



CHEWATHAI

B U S I N E S S P L A N 2 0 2 0





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MANAGING DIRECTOR

AGENDA



CHEWA BRANDS



REVENUE FORECAST



CHEWA - 2020 OUTLOOK

- ▶ MID-TERM STRATEGIES
- ▶ CHALLENGES
- ▶ MARKET CONDITIONS
- ▶ SHORT-TERM STRATEGIES
- ▶ CURRENT & NEW PROJECTS
- ▶ PROJECTS LAUNCHING IN 2020
- ▶ 2019 LAND ACQUISITION & EXPANSION PLAN
- ▶ 2020 LAND ACQUISITION
- ▶ INVESTMENT SUMMARY
- ▶ CSR



CHEWA BRANDS

CONDOMINIUM

**CHEWATHAI
RESIDENCE**

HIGH-END

CHEWATHAI

MID-RANGE

**CHEWATHAI
HALLMARK**

AFFORDABLE

HOUSING

CHEWAWAN

LUXURY SINGLE DETACHED HOUSES
THB 20 – 40 M

C h e w a r m

HIGH-END SINGLE DETACHED HOUSES
THB 8 – 18 M

CHEWA HOME

AFFORDABLE TOWNHOMES
& TWIN HOMES
THB 2 – 5 M

JOINT VENTURE



HEART

PREMIUM TOWNHOMES IN CBD
PRICE RANGE: THB 12 – 30 M
(CHEWA 70%)



KAMALA SENIOR LIVING
(CHEWA 25%)

HOME OFFICE

**CHEWA
BIZ HOME**

HOME OFFICES
THB 5 – 7 M

RECURRING

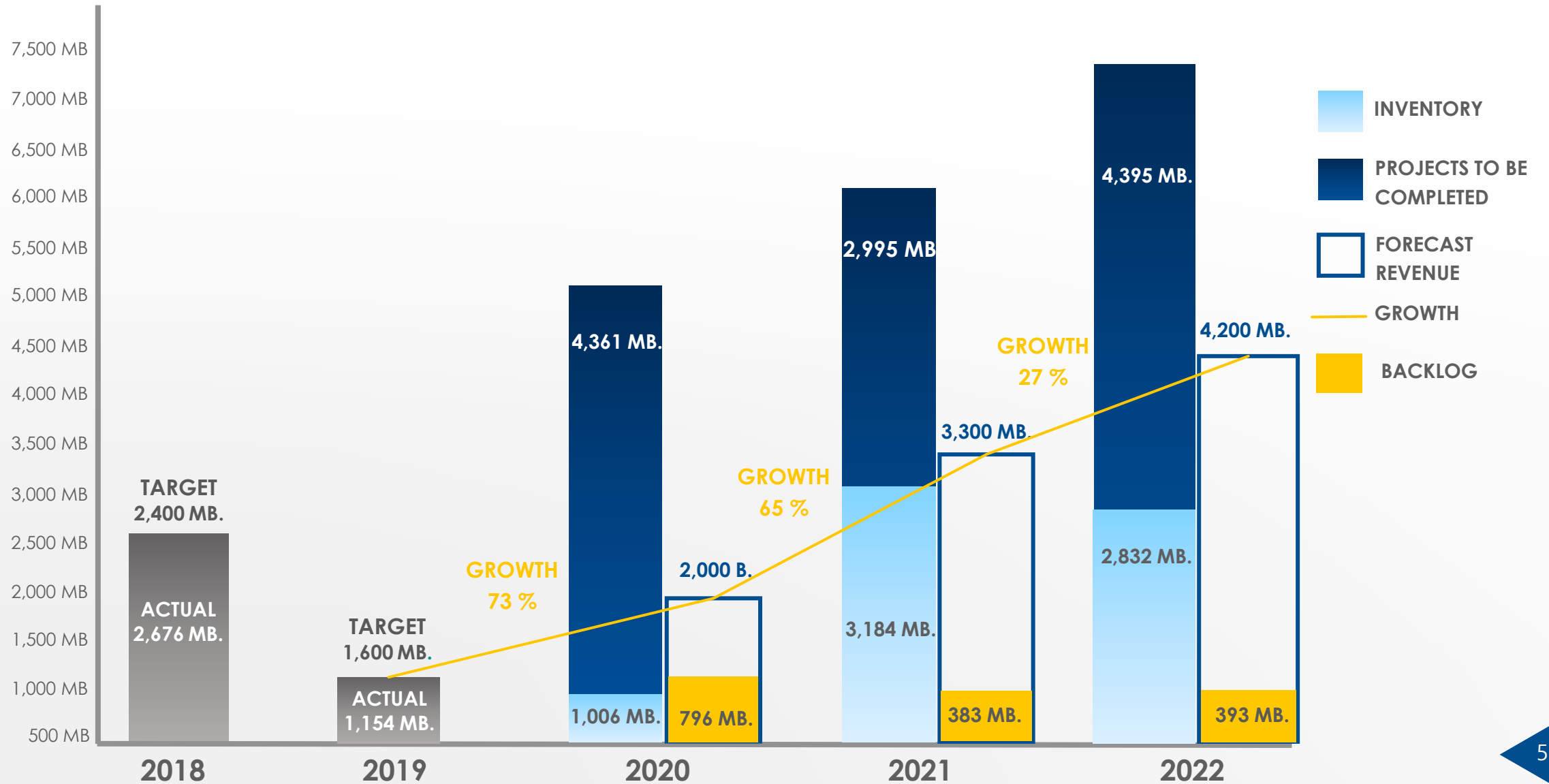


FACTORIES

READY BUILT FACTORIES
RENTAL UNIT: 10 UNITS

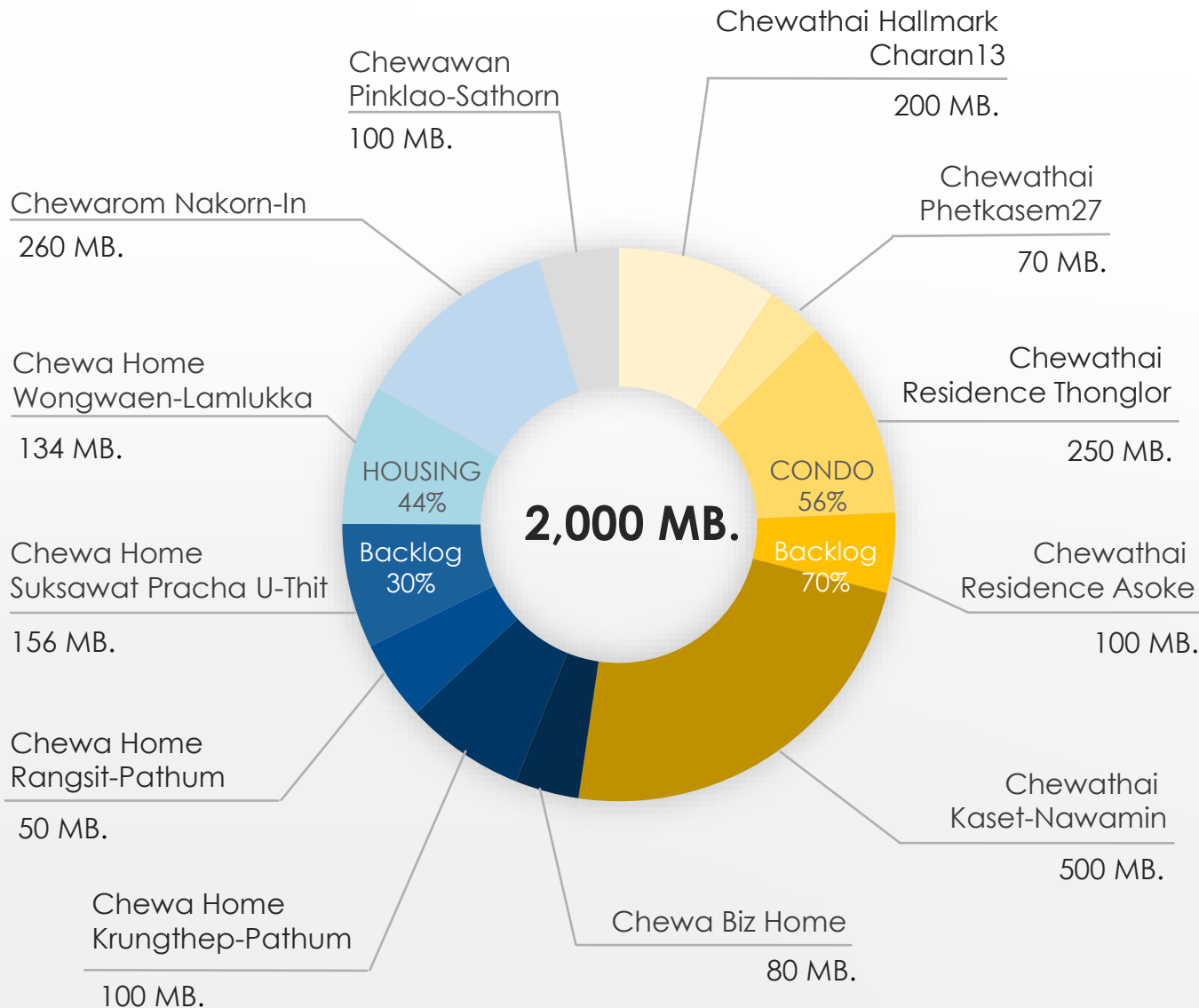
REVENUE FORECAST

REVENUE FORECAST 2020-2022



REVENUE FORECAST

REVENUE FORECAST



INVENTORY

1,006 MB.

PROJECT TO BE COMPLETED

+

4,361 MB.

= 5,367 MB.



*Backlog as at 31 Dec 2019

$$2,000 \text{ MB.} = 880 \text{ (HOUSINGS)} + 1,120 \text{ (CONDO)}$$



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CHEWA - 2020 OUTLOOK

MID - TERM STRATEGIES

**INORGANIC
GROWTH**



ORGANIC GROWTH



**BALANCE PORTFOLIO
HOUSES FOR SALE.
CONDOMINIUMS FOR SALE.
INDUSTRIAL FACTORIES FOR RENT**



**EXPLORE INVESTMENTS IN
DEVELOPMENTS
IN MAJOR PROVINCIAL CITIES**

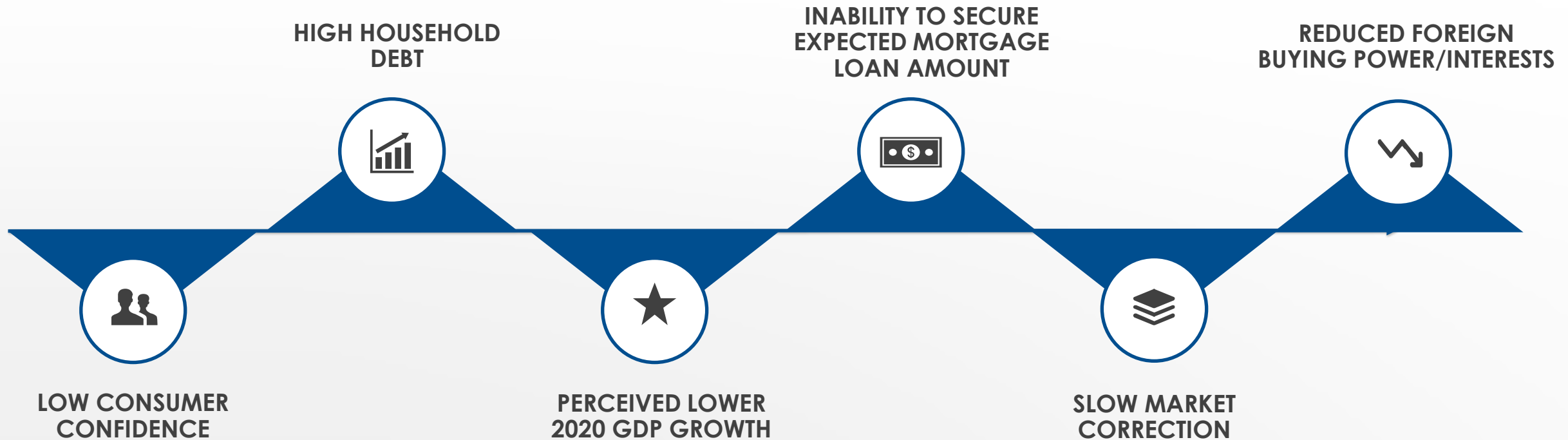


**JOINT VENTURE
WITH POTENTIAL LOCAL &
FOREIGNER PARTNERS**



CHEWA - 2020 OUTLOOK

C H A L L E N G E S





CHEWA - 2020 OUTLOOK

MARKET CONDITIONS

WEAKER DEMAND ACROSS ALL
PRODUCT SEGMENTS AFTER
EFFECTIVE OF **LTV POLICY**

ALL PLAYERS STARTING **PRICE
WARS** TO CLEAR STOCK

VERY WEAK DEMAND FROM
OVERSEAS MARKET

REAL END-USERS STILL SHOPPING
BUT SELECTIVE AND HESITANT

STRICTER LENDING TERMS IN BOTH
PRE AND POST FINANCING (LOAN)
MARKETS

MATERIAL **DECREASE** IN DEMAND
BY **INVESTORS & SPECULATORS**

HIGHER REJECTION RATE





HOUSE

STEADY DEMAND FOR HOUSES < THB 5 MB
TYPICAL DECISION MAKING PROCESS IS
ABOUT 1-3 WEEKS



MORE PLAYERS ENTERING HOUSING MARKET,
ESPECIALLY PRODUCTS < THB 10 MB



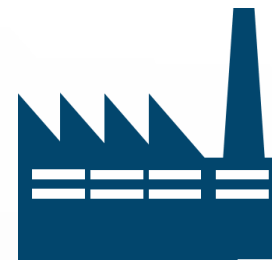
HEALTHY DEMAND FOR HOUSES ≈ THB 10 MB
TYPICAL DECISION MAKING PROCESS IS
ABOUT 1-6 WEEKS



HIGHER REJECTION RATE



CAUTIOUS DEMAND FOR HOUSES > THB 20 M



INDUSTRIAL



VERY STRONG DEMAND FOR RENTED FACTORIES
ESPECIALLY AFTER ELECTION AND EEC POLICY



CHEWA READY BUILT FACTORIES **100% RENTED OUT**

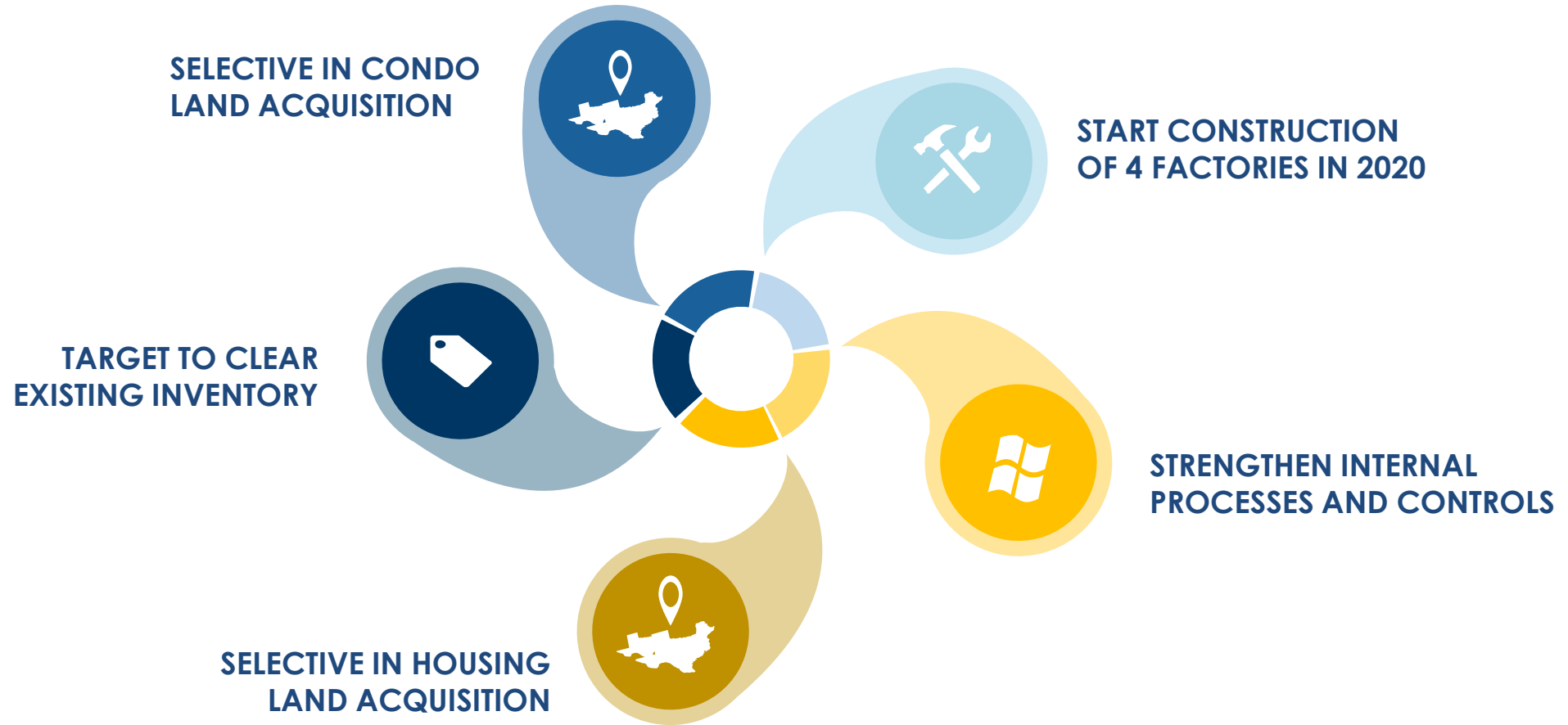


SIGNIFICANT INCREASE IN ENQUIRIES TO PURCHASE
CHEWA FACTORIES OR EMPTY LAND PLOT



CHEWA - 2020 OUTLOOK

SHORT - TERM STRATEGIES



CURRENT & NEW PROJECTS



UNDER CONSTRUCTION

9

VALUE 9,157 MB.

COMPLETED
& ON SALE

9

VALUE 9,739 MB.

SOLD OUT

8

VALUE 7,355 MB

26 PROJECTS

VALUE 26,251 MB.



**SOLD
OUT**

**CHEWATHAI
RATCHAPRAROP**
VALUE 1,350 MB.



**SOLD
OUT**

THE SURAWONG
VALUE 350 MB.



**SOLD
OUT**

**CHEWATHAI
RAMKHAMHAENG**
VALUE 1,100 MB.



**SOLD
OUT**

**CHEWATHAI
INTERCHANGE**
VALUE 1,050 MB.



**SOLD
OUT**

**HALLMARK
NGAMWONGWAN**
VALUE 1,200 MB.



**SOLD
OUT**

**HALLMARK
CHAENGWATTANA**
VALUE 780 MB.



**SOLD
OUT**

**CHEWATHAI
RESIDENCE BANG PHO**
VALUE 1,050 MB.



**SOLD
OUT**

**CHEWAROM
RANGSIT-DONMUEANG**
VALUE 475 MB.

CHEWATHAI
PHETKASEM 27

VALUE
1,564 MB.



CHEWATHAI
RESIDENCE
ASOKE

VALUE
1,694 MB.



CHEWAHOME
KRUNGTHAP - PATHUM
VALUE 903 MB.



CHEWAHOME
WONGWAEN-LAMLUKKA
VALUE 700 MB.



CHEWAHOME
SUKSAWAT PRACHA U-THIT
VALUE 890 MB.



COMPLETED & ON SALE VALUE 9,739 MB.



9

04 03

CHEWATHAI
HALLMARK CHARAN 13

VALUE 430 MB.



CHEWA BIZ HOME
VALUE 765 MB.



CHEWAROM
NAKHON IN
VALUE 1,593 MB.



CHEWAWAN
PINKLAO - SATHORN
VALUE 1,200 MB.





CHEWATHAI HALLMARK
LADPRAO – CHOKCHAI4
VALUE 2,011 MB.



CHEWATHAI PINKLAO
VALUE 1,587 MB.



CHEWA HOME
RANGSIT-PATHUMTHANI
VALUE 1,093 MB.



UNDER CONSTRUCTION VALUE 9,157 MB.



04 05

9

JV



CHEWATHAI
KASET NAWAMIN
VALUE 1,700 MB.



CHEWATHAI
RESIDENCE THONGLOR
VALUE 1,000 MB.

NEW PROJECT

CHEWATHAI
INTERCHANGE LAM SALI
VALUE 1,336 MB.



KAMALA SENIOR LIVING
(CHEWA 25%)
VALUE 3,500 MB.



HEART SUKUMVIT 62/1
(CHEWA 70%)
VALUE 160 MB.



HEART SUKUMVIT 36
(CHEWA 70%)
VALUE 270 MB.



KAMALA SENIOR LIVING

VALUE 3,500 MB. (CHEWA 25%)



PRE-SALES PHASE 1 : 4Q2019

CONSTRUCTION PHASE 1: 4Q2020 – 1Q2023
PHASE 1 VALUE : 2,238 MB.





CHEWA - 2020 OUTLOOK

CURRENT FOOT-PRINT



COMPLETED & SOLD OUT

1. CHEWATHAI RATCHAPRAROP
2. THE SURAWONG
3. CHEWATHAI RAMKHAMHAENG
4. CHEWATHAI INTERCHANGE
5. HALLMARK NGAMWONGWAN
6. HALLMARK CHAENGWATTANA
7. CHEWAROM RANGSIT-DONMUEANG
8. CHEWATHAI RESIDENCE BANG PHO

LAUNCHED & UNDER CONSTRUCTION

1. CHEWATHAI HALLMARK LADPRAO – CHOKCHAI4
2. CHEWATHAI PINKLAO
3. CHEWATHAI KASET-NAWAMIN
4. HEART SUKUMVIT 62/1 (CHEWA 70%)
5. KAMALA SENIOR LIVING

COMPLETED & ON SALE

1. CHEWATHAI PHETKASEM 27
2. CHEWATHAI RESIDENCE ASOKE
3. CHEWATHAI HALLMARK CHARAN 13
4. CHEWAHOME WONGWAEN-LAMLUKKA
5. CHEWAHOME SUKSAWAT PRACHA U-THIT
6. CHEWAHOME KRUNGTHAP-PATHUM
7. CHEWAWAN PINKLAO – SATHORN
8. CHEWAROM NAKHON IN
9. CHEWA BIZ HOME

LAUNCHING IN 2020 (EIA & UNDER CONSTRUCTION)

1. CHEWA HOME KRUNGTHAP-PATHUM
2. CHEWA HOME RANGSIT-PATHUMTHANI
3. CHEWATHAI INTERCHANGE LAM SALI
4. HEART SUKUMVIT 36 (CHEWA 70%)

PROJECTS LAUNCHING

IN 2020



CHEWA HOME
KRUNGTHEP-PATHUM

Q1



CHEWA HOME KRUNGTHEP-PATHUM

TOTAL 333 UNITS VALUE 903 MB.

PHASE 1: 51 UNITS



HEART
Sukhumvit 36



HEART SUKHUMVIT 36

TOTAL 9 UNITS VALUE 270 MB. (CHEWA 70%)

CHEWA HOME

RANGSIT-PATHUM

Q2

CHEWA HOME RANGSIT-PATHUM

TOTAL 385 UNITS VALUE 1,093 MB.

PHASE 1: 51 UNITS



RAMKHAMHAENG RD.,BANGKAPI



26 FLOOR HIGHRISE CONDOMINIUM



AREA : 2-0-85 RAI



LAM SALI STATION
(YELLOW AND ORANGE LINE)



CHEWATHAI INTERCHANGE LAM SALI

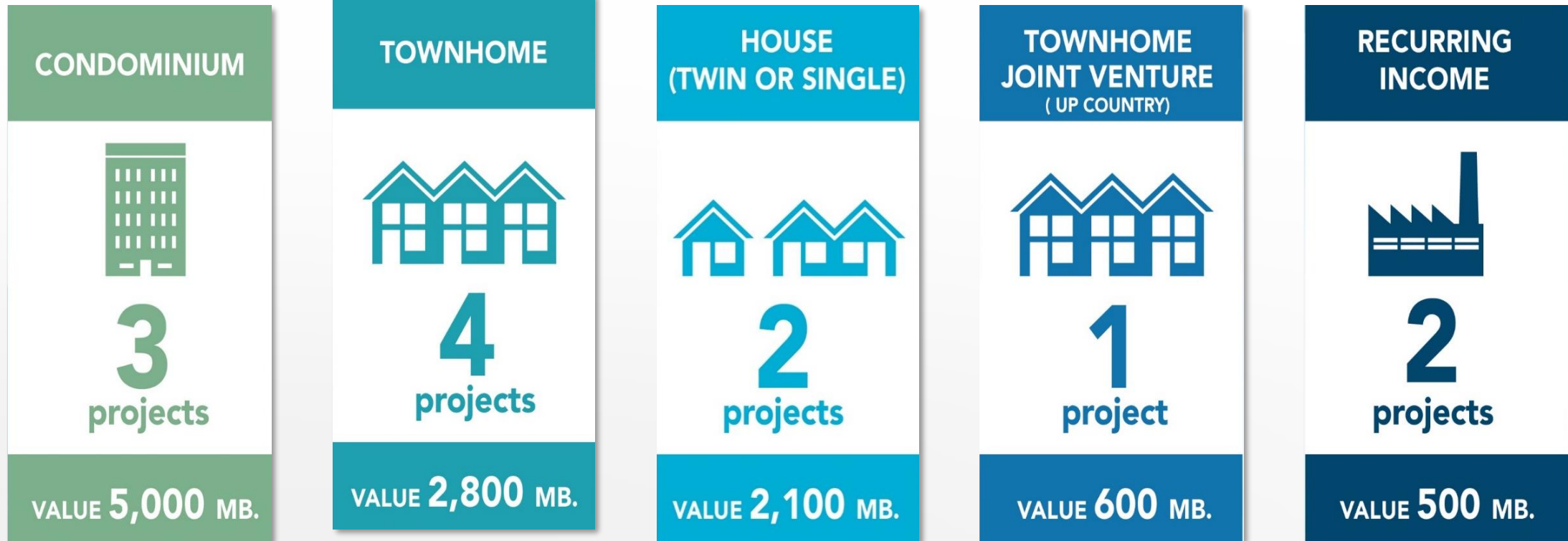
TOTAL 495 UNITS VALUE 1,336 MB.





CHEWA - 2020 OUTLOOK

2019 LAND ACQUISITION & EXPANSION PLAN



12 PROJECTS / VALUE 11,000 MB.



CHEWA - 2020 OUTLOOK

2019 LAND ACQUISITION & EXPANSION PLAN

M&A

ACQUIRE
AT LEAST

1

ON-GOING
PROJECT

CHEWA USS

START
AT LEAST

1

JOINT VENTURE
IN UPCOUNTRY

FACTORIES FOR RENT

DEVELOP

4

FACTORIES IN
AMATA CITY RAYONG

ACQUIRE
AT LEAST

1

FACTORY

JOINT VENTURES WITH LOCAL OR FOREIGN PARTNERS

START
AT LEAST

1

JOINT VENTURE



CHEWA - 2020 OUTLOOK

ACTUAL 2019 LAND ACQUISITION & EXPANSION



2019 INVESTMENT **3,200** MB.



CHEWA - 2020 OUTLOOK

2020 LAND ACQUISITION PLAN

CONDOMINIUM HIGH RISE



1 PROJECT

CONDOMINIUM LOW RISE



1 PROJECT

TOWNHOME



2 PROJECTS

HOUSE TWIN OR SINGLE



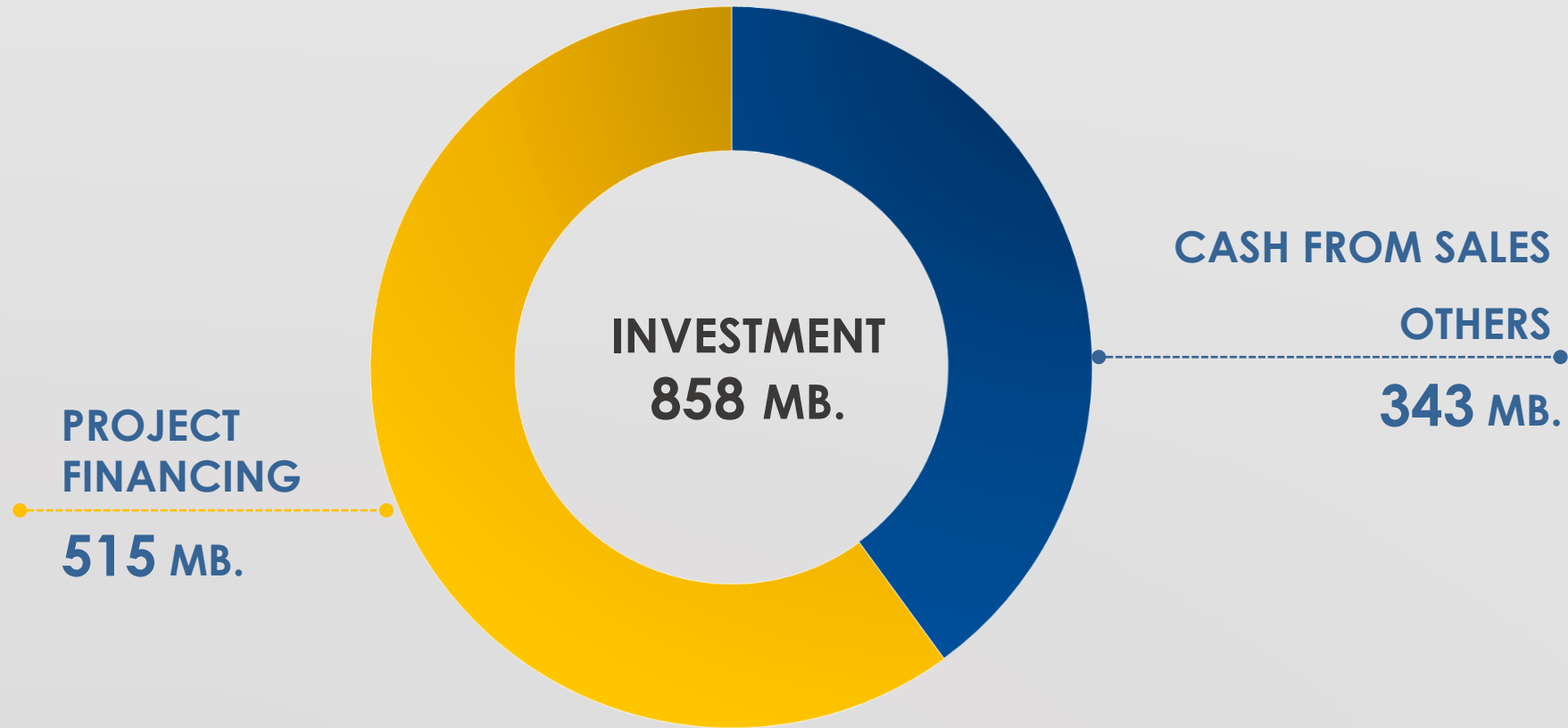
1 PROJECT

VALUE 4,550 MB.



CHEWA - 2020 OUTLOOK

INVESTMENT SUMMARY





CHEWA - 2020 OUTLOOK

SUSTAINABILITY THROUGH CHEWA CSR



CHEWATHAI SOCIETY





CHEWA - 2020 OUTLOOK

SUSTAINABILITY THROUGH CHEWA CSR

CHEWATHAI SOCIETY





CHEWA - 2020 OUTLOOK

SUSTAINABILITY THROUGH CHEWA CSR

Sponsor and guardian of baan pa lao school, lamphoon

“Embrace utmost
responsibility towards its
community & environment”





Q&A



THANK YOU

CHEWATHAI PLC

BUILD A LIFE