

## Pruksa Cheers Q1 Results, Exceeding Target for Both Revenue and Profit

*Pruksa Real Estate, No.1 in Thailand's real estate developer, announced its performance in Q1 2018 with the total revenue of 8,352 million baht, and the net profit of 862 million baht, or 3.6% and 26.6% growth, respectively from the same period last year. Pruksa Real Estate is able to remain the leading real estate developer and ready to launch 77 new residential projects, along with its 25<sup>th</sup> Anniversary Campaign to give away 25 Honda Jazz cars to the lucky customers, aiming to boost sales while enhancing its brand to achieve "Top of Market, Top of Mind"*

Mrs. Supattra Paopiamsap, Deputy Group CEO, Pruksa Holding Public Company Limited, revealed that "in Q1 2018, Pruksa Real Estate has reached the total sales of 12,696 million baht, representing 24% of target sales at 53,742 million baht in 2018. The total revenue for the Company came in at 8,352 million baht and the net profit at 862 million baht, which rise 3.6% and 26.6%, respectively from the same period last year. The growth in both revenue and profit comes from the transfer of condominiums in various residential projects under the value segment. Overall, the Company said it has delivered a strong performance this year. In Q1, Pruksa launched 15 new residential projects worth 9,800 million baht, consisting of 10 townhouse projects, 4 single-detached house projects and 1 condominium. Pruksa had a total sales backlog of 31,377 million baht, equal to 16% increase from the last quarter of 2017. Of this amount, 15,021 million baht will be booked this year. Pruksa also has 188 active projects, valued up to 96,129 million baht.

As for this year, Pruksa proceeds to pursue its roadmap by launching 77 new residential projects, worth 67,800 million baht, in both Value and Premium segments. The Company is confident that all the residential units can be released as planned since the land is readily available for project development. Besides, Pruksa Real Estate has brought in the 25<sup>th</sup> anniversary campaign, giving the opportunity for customers to win the grand prizes, 25 Honda Jazz cars, aiming to stimulate sales and reward the customers. Meanwhile, Pruksa is also strengthening itself to achieve "Trust Mark Brand" with the greatest corporate rebranding in its 25 year history. The rebranding campaign also features the latest Brand Endorser, Athiwara Toon Khongmalai, to convey Pruksa's Brand Purpose of caring for the well-being of the customers. This campaign has

kicked off robust results from the consumers and become talk of the town in the real estate industry.

Earlier, PrukSA has restructured its organization by introducing PrukSA Real Estate Town House as a new addition to the previous segments of value and premium business. This townhouse unit is headed by Mr. Theeradej Kersamang, Chief Executive Officer, PrukSA Real Estate – Townhouse, which represents the major portfolio for PrukSA. This year PrukSA plans to launch up to 44 new residential projects while focusing on bringing in new construction innovation for townhouse projects to improve the housing quality. The restructure would help shorten the business cycle as the revenue can be realized since Q3 this year onwards. PrukSA also aims to penetrate the real estate market in different provinces, particularly, Eastern Economic Corridor (EEC) as well as Main Industrial Estate and Tourist Cities including Phuket and Chiang Mai by releasing 13 new residential projects, valued over 8,000 million baht. In addition, PrukSA is expanding its townhouse projects' sale to cover 5-7 million baht price range so that every customer segment can be reached. By all means, such strategies can, thus, effectively enable PrukSA to achieve its sales and revenue target.”