



COMPANY PROFILE

APEX DEVELOPMENT PUBLIC COMPANY LIMITED



GENERAL INFORMATION

Company Name:	Apex Development Public Company Limited
Symbol:	APEX
Registration Number:	0107536001117
Head Office Address:	10/53, 2nd Floor, The Trendy Building, Soi Sukhumvit 13, Sukhumvit Road, Klongtoey Nue, Wattana, Bangkok 10110
Nature of Business:	Property Development
Home Page:	www.apexpcl.com

Securities in Focus

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



ABOUT APEX

Apex Development Public Company Limited (APEX) is a property development company specializing in mixed-use development that synchronize with the bright and booming growth of Thailand's tourism industry. The company plans to develop its business in the categories of residential properties, commercial buildings, hotels, retirement and medical care resorts, and shopping complex.

The main emphasis will be placed on enhancing value of the business to achieve sustainable business growth by developing high quality projects featuring unique attributes, outstanding design and creative concepts to fulfill the needs and satisfaction of our customers.

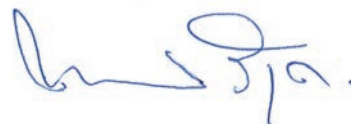
MESSAGE FROM CHAIRMAN

The Year 2017 have proven to be a successful year as the company's Management Team were able to bring the company's stock to resume trading in the Stock Market of Thailand in the late March. This enabled the company to expand its development of property projects in accordance to the company's business plan, which is uniquely different from other property development companies because our 5 year business plan (2017-2021) focus on property development 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 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. Thus, the year 2017 is the year of expansion and searching of prime location for our projects in Pattaya, Phuket, Krabi, and Bangkok whereby the company was able to expand Hotel and Residences projects up to 6 development projects by using Branding of International Hotel Chain that is suitable and beautiful for each project location.

I am confident in the success of the operation, which will result in good reputation of the company and good stable return of investment.

Finally, on behalf of the company, I wish to thank all our buyers that have given their confidence in our company's projects, our shareholders that have invested and supported the company's operation, our directors, management, and employees that have diligently worked together to achieve good continuous performance.

Yours Truly,



(Pongphan Sampawakoop)
Chairman of the Board of Directors



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

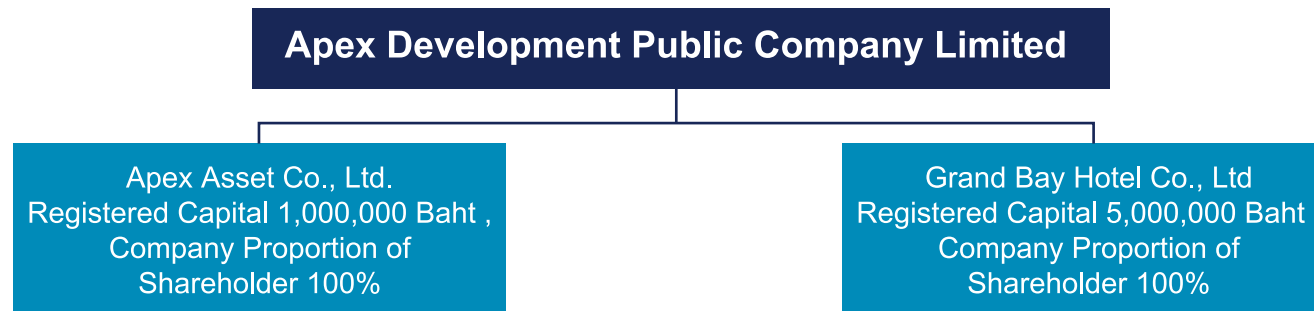
Current Position

- Chairman of the National Reform Steering Assembly (NRSA) Committee on Economics Reform

Past Experience

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

Shareholders Structure of the Company Group



Increase (decrease) of the Company's registered capital in the past 3 years

Registered Capital	2,249,887,500 Baht
Par value	0.50 Baht per Share
Common Stock	4,499,775,000 Shares
Paid-up Stock	3,999,800,000 Shares
Warrant	499,975,000 Shares
Paid-up Capital	1,999,900,000 Baht

BUSINESS PLAN 2018 - 2021

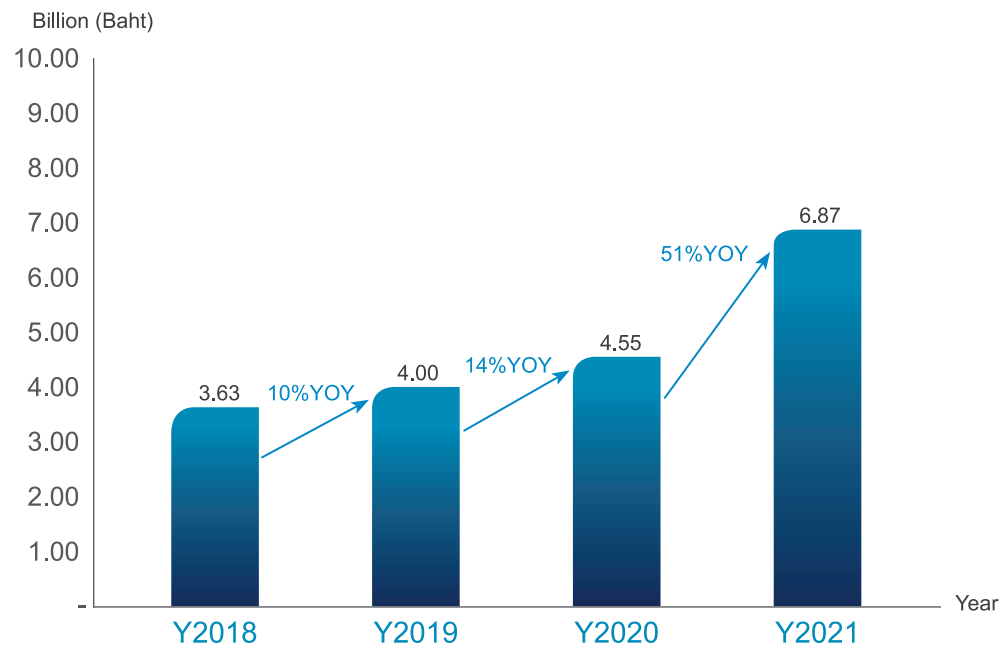
- Development projects for hotels and residences in prime tourism areas of Thailand

■ Bangkok ■ Pattaya ■ Phuket ■ Krabi

- Select international 4 to 5-star hotel chains that are suitable for our project



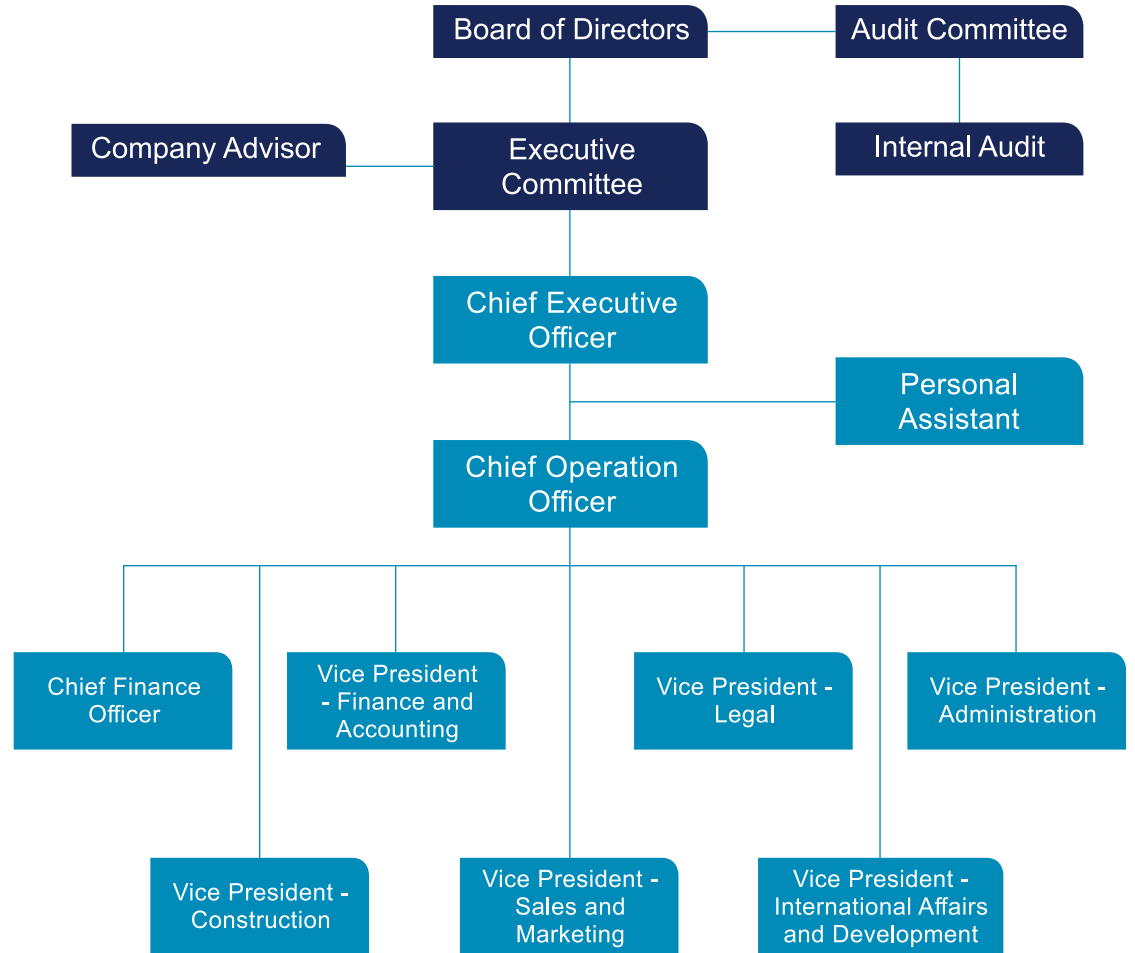
Estimated Total Project Value Y2018-2021



Estimated total 4 years
Sales value = **19.05** Billion



ORGANIZATION CHART



BOARD OF DIRECTORS

01. Mr. Pongphan Sampawakoo

Chairman of the Board of Directors
Chief Executive Officer



01



02



03

02. Mr. Prakai Cholahan

Director

03. Mr. Pansuagn Xumsai Na Ayudhya

Director

04. Mr. Padoongpun Jantaro

Director
Chairman of the Audit Committee



04



05



06

05. Mr. Chalit Satidthong

Director/Audit Committee

06. Mr. Siripong Silpakul

Director/Audit Committee

07. Mr. Chatchawan Triamvichamkul

Director/Audit Committee



07



08

08. Mr. Virat Lertsumpuncharoen

Director/Audit Committee

09. Thunwa Rungsittimongkol

Director/Audit Committee



09

APEX PHILOSOPHY



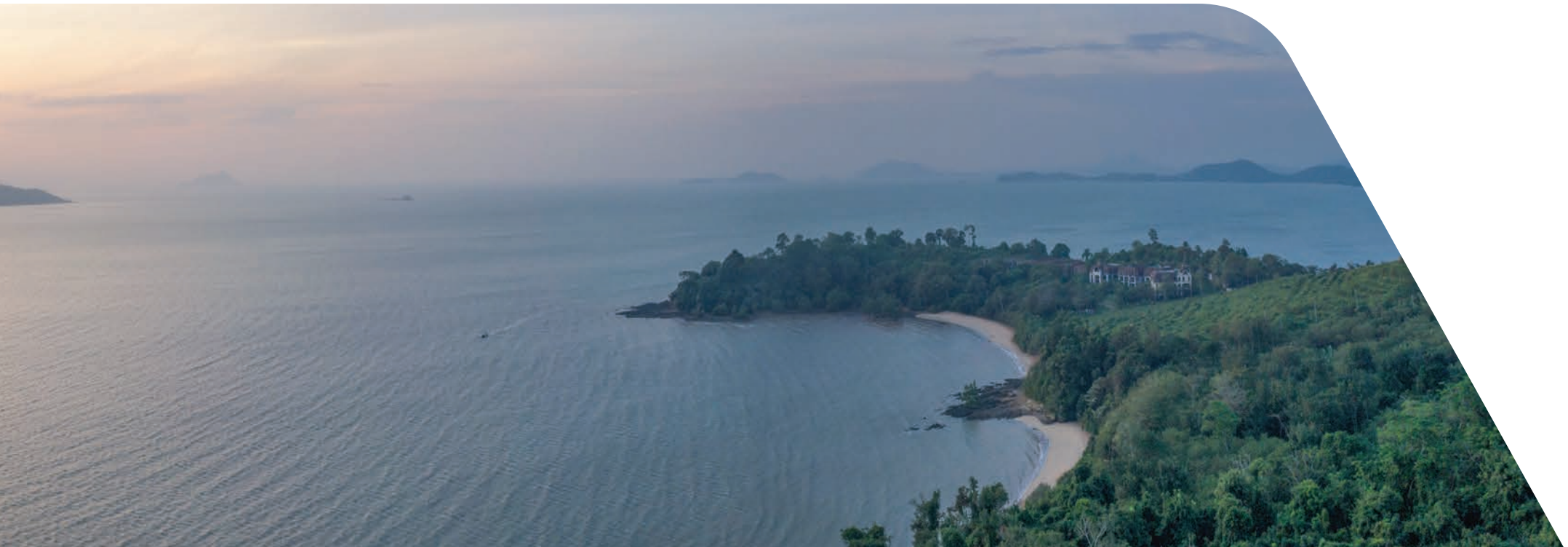
With our guiding principle of “**Enhancing Value**”, our residences encompass the key ingredients of prime location, spectacular view, high quality development, special holiday privileges, and 5-star hotel chains rental management to provide a good rental return for our investor-buyers and a good appreciation 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.

CEO PROPERTY DEVELOPMENT PROJECTS



Successful development projects since year 1979 which include a variety of high-rise condominiums, office buildings, shopping complex, hotels and resorts



PROJECTS PIPELINE
HOTELS AND RESIDENCES

MÖVENPICK

RESIDENCES & POOL VILLAS
NA JOMTIEN PATTAYA



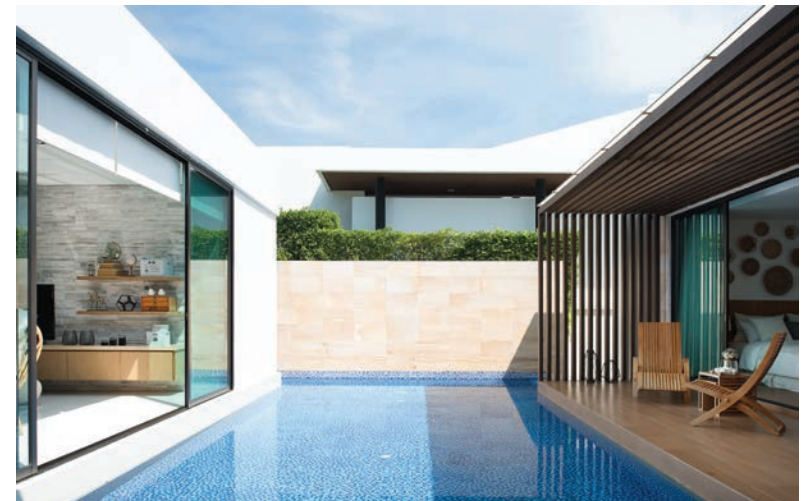
Movenpick Residences & Pool Villas

- Brand : **MÖVENPICK**
- Location : Na Jomtien, Pattaya
- Area : 29.5 Rais
- Hotel : 264 Keys
- Residences : 196 Units
- Pool Villa : 34 Villas
- Completion and Opening Date : Mid 2016





MÖVENPICK

RESIDENCES & POOL VILLAS
NA JOMTIEN PATTAYA





Four Points by Sheraton Pattaya, Jomtien Beach

Brand :  : POINTS BY SHERATON
Location : Jomtien Beach, Pattaya
Area : 6.1 Rais
Hotel : 306 Keys
Renovation Period : Q2/2018-Q4/2019
Project Value : Est. 2,140 Million Baht





Jomtien Bay Residences



Jomtien Bay Residences

Location : Jomtien Beach, Pattaya

Area : 4 Rais

Residences : 341 Units

Construction Period : Q4/2018-Q4/2021

Project Value : Est. 2,150 Million Baht



Sheraton®

PHUKET GRAND BAY
THE RESIDENCES



Sheraton Phuket Grand Bay Resort and Residences

Brand	: Sheraton
Location	: Po Bay, Phuket
Area	: 66 Rais
Resort	: 183 Keys
Residences	: 107 Units
Construction Period	: Q2/2018-Q4/2020
Project Value – Resort	: Est. 1,740 Million Baht
Project Value – Residences	: Est. 2,182 Million Baht



**DELTA
HOTELS**

MARRIOTT



**Delta by Marriott Phuket Mikhao
Resort and Residences**

- Brand : DELTA by MARRIOTT
- Location : Mikhao, Phuket
- Area : 14.15 Rais
- Resort : 172 Keys
- Residences : 87 Units
- Construction Period : Q3/2018-Q3/2021
- Project Value – Resort : Est. 1,692 Million Baht
- Project Value – Residences : Est. 1,406 Million Baht



Club Med 
 worldwide resorts all-inclusive experiences



Club Med Krabi

Brand : **Club Med** 
 Location : Long Beach, Krabi
 Area : 101 Rais
 Resort : 300 Keys
 Residences : 58 Units
 Construction Period : Q1/2019-Q3/2021
 Project Value – Resort : Est. 2,250 Million Baht
 Project Value – Residences : Est. 1,275 Million Baht



Sheraton®

KRABI LONG BEACH
THE RESIDENCES



Sheraton Krabi Resort and Residences

Brand : **Sheraton**

Location : Krabi

Area : 82 Rais (131,200 sqm)

Resort : 240 Keys

Residences : 120 Units

Construction Period : Q1/2019-Q4/2021

Project Value – Resort : Est. 1,800 Million Baht

Project Value – Residences : Est. 1,910 Million Baht





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10/53, 2nd Floor, The Trendy Building, Soi Sukhumvit 13 (Sangjan)
Sukhumvit Road, Klongtoey Nua, Wattana, Bangkok 10110 Thailand
Tel : (66-2) 168-7200 Fax : (66-2) 168-7190-91

www.apexpcl.com

