



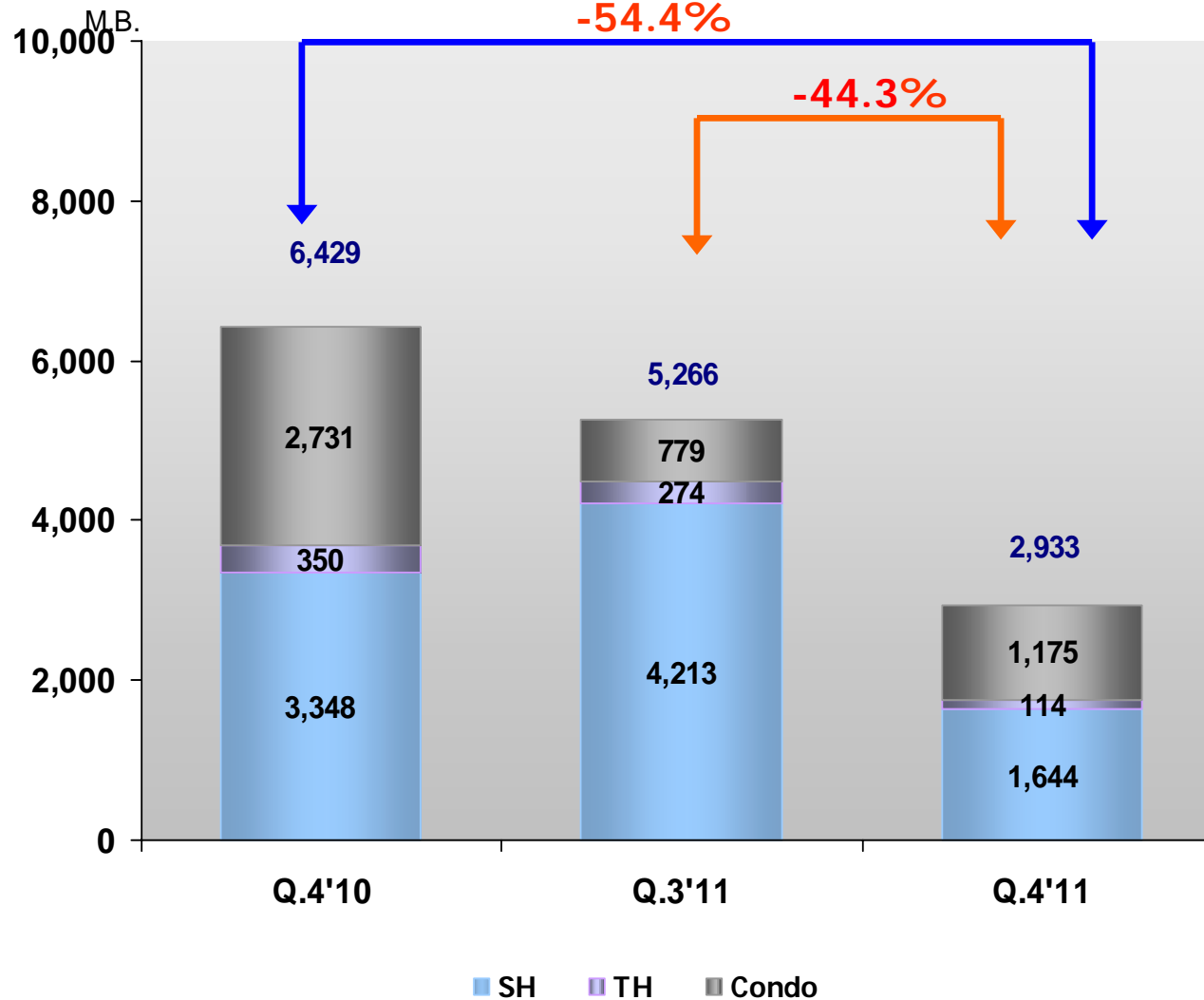
LAND & HOUSES

Analyst Meeting...Q.4'11

29 Feb. 12



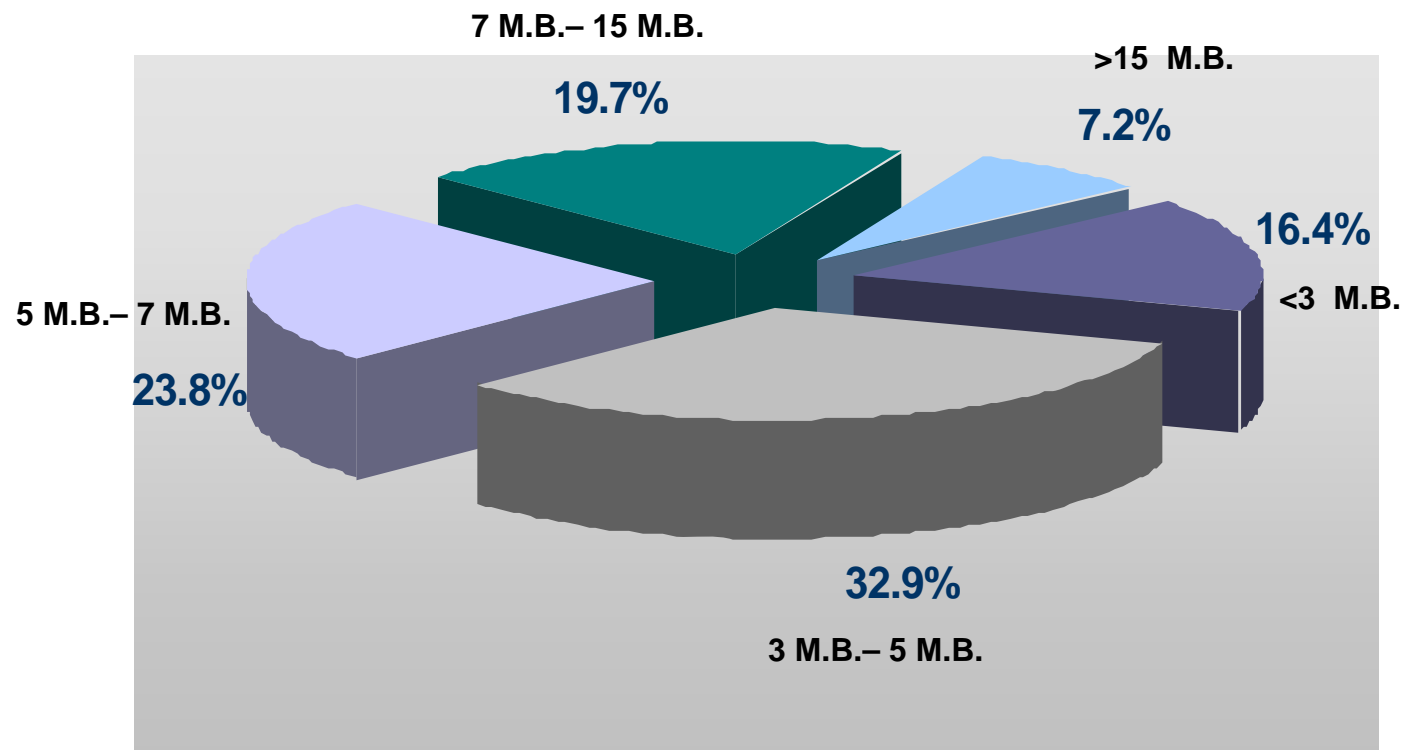
Sales Growth (Booking)



	Unit
SH+L	294
TH	42
CD	298
Total	634

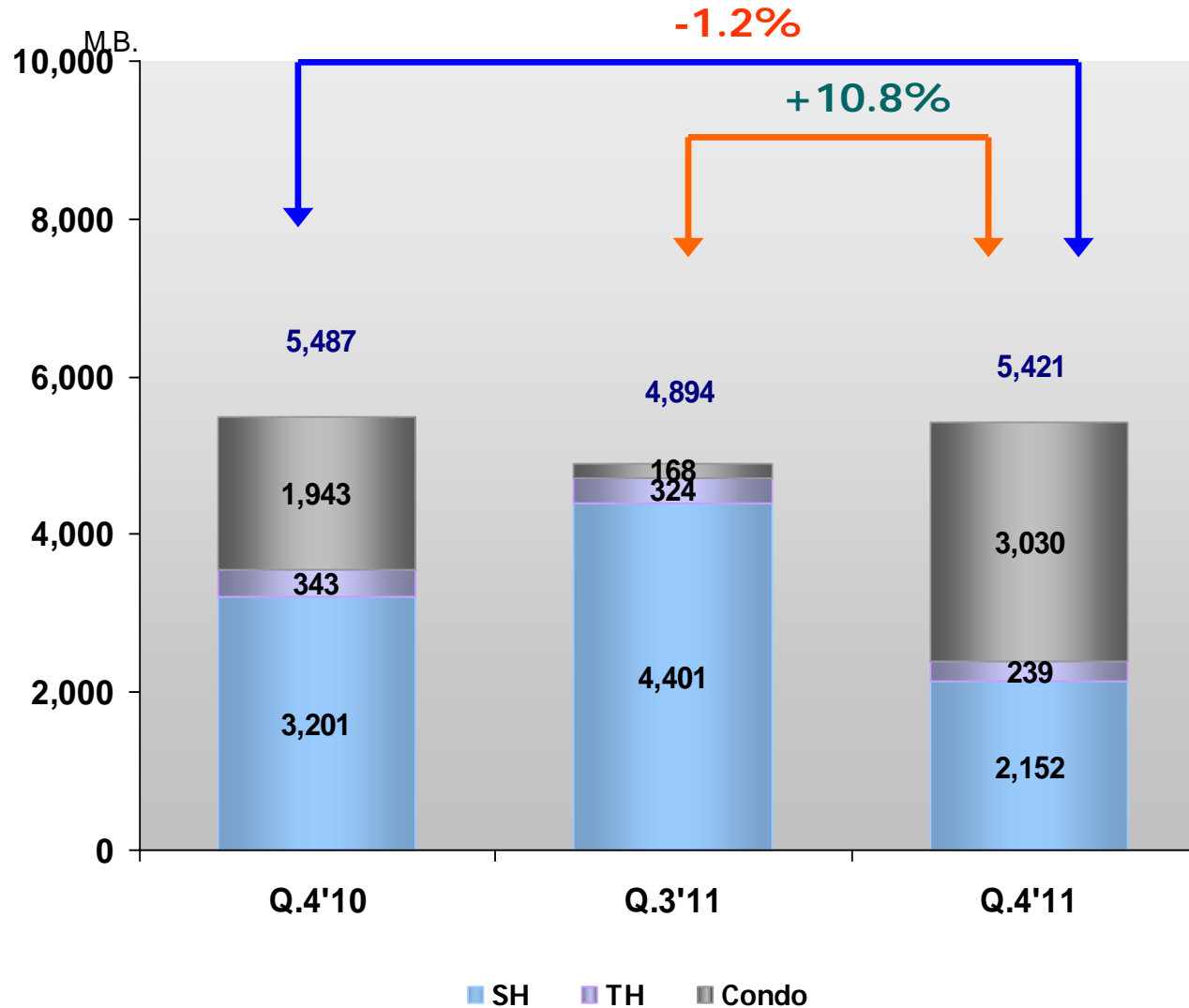


Booking by Segmentation : 2011





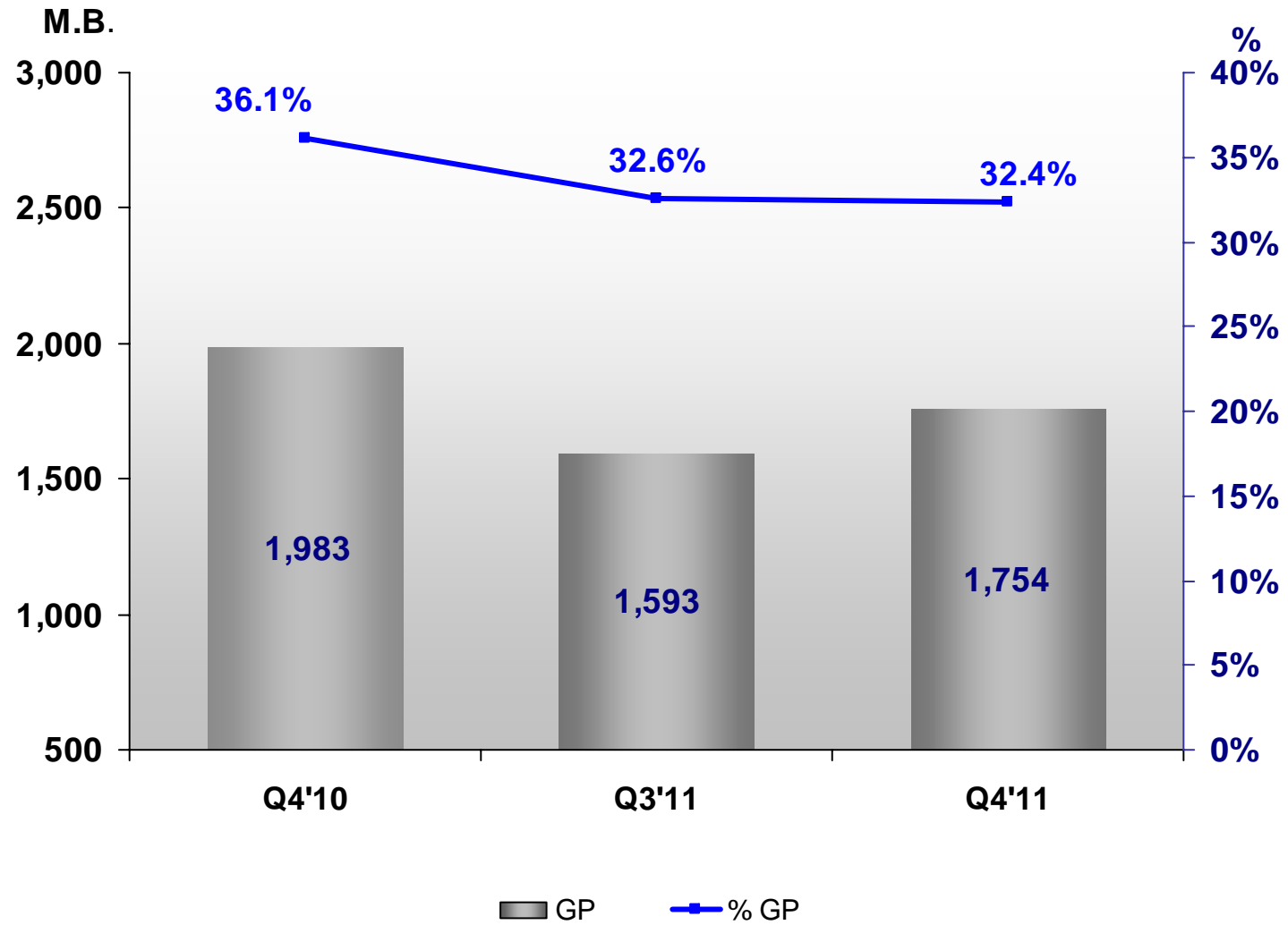
Recognized Sales Growth (Transfer)



	Unit
SH	395
TH	95
CD	752
Total	1,242

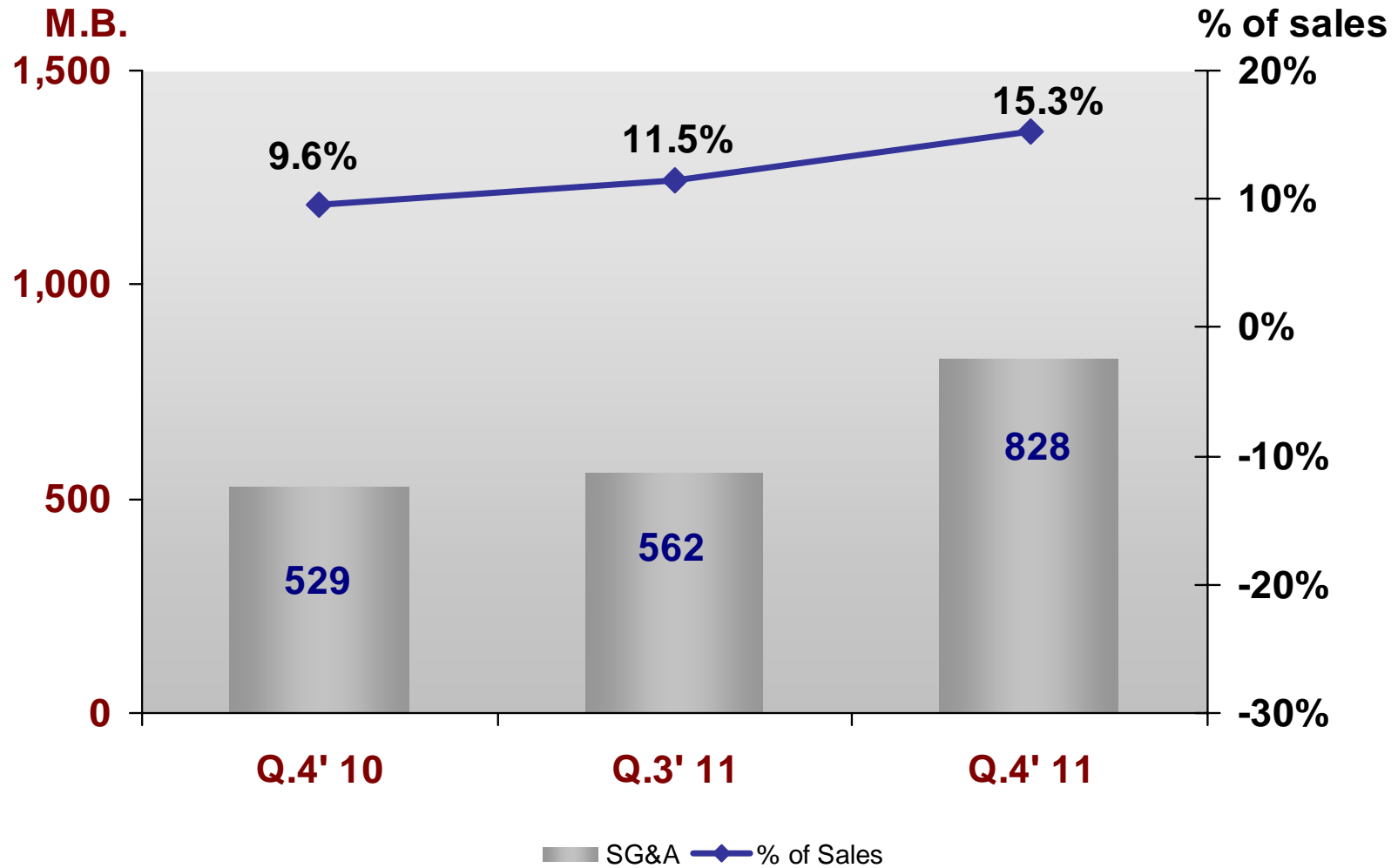


G.P



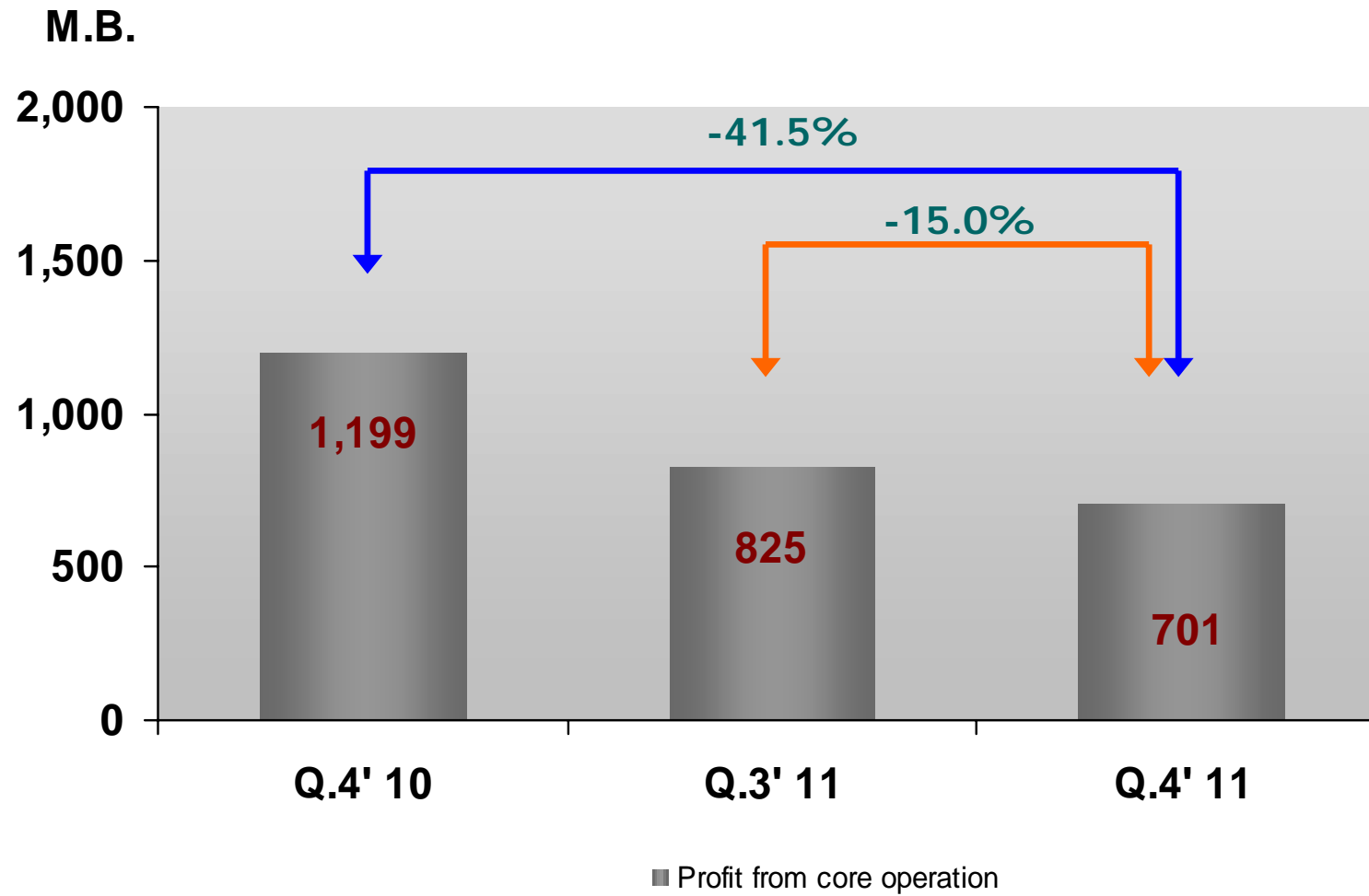


SG&A Exp. (excl. B/T)



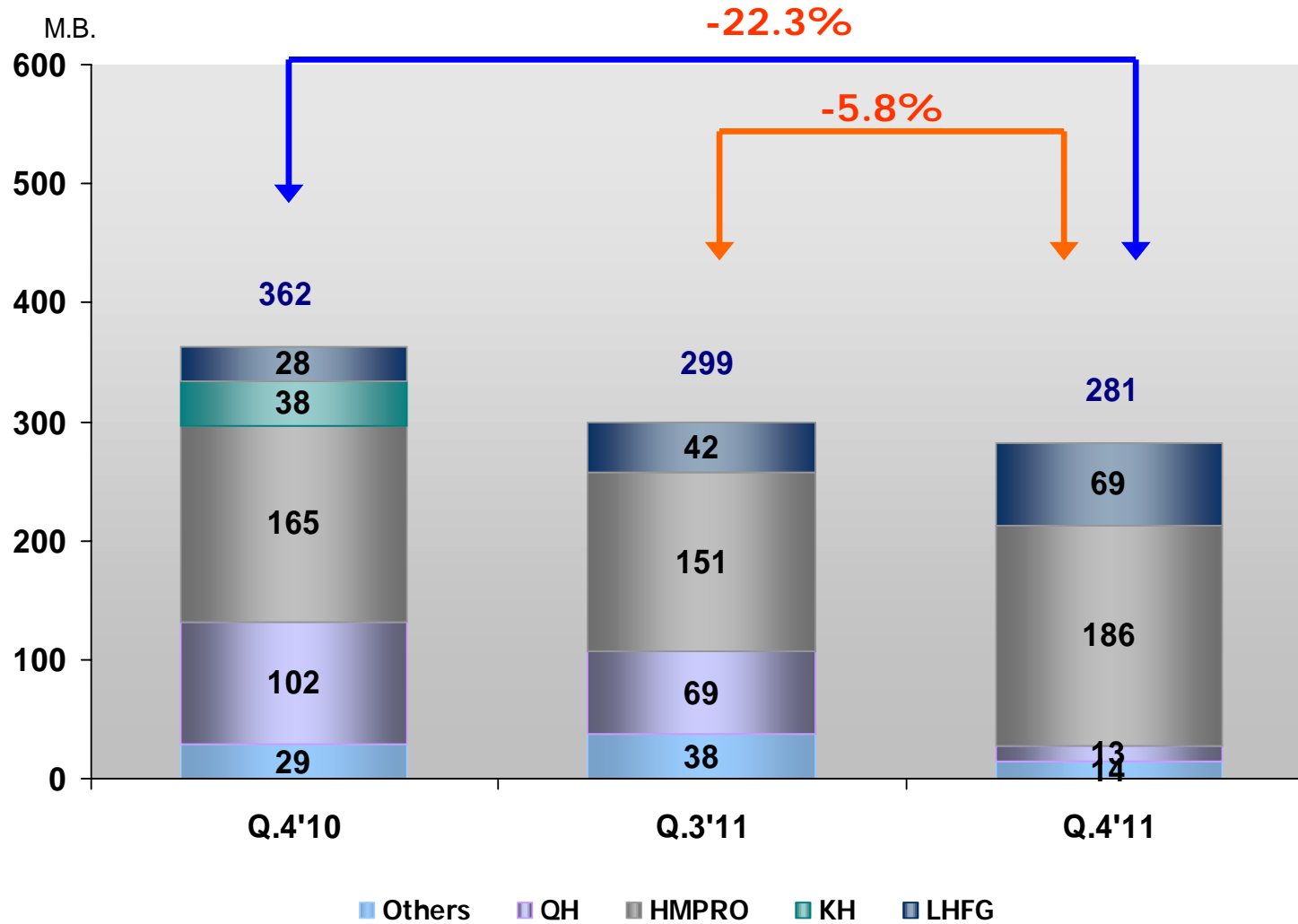


Profit from Core Operation



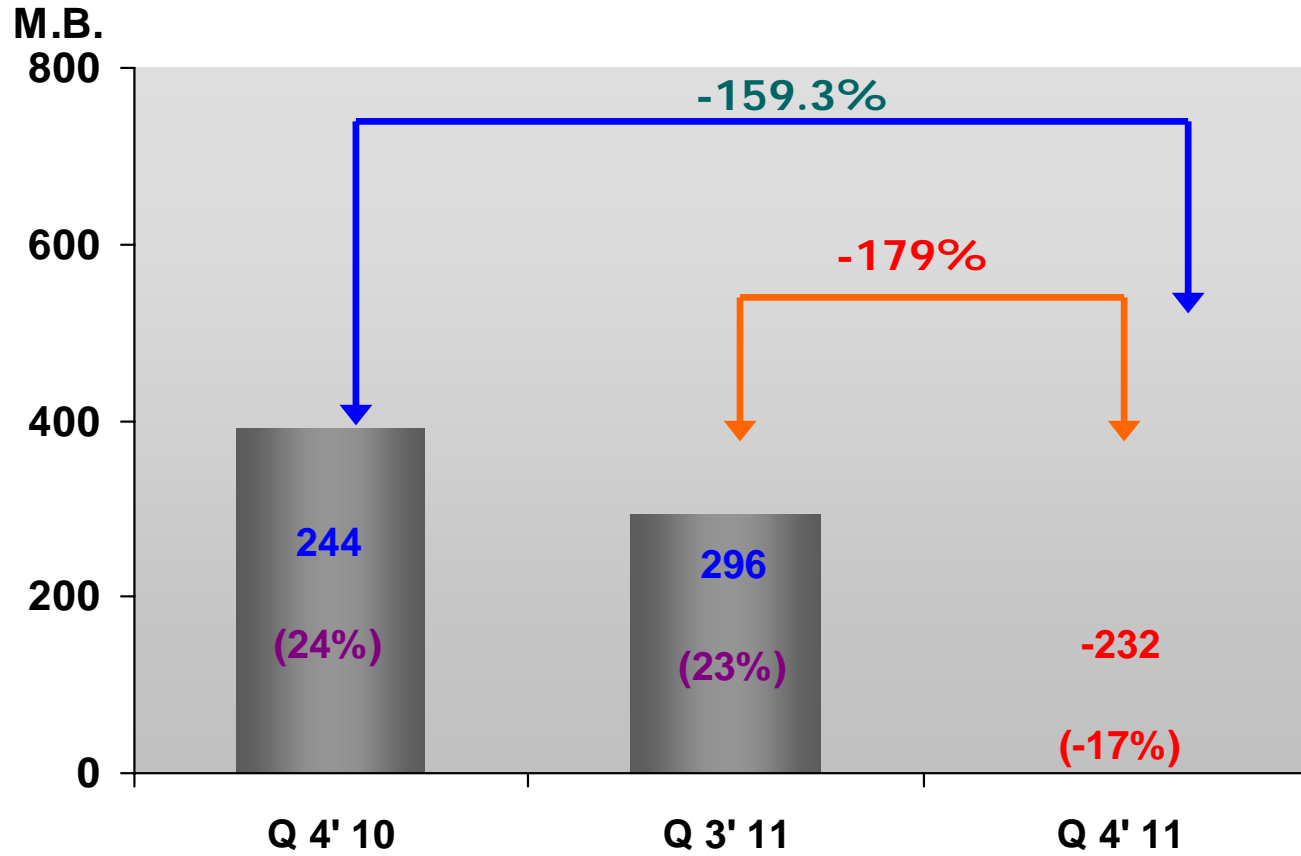


Share of Income from Investments



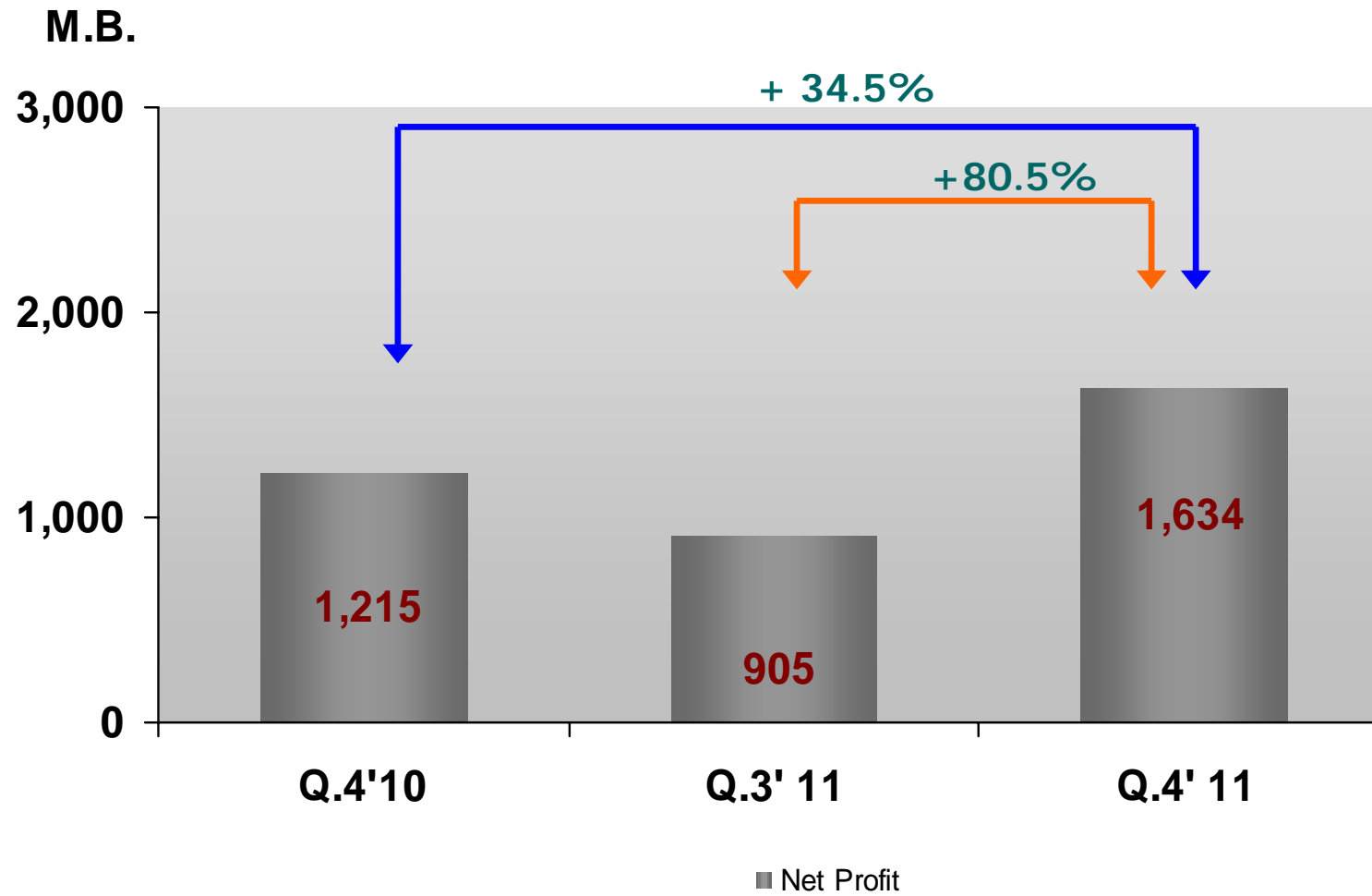


Corporate Tax





Net Profit

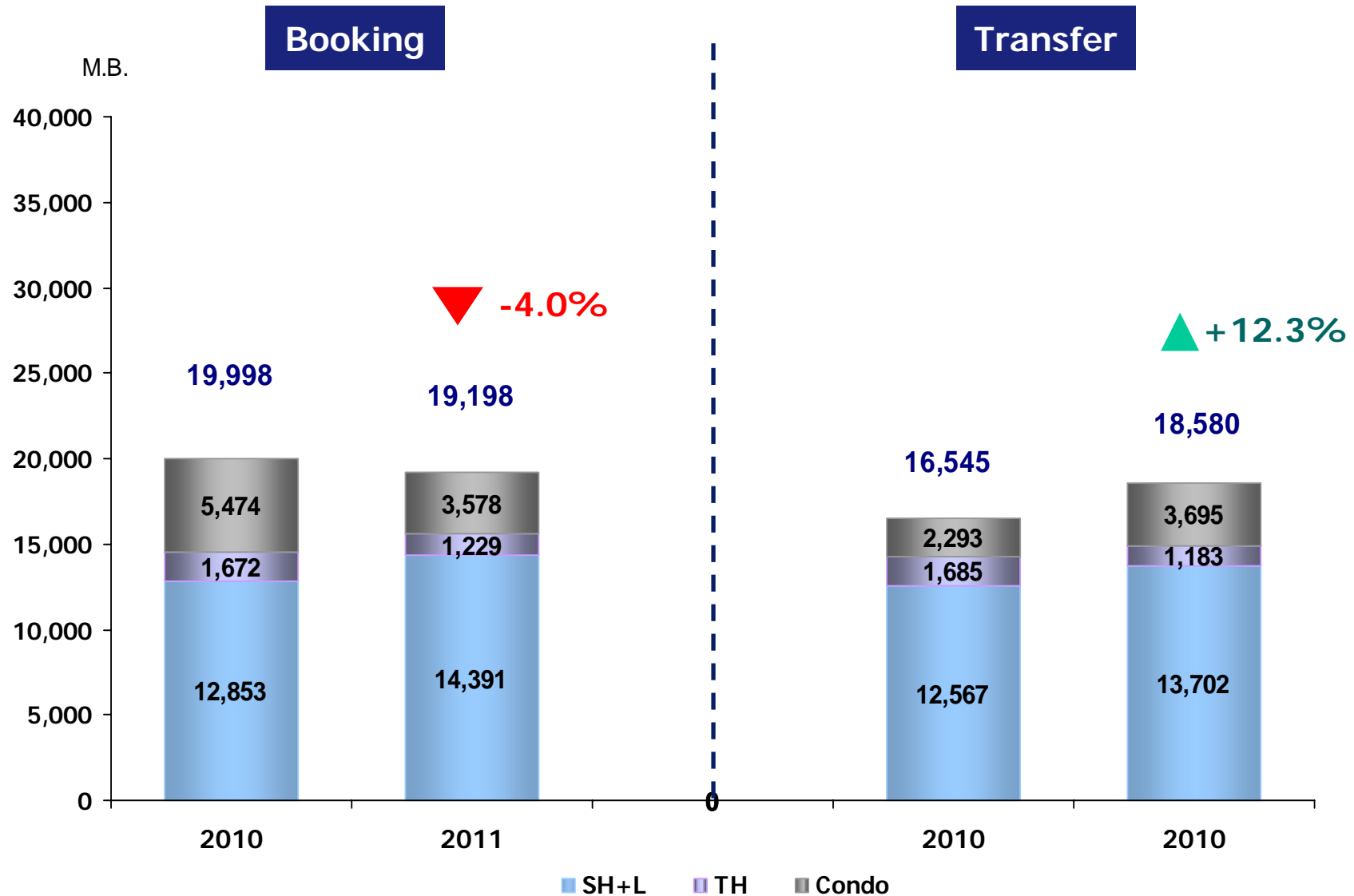




Performance of 2011



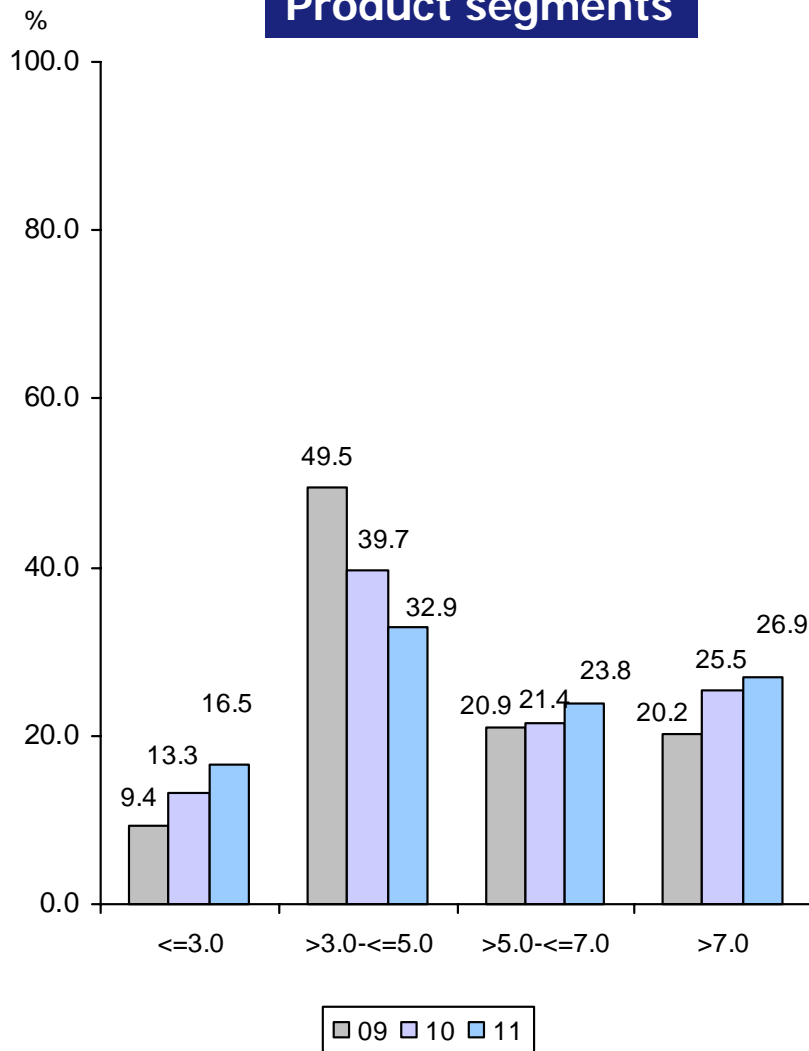
Booking & Transfer 2011 V.S. 2010



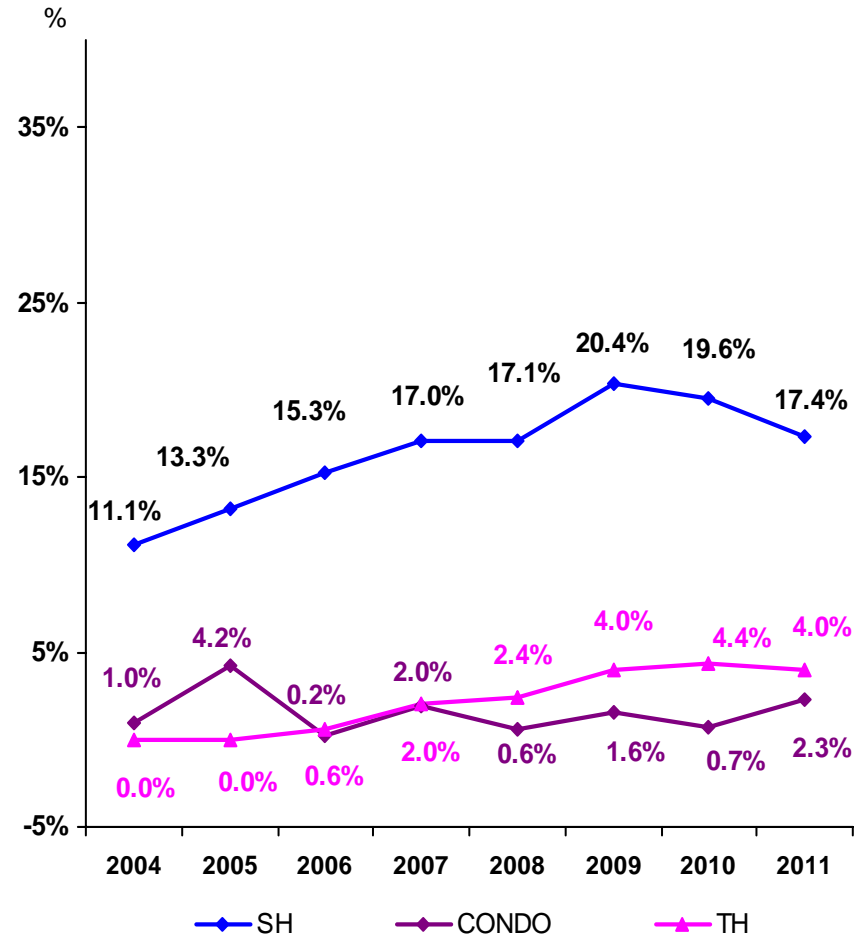


Product Segments & Market Shares

Product segments

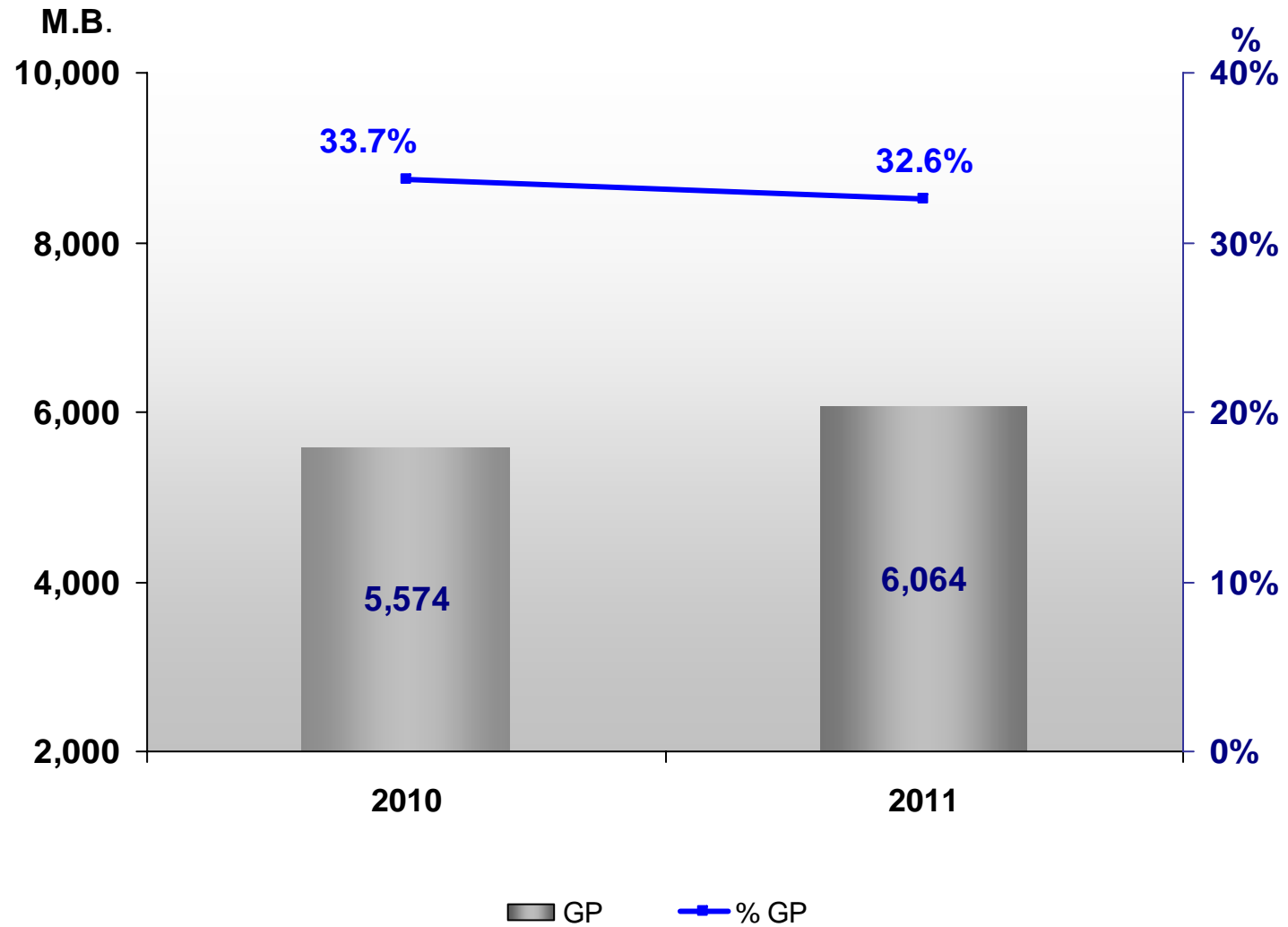


Market Share



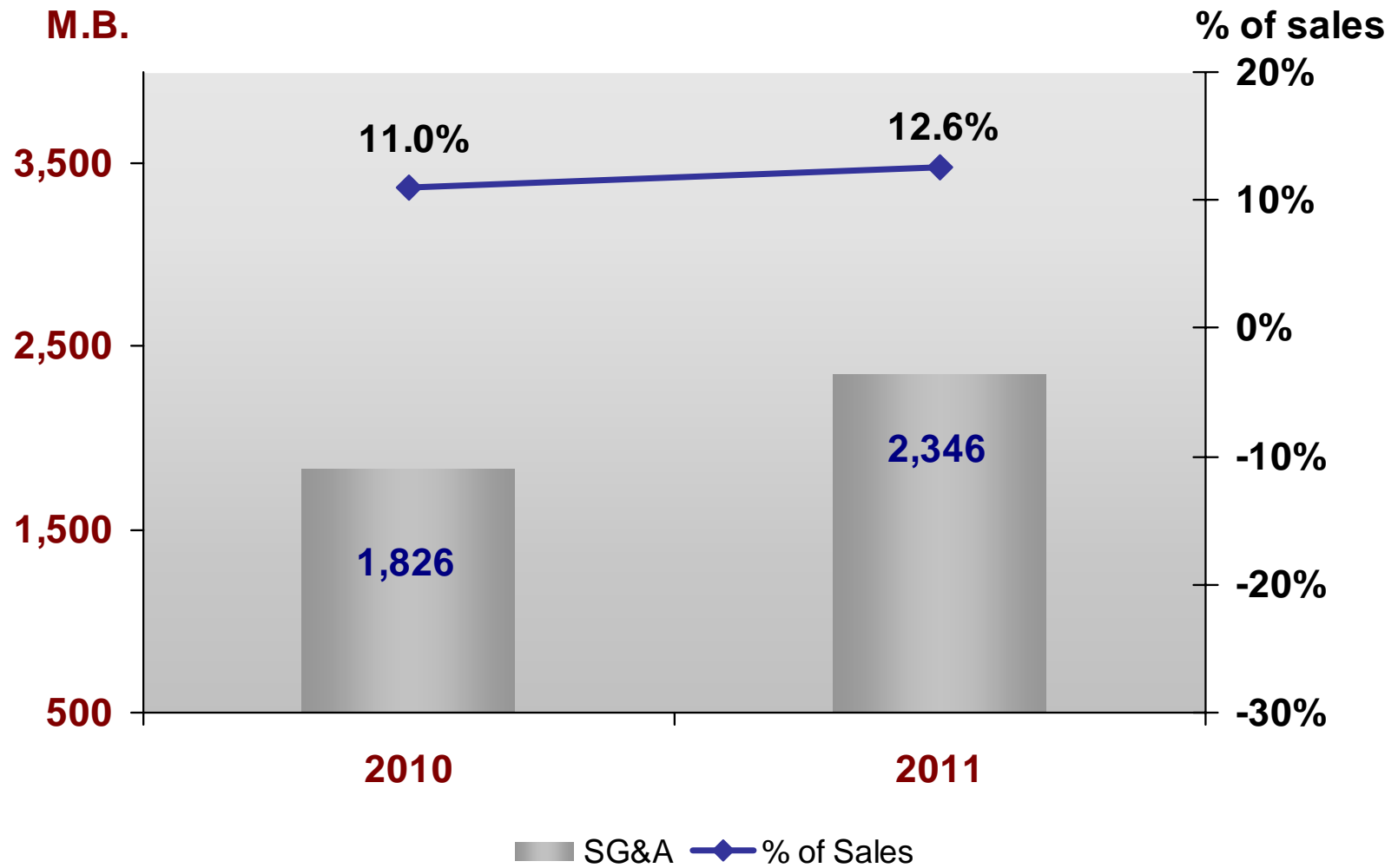


G.P



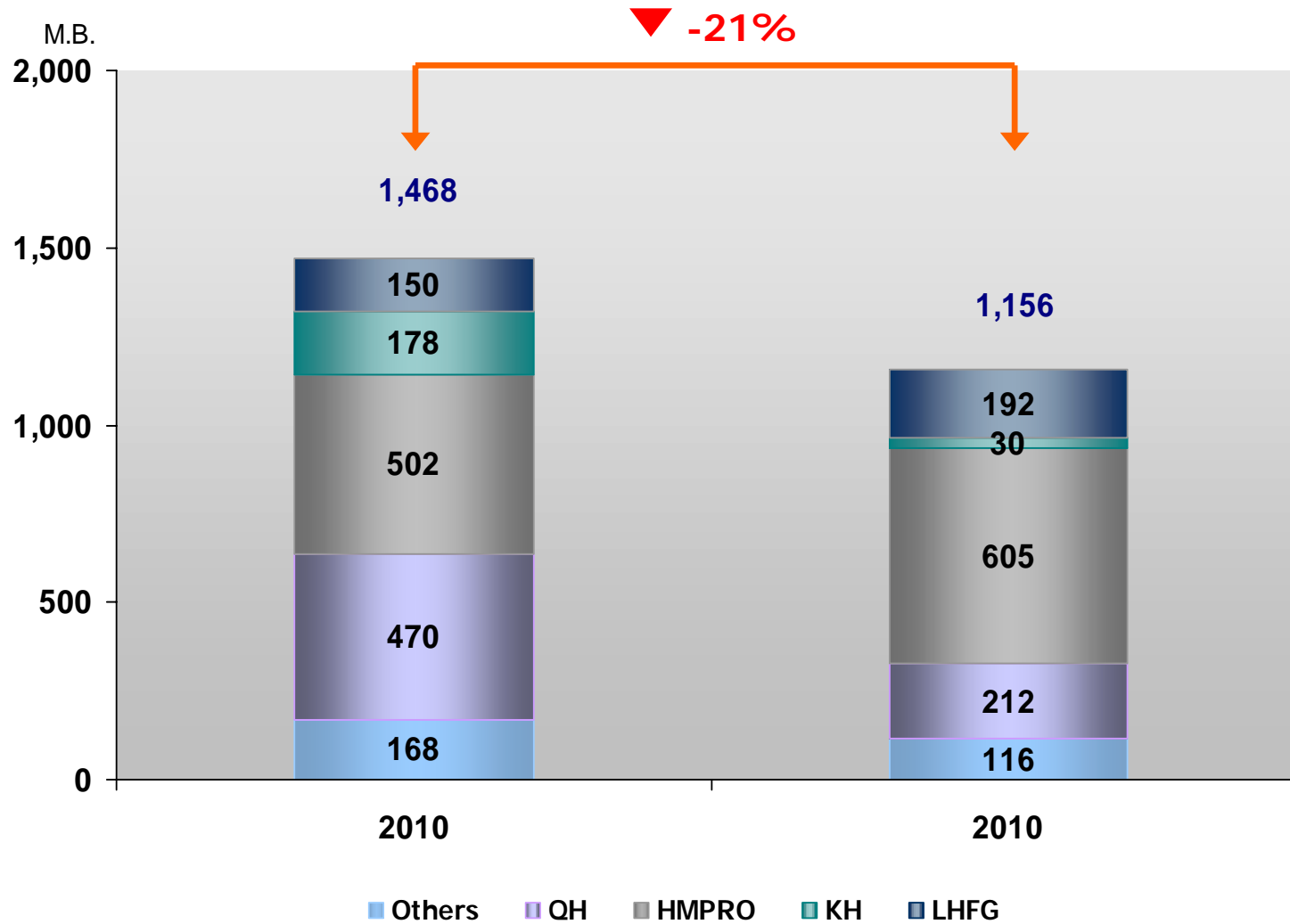


SG&A Exp. (excl. B/T)



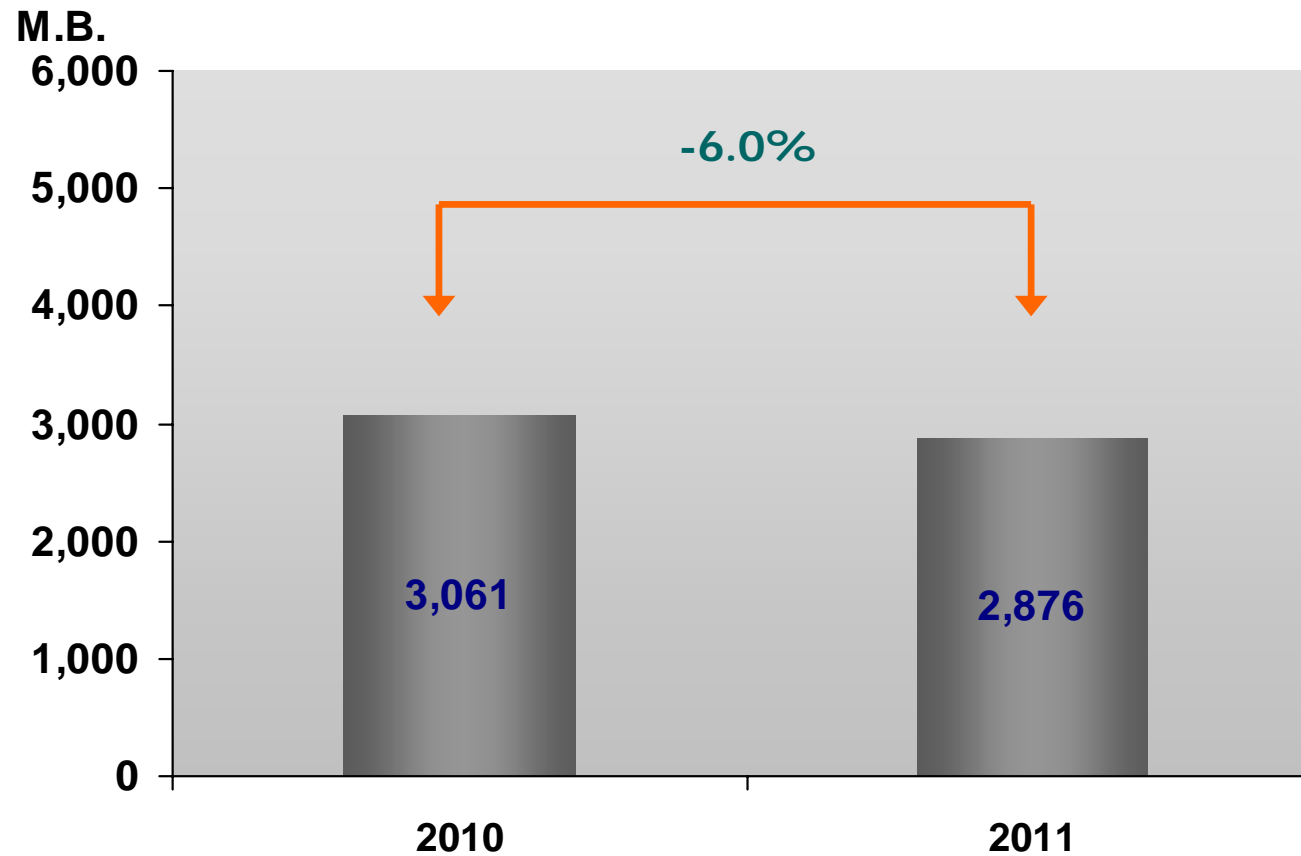


Share of Income from Investments



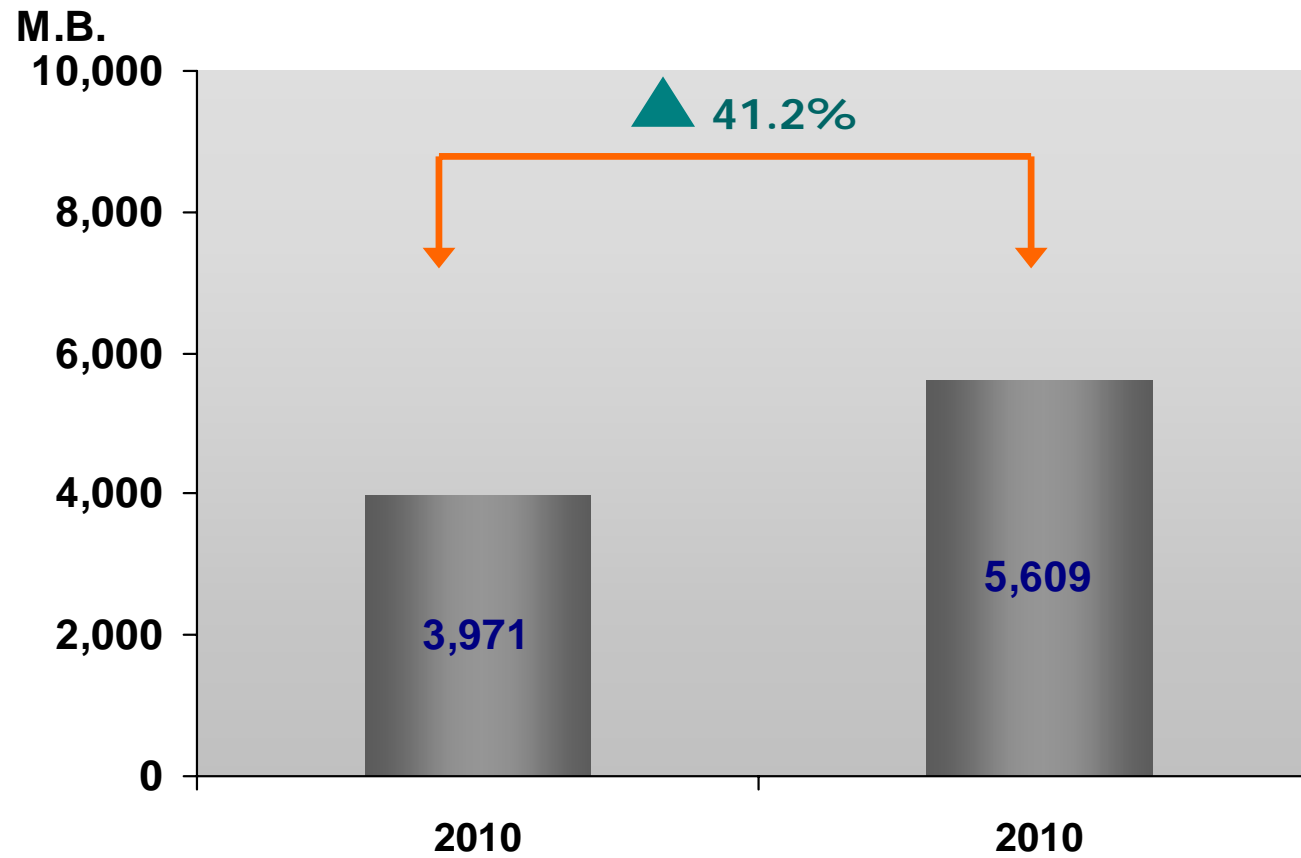


Profit from Core Operation



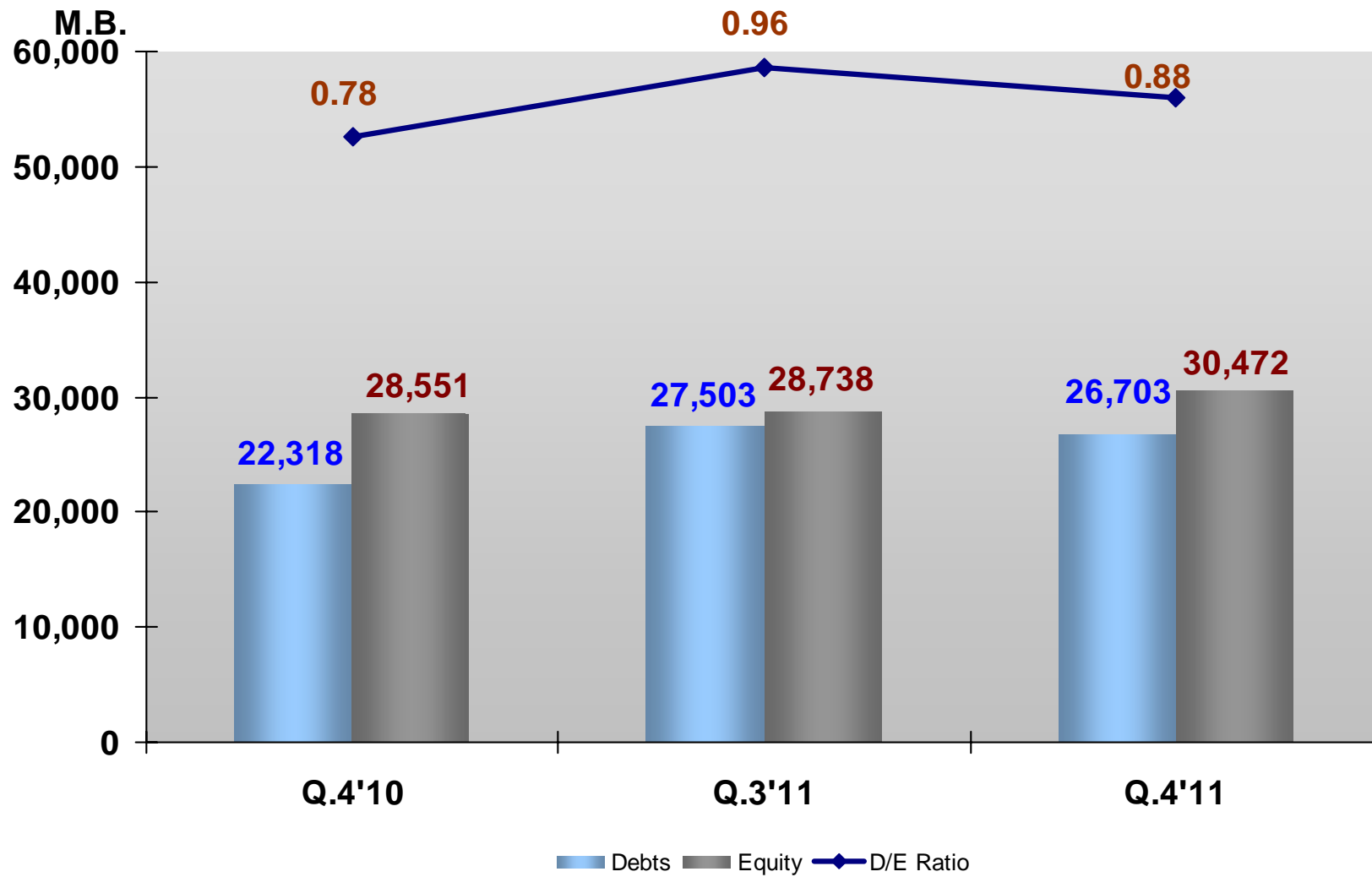


Net Profit



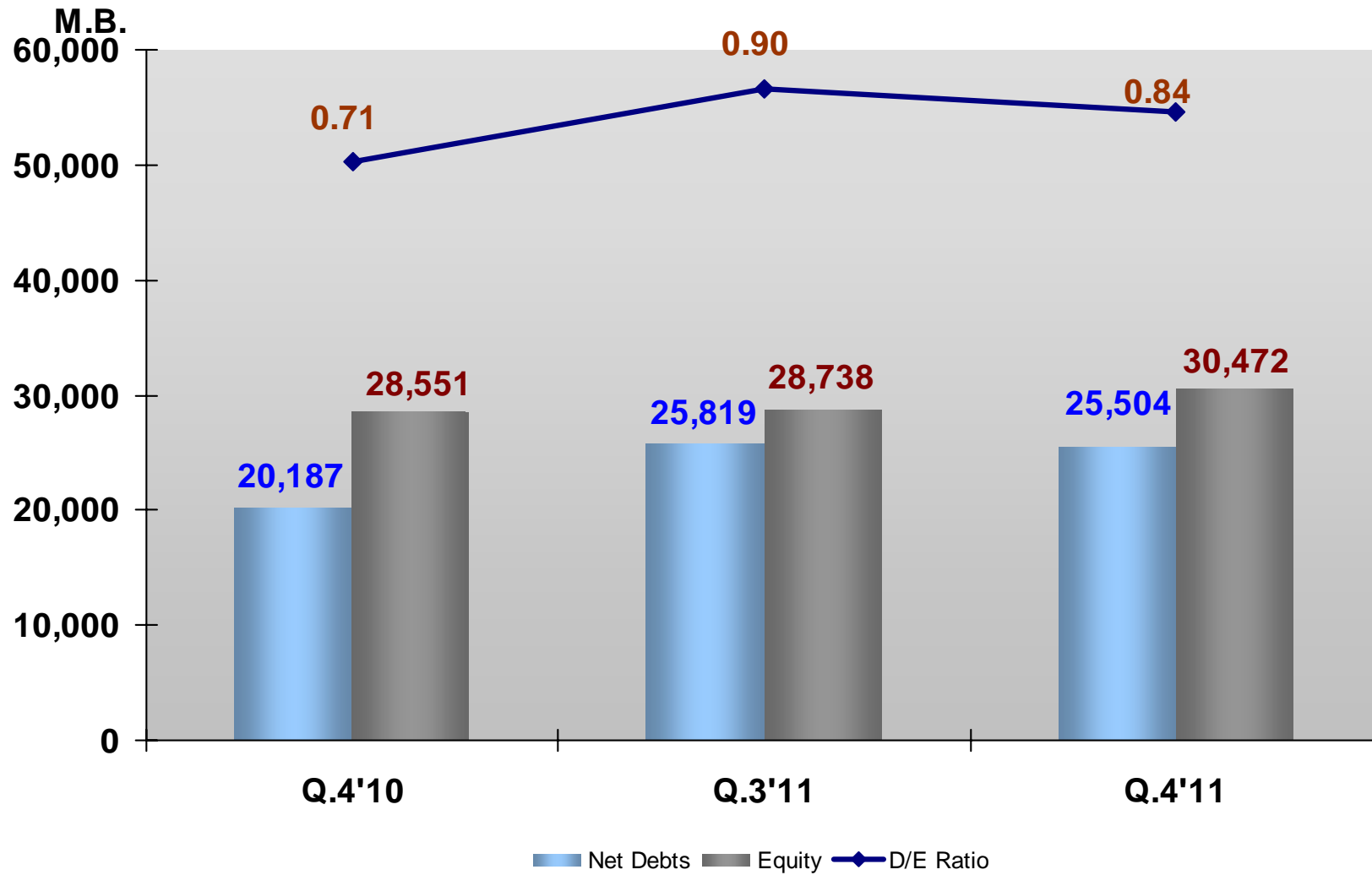


Debt to Equity





Debt to Equity





Existing Project as of Dec.2011

TYPE	LOCATION	NO. OF PROJECT	SIZE (Rai)	UNIT	% AVAILABLE FOR SALES	UNIT PRICE	REMAINING PRJ. VALUE
SDH	1. Inizio	3	256.10	1,290	60%	2.8	2,160
	2. Pruklada	7	742.4	3,383	50%	3.7	6,326
	3. Chaiyapruk	4	365.5	1,629	43%	4.5	3,165
	4. Chollada	2	436.4	1,504	21%	3.8	1,169
	5. Parichart	1	209.8	707	2%	4.5	72
	6. Mantana	9	1,040.9	3,748	48%	7.0	12,630
	7. Seewalee	7	702.3	2,749	53%	4.8	7,035
	8. Nantawan	4	891.4	1,722	22%	10.8	4,161
	9. Ladawan	2	97.1	129	58%	35.7	2,680
	10. L&H Park	3	378.9	1,112	3%	4.8	153
TH	11. Indy	2	48.9	600	38%	1.7	384
	12. Baan Mai	1	20.3	207	97%	3.1	620
	13. Terrace	2	48.4	397	66%	4.8	1,265
	14. The Landmark	1	4.8	24	50%	22.9	275
Condo	15. The Key	3	16.7	1,799	20%	1.9	680
	16. The Room	3	10.0	970	17%	5.8	960
	17. Ocas	1	17.6	179	37%	11.2	739
	TOTAL	55	5,287.5	22,149	39%	5.2	<u>44,473</u>



Projects Launched in 2011

PROJECT NAME	LOCATION	TY PE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1. Seewalee	Bangna	SH	97.2	399	5.3	2,100	19 Mar.
2. Mantana	Wacharaphon	SH	279.0	799	7.5	6,000	19 Mar.
3. Inizio	Pinklao Wongwhan	SH	71.1	357	3.1	1,100	21 Mar.
4. Seewalee	Ramkamhaeng	SH	51.2	221	5.4	1,200	24 Mar.
5. 88 Land and Houses	Phuket	SH	14.0	63	6.7	420	26 Mar.
6. Indy	Bangna K.M26	TH	28.0	348	1.7	580	27 Mar.
7. Terrace	Ram Indra 65	TH	29.7	292	4.9	1,420	6 Apr.
8. Pru Klada2	Chieng Mai	SH	13.2	45	3.8	170	23 May
9. Pru Klada	Pracha-u-tid 90	SH	166.1	735	4.2	3,100	28 May
10. Mantana	Bangyai	SH	30.6	132	6.8	900	18 Jun.
11. Mantana	Buddhabucha	SH	34.0	116	8.6	1,000	18 Jun.
12. Inizio	Rama II	SH	92.0	451	3.0	1,350	18 Jun.
13. Ladawan	Rattanathibet	SH	41.8	46	40.0	1,840	29 Aug.
14. Baan Mai	Buddhabucha	TH	20.3	207	3.1	650	1 Dec.
15. Seewalee	Meechok Chieng Mai	SH	67.0	254	4.5	1,150	11 Dec.
16. Seewalee	Sankhampaeng Chieng Mai	SH	86.3	309	4.6	1,450	11 Dec.
TOTAL			1,121.5	4,774	5.1	24,430	




New Projects Plan to Launch in 2012

PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1. Mantana	Wong Whan Onnuch3	SH	99.0	450	6.0	2,700	Q.1
2. Inizio	Salaya	SH	68.7	344	2.9	990	Q.1
3. Ladawan	Rajapruk	SH	207.9	245	42.0	10,290	Q.2
4. Pruklada	Rangsit Klong4	SH	74.1	315	3.7	1,150	Q.2
5. The Room	Sukhumvit 40	CD	1.9	129	4.7	600	Q.2
6. The Key	Sathorn-Rajapruk	CD	7.7	820	2.2	1,790	Q.2
7. The Key	Chiengmai	CD	5.4	174	2.3	400	Q.2
8. Seewalee	Korat	SH	97.0	360	4.9	1,780	Q.3
9. L&H 88 Hillside	Phuket	SH	52.1	100	12.5	1,250	Q.3
10. Indy	Pracha-u-tid2	TH	30.2	354	1.6	570	Q.3
11. The Room	Ari	CD	1.4	174	5.5	950	Q.3
12. The Room	BTS Wongwienyai	CD	2.1	220	7.2	1,580	Q.3
13. Mantana	Rama II	SH	66.9	166	6.9	1,150	Q.4
14. Inizio	Khon Khaen	SH	72.4	340	3.1	1,060	Q.4
15. Villaggio	Rama II	TH	18.3	211	1.7	360	Q.4
16. The Bangkok	Sathorn	CD	5.0	483	12.4	6,000	Q.4
	TOTAL		810.1	4,885	6.7	32,620	



Condominium Schedule

No	Project	2011		2012				2013				2014	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
1	The Room-Suk.62	Transfer	Transfer	Transfer									
2	The Room-Sathorn Taksin	Construction	Transfer	Transfer	Transfer								
3	The Room-Suk.21	Construction	Construction	Construction	Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer	Transfer	Transfer
4	Ocas-Hua Hin	Construction	Transfer	Transfer	Transfer	Transfer							
5	The Key-Phahon Yothin	Construction	Transfer	Transfer									
6	The Key-Prachuen	Construction	Construction	Construction	Transfer	Transfer							
7	The Key-Chaeng Wattana	Construction	Construction	Construction	Transfer	Transfer	Transfer	Transfer	Transfer				
8	The Room - Suk.40				Construction	Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer	
9	The Room - BTS S8						Construction	Construction	Construction	Construction	Construction	Construction	Construction
10	The Room - Ari			Develop& EIA									
11	The Bangkok - Sathorn			Develop& EIA									
12	The Key - Sathorn Rajapruk											Transfer	Transfer
13	The Key - Chiangmai									Transfer	Transfer	Transfer	

 Construction period
 Transfer