

Business Activities

Company's Policy and Overview of Business Activities

Vision Mission Values of Richy Place

“VISION”

The Company will be the leader of real estate development sector in Thailand, which emphasizing to the need, satisfaction, and happiness in living of all target customers by focusing on the product design, site location, environment friendliness, and outstanding efficient services in order to create a long term confidence of all parties concerned.

“MISSION”

1. To be the one of top 20 leading real estate development of Thailand within 10 years
2. To maximize not less than 10% yield upon investment to shareholders
3. To reward employees higher than the average compensation of the industry within 3 years
4. To make human resources having high competence compared with the leading companies within 3 years
5. To create the corporate culture to be the organization of intelligence, diligence and dedication
6. To build the business allies network of real estate development
7. Providing the prompt after-sale-services and creating the customer satisfaction
8. Making good quality of life to the social, community, and environment
9. Cost management in order to compete with the industry within 3 years
10. To build the corporate image to be known and acceptable within 3 years

“VALUES OF RICHY PLACE”

Richy has emphasized on creating a happy society to the residents in all areas; which its outstanding are:

Rich in Premier Location

Rich in Urban Living & Life Style

Rich in Design

Rich in Construction

Rich in Environment

Such values can presently meet the consumers' need and living model as perfectly and make the residents in all projects of the Company be happy

Significant Changes and Development Highlight

Background and Significant Development

Richy Place 2002 Public Company Limited was found on November 18, 2002 with initial registration capital of Baht 50 million by various professions but have similar objectives on real estate development under the administration of Dr. Apa Ataboonwongse in order to concentrate on project development on potential location and nearby the community. In 2013, the Company has registered as a public limited company with the registered capital of Baht 714 million and paid-up capital of Baht 500 million. The Company presently has the total registered capital of Baht 785.40 million; which be the paid-up capital of Baht 785.40 million.

Key Milestones and Development Highlights of the Company are summarized as following

2002	November	- The Company was found by various professions but have similar objectives on real estate development with initial registration capital of Baht 50 million, including 500,000 common shares, at the par value of Baht 100 per share. Its objective is to operate business in the real estate development which the office is located at 667/15 Attaboon Building, 5th Floor, Charan-sanitwong Road, Arun-amarin Sub-district, Bangkok Noi District, Bangkok
2004	January	- Officially sale the project of “Richy Ville @Bangbuathong”, 74 units of a two-story house on 13 acres of land located on Bangbuathong District, Nonthaburi with the project value at Baht 160 million
2005	June	- Officially sale the project “Richy Tower @Phetkasem-Sathorn”, 212 units of a 19-story residential condominium located on Phetkasem Road, Bangkok with the project value of Baht 300 million
		2007 January - Officially sale the project “Le Rich Trendy Condo @Sathupradit” (Le Rich @Rama 3), 422 units of a 22-story residential condominium located on Rama 3 Road, Chong-nonsee Sub-district, Yannawa District, Bangkok with the project value of Baht 1,062 million
	May	- Increasing the registered capital from Baht 50 million to Baht 130 million by offered to the existing shareholders to be fund for construction and project development in the future 2010
	March	- Officially sale the project “Le Rich @Ratchada-Suthisarn”, 77 units of a 8-story residential condominium located on Suthisarn Intersection, Dindaeng Sub-district, Dindaeng District, Bangkok with the project value of Baht 175 million
	November	- Officially sale the project “Le Rich @Aree Station”, 73 units of a 8-story residential condominium located on Soi Aree 2, Samsen Nai Sub-district, Phayathai District, Bangkok with the project value of Baht 235 million
2011	January	- Officially sale the project “Rich Park @Bangson Station”, 803 units of a 27-story residential condominium located on Krungthep-Nontaburi Road, Wongsawang Sub-district, Bangsue

District, Bangkok with the project value of Baht 1,375 million 2012 July - The Annual Shareholders' Meeting in 2012 held on July 31, 2012 had a resolution on dividend payment approval at Baht 10.00 per share, totally Baht 19.30 million, paid to entitled shareholders with totally 1,930,000 shares. November - The Extraordinary Shareholders' Meeting in 2012 held on November 29, 2012 had a resolution on dividend payment approval at Baht 57.10 per share, totally Baht 110.20 million, paid to entitled shareholders with totally 1,930,000 shares. December

- Increasing the registered capital to Baht 292.18 million by offered to the existing shareholders to be fund for construction and project development of The Rich BiZ Home Sukhumvit 105 and Rich Park @Taopoon Interchange Project.
- Officially sale the project "Rich Park @Taopoon Interchange", 735 units of a 25-story residential condominium located on Pracharas Sai 2 Road, Bangsue Sub-district, Bangsue District, Bangkok with the project value of Baht 1,703 million

2013	February	- Officially sale the project "The Rich Biz Home Sukhumvit 105", 140 units of modern townhome located on Soi Sukhumvit 105, Srinakarin Road, Bangna Sub-district, Bangna District, Bangkok with the project value of Baht 671million
	April	- The Annual Shareholders' Meeting in 2013 held on April 26, 2013 had a resolution on dividend payment approval at Baht 18.56 per share, totally Baht 54.24 million, paid to entitled shareholders with totally 2,921,800 shares.
	June	- Increasing the registered capital from Baht 292.18 million to Baht 370 million by offered to the existing shareholders to be fund for project development in the future
	September	- The Extraordinary Shareholders' Meeting in 2013 held on September 6, 2013 had a resolution on dividend payment approval at Baht 35.69 per share, totally Baht 132.05 million, paid to entitled shareholders with totally 3,700,000 shares.
		- Increasing the registered capital from Baht 370 million to Baht 500 million by offered to the existing shareholders to be fund for the construction and project development of Rich Park @Chaophraya
		- The Company registered to be a public limited company under the name of "Richy Place 2002 Public Company Limited", and changed the par value from Baht 100 per share to Baht 1 per share, including increasing its registered capital from Baht 500 million to Baht 714 million by issuing common shares of 214 million shares to offer to the public.

		- Officially sale the project “The Rich Park @Chaophraya”, 635 units of a 33-story residential condominium located on Ratathibet Road, Sai-ma, Muang, Nontaburi with the project value of Baht1,267 million
2014	April	- Officially sale the project “The Rich Ville @Ratchaphruek”, a 2-story twin house and single house, and townhome of total 138 units located on Ratchaphruek Road with the project value of Baht 560 million
	July	- The Company conducted an Initial Public Offering (IPO) to trade to the public at Baht 3.30 per share.
	August	- The Company registered to be the listed company in the Stock Exchange of Thailand
	November	- The Company has launched to sell the project of “The Rich @Sathorn-Taksin”, 511 units of a 23-story condominium located on Krungthonburi Road, Bangkok with the project value of Baht 2,100 million.
2015	May	- Increasing the registered capital from Baht 714 million to Baht 985.40 million, being the paid-up capital of Baht 785.40 million.
2016	May	- Officially launched the project “The Rich Park @Triple Station”, 1,089 units of a 37-story residential condominium located on Srinakarin Road, Bangkok with the project value of Baht 2,700 million. - Decreasing the registered capital from Baht 985,400,000 to Baht 785,399,982 and amending its Memorandum of Association, Section 4 on the article of the registered capital in compliance with the decrease of capital.
	June	- Officially launched the project “The Rich @NaNa”, 413 units of a 32-story and 6-underground story residential condominium, and 3-story retail located on Sukhumvit Soi 3 Road (Nana Nua), Bangkok with the project value of Baht 4,185 million.
2017	April	- Launched "Rich Park Terminal" a 14-storey mixed use condominium with 597 units of residences, and 3 floors of retail, with connecting Skywalk to BTS. Located at Phaholyothin Road, Anurayan, Bang Khen, Bangkok. Project value at 1,490 Million Baht. - Launched "The 8 Collection" project is a 7-storey condominium with 77 units of condominium units. Located on Visutkasat Road. Bang Khun Prom (Nangwan), Phra Nakhon District (Dusit) Bangkok. Project value at 362 Million Baht.

2018	May	- Launch of "The Rich Avenue" a modern 3 storey commercial building with a mezzanine floor limited to only 16 units. Located at Damrongrak Road, Khlong Mahanak Pom Prap Sattru Phai, Bangkok. Project value at 480 Million Baht.
	June	- Increase the capital to be allocated to the existing shareholders according to the shareholding proportion (Right Offering: RO) registered to support the business expansion of the company At the ratio of 5 existing shares to 1 new ordinary share, together with the warrants to purchase ordinary shares of the Company No. 1 (RICHY-W1) and warrants to purchase ordinary shares of the Company No. 2 (RICHY-W2) (5: 1: 1) In the event that there is a fraction of shares remaining, round the share.
	May	- Increase registered capital from the original 1,289,363,596 baht to 1,381,460,996 baht, which is paid-up registered capital Amount of 1,044,859,438 baht to support the stock dividend and to support the adjustment of the warrants RICHY-W1 and RICHY-W2, and amendment to Clause 4 of the Memorandum of Association in order to be consistent with Increase the registered capital of the company.
	November	- Launch of the project "The Rich Rama 9 - Srinakarin Triple Station " a mix-use condominium projects. A 32-storey condominium with 597 units, located at Srinakarin Road ,Bangkok. The project value is approximately 1,700 million baht.

Shareholding Structure of Richy and its groups

As of December 31, 2018, the Company has invested on one Subsidiary, as follow :

1. Richy Development 2016 Company Limited

Registered Date : December 15, 2016

Registered Capital : 31,000,000 Baht

Type of share : Common shares

Total of share : 310,000 shares

Par Value : 100 Baht

Ratio of Investment : 99.97%

2. Nature of business

2.1 Revenue structure of the company

	Operated by	Financial statements (review / review)					
		Year 2016		Year 2017		Year 2018	
		value (Million baht)	value (percent)	value (Million baht)	value (percent)	value (Million baht)	value (percent)
Revenue from real estate sales - Residential condominium	RICHY	462.14	81.33	1,256.56	94.68	2,663.80	98.35
-	RICHY	91.04	16.02	57.85	4.36	17.19	0.63
Total revenue from real estate sales		553.18	97.35	1,314.41	99.04	2,680.99	98.98
Other income 1 /	RICHY	14.99	2.64	12.01	0.91	26.23	0.97
interest	RICHY	0.07	0.01	0.71	0.05	1.43	0.05
total income		568.24	100.00	1,327.13	100.00	2,708.65	100

Note: 1 / other income is rental income according to the marketing plan. Rental guarantee and income from the down payment, etc.

2.2 Product characteristics

1) Real estate development business for sale

Is the main business of the company the company operates real estate development business in good location and has potential. Both horizontal and vertical types, such as single-detached houses, townhouses, townhomes and high-rise types, such as condominiums. The projects of the company that are still open for sale at present can be summarized and details of the sales and construction progress as of December 31, 2018. As follows




บริษัท ริชี่ เฟลซ 2002 จำกัด (มหาชน)

project	Project location	Project type	Time to buy land	Comple tion period	The time when the project was opened	Project area (Rai-work-wa)	Target custom ers	Project value		Book or contract		Transferred and accumulated		Remaining for sale		Percent age of construc tion progress	Percent age of revenue recognit ion proporti on
								number (unit)	value (Million baht)	number (unit)	value (Million baht)	number (unit)	value (Million baht)	number (unit)	value (Million baht)		
condominium																	
Rich Park @Taopoon Interchange	Than Pracharat Sai 2	26-storey condominium	Apr 2013	Oct 2014	Dec 2012	3-0-64.6	C - B	735	1,936	12	33.34	634	1,574.15	89	328.51	100.00	81.33
Rich Park @ Chaophraya	Sai Ma Road	33 storey condominium	Nov 2013	Jun 2015	Sep 2013	2-0-86	C - B	635	1,463	109	275.28	522	1,179.87	4	7.85	100	80.62
The Rich @ Sathorn-Taksin	BTS Wongwian Yai	23 storey condominium	Dec 2013	Oct 2016	Dec 2014	3-0-118.42	B - A	509	2,100	31	118.34	250	978.32	228	1,002.99	100	46.59
Rich Park @ Triple Station	Srinakarin Road	37-storey condominium	Dec 2015	Jun 2018	May 2016	4-1-14.4	C - B	1,089	2,955	343	1,006.70	720	1,904.45	26	43.85	100	64.44
The Rich @ Nana	Sukhumvit 3 Road	32 storey condominium	Dec 2015	Dec 2019	Jun 2016	2-0-37.8	B - A	413	3,838	134	1,254.75	-	-	279	2,583.25	14.79	-
Rich Park Terminal	Paholayothin road	14-storey condominium	Dec 2016	Oct 2019	Apr 2016	3-1-05	C - B	1,660	563	111	292.97	-	-	452	1,367.03	19.20	-
The Eight Collection	Wisutkasat	7-storey condominium	Dec 2016	Jan 2019	Apr 2017	0-2-52	B	77	350	16	79.04	-	-	61	270.96	75.08	-
The Rich @ Rama 9 - Srinakarin Triple Station	Srinakarin Road	32 storey condominium	Dec 2015	Dec 2021	Nov 2018	2-2-50.3	B - A	558	2,124	144	608.57	-	-	414	1,515.43	-	-
Townhouse / Townhome / Home Office																	
The Rich Biz Home Sukhumvit 105	Soi Sukhumvit 105	3 storey townhome	Apr 2012	Within 2015	Feb 2013	13-2-88	B - A	140	671	4	22.83	55	273.96	81	374.21	54.00	40.83
The Rich Ville Ratchaphruek	Ratchaphruek Road	3 storey townhome / townhome	May 2013	Within 2016	Apr 2014	19.2-59.6	B - A	173	572	4	12.99	32	96.40	137	462.61	56.00	16.85
The Rich Avenue	Damrongrak Road	town home	Jun 2017	Within 2018	Nov 2017	1-66-7	A	16	360	5	89.76	-	-	11	270.24	-	-


Projects opened for sale as at 31 December 2018 can be summarized as follows.

Condominium


1.1 Rich Park @ Tao Poon Project

	<p>Project type: 26-storey condominium</p> <p>Selling price per unit: 1.90 - 3.5 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - New generation workers have taste and modernity - Those with income of 40,000 baht per month or more - Workers who want to separate families in Bang Sue area Those who have work in the area of the train or those looking for a new residence to replace the old residence
---	--


1.2 Rich Park @ Chaophraya Project

	<p>Project type: 33-storey condominium</p> <p>Selling price per unit: 1.6 - 2.5 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - New generation workers have taste and modernity - Those with income of 40,000 baht per month or more - Workers who want to separate families in the Rattana Thibet area Those who have work in the area of the train or those looking for a new residence to replace the old residence
--	---

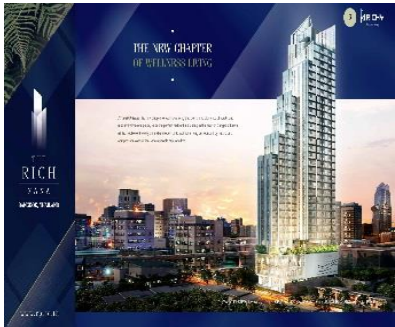
1.3 The Rich @ Sathorn-Taksin Project

	<p>Project type: 23-storey condominium</p> <p>Selling price per unit: 3 - 6 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - Workers in Silom area, Sathorn - Income of 84,000 baht per month or more - Those who want a condo near the office, separate New family or for investment in BTS Wongwian Yai location
---	--


1.4 Rich Park @ Triple Station Project

	<p>Project type: 37-storey condominium</p> <p>Selling price per unit: 2.6 - 4.2 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - new generation workers Srinakarin area - Income of 40,000 baht per month or more - Workers who want to separate families Those who have work in the area of the train or those looking for a new residence to replace the old residence And the group that bought it for speculation.
---	--


1.5 The Rich @ Nana Project

	<p>Project type: 32-storey condominium</p> <p>Selling price per unit: 8.2 - 24 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - Business owners, Thai and foreign businessmen, Nana district - Income of 150,000 baht per month or more - A group of people who want a condo near the office, expand a new family or for investment in location / rent
---	--


1.6 Rich Park @ Terminal Laksi Station Project

	<p>Project type: 14-storey condominium</p> <p>Selling price per unit: 2.6 - 4.2 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - New generation workers in Phaholyothin area, Laksi monument station - Income of 40,000 baht per month or more - Workers who want to separate families Those who have work in the area of the train or those looking for a new residence to replace the old residence And the group that bought it for speculation.
--	---

1.7 The 8 Collection Project


	<p>Project type: 7-storey condominium</p> <p>Selling price per unit: 4.2 - 6.2 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - Workers / Residents Or have children who are studying in the Phra Nakhon district - People who want to expand their families Or stored as assets / inheritance - Income of 70,000 baht or more - Investor groups for speculation or rental
---	---

1.8 The Rich Rama 9 - Srinakarin Project

	<p>Project type: 32-storey condominium</p> <p>Selling price per unit: 2.99 - 5.9 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - Srinakarin-Pattanakan district workers - earn income of 50,000 baht or more - Workers who want to separate families Those who have work in the area of the train or those looking for a new residence to replace the old residence And the group that bought it for speculation.
---	--

2. Townhouse, Townhome, Single house, Twin house and Home office project


2.1 Project "The Rich Biz Home Sukhumvit 105"

	<p>Project type: 3-storey townhome</p> <p>Selling price per unit: starting at 4.4 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - New generation workers have taste and modernity - Those with income of 80,000 baht per month or more <ul style="list-style-type: none"> - Workers who want to separate families in Srinakarin Road <p>Those looking for new residences to replace old residences Or the owner of a small-medium business</p>
---	--

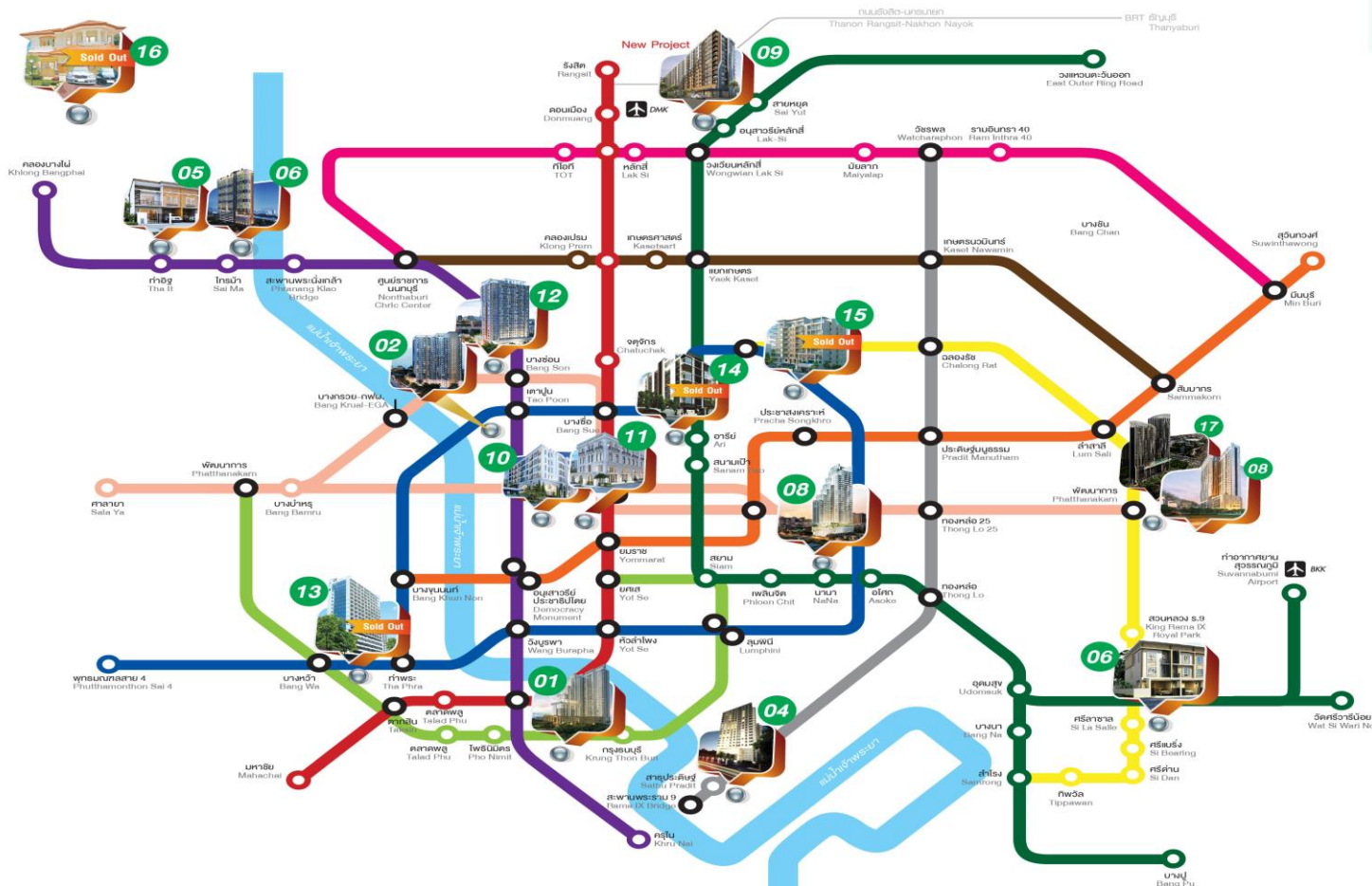
2.2 The Rich Ville Ratchaphruek

	<p>Project type : Independent house / 2 story townhome / 3 story townhome</p> <p>Selling price per unit: starting at 2.79 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - New generation family with taste and modernity - People with income level 80,000 baht per month or more <ul style="list-style-type: none"> - The group of people who want to expand the family, separate the family in Laem Rattanathibet-Ratchapruek <p>Convenient transportation, close to the road, near BTS Bang Rak Yai station.</p>
--	---

1.3 The Rich Avenue

	<p>Project type: 32-storey condominium</p> <p>Selling price per unit: 8.2 - 24 million baht</p> <p>Target customers :</p> <ul style="list-style-type: none"> - Business owners, Thai and foreign businessmen, Nana district - Income of 150,000 baht per month or more <ul style="list-style-type: none"> - Those who want a condo near the office, separate New family or for investment in location
---	---

Showing the map of the various projects of the company



Our Projects Rich in Living

01. เดอะริชชี สาทร-ตากสิน
02. ริชชีพาร์ค เทาปูนอินเตอร์ชางค์
03. ริชชีพาร์ค เจ้าพระยา (ก.รัตนนิลเศ)
04. เดอะริชชี พระราม 3
05. เดอะริชชีวิลส์ ราชพฤกษ์-รัตนนิลเศ
06. เดอะริชชี บีชไฮม สุรนวิค 105
07. เดอะริชชี นานา
08. ริชชีพาร์ค ทรอปิคัลสตัน
09. ริชชีพาร์ค ลอฟท์ หลักสี่สตัน
10. ดีเอก คอลเลกชัน วิสุททิภัณฑ์
11. เดอะริชชี ออเนียว ค้างระกัษ
12. ริชชีพาร์ค บางซ่งสตัน
13. ริชชีทาวน์เวอร์ เพชรเกษม-สาทร
14. เดอะริชชี อารีย์สตัน
15. เดอะริชชี รัชดา
16. ริชชีวิลส์ @บางบัวทอง
17. เดอะริชชี พระราม 9 ศรีนครินทร์ ทรอปิคัลสตัน

- Rich in Premier Location
- Rich in Urban Living & Lifestyle
- Rich in Design
- Rich in Construction
- Rich in Environment

Marketing

Product strategy

Real estate development company for sale in various forms By focusing on developing to cover and distribute in many product groups and locations, locations In order to meet the needs of consumers as much as possible By housing development in each location The company will consider to suit the market. At present, the company has defined 3 product groups, namely condominiums. Single house group Townhome townhouse group by the company emphasizes the design and decoration. Perfect interior space allocation design In line with the style and lifestyle of the new generation of people in the city Including complete facilities within the project, such as a swimming pool, a green space for a large proportion Exercise machines etc.

In addition, the company also attaches great importance to project management and after-sales services. Since the construction of the project Planning for the development of the construction project that will not cause disturbance to the customers who live in the area. After sales service, there will be a dedicated service unit that provides services and solutions for the customers who have already stayed.

Price strategy

The company determines the pricing strategy. By considering various factors such as product positioning Target customers Product characteristics, location, living area, etc. and compare with the selling price of other projects with similar layout and location. Including considering the cost of the project Whether it is land value Design cost Construction cost And other expenses associated By determining the selling price must be a reasonable price Consumers feel the value Such as setting the appropriate price on the same location as the competitors with a slightly lower price but the same quality and facilities, etc. In addition, the company must be able to maintain the rate of return to the appropriate level that is desired.

The company has a policy of giving discounts. In the case of selling to customers who have contributions to the company, such as directors, employees of the company Loan creditors, etc., with discounts of up to 100,000 baht / room

Marketing and sales communication promotion strategies

The company focuses on marketing communication in various forms. Various channels with the goal to allow target customers to recognize and remember the company name And the project of the company as follows

- 1) Advertising through mass media such as radio, television and various publications to be a broad marketing communication
- 2) Communication via outdoor media such as billboards, road signs to communicate with customers around Project or area close to the project location
- 3) Communication in other alternative channels (Below The Line) such as direct communication (Direct Mail), trade show booths Project activities Customer activities, customer recommendations Organizing activities with other organizations, etc.
- 4) Marketing communication in new media channels (New Media) such as communication via the company website (www.richy.co.th) Communication via E-Mail, advertising through other websites, sending messages via mobile phone system (SMS) etc.
- 5) Communication with old customers in the program (Member Get Member)

In addition, the company also provides publicity of company news through various media. And organizing activities to promote the target customers to receive information such as press releases, new project launches Creating a newsletter with both new and old customers To create awareness of information about the company and projects that are continuously selling Including customer

relationship management (CRM) activities with customers who have already purchased the company's projects To allow customers to participate with the company Which creates a good relationship in the long term Which will lead to recommendations and further inform about the company's projects to other consumers

In terms of promotion, the company will consider the motivation that makes consumers decide to buy. Before taking into consideration in order to design promotions for sales promotion such as furniture giveaway free air conditioning the promotion of mobile phones and tablets, etc. In addition, the company has launched promotions to stimulate sales in projects that have been launched for a while. In the Rich Park @ Chaophraya project By guaranteeing rent Which the company will be responsible for providing tenants to customers who purchase apartments during the period specified in the contract through the project sales staff or those who visit the company's projects Which, when including expenses from such promotions The company will still have a higher return than the base price, which is the selling price of the company obtained from the calculation of the feasibility study of that project.

Sales strategies and distribution channels

The company has direct distribution channels through sales offices of each project. With a professional sales team Have good knowledge and understanding of the product Can explain to customers and the general public who are interested to get to know the details and information of the project And has a sample room open to show to those interested in viewing the project location In each project, there are approximately 1 - 4 sales teams according to the size of the project. And the commission setting for sales to motivate the sales team

In addition, the company will consider the level of competition around the project. Selling difficulty level If any project is highly competitive The company will hire a sales team from a company that is an external sales specialist to be the project sales manager. Which is responsible for advising and analyzing marketing as well as helping to supply the sales team together with the company's sales team The company has a policy to pay a percentage based on the sales value that occurs as a market rate in order to motivate agencies that hire or sales staff Under the framework of the approval authority of the company which will pass the examination / review from the department manager Director of the Department and Chief Executive Officer according to the approved authority table All sales expenses will still have a higher return than the base price. And will not cause any negative impact on the profit of the company

However, those interested in the project of the company can also call to ask for details at 02-886-1817 or study the information through the company website www.richy.co.th.

Characteristics of target customers

The company will focus on the middle class customers mainly by targeting the target customers which are adjusted according to the situation to be appropriate. The company's customers are all retail customers. And there are no more than 30 percent of total revenue.

Defining target groups of the project are as follows.

Target customers	Unit price	Monthly income level
A	5.00 – 7.50 ล้านบาท	80,000 บาทขึ้นไป
B	3.00 – 4.99 ล้านบาท	50,001 - 80,000 บาท
C	1.00 – 2.99 ล้านบาท	15,001 – 50,000 บาท

2.1.1 Industry overview

Industry conditions and trends

Summary of Thai Industrial Economic Conditions in 2018 and Trends in 2019

Industrial economic conditions in 2018, when considered by the Manufacturing Production Index (MPI), are expected to expand by 3.0 percent from 2017, which MPI grew by 2.5 percent. The industry that expanded well in 2018, such as cars and engines, was Expansion of the domestic market due to conditions The domestic economy is expanding well, the sugar industry with the weather conditions So that there is a lot of sugarcane raw materials in the box more than 2 5 6 0 years and the factory part Big has adjusted the efficiency Cane crushing that can support Higher yield, petroleum refining as required Increased use from volume Expansive transportation



Trends in 2019

Estimated growth rate of the Industrial Production Index (MPI) in 2019 is expected to expand in the range of 2.0 - 3.0 percent with positive factors from the clarity of the election Which will create a lot of confidence for investors Driven by public investment from the progress of major investment projects Including operations under East Economic Corridor Development Plan (EEC), which is an important infrastructure project under the plan Developing a special economic balcony in the eastern region has made more progress.

ดัชนีอุตสาหกรรมที่สำคัญ



Overview of Thai economy and industry in 2018 and trends in 2019

Industrial Sector GDP In the first three quarters of 2018 expanded by 2.9 percent, slowing down slightly from The first two quarters of the year expanded by 3.5 percent, but expanded from the same period of the previous year, which expanded by 2.4 percent. Some industries Such as the reduction of privatization And preserving meat, weaving and rubber and rubber production, as well as rubber product production Export sector to expand Continuously driving government investment projects both In infrastructure and economic area development Continuous And preparation for strength Labor and labor quality to support the expansion of Next production sector

In the first three quarters of 2018, agricultural production increased by 7.0 percent. Industrial production Services increased by 5.3 percent. Private consumption and consumption increased by 4.4 percent. Total investment increased by 3.7 percent. Export of goods and services increased by 4.2 percent.

During the first 10 months (January - October) of 2018, the industrial production index was at 115.01, an increase from the same period of 2017 (111.62), 3.04 percent. Increased from the same period of 2017, such as vehicle production Sugar production motor And production of products obtained from For the trend of the year 2019, the industrial production index is expected to increase from 2018 due to investments in government infrastructure and Private investment improved. Coupled with confidence of industrial and consumer sectors that will improve after the election resulting in the overall Thai economy Expand more

During the first 10 months (January - October) of 2018, the shipment index was at 113.42, an increase from the same period of 2017 (110.66), 2.50 percent. The same period of 2017, such as the production of motor vehicles, production Electronic devices and circuit boards for the production of products Obtained from petroleum refining, etc. For the trend of the year 2019, expect the shipment index will expand In line with the industrial production dutch (value added) above

In 2019, the IMF forecasts that the global economy will expand by 3.7 percent as in 2018. Overall, the global economy gradually improves. According to the global trade in the main trading partner countries that has continuously recovered Resulting in the manufacturing sector Export increased Coupled with inflation Interest rate and the unemployment rate remained low at the end of 2018. The Federal Reserve Has raised the policy rate by 0.25% from the level of 1.75-2.00% to 2.00-2.25%, reflecting that the confidence in the US economy and the financial system However, most countries still maintain a policy rate that is not very high. And maintain inflation at the target level To maintain financial stability and stimulate economic growth For the Thai economy in 2019, the Office of the National Economic and Social Development Board expects The Thai economy will expand by 3.5 - 4.5 percent and the average headline inflation is in the range of 0.7 percent - 1.7.

The world oil price situation is likely to remain stable at a high level. Dubai crude oil price in November 2018 was at 65.79 US dollars / barrel, increased from November 2017 at 60.81 USD / barrel. For the year 2018, Dubai crude oil price Average at 70.5 US dollars / barrel, an increase compared to 2017, which averaged at 52.4 US dollars / barrel because the market is still concerned with supply or lowering crude oil production of the OPEC group. In addition, the demand for oil continues to increase in line with the growth of the global economy.

Overview in the fourth quarter of 2018 the housing market situation in the demand and supply side increased compared to the same period of 2017. In the demand side, there was an increase in the transfer of housing ownership. Due to measures to supervise housing loans for The Bank of Thailand (BOT), which will be effective on April 1, 2019, results in the transfer of ownership to be accelerated before the enforcement measures Resulting in the transfer of ownership of the highest residences since the fourth quarter of 2015, with measures to reduce tax and transfer fees Down compared to the same period of 2017

For the whole year in 2018, the whole year, the housing market situation, both in demand and supply, adjusted. Increased compared to 2017, as a result of the expansion of the overall economic fundamentals of the country Both the export sector And tourism Including investment in the government's mega project Whether it is a project of the MRT line high speed train In addition, the results of the credit supervision measures have resulted in a special increase in demand for the year. And resulting in new supply to replace the original supply that has already been sold

For the trend in the year 2019, the Real Estate Information Center expects the results from the credit control measures. And economic slowdown Including rising interest rates will affect the housing market Will result in a slowdown in both demand and supply On the demand side, the transfer of residential ownership will decrease both the number of units and the value of 17.9 percent and 15.1 percent, respectively, compared with 2018 and the housing loan is expected to decrease by 0.7 percent compared to 2018. The supply of new launch projects is expected to decrease by 5.3 percent compared to 2018, but the completed housing projects are expected to continue to increase by 11.3 percent compared to 2018 due to The expansion of the project launched in 2561.

When considering by type of new open housing projects, it was found that in the fourth quarter of 2018, there were 75 new housing projects, 13,483 units with a total project value of 63,920 million baht, the number of projects and the amount of 8.5 percent decrease. And 0.7 percent, respectively, but the number of units increased by 4.6 percent compared to the same period of 2017. For condominium projects, there were 52 new sales openings. 22 207 units of the total project value of Baht 112,079 million, an increase from the same period in 2560, both the number and value of the project, 62.5 percent, 67.4 percent and 66.6 percent, respectively (see Table 1)

ตารางที่ 1 โครงการที่อยู่อาศัยเปิดขายใหม่ กรุงเทพฯ – ปริมาณไตรมาส 4 ปี 2561

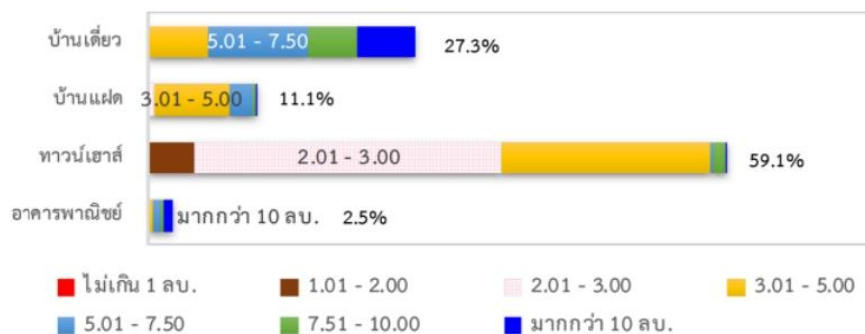
ประเภท	โครงการ			หน่วย			มูลค่า (ลบ.)		
	Q4/60	Q4/61	YoY	Q4/60	Q4/61	YoY	Q4/60	Q4/61	YoY
บ้านจัดสรร	82	75	-8.5%	12,889	13,483	4.6%	64,385	63,920	-0.7%
อาคารชุด	32	52	62.5%	13,267	22,207	67.4%	67,274	112,079	66.6%
รวม	114	127	11.4%	26,156	35,690	36.5%	131,659	175,999	33.7%

ที่มา : ศูนย์ข้อมูลสังหาริมทรัพย์ ธนาคารอาคารสงเคราะห์

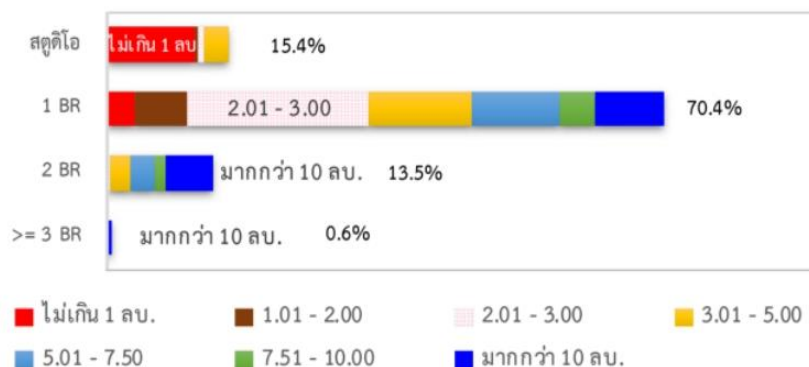
In terms of types and prices of housing project sales in the fourth quarter of 2018, it was found that most of 59.1% were townhouses and most of them were sold at the price of 3.01 - 5.00 million baht, followed by 27.3% of single houses. Which is mostly sold at the price of 5.01 - 7.50 million baht for the open house for 11.1 percent, which is mostly open for sale at the price of 3.01 - 5.00 million baht, while the commercial building is open for sale, only 2.5 percent. The highest price level of more than 10 million baht (See chart 1)

In terms of type and selling price of new condominium projects launched in the fourth quarter of 2018, it is the most one bedroom unit with 70.4% and most of them are sold at the price of 2.01 - 3.00 million baht, followed by studio type. 15.4 percent of the units are sold at the price level of not more than 1 million baht. The 2-bedroom condominiums account for 13.5 percent. Most of them are sold at the price of more than 10 million baht. To open new sales of only 0.6 per cent of all sold at a price more than 10 million baht. (See chart 2)

แผนภูมิที่ 1 ประเภทและราคาบ้านจัดสรรไตรมาส 4 ปี 2561



แผนภูมิที่ 2 ประเภทและราคาอาคารชุดไตรมาส 4 ปี 2561



Summarize the project of the company and the projects of other entrepreneurs in the nearby area.

area	Company project	Project of other entrepreneurs	
		project	Entrepreneur
BangSeon	Rich Park @ Bang Son Station	BANGKOK HORIZON	Chao Phraya Mahanakorn Public Company Limited
		U delight	Grand Unity Development Company Limited
Taopoon	Rich Park@Taopoon Interchange	THE TREE	Pruksa Real Estate Public Company Limited
		Chewathai Interchange	Chewathai Company Limited
Ratchaphruek	The Rich Ville Ratchaphruek	Lapawan 19	Lapawan Company Limited
		Venetian Ratchaphruek	Thirakamon Property Company Limited
		Casa presto Ratchaphruek-Chaengwattana	Quality House Public Company Limited
Sukhumvit 105	The Rich Biz Home Sukhumvit	Flora Ville	Flora Ville Group Company Limited
		LPN bearings	LPN Development Public Company Limited
		PLEX Bangna	Real Asset Development Company Limited
Sai Ma	Rich Park @ Chaophraya	Metro Riverfront	Property Perfect Public Company Limited
		D Condo Rattanathibet	Sansiri Public Company Limited
		Supalai City Resort Phra Nangklao	Supalai Public Company Limited
		Aspire Rattanathibet	Quality House Public Company Limited
Saton-Taksin	The Rich Saton-Taksin	Byst	AI Bright Holdings Company Limited
Srinakarin	Rich Park @ Triple Station	The Room	Land and Houses Public Company Limited
		Nye	Sansiri Public Company Limited
		The Base Rama 9	Sansiri Public Company Limited
		Lumpini Place Srinakarin-Huamark Station	LPN Development Public Company Limited
		The Tree Sukhumvit 71 - Ekamai	Pruksa Real Estate Public Company Limited
Sukhumvit 3	The Rich @ Nana	Ashton (Asoke)	Ananda Development Company Public Company Limited
		The Esse (Asoke)	Singha Estate Public Company Limited
		Noble (Ploenchit)	Noble Development Public Company Limited
		HYDE 11	Grande Asset Hotels & Property Public Company Limited
Visudkasat	The 8 Collection	Life Pinklao URBANO	AP (Thailand) Public Company Limited
Phaholyothin 59	Rich Park @ Terminal	Modi Lak Si Night Bridge Interchange	Pruksa Real Estate Public Company Limited
Srinakarin	The Rich Rama 9-Srinakarin	IDEO NEW RAMA9	Ananda Development Public Company Limited
		The Base Garden RAMA9	Sansiri Public Company Limited
		The Tree Hua Mak	Pruksa Real Estate Public Company Limited
		Siamese Rama 9	Siamese Rama 9 Company Limited

The competitiveness of the company

The company has confidence in the project of the company that can compete with other entrepreneurial projects. Due to the competitive potential as follows

Location of the project

The company gives priority to In regard to the location and location of the project that will carry out real estate development to present to consumers Which must be in a good location with potential near important places such as educational institutions, department stores, hospitals, etc. Transportation is convenient. In many projects of the company Will be near the current line of the skyline or will be constructed in the future Or near the expressway or various ring roads Making the company firmly believe that the company's projects will receive feedback from customers

Unique project design

The company has designed a project that focuses on meeting the needs and lifestyle of consumers. By placing the layout to suit the location of the area and allocate living space to be fully utilized Responding to the needs of the ever-changing market The project of the company will be designed by leading architects who are famous and experienced in the business.

Customer relationship management

The company establishes business policy. That must focus on creating maximum satisfaction for customers By adopting the Customer Relationship Management system to manage customers, both old and new customers By keeping the database of every customer And continuous communication with these customers Allowing customers to get involved with the company Which creates a good relationship in the long term Which will lead to recommendations and further inform about the company's projects to other consumers

Procurement of products and services**Procurement of products for sale****Land procurement**

The company has land acquisition channels to develop projects from various sources, including land search by the management of the company which is a group of people who have long experience in the real estate business. And have a good relationship with people in various business circles or those who have land in possession Land procurement from land brokers Or the procurement of land through the auction of assets from financial institutions which are assets that are attached as collateral that does not generate income Or the auction of property from the Legal Execution Department, etc. The Company will consider buying land that has passed the consideration of the potential of the location of the land that can develop real estate projects such as consumers who want to buy housing in that area. There is enough development in the area. Travel, transportation, and convenience etc. From then, the company will conduct a feasibility study of the project in terms of marketing, finance, construction or related laws. And when the project feasibility study shows that there is potential for project development and able to generate returns at an appropriate rate The company will determine the purchase price and continue to negotiate to buy the land from the owner. The company policy will immediately buy the land to develop the project. Will not buy land for storage because they do not want to bear the cost of holding land unnecessarily at present, the company does not have land for development. (Study details can be found in Section 1, Clause 4 Assets used in the business operation) However, the Company is determined to regularly search for potential lands when the Company finds potential and suitable land for development. The company is ready to continue developing the said land.

However, if the company purchases land from persons who may have conflicts The company will comply with the policy on related party transactions.

Procurement of construction control consultants

In considering the selection of construction control consultants The company will open an auction to select from 2 - 3 consultants to submit proposals to the company. The company will consider based on the price of the presentation, experience, and work readiness. Selection The construction control consultant will act as a consultant. Check the quality and accuracy in detail, technical procedures, work methods, installation and test work during construction until completion. For horizontal projects such as Single house and townhouse / town house The company may not need to hire a consultant to control construction work from outside. Because the internal team of the company has the ability to perform this function in certain types of projects, such as The Rich Biz Home, Sukhumvit 105, etc. For vertical projects over 8 floors or buildings that are higher than 23 meters or more are buildings In the category of high-rise buildings, according to the definition in the Building Control Act BE 2522, which has more stringent building construction requirements, whether it is ventilation systems, electrical systems Fire protection system, waste water treatment system, sewerage system, water supply system and elevator system Therefore, the company needs to hire a consultant to control the construction work from outside with expertise. In order to coordinate with the contractor company and perform the inspection of the construction on behalf of the company in order for the construction to be in accordance with the law In addition, the company will hire a consultant to control the construction work from the outside as the bank lends to the company.

Procurement of contractors

The company has an internal unit to coordinate to act as a coordinator to hire contractors from outside companies. The company has a policy to select the main contractor to have a tender for every project. By having to submit 3 or more bids, which the company will consider selecting from various criteria, namely, the proposed price, experience, reputation and performance in the past Especially the work that is similar to the project of the company Completion of construction work Punctuality in the delivery of work Including considering the readiness of the work and the financial status of the contractor company In the past, the company had never had a direct dispute with the contractor.

Procurement of construction materials and products needed for project development

In the provision of construction materials for use in the construction of the project The company will allow the contractor to be responsible for purchasing the main construction materials such as bricks, cement, sand and steel, etc. and must also be responsible for the changes in the price of such construction materials. The company will determine the quality and standard of construction materials used in the project to let the contractor know. In which the contractor will evaluate and calculate the cost of all construction materials to be used as part of the construction contract While some types of construction materials that are used in large numbers in the same form Or can definitely count the number And the unit price is quite high The company will be responsible for supplying itself, such as piles, elevators, sanitary ware, air conditioners. The company can supply from all domestic distributors. The company does not have a policy to purchase a large amount of construction materials as inventory.

In the past, to the present The company does not rely on any particular supplier or contractor from outside. Because the company has contact with suppliers who are about 10 suppliers of construction materials and have a good relationship with each other Without buying from any supplier, which accounts for more than 30 percent of the total purchase or employment value While in some years, external contractors may be hired which accounted for a relatively high proportion when compared to the total purchase or procurement value. But is considered a normal business that has a high value for the contractor according to the size of the project In

the contract, the contractor will have to make a contract to guarantee the work for the company as well as the contract value in order to build confidence in the work and the construction process for the company. The company can choose to hire an external contractor by opening the bidding price that the external contractor offers. Therefore there is no dependence on any external contractor in any way

Work that has not been delivered

As of December 31, 2018, the company has the number of units reserved. Contracts for sales, but not yet transferred the ownership of the project, amounted to 913 units, equivalent to 3,794.57 million baht, with details as follows:

project	Project value (million baht)	Unit	Construction progress	Number of units booked or contracted but not yet delivered		Expected time to transfer ownership
				Unit	Value (million baht)	
condominium						
- Le Rich Sathupradit	996.00	422	100.00	-	-	2562
- Rich Park @Taopoon Interchange	1,936.00	735	100.00	12	33.34	2562
- Rich Park @ Chaophraya	1,463.00	635	100.00	109	275.28	2562
- Rich Park @ Triple Station	2,955.00	1,089	100.00	343	1,006.70	2562
- Rich Park Terminal	1,660.00	563	19.20	111	292.97	2562
- The Rich @ Sathorn-Taksin	2,100.00	509	100.00	31	118.34	2562
- The Rich @ Nana	3,838.00	413	14.79	134	1,254.75	2563
- The Eight Collection	350.00	77	75.08	16	79.04	2562
- The Rich @ Rama 9 - Srinakarin Triple Station	2,124.00	558	-	144	608.57	2564
<u>Townhouse / Townhome / Home Office / Song Song</u>						
- The Rich Biz Home Sukhumvit 105	671	140	54.00	4	22.83	2562
- The Rich Ville Ratchaphruek	572	173	56.00	4	12.99	2562
- The Rich Avenue	360	16	-	5	89.76	2562
Total	19,025	5,330		913	3,794.57	

3. Risk factors

Risk factors in operating the business of the company may give the effect on the operation and the performance of the company with the significance and the guideline in protecting the risk can be concluded as follows;

The risk in operating the business

3.1 The risk from the way that the company has operated the business in the industry that has high competition.

For the 4th quarter in the year of 2018, the overall price index of the new condominium that is during the selling in the area of Bangkok Metropolitan Region has the value equal to 147.4 points. The index value will be adjusted to be increased by 11.8% when this has compared to the same time period of the previous year and this has been adjusted by 3.1% when this has compared with the previous quarter. This is the result from the construction project of the electric train in the new route in Bangkok Metropolitan Region. This has the progress in the construction quite much and this will give the effect on the project of the new opening condominium in the 4th quarter in the year of 2018 that has the higher price than the same quarter of the previous year in many locations (This can see the table 1).

ตารางที่ 1 ดัชนีราคาห้องชุดใหม่ที่อยู่ระหว่างการขาย ในกรุงเทพฯ - ปริมาณไตรมาส 4 ปี 2561

ดัชนีราคาห้องชุด	Q1/2560	Q2/2560	Q3/2560	Q4/2560	Q1/2561	Q2/2561	Q3/2561	Q4/2561
กรุงเทพฯ นนทบุรี และสมุทรปราการ	124.9	126.8	128.8	131.9	133.1	139.1	143.0	147.4
QoQ	0.6%	1.5%	1.6%	2.4%	0.9%	4.5%	2.8%	3.1%
YoY	5.8%	5.8%	5.9%	6.3%	6.6%	9.7%	11.0%	11.8%
▪ กรุงเทพฯ	125.0	126.9	128.7	132.0	133.4	139.2	143.8	148.5
QoQ	0.7%	1.5%	1.4%	2.6%	1.1%	4.3%	3.3%	3.3%
YoY	5.9%	5.9%	5.9%	6.4%	6.7%	9.7%	11.7%	12.5%
▪ นนทบุรี และสมุทรปราการ	121.8	126.2	128.3	130.5	130.6	137.2	138.6	141.4
QoQ	-0.9%	3.6%	1.7%	1.7%	0.1%	5.1%	1.0%	2.0%
YoY	3.4%	4.0%	4.6%	6.2%	7.2%	8.7%	8.0%	8.4%

ที่มา : ศูนย์ข้อมูลอสังหาริมทรัพย์ ธนาคารอาคารสงเคราะห์

From the survey in this time, this is found that the area that the price of the new condominium will be adjusted to increase most for the first of 5 sequences in the 4th quarter of the year of 2018 when this has compared with the same time period of the previous year such as;

1) Bangsue –Dusit District, the price has been adjusted to increase by 36.4% when this has compared with the same time period of the previous year and this price has been adjusted to increase by 14.6% when this has compared with the previous quarter.

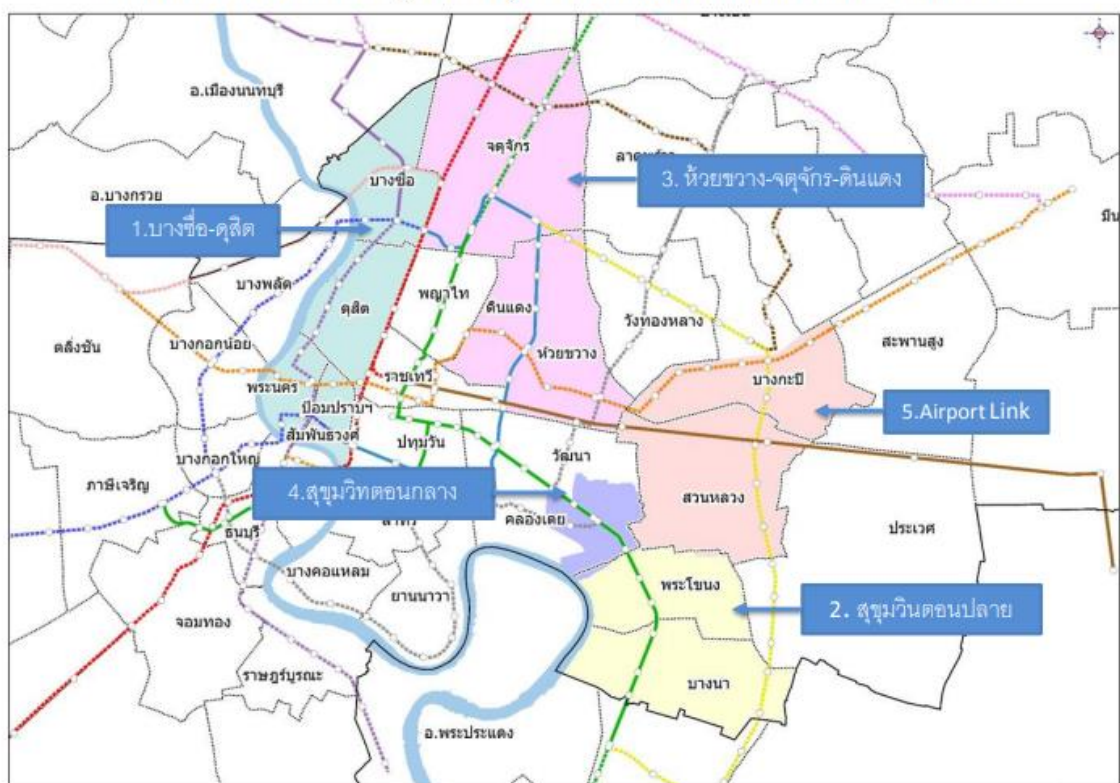
2) The ending of Sukhumvit, the price has been adjusted to increase by 31.4% when this has compared with the same time period of the previous year and the price has been adjusted to increase by 10.6% when this has compared to the previous quarter.

3) Huaykwang-Chatuchak-Dindaeng District, the price has been adjusted to increase by 30.3% when this has compared with the same time period of the previous year and the price has been adjusted to increase by 1.9% when this has compared to the previous quarter.

4) The middle of Sukhumvit District, the price has been adjusted to increase by 21.6% when this has compared to the same time period of the previous year. But the price has been adjusted to decrease by 12.8% when this has compared with the previous quarter.

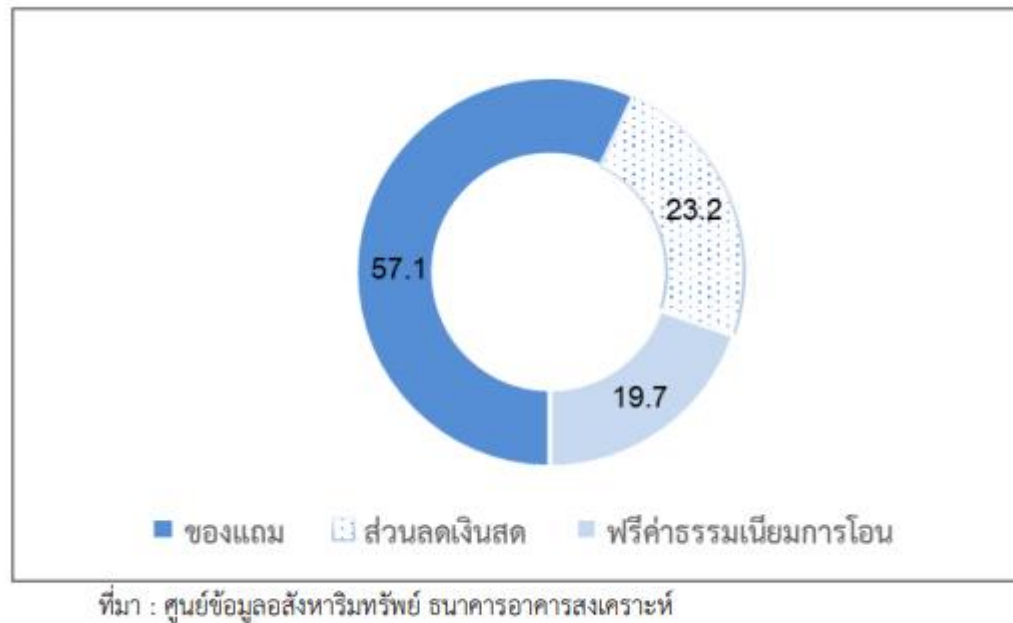
5) The Airport Link line, the price has been adjusted to increase by 12.8% when this has compared to the same time period of the previous year but the price has been adjusted to reduce by 14.7% when this has compared to the previous quarter (Please see Picture 1).

ภาพที่ 1 พื้นที่ที่ราคาห้องชุดใหม่ที่อยู่ระหว่างการขายปรับเพิ่มขึ้นมาก 5 อันดับแรก



ที่มา : ศูนย์ข้อมูลอสังหาริมทรัพย์ ธนาคารอาคารสงเคราะห์

For the form of the sales promotion in this quarter, most of it for 57.1% have the offer to be the gift such as; the furniture, the electrical appliance etc. The second is 23.2% that is the cash discount and 19.7% will be the issuing of the fee in transferring to customers.



For the overall picture in the year of 2018, the market situation of residences in the demand and the supply has been adjusted to increase when this has compared with the same time period of the year of 2017. In the demand, this has the adjustment to increase of transferring the right of residences and loans for residences have been newly granted. For the part in the supply, this has the adjustment to increase the selling of new projects of residences and those residences have been completely built and have been registered when this has compared with the same time period of the year of 2017. For the overall picture for all the year of 2018, the information center of Real Estate has expected that the market situation of residences for both in the demand and the supply will be adjusted to increase when this has compared with the year of 2017 from the result of the overall economic expansion of the country for both exporting and tourism including the investment in mega projects of the government sector. No matter will be other projects of electric train routes, high speed electric trains. Besides, the measure to supervise loans for residences of Bank of Thailand that will be effective on April 1, 2019. This has expected to give the effect to let the amount of transferring the ownership and loans for residences to have the acceleration before this will have the measure to enforce. For the trend in the year of 2019, the information center of Real Estate has expected that the result from the measure to supervise loans and a little bit slowdown of the economy will give the effect on the residence market which has expected to have the slowdown in both the demand and the supply. By in the demand of transferring the ownership of residences will be reduced for both the unit amount and the value at 11.6% and 2.5% respectively when this has compared with the year of 2018 and this has expected that loans for residences will be reduced by 2.1% when this has compared with the year of 2018. For the supply, new opening projects have been expected to reduce by 4.3% when this has compared with the year of 2018 but residences will be built completed and will be registered. This has expected that this will still increase by 6.9% when this has compared with the year of 2018 due to the expansion of new opening projects in the year of 2018. From the marketing situation in the year of 2018 that has the high competition. The company has adjusted products for matching with the consumer market more. Most of customers are persons who have revenues that are able in purchasing products that will match with products of the company. Moreover, the opening of the new marketing channel for increasing revenues including the development of the product brand of oneself for creating the confidence in the consumer. This will make in the previous time period of 2018, the company has the recognition of revenues more especially for condominiums that are built completed in the year of 2018 such as; Rich Park @ Triple Station Project and the project that has been built completely for a long time already.

3.2 The risk that the company can recognize revenues from Real Estate that is the condominium as the main issue.

The company will have main revenues from operating the business of the development of Real Estate Project that is the condominium which will count from the setting of the company until to December 31, 2018. The company has developed total of 16 projects that are the project that has developed the Real Estate business in the category of the condominium for 13 projects that have been sold and closed already such as; Richy Tower, Petchkasem, Le Rich Ratchada-Sutthisan Project, Le Rich Project @ Ari Station, Rich Park Project - Bang Hid There are projects under construction, The Rich @ Nana, Rich Park Terminal, The Eight. Collection, The Rich Avenue, The Rich Rama 9 - Srinakarin, Triple Station from the year of 2015 to 2018. Revenues from relying on condominiums will be the proportion more than 99.35% of total revenues of the year of 2018. This will make the company may have the risk if the condominium market has created the saturation condition and this has the recession that may give the effect on the performance of the company with the significance.

However, the company hasn't have the skill in the development of Real Estate in the category of the condominium only but the company will have the experience in the development of the project in the horizontal category such as; The project of the single house, The Rich Ville Bang Bua Thong that has the success in selling until this has closed the project and currently, this has the development of the Real Estate project in the category of the townhouse/the townhome such as; The Rich Biz home Sukhumvit 105 and The Rich Ville Project, Rachapruet. In the year of 2018, the recognition of revenues from the vertical line and the horizontal line that will be the help of dispersing the recognition of revenues. Besides, from the condominium only by the executive team of the company. This has the confidence that from the existing experience in the Real Estate industry for a long time for more than 16 years including personnels who have the skill will be able to study the operation according to the plan in the development of the project to be successful and will access to the requirement of customers.

Proportion of revenue from condominiums per total revenue 2016 - 2018 (Unit: Million Baht)

project	Year 2559	Year 2560	Year 2561
Total revenue from real estate sales	553.17	1,314.41	2,680.99
Condominium	462.13	1,256.56	2,663.80
- Le Rich Rama 3	6.2	125.74	30.10
- The Rich Sathorn-Taksin	-	751.27	230.31
- Rich Park @ Bang Son Station	72.23	33.42	-
- Rich Park @Taopoon Interchange	90.53	45.84	150.93
- Rich Park @ Chaophraya	293.17	300.29	348.01
- Rich Park @ Triple Station	-	-	1,904.45
Town home	91.04	57.85	17.19
- The Rich Biz Home Sukhumvit 105	35.85	35.15	6
- The Rich Ville Ratchapruet	55.19	22.70	11.19

: Richy Place 2002 Public Company Limited

3.3 The risk from the performance will be depended on the success of the project that is developing

On December 31, 2018, the company has 7 projects Consists of Rich Park @ Triple Station, Rich Park Terminal Project, The Rich @ Nana Project. And The 8 Collection project. By Rich Park @ Triple Station Project that are during the construction and waiting for the recognition of revenues Rich Park Terminal Project and The 8 Collection Project. The company expects to complete the construction and transfer the ownership to customers. The revenue can be recognized within the second quarter of 2019. The Rich @ Nana Project Can be recognized in 2020

In the year of 2018, Rich Park @ Triple Station Project that has the total project value approximately for THB 2,955 million on December 31, 2018. This will have the proportion of the recognition of revenues more than 71% of total revenues in the year of 2018.

Besides, the company may have the risk that can't recognize the performance as expected. If this has the uncertainty of the construction or the success from the development of the project, the success in the development of the project of Real Estate of the company will be depended on many factors that are consisted of the sufficiency of the working capital in the development of the project, the marketing situation of the Real Estate Industry and the Thai economy, the price of raw materials of the construction including the confidence of buyers such as; The interest rate that is the one another factor that will attract in buying residences of buyers etc. However, the company has followed and studied the economic condition in the country that may give the effect in many factors such as; the change of the interest rate, the inflation rate, the adjustment of the rule in granting loans of the commercial bank which has issued the measure to determine the Loan to Value ratio including the industrial industry of Real Estate such as; the number of issuing licenses for constructing buildings for residences, the number of condominiums that have the transferring, the progress of the infrastructure of the government such as; the system of the mass transit of the electric train, the project of the high speed electric train and other factors that have the effect on the success of the project such as; the trend of the demand of residences of consumers and the confidence of consumers for letting the company to be able to plan the strategy to be able to adjust with the changing of the environment and will respond to the requirement of the market in a timely fashion. Besides, the company will have determined the criteria in the consideration of the investment to develop the project in each project (Feasibility Study) which will have the education, the gathering of the information and the planning delicately since from the detail of the product, the location until to the number of the money for the investment and the compensation that has received from the investment.

3.4 The risk from the future performance that isn't matched with the target due to customers don't transfer according to the determined date in the contract

On December 31, 2018, the company has 913 projects that customers have booked/made sales contracts but they haven't transferred the ownership. This can calculate to be the total value of THB 94.57 million for 12 projects. The main proportion will come from Rich Park @ Triple Station, The Rich Nana and The Rich Rama 9 Srinakarin, 1,006.70 million baht, 1,254.75 million baht and 608.57 million baht respectively By Rich Park @ Triple Station Project that will transfer the ownership in the year of 2018. The company is during of the operation for letting customers to inspect to receive the delivery of condominiums including coordinating to let customers to request loans with financial institutions for being the preparation for receiving the transferring of the ownership of the condominium.

Number of units that the customer booked / contracted to sell, but not yet transferred the ownership of the project as at 31 December 2018

Project	Project value (million baht)	Number (units)	Construction progress	Number of units booked or contracted but not yet delivered		Expected time to transfer ownership
				Number (units)	Value (MB)	
Condominium						
- Le Rich Sathupradit	996	422	100.00	-	-	2562
- Rich Park @Taopoon Interchange	1,936	735	100.00	12	33.34	2562
- Rich Park @ Chaophraya	1,463	635	100.00	109	275.28	2562
- The Rich @ Sathorn-Taksin	2,100	509	100.00	31	118.34	2562
- Rich Park @ Triple Station	2,955	1,089	100.00	343	1,006.70	2562
- The Rich @ Nana	3,838	413	14.79	134	1,254.75	2563
- Rich Park Terminal	1,660	563	19.20	111	292.97	2562
- The Eight Collection	350	77	75.08	16	79.04	2562
- The Rich Rama 9-Srinakarin Triple Station	2,124	558	-	144	608.57	2564
<u>Townhouse / Townhome / Home Office / Song Song</u>						
- The Rich Biz Home Sukhumvit 105	671	140	54.00	4	22.83	2562
- The Rich Ville Ratchaphruek	572	173	56.00	4	12.99	2562
- The Rich Avenue	360	16		5	89.76	2562
Total	19,025	5,330		913	3,794.57	

Source: Richy Place 2002 Public Company Limited

3.5 The risk from the lateness and the quality of the working result of the contractor and the lack of labors

For the risk in the case that the contractor has delivered the job lately due to the contractor may have no skill or may have the problem of lacking of skilled labors or the contractor will deliver the job to be in time of the determined time but the quality of the job mayn't be according to the determined criteria. This will make the company can't control the cost efficiently or this may give the effect to le the company can't deliver other Real Estate projects for customers according to the determined time period. In order to reduce the aforementioned risk, the company has the policy in screening the main contractor that will have the bidding in every project which this has let more than 3 persons to submit for offering the price. The company will consider to screen from other criterias such as; the experience, the fame and the working result in the past time especially for the working result that has the aspect closed to the project of the company, the neatness of the construction job, the punctuality in delivering the job including this will consider about the readiness in working and the financial status of the company of the contractor.

In order that, from the past time until now, the company hasn't depended on any one distributor or the contractor outside specially. Due to the company has contacted to approximate 10 distributors of construction materials and the company has the good relationship with them by having not purchased from any one distributor over 30% of the total value of the procurement. While in some years, this may hire the contractor outside that will calculate to be rather high proportion when this has compared with the purchasing value or the total procurement but this is held to be the normal business aspect that has the value of hiring the high number of contractors according to the size of projects. For that hiring, the contractor will have to do the letter of guarantee for the company according to the hiring value for creating the confidence in the working result and the construction operation for the company which the company can select to consider to hire the outside contractor by revealing to bid the price that the outside contractor has presented. This will make to haven't depended on any one outside contractor at all.

3.6 The risk from the result of changing the policy of granting loans of the commercial bank

For the adjustment to increase and decrease of the interest rate will be the important factor that will make to have the capacity in purchasing residences of customers to decrease due to most of customers will request loans for residences from financial institutions. Hence, the adjustment that is the increasing and the decreasing of the interest rate will be the important factor that will make the capacity in buying residences of customers will reduce continuously due to most of customers will request loans for residences from financial institutions. Hence, the adjustment that is the increasing of the interest rate and the condition of the payment in the instalment will make credit limit in borrowing from financial institutions to be reduced and this will give the effect to let the capacity in buying residences will be reduced also. Besides, the interest rate will be the another important factor that will be the motivation in buying residences of customers. When this has the adjustment of the interest rate of loans that is higher. This will make to let the decision in buying residences of customers to be more difficult. This will make to create the slowdown in the buying decision. However, the company has followed the economic condition of Thailand that may give the effect on the interest rate. The company has prepared the marketing plan for supporting the change of the interest rate and this can select to use the marketing plan to be suitable with the interest rate at that time for accelerating the selling rate in the case that the marketing condition hasn't facilitated. From the past experience more than 16 years in the Real Estate business, the company has face the fluctuation of the economic condition in Thailand that has the effect on the Real Estate business. The company can cope and manage with other changing quite well.

3.7 The risk from the case that the company has large shareholders that have influenced on determining the policy in administrating the job

At November 22, 2018, this has closed the registered book of shareholders. This is appeared that the Boonwong group are the large shareholder in the company. This can calculated to be the proportion at 44.69% Mr. Chaiyasit Viriyamettakun 9.15%, Miss Sunee Sathinanan has a 5.31% proportion, Miss Waranya Pinsamang 2.96%, Ms. Pitchaya Tan Singyee has a proportion of 2.79%, Mrs. Worapa Monaraksee Proportion 1.91%, Mr. Karun Chantarangsu has a proportion of 1.11%, Ms. Supaporn Chan Serithai 1.11% and the general people for 30.97% of the registered capital that has been issued and paid already. Hence, the company and minority shareholders may have the risk from the Ataboonwongse Group the Ataboonwongse group that can control the resolution of the meeting of shareholders for almost of all parts. No matter what is the appointment of the committee or the requesting of the resolution in other topics that must have to use most of voting of the meeting of shareholders except for the law topic or the regulation that the company has determined to have to receive the voting for 3 in 4 of the meeting of shareholders. Hence, other shareholders mayn't be able to gather the voting for balancing the authority in the topic that the Atthaboonwong group have presented. However, the company has appointed 4 independent directors that is 1 chairman of the board and 3 audit committee for doing the duty to audit and consider for protecting the conflict that may be happened and for creating the transparency in the operation of the company.

3.8 The risk from changing in the rule and the law that may give the effect on the Real Estate business of the company

The changing of the rule related to the operation of the Real Estate business will be the one factor that can have the effect on the operating cost and the expense of the company. If this hasn't followed and studied the rule absolutely and this hasn't made it to be the current situation, this may make the company to operate to not to conform with the rule that has the new adjustment and this may have the effect on the cost of the company due to this must have solved to modify for being correctly. For the important change such as; the land development act in the year of 2000 that has the content related to the operation for developing the project of the company such as; the determination of the land development, the determination of the central land area, the determination of the regulation for the community, the evaluation to report the effect of the environment and the result from the inspection of the high building. However, the company has studied and followed the aforementioned act including the rule that has the adjustment and other related things such as; the change of the rule related to the determination of the region of using the benefit from the land or other mass transit projects (This may have the expropriation) for letting the company to follow the regulation correctly as always and this won't create the problem in the future. For the aforementioned practice, this will make the company to adjust and solve the operation of the company immediately and this has no need to modify the plan of the project in the future. In the case that the company hasn't followed the change of the related rule that is the cause of creating the higher expense for the company.

However, the company has studied and followed the changing related to other rules that may be happened continuously for preparing the readiness for the adjustment of the operation for the development of the Real Estate project to conform with the changing that may be happened accompanied with the study of the market condition as always. This will be happened from the preparation of the aforementioned readiness that will make the company to have the confidence that the company won't receive the effect on the aforementioned changing with the significance.

4. Properties that are used in operating the business

4.1 Main assets that are used in operating the business

Main assets that are used in operating the business of the company will be consisted of the land, the building and the equipment, the cost of developing Real Estate, the cost of developing the land and the land that is waited for the development which will have the following detail;

4.1.1. Net equipment

Net equipment of the company on December 31, 2018, December 31, 2017 and December 31, 2016 that has the net accounting value in the financial statement that is equal to THB 21.61 million, THB 37.16 million and THB 40.89 million respectively which will have the following detail;

(Million Baht)

list	ownership	Net book value			Obligation
		December 31, 2016,	December 31, 2017,	December 31, 2018	
office equipment	Owner	1.04	0.72	0.46	none
Office Furnishings	Owner	1.32	0.78	0.23	none
computer appliances	Owner	0.49	0.41	0.50	none
vehicle	Owner	0.00	0.00	3.16	none
Office equipment for sale	Owner	7.01	6.68	5.46	none
Computer equipment, sales office	Owner	0.13	0.06	0.04	none
Office furniture for sale	Owner	1.31	2.02	1.40	none
Sale office	Owner	29.59	26.49	10.36	none
Total net book value		40.89	37.16	21.61	

4.1.2 The cost of the development of Real Estate

The cost of the development of Real Estate of the company on December 31, 2018 that has the net accounting value in the financial statement that is equal to THB 4,543.88 million which will have the following detail;

No.	project project	Area (rai)	Book value As of 31 December 2017	Book value As of 31 December 2018	Appraisal price	Valuation Date	ownership	Obligation
1	Le Rich Rama 3	2-1-4.4	21.30	2.08	269.19MB. ^{/1}	15 Oct 2013	เจ้าของ	No obligation
2	Rich Park @Taopoon Interchange	3-0-64.6	231.50	154.76	606.20 MB. ^{/2}	15 Oct 2013	เจ้าของ	No obligation
3	The Rich Biz Home Sukhumvit 105	13-2-88	188.61	239.67	410.90 MB. ^{/2}	15 Oct 2013	เจ้าของ	Mortgaged as collateral with financial institutions, receiving a total amount of 536 million baht.
4	Rich Park @ Chaophraya	2-0-86	433.03	172.90	88.60 MB. ^{/4}	3 Jun 2013	เจ้าของ ^{/6}	No obligation
5	The Rich Ville Ratchaphruek	19-2-59.6	184.78	177.43	120.80 MB. ^{/5}	15 Oct 2013	เจ้าของ	Mortgaged as collateral with financial institutions receiving a total amount of 393.36 MB.
6	The Rich @ Sathorn-Taksin	3-1-18.42	777.89	649.56	388.50 MB. ^{/6}	15 May 2014	เจ้าของ	No obligation
7	The Rich @ Nana	2-0-44.10	1,132.13	1,316.50	1,005.36 MB. ^{/1}	8 Dec 2015	เจ้าของ	Mortgage as collateral with financial institutions 1,450 MB.
8	1. Rich Park @ Triple Station 2. The Rich Rama 9-Srinakarin	8-0-22	1,954.86 0.65	652.41 331.53	757.2 MB. ^{/11}	24 Nov 2015	เจ้าของ	Mortgage as collateral with financial institutions Received a total amount of 1,696 MB.
9	Rich Park Terminal @Laksi	3-0-19	366.48	483.77	-	-	เจ้าของ บริษัทย่อย	Mortgage as collateral with financial institutions Received a total amount of 588.5 MB.
10	The Eight Collection	0-2-52	95.77	161.24	-	-	เจ้าของ	No obligation
11	The Rich Avenue	1-66-7	226.96	196.61	-	-	เจ้าของ	Mortgage as collateral with financial institutions Received a total amount of 160 MB.
12	The Rich Ekamai		-	5.42				
	Total		5,613.96	4,543.88				

- Note: / 1 This will evaluate by Property Valuation Company that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the method of comparing the market price (Market Approach).
- /2 This will evaluate the price by Agency For Real Estate Company Limited that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the remaining value method.
- /3 This will evaluate by Chinese Thai Appraisal Co., Ltd. that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the method of comparing the market price (Market Approach).
- /4 This will evaluate by Grow Animation Co., Ltd. that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the method of comparing the marketing information.
- /5 This will evaluate the price by Agency For Real Estate Company Limited that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the cost method (Cost Approach).
- /6 This will evaluate the price by Landmark Consultants Co., Ltd. that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the property value with the method of comparing the market price (Market Approach).
- /7 The company has purchased the land and has transferred the ownership on November 29, 2013.
- /8 The evaluating price is lower than the accounting value due to the evaluating date of the aforementioned property price won't have created any construction at all. On March 31, 2014, the aforementioned project has started the development. This will create the recording of the account into the accounting value.
- /9 The evaluating price is lower than the accounting value due to the evaluating date of the aforementioned property price hasn't built any construction at all including this will have the recording of the accounting of the land reclamation fee and the cost of developing the project into the accounting value.
- /10 The evaluating price is lower than the accounting value due to the evaluating date of the aforementioned property price won't have built any construction at all including this has the recording of the account of the land reclamation fee and the cost of developing the project into the accounting value.
- /11 This has evaluated the price by Agency For Real Estate Company Limited that is the company that has evaluated the property value that has received the agreement from the office of Securities and Exchange Commission by this will evaluate the asset value with the cost method (Cost Approach).
- /12 This has evaluated the price by Future Appraisal Co., Ltd. that is the company that has evaluated the property value that has received the agreement from Kiatnakin Bank Pcl. by this will evaluate the asset value with the method of comparing the market price (Market Approach).

4.1.3 The deposit of the land cost

As of December 31, 2018, amount of 188.88 million baht, which is under the study project

4.2 Intangible assets

Intangible assets of the Company as at December 31, 2016, December 31, 2017 and December 31, 2018, had intangible assets used in the business in the financial statements were 1.42 million baht, 0.71 million baht and 0.35 million baht respectively. The details are as follows:

Net book value			
list	31 December 2016	31 December 2017	31 December 2018
Accounting software	1.42	0.71	0.35

Million Baht

4.3 The conclusion of the important content of other related contracts

4.3.1 The renting and servicing of the construction contract

The Company has leased office space which is used as the head office for 1 contract. The details of the lease agreement are summarized as follows:

4.3.1.1 Rental agreement

Counterparty	:	Ataboon Assets Company Limited ("Lessor") which is a connected person to the Company
	:	Richy Place 2002 Public Company Limited ("Tenant")
Rental place	:	The area in Ataboon Building Room No. 701, 7 th floor, located at 667/15 Charan Sanitwong Road Arun Amarin District Bangkok Noi District, Bangkok, with a total living area of approximately 541.67 square meters
Period of time	:	3 years from 1 March 2017 to 29 February 2020
Rental rate	:	Rental fee of 75,833.80 baht per month

The condition of renewing the contract : If the company has the intention to rend the place further after the maturity date of renting, the company will have to notify the intention to let the renter to acknowledge in the written document for the time period not less than 120 days and the party will have to negotiate to agree related to the new renting rate completely before the maturity date of the renting period not less than 30 days.

4.3.1.2 The service contract

Counterparty	:	Ataboon Assets Company Limited ("Service Provider") which is a connected person to the Company
	:	Richy Place 2002 Public Company Limited ("Service Receiver")
Rental place	:	The area in Attaboon Building Room No. 701, 7 th floor, located at 667/15 Charan Sanitwong Road Arun Amarin District Bangkok Noi District, Bangkok, with a total living area of approximately 541.67 square meters
Period of time	:	3 years from 1 March 2017 to 29 February 2020
Rental rate	:	Service fee and insurance amount of 60,856.62 baht per month

the condition of renewing the contract : The service contract will be ended when this has come to the maturity date of the renting contract of the area in the Ataboon building by the service contract will have the effect for all the time period that the renting contract has been effective to enforce to us

4.3.2 Construction contract

As at December 31, 2018, the Company has the contract of construction which has not expired as follows:

Project	Parties / scope of work	agreement	Compensation / conditions of payment
The Rich @ Nana	Construction work contract Richy Place 2002 PCL ("Employer") Porn Phra Nakhon Co., Ltd. ("Contractor")	25 February 2018 to 24 April 2020	Total construction cost 795,000,000.00 baht
Rich Park Terminal Laksi	Construction work contract Richy Place 2002 PCL ("Employer") Uwork 999 Co., Ltd. ("Contractor")	15 July 2018 to 15 October 2019	Total construction cost 393,900,000.00 baht
Rich Park Terminal Laksi	Construction work contract Richy Place 2002 PCL ("Employer") Neo 727 Co., Ltd. ("Contractor")	15 July 2018 to 15 October 2019	Total construction cost 74,000,000.00 baht
Rich Park Terminal Laksi	Construction work contract Richy Place 2002 PCL ("Employer") Neo Engineering and Service Co., Ltd. ("Contractor")	15 July 2018 to 15 October 2019	Total construction cost 29,100,000.00 baht
The Rich Avenue	Construction work contract Richy Place 2002 PCL ("Employer") Itthiphan Construction Co., Ltd. ("Contractor")	18 October 2018 to 17 May 2019	Total construction cost 26,300,000.00 baht

4.3.3 Construction management contract

As at December 31, 2018, the Company has a contract for construction management as follows:

Project	Parties / scope of work	agreement	Compensation / conditions of payment
The Rich @ Nana	Construction management contract Richy Place 2002 PCL ("Employer") Minerva Management Co., Ltd. ("Contractor")	On September 1, 2558 until April 30, 2563.	Total wage package totaling 12 million baht.
Rich Park Terminal Laksi	Construction management contract Richy Place 2002 PCL ("Employer") Minerva Management Co., Ltd. ("Contractor")	August 23, 2016 to November 31, 2019	Total wage package totaling 6,500,000.00 Baht.
The Rich Avenue	Construction management contract Richy Place 2002 PCL ("Employer") 22 Consultant and Management Co., Ltd. ("Contractor")	20 November 2018 to 20 June 2019	Total wage package totaling 1,038,435.00 Baht.
The Rich Rama 9-Srinakarin Triple Station	Construction management contract Richy Place 2002 PCL ("Employer") PMC Inter Core Company Limited ("Contractor")	31 May 2018 to 15 February 2021	Total wage package totaling 9,630,000.00 Baht.
The Rich Ekamai	Construction management contract Richy Place 2002 PCL ("Employer") Nara Plus Consulting Co., Ltd. ("Contractor")	1 August 2018 to 31 December 2020	Total wage package totaling 10,050,000.00 Baht.

4.3.4 Design contract

As of December 31, 2018, there are design contracts as follows:

Project	Parties / scope of work	agreement	Compensation / conditions of payment
The Rich Nana	Project design contract Richy Place 2002 PCL ("Employer") Plan Studio Co., Ltd. ("Contractor")	10 October 2015 to 30 April 2020	Total wage package totaling 7,290,000 Baht.
The Rich Nana	Project design contract Richy Place 2002 PCL ("Employer") Blue Planet Co., Ltd. ("Contractor")	17 August 2015 to 30 April 2020	Total wage package totaling 500,000 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Plan Studio Co., Ltd. ("Contractor")	26 July 2016 to 31 November 2019	Total wage package totaling 6,741,000 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Mr. Supot Suphadhatphon ("employee")	25 July 2016 to 31 November 2019	Total wage package totaling 650,000 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Mr. Supot Suphadhatphon ("employee")	27 June 2016 to 31 November 2019	Total wage package totaling 300,000 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Plan Studio Co., Ltd. ("Contractor")	16 June 2016 to 31 November 2019	Total wage package totaling 2,354,000 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") PPL Engineering Company Limited ("Contractor")	March 23, 2016 to November 31, 2019	Total wage package totaling 1,048,600 Baht.
Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Bewcon Co., Ltd. ("Contractor")	March 22, 2016 to November 31, 2019	Total wage package totaling 1,048,600 Baht.

Rich Park Terminal Laksi	Project design contract Richy Place 2002 PCL ("Employer") Pee Sud Co., Ltd. ("Contractor")	29 November 2017 to 31 November 2019	Total wage package totaling 734,000 Baht.
The Rich Rama 9- Srinakarin Triple Station	Project design contract Richy Place 2002 PCL ("Employer") Atom Design Co., Ltd. ("Contractor")	15 January 2018 to 15 February 2021	Total wage package totaling 8,560,000.00 Baht.
The Rich Rama 9- Srinakarin Triple Station	Project design contract Richy Place 2002 PCL ("Employer") Basic Design Co., Ltd. ("Contractor")	February 1, 2018 to February 15, 2021	Total wage package totaling 1,391,000.00 Baht.
The Rich Rama 9- Srinakarin Triple Station	Project design contract Richy Place 2002 PCL ("Employer") Geo Design Co., Ltd. ("Contractors")	February 1, 2018 to February 15, 2021	Total wage package totaling 1,200,000.00 Baht.
The Rich Ekamai	Project design contract Richy Place 2002 PCL ("Employer") Atom Design Co., Ltd. ("Contractor")	1 August 2018 to 31 December 2020	Total wage package totaling 7,704,000.00 Baht.
The Rich Ekamai	Project design contract Richy Place 2002 PCL ("Employer") Basic Design Co., Ltd. ("Contractor")	September 1, 2018 to December 31, 2020	Total wage package totaling 1,337,500.00 Baht.
The Rich Ekamai	Project design contract Richy Place 2002 PCL ("Employer") Double U Engineering Co., Ltd. Partners ("Contractors")	September 1, 2018 to December 31, 2020	Total wage package totaling 2,086,500.00 Baht.

5. Legal Dispute

The company has a legal dispute, which is a case or dispute that has not yet ended. The case is higher than 5 percent of the shareholders' equity. Information as of December 31, 2018, summarized as follows:

1. Case No. Por. 680/2016, Southern Bangkok Civil Court

Richy Place 2002 Public Company Limited is the plaintiff, which filed a lawsuit against Woraluk Property Public Company Limited.

This case, on March 31, 2016, on charges or bases of guilt, breach of contract to buy and sell. Pay damages in the amount of 303,968,842 baht, the Court of First Instance sentenced the defendant to return the deposit of 145,000,000 baht with interest at the rate of 7.5 percent per year from 6 October 2015 onwards until the plaintiff's payment has been completed. The counterclaim of the defendant to raise the court fees to be folded

In addition, the defendant has filed an appeal against the judgment of the Court of First Instance and the petition for stay of execution to the court. The plaintiff received a copy of the appeal and the petition on December 28, 2018, which later the plaintiff filed an amendment to the appeal and the statement against the request for a stay of execution on February 7, 2019

6. General information and important information of the company.**6.1 General Information**

Company Name	:	RICHY PLACE 2002 PUBLIC COMPANY LIMITED
Nature of Business	:	Real Estate Development
Head office	:	667/15 Attapawan Building, 7th floor, Charansanitwong Road Arun Amarin Bangkok Noi Bangkok 10700
Company Registration Number	:	0107556000655
phone	:	0-2886-1816-7
fax	:	0-2886-1060
Website	:	www.richy.co.th
Common share	:	1,381,460,996 shares, par value of Baht 1 per share
Registered capital	:	1,381,460,996 Baht
Paid-up capital	:	1,044,859,438 Baht
Company Secretary	:	Mrs. Saran Tarasrisunthorn
phone	:	0-2886-1816-7
fax	:	0-2886-1060
Email	:	saranthorn.s@rp.co.th

6.2 General information of other references**1. Investor Relations**

RICHY PLACE 2002 PUBLIC COMPANY LIMITED

667/15 Ataboon Building, 7th floor, Charansanitwong Rd. Arun Amarin Bangkok Noi Bangkok 10700

Tel: 0-2886-1816-7 ext. 444 Fax: 0-2886-1060 Website: www.rp.co.th

2. Registrar

Thailand Securities Depository Co., Ltd.

93 Ratchadapisek Road, Dindaeng, Bangkok, Thailand 10400

Telephone: 0-2009-9000, 0-2009-9999 Fax: 0-2009-9991 Website: www.set.or.th/tsd

E-Mail: SETContactCenter@set.or.th

3. Auditor

Miss Wannisa Ngam Buathong

Certified Public Accountant Registration Number 6838

Dharmniti Auditing Company Limited

No. 178 Dharmniti Building, 6th-7th Floor, Soi Permsap (Prachachuen 20) Prachachuen Road, Bang Sue, Bang Sue, Bangkok 10800 or

Mr. Peeradej Phongsathiensak

Certified Public Accountant Registration Number 4752

Dharmniti Auditing Company Limited

No. 178 Dharmniti Building, 6th-7th Floor, Soi Permsap (Prachachuen 20) Prachachuen Road, Bang Sue, Bang Sue, Bangkok 10800 or

Miss Thanyaporn Tangthanopajai

Certified Public Accountant Registration Number 9169

Dharmniti Auditing Company Limited

No. 178 Dharmniti Building, 6th-7th Floor, Soi Permsap (Prachachuen 20) Prachachuen Road, Bang Sue, Bang Sue, Bangkok 10800 or

Mr. Thanawut Phiboonsawat

Certified Public Accountant Registration Number 6699

Dharmniti Auditing Company Limited

No. 178 Dharmniti Building, 6th-7th Floor, Soi Permsap (Prachachuen 20) Prachachuen Road, Bang Sue, Bang Sue, Bangkok 10800 and

Ms. Arisa Chumwisut

Certified Public Accountant Registration Number 9393

Dharmniti Auditing Company Limited

No. 178 Dharmniti Building, 6th-7th Floor, Soi Permsap (Prachachuen 20) Prachachuen Road, Bang Sue, Bang Sue, Bangkok 10800