



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, Klongloey Nue, Wattana, Bangkok 10110
Nature of Business:	Property Development
Home Page:	www.apexpcl.com

Securities in Focus

Registered Capital:	2,249,857,500 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

Structure of the Company Group

Apex Development Public Company Limited

Grand Bay Hotel Co.,Ltd

Registered Capital 500,000,000.00 Baht

Paid-up Capital 468,890,000.00 Baht

Company Proportion of Shareholder 100%

Apex Krabi Development Co.,Ltd

Registered Capital 232,000,000.00 Baht

Paid-up Capital 232,000,000.00 Baht

Company Proportion of Shareholder 100%

Apex Asset Co.,Ltd

Registered Capital 1,000,000.00 Baht

Paid-up Capital 1,000,000.00 Baht

Company Proportion of Shareholder 100%

Company's Registered Capital Detail

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



BUSINESS PLAN 2019 - 2022

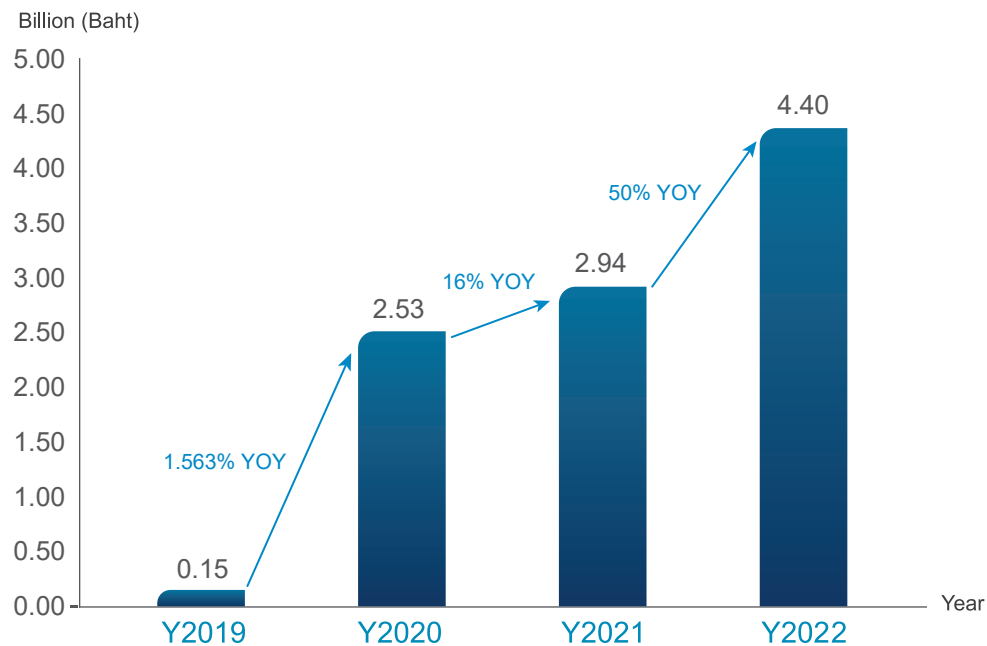
- Development projects for hotels and residences in prime tourism areas of Thailand

■ Bangkok ■ Pattaya ■ Phuket ■ Krabi

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



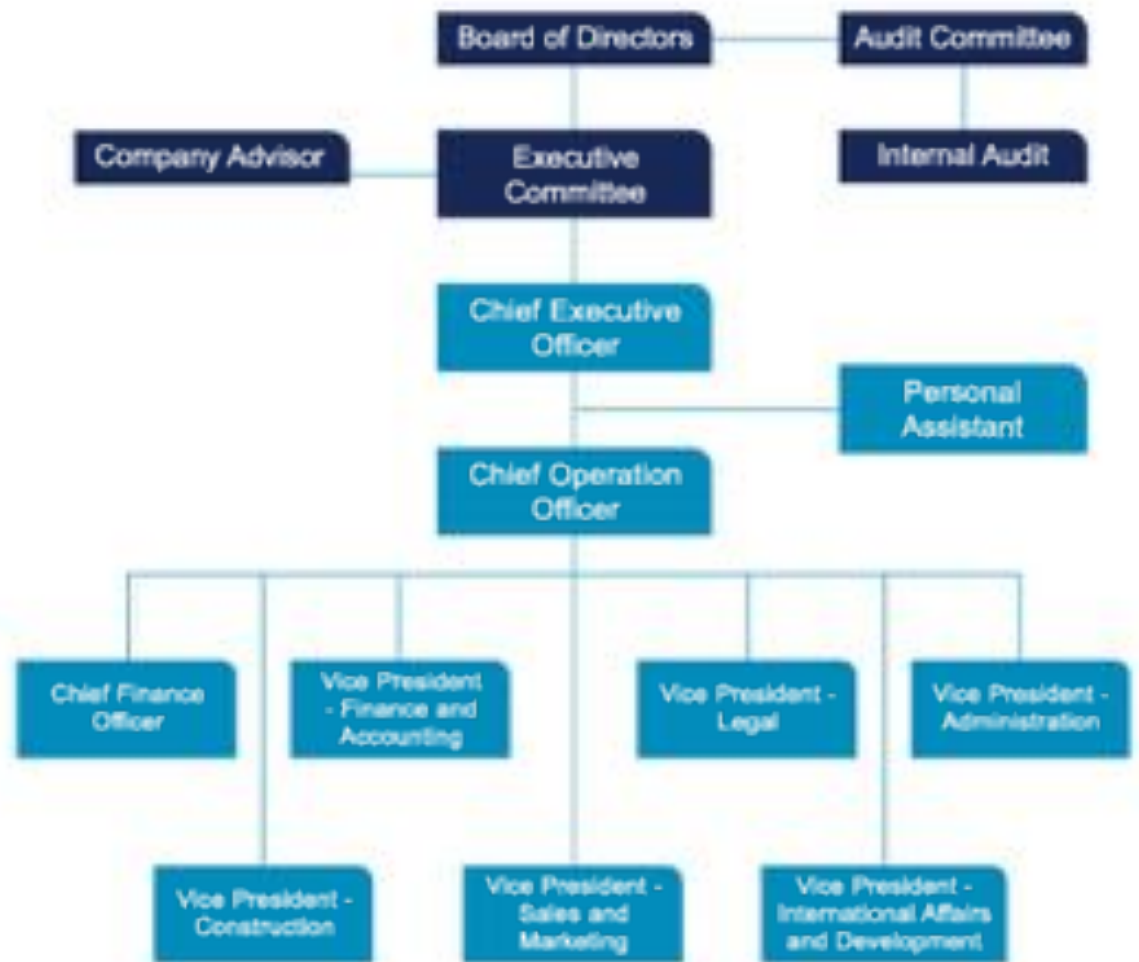
Total Revenue Forecasting from 2019 -2022



Estimated total 4 years
Revenue value = **10.02** Billion



ORGANIZATION CHART



BOARD OF DIRECTORS

01. Mr. Pongphan Sampawakooop
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 Lertsumpuncharn
Director/Audit Committee

09. Thunwa Rungsittimongkol
Director/Audit Committee



01



02



03



04



05



06



07



08



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 resale 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



MÖVENPICK
NA JOMTIEN PATTAYA
North Tower

MÖVENPICK
NA JOMTIEN PATTAYA
South Tower

Movenpick Residences & Pool Villas

- Brand : **MÖVENPICK**
Location : Na Jomtien, Pattaya
Area : 29.5 Rais
Hotel : 264 Keys
Residences : 195 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 : Q4/2019-Q1/2021
Project Value : Est. 2,295 Million Baht





Jomtien Bay Residences



Jomtien Bay Residences

Location : Jomtien Beach, Pattaya

Area : 4 Rais

Residences : 341 Units

Construction Period : Q2/2020-Q1/2023

Project Value : Est. 2,239 Million Baht



Sheraton®

PHUKET GRAND BAY
THE RESIDENCES



Sheraton Phuket Grand Bay Hotel and Residences

Brand	: Sheraton
Location	: Po Bay, Phuket
Area	: 66 Rais
Hotel	: 183 Keys
Residences	: 107 Units
Construction Period	: Q2/2018-Q2/2020
Project Value - Hotel	: Est. 2,562 Million Baht
Project Value - Residences	: Est. 2,241 Million Baht



Sheraton®

KRABI YAO BEACH
THE RESIDENCES



Sheraton Krabi Resort and Residences

Brand	: Sheraton
Location	: Yao Beach, Krabi
Area	: 82 Rais (131,200 sqm)
Hotel	: 196 Keys
Residences	: 98 Units
Construction Period	: Q2/2020-Q2/2022
Project Value - Hotel	: Est. 2,313 Million Baht
Project Value - Residences	: Est. 1,890 Million Baht



Krabi
Club Med 
 amazing you



**Club Med Krabi
 Resort and Residences**

Brand : **Club Med** 

Location : Yao Beach, Krabi

Area : 108 Rais

Hotel : 246 Keys

Residences : 64 Units

Construction Period : Q2/2020-Q4/2021

Project Value - Hotel : Est. 4,305 Million Baht

Project Value - Residences : Est. 1,558 Million Baht



Krabi
Club Med 
amazing you







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