

Opportunity Day

1Q 2021

SENADEVELOPMENT PCL.

SENA
DEVELOPMENT

SENA
ZERO COVID
เราจะสู้ไปด้วยกัน

10 June 2021

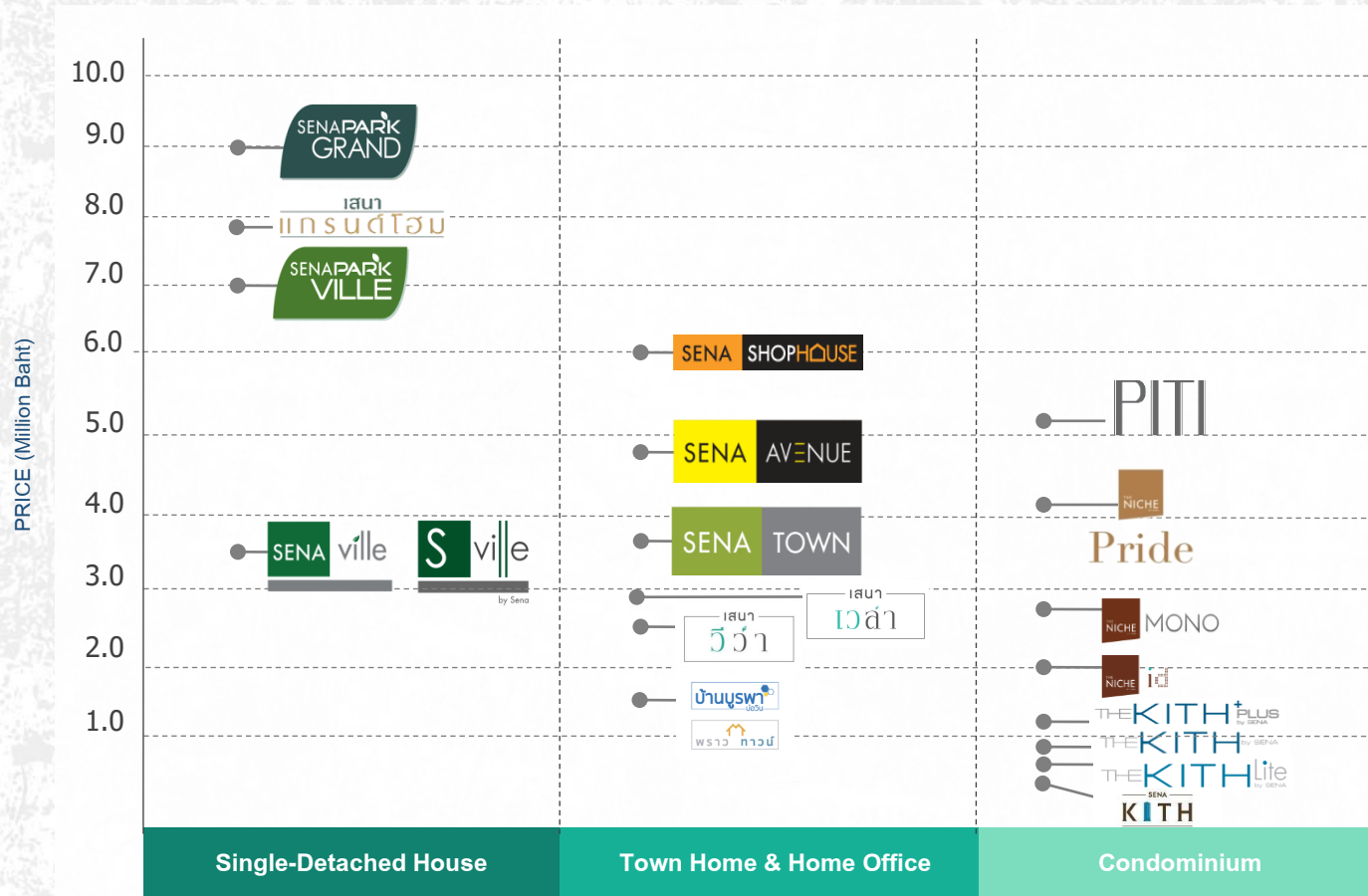
AGENDA

- Company Overview**
- Corporate Performance**
 - **Real Estate Business**
 - **Recurring Income & Service**
- Financial Performance**
- CSR**

Business Group Structure



Branding : Property Development



RESIDENTIAL DEVELOPMENT

SENA 's brands for residential development that cover wide range of price and meet to all customer segments.

Branding : Condominium

PTI



Pride



MONO



id



THE KITH



SENA
KITH
PHITKASIM - PHUTHANONTNONG SA17



Branding : Housing

SENAPARK
GRAND



SENAPARK
VILLE
RAMINDRA



SENA TOWN



SENA AVENUE



SENA SHOPHOUSE



เสนา
แกรนด์โฮม



SENA ville



เสนา
วิลล์



เสนา
เว้า



บ้านบุรพา
บ่อวิน



พรสวรรค์
พรคุณ

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Project Highlight Q1 2021

เสนา คิทธิ เสนา ดิถ์ เวสต์เกต - บางบัวทอง



ที่ตั้งโครงการ : ติดถนนบางกรวย-ไทรน้อย
 ลักษณะโครงการ : คอนโดมิเนียม Low Rise สูง 5 ชั้น จำนวน 6 อาคาร
 จำนวนยูนิต : 316 ยูนิต
 ราคาขายเริ่มต้น : 769,000 บาท
Project Value : 250 MB.

Project Launched 2021

PROJECT LAUNCH 2021

18 PROJECT NEW

8 PROJECT JV

10 PROJECT SENA

TOTAL 16,764

(MILLION BAHT)

Q1 1 Project

1. Sena Kith Westgate – Bangbuathong (JV)

Q3 8 Project

1. Sena Kith Chalong Krung – Ladkrabang Phase 1 (JV)
2. Sena Vela Thepharak (JV)
3. Eco Town Rangsit – Station Phase 1
4. Sena Ville Ramindra Phase 3
5. Sena Village Ramindra KM.9
6. Sena Village Bang Phun
7. Sena Kith Bang Pu (JV)
8. Niche Mono Rama 9 Phase 1 (JV)

Q4 3 Project

1. Sena Kith Saphanmai (JV)
2. Sena Kith Klong 4 Phase 1
3. Sena Kith MRT Bangkae Phase 2
4. Niche Pride Ekkamai (JV)
5. Niche Mono Tiwanon 8
6. Sena Kith BTS Sridan (JV)
7. Eco Town Ramindra KM.9 Phase 1
8. Sena Vilva Ladkrabang (Townhouse) (JV)
9. Sena Kith Klong 1 (JV)

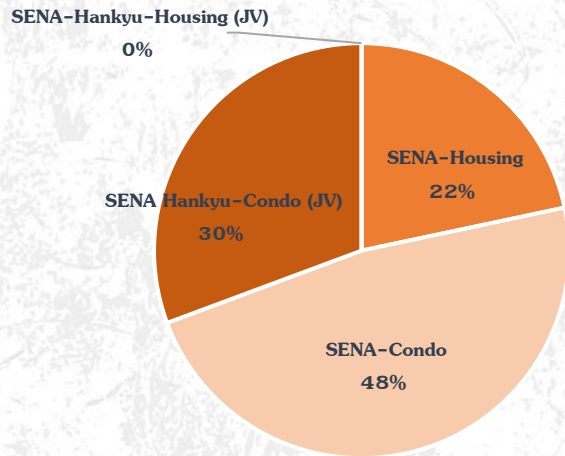
Performance Overview Q1 2021

3M 2021 Presale and Transfer

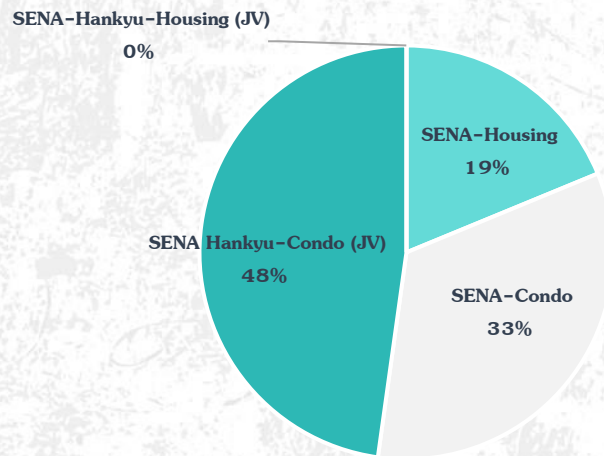
	1Q 2021 Presale			1Q 2021 Transfer		
	Unit	Million Baht	%	Unit	Million Baht	%
SENA-Housing	51	228	22%	51	252	19%
SENA-Condo	348	500	48%	286	449	33%
SENA Hankyu-Condo (JV)	119	322	30%	161	642	48%
SENA-Hankyu-Housing (JV)	-	-	0%	-	-	0%
Total	518	1,050	100%	498	1,344	100%

Remark : Presale = ยอดทำสัญญา Transfer = รายได้ก่อนหักโปรโมชั่น

3M 2021 Presale

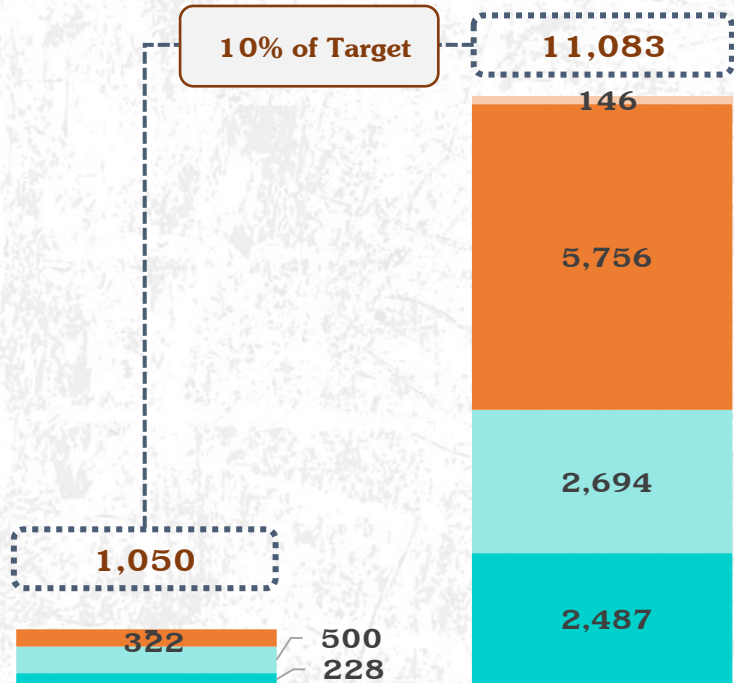


3M 2021 Transfer

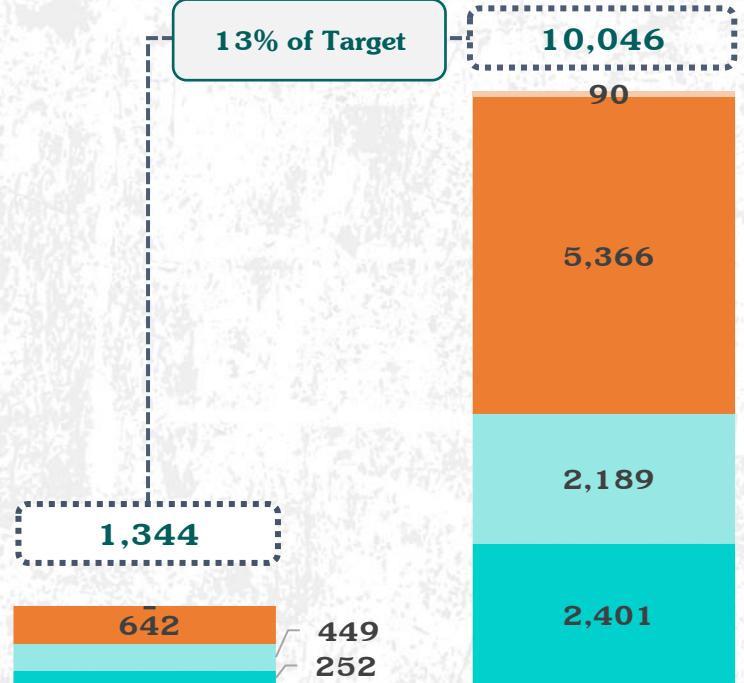


3M 2021 Presale / Transfer Performance

Presale Actual VS Target



Transfer Actual VS Target



Actual 1Q 2021

Target 2021

Actual 1Q 2020

Target 2021

SENA-Hankyu-Housing (JV)

SENA Hankyu-Condo (JV)

SENA-Condo

SENA-Housing



Current Projects

(as of 31 Mar. 2021)

Total **38** current projects with value of **43,205 MB.**

: Presales **28,212 MB.**

: Transfer **20,812 MB.**

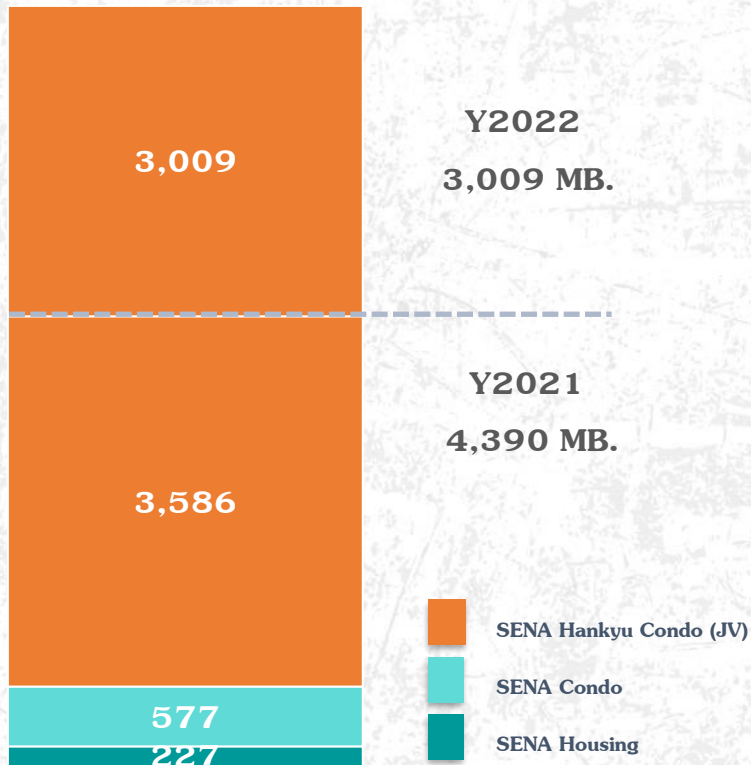
: Remaining **14,993 MB.**

: Backlog **7,399 MB.**

No.	Project Name	Launch	Project Transfer	Constr. Complete	Total		Presales		Transfer		Remaining		Backlog	
					Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)
	Housing - SENA													
1	Sena Park Grand Ramindra	Jun-13		96%	174	1,472	147	1,239	139	1,166	27	233	8	74
2	Sena Avenue Bangkokadee	Dec-15		100%	41	185	26	116	25	112	15	69	1	4
3	Sena Ville Borommaratchachonnonni Sai 5	Feb-16		56%	202	908	84	422	79	391	118	486	5	30
4	Sena Park Ville Ramindra Wongwaen	Feb-16		95%	218	1,318	173	1,007	169	980	45	311	4	27
5	Sena Shop House Phaholyothin Khukot	Jul-17		85%	30	203	14	95	13	86	16	109	1	9
6	Sena Shop House Bangkae - Terdthai	Aug-17		87%	59	487	49	389	48	381	10	98	1	8
7	Sena Grand Home Rangsit - Tiwanon	Sep-19		68%	88	695	4	37	3	28	84	658	1	9
8	Sena Grand Home Ramindra KM.8	Oct-19		100%	7	51	7	51	7	51	-	-	-	-
9	Sena Ville Lamlukka - Klong 6	Nov-19		46%	215	882	33	135	28	113	182	747	5	22
10	Sena Viva Phetkasem Phuthamonthon - Sai7	Nov-20		19%	222	642	13	35	7	19	209	606	6	16
11	Sena Ville Ramindra - KM.8	Jan-21		100%	4	28	4	28	3	22	-	-	1	6
12	Baan Burapa Borwin	Oct-16		54%	220	396	6	13	3	7	214	383	3	6
13	Proud Town	Apr-18		40%	167	200	14	24	5	8	153	176	9	15
	Total Housing Projects				1,647	7,467	574	3,591	529	3,364	1,073	3,876	45	227
	Condominium - SENA													
1	The Niche Mono Ratchavipha	Nov-13		100%	842	2,361	818	2,273	807	2,242	24	88	11	31
2	The Niche Pride Thonglor - Phetchaburi	Aug-15		100%	667	2,434	662	2,415	649	2,360	5	19	13	55
3	The Niche ID Rama 2 Phase 2	Sep-16		100%	322	605	311	583	307	575	11	22	4	8
4	The Kith Lite Bangkokadee Phase 2	Feb-17		100%	348	404	343	398	342	396	5	7	1	1
5	The Niche ID Sukhumvit 113	May-17		100%	366	634	366	634	365	632	-	-	0	2
6	The Niche ID @ Pakred Station	Jul-17		99%	864	1,676	687	1,290	676	1,268	177	386	11	22
7	The Kith Plus Phaholyothin Khukot Phase 1	Sep-17		100%	364	463	363	461	359	456	1	1	4	5
8	The Niche ID Rama 2 Phase 3	Mar-18		100%	364	654	305	549	295	531	59	106	10	18
9	The Niche ID Bangkae Phase 2	Mar-18		100%	420	719	414	709	410	703	6	10	4	7
10	The Niche ID Serithai Phase 2	Mar-18		100%	434	741	420	717	406	693	14	24	14	24
11	Niche Mono Sukhumvit - Puchao	Feb-19		100%	572	1,895	204	643	194	613	368	1,252	10	30
12	The Kith Rangsit-Tiwanon	Feb-20		100%	413	477	221	252	192	221	192	225	29	32
13	Kith Phetkasem - Phuthamonthon - Sai 7	Feb-20		97%	237	211	128	119	89	82	109	92	39	37
14	The Kith Plus Phaholyothin Khukot Phase 2	Nov-20		97%	364	414	111	121	73	79	253	293	38	41
15	Sena Kith MRT - Bangkae	Nov-20	Q4-2022	0%	210	255	118	146	-	-	92	109	118	146
16	Sena Kith Westgate Bangbuathong	Mar-21	Q4-2022	0%	316	250	121	119	-	-	195	131	121	119
	Total Condominium Projects - SENA				7,103	14,194	5,592	11,428	5,164	10,851	1,511	2,766	428	577
	Condominium - SENA Hankyu													
1	The Niche Mono Sukhumvit - Bearing	Sep-17		100%	1,275	4,075	1,076	3,315	1,024	3,161	199	761	52	153
2	The Niche Pride Taopoon Interchange	Mar-18		100%	742	3,446	516	2,407	451	2,101	226	1,039	65	307
3	The Niche Mono Charoen Nakorn	Aug-18		100%	537	1,985	454	1,600	383	1,335	83	384	71	265
4	The Niche Mono Mega Space Bangna	Nov-18	Q3-2021	90%	795	2,401	611	1,900	-	-	184	501	611	1,900
5	The Niche Mono Ramkhamhaeng	Nov-18	Q3-2022	16%	1,698	5,076	677	2,016	-	-	1,021	3,061	677	2,016
6	PITI SUKHUMVIT 101	Sep-19	Q3-2022	9%	168	1,159	48	303	-	-	120	856	48	303
7	Niche Mono Chaeng Watthana	Sep-19	Q3-2022	24%	921	2,208	300	690	-	-	621	1,517	300	690
8	Niche Mono Itsaraphap	Feb-20	Q4-2021	26%	259	849	193	626	-	-	66	223	193	626
9	Sena Kith Thepharak - Bangbo	Oct-20	Q4-2021	3%	328	345	321	336	-	-	7	9	321	336
	Total Condominium Projects - SENA Hankyu				6,723	21,544	4,196	13,192	1,858	6,597	2,527	8,352	2,338	6,595
	Total				15,473	43,205	10,362	28,212	7,551	20,812	5,111	14,993	2,811	7,399

Backlog (as of 31 Mar. 2021)

Total Backlog Bt 7,399 MB.



Project Highlight : Expected to transfer in 2021

NICHE MONO CHAROEN – NAKHON :

Project Value : 1,985 MB.

Backlog : 265 MB.



NICHE MONO MEGA SPACE BANGNA :

Project Value : 2,401 MB.

Backlog : 1,900 MB.

NICHE MONO ISARAPHAP :

Project Value : 849 MB.

Backlog : 626 MB.

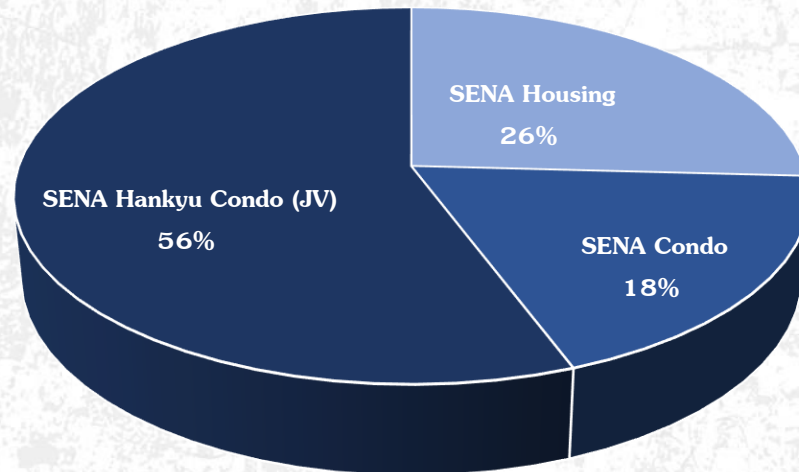


Remaining

Remaining as of 31 Mar. 2021 = **14,993 MB**

Remaining	MB.	%
SENA Housing	3,876	26%
SENA Condo	2,766	18%
SENA Hankyu Condo (JV)	8,352	56%
Total	14,993	100%

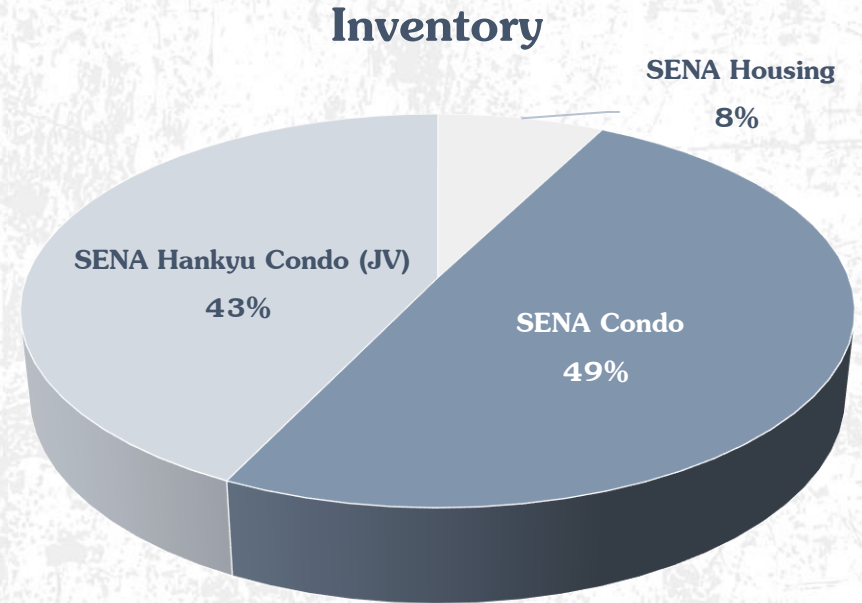
Remaining



Inventory

Ready to move as of 31 Mar. 2021 = 5,097 MB

Inventory	MB.	%
SENA Housing	388	3%
SENA Condo	2,526	17%
SENA Hankyu Condo (JV)	2,184	15%
Total	5,097	34%



Construction Progress

NICHE MONO MEGA SPACE BANGNA



Project Progress 90%

Transfer Q3/2021



Construction Progress

NICHE MONO ITSARAPHAP



Project Progress 34%

Transfer Q4/2021



Construction Progress

NICHE MONO RAMKHAMHAENG



Project Progress 16%

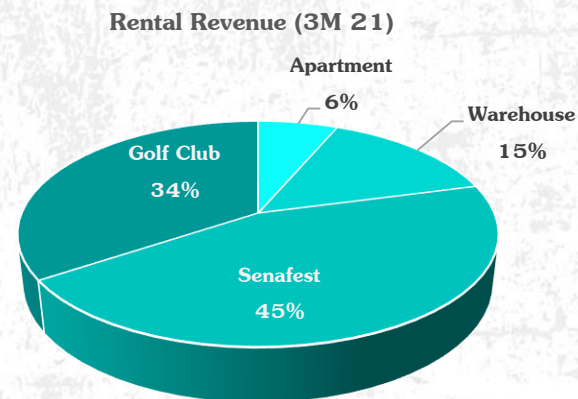


AGENDA

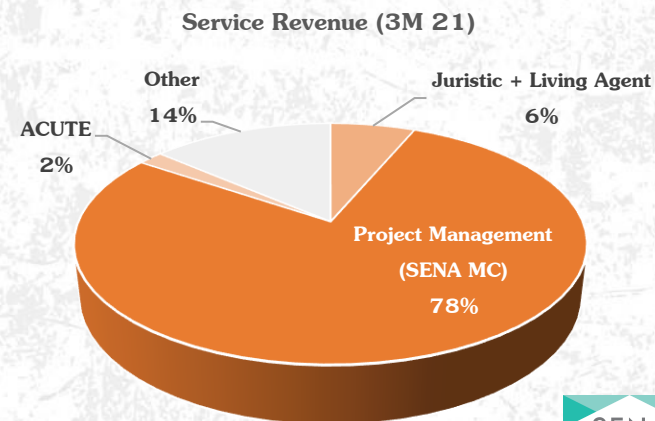
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3M 2021 | Rental and Service Business

Rental Revenue (3M 21)	Rev. (MB)	%
Apartment	2.46	6.40%
Warehouse	5.55	14.46%
Senafest	17.20	44.78%
Golf Club	13.20	34.36%
Total	38.41	100.00%

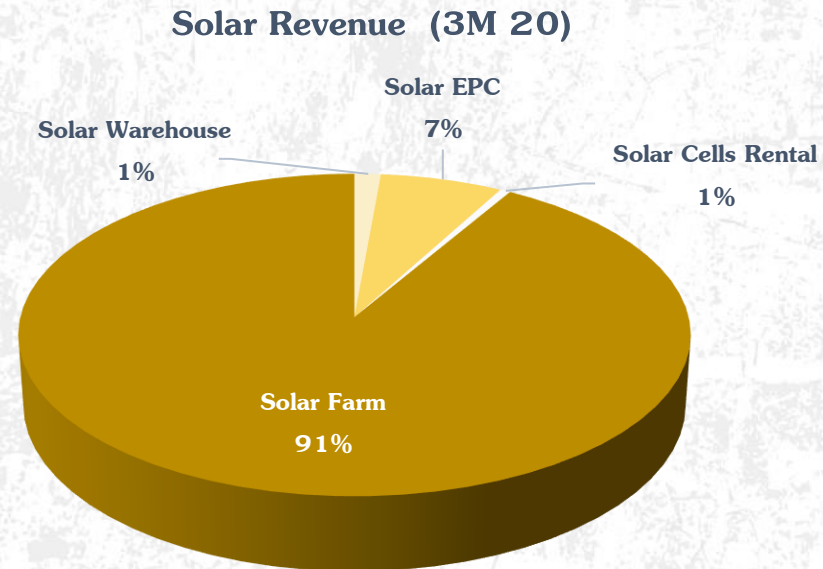


Service Revenue (3M 21)	Rev. (MB)	%
Juristic + Living Agent	12.35	6.36%
Project Management (SENA MC)	151.67	78.09%
ACUTE	3.62	1.86%
Other	26.58	13.69%
Total	194.22	100.00%
Grand Total	232.63	



Revenue from Solar Business As of 3M 2021

Solar Revenue (3M 20)	Rev. (MB)	%
Solar Warehouse	1.61	1.4%
Solar EPC	7.46	6.5%
Solar Cells Rental	0.63	0.6%
Solar Farm	104.33	91.5%
Total	114.04	100.0%



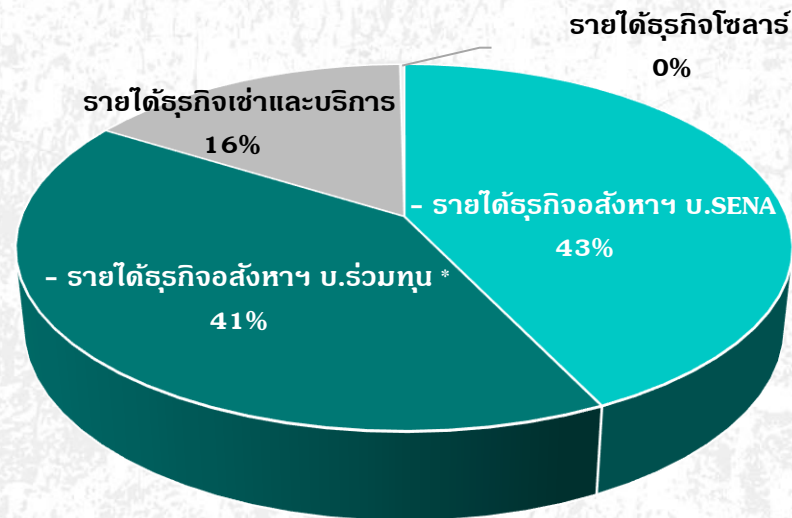
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3M 2021 | Company's Revenue

รายได้รวมของบริษัทฯ	มูลค่า (ล้านบาท)
รายได้ธุรกิจอสังหาฯ	
- รายได้ธุรกิจอสังหาฯ บ.SENA	623.65
- รายได้ธุรกิจอสังหาฯ บ.ร่วมทุน *	597.36
รายได้ธุรกิจเช่าและบริการ	232.63
รายได้ธุรกิจโซลาร์	3.19
รวมรายได้	1,456.82

รายได้ของบริษัทฯ แยกธุรกิจ



* Remark : รับรู้รายได้ในรูปแบบส่วนแบ่งกำไร (ขาดทุน) ตามที่แสดงในงบกำไร (ขาดทุน) เบ็ดเสร็จ

3M 2021 | Financial Statement

	Q1 21		Q1 20		2020		2019		2018	
	(MB)	%	(MB)	%	(MB)	%	(MB)	%	(MB)	%
Total Asset	15,605.03	100%	16,732.89	100%	17,927.07	100%	15,098.14	100%	13,697.50	100%
Total liabilities	8,585.51	55%	10,004.05	60%	10,759.66	60%	8,596.06	57%	7,794.41	57%
Total Shareholders' equity of parent	6,981.20	45%	6,311.01	38%	6,755.74	38%	6,080.73	40%	5,486.34	40%
Non-controlling interests	38.32	0%	417.83	2%	411.67	2%	421.35	3%	416.76	3%
Revenue from sales, rental, services & solar	859.46	95%	928.71	95%	4,088.09	96%	4,832.05	97%	5,355.48	97%
Other income	48.42	5%	47.14	5%	148.81	4%	157.10	3%	184.08	3%
Total Revenue	907.89	100%	975.84	100%	4,236.89	100%	4,989.14	100%	5,539.56	100%
Total cost of sales, rental, services & solar*	476.10	55%	468.06	50%	2,230.82	55%	2,537.71	53%	2,833.64	53%
Gross profit*	383.36	45%	460.64	50%	1,857.27	45%	2,294.34	47%	2,521.84	47%
Selling expenses	43.32	5%	49.57	5%	227.50	6%	450.42	9%	626.24	11%
Administrative expenses	105.26	12%	143.88	15%	528.44	13%	550.49	11%	520.88	9%
Share of profit from associates	51.06	6%	34.82	4%	306.96	8%	-76.88	-2%	-222.22	-4%
Net profit attribute to Owners of the parent	229.32	27%	230.28	25%	1,119.42	27%	890.05	18%	939.61	17%
Basic earning per share (Baht)	0.16		0.16		0.79		0.63		0.70	

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

3M 2021 | Gross Profit Margin By Business Type

Million Baht

3M 21	Real Estate for Sales	Real Estate Recurring Income	Solar	Total
Revenues	623.65	232.63	3.19	859.46
COGS	394.39	80.02	1.69	476.10
Gross Profit	229.26	152.61	1.49	383.36
Gross Margin	37%	66%	47%	45%

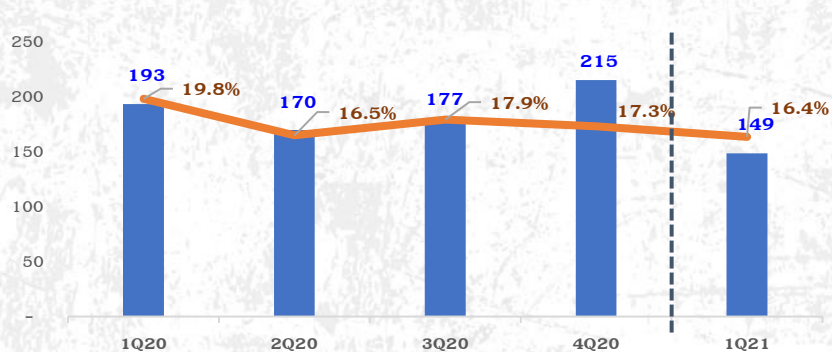
Million Baht

3M 21	Solar Farm
Revenues	104.33
COGS	39.55
Gross Profit	64.78
Gross Margin	62%

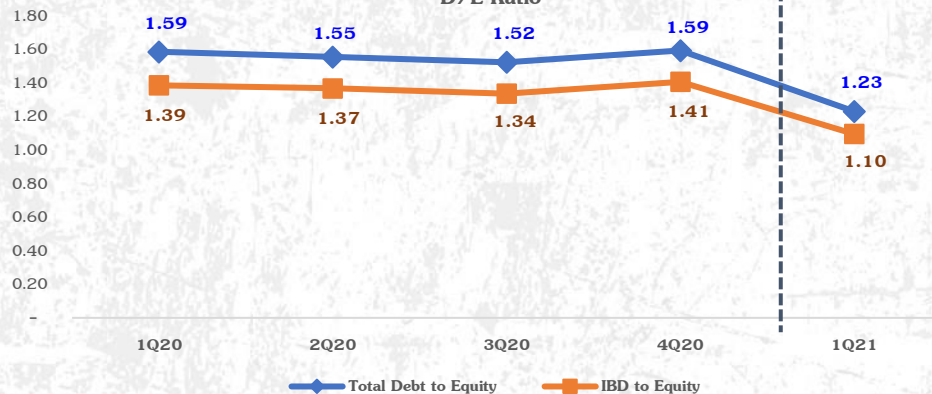
Profit (Loss) Sharing - B.GRIMM SENA (3M 21)	
Net Profit	38.29
SENA Shareholding in B.GRIMM SENA Solar Power Ltd	51%
Profit (Loss) Sharing from operating	19.53
(Net profit * % of holding = 77.16*51%)	

3M 2021 | Financial Highlight / Financial Ratio

SG&A and SG&A to Total Revenue

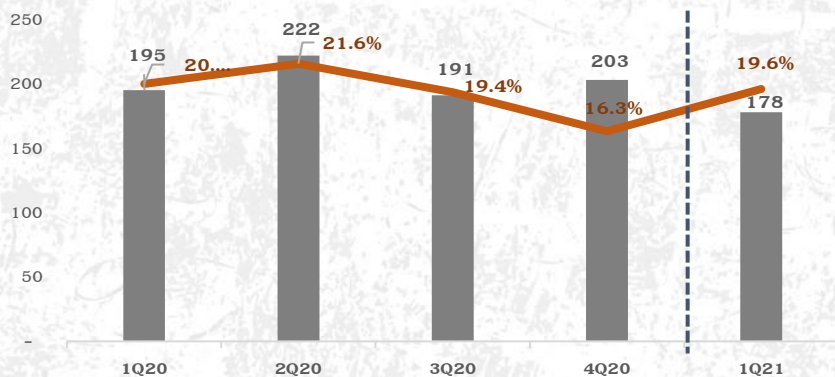


D/E Ratio

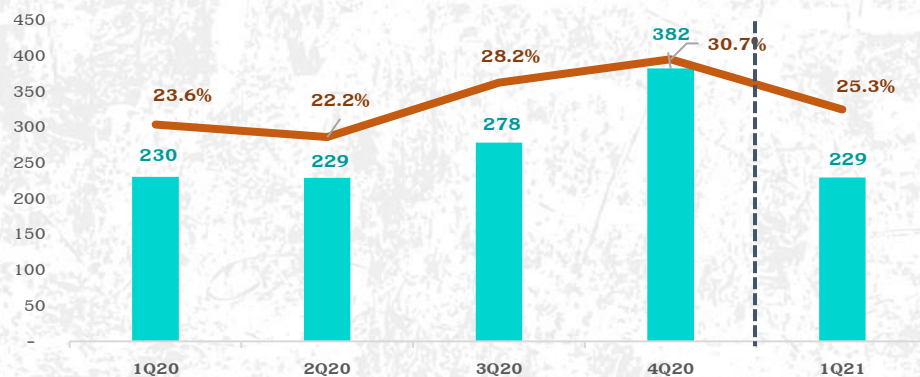


* Total Revenue = รายได้รวม+รายได้อื่น ๆ

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



Net Profit & Net Profit Margin



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ความดีบนหน้าการขาย – โอน โครงการบ้านร่วมทางฝัน 4



บ้าน ร่วมทางฝัน 4

เพชรเกษม - บางแค



As of 31 Mar. 2021 **Pre-Sale 71%**

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	299	139	214	120	185	57	85	19	29

Q & A



THANK YOU