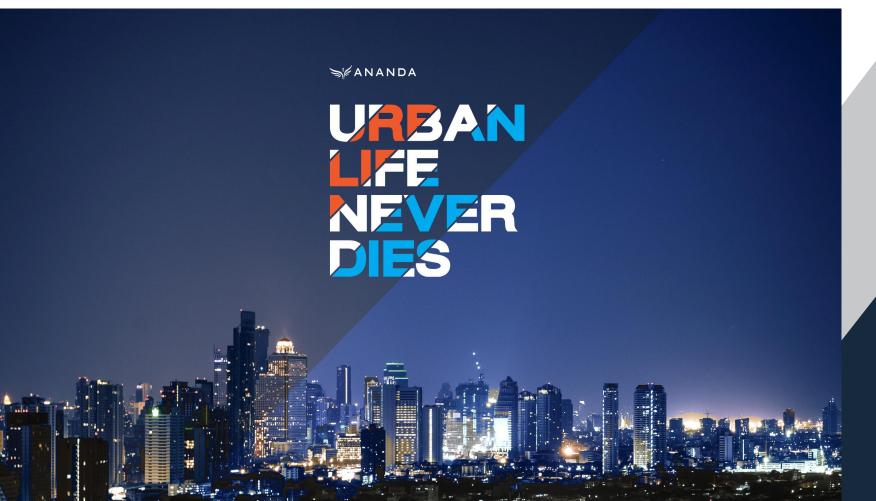
# 2020 Company Performance and 2021 Business Direction





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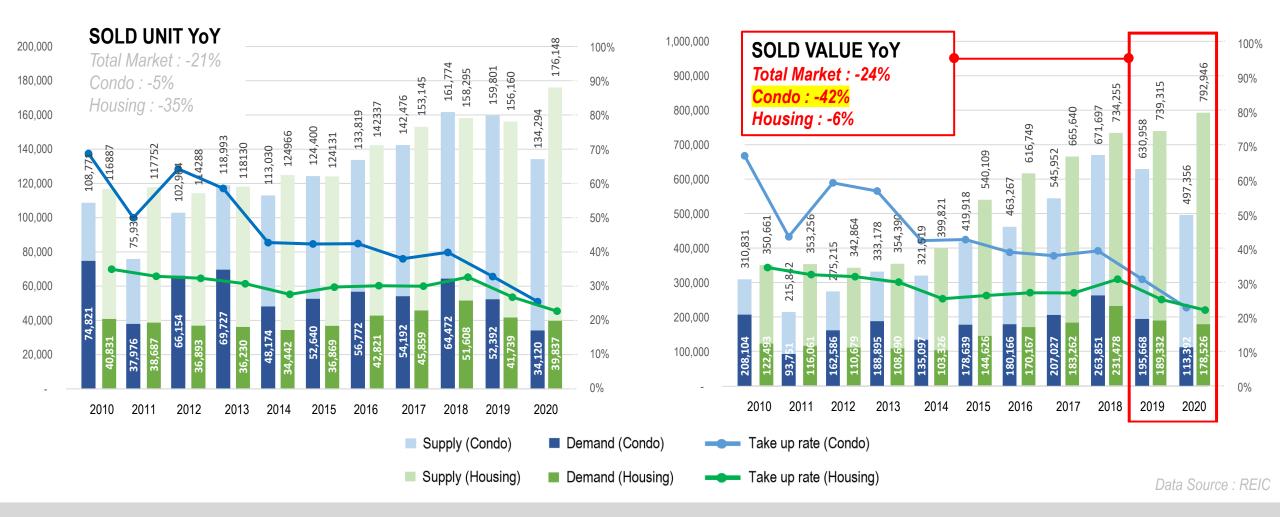


#### MARKET SITUATION

#### RESIDENTIAL MARKET (BANGKOK&GREATER BANGKOK): SOLD UNIT & SOLD VALUE TREND BY YEAR

**UNITS** 

#### **VALUE**

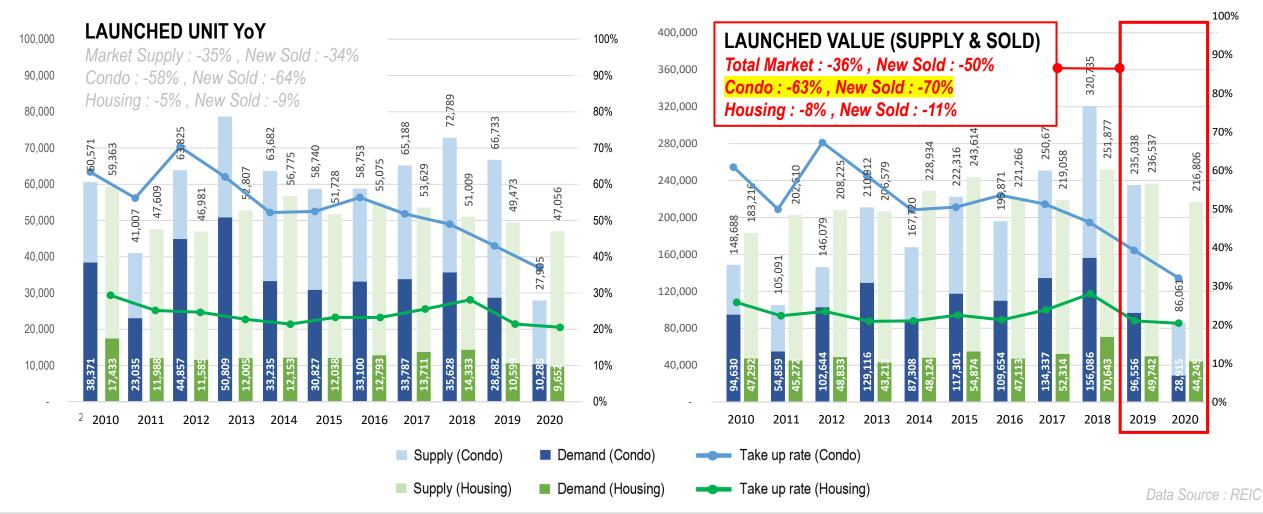




#### **MARKET SITUATION**

#### RESIDENTIAL MARKET (BANGKOK & GREATER BANGKOK ): NEW LAUNCH PROJECTS BY YEAR



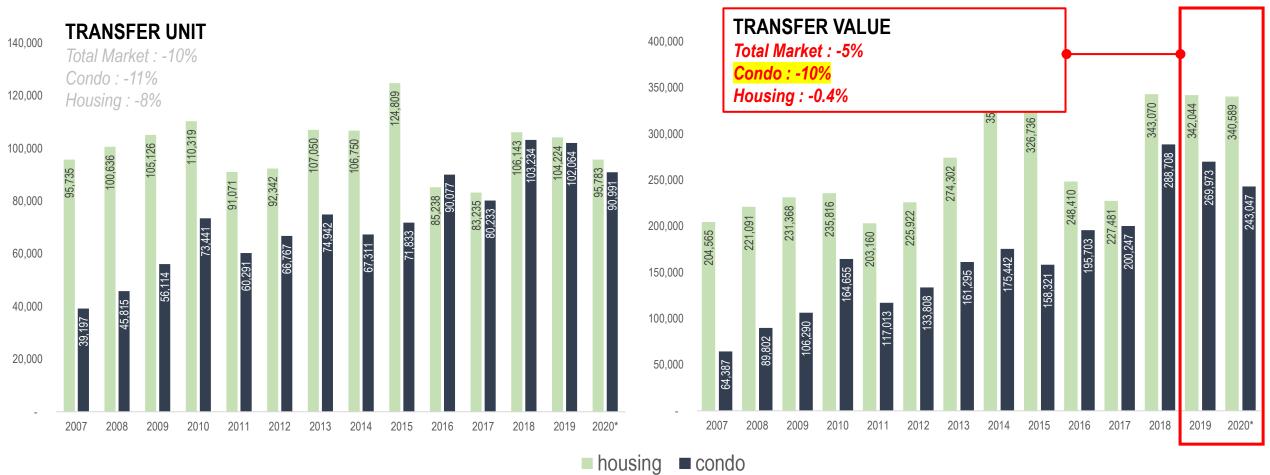




#### MARKET SITUATION

#### RESIDENTIAL MARKET (BANGKOK &GREATER BANGKOK): TRANSFER MARKET BY YEAR







Data Source: REIC

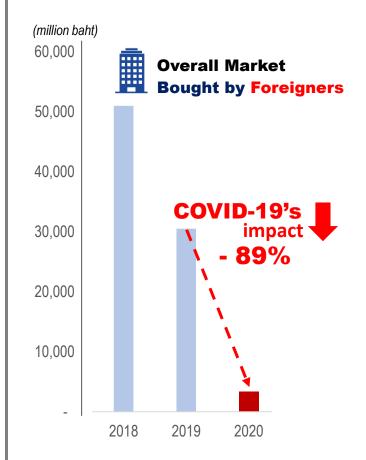
#### "TOTAL SALES" Condo decreases for 42% Housing decreases for 6% **VALUE** (million baht) 1,000,000 100% 900,000 90% 800,000 80% 671,697 665,640 630,958 616,749 700,000 70% 545,952 600,000 60% 463,267 399,821 500,000 50% 354,390 350,661 342,864 333,178 310,831 400,000 40% 300,000 30% 200,000 20% 195,668 188,895 35,097 178,639 80,166 207,027 263,851 113,39 178,526 100,000 10% 0% 2019 2020 2010 2015 2017 2018 2013 2016 Supply (Condo) Demand (Condo) Take up rate (Condo)

Demand (Housing)

Take up rate (Housing)

#### **PERFORMANCE: BOUGHT BY FOREIGNERS**

# >> Situation of Sales of Condominiums by Foreigners in BMR



2018 : ไม่มี LTV มี demand ต่างชาติ

2019 : มี LTV แต่มี demand ต่างชาติ

2020 : COVID

2021: "....."

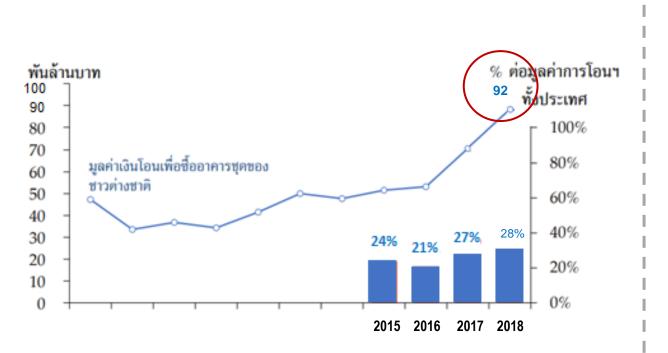
	Bought by F		
	Units	Value	
2020	1,017	3,379	
2019	6,557	30,516	
2018	8,970	51,007	
Decrease (%)	-84%	-89%	YOY 2019-2020
Decrease (%)	-89%	-93%	YOY 2018-2020





Supply (Housing)

# มูลค่าและสัดส่วน การโอนกรรมสิทธิ์อาคารชุดชาวต่างชาติ

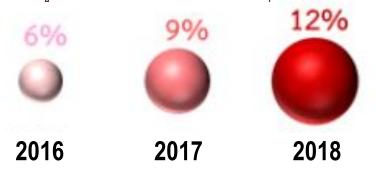


# มูลค่าเงินโอนจากต่างชาติเพื่อซื้ออาคารชุดไทย (ตามประเทศหรือสัญชาติ)



หมายเหตุ: มูลค่าเงินโอนเพื่อซื้ออาคารซุดของชาวต่างชาติ คำนวณจากมูลค่าการขายเงินตราต่างประเทศเพื่อ จ่ายเงินดาวน์หรือซื้ออาคารชุด และมูลค่าการถอนเงินจากบัญชีเงินบาทของบุคคลที่มีถิ่นที่อยู่นอกประเทศเพื่อซื้ออาคารชุด ที่มา ธนาคารแห่งประเทศไทย

> สัดส่วนมูลค่าเงินโอนเพื่อซื้ออาคารชุดไทย**ของชาวจีน** เทียบมูลค่าการโอนกรรมสิทธิ์อาคารชุดทั่วประเทศ



Data Source: REIC&BOT







# 2020 PERFORMANCE

	TRANSFER	PRESALES			
TOTAL 2020 (CONDO & HOUSING)	18,345 mb.	17,495 mb.			
E CONDO	16,854 mb. (92%)	15,074 mb. (86%)			
# HOUSING	1,491 mb. (8%)	2,421 mb. (14%)			



## **Transfer Target 2020: 7 New Projects were Transferred in 2020**





# THE LATEST >9,000 mb. COMPLETED PROJECTS >9,000 Transfer in 2020

























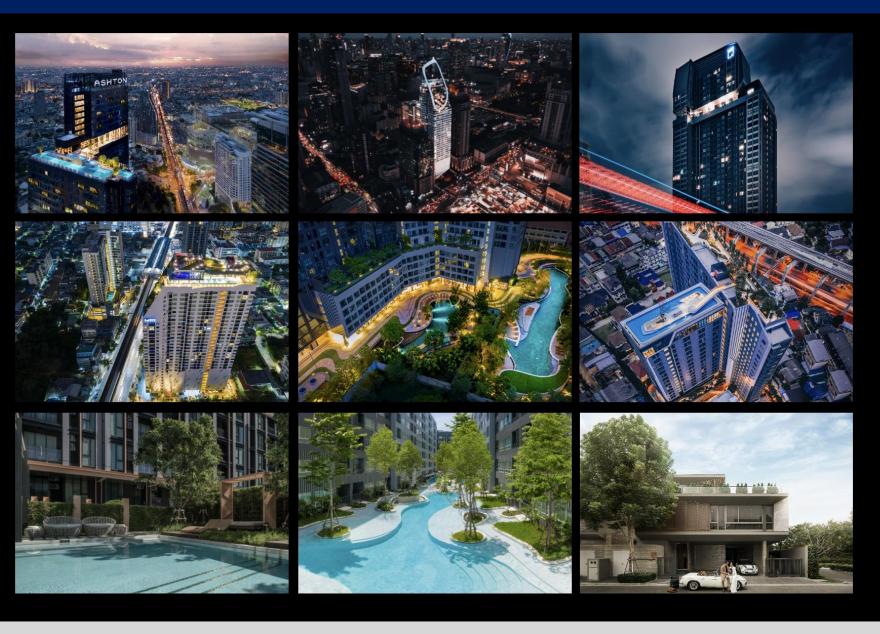




**TRANSFER IN Q1** 

**TRANSFER IN Q3** 

## 2020 SUCCESS: 9 PROJECTS SOLD OUT



# 9 PROJECTS SOLD OUT

TOTAL VALUE 31,578 MB







# SURE "เราใส่ใจ... คุณภาพชีวิต"





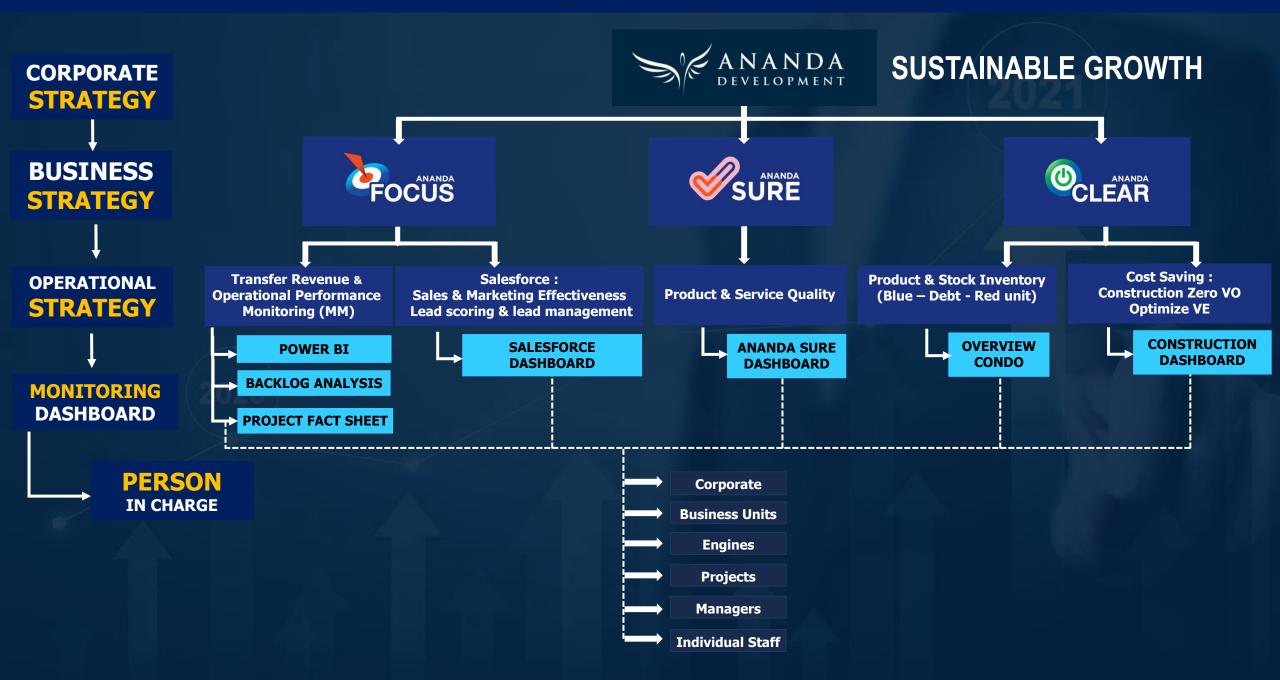




# PRODUCT & SERVICES QUALITY



#### **2021: OPERATION STRATEGY**





#### **TRANSFER**

16,008 mb.

CONDO **14,000 mb.** 

HOUSING **2,008** mb.

### **PRESALES**

18,570 mb.

CONDO 16,451 mb.

ноизім**д 2,119 mb.** 

# **NEW LAUNCH**

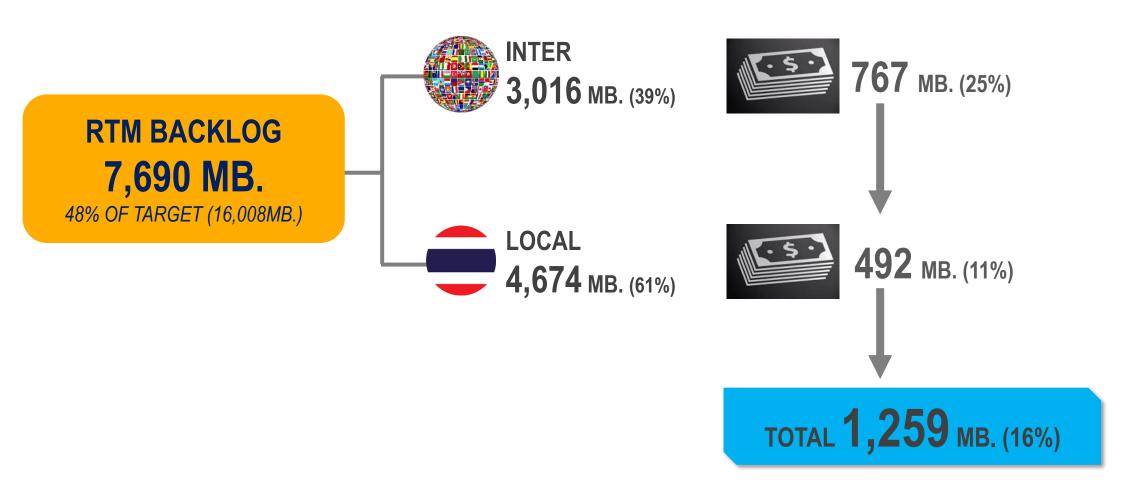
24,422 mb.

5 NEW CONDO PROJECTS

- SAPHAN KHWAI
- THONGLOR
- LAM SALI

- SAMYAN
- SUKHUMVIT 38

#### BACKLOG: 48% SECURED IN 2021 WITH PAYMENT RECEIVED 1,259 MB.



Data as of 31 Dec 2020



#### **CORPORATE: TRANSFER MAP 2021**





#### **CONDOMINIUM: TRANSFER MAP 2021**



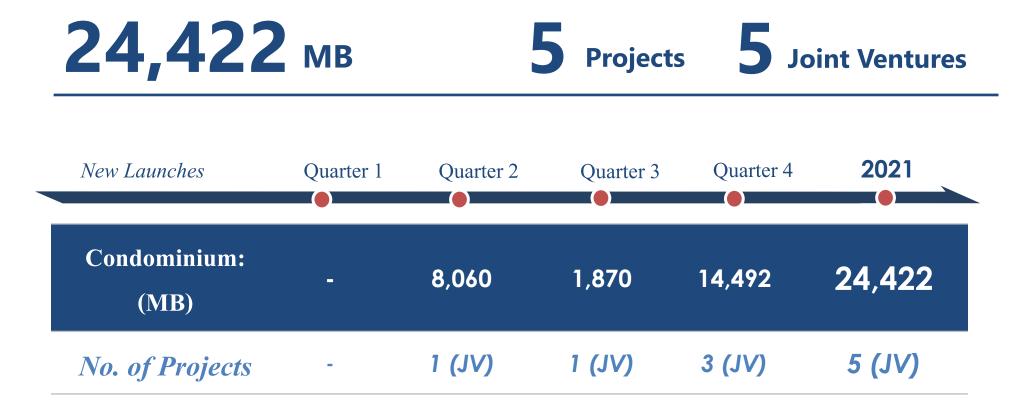


#### **HOUSING: TRANSFER MAP 2021**





## 2021 Launch Target: 5 Projects are to be Launched





#### Potential Launched Projects: 9 Projects to be launched in 2021-2022

5 NEW CONDO LAUNCHES

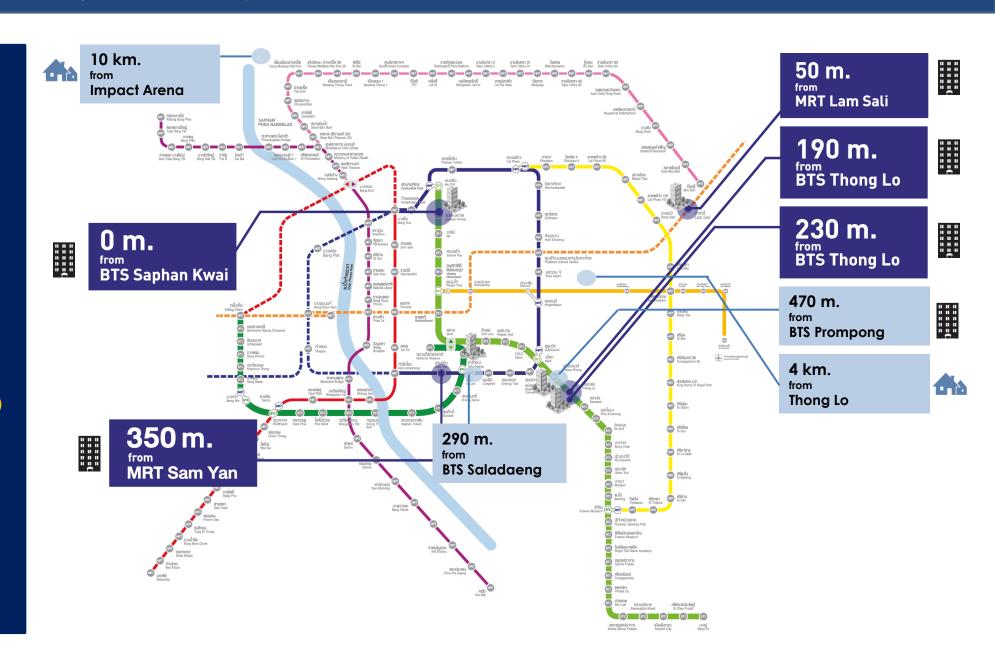
TOTAL PROJECT VALUE

24,422 MB.

PROJECTS TO BE LAUNCHED IN 2022

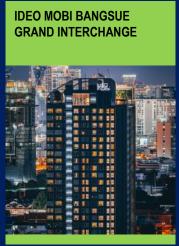
TOTAL PROJECT VALUE

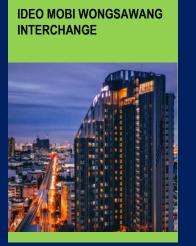
11,000 MB.

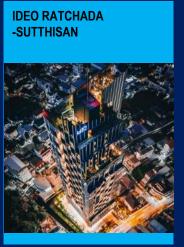


# SHORT - TERM PLAN 2021 : 9 PROJECTS CLOSING IN 2021



















TOTAL CASH RECEIVE APPX. 2,500 MB.

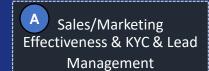
# 5. Operation Strategy





#### **OPERATIONAL INTELLIGENT PLATFORM**







Transfer & Operational Performance : MM





Product & Service Quality





Cost Saving : Construction Zero VO / Optimize VE



Blue Unit On Shelf (Blue/Debt/Red Unit)















**Win-back Analytics** 



**Backlog Analytics** 



Factor & Correlation analysis



Factor & Correlation analysis



Lead managementFunnel analytic

Lead prioritization



RTM Transfer projection (cycle time)



Proactive alert & notification



Proactive alert & notification



**Retarget analytic** 

(scoring)

- RFM segmentation
- Ads targeting



**2021 SUMMARY** 

# URBAN LIFE NEVER DIES

**READY TO MOVE** 

35 PROJECTS: BEST LOCATION | BEST PRICE | BEST OFFER

TRANSFER TARGET

16,008 MB.

**PRESALES TARGET** 

18,570 MB.

**NEW LAUNCHES** 

5 CONDOMINIUM PROJECTS: 24,422 MB.



- SUSTAINABLE GROWTH
- FINANCIAL DISCIPLINE
- STRONG PARTNERSHIP





# **Executive Summary: Core Operation Still Profitable**

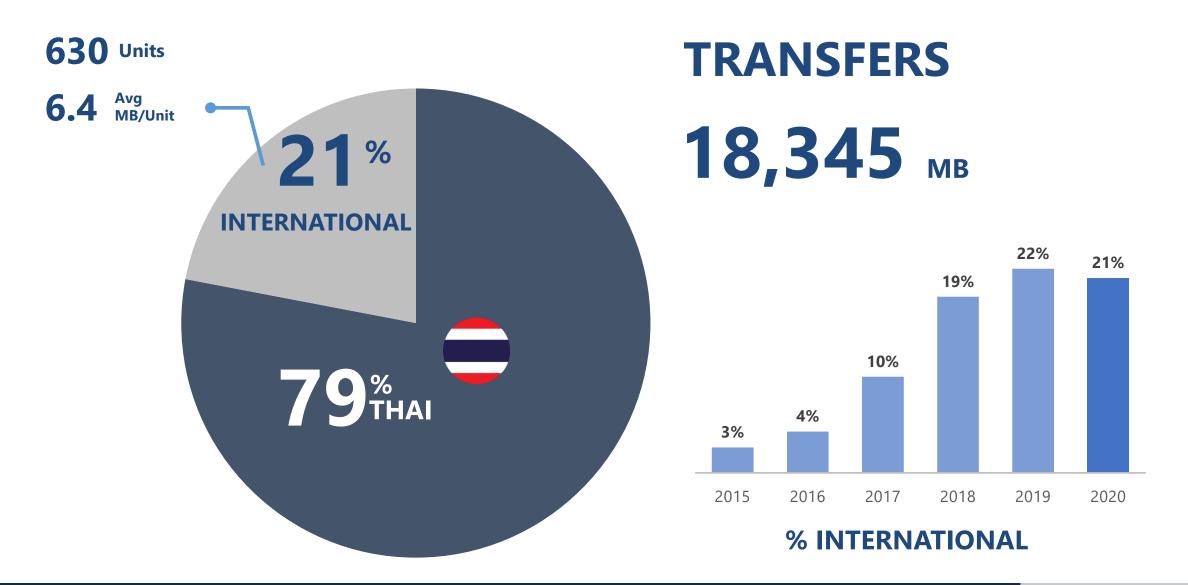
	FY20	FY2019		FY2020		
	M Baht	%	M Baht	%	— % Y-o-Y	
Total revenue	7,711	100%	5,243	100%	-32%	
Revenue from sale of real estate	4,847	63%	2,695	51%	-44%	
Project management and commission	1,880	24%	1,238	24%	-34%	
Gain on sale of investment/revenue from land sourcing	237	3%	658	13%	178%	
Other incomes	747	10%	652	12%	-13%	
Gross Profit	2,696	37%	1,630	36%	-40%	
SG&A	2,435	32%	1,782	34%	-27%	
Selling expenses	824	11%	400	8%	-51%	
Administrative expenses	1,611	21%	1,382	26%	-14%	
Share of Profit (Loss)	1,117	14%	1,080	21%	-3%	
EBITDA	1,875	24%	1,814	35%	-3%	
Core EBITDA	1,638	22%	1,156	25%	-29%	
Interest expenses	588	8%	624	12%	6%	
EBT	1,167	15%	1,048	20%	-10%	
Profit (Loss) for the year from continuing operations	1,209	16%	975	19%	-19%	
Profit (Loss) for the year from discontinued operations	(357)		(1,022)			
Profit (Loss) for the year	853	11%	(47)	-1%	-105%	
Profit attributable to non-controlling interests	148	2%	160	3%	8%	
Profit attributable to equity holders of the company	705	9%	(207)	-4%	-129%	

# **Balance Sheet: Business Driven with Discipline**

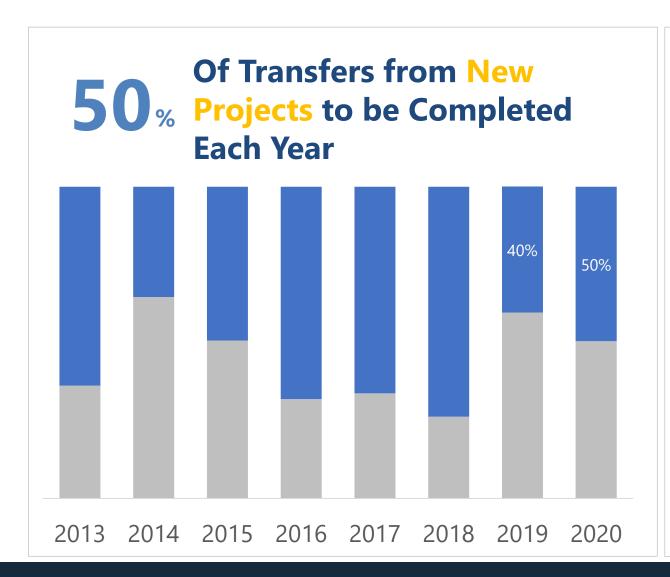
	4Q2019	3Q2020	4Q2020	% Q-o-Q	%Y-o-Y	
	M Baht	M Baht	M Baht	70 Q-0-Q	/01- <b>0</b> -1	
Cash balance and equivalent	6,316	5,009	3,187	-36%	-50%	
Assets	48,795	46,305	43,307	-6%	-11%	
Interest bearing debts	25,913	24,843	22,069	-11%	-15%	
Liabilities	30,321	28,821	25,863	-10%	-15%	
Shareholders' equity	18,474	17,484	17,444	0%	-6%	
D/E ratio (times)	1.64	1.65	1.48	-10%	-10%	
Net IBDE ratio (times)	1.06	1.13	1.08	-5%	2%	

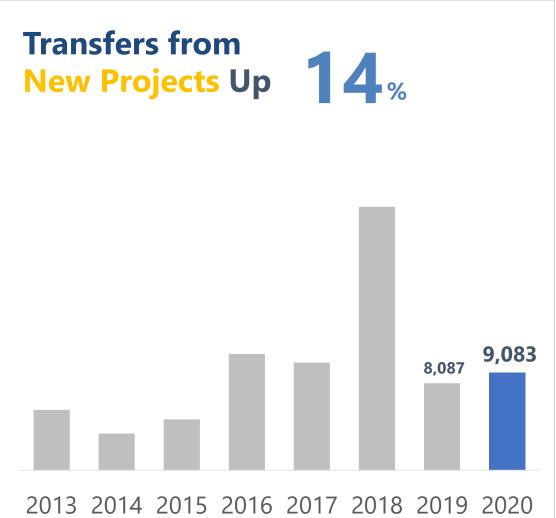


#### **2020 Transfers: Continuous International Transfers Similar to Last Year**



#### 2020 Transfers: Higher Portion of New Projects to be Completed and Transferred





## **Transfer 2020: Transfer Peak in Last Quarter Driven by Newly Completed**

18.3 BILLION BAHT



93% CONDOMINIUM

From the Guidance at 20 Bn



Transfer	1Q20A	2Q20A	3Q20A	4Q20F	4Q20A	2020A
Condo	313	275	177	360	438	1,204
Housing	287	315	297	474	592	1,491
Ananda F/S	601	591	474	835	1,030	2,695
Ananda Share in JV	1,510	1,638	2,060	3,324	2,460	7,667
Partner Share in JV	1,407	1,538	2,118	3,905	2,920	7,983
Ananda Share in Transfers	2,111	2,228	2,534	4,159	3,490	10,363
Total (M Baht)	3,518	3,767	4,652	8,064	6,410	18,345

#### **Transfer Target 2020: 7 New Projects were Transferred in 2020**

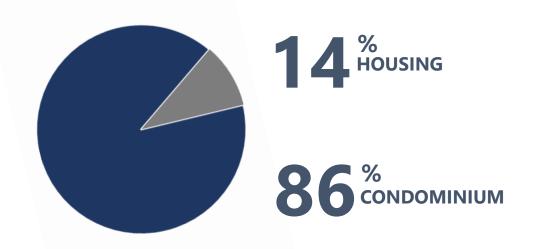


#### **Presales 2020: Sales Momentum Continued**

17.5 BILLION BAHT

#### From the guidance of 16.8 Bn





PRESALES	1Q20A	2Q20A	3Q20A	4Q20F	4Q20A	2020A
Condo	303	502	252	343	542	1,598
Housing	407	724	625	535	666	2,421
Own Presales	710	1,225	877	878	1,208	4,019
JV Presales	3,645	3,693	2,939	2,834	3,199	13,477
TOTAL (MILLION BAHT)	4,354	4,918	3,816	3,712	4,407	17,495



# THE LATEST >9,000 MB COMPLETED PROJECTS >9,000 Transfers in 2020

















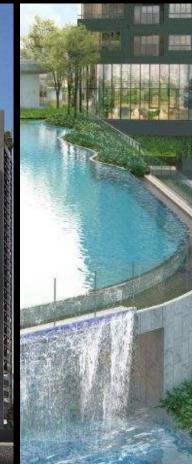




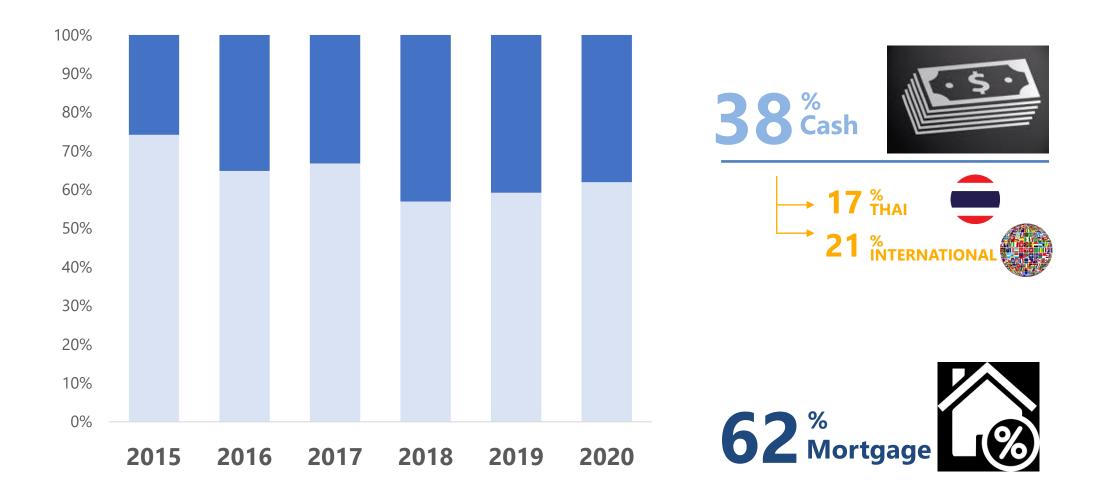






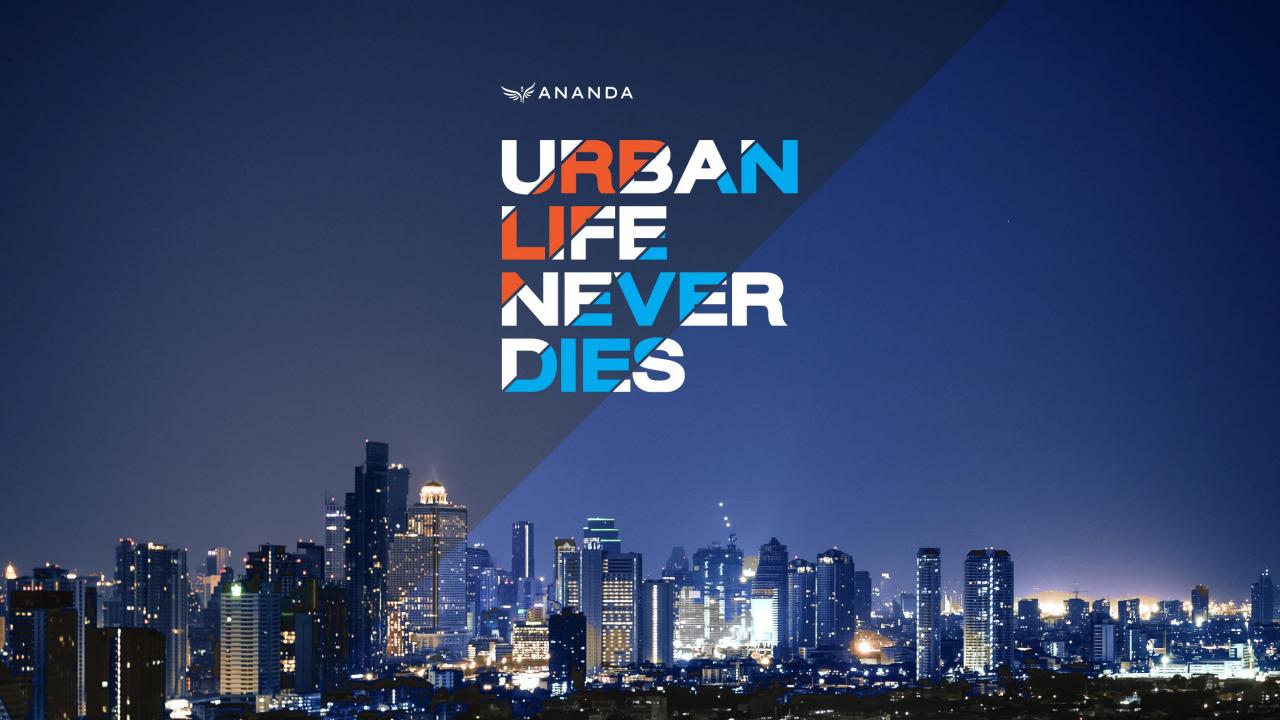


#### **2020 Transfers: Customers Transferred with Cash at High Level**



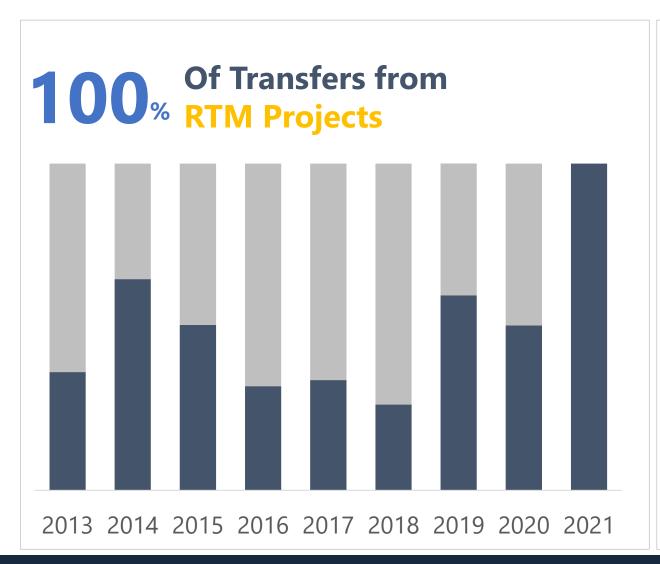
#### **2020 Summary: Focus Core Business with Core Operation Still Profitable**

- **❖ International customers transferred at 21% parallel last year**
- Close out 9 condominium and housing projects with a combined project value of 31,578 MB
- **❖ Presales 17,495 MB beat the target by 4%**
- High level of customers transferred with cash at 38%
- **Core EBITDA and profit still profitable**
- SG&A down 27% YoY
- **Core business focus and divest non-core business**





#### 2021 Transfer Target: Focus on Ready to Move Projects (RTM)





#### 2021 Transfer Target: Focus on Ready to Move Projects (RTM)





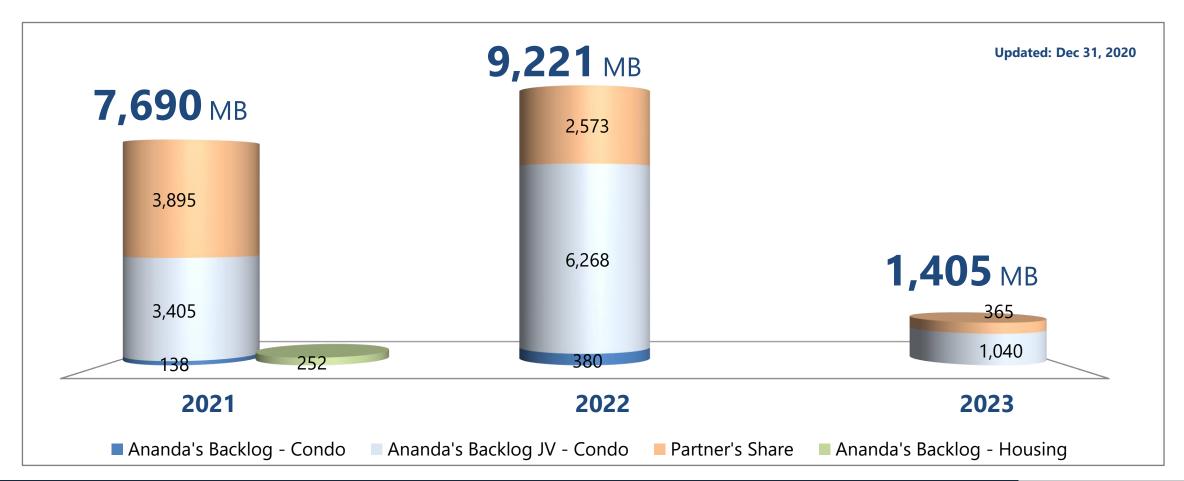
87% CONDOMINIUM





Transfer	1Q21F	2Q21F	3Q21F	4Q21F	2021F
Condo	312	377	414	411	1,514
Housing	395	446	577	591	2,008
Ananda F/S	706	823	991	1,002	3,522
Ananda Share in JV	1,095	1,180	1,617	1,769	5,661
Partner Share in JV	1,342	1,443	1,843	2,197	6,825
Ananda Share in Transfers	1,801	2,003	2,608	2,771	9,183
Total (M Baht)	3,143	3,445	4,451	4,968	16,008

18,316 MB 48% of 2021 Transfers Secured by Backlog

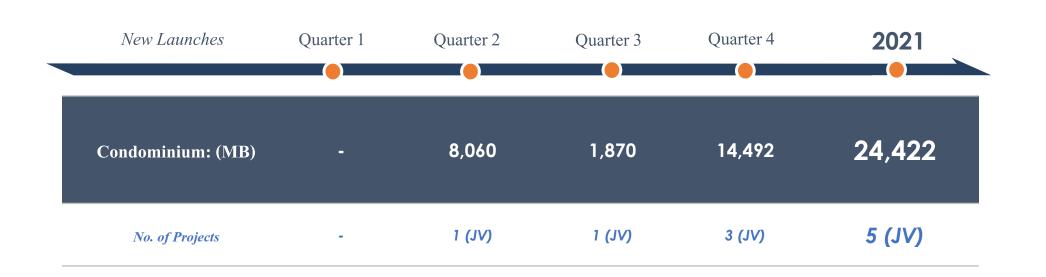


#### 2021 Launch Target: 5 Projects are to be Launched





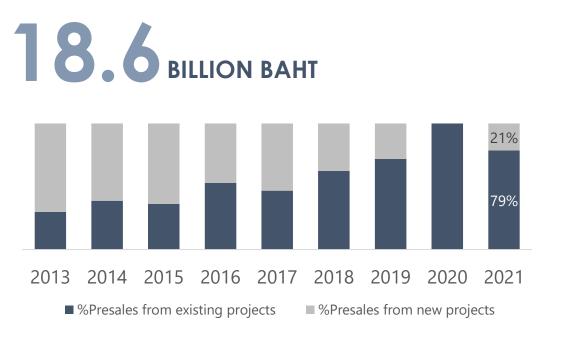


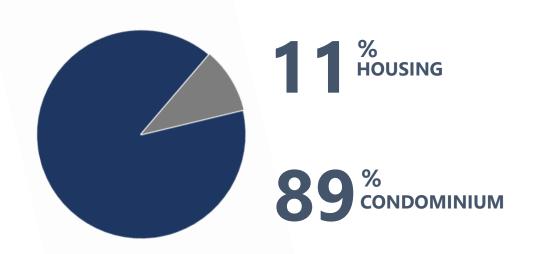


#### **2021 Presales Target: Consistent with New Launches**



#### **2021 Presales Target: Consistent with New Launches**





PRESALES	1Q21F	2Q21F	3Q21F	4Q21F	2021F
Condo	729	1,018	973	377	3,096
Housing	489	537	593	500	2,119
Own Presales	1,217	1,555	1,566	877	5,215
JV Presales	2,176	2,772	3,959	4,448	13,354
TOTAL (MILLION BAHT)	3,393	4,327	5,525	5,325	18,570

#### Financial Target in 2021: Adjust Financial Target to be in line with Current Market

ltem	2017	2018	2019	2020	2021 Guidance
Transfers (M Baht)	15,098	33,171	20,020	18,346	15,000-17,000
Launches (M Baht)	42,450	26,756	15,944	-	24,000-25,000
Presales (M Baht)	34,920	31,483	26,654	17,495	18,000-19,000
Net Interest Bearing D / E, Year End	0.8	0.7	1.1	1.1	1.1-1.2
Land Purchases (M Baht)	15,600	10,000	3,000	1,600	2,000-2,500
Residential Construction Capex (M Baht)	14,957	15,410	8,966	6,217	4,500-5,000
Serviced Apartments Capex (M Baht)	189	1,529	3,456	1,893	1,000–1,500
Project Management Income (M Baht)	1,650	1,532	1,530	917	1,100-1,200

#### FINANCIAL DISCIPLINE

1209.00 1211.78 1202.99 1205.91 1203.83 1202.95 1209.12

Open High Low Close EMA5 EMA10 EMA50

(Day)

NET IBDE RATIO: IFRS (DEC 20)

SUCCESSFUL BOND ISSUE (JAN 21)

TOTAL CASH INCLUDING JV (JAN 21)

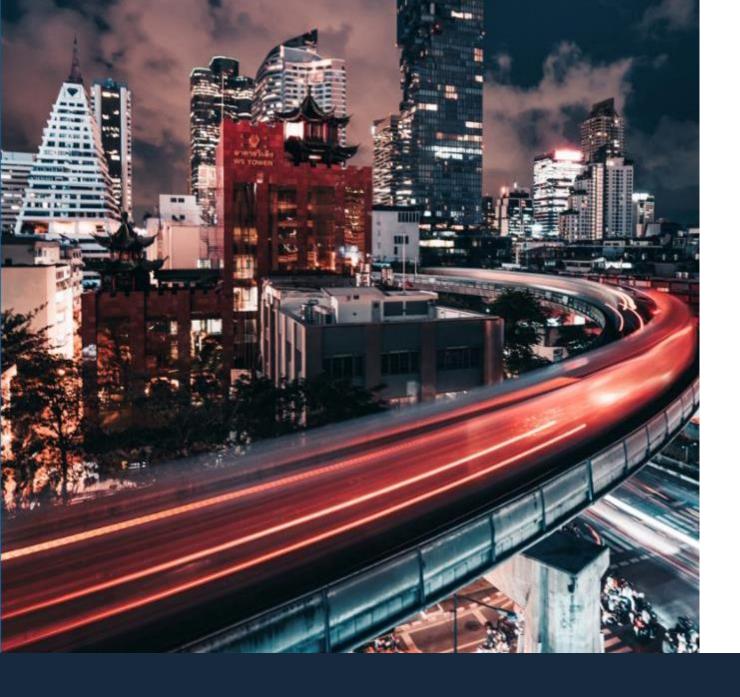
>> 1.1 TIME

>> 2,328 MB

>> 13,000 MB

#### **2021 Business Plan: Focus Core Business and Increase Efficiency**

- **Launch 5 projects of 24,422 MB**
- **❖ Presales target up 6% to 18,570 MB**
- \* Focus on transfers of RTM: Year of RTM
- ❖ Increase operational efficiency and target to lower admin expenses by 20% or 300 MB from 2020
- Maintain cash at appropriate level with net interest-bearing debt to equity under financial control



# Thank You

#### **Contact:**

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+662 056 2222 Mobile: +66 819 16 3755

## **Current Projects As Of December 2020**

Project	Economic Shareholding (ANAN:Partner)	Launched	Туре	Value (M Baht)	%Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
ADO: Atoll (Housing)	100	Feb-13	Housing	3,270	63.7%	2	670	63.7%
AD18: Ashton Asoke (JV)	51:49	Sep-14	Condo	6,448	83.5%	22	1,062	83.2%
AD17: Ideo Q Siam-Ratchathewi (JV)	51:49	Sep-14	Condo	3,849	100.0%	0	0	100.0%
AD16: Ideo Mobi Wongsawang-Interchange	100	Sep-14	Condo	1,562	88.3%	25	182	86.7%
AD18: Ashton Chula-Silom (JV)	51:49	Mar-15	Condo	8,635	100.0%	0	0	100.0%
AD17: Ashton Residence 41	100	Mar-15	Condo	1,936	46.2%	35	1,041	44.4%
AD18: Q Chidlom (JV)	51:49	Aug-15	Condo	2,984	100.0%	0	0	100.0%
AD17: Ideo O2 (JV)	51:49	Aug-15	Condo	5,070	100.0%	0	0	100.0%
AD17: Ideo Mobi Bangsue Grand Interchange (JV)	51:49	Nov-15	Condo	2,280	91.6%	33	192	90.1%
AD18: Ashton Silom (JV)	51:49	Nov-15	Condo	6,056	54.7%	81	2,747	53.3%
AD17: Ideo Tha Phra Interchange (JV)	51:49	Feb-16	Condo	2,565	100.0%	0	0	100.0%
AD18: Venio Sukhumvit 10	100	Sep-16	Condo	846	100.0%	0	0	100.0%
AD18: Ideo Mobi Asoke (JV)	51:49	Sep-16	Condo	3,251	95.7%	40	139	94.5%
AD18: Ideo Phaholyothin-Chatuchak (JV)	51:49	Oct-16	Condo	2,517	100.0%	0	0	100.0%
AD18: Ideo Mobi Sukhumvit 66 (JV)	51:49	Oct-16	Condo	2,404	56.6%	21	1,043	55.7%
AD18: Unio Ramkhamhaeng-Serithai	100	Mar-17	Condo	903	76.6%	4	211	76.1%
AD19: Unio H Tiwanon	100	Mar-17	Condo	789	61.8%	7	302	60.8%
AD17: Artale Phattanakarn-Thonglor	100	Mar-17	Housing	1,645	100.0%	0	0	100.0%
AD19: Ideo Q Victory (JV)	51:49	Jun-17	Condo	3,191	76.9%	302	738	67.4%
AD20: Ashton Asoke-Rama 9 (JV)	51:49	Jun-17	Condo	6,555	71.7%	2,695	1,854	30.6%
AD20: Ideo Q Sukhumvit 36 (JV)	26:74	Jun-17	Condo	4,318	49.9%	1,233	2,164	21.4%
AD19: Ideo New Rama 9 (JV)	26:74	Jun-17	Condo	2,968	82.8%	43	509	81.4%
AD19: Elio Del Nest (JV)	51:49	Jun-17	Condo	4,930	54.8%	803	2,228	38.5%
AD17: Unio Town Lumlukka Klong 4	100	Jun-17	Housing	861	45.1%	8	472	44.2%

Updated: Dec 31, 2020





Note: JV = Joint Venture with Mitsui Fudosan

### **Current Projects As Of December 2020 (Cont.)**

Project	Economic Shareholding (ANAN:Partner)	Launched	Туре	Value (M Baht)	% Net Sold	Backlog (M Baht)	Unsold Inventory (M Baht)	%Transfer
AD17: Airi Rama 5-Ratchaphruek	100	Jul-17	Housing	692	75.7%	23	168	72.4%
AD18: Artale Kaset-Nawamin	100	Aug-17	Housing	1,512	32.4%	87	1,022	26.6%
AD17: Atoll Wongwaen-Lumlukka	100	Sep-17	Housing	707	48.7%	11	362	47.1%
AD19: Ideo Mobi Sukhumvit 40	100	Sep-17	Condo	2,007	43.8%	58	1,128	40.9%
AD19: Ideo Mobi Rangnam (JV)	38:62	Sep-17	Condo	2,484	37.1%	0	1,563	37.1%
AD19: Elio Del Moss (JV)	74:26	Nov-17	Condo	3,468	100.0%	4	0	99.9%
AD22: Ideo Mobi Rama 4	100	Nov-17	Condo	5,019	7.6%	380	4,639	0.0%
AD19: Ideo Sathorn-Wongwian Yai (JV)	51:49	Mar-18	Condo	2,441	61.7%	48	936	59.7%
AD19: Unio Sukhumvit 72 Phase 2	100	Mar-18	Condo	1,834	88.5%	9	212	88.0%
AD22: Ideo Rama 9-Asoke (JV)	64:36	Jun-18	Condo	6,870	40.0%	2,747	4,123	0.0%
AD18: Unio Town Phetkasem 110	100	Jun-18	Housing	382	61.8%	0	146	61.8%
AD20: Ideo Ratchada-Sutthisan (JV)	51:49	Sep-18	Condo	1,743	46.2%	69	937	42.2%
AD20: Elio Sathorn-Wutthakat (JV)	51:49	Sep-18	Condo	3,439	43.4%	769	1,948	21.0%
AD18: Unio Town Srinakarin-Bangna	100	Sep-18	Housing	815	36.8%	3	515	36.5%
AD18: Unio Town Suanluang-Patthanakan	100	Sep-18	Housing	638	43.6%	14	360	41.4%
AD18: Airi Rama 2	100	Sep-18	Housing	1,016	21.5%	22	798	19.3%
AD18: Airi Chaengwatthana	100	Sep-18	Housing	1,138	20.5%	43	904	16.8%
AD20: Ideo Mobi Sukhumvit Eastpoint (JV)	28.6:71.4	Nov-18	Condo	5,636	34.6%	1,136	3,687	14.4%
AD19: Unio Town Suksawat 30	100	Dec-18	Housing	829	19.6%	18	667	17.4%
AD20: Unio Town Prachauthit 76	100	Jun-19	Housing	1,383	7.5%	14	1,280	6.4%
AD20: Urbanio Vibhavhadi-Chaengwattana	100	Oct-19	Housing	1,446	8.1%	5	1,328	7.8%
AD19: Q Prasarnmit	100	Nov-19	Condo	633	18.8%	0	514	18.8%
AD22: Ideo Charan70-Riverview	74:26	Nov-19	Condo	3,651	69.7%	2,544	1,107	0.0%
AD22: Ideo Chula-Samyan	74:26	Nov-19	Condo	4,953	71.7%	3,551	1,402	0.0%
AD23: Ideo Sukhumvit-Rama4	74:26	Nov-19	Condo	4,115	34.1%	1,405	2,710	0.0%
Housing				16,335		252	8,693	
Condo				122,346		18,064	39,318	
Grand total				138,681		18,316	48,011	

Updated: Dec 31, 2020







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