



NO.IR2020.00103

February 24, 2020

Subject : Explanation of operating result of Year 2019 (Edited)
 To : President
 The Stock Exchange of Thailand

Sena Development Public Company Limited and its subsidiaries would like to clarify our operating results for the year 2019 ended December 31,2019 as follows:

Net profit

For consolidated net profit in year 2019, was THB 891.6 million which decreased THB 39.3 million or equivalent to 4.2% compared to the last year consolidated net profit. which was THB 930.9 million.

Revenue

Total Revenue for year 2019 and Year 2018 were shown in below table:

Type of business group	Year 2019		Year 2018		Increase/(-)Decrease	
	Million Baht	%	Million Baht	%	Million Baht	%
Revenue from Real estate						
Housing/Townhome/Commercial building	873.6	17.0%	968.3	18.1%	-94.7	-9.8%
Condominium	2,896.0	56.3%	3,566.0	66.6%	-669.9	-18.8%
Total Revenue from Real Estate	3,769.6	73.3%	4,534.3	84.7%	-764.7	-16.9%
Rental and Service Revenue	1,272.6	24.8%	766.7	14.3%	505.9	66.0%
Revenue from Solar Business	98.3	1.9%	54.5	1.0%	43.8	80.3%
Total Revenue from Sales and services	5,140.5	100.0%	5,355.5	100.0%	-215.0	-4.0%
Other Revenue	157.1		184.1		-27.0	-14.7%
Total Revenue	5,297.6		5,539.6		-242.0	-4.4%

Revenue from real estate sales

The Company's revenue from real estate sales of 2019 was THB 3,769.6 million) Decreased by THB 764.7 million or 16.9% when compare to the same period last year which was THB 4,534.3 million. (including revenue from land sales of THB 307.5 million)

The Sales revenue from real estate sales classified by business brand, including "Brand Niche" in the amount of 1,144 units worth THB 2,491.1 million, "Brand Kith" of 261

units worth THB 404.9 million, and detached houses, townhomes, commercial buildings under the brand "Sena Park Ville" 27 units worth THB 181.9 million. Sena Park Grand, 6 units worth THB 58.3 million, "Sena Ville", 16 units, worth THB 80.0 million, "Sena Grand Home" 2 units, worth THB 16.3 million and "Pattaya resort house" 1 unit worth THB 1.1 million. Shophouse and Avenue in the amount of 54 units, worth THB 375.4 million "Pramaporn" is 3 units worth THB 7.2 million And the brand of "Sena Vanich" 74 units worth THB 153.3 million.

Rental and Service Revenue

Rental and service revenue for the year 2019 and 2018 were THB 1,272.6 million and THB 766.7 million respectively. The 2019 revenue consisted of THB 13.8 million for rental and service revenue, THB 39.0 million for juristic person management, warehouse rental business. THB 26.8 million, community mall revenue Sena Fest THB 74.0 million, golf course revenue THB 98.0 million and project management revenue THB 969.3 million, land rental revenue THB 3.7 million, revenue from Solar Equipment Rental THB 0.7 million commission revenue of THB 41.6 million and the company has expanded its business by opening company (subsidiaries) to proceed with the construction work The company therefore recognizes revenue from construction services by THB 5.8 million. As a result, rental and service revenue increased by THB 505.9 million, representing 66% compared to the last year. The main reason is due to the increase in revenue from project management for the joint venture companies which increased by 6 projects, combined with the last year, managing 7 projects, in total of 13 projects.

Revenue from Solar Business

The Company received THB 98.3 million as revenue from solar business in Year 2019. Increase by THB 43.8 million or 80.3%, when compared to the same period last year which was THB 54.5 million. The revenue has increased from Solar panel installation service of "Index Living mall" And recognize the share of profits from the business that the company has invested equal to THB 50.5 million.

Cost of sales

In 2019 and 2018, the company had cost of sales equal to THB 2,537.7 million and THB 2,833.6 million respectively, representing 49.4 % and 52.9% of revenue from core businesses.

Cost of sales in 2019 consists of the cost of residential sales THB 2,029.6 million or 53.8% of sales revenue. Cost of rental and services is THB 435.8 million, accounting for 34.3% of rental and service revenue. Solar business costs THB 72.3 million, accounting for 73.5% of solar business revenue However, the company is able to manage cost of sales more efficiently. As a result, the proportion of the cost of solar sales decreased from the previous year.

Selling and administrative expenses

In the year 2019 and 2018, the company had selling and administrative expenses of THB 1,309.4 million and THB 1,147.1 million respectively, divided into selling expenses and administrative expenses of 758.9 million baht and 550.4 million baht according to Respectively or equivalent to 14.3% and 10.4% of total revenue respectively.

Selling and administrative expenses an increase of THB 162.2 million or 14.1%, mainly due to the increase in promotion premiums and trade discounts offered to customers

in order to stimulate the transfer of ownership in the year 2019, including the company has expanded real estate development Therefore there is advertising Organize public relations activities To boost sales to achieve revenue recognition in 2019, including personnel costs And other administrative expenses which increased from continuous business expansion.

Financial position

Asset

As of December 31,2019 total assets of the company and its subsidiaries was at THB 15,098.1 million, increased by THB 1,400.6 million or 10.3% compared to the last year with total assets of THB 13,697.5 million.

Current assets decreased Since the company received debt repayment from trade accounts receivable in the amount of THB 571.4 million and in the year 2019, the company granted a joint venture loan for use in operations in the amount of THB 2,205 million and the company received a refund from the loan from the joint venture Already trade in the amount of THB 2,624.2 million. There are 6 new projects launched and in development Causing inventories to increase by THB 325.7 million

Non-current assets as of December 31, 2019 were THB 5,368.4 million, an increase of THB 1,618.5 million compared to 31 December 2018 with non-current assets of THB 3,750.0 million. Entered into a joint venture with Hankyu Hanshin Property Company For development of condominium projects, increased from the previous year in 6 projects which are 1) Niche Pride Ratchada-Thaphra 2) Niche Mono Rama 9 3) Niche Pride Somdet Chaopraya 4) Niche Mono Chaengwattana Phase 1 5) Niche Pride And Bang) and 6) Niche Mono isaraphap

Liabilities

As of December 31,2019 the Company and its subsidiaries have total liabilities of THB 8,596.1 million consisting of current liabilities of THB 3,750.6 million and non-current liabilities of THB 4,845.5 million respectively. Total liabilities increased to THB 801.7 million from the year 2018.The reason for the increase was due to the company had to find the source of funds by issuing promissory notes, bills of exchange and the issuance of debentures. To support the business expansion and develop many under construction projects. Including for use in the company's operations In which the debt to equity ratio of the company is 1.32.

Shareholders' equity

As of December 31, 2019 the Company and its subsidiaries had shareholders 'equity of THB 6,502.1 million, an increase of THB 599.0 million compared to 2018, with shareholders' equity of THB 5,903.1 million, as a result of the net profit of Year 2019 equals THB 891.6 million

Yours Sincerely,

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