



# SENA DEVELOPMENT PCL.

OPPORTUNITY DAY Q3/2021



8 DEC 2021

# **AGENDA**

- COMPANY OVERVIEW**
- CORPORATE PERFORMANCE**
  - **REAL ESTATE BUSINESS**
  - **RECURRING INCOME & SERVICE**
- FINANCIAL PERFORMANCE**
- CSR**

# BUSINESS GROUP STRUCTURE

## DEVELOPMENT



SENA DEVELOPMENT  
 บริษัท เซ็น่า ดีเวลอปเม้นท์ จำกัด

Condo & Housing Project In Bangkok And Vicinity



Condo Project In Bangkok

## SUPPORTING



SENA CLOUD  
 Maximize The Value of Property Data

Sales Management and Advertising Media



SENA SURE  
 บ้านดี ๆ ราคามีเหตุผลกว่า

Real Estate Development and Renovation



SENA IDEA  
 The Idea Solutions

Advertising Media



Services and Advisor

## SUPPORTING BUSINESS



ACUTE REALTY  
 your reliable partner

Condo Project Agent in Asia



VICTORY  
 Property Management

ELITE  
 RESIDENCE  
 PROPERTY MANAGEMENT

Support all projects Of SENA Group



SENACARE  
 ศูนย์บริการลูกค้า

Support all Projects Of SENA Group

## RECURRING INCOME



Community Mall



PATTAYACOUNTRYCLUB

Golf Club

Retails Business Unit



JV Project Management

Aspiration 1 (SENA 25%)

## SENA SOLAR ENERGY



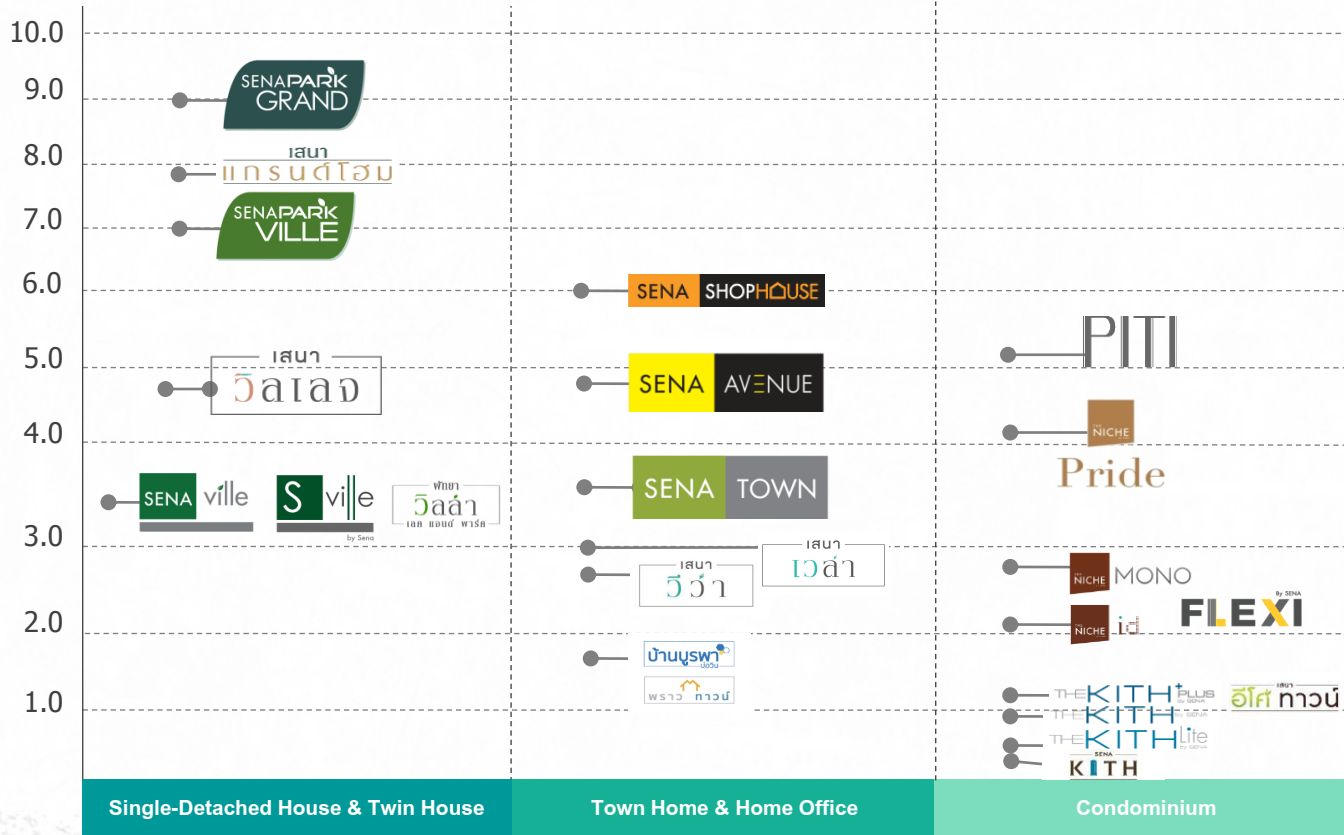
Private PPA



EPC - O&M

# BRANDING | PROPERTY DEVELOPMENT

PRICE (Million Baht)



## RESIDENTIAL DEVELOPMENT

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

# BRANDING | CONDOMINIUM

PITI



THE NICHE  
Pride



THE NICHE  
MONO



THE NICHE  
id



By SENA  
FLEXI



เสนา  
ไอทีทาวน์



THE KITH



SENA  
KITH



# BRANDING | HOUSING

SENAPARK  
GRAND



SENAPARK  
VILLE  
RAMINDRA



เสนา  
วิลเลจ



SENA TOWN



SENA AVENUE



SENA SHOPHOUSE



เสนา  
แกรนด์ทาวน์



SENA ville



เสนา  
วิลล่า



เสนา  
ทาวน์



บ้านบุรพา  
บ่อวิน



พรสวรรค์  
ทอน



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# HIGHLIGHT Q3 2021

SENA  
KITH

## เข้าร่วม โครงการบ้านล้านหลัง



**กู้ง่าย**

เงินเดือน  
**10,000** ก็ซื้อได้

**ดอกเบี้ยต่ำ**

1.99% คงที่  
4 ปีแรก

**ผ่อนถูก**

3,700 บ.\* คงที่  
นาน 84 งวดแรก



เสนาคิกท์ ฉลองกรุง – ลาดกระบัง    เสนาคิกท์ บีทีเอส สะพานใหม่    เสนาคิกท์ เอ็มอาร์ที – บางแค  
เสนาคิกท์ เวสต์เกต – บางบัวทอง    เดอะคิกท์ รัชสิด – ตีวานนท์    เดอะคิกท์ พลัส พลอยธิน – คูคต เฟส 2

\*เงื่อนไขเป็นไปตามที่บริษัทฯ กำหนด \*\*ภาพและบรรยากาศจำลอง



# PROJECT LAUNCHED 2021

# PROJECT LAUNCH 2021

**13** PROJECT NEW

**8** PROJECT JV  
5,541 MB.

**5** PROJECT SENA  
4,964 MB.

**TOTAL 10,505**  
(MILLION BAHT)

## Q1 1 Project

1. Sena Kith Westgate – Bangbuathong (JV)

## Q3 3 Project

1. Sena Kith Chalong Krung – Ladkrabang Phase 1 (JV)
2. Sena Kith Chalong Krung – Ladkrabang Phase 2 (JV)
3. Sena Kith BTS Saphanmai (JV)

## Q4 9 Project

1. Niche Momo Rama 9 (JV)
2. FLEXI Sathon – Charoen Nakhon (JV)
3. Eco Town Rangsit – Station Phase 1
4. FLEXI Rattanathibet
5. Sena Kith Srinakharin - Sridan (JV)
6. Sena Vela Thepharak (JV)
7. Sena Kith MRT Bangkae Phase 2
8. Sena Village Ramindra KM.9
9. Sena Village Rangsit - Tiwanon

# PROJECT LAUNCH Q4 21



**Niche Mono Rama 9 (JV)**  
Project Value : 1,116 MB.  
Price : 1.79 MB.



**FLEXI Sathon - Charoen Nakhon (JV)**  
Project Value : 1,000 MB.  
Price : 2.19 MB.



**Sena Eco Town Rangsit Station**  
Project Value : 470 MB.  
Price : 0.89 MB.



**Sena Village Ramindra KM.9**  
Project Value : 1,336 MB.  
Price : 4.0 MB.



**Sena Kith MRT Bangkae Phase 2**  
Project Value : 456 MB.  
Price : 1.2 MB.



**Flexi Rattanathibet**  
Project Value : 1,085 MB.  
Price : 2.29 MB.



**Sena Kith Srinakarin - Sridan (JV)**  
Project Value : 761 MB.  
Price : 1.25 MB.



**Sena Vela Thepharak - Bangbo (JV)**  
Project Value : 1,019 MB.  
Price : 3.42 MB.



**Sena Village Rangsit - Tiwanon**  
Project Value : 1,615 MB.  
Price : 3.69 MB.

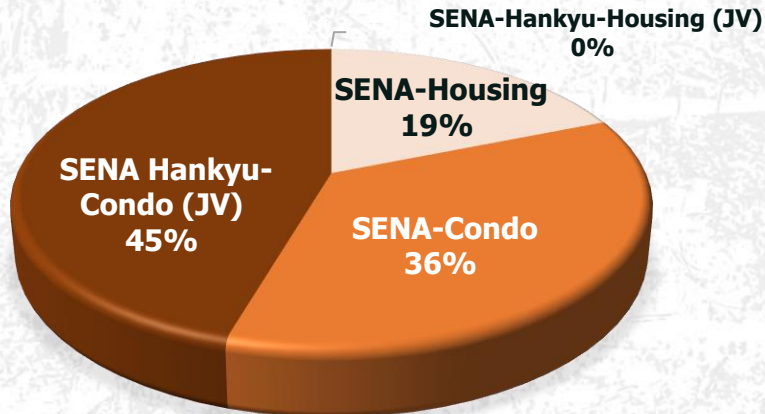
# PERFORMANCE OVERVIEW 3Q 2021

# 9M 2021 | PRESALE AND TRANSFER

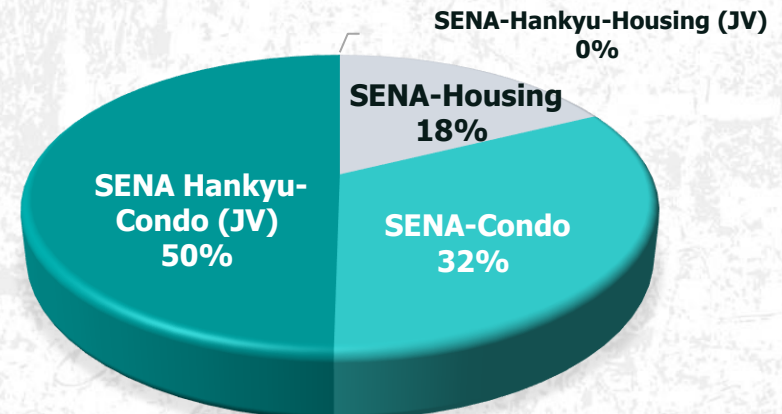
	9M 2021 Presale			9M 2021 Transfer		
	Unit	Million Baht	%	Unit	Million Baht	%
SENA-Housing	132	727	19%	126	652	18%
SENA-Condo	891	1,371	36%	733	1,202	32%
SENA Hankyu-Condo (JV)	950	1,747	45%	511	1,835	50%
SENA-Hankyu-Housing (JV)	-	-	0%	-	-	0%
<b>Total</b>	<b>1,973</b>	<b>3,846</b>	<b>100%</b>	<b>1,370</b>	<b>3,688</b>	<b>100%</b>

Remark : Presale = ยอดทำสัญญา / Transfer = รายได้ก่อนหักโปรโมชั่น

## 9M 2021 Presale

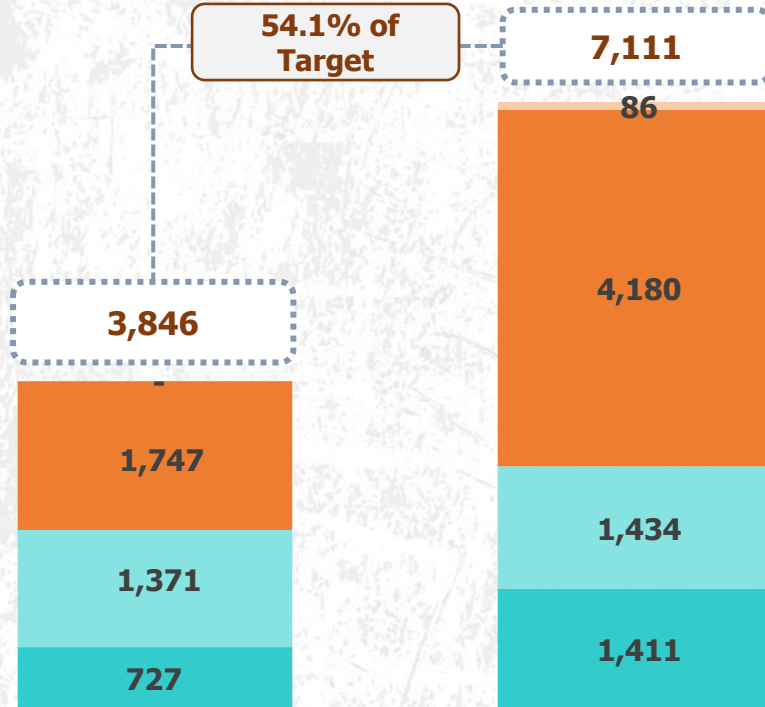


## 9M 2021 Transfer

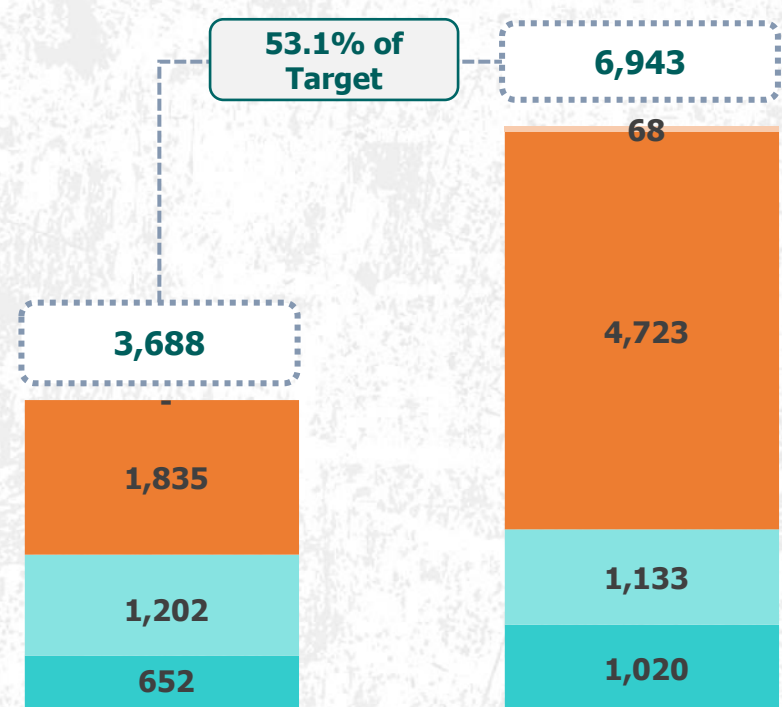


# 9M 2021 | PRESALE / TRANSFER PERFORMANCE

## Presale Actual VS Target



## Transfer Actual VS Target



Actual 9M 2021

Target 2021

Actual 9M 2021

Target 2021

SENA-Hankyu-Housing (JV)

SENA Hankyu-Condo (JV)

SENA-Condo

SENA-Housing

# CURRENT PROJECTS

As of 30 Sep. 2021

Total **39** current projects with value of **45,285 MB.**

: Presales **30,482 MB.**

: Transfer **22,463 MB.**

: Remaining **14,803 MB.**

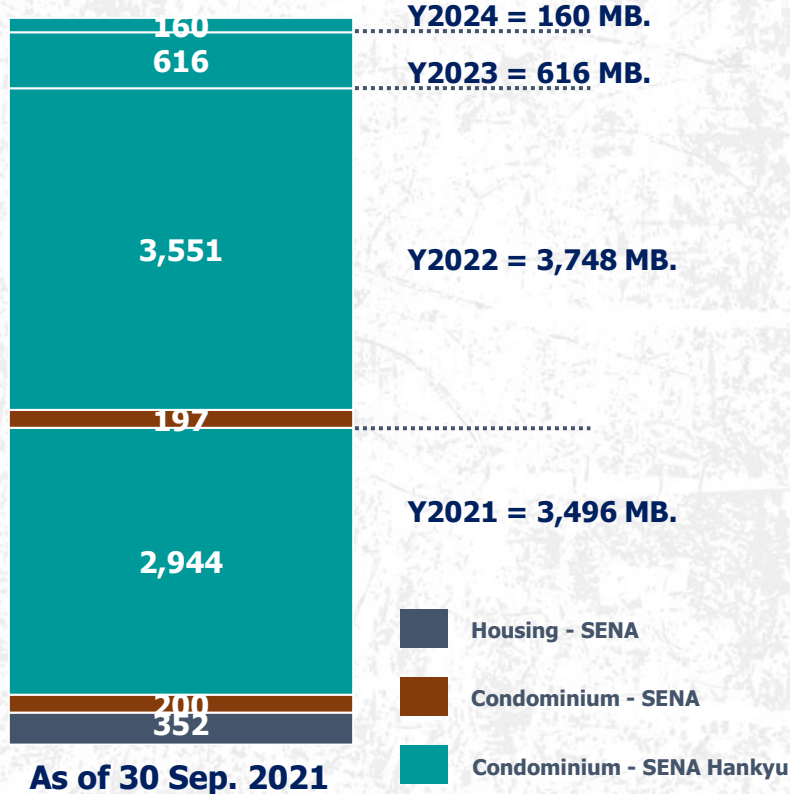
: Backlog **8,019 MB.**

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)
<b>Housing - SENA</b>														
1	Sena Park Grand Ramindra	Jun-13		96%	174	1,472	161	1,374	148	1,250	13	98	13	124
2	Sena Avenue Bangkadee	Dec-15		100%	41	185	26	116	26	116	15	69	-	-
3	Sena Ville Borommaratchachonnani Sai 5	Feb-16		59%	202	908	90	457	84	421	112	451	6	36
4	Sena Park Ville Ramindra Wongwaen	Feb-16		96%	218	1,318	194	1,155	186	1,098	24	163	8	57
5	Sena Shop House Phaholyothin Khukot	Jul-17		98%	30	203	16	109	14	91	14	94	2	18
6	Sena Shop House Bangkae - Terdthai	Aug-17		87%	59	487	50	398	50	398	9	88	-	-
7	Sena Grand Home Rangsit - Tiwanon	Sep-19		70%	88	695	11	100	8	71	77	595	3	29
8	Sena Ville Lamlukka - Klong 6	Nov-19		55%	215	882	56	233	41	169	159	649	15	64
9	Sena Viva Phetkasem Phutthamonthon - Sai7	Nov-20		26%	222	642	15	42	14	39	207	600	1	3
10	Baan Burapa Borwin	Oct-16		54%	225	420	12	27	8	17	213	393	4	9
11	Proud Town	Apr-18		40%	167	200	22	36	15	25	145	164	7	11
<b>Total Housing Projects</b>					<b>1,641</b>	<b>7,412</b>	<b>653</b>	<b>4,047</b>	<b>594</b>	<b>3,696</b>	<b>988</b>	<b>3,365</b>	<b>59</b>	<b>352</b>
<b>Condominium - SENA</b>														
1	The Niche Mono Ratchavipha	Nov-13		100%	842	2,361	828	2,305	826	2,300	14	56	2	6
2	The Niche Pride Thonglor - Phetchaburi	Aug-15		100%	667	2,435	664	2,423	662	2,414	3	13	2	9
3	The Niche ID Rama 2 Phase 2	Sep-16		100%	322	605	313	588	310	582	9	17	3	6
4	The Kith Lite Bangkadee Phase 2	Feb-17		100%	348	404	348	404	346	402	-	-	2	3
5	The Niche ID @ Pakred Station	Jul-17		100%	864	1,676	734	1,386	724	1,366	130	290	10	20
6	The Kith Plus Phaholyothin Khukot Phase 1	Sep-17		100%	364	463	363	461	360	457	1	1	3	4
7	The Niche ID Rama 2 Phase 3	Mar-18		100%	364	651	364	651	353	632	-	-	11	19
8	The Niche ID Bangkae Phase 2	Mar-18		100%	420	719	420	719	420	719	-	-	-	-
9	The Niche ID Serithai Phase 2	Mar-18		100%	434	742	434	742	433	740	-	-	1	2
10	Niche Mono Sukhumvit - Puchao	Feb-19		100%	573	1,895	257	795	238	738	316	1,101	19	56
11	The Kith Rangsit-Tiwanon	Feb-20		100%	413	477	308	350	287	326	105	127	21	24
12	Kith Phetkasem - Phutthamonthon - Sai 7	Feb-20		99%	237	211	144	135	119	111	93	76	25	24
13	The Kith Plus Phaholyothin Khukot Phase 2	Nov-20		100%	364	414	192	216	167	187	172	198	25	29
14	Sena Kith MRT - Bangkae	Nov-20	Q4-2022	0%	210	255	159	197	-	-	51	58	159	197
<b>Total Condominium Projects - SENA</b>					<b>6,422</b>	<b>13,309</b>	<b>5,528</b>	<b>11,371</b>	<b>5,245</b>	<b>10,975</b>	<b>894</b>	<b>1,938</b>	<b>283</b>	<b>397</b>
<b>Condominium - SENA Hankyu</b>														
1	The Niche Mono Sukhumvit - Bearing	Sep-17		100%	1,275	4,075	1,095	3,379	1,079	3,318	180	697	16	61
2	The Niche Pride Taopoon Interchange	Mar-18		100%	742	3,446	509	2,373	503	2,346	233	1,073	6	27
3	The Niche Mono Charoen Nakorn	Aug-18		100%	537	1,985	451	1,591	437	1,539	86	394	14	51
4	The Niche Mono Mega Space Bangna	Nov-18	Q3-2021	99%	795	2,401	624	2,028	189	590	171	373	435	1,438
5	The Niche Mono Ramkhamhaeng	Nov-18	Q3-2022	26%	1,698	5,076	699	2,087	-	-	999	2,990	699	2,087
6	PITI SUKHUMVIT 101	Sep-19	Q3-2022	19%	168	1,159	46	289	-	-	122	869	46	289
7	Niche Mono Chaeng Watthana	Sep-19	Q3-2022	47%	921	2,208	347	829	-	-	574	1,379	347	829
8	Niche Mono Itsaraphap	Feb-20	Q4-2021	75%	259	849	214	703	-	-	45	146	214	703
9	Sena Kith Thepharak - Bangbo	Oct-20	Q1-2022	19%	328	346	328	346	-	-	-	-	328	346
10	Sena Kith Westgate Bangbuathong	Mar-21	Q4-2022	0%	316	321	145	148	-	-	171	173	145	148
11	Sena Kith Chalongsong - Latkrabang Phase 1	Jul-21	Q1-2023	0%	490	478	410	401	-	-	80	76	410	401
12	Sena Kith Chalongsong - Latkrabang Phase 2	Jul-21	Q1-2024	0%	490	499	153	160	-	-	337	339	153	160
13	Sena Kith BTS - Saphanmai	Sep-21	Q2-2023	0%	497	605	55	67	-	-	442	537	55	67
14	HYPE Sathon - Thonburi Phase 1	Oct-21	Q4-2021	90%	476	1,117	271	663	-	-	205	454	271	663
<b>Total Condominium Projects - SENA Hankyu</b>					<b>8,992</b>	<b>24,563</b>	<b>5,347</b>	<b>15,063</b>	<b>2,208</b>	<b>7,793</b>	<b>3,645</b>	<b>9,500</b>	<b>3,139</b>	<b>7,271</b>
<b>Total</b>					<b>17,055</b>	<b>45,285</b>	<b>11,528</b>	<b>30,482</b>	<b>8,047</b>	<b>22,463</b>	<b>5,527</b>	<b>14,803</b>	<b>3,481</b>	<b>8,019</b>



# BACKLOG (As of 30 Sep. 2021)

Total Backlog Bt 8,019 MB.



As of 30 Sep. 2021

## Project Highlight : Expected to transfer in 2021

**NICHE MONO MEGA SPACE BANGNA (JV) :**  
 Project Value : 2,401 MB.  
 Backlog : 1,438 MB.



**NICHE MONO ISARAPHAP (JV) :**  
 Project Value : 849 MB.  
 Backlog : 703 MB.



**HYPE Sathon - Thonburi (JV) :**  
 Project Value : 1,117 MB.  
 Backlog : 663 MB.

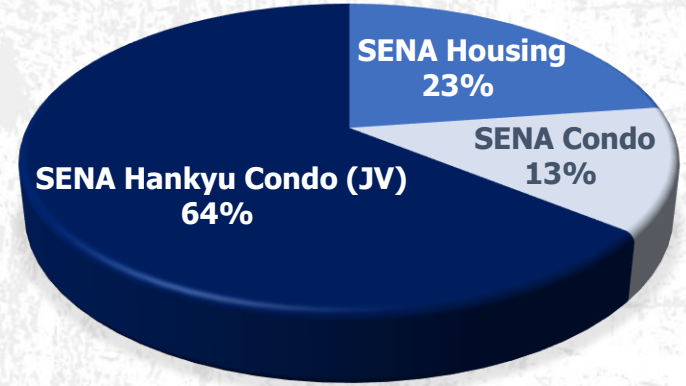




# REMAINING / INVENTORY

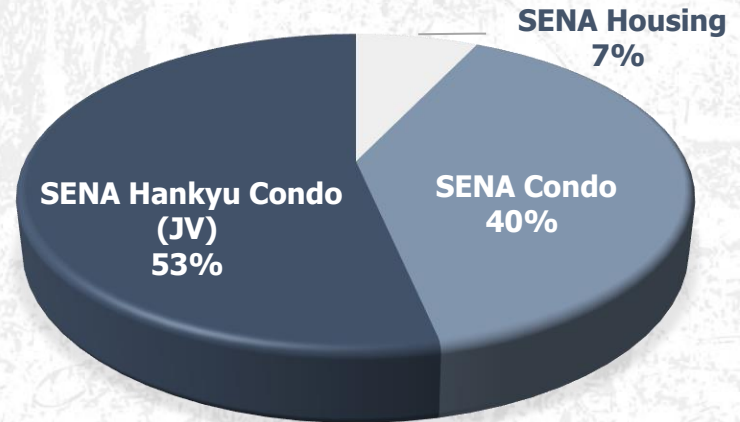
Remaining as of 30 Sep. 2021 = 14,803 MB.

Remaining	MB.	%
SENA Housing	3,365	23%
SENA Condo	1,938	13%
SENA Hankyu Condo (JV)	9,500	64%
<b>Total</b>	<b>14,803</b>	<b>100%</b>



Ready to move as of 30 Sep. 2021 = 4,753 MB.

Inventory	MB.	%
SENA Housing	336	7%
SENA Condo	1,880	40%
SENA Hankyu Condo (JV)	2,536	53%
<b>Total</b>	<b>4,753</b>	<b>100%</b>



# CONSTRUCTION PROGRESS (TRANSFER IN 2021)

**NICHE MONO MEGA SPACE BANGNA**

**Project Progress 100% | Transfer Q3/2021**



# CONSTRUCTION PROGRESS (TRANSFER IN 2021)

**FLEXI SATHON - CHAROEN NAKHON**

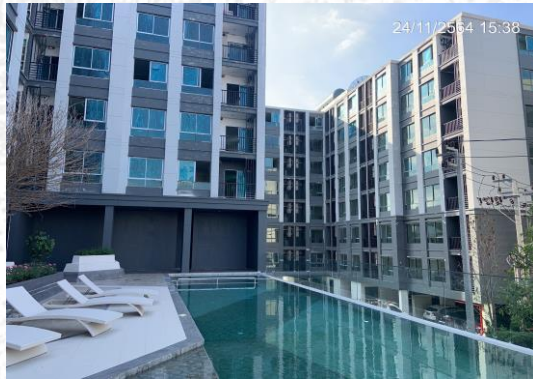
**Project Progress 90% | Transfer Q4/2021**



# CONSTRUCTION PROGRESS (TRANSFER IN 2021)

**NICHE MONO ITSARAPHAP**

**Project Progress 85% | Transfer Q4/2021**



# CONSTRUCTION PROGRESS (TRANSFER IN 2022)

**Sena Kith Thepharak - Bangbo**  
Project Progress 50% | Transfer Q1/2022



**NICHE MONO CHAENGWATTHANA**  
Project Progress 54% | Transfer Q3/2022



# CONSTRUCTION PROGRESS (TRANSFER IN 2022)

## NICHE MONO RAMKHAMHAENG

Project Progress 30% | Transfer Q3/2022



## PTIT Sukhumvit 101

Project Progress 23% | Transfer Q3/2022



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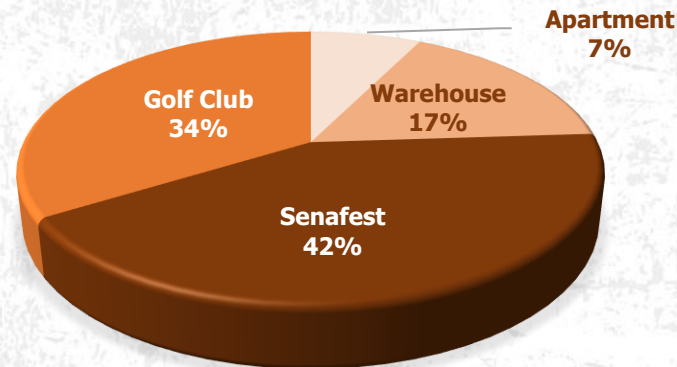
# 9M 2021 | RENTAL AND SERVICE BUSINESS

Rental Revenue (9M 21)	Rev. (MB)	%
Apartment	7.27	7.4%
Warehouse	16.43	16.6%
Senafest	41.78	42.2%
Golf Club	33.42	33.8%
<b>Total</b>	<b>98.90</b>	<b>100.0%</b>

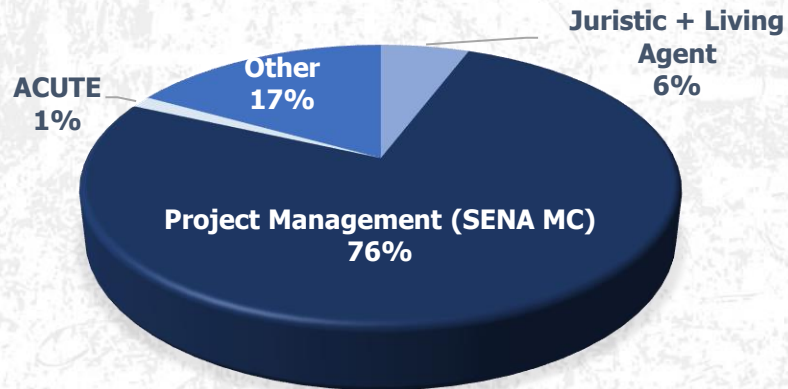
Service Revenue (9M 21)	Rev. (MB)	%
Juristic + Living Agent	35.54	5.7%
Project Management (SENA MC)	470.33	76.1%
ACUTE	8.34	1.3%
Other	103.99	16.8%
<b>Total</b>	<b>618.20</b>	<b>100.0%</b>

<b>Grand Total</b>	<b>717.10</b>	
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RENTAL REVENUE (9M 21)



SERVICE REVENUE (9M 21)

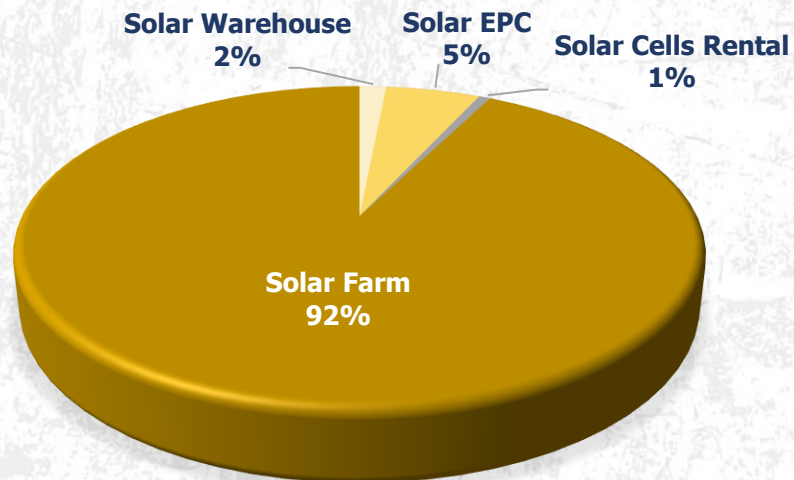




## Revenue from Solar Business As of 9M 2021

Solar Revenue (9M 21)	Rev. (MB)	%
Solar Warehouse	4.83	1.5%
Solar EPC	17.01	5.3%
Solar Cells Rental	2.08	0.7%
Solar Farm	294.68	92.5%
<b>Total</b>	<b>318.59</b>	<b>100.0%</b>

### SOLAR REVENUE (9M 21)



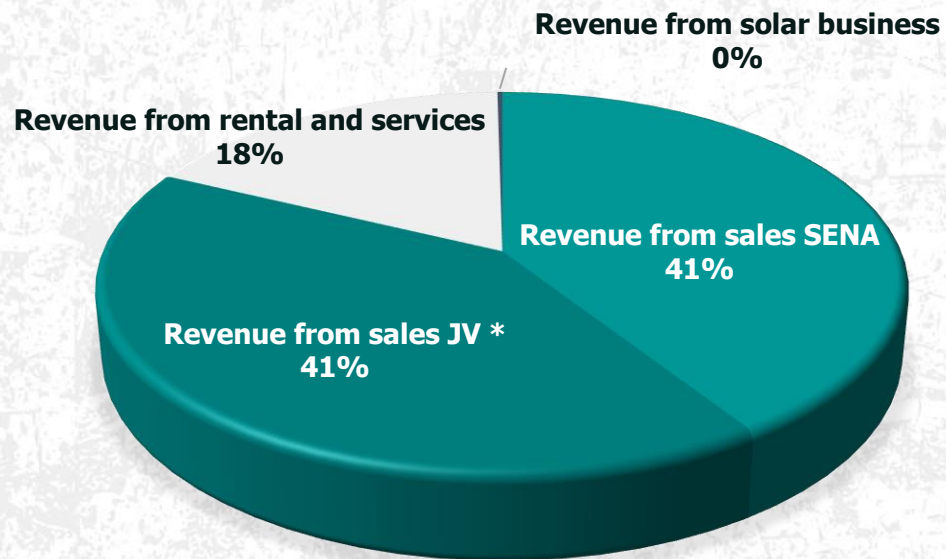
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# 9M 2021 | COMPANY'S REVENUE

## 9M21 Company's Revenue

Total Company's Revenue	MB.
Revenue from sales	3,338.69
- Revenue from sales SENA	1,660.75
- Revenue from sales JV *	1,677.94
Revenue from rental and services	717.10
Revenue from solar business	9.28
<b>Total</b>	<b>4,065.06</b>



\* Remark : รั้บรั้รายไ้ในร้บแบบส่วแบ่งกำไร (ขาดทุน) ตามที่แสดงในงบกำไร (ขาดทุน) เบ้ดเสริจ และไม้รวมรายไ้่อื่นๆ

# 9M 2021 | KEY FINANCIAL SUMMARY

	9M 21		9M 20		2020		2019		2018	
	(MB)	%	(MB)	%	(MB)	%	(MB)	%	(MB)	%
<b>Total Asset</b>	17,150.11	100%	16,504.33	100%	17,927.07	100%	15,098.14	100%	13,697.50	100%
<b>Total liabilities</b>	9,985.52	58%	9,708.61	59%	10,759.66	60%	8,596.06	57%	7,794.41	57%
<b>Total Shareholders' equity of parent</b>	7,129.91	42%	6,373.80	39%	6,755.74	38%	6,080.73	40%	5,486.34	40%
<b>Non-controlling interests</b>	34.68	0%	421.92	3%	411.67	2%	421.35	3%	416.76	3%
<b>Revenue from sales, rental, services &amp; solar</b>	2,387.12	96%	2,898.94	97%	4,088.09	96%	4,832.05	97%	5,355.48	97%
<b>Other income</b>	103.37	4%	94.09	3%	148.81	4%	157.10	3%	184.08	3%
<b>Total Revenue</b>	2,490.50	100%	2,993.03	100%	4,236.89	100%	4,989.14	100%	5,539.56	100%
<b>Total cost of sales, rental, services &amp; solar*</b>	1,357.16	57%	1,523.08	53%	2,230.82	55%	2,537.71	53%	2,833.64	53%
<b>Gross profit*</b>	1,029.96	43%	1,375.86	47%	1,857.27	45%	2,294.34	47%	2,521.84	47%
<b>Selling expenses</b>	137.98	6%	162.34	6%	227.50	6%	450.42	9%	626.24	11%
<b>Administrative expenses</b>	313.89	13%	378.13	13%	528.44	13%	550.49	11%	520.88	9%
<b>Share of profit from associates</b>	193.70	8%	128.32	4%	306.96	8%	-76.88	-2%	-222.22	-4%
<b>Net profit attribute to Owners of the parent</b>	613.25	26%	737.48	25%	1,119.42	27%	890.05	18%	939.61	17%
<b>Basic earning per share (Baht)</b>	0.43		0.52		0.79		0.63		0.70	

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

# 9M 2021 | GROSS PROFIT MARGIN BY BUSINESS TYPE

Million Baht

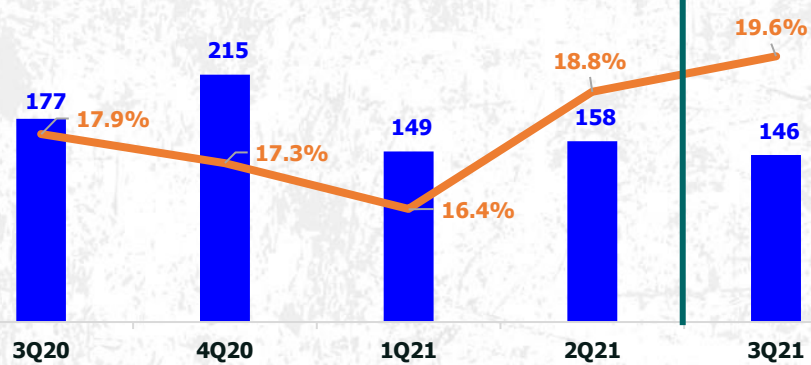
9M 21	Real Estate for Sales	Real Estate Recurring Income	Solar	Total
Revenues	1,660.75	717.10	9.28	2,387.12
COGS	1,087.26	264.18	5.72	1,357.16
Gross Profit	573.49	452.92	3.55	1,029.96
Gross Margin	35%	63%	38%	43%

Million Baht

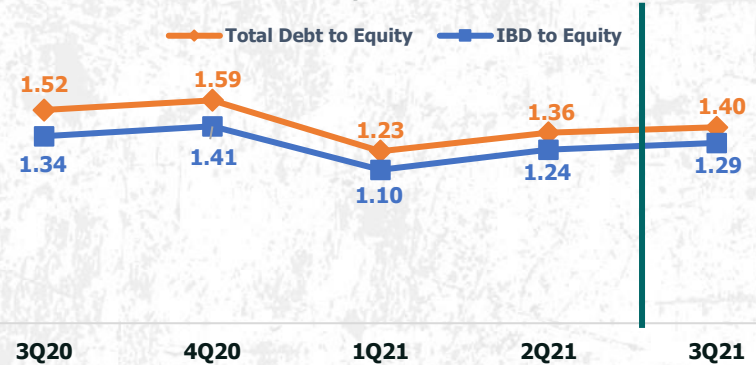
9M 21	Solar Farm	Profit (Loss) Sharing - B.GRIMM SENA (9M 21)	
Revenues	295.17	Net Profit	107.34
COGS	120.38	SENA Shareholding in B.GRIMM SENA Solar Power Ltd	51%
Gross Profit	174.78	Profit (Loss) Sharing from operating	54.74
Gross Margin	59%	(Net profit * % of holding = 107.34*51%)	

# 9M 2021 | FINANCIAL HIGHLIGHT / FINANCIAL RATIO

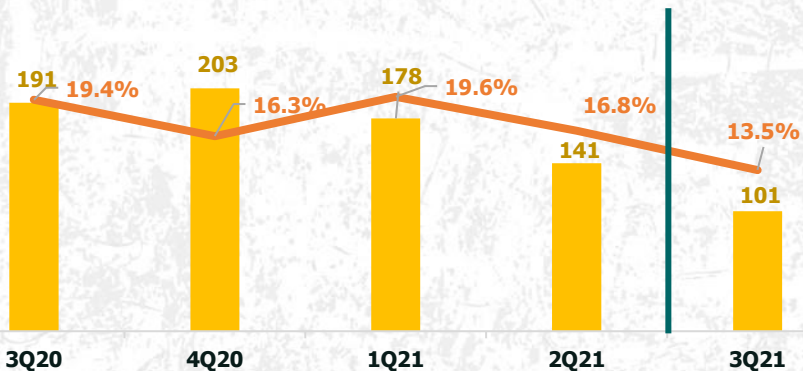
## SG&A and SG&A to Total Revenue



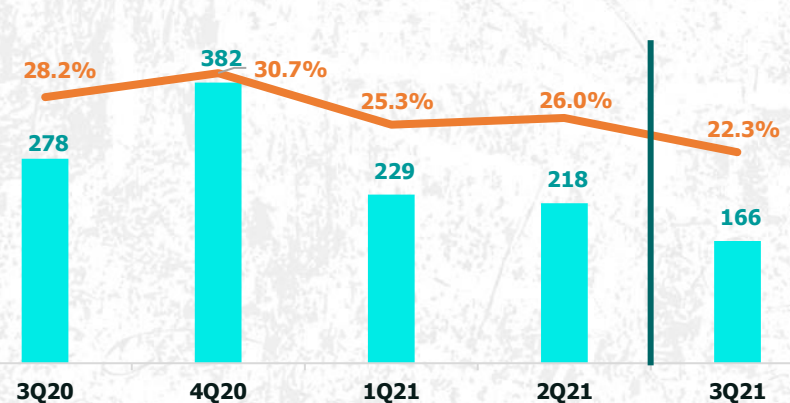
## D/E Ratio



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



## Net Profit & Net Profit Margin



# **AGENDA**

- COMPANY OVERVIEW**
- CORPORATE PERFORMANCE**
  - **REAL ESTATE BUSINESS**
  - **RECURRING INCOME & SERVICE**
- FINANCIAL PERFORMANCE**
- CSR**

# SENA แจกข้าวกล่องฟรีใน โครงการ เราจะไม่ทิ้งกัน ตั้งแต่วันที่ 1 - 30 กันยายน 64





# ความคืบหน้าการขาย – โอน โครงการบ้านร่วมทางฝัน 4



**Pre Sale = 92%**  
**Current Project As of 30 Sep. 2021**



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	180	281	169	262	16	26	11	19

# Q & A



**THANK YOU**