

# SIAMESE ASSET

## ASSET OF LIFE

# OPPORTUNITY DAY

RESULT | YEAR 2023

15<sup>th</sup> March 2024



Opportunity Day

# Content

- 1 Corporate Overview
- 2 Financial Highlight
- 3 Current Business
- 4 Business Strategy
- 5 Q&A





# Vision

Siamese Asset is committed to being the Sustainable Living Value's Creator for full-service real estate products and innovations that provide value to stakeholders under the "Asset of Life" concept

ไซมิสฯ มุ่งมั่นที่จะเป็นผู้สร้างคุณค่าของผลิตภัณฑ์ บริการ และนวัตกรรม ด้านอสังหาริมทรัพย์แบบครบวงจรอย่างยั่งยืน ที่ตอบสนองความคุ้มค่าให้กับทุกคน ภายใต้แนวคิด 'สร้างทำไรให้ทุกการใช้ชีวิต' (Asset of Life)

# Mission

We are thinking and developing real estate and services on a global standard, using knowledge, professional experience, and innovation, conducted with integrity for sustainable growth in ethics, society, and the environment for the benefit of all stakeholders.

เราคิดและพัฒนา อสังหาริมทรัพย์และบริการในระดับสากลโดยใช้องค์ความรู้ ประสบการณ์มืออาชีพ และนวัตกรรม ภายใต้การดำเนินธุรกิจอย่างมีจรรยาบรรณ เพื่อการเติบโตอย่างยั่งยืน ทั้งด้านธรรมาภิบาล สังคมและสิ่งแวดล้อม ให้กับผู้มีส่วนได้เสียทุกภาคส่วน

**Mr. Kajonsit Singsansern**  
CEO at Siamese Asset PCL



Siamese Asset

# Journey

**Established on March 1, 2010.**  
The company is created under the motto **"Asset of Life"** and has been engaging in the real estate development and constructions businesses.



2010

2011



**First Condominium**  
Siamese Gioia

**Condominium Brand "Blossom"**  
Blossom Condo @ Fashion Altitude  
Blossom Condo @ Sathorn-Charoenrat



**Condominium Brand "Exclusive"**  
Siamese Exclusive 31



2015

2016



**Housing Brand "Siamese KIN"**  
Siamese Kin Ramintra

**Branded Residence**  
Wyndham Residence  
Wyndham Garden Residence



Siamese Asset transformed into **public limited company** and **open for trade in SET**



2020

2021



**Restaurant By Siamese Asset**  
Rosemary  
Pesto  
Marie Guimar

**Housing Brand "Monsane"**  
Monsane' Exclusive Villa  
Ratchapruerk-Pinklao



2022

2023



**Housing Brand "Siamese Holm"**  
Siamese Holm Phahol-Vibhavadi



**Suburban- JV Project**  
Island Collection @ Phuket

Siamese Asset

# Business Overview

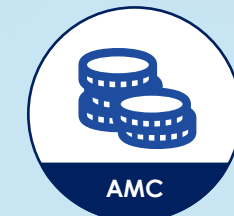
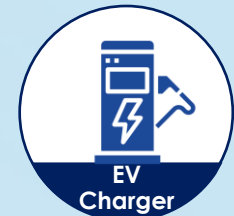
## 1 Core Business



## 1 Rising Business



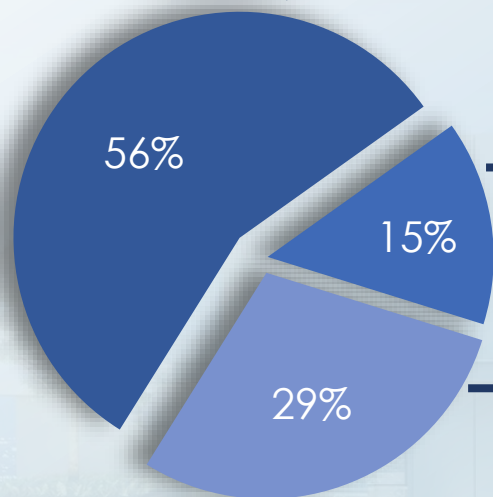
## 6 Growing Businesses



Year 2023

# Performance Overview

Total Revenue  
1,995.3 MB



Real Estate  
1,122.4 MB

Rental and Service  
292.8 MB

Other  
580.1 MB

Y2020

Y2021

Y2022

Y2023

Total Revenue (MB)

3,739.8

2,435.4

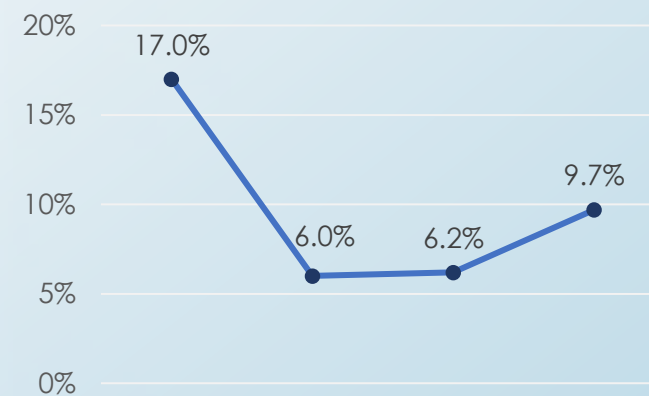
2,515.0

1,995.3

Net Profit  
193.1 MB

▲ 37.2 MB (+23.8%)  
YoY

Net Profit/Revenue Ratio



Y2020

Y2021

Y2022

Y2023

Year 2023

# Financial Highlight

## COGS

Extensive Experience  
in Cost Management

69.0%  
of Total Revenue

▼ 5.4%  
YoY

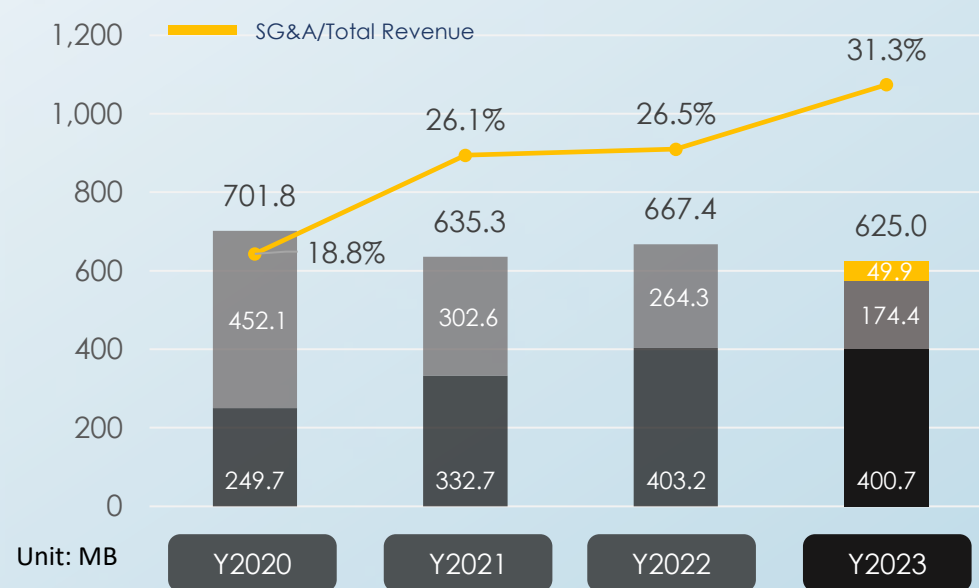
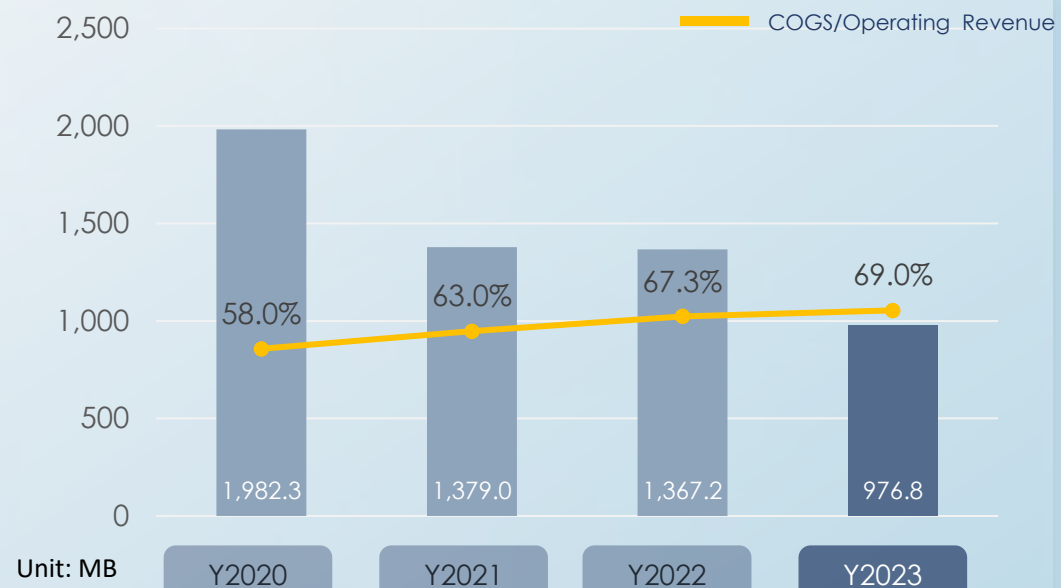
## SG&A

▼ 6.3%  
YoY

■ Impairment loss determined  
in accordance with TFRS 9

■ Selling

■ Administrative



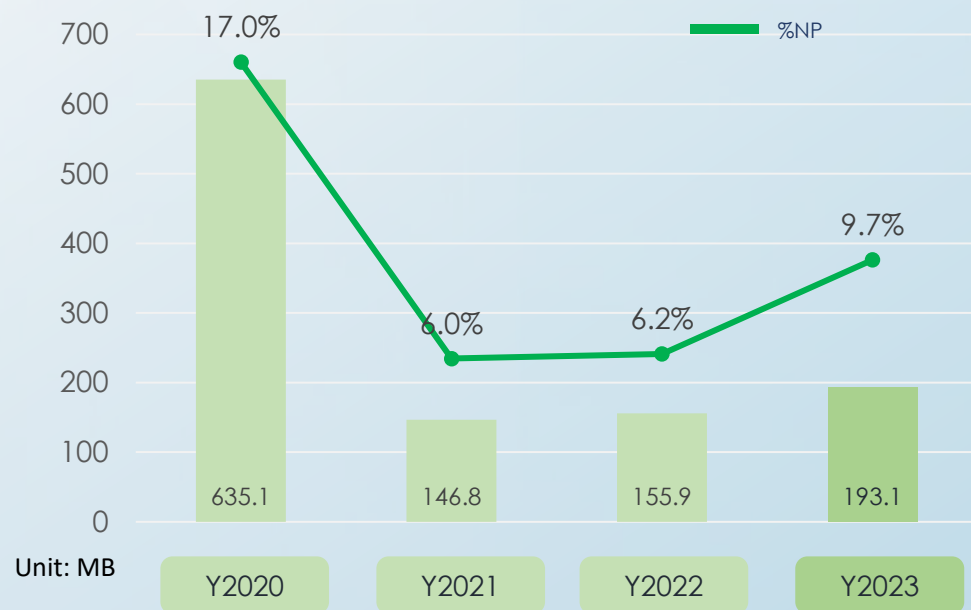


Year 2023

# Financial Highlight

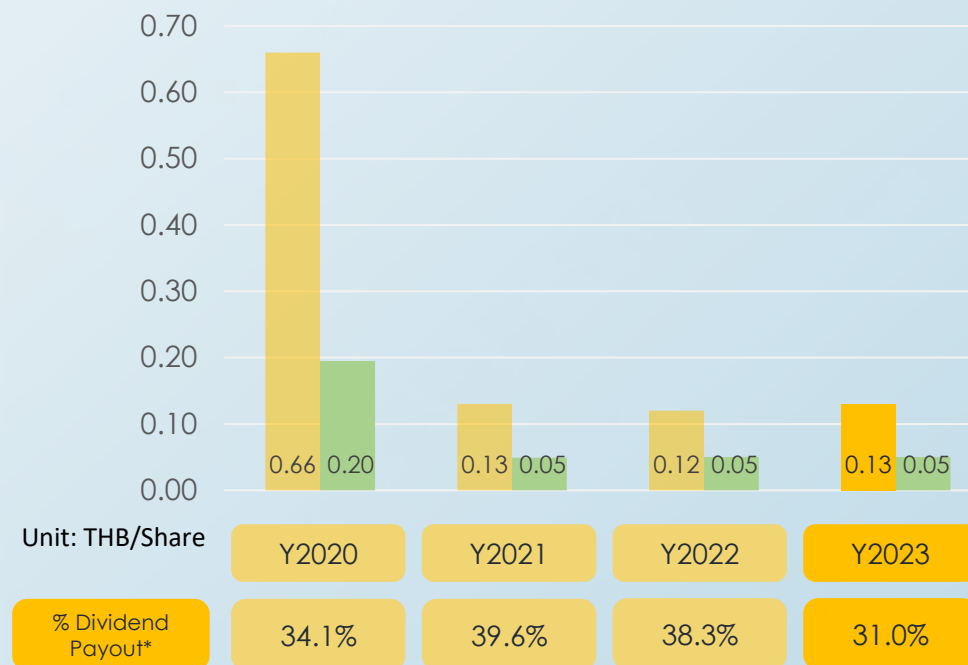
## Net Profit

9.7%  
of Total Revenue ▲ 3.48%  
YoY



## Regularly Paying Dividend

Earning per Share  
Dividend Payment per Share



\*Dividend Payment/Net Profit

Dividend policy: Not less than 40 percent of the net profit of the separate financial statements after deduction of corporate income tax and various reserves of all types as required by laws and regulations of the Company



Year 2023

# Financial Highlight

## Total Assets

Liabilities and Equity

▲ 8.33%  
YoY

■ Equity  
■ Liabilities

IBD/E 1.94x

Bank Limit 2.5x- 3.0x

## Equity

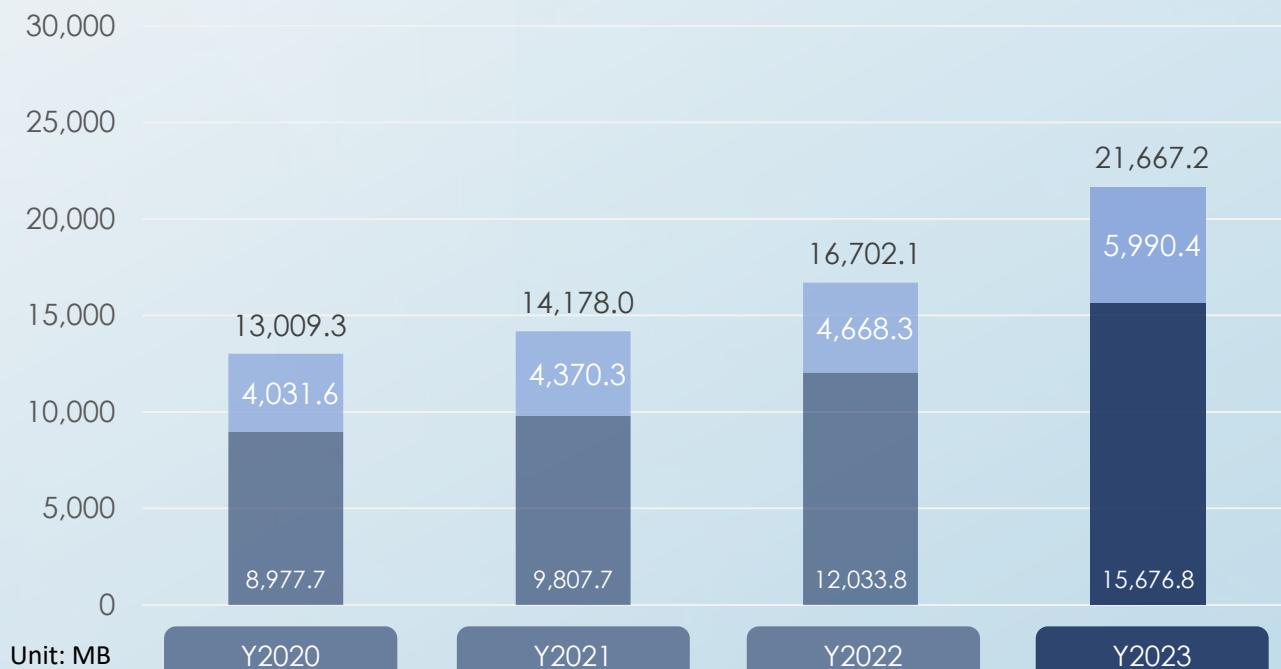
5,990.4 MB

▲ 1,322.1 MB (+28.3 %)  
YoY

## Liabilities

15,676.8 MB

▲ 3,643.0 MB (+30.2 %)  
YoY



Year 2023

# Real Estate Highlight

Sale Value  
**1,885.4 MB**

390 Units Sold

Strong Backlog  
**7,867.7 MB**

1,711 Units

Siamese Asset  
Go Green



Excellence In Design  
For Greater Efficiencies

THE 1<sup>ST</sup> EDGE CHAMPION  
IN THAILAND

Siamese Asset  
Suburban Project

Project  
**Island Collection**

Where Dreams Transcend Into Reality,  
And Luxury Reaches New Heights

Destination Value  
**Phuket 620 MB**  
Limited 9 Units

Joint Venture Project



Launched  
Project Value  
**7,139.4 MB**

from 3 Housing Projects

MONSANE'



Update

# Real Estate Status

 Sold Out  
9 Projects  
Project Value  
11,500 MB

 Ready to Move In  
9 Projects  
Project Value  
28,800 MB

 Under Construction  
5 Projects  
Project Value  
12,800 MB

 Under Develop  
3 Projects  
Project Value  
11,000 MB

Siamese Asset  
Development Project

4 Provinces  
15 Districts

MONSANE'  
EXCLUSIVE VILLA

LANDMARK  
AT KASET TSH STATION  
BY SIAMESE ASSET

SIAMESE  
KIN  
RAMINTRA

LANDMARK  
AT GRAND STATION  
BY SIAMESE ASSET

SIAMESE  
EXCLUSIVE

LANDMARK  
AT MRTA STATION

THE  
COLLECTION



Year 2023

# Real Estate Performance

## Transfer Activity

▼ -687.0 MB  
(8.33%)  
YoY

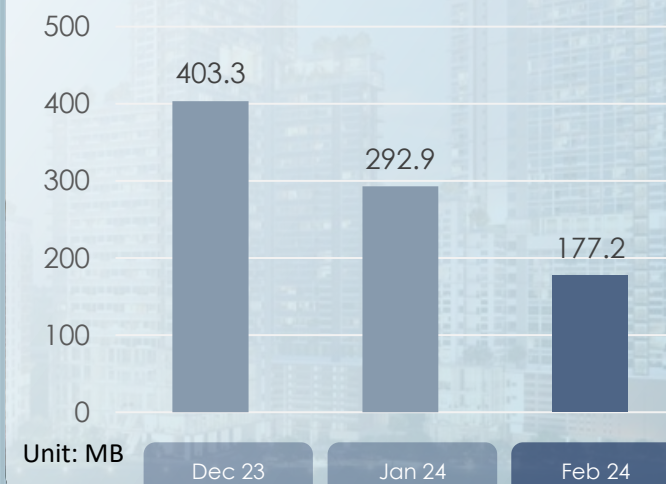


## Most Transfer Project

### LANDMARK AT MRTA STATION

With In  
**3** Months

Transferred  
**873.4** MB





Year 2023

# Rising Business Highlight

## New Launched



Prime Location  
Sukhumvit 39

Tribe Living  
1<sup>st</sup> Tribe Opening In Bangkok

272 Keys  
80 Hotel Units  
192 Service Apartment Units

Most Value of SA's Standalone Hotel

## Service Revenue

292.8 MB

Equal to  
14.7% of Total Revenue  
▲ 5.8% from Last Year

All Time High

## Hotel Room on Hand

370 Keys

▲ 80 Keys from Last Year

WYNDHAM® 12 Keys

WYNDHAM GARDEN® 73 Keys

RAMADA® PLAZA BY WYNDHAM 70 Keys

RAMADA® BY WYNDHAM 135 Keys

TRIBE 80 Keys

Highest Rooms Number of All Time

OCC  
Rate

WYNDHAM®  
Bangkok Queen Convention Centre

74%

WYNDHAM GARDEN®  
Bangkok Sukhumvit 42

75%

RAMADA® PLAZA BY WYNDHAM  
Bangkok Sukhumvit 48

72%

RAMADA® BY WYNDHAM  
Bangkok Sukhumvit 87

88%

Update

# Rising Business Status



Operating

5 Hotels

370 Keys



In Pipeline

7 Hotels

1,691 Keys



Year 2023

# Rising Business Performance

**WYNDHAM**  
Bangkok Queen Convention Centre

Occupancy Rate

74 %

%GOP

59 %

ADR

3,163.34

REVPAR

2,344.04

**WYNDHAM GARDEN**  
Bangkok Sukhumvit 42

Occupancy Rate

75 %

%GOP

52 %

ADR

2,452.95

REVPAR

1,842.72

**RAMADA**  
PLAZA BY WYNDHAM  
Bangkok Sukhumvit 48

Occupancy Rate

72 %

%GOP

35 %

ADR

1,617.19

REVPAR

1,161.26

**RAMADA**  
BY WYNDHAM  
Bangkok Sukhumvit 87

Occupancy Rate

88 %

%GOP

51 %

ADR

1,512.29

REVPAR

1,325.58



Year 2023

# Growing Business Highlight

Property  
Service

Rental

Food  
and  
Beverage

Living  
Technology

Health  
and  
Wellness

Finance  
and  
Investment

**SIAMESE** PROPERTY SERVICE

**SIAMESE  
ASSET**



**SIAMESE  
TECHNOLOGY**

SENSE CERA  
SIAMESE  
SPA

**PRAVINIA**  
Wellness & Beauty Center

**SWAM**  
SIAMESE AND WEALTH ASSET MANAGEMENT

14 Properties

**6,789 sq.m**  
In 9 Locations

4 Restaurants

Solar Power Generate  
> 50,000 KWh/Month

3 Spa  
1 Beauty Clinic

**NPA & NPL**  
Value 200 Mb



Siamese Asset

# Business Strategy

## Achievement and Improvement

- 1 Mixed-Use Products**  
to Meet Every Need
- 2 Sustainable Development**  
to Safeguard the Environment for Future Generations
- 3 Suburban & Joint Venture**  
to Seize New Opportunities
- 4 2<sup>nd</sup> Hand Residence**  
to Cover All Aspects of The Real Estate Business

## Goal

- 1 Aging Business**  
to Meet The Growing Needs of An Aging Population, Providing Innovative Solutions And Services That Enhance The Quality Of Life For Seniors

Siamese Asset – Business Strategy

# Mixed-Use Products

## LANDMARK

AT KASET TSH STATION  
BY SIAMESE ASSET



Branded Residence  
Hotel  
Restaurant

Value  
**1,820 MB**

Pre-Sale | Under Construction

## LANDMARK

AT GRAND STATION  
BY SIAMESE ASSET



Branded Residence  
Hotel  
Restaurant

Value  
**3,850 MB**

Pre-Sale | Under Construction



Siamese Asset – Business Strategy

# Mixed-Use Products



SIAMESE  
EXCLUSIVE

Branded Residence  
Hotel

Value  
**3,900 MB**

Under Develop

THE  
COLLECTION

Branded Residence  
Hotel  
Restaurant

Value  
**5,700 MB**

Under Develop

# Sustainable Development



Since 2023

# 100%

of Siamese Asset Projects

## Achieved Certificate

Hotel

1



Housing

2

MONSANE'  
EXCLUSIVE VILLA

MONSANE'

## In Pipeline

3

Mix-Used

LANDMARK  
AT MRTA STATION

LANDMARK  
AT KASET TSH STATION  
BY SIAMESE ASSET

LANDMARK  
AT GRAND STATION  
BY SIAMESE ASSET

4

Hotels

CASSIA  
RAMA 9 BANGKOK

CROWNE PLAZA  
AN IHG HOTEL

Hilton  
Garden Inn

NOVOTEL  
LIVING

2

Housing

SIAMESE  
HOLM

SIAMESE  
BLOSSOM



# Sustainable Development

## EV Charger

A dedication to a brighter environmental future. Embrace **clean energy** with us, paving the way for a healthier planet for generations to come.

Operating Station

**9** Locations

In Pipeline

**13** Charging Spots

## Solar Solution System

a clean, **renewable energy source** that reduces emissions and conserves our natural resources. It's a responsible, efficient step towards **a healthier environment**.

Generate

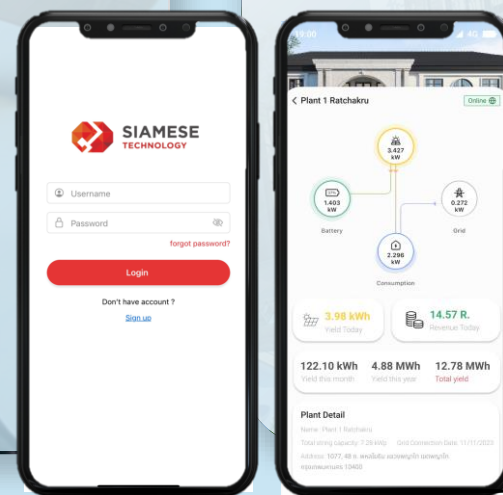
**50,000**

KWh/Month

Equal to Plant

**300**

trees



Siamese Asset – Business Strategy

# Suburban & Joint Venture

ISLAND II  
COLLECTION

Value  
**620 MB**  
Limited 9 Units

Siamese Asset's  
**1<sup>st</sup> Suburban Project**

Destination  
**Phuket**





Siamese Asset – Business Strategy

# Joint Venture



Partnership with  
Yumoto Onsen Spa

Location

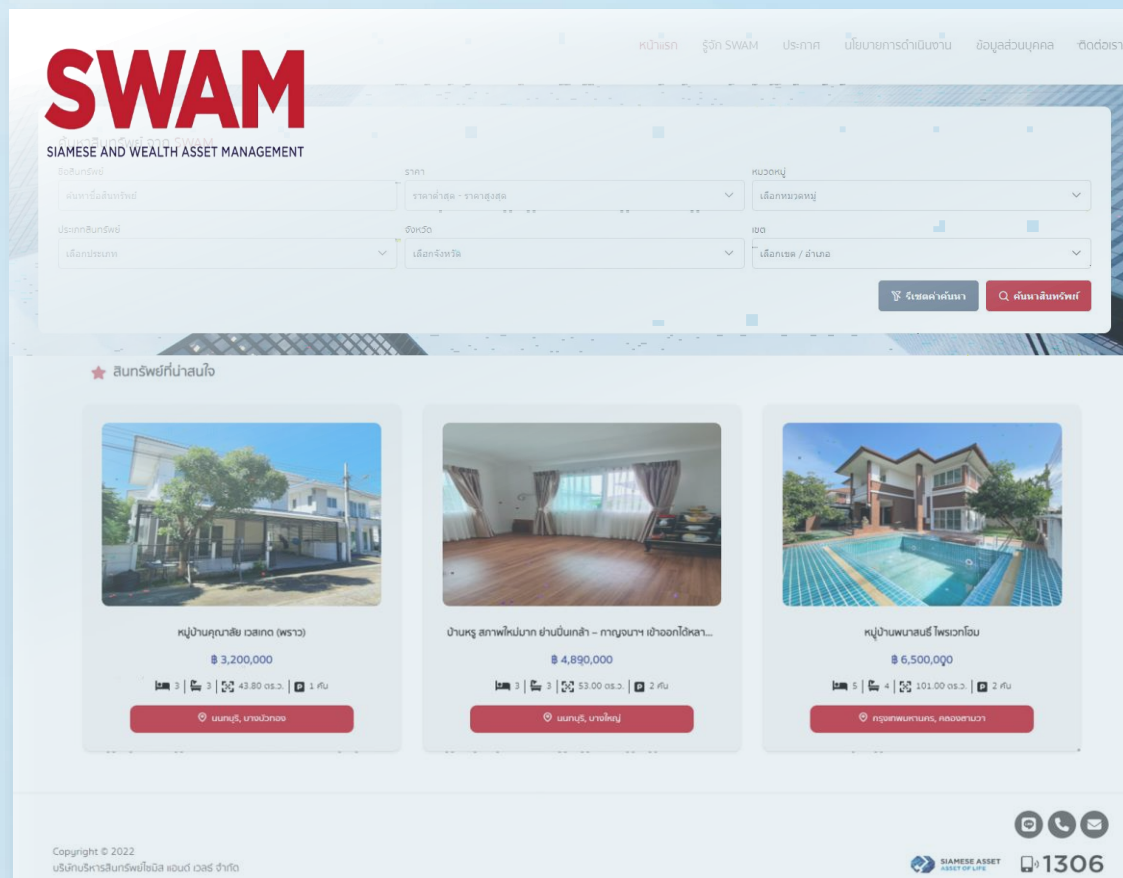
**TRIBE**





Siamese Asset – Business Strategy

# 2<sup>nd</sup> Hand Residence



Set up in  
2022

Aim to penetrate second-hand market in order to serve customers in new segment ( new area, new demand)

[www.swam.co.th](http://www.swam.co.th)

To support customers to easily find second-hand assets

Siamese Asset – Business Strategy Goal

# Aging Business



## Siamese Talingchan

Siamese Asset's

1<sup>st</sup> Leasehold

Location

Talingchan

First step of SA into medical and health care services which is in line with the trend of aging society in Thailand

Aim to focus on: Ex-OPD (Internal medicine, nervous system, Dentistry, etc) Nursing Home and Senior Living

### Contact Information

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                  Phaya Thai Bangkok 10400

# Q&A

## THANK YOU FOR YOUR ATTENTION



Siamese Asset



siamese.asset



@siameseassetcorp

### Disclaimer

The information contained in this presentation is prepared by Siamese Asset PCL. The presentation is intended solely for reference only. In addition, such information contains expectation, projections and forward-looking statements that reflect the company's current views with respect to future events and financial performance. These views are based on assumptions subject to various risks and uncertainties. No assurance is given that future events will occur, that projections will be achieved, or that the assumptions are correct. Actual results may differ materially from those projected



งบกำไรขาดทุน	งบปี 2565		งบปี 2566		% ผลต่างปีต่อปี
	ล้านบาท	%	ล้านบาท	%	
รายได้จากการขายอสังหาริมทรัพย์และสินค้า	1,809.4	71.9%	1,122.4	56.3%	-38.0%
รายได้จากการให้บริการ	222.3	8.8%	292.8	14.7%	31.7%
รายได้อื่น	483.3	19.2%	580.1	29.1%	20.0%
<b>รวมรายได้</b>	<b>2,515.0</b>	<b>100.0%</b>	<b>1,995.3</b>	<b>100.0%</b>	<b>-20.7%</b>
ต้นทุนขายอสังหาริมทรัพย์และสินค้า	(1,155.7)	-46.0%	(750.1)	-37.6%	-35.1%
ต้นทุนการให้บริการ	(211.5)	-8.4%	(226.7)	-11.4%	7.2%
<b>รวมต้นทุนขายและบริการ</b>	<b>(1,367.2)</b>	<b>-54.4%</b>	<b>(976.8)</b>	<b>-49.0%</b>	<b>-28.6%</b>
ค่าใช้จ่ายในการขายและบริหาร	(667.4)	-26.5%	(575.1)	-28.8%	-13.8%
ขาดทุนจากการด้อยค่าซึ่งเป็นไปตาม TFRS 9	-	-	(49.9)	-2.5%	
ต้นทุนทางการเงิน	(208.6)	-8.3%	(129.3)	-6.5%	-38.0%
<b>กำไรสำหรับปี</b>	<b>226.1</b>	<b>9.0%</b>	<b>235.7</b>	<b>11.8%</b>	<b>4.2%</b>
ผู้ถือหุ้นของบริษัทใหญ่	155.9	6.2%	193.1	9.7%	23.8%
ส่วนได้เสียที่ไม่มีอำนาจควบคุม	70.3	2.8%	42.6	2.1%	-39.3%

งบแสดงฐานะการเงิน	ปี 2565		ปี 2566		% ผลต่าง
	ล้านบาท	%	ล้านบาท	%	
สินทรัพย์รวม	16,702.1	100.0%	21,667.2	100.0%	29.7%
หนี้สินรวม	12,033.8	72.0%	15,676.8	72.4%	30.3%
- ส่วนของหนี้สินระยะยาวที่ถึงกำหนดชำระภายในหนึ่งปี	1,977		4,897		147.7%
- ส่วนของหนี้สินระยะยาวที่ถึงกำหนดชำระมากกว่าหนึ่งปี	7,242		7,130		-1.54%
ส่วนของผู้ถือหุ้นรวม	4,668.3	28.0%	5,990.4	27.6%	28.3%
หนี้สินที่มีภาระดอกเบี้ยที่ครบกำหนดภายใน 1 ปีต่อหนี้สินที่มีภาระดอกเบี้ย		21.4%		40.7%	19.3%