



NO SN/SET/IR 026/2557

November 13, 2014

Subject Explanation of operating result period of Q3/2014

Attn : President The Stock Exchange of Thailand

Senadevelopment Public Company Limited and its subsidiaries would like to clarify our Financial Statement for the nine-month period and three-month period ended September 30, 2014 as follows :

Unit : (million baht)

| For nine-month period ended September 30,2014 | 2014     | 2013     | Increased (Decreased) |             |
|-----------------------------------------------|----------|----------|-----------------------|-------------|
|                                               |          |          |                       | % of Change |
| Revenues                                      | 1,692.69 | 1,265.79 | 426.90                | 33.73       |
| Other Revenues                                | 22.14    | 23.31    | (1.17)                | (5.02)      |
| Costs                                         | 999.63   | 752.64   | 247.00                | 32.82       |
| Total Expenses                                | 371.14   | 309.91   | 61.23                 | 19.76       |
| Net Profit                                    | 253.14   | 144.72   | 108.42                | 74.92       |

| For three-month period ended September 30,2014 | 2014   | 2013   | Increased (Decreased) |             |
|------------------------------------------------|--------|--------|-----------------------|-------------|
|                                                |        |        |                       | % of Change |
| Revenues                                       | 688.90 | 489.62 | 199.28                | 40.70       |
| Other Revenues                                 | 7.40   | 7.96   | (0.56)                | (7.04)      |
| Costs                                          | 386.93 | 302.34 | 84.59                 | 27.98       |
| Total Expenses                                 | 143.83 | 107.89 | 35.94                 | 33.31       |
| Net Profit                                     | 119.57 | 59.85  | 59.72                 | 99.78       |

The explanations of overall operation are as follows:

1. For nine-month period ended September 30, 2014, consolidated net profit was THB 253.14 million, net profit margin was 14.76% which increased THB 108.42 million or 74.92% compared with the same period in 2013.

In Q3/2014, consolidated net profit of the Company and its subsidiaries was THB 119.57 million, or equivalent to 17.17% of total revenue. Compared to Q2/2013, net profit increased THB 59.72 million or 99.78%

2. For nine-month period ended September 30, 2014, consolidated revenue was THB 1,692.69 million which consist of sales revenue THB 1,538.63 million, rental revenue of apartment in the amount of THB 24.48 million, revenue from leasing in the amount of 88.14 million, revenue from golf course in the amount of THB 41.43 million, and other revenue in the amount of THB 22.14 million. Compared with the same period in 2013, revenue raised THB 385.84 million, or 33.47% because the project Niche Vanghin, The Kith Tiwanont, The Kith Nawamin, The Kith Khlong2, The Niche Rama2, The Kith KlongLuang and SENA Park Grand have been transferred.

In Q3/2014, the Company and its subsidiaries generated total revenue of THB 688.90 million which consist of sales revenue THB 640.49 million, rental revenue of apartment in the amount of THB 8.38 million, revenue from leasing in the amount of THB 28.99 million, revenue from golf course in the amount of THB 11.04 million. Compared to the corresponding period last year, total revenue increased THB 199.28 million or 40.70%. The incremental revenue was from project

"SENA Parkgrand", "The Kith Tiwanont", "The Kith Nawamin ", "The Niche Rama2", "The Kith Klongluang-commercial buildings" which have delivered and transferred.

3. For nine-month period ended September 30, 2014, consolidated total costs was THB 999.63 million or equivalent to 59.06% of revenue which consist of cost of sale in the amount of THB 913.95 million or 59.40% of sales revenue, cost of rental apartment in the amount of THB 15.35 million or 62.70% of revenue from rental, cost of leasing in the amount of 37.21 million or 42.22% of revenue from leasing, cost of golf course in the amount of THB 33.12 million or 79.94% of revenue from golf course. Compared with the same period in 2013, the cost portion was quite stable.

In Q3/2014, consolidated total cost was THB 386.93 million, or 56.17% of revenue which is included cost of sale THB 357.63 million, cost of apartment THB 5.45 million, cost of leasing THB 11.71 million, cost of golf course THB 12.14 million. Compared to Q3/2013, total cost increased THB 84.59 million due to cost of low rise project. However, the cost ratio remains stable.

4. For nine-month period ended September 30, 2014, consolidated expense was THB 371.14 million, which consist of selling expense and administrative expense at THB 183.47 million and THB 187.66 million respectively. Compared with the same period in 2013, selling and administrative expense has increased THB 61.23 million, or 19.76%

In Q3/2014, the Company and its subsidiaries incurred Expense of THB 143.83 million, which consist of selling expense and administrative expense at THB 74.37 million and THB 69.46 million respectively. Compared to Q3/2013, the incremental expense was THB 35.94 million or 33.31% which increased from advertising, PR and new project launching.

5. Consolidated Statement of financial position as of September 30, 2014 in comparison with Statement as of December 31, 2013

Total Assets in the amount of THB 6,184 million, increased THB 543 million or equivalent to 9.64% with details as follows:

- Account Receivable at THB 123.33 million, increased THB 12.98 million or 11.76%
- Inventories at THB 2,662 million, increased THB 379.38 million or 16.62%
- Land held for development at THB 1,421 million, increased THB 473.47 million or 49.92%
- Project under construction at THB 115.23 million, increased THB 51.37 million or 80.45%

Total Liabilities in the amount of THB 3,589 million, increased THB 363 million or equivalent to 11.25% with details as follows:

- Trade accounts and other payable at THB 228 million, decreased THB 2.96 million or 1.28%
- Current portion of liabilities promissory notes at THB 79.67 million, increased THB 58.73 million or 280.55%
- Short-term loans from financial institutions at THB 2,948 million, increased THB 1,201.25 million or 68.75%
- Long-term loans from financial institutions at THB 67.57 million, decreased THB 332.31 million or 83.10%

Shareholders' equity in the amount of THB 2,595 million, increased from year end 2013 THB 180.54 million.

D/E ratio as at September 30,2014 was 1.38 compared to year end 2013 which was 1.34

6. Statement of consolidated Cash Flow as of September 30, 2014 in comparison with Statement as of December 31, 2013 reported net cash flow decreased THB 74.97 million with the details as follows:

Net cash flows used in operating activities was THB 523 million with major operating items as follows:

- Net profit THB 254.45 million
- Depreciation THB 45.92 million
- Provision for long term employee benefits THB 2.13 million
- Interest expenses THB 34.63 million
- Income Tax expenses THB 54.61 million
- Increase in Trade accounts and other receivable THB 12.20 million
- Increase in Inventories THB 273.63 million
- Increase in Land held for development THB 523.52 million
- Decrease in Trade accounts and other payable THB 2.24 million
- Income Tax paid THB 55.16 million
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Net cash flows used in investing activities was THB 238.71 million with major operating items as follows:

- Equipment purchase THB 22.44 million
- Project under construction THB 51.38 million
- Interest receive THB 3.56 million

Net cash flows from financing activities was THB 183.05 million with major operating items as follows:

- Cash received from short-term loans THB 4,084.14 million
- Repayment of short-term loans THB 2,868.93 million
- Cash received from long-term loans THB 378.72 million
- Repayment of long-term loans THB 652.30 million
- Repayment of promissory note from related parties THB 568.29 million
- Interest paid THB 114.96 million
- Dividend paid THB 73.61 million

Yours Sincerely,

(Mrs Weraporn Chaisiriyasawat)  
Deputy Managing Director and Company Secretary  
Sena Development Public Company Limited