

## PrukSA Reveals 2<sup>nd</sup> Half Strategy, Turning to New Marketing and Adjusting its Portfolio to Compete in Condo Market

*PrukSA Real Estate, No.1 Thailand's real estate developer, announced its business strategy for the second half of 2018, pursuing the new marketing strategies and adjusting its real estate portfolio to beat into the condominium market, aiming to achieve its long term revenue target. PrukSA also launches new residential projects while expanding the new sales channels that cater to the changing behaviors and lifestyles of consumers in each segment.*

Mrs. Supattra Paopiamsap, Deputy Group Chief Executive Officer, PrukSA Holding Public Company Limited, revealed that “in the first half of 2018, PrukSA Real Estate has reached the total sales of Bt 24,376 million, the total revenue of Bt19,282 million and the net profit of Bt2,426 million. PrukSA has launched 26 residential projects, valued Bt 19,900 million. In the current second half, PrukSA plans to launch a total of 42 new residential projects worth a combined Bt 41,500 million in both Premium segment and Value segment. Some of the highlight residential projects include “**The Reserve Sathorn**,” “**Passorn Bangna - Wongwaen**,” “**The Privacy Jatujak**,” and “**PrukSA Ville Ramkhamhaeng-Wongwaen**.” To achieve the target, PrukSA is also pursuing new marketing strategies by highlighting both on the quality and facilities of its products to differentiate itself from the competitors while satisfying the demand of customers in every segment. Part of the new marketing strategies also includes the increased use of digital media to reach the target customers. As for the town house segment, PrukSA aims to retain leadership in the town house market, seeking to penetrate market in upcountry provinces, particularly, in the major cities of Thailand and the eastern provinces of Eastern Economic Corridor (EEC) development project.”

In addition, PrukSA has introduced 3 new sales channels, which include “**Broker**,” attracting foreign buyers for condominium projects through overseas sales agents and “**B2B**” partnership channel, offering attractive campaigns and discounts to the partner organizations for purchasing PrukSA residential projects. Currently, there are 1,314 partner organizations (including their subsidiary companies). In the first half of 2018, the first two new channels, “**Broker**” and “**B2B**” altogether have contributed to 28% of the total revenue. The last new channel is **PrukSA Member**, the buyer referral program through the current PrukSA customers who will be rewarded with special privileges. This channel, in particular, is proved to be the winning strategy for PrukSA as 47% of those who have been referred by PrukSA customers will buy the residential units. Most importantly,

Pruksa currently possesses an in-depth customer database, consisting of over 1 million customer data that the Company can capitalize on to reach every customer segment in the database and successfully increase sales.”

As for the ongoing investment in healthcare business, Pruksa Holding PLC has started constructing Vimut Hospital, which is expected to fully operate in the third quarter of 2020. In the meantime, Pruksa is operating "Ban Mor Vimut Clinic" to offer general treatment and health care consultation for residents in the neighboring community, as an adjacent business to Vimut Hospital. The "Ban Mor Vimut Clinic" is a pilot project, which is scheduled to operate in Rangsit - Klong 3, Pathum Thani by year's end. Rangsit area, in particular, is considered the large community where many of Pruksa residential projects are located. In the future, Pruksa aims to expand its healthcare business scheme to serve other communities as well.

Mr. Piya Prayong, Managing Director, Pruksa Real Estate Public Business Group, Pruksa Real Estate Public Company Limited, revealed that "in the second half of 2018, Pruksa plans to adjust its real estate portfolio and launch more condominium projects in order to set the long term revenue target. With the 10 condominium projects to be released this year, the condominium segment would account for 40% of the total real estate portfolio. Pruksa condominium projects stand out in various prime locations both in the city center and along the mass transit stations, which can help enhance the Company's market share in the condominium market. As for the single-detached houses project, Pruksa has developed unique products in terms of design, functionality, fully-equipped facilities and breakthrough residential innovation, seeking to match all aspects of the customers' lifestyle. In the second half of 2018, the sales backlog worth approximately Bt 12,200 million will be recorded from the booking of 4 condominiums, namely, Plum Condo Pinklao Station, Plum Condo Ramkamhaeng Station, Urbano Rajavithi and Chapter One ECO Ratchada – Huaikwang. Besides, in the first half of 2018, the mortgage lending rejection rate of Pruksa customers was as low as 4.6% from the Ready-to-Move-in and Pre-Approve House strategy in both single-detached houses and townhouses. Pruksa therefore is confident that the Company can achieve the revenue goal this year as targeted.”

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