



LAND & HOUSES

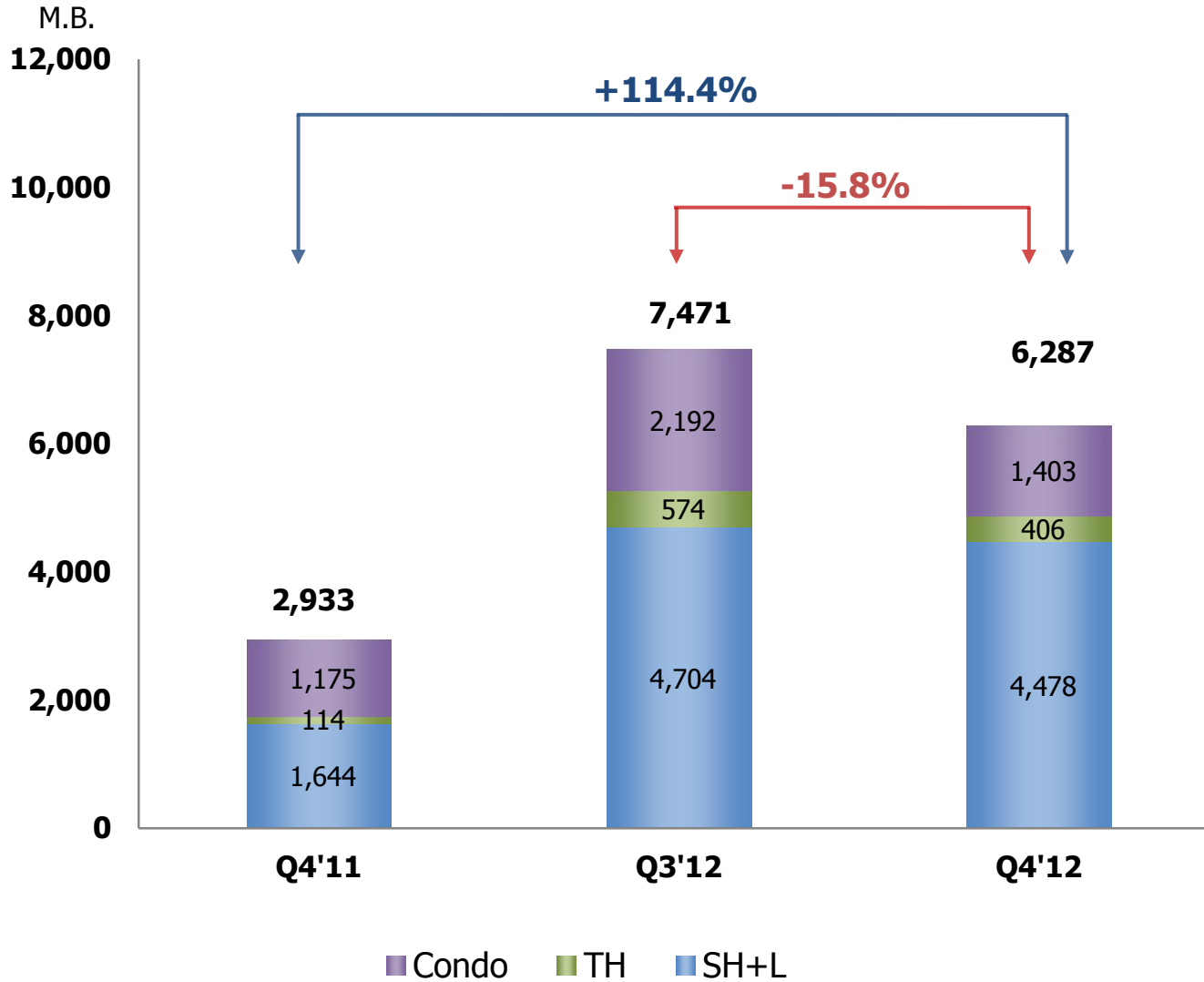


Analyst Meeting – Q.4'12

1 MAR 13



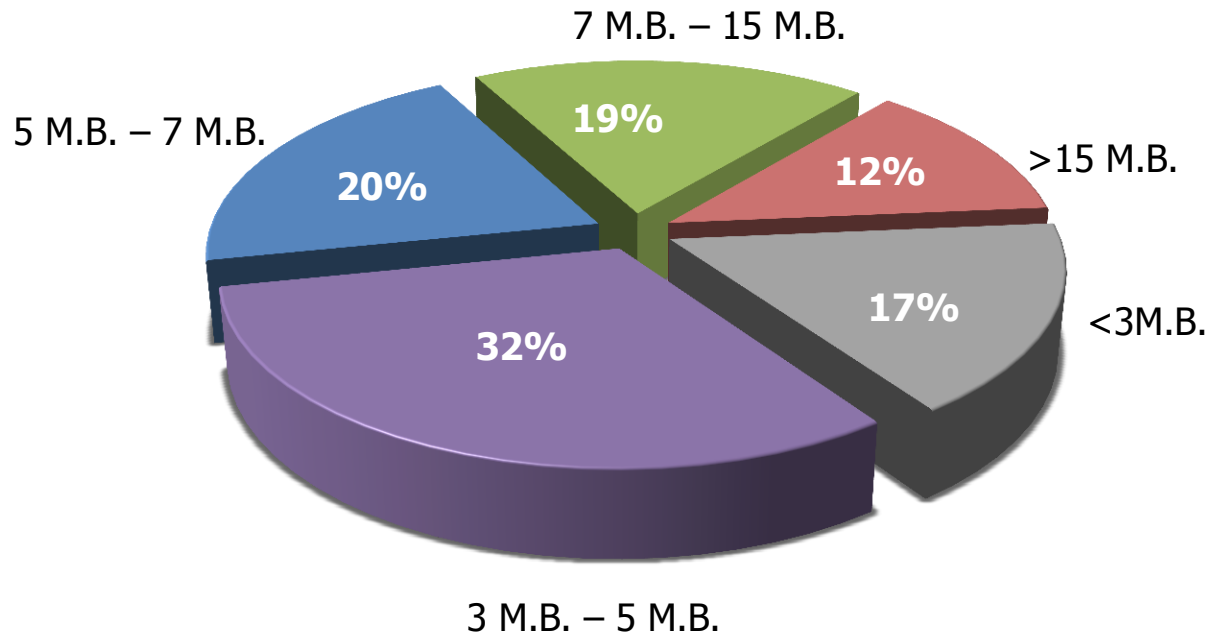
Sales Growth (Booking)



Unit	
SH	772
TH	120
Condo	408
Total	1,300

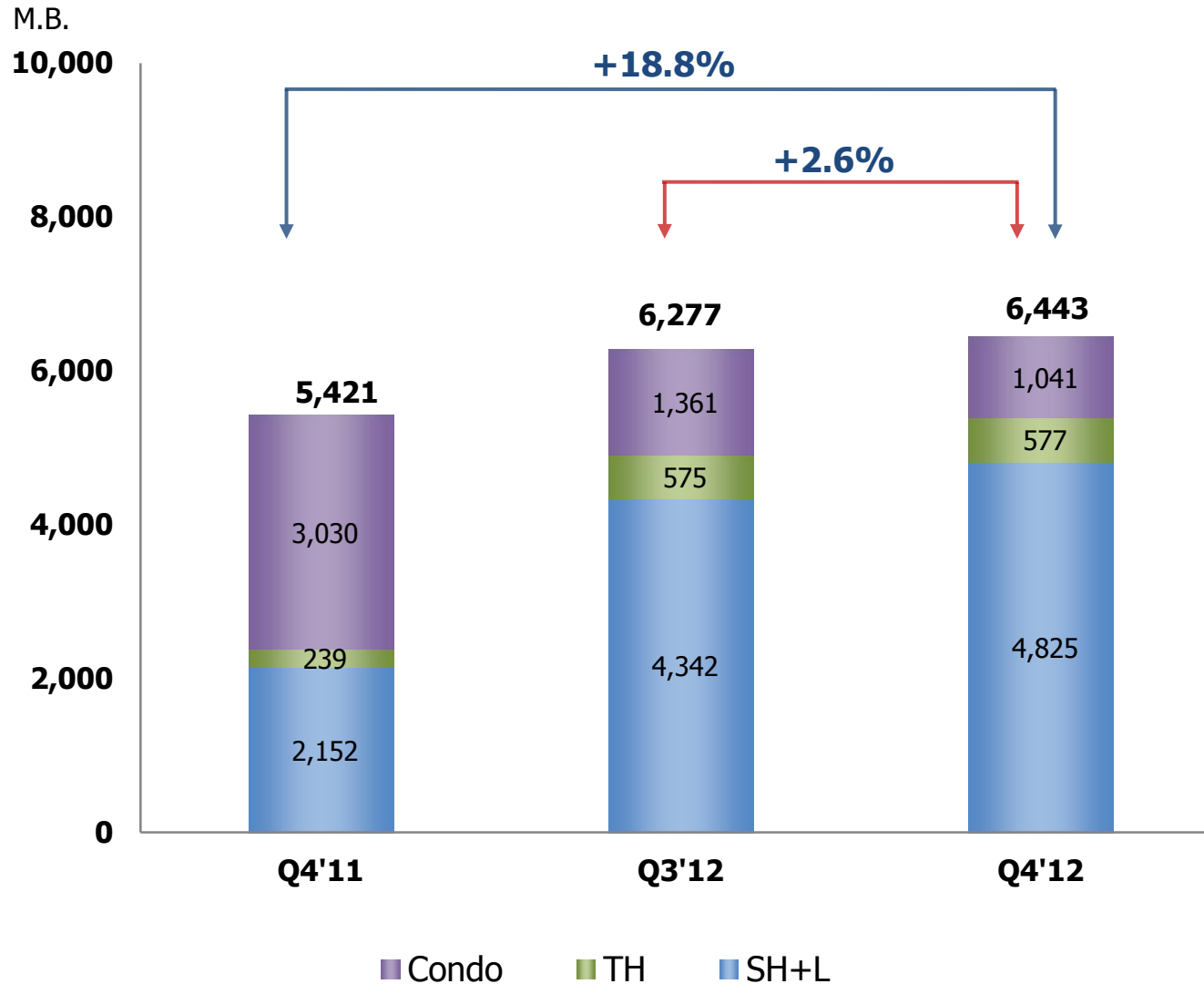


Booking by Segmentation : YTD Q.4'12





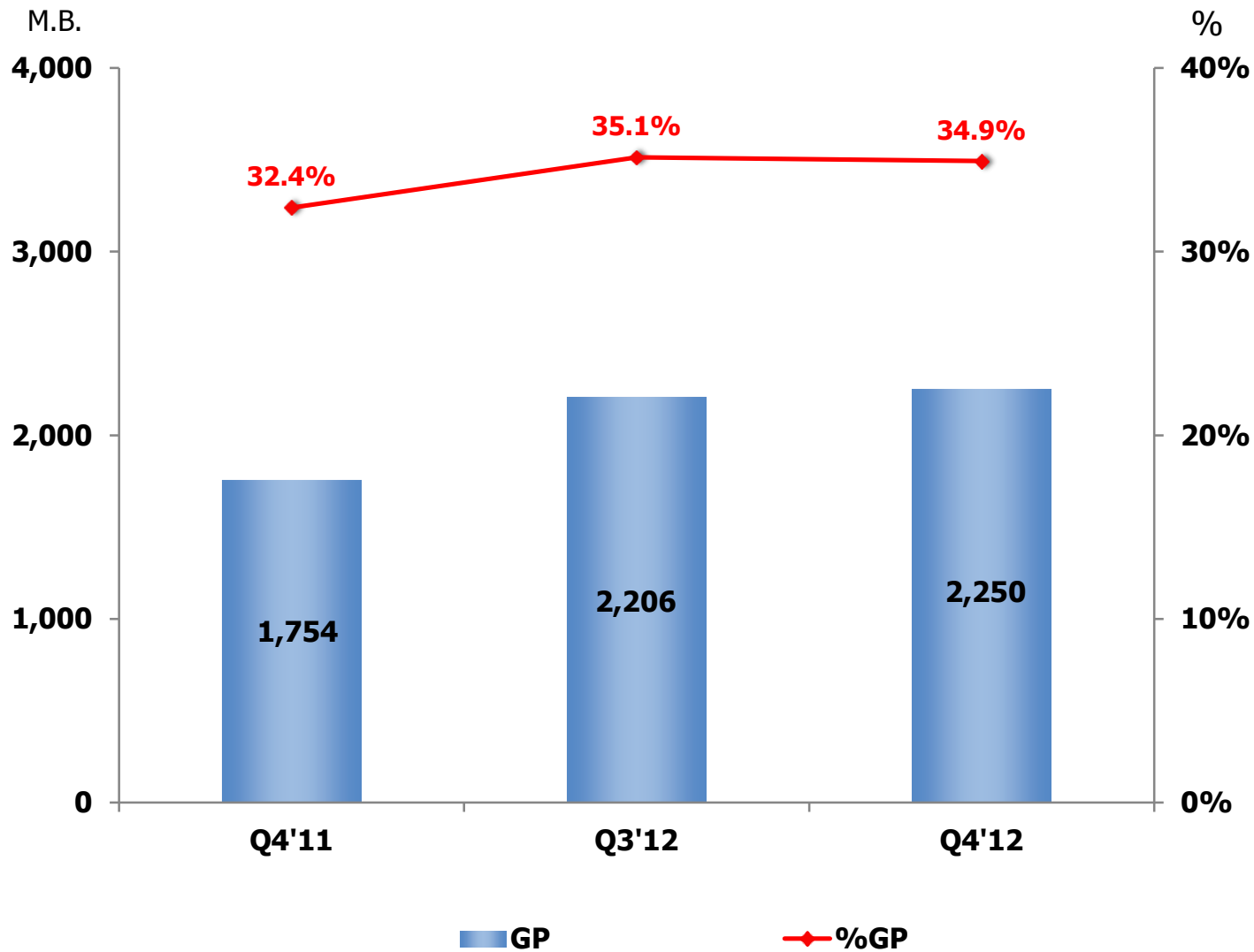
Recognized Sales Growth (Transfer)



	Unit
SH	794
TH	187
Condo	450
Total	1,431



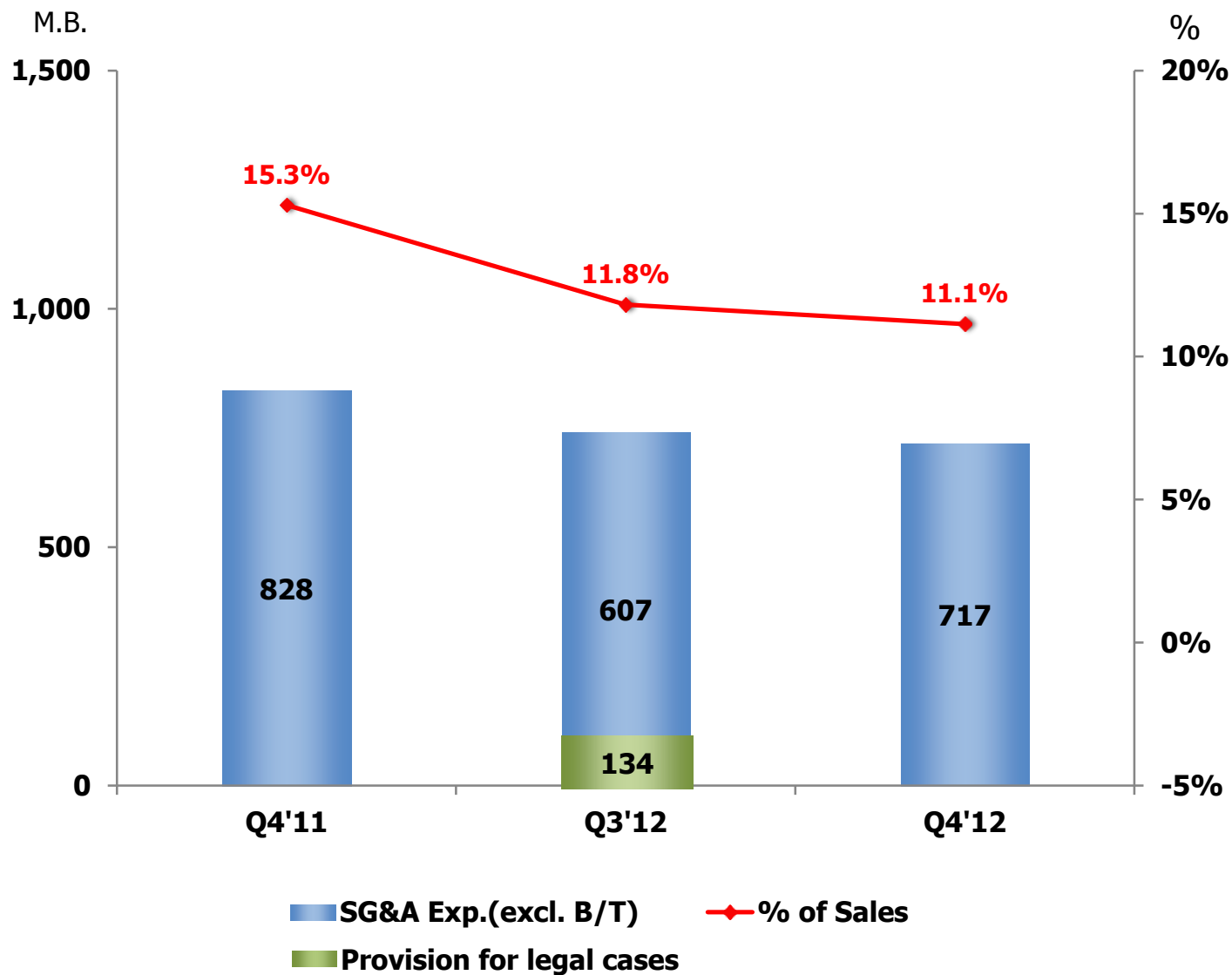
G.P.



	%GP
SH	36.2%
TH	28.0%
Condo	32.9%

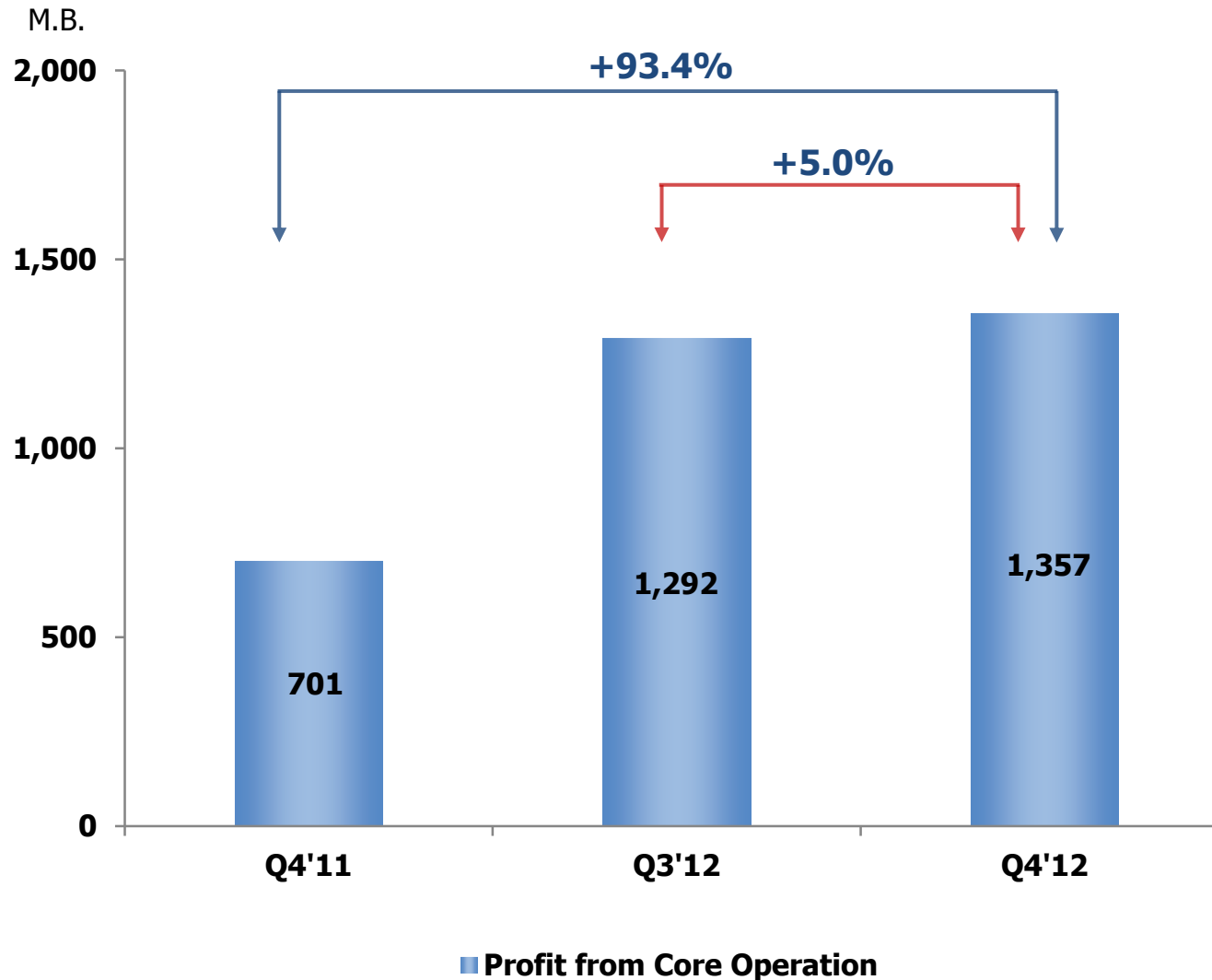


SG&A Exp.(excl. B/T)



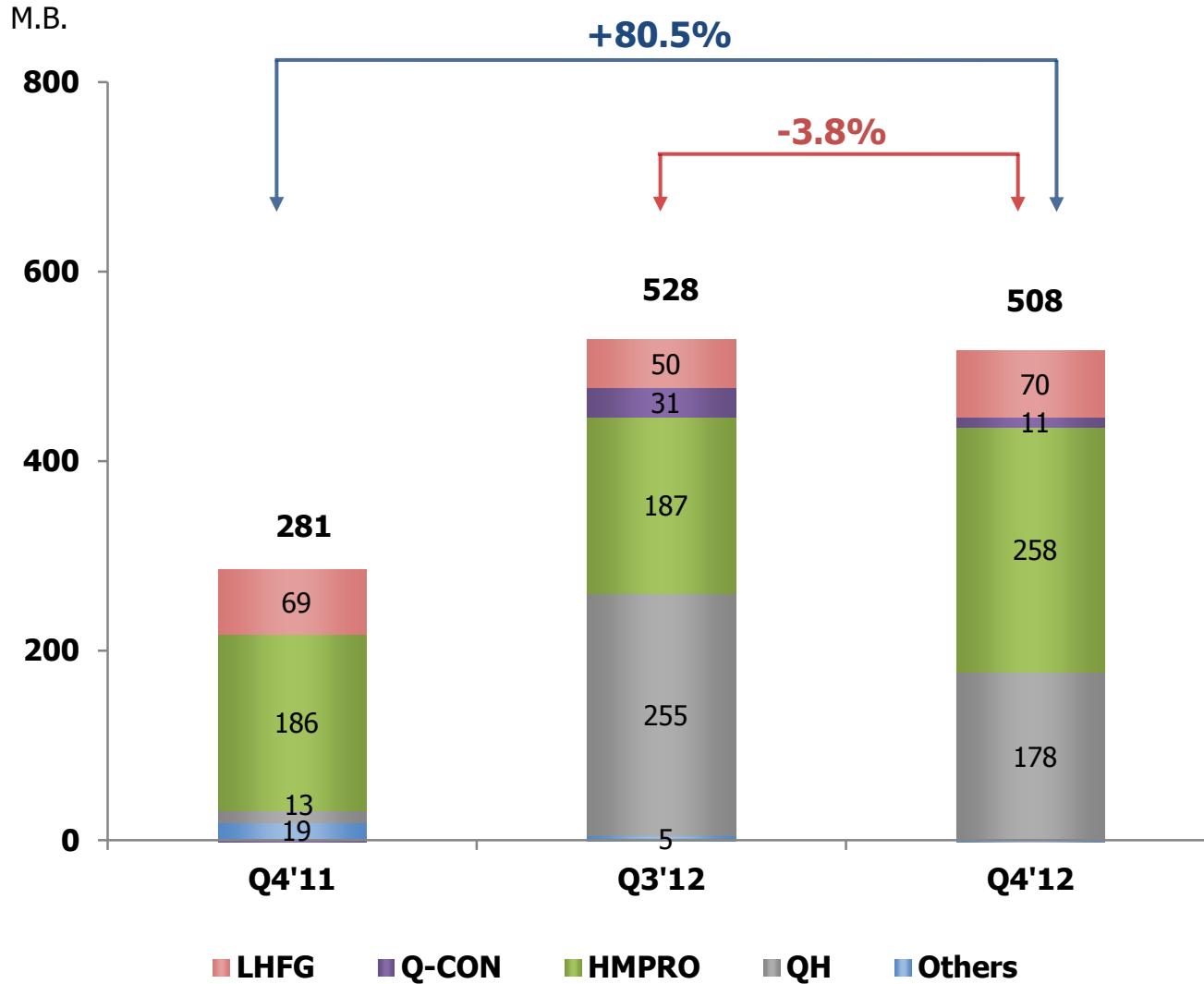


Profit from Core Operation



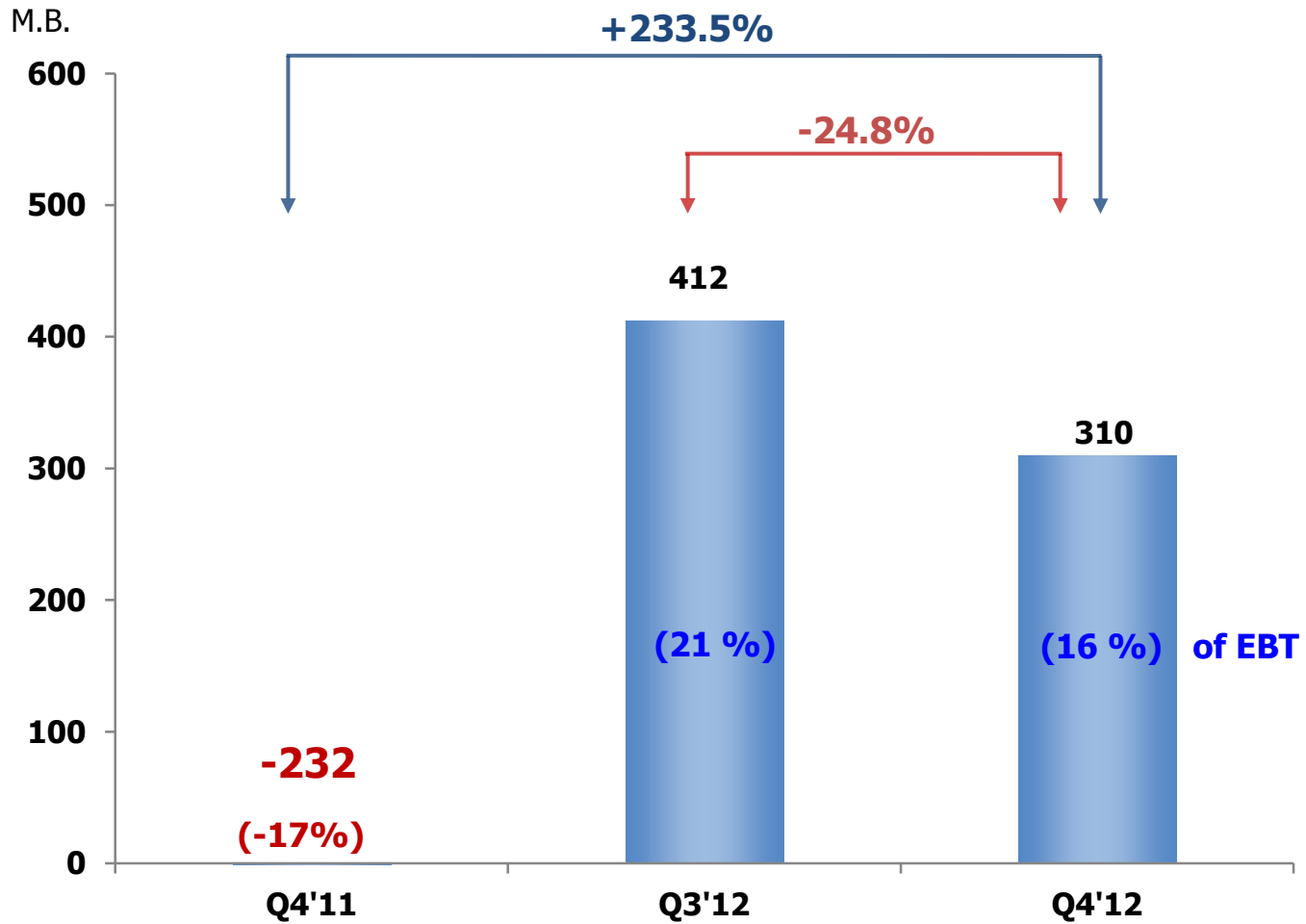


Share of Income from Investments



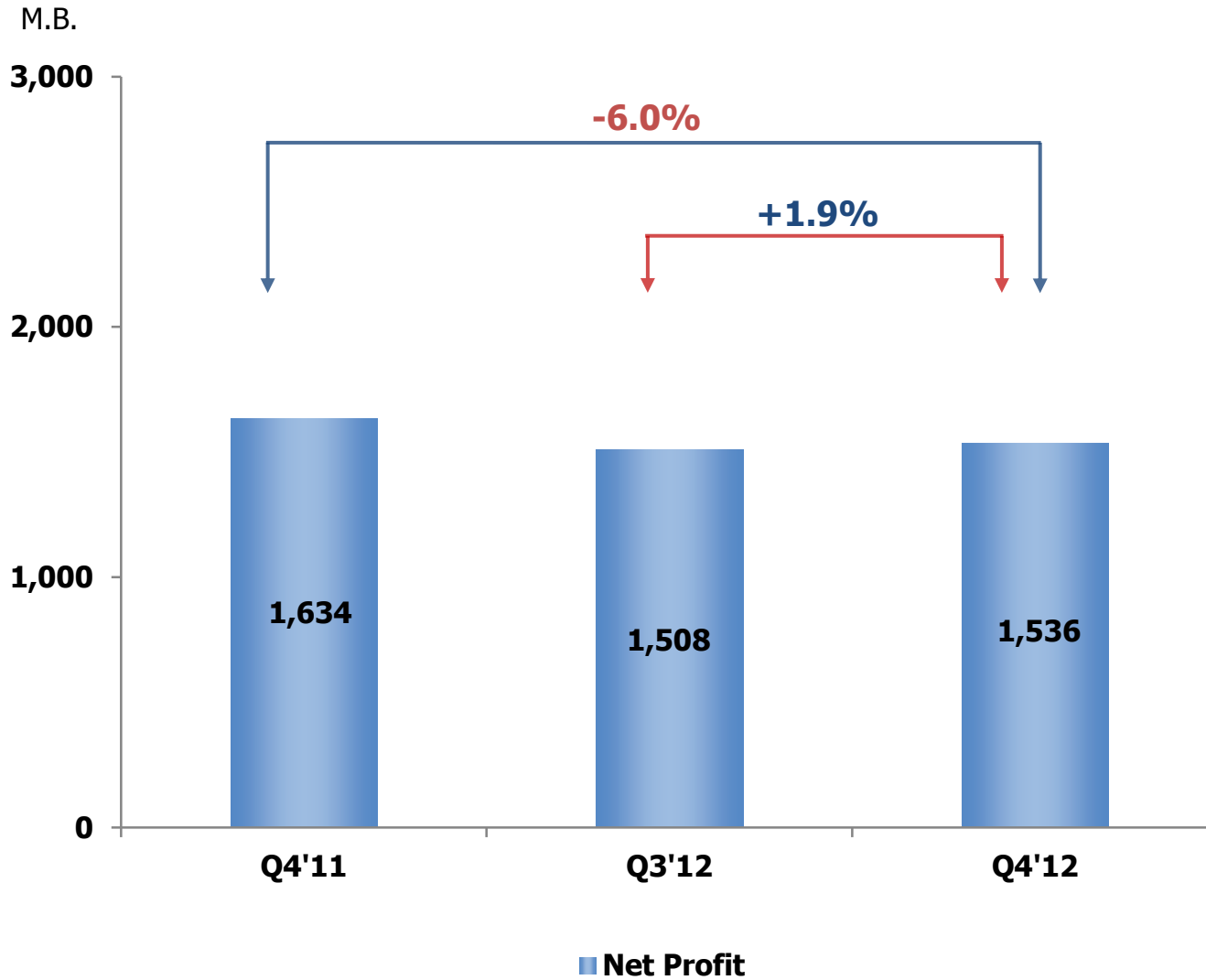


Corporate Tax





Net Profit

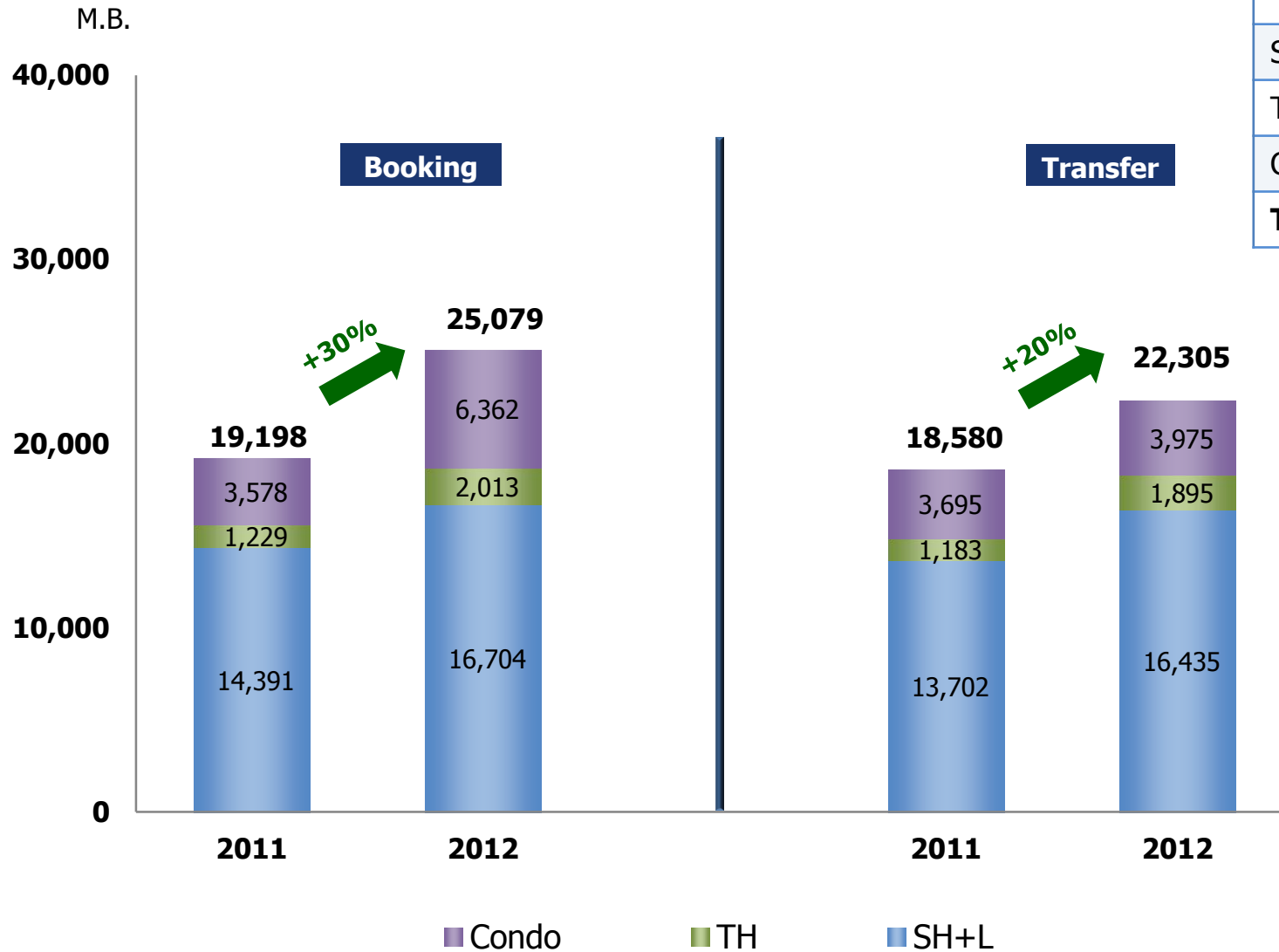




2012 Performance



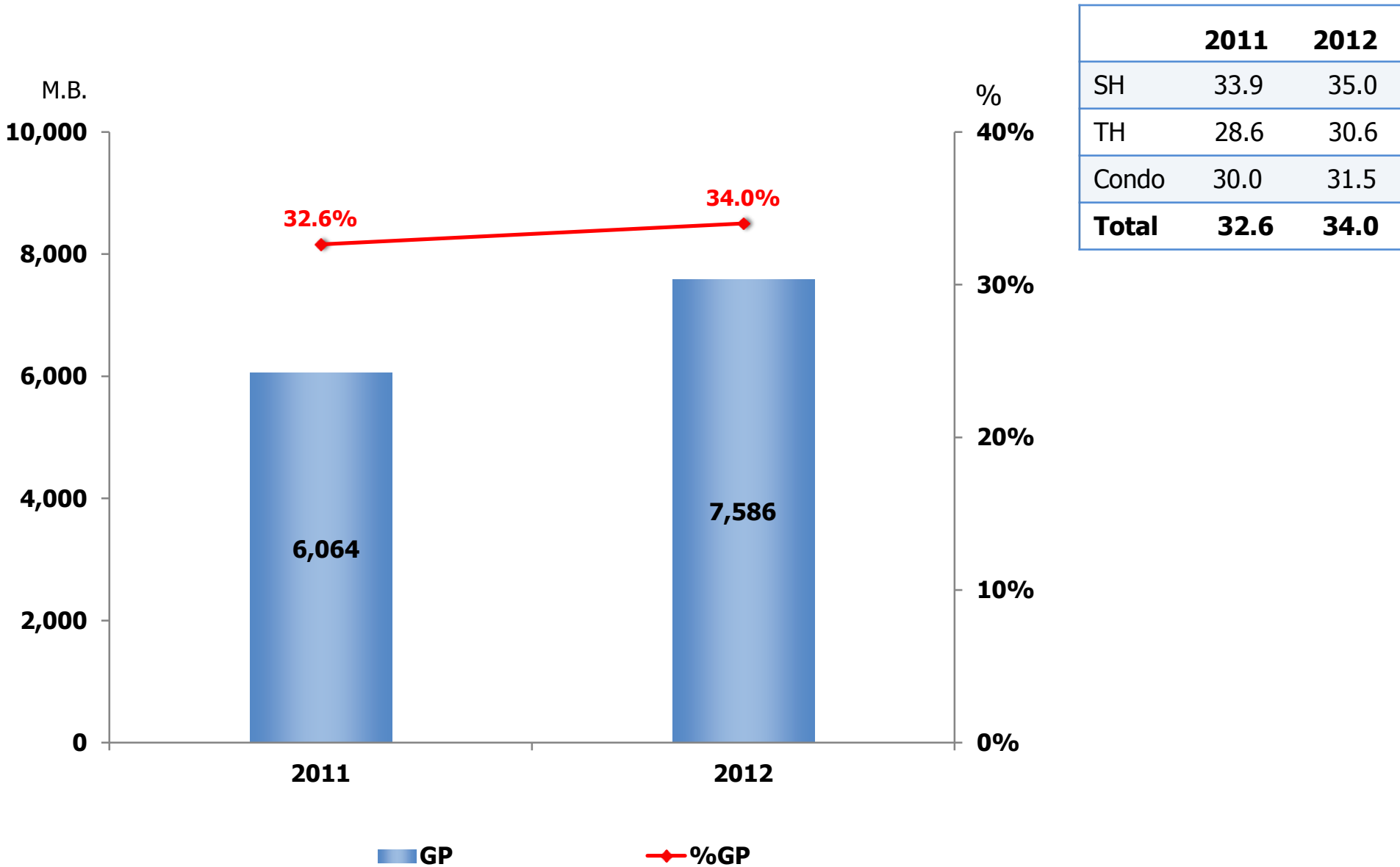
Booking and Transfer 2012 v.s. 2011



2012 (unit)		
	Booking	Transfer
SH	2,906	2,900
TH	649	649
Condo	1,788	1,428
Total	5,343	4,977

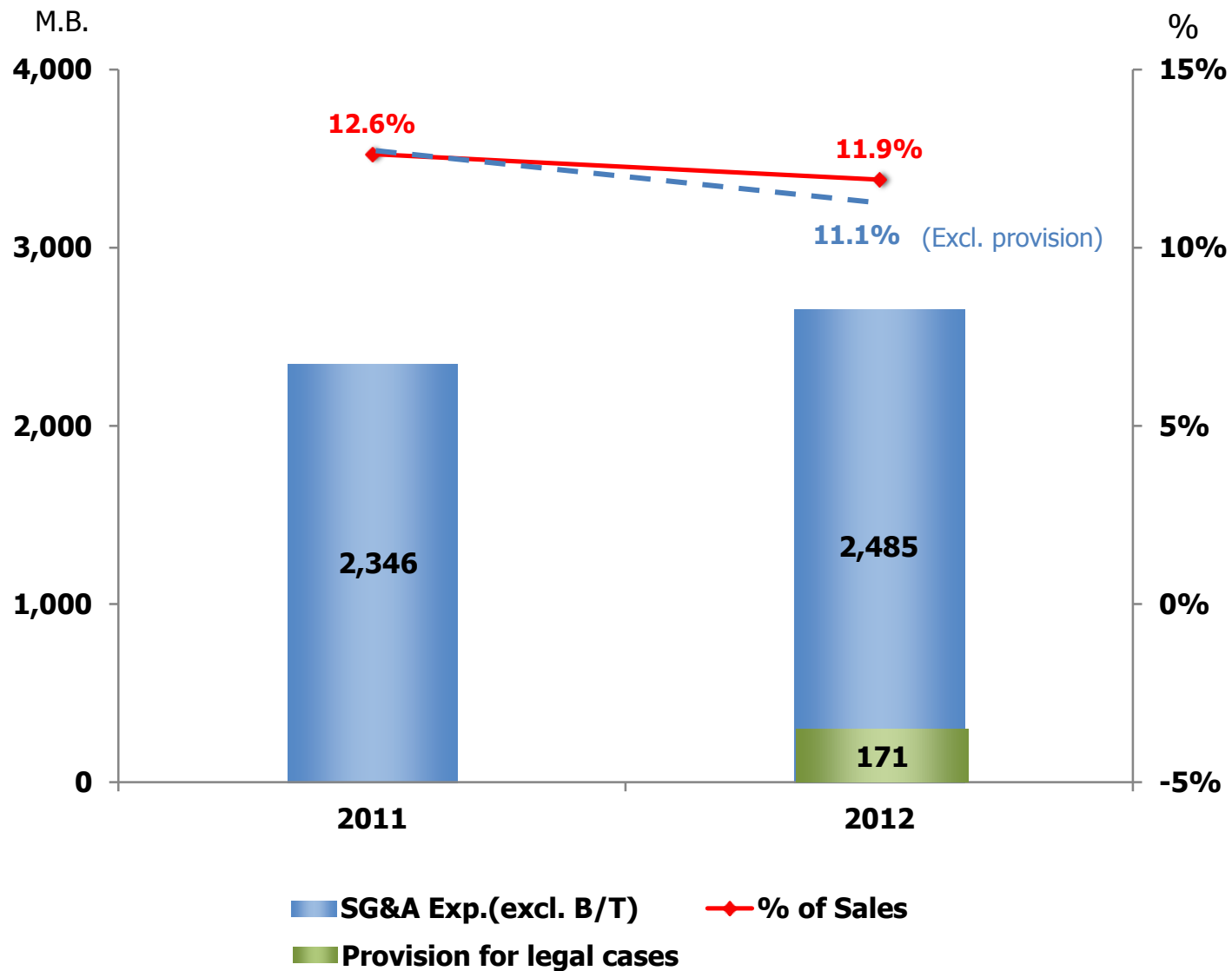


G.P.



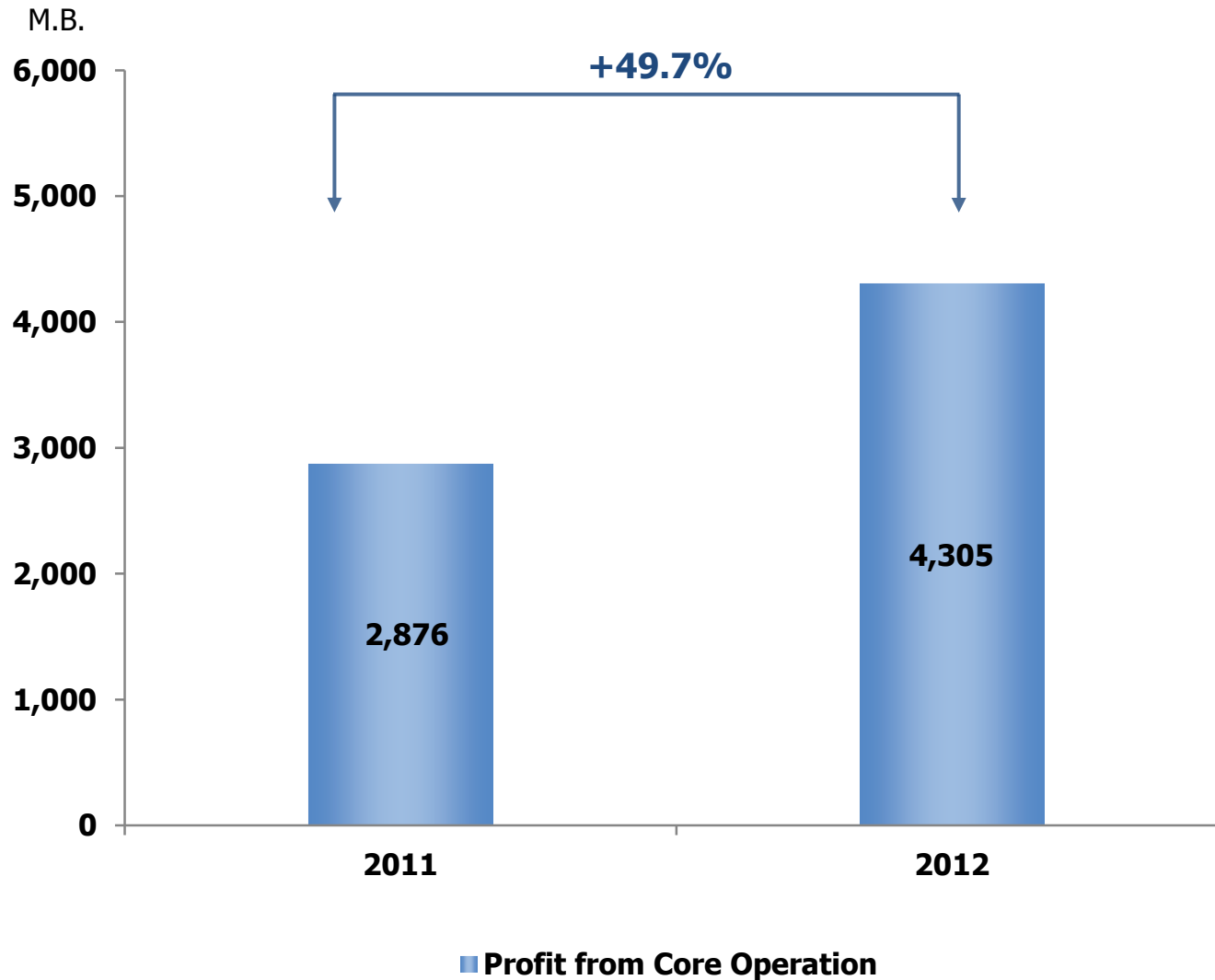


SG&A Exp.(excl. B/T)



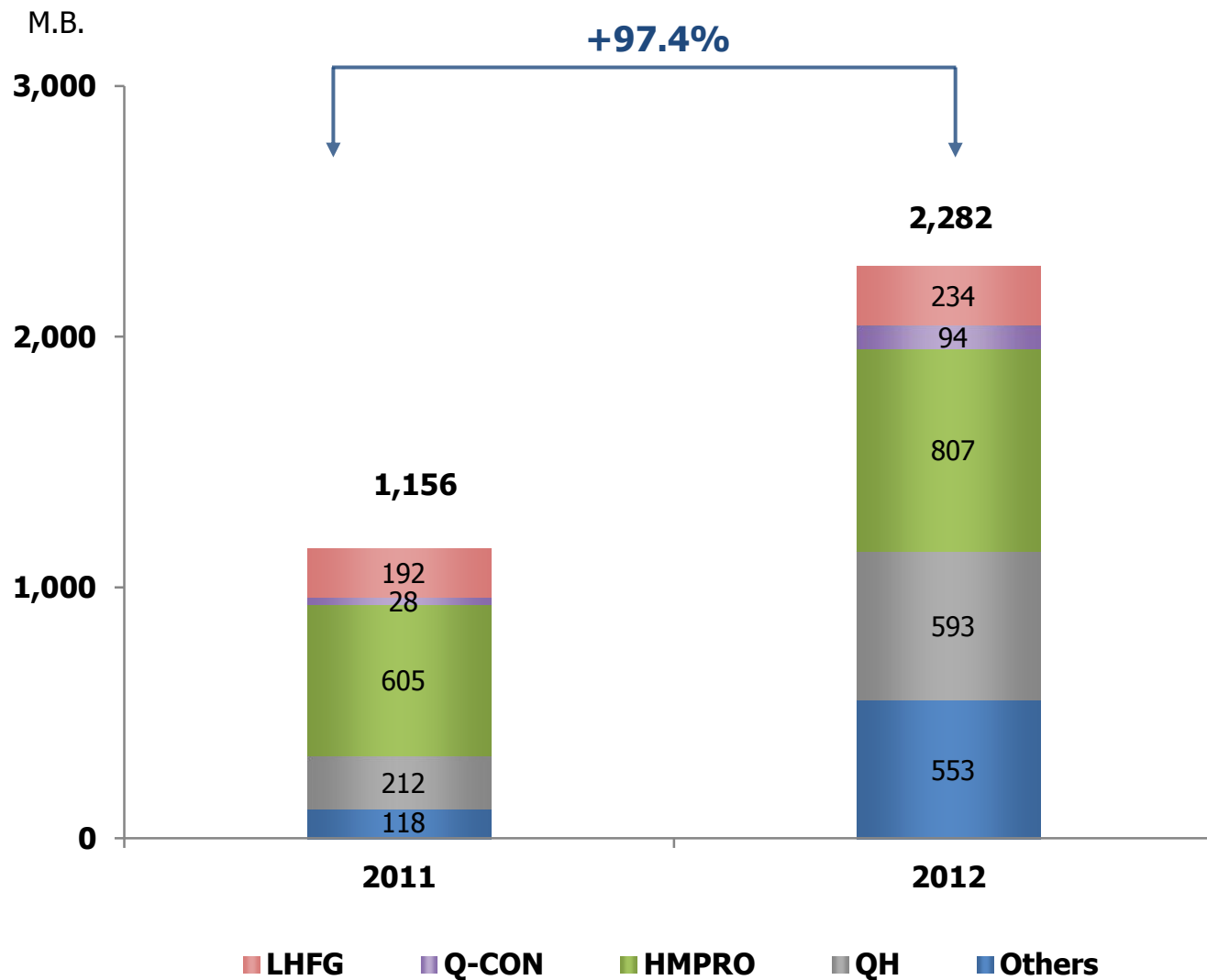


Profit from Core Operation



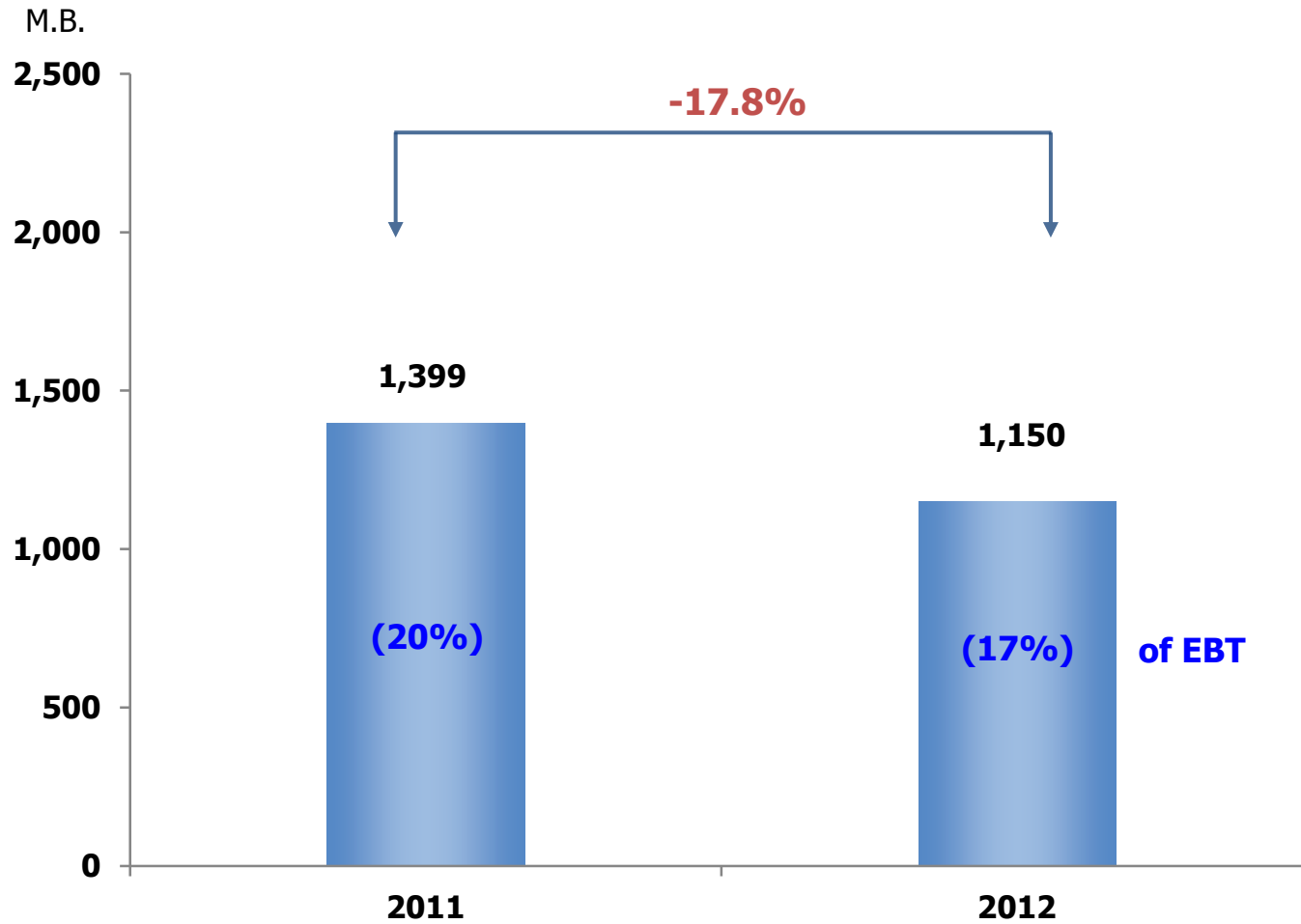


Share of Income from Investments



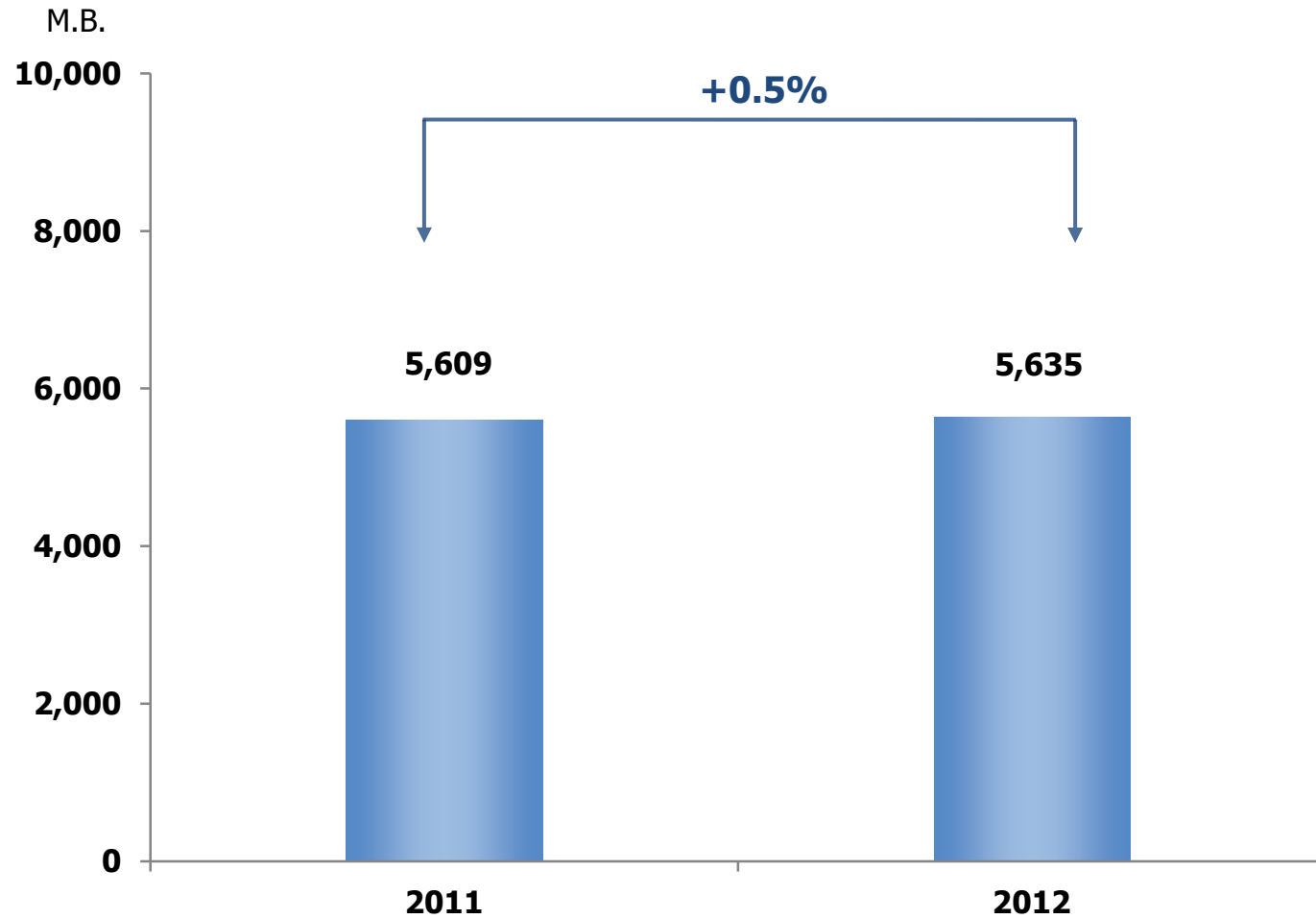


Corporate Tax



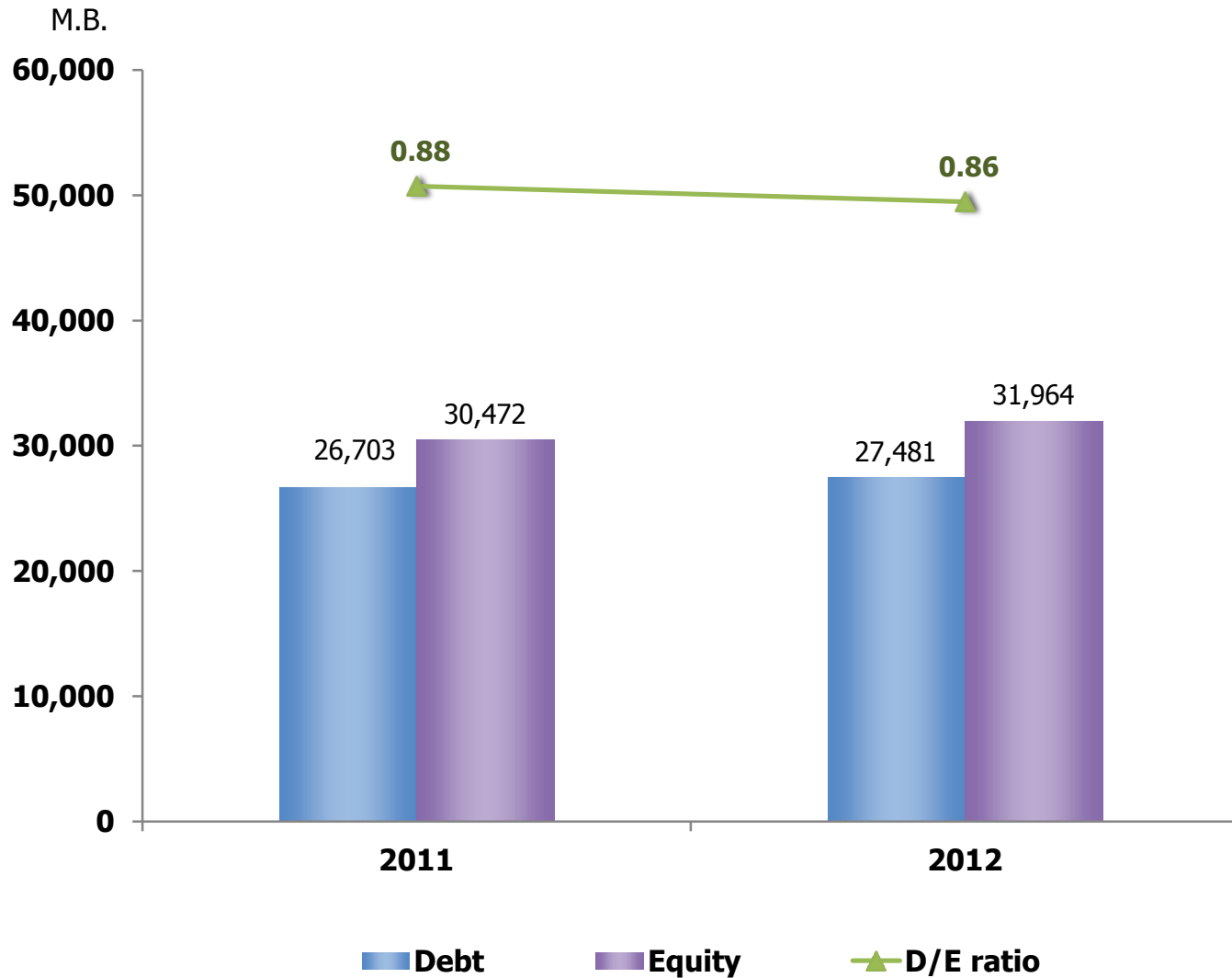


Net Profit



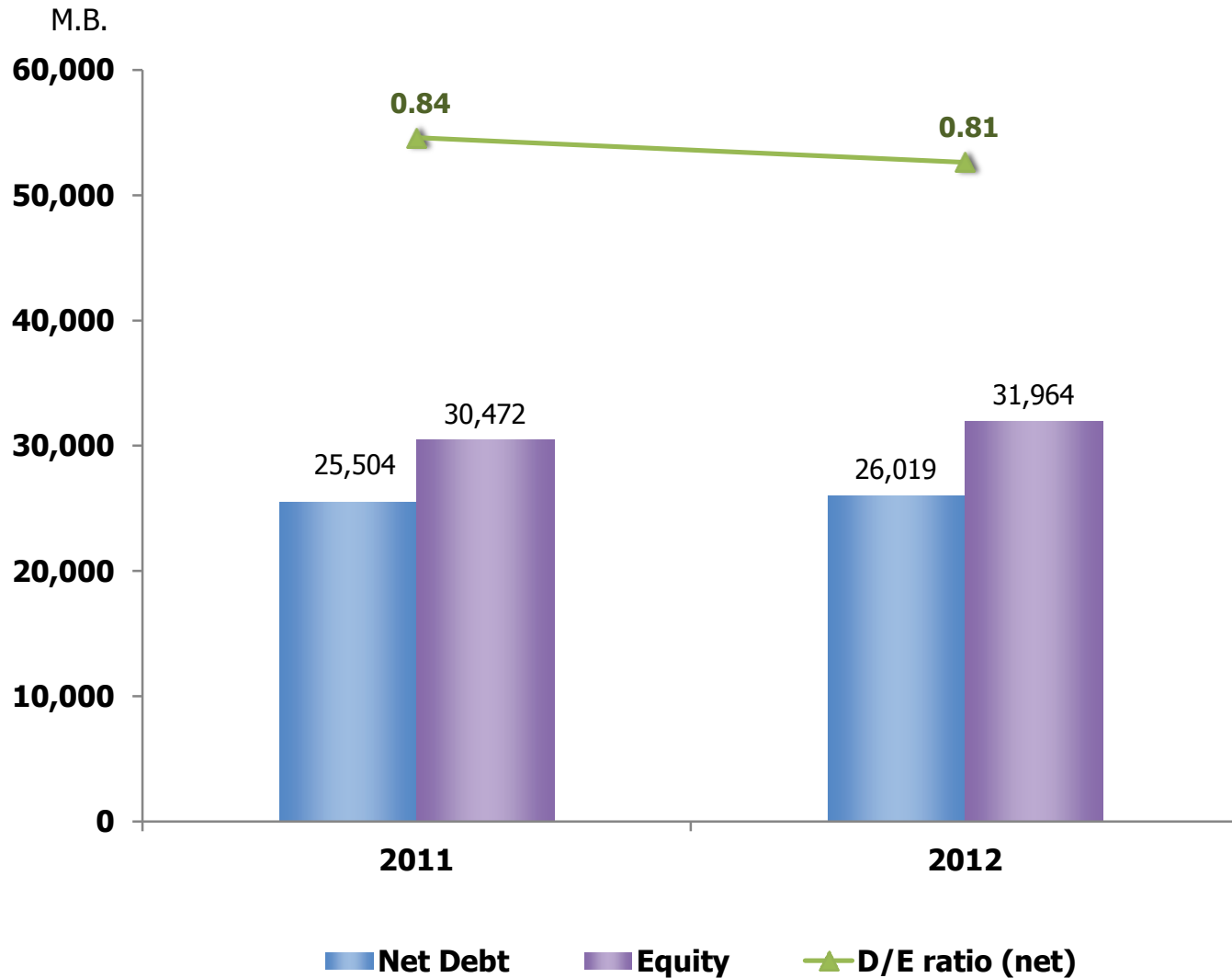


Debt to Equity



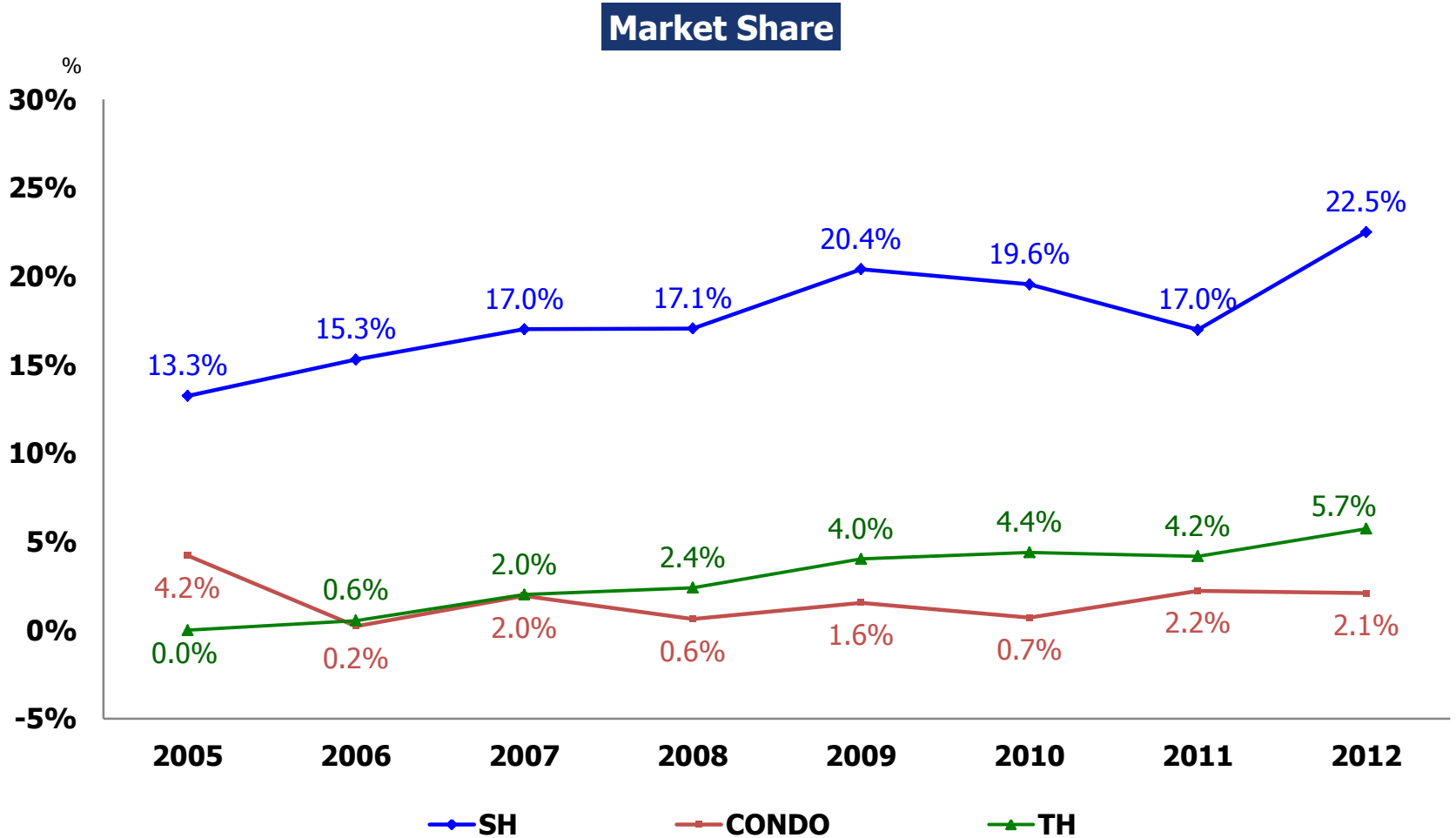


Net Debt to Equity





Product segment and Market Shares





Projects Launched in 2012

PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1. Mantana	Wong Whan Onnuch3	SH	99.0	396	6.4	2,550	Feb
2. Inizio	Salaya	SH	68.7	344	2.9	990	Feb
3. Ladawan	Rajapruk	SH	207.9	234	44.0	10,290	Mar
4. The Room	Sukhumvit 40	CD	1.9	128	4.7	600	May
5. The Key	Sathorn-Rajapruk	CD	7.7	834	2.1	1,790	May
6. The Room	BTS Wongwienyai	CD	2.1	201	7.9	1,580	May
7. Pruklada	Rangsit Klong4	SH	74.1	315	3.7	1,150	Jun
8. Indy	Pracha-u-tid2	TH	30.2	354	1.6	570	Jun
9. North 8	Chiengmai	CD	5.4	174	2.3	400	Sep
10. Seewalee	Korat	SH	97.0	379	4.7	1,780	Sep
11. Inizio	Khon Khaen	SH	72.4	340	3.1	1,060	Sep
12. Mantana	Rama II	SH	66.9	169	6.8	1,150	Oct
13. L&H 88 Hillside	Phuket	SH	52.1	100	12.5	1,250	Nov
14. Villaggio	Rama II	TH	18.3	207	1.7	360	Dec
15. Pruklada	Bang Plee	SH	7.3	36	4.4	160	Dec
	TOTAL		811.0	4,211	6.1	25,680	

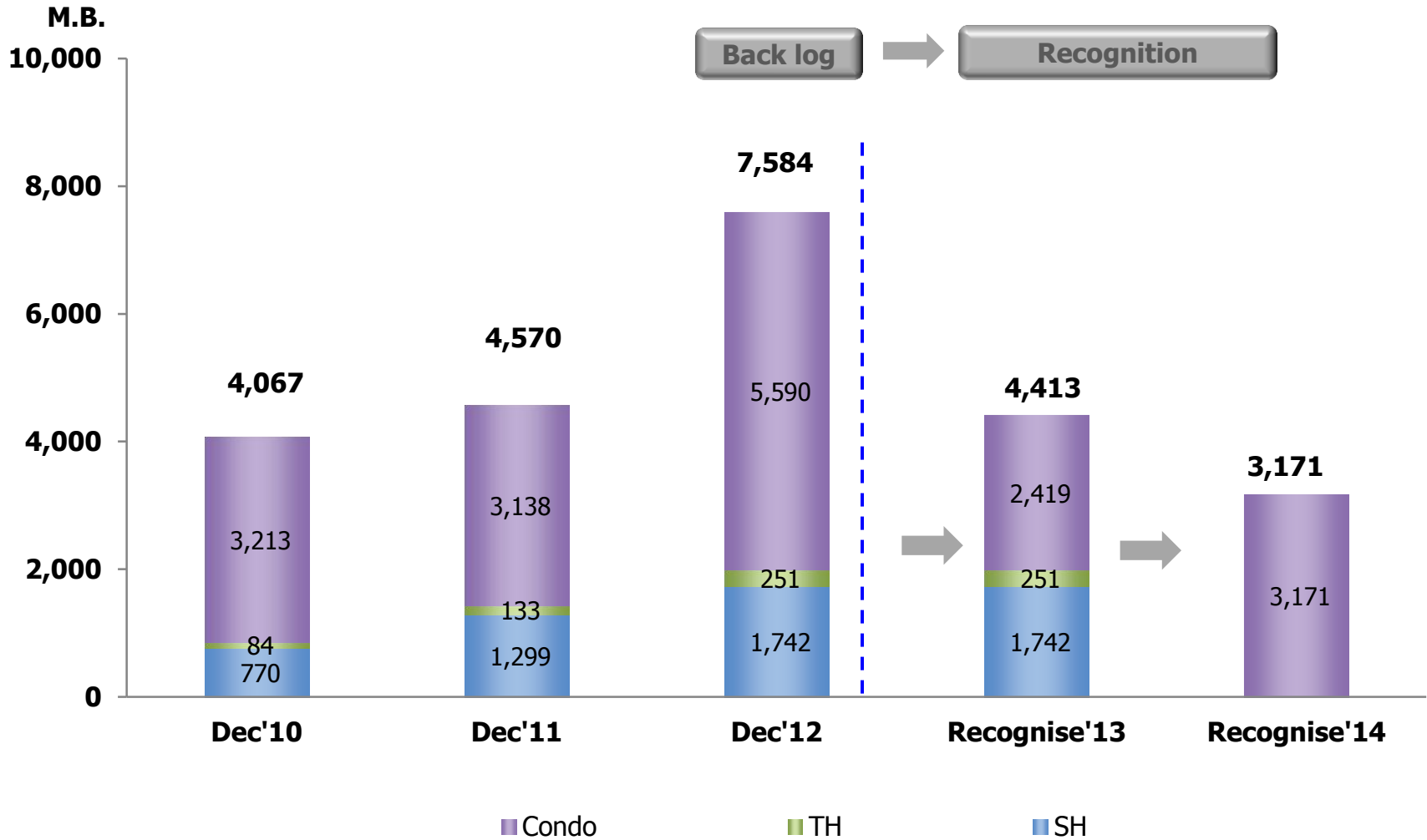


Existing Project as of Dec 2012

TYPE	BRAND	NO. OF PROJECT	SIZE (Rai)	UNIT	% AVAILABLE FOR SALES	UNIT PRICE	REMAINING PRJ. VALUE
SDH	1. Inizio	5	397.2	1,974	48%	2.9	2,763
	2. Pruklada	8	808.6	3,679	42%	3.7	5,798
	3. Chaiyapruk	3	274.3	1,260	38%	4.4	2,111
	4. Chollada	2	436.4	1,504	10%	3.7	536
	5. Parichart	1	209.8	707	1%	4.5	18
	6. Mantana	8	887.4	3,169	56%	6.8	12,149
	7. Seewalee	7	748.1	2,888	42%	4.8	5,710
	8. Nantawan	4	891.4	1,722	16%	10.7	2,970
	9. Ladawan	3	305.0	374	68%	41.5	10,512
	10. L&H Park	4	433.7	1,294	14%	7.1	1,264
TH	11. Indy	2	58.2	702	39%	1.6	448
	12. Villaggio	1	81.5	496	98%	2.5	1,214
	13. Baan Mai	1	20.3	207	40%	3.1	254
	14. Terrace	1	29.7	292	18%	4.9	253
	15. The Landmark	1	4.8	24	17%	22.9	92
Condo	16. The Key	3	13.8	1,822	3%	2.1	112
	17. The Room	2	3.9	416	17%	6.4	456
	18. Ocas	1	17.6	179	5%	11.2	101
	TOTAL	57	5,621.7	22,709	34%	6.0	46,762



Backlog and Recognition





New Projects Plan to Launch in 2013

No.	PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1	Nantawan	Pinklao Rajapruk	SH	214.6	381	19.7	7,500	Jan
2	Inizio	Phuket	SH	26.9	128	4.6	590	Jan
3	North 1-2	Chiang Mai	CD	5.1	138	2.3	320	Jan Mar
4	Wan-Way-La	Khao Tao	CD	20.2	294	7.8	2,300	Q.1
5	Indy	Rangsit	TH	12.2	156	1.8	280	Q.1
6	Chaiyapruk	Pinklao	SH	29.3	145	4.5	650	Q.2
7	88 L&H	Phuket	SH	54.8	182	7.4	1,350	Q.2
8	The Bangkok	Sathorn	CD	4.9	483	14.5	7,000	Q.2
9	North 3	Chiang Mai	CD	2.7	69	2.3	160	Q.2
10	The Room	Ari	CD	1.4	137	7.3	1,000	Q.2
11	The Room	Rama IV	CD	2.8	286	7.3	2,100	Q.2
12	The Room	Pan Road	CD	1.7	219	7.5	1,650	Q.2
13	Seewalee	Chiang Mai	SH	90.0	179	7.8	1,400	Q.3
14	The Key	Udomsuk	CD	2.1	154	1.9	300	Q.3
15	Mantana	Pracha-u-tid	SH	43.4	107	8.9	950	Q.3
16	Villaggio	Bangna	TH	153.0	1,037	2.8	2,900	Q.3
17	Indy	Srinakharin	TH	13.2	150	2.7	400	Q.3
18	The Key	Rattanatibeth	CD	16.9	2,058	2.1	4,370	Q.3
19	Pruklada	Suvarnabhumi	SH	85.8	431	4.4	1,890	Q.3
20	Villaggio	Rama II	SH	65.0	289	4.2	1,200	Q.3
21	Seewalee	Chiang Rai	SH	57.1	200	4.5	905	Q.4
22	The Landmark	Ekkamai-Raminthra	TH	28.4	245	8.2	2,000	Q.4
23	Seewalee	Udonthani	SH	90.1	317	5.6	1,760	Q.4
24	North 4-5	Chiang Mai	CD	5.1	138	2.3	320	Q.4
		Total		1,026.7	7,923	5.5	43,295	



Condominium Schedule

No	Project	2013				2014				2015			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	The Room-Suk.21												
2	Ocas-Hua Hin												
3	The Key-Chaeng Wattana												
4	The Key - Sathorn Rajapruk												
5	The Room - Suk.40												
6	The Room - BTS wongwiengyai												
7	North 8 - Chiang Mai												
8	Wan-Way-La - Kao Tao	Develop&EIA											
9	The Bangkok - Sathorn	Develop & EIA											
10	The Room - Ari	Develop & EIA											
11	The Room - Rama IV	Develop & EIA											
12	The Room - Pan Road	Develop & EIA											
13	The Key- Udomsuk												
14	The Key Rattanatibeth	Develop & EIA											
15	North 1 - Chiang Mai												
16	North 2 - Chiang Mai												
17	North 3 - Chiang Mai												
18	North 4 - Chiang Mai												
19	North 5 - Chiang Mai												