



**LAND & HOUSES**

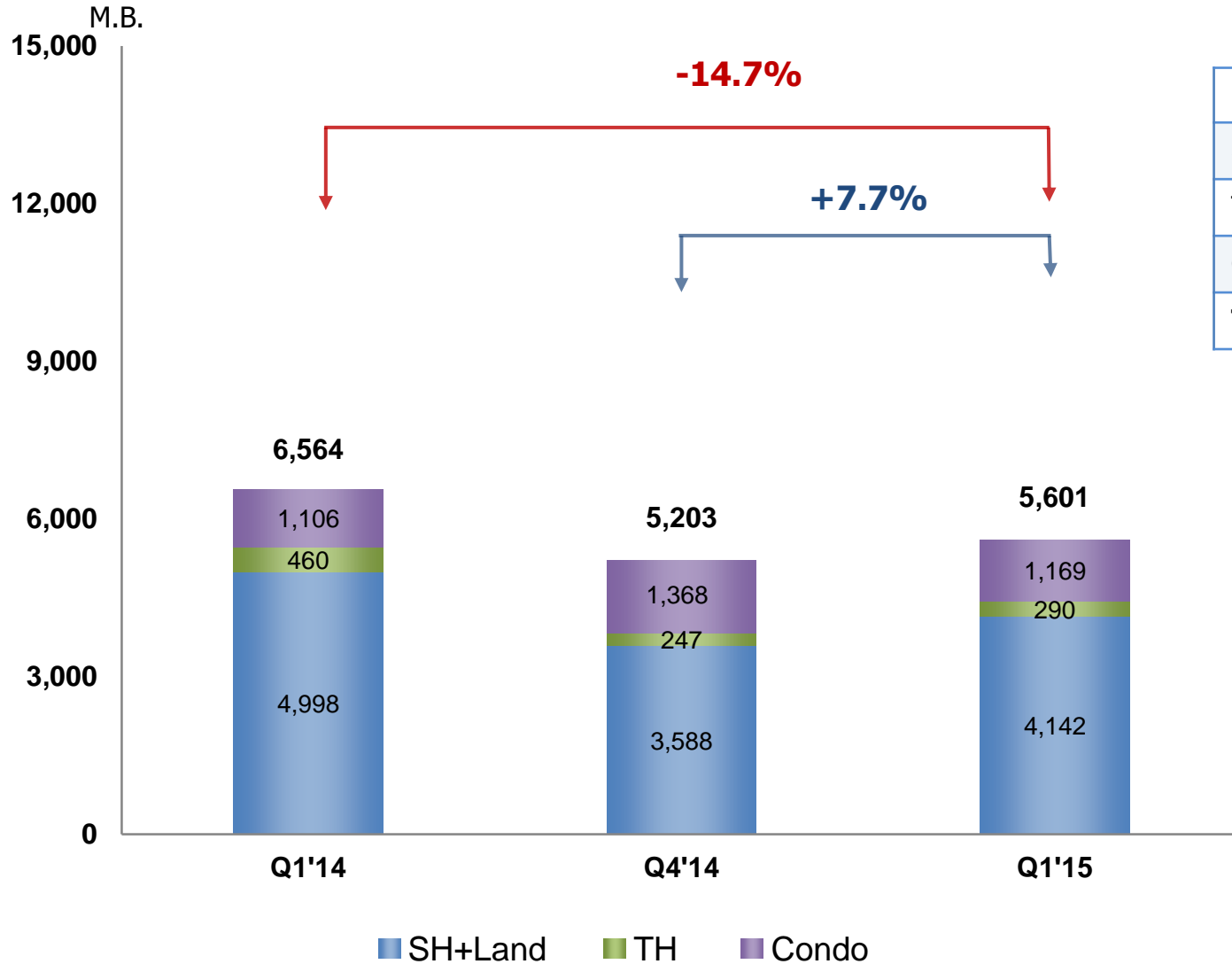


## **Analyst Meeting – Q1'15**

**13 MAY 15**



# Sales Growth (Booking)



Unit	
SH+L	609
TH	104
Condo	192
<b>Total</b>	<b>905</b>

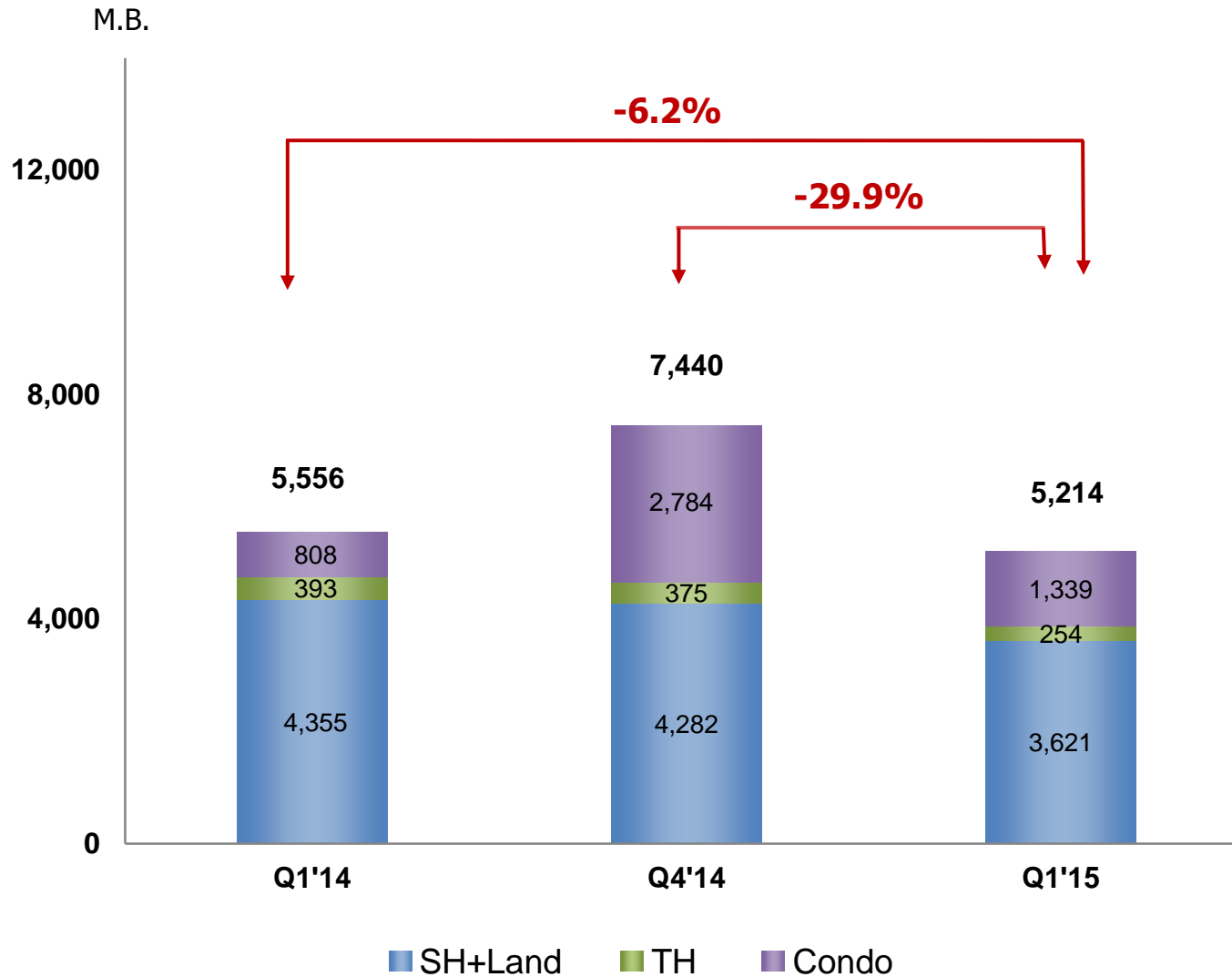


# Booking by Segmentation





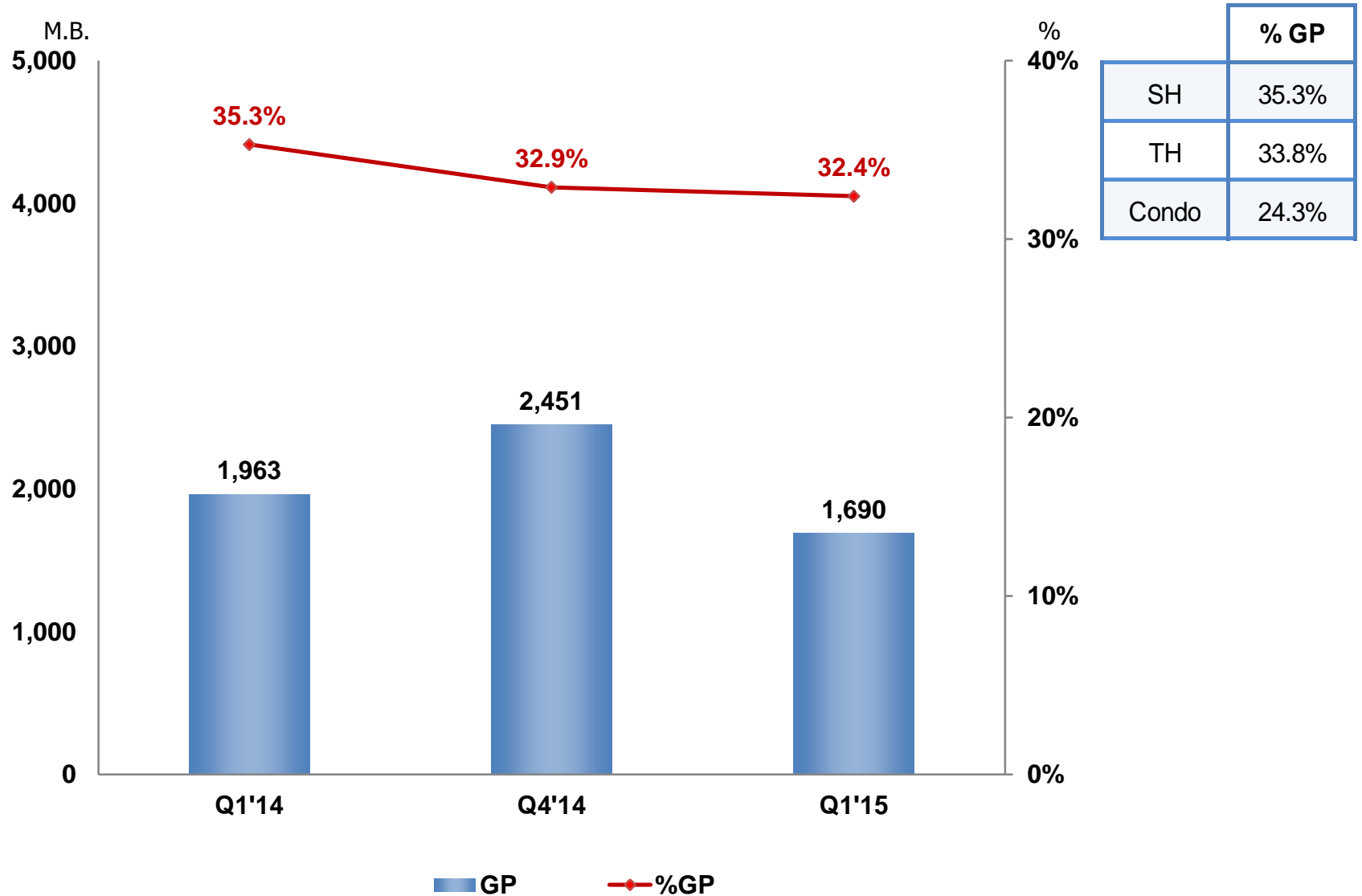
# Recognized Sales Growth (Transfer)



	Unit
SH+L	544
TH	70
Condo	314
<b>Total</b>	<b>928</b>

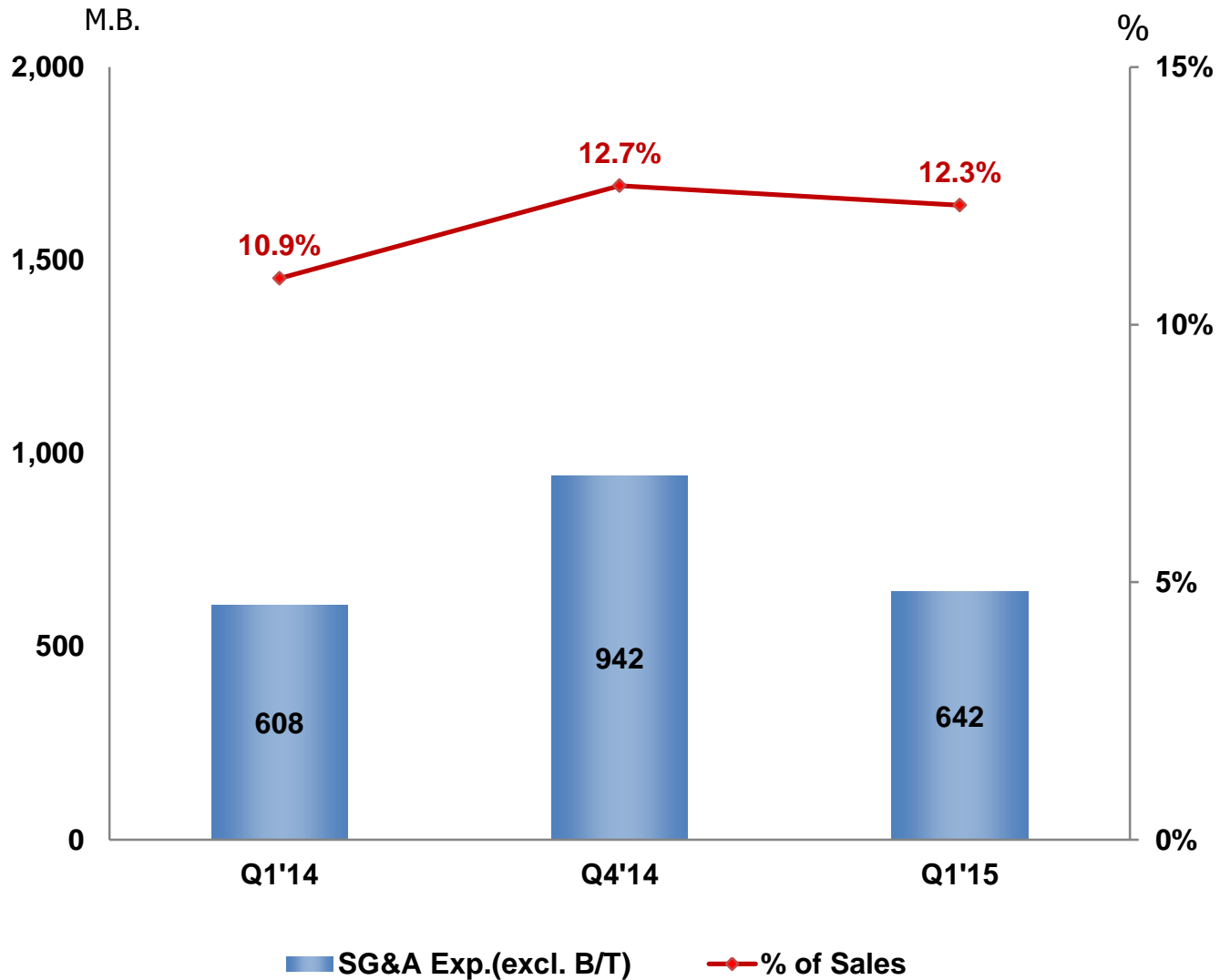


# G.P.



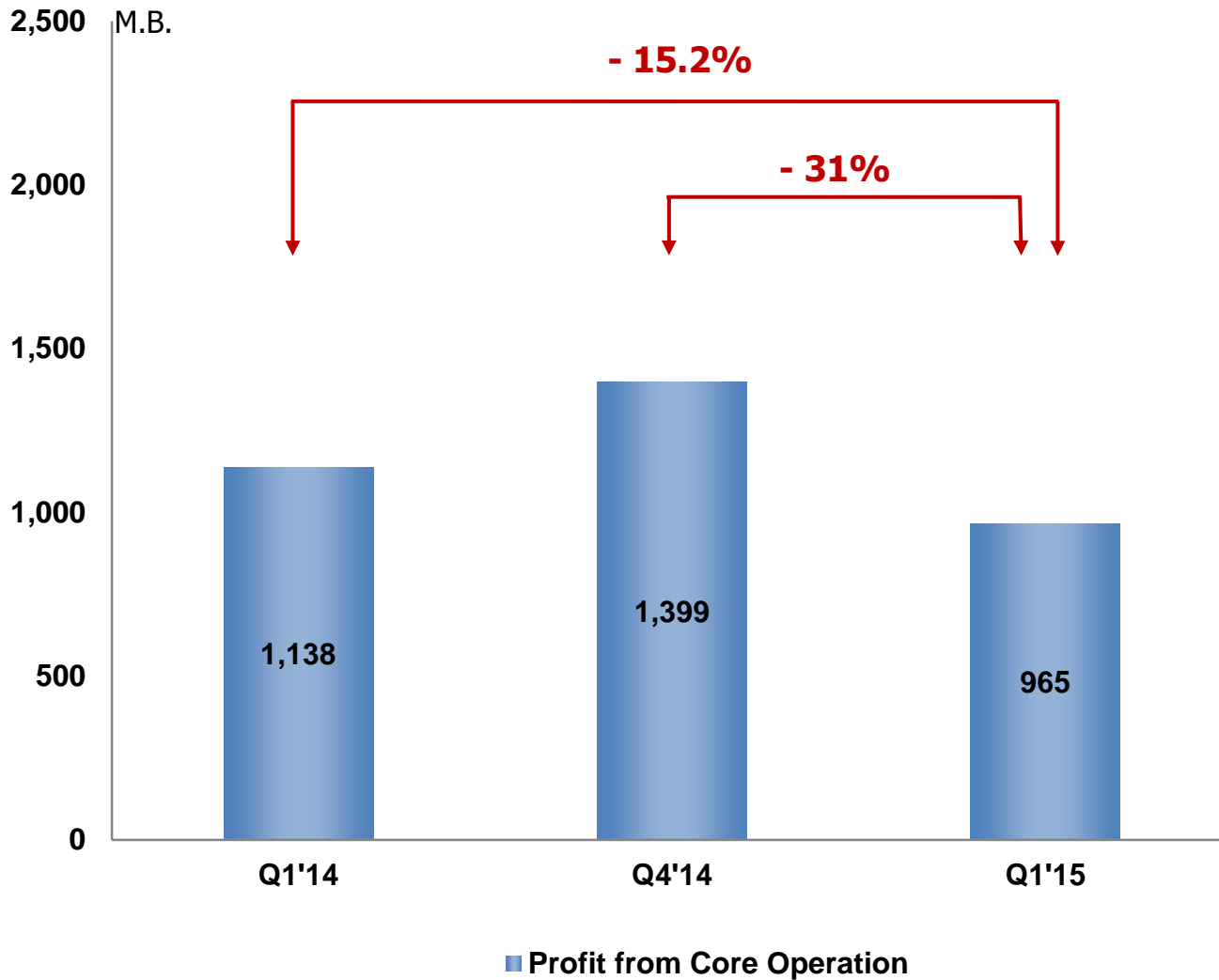


# SG&A Exp.(excl. B/T)



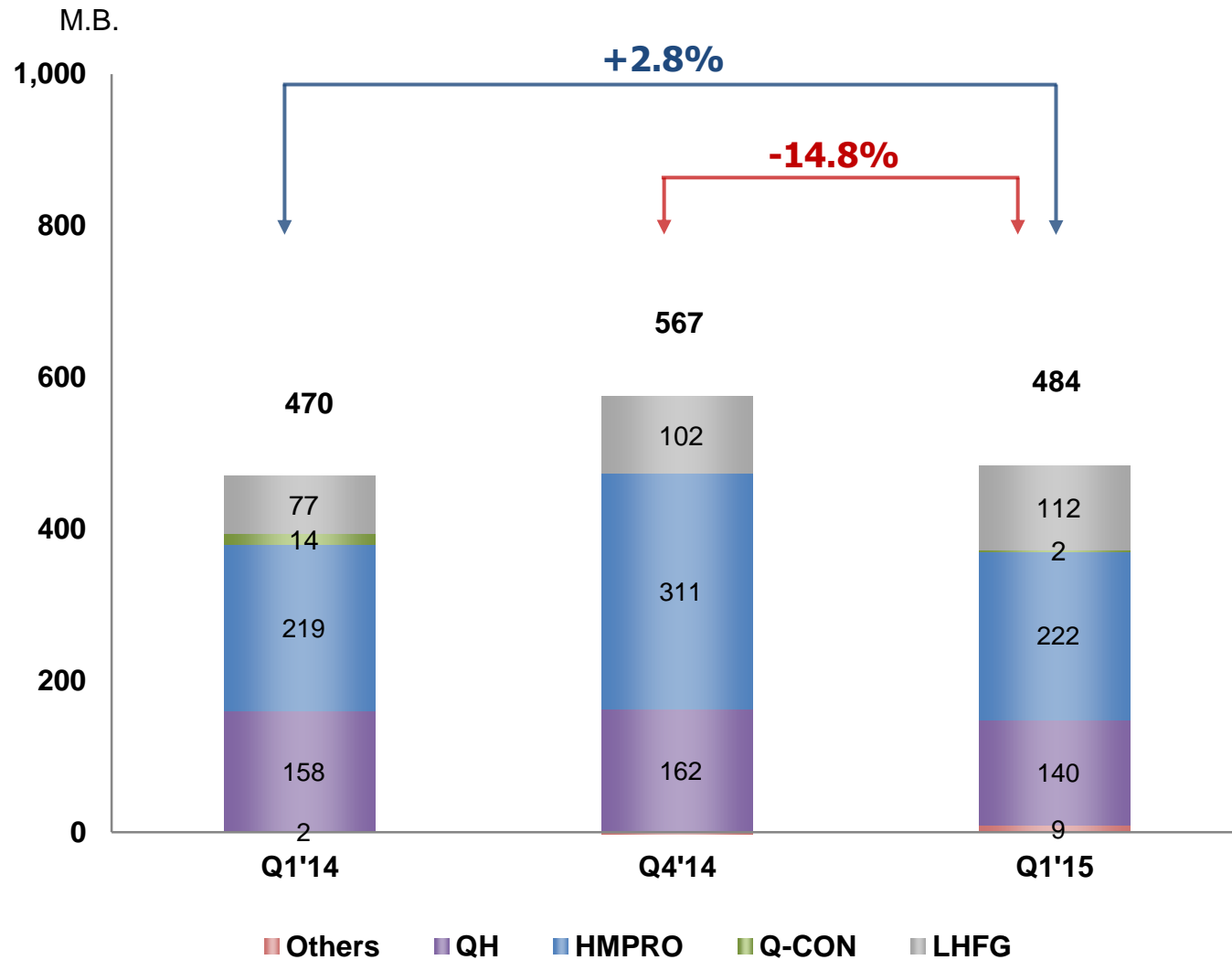


# Profit from Core Operation (before tax)





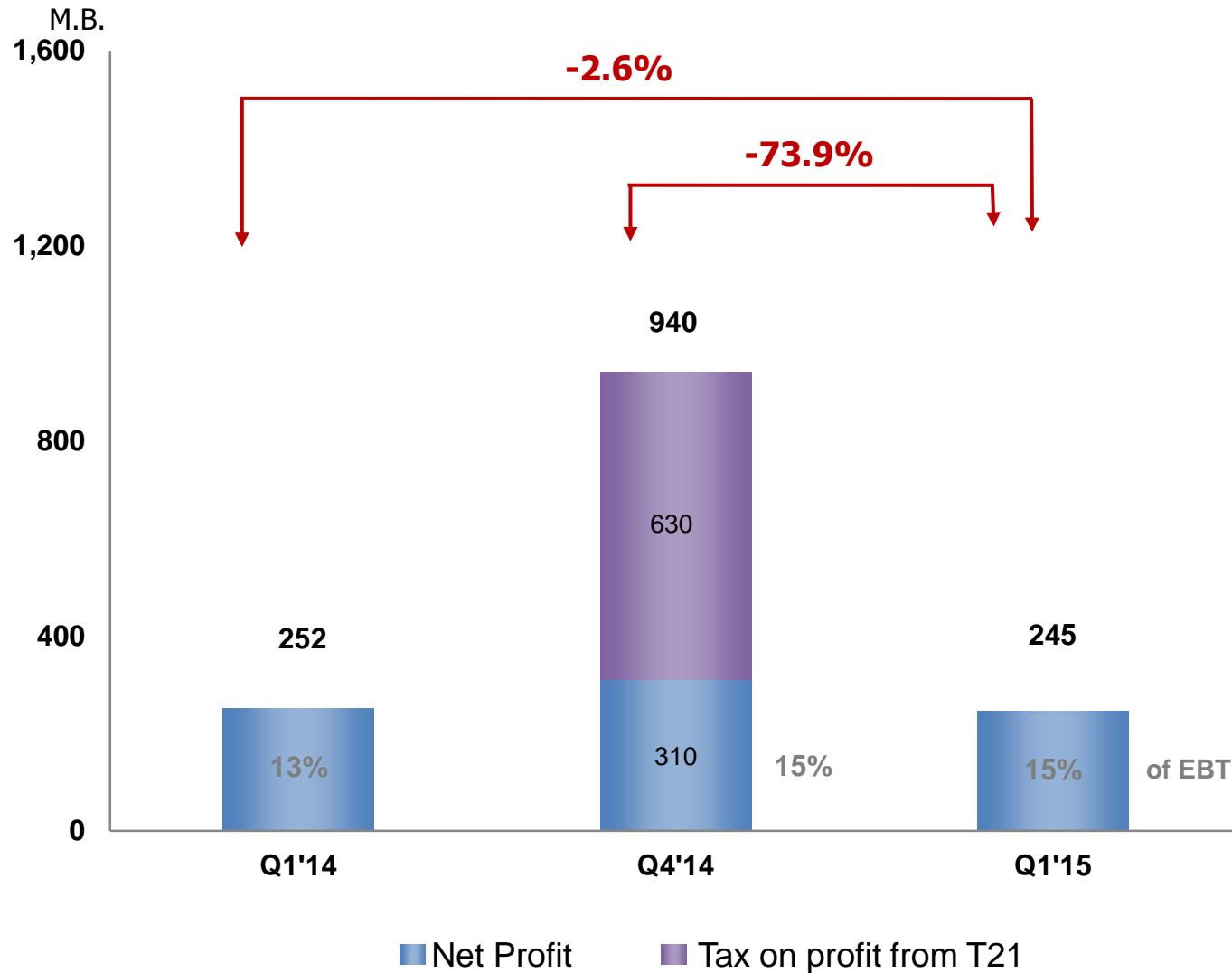
# Share of Profit from Investments





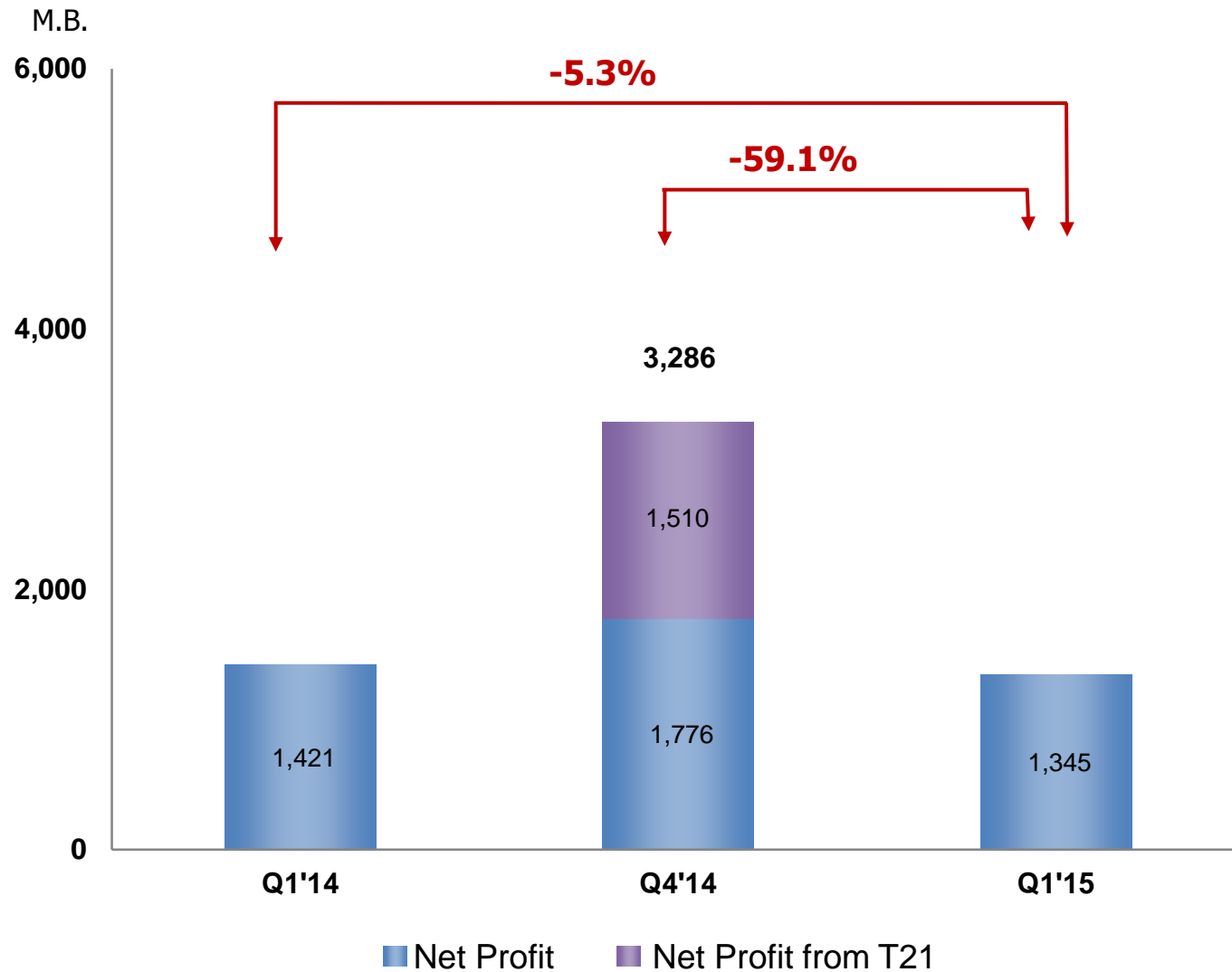


# Corporate Tax



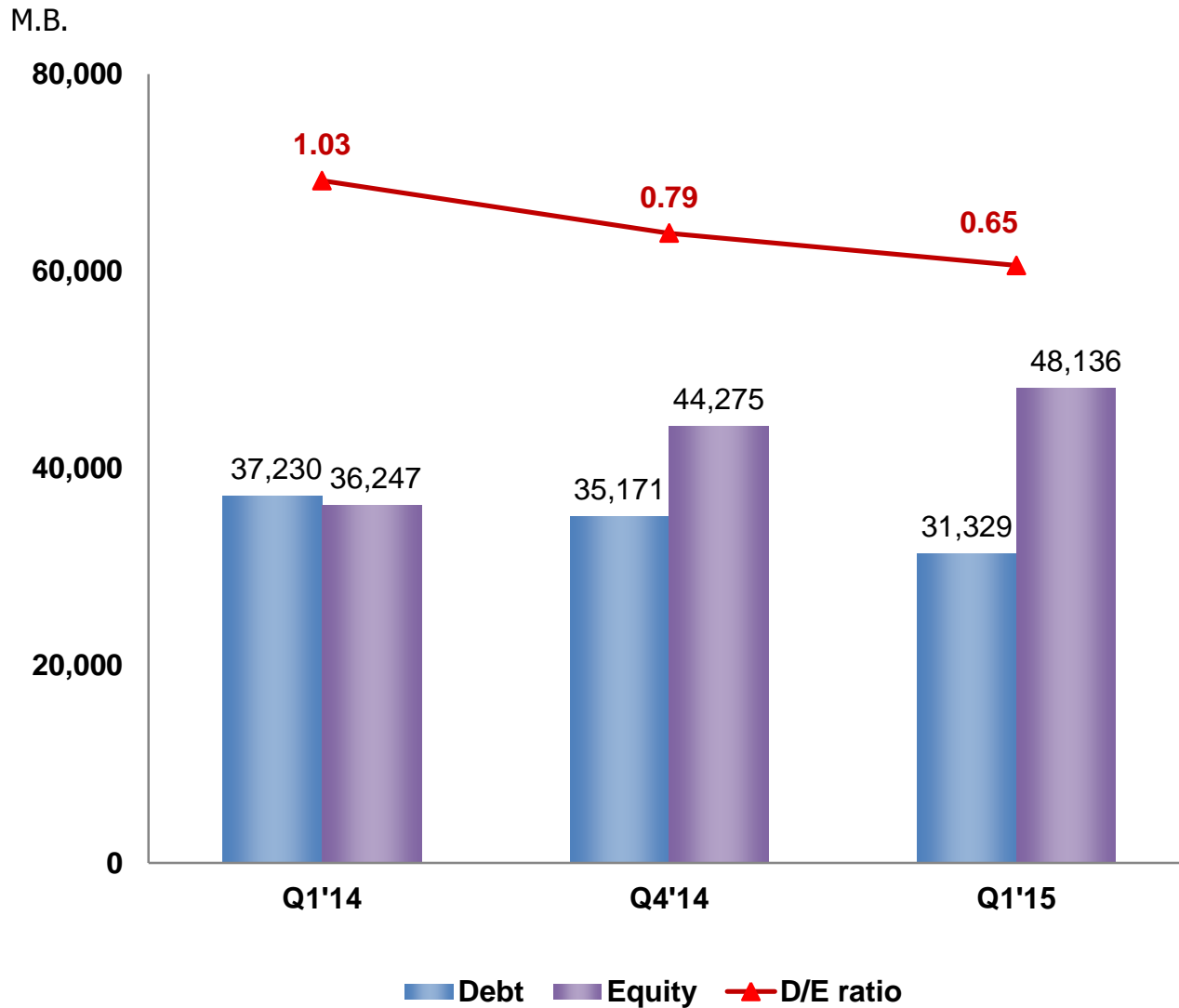


# Net Profit



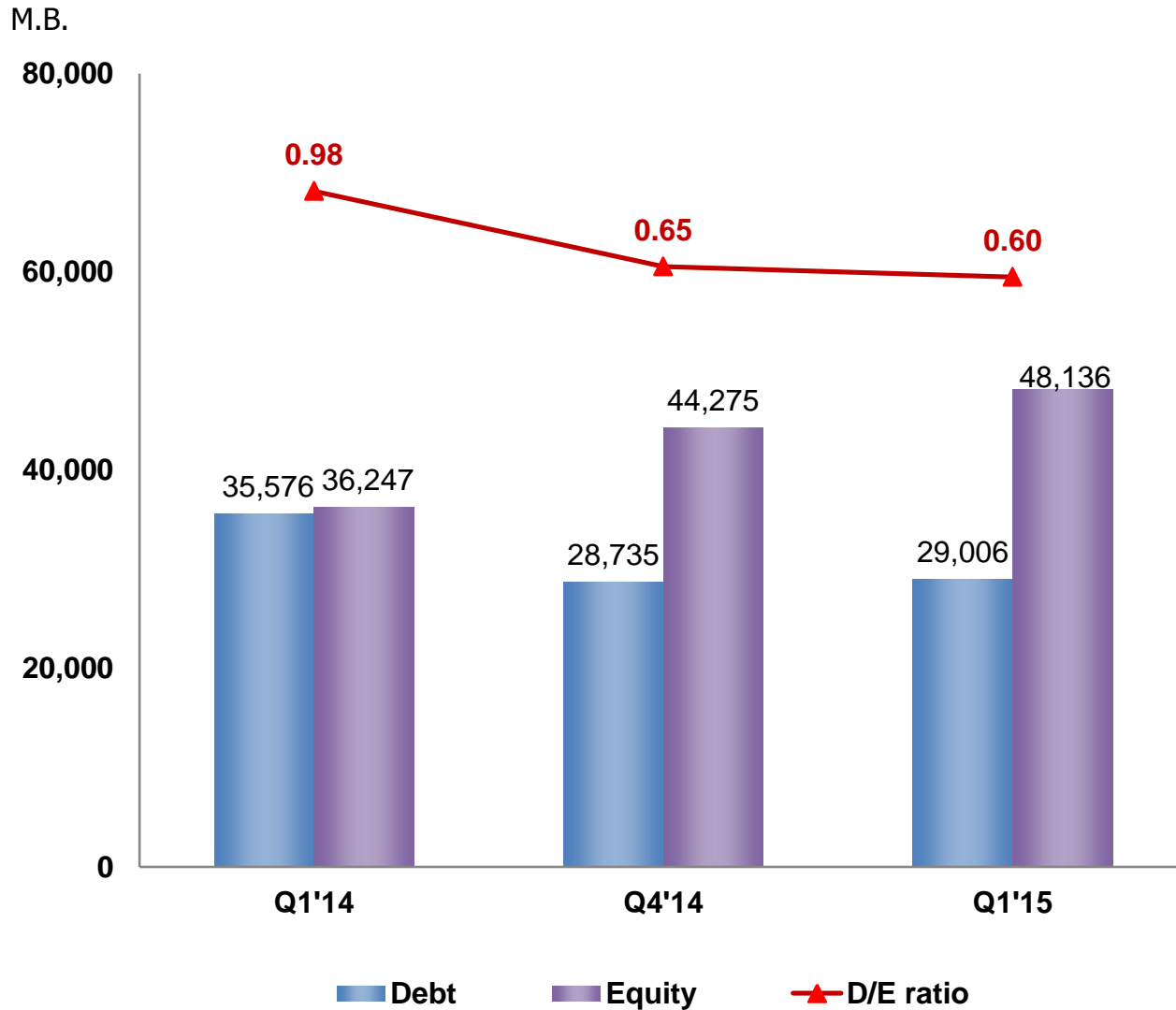


# Debt to Equity



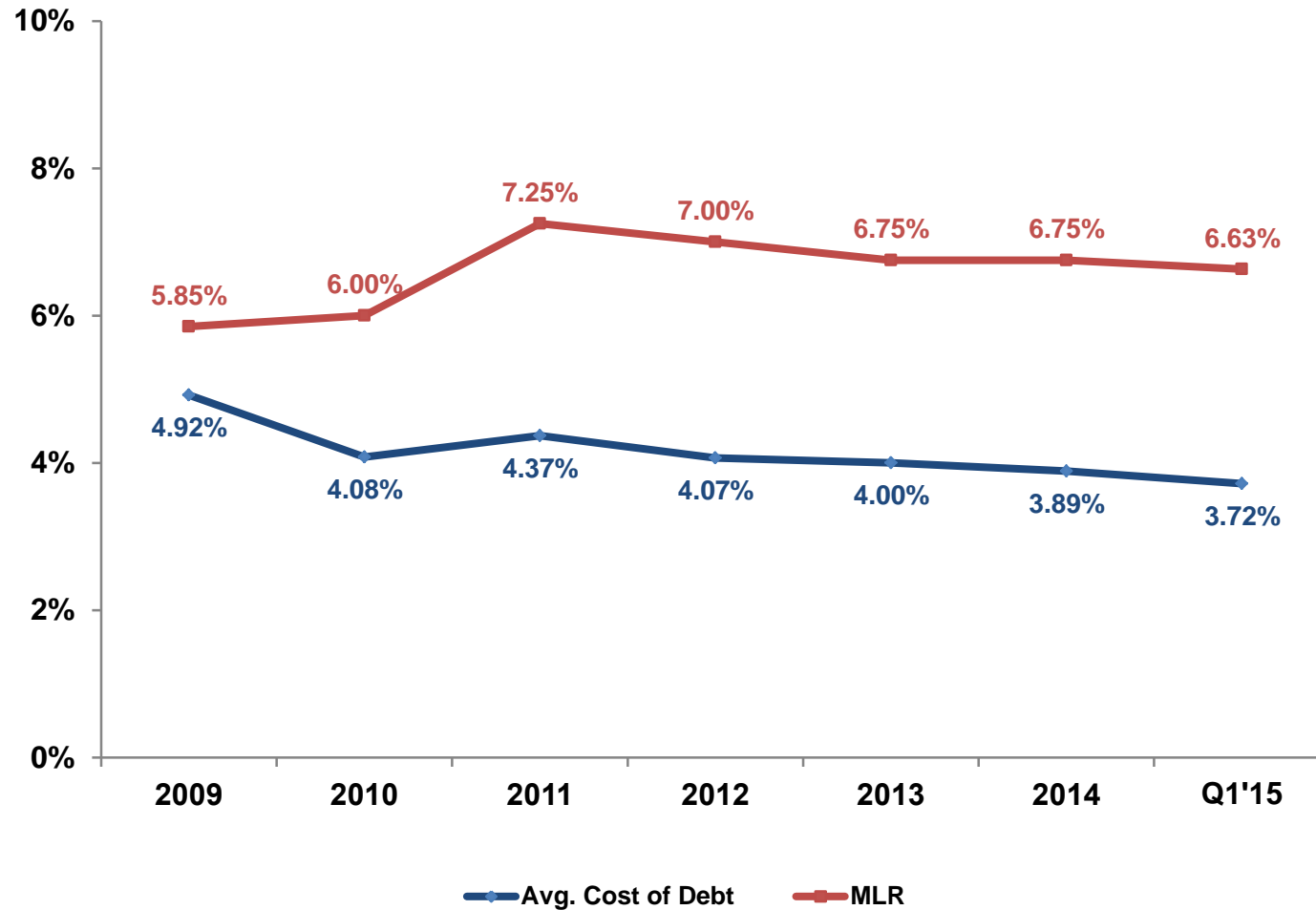


# Net debt to Equity





# Average cost of Debts



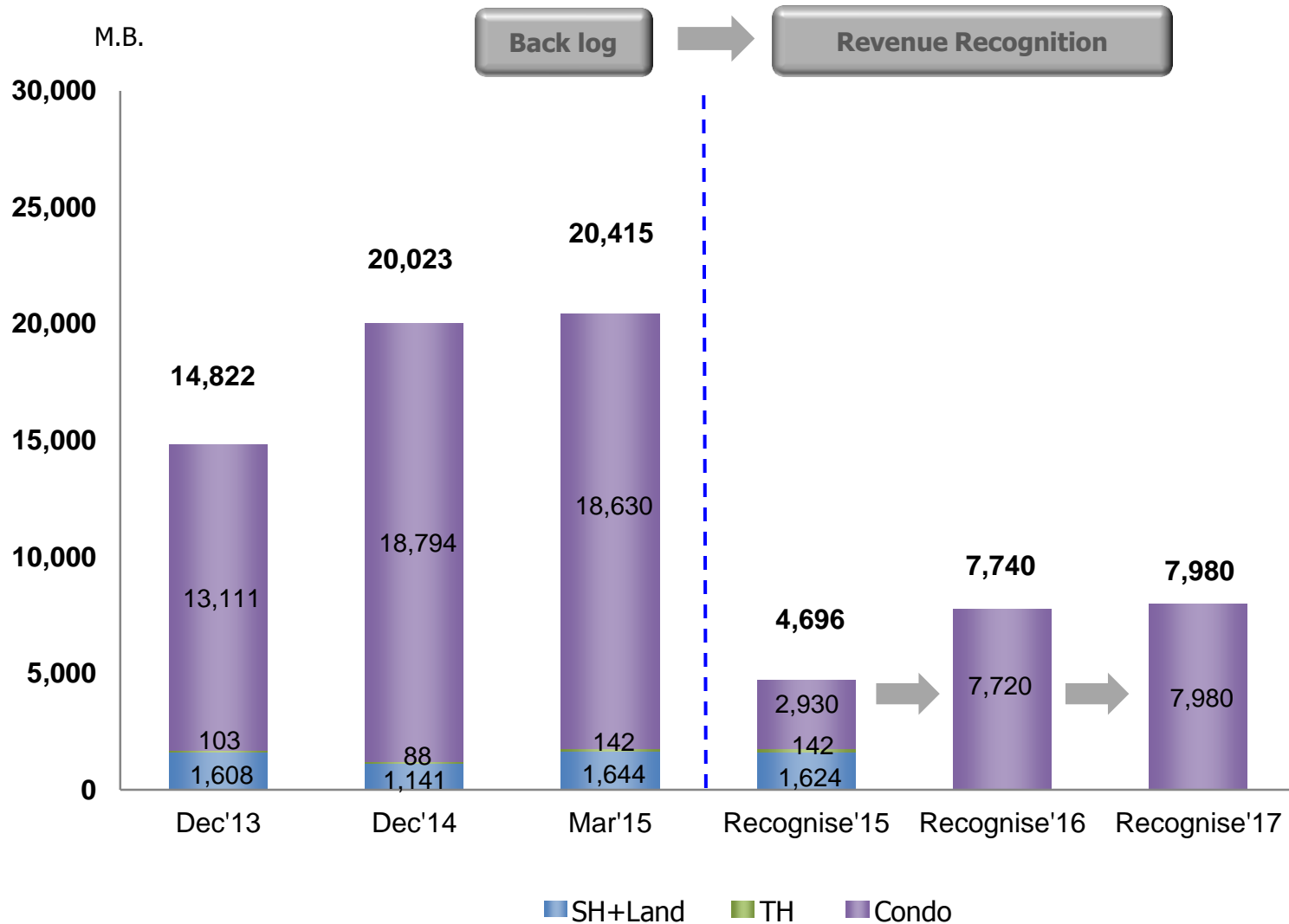


# Existing Project as of Mar 2015

TYPE	BRAND	NO. OF PROJECT	SIZE (Rai)	UNIT	% AVAILABLE FOR SALES	UNIT PRICE	REMAINING PRJ. VALUE
SH	1. Inizio	6	369.8	1,719	58%	3.7	3,628
	2. Villaggio	1	65.0	289	39%	4.2	470
	3. Pruklada	8	839.9	3,819	50%	4.3	8,252
	4. Chaiyapruk	4	309.5	1,303	68%	4.8	4,264
	5. Chollada	1	109.0	327	6%	12.0	228
	6. Mantana	9	979.3	3,475	37%	7.5	9,547
	7. Seewalee	9	759.0	2,636	62%	5.4	8,734
	8. Nantawan	3	302.1	560	49%	18.6	5,146
	9. Ladawan	2	257.4	280	58%	49.5	7,971
	10. 88 Land&Houses	3	120.9	345	61%	8.7	1,830
	11. Land&Houses Park	1	196.8	579	1%	2.7	22
TH	12. Indy	2	58.1	654	31%	2.7	541
	13. Villaggio	1	153.0	1,036	80%	2.8	2,310
	14. Baan Mai	1	20.3	207	1%	4.5	9
	15. The Landmark	1	28.4	245	86%	8.2	1,722
Condo	16. Ease	1	5.0	480	9%	1.5	68
	17. North	5	13.1	345	19%	2.4	158
	18. The Key	3	11.1	1,480	49%	3.4	2,471
	19. 333	1	11.4	950	20%	7.4	1,422
	20. The Room	4	9.9	1,181	59%	7.0	4,893
	21. Wan Vayla	1	20.2	294	31%	9.5	878
	22. The Bangkok	1	4.9	468	48%	15.8	3,530
	<b>TOTAL</b>	<b>68</b>	<b>4,644.0</b>	<b>22,672</b>	<b>47%</b>	<b>6.3</b>	<b><u>68,092</u></b>



# Backlog and Revenue Recognition





# New Projects Plan to Launch in 2015

No.	PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1	Seewalee	Maha Sarakham	SH	9.1	323	5.2	1,680	Feb
2	Chaiyapruk	Ram Intra - Praya Surain	SH	53.0	270	4.8	1,300	Mar
3	Seewalee	Ayuthaya	SH	16.0	67	5.7	380	Apr
4	The Key	Wutthakat 2	CD	7.0	586	2.9	1,700	Q3
5	North 6	Chiang Mai	CD	5.9	69	2.5	170	Q3
6	Nantawan	Bangna	SH	219.2	381	31.5	12,000	Q4
7	Ladawan	Rama II	SH	82.2	122	57.4	7,000	Q4
8	Nantawan	Udonthani	SH	50.0	157	10.5	1,650	Q4
9	North 7	Chiang Mai	CD	2.1	57	2.6	150	Q4
10	Chaiyapruk	Chatuchot Ramindra	SH	48.0	240	5.8	1,400	Q4
11	Chaiyapruk	Bangna	SH	31.0	140	5.7	800	Q4
12	Pruklada	Srinakarin	SH	73.0	365	4.4	1,600	Q4
13	Inizio	Pinklao Salaya 2	SH	160.0	890	4.2	3,700	Q4
14	Mantana	Bangna	SH	28.0	93	7.0	650	Q4
15	Mantana	Ekkachai - Wong Whan	SH	60.0	150	9.0	1,350	Q4
16	Indy	Bangna	TH	22.0	230	2.8	650	Q4
17	Indy	Pracha-u-tid3	TH	33.4	350	2.3	820	Q4
<b>Total</b>				<b>899.9</b>	<b>4,490</b>	<b>8.2</b>	<b>37,000</b>	

2014	Q.1	Q.2	Q.3	Q.4	No. of prj.	Prj. Value	%
SH	2	1	-	9	12	33,510	91%
TH	-	-	-	2	2	1,470	4%
CD	-	-	2	1	3	2,020	5%
No. of prj.	2	1	2	12	17		
Prj. Value	2,980	380	1,870	31,770		37,000	100%
%	8%	1%	5%	86%			

	No. of prj.	Prj. Value	%
Bangkok	12	32,970	89%
Provincial	5	4,030	11%
	17	37,000	





# Condominium Schedule as of Mar 2015

No	Project	Prj. Value	% Transfer	2014				2015				2016				2017					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
1	The Room - BTS wongwienyai	1,580	104%																		
2	Wan-Way-La - Kao Tao	2,700	69%																		
3	The Bangkok - Sathorn	7,500																			
4	The Key - Wutthakat	1,200																			
5	The Room - Rama IV	2,200																			
6	The Room - Pan Road	1,650																			
7	The Room - Suk. 69	2,630																			
8	The Key- Udomsuk	300	106%																		
9	North 1 - Chiang Mai	160	84%																		
10	North 2 - Chiang Mai	160	78%																		
11	North 3 - Chiang Mai	160	67%																		
12	North 4 - Chiang Mai	185	57%																		
13	North 5 - Chiang Mai	160	54%																		
14	Ease - Rama II	780	34%																		
15	333 Riverside	7,000																			
16	The Key - Charoen Rat	3,000						Develop & EIA													
17	The Room - Charoen Krung	2,000						Develop & EIA													
18	The Room - Sathorn 11	1,880		Develop & EIA																	
19	North 6 - Chiang Mai	170																			
20	North 7 - Chiang Mai	150																			

Develop & EIA
  Construction period
  Transfer