

Pruksa Reveals FY18 Performance, Setting New High Record with Highest Sales in its 25 years and Highlighting Core Strategy to Maintain No.1 Position

Pruksa, Thailand's No.1 residential property developer, announced its FY 2018 operating performance to set the new high sales record of Bt 51,101 million, marking the highest sales in its 25-year-history, while generating the total revenue of Bt 44,901 million and the net profit of Bt 6,022 million. The Company also highlights its strategy to maintain its number one position in property development with strong project portfolio. To better meet the customers' demand, Pruksa has introduced INNO-TECH innovation and is launching The Living Application, the one stop-service app for home solutions. Meanwhile, the Company will continue to focus on quality excellence and efficient cost management.

Mrs. Supattra Paopiamsap, Deputy Group Chief Executive Officer, Pruksa Holding Public Company Limited, revealed that "Pruksa has delivered outstanding operating performance in 2018. Pruksa reached the total sales of up to Bt 51,101 million, the highest record in 25 years since the Company's establishment, which rose 7.5% from the total sales of Bt 47,535 million in 2017. The total revenue came in at Bt 44,901 million, increasing by 2.2% from Bt 43,935 million in 2017 and the net profit significantly grew at 10.4% year-on-year from Bt 5,456 million to Bt 6,022 million in 2018.

Amidst the intense competitions in Bangkok and its surrounding areas, the real estate market outlook this year is anticipated to increase slightly in value by approximately 5% from the previous year. This year Pruksa has targeted to achieve the total sales of Bt 54,000 million, equal to 5.7% growth and the total revenue of Bt 47,000 million or 4.7% expansion. This strong financial position is set to derive from its huge project portfolio, which comprises 55 newly launched residential projects worth Bt 68,100 million. Besides, the Company has a solid backlog of Bt 33,233 million as of the 2018 year-end, the new highest record ever, which comprises the revenue backlog of Bt 21,638 million in 2019.

As for this year strategic plan, Pruksa Real Estate strives to maintain its No.1 position with the strategy to expand its Townhouse Segment Portfolio, to target more on /" bnn the upper middle class. In addition, Pruksa is looking to develop new projects in major provinces such as Khon



PRUKSA Kaen, Rayong, Saraburi and Nakorn Pathom while maintaining its current customer base in value segment. Furthermore, a number of highlight residential real estate projects are to be launched this year, including The Palm, a single-detached house project for Upper Middle market as well as the rebranding of IVY condominium to tap into the high-end segment. Besides, in Premium segment, Pruksa aims to take the lead with the launch of “Chapter” as Pruksa's latest brand to expand the customer base at the price of Bt 5-10 million so that the Company can cover all customer bases.

Pruksa will also build on its success and focus on driving the organization through Digital Transformation, highlighting its INNO-TECH innovation in order to enhance the quality of life for Thai people and better cater for customers' needs. The company seeks to embrace digital technology in every business process from upstream to downstream, starting from using Big Data to analyze customers' behavior and lifestyle in order to develop new solutions such as Product and Innovation Design that can differentiate itself and meet the diverse lifestyle of the customers. The Company also pursue marketing that can specifically reach the target customers throughout their Customer Journey. Pruksa Real Estate has also improved its service quality using digital technology to deliver most convenience to the customers, by introducing The Living Application, the all-in-one living solution app that helps customers search for the house, receive information on news and promotions, home inspection and move in. The examples of what this application is capable of include the electronic down payment and installment payment, Smart Home (Home electronic device automation) controller, Smart Facilities booking system (Common Area Reservation) and Mail & Parcel Notifications. This application also provides information special offers and latest services from Smart Assistant for Pruksa Members including cleaning service, cleaning air conditioner, mail and parcel, maintenance, etc. For Pruksa' customers The Living Application is now available for download from Play Store and App Store.”

Apart from the aforementioned business strategies, Pruksa will continue to focus on quality improvement as well as efficient cost management. All of these are the proactive business plan Pruksa has devised to strengthen the competitive advantages and accomplish this year's goal,” affirmed Mrs. Supattra.