



SANSIRI

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**JOURNEY  
FOR  
TOMORROW**



SANSIRI

## AGENDA

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**2016**  
BUSINESS  
SUMMARY

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**2017**  
BUSINESS  
DIRECTION

2016

SANSIRI

## PROJECT LAUNCHED SUMMARY

**46,200**  
MILLION BAHT

**20** PROJECTS

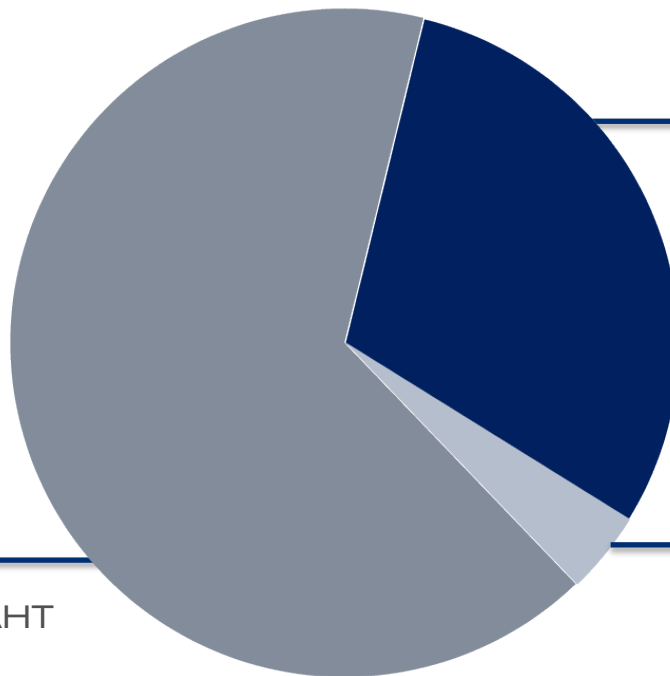


**69%**

CONDOMINIUM

**31,800** MILLION BAHT

**10** PROJECTS



**28%**

SINGLE HOUSE

**12,900** MILLION BAHT

**7** PROJECTS



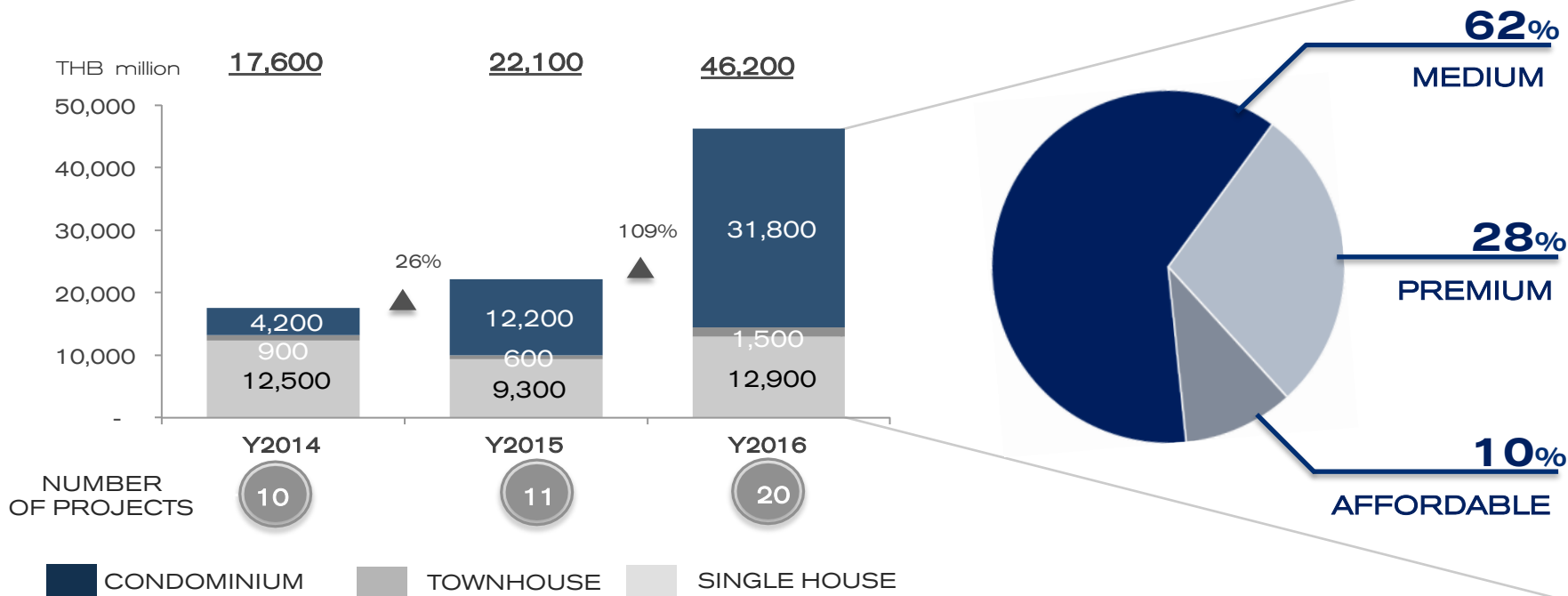
**3%**

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



dcondo Onnut-Rama 9



Setthasiri Wongwaen-Lamlukka



Burasiri Rangsit



Setthasiri Pattanakarn

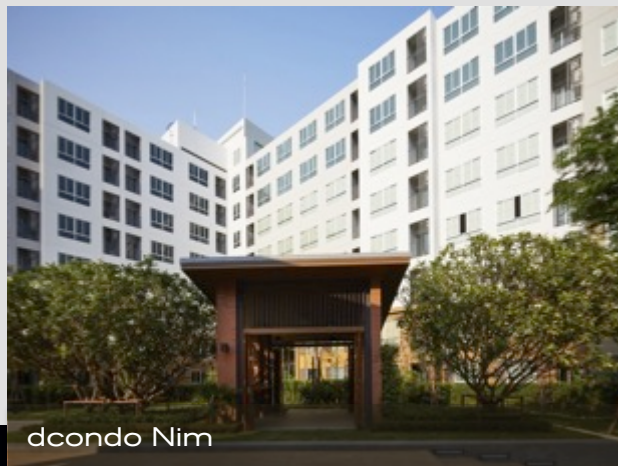
2016

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

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QUARTER 4

PROJECT  
LAUNCHED

**24,500**

MILLION BAHT



Burasiri Ratchapruk 345



KHUN by YOO



THE LINE Phahon-Pradipat



THE LINE Sukhumvit 101



98 Wireless

2016

SANSIRI

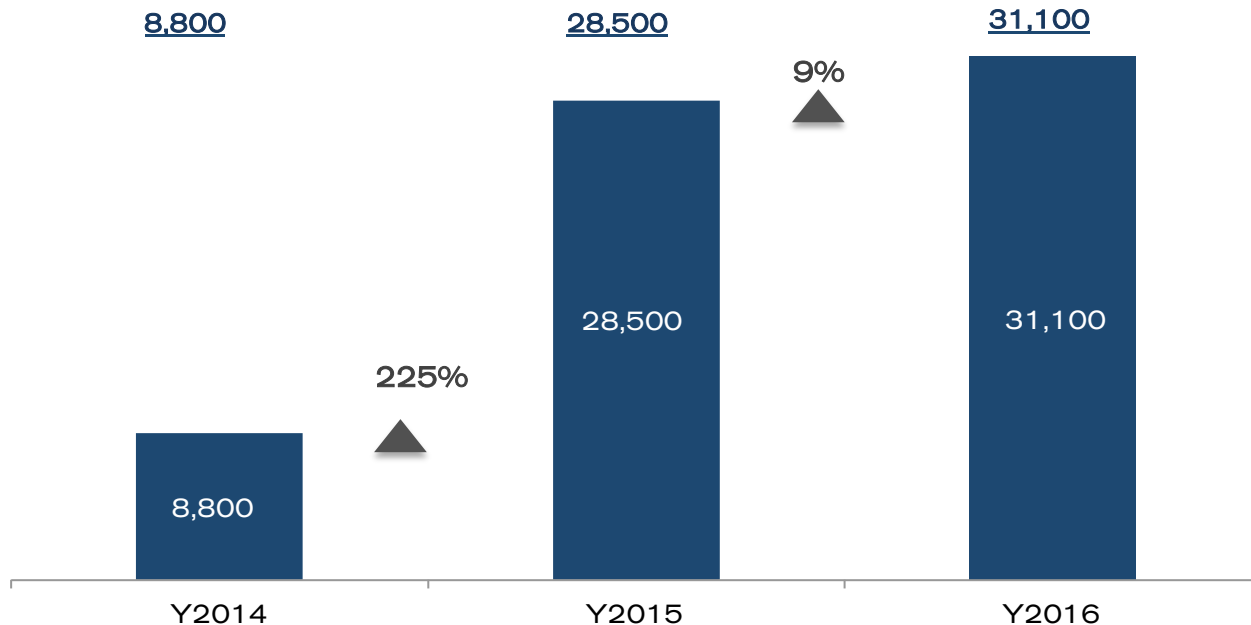
## PRESALES UPDATE

**31,100**

MILLION BAHT  
PRESALES IN 2016

**9%**

INCREASE  
FROM 2015



TOTAL PRESALES AS OF 31<sup>ST</sup> DECEMBER 2016

2016

SANSIRI

**PRESALES  
UPDATE  
BY PRODUCT**

**31,100**

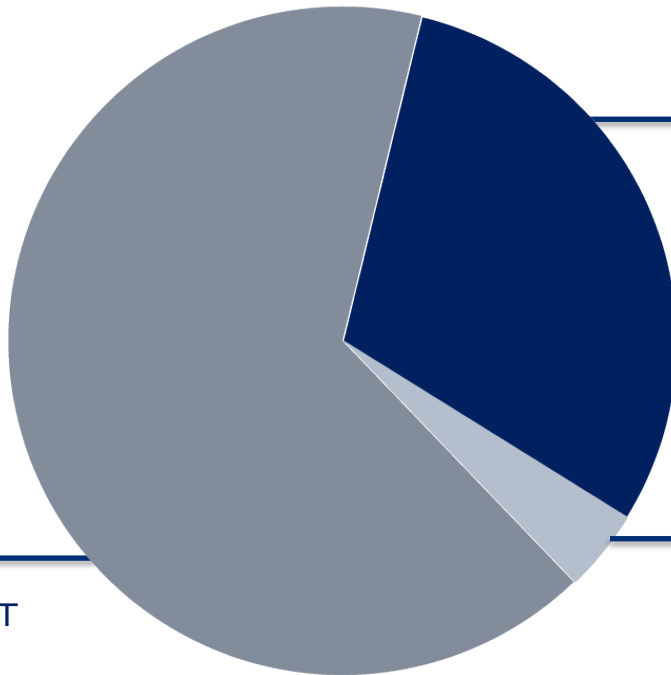
MILLION BAHT



**66%**

CONDOMINIUM

**20,500** MILLION BAHT



**30%**

SINGLE HOUSE

**9,500** MILLION BAHT



**4%**

TOWNHOUSE

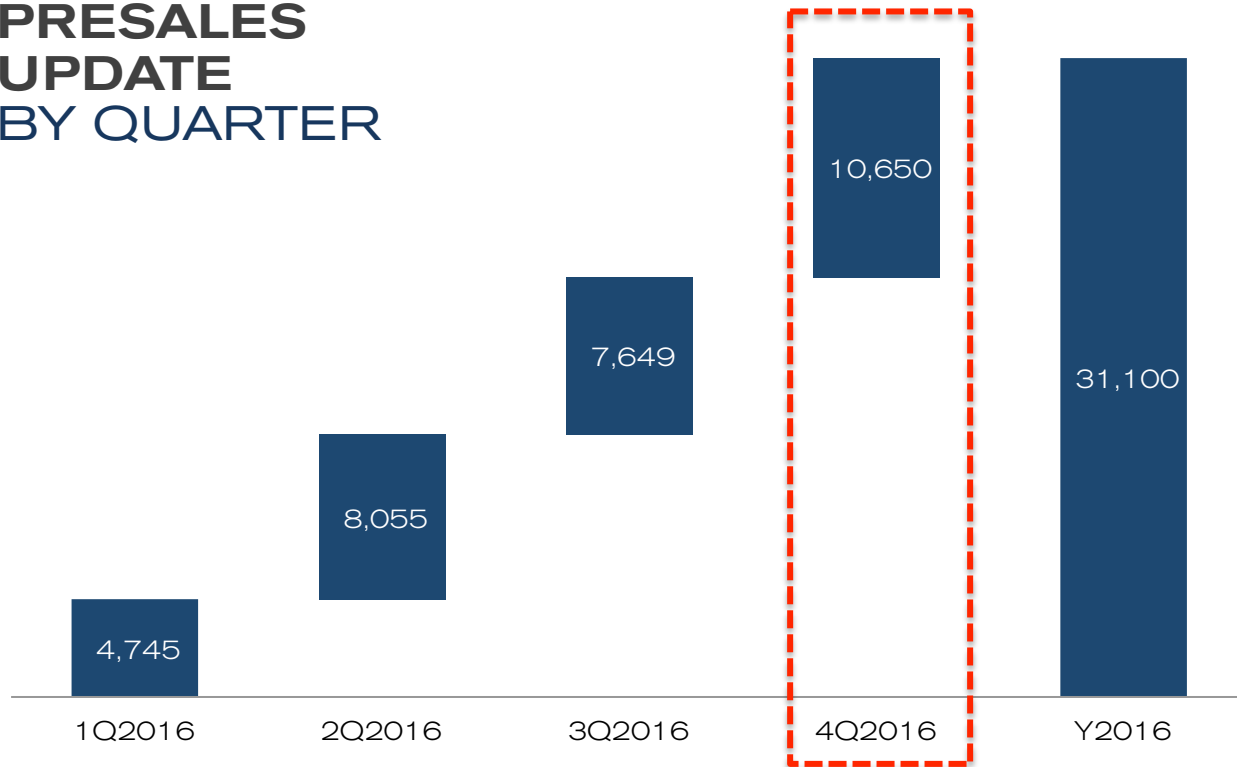
**1,100** MILLION BAHT



2016

SANSIRI

## PRESALES UPDATE BY QUARTER



**HIGHEST  
PRESALE  
VOLUME  
IN QUARTER 4**

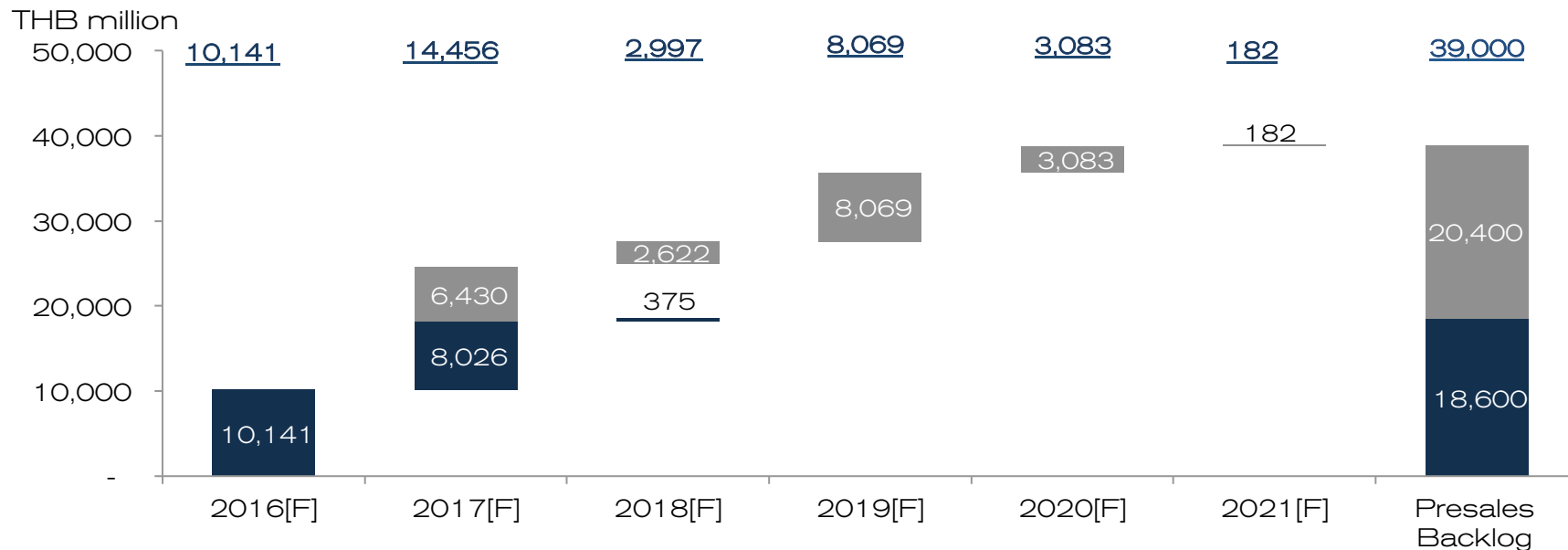
TOTAL PRESALES AS OF 31<sup>ST</sup> DECEMBER 2016

2016

SANSIRI

# 39,000

MILLION BAHT TOTAL PRESALES BACKLOG



TOTAL PRESALE BACKLOG AS OF 31<sup>ST</sup> 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

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## 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

SOLD-OUT

Take up  
100%

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

THE BASE  
Garden Rama 9

Take up  
80%

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

KHUN by YOO

Take up  
50%

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

THE LINE Pradipat

Take up  
50%

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

THE LINE  
Sukhumvit 101

Take up  
35%

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



## KEY DRIVER 2

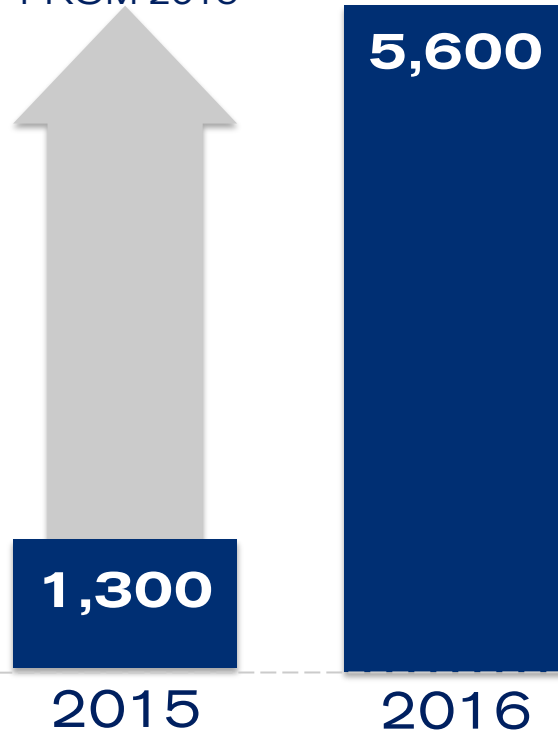
SANSIRI

AFFORDABLE  
SEGMENT  
CONDOMINIUM  
RECOVERY

**5,600**  
MILLION BAHT

PRESALES IN  
AFFORDABLE  
SEGMENT  
CONDOMINIUMS

**330%**  
INCREASE  
FROM 2015



dcondo Rangsit



dcondo Onnut-Rama 9



dcondo Nim



## KEY DRIVER 3

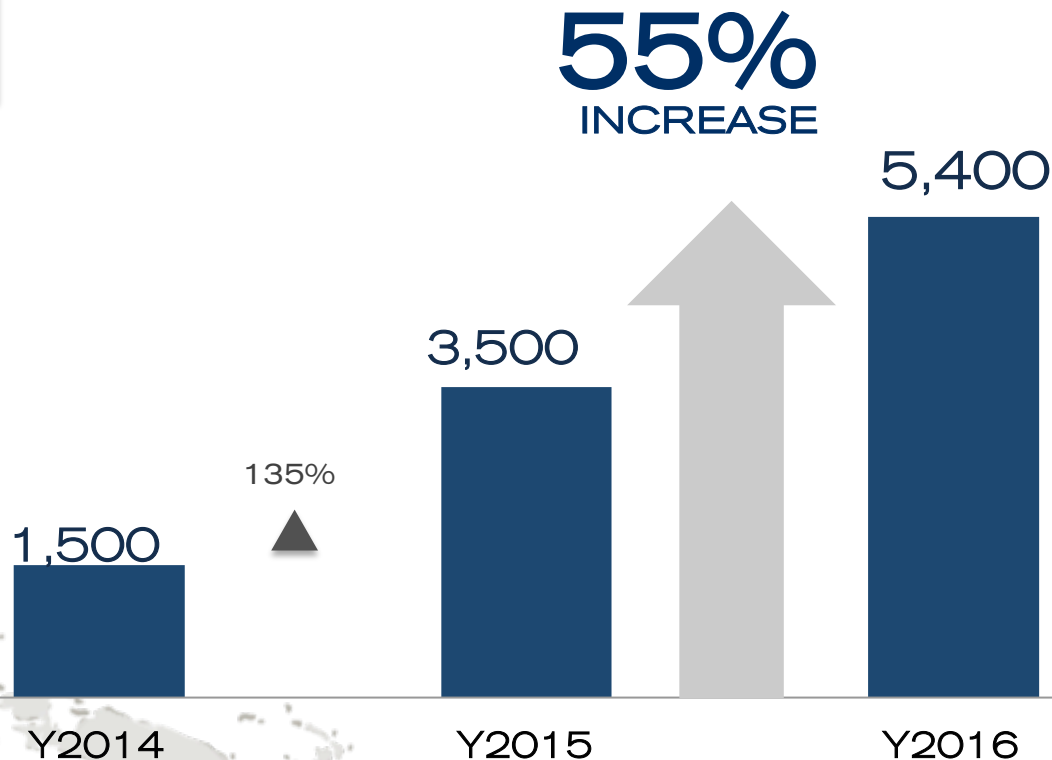
SANSIRI

SUCCESS OF  
OVERSEA MARKET  
PENETRATION

**5,400**

MILLION BAHT

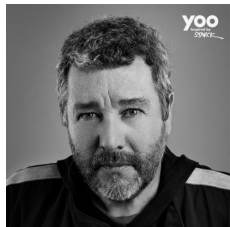
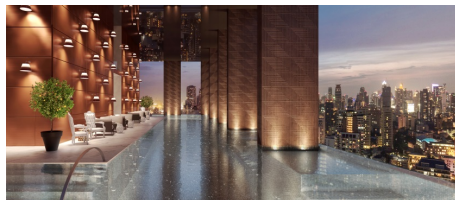
PRESALES FROM  
FOREIGN BUYERS



## 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

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# BUSINESS DIRECTION

KHUN by YOO

2017

SANSIRI

## PROJECT LAUNCHED SUMMARY

**41,200**

MILLION BAHT

**19**

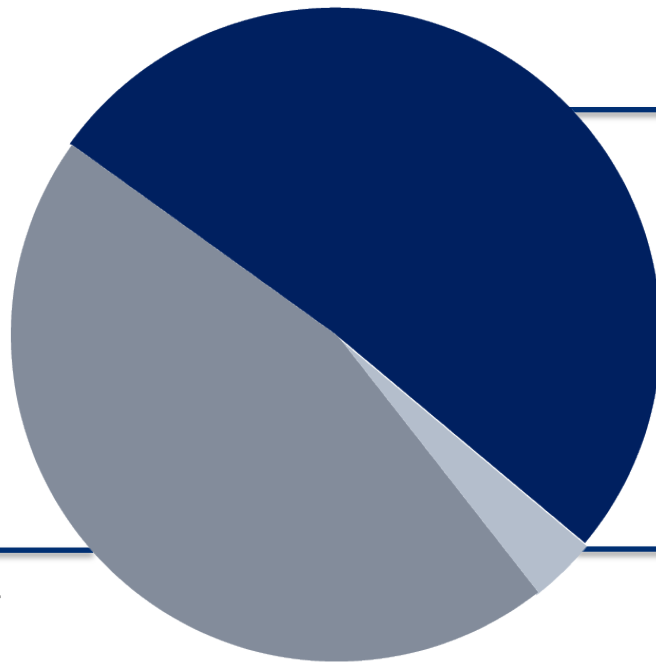
PROJECTS



**53%**

CONDOMINIUM

**21,900** MILLION BAHT  
**8** PROJECTS



**45%**

SINGLE HOUSE

**18,500** MILLION BAHT  
**9** PROJECTS



**2%**

TOWNHOUSE

**800** MILLION BAHT  
**2** PROJECTS

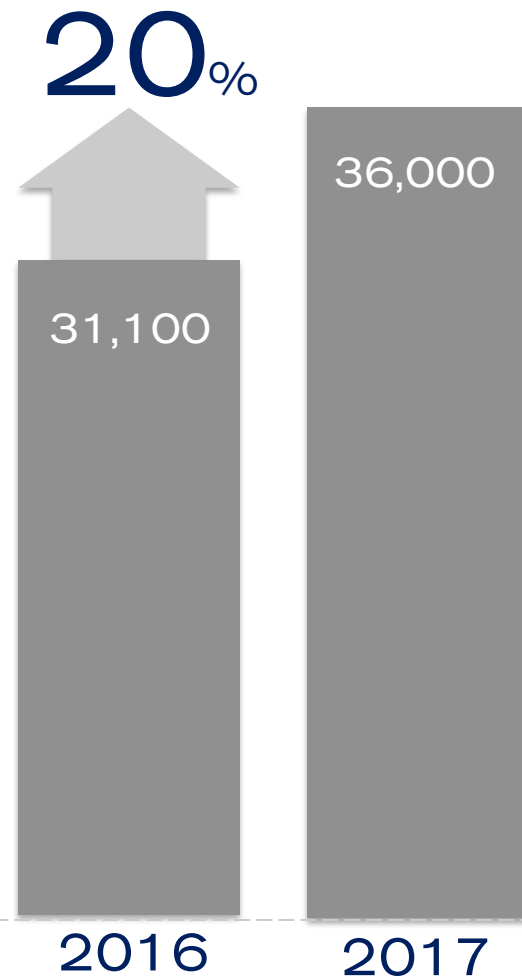
2017

SANSIRI

## PRESALE TARGET

**36,000**  
MILLION BAHT

**20%**  
INCREASE  
FROM 2016





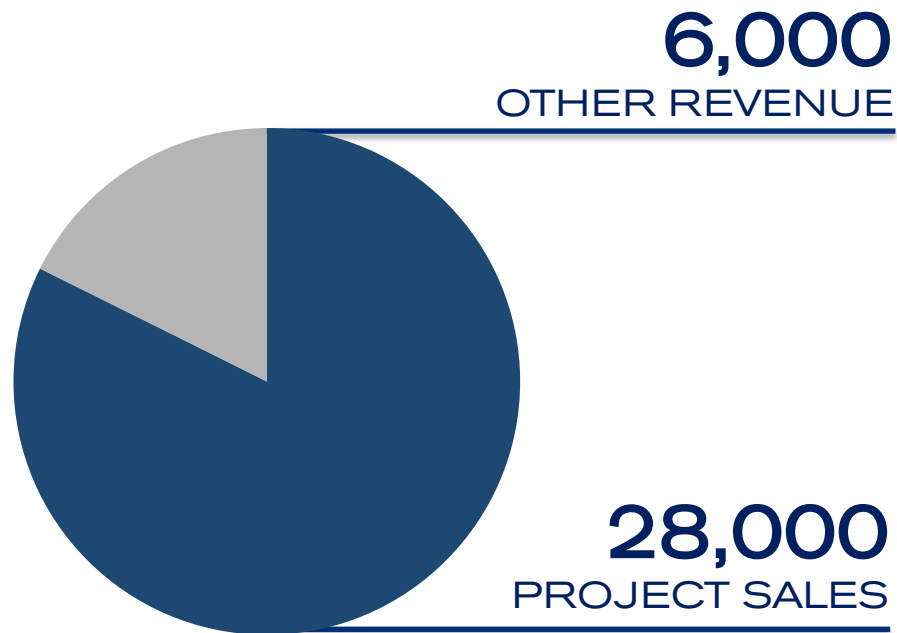
2017

SANSIRI

## TOTAL REVENUE TARGET

34,000

MILLION BAHT



2017

## KEY DRIVERS

SANSIRI



Narasiri Topiary

## KEY DRIVER 1

MOVING FORWARD  
WITH  
JOINT VENTURE  
PROJECTS



SANSIRI

**25** PROJECTS

**100** BILLION BAHT

**5** YEARS ROADMAP SINCE OCTOBER 2014

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

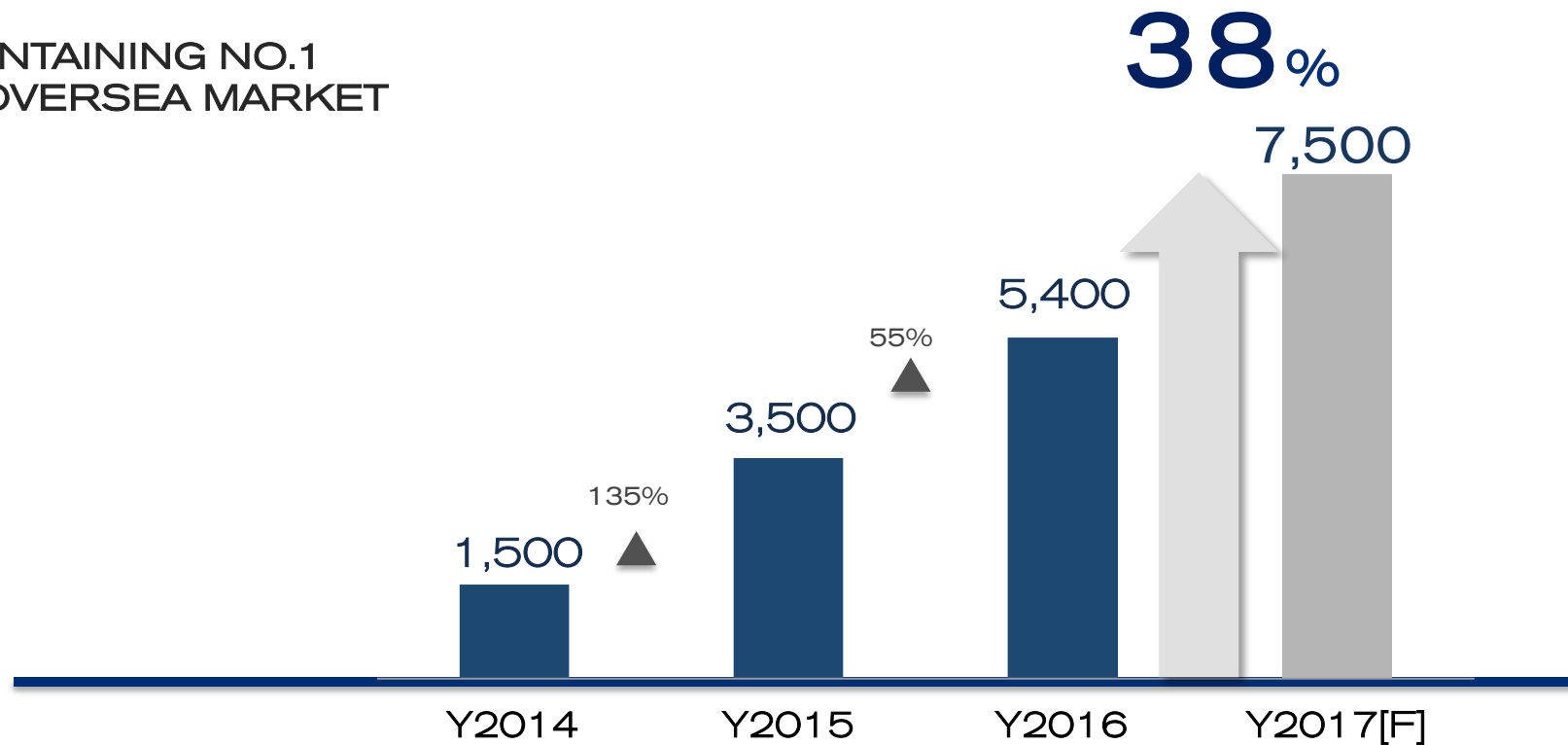


Baan Sansiri Sukhumvit 67

## KEY DRIVER 3

SANSIRI

MAINTAINING NO.1  
IN OVERSEA MARKET



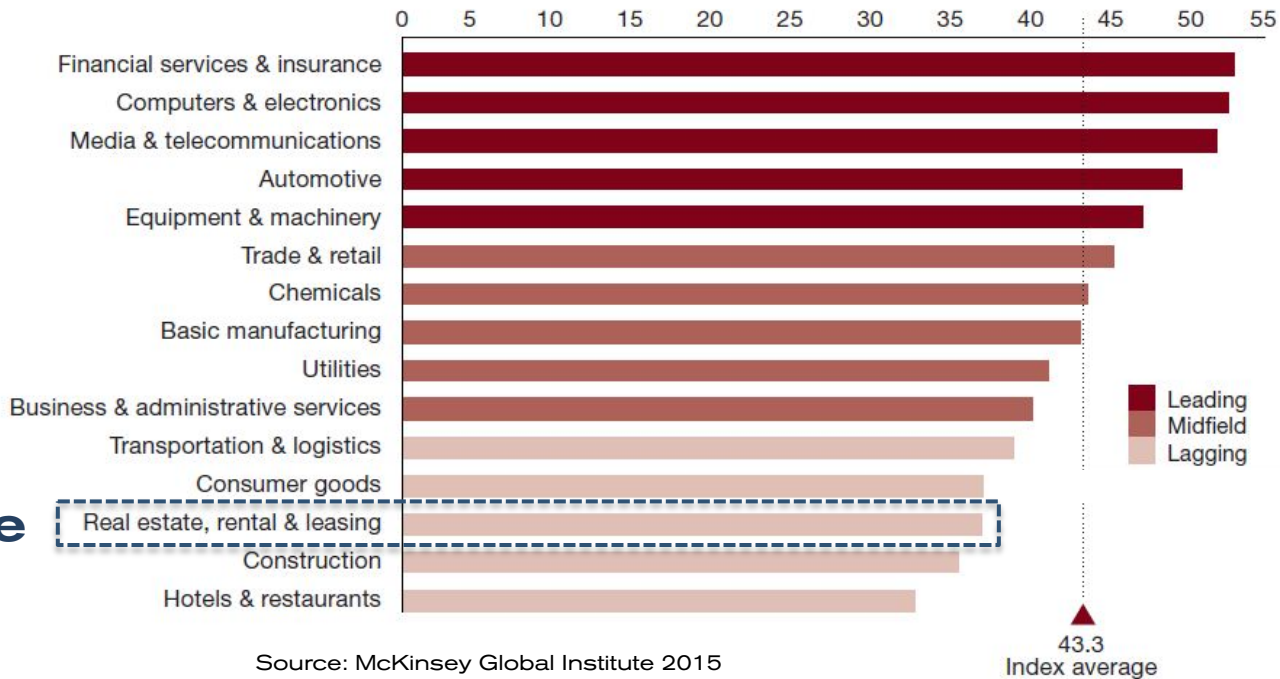
# KEY DRIVER 4

EMBRACING DATA TRANSFORMATION

ADOPTING ADVANCED DATA ANALYTICS AND DIGITAL TOOLS ACROSS THE VALUE CHAIN

Real Estate

SANSIRI





# INVESTING IN PROPERTY TECHNOLOGY

- SETUP VENTURE CAPITAL
- NEW INCOME STREAM





SANSIRI

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Q & A

