

**Pruksa rises above real estate crisis with success in Q3
Generating sales of Bt14,113m, a 15% increase, with Bt8,517m revenue
or 9.5% increase from previous quarter**

Pruksa Holding PCL rises above crisis in property market with massive success in the third quarter of 2019 garnering sales of 14,113 million baht, a 15% increase, with revenue of 8,517 million baht, or 9.5% increase compared to the previous quarter, and profit of 916 million baht. By choosing to adjust its strategy to launch new projects during the last quarter of the year, Pruksa focuses on introducing only projects located in the right location, in the right timing and for the right target.

Mrs.Supattra Paopiamsap, Deputy Group Chief Executive Officer of Pruksa Holding PLC, said "In the third quarter of 2019, Pruksa has achieved sales of 14,113 million baht, or a 15% increase, with 8,517 million baht in revenue, or 9.5% increase compared to the previous quarter, and profit of 916 million baht. Over the past 9 months, the company generated sales of 37,480 million baht, down by 3.7%, with revenue of 28,179 million baht, down by 6.8%, and profit of 3,534 million baht, which was down by 12% compared to the same period last year, but we continue to be doing better than the overall market which clearly had less purchasing power. Pruksa continues to gain sales and revenue in the third quarter as we had new project bookings increased by 30%, outperformed the market which had only 27%. Pruksa continued to be a no.1 leader in property market with highest market share of 12%."

The overall real estate market in Bangkok and surrounding areas in the 3rd quarter has seen a slump by 35% compared to the same period last year. Negative factors included the slowdown of Thai economy which has been in that approach since the second quarter, the LTV measures and the banks' tightened lending criteria. Pruksa helped customers who could not secure their loans by allowing them to purchase property again through Win Back program, which helped increase the company's sales by 4,878 million baht, or 13% of total sales.

As for the operational plan in the last quarter, Pruksa has partnered with banks to help prepare customers to secure their loans easier. The company also adjusted strategic plan to launch 9 new projects, worth 8,800 million baht, by choosing to introduce only projects located in the right location, in the right timing and for the right target. The company has backlog sales of 16,092 million baht this year and is ready to continue

to create sales excellence through various channels. Recently, the company has come up with sales campaigns conducted through e-commerce platform like Shopee. It was Prukسا's strategy to add new channel that reached millennials who frequently used online media. By launching a new campaign entitled "**11.11 Big Discount Every Unit**", we allow customers to simply click to buy a coupon via Shopee at the price of 11 baht. The coupon can be exchanged with a discount of up to 200,000 baht when purchasing more than 111 units of ready-to-move-in townhome from participated projects by Prukسا from today until 30 November 2019. In addition, the government's measure to reduce the fee for property ownership transfer and mortgage, which came into effect on November 2, should help stimulate housing market in the final quarter of the year. All of which will be a driving force for Prukسا to surpass this year with good result.