

BRITANIA

OPPORTUNITY DAY

PERFORMANCE Q2 OF 2024

15 AUGUST 2024



Dr. Supalak Chanpitak

Chief Executive Officer
Britania Public Company Limited



Ms. Panitaporn Wongprakob

Senior Vice President of Finance and Accounting
Britania Public Company Limited



BRITANIA **OVERVIEW Q2 OF 2024**

- **BUSINESS OUTLOOK**
- **HIGHLIGHT AND PERFORMANCE**
- **STRATEGIC PLANNING**

BRITANIA MILESTONE OF SUCCESS JOURNEY



2024
BRITANIA
CRAFT
for
EVERLASTING GROWTH

BRAND SEGMENTATION

BRIGHTON

SEMI-DETACHED HOUSE
TOWNHOMES



2.5-4
MB/UNIT

BRITANNIA

DETACHED HOUSE
SEMI-DETACHED HOUSE
TOWNHOMES



4-8
MB/UNIT

GRAND BRITANNIA

DETACHED HOUSE
SEMI-DETACHED HOUSE



8-20
MB/UNIT

BELGRAVIA

PREMIUM
DETACHED HOUSE



20-50
MB/UNIT

BRANDED RESIDENCE

LUXURY VILLA

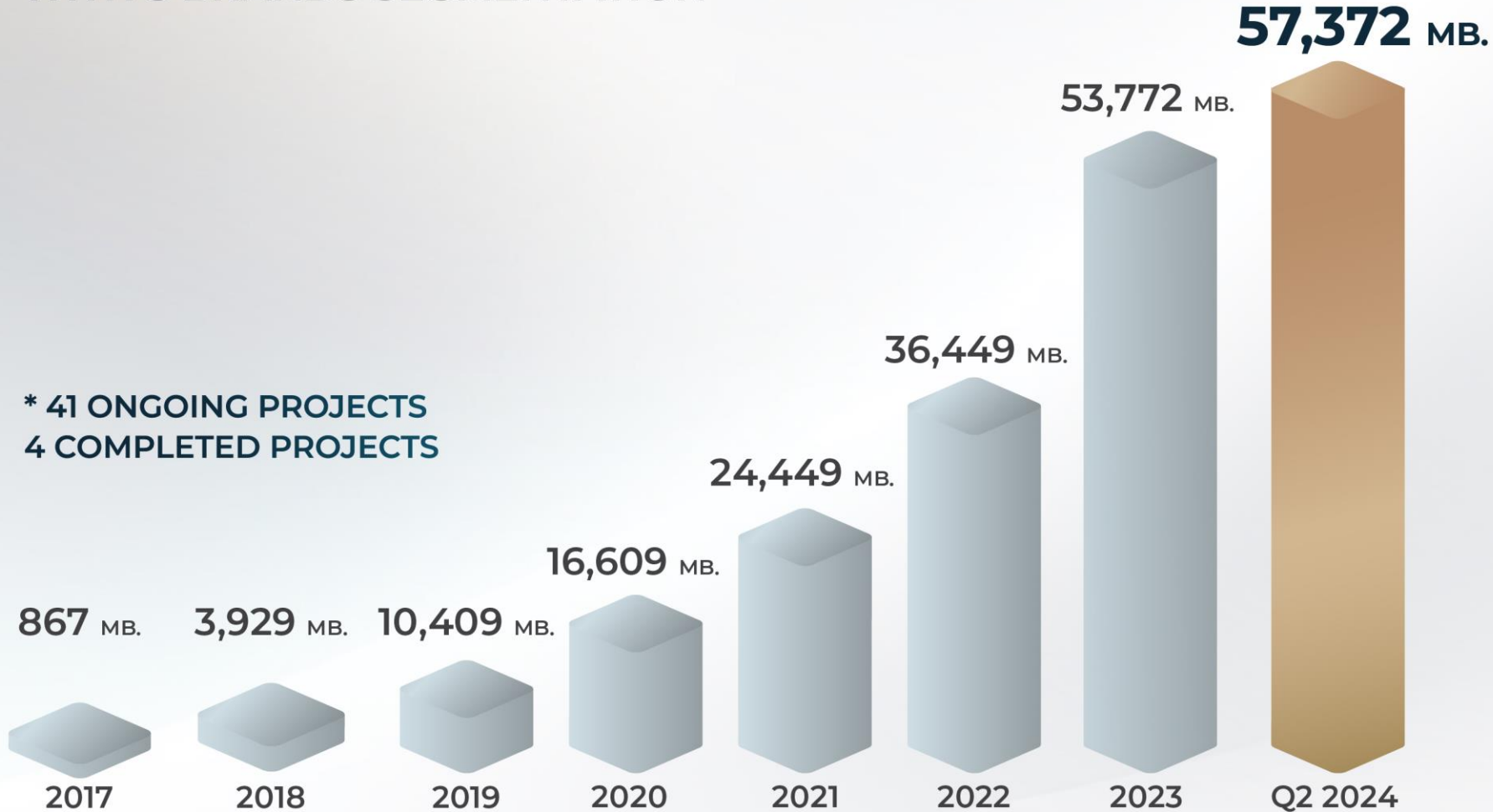


19 - 60
MB/UNIT

BRITANIA TOTAL PROJECTS

SINCE 2017, HAVE BEEN LAUNCHED 45* PROJECTS TOTAL 57,372 MB.
WITH 5 BRANDS SEGMENTATION

AS OF 30 JUNE 2024



* 41 ONGOING PROJECTS
4 COMPLETED PROJECTS

BRIGHTON (4%)

4 PROJECTS 2,500 MB.

BRITANIA (62%)

27 PROJECTS 35,475 MB.

GRAND BRITANIA (28%)

11 PROJECTS 15,897 MB.

BELGRAVIA (3%)

1 PROJECT 1,800 MB.

BRANDED RESIDENCE (3%)

2 PROJECTS 1,700 MB.



BRITANIA HIGHLIGHT Q2 OF 2024

BUSINESS PARTNER & JOINT VENTURE PROJECTS

GRAND BRITANIA
CHAIYAPHRUEK - CHAENGWATTANA

KASEM BUNDIT CO.,LTD.



123 UNITS
PROJECT VALUE 1,400 MB

PROJECT TYPE : SINGLE HOUSE

LAND SIZE : 50 - 60 SQ.WA

USABLE AREA : 190 - 255 SQ.M

PRICE RANGE : 9 - 15 MB

BRITANIA

RATCHAPHUREK 345



111 UNITS
PROJECT VALUE 650 MB

**PROJECT TYPE : SINGLE HOUSE &
SEMI DETACHED**

LAND SIZE : 35 - 50 SQ.WA

USABLE AREA : 145 - 190 SQ.M

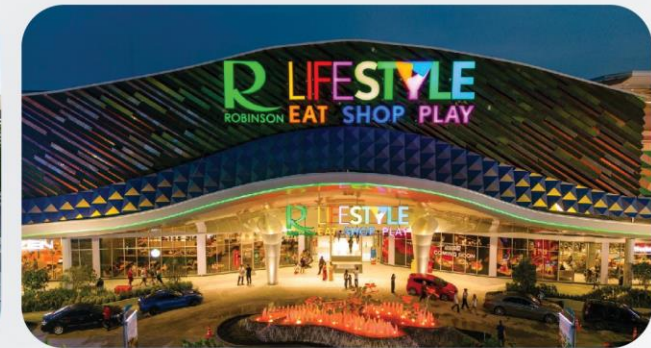
PRICE RANGE : 5 - 7 MB



ENGLISH GABLE STYLE



MAIN GATE & CLUBHOUSE LARGE SIZE
AND USABLE AREA



6.0 KM TO PAKKRED HOSPITAL
6.5 KM TO ROBINSON LIFESTYLE RATCHAPREUK

BRITANIA WESTGATE



346 UNITS
PROJECT VALUE 2,600 MB

**PROJECT TYPE : SINGLE HOUSE &
SEMI DETACHED**

LAND SIZE : 38 - 60 SQ.WA

USABLE AREA : 150 - 230 SQ.M

PRICE RANGE : 6 - 10 MB



CONNECT TO A GREAT LIFE EXPERIENCE



**NEAR VARIETY COMMUNITIES
(MALL, SCHOOL, TRANSPORTATION)**



**3.7 KM TO MRT KLONGBANGPAI
8.0 KM TO BANGYAI-KANCHANABURI MOTORWAY**

A group of four business professionals in an office setting, gathered around a table. One person is pointing at a large digital display showing a line chart with a grid. Another person is holding a tablet with a pie chart. The scene is dimly lit with a blue tint. The text 'BRITANIA FINANCIAL PERFORMANCE Q2 OF 2024' is overlaid in the center.

BRITANIA FINANCIAL PERFORMANCE Q2 OF 2024

SUMMARY OF PERFORMANCE Q2 OF 2024



PRESALE
2,000 MB.



TRANSFER
ACTIVITIES
1,005 MB.

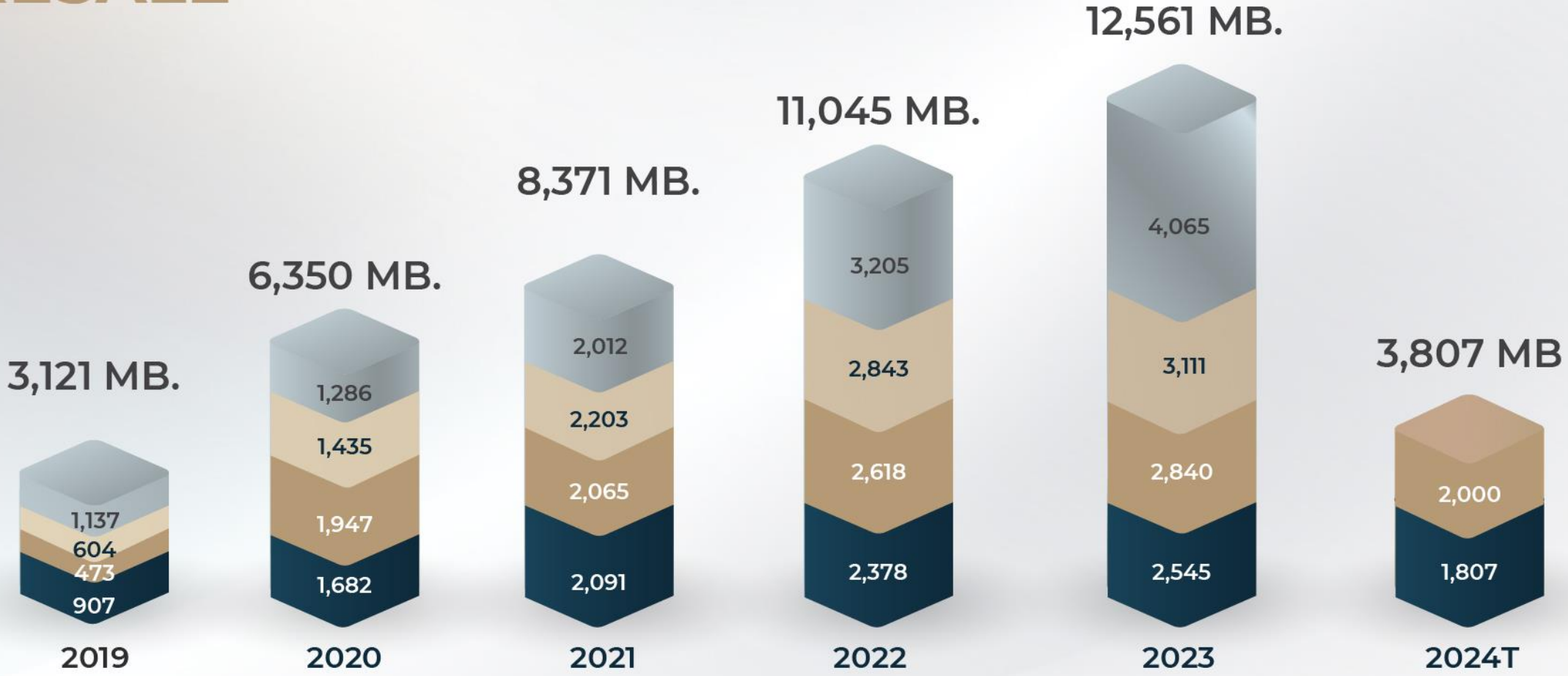


TOTAL REVENUE
1,068 MB.



NET PROFIT
206 MB.

ACCUMULATE PRESALE

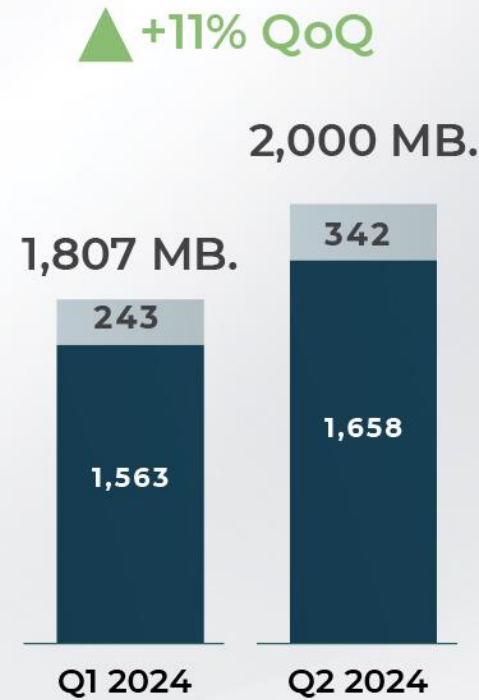
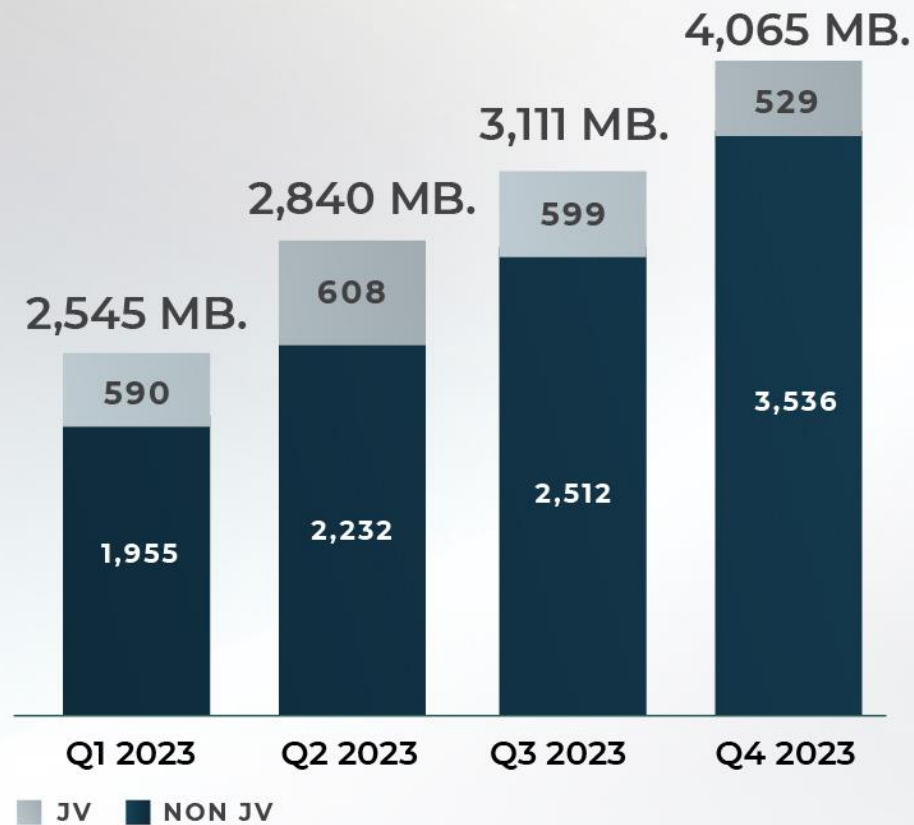


■ Q1 ■ Q2 ■ Q3 ■ Q4

KEY FINANCIAL PERFORMANCE

BRITANIA FINANCIAL PERFORMANCE Q2 OF 2024

PRESALE Q2'2024 = 2,000 MB. (+11% QoQ)
 NON - JV = 1,658 MB. / JV = 342 MB.



BRIGHTON (3%)

74 MB

BRITANIA (48%)

964 MB

GRAND BRITANIA (29%)

573 MB

BELGRAVIA (2%)

31 MB

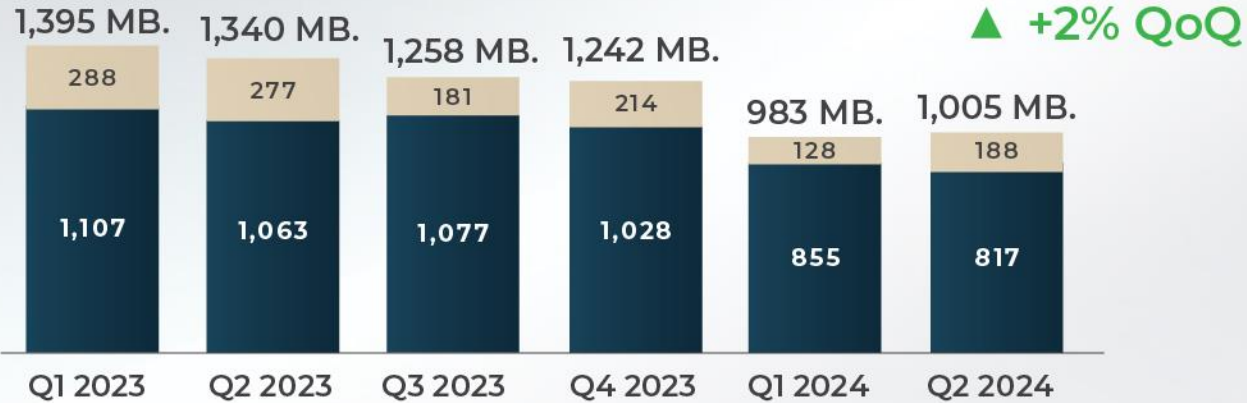
BRANDED RESIDENCE (18%)

358 MB

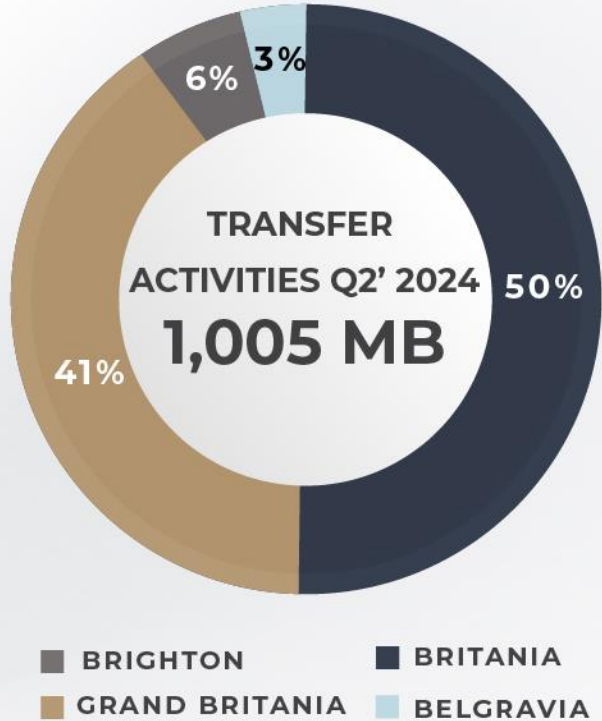
KEY FINANCIAL PERFORMANCE

TRANSFER ACTIVITIES

Q2' 2024 = 1,005 MB (+2% QoQ) ▲ NON-JV
NON-JV = 817 MB. / JV = 188 MB ▲ JV

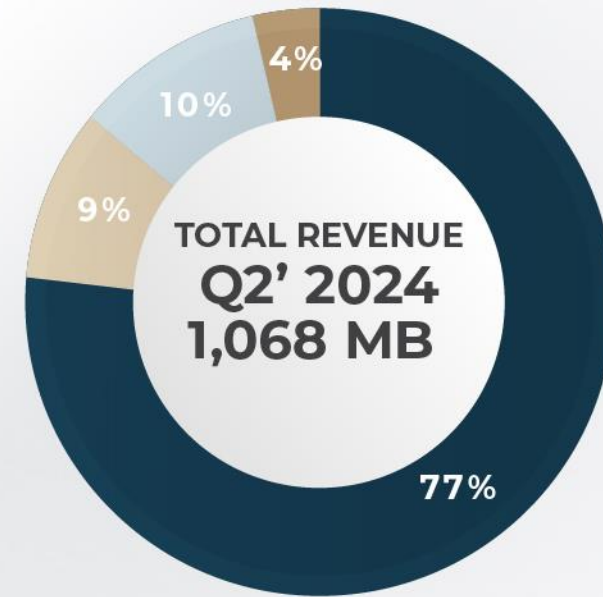
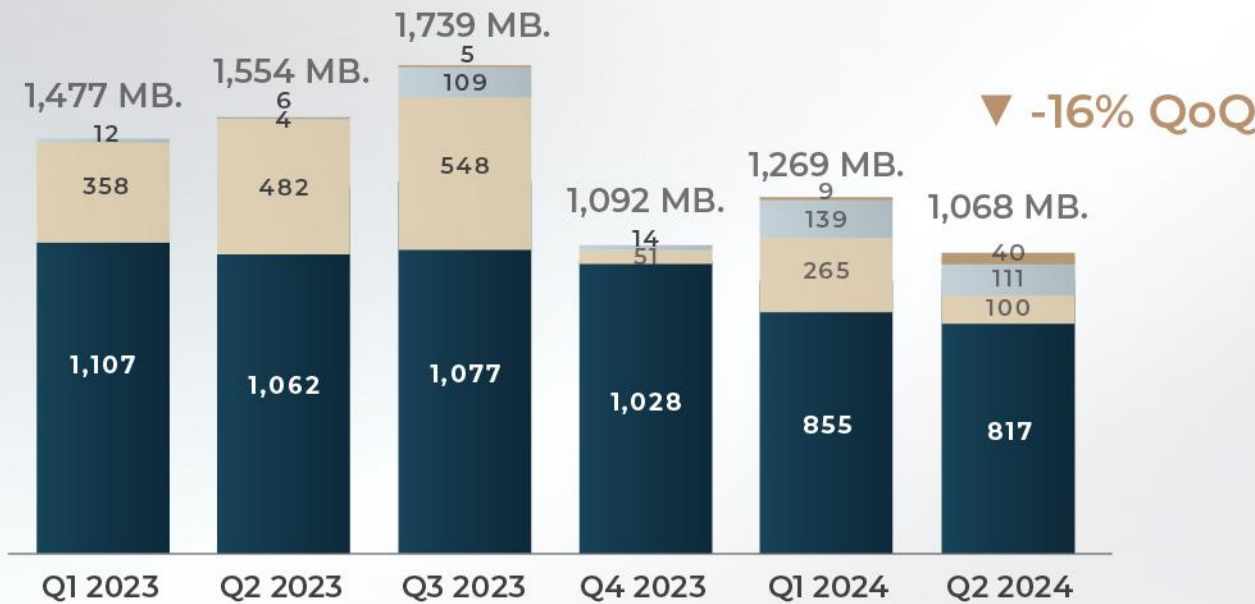


TRANSFER ACTIVITIES = TRANSFER FROM OWN PROJECT + TRANSFER UNDER JV PROJECT



KEY FINANCIAL PERFORMANCE

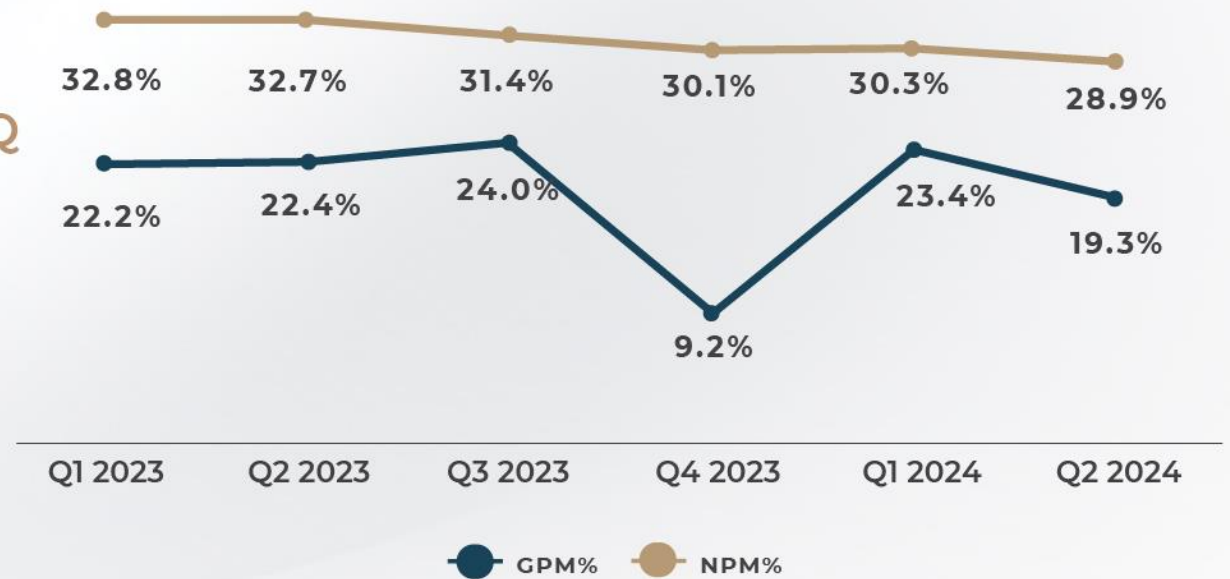
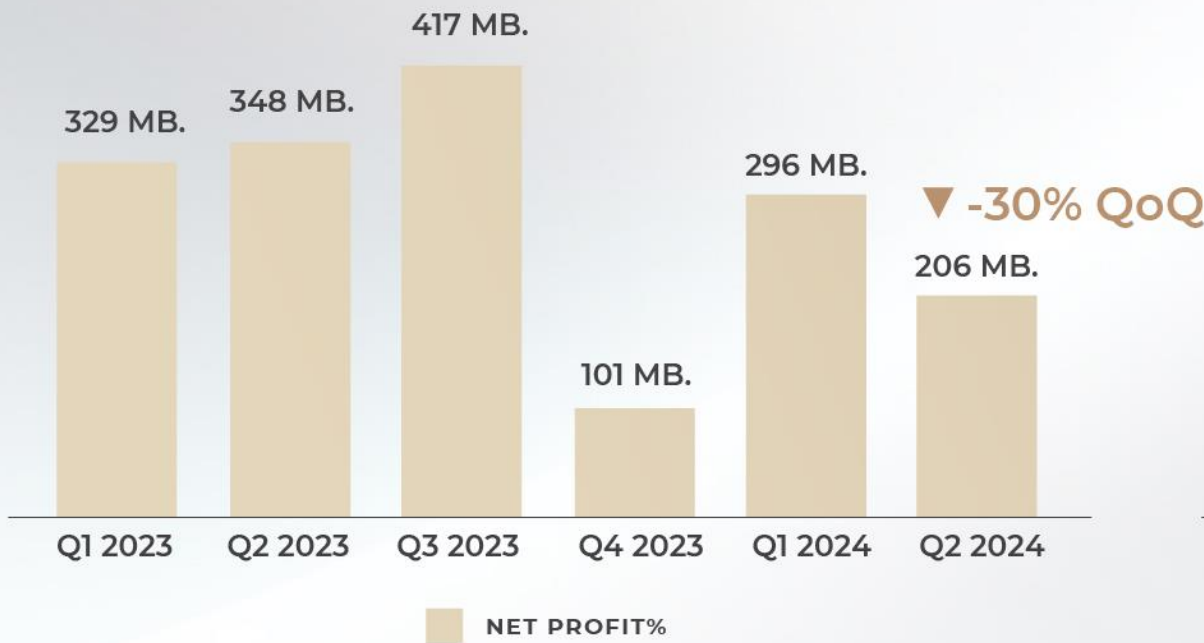
TOTAL REVENUES Q2' 2024 = 1,068 MB (-16% QoQ)



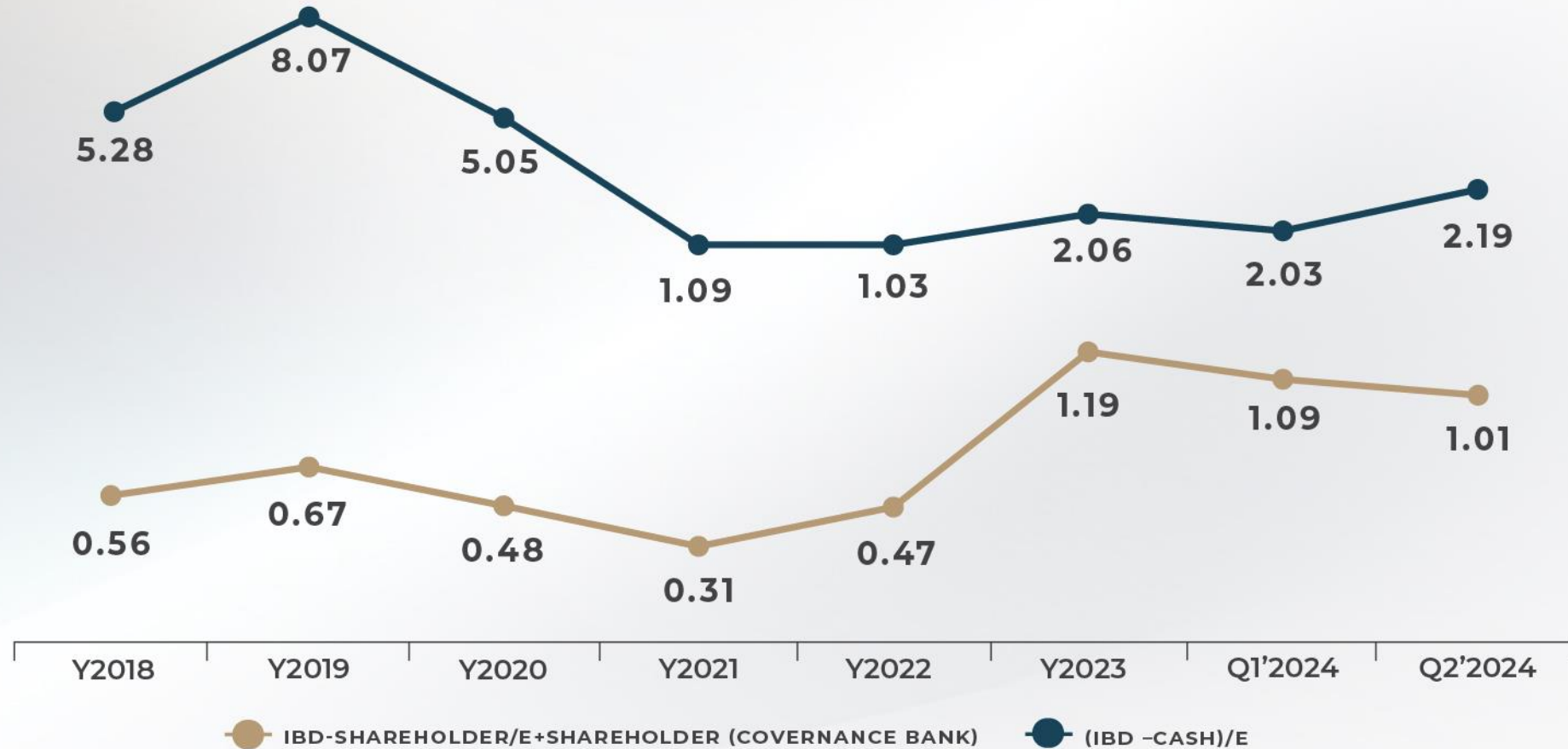
■ REV. FROM SALES ■ REV. FROM PREMIUM SHARE
■ REV. FROM PROJECT MGT ■ OTHER INCOME

KEY FINANCIAL PERFORMANCE

NET PROFIT Q2' 2024 = 206 MB (-30% QoQ)

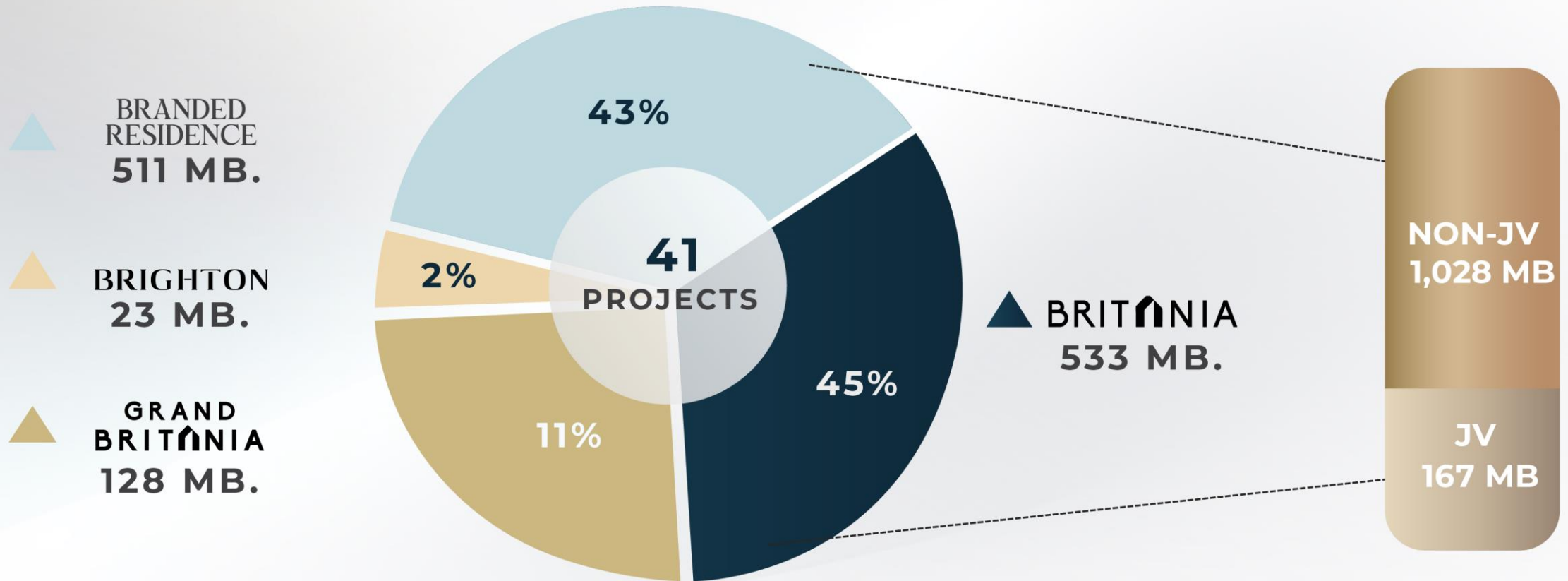


BRITANIA'S IBD/E RATIO



TOTAL BACKLOG AS OF Q2 2024 = 1,195 MB

NON-JV = 1,028 MB / 34 PROJECTS JV = 167 MB / 7 PROJECTS





BRITANIA STRATEGIC PLANNING

GRAND
BRITANIA
CLUB

ปัจจัยเสี่ยง กระทบอสังหาฯ



เศรษฐกิจซบเซา



กำลังซื้อที่ยังไม่ฟื้นตัว



สถาบันการเงิน
เพิ่มงวดการปล่อยสินเชื่อ



ดอกเบี้ยทรงตัวระดับสูง

BRITANIA BUSINESS DIRECTION 2024

BRITANIA BUSINESS
DIRECTION 2024



LAUNCH
7 PROJECTS
10,000 MB

PRESALES
8,000 MB

TRANSFER
6,000 MB

BRITANIA CHALLENGING MODE



INCREASING REVENUE

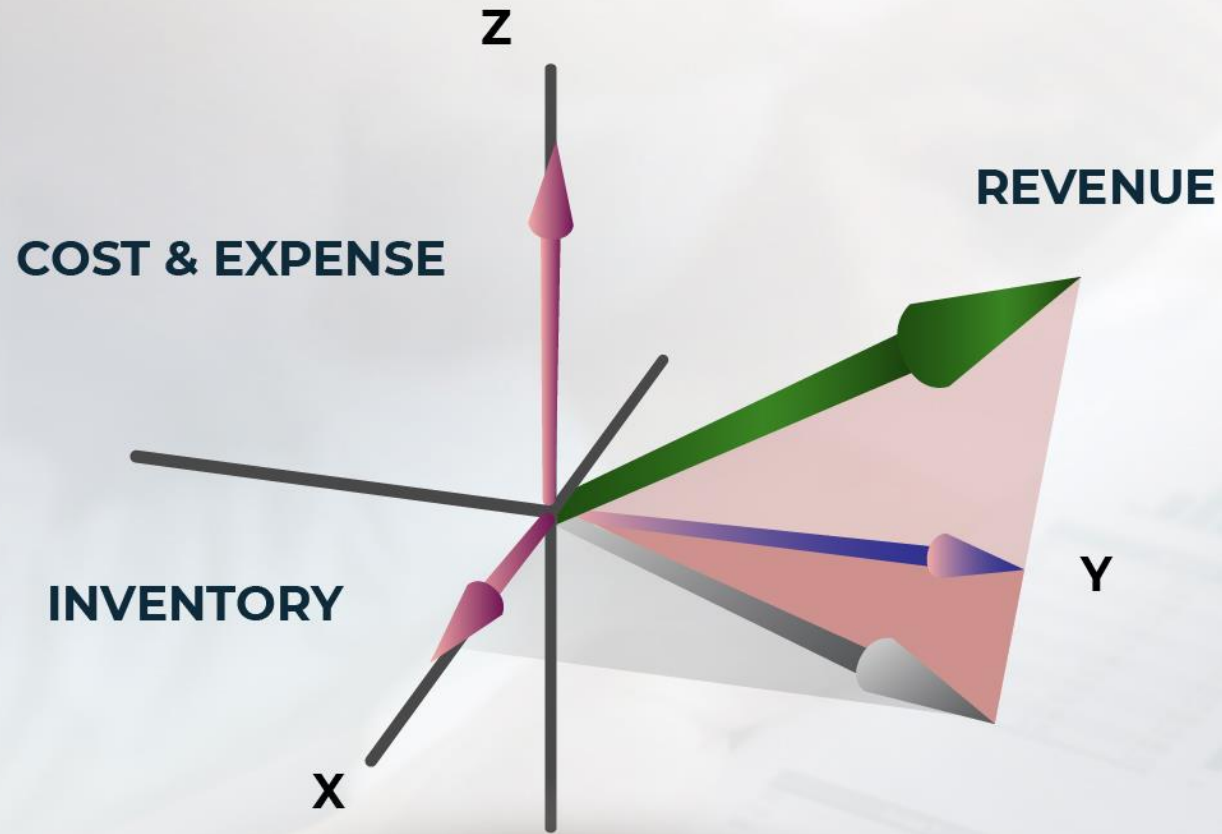
- TURN INVENTORY TO CASH
- DOUBLE ENERGY
(FRONT + BACK)

REDUCING COST & EXPENSE

- LESS IS MORE
- SAVE AND SOUND



BRITANIA STRATEGY FOR 2H 2024



3 DIMENSIONS STRATEGY

- DOUBLE
- DETAILING
- DAILY

BRITANIA

3 DIMENSIONS STRATEGY



DOUBLE
(INCREASE REVENUE)

- INCREASE ACCESS TO POTENTIAL CUSTOMERS + FOLLOW UP
- BUILD STRONG RELATIONSHIPS WITH CUSTOMERS BY COMMUNICATING REGULARLY AND PROVIDING THE BEST SERVICE SINCE PRESALE TO TRANSFER
- OFFER PRIVILEGES, PROMOTIONS AND INCENTIVES TO STIMULATE PURCHASE DECISIONS
- **DOUBLE RESULTS WITH SAME WORKING HOURS**

BRITANIA

3 DIMENSIONS STRATEGY



DETAILING (DETAILED WORKING)

- FOCUS ON PROVIDING COMPLETE AND ACCURATE INFORMATION ABOUT THE PROJECT TO CUSTOMERS
- PRESENT THE OVERALL OF THE PROJECT, STRENGTHS, SELLING POINTS, AND VALUE WITH DETAILS, REFERENCES, AND OTHER INSIGHTS
- OBSERVE CUSTOMERS CAREFULLY, METICULOUSLY, AND ANSWER CUSTOMERS' QUESTIONS CLEARLY AND ENTHUSIASTICALLY TO BUILD CONFIDENCE IN THEIR PURCHASING DECISIONS
- WORKING IN DETAIL IS OUR COMPETITIVE ADVANTAGE

BRITANIA 3 DIMENSIONS STRATEGY



DAILY
(GOALS SETTING
& MONITORING)

- SET DAILY GOALS
- REPORT AND TRACK SUPPORT DAILY AND IMMEDIATE
- MAKE EVERY DAY AN OPPORTUNITY

PROJECT LAUNCH 2024

1H

BRANDED JV
RESIDENCE VILLA
KHAO YAI

PROJECT VALUE

350 MB.

BRITANIA
WESTGATE

PROJECT VALUE

2,600 MB.

BRITANIA
RATCHAPHRUEK 345

PROJECT VALUE

650 MB.

2H

BELGRAVIA
RATCHAPHRUEK NAKORN-IN

PROJECT VALUE

1,300 MB.

GRAND JV
BRITANIA
RAMA 9 - MOTORWAY

PROJECT VALUE

1,550 MB.

BELGRAVIA
PUTTHAMONTHON SAI 3

PROJECT VALUE

2,100 MB.

BRITANIA
PRACHAUTID 90

PROJECT VALUE

1,450 MB.

BELGRAVIA EXCLUSIVE **RATCHAPHRUEK-RAMA 5**



35 UNITS
PROJECT VALUE 1,300 MB

PROJECT TYPE : LUXURY SINGLE HOUSE

LAND SIZE : 81 - 100 SQ.WA

USABLE AREA : 400 - 500 SQ.M

PRICE RANGE : 30 - 50 MB



**ULTIMATE LUXURY WITH LARGE LAND SIZE
AND USABLE AREA**



**EXTREMELY PRIVACY
FULLY FACILITIES**



**5.9 KM TO THE WALK RATCHAPHRUEK
7.1 KM TO CENTRAL WESTGATE
9.5 KM TO THE CRYSTAL RATCHAPHRUEK**

BELGRAVIA EXCLUSIVE

PINKLAO-BOROMRATCHACHONNANI



66 UNITS
PROJECT VALUE 2,100 MB

PROJECT TYPE : LUXURY SINGLE HOUSE

LAND SIZE : 81 - 100 SQ.WA

USABLE AREA : 400 - 600 SQ.M

PRICE RANGE : 30 - 50 MB



TIMELESS ELEGANCE STYLE



LARGE AREA
PRIME LOCATION
AIR CRAFTING



0.1 KM TO FOOD MARKET SAI SAM
6.5 KM TO GOLDEN JUBILEE MEDICAL CENTER
6.7 KM TO MAHIDOL UNIVERSITY

GRAND BRITANIA

RAMA 9 - MOTORWAY



128 UNITS
PROJECT VALUE 1,550 MB

PROJECT TYPE : SINGLE HOUSE

LAND SIZE : 56 - 72 SQ.WA

USABLE AREA : 220 - 290 SQ.M

PRICE RANGE : 12 - 20 MB



LARGE USABLE AREA



6 KM TO SI RAT EXPRESSWAY
6.2 KM TO AIRPORT RAIL LINK STATION
8.6 KM TO SUVARNABHUMI AIRPORT



5.5 KM TO TRIAMUDOMSUKSANOMKLAO SCHOOL
6 KM TO KASEM BUNDIT UNIVERSITY
6.6 KM TO KASEMRAD HOSPITAL RAMKHAMHAENG

BRITANIA

PRACHAUTID 90



202 UNITS
PROJECT VALUE 1,450 MB

PROJECT TYPE : SINGLE HOUSE

LAND SIZE : 50 - 53 SQ.WA

USABLE AREA : 170 - 220 SQ.M

PRICE RANGE : 7 - 10 MB



ENDLESS HAPPINESS LIVING
WITH NATURE NORWICH STYLE



6.0 KM TO KANCHANAPISEK ROAD
8.0 KM TO MOTORWAY NO. 9



0.3 KM TO SARASAS WITAED SUKSA SCHOOL
2.0 KM TO BIG C PRACHAUTID
7.0 KM TO KING MONGKUT'S UNIVERSITY OF
TECHNOLOGY THONBURI
8.0 KM TO BANGPAKOK 3 HOSPITAL

BETTER
LOCATION
BETTER *Life*

BRITANIA

คิดสรร 10 ทำเล

น่าอยู่

บนแนวคิด “ชีวิตดี เริ่มต้นที่ทำเล”

HIGH POTENTIAL
OF FUTURE
DEVELOPMENT

ทำเลที่มาพร้อมโอกาสสามารถเติบโต
และมีมูลค่าได้ในอนาคต

CONTAIN OF
INFRASTRUCTURE
& FACILITIES

ทำเลที่ให้ความสุขและความสะดวก
ทุกแง่มุมในการอยู่อาศัย

PRIME LOCATION
CONNECTING
ALL DESTINATION

ทำเลศักยภาพ ตอบโจทย์
ทุกการใช้ชีวิตอย่างสมบูรณ์แบบ

กว่า **41**
โครงการ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ



บ้านเดี่ยว 3 ห้องนอน - 2 ห้องน้ำ

บริทิเนียพร้อมเดินทางหน้าส่งมอบบ้านบนทำเล
ที่จะทำให้ลูกบ้านมีความสุขกับการใช้ชีวิตในทุกวัน

THANK YOU FOR YOUR ATTENTION

CONTACT INFORMATION

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