

ANANDA AGM

April 26, 2018



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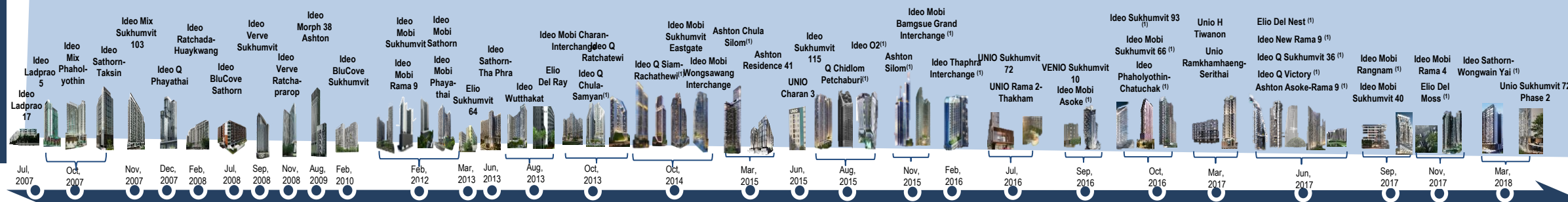
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Condominium Project Development Timeline

Value **~161,100** M Baht



Updated: Mar 31, 2018

Thailand's Mass Transit Infrastructure Rollout

Bangkok's mass transit network is expected to expand significantly from a present 83 stations to 240 stations in 2024

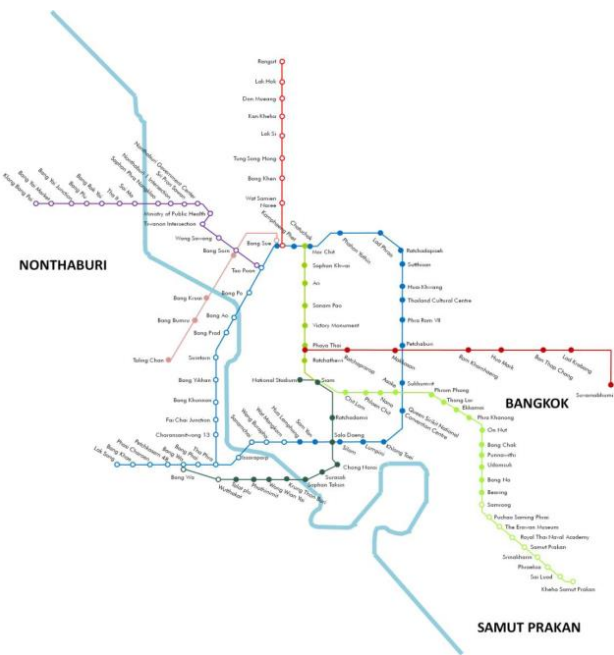
Current Line (2018)

83 stations



Under Construction

138 stations



Approved by Cabinet (2024)

240 stations

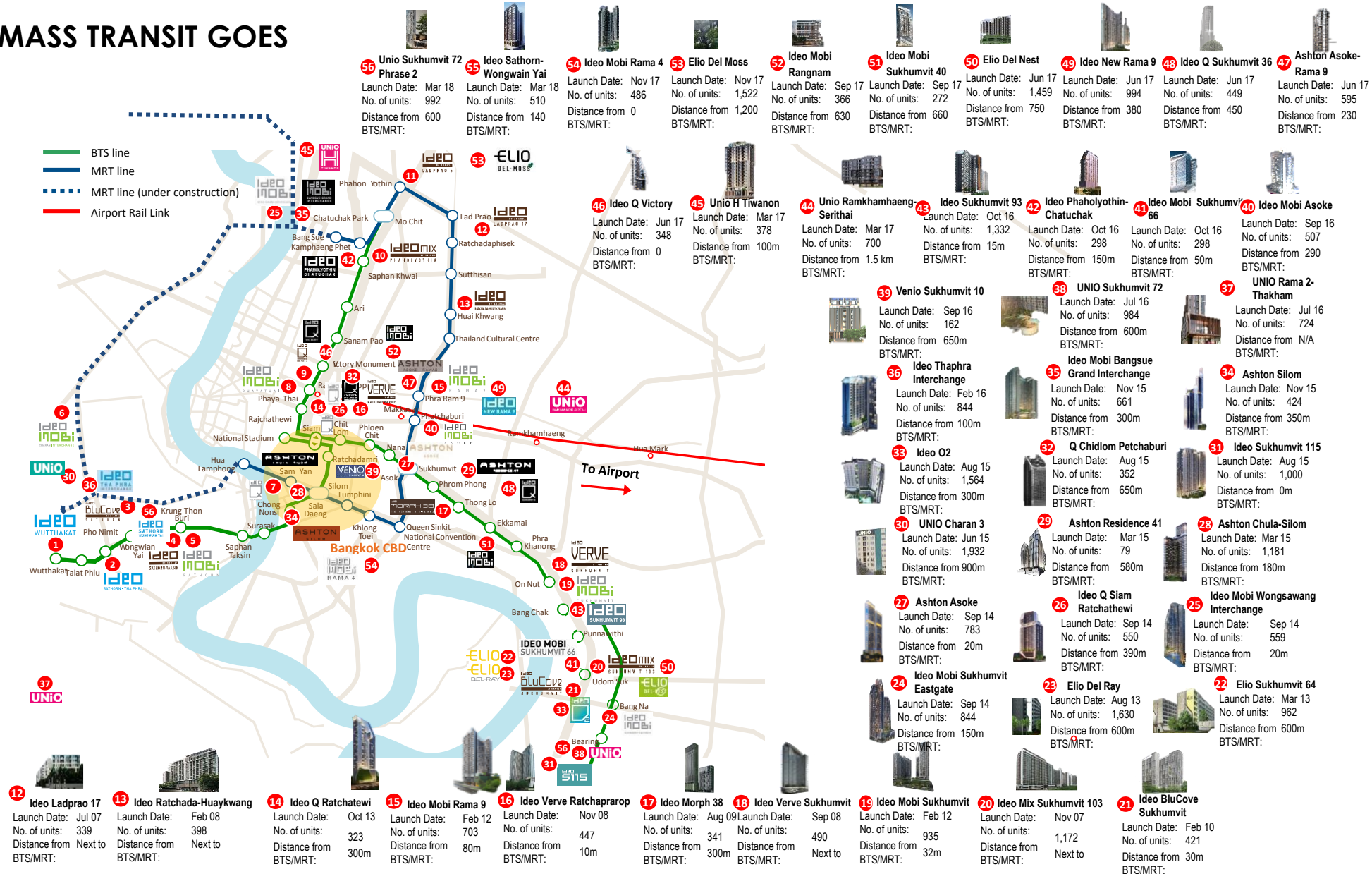


Each new station provides development opportunities for our Ideo brand within a 300 metres radius and Elio brand within a 301 – 600 metres radius

Source: MRTA and Market Intelligence

WE GO EVERYWHERE THE MASS TRANSIT GOES

- 1 Ideo Wutthakat**
Launch Date: Aug 13
No. of units: 979
Distance from BTS/MRT: 120m
- 2 Ideo Sathorn-Tha Phra**
Launch Date: Jun 13
No. of units: 1,339
Distance from BTS/MRT: 320m
- 3 Ideo BluCove Sathorn**
Launch Date: Jul 08
No. of units: 266
Distance from BTS/MRT: 40m
- 4 Ideo Sathorn -Taksin**
Launch Date: Oct 07
No. of units: 349
Distance from BTS/MRT: Next to
- 5 Ideo Mobi Sathorn**
Launch Date: Feb 12
No. of units: 529
Distance from BTS/MRT: Next to
- 6 Ideo Mobi Charan-Interchange**
Launch Date: Oct 13
No. of units: 1,196
Distance from BTS/MRT: 80m
- 7 Ideo Q Chula-Samyang⁽¹⁾**
Launch Date: Oct 13
No. of units: 1,598
Distance from BTS/MRT: 270m
- 8 Ideo Mobi Phayathai**
Launch Date: Feb 12
No. of units: 316
Distance from BTS/MRT: 190m
- 9 Ideo Q Phayathai**
Launch Date: Dec 07
No. of units: 476
Distance from BTS/MRT: 30m
- 10 Ideo Mix Phaholyothin**
Launch Date: Oct 07
No. of units: 449
Distance from BTS/MRT: Next to
- 11 Ideo Ladprao 5**
Launch Date: Oct 07
No. of units: 418
Distance from BTS/MRT: 500m



Source: Ananda Development PCL.



ANANDA TRIBE



GEN C : STRIVING FOR 6Cs

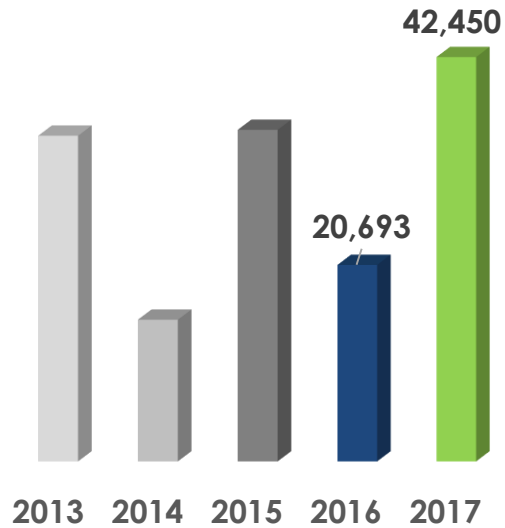
Cash | Convenience | Creative | Casual | Control | Connect



2017 PERFORMANCE

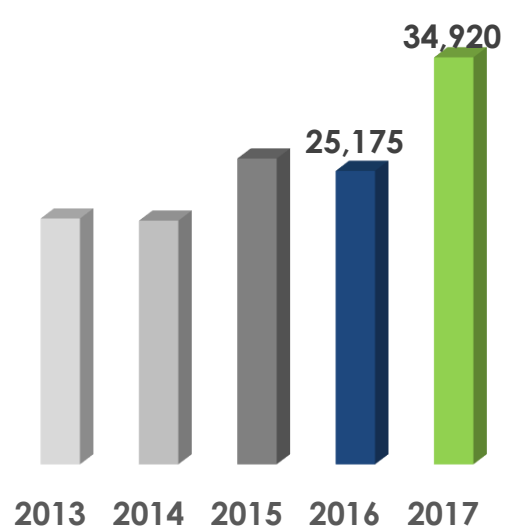
LAUNCHES

105 %
GROWTH
2016



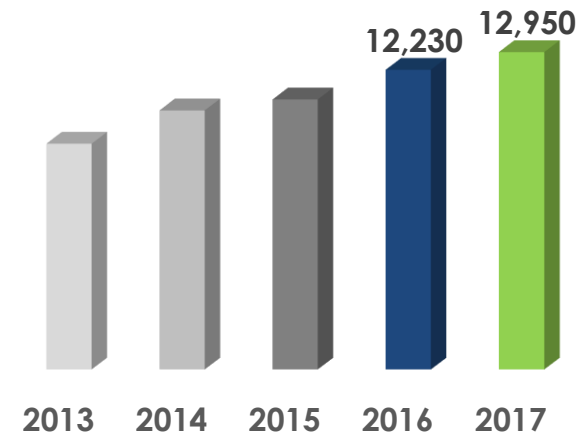
PRESALES

39 %
GROWTH
2016



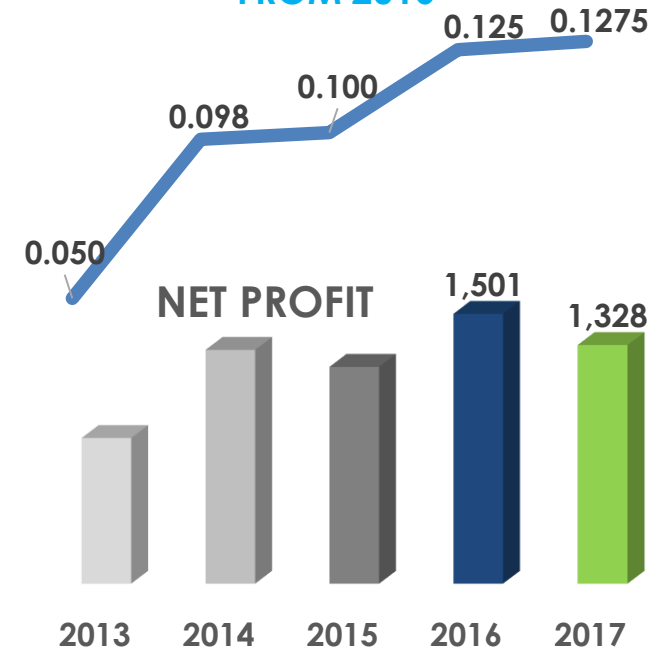
REVENUE

6 %
GROWTH
2016

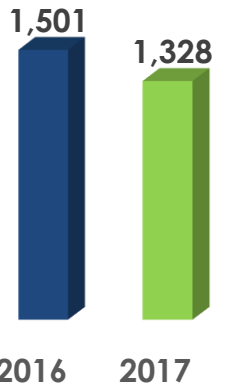


DIVIDEND

INCREASE LEVEL
FROM 2016



NET PROFIT



GROSS PROFIT MARGIN
INCREASE FROM 34% TO 35%

2017 PROJECT LAUNCHES

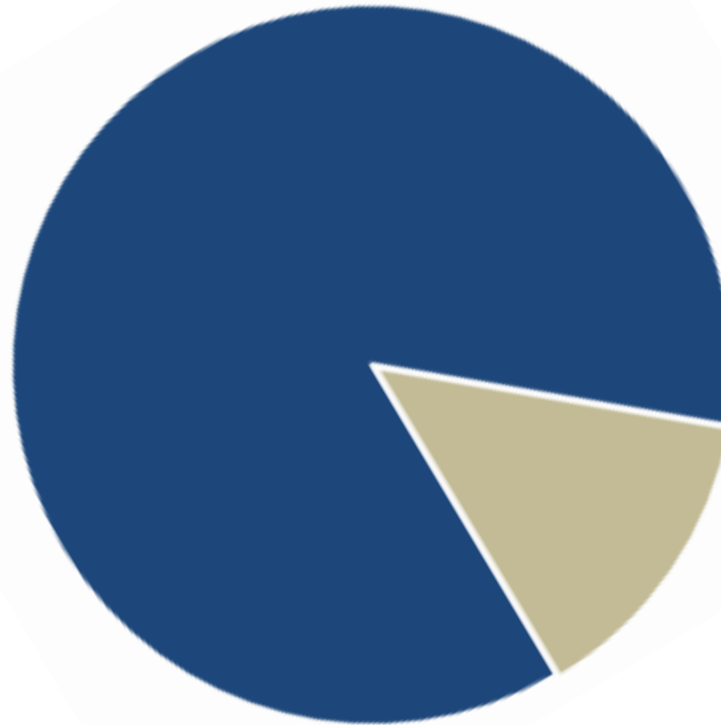
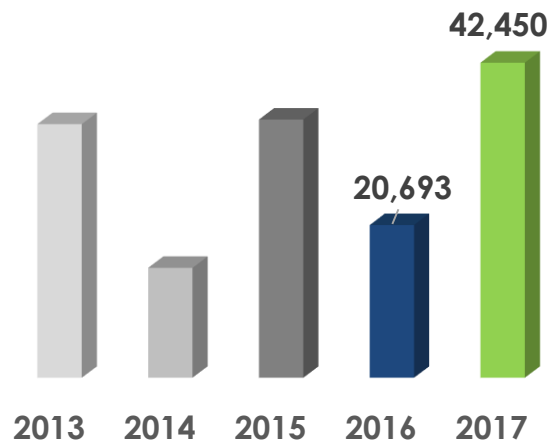
42,450 MILLION BAHT

ALL TIME HIGH

86 %
CONDOMINIUM

16 PROJECTS

105 %
GROWTH
2016



11 PROJECTS

7 JOINT VENTURE
PROJECTS

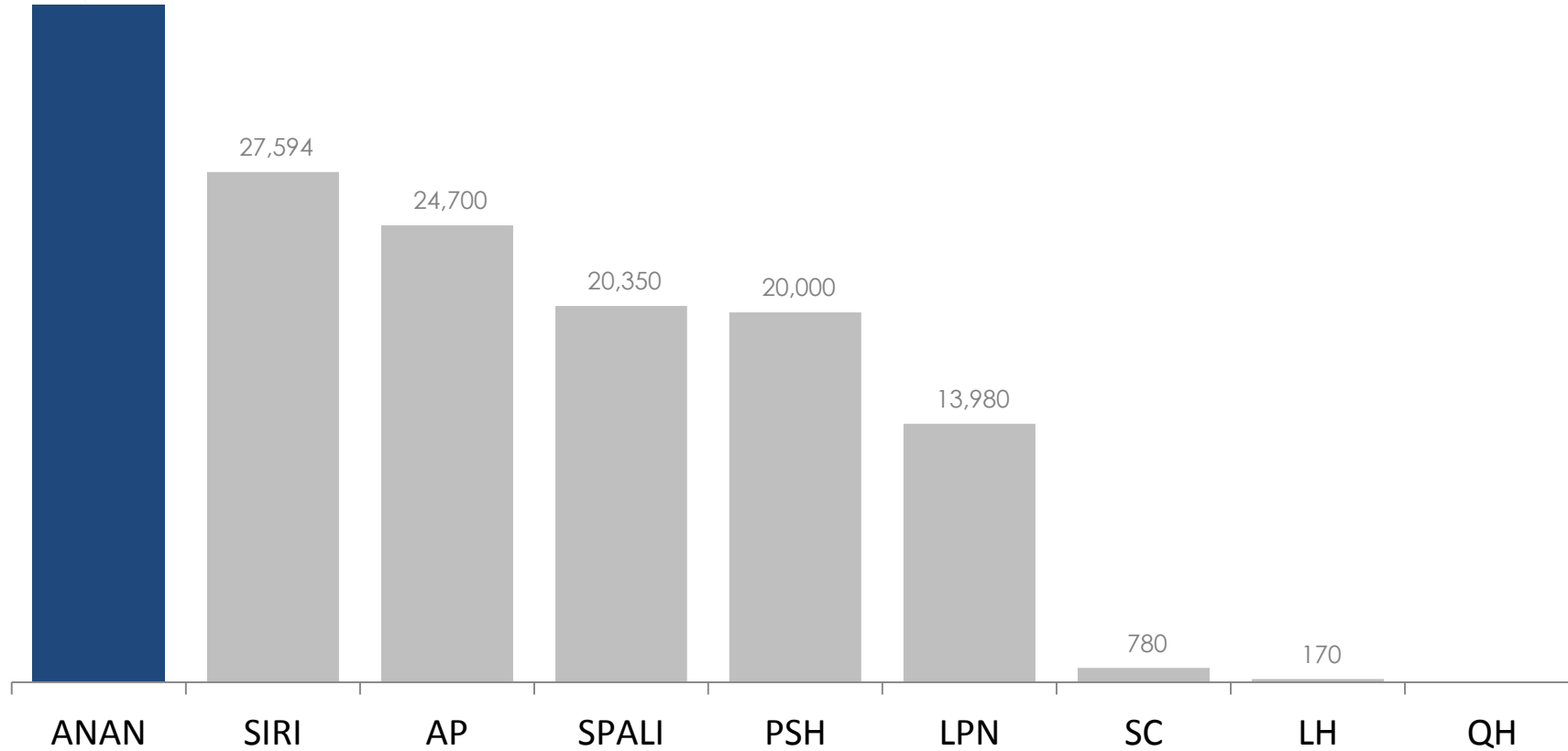
76% CONDO LAUNCH

14 %
HOUSING

5 PROJECTS

NUMBER ONE NEW CONDO LAUNCHES

36,612 MILLION BAHT



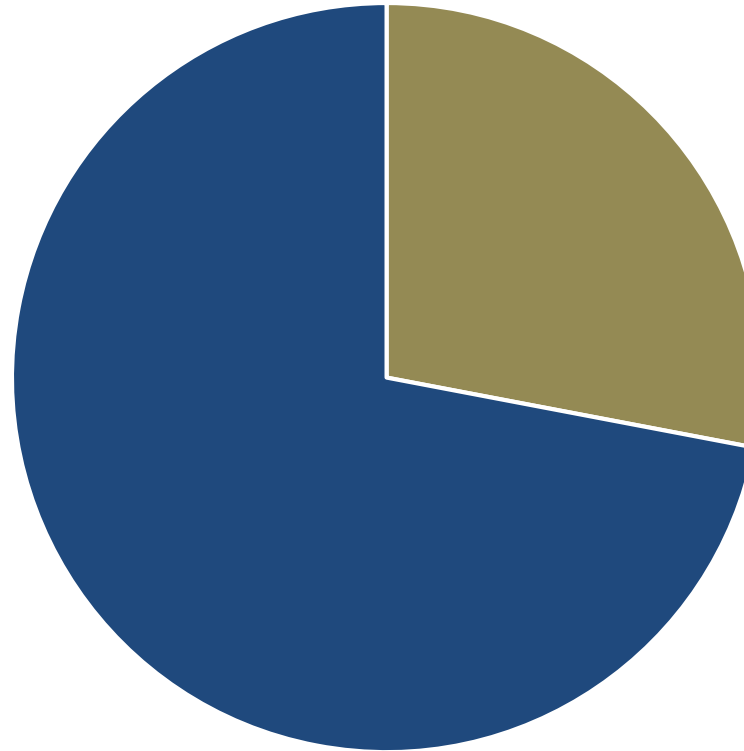
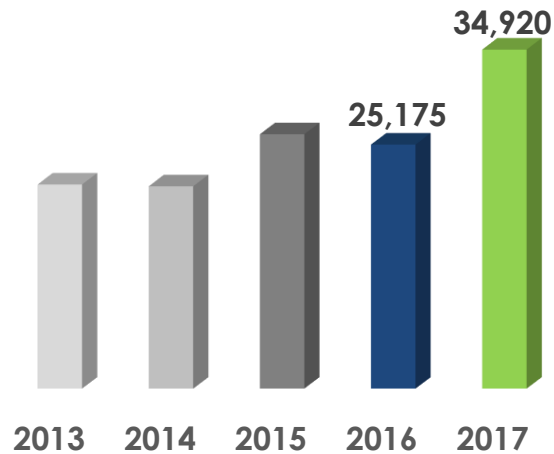
Source: ANAN and BLS Research

2017 PRESALES PERFORMANCE

34,920 MILLION BAHT

39 %
GROWTH
2016

ALL TIME HIGH



28 %
INTERNATIONAL

9,775 MILLION BAHT

72 %
DOMESTIC

25,145 MILLION BAHT

NUMBER ONE INTERNATIONAL SALES

9,775 MILLION BAHT

164 %
GROWTH
2016

ALL TIME HIGH



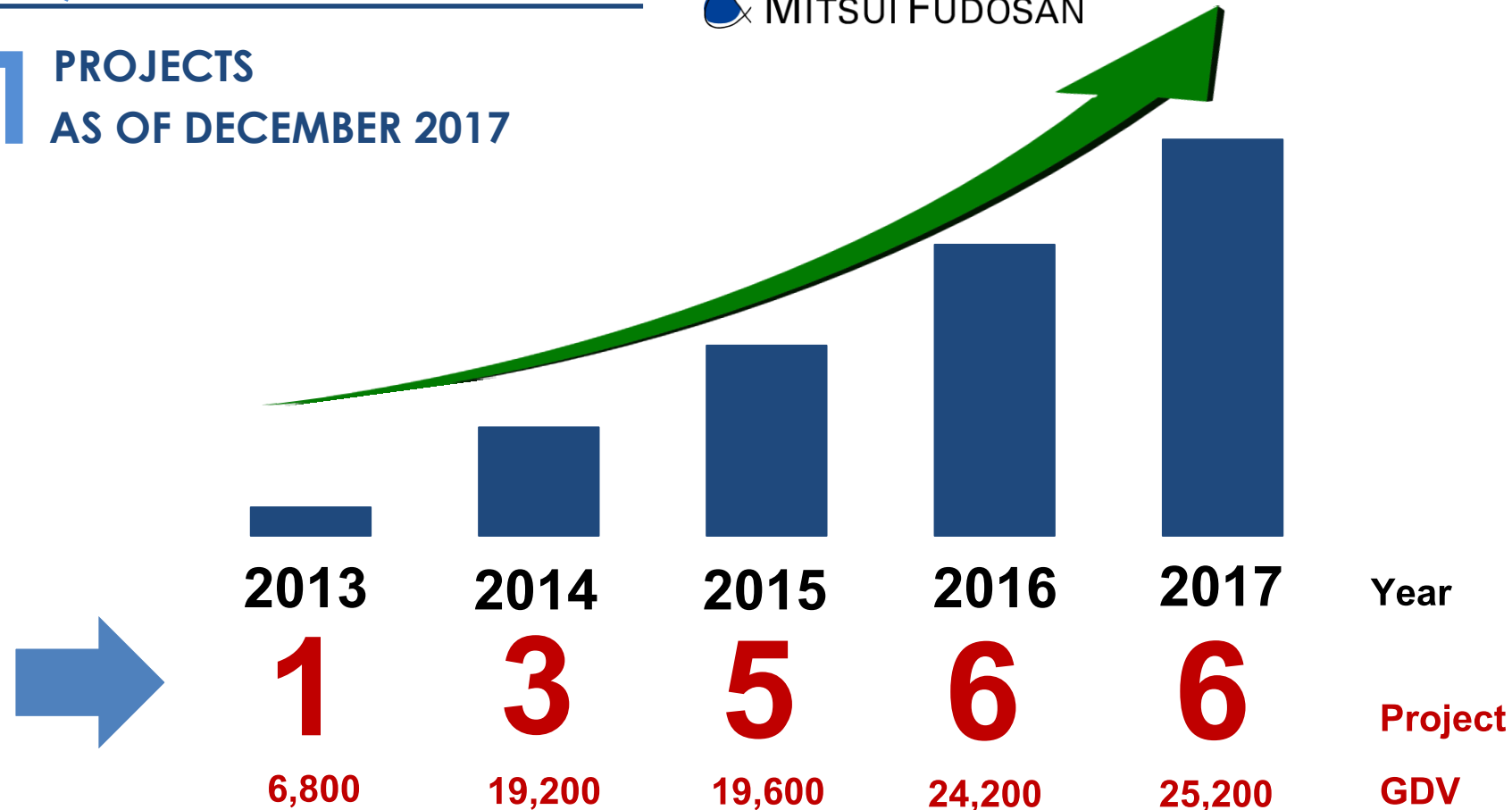
SOLD TO BUYERS FROM **38** COUNTRIES

93% CAME FROM THESE **10** NATIONALITIES

NUMBER ONE JOINT VENTURE

95,000 MILLION BAHT

21 PROJECTS
AS OF DECEMBER 2017



DIGITIZATION OF ENTIRE VALUE CHAIN



Ananda UrbanTech



Brand
Recruitment
Corporate Relationship



9 อันดับบริษัทในไทยที่ Startup อยากร่วมงานมากที่สุดในปี 2017

- | | | | |
|----|------------------------|----|---------------------------------|
| 1. | LINE | 6. | True |
| 2. | AddVentures by SCG | 7. | SC Asset / Ananda Development |
| 3. | dtac | 8. | PTT / Ayudhya Allianz / Sansiri |
| 4. | Digital Ventures / AIS | 9. | InVent / Krungsri |
| 5. | Beacon Venture Capital | | |



NUMBER ONE CONSUMER TRUST IN BRAND



CHULALONGKORN
BUSINESS SCHOOL

FLAGSHIP FOR LIFE

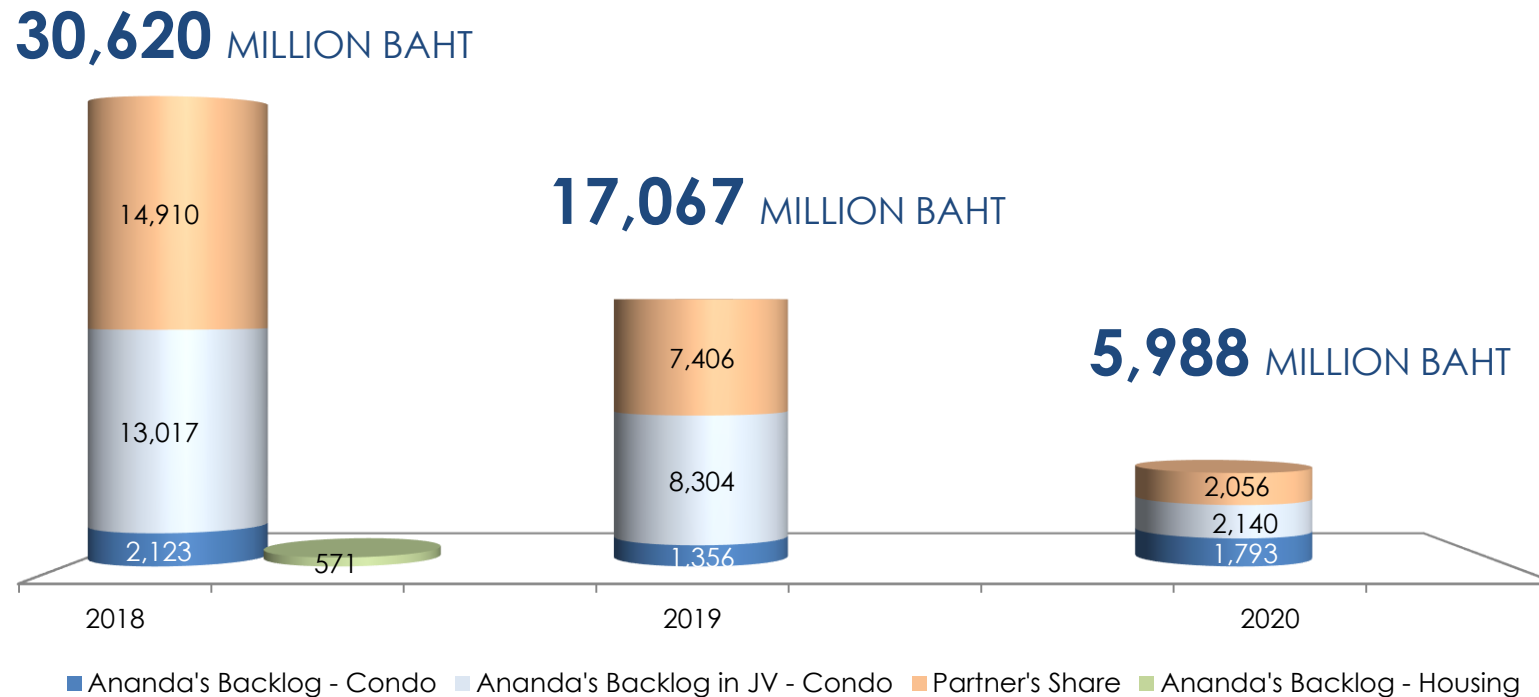


ANANDA
DEVELOPMENT

CU-BRAND TRUST INDEX IN THE REAL ESTATE INDUSTRY 2017 FOR CONDOMINIUM

LARGE BACKLOG

Backlog
53.7 Bn Baht | **81%** of the 2018
transfers secured by
backlog



Updated: Dec 31, 2017

2017 SUMMARY

- ❖ Number One Condo Launches
- ❖ Number One International Sales
- ❖ Number One Joint Venture
- ❖ Number One Consumer Trust in Brand
- ❖ UrbanTech Strategy Launched
- ❖ All Time High Launches
- ❖ All Time High Presales
- ❖ All Time High Revenue
- ❖ Revenue grew 6% YoY
- ❖ Presales grew 39% YoY
- ❖ Launches increased 105% YoY
- ❖ Large Backlog – 53.7 Bn Baht
- ❖ Net IBDE – below Target at 0.77 times



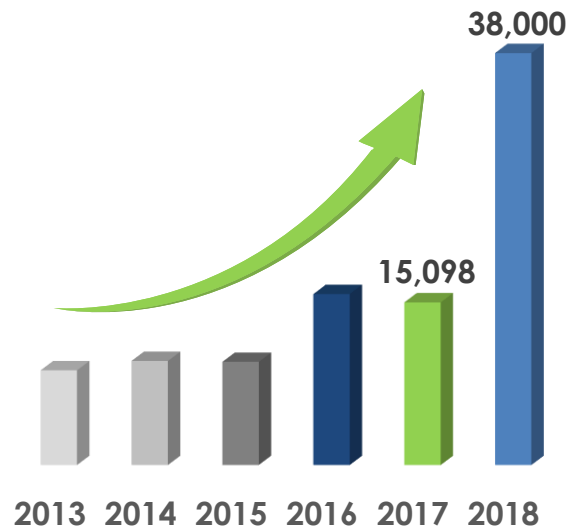
2018 BUSINESS PLAN



2018 BUSINESS PLAN

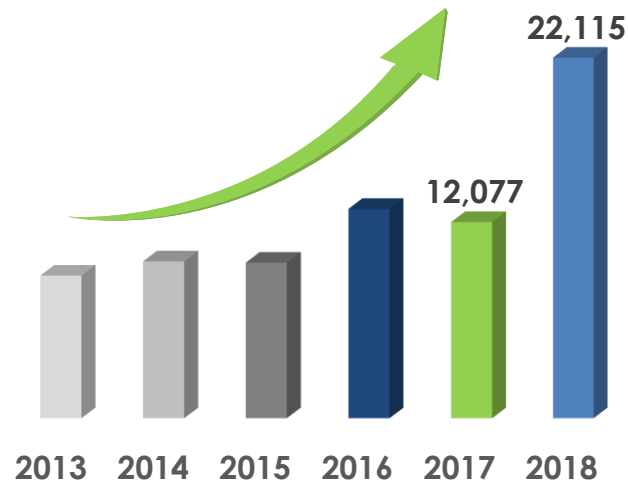
TRANSFERS

152 %
GROWTH
2017



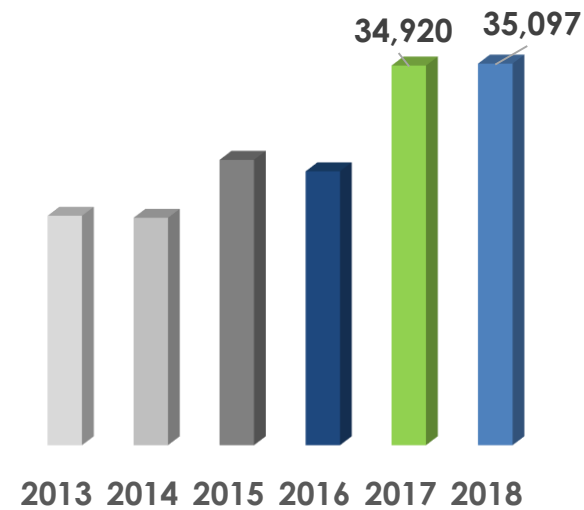
ANANDA SHARE IN TRANSFERS

83 %
GROWTH
2017



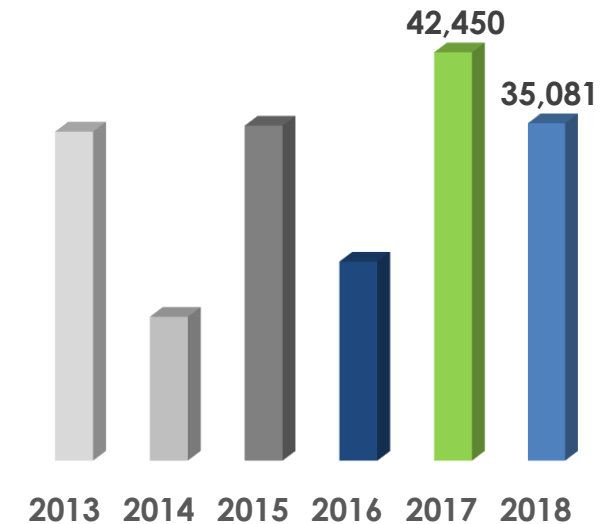
PRESALES

**MAINTAIN HIGH LEVEL
FROM 2017**



LAUNCHES

(17) %
GROWTH
2017



2018 TRANSFER TARGET

74 %
OF TRANSFERS
COMING FROM

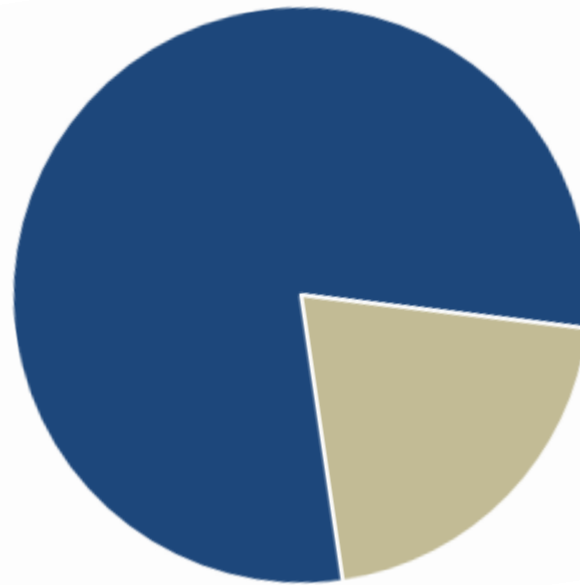
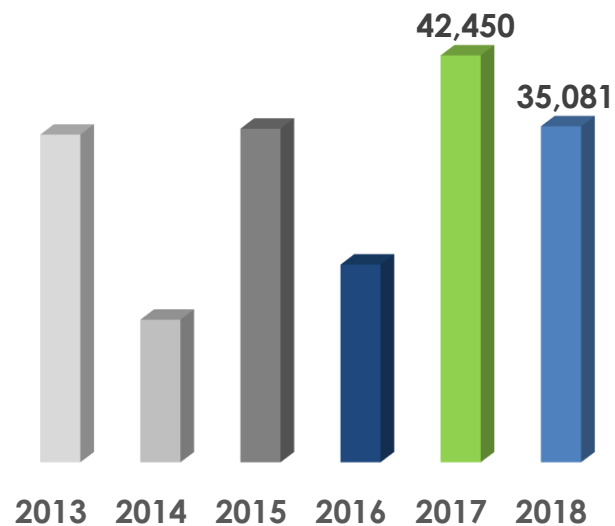
9 NEW CONDO PROJECTS
THAT COMPLETE THIS
YEAR



2018 PROJECT LAUNCH TARGET

35,081 MILLION BAHT

16 PROJECTS



79% CONDOMINIUM

8 PROJECTS

7 JOINT VENTURE PROJECTS

94% CONDO LAUNCH

21% HOUSING

8 PROJECTS

2018 LAUNCHES BY SEGMENT

FOCUS ON VALUE & MID MARKET

27,764 MILLION BAHT



8 CONDO PROJECTS **13** SECURED CONDO LOCATIONS

100 %
VALUE TO MID-END
SELLING PRICES STARTING BELOW 150,000 BAHT/SQM

7,317 MILLION BAHT



8 HOUSING PROJECTS **8** SECURED HOUSING LOCATIONS

30 %
MID TO UPPER MID-END
SELLING PRICES STARTING ABOVE 7 MB/UNIT

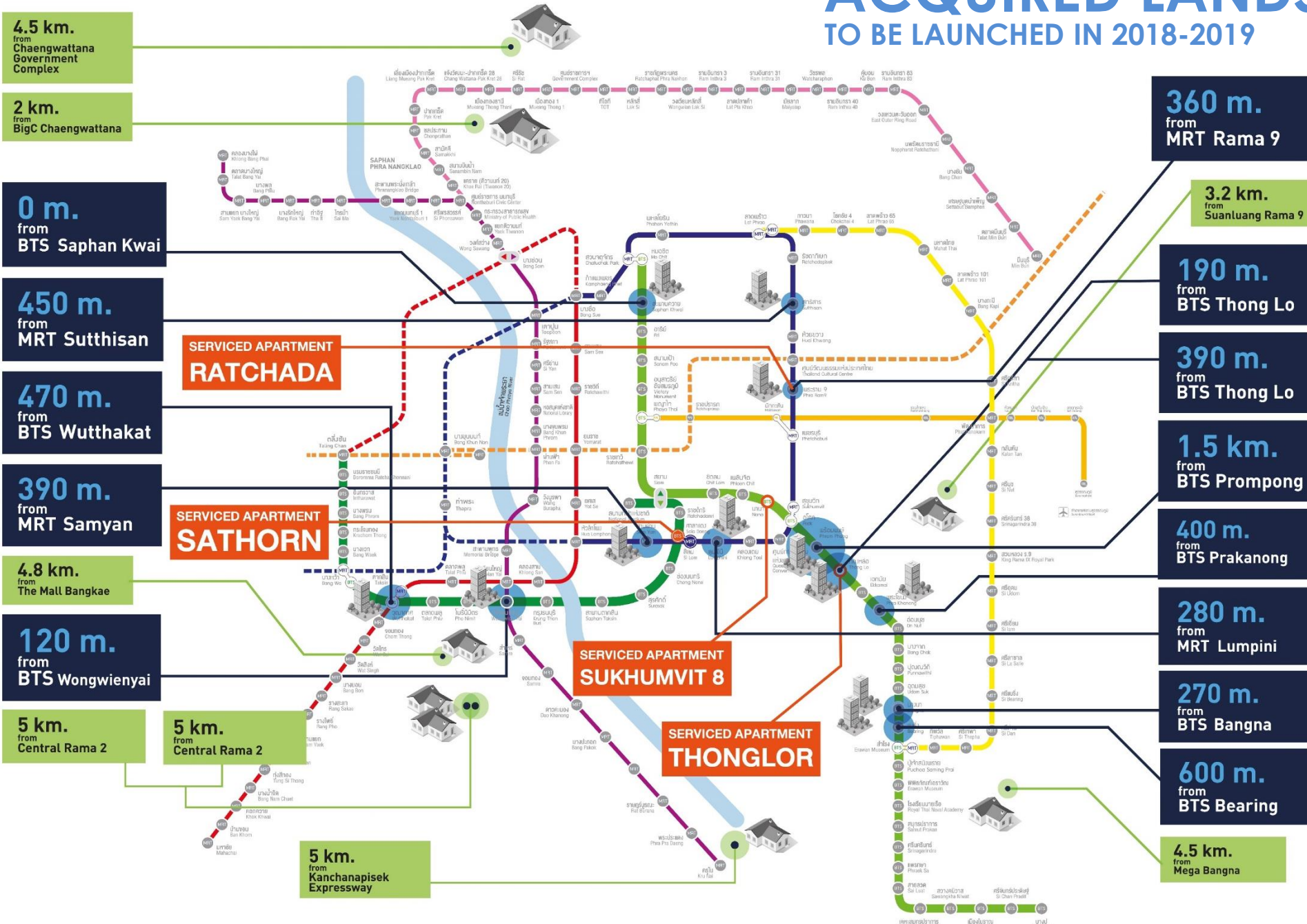
70 %
VALUE TO MID-END
SELLING PRICES STARTING BELOW 7 MB/UNIT



ACQUIRED LANDS TO BE LAUNCHED IN 2018-2019

25

PROJECTS



13 CONDO PROJECTS

9 PROJECTS
in Green Line
7 Sukhumvit Line
2 Silom Line

4 PROJECTS
in Blue Line

8 HOUSING PROJECTS

4 SERVICED APARTMENTS

To Be launch in 2018 : 16 Projects

CONTINUE TO BE NUMBER ONE JOINT VENTURE

114,000 MILLION BAHT

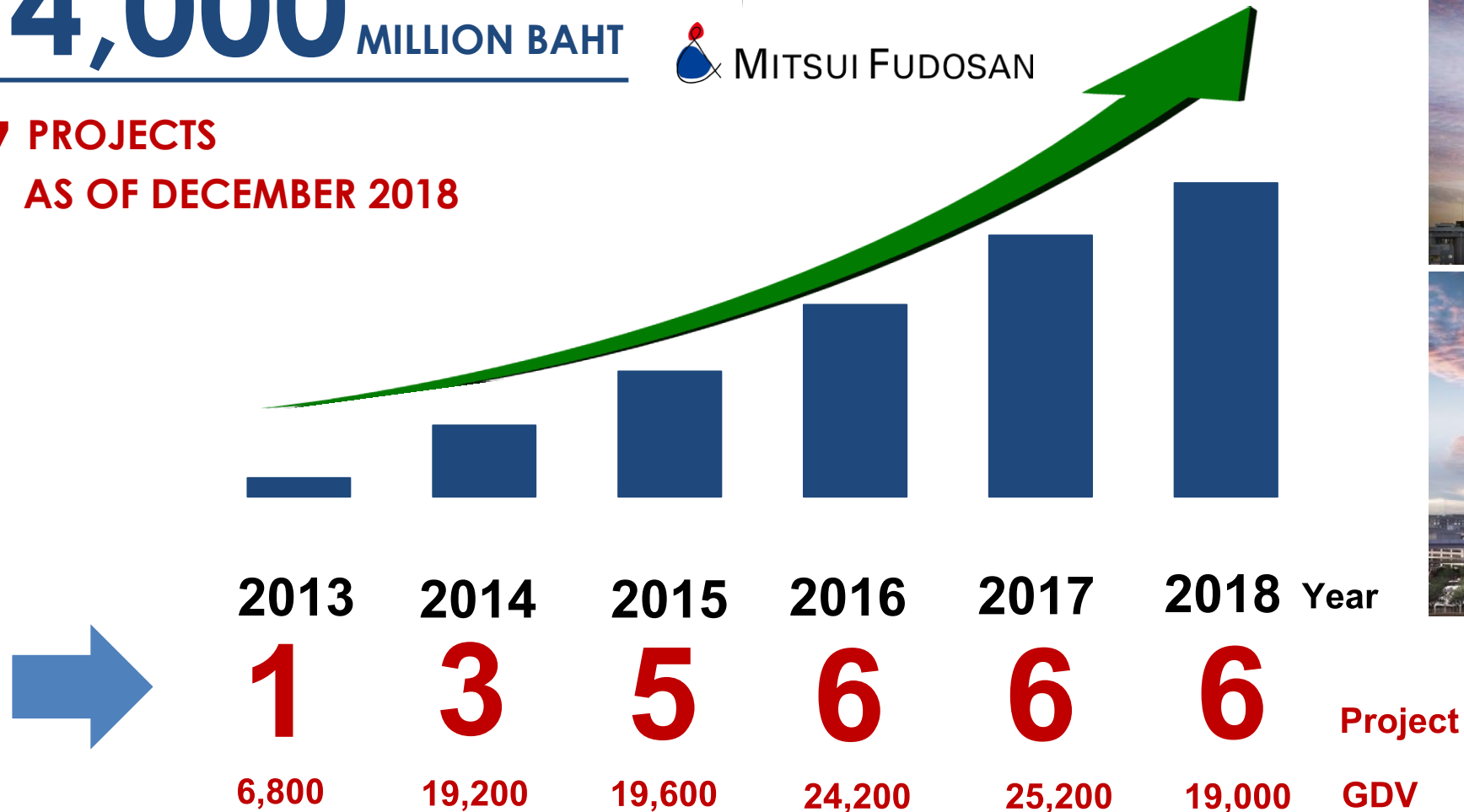


ANANDA
DEVELOPMENT

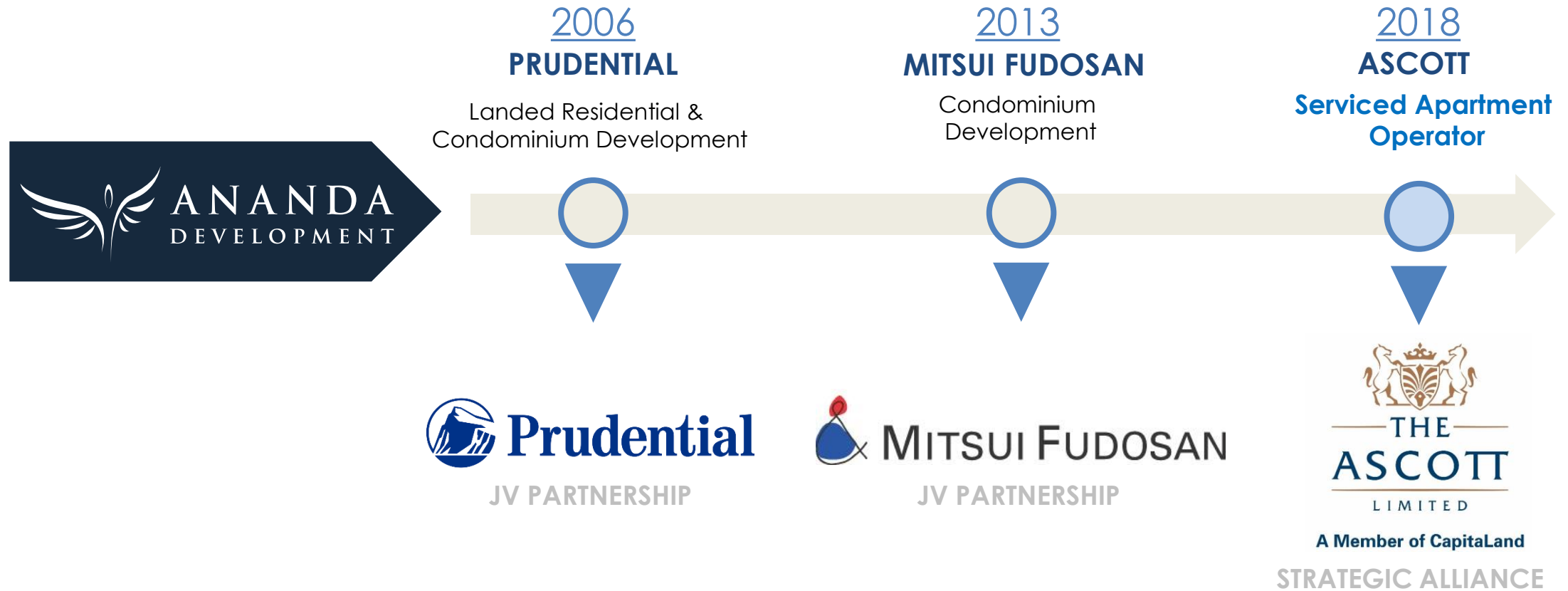


MITSUI FUDOSAN

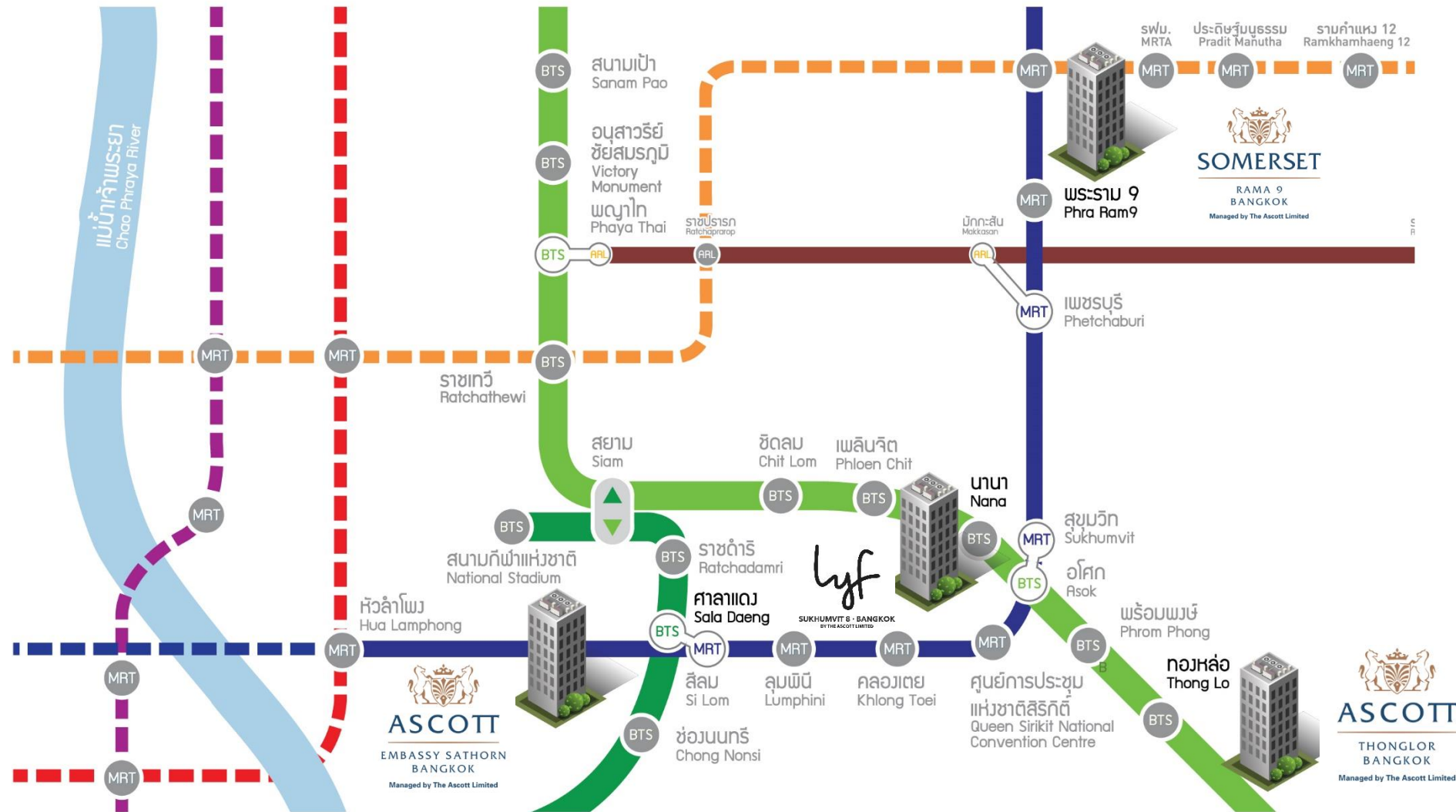
27 PROJECTS
AS OF DECEMBER 2018



STRATEGIC PARTNERSHIP



SERVICED APARTMENT BUSINESS



2018 SUMMARY

Item	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Guidance
Transfers ¹ (M Baht)	8,808	9,678	9,598	15,866	15,098	35,000-41,000
Launches (M Baht)	34,213	14,954	34,828	20,693	42,450	34,000-36,000
Presales (M Baht)	21,083	20,898	26,235	25,175	34,920	34,000-36,000
Gross Profit Margin	37%	38%	39%	34%	35%	32%
Total Debt / Equity, Year End	1.1	1.5	1.4	1.4	1.2	1.0-1.2
Net Interest Bearing D / E, Year End	0.3	0.7	0.7	0.8	0.8	0.6-0.8
Land Purchases (M Baht)	4,343	10,284	5,258	7,252	15,600	10,000-11,000

Note : ¹ including Joint Venture with Mitsui Fudosan

ASHTON ASOKE POTENTIAL EFFECT

Item	2017 Actual	2018 Guidance	2018 Guidance (No Ashton Asoke)	2018 Guidance (Potential Impact)
Transfers ¹ (M Baht)	15,098	35,000-41,000	28,300-34,300	<i>Decreased by 18%</i>
Ananda Share of Transfers	12,077	22,115	18,696	<i>Decreased by 15%</i>
Launches (M Baht)	42,450	34,000-36,000	34,000-36,000	<i>NO IMPACT</i>
Presales (M Baht)	34,920	34,000-36,000	34,000-36,000	<i>NO IMPACT</i>
Gross Profit Margin	35%	32%	32%	<i>NO IMPACT</i>
Total Debt / Equity, Year End	1.2	1.0-1.2	1.3-1.4	<i>Increased by 0.2-0.3</i>
Net Interest Bearing D / E, Year End	0.8	0.6-0.8	0.9-1.0	<i>Increased by 0.2-0.3</i>
Land Purchases (M Baht)	15,600	10,000-11,000	8,000-9,000	<i>Reduced by 2,000</i>

Note : ¹ including Joint Venture with Mitsui Fudosan

4 IN 4 ROADMAP

**4 TIMES BIGGER IN
4 YEARS TIME**

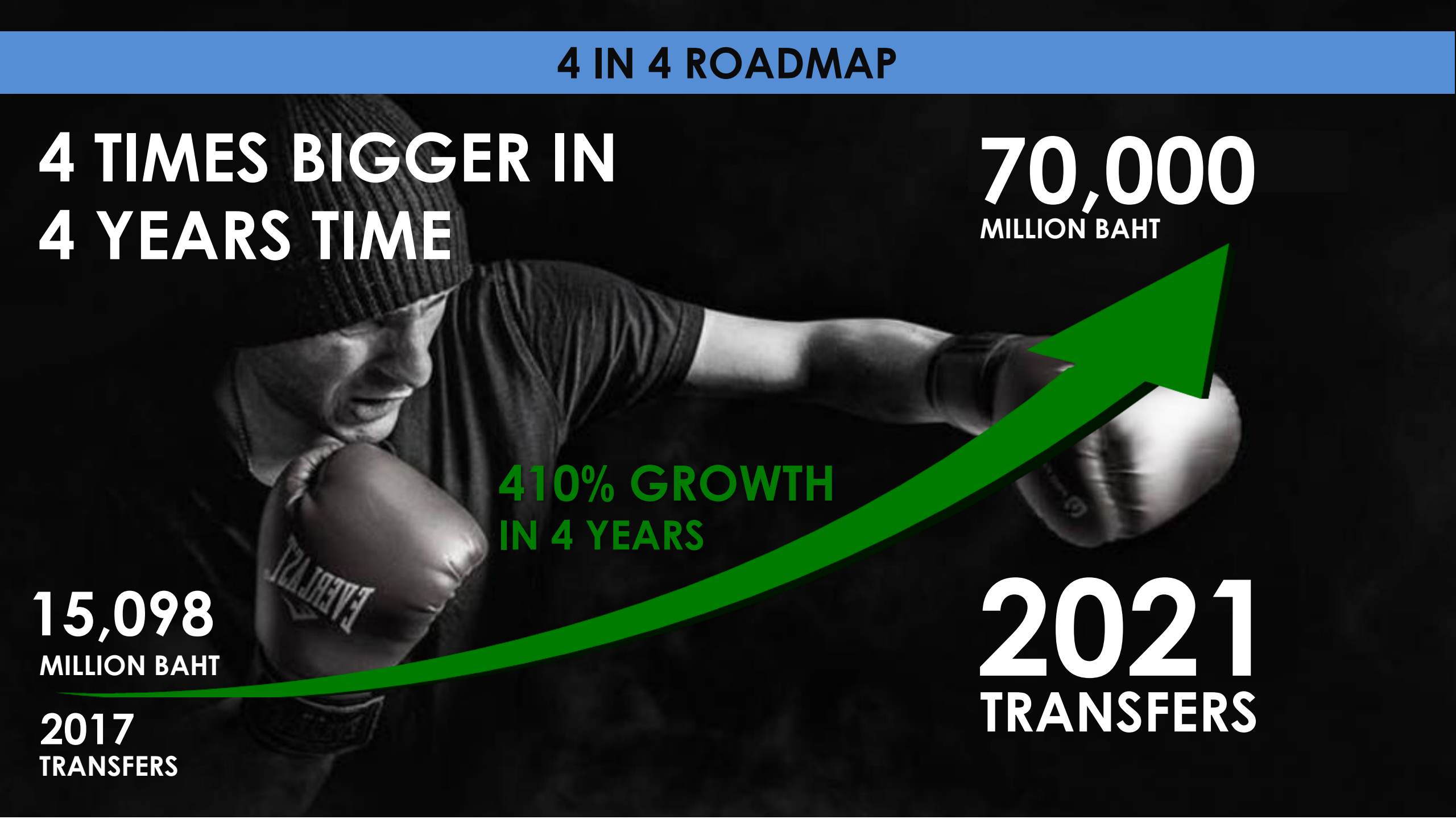
70,000
MILLION BAHT

**410% GROWTH
IN 4 YEARS**

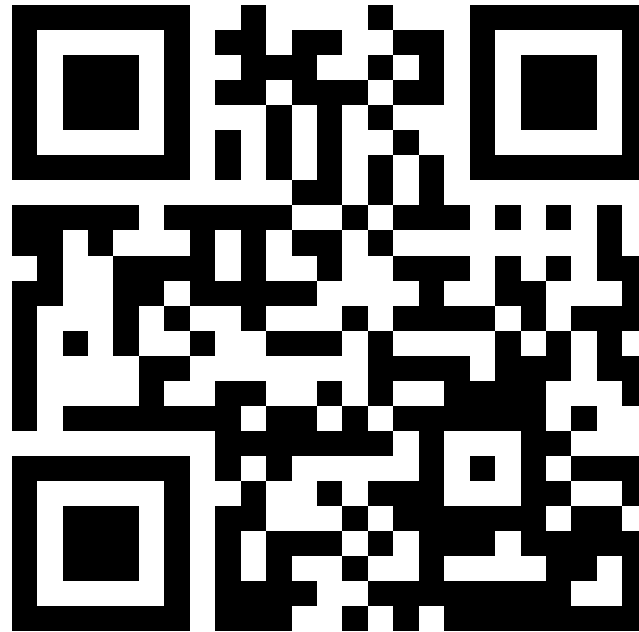
15,098
MILLION BAHT

2017
TRANSFERS

2021
TRANSFERS



Scan QR Code to talk to
Ananda IR Chatbot



Thank You

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Current Projects As Of December 2017

Updated: Dec 31, 2017

Project	Launched	Type	Value (M Baht)	%Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
ADO: Atoll (Housing)	Feb-13	Housing	6,250	65.4%	11	2,163	65.2%
AD18: Ashton Asoke (JV)	Sep-14	Condo	6,705	98.0%	6,572	134	-
AD17: Ideo Q Siam-Ratchathewi (JV)	Sep-14	Condo	3,826	81.5%	1,200	708	50.1%
AD16: Ideo Mobi Wongsawang-Interchange	Sep-14	Condo	1,775	36.9%	9	1,121	36.3%
AD16: Ideo Mobi Sukhumvit Eastgate	Sep-14	Condo	2,528	89.5%	12	266	89.0%
AD18: Ashton Chula-Silom (JV)	Mar-15	Condo	8,710	79.6%	6,929	1,781	-
AD17: Ashton Residence 41	Mar-15	Condo	2,140	46.3%	450	1,131	24.9%
AD16: Unio Charan 3	Jun-15	Condo	2,114	92.7%	54	154	90.2%
AD16: Arden 3 projects	Jun-15	Housing	2,914	76.7%	78	679	74.0%
AD17: Ideo Sukhumvit 115	Aug-15	Condo	2,781	87.3%	214	352	79.7%
AD18: Q Chidlom (JV)	Aug-15	Condo	3,024	64.3%	1,944	1,080	-
AD17: Ideo O2 (JV)	Aug-15	Condo	5,149	62.8%	1,481	1,915	34.0%
AD17: Ideo Mobi Bangsue Grand Interchange (JV)	Nov-15	Condo	2,533	41.1%	274	1,491	30.3%
AD18: Ashton Silom (JV)	Nov-15	Condo	6,118	66.9%	4,090	2,028	-
Sub total (2013-2015 Launched)			56,531		23,317	15,003	
AD17: Ideo Tha Phra Interchange (JV)	Feb-16	Condo	2,790	48.6%	369	1,434	35.4%
AD17: Unio Sukhumvit 72	Jul-16	Condo	1,501	89.5%	416	157	61.8%
AD17: Unio Rama2-Thakham	Jul-16	Condo	981	72.4%	143	271	57.7%
AD18: Venio Sukhumvit 10	Sep-16	Condo	862	79.2%	683	179	-
AD19: Ideo Mobi Asoke (JV)	Sep-16	Condo	3,300	77.5%	2,557	743	-



Note: JV = Joint Venture with Mitsui Fudosan

Current Projects As Of December 2017 (Cont.)

Project	Launched	Type	Value (M Baht)	% Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
AD18: Ideo Sukhumvit 93 (JV)	Oct-16	Condo	6,258	88.5%	5,538	720	-
AD18: Ideo Phaholyothin-Chatuchak (JV)	Oct-16	Condo	2,555	72.1%	1,843	712	-
AD18: Ideo Sukhumvit 66 (JV)	Oct-16	Condo	2,424	43.5%	1,055	1,368	-
Sub total (2016 Launched)			20,671		12,604	5,585	
AD18: Unio Ramkhamhaeng-Serithai	Mar-17	Condo	835	30.2%	252	582	-
AD19: Unio H Tiwanon	Mar-17	Condo	941	19.4%	182	759	-
AD17: Artale Phattanakarn-Thonglor	Mar-17	Housing	1,640	31.1%	282	1,130	13.9%
AD19: Ideo Q Victory (JV)	Jun-17	Condo	3,209	97.9%	3,142	67	-
AD20: Ashton Asoke-Rama 9 (JV)	Jun-17	Condo	6,448	65.1%	4,195	2,253	-
AD19: Ideo Q Sukhumvit 36 (JV)	Jun-17	Condo	4,289	45.4%	1,948	2,342	-
AD19: Ideo New Rama 9 (JV)	Jun-17	Condo	2,988	62.1%	1,854	1,134	-
AD19: Elio Del Nest (JV)	Jun-17	Condo	5,066	31.0%	1,572	3,493	-
AD17: Unio Town Lumlukka Klong 4	Jun-17	Housing	950	16.6%	75	792	8.7%
AD17: Airi Rama 5-Ratchaphruek	Jul-17	Housing	791	7.4%	36	733	2.8%
AD18: Artale Kaset-Nawamin	Aug-17	Housing	1,658	2.9%	49	1,609	-
AD17: Atoll Wongwaen-Lumlukka	Sep-17	Housing	803	6.8%	41	749	1.6%
AD19: Ideo Mobi Sukhumvit 40	Sep-17	Condo	2,092	50.8%	1,064	1,029	-
AD19: Ideo Mobi Rangnam (JV)	Sep-17	Condo	2,382	29.3%	698	1,684	-
AD19: Elio Del Moss (JV)	Nov-17	Condo	3,408	16.8%	572	2,836	-
AD20: Ideo Mobi Rama 4	Nov-17	Condo	5,015	35.7%	1,793	3,222	-
Sub total (2017 Launched)			42,512		17,754	24,412	
Grand total			119,714		53,675	45,000	

Updated: Dec 31, 2017



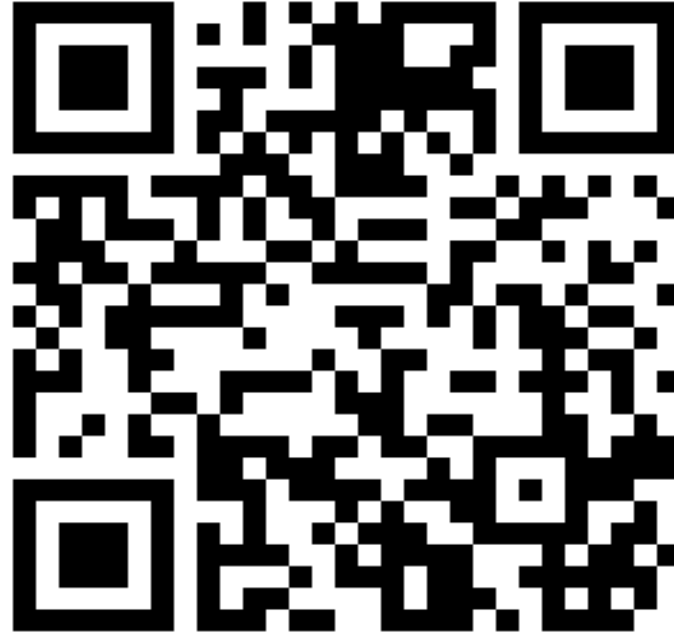
Note: JV = Joint Venture with Mitsui Fudosan

13 Private Companies Using Entrances Provided by 3 State Owned Enterprises

Company	Location	State Owned Enterprise
Whitzdom Pinnacle Corporation	Ladprao Road	MRTA
Lucky Living Property	Asoke Road	MRTA
Ananda MF Asia Asoke	Asoke Road	MRTA
JSP Mansion	Asoke Road	MRTA
Pruksa Real Estate	Phetkasem Road	MRTA
BTS Sansiri Holding Fourteen	Phetkasem Road	MRTA
BTS Sansiri Holding Seven	New Rama 9 Road	Expressway Authority of Thailand
Major Development	Ramkhamhaeng Road	Expressway Authority of Thailand
Home Product Center (Home Pro)	Praditmanutham Road	Expressway Authority of Thailand
Noble Development	Rachadapisek Road	State Railway of Thailand
VSS Enterprise (Posedon)	Rachadapisek Road	State Railway of Thailand
Magic Enterprise	Kapangpetch Road	State Railway of Thailand
B & T Reality	Vibravadi Rangsit Road	State Railway of Thailand

Source: Prachachart Newspaper on 25th April 2018, www.prachachat.net/property/news-148692

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Q4/2017 Opportunity Day



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