

Pruksa Reveals Three-Quarter Exceptional Performance, with Bt4,017 Million Profit Ready to Accelerate Q4 with Biggest Campaign of the Year

Pruksa Real Estate, Thailand's No.1 real estate developer, announced its first three quarter performance of 2018, with Bt 4,017 million profit or 8.1% soaring from last year. By far, Pruksa Real Estate has achieved the total sales of Bt 39,196 million, the total revenue of Bt 30,480 million along with the total sales backlog of Bt 35,749 million, or 11.3% growth from the previous quarter. The Company highlights its new marketing approach through digital media in order to directly reach the targeted customers. Besides, in Q4 Pruksa is driving the biggest campaign of the year "Pruksa 25th Year Big Sale Ever, along with big deals, big bonus and big rewards to offer sale, special offers and a chance to win grand prizes including a condominium unit, 5-baht gold necklaces and Samsung Galaxy Note 9, valued over Bt 200 million for special customers.

Mrs. Supattra Paopiamsap, Deputy Group Chief Executive Officer, Pruksa Holding Public Company Limited, revealed that "in the first three quarter of 2018, Pruksa Real Estate has achieved the satisfactory results with the net profit of Bt 4,017 million that rose 8.1% year-on-year. The total sales for the Company came in at Bt 39,196 million and the total revenue at Bt 30,480 million. This is resulted from the new marketing approach that Pruksa has pursued through digital media to reach its potential target customers more effectively. This strategy has enabled Pruksa to ensure tremendous success in the residential project sales. To illustrate, "The Tree Dindaeng-Ratchaparop," Pruksa's first residential project that offers online booking, was able to close its online booking within the first 10 minutes, allowing the project to sold out. As for "Pruksa Ville Ramkhamhaeng-Wongwaen (Mistine)," the townhome located on the prime location on Ramkhamhaeng Road, Pruksa could hit the new record and managed to close the sales of the first phase worth Bt 650 million within the first two days. In addition, "Passorn Bangna - Wongwaen" could meet the sales target within the first two days not to mention several other highlight residential projects launched this year. With this strong performance, Pruksa has achieved the total sales backlog of Bt 35,749 million at the end of Quarter 3, or 11.3% increasing from the previous quarter. Therefore, Pruksa Real Estate is able to close the third quarter with No.1 position, sustaining market share at 10% of the total market value in Bangkok and its vicinity, and continues to maintain its leadership in townhouse segment, with 21% market share.

As for the business strategies for retaining its No.1 position in the market, during Q4 Pruksa is launching 15 new residential projects worth a combined Bt 11.400 billion, comprising 12 townhouse projects and 3 high rise projects. At the beginning of the previous month, Pruksa has launched its latest luxury condominium "The Reserve 61 Hideaway" with prices starting from Bt 12 - 60 million which has received an overwhelming response from the high-end customers. In addition, to stimulate the sales in the last quarter of 2018, Pruksa is holding "Pruksa 25th Year Big Sale Ever, along with big deals, big bonus and big rewards," Pruksa's biggest

promotional campaign throughout its 25 years. By making a booking contract or transferring ownership of PrukSA's ready-to-move townhomes, single-detached houses and condominiums from all around the country by 28 December 2018, altogether 161 participating projects, all customers can enjoy exclusive sale, special privileges and a chance to win grand prizes including Plum Condominium Phaholyothin 89, 5-baht gold necklaces and Samsung Galaxy Note 9, valued up to 200 million baht in total. It is anticipated that these strategies can surely enable PrukSA to achieve this year target."

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