

OPPORTUNITY



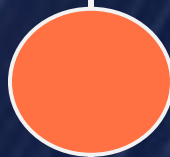
DAY

QUARTER 2-2025

25 Aug, 2025

**CORPORATE
PERFORMANCE**

**FINANCIAL
PERFORMANCE**



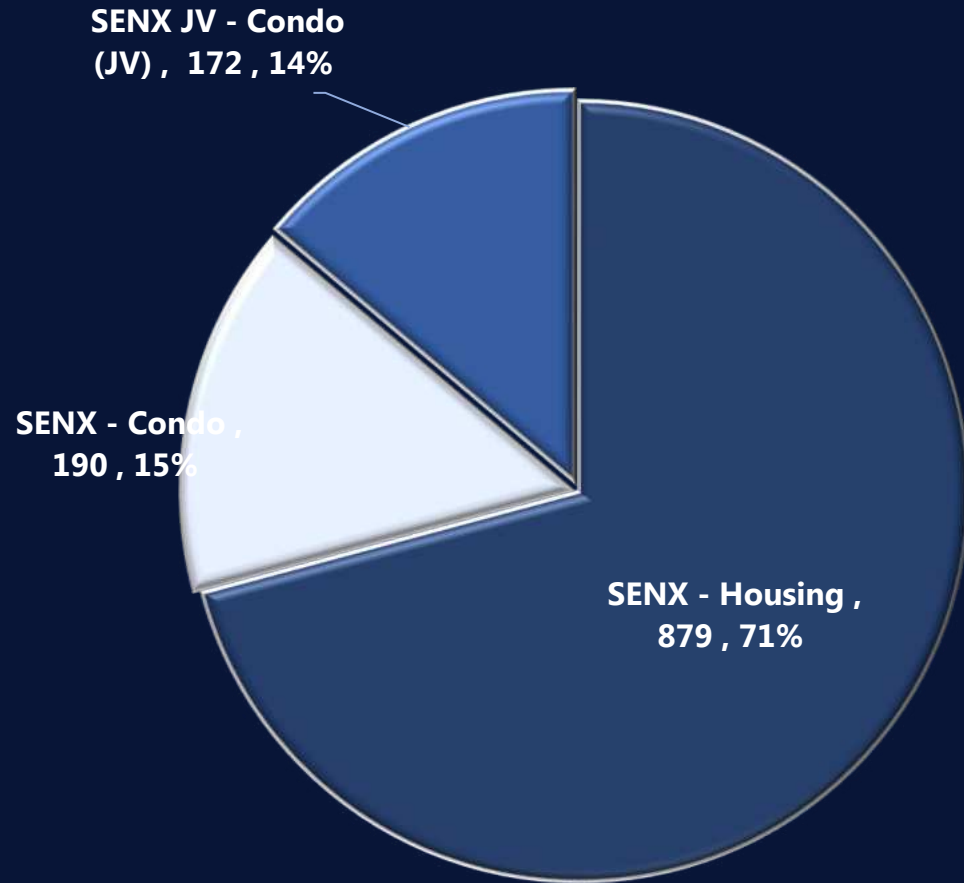
AGENDA



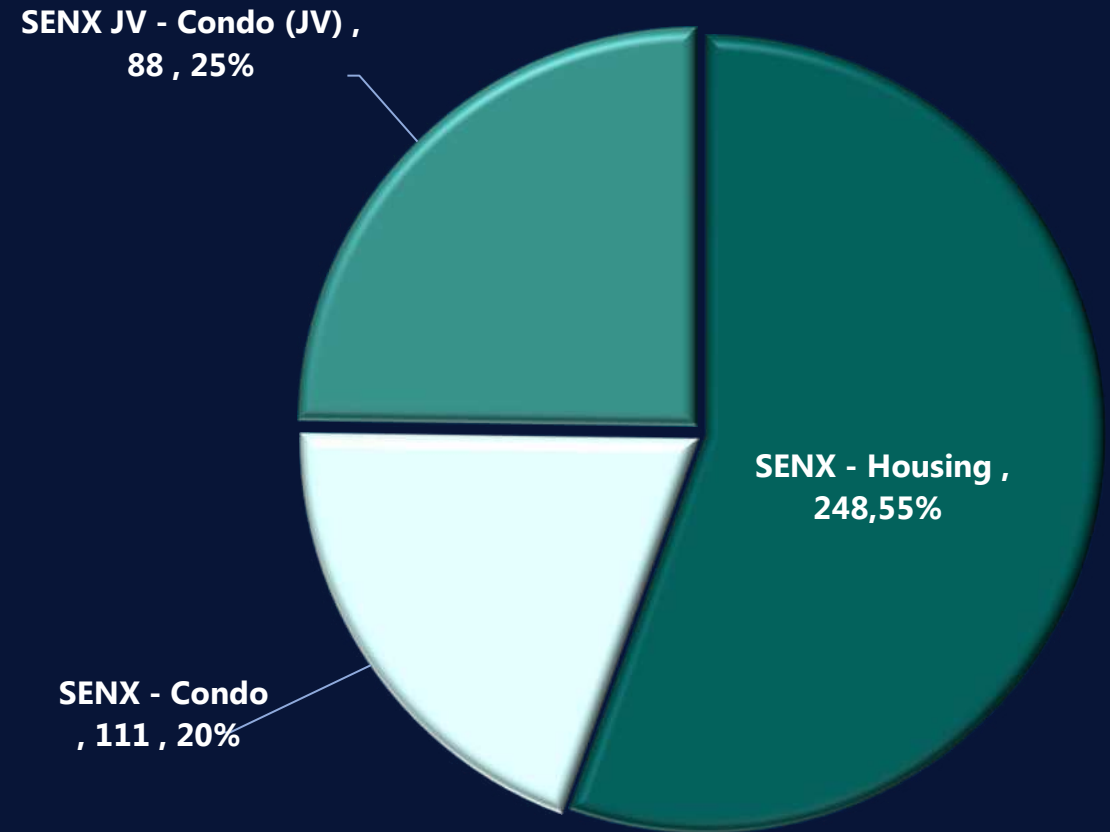
CORPORATE PERFORMANCE

PRESALE | TRANSFER 6M 2025

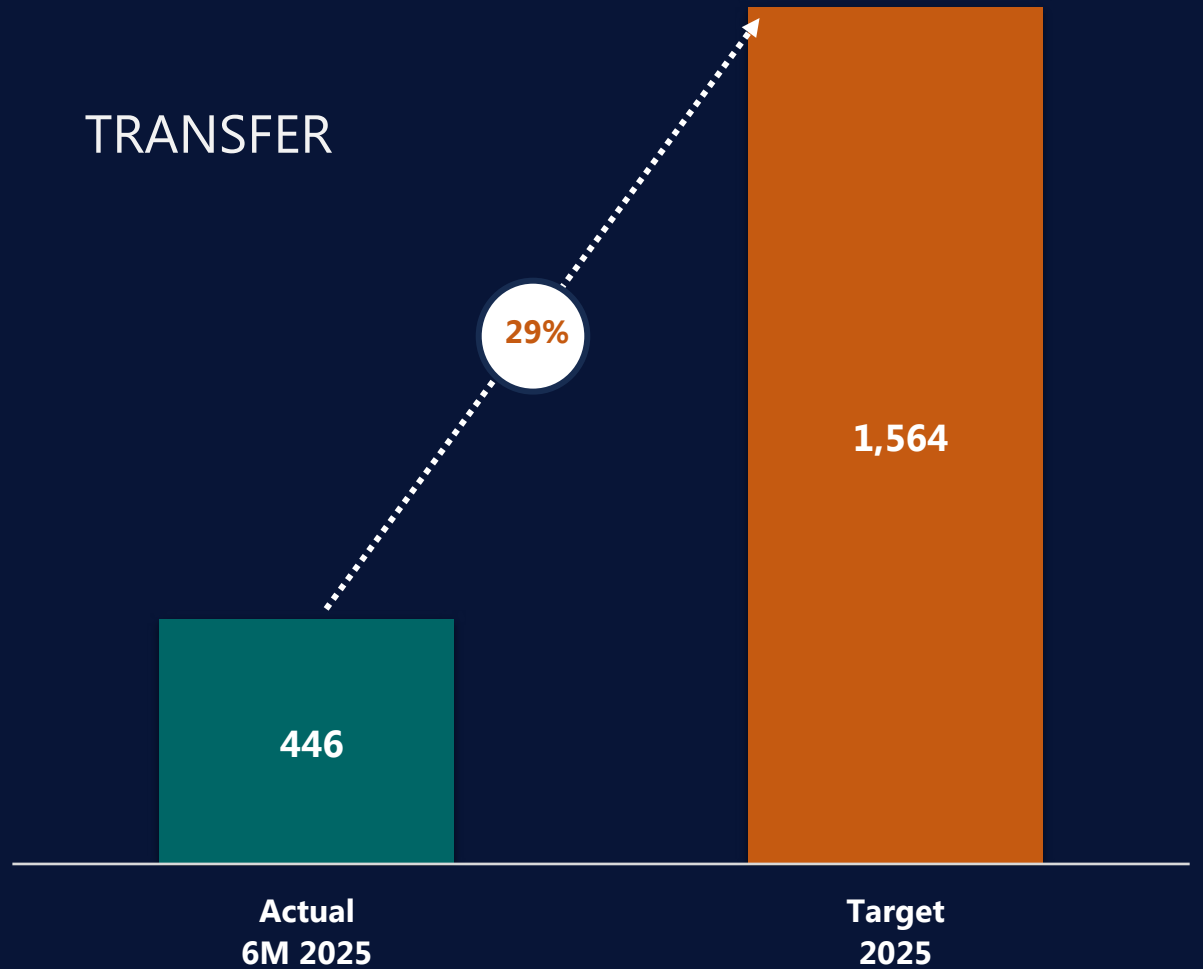
6M PRESALE



6M TRANSFER

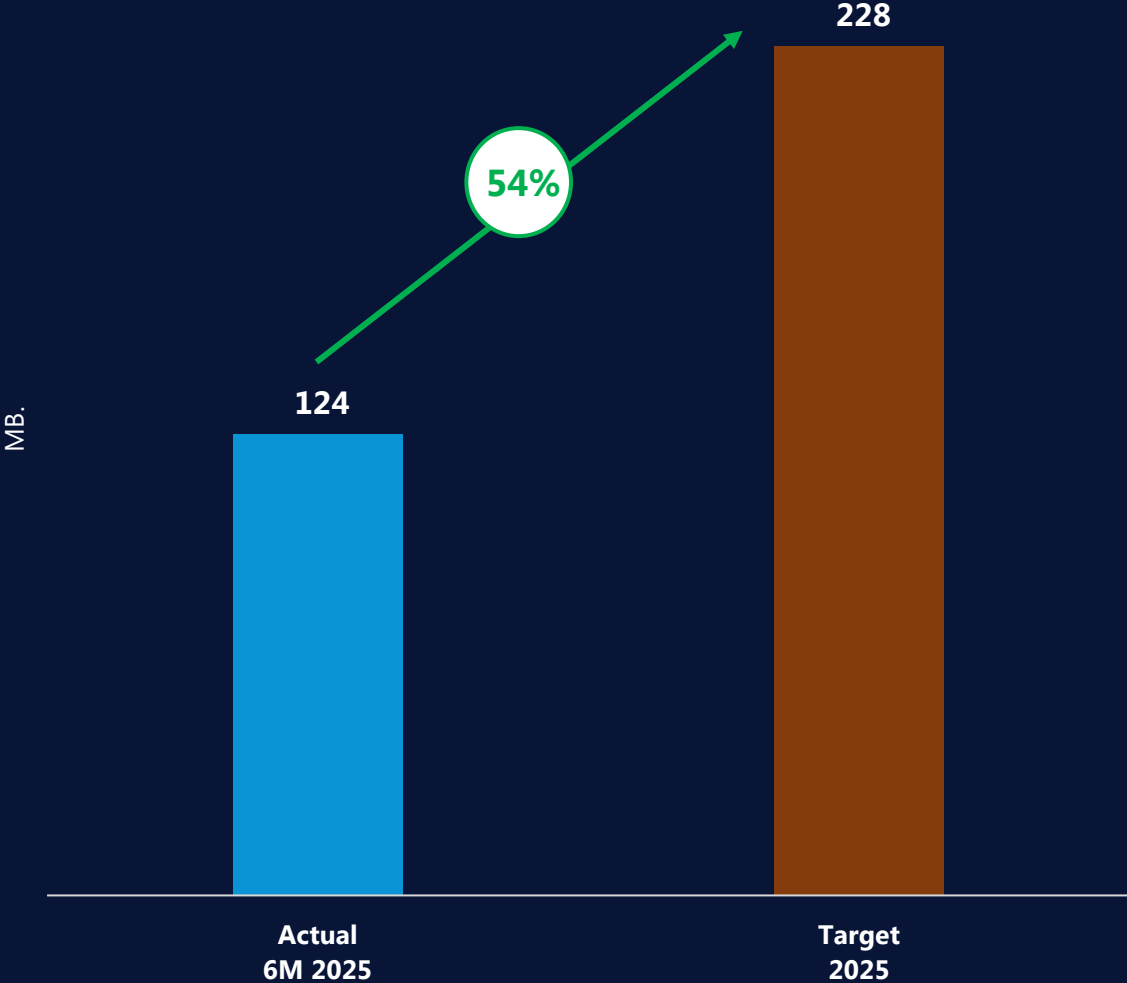


TARGET ACHIEVEMENT COMPARISON

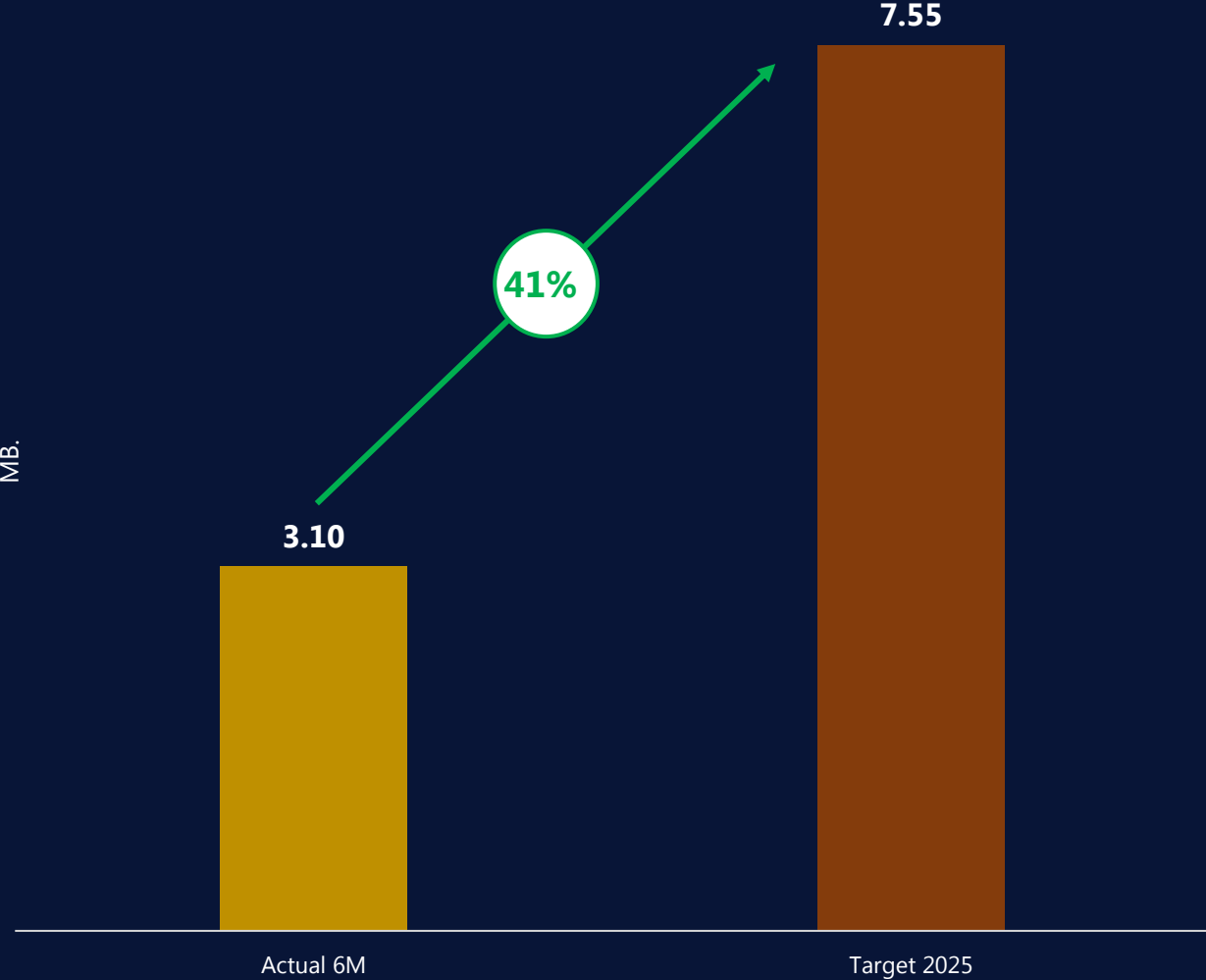


LIVENEX | RENTNEX 6M 2025

LIVENEX



RENTNEX



CURRENT PROJECT SENX 6M 2025

PROJECT NAME	Launch	Start Transfer	Total		Presales		Transfer		Remaining		Backlog	
			Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)	Units	Value (MB)
<u>Housing - SENX</u>												
Sena Village Bangpakong – Banpho	Feb-16	May-17	139	531.3	86	300.3	85	295.6	53	231.1	1	4.7
Sena Vela Rangsit - Klong 1	Nov-17	May-18	158	478.1	158	478.1	157	475.6	-	-	1	2.6
Sena Village Sukhumvit - Praksa 1	Oct-16	Jul-17	434	1,535.2	256	939.1	231	856.8	178	596.1	25	82.4
Sena Viva Sriracha Assumption	Apr-16	Feb-18	276	784.6	164	413.2	154	391.3	112	371.4	10	21.8
Sena Viva Rattanatibet – Bangbuathong	Apr-16	Jul-17	271	833.6	270	825.7	267	816.5	1	7.9	3	9.1
Sena Village Rattanatibet – Bangbuathong	Feb-20	Mar-20	182	933.9	59	291.0	47	236.1	123	642.9	12	54.9
Sena Viva Wongwaen – Bangbuathong	Nov-20	Q2-22	303	1,128.2	24	77.2	10	37.8	279	1,051.0	14	39.4
Sena Village Tiwanon – Bangkadi	Aug-16	Apr-17	248	879.0	181	539.0	177	520.9	67	340.0	4	18.0
J Town EX Bangpakong	Feb-16	Dec-18	55	135.2	46	110.2	45	107.7	9	25.0	1	2.4
J Grand Sathorn Kanlapaphruek	Mar-17	Jun-17	120	639.9	118	624.9	118	624.9	2	15.0	-	-
Sena Viva Sirisothon	Nov-20	Apr-21	319	1,386.3	13	40.1	8	24.7	306	1,346.2	5	15.4
Sena Ville Wongwaen - Bangbuathong	Mar-23	Oct-23	123	897.0	7	43.2	5	32.4	116	853.8	2	10.8
Total Housing Projects - SENX			2,628	10,162.4	1,382	4,682.0	1,304	4,420.4	1,246	5,480.4	78	261.6
<u>Condominium - SENX</u>												
Sena Miami Eco Town Sukhumvit Bangpu	May-14	Jul-16	2,360	2,615.1	2,139	2,442.0	1,963	2,237.9	221	173.1	176	204.1
J Condo Sathorn Kanlapaphruek	Apr-15	Jul-18	1,065	2,107.3	1,038	2,061.7	1,022	2,038.4	27	45.7	16	23.2
Total Condominium Projects - SENX			3,425	4,722.4	3,177	4,503.7	2,985	4,276.3	248	218.7	192	227.4
<u>Commercial Building</u>												
Sena Avenue1 Rungsit Khlong 1	Nov-15	Oct-16	224	1,069.0	223	1,056.3	217	1,033.4	1	12.7	6	22.9
Sena Avenue Bangpakong-Banpho	Aug-16	Nov-16	77	358.5	50	240.9	50	240.9	27	117.6	-	-
Sena Shophouse Sukhumvit – Praksa	Nov-15	Dec-16	163	953.2	156	918.7	156	918.7	7	34.5	-	-
Sena Avenue Rattanatibet Bangbuathong	Aug-17	Dec-18	50	343.2	39	259.8	35	243.9	11	83.4	4	15.9
Total Commercial Projects - SENX			514	2,723.9	468	2,475.7	458	2,436.9	46	248.2	10	38.8
<u>Condominium - JV</u>												
Sena Kith Phetkasem 120 Phase 1	Nov-22	Q4-24	657	838.3	246	306.4	201	249.8	411	532.0	45	56.5
Sena Kith Sathorn Kanlapaphruek Phase 1	Jul-23	Q4-24	180	250.9	112	152.5	59	83.3	68	98.4	53	69.2
Total Condominium Projects - JV			837	1,089.2	358	458.9	260	333.2	479	630.4	98	125.7
Grand Total - SENX (Including JV)			7,404	18,697.9	5,385	12,120.2	5,007	11,466.8	2,019	6,577.7	378	653.4

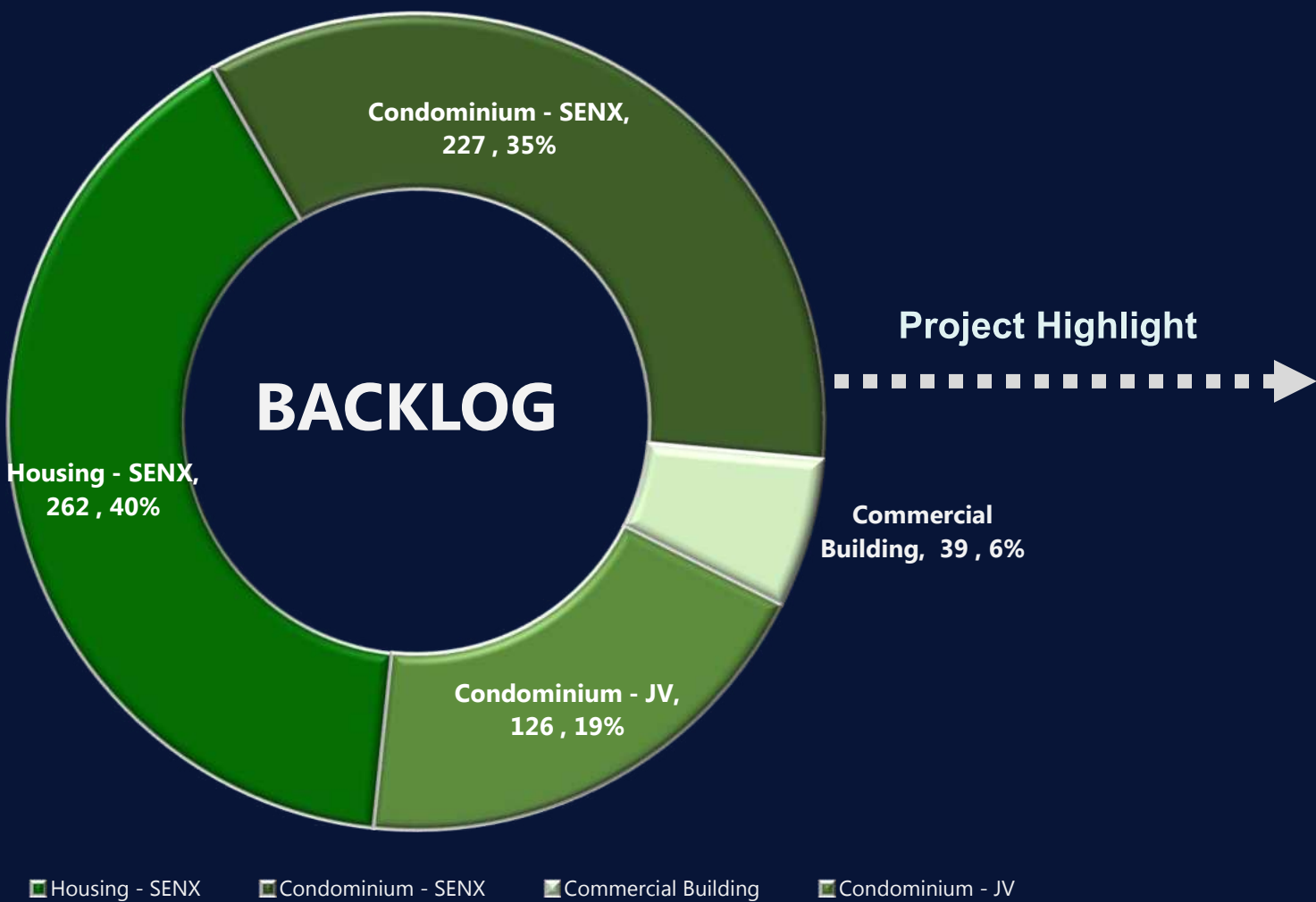
AS OF 30 JUN,2025

**CURRENT PROJECT
SENX
6M 2025**

TOTAL 20 PROJECT VALUE 18,698 MB.

- PRESALE 12,120 MB.
- TRANSFER 11,466 MB.
- REMAINING 6,577 MB.
- BACKLOG 653 MB.

BACKLOG : As of 30 Jun,2025



Sena Kith Sukhumvit-Bangpu



Project Value : 2,615 MB
Backlog : 204 MB.

Sena Village Sukhumvit-Praksa

บ้านเสนา
สุดเป็นล้าน
ฉ่ำๆ ทุกยูนิต*
บ้านสวยคึกคักพิเศษจำนวนจำกัด

ทาวน์โฮม โชนหน้าสวน
15 นาที ถึง BTS*

ลด **700,000** บาท*

พิเศษ **2.07** ล้านบาท* ปกติ 2.39 ล้านบาท

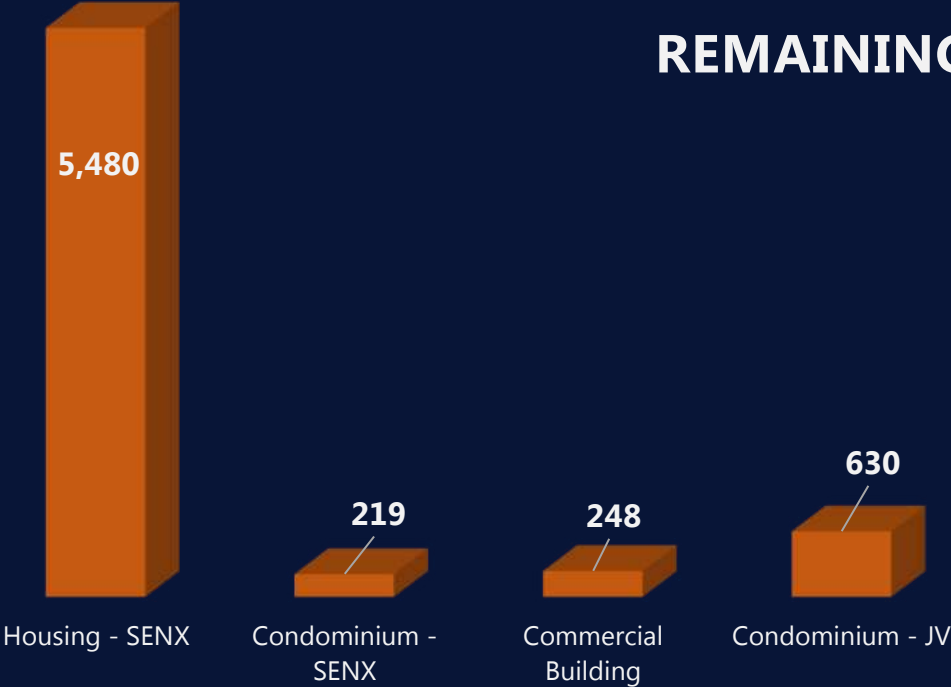
Project Value : 1,535 MB.
Backlog : 82 MB

REMAINING AND INVENTORY

REMAINING

Housing - SENX	5,480
Condominium - SENX	219
Commercial Building	248
Condominium - JV	630
Total	6,578

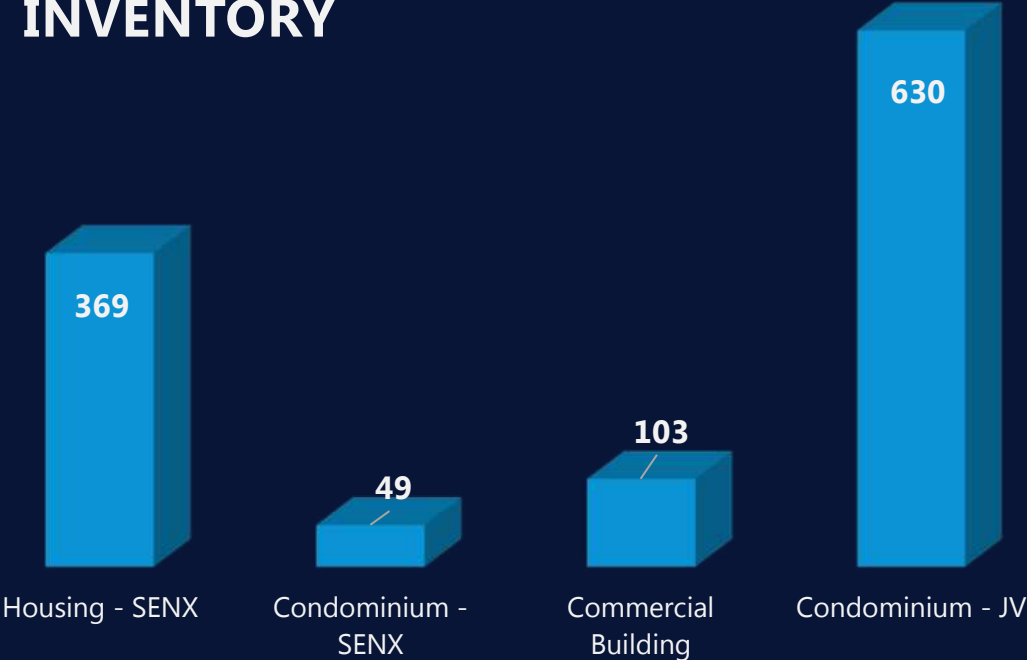
REMAINING



INVENTORY

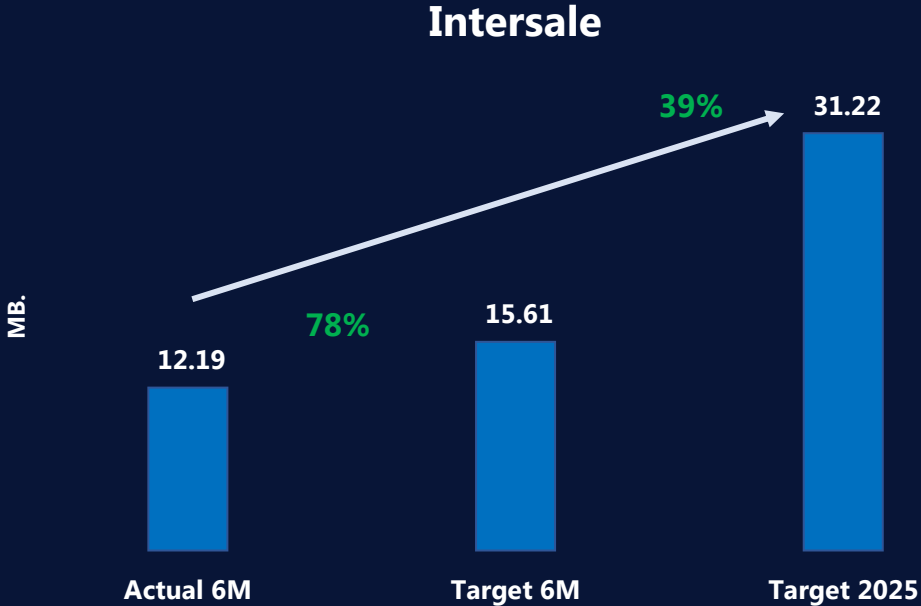
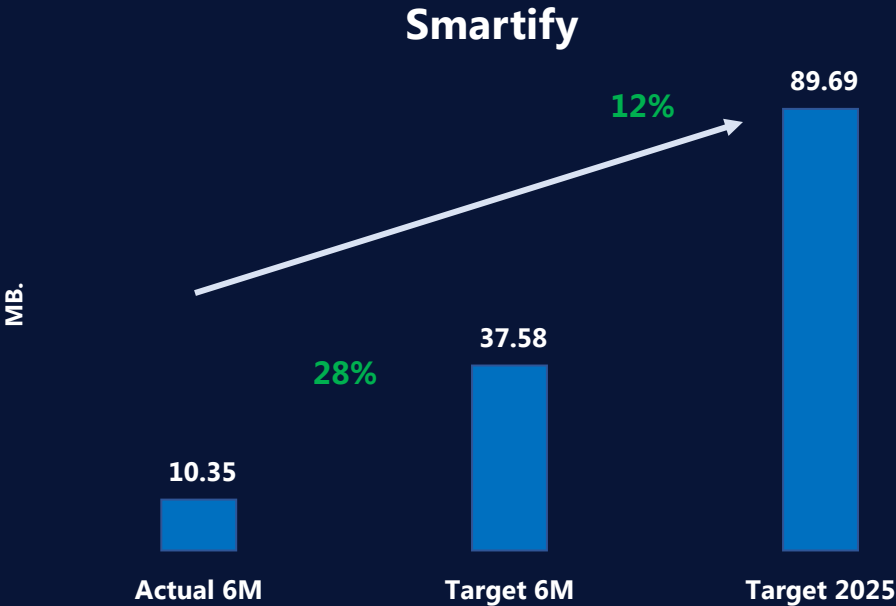
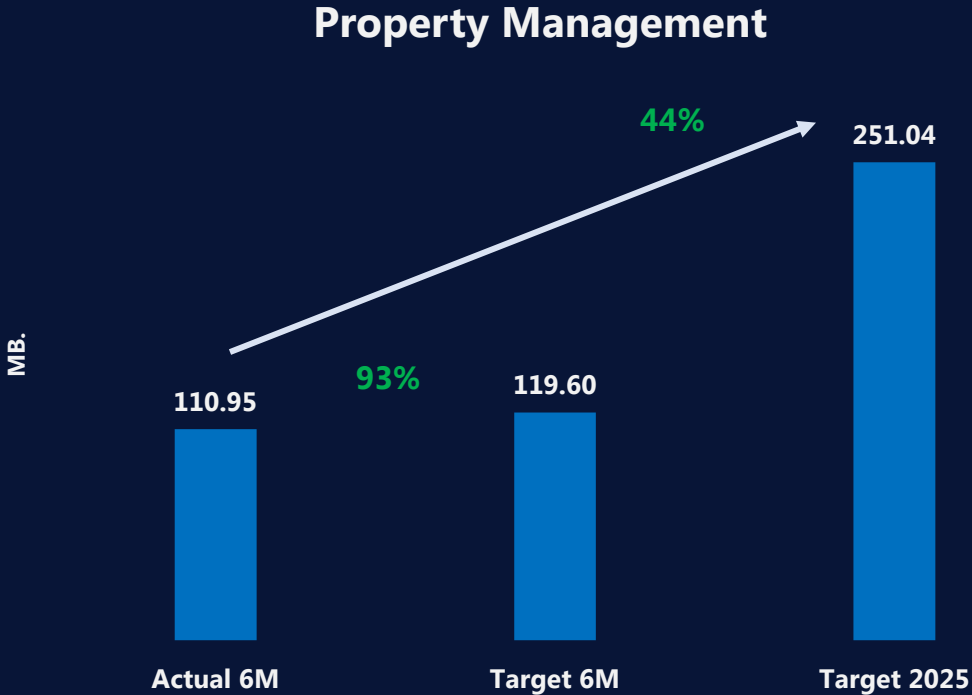
Housing - SENX	369
Condominium - SENX	49
Commercial Building	103
Condominium - JV	630
Total	1,152

INVENTORY



PERFORMANCE RENTAL AND SERVICES

	Actual 6M	Target 6M	Target 2025	Achieve 6M	Achieve 2025
property management	110.95	119.60	251.04	93%	44%
smartify	10.35	37.58	89.69	28%	12%
Intersale	12.19	15.61	31.22	78%	39%





RECURRING INCOME

WAREHOUSE

**SERVICED
APARTMENT**



senX | WAREHOUSE

WAREHOUSE

OWNER REPRESENTATIVE

BROKERAGE SERVICES

BUDGET AND TIMELINE MANAGEMENT

TENANT & LANDLORD REPRESENTATION

MONITORING & REPORTING

CONTRACT MANAGEMENT



PROJECT OVERVIEW

Regular shaped parcel
with good vehicular
accessibility

Project Site Details

Land Area: 25-2-46 rai or 40,984 sq.m.

Land Shape: Rectangle

Land Tenure: Freehold

Zoning: Industrial and Logistics Area (Purple, Aor.1)

Floor Area Ratio (FAR): No restrictions that apply to warehouse
and logistics asset development

Flood Risk: minimal; site is 0.5-1.0+ MSL and avoided major flooding in
2011



x



" We strive to become the best at maximizing
space utilities in the most eco-friendly logistic
operations."

LOCATIO

N



- Located in a purple-zoned area (Aor.1), allowing development of warehouses and certain types of factories.
- Conveniently connected to transportation routes in all directions — north, south, east, and west.

(EASTERN ECONOMIC CORRIDOR)

Connected to major industrial zones and the Eastern Economic Corridor (EEC) development project, which includes three pilot provinces: Chachoengsao, Chonburi, and Rayong, as well as access to Laem Chabang Port and U-Tapao Airport.



senX | *SERVICED
APARTMENT*

RECEPTION - 0
ROOM SERVICE - 1

SERVICED APARTMENT

OWNER REPRESENTATIVE



PRE-DEVELOPMENT



DEVELOPMENT



OPERATION

SERVICED APARTMENT

OWNER REPRESENTATIVE

PRE-DEVELOPMENT

MARKET ANALYSIS AND
FEASIBILITY STUDY

OPERATOR SELECTION

CONTRACT NEGOTIATION

DEVELOPMENT

OPERATION

SERVICED APARTMENT

OWNER REPRESENTATIVE



PRE-DEVELOPMENT



DEVELOPMENT



DESIGN AND REVIEW



BUDGET AND TIMELINE
MANAGEMENT



OPERATION

SERVICED APARTMENT

OWNER REPRESENTATIVE



PRE-DEVELOPMENT



DEVELOPMENT

OPERATION

OPERATION OVERSIGHT

PERFORMANCE MONITORING

DISPUTE RESOLUTION

STAKEHOLDER REPORTING

2 PROPERTIES

**SIGNED UNDER
MANAGEMENT AGREEMENT**

**TARGET
2025**

Q3

90 Keys

COMPLETED

Q4

>150 Keys

ON PROGRESS

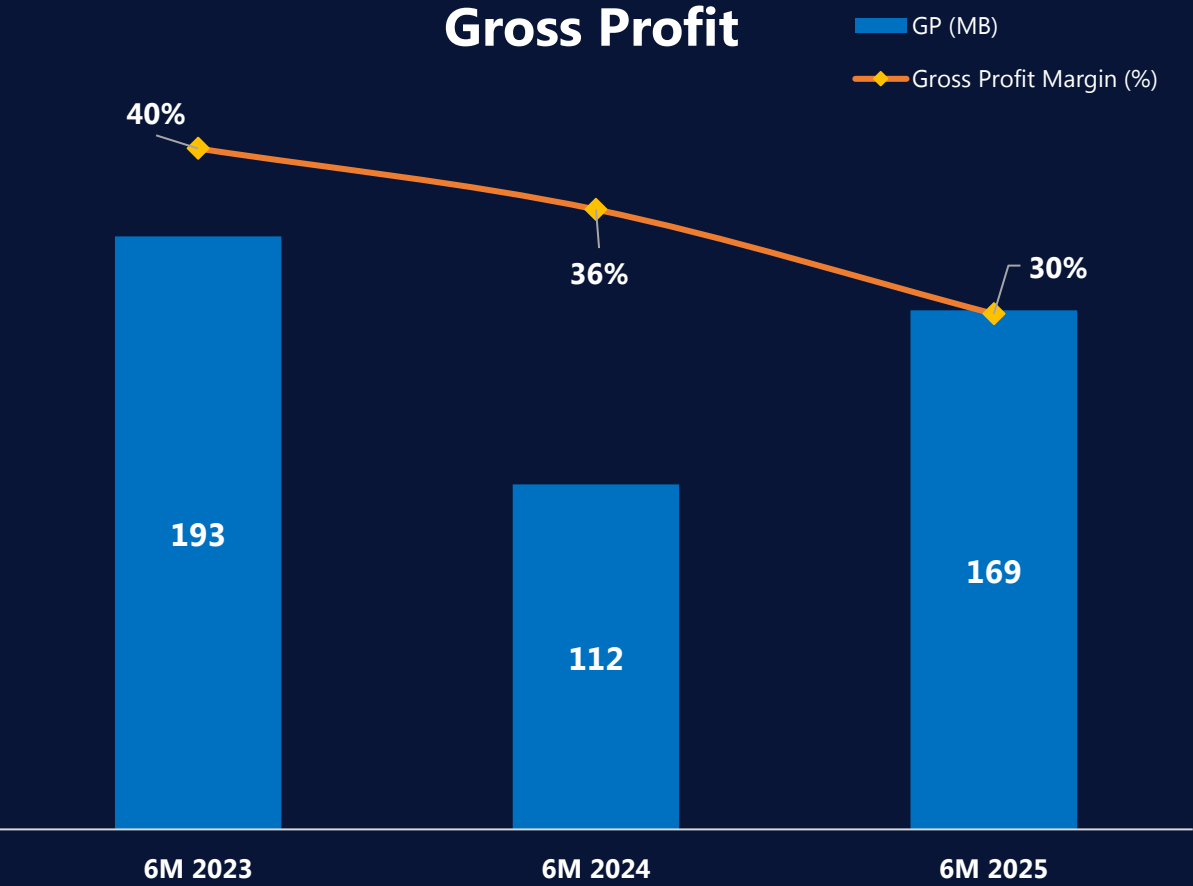
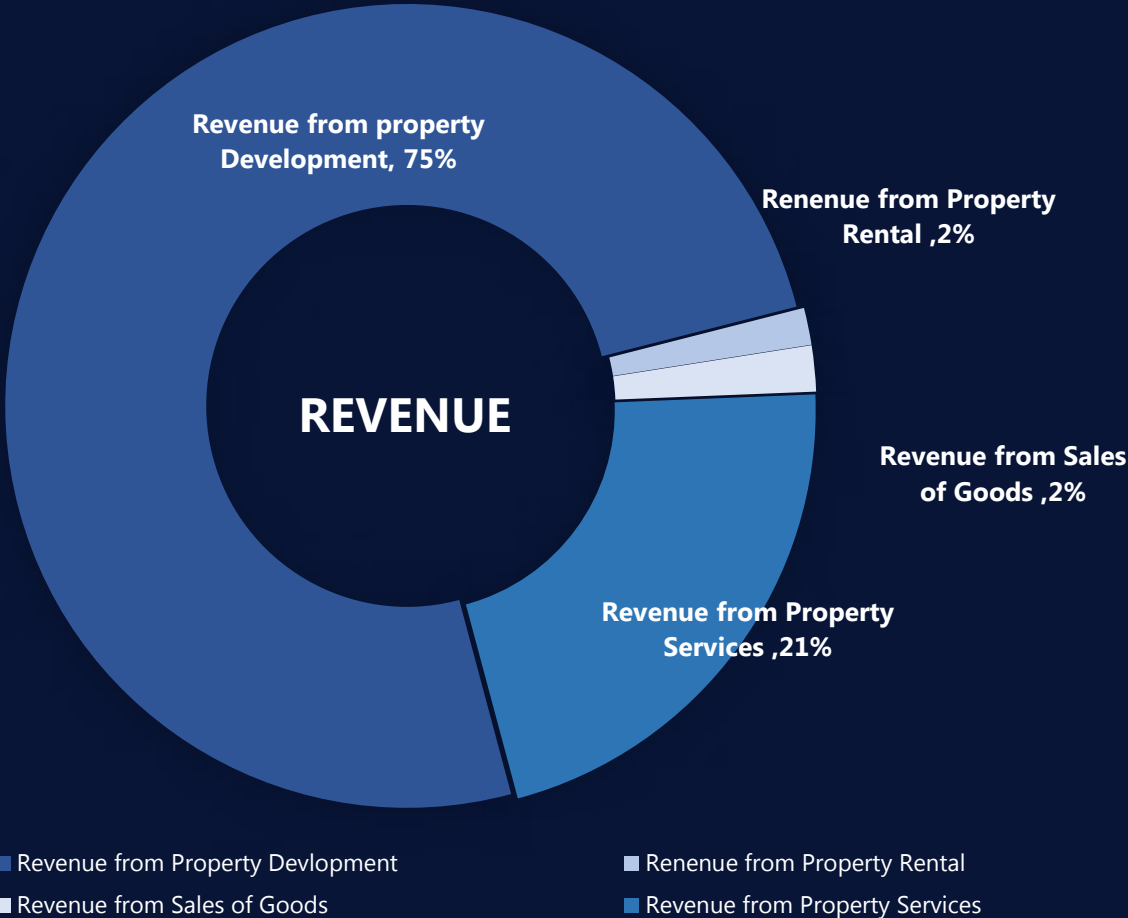


FINANCIAL PERFORMANCE

FINANCIAL STATEMENTS	Q2 2025		Q2 2024		Q2 2023	
	(MB)	%	(MB)	%	(MB)	%
Total Asset	6,049.17	100%	5,586.07	100%	5,463.52	100%
Total liabilities	2,032.19	34%	1,821.89	33%	1,736.66	32%
Total Shareholders’ equity of parent	3,868.60	64%	3,762.59	67%	3,724.36	68%
Non-controlling interests	148.37	2%	1.60	0%	2.49	0.05%
Total Shareholders' Equity	4,016.97	66%	3,764.18	67%	3,726.85	68%
Revenue from sales, rental, services	559.51	100%	309.12	100%	483.90	100%
Cost of sales, rental, services	390.59	70%	196.90	64%	290.96	60%
Gross profit	168.93	30%	112.22	36%	192.95	40%
Gain on reversal of allowance for impairment of property development for sale			104.00	34%		
Other income	10.93	2%	50.50	16%	28.88	6%
Selling expenses	31.23	6%	22.52	7%	26.37	5%
Administrative expenses	85.49	15%	158.29	51%	106.05	22%
Profit for the period	47.59	8%	71.73	23%	50.35	10%
Basic earning per share (Baht)	0.0099		0.0172		0.0120	

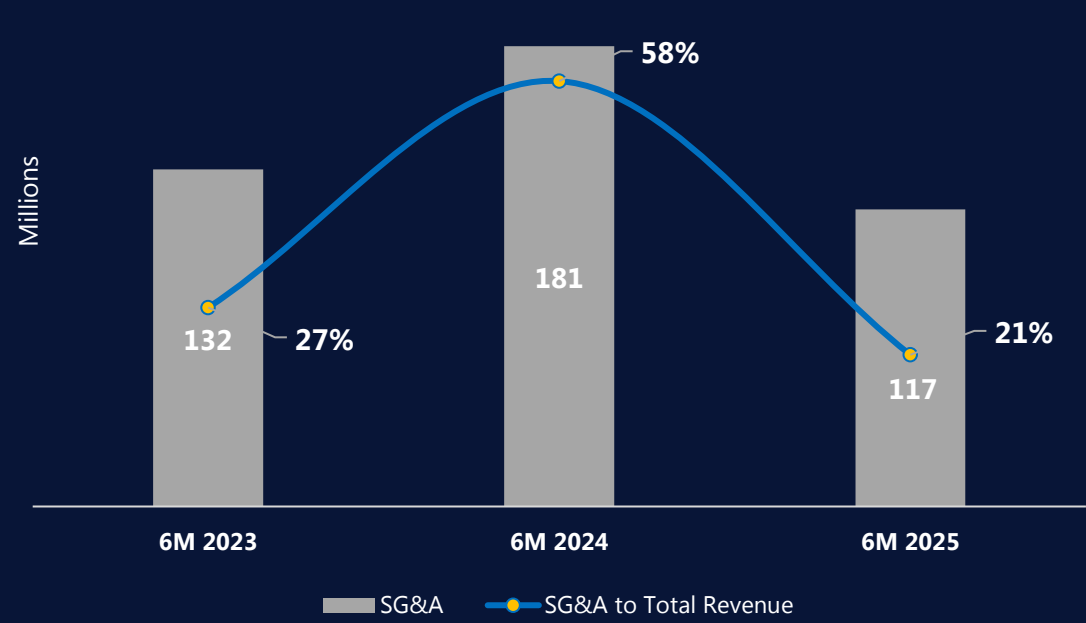
FINANCIAL RATIO

Company's Revenue	MB.
Revenue from property Development	421
Revenue from Property Rental	8
Revenue from sales of goods	10
Revenue from property services	120
Total	560

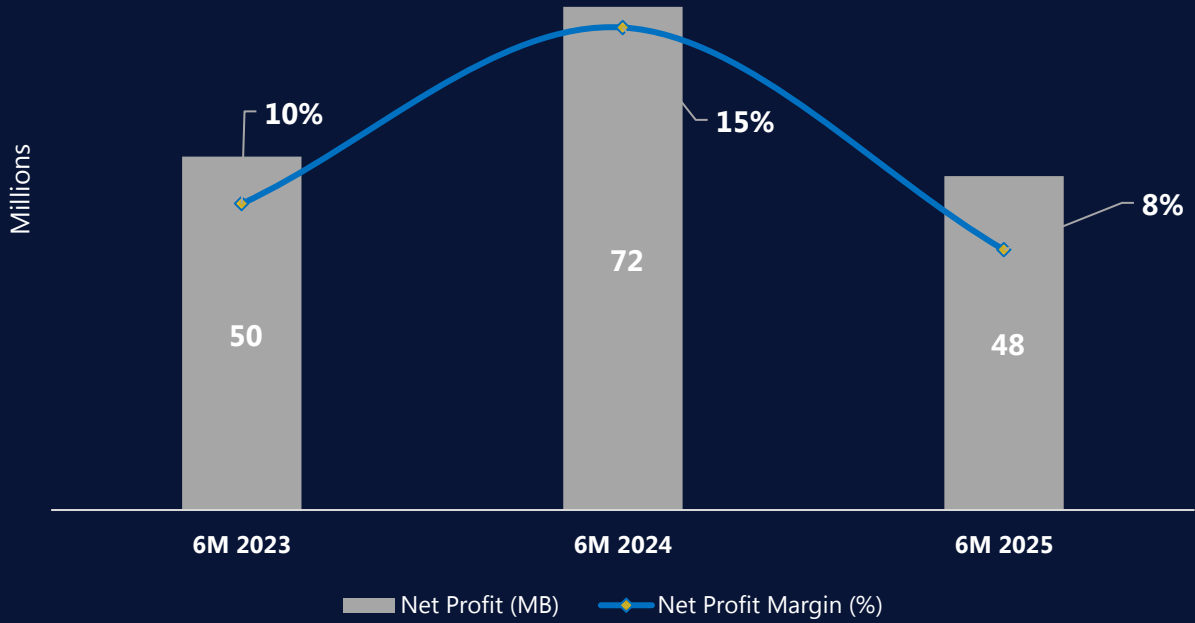


FINANCIAL RATIO

SG&A and SG&A to Revenue



Net Profit



D/E Ratio



THANK YOU