

# Presentation including 3Q2018 Results and Business Plan



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# 3Q2018 KEY HIGHLIGHTS

## EARNINGS PERFORMANCE



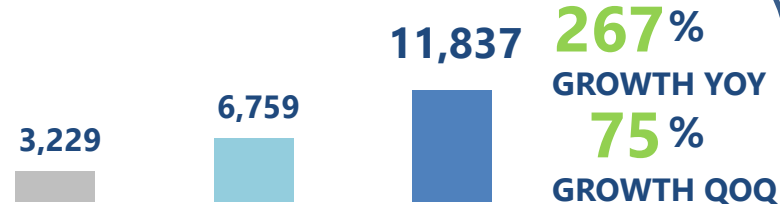
UNIT: M BAHT

### TRANSFERS

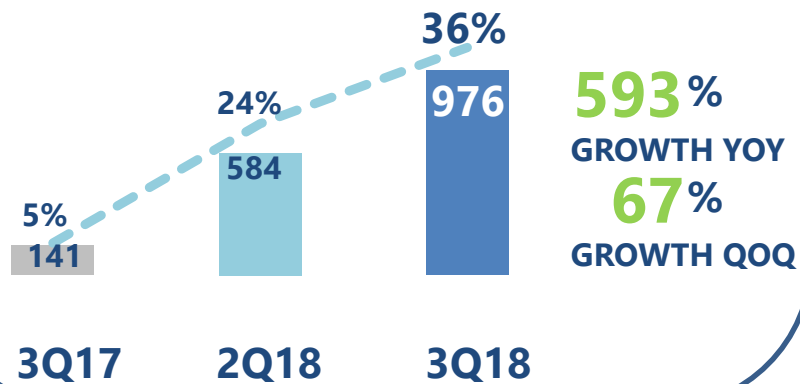
### SHARE OF PROFIT FROM JV

### NET PROFIT & %NET MARGIN

#### ALL TIME HIGH



#### ALL TIME HIGH



22,436

8,208

**173% GROWTH YOY**

1,455

-471

21%

6%

561

1,705

**204% GROWTH YOY**

9M17

9M18

# 3Q2018 FINANCIAL STATEMENT

	3Q2018		2Q2018		3Q2017		% Q-o-Q	% Y-o-Y
	M Baht	%	M Baht	%	M Baht	%		
Total revenue	2,697	100%	2,426	100%	2,759	100%	11%	-2%
<i>Revenue from sale of real estate</i>	1,475	55%	1,534	63%	1,692	61%	-4%	-13%
<i>Project management and commission income</i>	552	20%	431	18%	611	22%	28%	-10%
<i>Construction income</i>	474	18%	330	14%	278	10%	44%	70%
<i>Other incomes</i>	196	7%	131	5%	177	6%	50%	11%
Gross Profit	893	33%	774	32%	1,052	38%	15%	-15%
<i>Sale of real estate</i>	385	26%	439	29%	544	32%	-12%	-29%
<i>Project management and commission</i>	326	59%	224	52%	342	56%	46%	-5%
<i>Construction</i>	39	8%	27	8%	24	9%	43%	65%
<i>Others</i>	143	N/A	83	N/A	142	N/A	72%	1%
SG&A	789	29%	627	26%	650	24%	26%	21%
<i>Selling expenses</i>	264	10%	215	9%	253	9%	23%	5%
<i>Administrative expenses</i>	525	19%	412	17%	398	14%	27%	32%
Share of Profit (Loss)	982	36%	539	22%	(113)	-4%	82%	N/A
EBIT	1,086	40%	685	28%	289	10%	59%	276%
Interest expenses	85	3%	91	4%	89	3%	-6%	-4%
Net Profit (Loss)	976	36%	584	24%	141	5%	67%	593%
<b>Earnings per share (baht)</b>	<b>0.28</b>		<b>0.16</b>		<b>0.03</b>			

# 9M2018 FINANCIAL STATEMENT

	9M2018		9M2017		% Y-o-Y
	M Baht	%	M Baht	%	
Total revenue	7,943	100%	8,825	100%	-10%
<i>Revenue from sale of real estate</i>	4,862	61%	5,931	67%	-18%
<i>Project management and commission income</i>	1,480	19%	1,577	18%	-6%
<i>Construction income</i>	1,098	14%	746	8%	47%
<i>Other incomes</i>	503	6%	571	6%	-12%
Gross Profit	2,704	34%	3,401	39%	-21%
<i>Sale of real estate</i>	1,393	29%	1,891	32%	-26%
<i>Project management and commission</i>	855	58%	981	62%	-13%
<i>Construction</i>	92	8%	62	8%	47%
<i>Others</i>	363	N/A	467	N/A	-22%
SG&A	2,101	26%	1,871	21%	12%
<i>Selling expenses</i>	753	9%	775	9%	-3%
<i>Administrative expenses</i>	1,348	17%	1,096	12%	23%
Share of Profit (Loss)	1,455	18%	(471)	-5%	N/A
EBIT	2,058	26%	1,056	12%	95%
Interest expenses	268	3%	281	3%	-5%
Net Profit (Loss)	1,705	21%	561	6%	204%
<b>Earnings per share (baht)</b>	<b>0.47</b>		<b>0.13</b>		

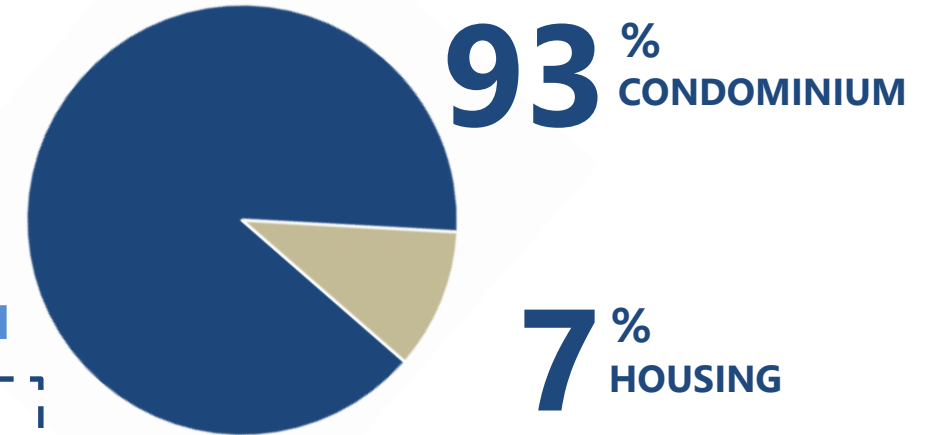
# 3Q2018 FINANCIAL STATEMENT

	3Q2018	2Q2018	3Q2017	% Q-o-Q	% Y-o-Y
	M Baht	M Baht	M Baht		
Cash balance and equivalent	2,423	1,585	1,461	53%	66%
Assets	40,125	35,504	27,019	13%	49%
Interest bearing debts	17,781	17,274	11,480	3%	55%
Liabilities	23,244	21,642	15,041	7%	55%
Shareholders' equity	16,881	13,862	11,979	22%	41%
D/E ratio (times)	1.38	1.56	1.26	-12%	10%
Net IBDE ratio (times)	0.91	1.13	0.84	-20%	9%

# 2018 TRANSFER TARGET

**38,000** MILLION BAHT

**152%** GROWTH 2017



ALL TIME HIGH

33%  
ABOVE  
GUIDANCE

267%  
GROWTH  
YOY

Transfer	1Q18A	2Q18A	3Q18F	3Q18A	4Q18F	9M18A	2018F
Condo	1,342	993	956	878	1,288	3,212	4,500
Housing	511	542	960	597	1,040	1,650	2,690
<b>Ananda F/S</b>	<b>1,853</b>	<b>1,534</b>	<b>1,916</b>	<b>1,475</b>	<b>2,328</b>	<b>4,862</b>	<b>7,190</b>
Ananda Share in JV	1,014	2,665	3,558	4,448	6,361	8,126	14,487
Partner Share in JV	974	2,560	3,418	5,914	6,875	9,447	16,323
<b>Ananda Share in Transfers</b>	<b>2,866</b>	<b>4,199</b>	<b>5,474</b>	<b>5,923</b>	<b>8,689</b>	<b>12,988</b>	<b>21,677</b>
<b>Total (M Baht)</b>	<b>3,840</b>	<b>6,759</b>	<b>8,892</b>	<b>11,837</b>	<b>15,564</b>	<b>22,436</b>	<b>38,000</b>

# 2018 TRANSFER TARGET

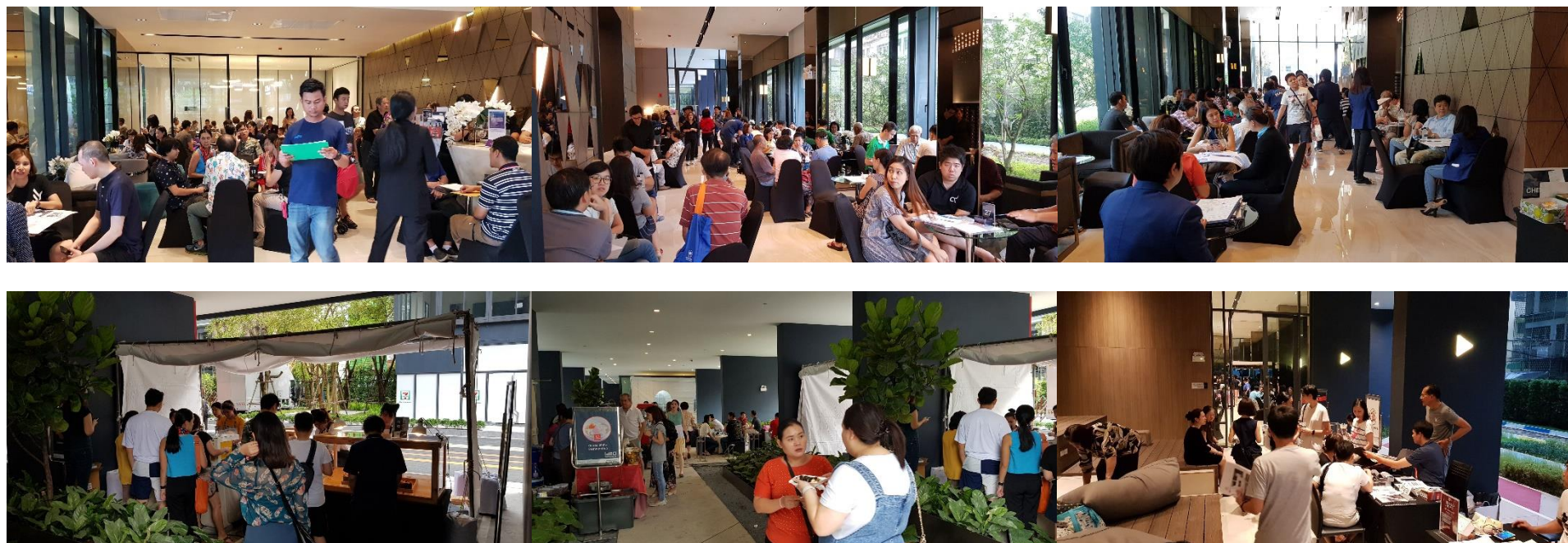
**71** %  
OF TRANSFERS  
COMING FROM

**10** NEW CONDO PROJECTS  
THAT COMPLETE THIS  
YEAR



# IDEO SUKHUMVIT 93 BEGINS TRANSFER IN Q3

Project Value (M Baht)	%Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	Transfer (M Baht)	%Transfer
6,360	91.1%	2,451	564	3,345	52.6%



# PRESALES UPDATE BY QUARTER

**35,120** MILLION BAHT

**5%**  
ABOVE GUIDANCE

**11%**  
HOUSING

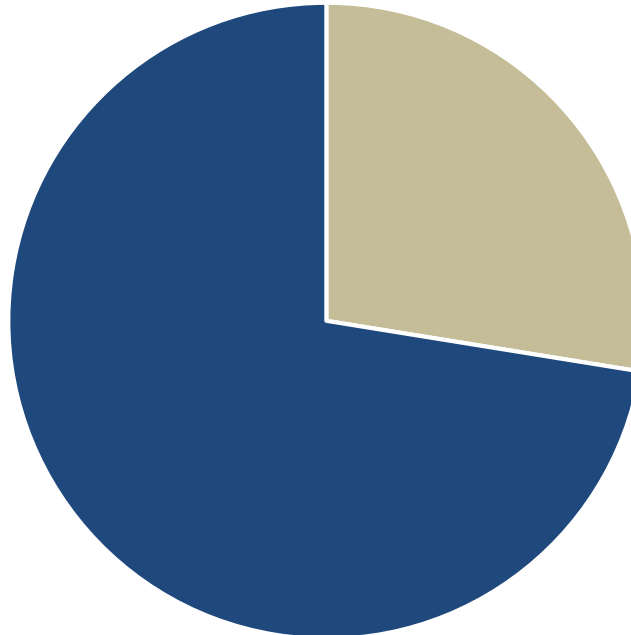
**89%**  
CONDOMINIUM

PRESALES	1Q18A	2Q18A	3Q18F	3Q18A	4Q18F	2018F
CONDOMINIUM	5,848	9,793	6,709	7,038	8,438	31,117
HOUSING	834	825	1,054	1,144	1,200	4,003
<b>TOTAL (MILLION BAHT)</b>	<b>6,685</b>	<b>10,618</b>	<b>7,764</b>	<b>8,182</b>	<b>9,638</b>	<b>35,120</b>

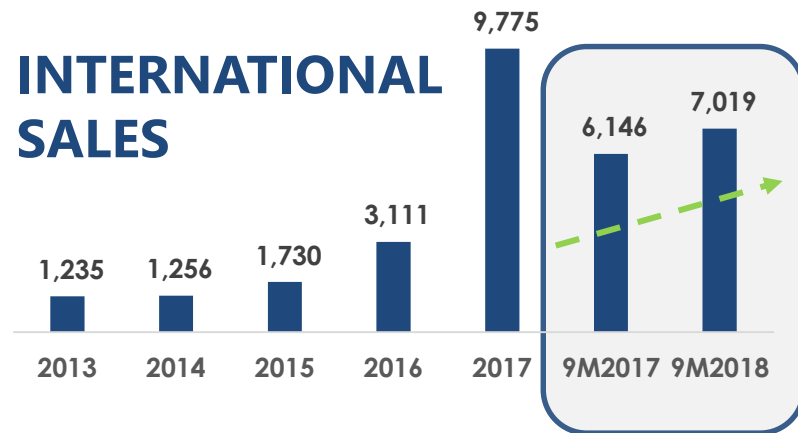
# 9M2018 PRESALES PERFORMANCE

**25,482** MILLION BAHT

**28** % INTERNATIONAL  
**7,019** MILLION BAHT



## INTERNATIONAL SALES



**72** % DOMESTIC  
**18,464** MILLION BAHT



# 2018 PROJECT LAUNCHES BY QUARTER

**26,742** MILLION BAHT

**12** PROJECTS

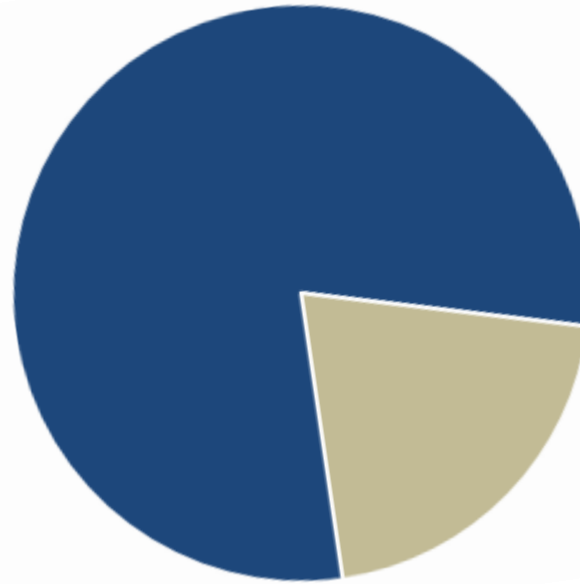
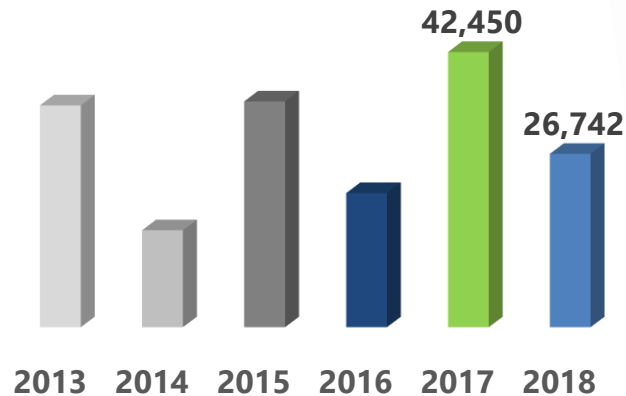
**5** JOINT VENTURE PROJECTS

NO. LAUNCH BEGINS	1Q18A	2Q18A	3Q18F	3Q18A	4Q18F	2018F
Condo	4,325	6,822	5,086	5,123	5,573	21,843
Housing	-	401	3,607	3,684	814	4,899
<b>TOTAL (MILLION BAHT)</b>	<b>4,325</b>	<b>7,223</b>	<b>8,694</b>	<b>8,807</b>	<b>6,387</b>	<b>26,742</b>
NO. OF CONDO PROJECT	2 (1JV)	1 JV	2 JVs	2 JVs	1 JVs	6 (5 JVs)
NO. OF HOUSING PROJECT	-	1	4	4	1	6

# 2018 PROJECT LAUNCH TARGET

**26,742** MILLION BAHT

**12** PROJECTS



**82%** CONDOMINIUM

**6** PROJECTS

**5** JOINT VENTURE PROJECTS

**92%** OF CONDO LAUNCH

**18%** HOUSING

**6** PROJECTS

# NEW LAUNCHES IN Q3



**Ideo Ratchada-Sutthisan**

Project value (M Baht)	1,721
No. of unit	410
Soft launched date	September 2018
Expected transfer date	2020
Location	450 m. from MRT Sutthisan



**Elio Sathorn-Wutthakat**

Project value (M Baht)	3,403
No. of unit	1,161
Soft launched date	September 2018
Expected transfer date	2020
Location	470 m. from BTS Wutthakat

# NEW LAUNCHES IN Q3



## **Unio Town Srinakarin-Bangna**

Project value (M Baht)	889
No. of unit	248
Soft launched date	September 2018
Expected transfer date	2018
Location	2.6 km. from MRT Sri Bearing



## **Unio Town Suanluang-Patthanakan**

Project value (M Baht)	628
No. of unit	170
Soft launched date	September 2018
Expected transfer date	2018
Location	Suanluang Rama 9

# NEW LAUNCHES IN Q3



## **Airi Rama 2**

Project value (M Baht)	1,023
No. of unit	79
Soft launched date	September 2018
Expected transfer date	2018
Location	Rama 2 Road



## **Airi Chaengwatthana**

Project value (M Baht)	1,145
No. of unit	85
Soft launched date	September 2018
Expected transfer date	2019
Location	Chaengwatthana

# NEW LAUNCHES IN Q4



**Ideo Mobi Sukhumvit Eastpoint**

Project value (M Baht)	5,573
No. of unit	1,162
Soft launched date	November 2018
Expected transfer date	2020
Location	250 m. from BTS Bangna



**Unio Town Suksawat 30**

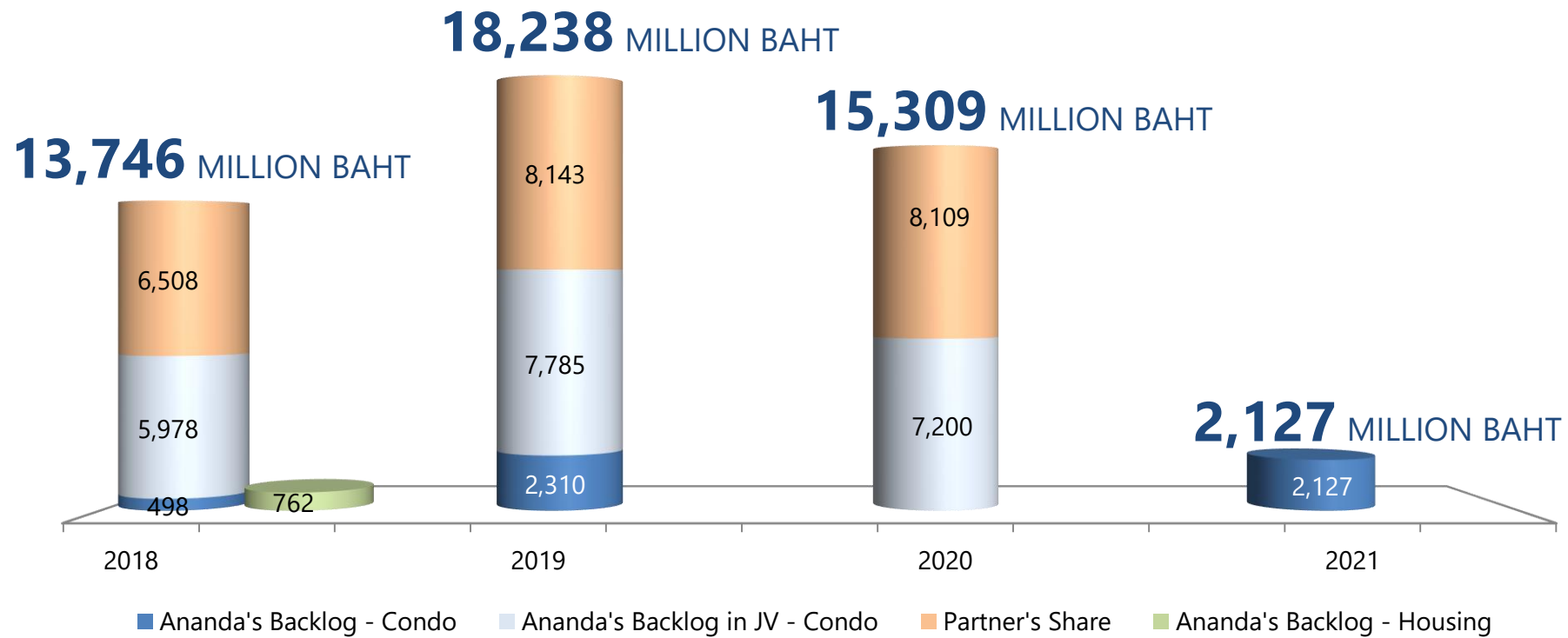
Project value (M Baht)	814
No. of unit	209
Soft launched date	December 2018
Expected transfer date	2019
Location	Suksawat 30

# BIG BACKLOG

Backlog

49.4 Bn Baht

88% of the fourth  
quarter of 2018 transfers  
secured by backlog



Updated: Sep 30, 2018

# CUSTOMERS' PROFILE BY PAYMENT METHODS

TRANSFERS (MB)

9,598

15,866

15,098

22,436

100%  
90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%  
0%

2015

2016

2017

9M2018

**43%** CASH

9M2018



24% DOMESTIC



19% INTERNATIONAL



**57%** MORTGAGE

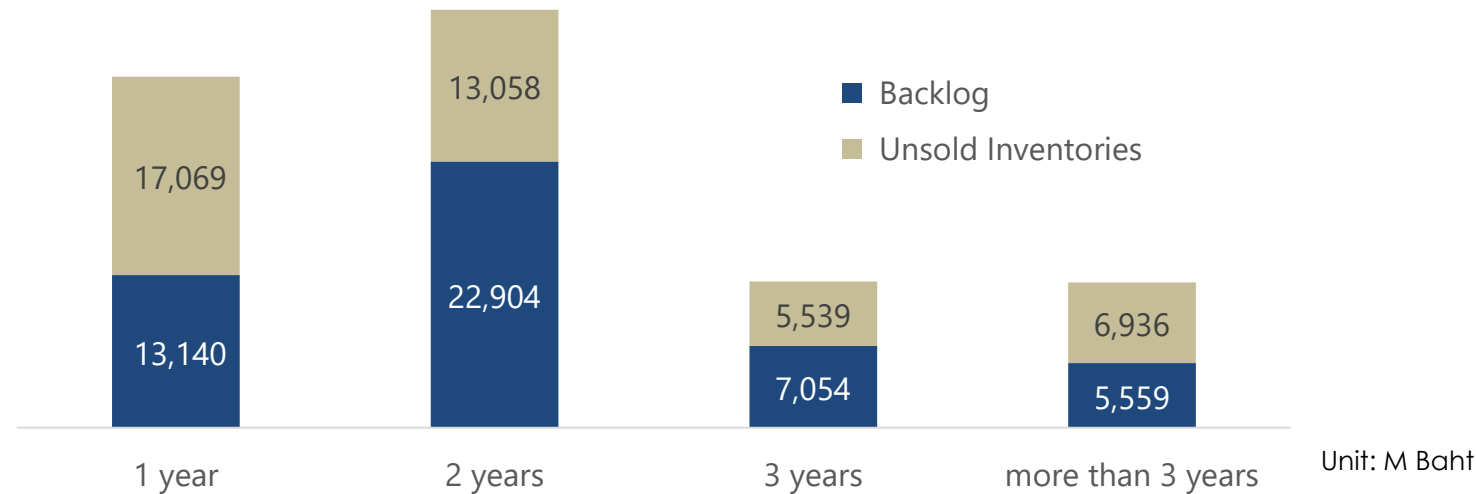
9M2018



# CONDOMINIUM SALES RATE

Condo Inventory **92.4%**

Sold Within 3 Years of launch



Note : Excluding Ashton Asoke, Condo Sales Rate of 94%

Updated: Sep 30, 2018

## CONDO UNSOLD INVENTORIES CLEARED WITHIN 3 YEARS OF LAUNCH

# NEW FUNDING

## Perpetual Bonds

Successful perpetual bonds raising of 2 billion Baht in 2018



## Common Shares

First mover to issue shares in JV structure up to 1 billion Baht with Thai President Foods Group for a strategic partner



\*3 Joint Venture Projects including Ideo Mobi Rangnam, Ideo Q Sukhumvit 36 and Ideo New Rama 9

# 3Q2018 SUMMARY

- ❖ Transfers grew 267% YoY
- ❖ Transfers beat guidance by 33%
- ❖ Net Profit grew 67% QoQ and 593% YoY
- ❖ Net Profit Margin rose from 5% to 36% YoY
- ❖ Presales beat guidance by 5%
- ❖ Big backlog – 49 Bn Baht
- ❖ Successful launches
- ❖ Ideo Sukhumvit 93 transferred ahead schedule of the fourth quarter
- ❖ Successful issuance of perpetual bonds and common shares in JV



# RECURRING INCOME

INCREASE RECURRING INCOME  
OVER 5 YEARS

1,700  
MILLION BAHT

2022  
REVENUE

2017  
FIRST SERVICED APARTMENT SITE ACQUIRED



# RECURRING INCOME: SERVICED APARTMENTS

ASCOTT  
THONGLOR



ASCOTT EMBASSY  
SATHORN



SOMERSET  
RAMA 9



LYF  
SUKHUMVIT 8



NEW PROJECT AT  
PATTAYA



PROJECT VALUE **12,000** MILLION BAHT

# NEW SERVICED APARTMENT: PATTAYA



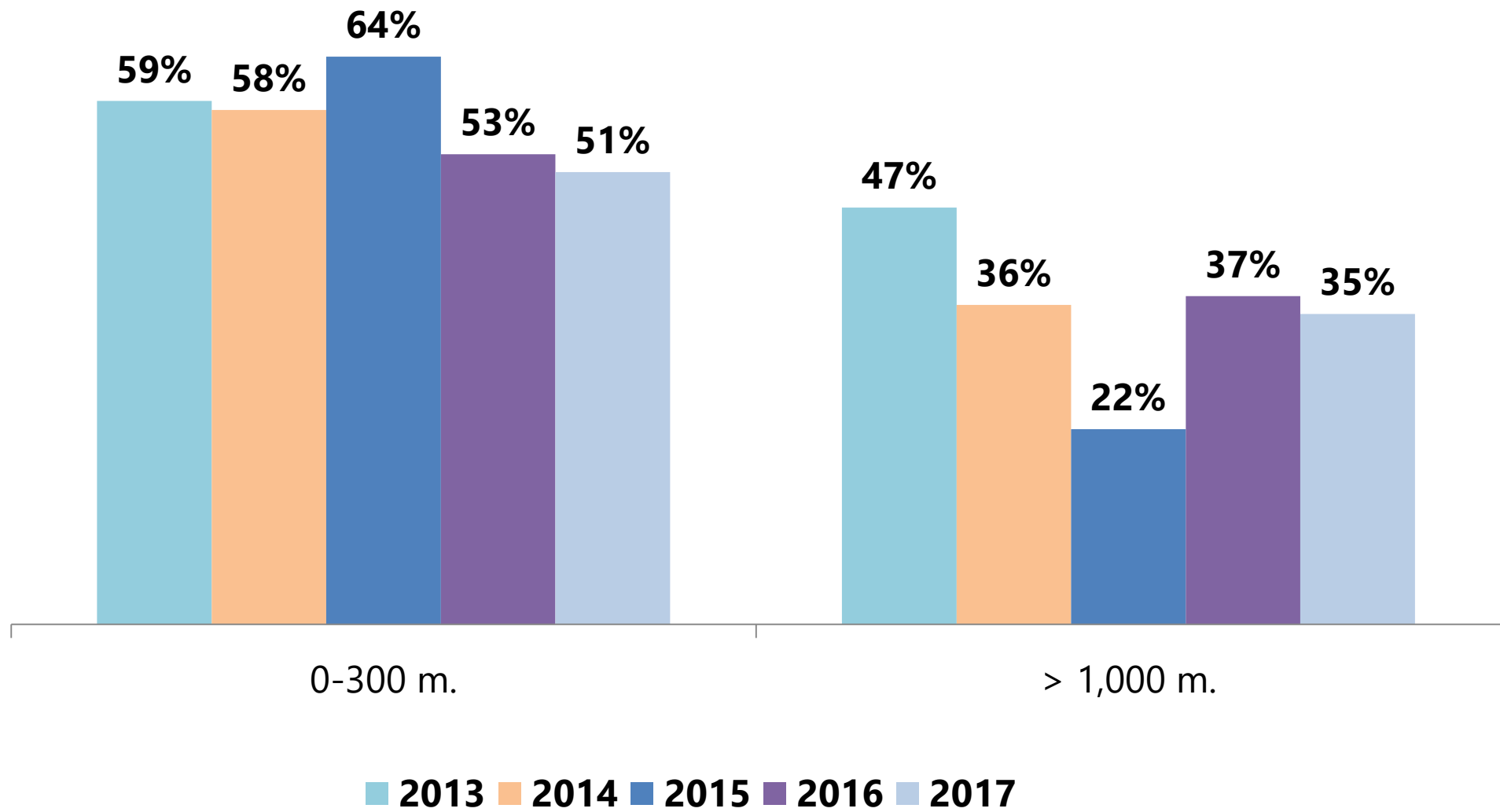
# 2018 SUMMARY

Item	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Guidance
Transfers <sup>1</sup> (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	26,000-28,000
Presales (M Baht)	21,083	20,898	26,235	25,175	34,920	34,000-36,000
Gross Profit Margin	39%	38%	40%	37%	37%	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 : <sup>1</sup> including Joint Venture with Mitsui Fudosan

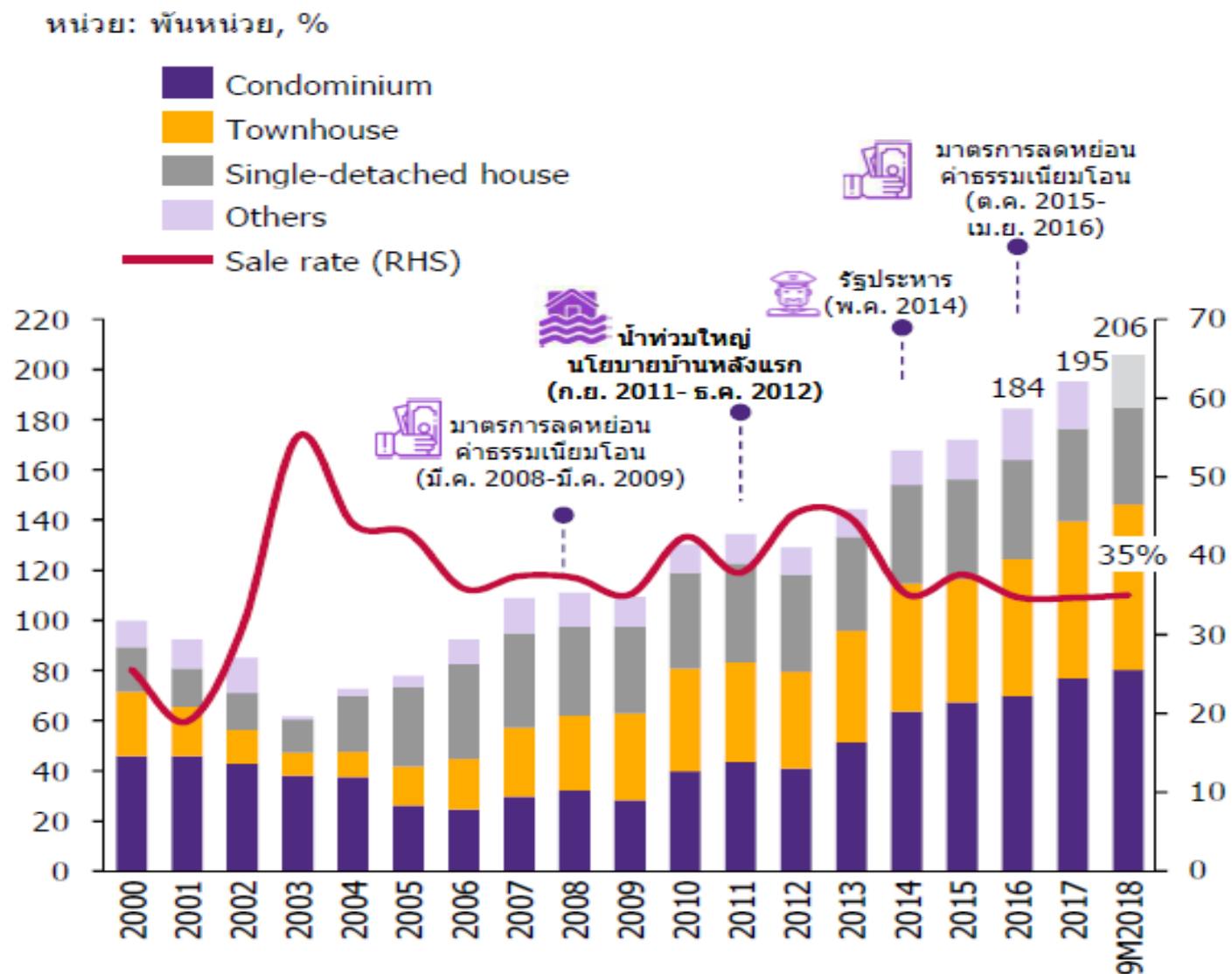
- ❖ High Government Disbursement
- ❖ Strong Bond Market
- ❖ Growing of Mass Transit System
- ❖ High level of foreign buyer interest
- ❖ Our customer group remains “cached up”
- ❖ BOT Macro Prudential Policy
- ❖ New Land Taxes Law
- ❖ Interest rate risks
- ❖ Danger of Trade War

# INITIAL TAKE UP RATE



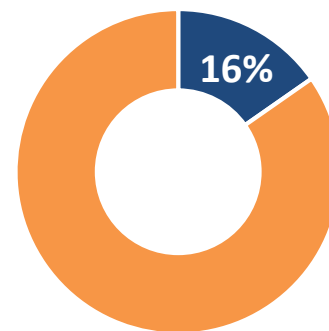
Sources: AREA

# Supply and Sales Rate Trend: Location is still a key to inventory liquidation



## Focus on condo nearby mass transit

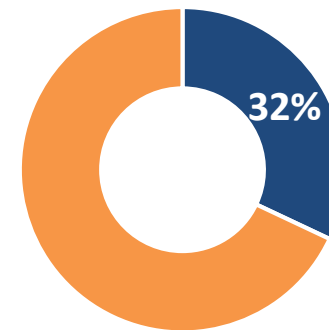
Price 1-3 M : **37,000 units**



Distance < 300M.  
**5,800 U, 16%**

Distance > 300M.  
**31,200 U, 84%**

Price >3 M : **25,000 units**



Distance < 300M.  
**8,000 U, 32%**

Distance > 300M.  
**17,000 U, 68%**

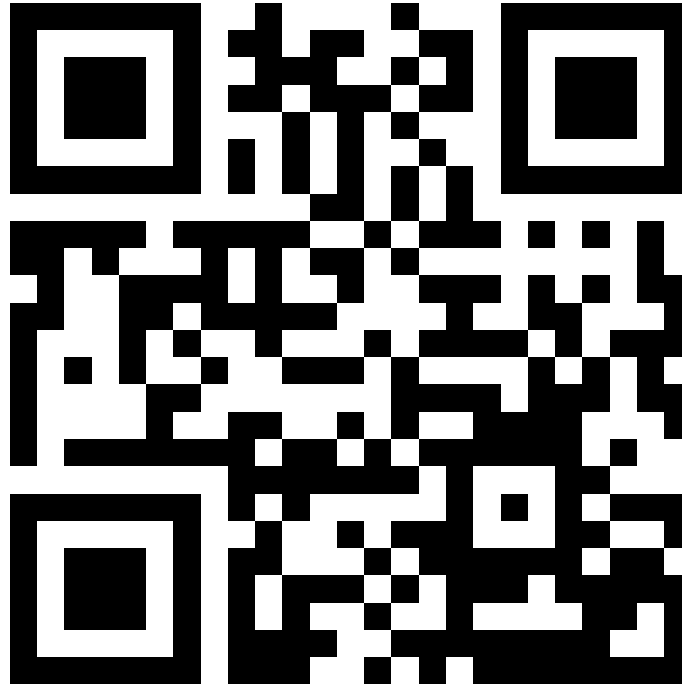
\* Unsold units by top 20 developers account for approx. 70% of total market unsold units in BMR

# ANANDA INVESTMENT PRINCIPLE

Our Product Offering Ideally Placed To Tap Demand Around Mass Transit Stations



Scan QR Code to talk to Ananda IR Chatbot



Thank You

**Contact:**

Dr. Chaiyuth Chunnahacha  
Chief Financial Officer  
Ananda Development Public Company Limited  
[chaiyuth@ananda.co.th](mailto:chaiyuth@ananda.co.th)  
+662 056 2222

Mr. Komsan Atthaphonphithak  
Senior Investor Relations Manager  
Ananda Development Public Company Limited  
[komsan@ananda.co.th](mailto:komsan@ananda.co.th)  
+662 056 2222 Mobile: +66 819 16 3755

# CURRENT PROJECTS AS OF SEPTEMBER 2018

Updated: Sep 30, 2018

Project	Launched	Type	Value (M Baht)	%Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
ADO: Atoll (Housing)	Feb-13	Housing	3,221	38.1%	56	1,993	36.4%
AD18: Ashton Asoke (JV)	Sep-14	Condo	6,719	74.9%	1,725	1,684	49.3%
AD17: Ideo Q Siam-Ratchathewi (JV)	Sep-14	Condo	3,863	84.6%	342	596	75.7%
AD16: Ideo Mobi Wongsawang-Interchange	Sep-14	Condo	1,680	54.2%	38	769	52.0%
AD18: Ashton Chula-Silom (JV)	Mar-15	Condo	8,650	87.8%	1,817	1,051	66.8%
AD17: Ashton Residence 41	Mar-15	Condo	1,942	53.6%	279	902	39.2%
AD16: Unio Charan 3	Jun-15	Condo	2,118	100.0%	-	-	100.0%
AD16: Arden 3 projects	Jun-15	Housing	2,844	96.3%	26	104	95.4%
AD17: Ideo Sukhumvit 115	Aug-15	Condo	2,805	100.0%	-	-	100.0%
AD18: Q Chidlom (JV)	Aug-15	Condo	3,092	77.8%	547	686	60.1%
AD17: Ideo O2 (JV)	Aug-15	Condo	5,123	75.6%	811	1,249	59.8%
AD17: Ideo Mobi Bangsue Grand Interchange (JV)	Nov-15	Condo	2,475	50.6%	41	1,222	49.0%
AD18: Ashton Silom (JV)	Nov-15	Condo	6,118	67.5%	4,129	1,988	-
AD17: Ideo Tha Phra Interchange (JV)	Feb-16	Condo	2,782	55.5%	40	1,238	54.1%
AD17: Unio Sukhumvit 72	Jul-16	Condo	1,565	96.1%	46	61	93.2%
AD17: Unio Rama2-Thakham	Jul-16	Condo	988	84.4%	51	154	79.3%
AD18: Venio Sukhumvit 10	Sep-16	Condo	881	81.2%	126	166	66.9%
AD18: Ideo Mobi Asoke (JV)	Sep-16	Condo	3,331	78.7%	2,620	710	-
AD18: Ideo Sukhumvit 93 (JV)	Oct-16	Condo	6,360	91.1%	2,451	564	52.6%
AD18: Ideo Phaholyothin-Chatuchak (JV)	Oct-16	Condo	2,562	78.4%	2,008	554	-
AD18: Ideo Mobi Sukhumvit 66 (JV)	Oct-16	Condo	2,427	49.8%	1,208	1,219	-
AD18: Unio Ramkhamhaeng-Serithai	Mar-17	Condo	888	52.7%	133	420	37.8%
AD19: Unio H Tiwanon	Mar-17	Condo	788	39.7%	313	475	-
AD17: Artale Phattanakarn-Thonglor	Mar-17	Housing	1,673	59.7%	300	674	41.8%

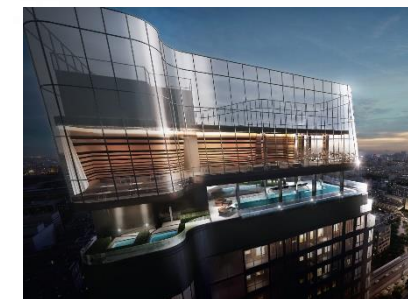


Note: JV = Joint Venture with Mitsui Fudosan

# CURRENT PROJECTS AS OF SEPTEMBER 2018 (CONT.)

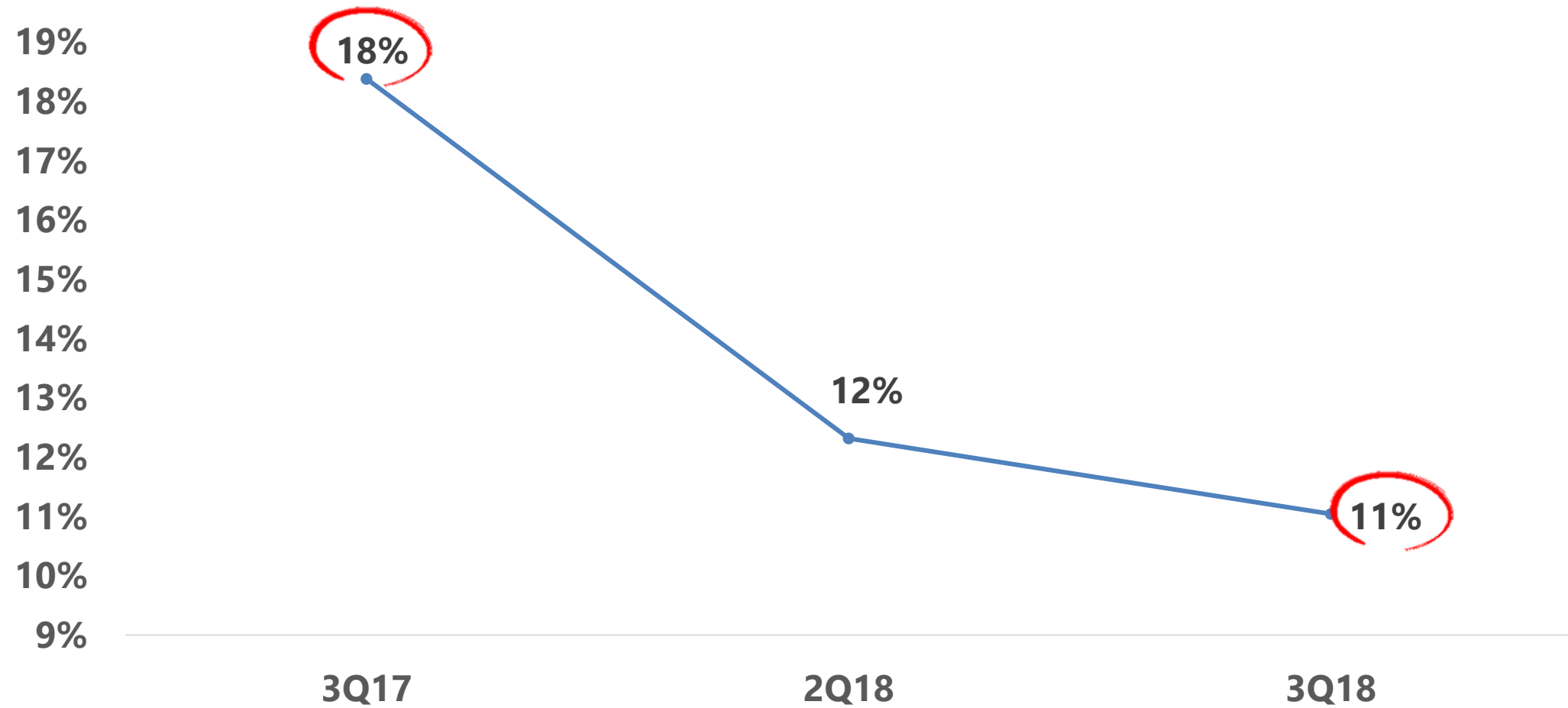
Project	Launched	Type	Value (M Baht)	% Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
AD19: Ideo Q Victory (JV)	Jun-17	Condo	3,208	97.9%	3,142	67	-
AD20: Ashton Asoke-Rama 9 (JV)	Jun-17	Condo	6,514	77.1%	5,019	1,495	-
AD20: Ideo Q Sukhumvit 36 (JV)	Jun-17	Condo	4,318	56.3%	2,432	1,887	-
AD19: Ideo New Rama 9 (JV)	Jun-17	Condo	3,001	71.7%	2,153	849	-
AD19: Elio Del Nest (JV)	Jun-17	Condo	5,110	43.7%	2,235	2,875	-
AD17: Unio Town Lumlukka Klong 4	Jun-17	Housing	947	23.5%	26	724	20.7%
AD17: Airi Rama 5-Ratchaphruek	Jul-17	Housing	795	31.8%	74	542	22.4%
AD18: Artale Kaset-Nawamin	Aug-17	Housing	1,658	4.8%	47	1,579	2.0%
AD17: Atoll Wongwaen-Lumlukka	Sep-17	Housing	803	20.7%	22	637	18.0%
AD19: Ideo Mobi Sukhumvit 40	Sep-17	Condo	2,076	41.9%	870	1,206	-
AD19: Ideo Mobi Rangnam (JV)	Sep-17	Condo	2,390	39.4%	941	1,450	-
AD19: Elio Del Moss (JV)	Nov-17	Condo	3,433	41.1%	1,413	2,020	-
AD21: Ideo Mobi Rama 4	Nov-17	Condo	5,031	42.3%	2,127	2,903	-
AD19: Ideo Sathorn-Wongwian Yai (JV)	Mar-18	Condo	2,573	53.1%	1,368	1,206	-
AD19: Unio Sukhumvit 72 Phase 2	Mar-18	Condo	1,801	52.9%	953	848	-
AD20: Ideo Rama 9-Asoke (JV)	Jun-18	Condo	6,676	86.2%	5,752	924	-
AD18: Unio Town Phetkasem 110	Jun-18	Housing	409	23.6%	43	312	13.1%
AD20: Ideo Ratchada-Sutthisan (JV) <sup>1</sup>	Sep-18	Condo	1,721	33.7%	580	1,141	-
AD20: Elio Sathorn-Wutthakat (JV)	Sep-18	Condo	3,403	16.1%	546	2,856	-
AD18: Unio Town Srinakarin-Bangna	Sep-18	Housing	889	9.6%	62	803	2.6%
AD18: Unio Town Suanluang-Patthanakan	Sep-18	Housing	628	5.7%	36	593	-
AD18: Airi Rama 2	Sep-18	Housing	1,023	0.9%	10	1,013	-
AD19: Airi Chaengwatthana	Sep-18	Housing	1,145	5.4%	61	1,084	-
AD20: Ideo Mobi Sukhumvit Eastpoint (JV) <sup>2</sup>	Nov-18	Condo	5,573	7.2%	402	5,170	-
<b>Grand total</b>			<b>140,018</b>		<b>49,419</b>	<b>52,659</b>	

Updated: Sep 30, 2018

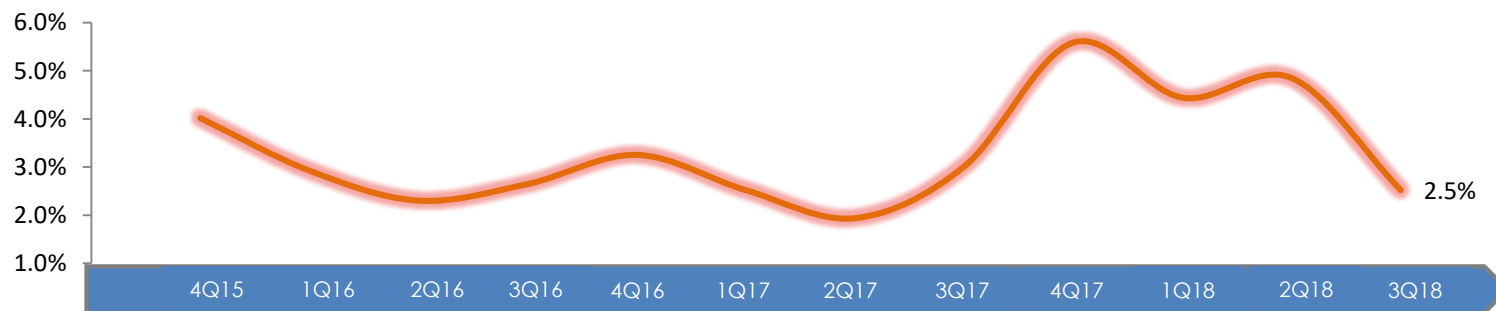
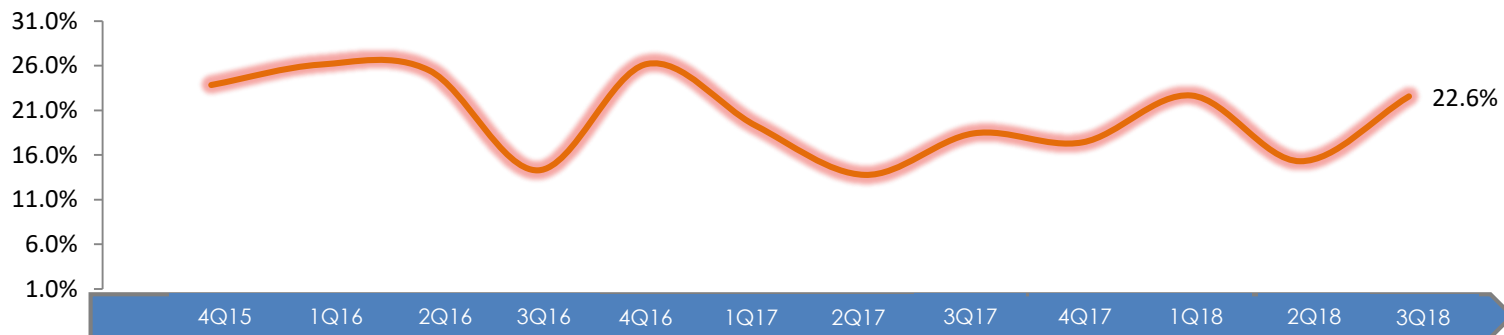
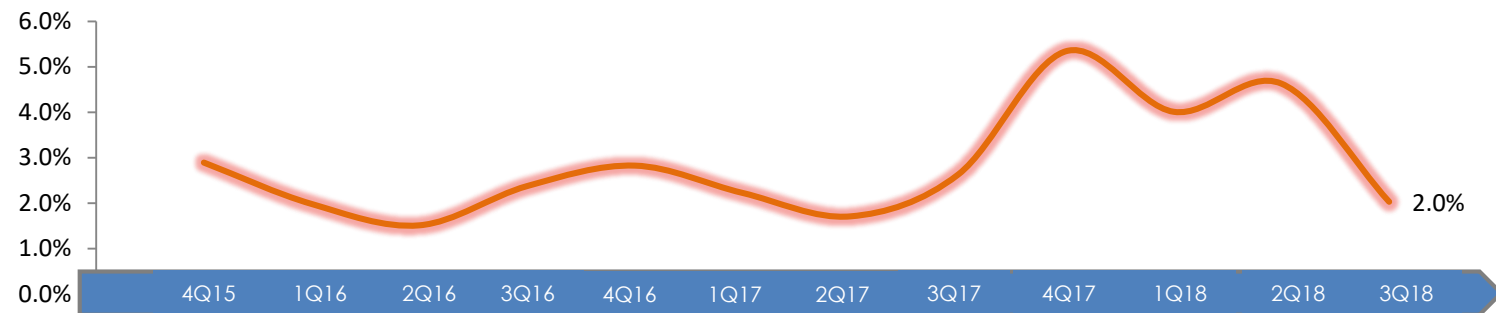


Note: JV = Joint Venture with Mitsui Fudosan  
<sup>1</sup> International sales to be recorded Q4  
<sup>2</sup> International sales sold in Q3 and launched in Q4

# % SG&A TO REVENUE INCLUDING TRANSFER SHARE IN JV



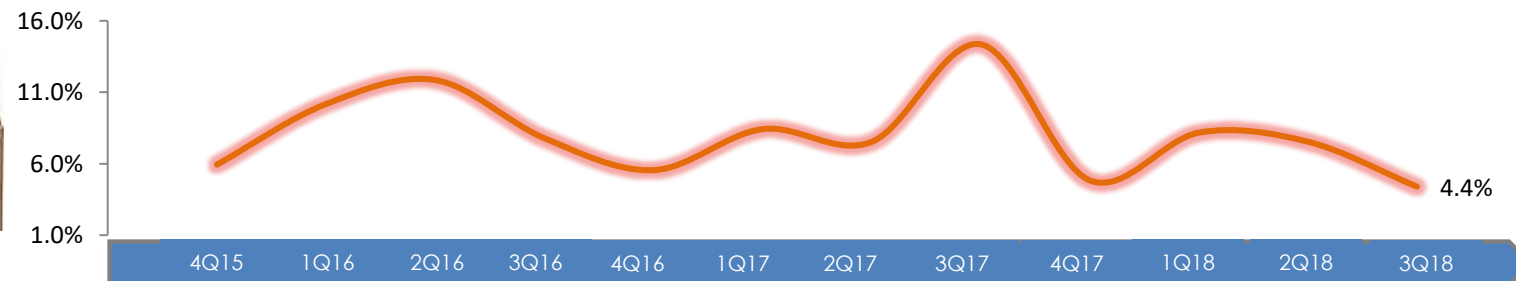
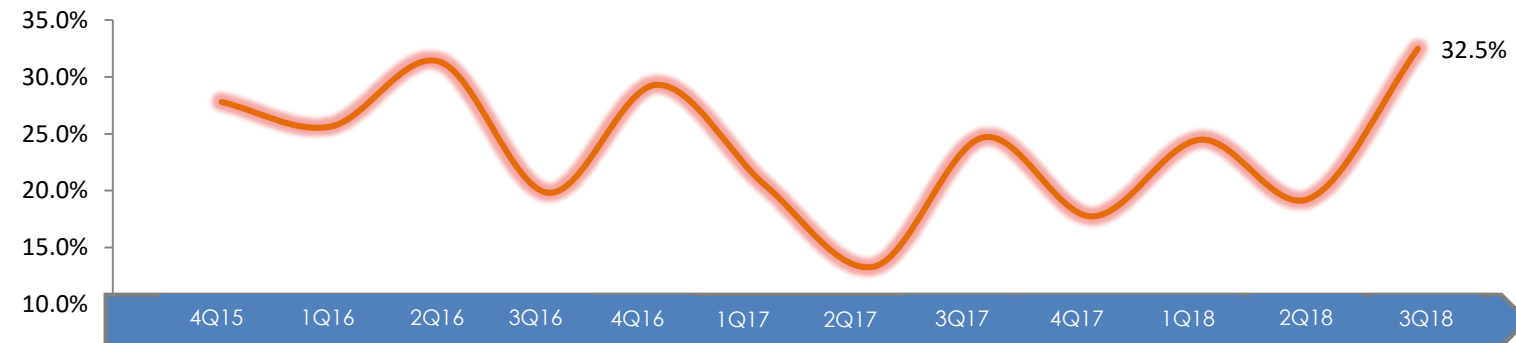
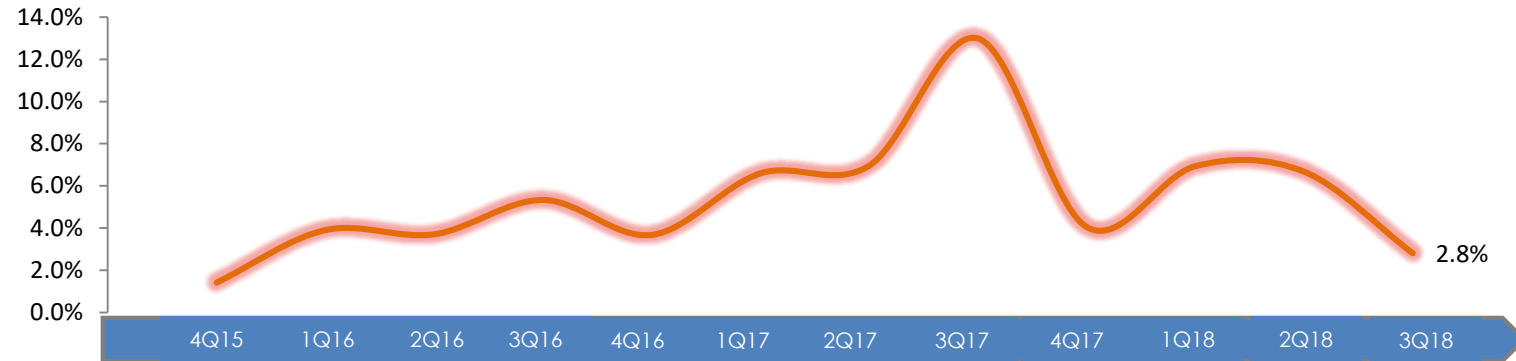
# CANCELLATION RATES: NORMAL RANGE



Note: % Cancellation Rates are calculated by cancelled value divided by beginning backlog + presales

Updated: Sep 30, 2018

# MORTGAGE REJECTION RATES : NORMAL RANGE



Note: % Mortgage Rejection Rates are shown by units

Updated: Sep 30, 2018

# Company Background



# Overview Of Ananda Development

- ✓ Listed in the Stock Exchange of Thailand, SET100 index company.
- ✓ Highest condo launches in Thailand for 2017.
- ✓ Multiple award winner including Mipimasia, Think of Living
- ✓ Awarded Outstanding Achievement in Investor Relations at 2014 & 2016 and IR of the Year 2016 at SET Awards
- ✓ In 2017, Awarded Excellence in Investor Relations for Real Estate Sector in South East Asia from IR Magazine and Outstanding Achievement in IR at SET Awards
- ✓ In 2018, Awarded Outstanding in Investor Relations Awards (Real Estate Sector), by The Stock Exchange of Thailand

Strong Portfolio of Brands	
Categories	Brands
Luxury	ASHTON
High-end	
Premium value	VENIO
Up-scale	VERVE  MOB
Mid-range	
Low-range	ELIO
Super value-range	UNIO

ANAN is a leading real estate developer with a unique product mix and investment proposition

No.1 Condo Launches in Thailand for 2017

Project	Unit Launches (M Baht)
ANAN	~37,000
SIRI	~28,000
AP	~25,000
SPALI	~21,000
PSH	~20,000
LPN	~15,000
SC	~2,000
LH	~1,000
QH	~1,000

Note: Anan and BLS Research

# Key Company Milestones

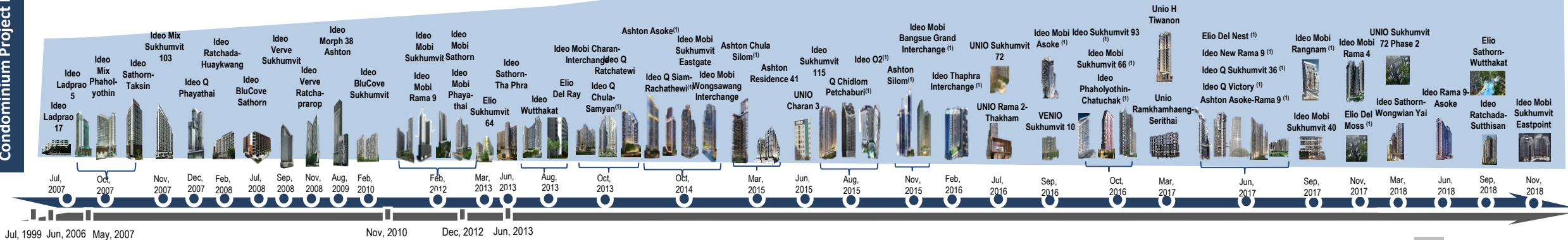
Condo Launched

60 Projects ~44,200 Units

Value ~178,500 M Baht

ANAN's project developments by launch date  
Cumulative number of units launched by ANAN

Condominium Project Development Timeline



Jul, 1999 Jun, 2006 May, 2007

Nov, 2010 Dec, 2012 Jun, 2013

**Jul, 1999**  
ANAN was established  
Engages in the real estate business of developing landed housing projects

**Jun, 2006**  
Started ADO<sup>(2)</sup>, JV company with Pramerica  
Develop landed housing projects around Suvarnabhumi Airport

**May, 2007**  
Started AD2<sup>(3)</sup>, JV company with Pramerica  
Develop condominiums close to mass transit stations

**Nov, 2010**  
Acquired the remaining stake in AD2 from Pramerica

**Dec, 2012**  
IPO Raised THB5.6 bn

**Dec, 2012**  
Acquired the remaining stake in ADO from Pramerica

**Jun, 2013**  
Started JV company with Mitsui Fudosan  
Develop condominiums close to mass transit stations

6 Years Before IPO in Dec 12

Condo Launched  
~8,000 Units

5 Years After IPO

Condo Launched  
~33,500 Units

Company Milestones

Source: Ananda Development PCL.

Note:

1. Projects under JV company with Mitsui Fudosan
2. Refers to Ananda Development One.
3. Refers to Ananda Development Two.

# Ananda Innovation Company



Cash Convenience Creative Casual Control Connect

## Marketing Innovation

- Mass Transit Location
- Target Gen C
- Marketing including distance
- Switch marketing to social media
- Target bloggers



## Design Innovation

- Smaller unit size
  - First 35 sqm
  - First 21 sqm (Innovate wide units)
- Several design firsts (270 degree glass, smart furniture etc.)
  - ✓ Better common facilities for price range
  - ✓ Double volume space all unit - Morph38
  - ✓ Starbucks / True Coffee in every building - Q Phayathai
  - ✓ Max Valu in every building
  - ✓ First TCDCS
  - ✓ Indoor outdoor space
  - ✓ Smart Furniture - Mix103
  - ✓ Unique facade design - All Ideo



## Financial Innovation

- First to market Remminbi Perpetual Security
- First Thai Baht Perpetual Security by Real Estate
- Introduction of Securitization in JV SPV

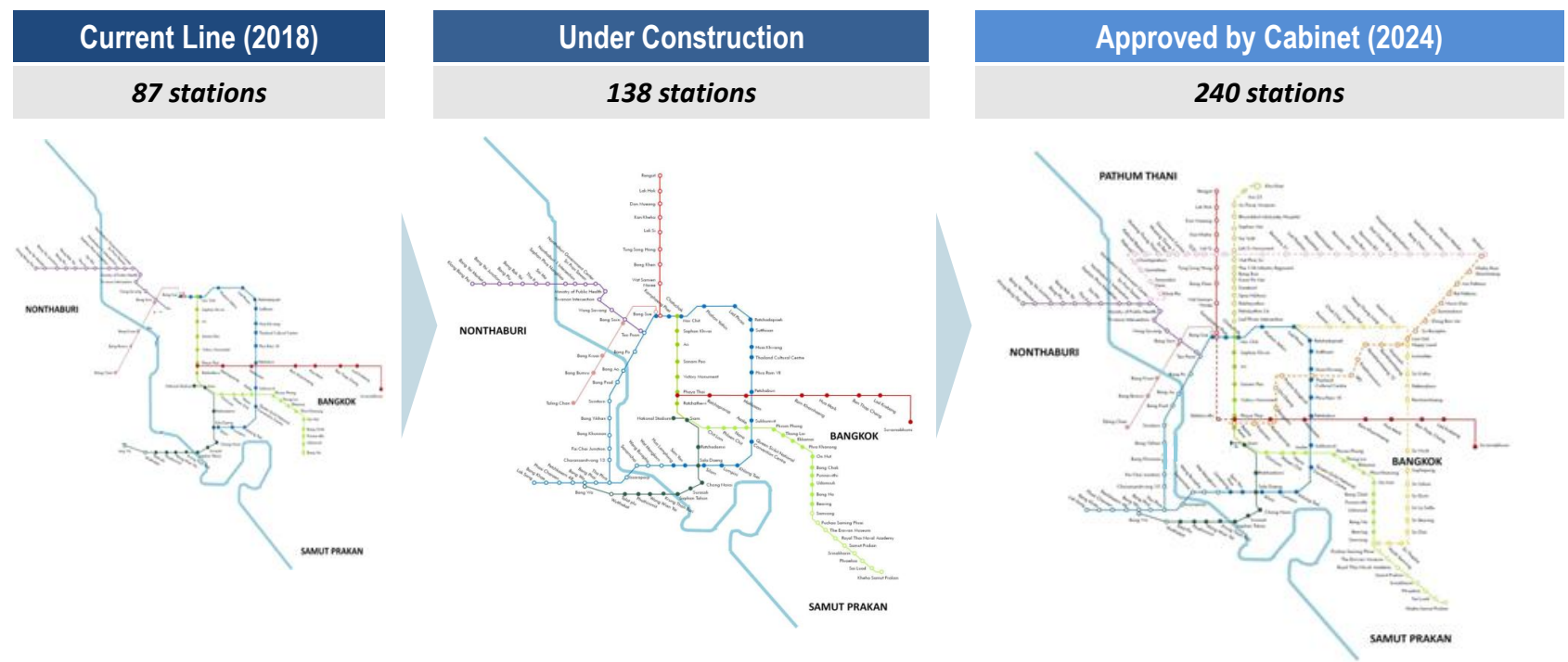


## Strategic Innovation

- Partnership with large Japanese developer
- Introduction of Keiretsu supply chain management
- Introduction of TQPMS
- Introduction of BIM
- Introduction of Samsung Smart Things

# Thailand's Mass Transit Infrastructure Rollout

Bangkok's mass transit network is expected to expand significantly from a present 87 stations to 240 stations in 2024



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

# Thailand's Mass Transit Infrastructure Rollout (Cont'd)

New stations being developed providing additional development opportunities



12 years Plan (2029)

316 stations

Bangkok's mass transit network is expected to expand significantly from 87 stations in 2018 to 316 stations in 2029

Source: MRTA and Market Intelligence

# Our Product Offering Ideally Placed To Tap Demand Around Mass Transit Stations



1. Condominium projects located within 300 meters from a mass transit railway station as defined by CBRE Research and Consulting.
2. Condominium projects located within 301 meters to 600 meters from a mass transit railway station as defined by CBRE Research and Consulting.

- 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-Samyai<sup>(1)</sup>**  
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
- 12 Ideo Ladprao 17**  
Launch Date: Jul 07  
No. of units: 339  
Distance from BTS/MRT: Next to
- 13 Ideo Ratchada-Huaykwang**  
Launch Date: Feb 08  
No. of units: 398  
Distance from BTS/MRT: Next to

- 14 Ideo Q Ratchatewi**  
Launch Date: Oct 13  
No. of units: 323  
Distance from BTS/MRT: 300m
- 15 Ideo Mobi Rama 9**  
Launch Date: Feb 12  
No. of units: 703  
Distance from BTS/MRT: 80m
- 16 Ideo Verve Ratchaprarop**  
Launch Date: Nov 08  
No. of units: 447  
Distance from BTS/MRT: 10m
- 17 Ideo Morph 38**  
Launch Date: Aug 09  
No. of units: 341  
Distance from BTS/MRT: 300m
- 18 Ideo Verve Sukhumvit**  
Launch Date: Sep 08  
No. of units: 490  
Distance from BTS/MRT: Next to
- 19 Ideo Mobi Sukhumvit**  
Launch Date: Feb 12  
No. of units: 935  
Distance from BTS/MRT: 32m
- 20 Ideo Mix Sukhumvit 103**  
Launch Date: Nov 07  
No. of units: 1,172  
Distance from BTS/MRT: Next to
- 21 Ideo BluCove Sukhumvit**  
Launch Date: Feb 10  
No. of units: 421  
Distance from BTS/MRT: 30m
- 22 Elio Sukhumvit 64**  
Launch Date: Mar 13  
No. of units: 962  
Distance from BTS/MRT: 600m
- 23 Elio Del Ray**  
Launch Date: Aug 13  
No. of units: 1,630  
Distance from BTS/MRT: 600m
- 24 Ideo Mobi Sukhumvit Eastgate**  
Launch Date: Sep 14  
No. of units: 844  
Distance from BTS/MRT: 150m

- 25 Ideo Mobi Wongsawang Interchange**  
Launch Date: Sep 14  
No. of units: 559  
Distance from BTS/MRT: 20m
- 26 Ideo Q Siam Ratchathewi**  
Launch Date: Sep 14  
No. of units: 550  
Distance from BTS/MRT: 390m
- 27 Ashton Asoke**  
Launch Date: Sep 14  
No. of units: 783  
Distance from BTS/MRT: 20m
- 28 Ashton Chula-Silom**  
Launch Date: Mar 15  
No. of units: 1,181  
Distance from BTS/MRT: 180m
- 29 Ashton Residence 41**  
Launch Date: Mar 15  
No. of units: 79  
Distance from BTS/MRT: 580m
- 30 UNIO Charan 3**  
Launch Date: Jun 15  
No. of units: 1,932  
Distance from BTS/MRT: 900m
- 31 Ideo Sukhumvit 115**  
Launch Date: Aug 15  
No. of units: 1,000  
Distance from BTS/MRT: 0m
- 32 Q Chidlom Petchaburi**  
Launch Date: Aug 15  
No. of units: 352  
Distance from BTS/MRT: 650m
- 33 Ideo O2**  
Launch Date: Aug 15  
No. of units: 1,564  
Distance from BTS/MRT: 300m
- 34 Ashton Silom**  
Launch Date: Nov 15  
No. of units: 424  
Distance from BTS/MRT: 350m

## Condominium Developments Are Strategically Located Along The Mass Transit Network



- 39 Venio Sukhumvit 10**  
Launch Date: Sep 16  
No. of units: 162  
Distance from BTS/MRT: 650m
- 40 Ideo Mobi Asoke**  
Launch Date: Sep 16  
No. of units: 507  
Distance from BTS/MRT: 290
- 41 Ideo Mobi Sukhumvit 66**  
Launch Date: Oct 16  
No. of units: 298  
Distance from BTS/MRT: 50m
- 42 Ideo Phaholyothin-Chatuchak**  
Launch Date: Oct 16  
No. of units: 298  
Distance from BTS/MRT: 150m
- 43 Ideo Sukhumvit 93**  
Launch Date: Oct 16  
No. of units: 1,332  
Distance from BTS/MRT: 15m
- 44 Unio Ramkhamhaeng-Serithai**  
Launch Date: Mar 17  
No. of units: 700  
Distance from BTS/MRT: 1.5 km
- 45 Unio H Tiwanon**  
Launch Date: Mar 17  
No. of units: 378  
Distance from BTS/MRT: 100m
- 46 Ideo Q Victory**  
Launch Date: Jun 17  
No. of units: 348  
Distance from BTS/MRT: 0
- 47 Ashton Asoke-Rama 9**  
Launch Date: Jun 17  
No. of units: 595  
Distance from BTS/MRT: 230
- 48 Ideo Q Sukhumvit 36**  
Launch Date: Jun 17  
No. of units: 449  
Distance from BTS/MRT: 450

- 49 Ideo New Rama 9**  
Launch Date: Jun 17  
No. of units: 994  
Distance from BTS/MRT: 380
- 50 Elio Del Nest**  
Launch Date: Jun 17  
No. of units: 1,459  
Distance from BTS/MRT: 750
- 51 Ideo Mobi Sukhumvit 40**  
Launch Date: Sep 17  
No. of units: 272  
Distance from BTS/MRT: 660
- 52 Ideo Mobi Rangnam**  
Launch Date: Sep 17  
No. of units: 366  
Distance from BTS/MRT: 630
- 53 Elio Del Moss**  
Launch Date: Nov 17  
No. of units: 1,522  
Distance from BTS/MRT: 1,200
- 54 Ideo Mobi Rama 4**  
Launch Date: Nov 17  
No. of units: 486  
Distance from BTS/MRT: 0
- 55 Ideo Sathorn-Wongwian Yai**  
Launch Date: Mar 18  
No. of units: 510  
Distance from BTS/MRT: 140
- 56 Unio Sukhumvit 72 Phase 2**  
Launch Date: Mar 18  
No. of units: 992  
Distance from BTS/MRT: 600
- 57 Ideo Rama 9-Asoke**  
Launch Date: Jun 18  
No. of units: 1,232  
Distance from BTS/MRT: 450
- 58 Ideo Ratchada-Suthisan**  
Launch Date: Sep 18  
No. of units: 410  
Distance from BTS/MRT: 450

- 59 Elio Sathorn-Wutthakat**  
Launch Date: Sep 18  
No. of units: 1,161  
Distance from BTS/MRT: 470
- 60 Ideo Mobi Sukhumvit Eastpoint**  
Launch Date: Nov 18  
No. of units: 1,162  
Distance from BTS/MRT: 250

# Third Great Transformation



1

## First Great Transformation

- When Ayutthaya fell the Capital was moved to Bangkok in 1768.
- The government began building more extensive irrigation canals, which also served, along with the Chao Phraya River as the main transportation infrastructure
- The main form of housing was wooden houses on the banks of the canals



2

## Second Great Transformation

- In 1860 Bangkok built its first paved road, Charoen Krung Road.
- The dominant form of housing changed to reflect the new transportation infrastructure and switched from wooden houses on the banks of canals to become concrete houses on the edges of roads.
- Townhouses in the city and detached houses in the suburbs, all connected to roads.



3

## Third Great Transformation

- The new form of housing is steel and glass high rises in close proximity to mass transit stations.
- So now Bangkok has transformed from wooden houses lining canals, to concrete houses lining roads to steel high rises around mass transit stations.
- The Third Great Transformation can be expected to happen faster than the first two.

# 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

# CONTINUE TO BE NUMBER ONE JOINT VENTURE

**118,000** MILLION BAHT

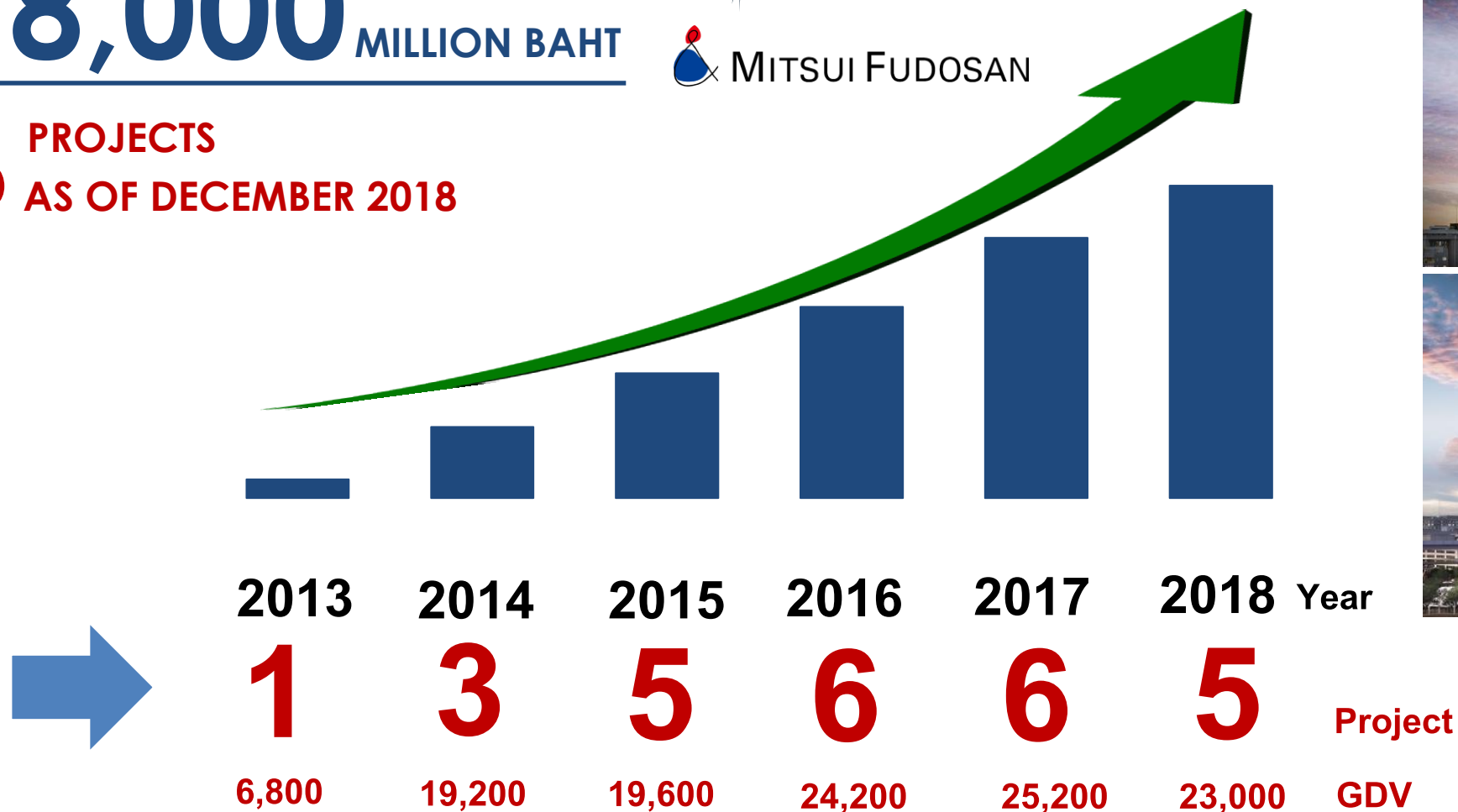
**26** PROJECTS  
AS OF DECEMBER 2018



ANANDA  
DEVELOPMENT



MITSUI FUDOSAN



# 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