



MID-YEAR REVIEW 2017

04.08.2017

1H2017

1H2017 PRESALE

7,493 MB

Growth **44% YoY** 

Remark : 30 June 2017

LOW-RISE

Presale

4,491 MB

Growth **14% YoY** 

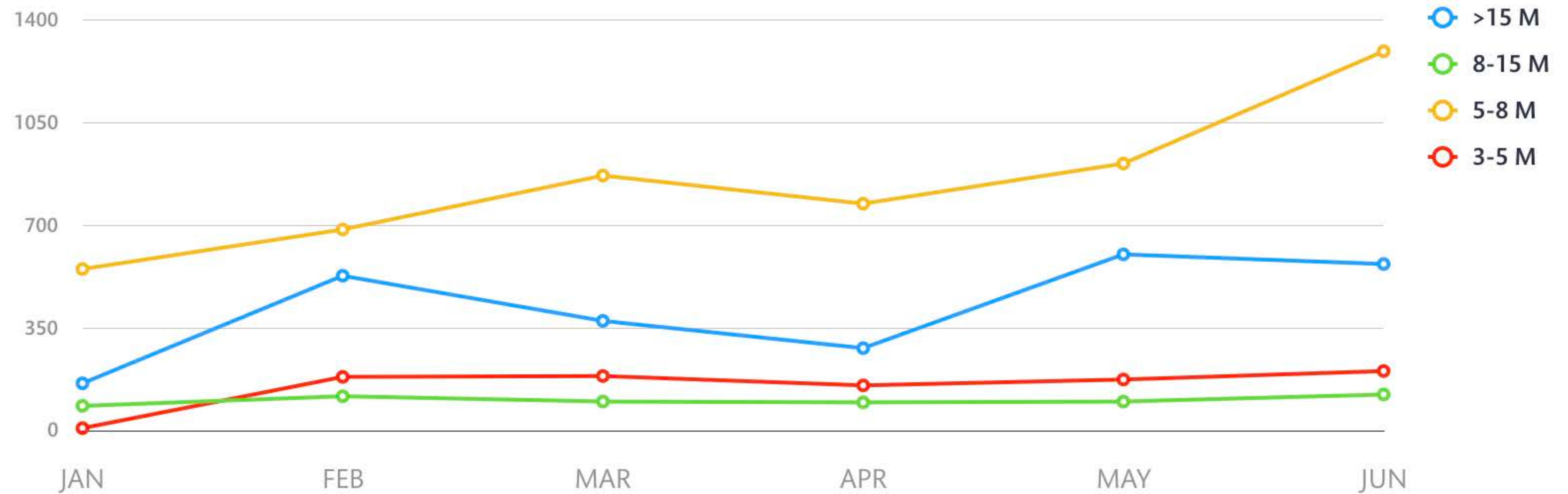
HIGH-RISE

Presale

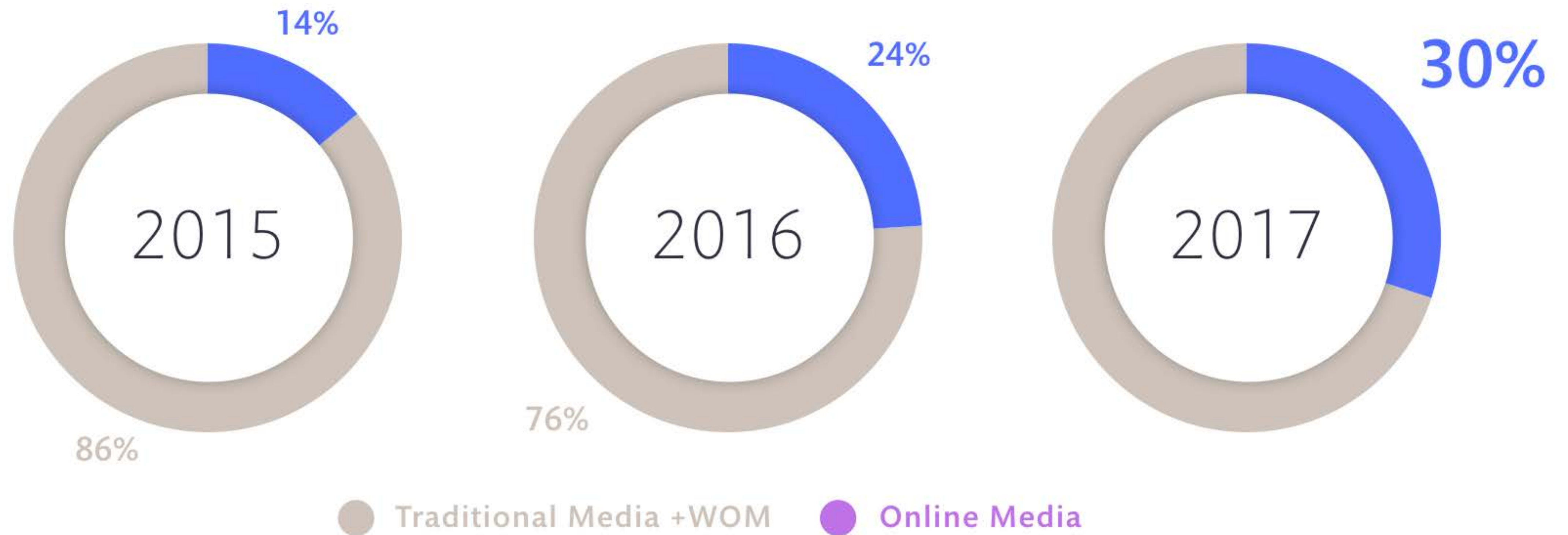
3,002 MB

Growth **137% YoY** 

1H2017 SDH WALK-IN



SDH WALK-IN FROM ONLINE MEDIA



2H2017



2017 TARGET

PRESALE TARGET

16,000 MB

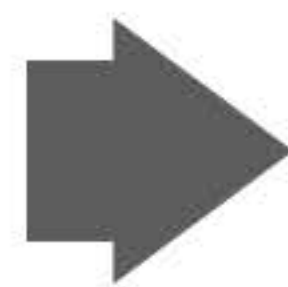
REVENUE TARGET

14,800 MB

WORLD GDP 2017F

3.4%

2017F



3.5%

2017F

*IMF

WORLD GDP 2017F



2.1%

USA



1.9%

EU



6.7%

CHINA



1.3%

JAPAN



5.1%

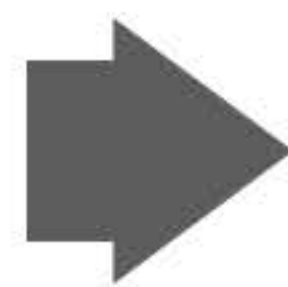
ASEAN 5

*IMF

THAILAND GDP 2017F

3.2%

2017F



3.5%

2017F

*BOT

THAILAND GDP 2017F

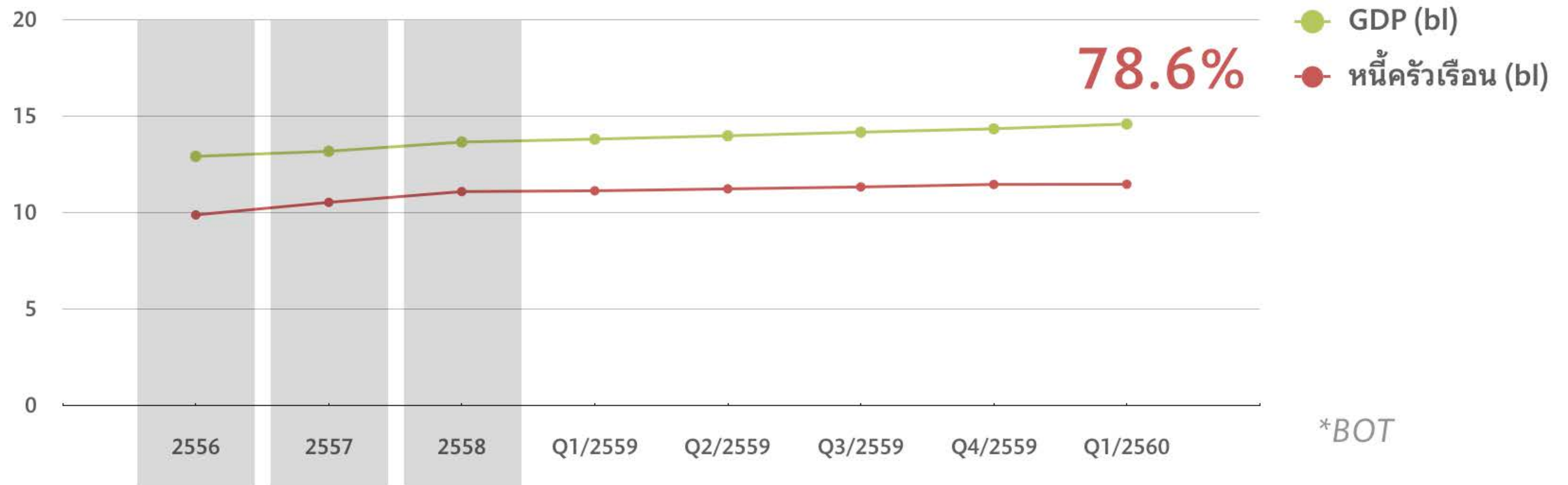
$$C + I + G + (X - I)$$



DEBT

สัดส่วนหนี้ครัวเรือนต่อ GDP

Value (BL)



สินเชื่อที่อยู่อาศัยเติบโตอย่างชะลอตัว

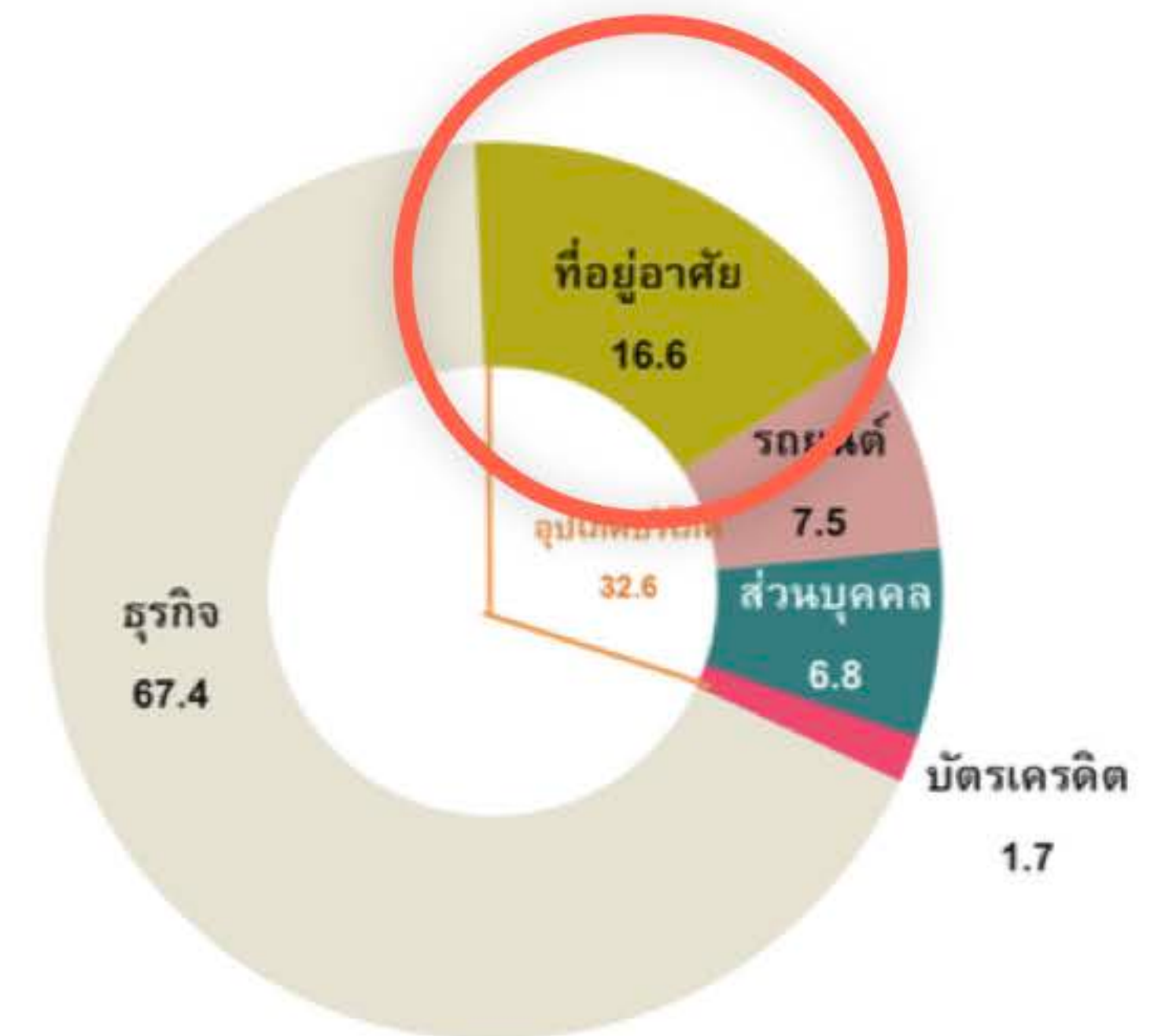


สินเชื่ออุปโภคบริโภค : ขยายตัวชะลอลงในเกือบทุกประเภท ยกเว้นสินเชื่อรถยนต์

การขยายตัวของสินเชื่ออุปโภคบริโภค



สัดส่วนสินเชื่ออุปโภคบริโภค ไตรมาส 1 ปี 2560



สัดส่วน NPL สินเชื่อที่อยู่อาศัยเติบโตต่อเนื่อง +3.2% YOY



Source: BOT

BANK REJECTION RATE

ธนาคารกสิกรไทย
开泰银行 KASIKORNBANK



45% ~40%

2016

1H2017

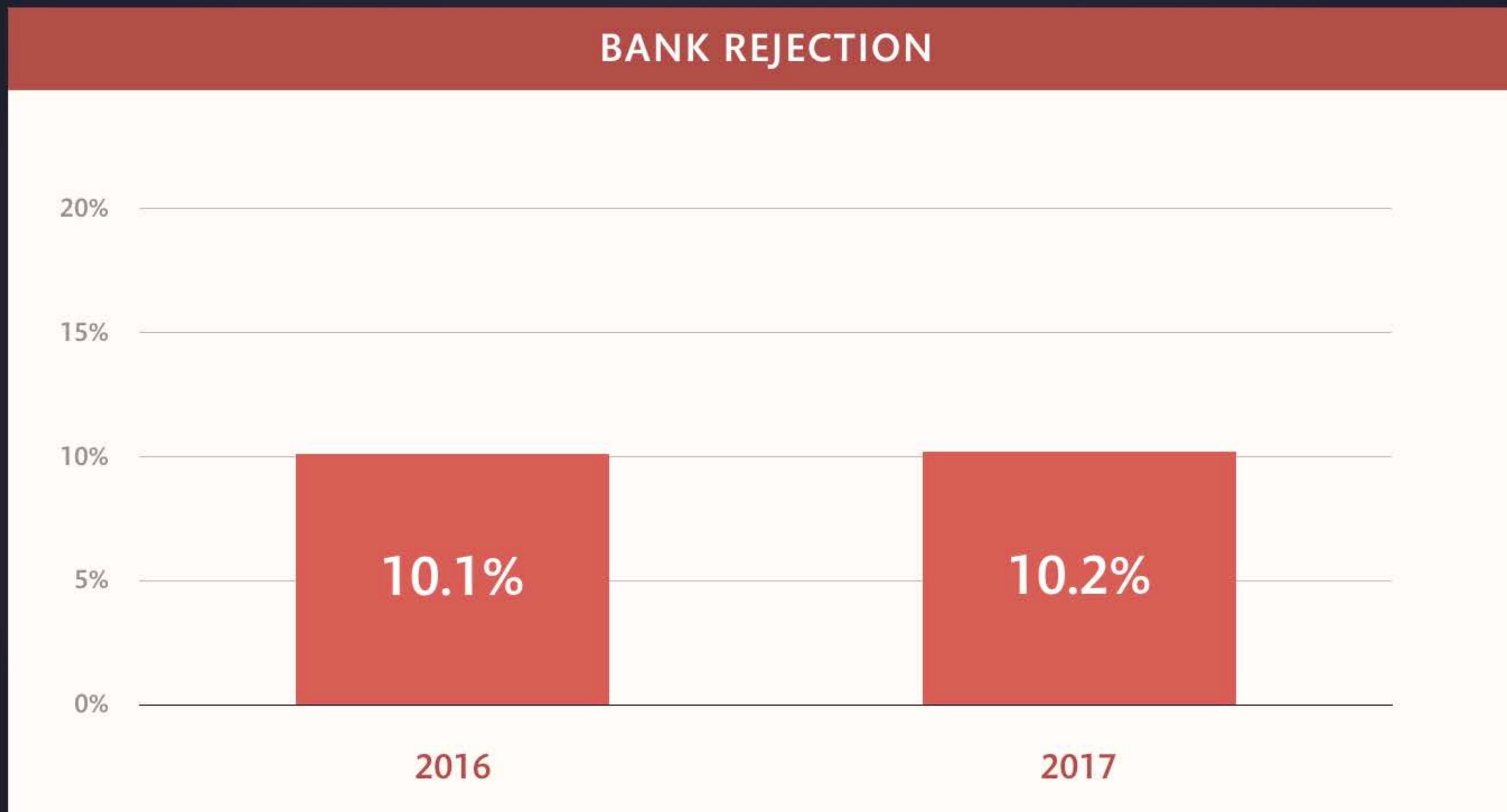
Bangkok Bank
ธนาคารกรุงเทพ

40% ~34%

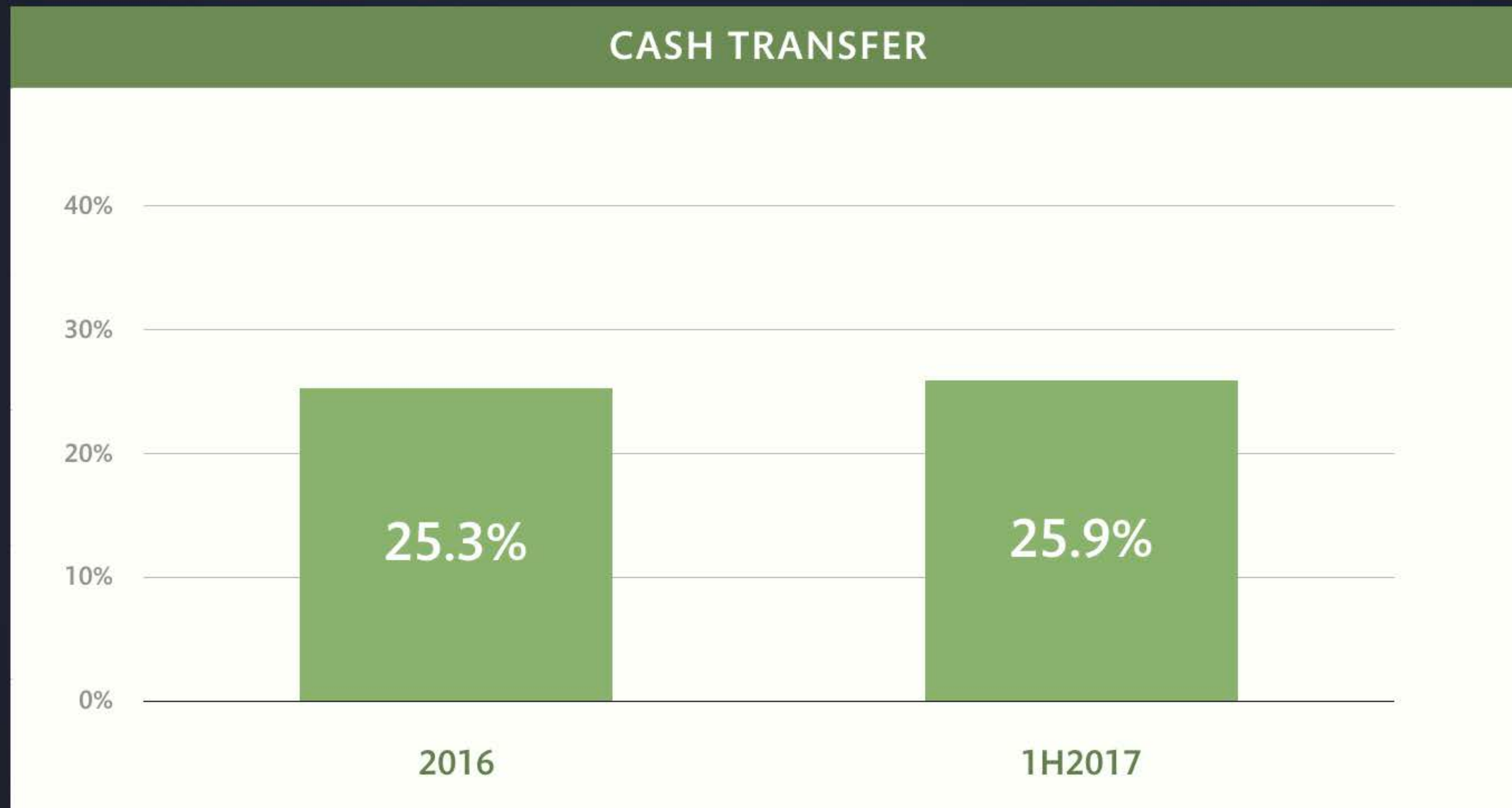
2016

1H2017

SC ASSET's LOW-RISE BANK REJECTION



SC ASSET's LOW-RISE CASH TRANSFER





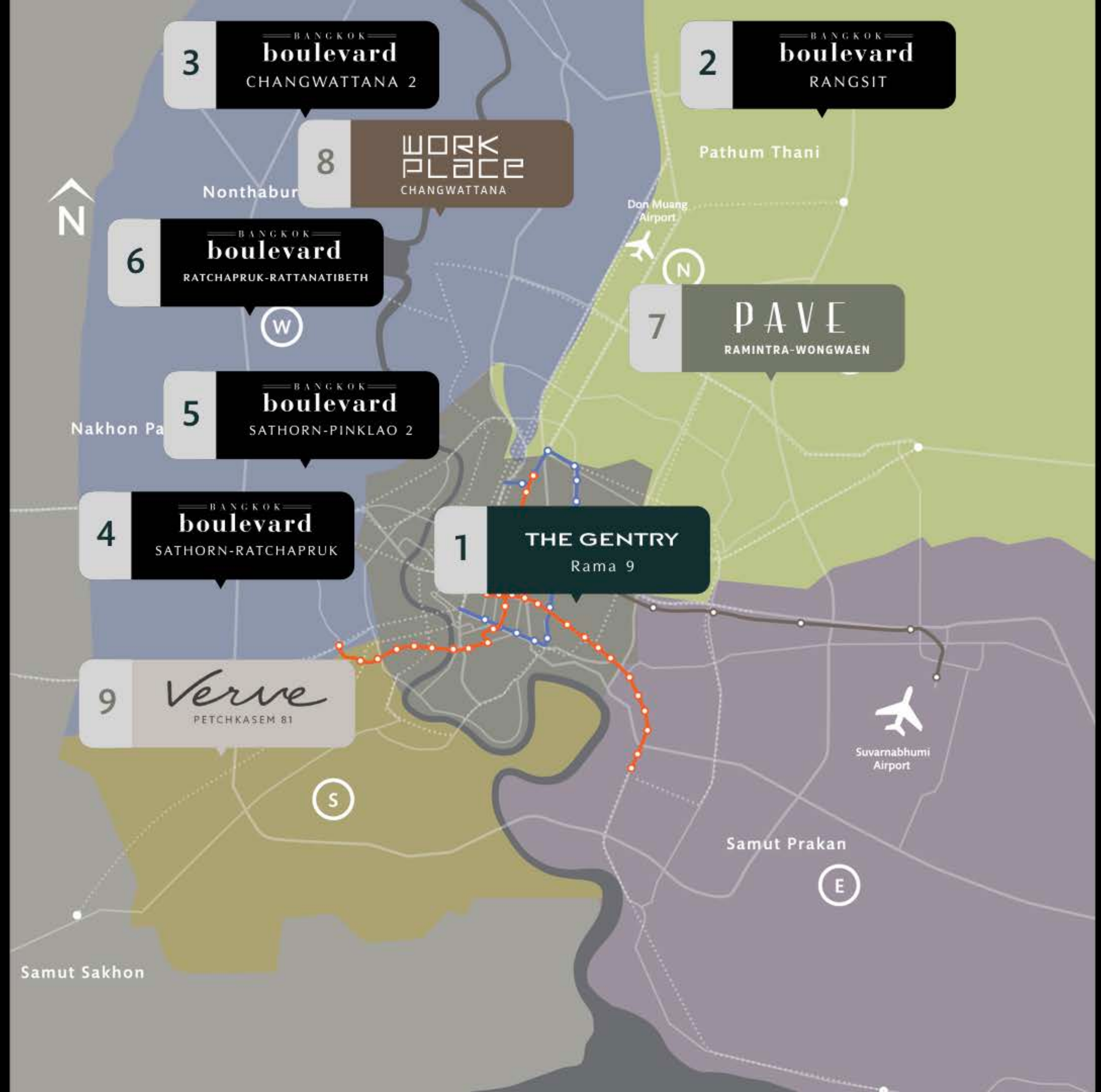
9 NEW PROJECTS

TOTAL VALUE 11,450 MB

9 NEW PROJECTS

1. **THE GENTRY**
Rama 9
2. **BANGKOK BOULEVARD**
Rangsit
3. **BANGKOK BOULEVARD**
Chaengwatthana 2
4. **BANGKOK BOULEVARD**
Sathorn - Ratchaphruek
5. **BANGKOK BOULEVARD**
Sathorn - Pinklao 2
6. **BANGKOK BOULEVARD**
Ratchaphruk - Rattanathibet
7. **PAVE**
Ramintra - Wongwaen
8. **Workplace**
Chaengwatthana
9. **VERVE**
Petchkasem 81

SC ASSET



THE GENTRY

Rama 9

Start at
30 MB

SC ASSET

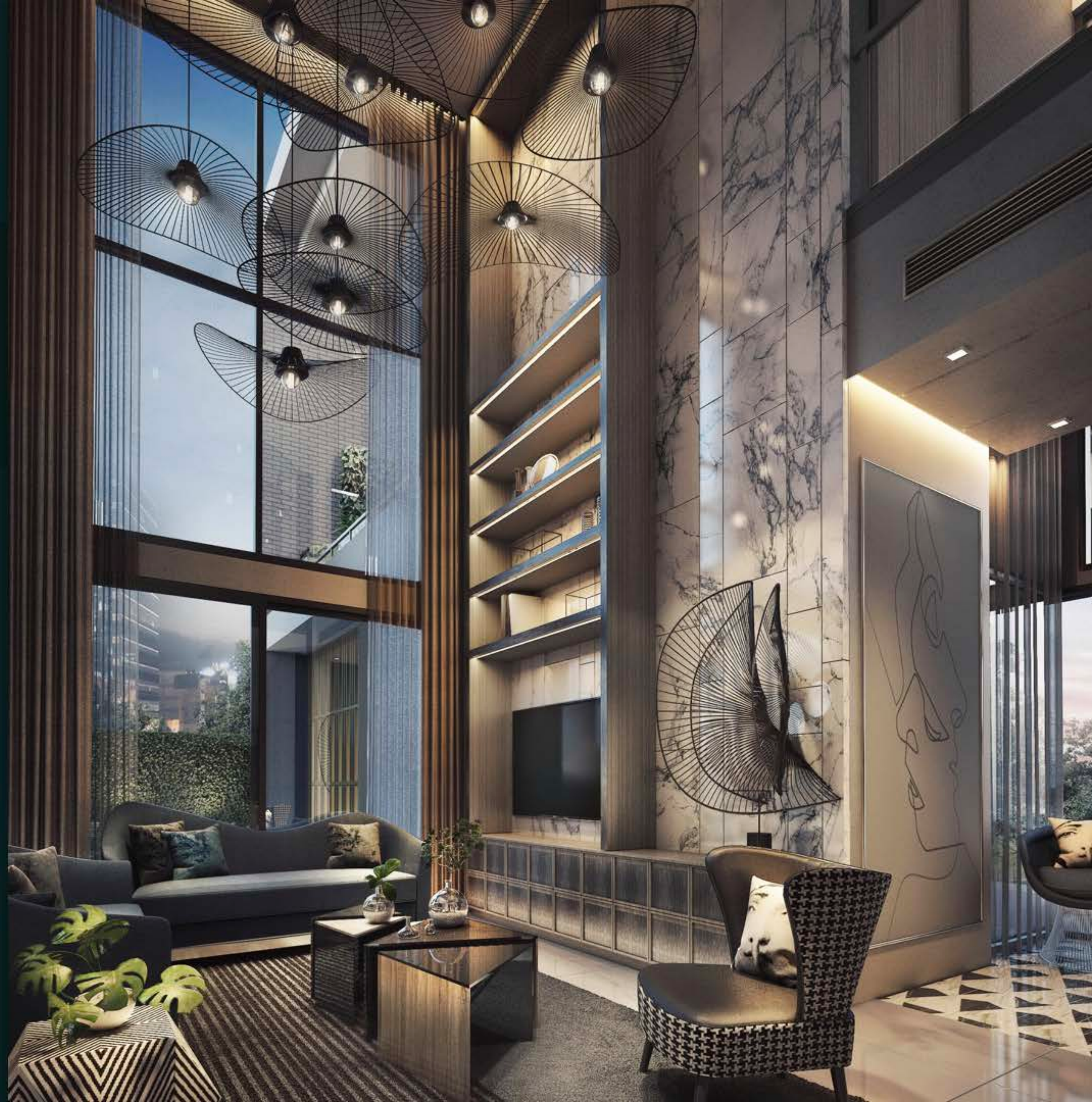


THE GENTRY

Rama 9

Start at
30 MB

SC ASSET





— BANGKOK —
boulevard

RANGSIT

Start at
6 MB



— BANGKOK —
boulevard

CHAENGWATTHANA 2

Start at
7 MB



— BANGKOK —
boulevard

SATHORN - PINKLAO 2

Start at
9 MB



— BANGKOK —
boulevard

SATHORN - RATCHAPHRUEK

Start at
17 MB



— BANGKOK —
boulevard

RATCHAPHRUK - RATTANATHIBET

Start at
20 MB



— B A N G K O K —
boulevard



PAVE

RAMINTRA - WONGWAEN

Start at
4.x MB

SC ASSET



WORK PLACE

CHAENGWATTHANA

Start at
9 MB

SC ASSET



NEW BRAND

Verve

PETCHKASEM 81

Start at
2.59 MB

SC ASSET



PROPERTY DEVELOPMENT FOR SALES

Total project development in 2H2017



CHAMBERS
CHAAN
LADPRAO-WANGHIN

SC ASSET

100% COMPLETED
Transfer started in April 2017



CHAMBERS
CHER
RATCHADA-RAMINTRA

SC ASSET

60% COMPLETED
Starts transfer in December 2017

DRAFT

CENTRIC
ARI STATION

CENTRIC
HUAI KHWANG STATION

CENTRIC SEA
PATTAYA

THE CREST
SANTORA
HUAHIN

SC ASSET



100% COMPLETED

Actual image from Sales Gallery.
SC Asset reserve the right to change without prior notice.



LAND INVESTMENT 2017

9,100 MB

SC ASSET

HUMAN-CENTRIC

SC ASSET



Rue Jai™
ຮູ້ຈັກ



SC 4.0 HOUSING PROTOTYPES

SCASSET

THE NEW NORMAL



SC ASSET



F O R G O O D M O R N I N G S