



NO SN/SET/IR 002/2558

February 26, 2014

Subject Explanation of operating result for the year 2014

Attn : President The Stock Exchange of Thailand

Senadevelopment Public Company Limited and its subsidiaries would like to clarify our Financial Statement for the year 2014 ended December 31, 2014 as follows :

Unit : (million baht)

For 12 months period ended December 31,2014	2014	2013	Increased (Decreased)	
				% of Change
Revenues	2,739.27	2,038.47	700.80	34.38
Other Revenues	35.25	36.49	(1.23)	(3.38)
Costs	1,620.15	1,246.49	373.66	29.98
Total Expenses	563.24	433.55	129.69	29.91
Net Profit	434.58	269.74	164.83	61.11

The explanations of overall operation are as follows:

1. For the year 2014, consolidated net profit was THB 434.58 million, net profit margin was 15.66% which increased THB 164.83 million or 61.11% compared with the previous year.
2. For the year 2014, consolidated revenue was THB 2,774.52 million which consist of sales revenue THB 2,530.66 million, rental revenue of apartment in the amount of THB 33.97 million, revenue from leasing in the amount of 117.12 million, revenue from golf course in the amount of THB 57.52 million, and other revenue in the amount of THB 35.25 million. Compared with the same period in 2013, revenue raised THB 700.80 million, or 34.38% because project "The Niche Vanghin", "The Niche ID Rama2", "The Kith Plus Nawamin" and "S-Ville KlongLuang" have been transferred significantly. Also project "The Kith Tiwanont", "The Kith Lumlukka Klong2", "The Niche Mono Bangna" and "The Kith KlongLuang commercial buildings" have been transferred since end of year 2013. Moreover, low rise houses projects such as "S-Ville Lumlukka Klong4", "SENA Park Grand" were able to realize revenue since 2013 and Revenue from rental and service business increased 29.44% from the previous year.
3. For the year 2014, consolidated total costs was THB 1,620.15 million or equivalent to 59.15% of revenue which consist of cost of sale in the amount of THB 1,504.90 million or 59.47% of sales revenue, cost of rental apartment in the amount of THB 20.75 million or 61.08% of revenue from rental apartment, cost of leasing in the amount of 50.87 million or 43.43% of revenue from leasing, cost of golf course in the amount of THB 43.63 million or 75.86% of revenue from golf course. Compared with the same period in 2013, total cost increased THB 373.66 million or 29.98% and cost proportion was quite stable.
4. For the year 2014, consolidated expense was THB 563.24 million, which consist of selling expense and administrative expense at THB 290.19 million and THB 273.05 million respectively. Compared with the same period in 2013, selling and administrative expense has increased THB 129.69 million, or 29.91%. The majority were advertising, PR and promotion expenses. However, the expense proportion remains stable.
5. Consolidated Statement of financial position as of December 31, 2014 in comparison with Statement as of December 31, 2013
 - 5.1 Total Assets in the amount of THB 6,709.25 million, increased THB 1,068.36 million or equivalent to 18.94% with details as follows:
 - Account Receivable at THB 210.06 million, increased THB 98.85 million or 88.89%
 - Inventories at THB 2,578.31 million, increased THB 295.31 million or 12.93%
 - Land held for development at THB 1,631.47 million, increased THB 683 million or 72.01%
 - Project under construction at THB 156.4 million, increased THB 92.54 million or 144.91%

5.2 Total Liabilities in the amount of THB 3,933.23 million, increased THB 707.12 million or equivalent to 21.92% with details as follows:

- Trade accounts and other payable at THB 226.37 million, decreased THB 4.71 million or 2.04%
- Current portion of liabilities promissory notes at THB 0.00 million, decreased THB 568.29 million or 100.00%
- Short-term loans from financial institutions at THB 3,179.61 million, increased THB 1,432.22 million or 81.96%
- Long-term loans from financial institutions at THB 67.54 million, decreased THB 67.53 million or 99.99%

5.3 Shareholders' equity in the amount of THB 2,776.01 million, increased from year end 2013 THB 361.23 million.

5.4 D/E ratio as at December 31, 2014 was 1.42 compared to year end 2013 which was 1.34

6. Statement of consolidated Cash Flow as of December 31, 2014 in comparison with Statement as of December 31, 2013 reported net cash flow decreased THB 15.33 million with the details as follows:

6.1 Net cash flows used in operating activities was THB 117.31 million with major operating items as follows:

- Net profit THB 435.99 million
- Depreciation THB 61.18 million
- Interest expenses THB 45.18 million
- Income Tax expenses THB 109.55 million
- Increase in Trade accounts and other receivable THB 98.91 million
- Increase in Land held for development THB 578.55 million
- Income Tax paid THB 87.10 million

6.2 Net cash flows used in investing activities was THB 29.35 million with major operating items as follows:

- Equipment purchase THB 34.64 million
- Project under construction THB 92.54 million
- Interest receive THB 4.95 million
- Short term investment purchase THB 180.28 million
- Increase in Deposits at bank pledged as collateral THB 274.55 million

6.3 Net cash flows from financing activities was THB 161.99 million with major operating items as follows:

- Cash received from short-term loans THB 590.84 million
- Repayment of short-term loans THB 523.31 million
- Cash received from long-term loans THB 111.23 million
- Repayment of long-term loans THB 400.25 million
- Repayment of promissory note from related parties THB 568.29 million
- Cash received from promissory note THB 4,757.40 million
- Interest paid THB 159.64 million
- Dividend paid THB 78.99 million
- Promissory note paid THB 3,505.04 million

Yours Sincerely,

(Mrs Weraporn Chaisiriyasawat)

Deputy Managing Director and Company Secretary

Sena Development Public Company Limited