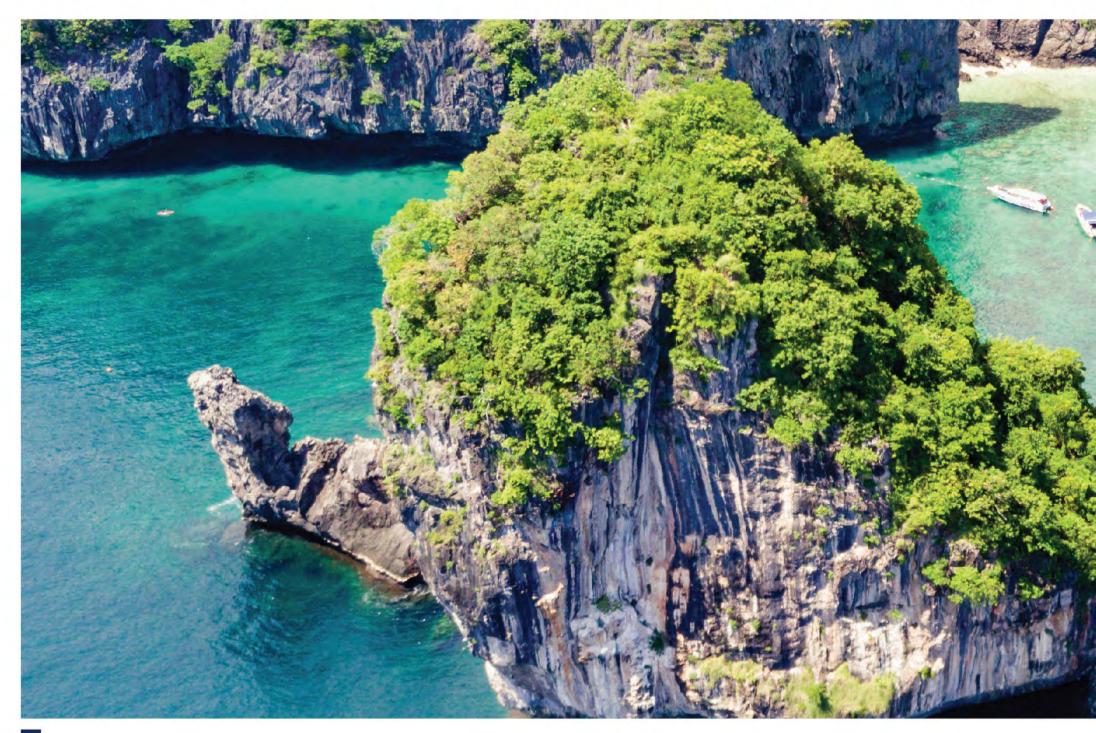


# **COMPANY PROFILE**

APEX DEVELOPMENT PUBLIC COMPANY LIMITED





### GENERAL INFORMATION

<b>Company Name</b>	
Symbol:	
<b>Registration Nur</b>	nber:
Head Office Add	ress:

### Nature of Business: Home Page:

### APEX 0107536001117 18th Floor, Unit A Tonson Tower 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330 Property Development www.apexpcl.com

APEX DEVELOPMENT PUBLIC COMPANY LIMITED

Securities in Focus

Registered Capital: Common Stock: 2,249,887,500 Baht 4,499,775,000 Shares (par value 0.50 Baht per share)



### **Company Background**

The original name was **Suntec Group Public Company Limited** which had successfully completed its rehabilitation plan under the Bankruptcy Act and was legally permitted to operate its business again from 30thApril, 2007 onwards. In late 2007 the new investor group led by **Mr. Pongphan Sampawakoop** took over the company and acquired the increased shares of paid-up capital to obtain 78% of the total shares. The company's name was later changed to **Apex Development Public Company Limited**, with "**APE**×" being its new symbol in the Stock Exchange of Thailand (SET). The new business objective is to engage actively in **Property Development**. Hence forth Apex started to develop the new seaside resort project named "White Sand Beach", Pattaya on approximately 30 rai of land area with a project value of 3,500 million Baht. It consists of:

- 1. Mövenpick Hotel (North Tower), 34 floors, 264 units with facilities
- 2. Mövenpick Residences (South Tower), 37 floors Condominium, 196 units
- 3. Mövenpick Pool Villas, 34 Villas with land

And by year end of 2015, the company has completed the construction and transferred the Mövenpick Hotel and some of condo-units and pool villas to the buyers, thus realized the net profit to the company. Apex earned its net operating profit from its core business based on its audited financial statements for the year 2015 and 2016. **The Stock Exchange of Thailand (SET) and The Securities and Exchange Commission (SEC)** have approved Apex to resume trading in the Stock Exchange of Thailand in the Property Development Sector starting from the **27**<sup>th</sup> March, 2017 onwards.

The Year 2017 has proven to be a successful year as our Management was able to bring the company's stock to resume trading in the SET. This also enabled the company to expand its development of property projects in accordance to the company's 5-year Business Plan (2020-2024), which supports and is in line with the strong and steady growth of the Thailand's tourism industry. The company's mix- used development such as hotel and branded-residence projects are always located in prime locations that have the highest popularity with tourism to generate good revenue and profit both short-term and long-term on a continuous basis.



Mr. Pongphan Sampawakoop Chairman of the Board of Directors

#### **Past Experiences**

- Former President of Thailand Condominium Association
- Former Director of the National Housing Authority



Dr. Sathit Limpongpan Company Advisor

#### **Current Position**

· Senator of the Thai Parliament

#### **Past Experience**

- · Former Permanent Secretary, Ministry of Finance
- · Former Chairman of Krung Thai Bank PCL
- Former Chairman of The Stock Exchange of Thailand

# Structure of the Company Group

### APEX DEVELOPMENT PUBLIC COMPANY LIMITED

Grand Bay Hotel Co., Ltd.Registered Capital500,000,000.00 BahtPaid-up Capital468,890,000.00 BahtCompany Proportion of Shareholder 100%

Apex Krabi Development Co., Ltd.Registered Capital232,000,000.00 BahtPaid-up Capital232,000,000.00 BahtCompany Proportion of Shareholder 100%

Apex Asset Co., Ltd.Registered Capital 1,000,000.00 BahtPaid-up Capital 1,000,000.00 BahtCompany Proportion of Shareholder 100%



#### **Company's Registered Capital Detail**

2,249,887,500 Baht
0.50 Baht per Share
4,499,775,000 Shares
3,999,800,000 Shares
499,975,000 Shares
1,999,900,000 Baht

### **BUSINESS PLAN** 2020 - 2024

 $(\mathbf{S})$ 

- Development projects for hotels and residences in prime tourism areas of Thailand
  - Bangkok Pattava Phuket
- Select international 4 to 5-star hotel chains that are suitable for our project

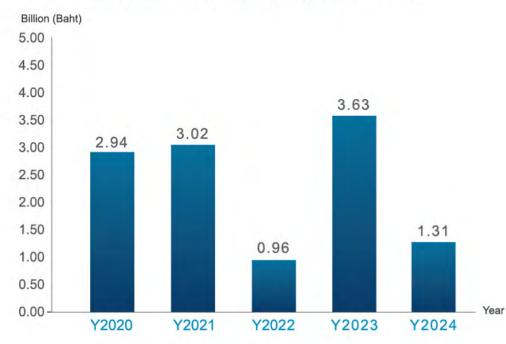
MÖVENPICK



Club Med 4?

Krabi

### **Total Revenue Forecasting from 2020-2024**







ORGANIZATION CHART



## **BOARD OF DIRECTORS**

- 01. Mr. Pongphan Sampawakoop Chairman of the Board of Directors Chief Executive Officer
- 02. Mr. Prakai Cholahan Director
- 03. Mr. Pansuagn Xumsai Na Ayudhya Director
- 04. Mr. Padoongpun Jantaro Director Chairman of the Audit Committee
- 05. Mr. Chalit Satidthong Director/Audit Committee
- 06. Mr. Siripong Silpakul Director/Audit Committee
- 07. Mr. Chatchawan Triamvichamkul Director/Audit Committee
- 08. Mr. Virat Lertsumpuncharoen Director/Audit Committee
- 09. Mrs. Orawan Lekrungruangkit Director/Audit Committee







03



07



08







### APEX PHILOSOPHY





With our guiding principle of "Enhancing Value", our residences encompass the key ingredients of prime location, spectacular view, high quality development, special holiday privileges, and 5-star hotel chains rental management to provide a good rental return for our investorbuyers and a good appreciation of its property value in the future.

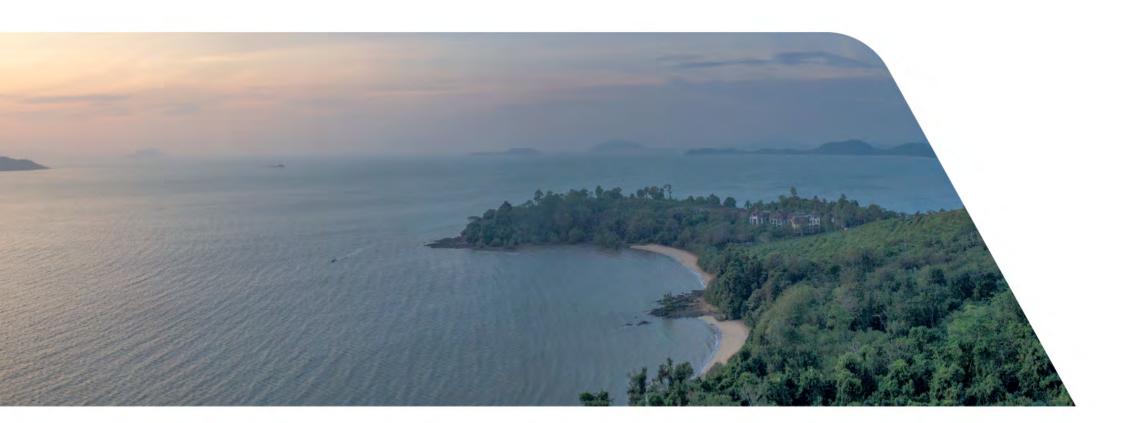


### **Value for Investor-Buyers**

Create value for our investor-buyers by providing the short-term and long-term return of their investments.

• Short-term return with rental management program professionally managed by the suitable international hotel chain which will generate good and steady rental-return for our buyers.

• Long-term return on their investment by enhancing appreciation of property future value due to good standard of services and upkeep for its future best resell value.





### Value for Shareholders

The company endeavors to deliver the best value to our shareholders by developing property projects in prime tourism areas with high growth rate in Thailand's tourism industry. This ensures the continuing corporate revenue and profitability which will be reflected in the increased share price and generate good and steady return to pay out dividends to our shareholders.



### **Value for Communities**

Apex strives to be a part of communities in rehabilitating and developing the surrounding environment in order to sustain the beautiful natural surrounding and co-exist with our projects. We plan to launch the Coral Reef Conservation Project to help conserve coral reefs around Andaman's coast. Our CSR projects are conducted in cooperation with Government Agencies, communities and other organizations.





# PROJECTS PIPELINE HOTELS AND RESIDENCES











### **Movenpick Residences & Pool Villas**

Brand		:	MÖVENPICK			
	Location	:	Na Jomtien, Pattaya			
	Area	:	29.5 Rais			
	Hotel	:	264 Keys			
	Residences	:	196 Units			
	Pool Villa	:	34 Villas			
	Completion	and	Opening Data : Mid 201			

Completion and Opening Date : Mid 2016













### Four Points by Sheraton Pattaya, Jomtien Beach

Brand	FOUR* POINTS By SHERATON				
Location	: Jomtien Beach, Pattaya				
Area	: 6.1 Rais				
Hotel	: 306 Keys				
Renovation Period : Q2/2020-Q3/2021					
Project Va	lue : Est. 1,989 Million Baht				





# **Jomtien Bay Residences**



### **Jomtien Bay Residences**

Location: Jomtien Beach, PattayaArea: 4 RaisResidences: 341 UnitsConstructionPeriod : Q4/2020-Q3/2023Project Value: Est. 2,636 Million Baht





PHUKET GRAND BAY THE RESIDENCES











### Sheraton Phuket Grand Bay Hotel and Residences

	Brand	:	Sherato	on	
	Location	:	Po Bay, Phuket		
	Area	:	66 Rais		
	Hotel	:	183 Keys		
	Residences	;	107 Units		
<b>Construction Period</b>			eriod	: Q2/2018-Q3/2021	
	Project Value - Hotel			: Est. 2,562 Million Baht	
Project Value - Residences			Residences	: Est. 2,240 Million Baht	





# Sheraton<sup>®</sup>

PHUKET GRAND BAY THE RESIDENCES





Winner of 5 Thailand Property Awards 2018 and 2 International Awards 2018















### **Club Med Krabi Resort and Residences**

Brand	:	<b>Club Me</b>	9	d Y?
Location	:	Yao Beach,	K	irabi
Area	;	105 Rais		
Hotel	:	246 Keys		
Residences	:	64 Units		
Construction	P	eriod	÷	Q3/2020-Q2/2023
Project Value - Hotel			:	Est. 2,952 Million Baht
Project Value - Residences			:	Est. 1,398 Million Baht





















### Sheraton Krabi Resort and Residences

Brand	:	Sherato		า
Location	:	Yao Beach,	K	irabi
Area	:	75 Rais		
Hotel	:	196 Keys		
Residences	:	98 Units		
<b>Construction Period</b>			:	Q1/2021-Q4/2023
Project Value - Hotel			:	Est. 2,313 Million Baht
Project Value	e -	Residences	:	Est. 1,872 Million Baht







Sheraton<sup>®</sup> KRABI YAO BEACH

THE RESIDENCES







APEX DEVELOPMENT PUBLIC COMPANY LIMITED 18th Floor, Unit A Tonson Tower, 900 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330 Tel: (662) 636 2465 Fax: (662) 636 2471 www.apexpcl.com