

ORIGIN

03.03.2017



Opportunity Day Y2016

020 300 000
WWW.ORIGIN.CO.TH

 **ORIGIN**

- Company Profile -

Company Profile

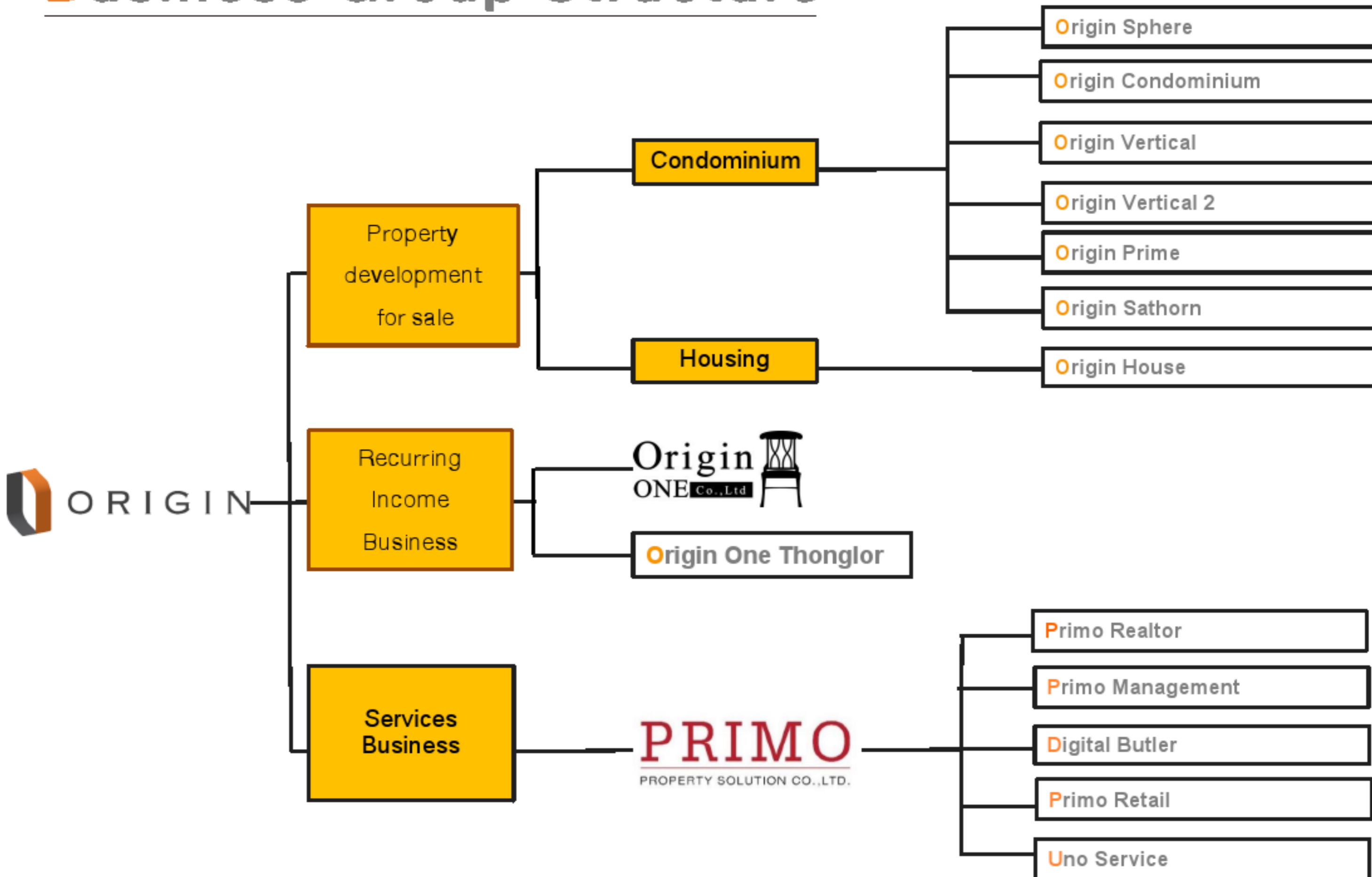
Vision

Origin aims to become a development company that covers the entire real estate industry, drive the company with good governance to have sustainable development. We, a customer driven company will deliver great products with excellent service. We think more, to offer more so that our customers will benefit more.

Mission

We pay attention to every detail of customer's needs, by creatively develop and enhance our project designs, so that we could deliver a better product and service to achieve customer satisfaction. We also emphasize on sustainable growth of employees and organizational development along with our partners, customers, shareholders, associates, and the society.

Business Group Structure



Board of Director

Mr. Lucksananoi Punkrasamee
Chairman of the Board of Directors



- **Managing Director:** SCG Accounting Service Co., Ltd
- **The Chairman of Accounting Profession in Bookkeeping Committee**
- **The Chairman of Accounting Profession in Accounting System Committee**

Mr. Sahas Treetipbut
Chairman of the Audit Committee



- **Audit Committee and Chairman of the BOD:** Officemate PCL
- **Chairman of the BOD:** Thiensurat PCL
- **Ex-Deputy Managing Director:** Krungthai Bank PCL

Mrs. Arada Jaroon-ek
Director



- **GROUP CFO & General Manager:** Wora Group construction and Real estate company
- **Chief Executive Officer:** Tawaravadee Resort Hotel

Ms. Sujaree Junsawang
Director



- **Managing Director:** Wealth Republic Co., Ltd.
- **Director:** Merchant Partner Asset Management Co., Ltd.



Mr. Athipong Amatyakul
Director



- **Director Development, Thailand :** IHG InterContinental Hotels Group
- **Corporate Finance:** THANACHART GROUP

Mr. Peerapong Jaroon-ek
Chief Executive Officer



- **Ex-Chief Executive Officer:** I TOWN Holding PCL (Real estate holding company in Double A Group)
- **Ex-Project Director** Arun Chaiseri Consulting Engineers Co., Ltd.

Mr. Chinapat Visuttiapat
Director



- **Audit Committee:** Asia Corporate Development PCL
- **Director of Tax Law:** Dusit Thani PCL
- **Partner:** Siam City Law Offices Limited and HNP Legal Limited

Mr. Metha Chanchamcharat
Director



- **Finance**
- **Business Development**
- **International Real Estate**

Mr. Niwat Lamunpanth
Director



- **Central Land Classification Committee**
- **Part-time Professor:** Chulalongkorn University

Air Chief Marshal Bureerat Ratanavanich
Audit Committee



- **Audit Committee:** Salee Industry PCL
- **Audit Committee:** Airport of Thailand PCL
- **Deputy Supreme Commander**

Origin Property

Key Success Strategy

Business Model

Develop affordable premium condominiums along the metropolitan rapid transit (MRT)



Leading mover in Greater Bangkok with

high potential to become the upcoming prime location

- ✓ **Along sky train station** Convenient to travel between Central Business District (CBD)
- ✓ **Well-known among local people** In Bearing area
- ✓ **Blue Ocean Strategy** To avoid intense competitiveness and attract real demands
- ✓ **Mass Transit Extension area** Seek new potential area to expand
- ✓ **Industrial Area** Create supply for demands in need of accommodation

Mass transit area



- **Green Line** Punnawithi-Bearing
- **Green Line Extension** Bearing - Samutprakan
- **Green Line Extension** Mochit - Saphan Mai - Khu Khot
- **Purple Line** Bang Yai - Bang Sue

Industrial area



- **Samutprakarn**
- Poochaosamingprai Industrial Estate, Bangpoo Industrial Estate
- **Sriracha Laemchabung**
- Siam Eastern Industrial Park, Hemraj Eastern Seabord (ESIE), Pinthong 1-2, AMATA CITY

Leading mover

Company Website :

Origin Japanese website is Ranked in one of the top 10 searches on Google in Japan

International Roadshows :

To seek and access demands from international clients



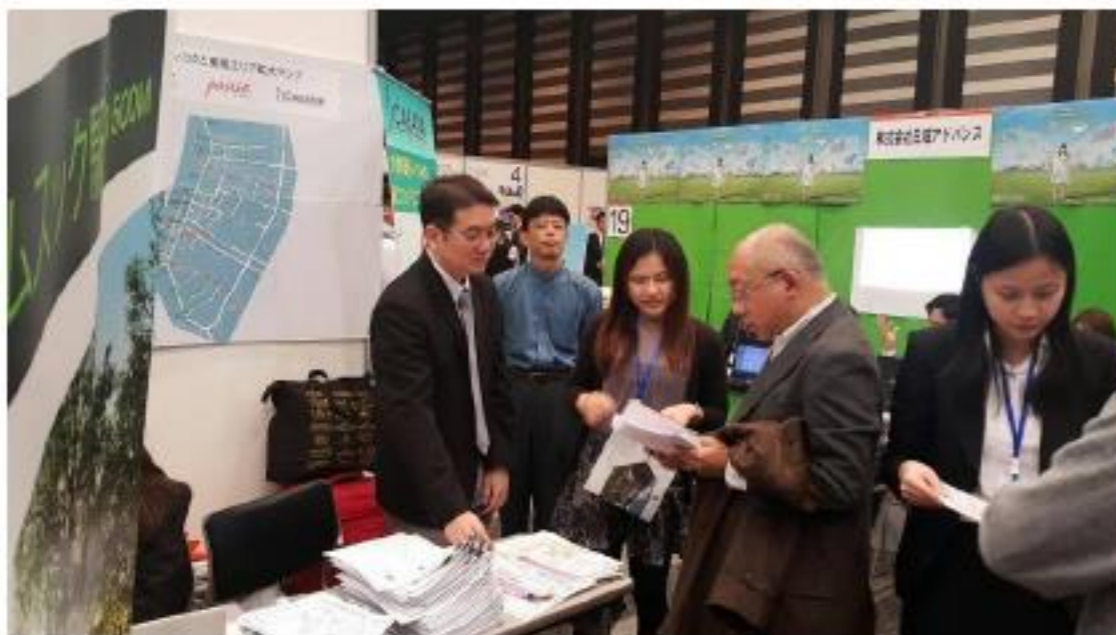
Blue Ocean
Strategy

Explore virgin areas and target real demands.

Currently **8% of the total customers are foreign customers.**

(Japanese is 45% of foreign customers)

<http://originproperty.net>



Origin Property PCL.

Key to Success

Right Time

Leading Mover

- ✓ **Blue Ocean Strategy**
Avoid intense competitiveness
- ✓ **Mass Transit Extension Area**
Seek new potential area to expand
- ✓ **Industrial Area**
Create supply for demands



Right Position

Focus on Real Demand

- ✓ **First Jobber**
- ✓ **First Home buyer**
- ✓ **Young entrepreneur**
- ✓ **Industrial Worker**
- ✓ **Expat & Retirement Market**



Right Products

Living More, Think More, Offer More, Benefit More

- ✓ **Boutique condominium**
- ✓ **Unique plan innovation**
- ✓ **Something more for economical**
- ✓ **Unique concepts to capture all customers**
- ✓ **Premium facility and after sale services**



Performance Highlight

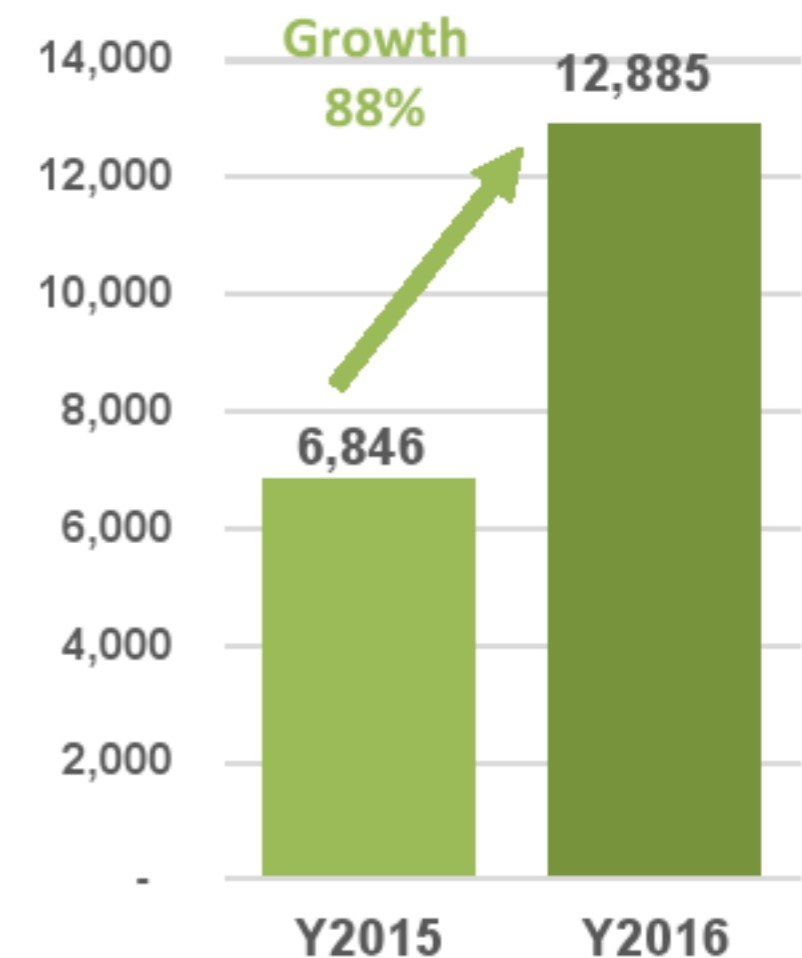
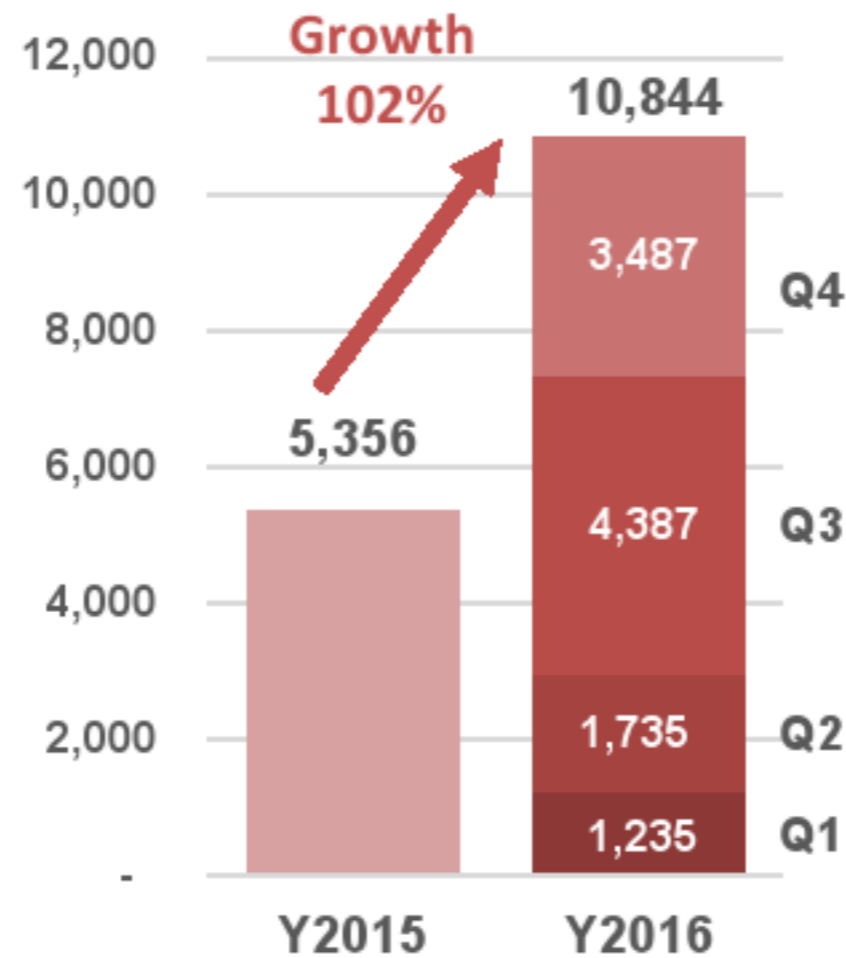
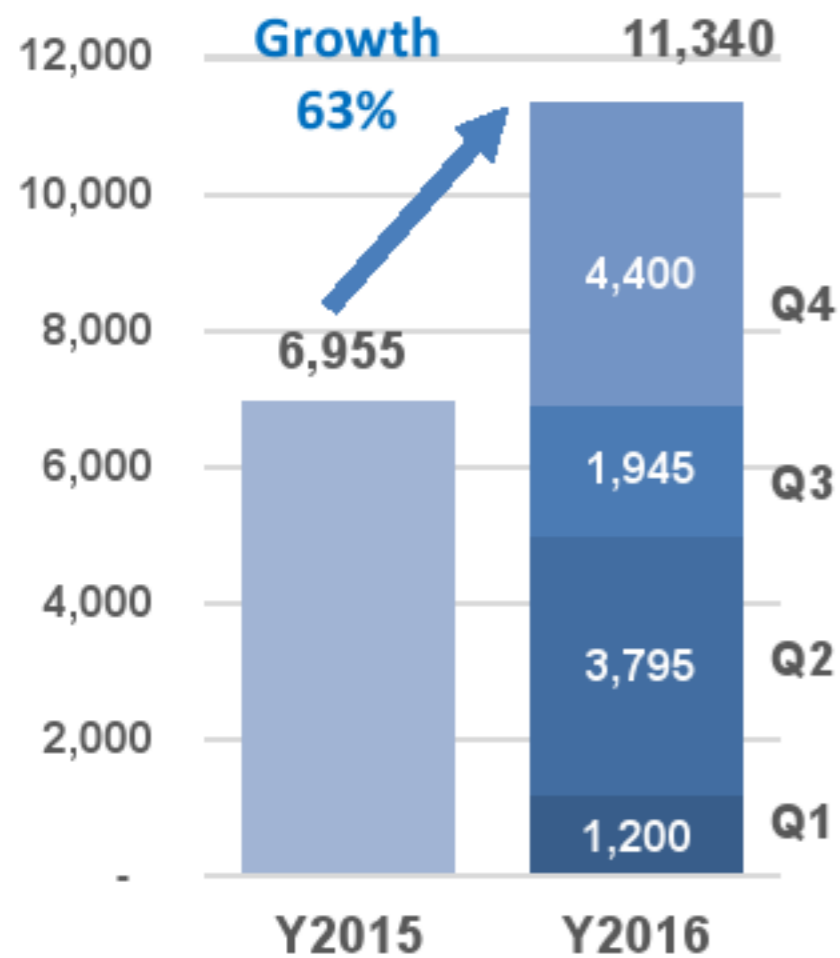
2016

Summary of our projects

2010 - 2016

No.	Detail	Project	Units	Value
1	Completed projects	18	4,313	8,903 MB
2	Project under construction	11	4,714	10,615 MB
3	On Pre-sales projects	5	2,096	7,140 MB
TOTAL		34	11,123	26,658 MB

Origin 2016 summary



Project Launch 2016

11,340 MB

1,200 MB

3,795 MB

1,945 MB

4,400 MB



Q1'16 (A)



Q2'16 (A)



Q3'16 (A)



Q4'16 (A)

Projects Launch 2016 (9 Projects)

Avg. **70%** Sold

Notting Hill
Saphanmai



Notting Hill Praksa



KnightsBridge Prime
Sathorn



Notting Hill
Laemchabang



KnightsBridge Duplex
Tiwanon



Kensington 63



Notting Hill Charoenkrung



Notting Hill Jatujak



Kensington Campus



Financial Highlight

2016

Income Statement 2015 vs 2016

	12 mths			
	2015	2016	Diff	% Diff
Presale	5,356.2	10,843.9	5,487.6	102.5%
	12 mths			
	2015	2016	Diff	% Diff
Revenues				
Revenues from sale	2,010.1	3,153.1	1,143.0	56.9%
Other revenues	45.0	46.0	1.0	2.2%
Total revenues	2,055.1	3,199.0	1,144.0	55.7%
COGS	1,148.8	1,724.2	575.4	50.1%
Gross Profit	906.3	1,474.9	568.6	62.7%
Selling expenses	293.5	507.9	214.4	73.1%
Admin expenses	110.8	158.5	47.7	43.1%
EBIT	502.0	808.5	306.4	61.0%
Interest expenses	17.2	6.8	(10.4)	-60.6%
EBT	484.8	801.7	316.9	65.4%
Tax	98.3	162.1	63.8	64.9%
Net Profit	386.5	639.6	253.1	65.5%
Net Profit (Equity Holder)	386.3	637.6	251.2	65.0%
% Gross Profit	42.9%	45.3%		
% Selling expenses	14.3%	15.9%		
% Admin expenses	5.4%	5.0%		
% Net Income (Equity Holder)	18.8%	19.9%		

Presale 2016

10,844 MB increase **5,488 MB (102%)** due to the increase of launching 9 new projects

Total Revenues 2016

3,199 MB increase **1,144 MB (56%)** mainly due to an increase of revenue recognitions from 6 new completed projects (Tropicaba, Notting Hill Tiwanon - Khae Rai, Pause 115, Knightsbridge Sky River Ocean, Notting Hill Phahonyothin – Kaset, and The Cabana)

COGS 2016

1,724 MB increase **575 MB (50%)** which was in line with the increase of the revenues from sale

SG&A 2016

666 MB increase **262 MB** which was in line with the increase of pre-sale project launches and the growth period of our group

NP 2016

638 MB (19.9%) increase **251 MB (65%)** mainly due to an increase of revenue recognitions from sale

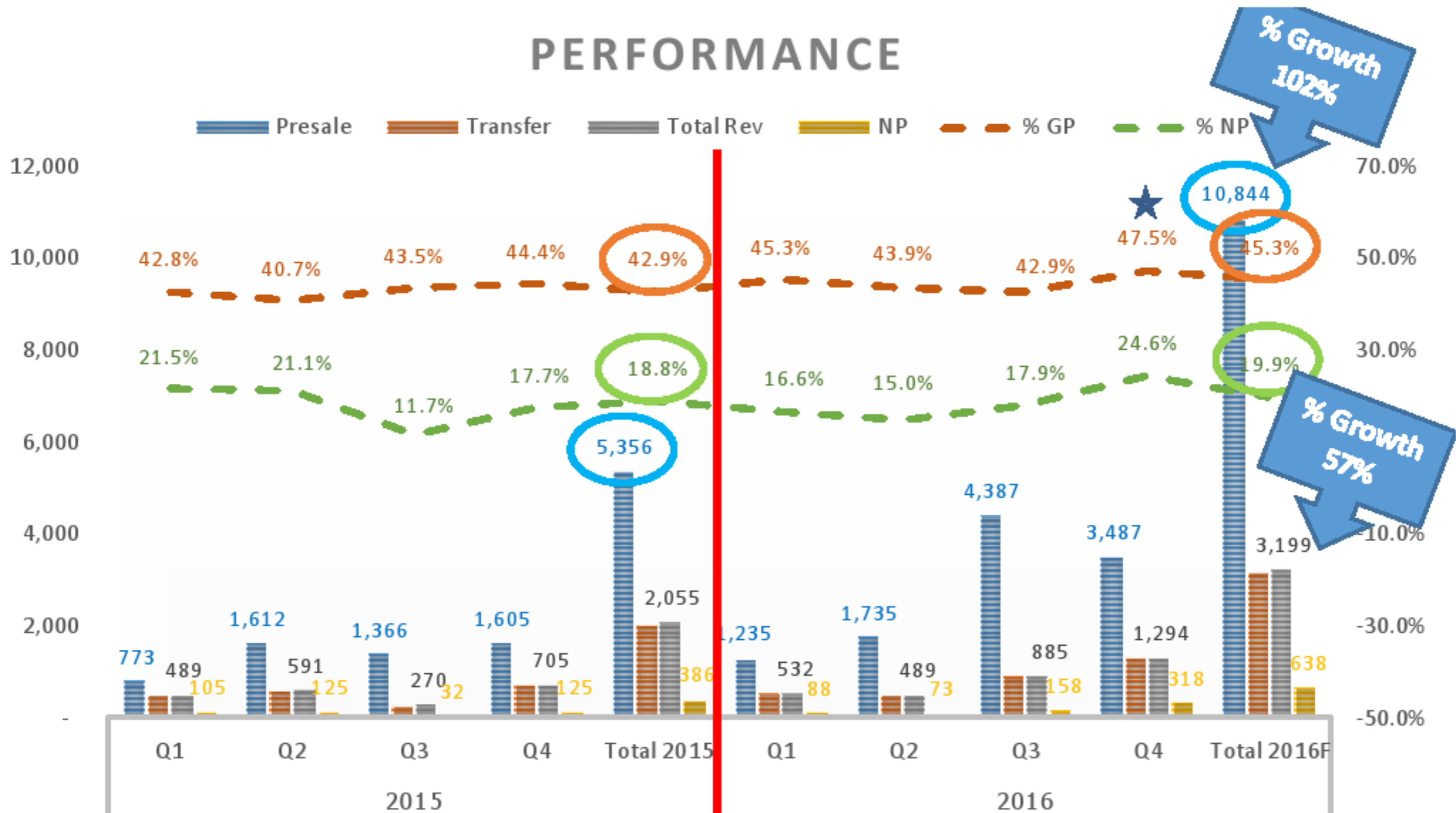
Performance 2015 vs 2016

2016 : Presale increase 102%, Transfer increase 57%

2016 : %GP 45.3%. %NP 19.9% higher than 2015

**Q4 2016 : %GP 47.5% higher than Q4 2015 due to more efficiency in cost management

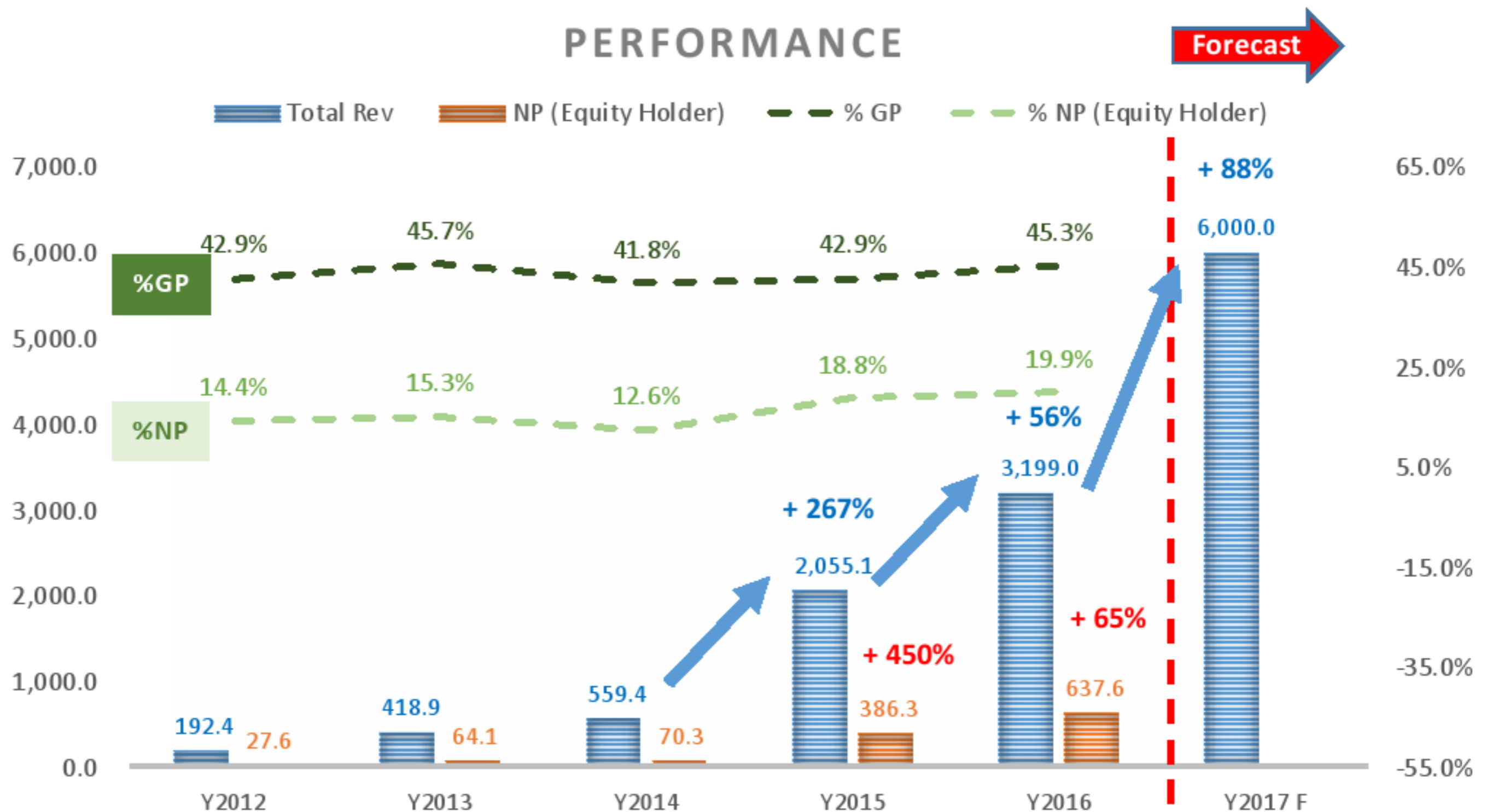
PERFORMANCE



Performance 2012-2016 (A) , 2017 (F)

2016 : Total Revenues increase **56%** , Net Profit increase **65%**

2016 : %GP **45.3%**. %NP **19.9%** higher than 2015



%GP, %NP

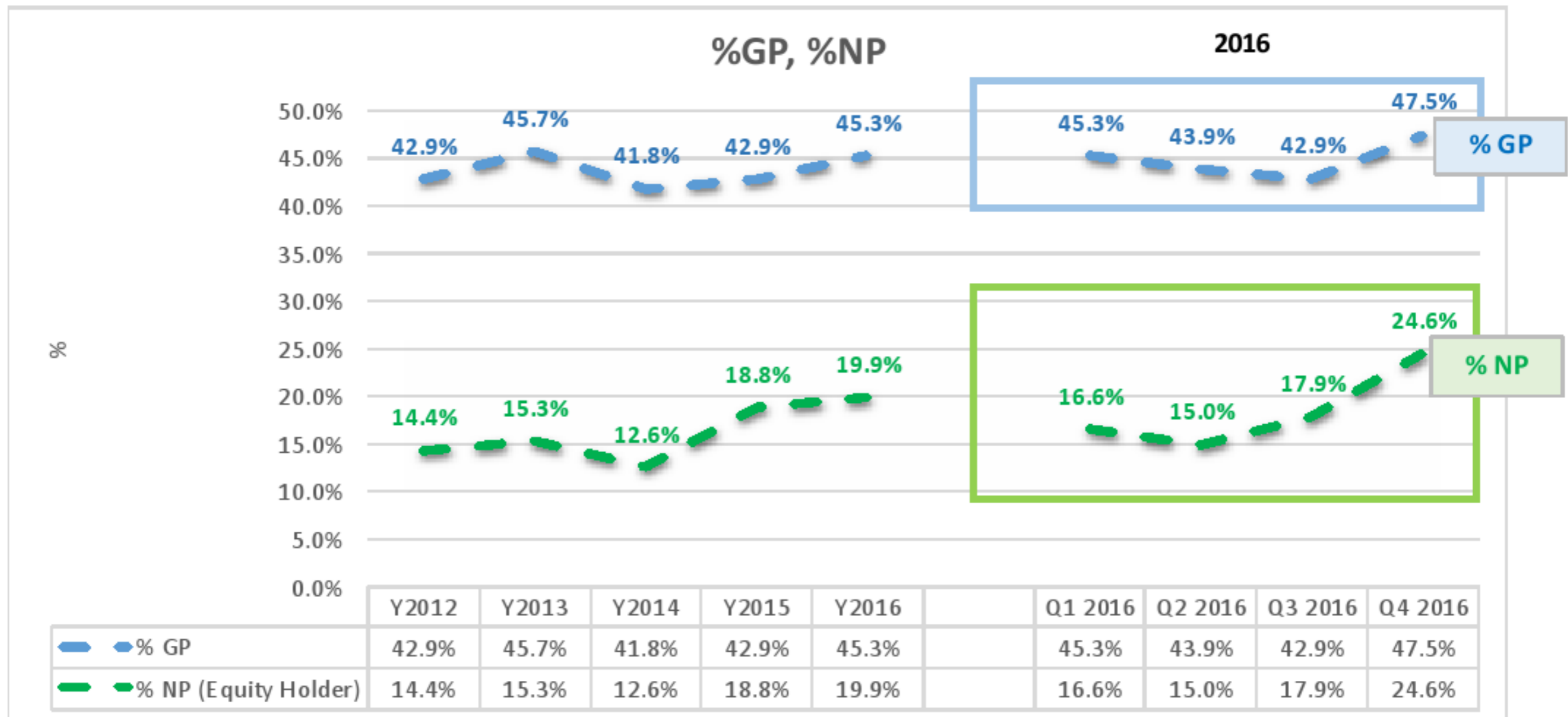
Based on the team management experience / Being the First Mover allows Lower land costs /

Carefully select experienced-contractors to lower unnecessary deflection

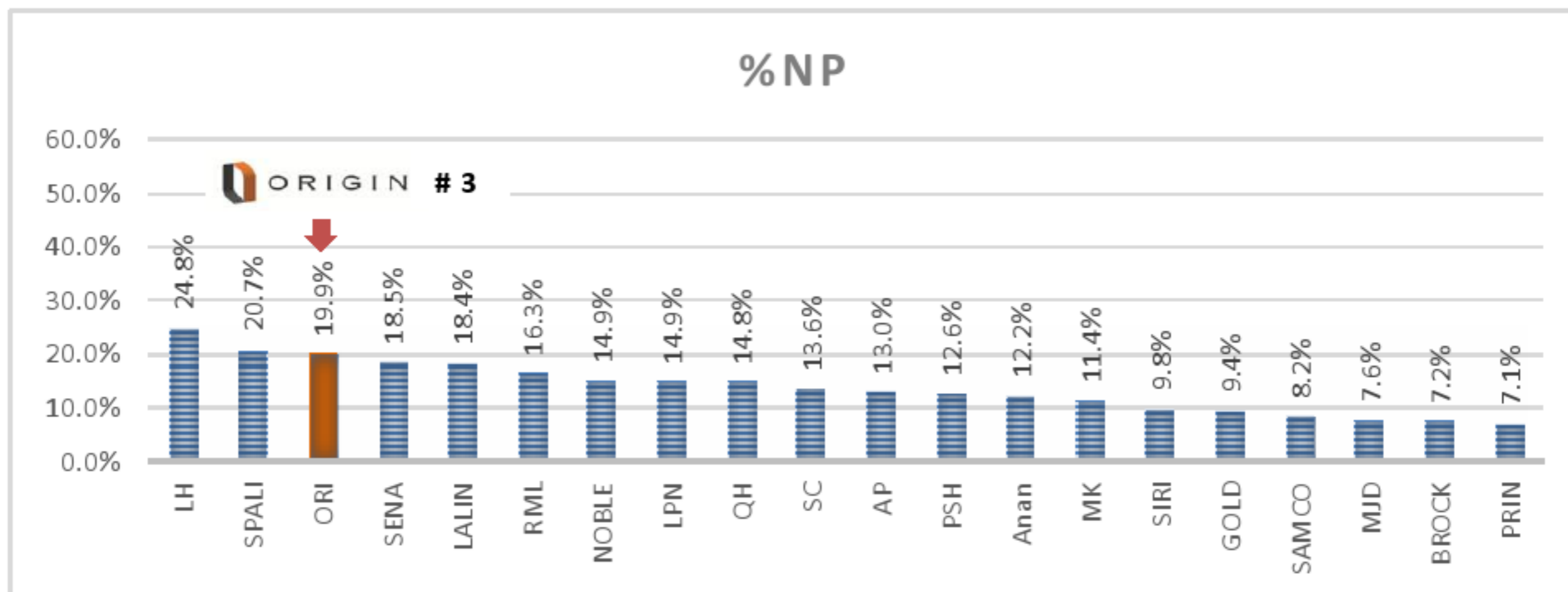
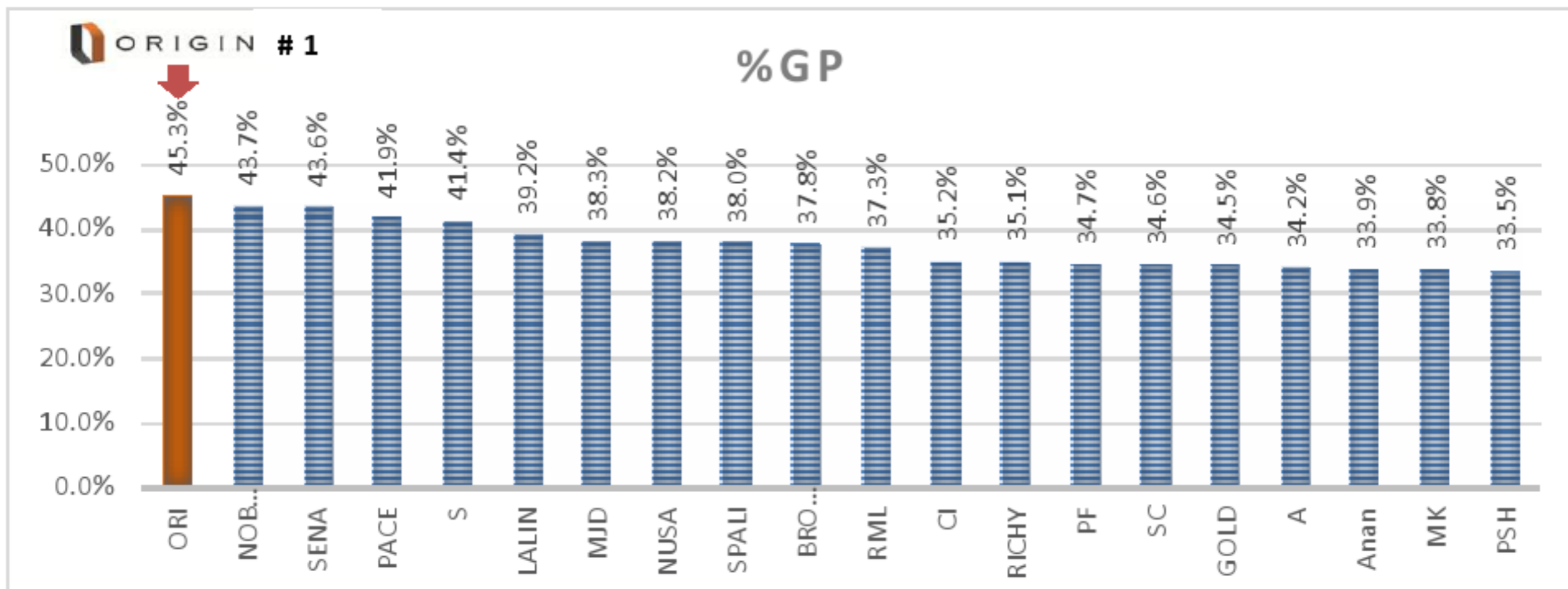
so that the Origin Group is able to keep **%GP at 40%** stably from 2012-2016

As for %NP remain in the middle which is consistent with the growth period of the Origin Group

Q4 2016 : %GP of The Cabana, Notting Hill Kaset are above 50%



2016 Benchmark Comparison

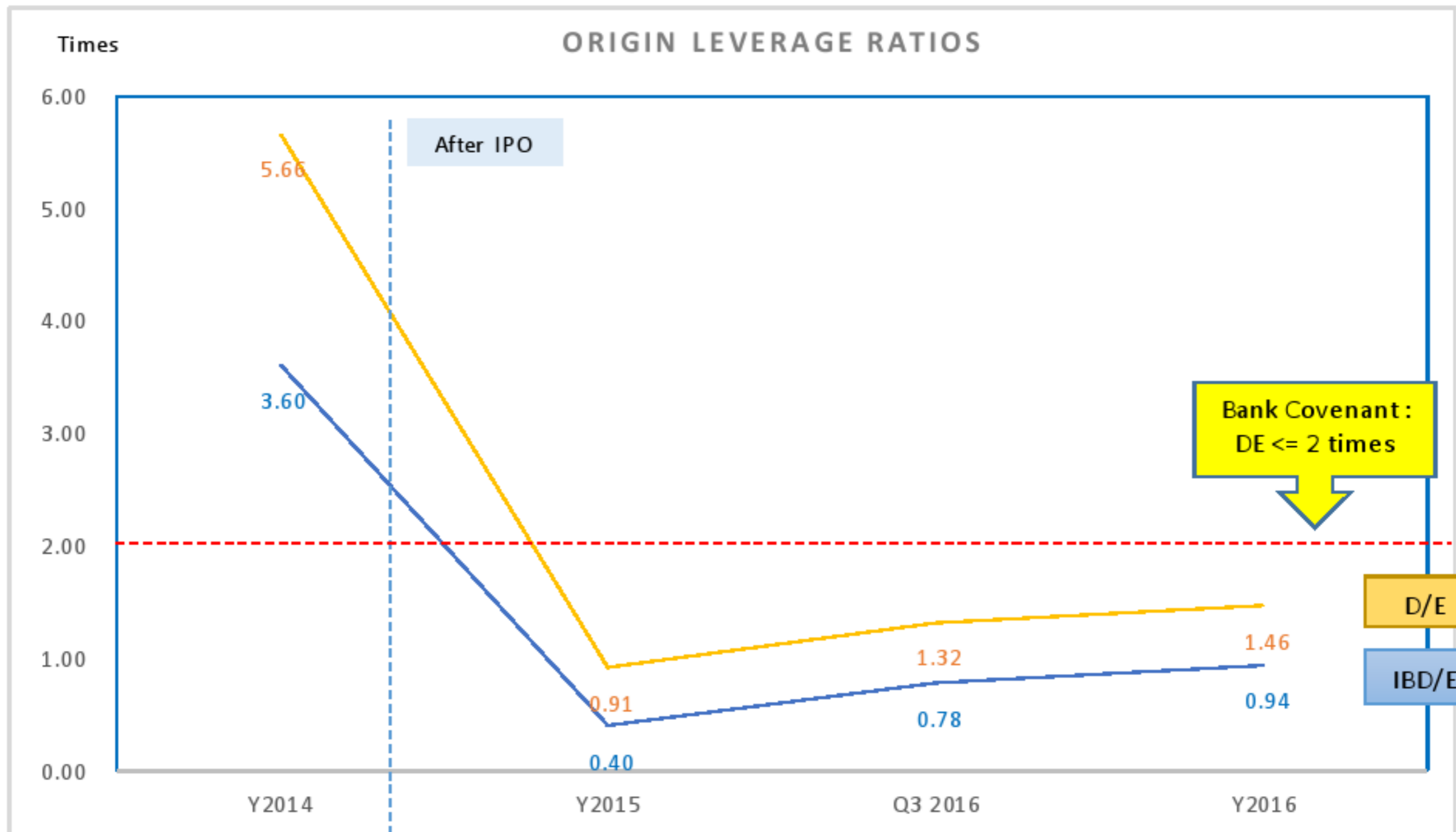


Origin Leverage Ratios 2016

After IPO, Y2015 DE decrease to be 0.91 times (< 1 times)

Y2016 DE 1.46 times (IBD 0.94 times)

ORI group monitor and maintain DE at lower than 2 times



Origin Property Key Success Story

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 ORIGIN

Cluster Development Model

A On Nut - Bearing Project Value = THB 4,818 mm

1. Sense of London
2. Kensington Sukhumvit 107
3. Notting Hill Sukhumvit 107
4. The Knight I
5. The Knight II
6. Knightsbridge Sukhumvit 107
7. B-Loft Sukhumvit 109
8. Villa Lasalle
9. B -Republic Sukhumvit 101/1
10. Pause Sukhumvit 107 A
11. Pause Sukhumvit 107 B
12. Pause Sukhumvit 103
13. Pause ID Sukhumvit 107

B Bearing - Samutprakam Project Value = THB 5,430 mm

1. B-Loft Sukhumvit 115
2. Knightsbridge Sky River Ocean
3. Tropicana
4. The Cabana
5. Pause Sukhumvit 115
6. Notting Hill Praksa

C Mhor Chit - Saphanmai Project Value = THB 5,790 MB

1. Notting Hill Paholyothin-Kaset
2. Knightsbridge Sky City Saphanmai
3. Kensington Paholyothin-Kaset
4. Notting Hill Saphanmai
5. Kensington Kaset Campus
6. Kensington Pahol 63
7. Notting Hill Jatujak

D Bang Yai - Bang Sue Project Value = THB 1,540 mm

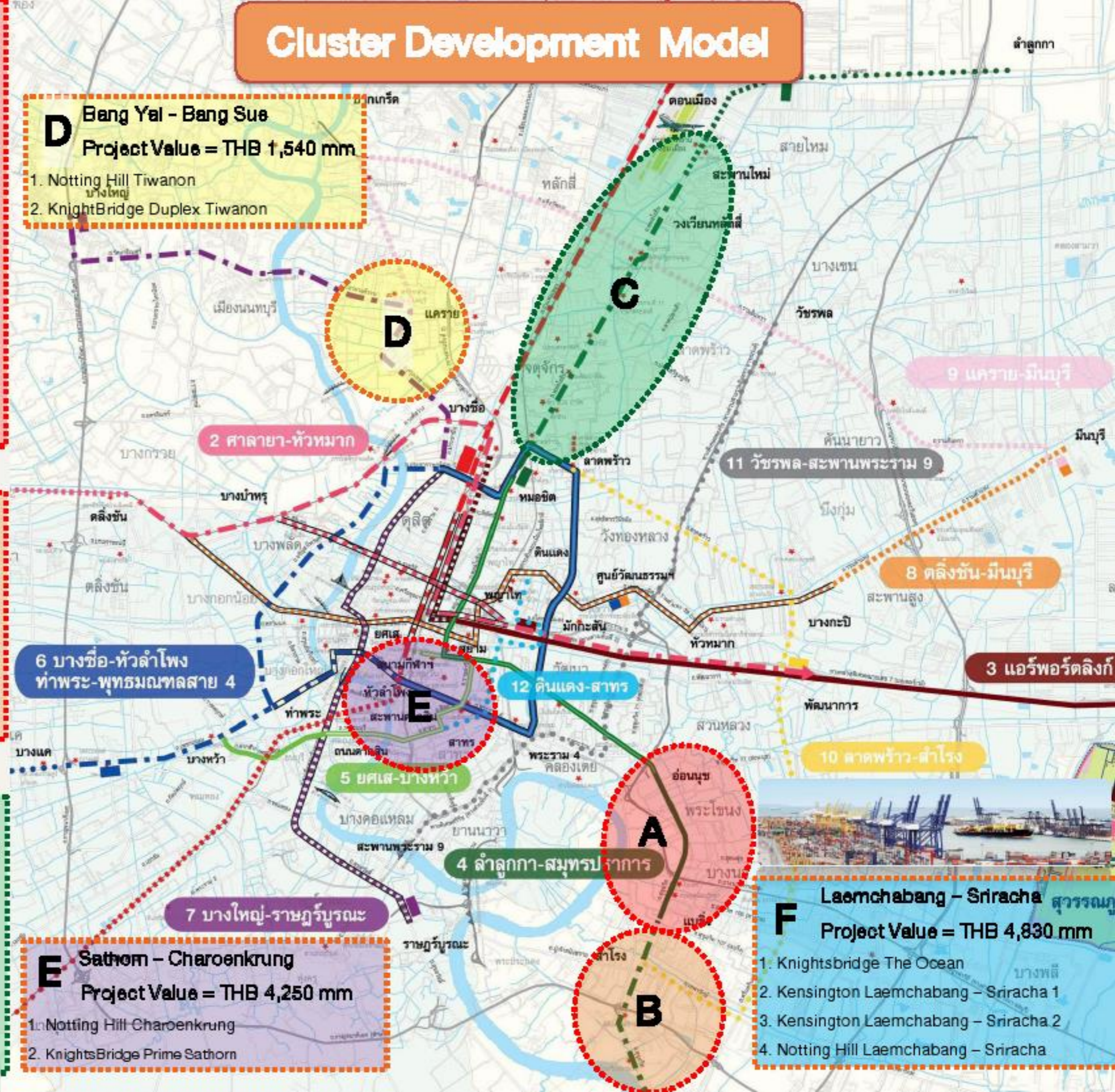
1. Notting Hill Tiwanon
2. KnightBridge Duplex Tiwanon

E Sathorn - Charoenkrung Project Value = THB 4,250 mm

1. Notting Hill Charoenkrung
2. KnightsBridge Prime Sathorn

F Laemchabang - Sriracha Project Value = THB 4,830 mm

1. Knightsbridge The Ocean
2. Kensington Laemchabang - Sriracha 1
3. Kensington Laemchabang - Sriracha 2
4. Notting Hill Laemchabang - Sriracha



ORIGIN's Success Story

Current Projects As of Q4 2016 THB 26,658 mm



1
On Nut – Bearing
Project Value =
THB 4,818 mm

- The Knight I Sukhumvit 107
- The Knight II Sukhumvit 107
- Knightsbridge Sukhumvit 107
- Sense of London Sukhumvit 109
- Kensington Sukhumvit 107
- Notting Hill Sukhumvit 107
- Villa LaSalle Sukhumvit 105



2
Bearing –
Samutprakarn
Project Value =
THB 5,430 mm

- B-Loft Sukhumvit 115
- Pause Sukhumvit 115
- Tropicana Erawan



- The Cabana Samrong
- Knightsbridge Sky River Ocean
- Notting Hill Praksa



3
Mhor Chit –
Saphanmai
Project Value =
THB 5,790 mm

- Notting Hill Pahol-Kaset
- Knightsbridge Sky City Saphanmai
- Kensington Pahol-Kaset
- Notting Hill Saphanmai
- Kensington Kaset Campus
- Kensington Pahol 63
- Notting Hill Jatujak



4
Bang Yai – Bang Sue
Project Value =
THB 1,540 mm

- Notting Hill
- Tiwanon-Kaerai
- KnightsBridge Duplex Tiwanon



5
Laemchabang –
Sriracha
Project Value =
THB 4,830 mm

- Knightsbridge The Ocean Sriracha
- Kensington Laemchabang – Sriracha Phase 1&2
- Notting Hill Laemchabang – Sriracha



6
New Location
Project Value =
THB 4,250 mm

- Notting Hill Charoenkrung
- KnightsBridge Prime Sathorn



Compound Mixed Use Model

SRIRACHA, CHONBURI 14 RAI

Project Value ~4,000 MB.

Origin District – Provide customers' need

HIGHRISE CONDO

1 BUILDING

534 units

Project Value 1,200 MB.



HOTEL & SERVICED APARTMENT

30 STOREY, 1 BUILDING

~303 units

Project Value ~1,500 MB.

LOWRISE CONDO

4 BUILDINGS

798 units

Project Value 1,130 MB.

Kensington

COMMUNITY MALL

3 BUILDINGS

~3,000 SQ.M.

Project Value ~200 MB.



มหาวิทยาลัยเกษตรศาสตร์ วิทยาเขตศรีราชา
KASETSART UNIVERSITY SRIRACHA CAMPUS

KEY HIGHLIGHT ORIGIN EVENT

Business Partnership Ceremony with IHG
under Holiday inn and suites brand



Business Plan

2017

Summary of our projects

2010 - as of Potential Projects 2017.

No.	Detail	Project	Units	Value
1	Completed projects	18	4,313	8,903 MB
2	Project under construction	11	4,714	10,615 MB
3	On Pre-sales projects	5	2,096	7,140 MB
TOTAL		<u>34</u>	<u>11,123</u>	<u>26,658 MB</u>
4	Potential Projects 2017	9	5,700	15,000 MB
TOTAL		<u>43</u>	<u>16,823</u>	<u>41,658 MB</u>

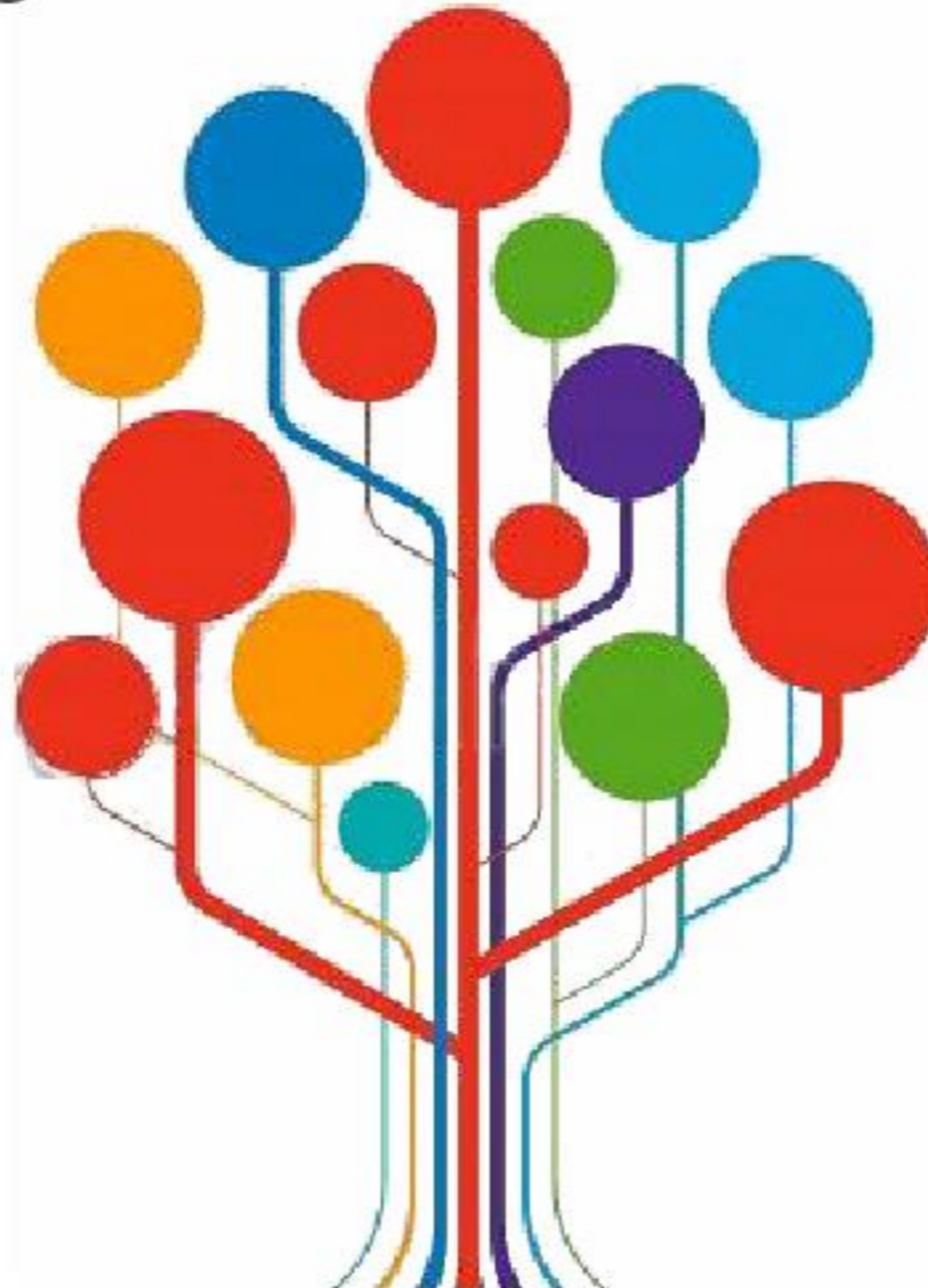
ORIGIN Business

I. Residential for Sale Business

Condominium & Housing

II. Recurring Income Business

- Hotel
- Service Apartment
- Retail

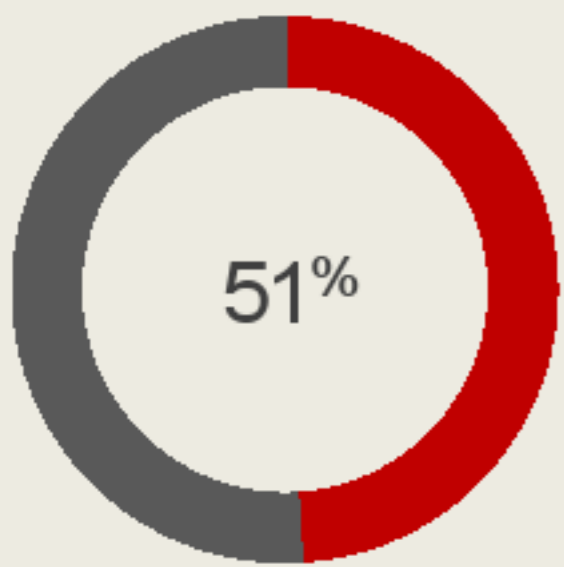


III. Service Business

- Property Management
- Property Agent
- Property Consultant
- Service & Care
- Service Application

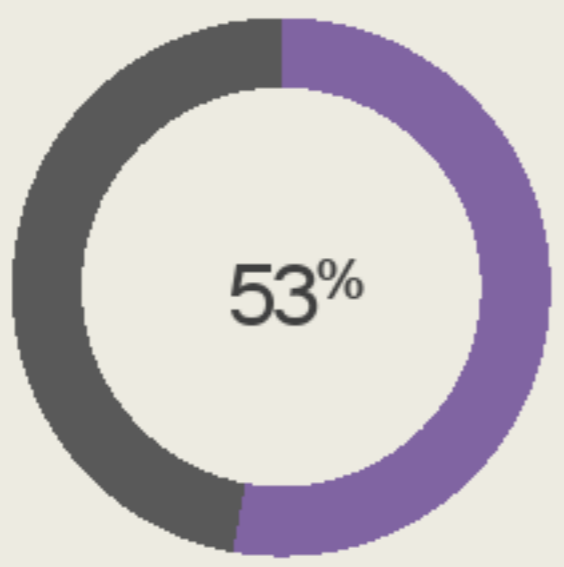
Condominium Share of Residential Market

2016



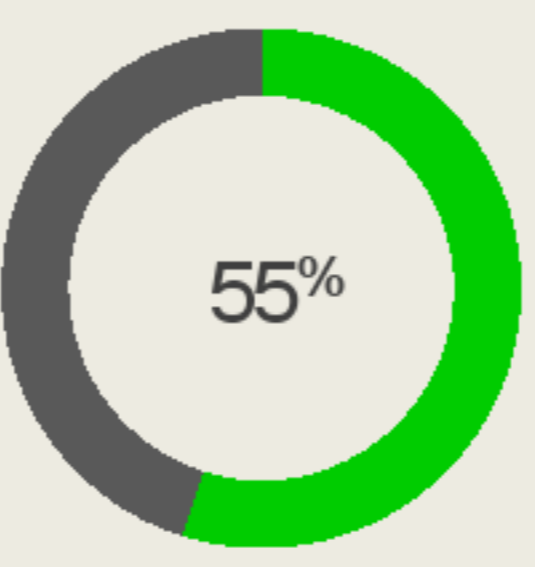
Launched

51% Condominium launched of Market value



Sold

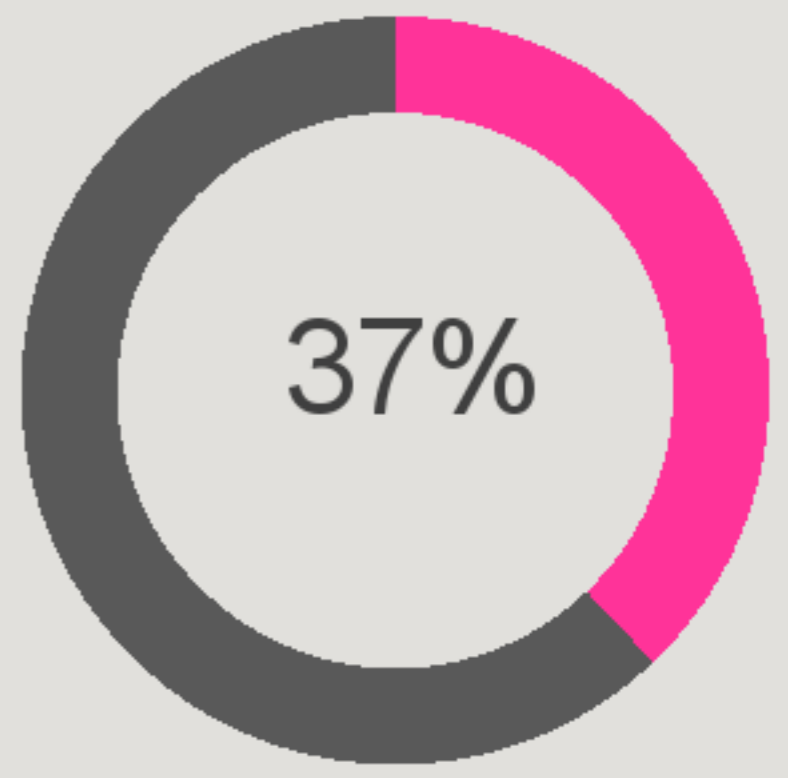
53% Condominium sold of Market value



Transferred

55% Condominium transferred of Market value

2017



37% Condominium launch plan (Big 11 developers in Thailand)

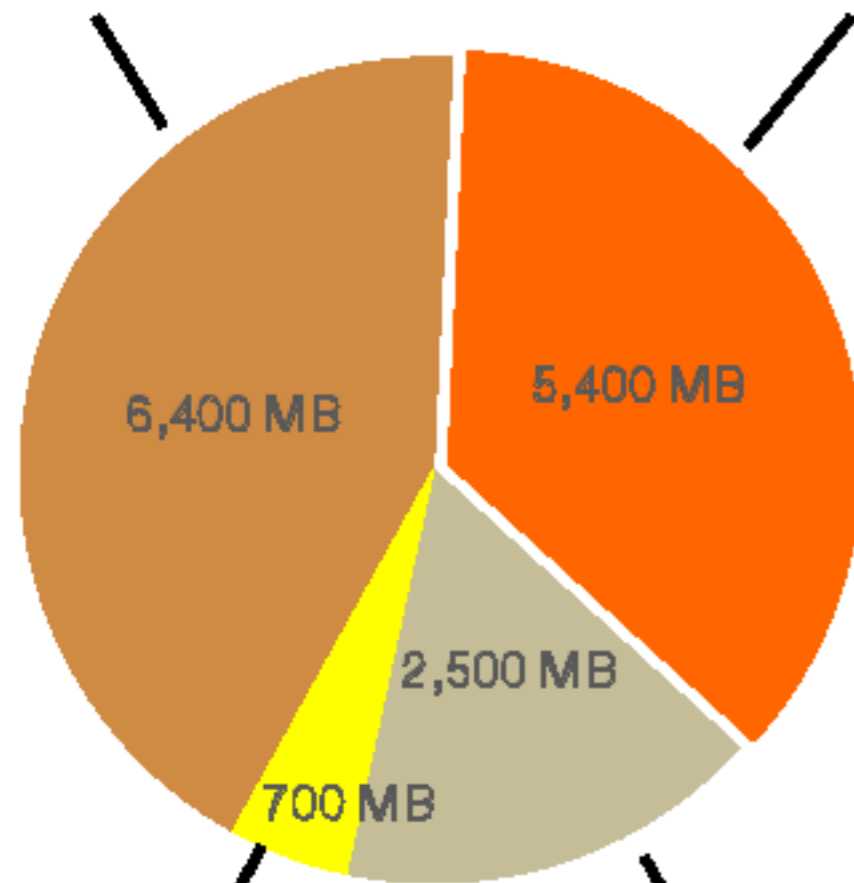
Origin Projects Launch 2017

KnightsBridge
120-200 KB / Sq.m.

NottingHill
80-120 KB / Sq.m.

15,000 MB

(New launch growth 33%)



Housing

Kensington
60-80 KB / Sq.m.



5 Railways



8 Condominium Projects



3 Interchanges



1 Housing Project

Project Launch Q1/2017



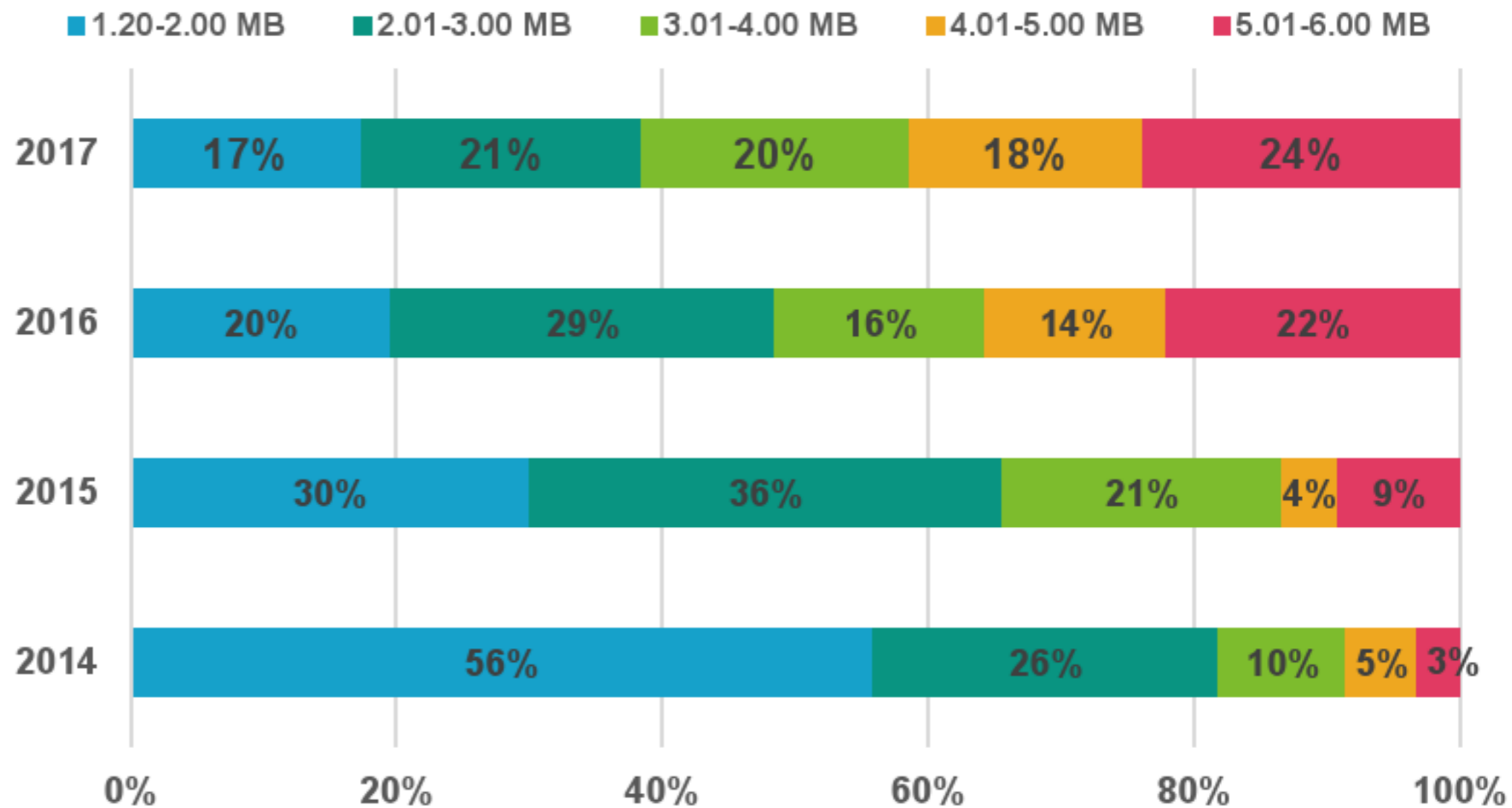
Stock & Presale Project in Bearing Zone

Available for Sale 362 MB (155 Units)

Project	Proj.Value		Transferred		Remaining		Back log		Available for sale	
	(Room)	(MB)	(Room)	(MB)	(Room)	(MB)	(Room)	(MB)	(Room)	(MB)
Sense Of London	162	199	162	199	-	-	-	-	-	-
Kensington	167	293	163	282	4	11	4	10.6	-	-
Notting Hill	157	347	157	347	-	-	-	-	-	-
Knight Bridge Sukhumvit107	276	821	274	813	2	7	1	4.4	1	3.0
B-Loft Sukhumvit109	171	240	168	232	3	8	-	-	3	8.5
The Knight	125	256	125	256	-	-	-	-	-	-
Pause Sukhumvit107	156	370	129	296	27	74	7	17.2	20	56.4
Villa Lasalle Sukhumvit105	353	731	344	711	9	20	-	-	9	20.3
Pause ID	201	347	-	-	201	347	46	73.1	155	273.5
Total Bearing Zone	1,768	3,603	1,522	3,136	246	467	58	105.3	188	361.6

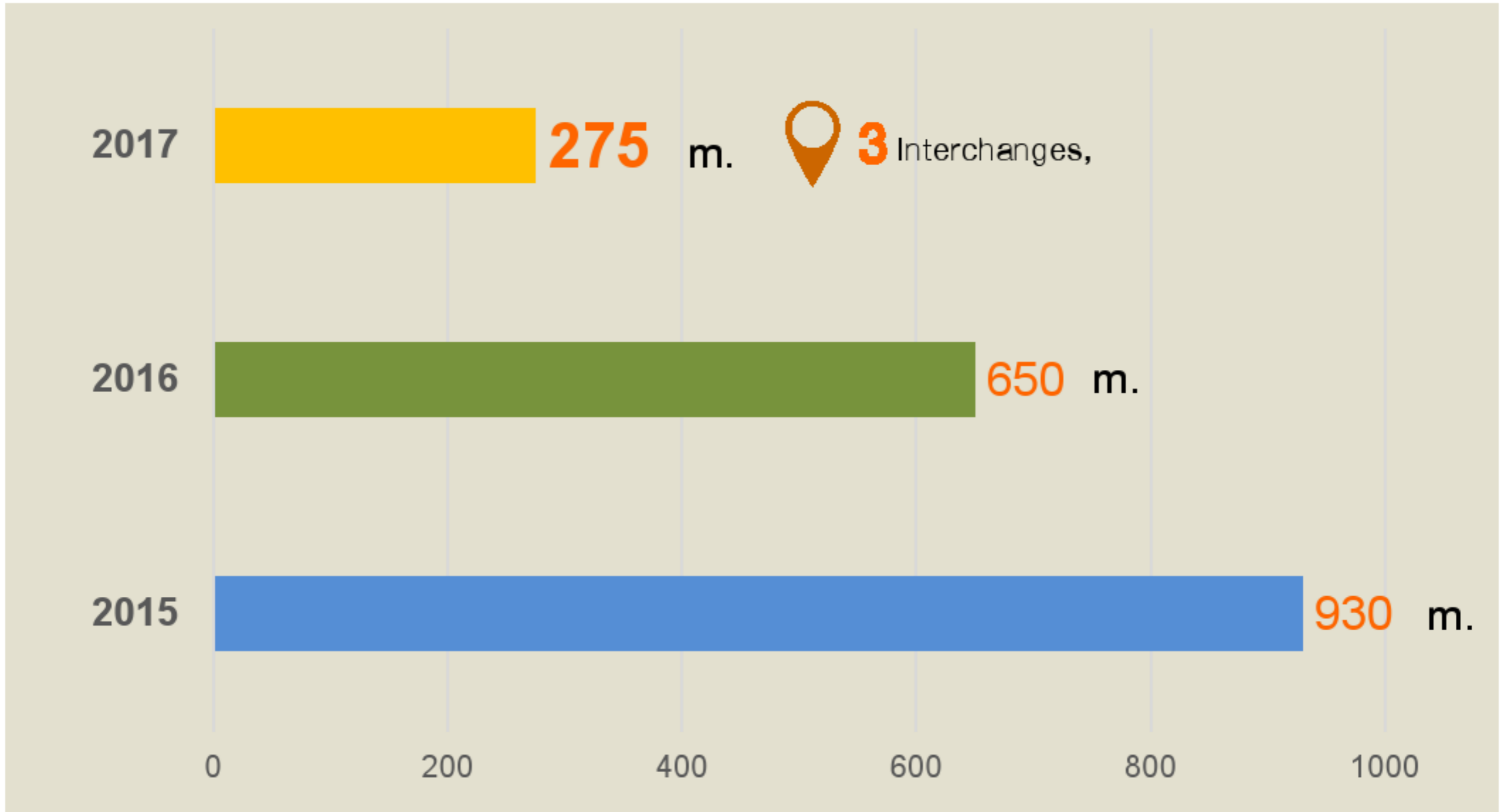
Origin Price Segmentation Strategy

% of Launched Value by price range 2014 – 2017



Origin Location Strategy

Average Distance from Origin Project to BTS & MRT



Origin **R**ecurring **I**ncome **B**usiness



Holiday Inn & Suites



- The first Business Hotel of our group is developed to support the demands of the biggest industrial estate in Thailand
- Situated in Laemchabang – Borwin.
- The 30 storey high building
- Total of 347 units (anticipated completion at 2019)

(The development is still under development and is subject to change)

Origin Recurring Income Business



Hampton at Thonglor

- Expects to launch a top grade Hotel and Serviced Apartment, to support future expat customers such as the Japanese and other nations residing in Thonglor.
- Plans for the development have high hopes of becoming a high rise building over 30 storeys, with more than 300 units,
- We expect to have a based rentals of 50,000 baht – 100,000 baht per month.

(The development is still under development and is subject to change)

Origin Recurring Income Business



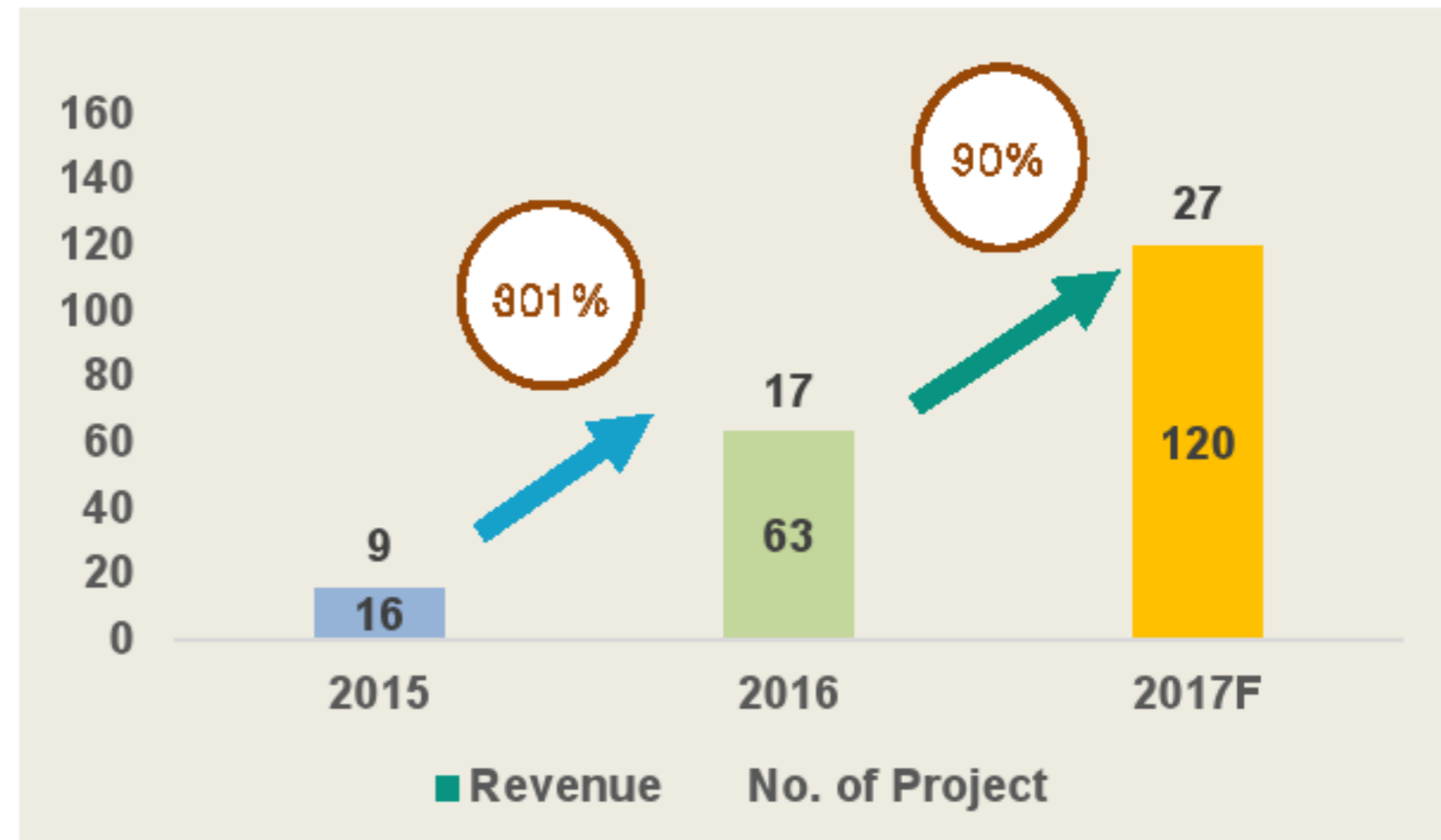
Hampton Sriracha

- This exceptional land plot, has the potential to develop a Top grade Hotel and Serviced Apartment over 43 storeys high 428 units that could support current and Future executive Japanese expats residing in the so-called “Japanese Town” at the heart of Sriracha
- However the development is still under development and is subject to change

(The development is still under development and is subject to change)

Property Management and Service Business

PRIMO
PROPERTY SOLUTION



Primo Management

- Property Management
- Resale and Rental

40 persons

Primo Retail

- Investment and Management in Retail Units in Condo and Mall

10 persons

Primo Realtor

- Sole agent and Property Consultant

20 persons

Digital Butler

- Service Application

8 persons

UNO Service

- Services & Care
- Maid Cleaning

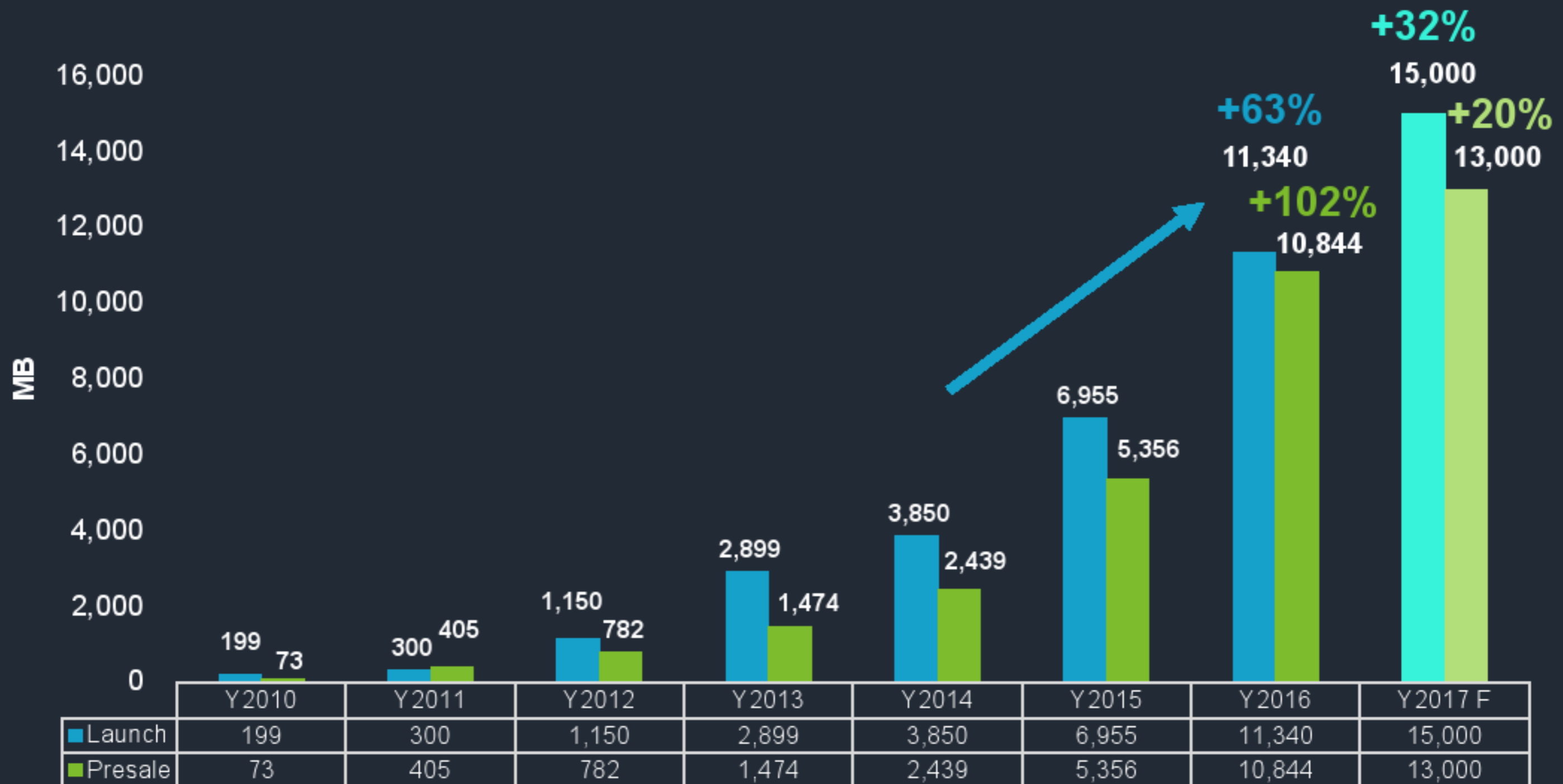
110 persons

Project Launch vs Presale 2010-2016, 2017F

Origin Group's real estate development has been consistently growing in sales since 2010 – 2016

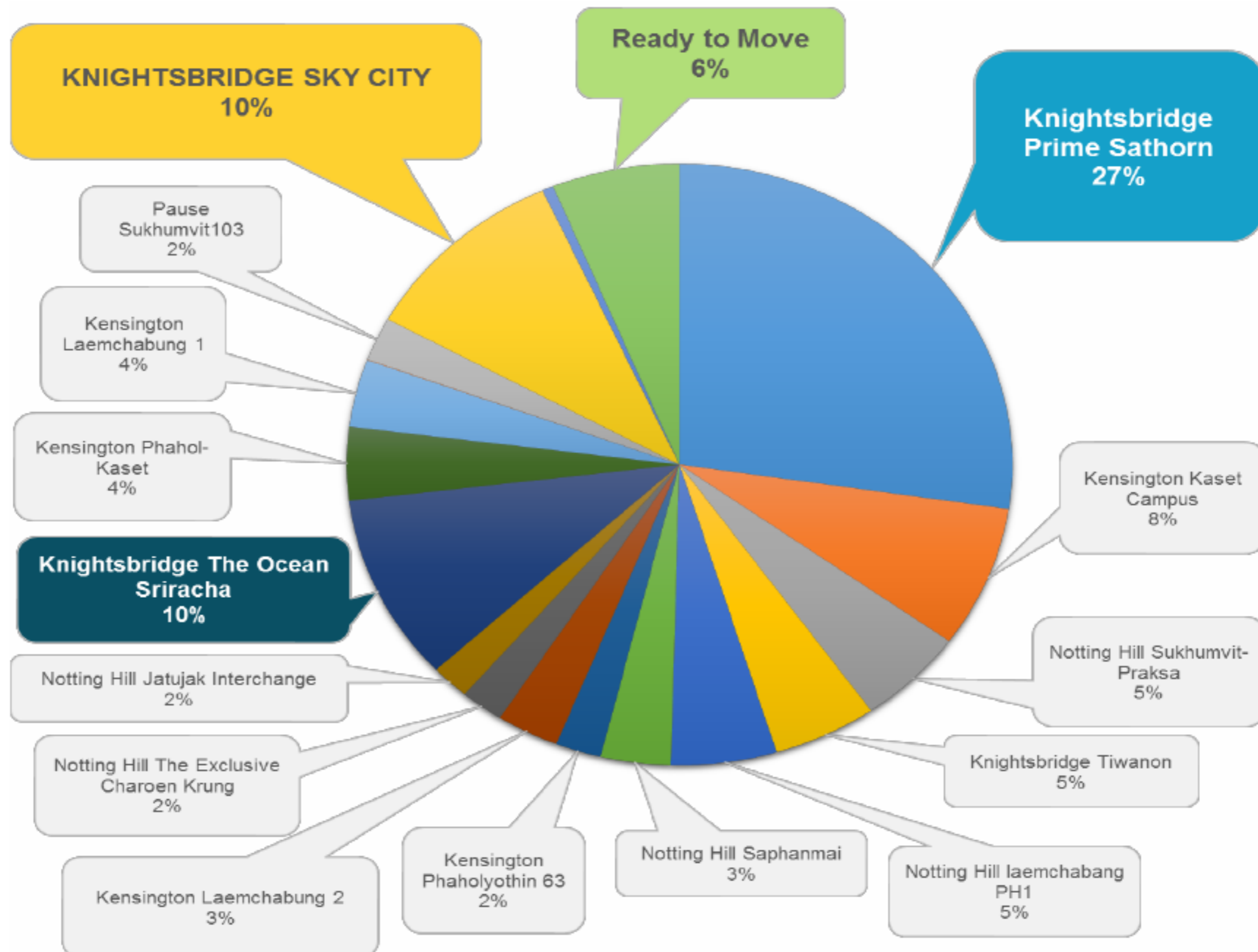
2016 A : Launch the new project **11,340** MB (+63%) , Presale **10,844** MB (+102%)

2017 F : Plan to launch the new project **15,000** MB (+32%) , Presale **13,000** MB (+20%)

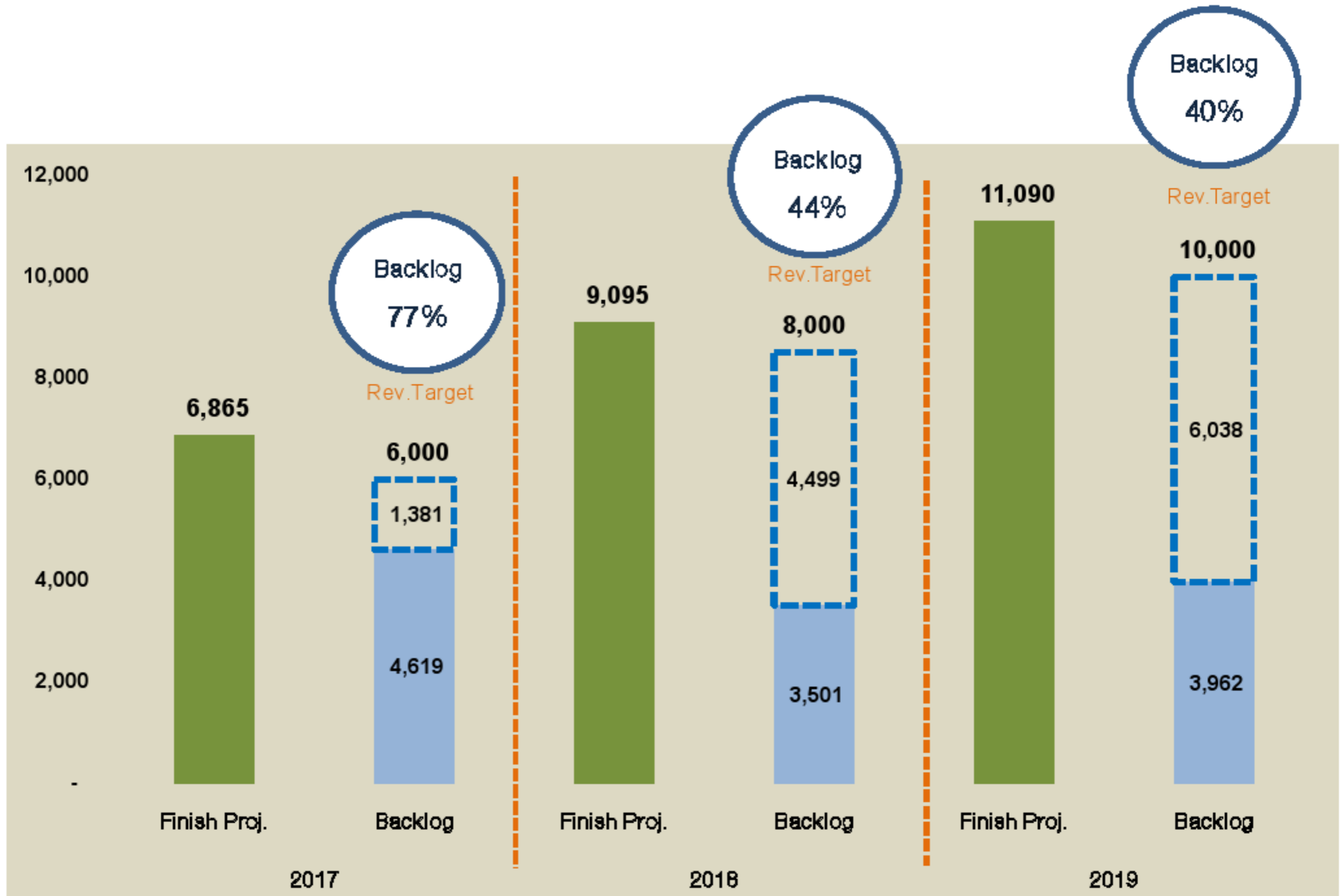


Backlog

12,885 MB (As of Year end 2016)



Estimated **F**inished **P**roject Vs **T**arget **R**evenues & **B**acklog



ORIGIN 2017
DIGITAL LIFE ATTITUDE
YOUR DIGITAL BUTLER

020 300 000
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 **ORIGIN**



Smart Select
Best value for money,
Affordable, Optimize

Smart Living
Lifestyle, Convenient,
Suitable

Smart Thinking
Analyze, Choosing

Smart Invest
Passive income,
Yield hunter

Smart Pay
Online payment

Smart Play
Work hard, Play hard,
Work life balance

Smart Connect
Internet of things, Multi-
Platform

Smart Life
Integrated connect

DIGITAL LIFE ATTITUDE

Origin : Digital Life Attitude

IM4.0 : Presence > Attract > Convert > OFC

01

Digital living on demand with Service Application.

02

More than condo with Hotel Service.

03

Integration of online shopping .

04

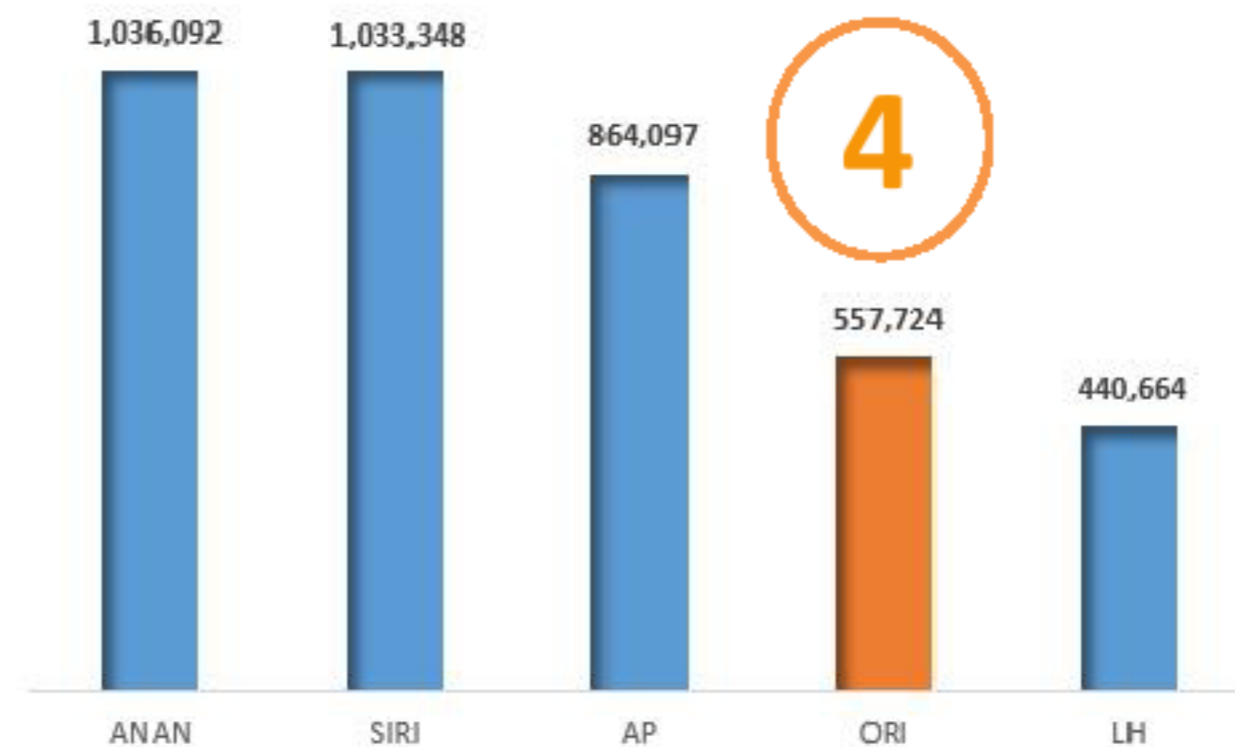
Security protection.



ORIGIN

Origin : Digital Life Attitude

OFC = Advocate



WELCOME TO ORIGIN FAMILY CLUB YOUR EXCLUSIVE EXPERIENCE IN THE LIVING

1

SMART One

บัตรเดียวพร้อมบริการระหว่าง
รถไฟฟ้าบีทีเอสและระบบขนส่ง
มวลชนอื่นๆ รวมถึงใช้ชีวิต
อย่างชาญฉลาด สะดวกทุกการ
จับจ่าย ผ่านร้านค้าและบริการชั้นนำ
พร้อมบริการ Rabbit Line Pay
ชำระเงินด้วยบัตรเดบิต/บัตรเครดิต/
กระเป๋าเงิน Rabbit LINE Pay
โอนเงิน/แชร์เงินให้เพื่อนใน LINE
ของคุณผ่านกระเป๋าเงิน Rabbit
LINE Pay

2

SMART Privilege

รับสิทธิพิเศษจากร้านค้าชั้นนำ
ทั่วไป และสิทธิประโยชน์พิเศษ
จากโปรแกรม
“แรมบิท รีวอร์ดส”

3

SMART Point

รับสิทธิ์ VIP Frist Booking
สำหรับโครงการใหม่ของบริษัท
ออริจิ้น พร็อพเพอร์ตี้ จำกัด
(มหาชน) พร้อมรับคะแนนสะสม
(Origin Family Club Reward
Points) จากยอดซื้อสุทธิ
เพื่อแลกของรางวัล

4

SMART Life

สิทธิพิเศษหลายหลายกับ
กิจกรรมความสุข
และความบันเทิง



Integrated **S**ervice

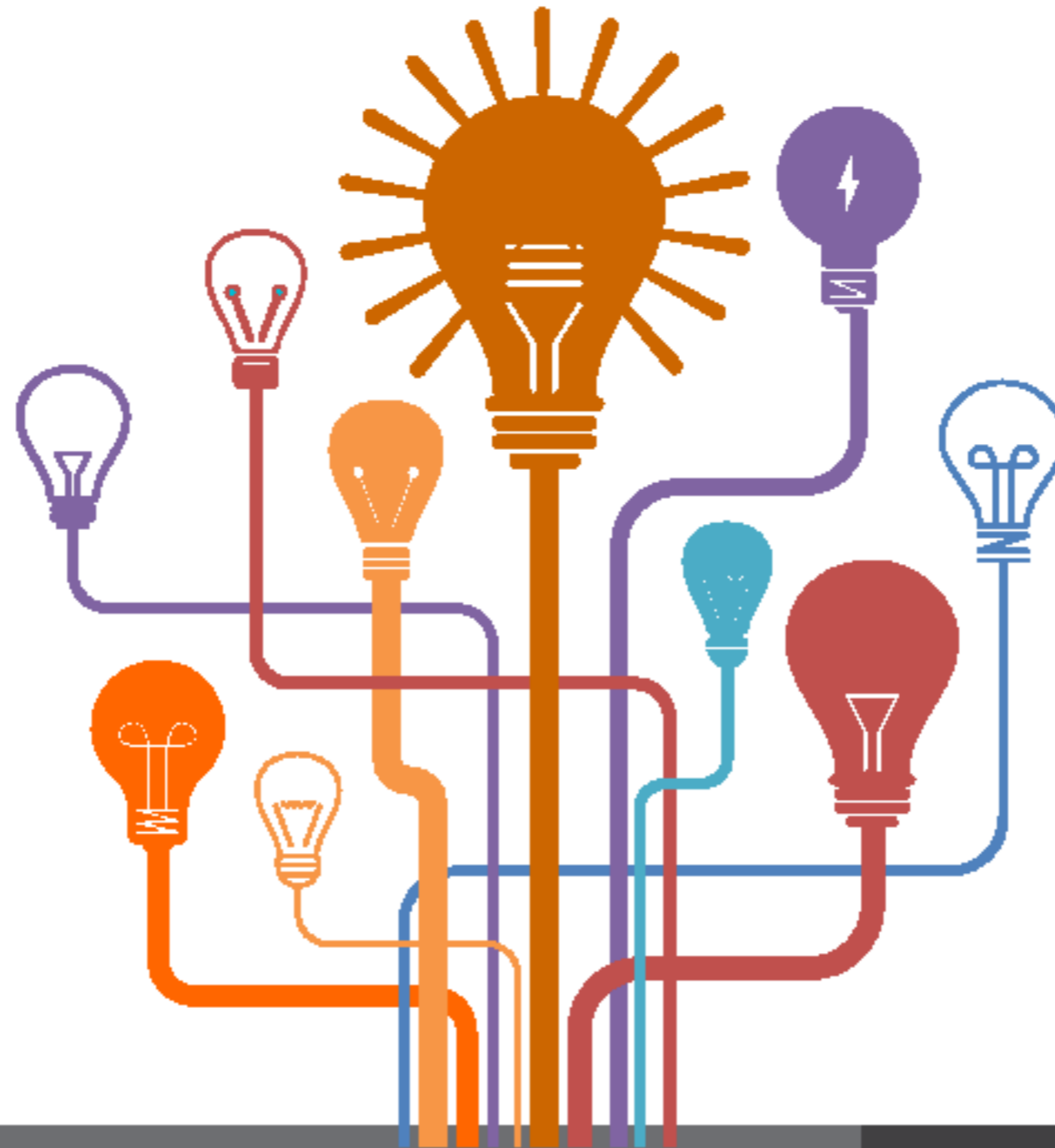
Juristic Person
Management

Shopping

Reservation

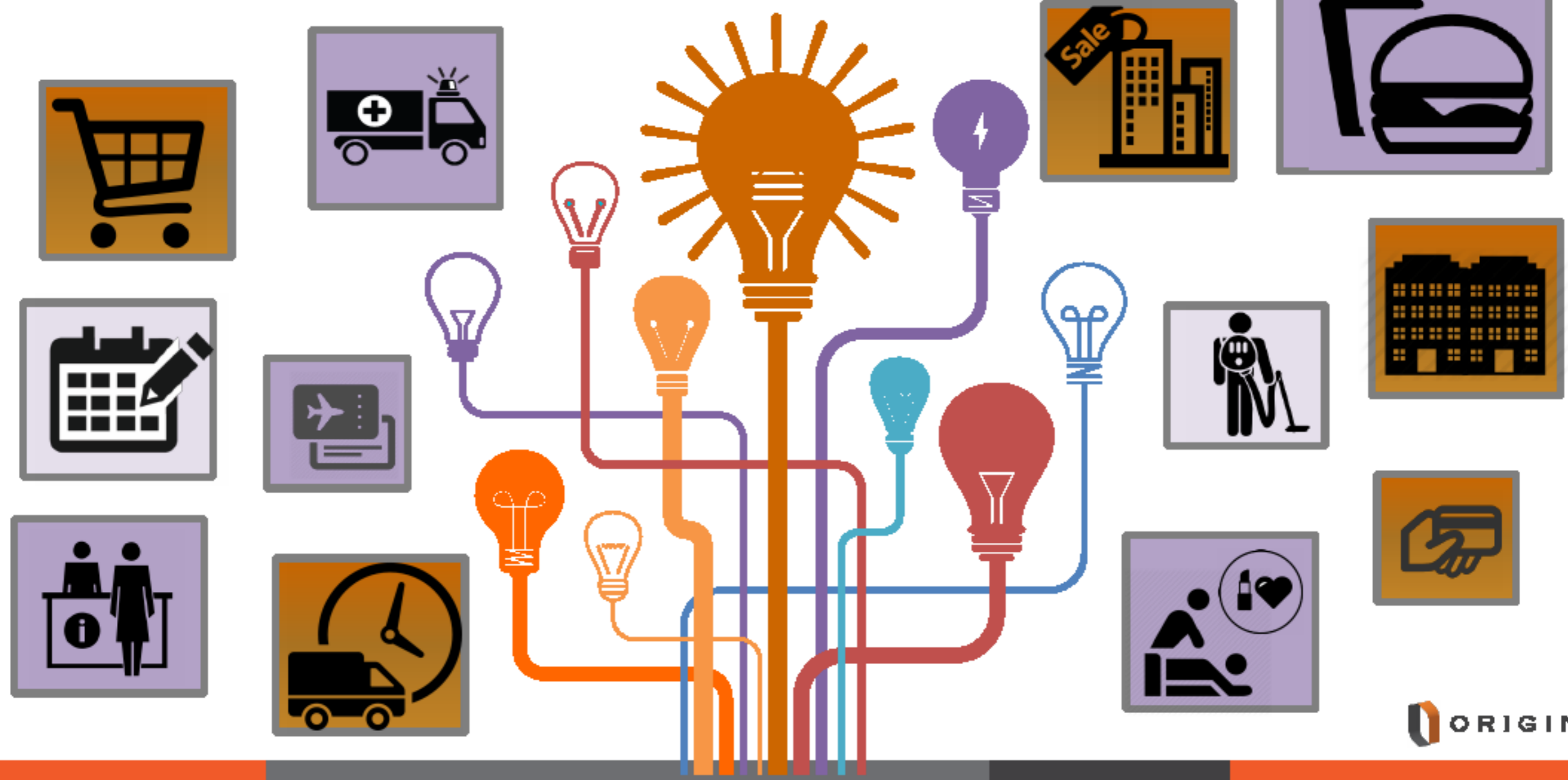
Rental & Buy

Payment



Become to Digital Butler Application

Estimated JV with Tech start up Application Developer



Y2017 Finish Project

020 300 000
WWW.ORIGIN.CO.TH

 **ORIGIN**

KnightsBridge Sky City Saphanmai / Q1-2 (1,340 MB)

Y2017 Finish Project



Pause 103 / Q2 (560 MB)

Y2017 Finish Project



Kensington Laemchabang Phase 1 / Q3 (530 MB)

Y2017 Finish Project



Notting Hill Charoen Krung / Q3-4 (450 MB)

Y2017 Finish Project



Finish Project in Q4

Y2017 Finish Project



Kensington Laemchabang
Phase 2 / Q4 (600 MB)



Kensington Phahol-Kaset
Q4 (540 MB)



KnightsBridge The Ocean Sriracha
Q4 (2,500 MB)

Origin Business Plan Summary

2017

- **Project Launch** **15,000 MB**
- **Presale Target** **13,000 MB**
- **Revenue Target** **6,000 MB**
- **Project Complete** **6,520 MB**
- **Total Backlog** **12,885 MB**

Strategy

- Quality products come first and Increase CRM focus
- Quality selection strategy by moving closer into the cities and along mass transit lines.
- Starting Housing Business
- “Prop-Tech” services
- Plans to increase Recurring Income in 2019-2021
estimate revenue around 400-800 MB

THANK YOU