



2016 :
UPWARDS
AND
BEYOND



AGENDA

2015 HIGHLIGHTS AND
KEY DRIVERS

2016 UPWARDS AND
BEYOND

2015

11 PROJECTS LAUNCHED

SANSIRI

22,132 MILLION BAHT



6 SINGLE HOUSES



1 TOWNHOUSES



4 CONDOMINIUMS

QUARTER 1

PROJECT LAUNCH | 2015



SETTHASIRI
CHARAN - PINKLAO

QUARTER 1

PROJECT LAUNCH | 2015



SARANSIRI
TIWANON-CHAENGWATTANA 2

QUARTER 1

PROJECT LAUNCH | 2015



QUARTER 2

PROJECT LAUNCH | 2015



THE
MONUMENT
SANAMPAO

QUARTER 2

PROJECT LAUNCH
| 2015



THE
LINE

QUARTER 3

PROJECT LAUNCH
| 2015



QUARTER 3

PROJECT LAUNCH
| 2015



BURASIRI
SAN PHU SUEA

QUARTER 4

PROJECT LAUNCH
| 2015



THE
LINE
RATCHATHEWI

QUARTER 4

PROJECT LAUNCH | 2015



KANASIRI
WONGWAEN-LAMLUKKA

QUARTER 4

PROJECT LAUNCH | 2015



SARANSIRI
KORAT

2015

11 PROJECTS

22,132 MILLION BAHT

2015	SDH	TH	CONDO	NO. OF PROJECT	PROJECT VALUE (MB)
1Q2015	2	1	-	3	5,367
2Q2015	-	-	2	2	7,248
3Q2015	1	-	1	2	3,298
4Q2015	3	-	1	4	6,219
NO. OF PROJECT	6	1	4	11	
PROJECT VALUE (MB)	9,350	617	12,165	22,132	
%	42%	3%	55%	100%	

SANSIRI

222%

INCREASE FROM 2014

**2015
PRESALE**

28,512 MILLION BAHT

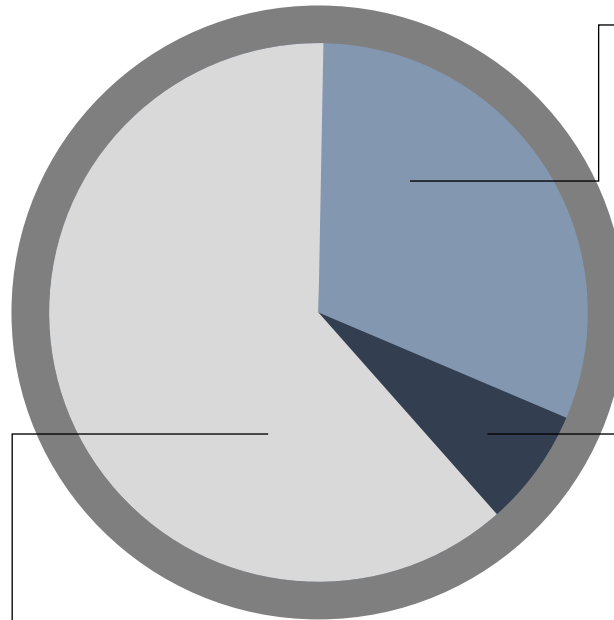
8,847

28,512

2014

2015

2015
PRESALE



Single House **31%**
8,936 Million Baht



Condominium **61%**
17,510 Million Baht

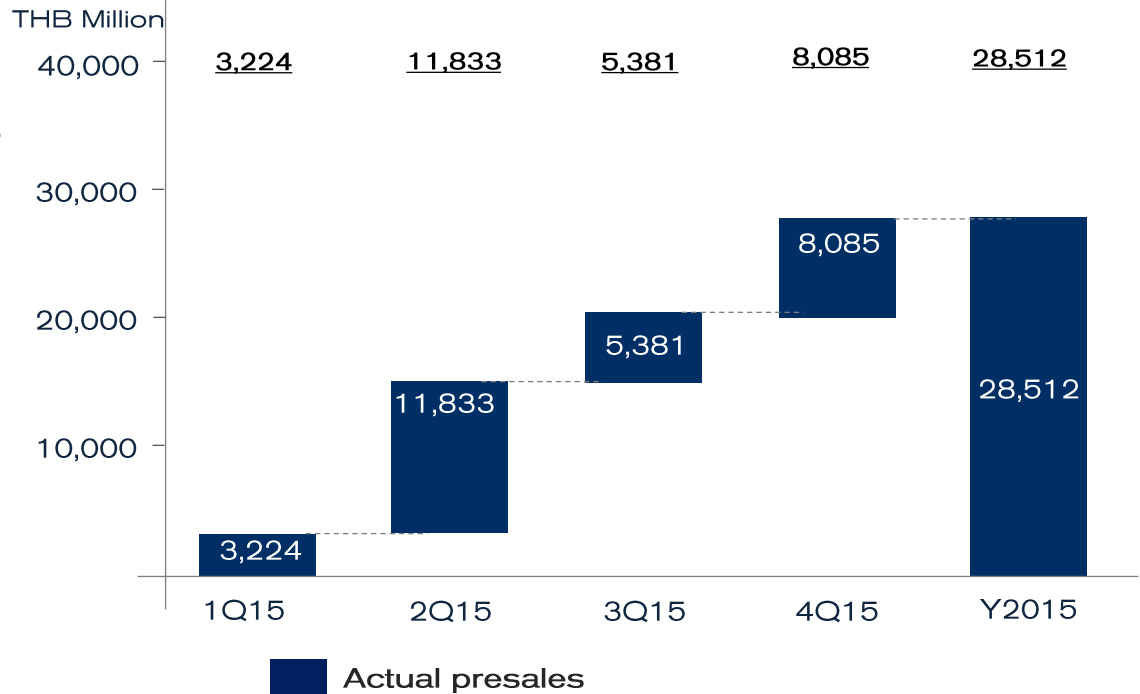


Townhouse **7%**
2,066 Million Baht

SANSIRI

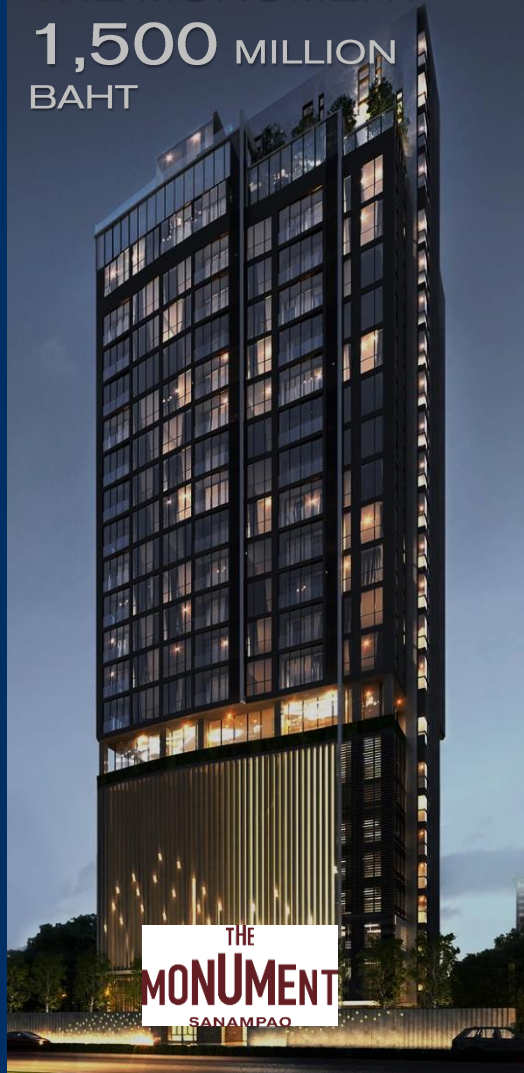
ACCUMULATED PRESALE AS OF 31st DEC 2015

HIGHEST
PRESALE
IN **Q2**
'2015



HIGHEST
PRESALE
IN **Q2**
'2015

THE MONUMENT
1,500 MILLION
BAHT



THE LINE JATUJAK
MOCHIT
5,727 MILLION BAHT



Q3/
Q4

'2015
PRESALE

THE LINE SUKHUMVIT
71

1,990 MILLION BAHT



THE
LINE
SUKHUMVIT 71

THE LINE
RATCHATEWI

2,927 MILLION BAHT



THE
LINE
RATCHATEWI

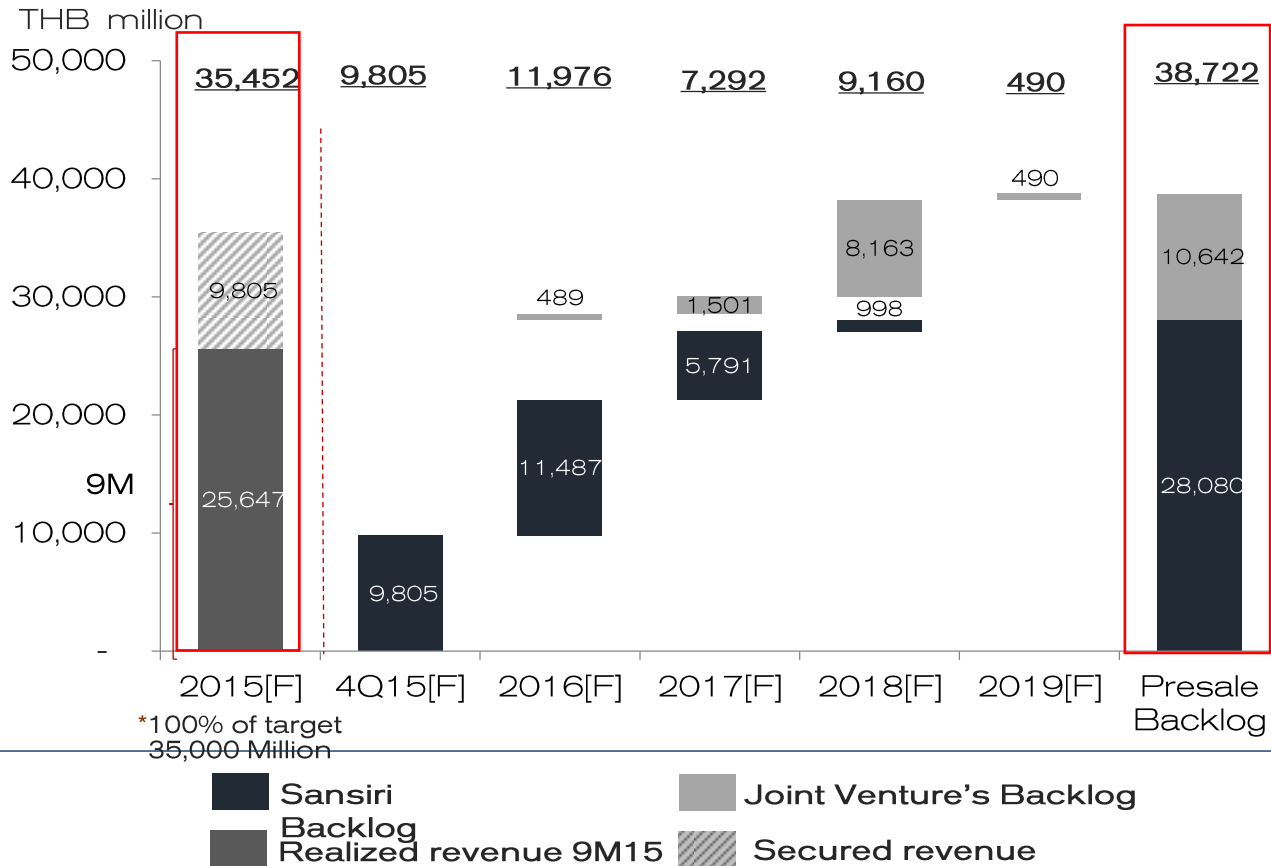


EXCELLENT RESPONSE FROM SINGLE HOUSES



SANSIRI

REVENUE AND PRESALE BACKLOG



TOTAL PRESALE BACKLOG AS OF 31st DEC 2015

SANSIRI



2015 KEY DRIVERS



KEY
DRIVER 1

**25
RESIDENTIAL
PROJECTS**

**100 BILLION
BAHT**

WITHIN 5 YEARS

KEY DRIVER 2

100%
SOLD OUT

100%
SOLD OUT

100%
SOLD OUT

100%
SOLD OUT

TOTAL VALUE
12,100 MILLION BAHT

THE
MONUMENT
SANAMPAO



THE
LINE
SUKHUMVIT 71

THE
LINE
RATCHATHEWI

KEY
DRIVER 3

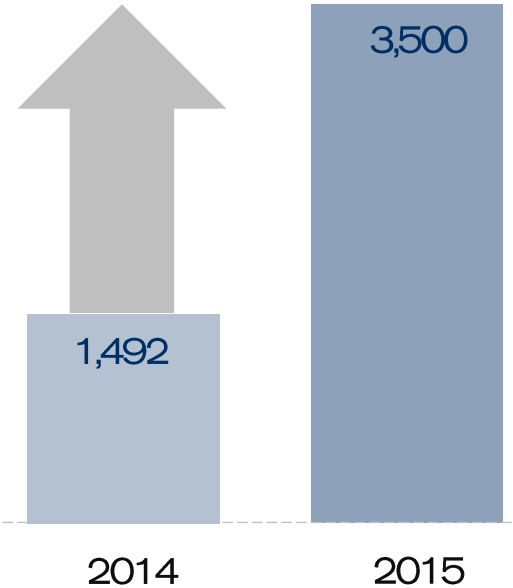
INTERNATIONAL MARKET

FOREIGN BUYERS
INTERNATIONAL
MARKETING
COMMUNICATIONS

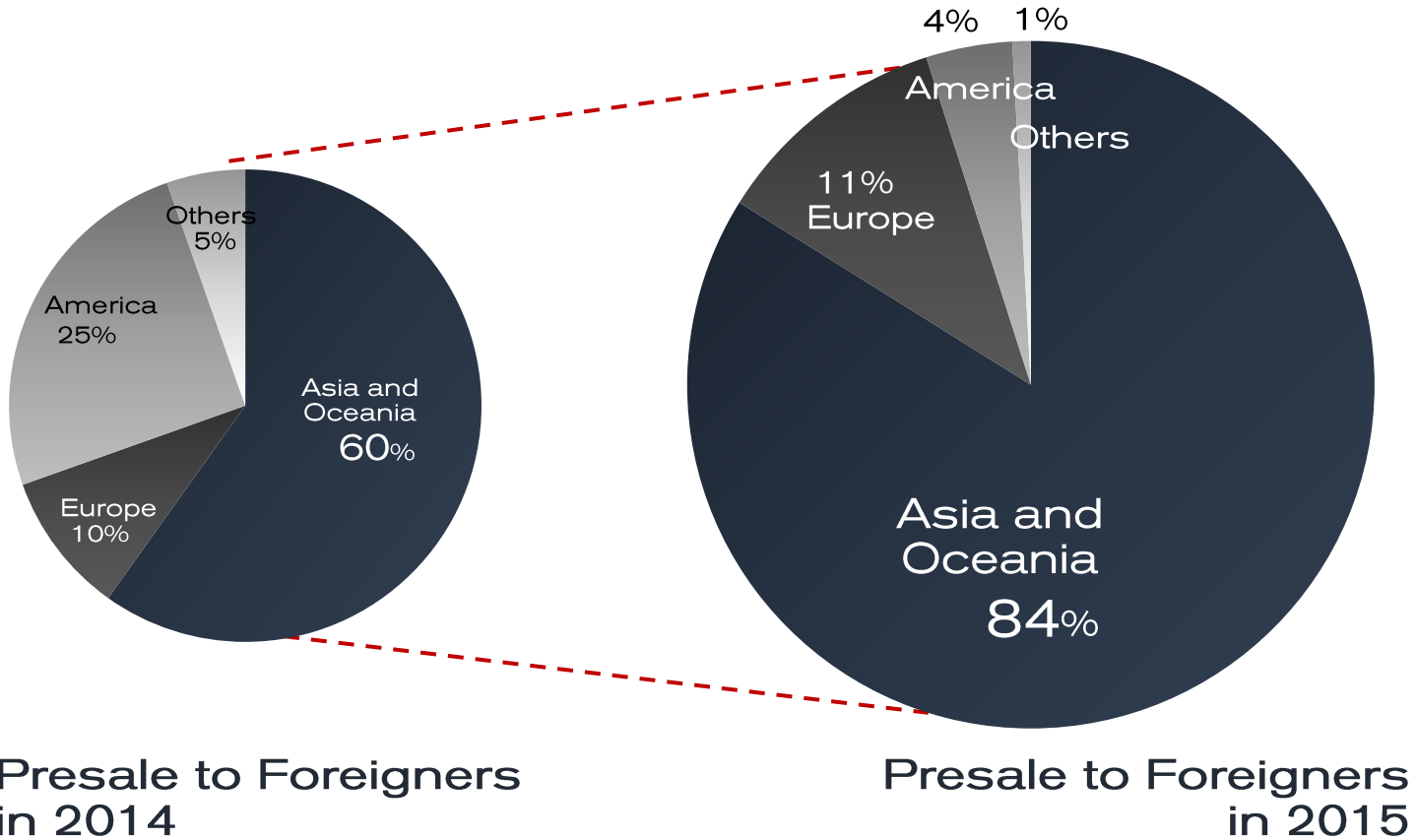


135%
INCREASE FROM 2014

3,500
MILLION BAHT
PRESALE FROM
FOREIGN BUYER



CONTINUOUSLY FOCUS ON OPEN BORDER ACTIVITIES TO EXPAND FOREIGN CUSTOMER BASE





2016 BUSINESS DIRECTION

SANSIRI

CHALLENGE

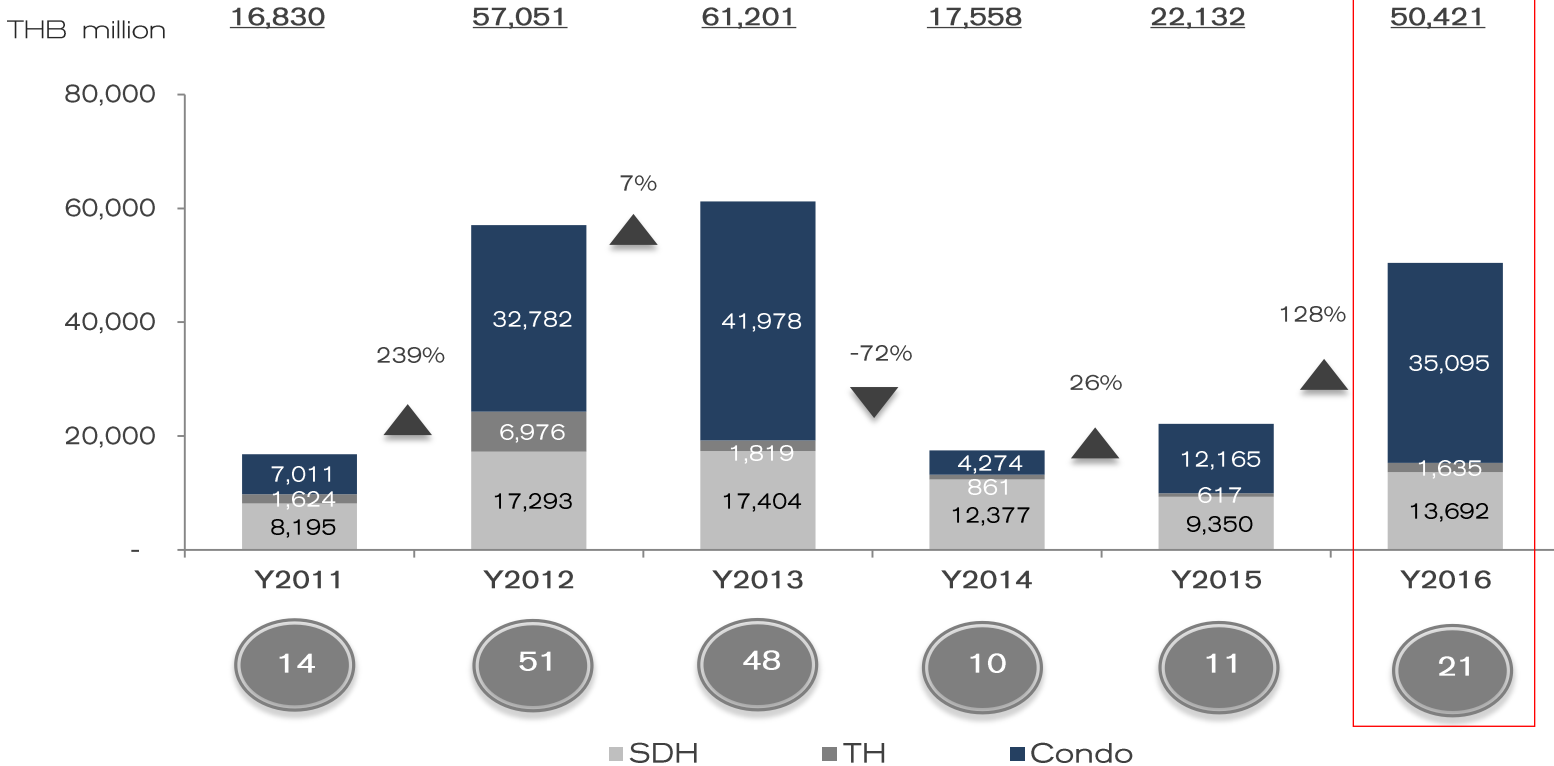
2016

21 PROJECTS

50,500 MILLION BAHT

128% INCREASE

2016 PROJECT LAUNCHES



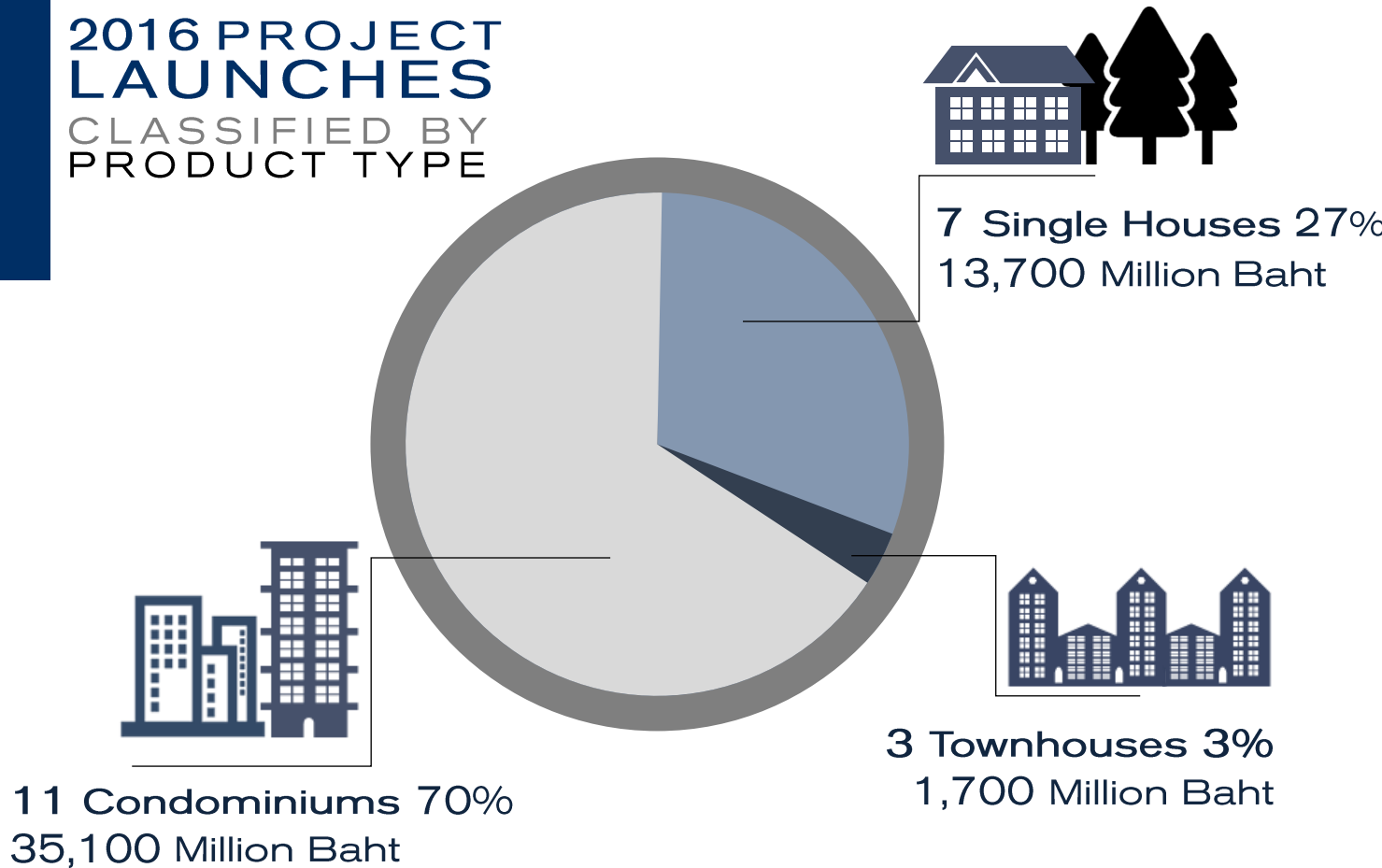
2016 PROJECT LAUNCHES

21 PROJECTS 50,500 MILLION BAHT

2016	SDH	TH	CONDO	NO. OF PROJECT	PROJECT VALUE (MB)
1Q2016	4		2	6	10,078
2Q2016	2	-	3	5	12,176
3Q2016	-	1	1	2	1,986
4Q2016	1	2	5	8	26,181
NO. OF PROJECT	7	3	11	21	
PROJECT VALUE (MB)	13,692	1,635	35,095	50,421	
%	27%	3%	70%	100%	

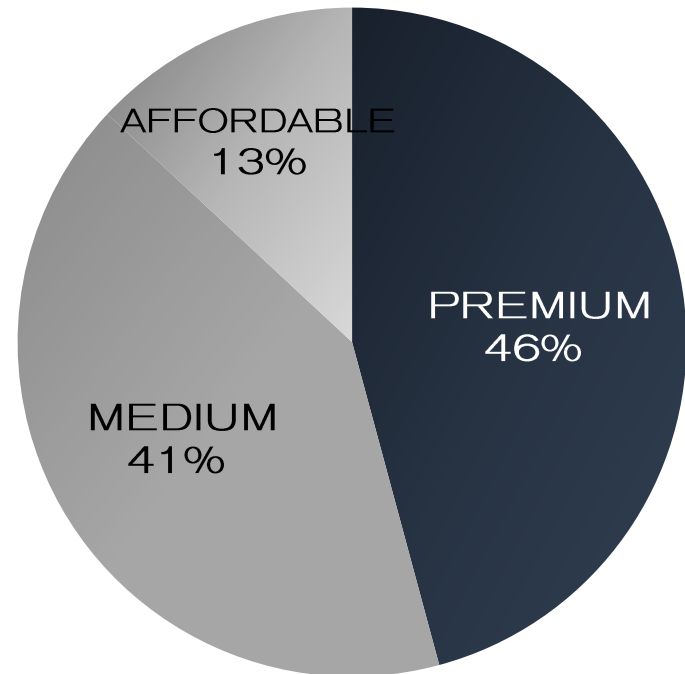
2016 PROJECT LAUNCHES

CLASSIFIED BY
PRODUCT TYPE

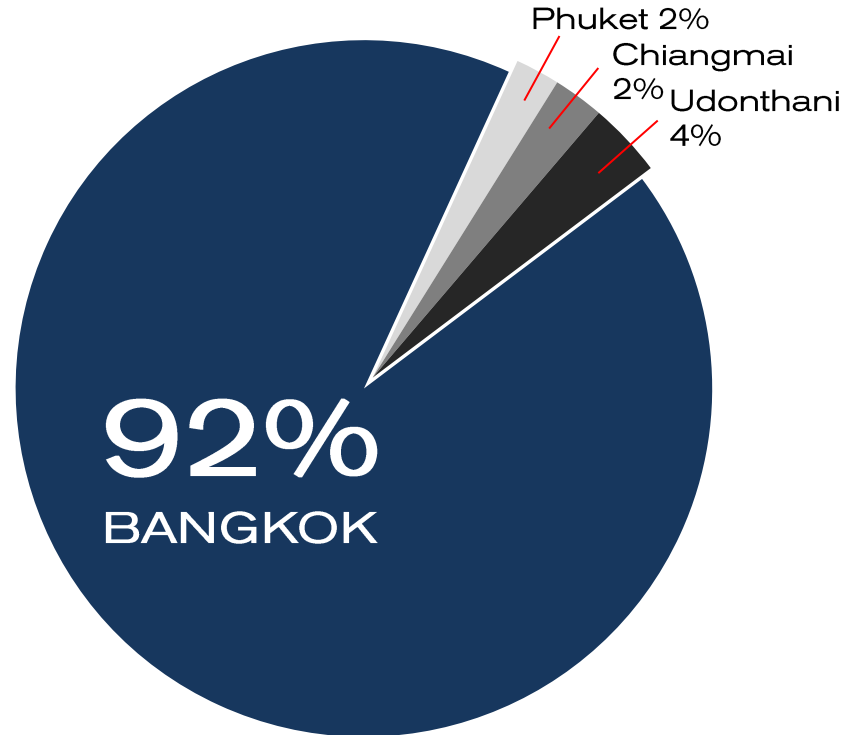


90% IN MEDIUM AND PREMIUM SEGMENTS

**2016 PROJECT
LAUNCHES**
CLASSIFIED BY
PRICE RANGE

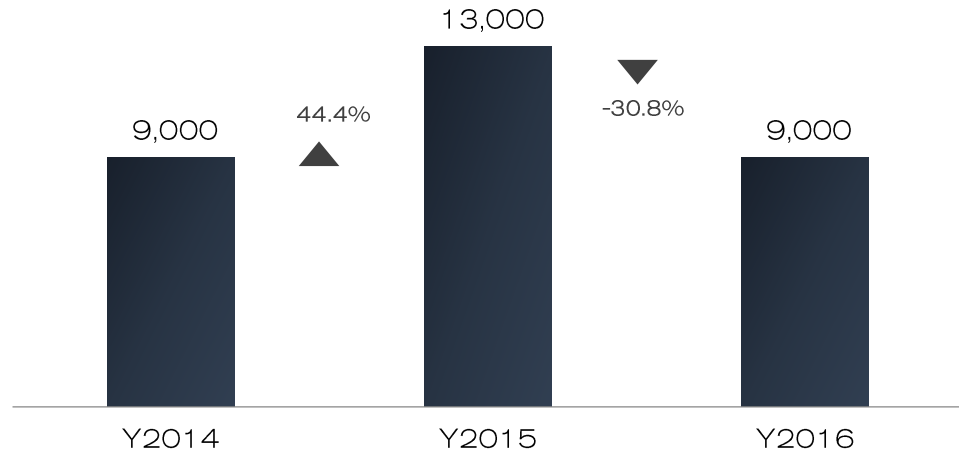


2016 PROJECT
LAUNCHES
CLASSIFIED BY
LOCATION



2016 LAND ACQUISITION BUDGET

Land Acquisition Budget





2016 PRESALE

2016

PRESALE TARGET

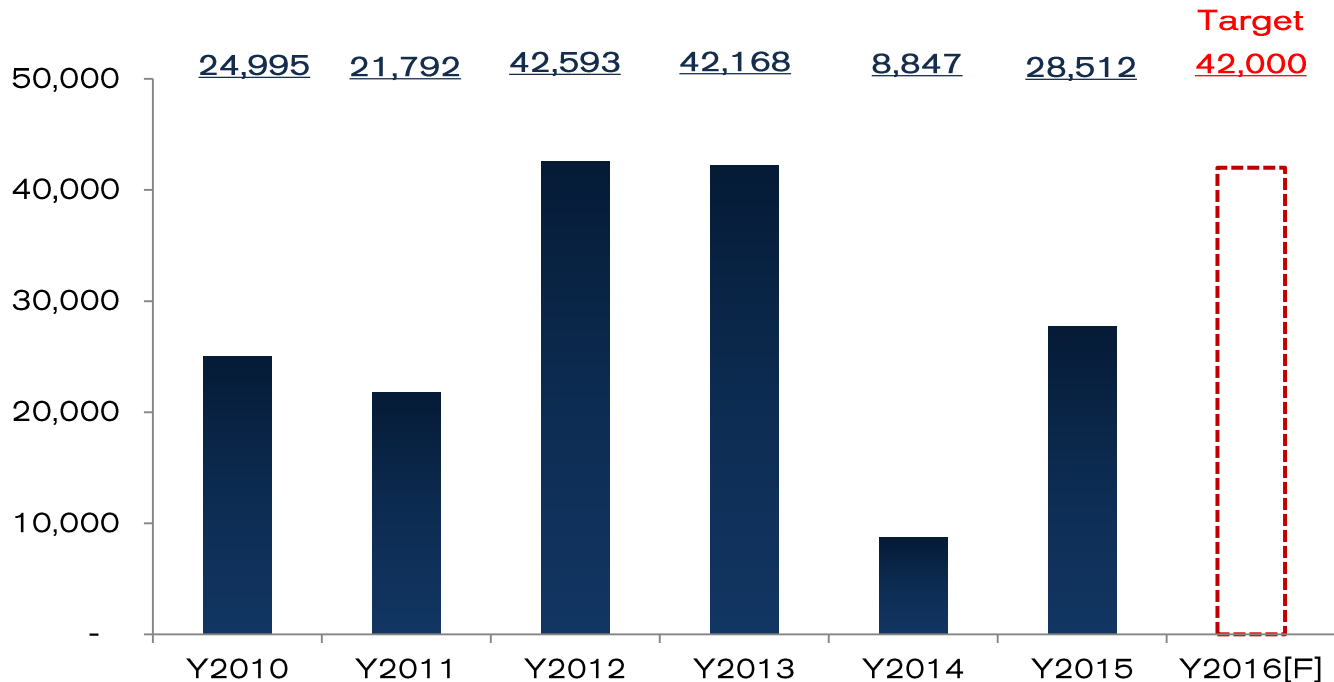
42,000 MILLION BAHT

2016

PRESALE TARGET

42,000 MILLION BAHT

50% INCREASE FROM 28,000 MILLION BAHT



2016
REVENUE

2016

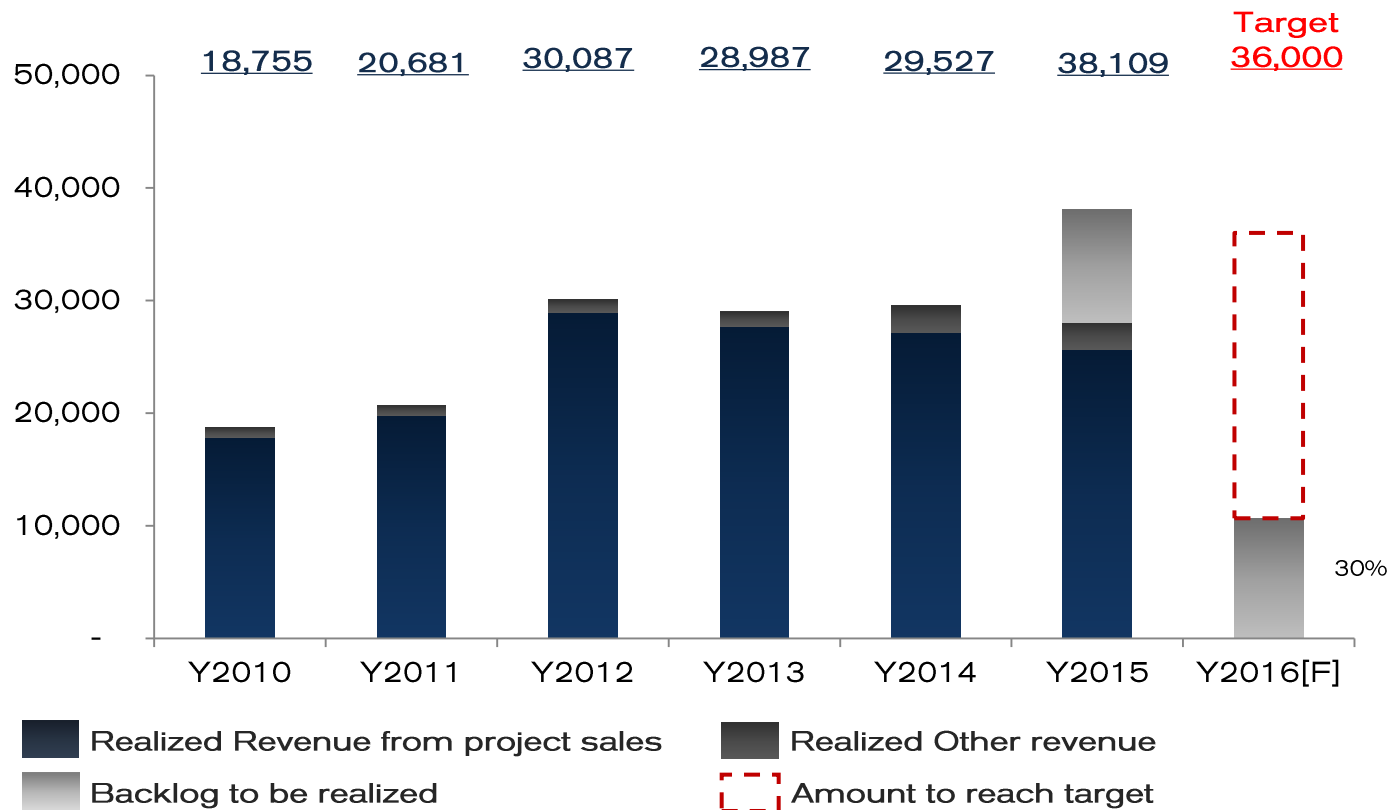
REVENUE TARGET

36,000 MILLION BAHT

2016

REVENUE TARGET

36,000 MILLION BAHT



2016 KEY STRATEGIES



KEY
STRATEGY 1

SUSTAIN
SUCCESS
FROM JOINT
VENTURE'S
PROJECTS



2016
6 JOINT VENTURE PROJECTS
23,000 MILLION BAHT



KEY

STRATEGY 2 MANAGE BRAND PORTFOLIO

MANAGE BRAND PORTFOLIO FOR CLEAR COMMUNICATION AND MARKETING COST EFFICIENCY

Price Range (THB Million)	Single-detached houses Price/Unit	Townhouses Price/Unit	Condominiums Price/Sq.m	% by Segmentation
	> 15.00	> 10.00	>200,000	
Premium	 10%	 10%	 10%	20%
	5.00 – 15.00	4.10 – 10.00	120,000 – 200,000	
Medium	 20% 	 5%	 20%	45%
	< 5.00	< 4.10	< 120,000	
Affordable	 10%	 5%	 20%	35%
% by Product Type	40%	10%	50%	

KEY
STRATEGY 3

LAUNCH
HI-END PROJECTS
TO RESPOND TO CUSTOMERS'
DEMAND



SANSIRI

KEY STRATEGY 4

**FOCUS ON INTERNATIONAL MARKETING
& EXPAND CUSTOMER BASE TO
MAINLAND CHINA**

**2016 PRESALE TARGET
5,000 MILLION BATH**



EXISTING MARKET
HONG KONG
TAIWAN
SINGAPORE
MALAYSIA

NEW MARKET
BEIJING
SHANGHAI
SHENZHEN
GUANGZHOU



COLLABORATION WITH INTERNATIONAL BRANDS



SANSIRI

INTERNATIONAL MEDIA COVERAGE

FORBES &
MONOCLE



INTERNATIONAL MEDIA COVERAGE



The Line to be launched in three cities this weekend

THE LINE by Sansiri, a new residential project, will be launched in three cities this weekend. The project is a 10-story building with a modern design and high-quality finishes. It is located in a prime area with excellent connectivity to the city center and surrounding amenities. The project is expected to attract a wide range of buyers, from young professionals to families looking for a new home. The launch event will be held in three cities: Bangkok, Singapore, and Malaysia, highlighting the project's international appeal.



Apichart Chutakul, CEO of Sansiri, said that the company is confident in the success of 'The Line' project. He highlighted the company's commitment to providing high-quality residential solutions and its focus on sustainable development. He also mentioned the company's plans to expand its portfolio in other international markets, leveraging its expertise in real estate development and management. The launch of 'The Line' is seen as a key milestone for Sansiri's international expansion strategy.



News Clips



Changing Landscape of Thailand's Property Market

Interview with Apichart Chutakul, CEO, Sansiri

THAILAND'S PROPERTY SECTOR

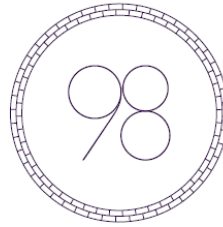
Increasing Demand From Foreign Investors

Total 50 Clips

THE EDGE: SINGAPORE & MALAYSIA CHANNEL NEWS ASIA



SANSIRI



WIRELESS

SANSIRI

Q & A



SANSIRI