



**LAND & HOUSES**

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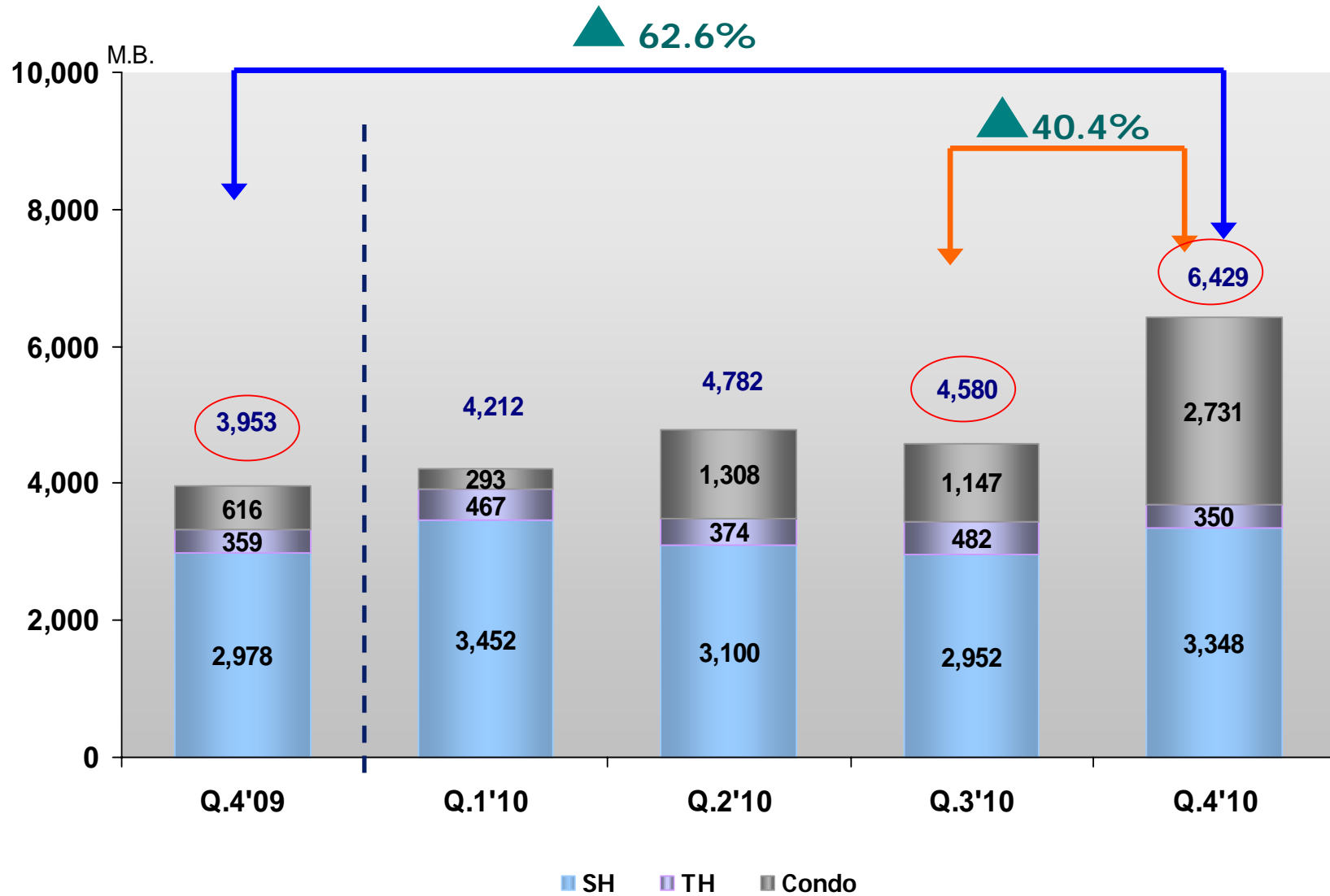
## **Analyst Meeting...Q.4'10**

***2 Mar. 11***

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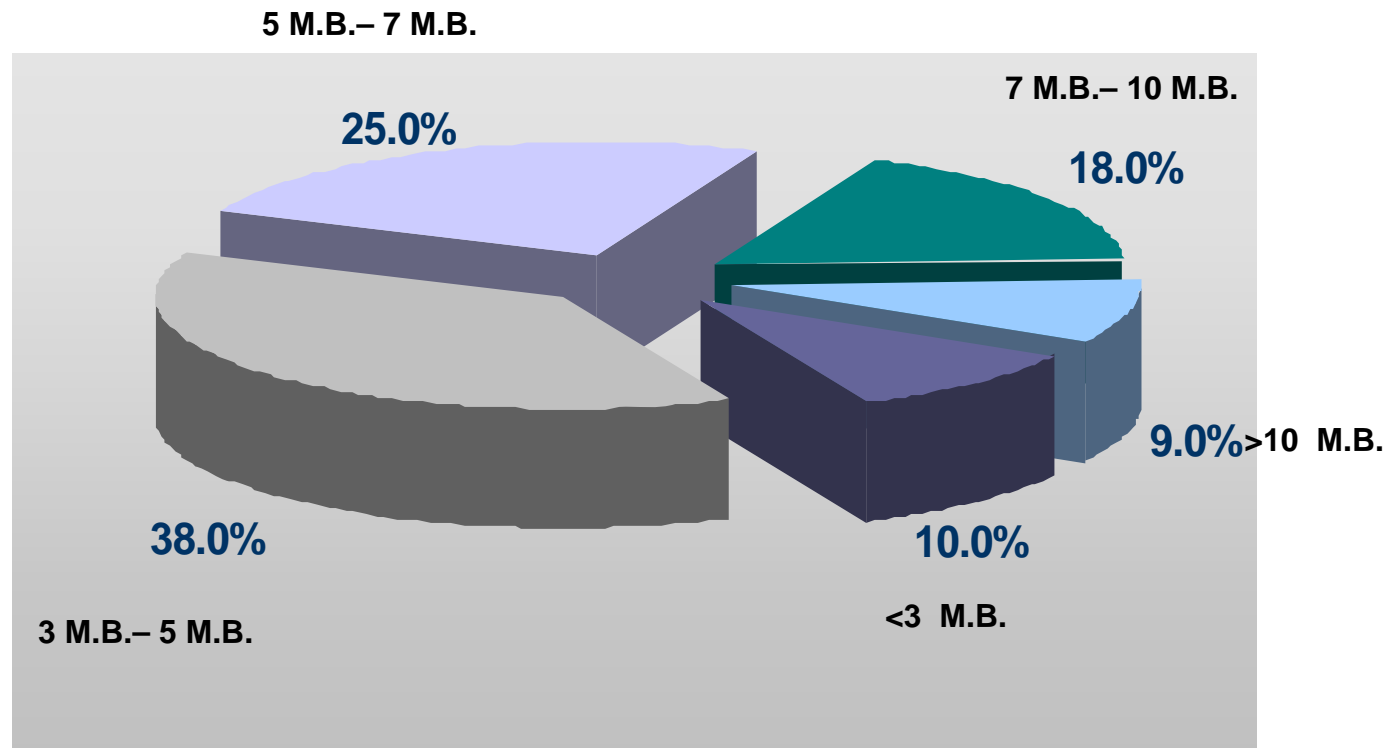
# Sales Growth (Booking)





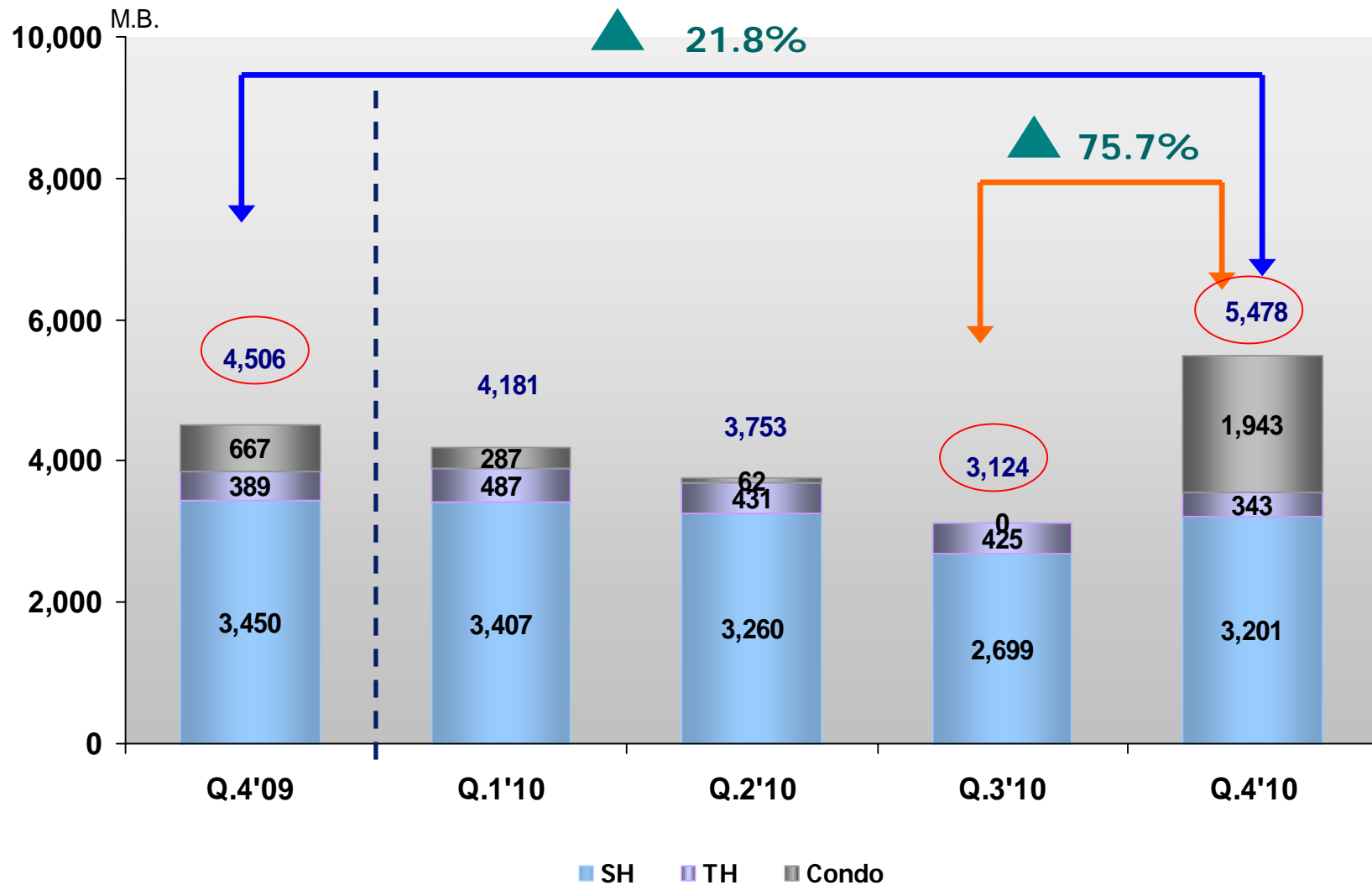
# Booking by Segmentation : 2010

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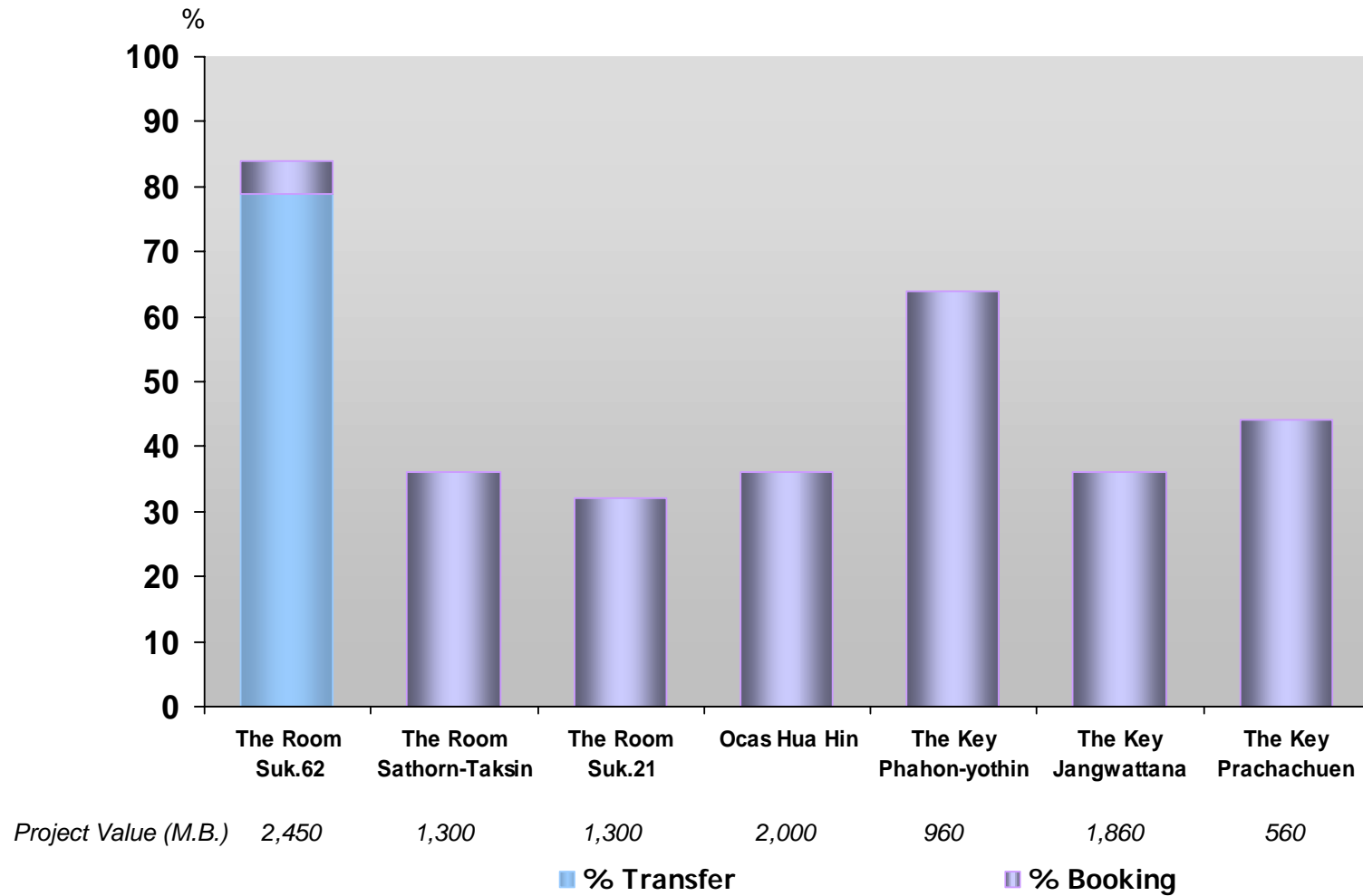


# Transfer Growth



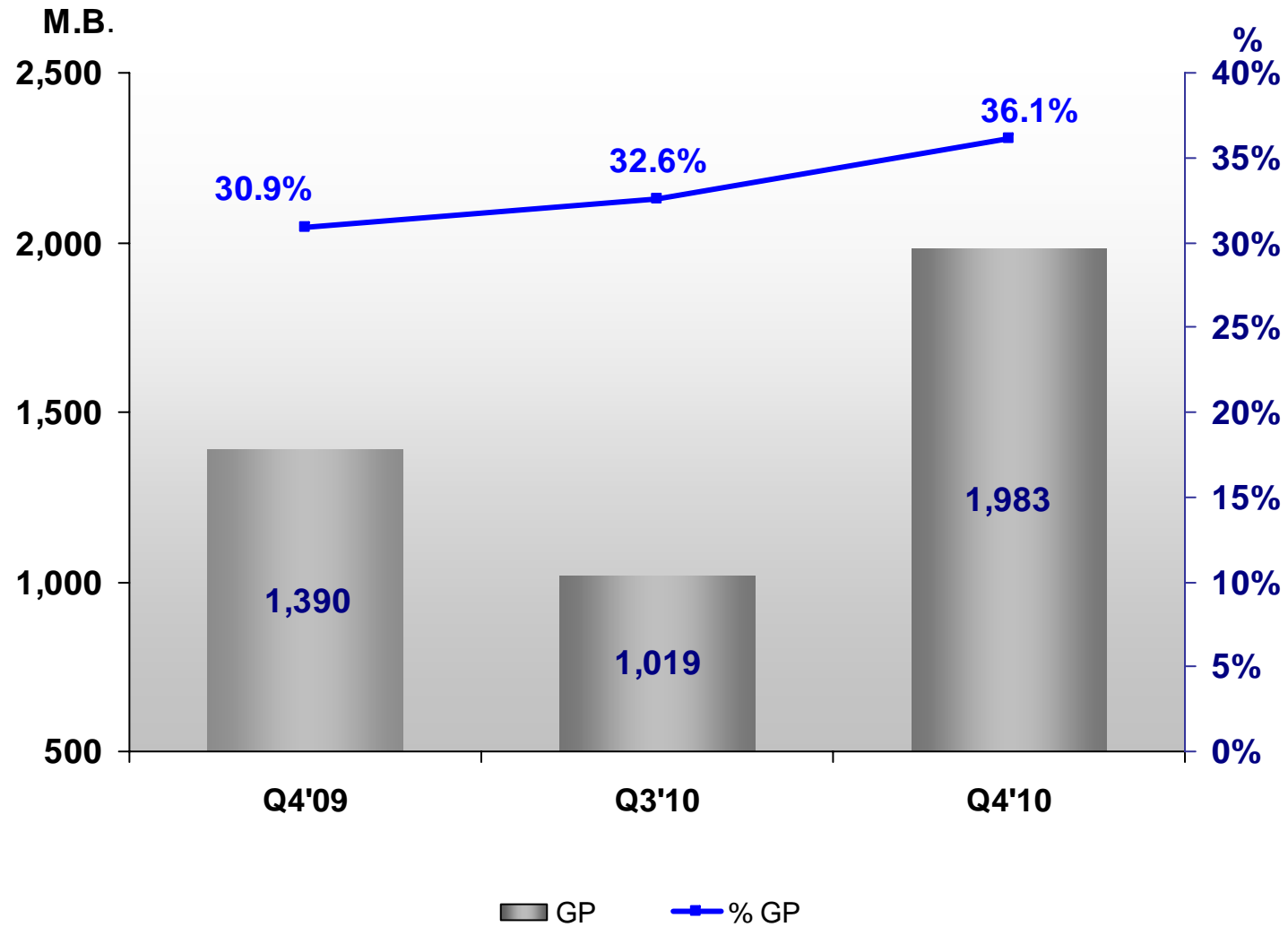


# Condominium Booking & Transfer Status



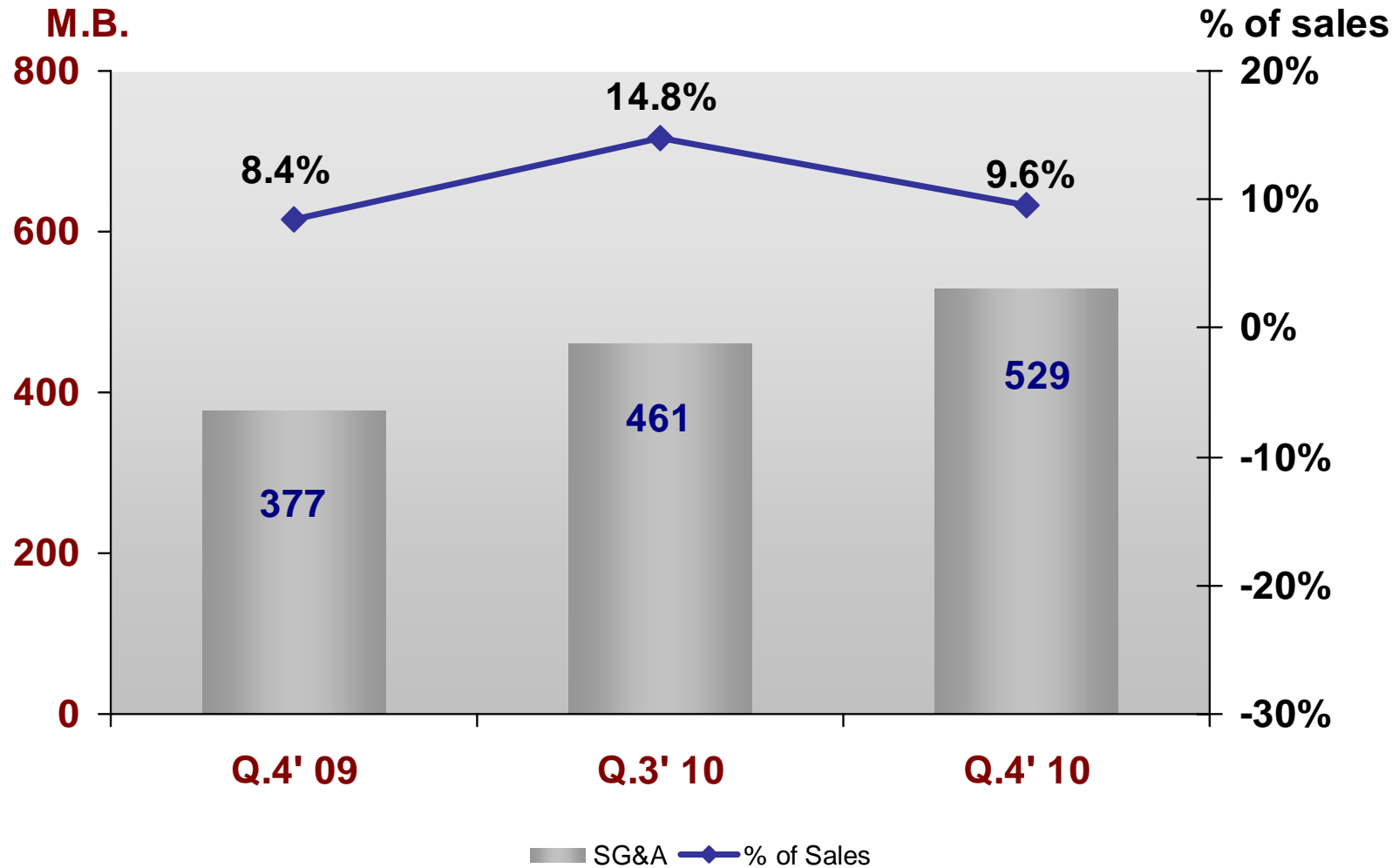


# G.P



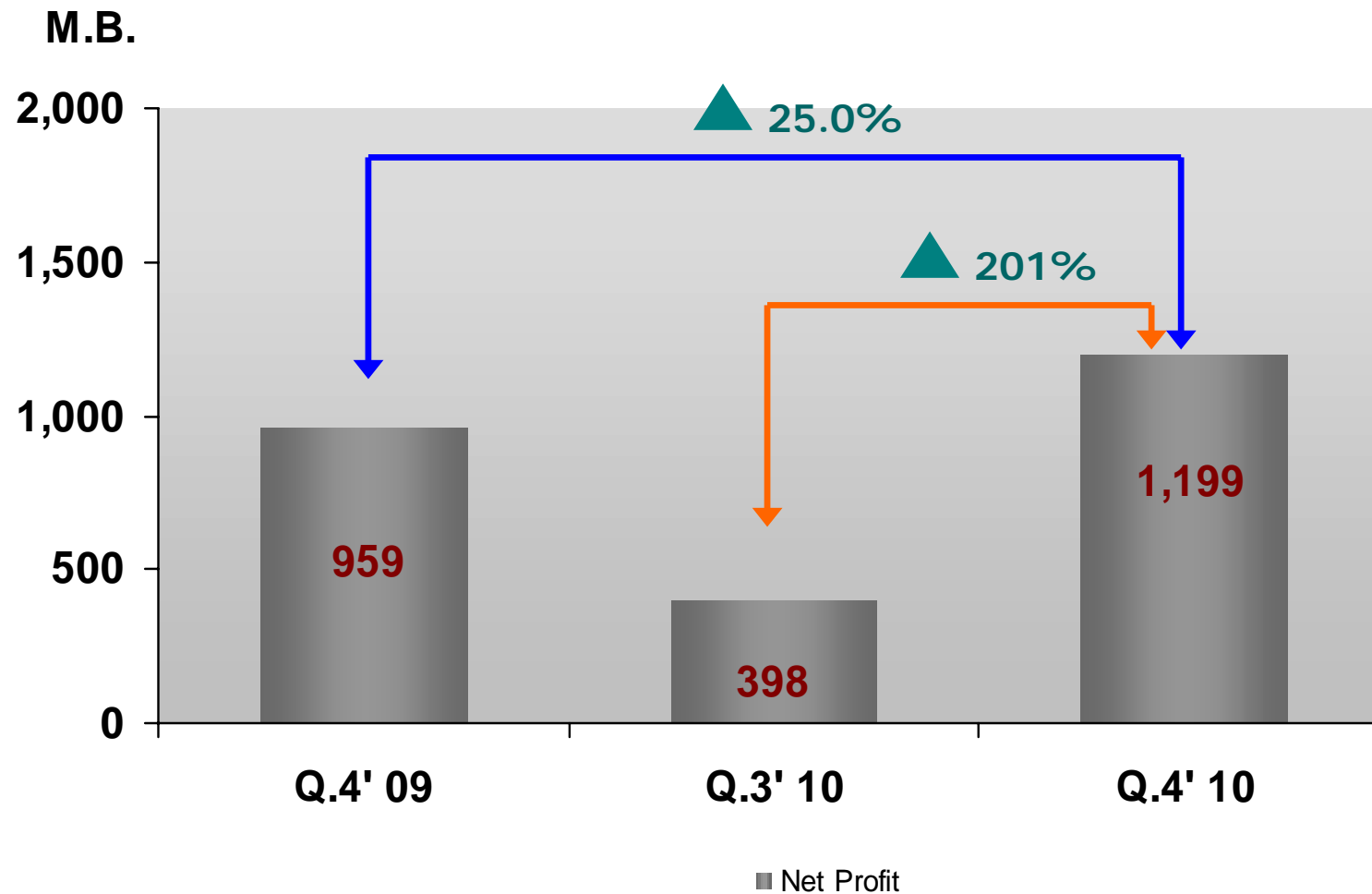


# SG&A Exp.(excl. B/T)





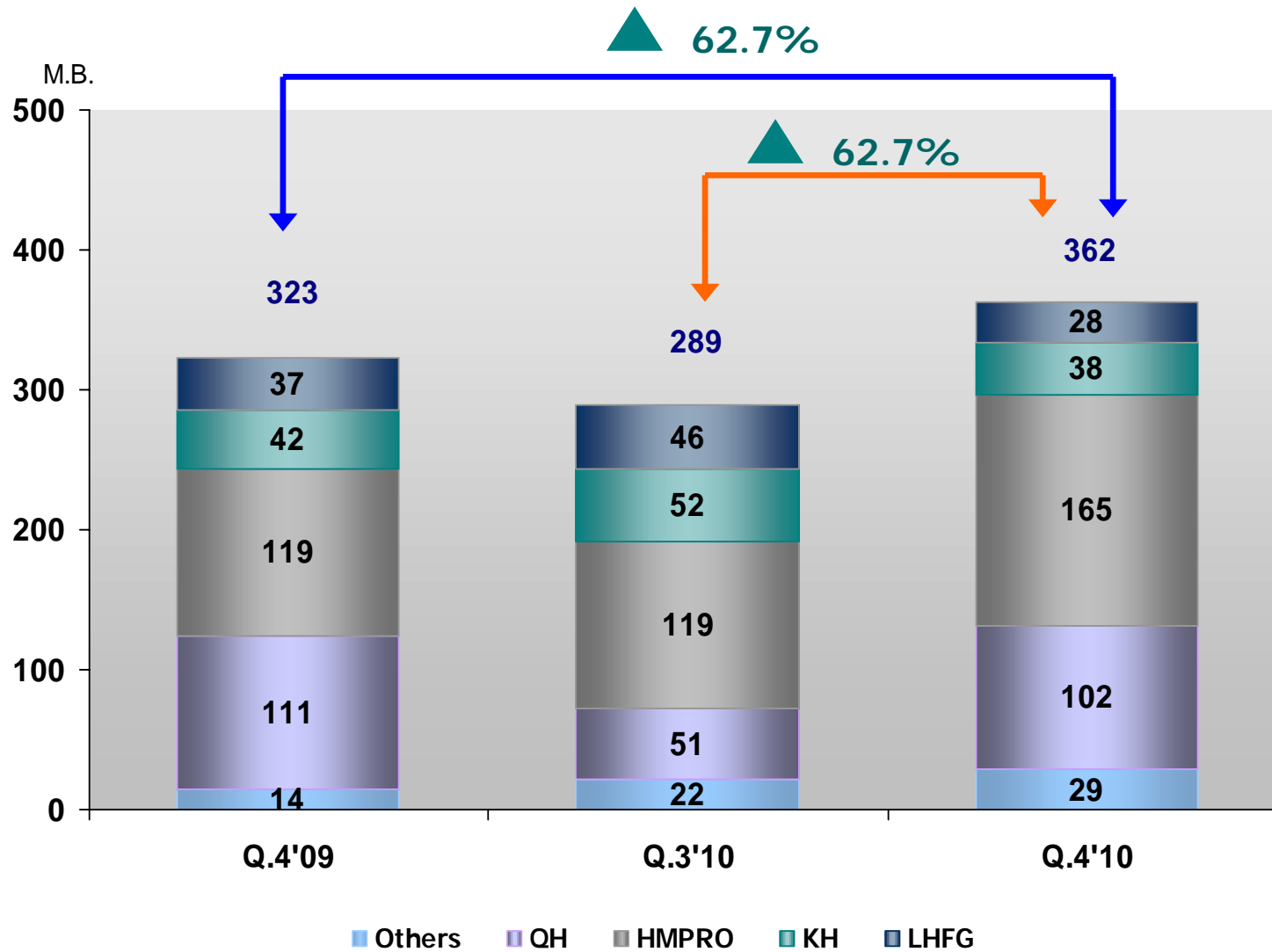
# Profit from Core Operation





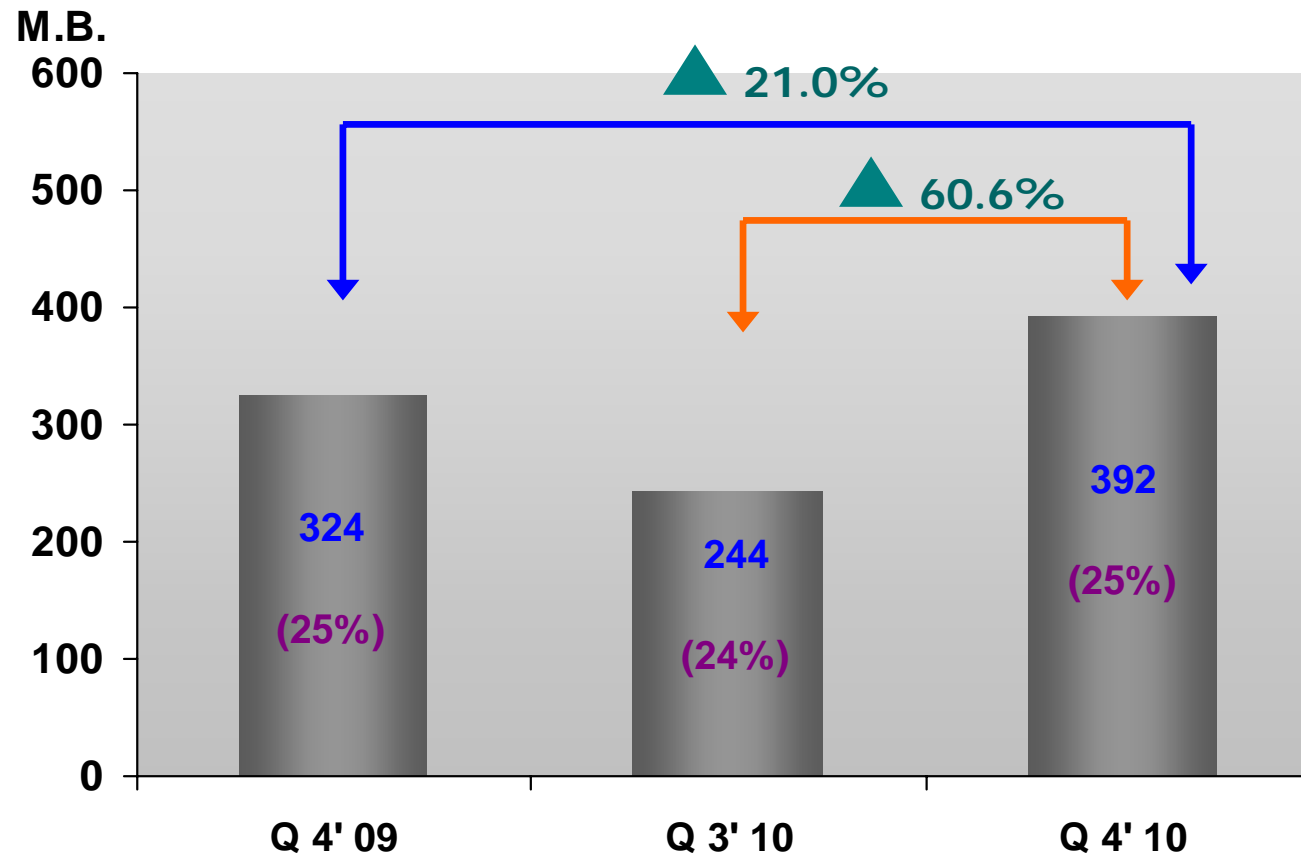


# Share of Income from Investments



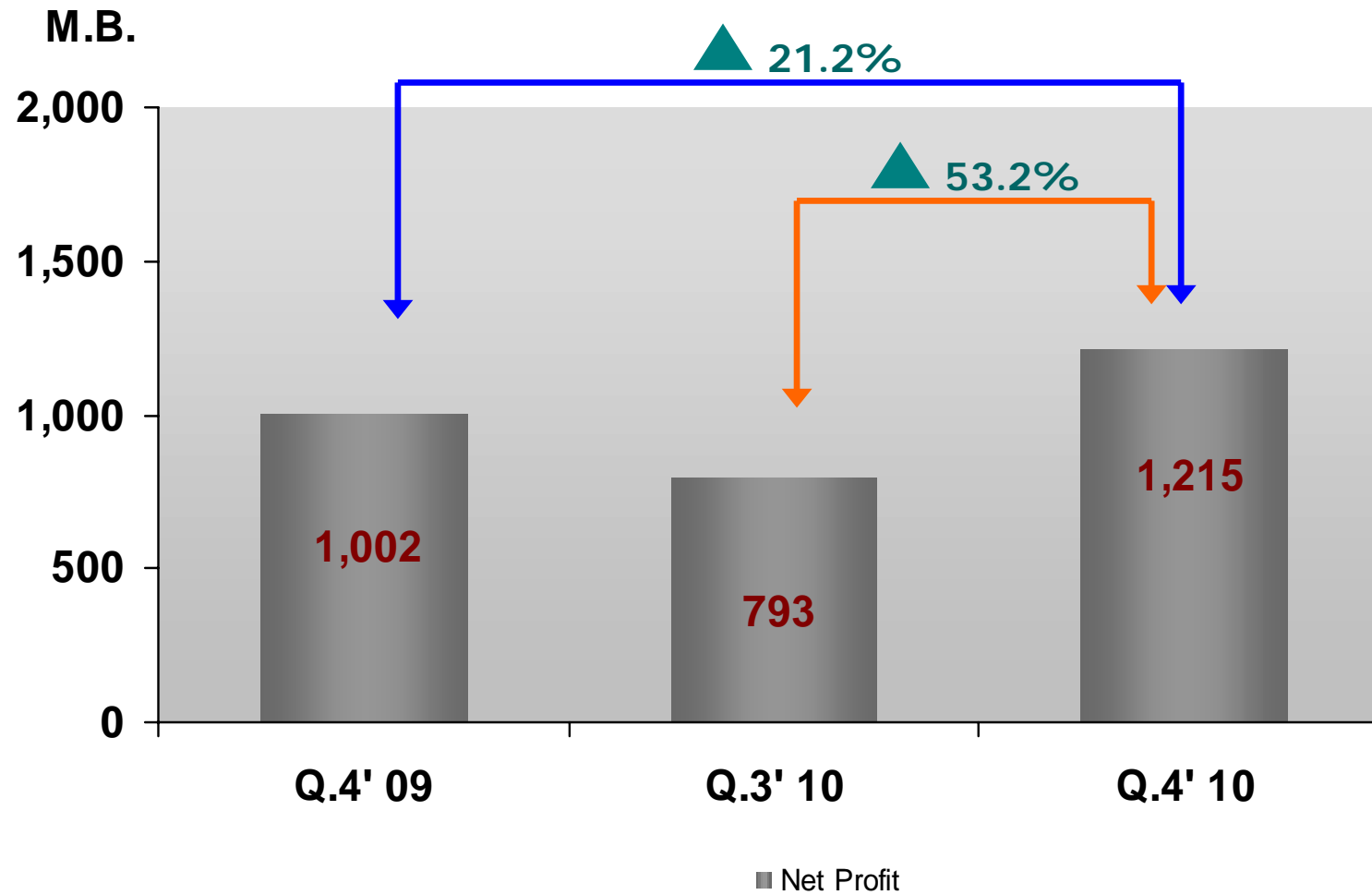


# Corporate Tax





# Net Profit





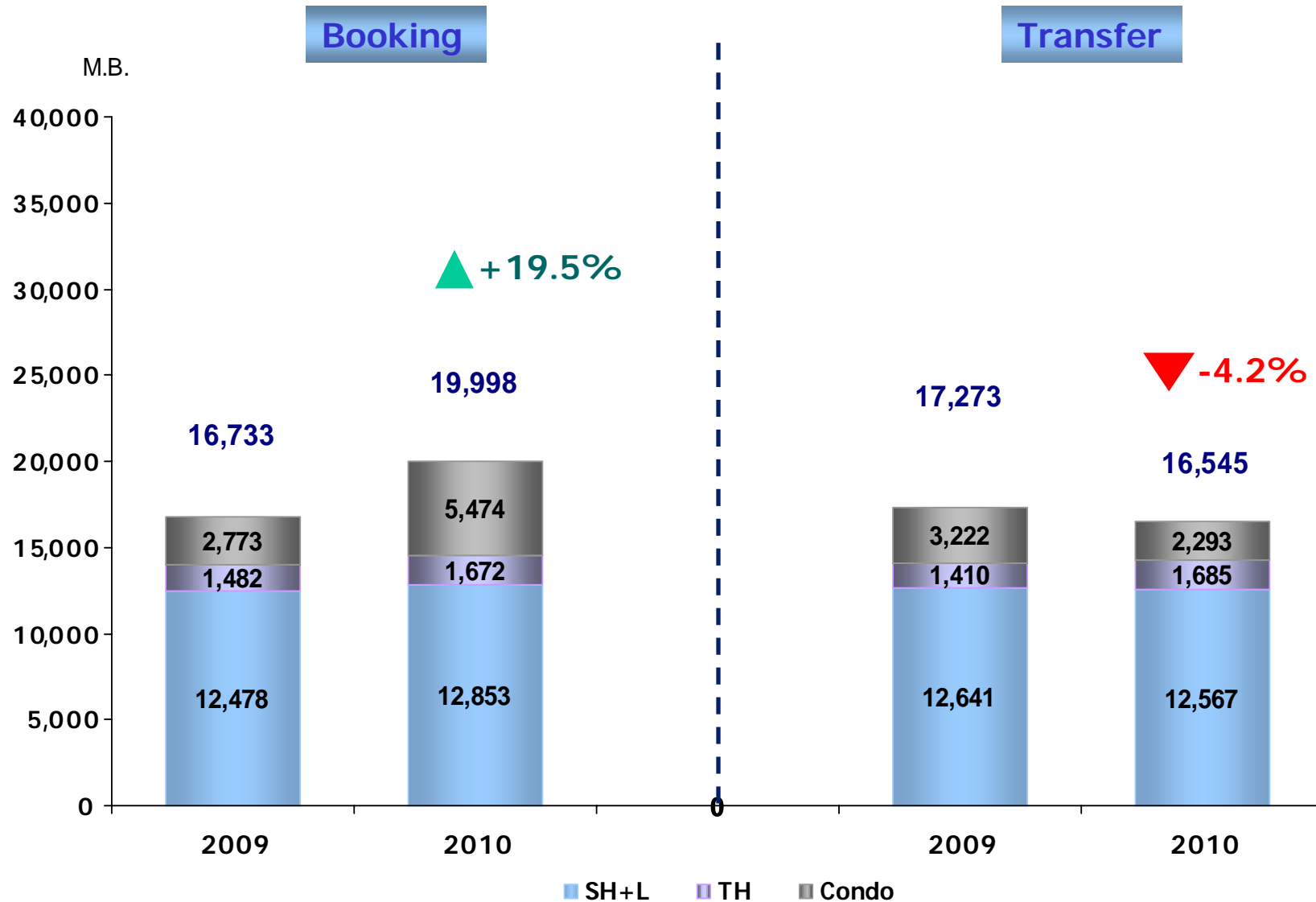
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## Performance of 2010

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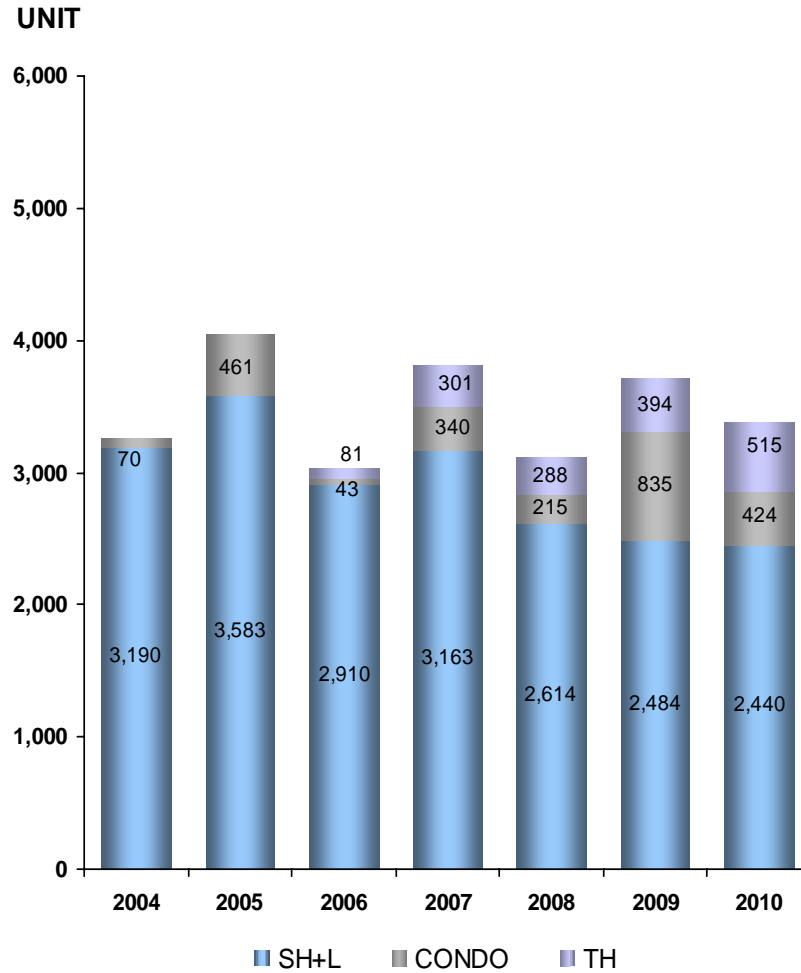
# Booking & Transfer 2010 V.S. 2009



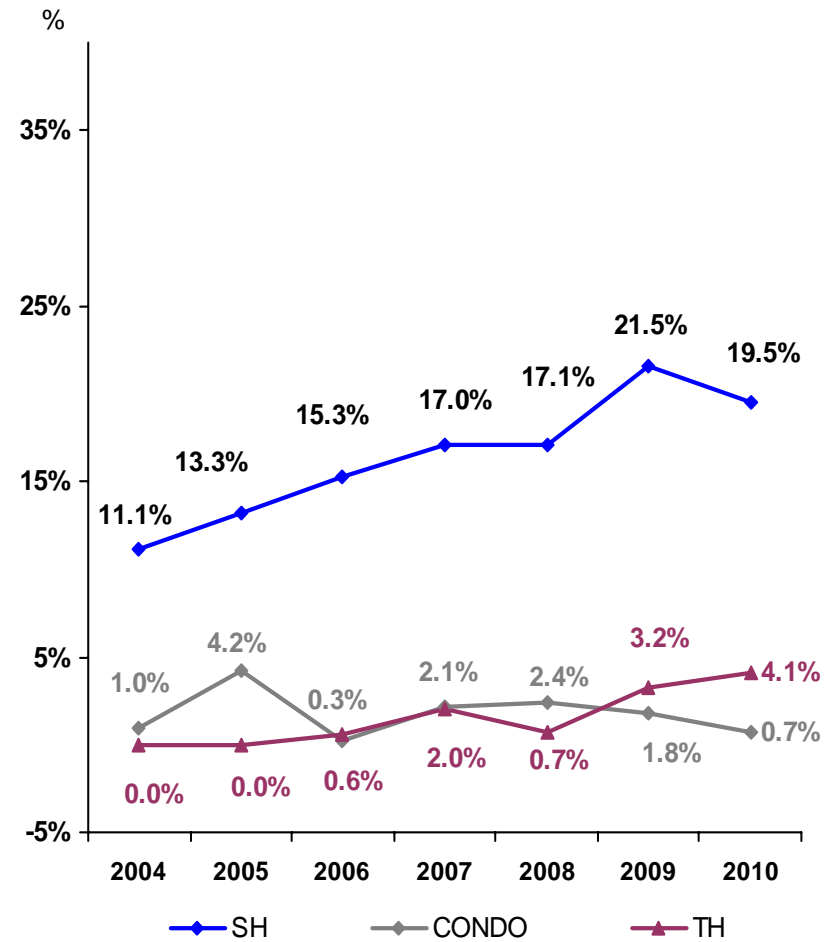


# Sales (unit) & Market Shares

### Unit sales by Type

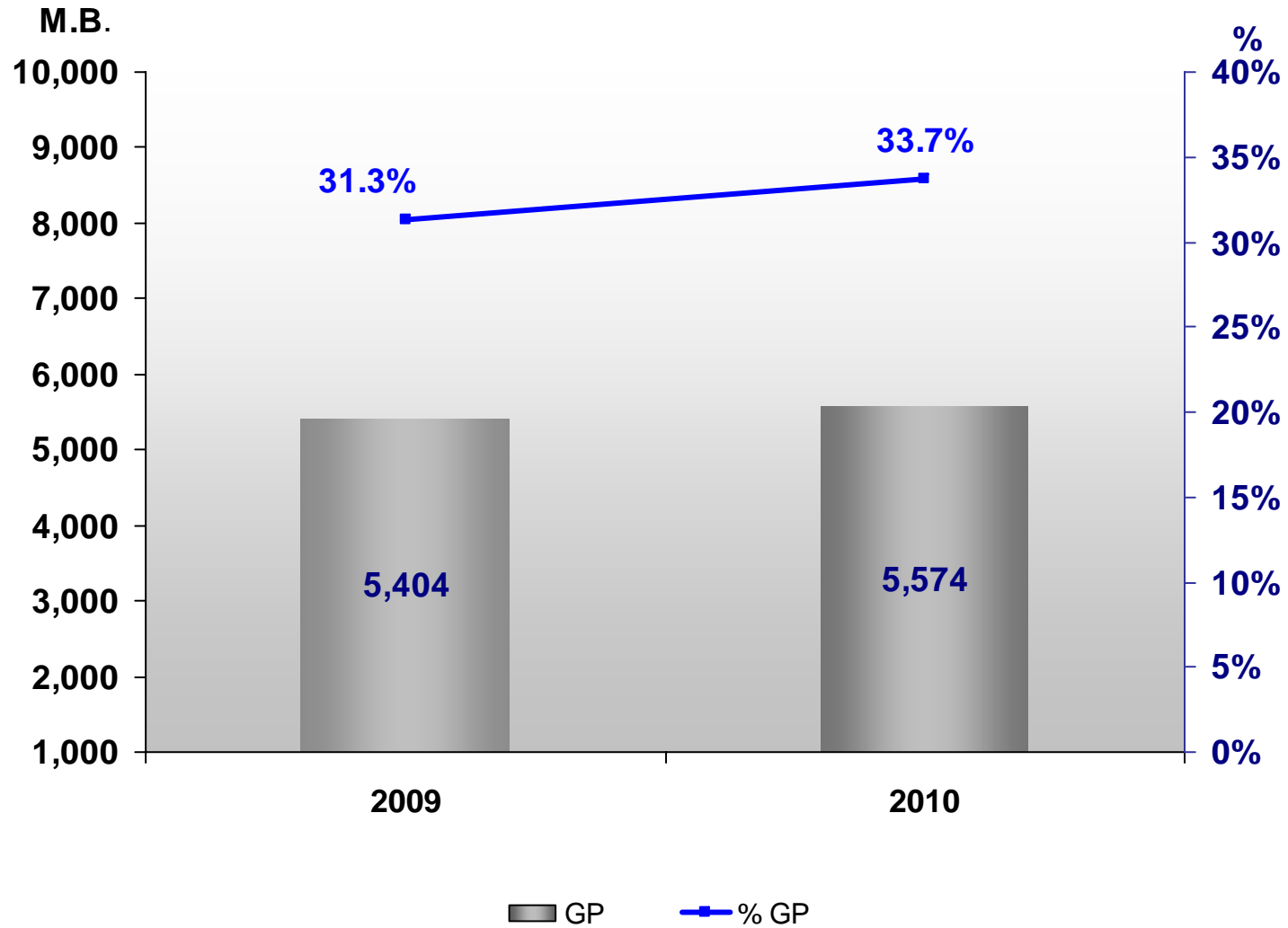


### Market Share



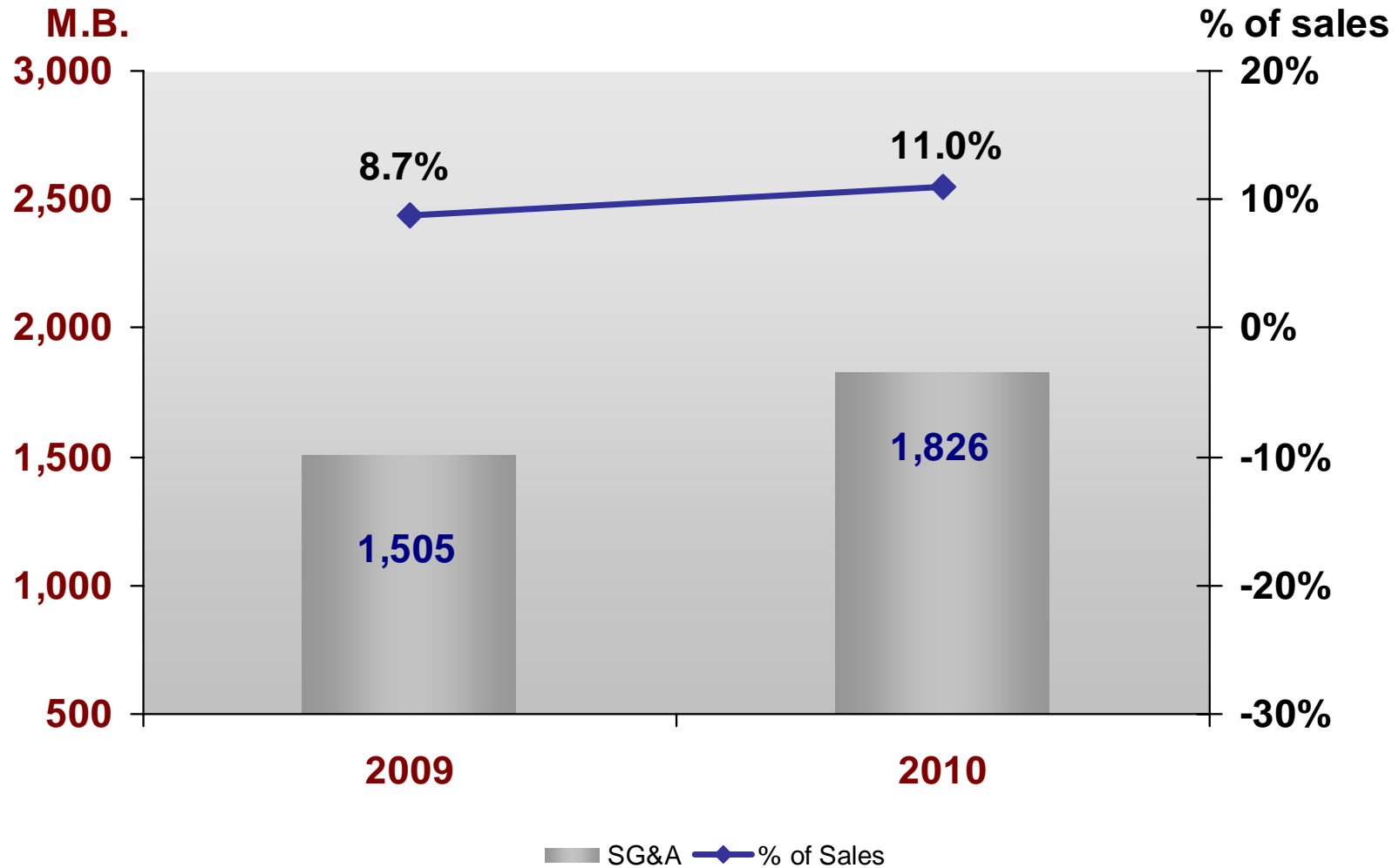


# G.P





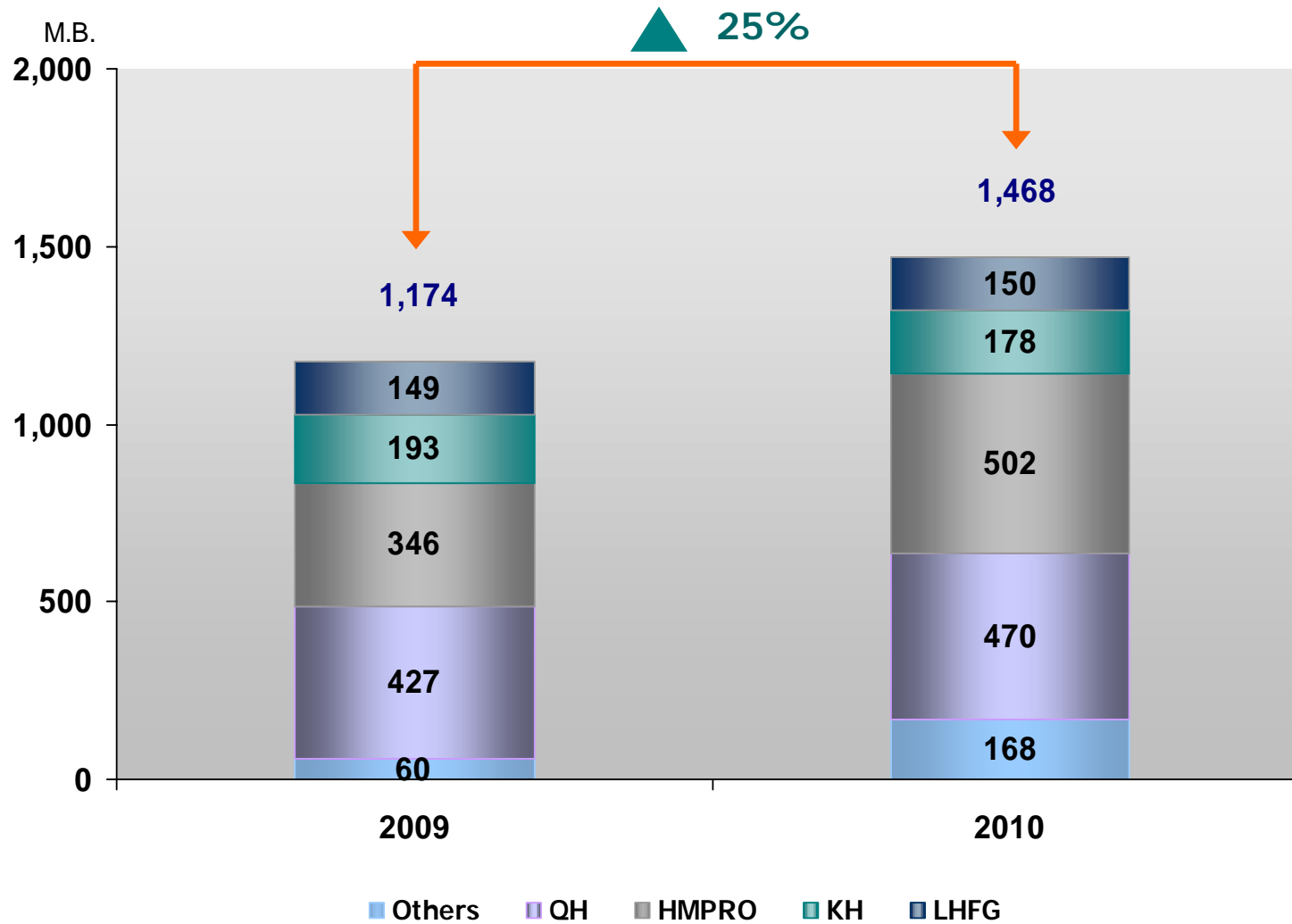
## SG&A Exp.(excl. B/T)







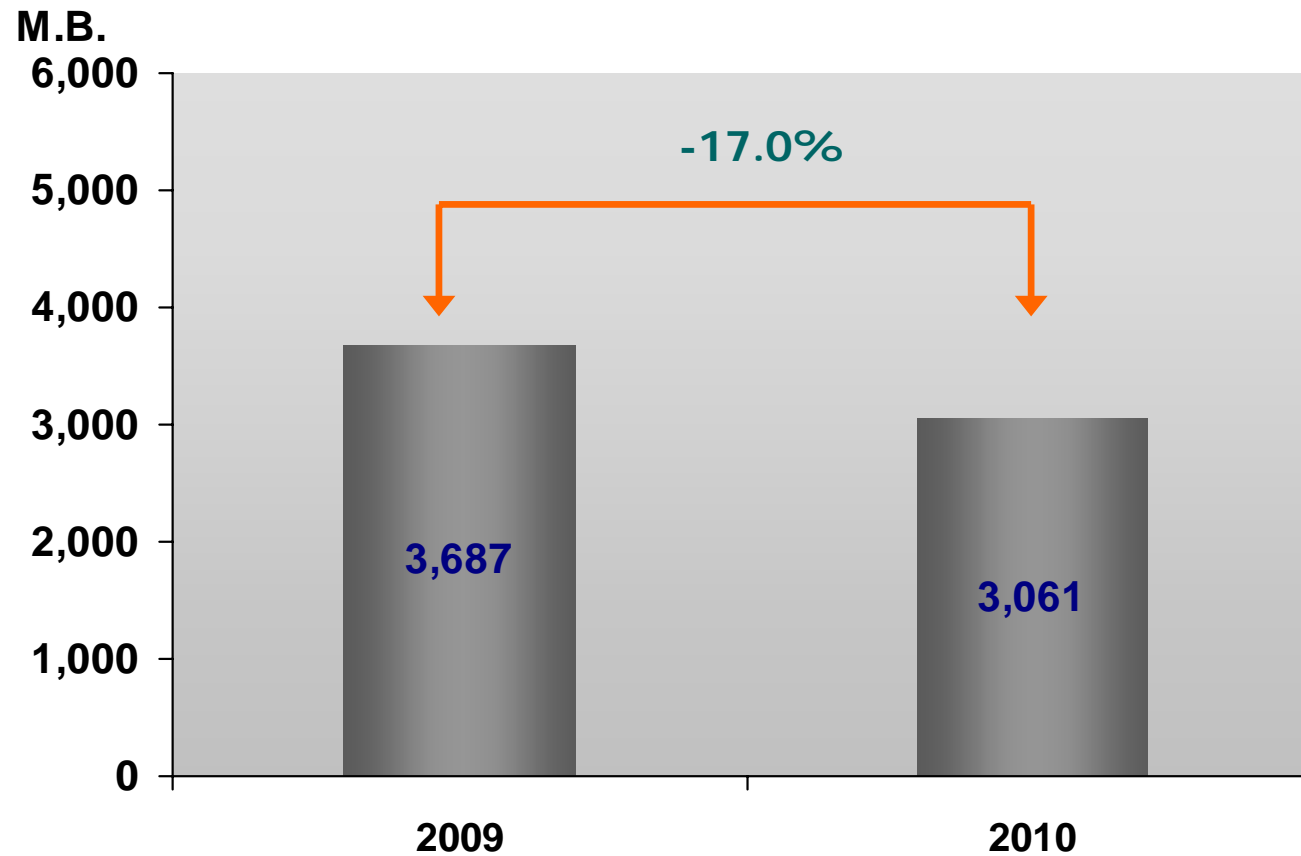
# Share of Income from Investments





# Profit from Core Operation

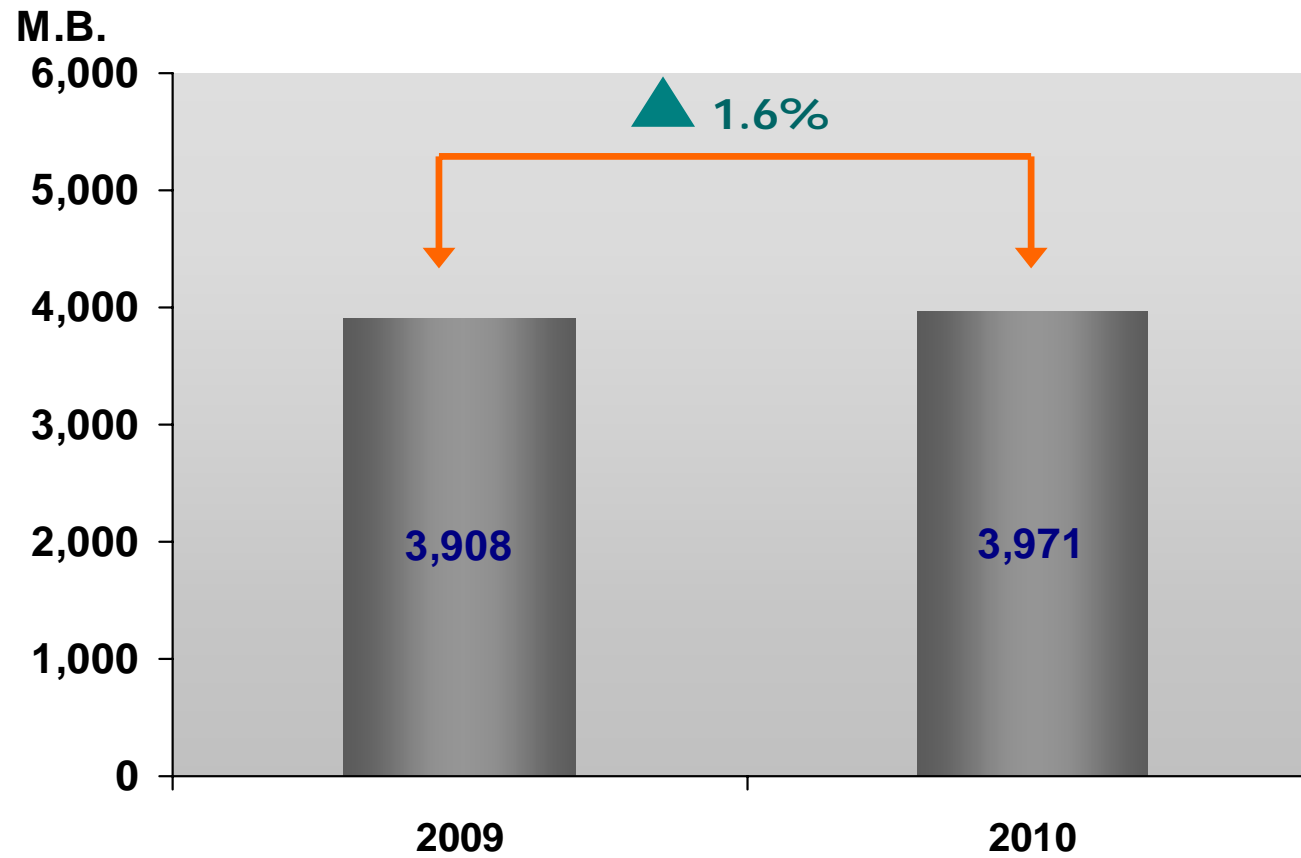
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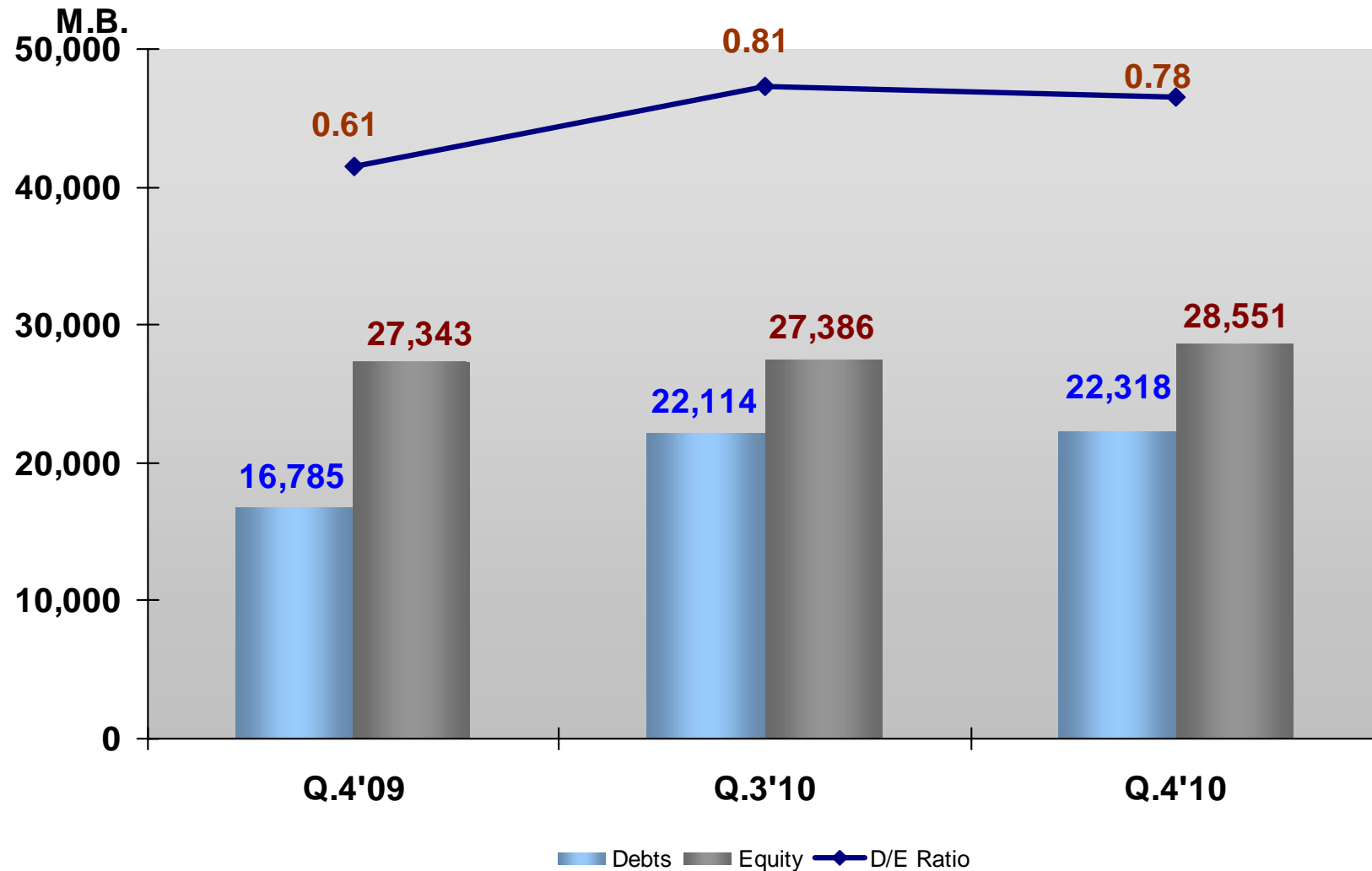
# Net Profit

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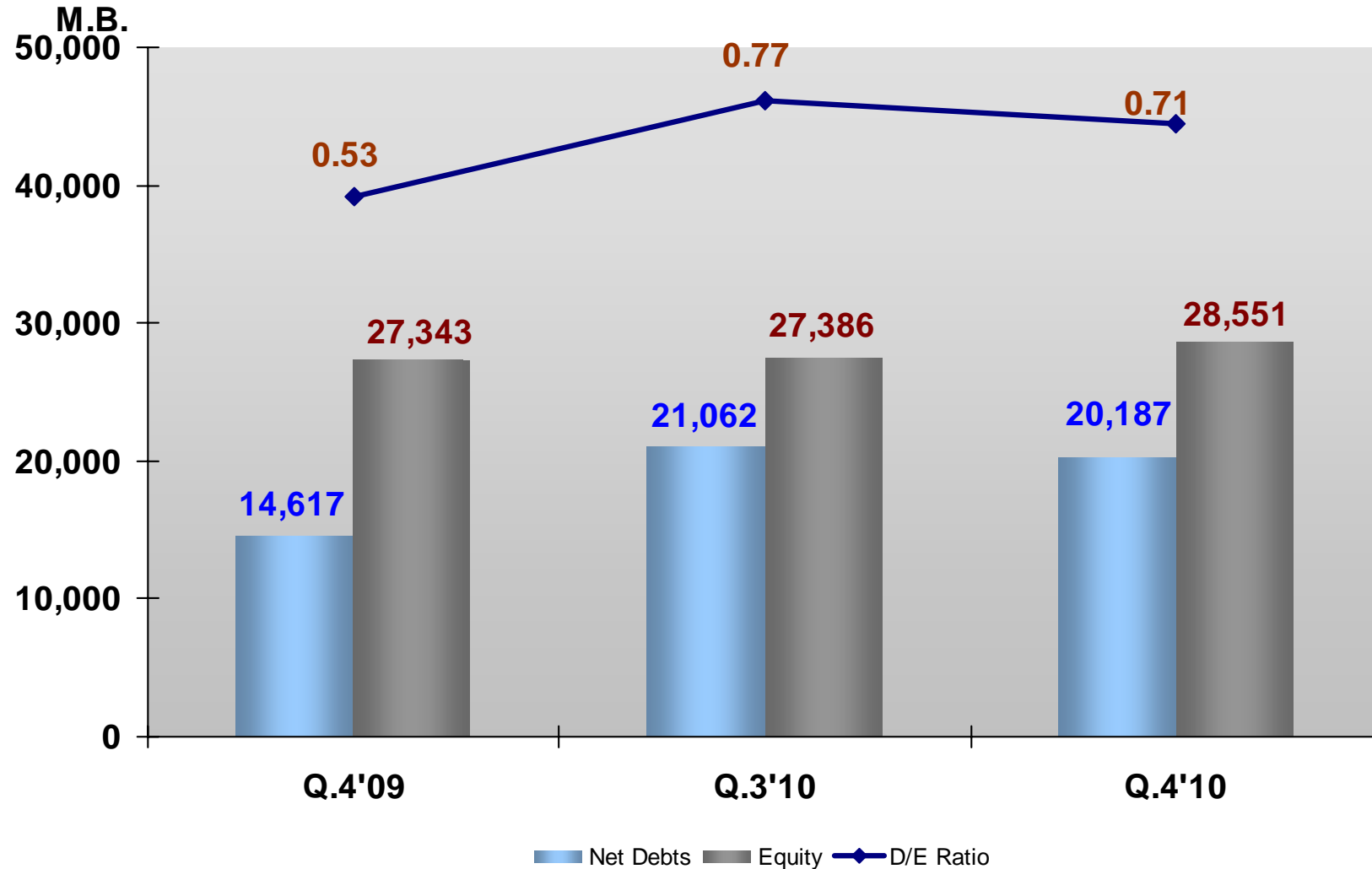


# Debt to Equity





# Debt to Equity (Net)





# Existing Project as of Dec.2010

TYPE	LOCATION	NO. OF PROJECT	SIZE (Rai)	UNIT	% AVAILABLE FOR SALES	UNIT PRICE	REMAINING PRJ. VALUE
SDH	1. Inizio	1	93.0	482	76%	2.6	928
	2. Pruklada	5	563.1	2,529	56%	3.5	4,872
	3. Chaiyapruk	5	526.5	2,308	47%	4.5	4,915
	4. Chollada	2	436.4	1,504	30%	3.8	1,711
	5. Parichart	1	209.8	707	11%	4.5	338
	6. Mantana	7	748.7	2,912	45%	6.4	8,399
	7. Seewalee	3	400.6	1,566	48%	4.7	3,553
	8. Nantawan	5	914.6	1,778	27%	10.8	5,253
	9. Ladawan	1	55.3	83	67%	30.0	1,680
	10. L&H Park	3	834.9	2,189	3%	3.4	211
TH	11. Indy	1	20.9	252	83%	1.9	399
	12. Baan Mai	4	73.9	747	9%	3.2	214
	13. Terrace	1	18.7	105	68%	3.8	270
	14. The Landmark	1	4.8	24	50%	22.9	275
Condo	15. The Key	3	16.7	1,799	57%	1.8	1,926
	16. The Room	3	10.0	970	46%	5.3	2,345
	17. Ocas	1	17.6	179	69%	11.2	1,378
	<b>TOTAL</b>	<b>47</b>	<b>4,945.5</b>	<b>20,134</b>		<b>4.8</b>	<b><u>38,666</u></b>



# New Project Planned to Launch 2011

PROJECT NAME	LOCATION	TYPE	SIZE (Rai)	UNIT	UNIT PRICE	PRJ. VALUE	LAUNCH DATE
1. Seewalee	Bangna	SH	97.2	399	5.2	2,080	Q.1
2. Mantana	Wacharaphon	SH	279.0	799	7.5	6,000	Q.1
3. Inizio	Pinklao Wongwhan	SH	71.1	357	2.8	990	Q.1
5. 88 Land and Houses	Phuket	SH	14.0	63	6.7	420	Q.1
4. Indy	Bangna K.M26	TH	28.0	348	1.7	580	Q.1
6. Ladawan	Rattathibet	SH	41.8	46	40.0	1,840	Q.2
7. Ladawan	Rajapruk	SH	207.9	245	42.0	10,290	Q.2
8. Seewalee	Ramkamhaeng	SH	51.2	221	5.4	1,200	Q.2
9. Mantana	Bangyai	SH	30.6	132	6.8	900	Q.2
10. Mantana	Buddhabucha	SH	34.0	116	7.7	900	Q.2
11. Pruklada	Pracha-u-tid 90	SH	166.1	735	4.1	3,050	Q.2
12. Inizio	Rama II	SH	92.0	451	3.0	1,350	Q.2
13. Terrace	Ram Indra 65	TH	29.7	292	4.9	1,420	Q.2
14. Pruklada2	Chieng Mai	SH	13.2	45	3.8	170	Q.3
15. Inizio	Salaya	SH	68.7	355	2.8	980	Q.4
16. The Room	Soi Aree	CD	1.4	174	5.5	950	Q.4
17. The Bangkok	Sathorn	CD	5.0	660	9.1	6,000	Q.4
18. Mantana	Wong Whan Onnuch3	SH	99.0	450	6.0	2,700	Q.4
<b>TOTAL</b>			<b>1,329.9</b>	<b>5,888</b>	<b>7.1</b>	<b>41,820</b>	