

Dear Analysts and Investors,

June 2019

In the first half of 2019, Sansiri has launched 8 projects, consisting of 4 single-detached house projects with the total value of 8,400 Million Baht, 2 townhouse and mix projects with the total value of 1,500 Million Baht, and 2 condominium projects with the total value of 3,200 Million Baht. The projects were launched in various areas such as Bangkok, Huahin, Phuket, and Khonkaen. The projects launched in upcountry areas consisted of Siri Place Airport Phuket, La Habana Huahin, and Anasiri Maliwan, a mix project that offers both single-detached house and townhouse in a single project, which has been well-received by the market.



For the first half of the year 2019, Sansiri obtained the presales value of 11,400 Million Baht, accounted for 30 percent of the total target presales of the year 2019. The presales value could be breakdown to 5,500 Million Baht from single-detached house, 1,100 Million Baht from townhouse and mix, and 4,700 Million Baht from Condominium. Of all total presales, 24 percent was from the upcountry market, showing the potential of Sansiri brand that has expanded to various areas in Thailand, especially; La Habana Huahin which currently has the take up rate of 62 percent.

Sansiri prepares for the transfer of 8 condominium projects in the latter half of the year by cooperating with various commercial banks to organise the Credit Day event on 20-21 July. The event facilitates the credit process

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for the customers by allowing them to get the pre-approval and informing the credit promotion from each commercial bank, in order to ensure that the transfer in the second half of the year will be as planned.



In order to allow everyone to get the sense of the brand 'Sansiri' that appreciates the lifestyle of the new generations which is both fun and classy, Sansiri launched Siri House at Soi Somkid in Chidlom area. Siri House serves as a new social club that gathers people with common interests in music, arts, culture, and food. It locates on a well-reserved antique house which consisting of 3 zones, namely, restaurant and bar, collective market, and the lounge (reserved for Sansiri's residents). Sansiri intends to use Siri House as a marketing tool that worth the investment with the ultimate benefits in the long run and efficiently utilise the assets.

On 1st July, Sansiri relaunched Siri Lounge again in the name of 'The Cloud' at Siam Paragon department store to serve as a sale centre that offers new experience for the first time in Thailand under the concept of 'A Healthy Leisure Space'. To emphasise Sansiri's vision as a leader in Health & Well-Being trend, Sansiri collaborates with 'The Coffee Club', a renowned Australian restaurant and cafe brand to create healthy menus to offer experience through food. It also aims to create experience through the combination of innovation and living technology in Sansiri's style for the visitors.

All of which are the preparation for the growth in the latter half of the year. Projects to be transferred during the second half are The Line Sukhumvit 101, The Line Phahon-Pradipat, Khun by Yoo, La Casita, and etc. Moreover, it is the preparation to support the future business expansion and also the changing lifestyle trend.

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