



# Peace & Living Public Company Limited

## Roadshow Presentation

21 January 2022



# History and Key Milestones



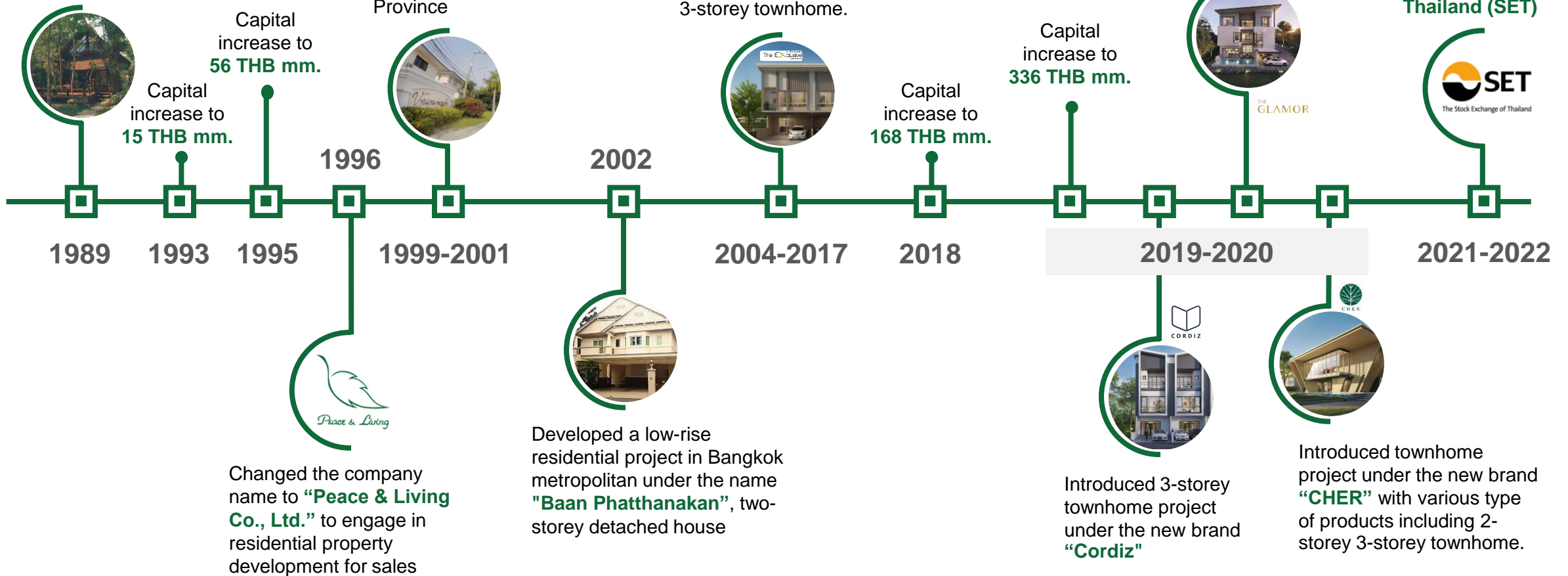
Established the company **"Ban Rim Kwai Co., Ltd."** with the registered capital of **5 THB mm.** to develop a resort home for sale under project name **"Baan Pa Rim Than"** in Kanchanaburi province

Developed 2 single-detached and 2-storey housing projects under the name **"Baan Lom Talay"** in Rayong Province

Developed and sold 11 projects under the name **"The Exclusive"** since 2004 with various type of products including 2-storey detached house, twin house and 2-storey and 3-storey townhome.

Introduced a high-end pool villa residences under the new brand **"The Glamor"**

Conversion to PLC and Ready to be listed in the **Stock Exchange of Thailand (SET)**



# Company at a Glance



A successful real estate development company with discipline and enhancing platform to support growth

**30+**

Years of Experience  
in real estate business

**15**

Successful past projects  
without dead stock

**2**

Generations of  
professional  
management team

**7+3**

7 active projects plus 3  
potential future projects

**16,569 MB.**

Total project value  
since incorporation

- THB 8,807 mm. – 15 past projects
- THB 4,717 mm. – 7 current projects
- THB 3,045 mm. – 3 future projects

**600 MB.**

Total backlog value  
as of 30 September 2021

132 units are projected  
to transfer within 3-8 months

**2,267 MB.**

Total available for sale value  
as of 30 September 2021

556 units of active projects  
are available for sales

Remark: status as of 30 September 2021

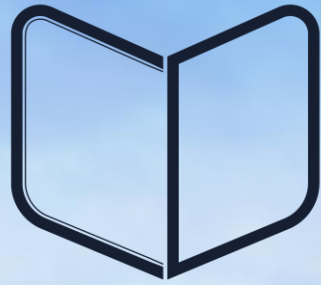


# About The Glamor

**THE GLAMOR, LIVE YOUR DREAM LIFE.**

THE GLAMOR is more than just a luxury residence in a prime location. It's your dream home where you can enjoy a never-ending pool villa vacation.

Here, in a serene community of 18 private residences, you'll find villas with 'REMARKABLE DESIGN', that gives you 'AN EXQUISITE QUALITY OF LIFE' and 'A SENSE OF SUPREME SATISFACTION TO OWN THE PROPERTY'.



**CORDIZ**



# ผสานทุกไลฟ์สไตล์

กับการอยู่อาศัยที่ลงตัว



CHER



Excellent Location



Extraordinary Quality



Enchanted Environment



# Brand Portfolio

Current Brands

THE  
GLAMOR

**High income segment,**  
Selling price: **26 – 30 Million Baht**  
Product type: **Detached house / Pool villa**  
Target customer average income **300,000 - 600,000 THB per month**



**Medium-High Income Segment**  
Selling price: **6 - 8 Million Baht**  
Product type: **Townhome**  
Target customer average income **70,000 – 130,000 THB per month**



**Medium Income Segment**  
Selling price: **2 - 4 Million Baht**  
Product type: **Townhome**  
Target customer average income **30,000 – 70,000 THB per month**

Future Brands

Cherene

**Medium-High Income Segment,**  
Selling price **6 - 10 Million Baht**  
Product type: **Detached house**  
Target customer average income **70,000 - 150,000 THB per month**

CHEREA  
VICINITY

**Medium-High Income Segment**  
Selling price: **4 - 10 Million Baht**  
Product type: **Mixed product**  
Target customer average income **30,000 - 200,000 THB per month**



# Future Projects

Project	Targeted opening period	Project Value (THB mm.)	Total Unit (Unit)
<b>Cherene</b> KrungthepKrita - Romklao	3Q2022	648	83
<b>CHEREA VICINITY</b> Ratchapruек - Jetsadabordhin	1Q2023	1,845	298
<b>Cher</b> Ratchapruек - Rama 5	4Q2023	552	138
<b>TOTAL</b>		<b>3,045</b>	<b>519</b>

## Cherene

### Cherene KrungthepKrita - Romklao

Location	Lat Krabang, Bangkok
Status	development and construction
Project size	20 - 1 - 91.4 rai
Product type	Detached house
Average selling price	Approximately THB 6.7 – 8.9 mm. per unit
Targeted opening period	3Q2022

### Cher Ratchapruек - Rama 5

Location	Bang Kruai, Nonthaburi
Status	expected to transfer land ownership in 4Q2022
Project size	12 - 2 - 47.8 rai
Product type	2-storey and 3-storey townhome
Average selling price	Approximately THB 3.5 – 4.5 mm. per unit
Targeted opening period	4Q2023

## CHEREA VICINITY

### CHEREA VICINITY Ratchapruек - Jetsadabordhin

Location	Mueang, Nonthaburi
Status	expected to transfer land ownership in 1Q2022
Project size	41 - 0 – 10.3 rai
Product type	Product mixed (Townhome, Twin houses and Detached house)
Average selling price	Approximately THB 4.5 – 10.5 mm. per unit
Targeted opening period	1Q2023

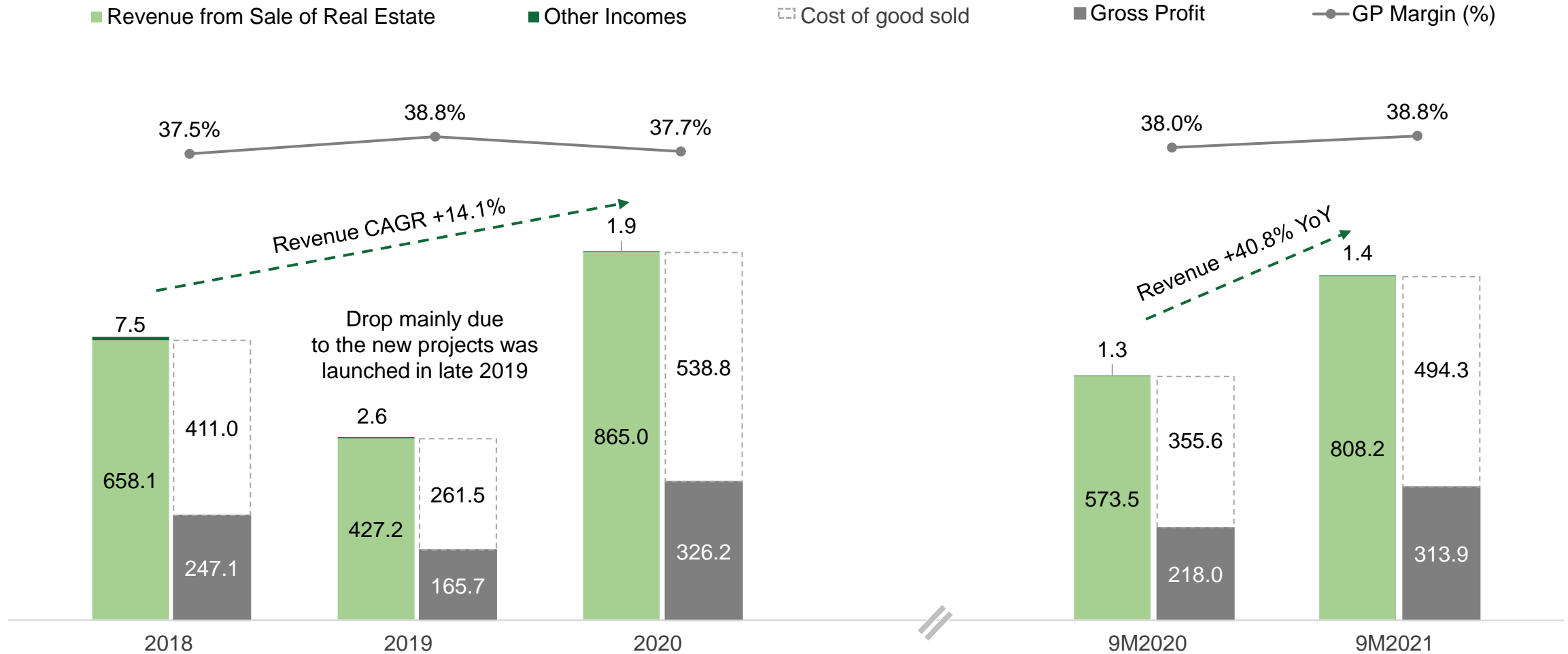


# Financial Performance



(Unit : THB mm)

## Total Revenue & Gross Profit



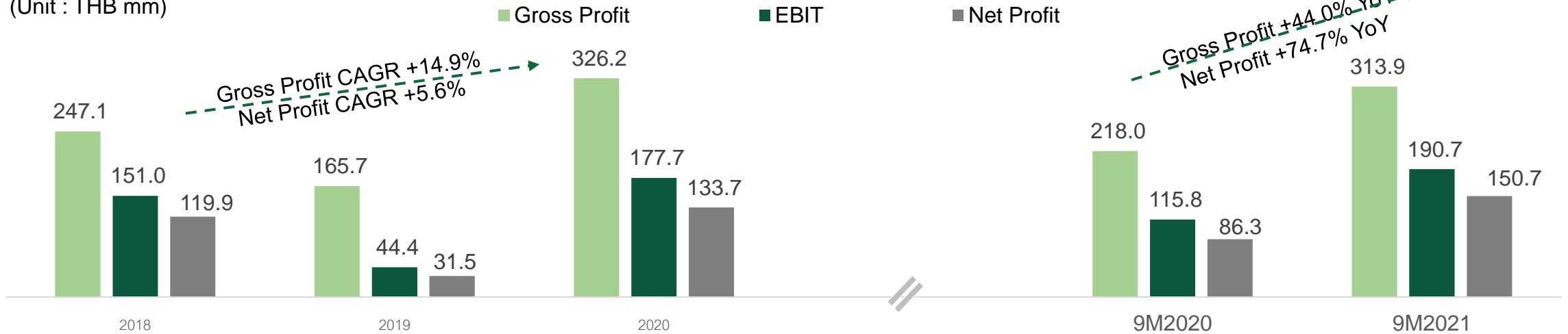
Source: Company

# Financial Performance

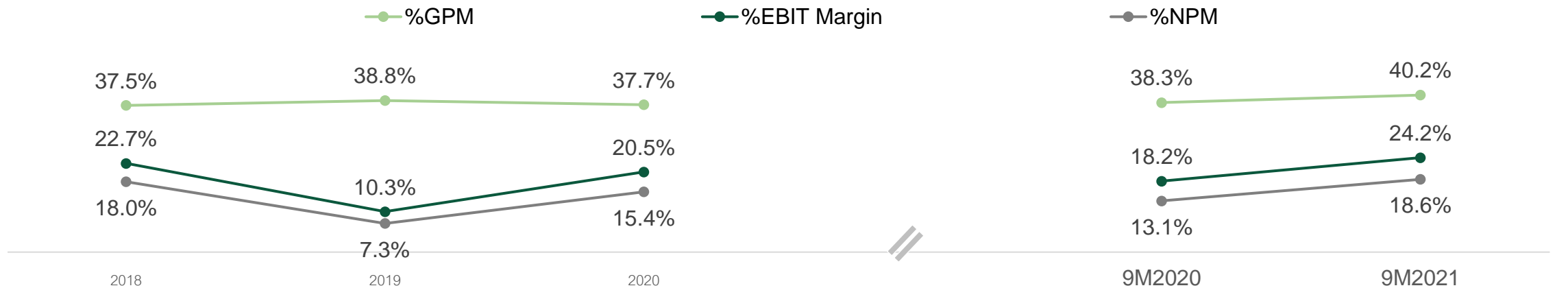


## Overall Profits

(Unit : THB mm)



## Overall Margin



Source: Company

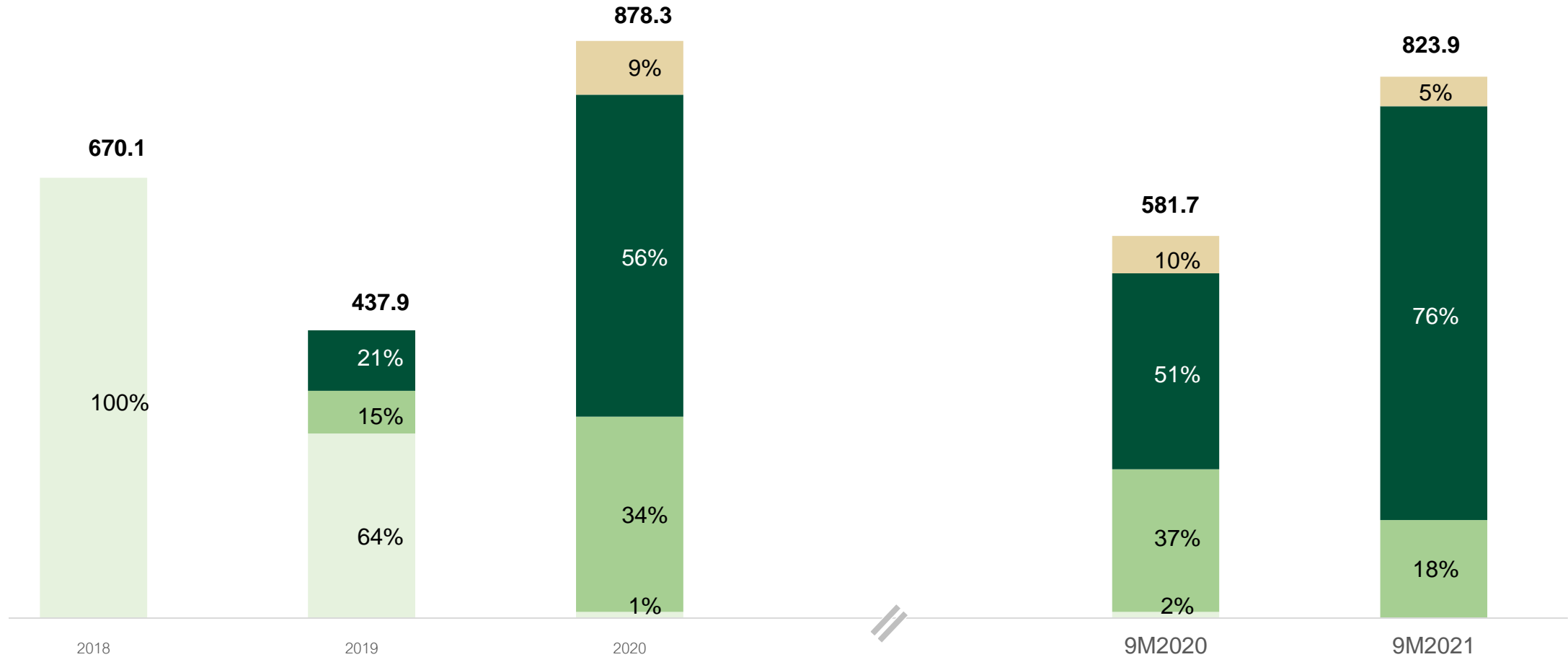
# Financial Performance



## Revenue Breakdown

(Unit : THB mm)

■ The Exclusive   
 ■ Cordiz   
 ■ Cher   
 ■ The Glamor



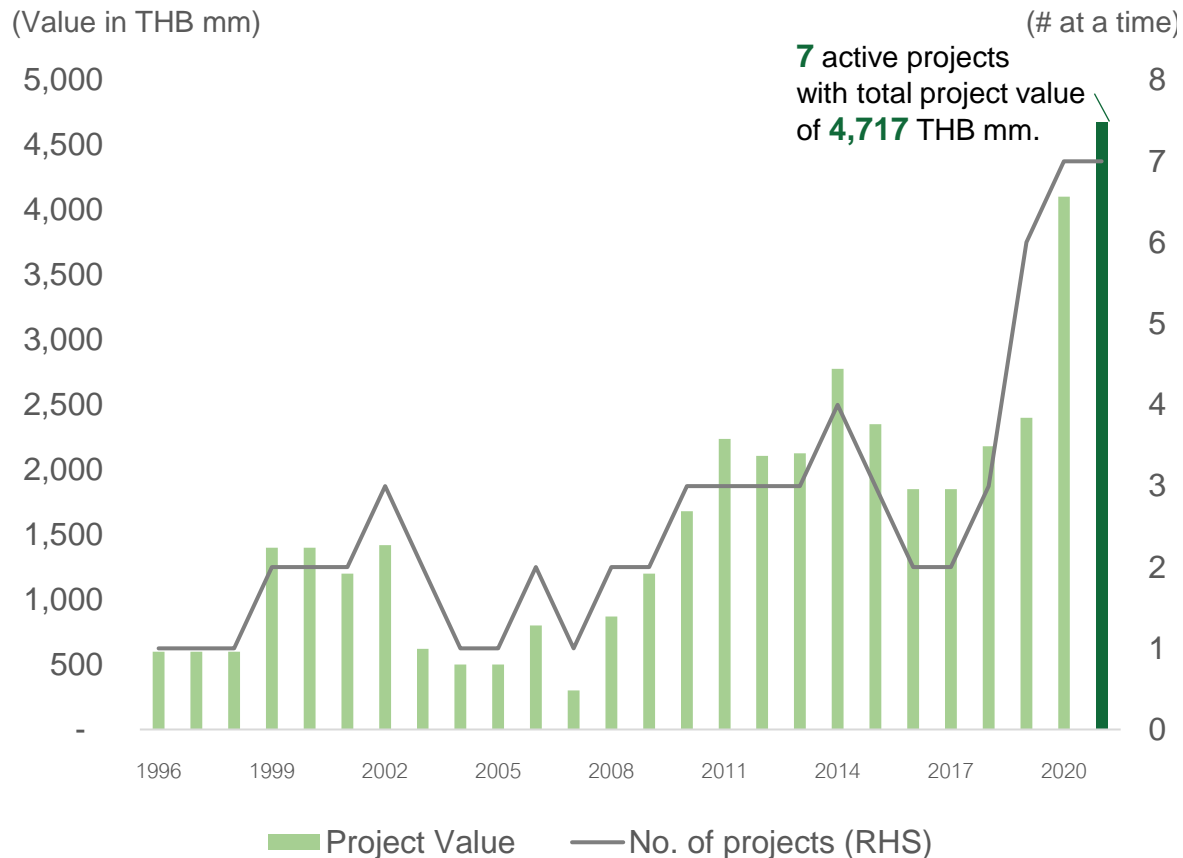
Source: Company

# Strong Proven Track Record

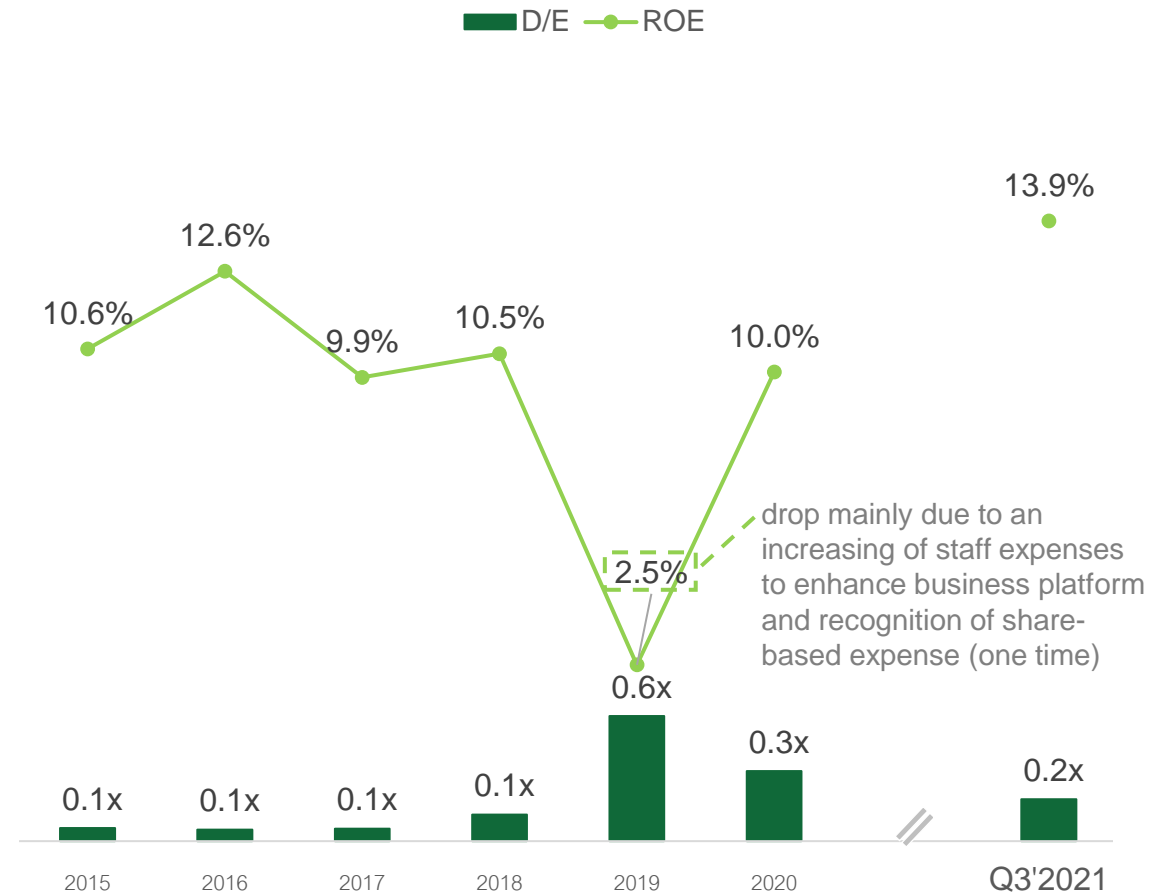


## Enhancing platform to support steady growth going forward

PEACE plans to more aggressively **launch new projects every year** with the target of closing each project within 2 - 3 years (for smaller project, i.e. < 200 units) or within 3 - 5 years (for bigger project, i.e. > 200 units)



## More Room for Debt Financing and Enhancing of RoE

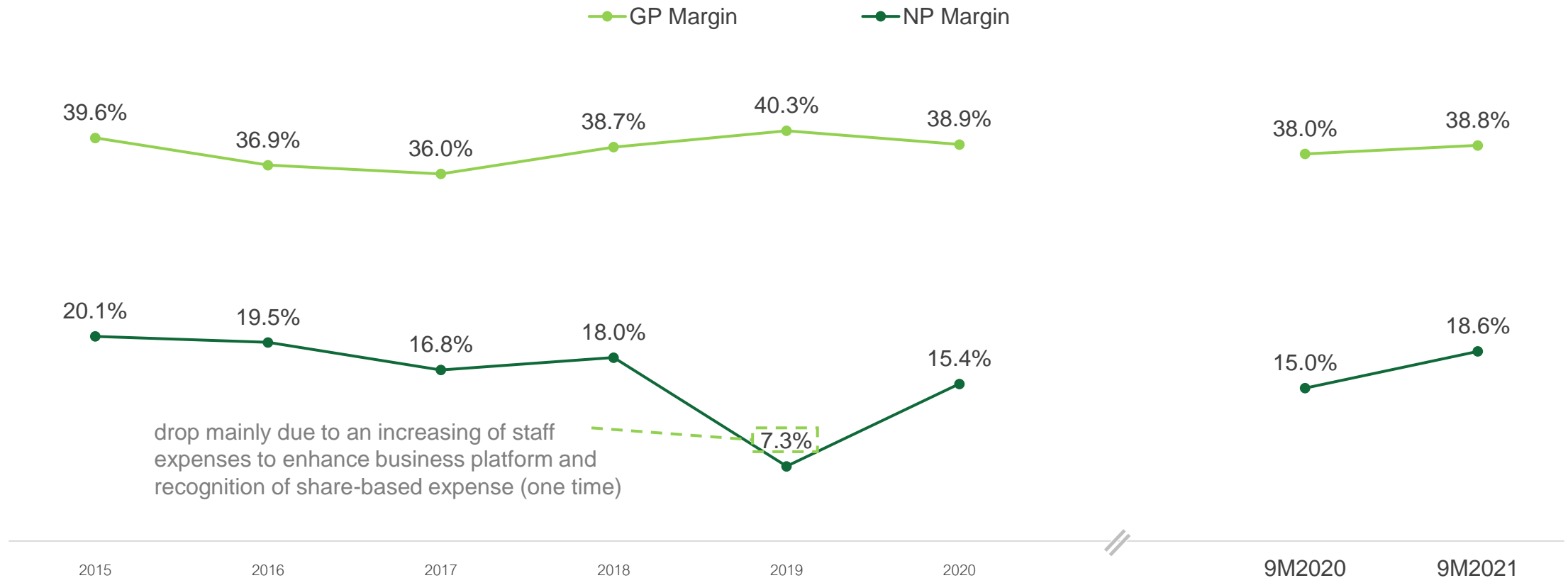


# Strong Proven Track Record



Be able to manage costs efficiently with a consistent high GP of 35 – 40%

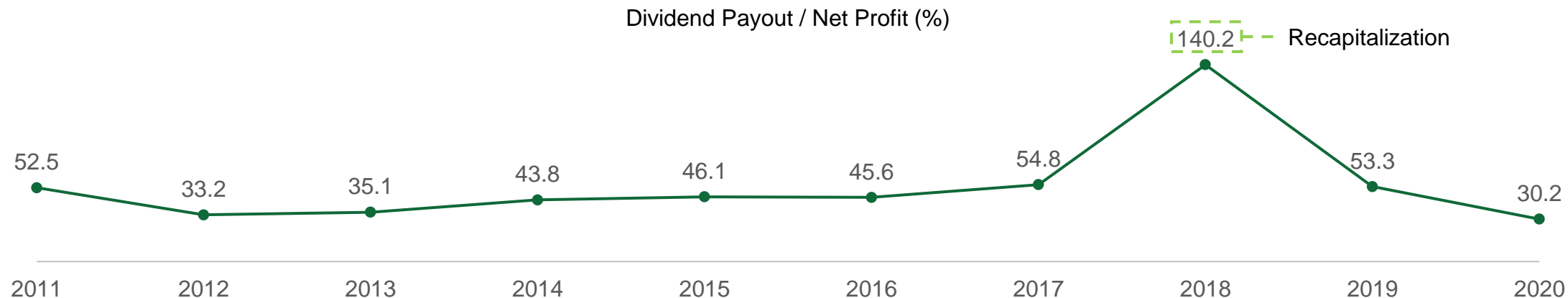
PEACE can efficiently manage its project development cost, being able to maintain its gross margin at the high range of 40 percent all the time



Remark: for the comparison purpose, 2018-2021 GP margin is calculated using total sales before adjusting selling expenses as per TFRS15 accounting standard

# Dividend Payout

**PEACE** has a policy to pay dividends at the rate of **not less than 40 percent** of the net profit after corporate income tax deduction, legal reserve and other reserves each year.



## Historical Dividend Payout

Operating Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Net Profit (THB mm)	53.29	168.79	159.59	127.8	97.27	122.79	102.26	119.87	31.51	133.71
Paid-up Capital (THB mm)	56.00	56.00	56.00	56.00	56.00	56.00	56.00	168.00	336.00	336.00
Dividend Amount (THB mm)	28.00	56.00	56.00	56.00	44.80	56.00	56.00	168.00 <sup>1</sup>	16.80	40.32
Cash Dividend per Share <sup>2</sup>	0.50	1.00	1.00	1.00	0.80	1.00	1.00	1.00	0.05	0.12
Dividend Payout / Net Profit (%)	52.54	33.18	35.09	43.82	46.06	45.61	54.76	140.16	53.32	30.15

**Note:** 1. The company announced a dividend payment of THB 168 THB mm for recapitalization objective.  
2. Cash dividend per share calculated base on adjustment par value of THB 1 each for comparison purpose.

# Investment Highlights

1

**Growing Player in Resilient Segment with Better Prospects from Economic Recovery & Government Measures**

2

**Strategic Location and Meticulous of PEACE's Current Portfolio**

3

**Strong Proven Track Record**

4

**A Highly Experienced & Committed Management and Executive Team**

# Offering Summary



<b>Issuer</b>	Peace & Living Public Company Limited (“ <b>PEACE</b> ” or the “ <b>Company</b> ”)
<b>Trading symbol</b>	<b>PEACE</b>
<b>Listing Venue</b>	Stock Exchange of Thailand (SET)
<b>Industry Group / Sector</b>	Property & Construction / Property Development
<b>Registered / Paid-up Shares</b>	420 / 336 million shares @ THB 1.00 par value
<b>Distribution</b>	Domestic Offering
<b>Offering Size</b>	Newly issued 84,000,000 shares, or 20.00% of paid-up capital post-IPO
<b>Use of IPO Proceeds</b>	I. Land acquisition for new real estate projects. II. Working capital
<b>Dividend Policy</b>	No less than 40 percent of the Company’s net profits
<b>Financial Advisor &amp; Lead Underwriter</b>	Maybank Securities (Thailand) Public Company Limited