

Pruksa Begins FY19 with Exceptional Performance, Setting New High Record, Q1 Net Profit Jumps 96%

Pruksa Real Estate, Thailand's No.1 real estate developer, announced their earnings for Q1 of their 2019 fiscal year, setting a new high profit of Bt 1,686 million, marking 96% expansion from last year. In Q1, Pruksa has achieved the total revenue of Bt 11,881 million, which rose up to 44% year-on-year and generated the sales of Bt 11,178 million, while maintaining their number one position, full force ahead with both brand image and positive responses from customers via online channels. The Company also announced its readiness to launch a new business "DEAL" offering the resale services including Selling, Buying and Leasing residential properties. Also rejuvenating their IVY brand into an up-lift Hi-End condominium, ready for the grand opening at year-end.

Mrs. Supattra Paopiamsap, Deputy Group Chief Executive Officer, Pruksa Holding Public Company Limited, revealed that "The net profit of Q1 FY 2019 came in at Bt 1,686 million, up to 96% and nearly doubled Bt 862 million net profit in Q1 FY 2018. The revenue of Q1 rose to Bt 11,881 million, significantly grew at 44% from the previous year which stood at Bt 8,274 million while Q1 sales was boosted to Bt11,178 million. Besides, the Company has a solid backlog of Bt 32,443 million as of the 2019 first quarter-end, which comprises the revenue backlog of Bt 17,834 million in 2019, accounting for 51% of the 2019 year-to-go revenue target and revenue backlog of Bt 14,608 million for the Company in the next two years. Pruksa also has 185 ongoing and active residential projects, valued up to Bt 94,430 million.

As for the strategy of Q2 FY2019, Pruksa will focus on driving the organization with Sales Excellence in order to enhance their sales capacity and deliver a broader range of services to customers. Meanwhile, Pruksa is launching a new business, "DEAL" offering full resale services for selling, buying and leasing residential properties while seeking to develop AI Matching system on the Digital Platform for customizing and selecting the residence that best match the customers' demand. The new service also includes web-based system allowing resale agents to manage unit selling and buying where the information can be retrieved real-time on a continuous basis for 24 hours. With this new business, their sales channels are no longer limited to the current 3,000 brokers, B2B and Pruksa Member

Besides, to better reach customers in the digital era, Pruksa is building on its Sales Excellence via E-Commerce by establishing the fruitful collaboration between Pruksa Real Estate, Thailand's No.1 real estate developer, and Shopee, a top leader of E-Commerce platform with the highest number of downloads. An exclusive promotion will be launched on June 6 this year to offer special privileges for customers to book a unit only at 6 Baht on Shopee. Further updates will be revealed very soon.

For further information please contact Corporate Communications Management, Ms. Kasesara, Ms. Warissara and Ms. Piyanuch

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“As for the strategy towards the new project releases in Q2, Prukسا Real Estate aims to launch 17 new residential projects, worth over Bt 22,450 million, comprising 8 Townhouse Projects, 7 Single-detached House Projects and 2 Premium Projects. Particularly for the Premium segment, Prukسا Real Estate has recently launched “Chapter,” the latest premium brand early this month, which has yielded positive responses from hi-end customers. Besides, by year-end, Prukسا is rejuvenating its IVY brand, highlighting both the material spec and exceptional design of the project, which will elevate Prukسا’s condominium projects to the next level. With this strategic direction, Prukسا is confident to be the champion in the business and achieve this year’s goal as targeted,” affirmed Mrs. Supattra.