



- Client:** Sansiri Public Company Limited, one of Thailand's leading property developers.
- บริษัท แอสสิริ จำกัด (มหาชน) ผู้นำด้านบริการอสังหาริมทรัพย์ชั้นนำของประเทศ
- Project:** Content writing of the organisation's official company profile, as a template adaptable for required channels. (2-pages, complete)
- จัดทำรูปแบบเนื้อหาโปรไฟล์องค์กร สำหรับปรับใช้บนช่องทางที่กำหนด

Established in 1984, Sansiri is Thailand's full-service real estate developer. Recognised amongst the country's top three property developers, the company has been listed on the Stock Exchange of Thailand (SET: SIRI) since 1996. Sansiri's business strategy, 'Engineer for Growth (EFG)', is to steer the company to strong and sustainable profitability in the long term with an annual profitability rate of 15% within the next three years.

Widely renowned for their acclaimed experience and expertise as a real-estate developer, Sansiri has a portfolio of over 322 projects offering a full range of premium-quality low- and high-rise residential units in single-detached houses, semi-detached houses, townhouses, and condominiums including residential services, maintenance, brokerage advice and rental property management.

With 34 years of experience and expertise, Sansiri is the leading developer for local, expatriate, and foreign investors. The company sets itself apart from other developers with its subsidiary Plus Properties, by providing a suite of services and products ranging from property development to property services with professional consultancies such as extensive real estate brokerage services, project sales management, and total real estate management and professional concierge service.

Sansiri prides itself as a living partner under the company's tagline, "We construct lives, not just buildings" to present the experience of the good life in the form of 'Complete Your Living Experience' by continually offering a complete home and lifestyle experience through lifestyle products and services, Sansiri Collection and Sansiri Lounge, after-sales and concierge service and the Sansiri Family privileges, Sansiri strives to provide the perfect living and lifestyle experience for all residents.

The Sansiri vision also encompasses quality and innovation, delivering high levels of satisfaction to customers, and retaining sustainable relationships with business partners and communities, in a socially and environmentally responsible way. The company's CSR programme, 'Social Change' aims to help, support and improve children's lives sustainably by working with all partners from both the government and private sectors. Sansiri is also the official partner for UNICEF to ensure the rights of children are realized.

Their strong CSR efforts and partnership with UNICEF to legislate Universal Salt Iodisation in Thailand were also recognised by the International Council for Control of Iodine Deficiency Disorders (ICCID) and awarded the 'Basil Hetzel Award' in 2013.

Sansiri is the first and only South-East Asian real estate developer to receive the prestigious 'Commendation of Excellence' from the Asia Pacific Commercial Real Estate Cooperation, in 2007. More recently, Sansiri was also awarded the 'Real Estate Projects Awards 2012', 'Design Excellence Award 2012 (Denmark)' by DITP, 'Good Design Award 2012 (G-Mark)' and 'Outstanding Investor



- Client:** Sansiri Public Company Limited, one of Thailand's leading property developers.
- บริษัท แสนสิริ จำกัด (มหาชน) ผู้นำด้านบริการอสังหาริมทรัพย์ชั้นนำของประเทศ
- Project:** Content writing of the organisation's official company profile, as a template adaptable for required channels. (2-pages, complete)
- จัดทำรูปแบบเนื้อหาโปรไฟล์องค์กร สำหรับปรับใช้บนช่องทางที่กำหนด

Relations Awards' by The Stock Exchange of Thailand. In 2013, Sansiri was conferred the 'Best Developer' and 'Best Housing Development (Bangkok)' by the Thailand Property Awards 2013. And recently, this year (2017), Sansiri emphasised the success of Sansiri as the leader in Thailand's real estate development sector by winning four top prizes at the prestigious "Thailand Property Awards 2017" includes 'Best High-Rise High-End Condominium Development (Bangkok) Award's 'Best High-Rise Condominium Architectural Design (Bangkok)'; 'Best Universal Design Development Award' and 'Special Recognition in CSR' by the Thailand Property Awards 2013.

In November 2017, Sansiri invested US\$80 million in six leading global technology and lifestyle businesses in a bold move to expand its holdings and create a collaborative, multi-disciplinary portfolio. The six companies include Standard International, One Night, Hostmaker, JustCo, Farmshelf and Monocle magazine. All six investments are in high-growth sectors in global markets which allow Sansiri to meet new trends, add value for its residents and further complete the living experience and integrate living, working and discovery.

As of August 2018, Sansiri has launched a total of 332 projects of over 92,000 single houses, townhouses, and condominium units in 20 provinces and one international property in London.