



OPPORTUNITY DAY

Q1 - 2024

CONTENT

BUSINESS OVERVIEW

HIGHLIGHT Q1 - 2024

PRI BUSINESS PLAN



BUSINESS OVERVIEW

OUR SUCCESS JOURNEY

2011

ESTABLISHED



2015

NEW BUSINESS



2016

NEW BUSINESSES



PROPERTY MANAGEMENT



CLEANING SERVICE



INTERIOR DESIGN

2017

NEW BUSINESS



LUXURY MANAGEMENT

2020 - 2021

NEW BUSINESSES



2022

1ST DAY TRADE



2023

NEW BUSINESSES



ACQUISITION



2024

NEW BUSINESSES



BUSINESS OVERVIEW



PRE-LIVING SERVICE



LIVING SERVICE



LIVING & EARNING SERVICE



HIGHLIGHT Q1 - 2024

REVENUE 416 MB

(+5% YOY)

NET PROFIT **80** MB

NEW HIGH BACKLOG

801 MB

TOTAL 43,000+ FAMILIES

CUSTOMER EXPANSION

B2C CUSTOMER
>200 ROOMS



StarView
by Eastern Star

SAii

SINGHA ESTATE

Lotus's

CENTRAL
PATTANA

SUPALAI
LOFT

THE
ROOM

RENOVATE : JEWERY TRADE CENTER
HUAMARKMALL, DUSIT RESORT KRABI

NEW BUSINESS



Nomadic
Butler

NEW PROJECT Q1 2024



The Nine Center Rama 9 (CM)



**LOTUS: PHARAM 2 KM 18
LOTUS: PHANTHAI NORASING MOO 2**



Siam Paragon (Renovation)



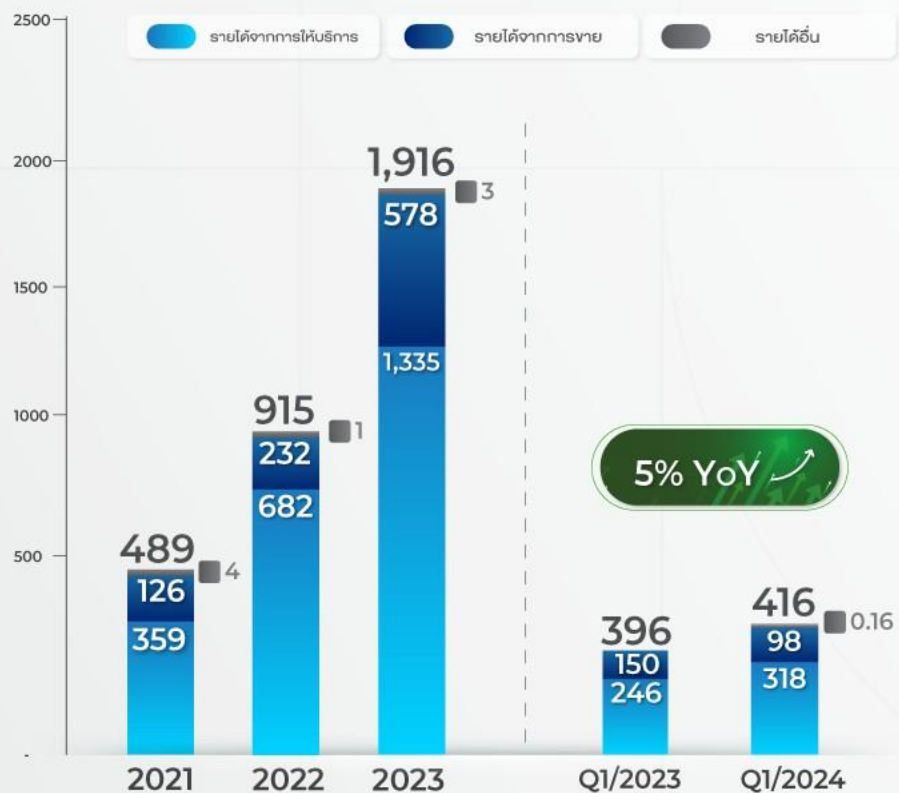
SOLACE PHAHOL-PRADIPAT (CM)



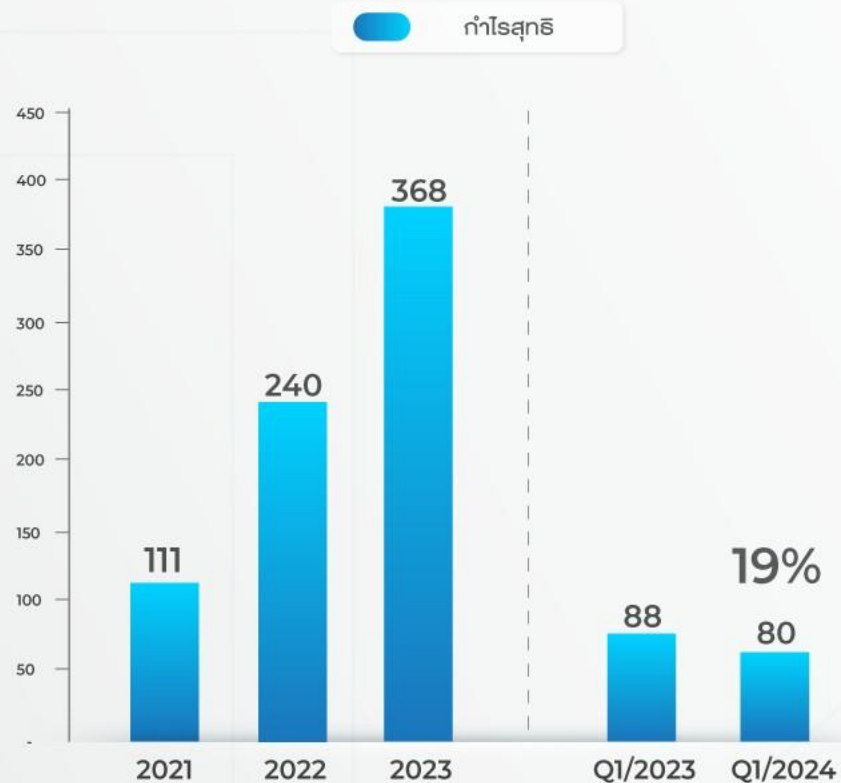
Huamark Town Center

PERFORMANCE 2024

REVENUE STRUCTURE



NET PROFIT



SEGMENT REVENUE Q1 - 2024

LIVING&EARNING SERVICE

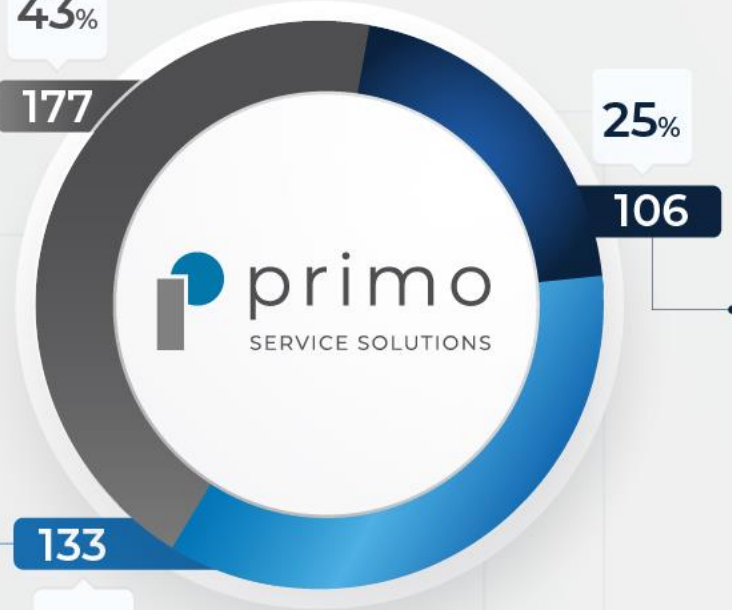
43%

177

LIVING SERVICE

133

32%

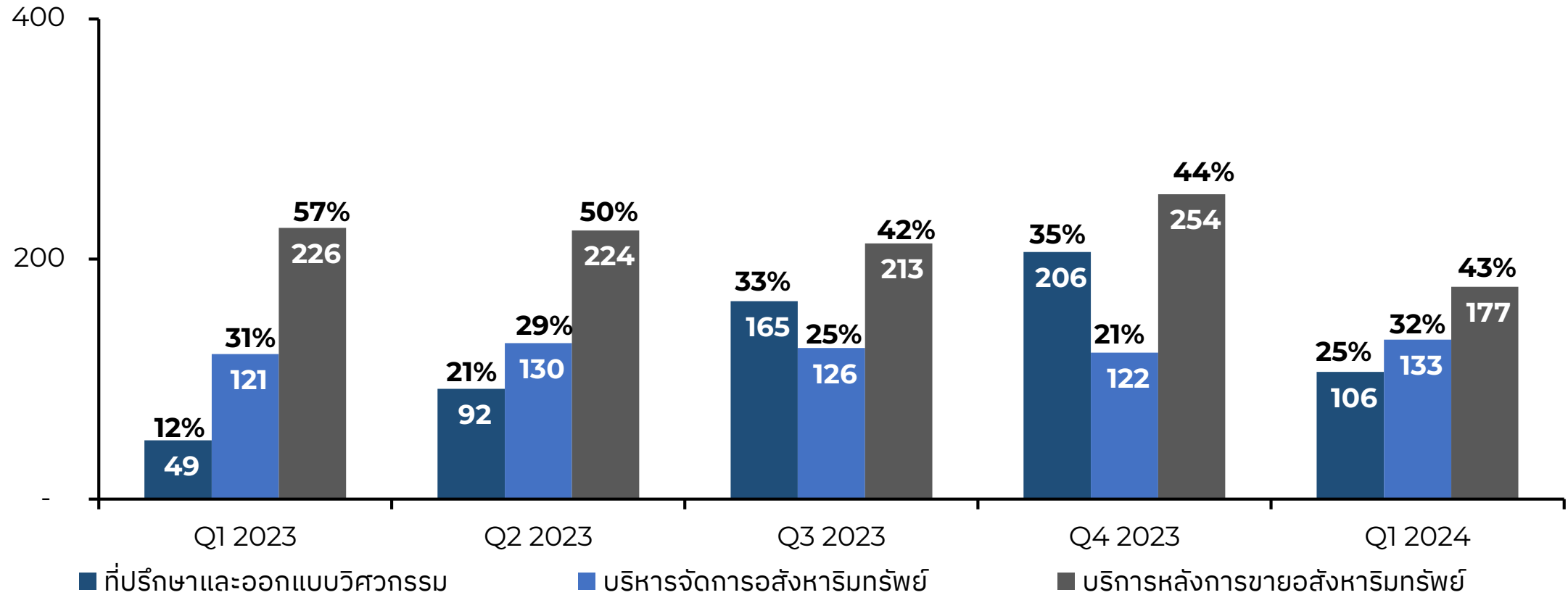


PRE-LIVING SERVICE

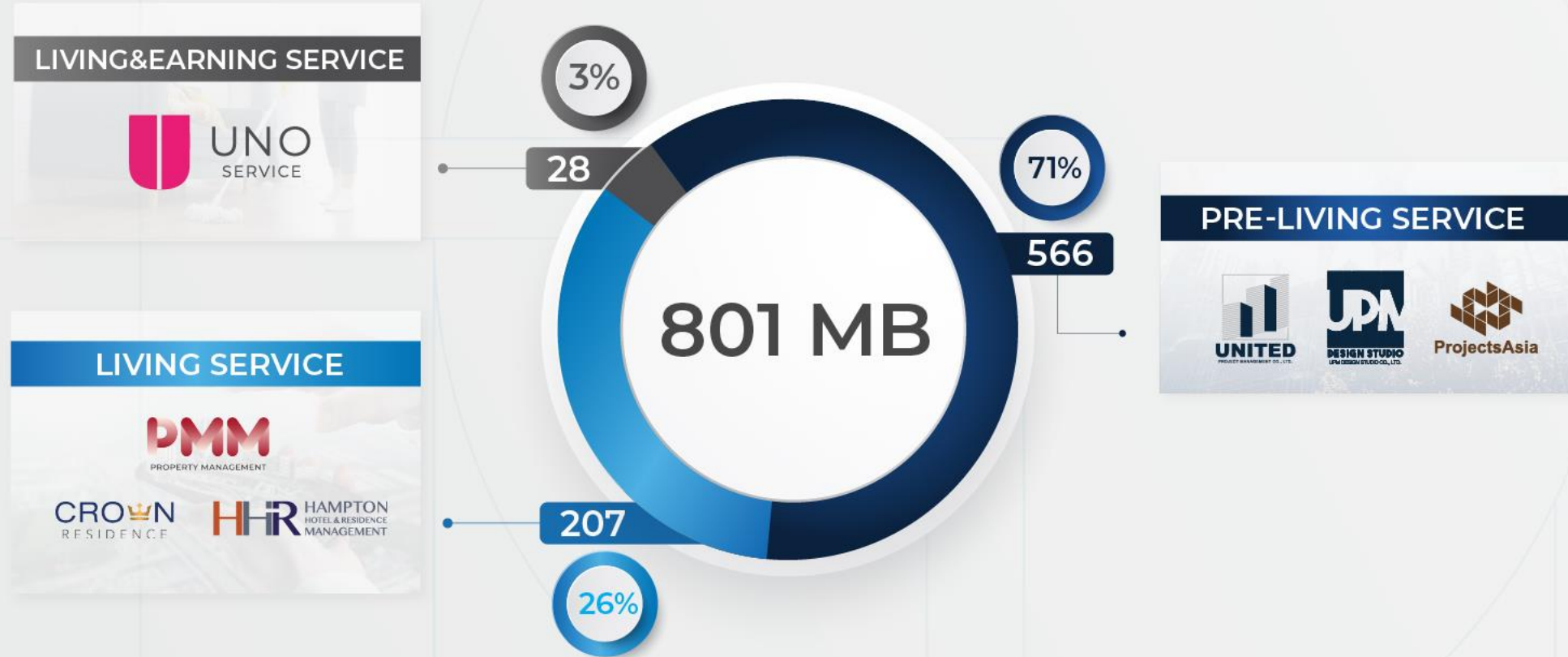
TOTAL REVENUE
416 MB

NET PROFIT
80 MB

โครงสร้างรายได้



BACKLOG AS OF Q1 - 2024



PRI BUSINESS PLAN

2024 FOCUS EFFICIENCY & SUSTAINABLE GROWTH



● EXPANDING OUR
BUSINESS HORIZON



● PEOPLE
DEVELOPMENT



● ENHANCE
INNOVATION +
TECHNOLOGY



● ESG & SUSTAINABILITY
FOR FUTURE LIVING

EXPANDING OUR BUSINESS HORIZON

2019	2020	2021	2022	2023	2024
	 	 	 	 	 INCREASE RETENTION RATE & BROADEN NEW SEGMENTS PENETRATE NEW CUSTOMERS IDENTIFY HIGH POTENTIAL MARKET BRANDING / NETWORKING SYNERGIZE WITH PARTNERS

INCREASE RETENTION RATE & BROADEN NEW SEGMENTS

PRE - LIVING

132 PROJECTS

LIVING

114 PROJECTS

LIVING & EARNING

138 PROJECTS

PRE-LIVING SERVICE



LIVING SERVICE



EARNING SERVICE



OPERATIONAL EXCELLENCE

UPLIFT CUSTOMER SATISFACTION

EXPAND TO NEW SEGMENTS

PENETRATE NEW CUSTOMERS (B2C)



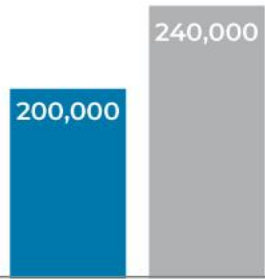
43,000+
CURRENT FAMILIES



+5,000
TARGET
NEW HOME/NEW FAMILIES

RENOVATE MARKET VALUE

TRANSFER (MB)



2022

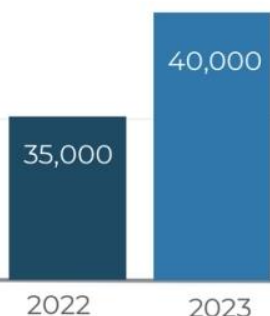
2023

COMPANY RESEARCH



IDENTIFY HIGH POTENTIAL MARKET

MARKET VALUE FACILITY MANAGEMENT(MB)



COMPANY RESEACH

Value of foreign customers transferring ownership in Thailand in 2023

TRANSFER (UNITS)

TRANSFER (MB)



Country	Unit	Value(MB.)	Area(sq.m.)
China	6,614	34,132	261,035
Russia	1,260	4,455	53,319
USA	631	3,227	34,696
Malaysia	564	3,707	28,239
Taiwan	532	2,908	21,362

■ Unit
■ Value(MB.)
■ Area(sq.m.)



UNO SERVICE

- Expand Facility Management service for large building targeting public, private and state enterprises customers.
- Expand service to specific groups such as hotel groups, automative warehouse, and hospitals.



PASSION REALTOR

Specialist agent group



JUST CO ON

Specializing in CLMV group



PASSION ASSET 360

Specializing in chinese market

BRANDING & NETWORKING, SYNERGIZE WITH PARTNERS



● **BRANDING**

● **SYNERGIZE
WITH PARTNERS**



● **BUILD UP
STRATEGIC PARTNERS**

LIFETIME SERVICE CIRCLE 2024



PEOPLE DEVELOPMENT

INCREASE TALENT CAPABILITY



COLLABORATE WITH 10 INSTITUTIONS



ESTABLISH MORE THAN 30 CURRICULA

STEP 1



GENERAL SKILLS/
SERVICE-MINDED DNA

STEP 2



DOMAIN
SPECIFIC SKILLS

STEP 3



PUBLICLY
AVAILABLE

ENHANCE INNOVATION + CONNECTION

Highlight In ...

2024

Resident App



- ✓ Standard White Label Residential App Features
- ✓ Visitor Management

Smart Sentry

AI-powered Inspection
Automated Maintenance Monitoring



UNO Maid

Expansion Platform

- ✓ More Maid
- ✓ More Location



- IN-HOUSE SOLUTION
- ENHANCE INNOVATION AND CONNECTIVITY IN EVERY BUSINESS UNIT
- DIVERSIFY SERVICES IN APP TO EMPOWER LIVING EXPERIENCES
- CRAFT WHITE LABEL FOR SUSTAIN BUSINESS

ESG & SUSTAINABILITY FOR FUTURE LIVING

ENGAGE WITH ALL STAKEHOLDERS



● WASTE
MANAGEMENT



● ENERGY
SAVING



● SOCIAL
ENVIRONMENT



● SUSTAINABLE
IN BUSINESS

HAPPY MAKER

“ เข้าใจ ห่วงใย ใส่ใจ
และทำออกมาจากใจ ”



TARGET PERFORMANCE 2024

PRE - LIVING
150+ PROJECTS

LIVING
130+ PROJECTS

LIVING & EARNING
150+ PROJECTS



PRE-LIVING SERVICE

LIVING SERVICE

LIVING & EARNING SERVICE

