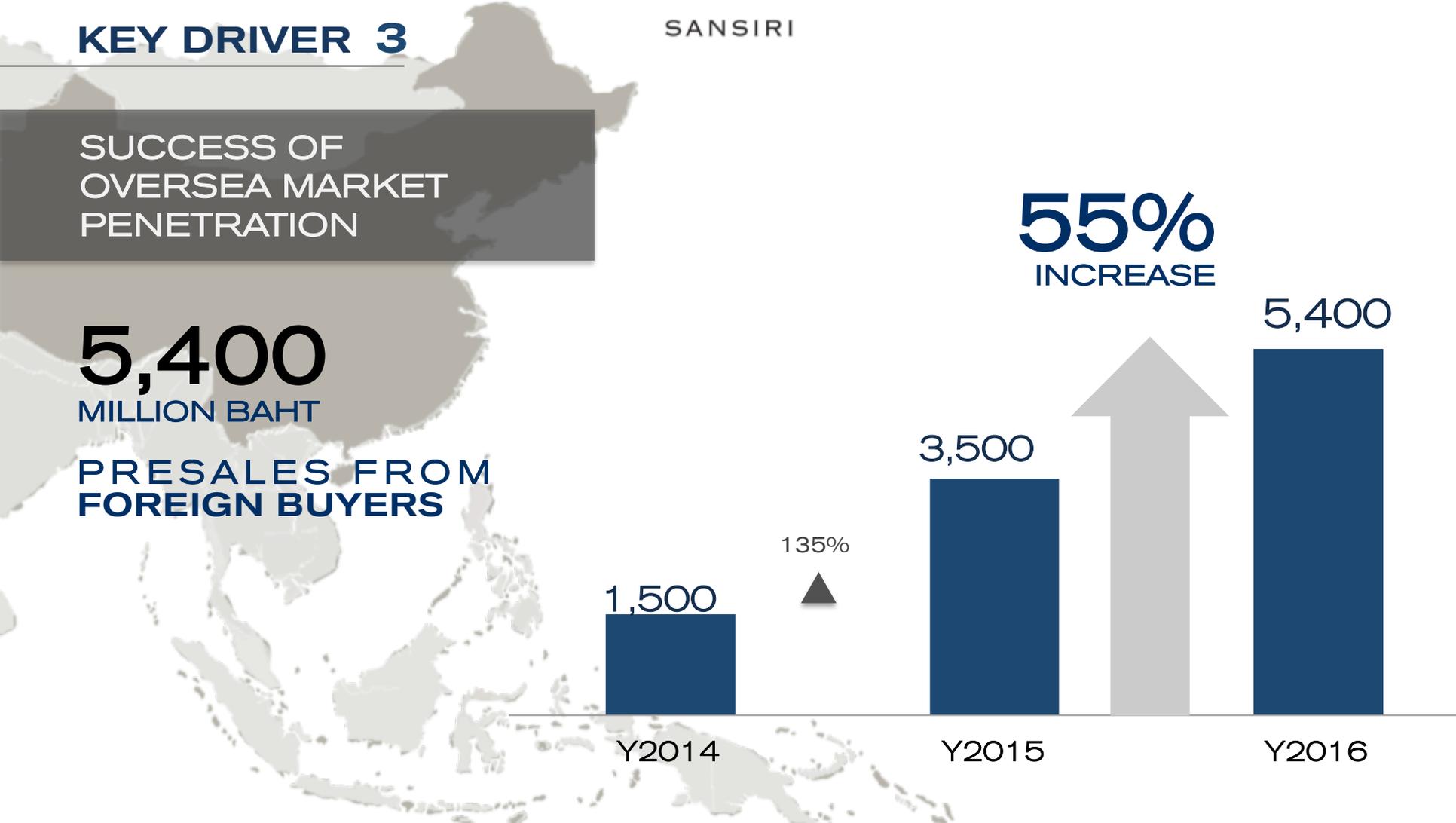
3,500

Y2015

55%
INCREASE

5,400

Y2016



STRATEGIES FOR OVERSEA MARKETS

- OUTDOOR MEDIA
- CRM ACTIVITIES IN HONG KONG, SINGAPORE AND CHINA
 - CO-ORDINATION WITH WORLD CLASS BRAND LIKE TESLA
- IN-HOUSE INTERNATIONAL STAFF
- REPRESENTATIVE OFFICES IN SINGAPORE AND CHINA
- LONG-TERM AGENTS





COLLABORATION WITH WORLD'S MOST PROLIFIC DESIGNER AND WORLD-CLASS BRANDS.

- RALPH LAUREN HOME
- YOO DESIGN STUDIO AND PHILLIPPE STARCK



COLLABORATION WITH WORLD'S MOST PROLIFIC DESIGNER AND WORLD-CLASS BRANDS.

- BALDWIN
- HYDE PARK MOULDINGS
- ITALIAN MARBLE

SANSIRI

2017

BUSINESS
DIRECTION

KHUN by YOO

2017

SANSIRI

PROJECT LAUNCHED SUMMARY

41,200

MILLION BAHT

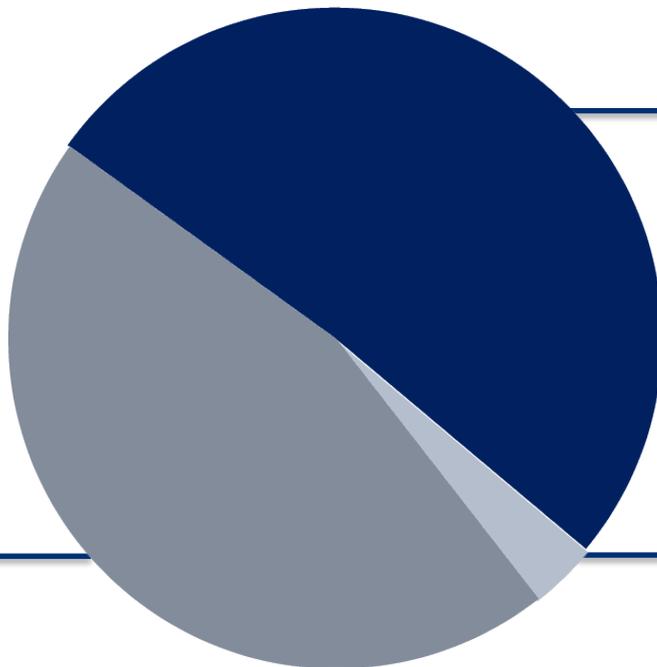
19 PROJECTS



53%

CONDOMINIUM

21,900 MILLION BAHT
8 PROJECTS



45%

SINGLE HOUSE

18,500 MILLION BAHT
9 PROJECTS



2%

TOWNHOUSE

800 MILLION BAHT
2 PROJECTS

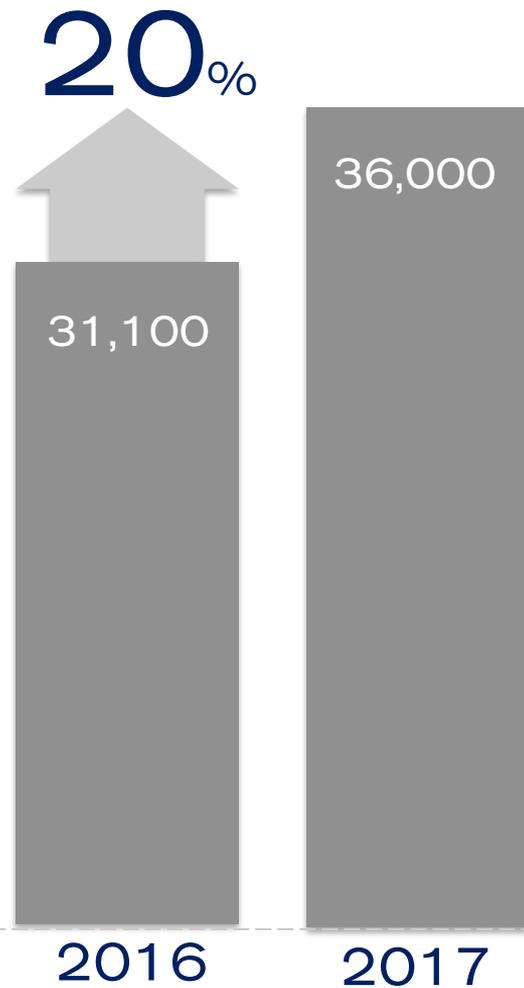
2017

SANSIRI

PRESALE TARGET

36,000
MILLION BAHT

20%
INCREASE
FROM 2016

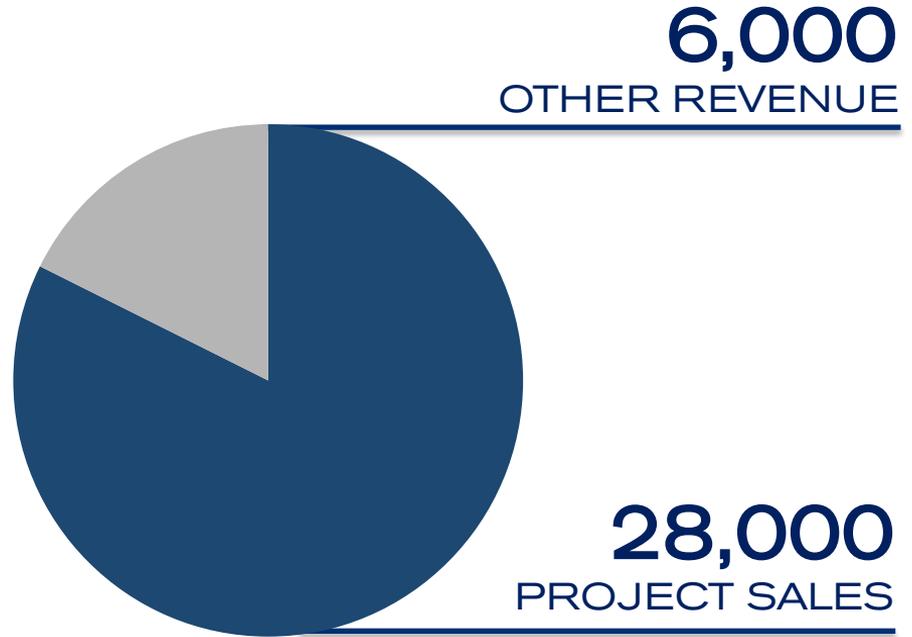


2017

SANSIRI

TOTAL REVENUE TARGET

34,000
MILLION BAHT



SANSIRI

2017

KEY
DRIVERS



Narasiri Topiary

KEY DRIVER 1

MOVING FORWARD WITH JOINT VENTURE PROJECTS



25 PROJECTS
5 YEARS ROADMAP SINCE OCTOBER 2014

100 BILLION BAHT

2015 - 2016

2017

8

PROJECTS

30,000 MILLION BAHT

4

PROJECTS

12,000 MILLION BAHT

KEY DRIVER 2

REENTERING TO
SUPER LUXURY
SINGLE HOUSE
BRAND

BAAN
SANSIRI

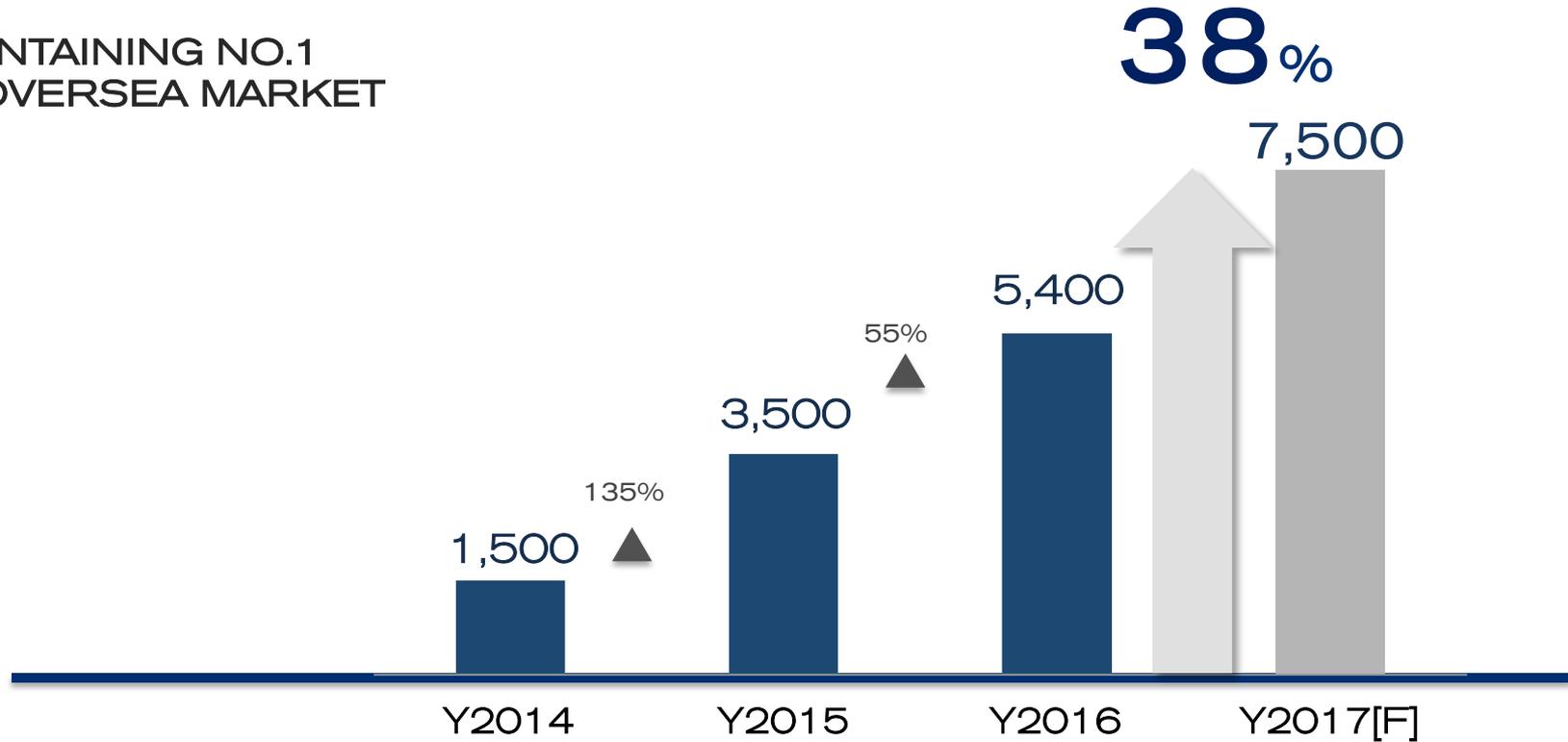
SANSIRI



Baan Sansiri Sukhumvit 67

KEY DRIVER 3

MAINTAINING NO.1
IN OVERSEA MARKET

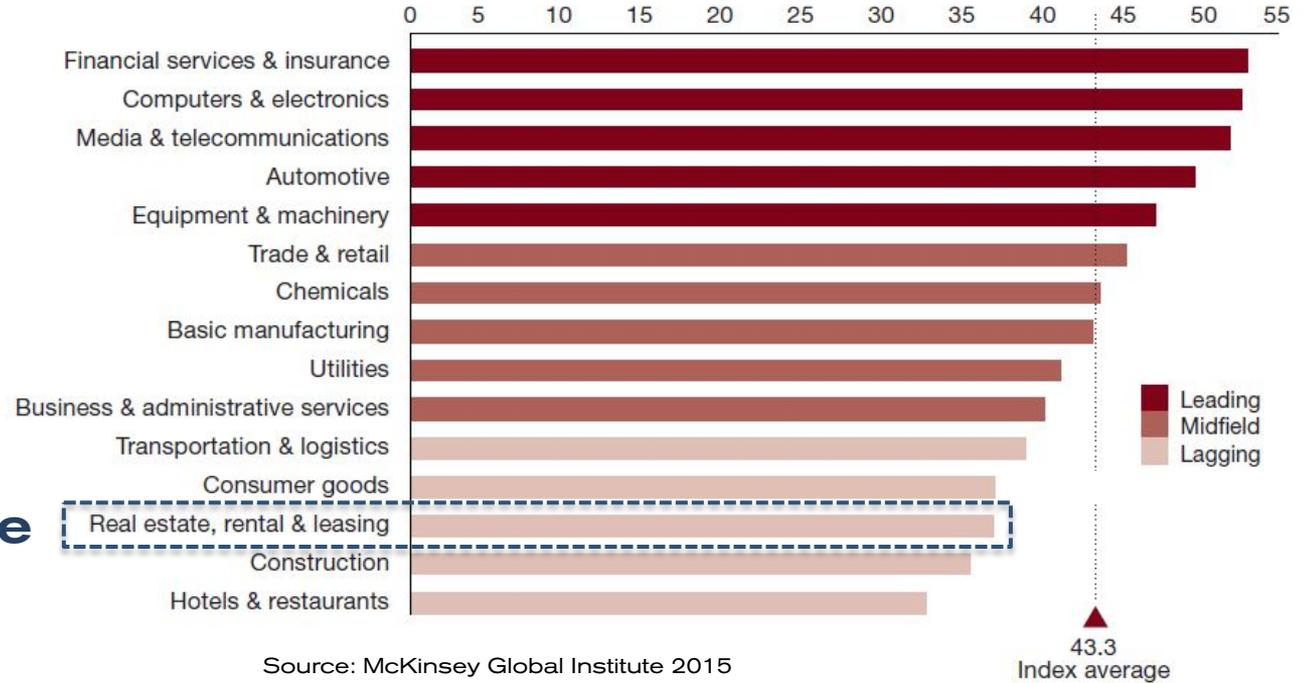


KEY DRIVER 4

EMBRACING DATA TRANSFORMATION

ADOPTING ADVANCED DATA ANALYTICS AND DIGITAL TOOLS ACROSS THE VALUE CHAIN

Real Estate



KEY DRIVER 5

INVESTING IN PROPERTY TECHNOLOGY

FUTURE OF LIVING

- SETUP VENTURE CAPITAL
- NEW INCOME STREAM





SANSIRI

SANSIRI

Q & A

