SANSIRI

# SANSIRI TRANSFORMATION

## 2H2017 BUSINESS DIRECTION

# AGENDA

Transformation

1H2017
Business
Summary

2H2017
Business Direction

THE LINE Phahon-Pradipat

SANSIRI
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TRANSFORMATION

# SANSIRI TRANSFORMATION

SANSIRI

# 1H2017

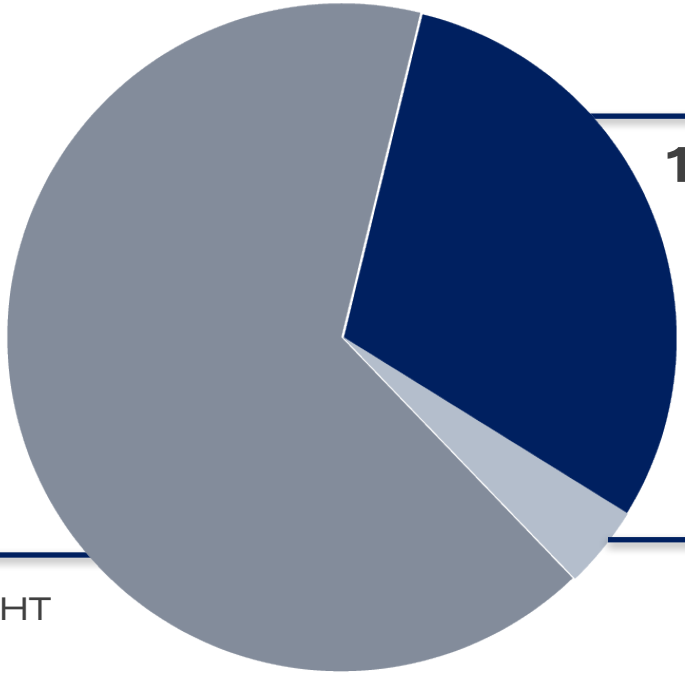
# BUSINESS SUMMARY

Baan Plai Haad

# 2017 PROJECT LAUNCHED SUMMARY

**44,460**
MILLION BAHT

**19** PROJECTS



**44%**
SINGLE HOUSE

**19,400** MILLION BAHT
**9** PROJECTS

**54%**
CONDOMINIUM

**24,200** MILLION BAHT
**8** PROJECTS

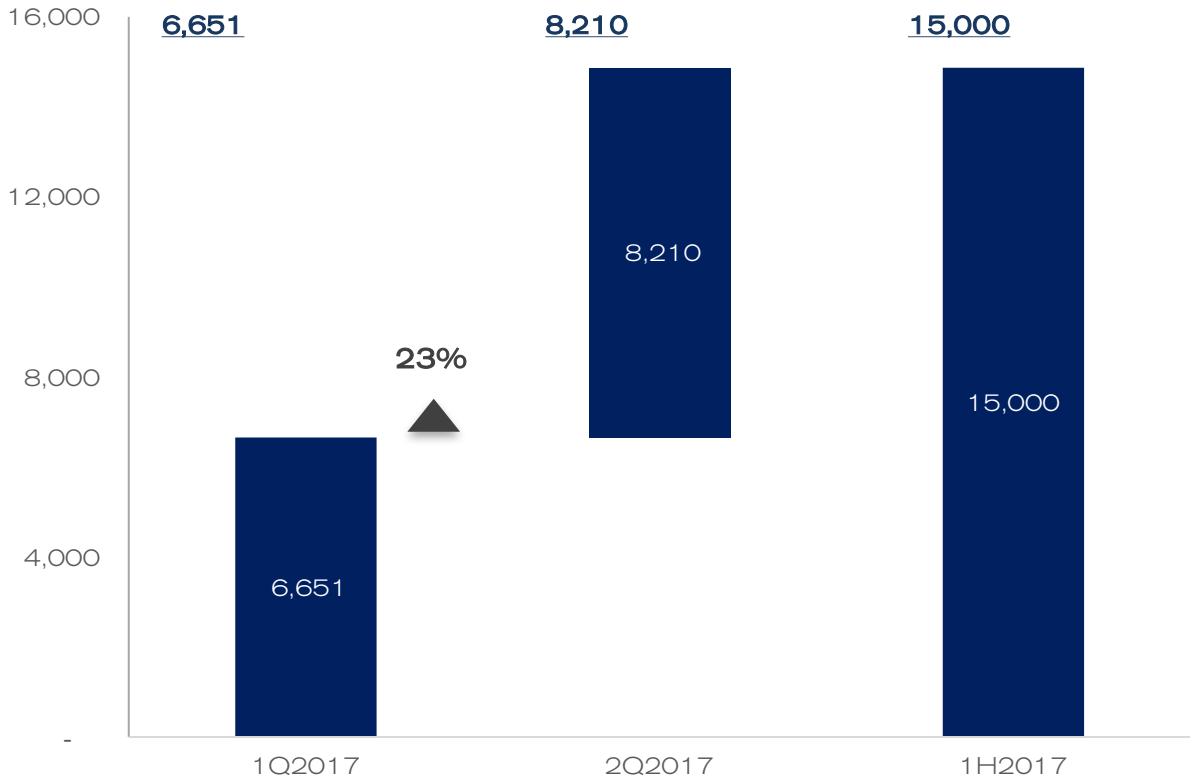
**2%**
TOWNHOUSE

**860** MILLION BAHT
**2** PROJECTS

# PRESALES UPDATE

**15,000**
MILLION BAHT
PRESALES IN 1H17

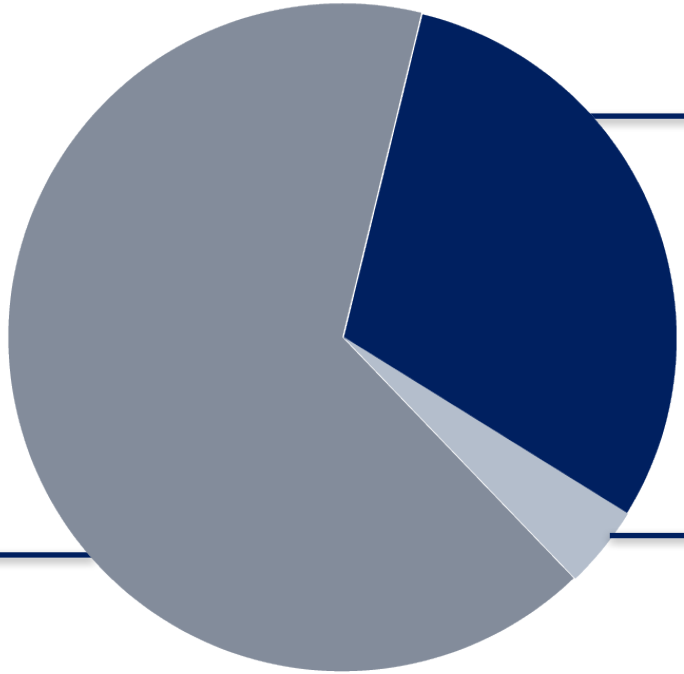
**20%**
INCREASE (YoY)




TOTAL PRESALES AS OF 30th June 2017

# PRESALES UPDATE BY PRODUCT

**15,000**
MILLION BAHT



**35%**
SINGLE HOUSE
**5,163** MILLION BAHT

**60%**
CONDOMINIUM
**8,868** MILLION BAHT

**5%**
TOWNHOUSE
**830** MILLION BAHT

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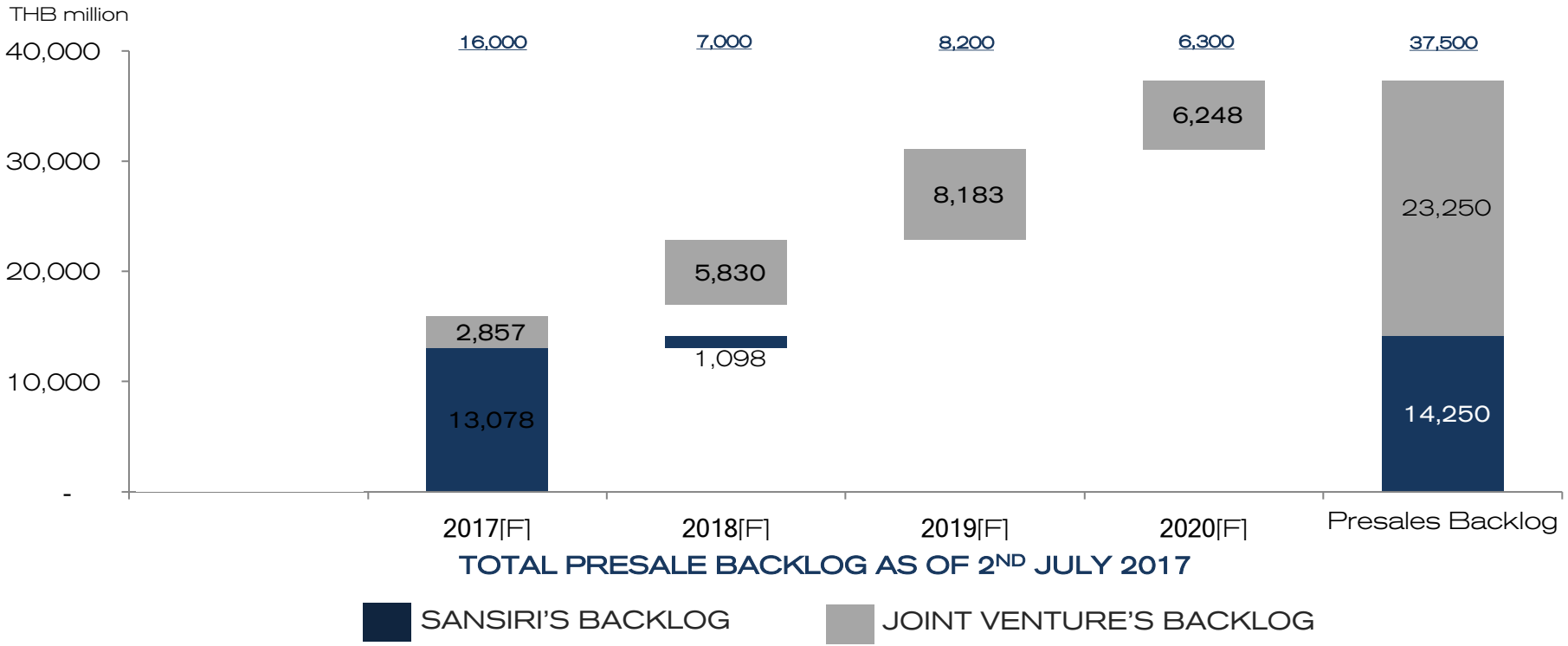
# 37,500 MILLION BAHT TOTAL PRESALES BACKLOG




TOTAL PRESALE BACKLOG AS OF 2ND JULY 2017

SANSIRI'S BACKLOG

JOINT VENTURE'S BACKLOG

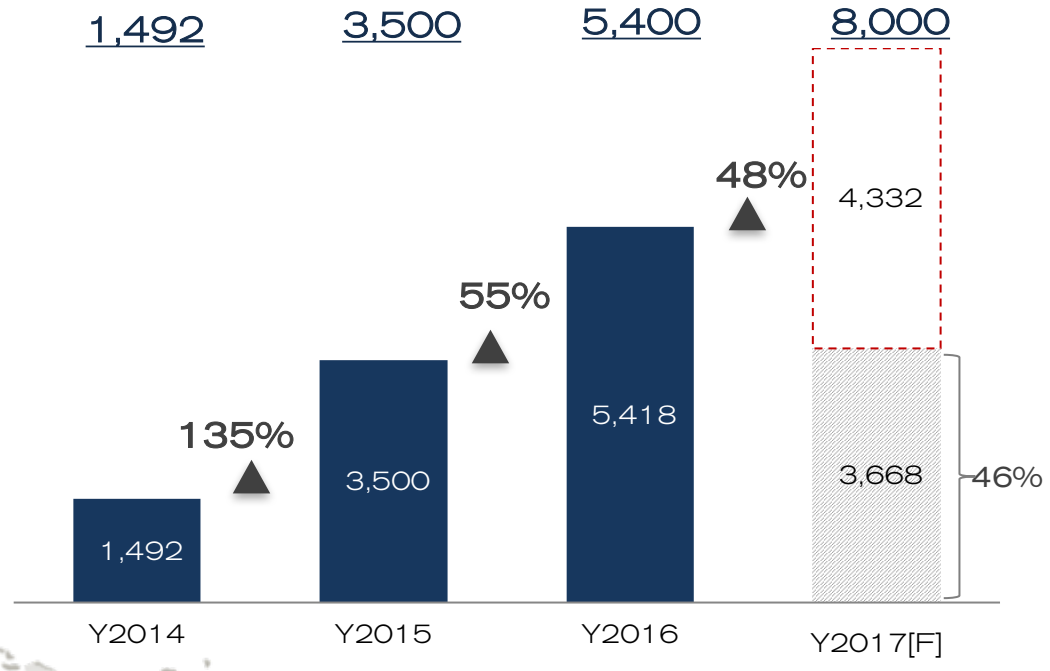
# 1H2017: KEY DRIVER 1



## SUCCESS OF OVERSEA MARKET PENETRATION

**3,700**
MILLION BAHT

PRESALES FROM
**FOREIGN BUYERS**



# 1H2017: KEY DRIVER 1

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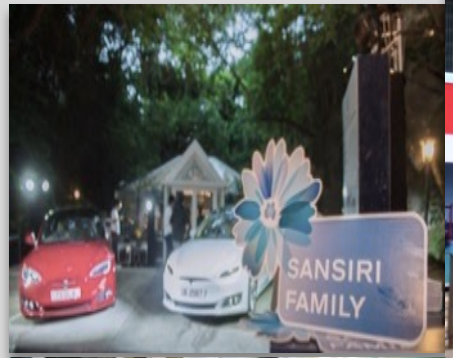
## STRATEGIES FOR OVERSEA MARKETS

- 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



# 1H2017: KEY DRIVER 1

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## The LINE project series are the key contributor in overseas markets.

# 1H2017: KEY DRIVER 2

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## THE LAUNCH OF 98 WIRELESS

98 WIRELESS

## 60% SOLD

# 1H2017: KEY DRIVER 3

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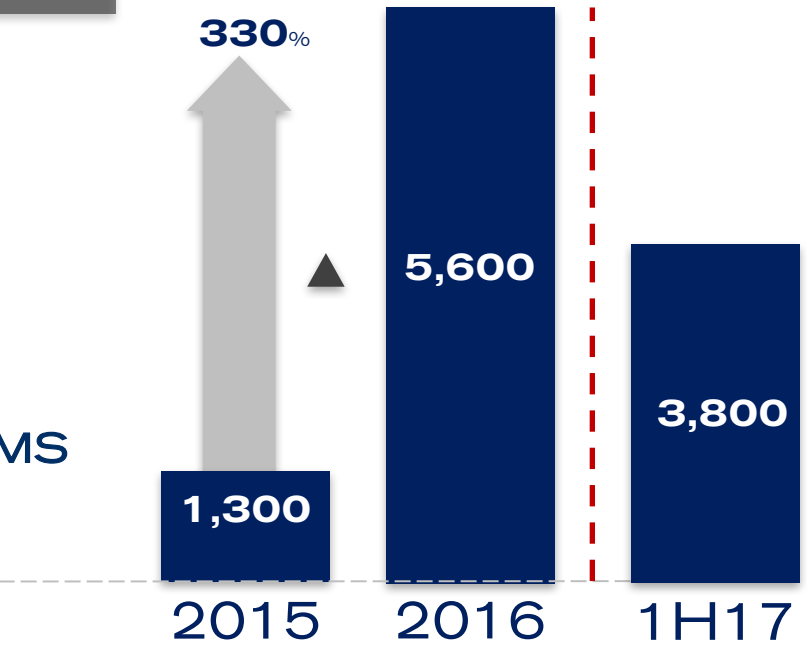
## AFFORDABLE SEGMENT CONDOMINIUM RECOVERY

**3,800**
MILLION BAHT

PRESALES IN AFFORDABLE SEGMENT CONDOMINIUMS




100% Sold Out Affordable Condominiums in 1H2017

- dcondo Nim
- dcondo Onnuch Rama 9
- dcondo Kanjanavanich
- dcondo Kathu-Pathong
- The BASE Central Pattaya
- Baan Kiang Fah

# 2H2017

# BUSINESS DIRECTION

SIRI AVENUE SAIMAI

SANSIRI

# PROJECT LAUNCHED SUMMARY

**39,260**
MILLION BAHT

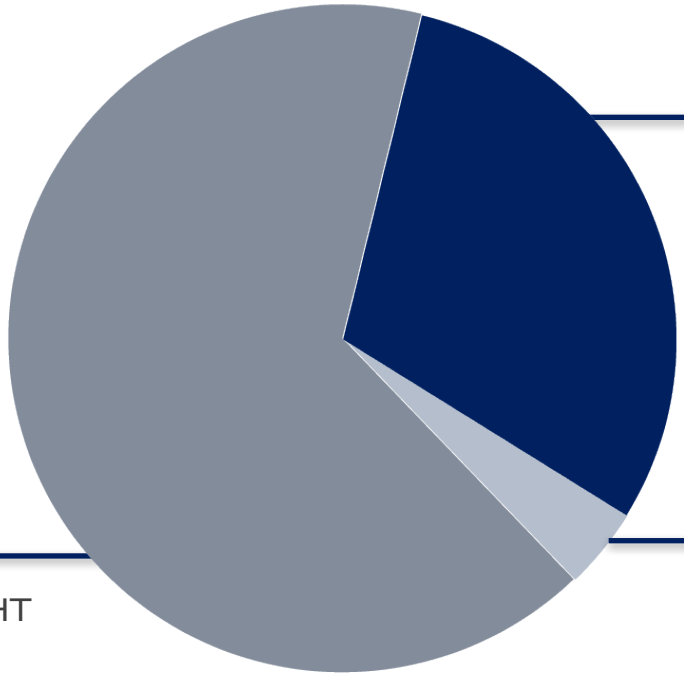
**16** PROJECTS

**41%**
SINGLE HOUSE

**16,150** MILLION BAHT
**8** PROJECTS

**57%**
CONDOMINIUM

**22,350** MILLION BAHT
**7** PROJECTS



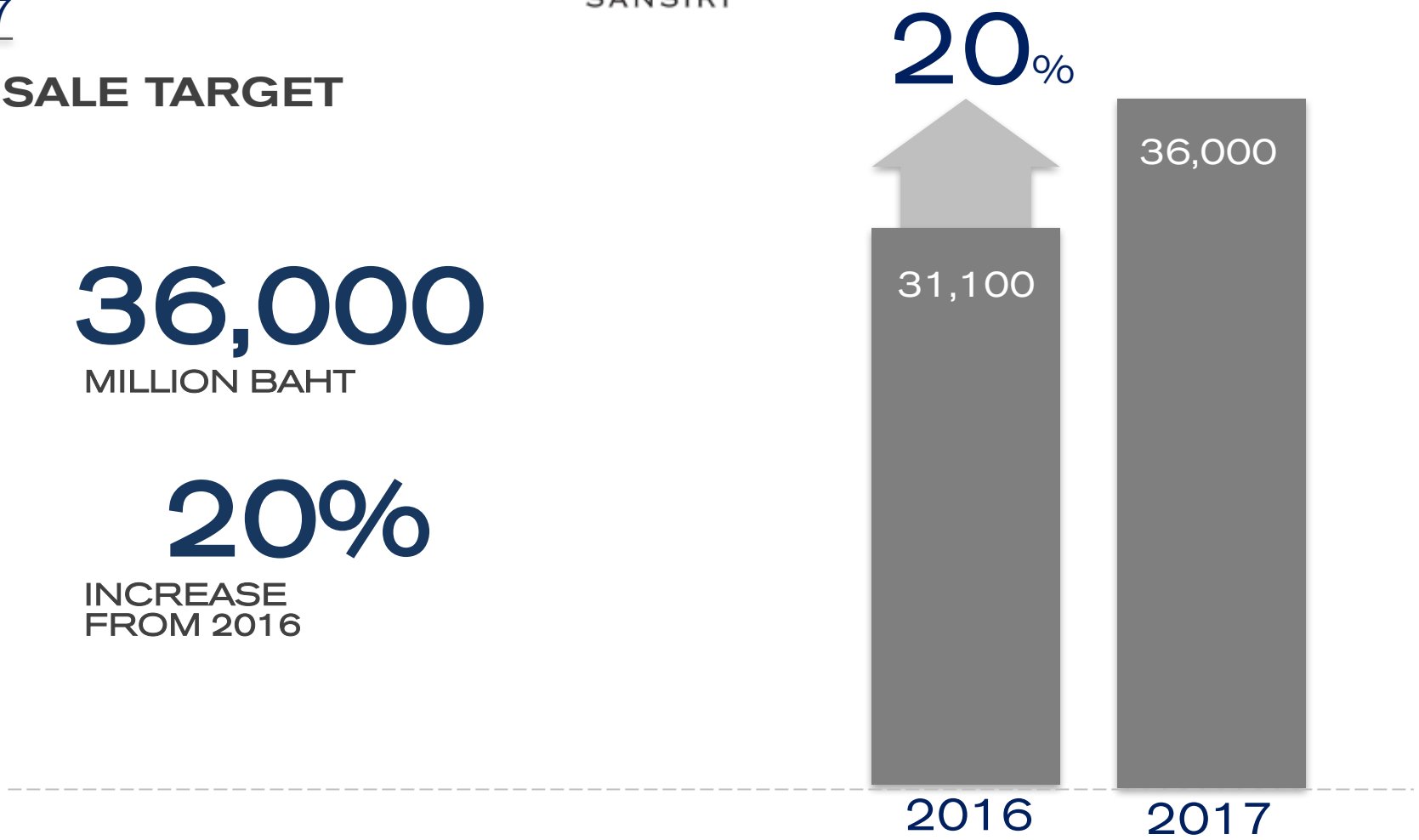
**2%**
TOWNHOUSE

**760** MILLION BAHT
**1** PROJECTS

# PRESALE TARGET

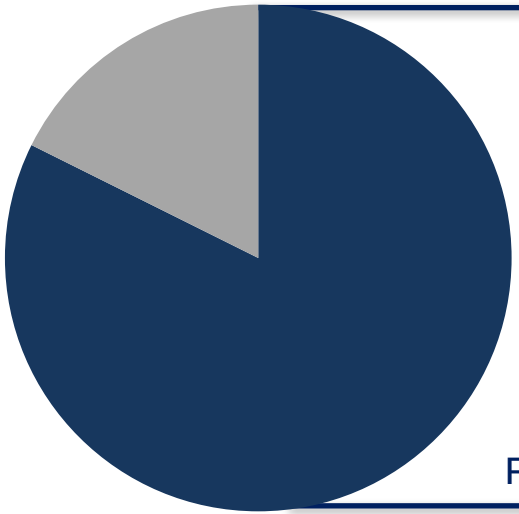
**36,000**
MILLION BAHT

**20%**
INCREASE
FROM 2016



# TOTAL REVENUE TARGET

**34,000**
MILLION BAHT



**6,000**
OTHER REVENUE

**28,000**
PROJECT SALES

# KEY DRIVER 1

## MOVING FORWARD WITH JOINT VENTURE PROJECTS

SANSIRI BTS

SANSIRI

**25** PROJECTS

**100** BILLION BAHT

**5** YEARS ROADMAP SINCE OCTOBER 2014

| 1H2017 | 2H2017 |
| --- | --- |
| **1** PROJECT | **3** PROJECTS |
| **1,900** MILLION BAHT | **10,000** MILLION BAHT |

# KEY DRIVER 2

REENTERING TO SUPER LUXURY SINGLE HOUSE BRAND

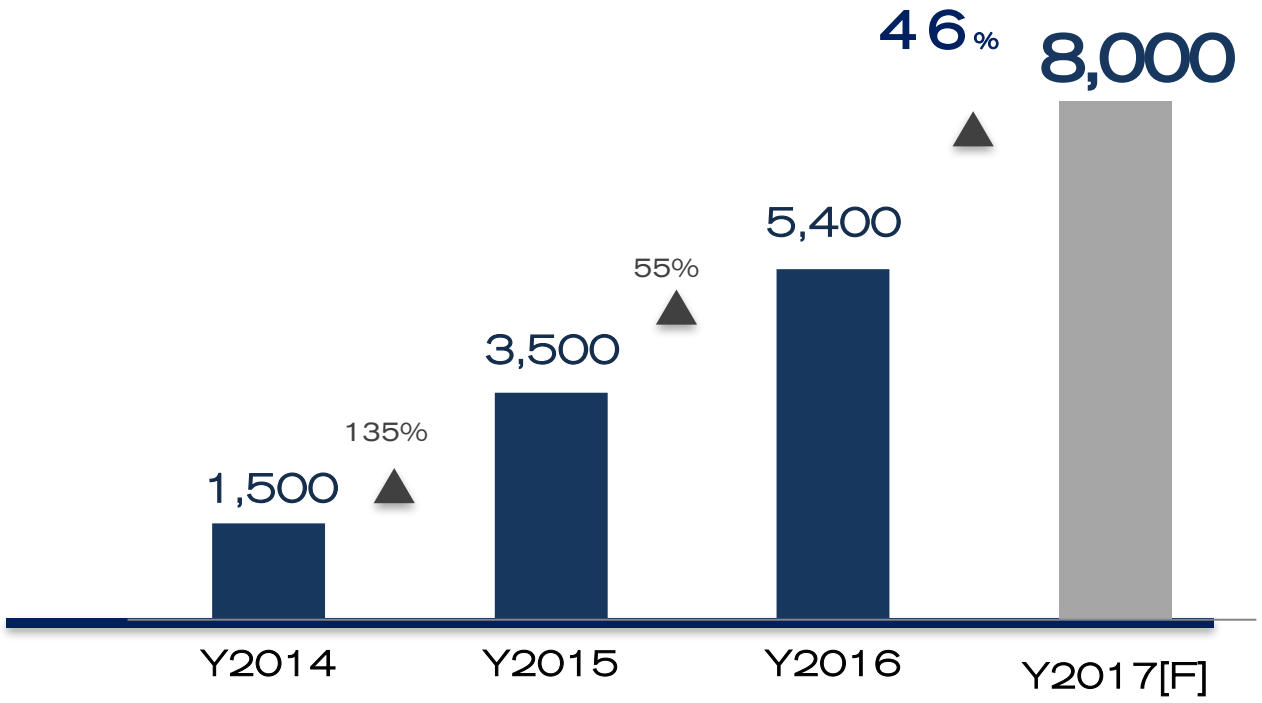
## BAAN SANSIRI

# KEY DRIVER 3

MAINTAINING NO.1 IN OVERSEAS MARKETS



## 2017 Sales Target



# 3,700 MILLION BAHT

## 1H2017 PRESALE ACHIEVED
## IN OVERSEA MARKETS

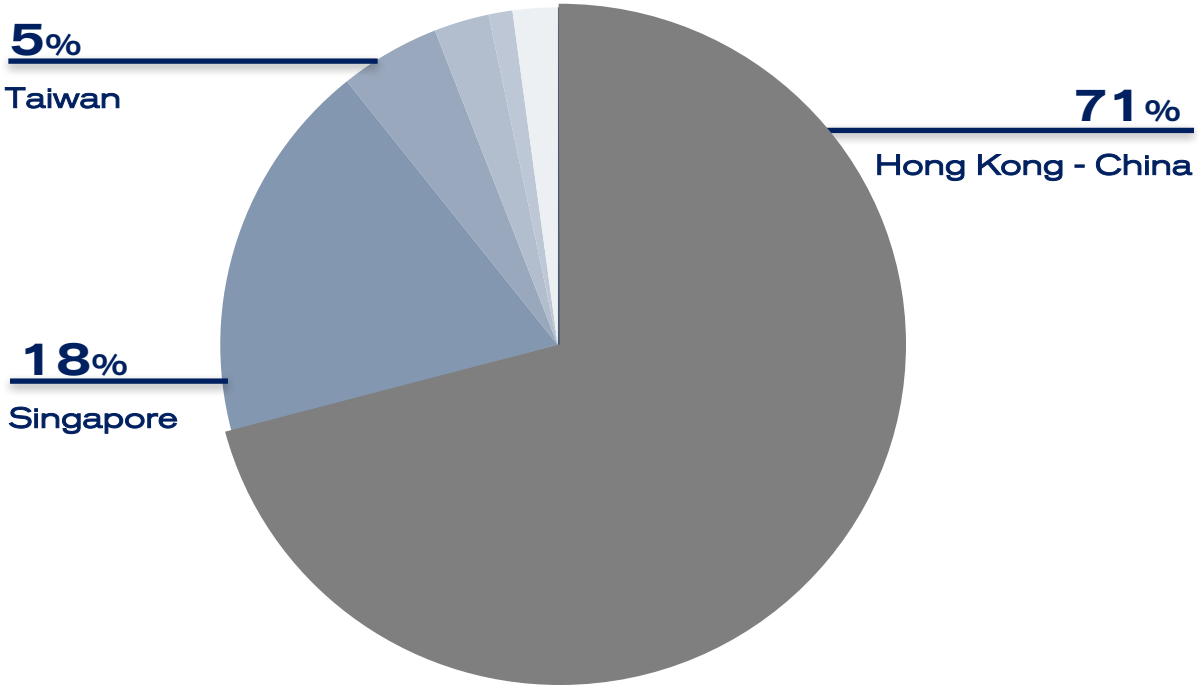
46% of the 2017 target.

# KEY DRIVER 3

## TOP5 Foreign Buyers in 1H2017

**3,700**
MILLION BAHT

**46**% of target



# KEY DRIVER 3

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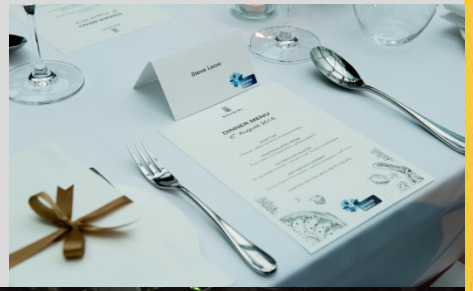
## CONTINUED STRATEGIES FOR OVERSEAS MARKETS

- INCREASE BRANDING PRESENCE
- LONG-TERM AGENT & PARTNER COOPERATION
- CRM ACTIVITIES IN HONG KONG, SINGAPORE AND CHINA
  - CO-ORDINATION WITH WORLD CLASS BRANDS LIKE TESLA
- IN-HOUSE INTERNATIONAL TEAM IN MULTIPLE INTERNATIONAL CITIES
- EXPAND REPRESENTATIVE OFFICES IN SHANGHAI, GUANGSHOU & SHENZHEN



KEY DRIVER 3

# BRANDING EVENTS ROADMAP

**Apr** – Hong Kong
Songkran Fest in Hong Kong

**May** – Singapore, Japan
Thai Fair at Royal Thai Embassy in Singapore and Tokyo

**Sep** – China, Singapore
Thai Fair at Royal Thai Embassy Singapore, Shanghai & Beijing

**Dec** – Hong Kong
Sansiri Global Sales Expo

BTS · SCB · Bangkok Bank · KING POWER · Tourism Authority of Thailand · amazing THAILAND · Royal Thai Embassy · Thailand Elite

# KEY DRIVER 4

SUSTAIN THE SUCCESS OF HAUS BRAND

HAUS

Hasu HAUS

Mori HAUS

# KEY DRIVER 5

## INVESTING IN PROPERTY TECHNOLOGY

### FUTURE OF LIVING

- SETUP VENTURE CAPITAL
- NEW INCOME STREAM

# KEY DRIVER 5

HOME SERVICE

## HOME SERVICE APP

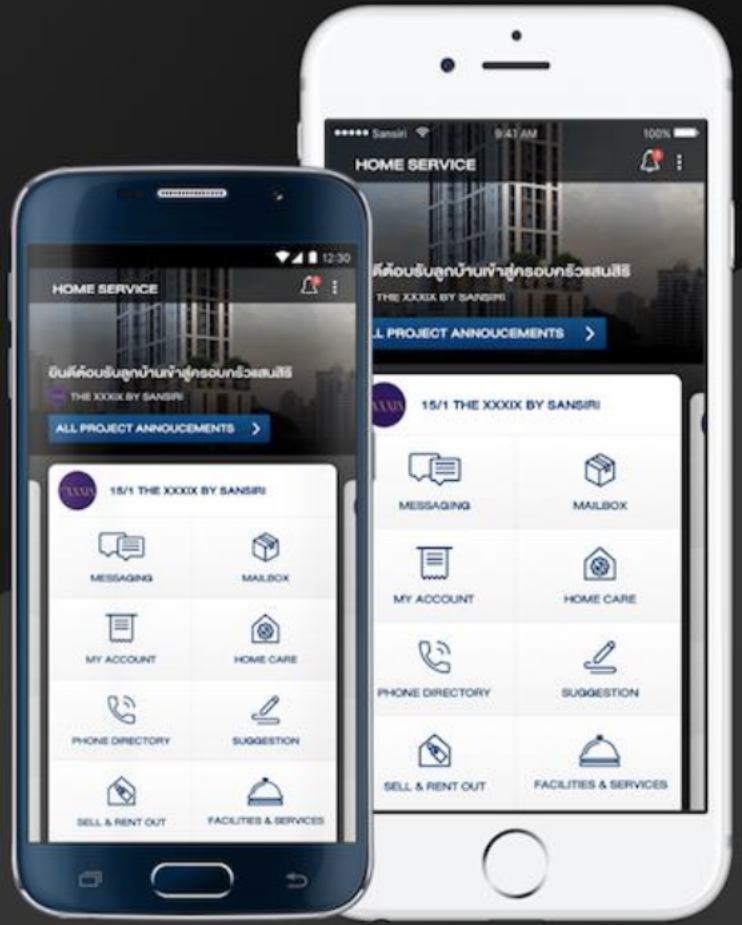
VERSION 3.0.0

Now available for download

Download on the App Store

GET IT ON Google play

Let your app do the talking!



# KEY DRIVER 5

SANSIRI

## An all-in-one app that serves as your very own personal assistant

Project Progress

Transfer Info.

Home Automation

Announcement

Messaging

My Account

Facility & Service

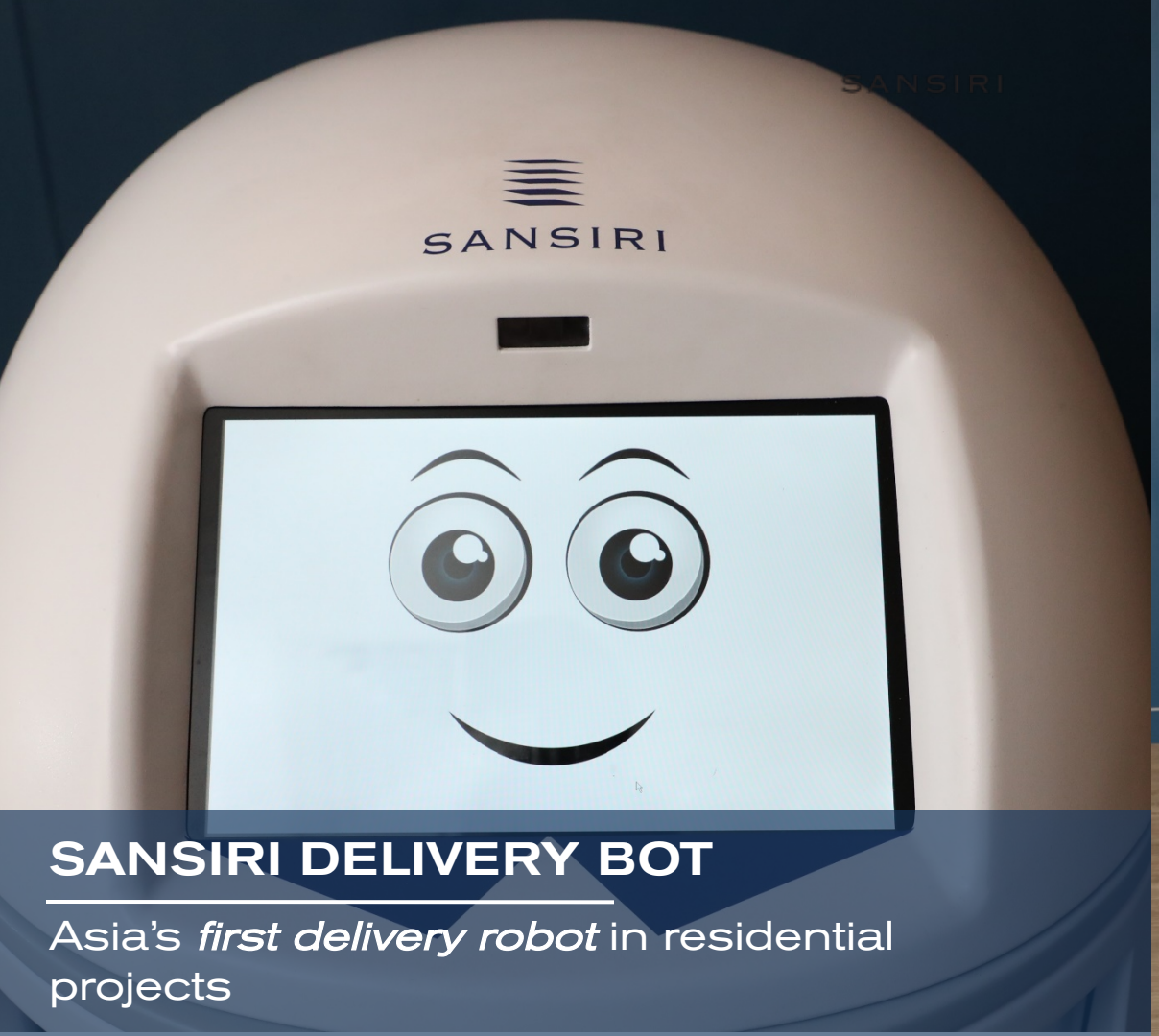
Mailbox

Home Care

Phone Directory

Sell & Rent Out

Sansiri Live Chat



# SANSIRI DELIVERY BOT

Asia's *first delivery robot* in residential projects

SANSIRI