



**LAND & HOUSES**

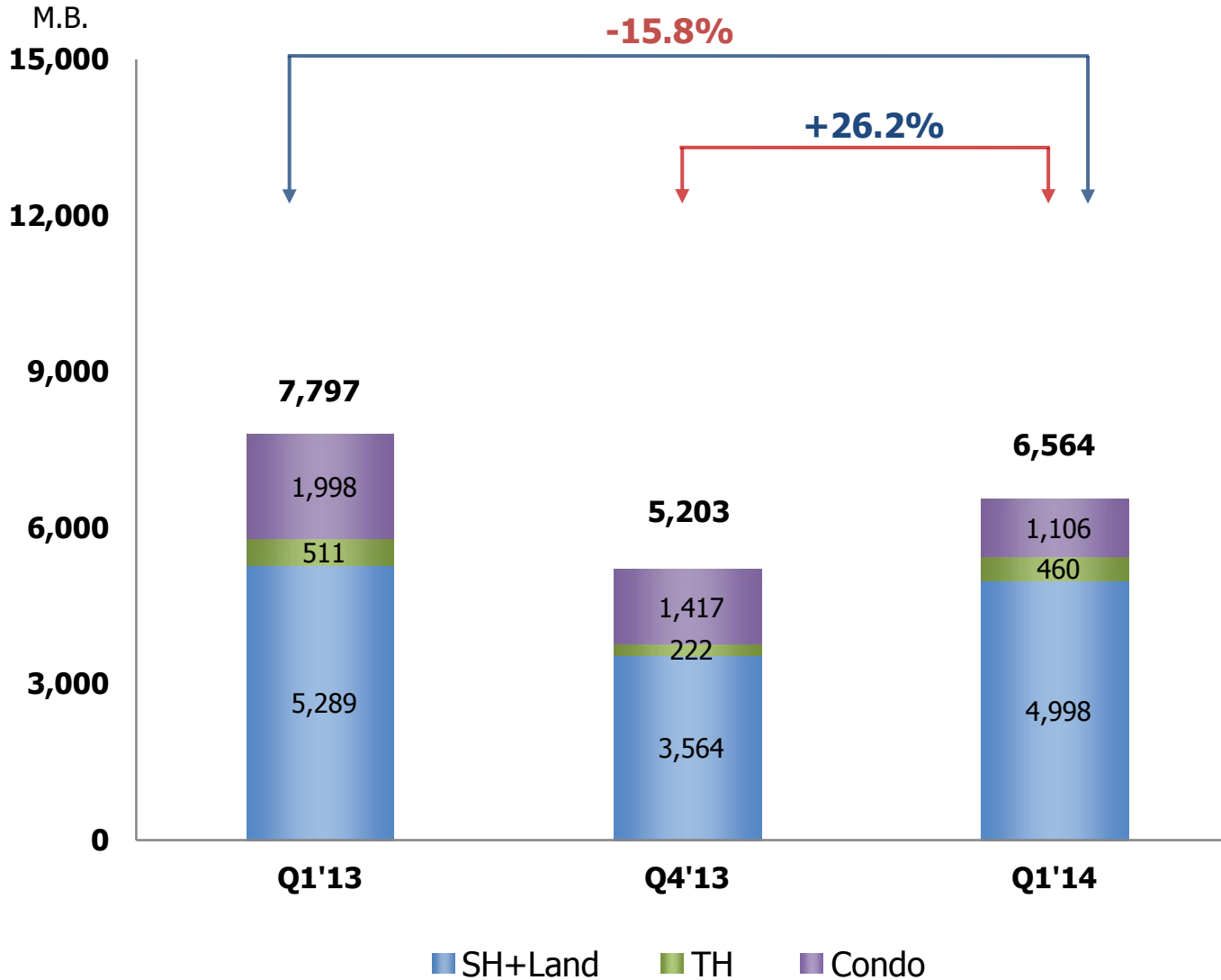


## **Analyst Meeting – Q1'14**

**14 MAY 14**



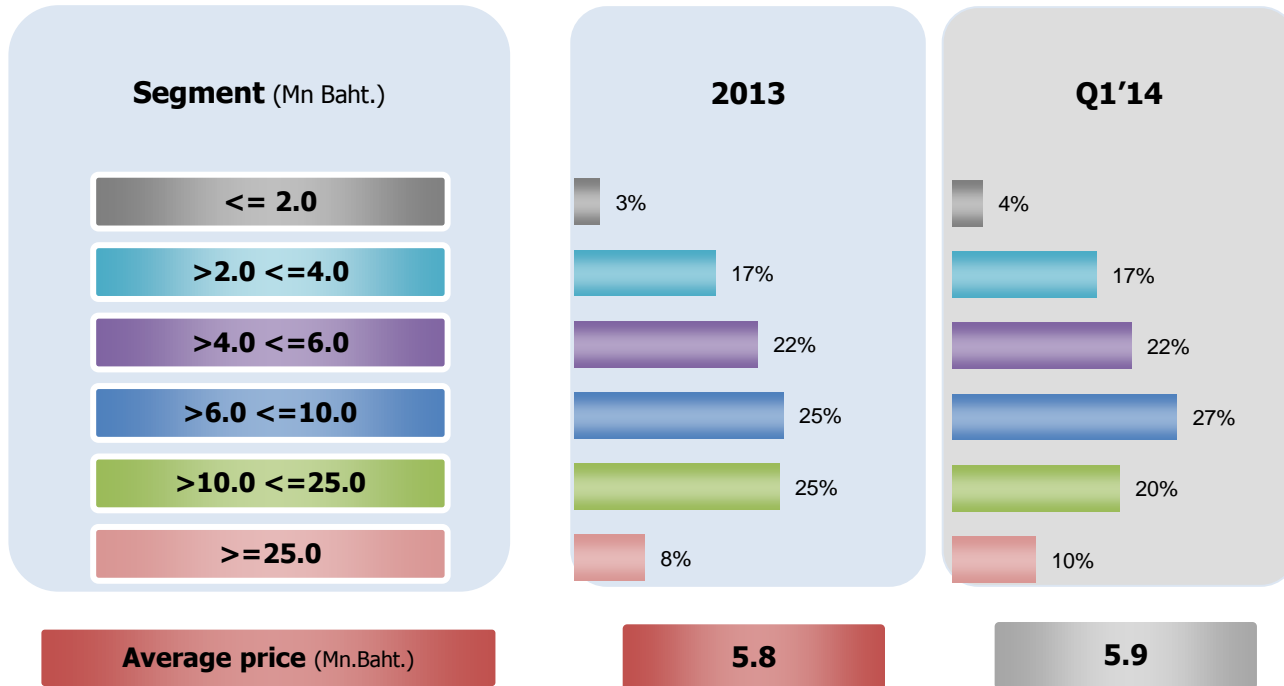
# Sales Growth (Booking)



	<b>Unit</b>
SH+L	763
TH	179
Condo	187
<b>Total</b>	<b>1,129</b>

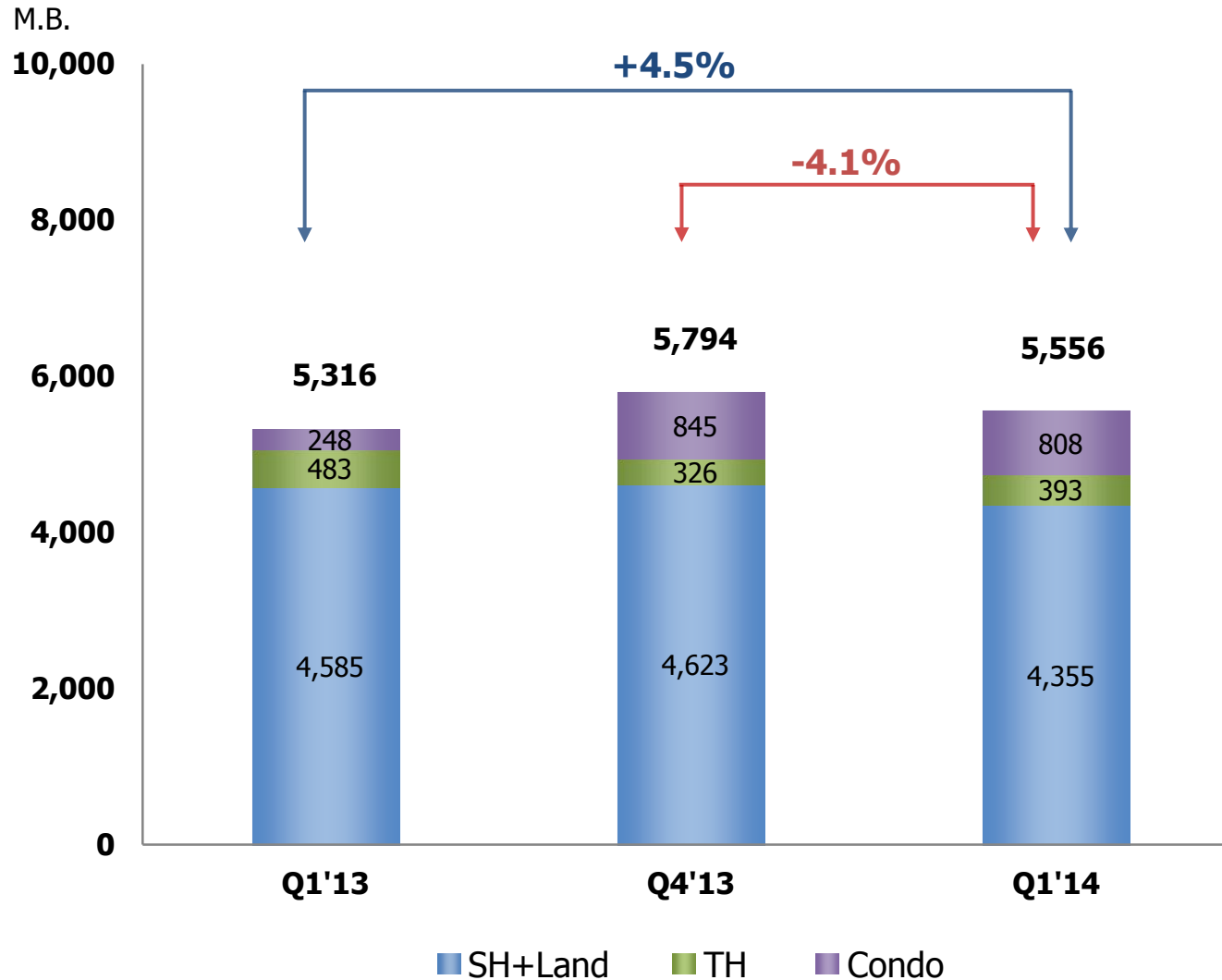


# Booking by Segmentation





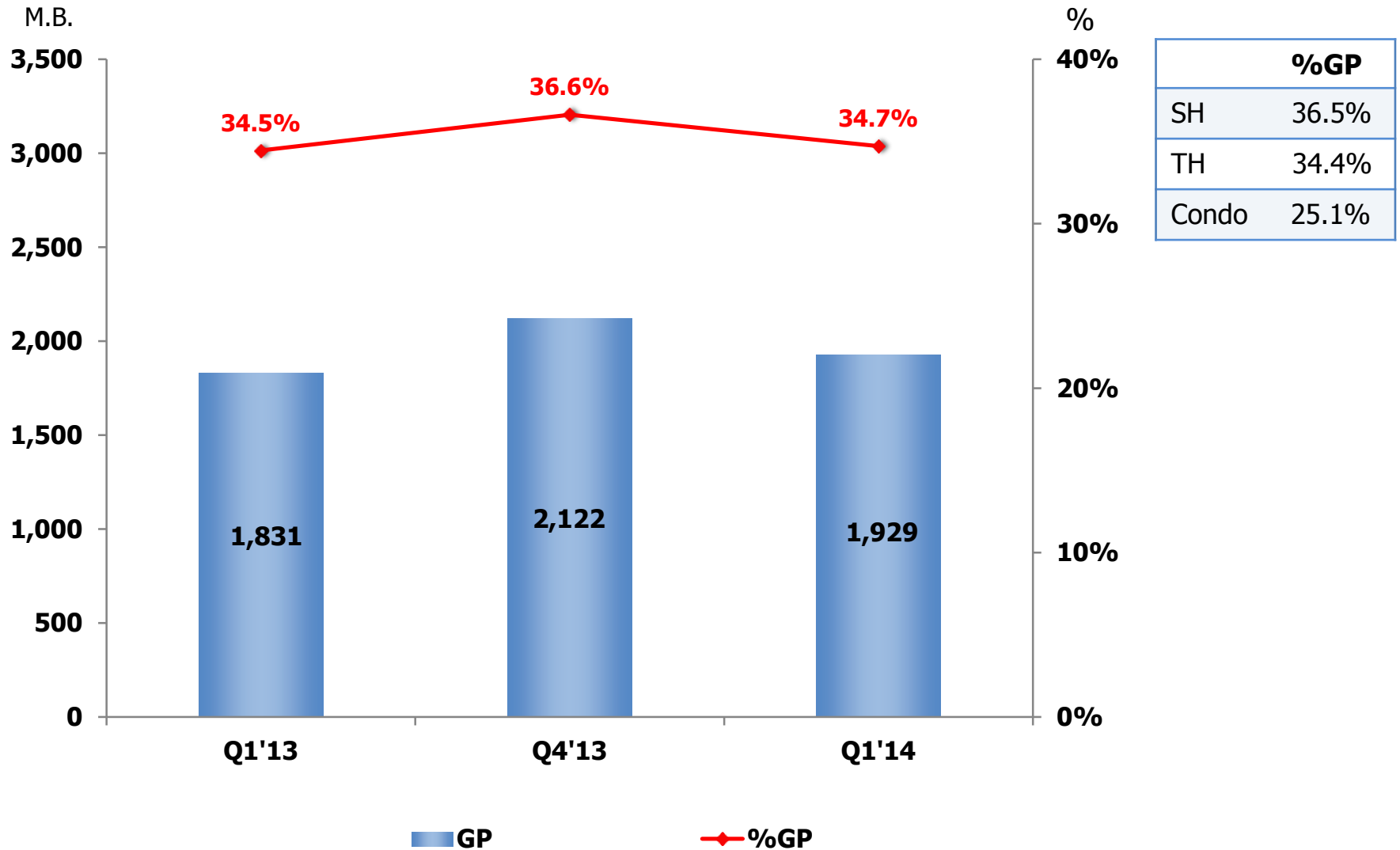
# Recognized Sales Growth (Transfer)



	Unit
SH+L	696
TH	168
Condo	329
<b>Total</b>	<b>1,193</b>

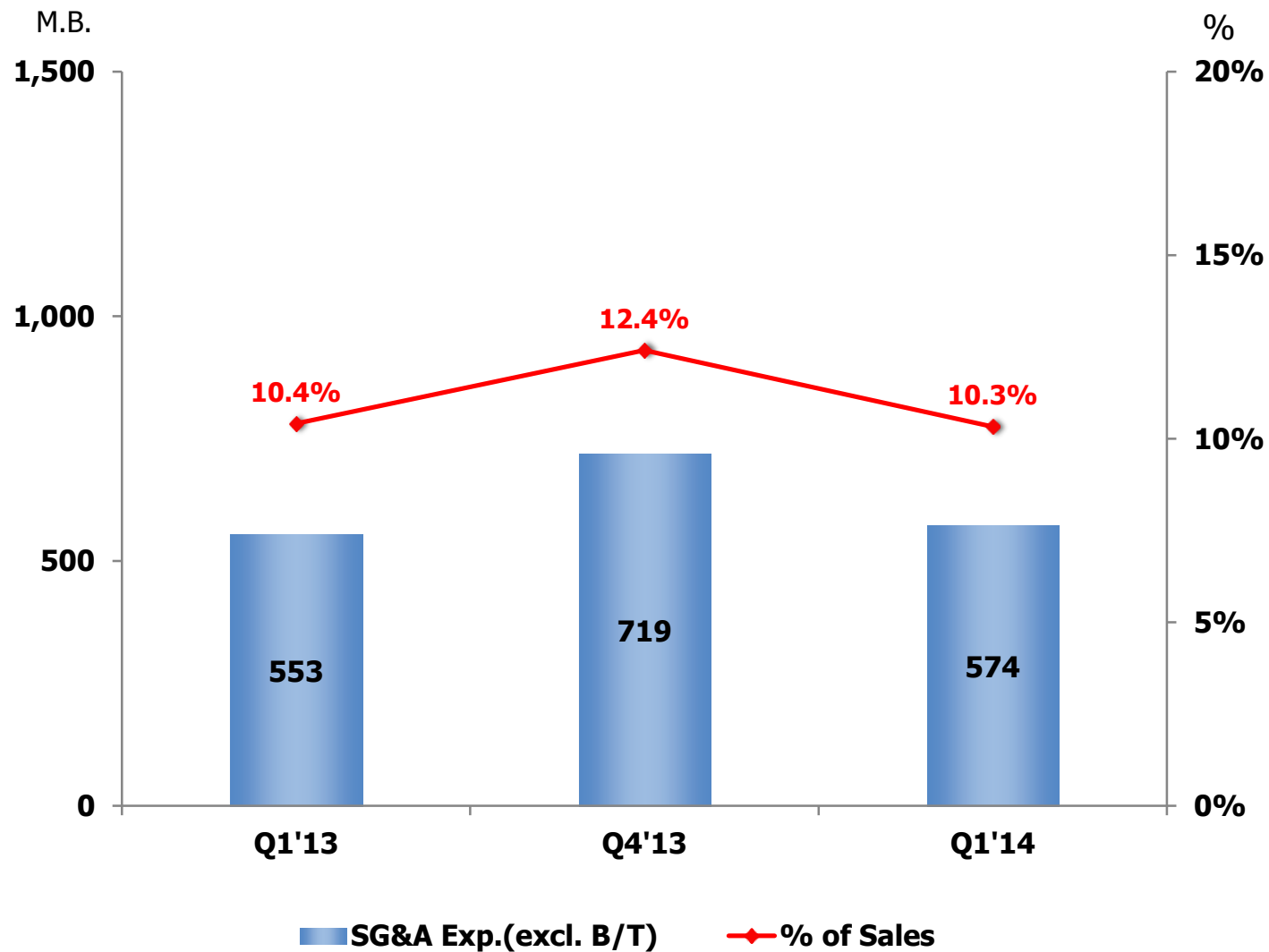


# G.P.



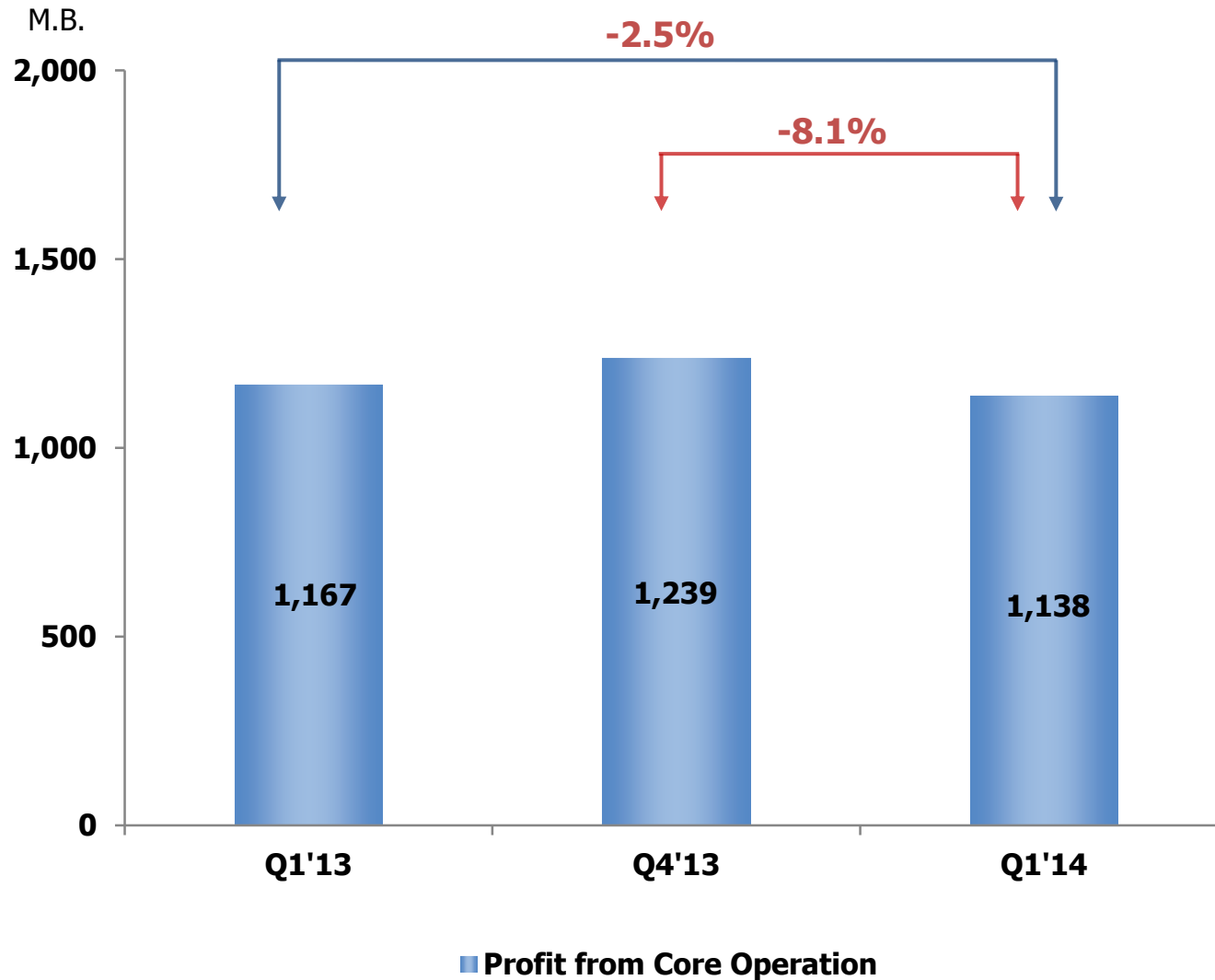


# SG&A Exp.(excl. B/T)



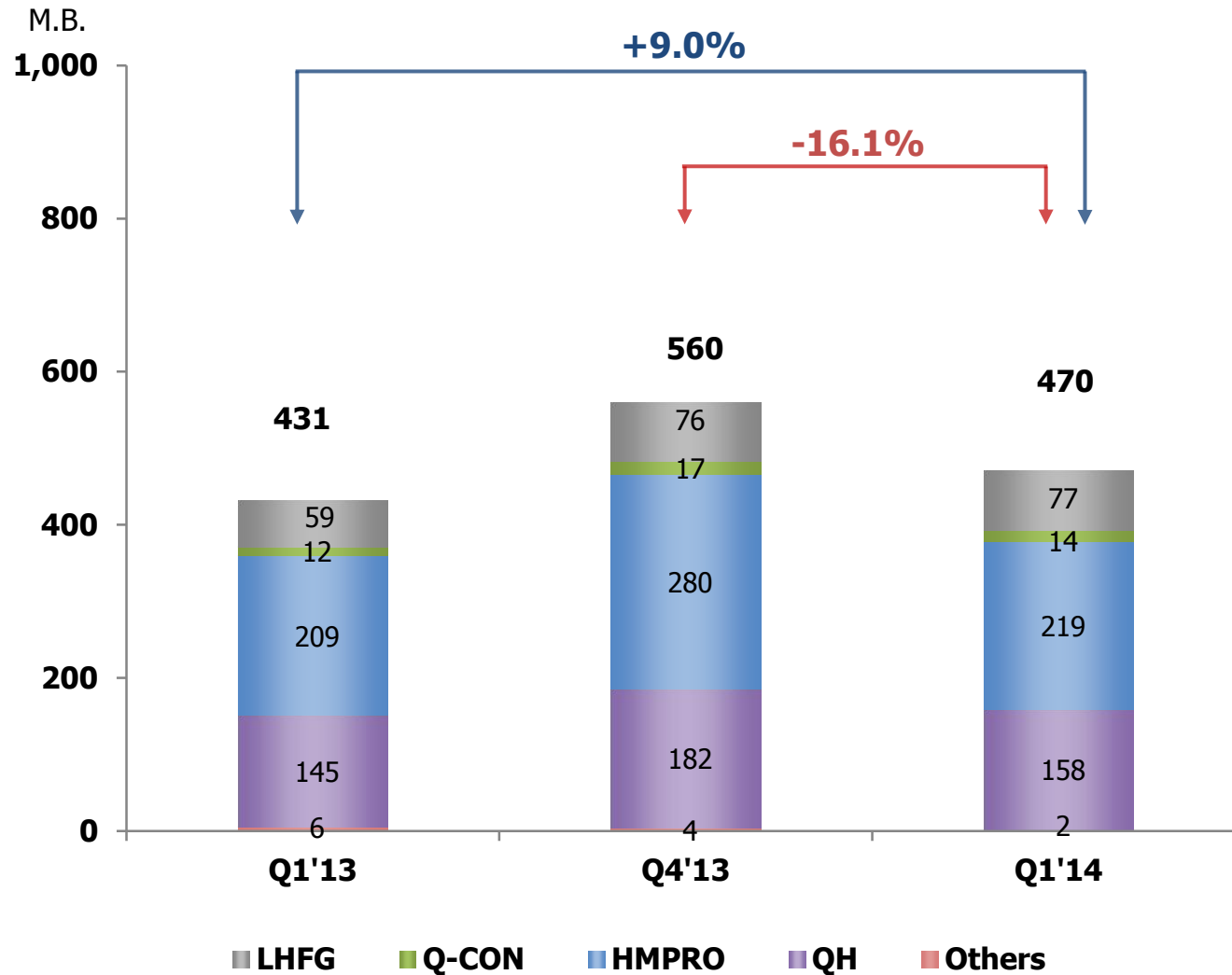


# Profit from Core Operation (before tax)





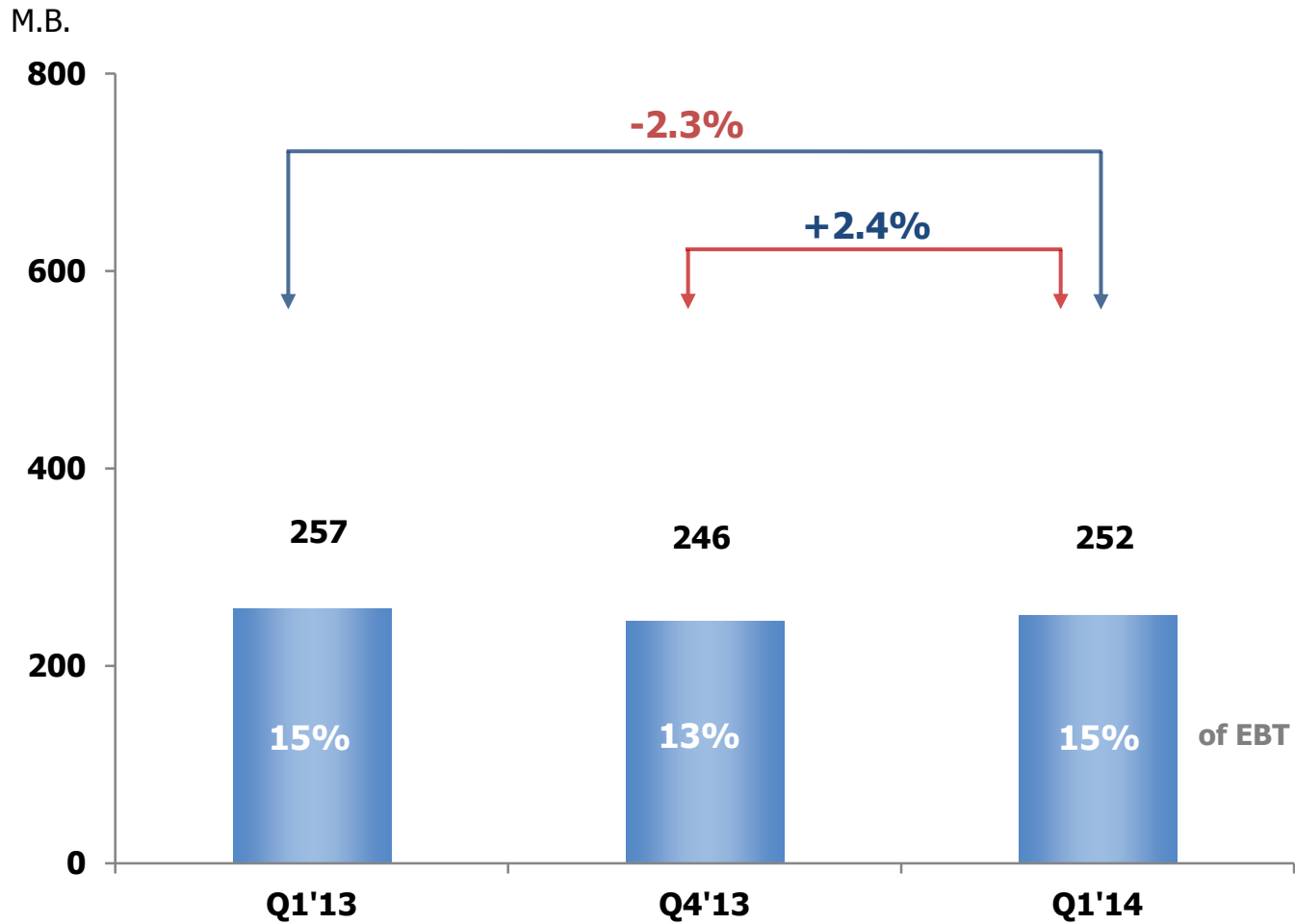
# Share of Income from Investments





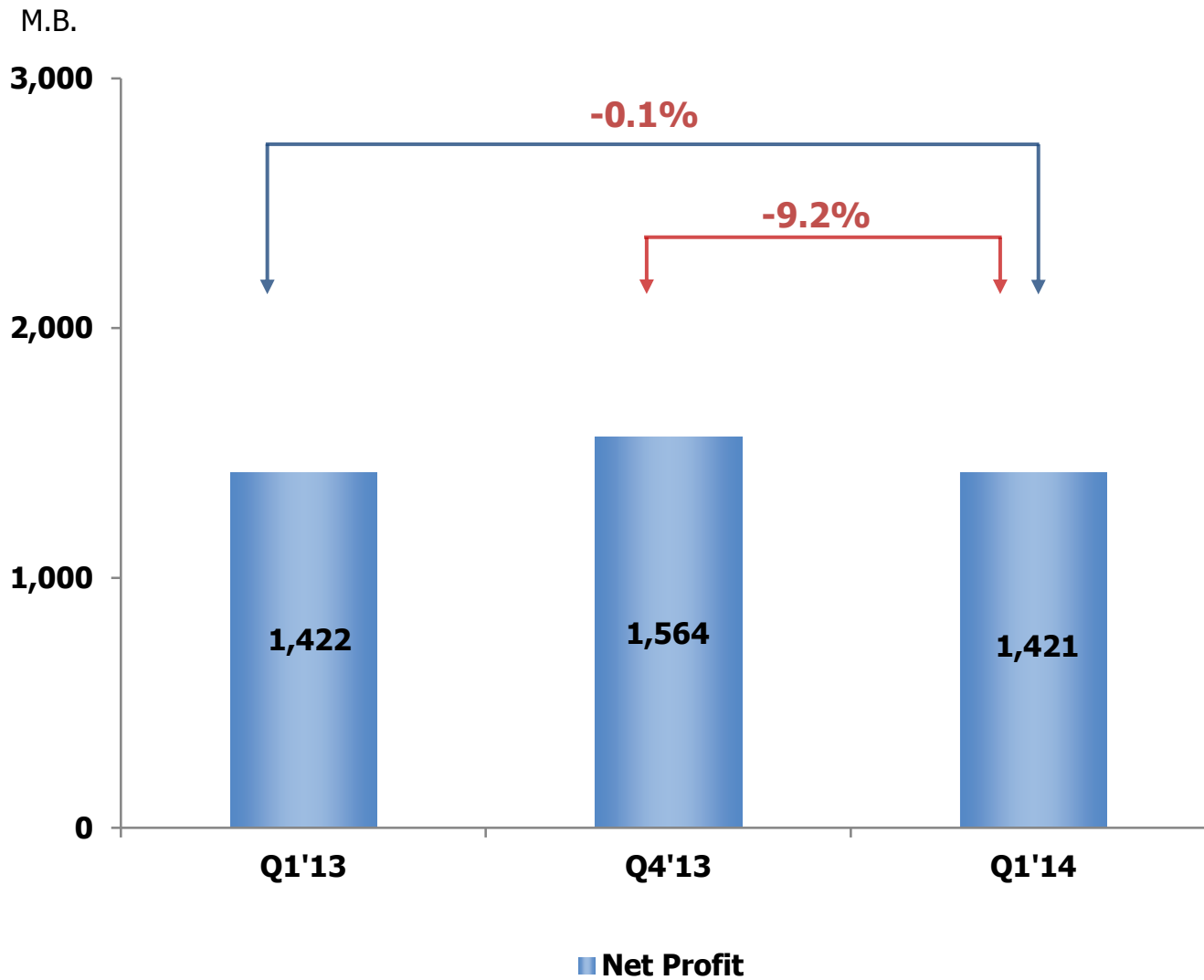


# Corporate Tax



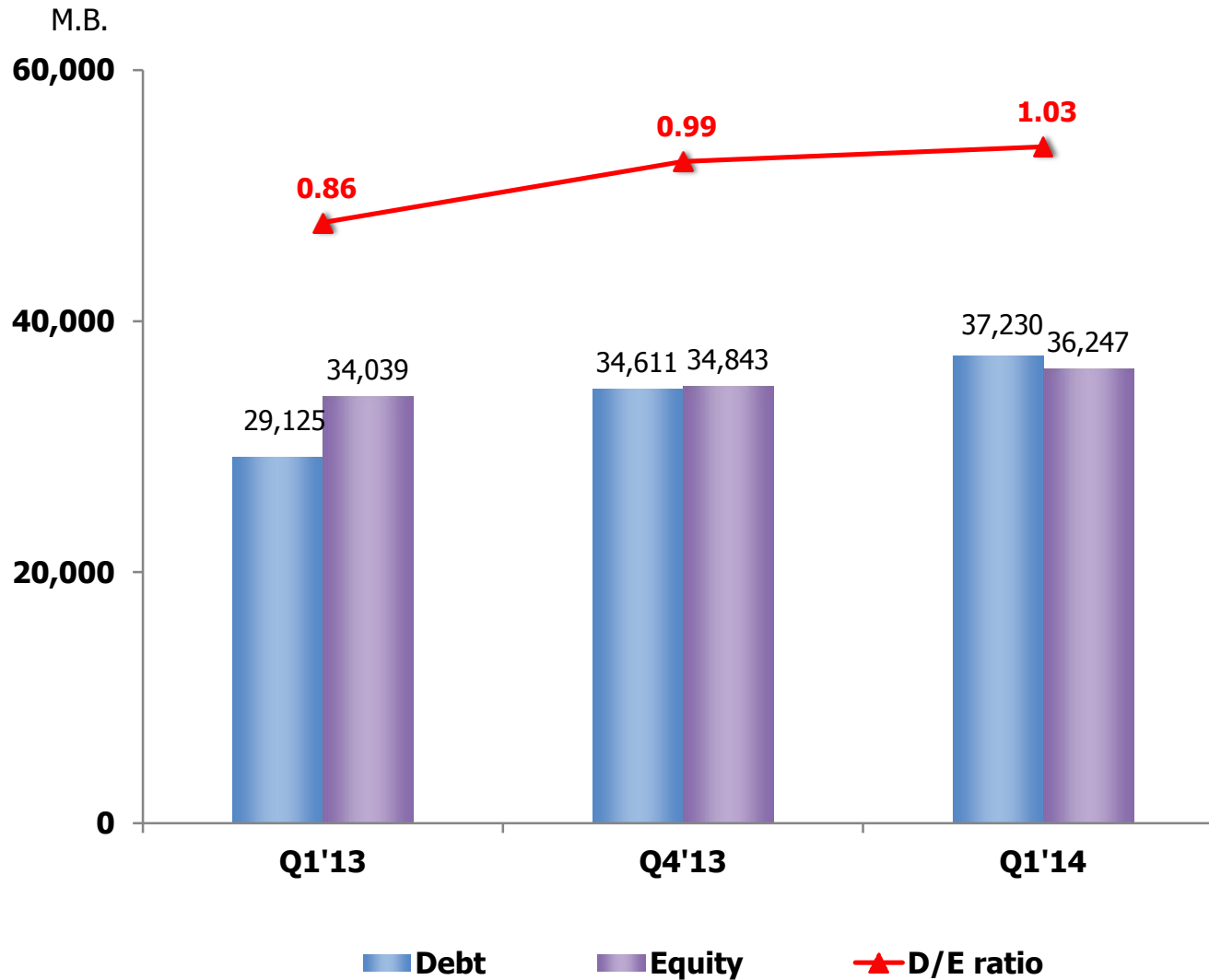


# Net Profit



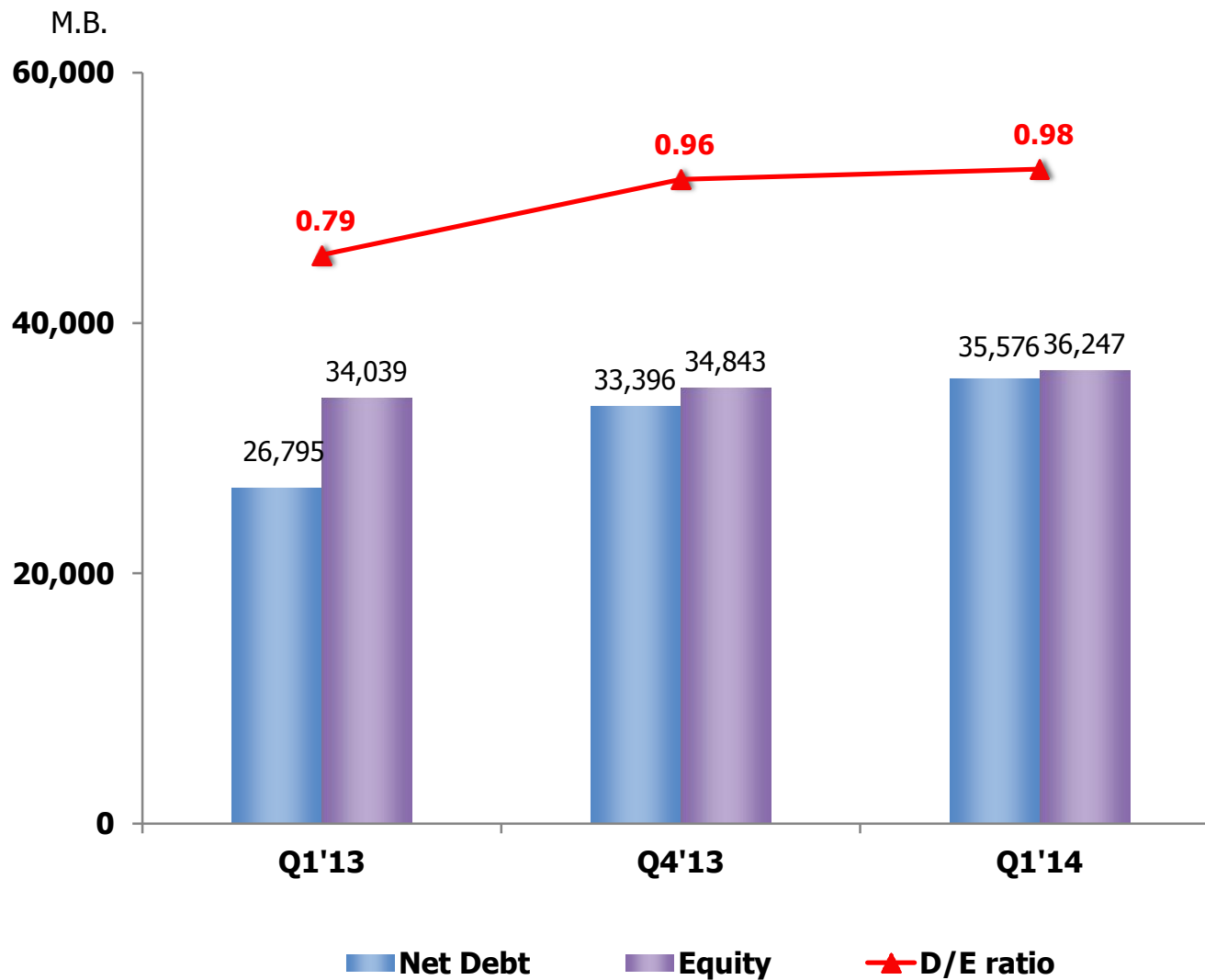


# Debt to Equity



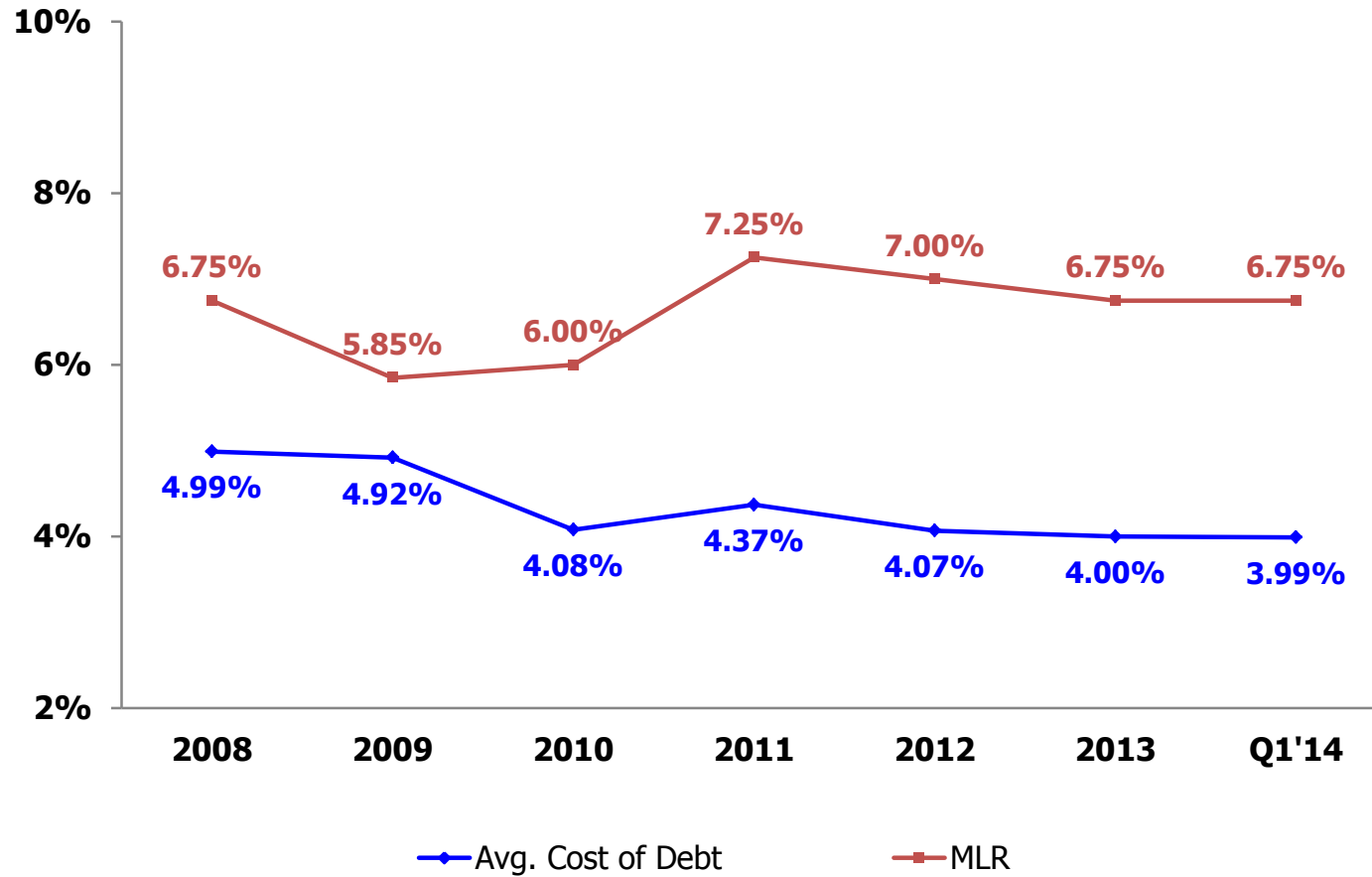


# Net debt to Equity





# Average cost of Debts



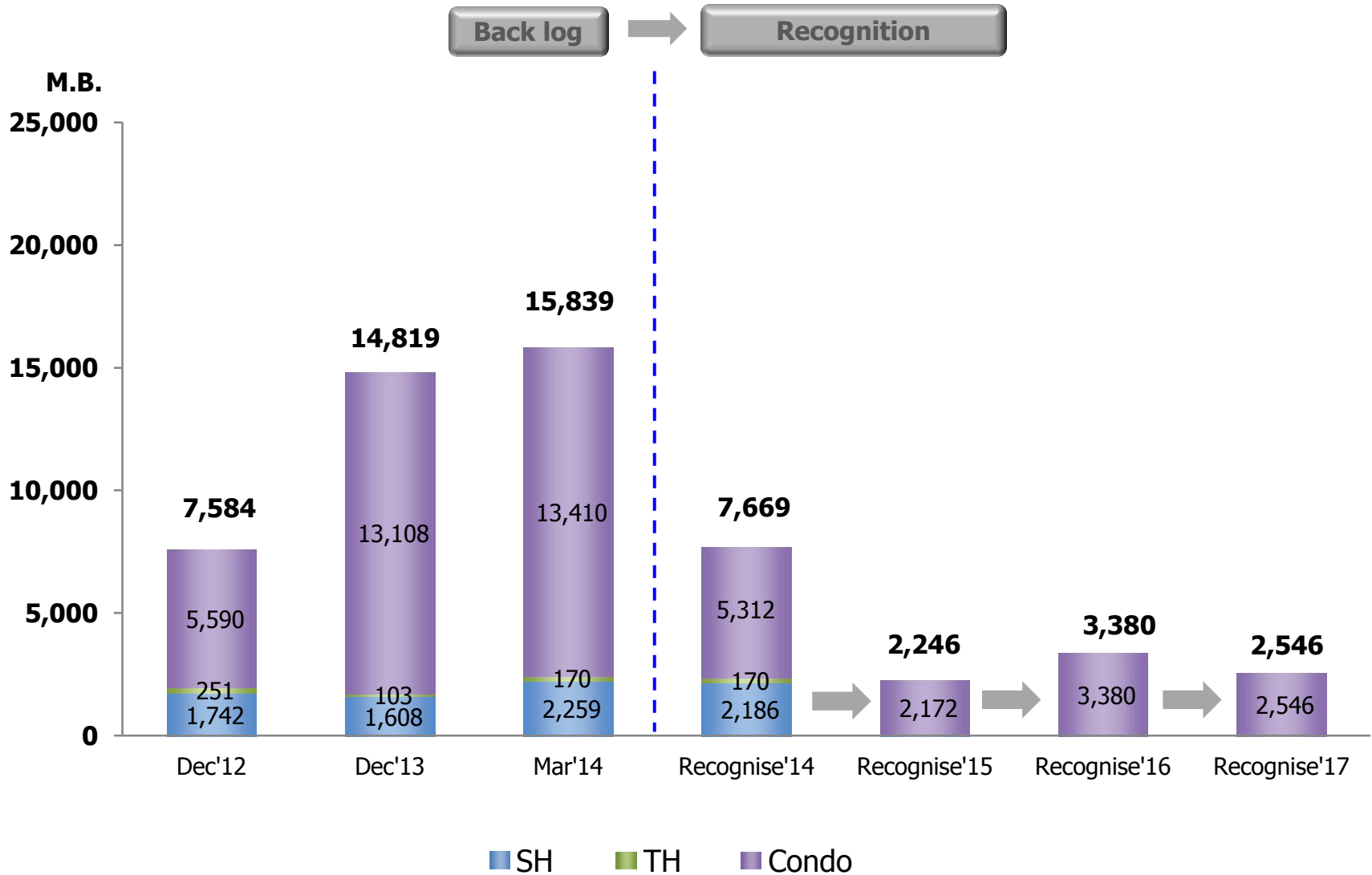


# Existing Project as of Mar 2014

TYPE	BRAND	NO. OF PROJECT	SIZE (Rai)	UNIT	% AVAILABLE FOR SALES	UNIT PRICE	REMAINING PRJ. VALUE
SH	1. Inizio	5	325.6	1,590	46%	3.6	2,608
	2. Villaggio (SH)	1	65.0	289	84%	4.2	1,015
	3 .Pruklada	6	656.0	2,949	55%	4.2	6,801
	4. Chaiyapruk	4	323.9	1,337	11%	4.0	597
	5. Chollada	2	436.6	1,504	2%	10.3	269
	6. Mantana	7	872.5	3,082	33%	7.2	7,380
	7. Seewalee	7	624.6	2,191	50%	5.5	6,019
	8. Nantawan	4	380.0	755	49%	18.2	6,730
	9. Ladawan	2	257.4	280	70%	49.2	9,689
	10. 88 Land&Houses	4	317.7	924	26%	8.6	2,080
TH	11. Indy	3	55.4	660	30%	2.1	418
	12. Villaggio	2	169.8	1243	80%	2.8	2,747
	13. Baan Mai	1	20.3	207	1%	4.5	13
	14. Terrace	1	29.9	299	1%	5.4	11
	15. The Landmark	1	28.4	245	98%	8.2	1,968
Condo	16. Ease	1	5.0	480	41%	1.5	299
	17. North	5	13.1	345	25%	2.4	206
	18. The Key	2	5.2	595	21%	2.4	301
	19. The Room	4	9.6	1093	38%	7.7	3,196
	20. Wan Vayla	1	20.2	294	47%	9.5	1,326
	21. The Bangkok	1	4.9	468	60%	15.8	4,448
	<b>TOTAL</b>	<b>64</b>	<b>4,621.0</b>	<b>20,830</b>	<b>40%</b>	<b>6.9</b>	<b>58,122</b>



# Backlog and Recognition





# New Projects Plan to Launch in 2014

No.	PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1	Inizio	Pinklao - Wong Whan (2)	SH	62.0	296	3.4	1,000	Jan
2	Pruklada	Phetkasem Sai 4	SH	98.3	450	4.4	1,960	Jan
3	Villaggio	Rama II	SH	65.0	289	4.2	1,200	Jan
4	The Landmark	Ekkamai-Raminthra	TH	28.4	245	8.2	2,000	Mar
5	Pruklada	Suvarnabhumi	SH	85.8	418	4.5	1,900	Apr
6	Chaiyapruk	Pinklao - Kanchana	SH	86.4	380	4.8	1,820	Apr
7	Inizio	Rangsit Klong 3(2)	SH	60.0	275	3.5	960	Q.2
8	Inizio	Chiang Mai	SH	78.1	336	3.9	1,300	Q.2
9	Indy	Bangyai	TH	28.1	300	2.7	800	Q.2
10	Mantana	Onnuch - Wong Whan 4	SH	94.0	356	7.6	2,710	Q.2
11	333	Riverside	CD	11.4	950	6.8	6,500	Q.2
12	Seewalee	Chiang Rai	SH	57.1	216	4.5	980	Q.2
13	North 6	Chiang Mai	CD	2.5	69	2.5	170	Q.3
14	Seewalee	Khon Khaen	SH	83.9	305	5.9	1,800	Q.3
15	Chaiyapruk	Pinklao Sai 2	SH	9.1	26	7.3	190	Q.3
16	The Key	Charoen Rat	CD	5.9	810	3.7	3,000	Q.3
17	The Room	Charoen Krung	CD	2.1	211	9.5	2,000	Q.3
18	Pruklada	Wong Whan - Hathai Rat	SH	98.1	456	4.4	2,020	Q.3
19	Seewalee	Maha Sarakham	SH	84.7	323	5.2	1,680	Q.3
20	Nantawan	Udonthani	SH	38.4	84	10.2	860	Q.4
21	Norht 7	Chiang Mai	CD	1.6	57	2.6	150	Q.4
<b>Total</b>				<b>1,080.8</b>	<b>6,852</b>	<b>5.1</b>	<b>35,000</b>	

2014	Q.1	Q.2	Q.3	Q.4	No. of prj.	Prj. Value	%
SH	6	5	2	1	14	20,380	58%
TH	1	1	-	-	2	2,800	8%
CD	-	2	2	1	5	11,820	34%
No. of prj.	7	8	4	2	21		
Prj. Value	6,160	16,970	10,860	1,010		35,000	100%
%	18%	48%	31%	3%			

	No. of prj.	Prj. Value	%
Bangkok	14	28,060	80%
Provincial	7	6,940	20%
	21	35,000	





# Condominium Schedule

No	Project	% Transfer	2014				2015				2016				2017			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	The Room - Suk. 21	91%	Transfer	Transfer	Transfer													
2	North 8 - Chiang Mai	94%	Transfer	Transfer														
3	The Key - Sathorn Rajapruk	30%	Transfer	Transfer	Transfer													
4	The Room - BTS wongwiengyai		Construction	Construction	Construction	Transfer	Transfer											
5	Wan-Way-La - Kao Tao					Transfer	Transfer	Transfer										
6	The Bangkok - Sathorn		Construction	Construction	Construction	Construction	Construction	Construction	Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer			
7	The Key - Wutthakat									Transfer	Transfer	Transfer						
8	The Room - Rama IV									Transfer	Transfer	Transfer						
9	The Room - Pan Road									Transfer	Transfer	Transfer						
10	The Room - Suk. 69		Develop & EIA							Construction	Construction	Construction	Transfer	Transfer				
11	The Key- Udomsuk	36%	Transfer	Transfer	Transfer	Transfer												
12	North 1 - Chiang Mai	62%	Transfer	Transfer														
13	North 2 - Chiang Mai	43%	Construction	Transfer														
14	North 3 - Chiang Mai				Transfer	Transfer												
15	North 4 - Chiang Mai					Transfer	Transfer											
16	North 5 - Chiang Mai					Transfer	Transfer											
17	Ease - Rama II						Transfer	Transfer										
18	333 Riverside		Develop & EIA							Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer		
19	The Key - Charoen Rat				Develop & EIA	Develop & EIA	Develop & EIA	Develop & EIA	Develop & EIA	Construction	Construction	Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer
20	The Room - Charoen Krung				Develop & EIA	Develop & EIA	Develop & EIA	Develop & EIA	Develop & EIA	Construction	Construction	Construction	Construction	Construction	Transfer	Transfer	Transfer	
21	North 6 - Chiang Mai							Transfer	Transfer									
22	North 7 - Chiang Mai							Transfer	Transfer									

Develop & EIA  
 Construction period  
 Transfer