



DEVELOPMENT

# OPPORTUNITY DAY

## RESULT Q1 2022

26 MAY 2022



MADE  
FROM HER





<b>COMPANY OVERVIEW</b>	<b>1</b>
<b>CORPORATE PERFORMANCE</b> <b>REAL ESTATE BUSINESS</b> <b>RECURRING INCOME &amp; SERVICE</b>	<b>2</b>
<b>FINANCIAL PERFORMANCE</b>	<b>3</b>
<b>CSR</b>	<b>4</b>





**COMPANY OVERVIEW**

**1**

**CORPORATE PERFORMANCE**  
**REAL ESTATE BUSINESS**  
**RECURRING INCOME & SERVICE**

**2**

**FINANCIAL PERFORMANCE**

**3**

**CSR**

**4**



# BUSINESS GROUP STRUCTURE

## DEVELOPMENT



SENA DEVELOPMENT  
 บริษัท สานสร้างบ้านพักอาศัยและอสังหาริมทรัพย์

Condo & Housing Project In Bangkok And Vicinity



Condo Project In Bangkok



Condo & Housing Project In Bangkok And Vicinity

## SUPPORTING



SENA CLOUD  
 Maximize The Value of Property Data

Sales Management and Advertising Media

SK ASSET

MANAGEMENT

Real Estate Development and Renovation



Advertising Media



Personal Loan Service

The Service Residence

Investment Property Program (IP) And Service Apartment

## SUPPORTING BUSINESS



Condo Project Agent in Asia



Support all projects Of SENA Group



Support all Projects Of SENA Group



Architectural Design Consulting Services

## RECURRING INCOME



Community Mall



Golf Club



Retails Business Unit



JV Project Management

Aspiration 1 (SENA 25%)



## SENA SOLAR ENERGY



Private PPA



EPC - O&M

Health Care, Prevention and Rehabilitation Services

Financial Services Business for Purchasing Real Estate

# BRANDING | PROPERTY DEVELOPMENT | SENA

## SINGLE – DETACHED HOUSE

เสนา  
แกรนด์โฮม

BT 6 – 13 MB / UNIT

เสนาพาร์ค  
แกรนด์

BT 8 – 12 MB / UNIT

เสนาพาร์ค  
วิลล์

BT 6 – 8 MB / UNIT

เสนา  
วิลล์

BT 4.5 – 7 MB / UNIT

เสนา  
วิลเลจ

BT 3.8 – 9.8 MB / UNIT

## TOWN HOME & HOME OFFICE

เสนา  
วิวา

BT 2.49 – 4 MB / UNIT

เสนา  
เวลา

BT 2.99 – 5.3 MB / UNIT

บ้านบุรพา  
บ่อวิน

BT 1.7 – 2 MB / UNIT

พร้าว  
ทาวน์

BT 1.37 – 1.56 MB / UNIT

เสนา  
ซีโอปอาร์ท

BT 5.8 – 9 MB / UNIT

เสนา  
อเวนิว

BT 3.79 – 6.5 MB / UNIT

## CONDOMINIUM

ปัท

BT 140 – 230 K / SQ.M.

นิธ

BT 68 – 140 K / SQ.M.

เฟลิกซ์  
โดยเสนา

BT 43 – 79 K / SQ.M.

เสนา  
คันทรี

BT 39 – 51 K / SQ.M.

เสนา  
อีโศ ทาวน์

BT 35 – 40 K / SQ.M.

เดอะคันทรี  
โดยเสนา

BT 31 – 38 K / SQ.M.

# BRANDING | CONDOMINIUM | SENA

PIT



THE NICHE  
Pride



THE NICHE  
MONO



THE NICHE  
id



By SENA  
FLEXI



โดย SENA  
ไอที ทาวน์



THE KITH by SENA



SENA  
KITH



# BRANDING | HOUSING | SENA

SENPARK  
GRAND



SENPARK  
VILLE  
RAMINDRA



เสนา  
วิลเลจ



SENA TOWN



SENA AVENUE



SENA SHOPHOUSE



เสนา  
แกรนด์โฮม



SENA ville



เสนา  
วิลล่า



เสนา  
ทาวน์



บ้านบุรพา  
บ่อวิน



พรสวรรค์  
ทอน

# BRANDING | PROPERTY DEVELOPMENT | SENAJ

## HOUSING



BT 5.5 – 9 MB / UNIT



BT 3 – 7 MB / UNIT



BT 2.5 – 5 MB / UNIT



BT 3 – 4 MB / UNIT



BT 2 – 3.5 MB / UNIT

## COMMERCIAL BUILDING



BT 5.9 – 6.1 MB / UNIT



BT 4 – 8 MB / UNIT

## CONDOMINIUM



BT 47 – 57 K / SQ.M.



BT 38 – 46 K / SQ.M.



# BRANDING | HOUSING | SENAJ

เลข  
5 ลาด



เลข  
5 วัง

เลข  
5 ล้า

เลข  
5 แกรนด์

เลข  
5 ลาด  
บ้านใหม่ - บ้านพร้อม

SENA AVENUE

SENA SHOPHOUSE



# BRANDING | CONDOMINIUM | SENAJ



## GARDEN

## BEACH





COMPANY OVERVIEW	1
<b>CORPORATE PERFORMANCE</b> <b>REAL ESTATE BUSINESS</b> RECURRING INCOME & SERVICE	2
FINANCIAL PERFORMANCE	3
CSR	4

# PROJECT HIGHLIGHT | PROJECT LAUNCH Q1 2022

SENA KITH BANGKOK CONDOMINIUM

คอนโดฯ รัชสิด - ดิวานนท์

พร้อมเริ่ม 4,100 บ.\* คงที่ 7 ปี\*

ติดถนนใหญ่ ใกล้บีคิมบางกะดี

1 บอ. เพอร์สคริป เริ่ม 899,000 บาท\*

#คอนโดของכםช่างคิด

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## เสนาคิท์ รัชสิด - ดิวานนท์

ที่ตั้ง : ถนนดิวานนท์ ด.บางกะดี อ.เมืองปทุมธานี จ.ปทุมธานี

พื้นที่ : 6-0-67.5 ไร่

จำนวน : 8 ชั้น 3 อาคาร รวม 735 ยูนิต

ที่จอดรถ : 37% รวมซ้อนคัน

ราคาเริ่มต้น : 899,000 บาท

FLEXI DEAPUN - INDETERMINATE

จบ ห้องตัวอย่าง ได้แล้ววันนี้!

เฟลิกซ์ เดาปูน - อินเดอร์เทรนจ์

>> 1 ห้องนอน เพอร์สคริป <<<

เริ่ม 1.39 ลบ\*

เชื่อมต่อรถไฟฟ้า 3 สถานี

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## เฟลิกซ์ เดาปูน - อินเดอร์เทรนจ์

ที่ตั้ง : ซอยกรุงเทพ - ถนนบุรี 13 เขตบางซื่อ กรุงเทพมหานคร

พื้นที่ : 6-0-65 ไร่

จำนวน : 8 ชั้น 3 อาคาร รวม 555 ยูนิต

ที่จอดรถ : 207 คัน

ราคาเริ่มต้น : 1,390,000 บาท

SENA VIVA BANGKOK CONDOMINIUM

ใช้ไฟฟ้าฟรีตลอด

Presale 26-27 มี.ค.65

บ้านนวัตกรรมผู้อยู่ใช้ไฟฟ้าฟรี 25 ปี\*

4 ห้องนอน 3 ห้องน้ำ 2 ที่จอดรถ เริ่ม 2.39 ลบ\*

อาคารพาณิชย์ 3 ชั้นครึ่ง กั้นห้องพร้อมตกแต่ง

รองรับผู้อยู่อาศัย และ พนักงานมากกว่า 30,000 คน เริ่ม 6.5 ล้าน\*

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## เสนา วีว่า ฉลองกรุง - ลาดกระบัง

ที่ตั้ง : ถนนฉลองกรุง แขวงลำปลาทิว เขตลาดกระบัง กรุงเทพมหานคร

พื้นที่ : 15-1-29 ไร่

### TOWN HOME

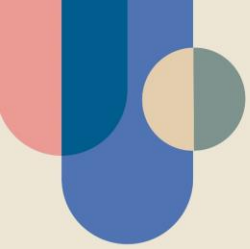
จำนวน : 88 ยูนิต

ราคาเริ่มต้น : 2,390,000 บาท

### SHOP HOUSE

จำนวน : 76 ยูนิต

ราคาเริ่มต้น : 6,500,000 บาท



# PROJECT LAUNCHED 2022



# New Project | SENA 24 PROJECTS / VALUE 18,500 MB.

## Q1-2022

3 Project | 2,190 MB.

1. Sena Kitn Rangsit - Tiwanon Phase 4
2. Flexi Taopoon – Interchange
3. Sena Viva Chalongkrung – Latkrabang

## Q2-2022

7 Project | 3,820 MB.

1. Sena Kith Navanakorn Phase 1
2. Sena Kith Westgate - Bangbuathong Phase 2
3. Sena Kith Bangna KM.29
4. Flexi Suksawat 13
5. Sena Kith Rangsit - Klong 4
6. Sena Kith Thepharak - Bangbo 2 Phase 1
7. Flexi Rattanathibet

## Q3-2022

4 Project | 2,870 MB.

1. Sena Ville Ramindra Phase 3
2. Flexi Sathon - Charoen-nakhon Phase 2
3. Sena Kith Rattanathibet – Bangbuathong
4. Sena Park Ville Ramindra - Wongwaen Phase 2

## Q4-2022

10 Project | 9,620 MB.

1. Flexi Bangna 2
2. Sena Vela Bangyai
3. Sena Kith Navanakorn Phase 2
4. Sena Vela Sukhumvit – Bangpu
5. Sena Shop House Navanakorn Phase 1
6. Flexi Charoen-nakhon 70
7. Sena Park Ville Bangna KM.29
8. Sena Park Grand Bangna KM.29
9. Sena Viva Thepharak – Bangbo
10. Sena Vela Rattanathibet - Bangbuathong

# New Project | SENAJ 25 PROJECTS / VALUE 8,980 MB.

## Q1-2022 (Current Project)

22 Project | 6,740 MB.

1. Miami Condo Bang Poo 1
2. Miami Condo Bang Poo 8
3. Miami Condo Bang Poo 3
4. Miami Condo Bang Poo 2
5. J Condo Sathorn – Kanlapaphruek
6. J Biz Praksa
7. J Biz Rangsit
8. J Avenue Rattanathibet - Bangbuathong
9. J Biz Bangprakong
10. J City Sriracha
11. J Grand Sathorn – Kanlapaphruek
12. J Grand Rangsit
13. J City Rattanathibet - Bangbuathong
14. J Town EX. Bangprakong
15. J Town Sirisothon
16. J City Tiwanon
17. J Villa Bangyai
18. J City Bangyai
19. J Villa Bangbuathong
20. J Villa Bangprakong
21. J Villa Praksa
22. J Avenue Rangsit

## Q2-2022

1 Project | 775 MB.

1. J Villa Ex Bangyai

## Q3-2022

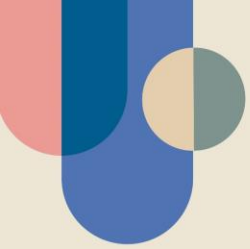
1 Project | 540 MB.

1. Sena Kith Petchkasem - Omnoi Phase 1

## Q4-2022

1 Project | 925 MB.

1. Flexi Sathorn - Kanlapaphruek



# PERFORMANCE OVERVIEW Q1 2022



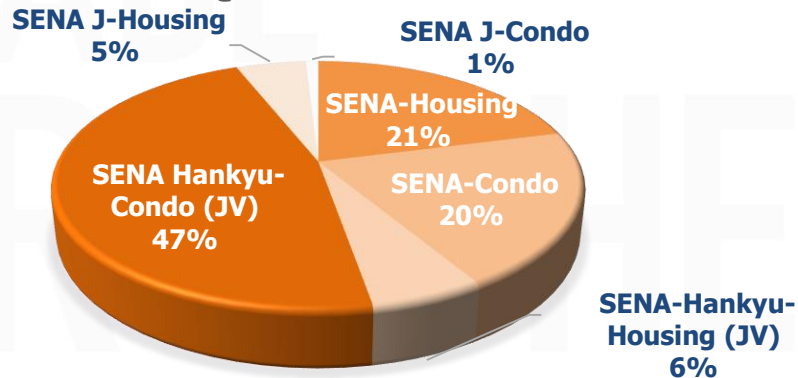


# 3M 2022 PRESALE AND TRANSFER

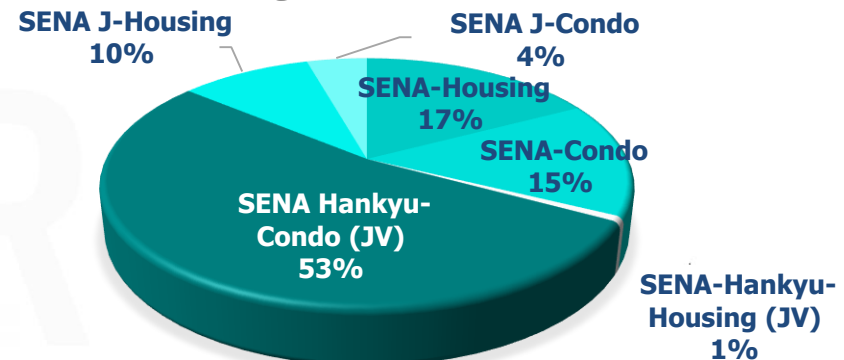
	1Q 2022 Presale			1Q 2022 Transfer		
	Unit	Million Baht	%	Unit	Million Baht	%
SENA-Housing	86	413	21%	48	196	17%
SENA-Condo	257	399	20%	113	170	15%
SENA Hankyu-Housing (JV)	30	116	6%	2	7	1%
SENA Hankyu-Condo (JV)	513	918	47%	182	602	53%
SENAJ-Housing	27	101	5%	30	109	10%
SENAJ-Condo	12	18	1%	31	50	4%
<b>Total</b>	<b>925</b>	<b>1,964</b>	<b>100%</b>	<b>406</b>	<b>1,135</b>	<b>100%</b>

Remark : Presale = ยอดจอง+ยอดทาสัญญา (ยอดจอง = 39%) | Transfer = รายได้ก่อนหักโปรโมชั่น

## 1Q 2022 PRESALE



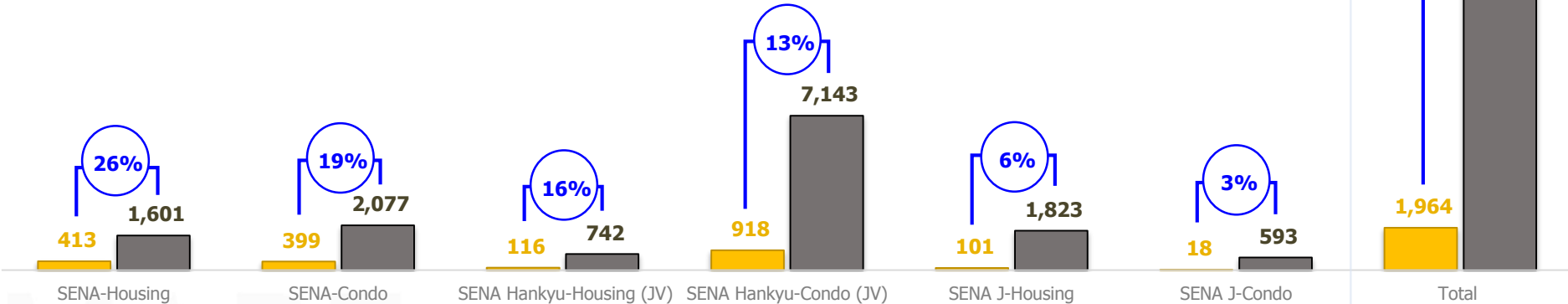
## 1Q 2022 TRANSFER



# 3M 2022 PRESALE | TRANSFER PERFORMANCE

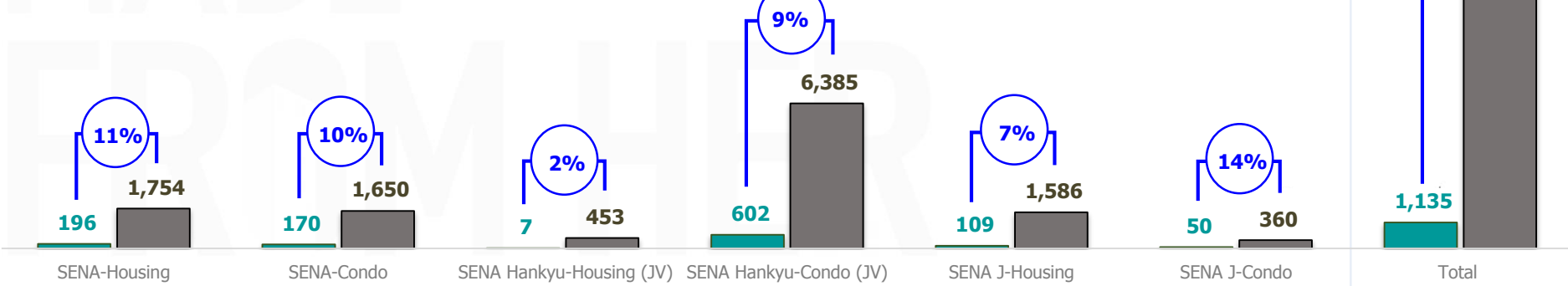
## 3M PRESALE Actual VS Target

■ Actual 3M 2022 ■ Target 2022



## 3M TRANSFER Actual VS Target

■ Actual 3M 2021 ■ Target 2022



# CURRENT PROJECTS

SENA DEVELOPMENT PCL.

As of 31 Mar. 2022

Total **43** current projects  
with value of **50,408 MB.**

: Presales **27,901 MB.**

: Transfer **20,080 MB.**

: Remaining **22,507 MB.**

: Backlog **7,821 MB.**



DEVELOPMENT

ความไว้วางใจจากลูกค้าคือความภูมิใจของเรา

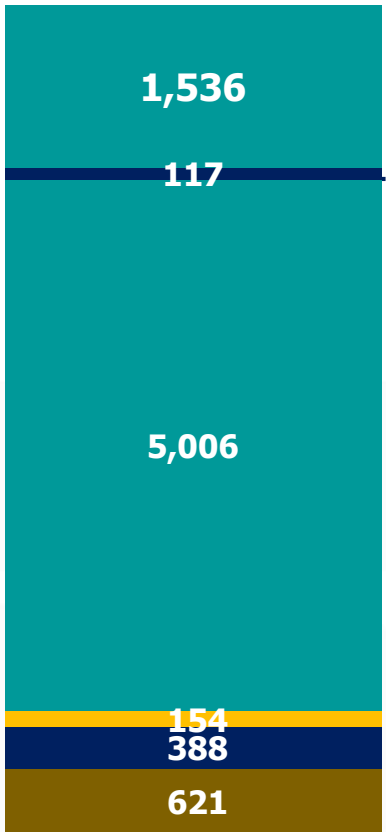


Hankyu Hanshin Properties Corp.

No.	Project Name	Launch	Start Transfer	Constr. Complete	Total		Presales		Transfer		Remaining		Backlog	
					Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)
<b>Housing - SENA</b>														
1	Sena Park Grand Ramindra	Jun-13	2013	96%	174	1,491	165	1,416	153	1,297	9	75	12	119
2	Sena Avenue Bangkadee	Dec-15	2016	100%	41	194	29	128	28	124	12	66	1	4
3	Sena Ville Borommaratchachonnani Sai 5	Feb-16	2016	63%	202	908	94	481	90	457	108	427	4	24
4	Sena Park Ville Ramindra Wongwaen	Feb-16	2016	98%	218	1,327	208	1,254	197	1,176	10	73	11	78
5	Sena Shop House Phaholyothin Khukot	Jul-17	Q4-18	100%	30	211	18	123	17	114	12	88	1	9
6	Sena Shop House Bangkae - Terdthai	Aug-17	Q4-18	88%	59	487	50	398	50	398	9	88	-	-
7	Sena Grand Home Rangsit - Tiwanon	Sep-19	Q2-20	93%	88	695	11	103	8	71	77	592	3	32
8	Sena Ville Lamlukka - Klong 6	Nov-19	Q1-20	60%	215	882	79	313	60	245	136	569	19	68
9	Sena Viva Phetkasem Phutthamonthon - Sai 7	Nov-20	Q1-21	31%	222	642	33	92	25	69	189	550	8	23
10	Baan Burapa Bo Win, Chonburi	Oct-16	Q4-16	31%	227	551	10	21	8	17	217	529	2	4
11	Proud Town Bo Win, Chonburi	Apr-18	Q4-18	30%	167	270	29	48	23	38	138	222	6	10
12	Sena Village Ramindra KM.9	Nov-21	Q1-22	24%	297	1,591	57	286	11	57	240	1,305	46	229
13	Sena Village Rangsit - Tiwanon	Nov-21	Q1-22	12%	323	1,528	8	34	3	13	315	1,494	5	22
<b>Total Housing Projects</b>					<b>2,263</b>	<b>10,776</b>	<b>791</b>	<b>4,698</b>	<b>673</b>	<b>4,076</b>	<b>1,472</b>	<b>6,078</b>	<b>118</b>	<b>621</b>
<b>Condominium - SENA</b>														
1	The Niche Mono Ratchavipha	Nov-13	Q1-16	100%	842	2,360	832	2,318	829	2,310	10	41	3	9
2	The Niche ID Rama 2 Phase 2	Sep-16	Q4-17	100%	322	605	318	598	316	594	4	7	2	4
3	The Niche ID @ Pakred Station	Jul-17	Q4-19	100%	864	1,678	788	1,501	783	1,490	76	177	5	11
4	The Niche Mono Sukhumvit - Puchao	Feb-19	Q4-19	100%	572	1,895	282	867	282	867	290	1,029	-	-
5	The Kith Rangsit - Tiwanon	Feb-20	Q2-20	100%	413	473	381	433	374	424	32	40	7	9
6	Sena Kith Phetkasem - Phutthamonthon - Sai 7	Feb-20	Q4-20	100%	237	212	148	138	119	111	89	74	29	27
7	The Kith Plus Phaholyothin Khukot Phase 2	Nov-20	Q4-20	100%	364	418	273	311	259	294	91	106	14	17
8	Sena Kith MRT - Bangkae Phase 1	Nov-20	Q4-22	11%	210	257	179	219	-	-	31	37	179	219
9	Sena Eco Town Rangsit - Station Phase 1	Oct-21	Q2-23	0%	448	516	100	117	-	-	348	399	100	117
10	Sena Kith MRT Bangkae Phase 2	Nov-21	Q4-22	7%	378	492	68	92	-	-	310	399	68	92
<b>Total Condominium Projects - SENA</b>					<b>4,650</b>	<b>8,905</b>	<b>3,369</b>	<b>6,595</b>	<b>2,962</b>	<b>6,090</b>	<b>1,281</b>	<b>2,310</b>	<b>407</b>	<b>505</b>
<b>Grand Total (excluding JV)</b>					<b>6,913</b>	<b>19,681</b>	<b>4,160</b>	<b>11,293</b>	<b>3,635</b>	<b>10,167</b>	<b>2,753</b>	<b>8,388</b>	<b>525</b>	<b>1,126</b>
<b>Housing - JV SENA Hankyu</b>														
1	Sena Vela Thepharak	Nov-21	Q4-21	26%	298	975	26	102	4	16	272	873	22	87
2	Sena Viva Chalongkrung - Latkrabang	Mar-22	Q3-22	0%	164	757	18	67	-	-	146	689	18	67
<b>Total Housing Projects - JV SENA Hankyu</b>					<b>462</b>	<b>1,732</b>	<b>44</b>	<b>170</b>	<b>4</b>	<b>16</b>	<b>418</b>	<b>1,562</b>	<b>40</b>	<b>154</b>
<b>Condominium - JV SENA Hankyu</b>														
1	The Niche Mono Sukhumvit - Bearing	Sep-17	Q4-19	100%	1,275	4,075	1,126	3,455	1,111	3,411	149	620	15	44
2	The Niche Pride Taopoon Interchange	Mar-18	Q1-20	100%	742	3,446	534	2,484	527	2,456	208	962	7	29
3	The Niche Mono Charoen Nakorn	Aug-18	Q4-20	100%	537	2,017	475	1,687	463	1,634	62	330	12	53
4	The Niche Mono Mega Space Bangna	Nov-18	Q3-21	100%	795	2,563	586	1,905	434	1,402	209	657	152	503
5	The Niche Mono Ramkhamhaeng	Nov-18	Q3-22	64%	1,698	5,159	731	2,198	-	-	967	2,962	731	2,198
6	PITI Sukhumvit 101 Bangchak	Sep-19	Q3-22	54%	168	1,164	44	272	-	-	124	892	44	272
7	The Niche Mono Chaeng Watthana	Sep-19	Q3-22	86%	921	2,346	381	917	-	-	540	1,429	381	917
8	The Niche Mono Itsaraphap	Feb-20	Q4-21	100%	259	863	214	716	158	526	45	147	56	190
9	Sena Kith Thepharak - Bangbo	Oct-20	Q2-22	84%	328	347	328	347	-	-	-	-	328	347
10	Sena Kith Westgate Bangbuathong Phase 1	Mar-21	Q3-22	17%	316	321	228	239	-	-	88	82	228	239
11	Sena Kith Chalongkrung - Latkrabang Phase 1	Jun-21	Q1-23	5%	490	480	451	444	-	-	39	36	451	444
12	Sena Kith Chalongkrung - Latkrabang Phase 2	Jun-21	Q1-23	5%	490	510	203	219	-	-	287	290	203	219
13	Sena Kith BTS - Saphanmai	Sep-21	Q2-23	0%	497	621	247	311	-	-	250	310	247	311
14	Flexi Sathon - Charoen Nakhon Phase 1	Oct-21	Q4-21	100%	479	1,257	264	683	178	469	215	574	86	214
15	Sena Kith Srinakharin - Sridan	Oct-21	Q3-23	0%	618	740	306	341	-	-	312	399	306	341
16	Niche Mono Rama 9 Phase 1	Nov-21	Q2-23	3%	410	1,205	46	110	-	-	364	1,095	46	110
17	Flexi Taopoon - Interchange	Feb-22	Q2-23	0%	555	1,013	38	68	-	-	517	945	38	68
18	Sena Kith Rangsit - Tiwanon	Mar-22	Q3-23	0%	735	868	41	42	-	-	694	826	41	42
<b>Total Condominium Projects - JV SENA Hankyu</b>					<b>11,313</b>	<b>28,995</b>	<b>6,243</b>	<b>16,439</b>	<b>2,871</b>	<b>9,897</b>	<b>5,070</b>	<b>12,556</b>	<b>3,372</b>	<b>6,541</b>
<b>43 Grand Total (including JV)</b>					<b>18,688</b>	<b>50,408</b>	<b>10,447</b>	<b>27,901</b>	<b>6,510</b>	<b>20,080</b>	<b>8,241</b>	<b>22,507</b>	<b>3,937</b>	<b>7,821</b>

# BACKLOG AS OF 31 MAR. 2022 | SENA DEVELOPMENT PCL.

**Total 7,821 MB.**



**Y2023 = 1,652 MB.**

**Y2022 = 6,169 MB.**

- Housing - SENA
- Condominium - SENA
- Housing - SENA Hankyu
- Condominium - SENA Hankyu

## Project Highlight : Expected to transfer in 2022



**Niche Mono Ramkhamhaeng**

Project Value : 5,159 MB.  
Backlog : 2,198 MB.



**PITI Sukhumvit 101**

Project Value : 1,164 MB.  
Backlog : 272 MB.



**Niche Mono Chaengwatthana**

Project Value : 2,346 MB.  
Backlog : 917 MB.



**Sena Kith Thepharak - Bangbo**

Project Value : 347 MB.  
Backlog : 347 MB.



**Sena Kith Westgate - Bangbuathong**

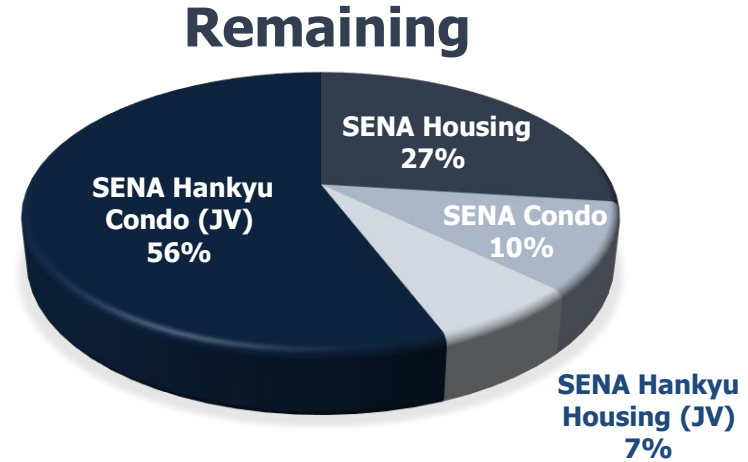
Project Value : 321 MB.  
Backlog : 239 MB.

**AS OF 31 MAR. 2022**

# REMAINING / INVENTORY | SENA DEVELOPMENT PCL.

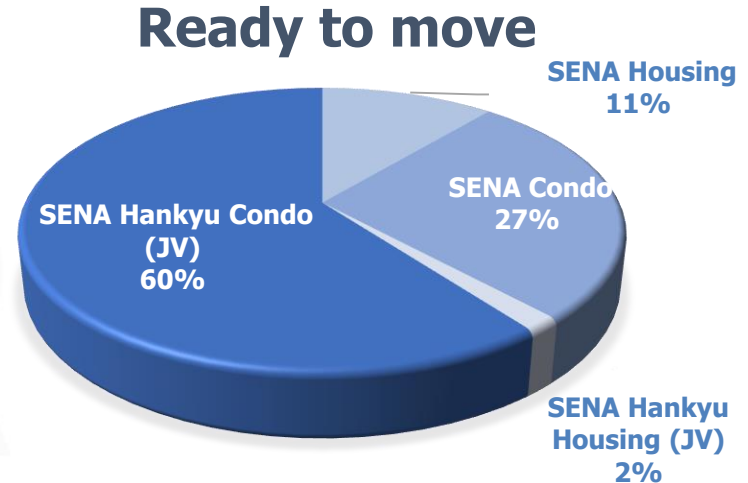
Remaining as of 31 Mar. 2022 = 22,507 MB.

Remaining	MB.	%
SENA Housing	6,078	27%
SENA Condo	2,310	10%
SENA Hankyu Housing (JV)	1,562	7%
SENA Hankyu Condo (JV)	12,556	56%
<b>Total</b>	<b>22,507</b>	<b>100%</b>



Ready to move as of 31 Mar. 2022 = 5,461 MB.

Inventory	MB.	%
SENA Housing	608	11%
SENA Condo	1,474	27%
SENA Hankyu Housing (JV)	87	2%
SENA Hankyu Condo (JV)	3,291	60%
<b>Total</b>	<b>5,461</b>	<b>100%</b>



# CURRENT PROJECTS

## SENAJ PROPERTY PCL. As of 31 Mar. 2022

Total **20** current projects  
with value of **17,173 MB.**

: Presales **10,235 MB.**

: Transfer **9,854 MB.**

: Remaining **6,938 MB.**

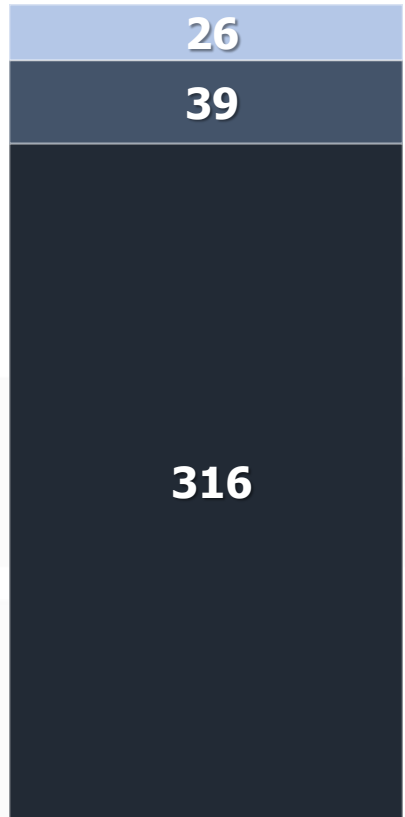
: Backlog **381 MB.**

**SENAJ**  
PROPERTY

No.	Project Name	Total		Presales		Transfer		Remaining		Backlog	
		Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)
	<b><u>Housing</u></b>										
1	J Villa Bangpakong (THW/SH)	139	531	75	255	72	243	64	276	3	12
2	J Grand Rungsit Klong 1	158	483	124	373	118	354	34	110	6	20
3	J Villa Praksa	434	1,508	167	629	156	592	267	879	11	37
4	J City Sriracha Assumption	276	785	144	365	139	351	132	420	5	14
5	J City Rattana Tibet Bangbuathong	271	834	236	726	234	719	35	108	2	7
6	J Villa Bangbuathong	182	934	25	128	23	118	157	806	2	10
7	J Villa Bang Yai (DH/SH)	103	491	96	450	92	431	7	41	4	19
8	J City Bang Yai (TH/DH)	303	1,128	-	-	-	-	303	1,128	-	-
9	J City Tiwanon Bangkadi	248	897	156	424	156	424	92	473	-	-
10	J Town EX Bangpakong	55	135	39	94	38	91	16	41	1	3
11	J Grand Sathorn Kanlapaphruek	120	640	117	620	113	600	3	20	4	20
12	J Town Sirisothon	433	1,175	5	14	5	14	428	1,161	-	-
13	J Avenue Rungsit Klong 1	44	192	41	176	-	-	3	17	41	176
	<b>Total Housing Projects</b>	<b>2,766</b>	<b>9,734</b>	<b>1,225</b>	<b>4,254</b>	<b>1,146</b>	<b>3,938</b>	<b>1,541</b>	<b>5,480</b>	<b>79</b>	<b>316</b>
	<b><u>Condominium</u></b>										
1	Miami Garden	2,048	1,970	1,400	1,376	1,396	1,372	648	594	4	4
2	Miami Beach	312	575	237	451	237	451	75	125	-	-
3	J Condo Sathorn Kanlapaphruek	1,065	2,170	977	1,962	965	1,939	88	208	12	22
	<b>Total Condominium Projects</b>	<b>3,425</b>	<b>4,715</b>	<b>2,614</b>	<b>3,789</b>	<b>2,598</b>	<b>3,763</b>	<b>811</b>	<b>926</b>	<b>16</b>	<b>26</b>
	<b><u>Commercial Building</u></b>										
1	J Biz Rungsit Klong 1	224	1,069	175	852	166	813	49	217	9	39
2	J Biz Bangpakong	77	359	49	238	49	238	28	121	-	-
3	J Biz Praksa	163	953	151	889	151	889	12	64	-	-
4	J Avenue Rattana Tibet Bangbuathong	50	343	29	214	29	214	21	129	-	-
	<b>Total Commercial Building Projects</b>	<b>514</b>	<b>2,724</b>	<b>404</b>	<b>2,193</b>	<b>395</b>	<b>2,154</b>	<b>110</b>	<b>531</b>	<b>9</b>	<b>39</b>
	<b>Grand Total</b>	<b>6,705</b>	<b>17,173</b>	<b>4,243</b>	<b>10,235</b>	<b>4,139</b>	<b>9,854</b>	<b>2,462</b>	<b>6,938</b>	<b>104</b>	<b>381</b>

# BACKLOG AS OF 31 MAR. 2022 | SENAJ PROPERTY PCL.

**Total 381 MB.**



**Y2022 = 381 MB.**

- Housing - JSP
- Condominium - JSP
- Commercial Building

## Project Highlight : Expected to transfer in 2022

**J Avenue Rangsit – Klong 1**

Project Value : 192 MB.  
Backlog : 176 MB.

**J Biz Rangsit – Khlong 1**

Project Value : 1,069 MB.  
Backlog : 39 MB.

**J Villa Sukumvit - Praksa**

Project Value : 1,508 MB.  
Backlog : 37 MB.

**J Grand Sathorn - Kalapapruek**

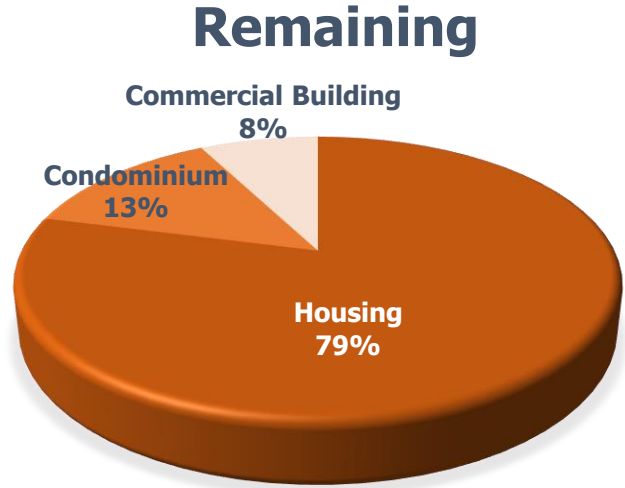
Project Value : 640 MB.  
Backlog : 20 MB.

**AS OF 31 MAR. 2022**

# REMAINING / INVENTORY | SENAJ PROPERTY PCL.

Remaining as of 31 Mar. 2022 = 6,938 MB.

Remaining	MB.	%
Housing	5,480	79%
Condominium	926	13%
Commercial Building	531	8%
<b>Total</b>	<b>6,938</b>	<b>100%</b>



Ready to move as of 31 Mar. 2022 = 2,005 MB.

Inventory	MB.	%
Housing	548	27%
Condominium	926	46%
Commercial Building	531	26%
<b>Total</b>	<b>2,005</b>	<b>100%</b>





# CONSTRUCTION PROGRESS | SENA DEVELOPMENT PCL.

## NICHE MONO RAMKHAMHAENG

Project Progress 64% | Transfer Q3/2022



## NICHE MONO CHAENGWATTHANA

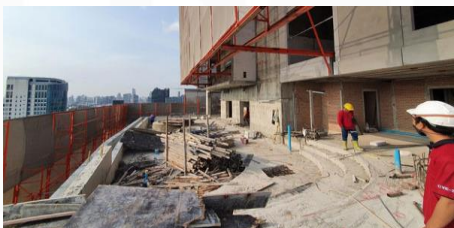
Project Progress 86% | Transfer Q3/2022



# CONSTRUCTION PROGRESS | SENA DEVELOPMENT PCL.

## PITI SUKHUMVIT 101

Project Progress 54% | Transfer Q3/2022



## SENA KITH THEPHARAK - BANGBO

Project Progress 84% | Transfer Q2/2022





COMPANY OVERVIEW	1
<b>CORPORATE PERFORMANCE</b> REAL ESTATE BUSINESS <b>RECURRING INCOME &amp; SERVICE</b>	2
FINANCIAL PERFORMANCE	3
CSR	4



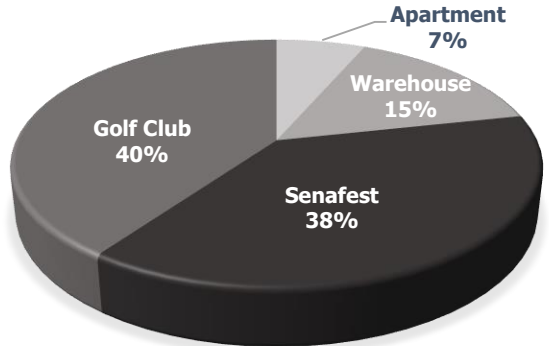
# 3M 2022 | RENTAL AND SERVICE BUSINESS

Rental Revenue (3M 22)	Rev. (MB)	%
Apartment	2.87	6.5%
Warehouse	6.65	15.1%
Senafest	16.86	38.3%
Golf Club	17.66	40.1%
<b>Total</b>	<b>44.03</b>	<b>100.0%</b>

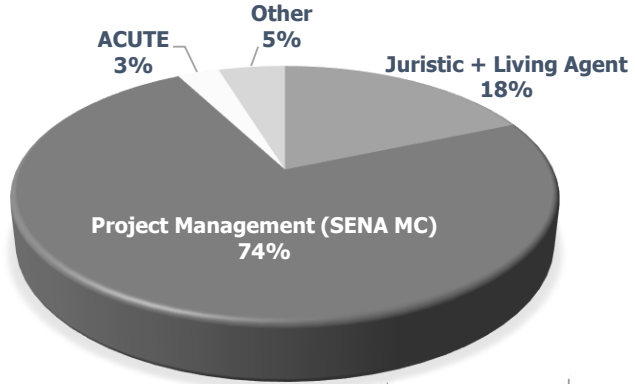
Service Revenue (3M 22)	Rev. (MB)	%
Juristic + Living Agent	11.91	18.6%
Project Management (SENA MC)	47.25	73.7%
ACUTE	1.90	3.0%
Other	3.03	4.7%
<b>Total</b>	<b>64.08</b>	<b>100.0%</b>

<b>Grand Total</b>	<b>108.11</b>	
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RENTAL REVENUE (3M 22)

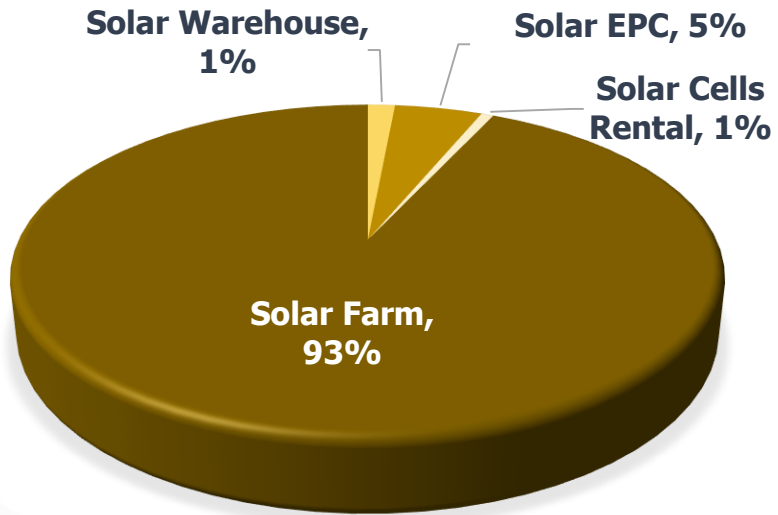


SERVICE REVENUE (3M 22)



## SOLAR REVENUE (3M 22)

Solar Revenue (3M 22)	Rev. (MB)	%
Solar Warehouse	1.57	1%
Solar EPC	5.08	5%
Solar Cells Rental	0.71	1%
Solar Farm	98.79	93%
<b>Total</b>	<b>106.15</b>	<b>100%</b>





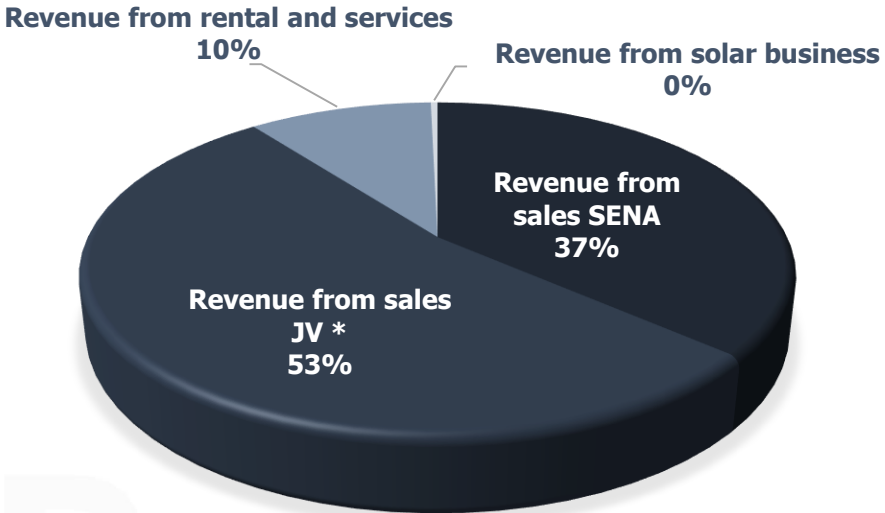
COMPANY OVERVIEW	1
CORPORATE PERFORMANCE REAL ESTATE BUSINESS RECURRING INCOME & SERVICE	2
FINANCIAL PERFORMANCE	3
CSR	4



# 3M 2022 | COMPANY'S REVENUE

Total Company's Revenue	MB.
<b>Revenue from sales</b>	<b>965.55</b>
Revenue from sales SENA	392.35
Revenue from sales JV *	573.21
<b>Revenue from rental and services</b>	<b>108.11</b>
<b>Revenue from solar business</b>	<b>3.95</b>
<b>Total</b>	<b>1,077.61</b>

## 3M22 Company's Revenue



\*หมายเหตุ : Revenue from sales JV รับรู้รายได้ในรูปแบบส่วนแบ่งกำไร (ขาดทุน) ตามที่แสดงในงบกำไร (ขาดทุน) เม็ดเสร็จ

# 3M 2022 | FINANCIAL STATEMENT

	3M 22		3M 21		2021		2020		2019	
	(MB)	%	(MB)	%	(MB)	%	(MB)	%	(MB)	%
<b>Total Asset</b>	<b>23,228.78</b>	<b>100%</b>	<b>15,605.03</b>	<b>100%</b>	<b>18,620.02</b>	<b>100%</b>	<b>17,927.07</b>	<b>100%</b>	<b>15,098.14</b>	<b>100%</b>
<b>Total liabilities</b>	<b>12,442.19</b>	<b>54%</b>	<b>8,585.51</b>	<b>55%</b>	<b>10,817.70</b>	<b>58%</b>	<b>10,759.66</b>	<b>60%</b>	<b>8,596.06</b>	<b>57%</b>
<b>Total Shareholders' equity of parent</b>	<b>8,108.87</b>	<b>35%</b>	<b>6,981.20</b>	<b>45%</b>	<b>7,765.28</b>	<b>42%</b>	<b>6,755.74</b>	<b>38%</b>	<b>6,080.73</b>	<b>40%</b>
<b>Non-controlling interests</b>	<b>2,677.72</b>	<b>12%</b>	<b>38.32</b>	<b>0%</b>	<b>37.04</b>	<b>0%</b>	<b>411.67</b>	<b>2%</b>	<b>421.35</b>	<b>3%</b>
Revenue from sales, rental, services & solar	504.41	61%	859.46	95%	3,038.91	95%	4,088.09	96%	4,832.05	97%
Other income*	326.75	39%	41.60	5%	157.16	5%	148.81	4%	157.10	3%
<b>Total Revenue</b>	<b>831.15</b>	<b>100%</b>	<b>901.06</b>	<b>100%</b>	<b>3,196.07</b>	<b>100%</b>	<b>4,236.89</b>	<b>100%</b>	<b>4,989.14</b>	<b>100%</b>
Total cost of sales, rental, services & solar**	303.36	60%	476.10	55%	1,765.23	58%	2,230.82	55%	2,537.71	53%
Gross profit**	201.04	40%	383.36	45%	1,273.68	42%	1,857.27	45%	2,294.34	47%
Selling expenses	41.99	8%	43.32	5%	187.45	6%	227.50	6%	450.42	9%
Administrative expenses	177.34	35%	105.26	12%	467.47	15%	528.44	13%	550.49	11%
Share of profit (loss) of associates and joint ventures	99.02	20%	51.06	6%	335.01	11%	306.96	8%	-76.88	-2%
Share of profit (loss) of associates (Gain from Requisition of investment in associates)	0.00	0%	0.00	0%	489.37	16%	0.00	0%	0.00	0%
<b>Profit for the period</b>	<b>368.08</b>	<b>73%</b>	<b>228.58</b>	<b>27%</b>	<b>1,248.77</b>	<b>41%</b>	<b>1,111.40</b>	<b>27%</b>	<b>891.58</b>	<b>18%</b>
Non-controlling interests	31.74	6%	-0.74	0%	-1.65	0%	-8.02	0%	1.53	0%
Owners of the parent	336.34	67%	229.32	27%	1,250.42	41%	1,119.42	27%	890.05	18%
<b>Basic earning per share (Baht)</b>	<b>0.23</b>		<b>0.16</b>		<b>0.87</b>		<b>0.79</b>		<b>0.63</b>	

Remark \* : Other income gains from requisition of investment in associates

\*\* : Percentage of Total cost and Gross Profit were calculated from Revenue from sales, rental, services & solar



# 3M 2022 | GROSS PROFIT MARGIN BY BUSINESS TYPE

(MB.)

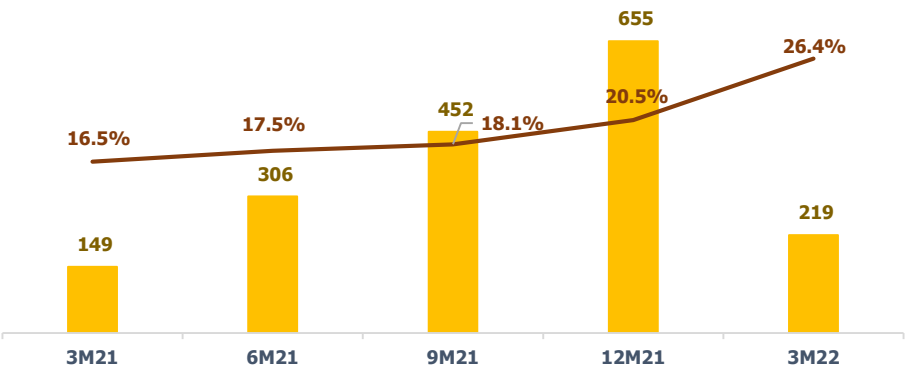
3M 2022	Real Estate for Sales	Real Estate Recurring	Solar	Total
Revenues	392.35	108.11	3.95	504.41
COGS	236.19	65.89	1.28	303.36
Gross Profit	156.16	42.22	2.66	201.04
Gross Margin	40%	39%	67%	40%

(MB.)

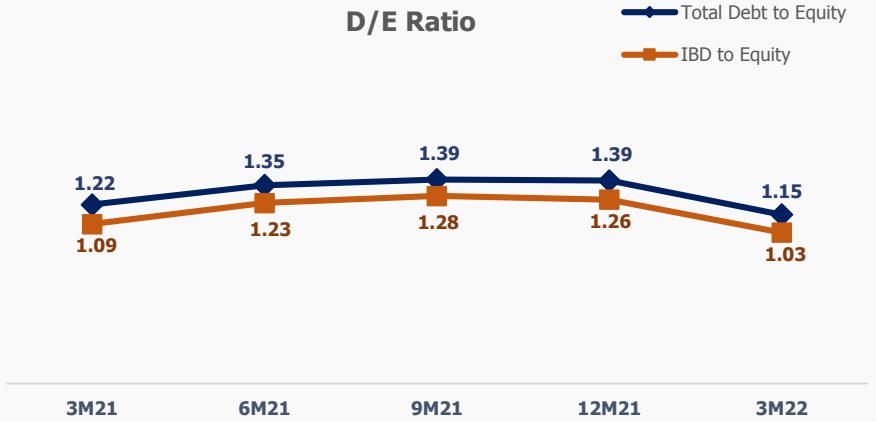
3M 2022	Solar Farm	Profit (Loss) Sharing - B.GRIMM SENA (3M 2022)	
Revenues	98.79	Net Profit	38.92
COGS	40.70	SENA Shareholding in B.GRIMM SENA Solar Power Ltd	51%
Gross Profit	58.09	Profit (Loss) Sharing from operating	19.85
Gross Margin	59%		

# 3M 2022 | FINANCIAL HIGHLIGHT / FINANCIAL Ratio

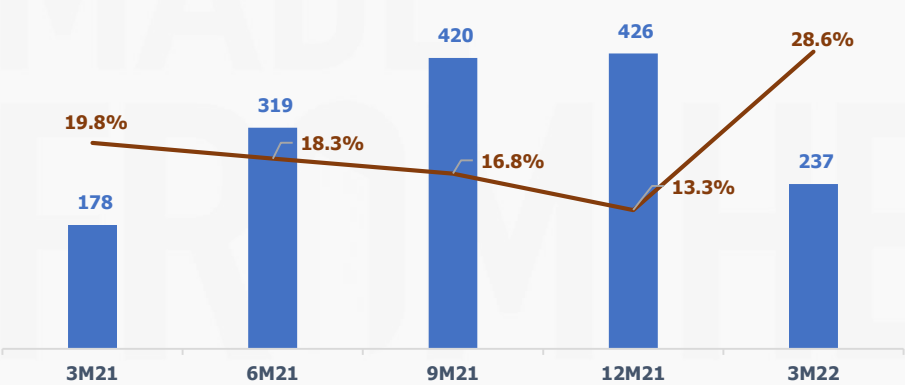
SG&A and SG&A to Total Revenue



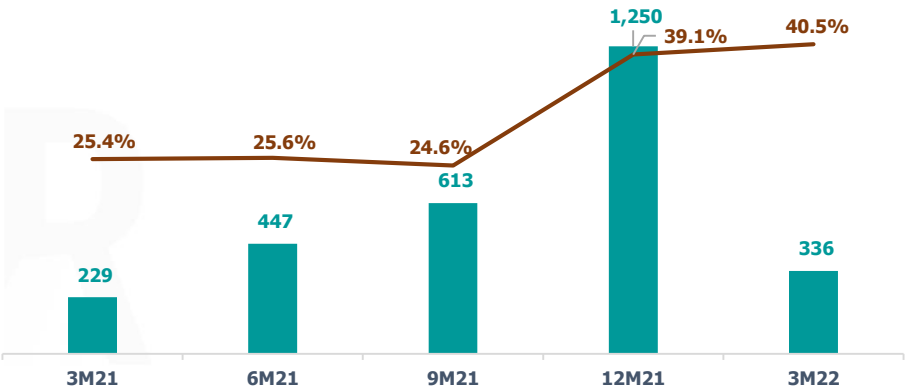
D/E Ratio



Net Profit Before Share of profit (loss) of associates and joint ventures



Net Profit & Net Profit Margin





COMPANY OVERVIEW	1
CORPORATE PERFORMANCE REAL ESTATE BUSINESS RECURRING INCOME & SERVICE	2
FINANCIAL PERFORMANCE	3
CSR	4



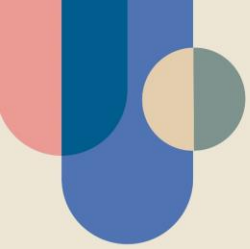
# PRESALES / TRANSFER | PROJECT BAAN RUAM TANG FUN 4



**Pre Sale = 95%**

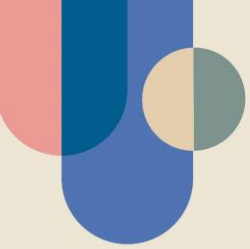
**Current Project  
As of 31 Mar. 2022**

No.	Project Name	Launch	Constr. Complete	Total		Presales		Transfer		Remaining		Backlog	
				Units	Value (MB.)	Units	Value (MB.)	Units	Value (MB.)	Units	Value (MB.)	Units	Value (MB.)
1	บ้านร่วมทางฝัน 4	May-20	100%	196	307	187	293	186	291	9	15	1	2



# Q&A





***Thank you***

**For any information please contact**

**Email : [ir@sena.co.th](mailto:ir@sena.co.th)**

**Tel : 02-541-4642**

