



NO IR2016.00063

May 12, 2016

Subject Explanation of operating result for Q1/2016
 Attn : President The Stock Exchange of Thailand

Sena development Public Company Limited and its subsidiaries would like to clarify our operating result for Q1/2016 ended March 31, 2016 as follows:

In Q1/2016, total consolidated revenue was THB 876.8 million, raised THB 359.2 million or 69.4% when compared to the same period in 2015 which had total revenue in the amount of THB 517.6 million due to the increasing of revenue from condominium including revenue from Solar business and rental business. By the way, revenue from real estate is still the main portion of the total revenue which is at 90.4%.

For consolidated net profit in year Q1/2016, was THB 151.9 million which increased THB 76.5 million when compared to Q1/2015 or equivalent to 101.5%. Consolidated net profit in Q1/2015 was at THB 75.4 million.

Revenue

Revenue for the 3 months period in comparison has shown in table below:

Unit : (million baht)

	Q1/2016		Q1/2015		Increase/(-) Decrease	
	Million Baht	%	Million Baht	%	Million Baht	%
Real Estate						
Housing/Townhome/Shop house	77.3	8.9%	87.0	17.2%	-9.7	-11.1%
Condominium	714.9	82.5%	358.5	71.0%	356.4	99.4%
	792.2	91.4%	445.5	88.2%	346.7	77.8%
Rental and Services	67.8	7.8%	59.4	11.8%	8.4	14.1%
Solar	6.6	0.8%	0.0	0.0%	6.6	100.0%
Total	866.6	100.0%	504.9	100.0%	361.7	71.6%

Revenue from Real Estate

In Q1/2016, the company had revenue from sales in total THB 792.2 million, increased by THB 346.7 million or equivalent to 77.8% when compared to Q1/2015 which had revenue at THB 445.5 million. The main reason was the increasing of transferred condominiums.

Revenue from condominiums in Q1/2016 was THB 714.9 million, increased THB 356.4 million or 99.4% when compared to Q1/2015. The major portion was from The Niche Ratchavibha, The Niche ID Bangkai and The Niche MONO Bangna in total THB 527.7 million. Also, the revenue under brand The Kith Tiwanont, The Kith Lite Bangkradee and The Kith Lumlukka Klong2 was at THB 177.3 million. Besides, housing project under brand SENA ville and SENA Park Grand have transferred in the amount of THB 26.4 million and THB 31.7 million respectively. .

Revenue from Rental and Services

In Q1/2016, total revenue from rental and services was THB 67.8 million which consist of revenue from apartment in the

amount of THB 9.1 million, revenue from warehouse for rent in the amount of THB 6.7 million, revenue from SENA fest was THB 24.2 million and revenue from golf course in the amount of THB 27.8 million. When compared to Q1/2015, revenue from rental and services was at THB 59.4 million which has increased THB 8.4 million or 14.1%. The major incremental was revenue from golf course.

Revenue from Solar

The Company has invested in Solar business since 2015 which involved Solar Farm, Solar Rooftop and EPC. In Q1/2016, the company has recognized revenue from Solar business in the amount of THB 6.6 million and had share of profits associates at THB 15.1 million.

Cost of Sales

In Q1/2016, total cost was THB 514.5 million, or equivalent to 59.4% of total revenue. Cost of Sales was at the amount of THB 473.0 million or 59.7% of revenue from real estate. Cost of apartment for rent was THB 6.4 million or 70.9% of revenue from apartment, cost of leasing in the amount of THB 12.3 million or 39.8% of revenue from leasing and cost of golf course at the amount of THB 16.3 million or 58.7% of revenue from golf course.

The average cost ratio in Q1/2016 was 59.4%. It was slightly higher than Q1/2015 which was at 58.2%.

Selling and Administrative Expenses

In the first quarter of 2016, consolidated expense was THB 168.6 million, which consist of selling expense and administrative expense at THB 89.7 million and THB 78.9 million or equivalent to 10.3% and 9.1% respectively. Compared with the same period in 2015, selling and administrative expense has raised THB 44.0 million or 35.3%. The main reason was the expenses in marketing, personnel and solar business.

Net Profit

In Q1/2016, the company and its subsidiaries reported net profit of THB 151.9 million or 17.3%. It has increased THB 76.5 million when compare to Q1/2015 or equivalent to 101.5%. The main reason was the increasing of transferred condominiums including revenue from solar business.

Assets

As at March 31, 2016 total assets of the company and its subsidiaries was THB 8,288.3 million, increased by THB 152.3 million from December 31, 2015 which was at THB 8,136.0 million. The major incremental was from temporary investments in the amount of THB 80.0 million. So, total current assets as at March 31, 2016 was at THB 4,586.5 million which increased by THB 207.5 million when compared to December 31, 2015.

On the other hand, total non-current asset as of March 31, 2016 was at THB 3,701.7 million, decreased by THB 55.2 million from that of December 31, 2015 due to the land used for development in the amount of THB 64.5 million and increasing of investment in solar business in the amount of THB 15.1 million.

Liabilities

Total liabilities of the company and its subsidiaries as of March 31, 2016 amounted to THB 4,584.5 million, which consist of current liabilities in the amount of THB 2,494.6 million, and non-current liabilities in the amount of THB 2,089.9 million. Current liabilities decreased by THB 19.2 million because short term promissory notes were due of THB 134.4 million. Meanwhile, non-current liabilities increased THB 9.2 million due to promissory notes of Solar business in the amount of THB 8.0 million. However, the company and its subsidiaries can keep D:E ratio no more than 1.5:1.

Shareholders' Equity

Shareholders' Equity as of March 31, 2016 was at THB 3,684.2 million, increased by THB 161.2 million from that of December 31, 2015 due to increasing of retained earnings at THB 152.2 million.

Yours Sincerely,

(Mrs Weraporn Chaisiriyasawat)

Deputy Managing Director and Company Secretary

Sena Development Public Company Limited