



Aspiring to City Living

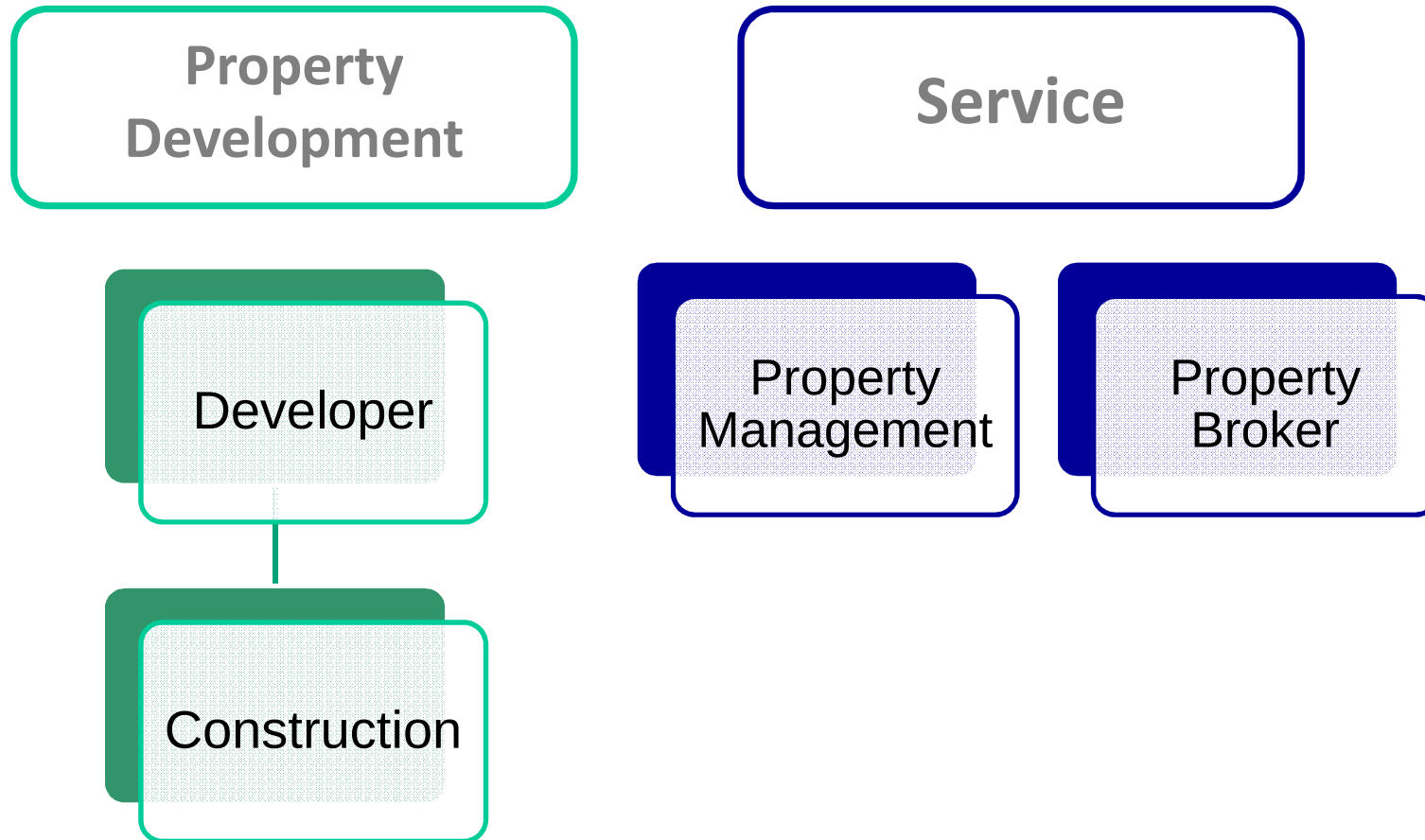
6 Jul 2011

Company Background

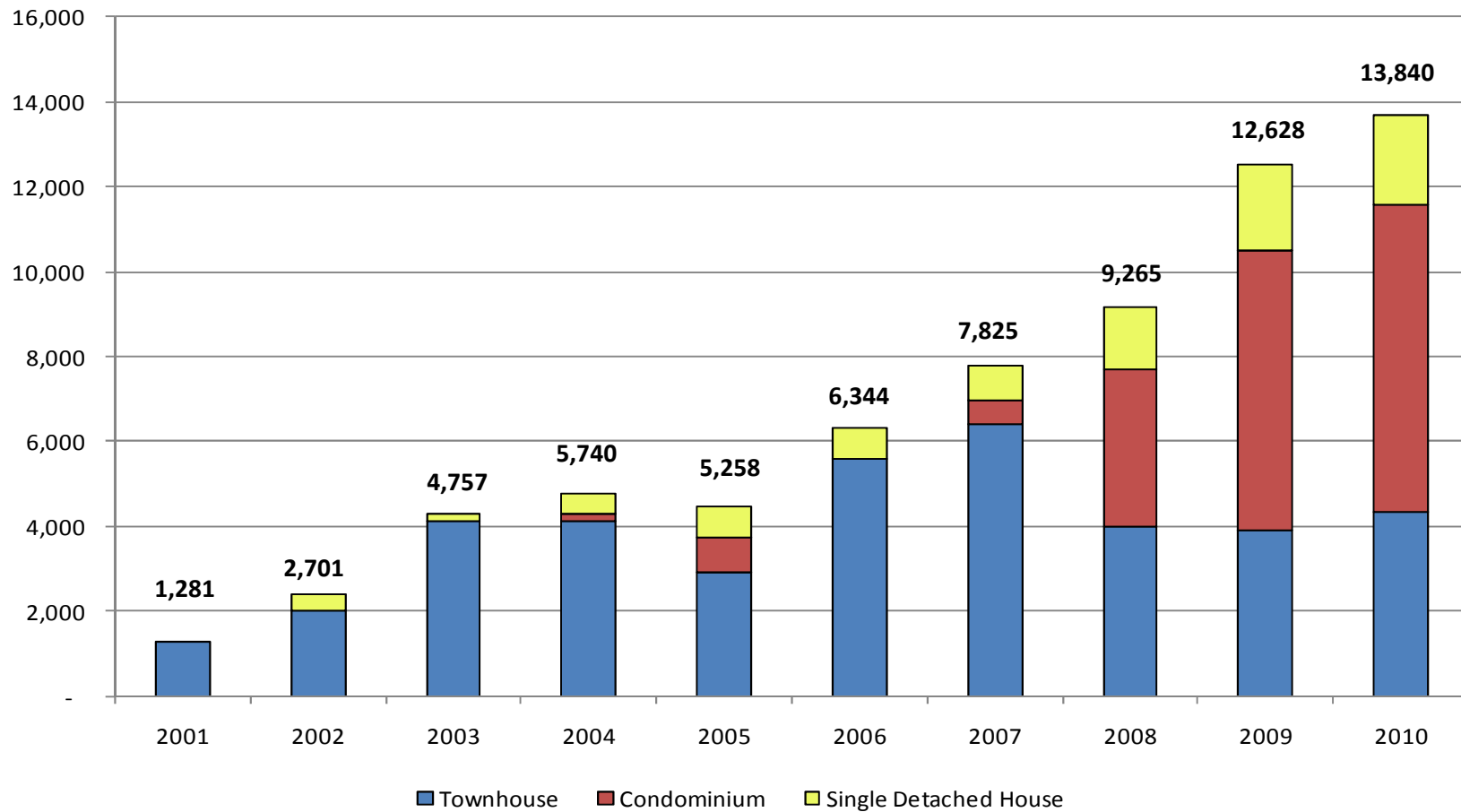
- Established in 1990 by Mr.Anuphong Assavabhokhin (CEO) and Mr.Pichet Vipavasuphakorn (MD)
- Backdoor listing in 2000 thru PCM Construction Material Co.,Ltd. (Producer of Construction Material)
- Current holding of founders:

(1) Mr. Anuphong Assavabhokhin	23.63%
(2) Mr.Pichet Vipavasuphakorn	10.30%

Business Structure

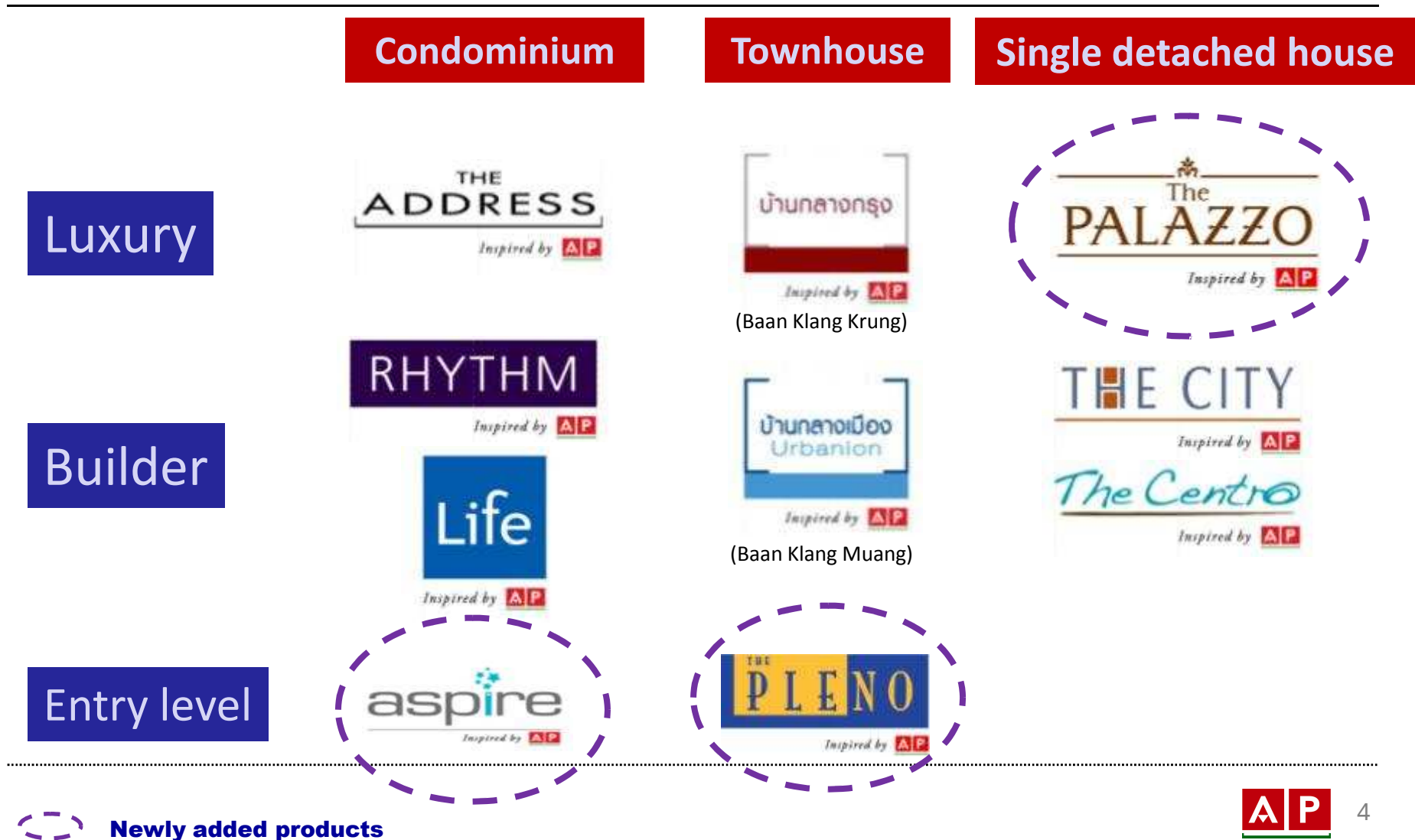


Revenue Driver - Diversification



Source: Asian Property Development Plc.

Fill in the Gap....AP's Diversified Products Portfolio



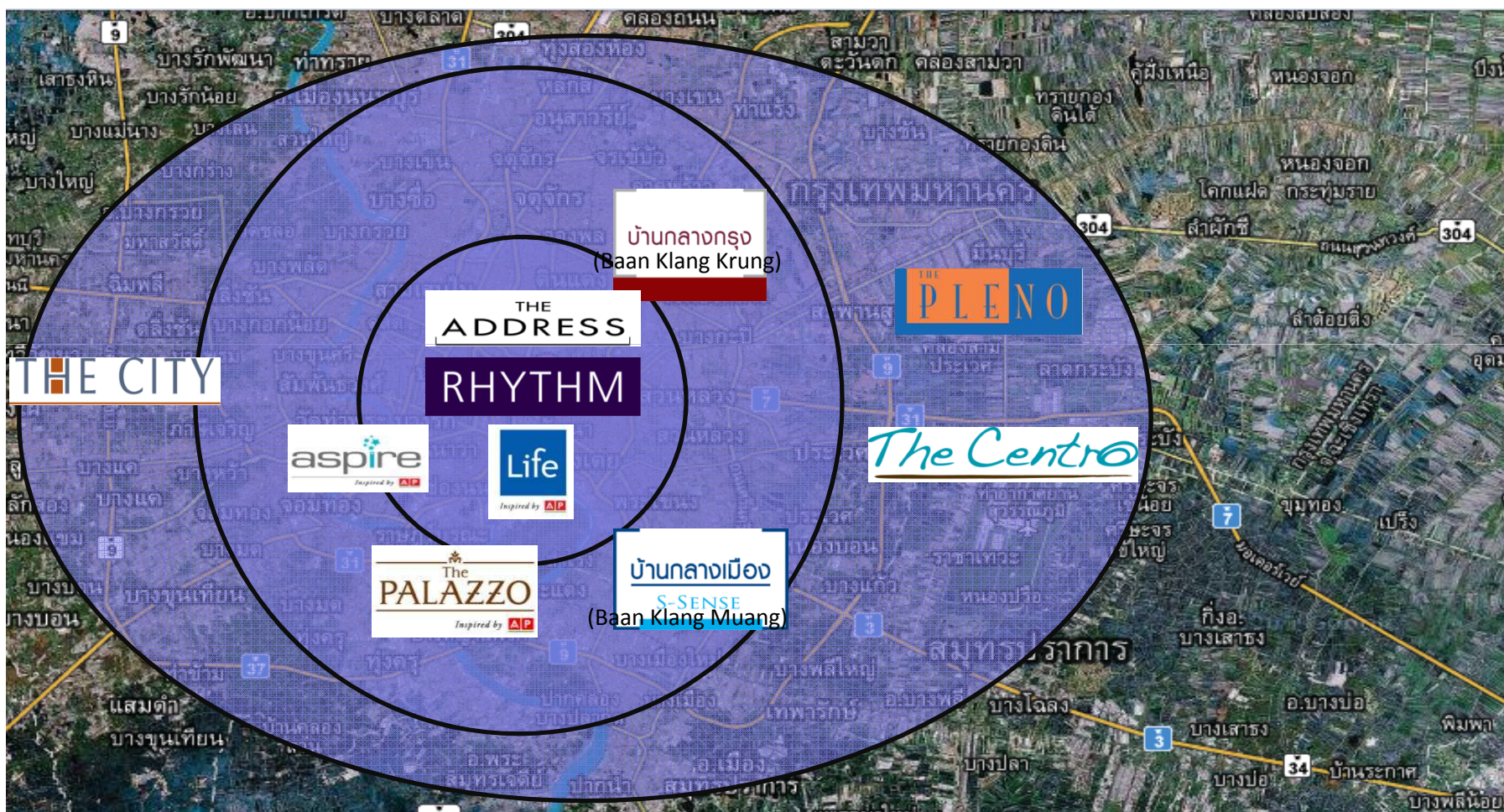
Price Range of Product Portfolio

	Price Range (MB)											
	1	2	3	4	5	6	7	8	9	10	11	12+
SDH								<i>The Centro</i>	THE CITY			
TH				 (Baan Klang Muang)			BIZTOWN	 (Baan Klang Krung)				
CONDO			Life			THE ADDRESS						
			RHYTHM									



Newly added products

AP's Projects by "Location"



Source: Asian Property Development Plc.

Current Performance

(Million Baht)

	YTD 2011	Q2 2011	Q1 2011	2010	Q4 2010	Q3 2010	Q2 2010	Q1 2010	2009	Q4 2009	Q3 2009	Q2 2009	Q1 2009	2008
Gross sales booking	10,087	6,181	3,906	20,830	5,860	7,538	3,571	3,861	21,956	4,713	10,007	4,906	2,330	11,932
Beginning Backlog	23,593	24,428	23,593	19,744	22,771	17,334	16,747	19,744	13,924	20,476	14,314	12,852	13,924	14,669
Total sold value	33,680	30,609	27,499	40,574	28,630	24,872	20,318	23,605	35,880	25,188	24,321	17,758	16,254	26,601
Cancellation	(1,806)	(911)	(895)	(3,289)	(878)	(737)	(851)	(822)	(3,616)	(726)	(1,009)	(1,181)	(700)	(3,514)
Net sold value	31,873	29,697	26,604	37,285	27,752	24,135	19,467	22,782	32,264	24,462	23,312	16,578	15,554	23,087
Revenue Recognition	(2,176)	-	(2,176)	(13,692)	(4,159)	(1,365)	(2,133)	(6,035)	(12,520)	(4,718)	(2,836)	(2,264)	(2,702)	(9,163)
Ending Backlog	29,697	29,697	24,428	23,593	23,593	22,771	17,334	16,747	19,744	19,744	20,476	14,314	12,852	13,924
- from TH&SDH	5,229	5,229	2,568	2,110	2,110	2,545	1,835	1,075	1,629	1,629	2,164	2,089	1,681	1,826
- from Condo	24,468	24,468	21,860	21,483	21,483	20,226	15,499	15,672	18,115	18,115	18,312	12,225	11,171	12,098
Net Sales Booking	8,280	5,269	3,011	17,541	4,981	6,802	2,720	3,038	18,341	3,987	8,997	3,726	1,630	8,418
- from TH&SDH	4,575	2,661	1,914	6,946	1,829	1,964	2,155	998	5,735	1,066	1,562	1,822	1,284	5,185
- from Condo	3,705	2,608	1,097	10,595	3,152	4,838	565	2,040	12,606	2,921	7,435	1,904	346	3,233

* **Backlog** means -- products have already sold but not yet recognized income (transferred).

Source: Asian Property Development Plc.

Available for Sales – Single Detached House (SDH) (as of Jun 30, 2011)

Ongoing Projects	Rai	No of units	Project value (Btm)	Launch year	Completion (last unit transferred)	% sold (in unit) (as of 30 Jun)	Available for sales (Btm)
Single Detached House							
Baan Klang Krung (The Nice Ratchavibha)	18.2	50	670	Q2 2006	Q2 2011	92%	54
The Centro (Sukhumvit 113)	35.6	188	800	Q3 2008	Q4 2011	91%	68
The City (Rattanaibet-Khaerai)	60.0	203	1,650	Q3 2008	Q4 2011	98%	41
The City (Rama 5 - Ratchaphruek)	27.1	106	746	Q1 2009	Q1 2011	100%	0
The Centro (Rattanaibet)	121.0	453	2,700	Q2 2010	Q4 2013	24%	2,056
The Centro (Ram intra)	73.3	296	1,600	Q2 2010	Q4 2013	37%	1,005
The City (Rama5-Ratchaphruek) II	50.6	140	1,150	Q3 2010	Q4 2013	33%	772
The Centro (On nuch-Wongwan)	57.1	216	1,400	Q3 2010	Q4 2013	14%	1,206
The Centro (Watcharapon)	111.7	407	2,250	Q4 2010	Q4 2014	3%	2,178
The Palazzo Sathorn	44.0	108	1,500	Q4 2010	Q4 2013	31%	1,028
The Palazzo Suksawat	63.7	138	2,300	Q2 2011	Q4 2013	10%	2,067
SDH - Available for Sales							10,474

Source: Asian Property Development Plc.

Note: 1 rai = 0.4 acre = 0.16 hectare = 400 sq.w. = 1,600 sq.m., 1 sq.feet = 0.09 sq.m. , 1 sq.m. = 10.76 sq. feet



Available for Sales – Townhouse (TH) (as of Jun 30, 2011)

Ongoing Projects	Rai	No of units	Project value (Btm)	Launch year	Completion (last unit transferred)	% sold (in unit) (as of 30 Jun)	Available for sales (Btm)
Townhouse							
Baan Klang Krung (The Royal Vienna Ratchavibha)	35.6	330	1,825	Q4 2006	Q2 2011	100%	0
Baan Klang Muang Urbanion (Rama9-Wongwan)	10.9	124	435	Q4 2007	Q2 2011	99%	4
Baan Klang Muang Urbanion (Srinakarin)	22.0	207	910	Q3 2008	Q3 2011	94%	53
Biztown (Ladprao)	9.8	69	660	Q1 2009	Q1 2011	100%	0
Baan Klang Muang Urbanion (Rama9-Ladprao)	13.7	150	800	Q4 2009	Q2 2011	94%	48
Baan Klang Muang Urbanion (Kaset-Navamin) II	23.8	271	1,120	Q1 2010	Q4 2011	94%	66
Baan Klang Krung (Sathorn)	9.0	90	950	Q2 2010	Q2 2011	100%	0
Baan Klang Muang Urbanion (Rama 3-Suksawat)	8.4	92	420	Q3 2010	Q2 2011	98%	9
Biztown (Rama3-Suksawat)	7.1	63	500	Q3 2010	Q4 2011	43%	286
Baan Klang Muang (Ladprao-Sena)	8.1	88	450	Q3 2010	Q2 2011	93%	31
Baan Klang Muang S-Sense (Sathorn-Taksin) II	52.8	486	2,600	Q3 2010	Q4 2015	16%	2,193
Baan Klang Muang S-Sense (Rama9-Ladprao)	28.7	302	1,500	Q3 2010	Q4 2013	32%	1,018
Baan Klang Muang S-Sense (On nuch-Wongwan)	32.3	338	980	Q4 2010	Q4 2013	17%	818
Baan Klang Muang S-Sense (Srinakarin)	22.0	212	900	Q1 2011	Q4 2013	6%	849
The Pleno (Ekachai-Kanchanapisek)	43.9	434	1,040	Q1 2011	Q4 2013	23%	803
The Pleno (Suksawat 30)	71.3	680	1,480	Q1 2011	Q4 2014	18%	1,221
Baan Klang Muang (Ladprao-Sena) II	10.1	97	500	Q2 2011	Q4 2012	24%	381
Baan Klang Krung (Rama 3-Wongwan)	9.3	57	500	Q2 2011	Q2 2012	100%	0
Baan Klang Muang (Sathorn-Ratchaphruek)	16.3	150	600	Q2 2011	Q4 2012	11%	532
TH-Available for Sales							8,311

Source: Asian Property Development Plc.

Note: 1 rai = 0.4 acre = 0.16 hectare = 400 sq.w. = 1,600 sq.m., 1 sq.feet = 0.09 sq.m. , 1 sq.m. = 10.76 sq. feet



Available for Sales – Condominium (Condo) (as of Jun 30, 2011)

Ongoing Projects	Rai	No of units	Project value (Btm)	Launch year	Completion (last unit transferred)	% sold (in unit) (as of 30 Jun)	Available for sales (Btm)
Condominium							
The Address Chidlom	4.5	597	3,940	Q1 2007	Q2 2011	100%	7
Life @ Sukhumvit 65	2.7	540	1,575	Q3 2007	Q2 2011	100%	3
Rhythm Ratchada	7.0	881	3,560	Q3 2008	Q4 2011	96%	129
The Address Pathumwan	2.3	156	1,050	Q2 2009	Q2 2011	97%	27
Life@Ladprao 18	3.0	457	1,600	Q2 2009	Q4 2011	100%	7
The Address Phayathai	1.4	152	1,070	Q3 2009	Q4 2011	87%	141
The Address Asoke	3.9	574	3,370	Q3 2009	Q4 2012	99%	35
The Address Sukhumvit 28	2.0	246	2,250	Q3 2009	Q3 2012	97%	64
The Address Sathorn 12	3.5	562	4,100	Q3 2009	Q4 2013	79%	846
Rhythm Ratchada-Huay Kwang	3.6	539	2,300	Q1 2010	Q4 2011	99%	21
Rhythm Sukhumvit 50	3.9	589	2,600	Q3 2010	Q4 2013	99%	22
Rhythm Phahol-Aree	5.5	809	3,200	Q3 2010	Q4 2014	46%	1,736
Rhythm Sathorn	4.8	910	4,200	Q3 2010	Q4 2014	49%	2,142
Aspire Rama 4	6.8	1,432	2,600	Q4 2010	Q4 2013	30%	1,825
Aspire Ngamwongwan	8.5	1,458	2,100	Q4 2010	Q4 2013	36%	1,337
Aspire Srinakarin	3.4	330	500	Q2 2011	Q2 2013	24%	382
Rhythm Sukhumvit 44/1	3.0	486	2,600	Q2 2011	Q4 2014	56%	1,145
Condo-Available for Sales							9,868
Total ongoing projects available for sales							28,654

Source: Asian Property Development Plc.

Note: 1 rai = 0.4 acre = 0.16 hectare = 400 sq.w. = 1,600 sq.m., 1 sq.feet = 0.09 sq.m. , 1 sq.m. = 10.76 sq. feet



Future Projects (to be launched in 2011)

Planned-to-be-launched projects in 2011	Rai	No of units	Project value (Btm)	Land acquisition	Launch year	Completion (last unit transferred)
Townhouse						
1 The Pleno (Rama 5-Pinklao)	44.9	446	1,030	Q3 2010	Q3 2011	Q4 2013
2 Baan Klang Muang (Ladprao 101)	6.6	68	300	Q4 2010	Q3 2011	Q4 2012
3 Baan Klang Muang (Ratchada)	13.7	145	690	Q1 2011	Q3 2011	Q4 2012
4 Baan Klang Muang (Ladprao 87)	12.1	120	550	Q1 2011	Q4 2011	Q1 2013
Total TH			2,570			
Condominium						
1 Rhythm Rama 9	5.0	505	2,700	Q1 2011	Q3 2011	Q4 2014
2 Life @ Sukhumvit 48	3.7	595	1,050	Q1 2011	Q4 2011	Q2 2015
3 Life @ Ratchada-Huay Kwang II	5.6	837	3,200	Q1 2011	Q4 2011	Q3 2015
4 The Address Sukhumvit 61	1.4	96	670	Q2 2011	Q4 2011	Q2 2013
Total Condo			7,620			
Total planned-to-be-launched projects in 2011			10,190			

Source: Asian Property Development Plc.

Note: 1 rai = 0.4 acre = 0.16 hectare = 400 sq.w. = 1,600 sq.m., 1 sq.feet = 0.09 sq.m. , 1 sq.m. = 10.76 sq. feet



Future Projects (to be launched in 2012)

Planned-to-be-launched projects in 2012		Rai	No of units	Project value (Btm)	Land acquisition	Launch year	Completion (last unit transferred)
Condominium							
1	Aspire Sukhumvit 48	5.3	1,040	1,300	Q1 2011	Q4 2012	Q2 2016
Total Condo				1,300			
Total planned-to-be-launched projects in 2012				1,300			
Total planned-to-be-launched projects in 2011-2012				11,490			

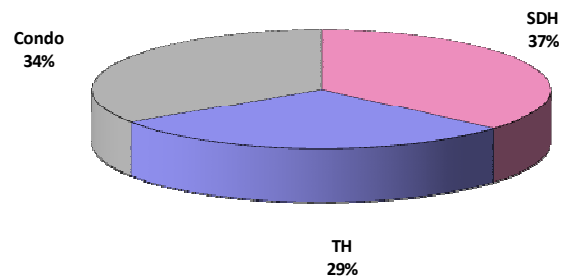
Source: Asian Property Development Plc.

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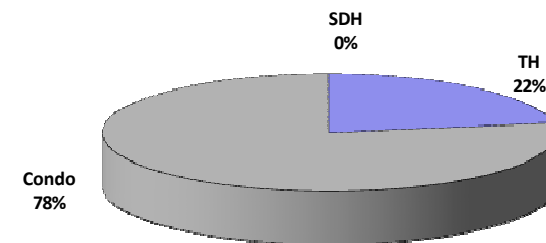


Project Portfolio

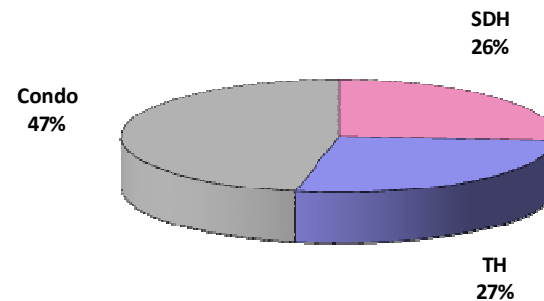
Project available for sales as of Jun 30, 2011



Projects plan to be launched in 2011-2012



Total project portfolio



Source: Asian Property Development Plc.

% Estimated Transferred Condo (Assumed 100% sold)

Existing Condo of AP	(million Baht)		% unit sold *	Accumulated transfer until 2010	% Estimated transferred						Estimated start transfer	Estimated last unit transferred
	Project value	Total units			2011F	2012F	2013F	2014F	2015F	2016F		
The Address Chidlom	3,940	597	100%	98%	2%							Q2 2011
Life @ Sukhumvit 65	1,575	540	100%	100%								Q1 2011
Rhythm Ratchada	3,560	881	96%	51%	49%							Q4 2011
The Address Pathumwan	1,050	156	97%	95%	5%							Q2 2011
Life @ Ladprao 18	1,600	457	100%		100%						Q2 2011	Q4 2011
The Address Phayathai	1,070	152	87%		100%						Q2 2011	Q4 2011
The Address Asoke	3,370	574	99%			100%					Q2 2012	Q4 2012
The Address Sukhumvit 28	2,250	246	97%		75%	25%					Q4 2011	Q3 2012
The Address Sathorn 12	4,100	562	79%			45%	55%				Q4 2012	Q4 2013
Rhythm Ratchada - Huay Kwang	2,300	539	99%		100%						Q2 2011	Q4 2011
Rhythm Sukhumvit 50	2,600	589	99%				100%				Q1 2013	Q4 2013
Rhythm Phahol-Aree	3,200	809	46%				50%	50%			Q3 2013	Q4 2014
Rhythm Sathorn	4,200	910	49%				10%	90%			Q4 2013	Q4 2014
Aspire Rama 4	2,600	1,432	30%			10%	90%				Q4 2012	Q4 2013
Aspire Ngamwongwan	2,100	1,458	36%			10%	90%				Q4 2012	Q4 2013
Aspire Srinakarin	500	330	24%			100%					Q3 2012	Q4 2012
Rhythm Sukhumvit 44/1	2,600	486	56%					100%			Q1 2014	Q4 2014
Rhythm Rama 9	2,700	505						100%			Q2 2014	Q4 2014
Life @ Sukhumvit 48	1,050	595						50%	50%		Q2 2014	Q2 2015
Life @ Ratchada-Huay Kwang II	3,200	837						40%	60%		Q2 2014	Q3 2015
The Address Sukhumvit 61	670	96				60%	40%				Q4 2012	Q2 2013
Aspire Sukhumvit 48	1,300	1,040							30%	70%	Q4 2015	Q2 2016
	51,535											

* % sold as of Jun 30, 2011

How do we manage any potential risk for condo projects?

- Reducing the financial risk, we finance each new condo project by cash inflow from prior condo projects.
- Reducing the operational risk, we monitor the number of unit sold reaching the confident level before acquiring new plots of land for new condo development.

Source: Asian Property Development Plc.



THANK YOU

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