

## **Pruksa announces business result for 2019 with total profit at Bt5,359M, reveals 5 strategic plans for 2020 to sustain its leading position in Thai property market**

**Bangkok - Pruksa Holding PCL reveals 5 strategic plans for 2020 to sustain its leading position in the challenging Thai property market, targeting presales 38,000 million-baht and revenues 40,000 million-baht with 30 new project launches valued at 36,000 million baht. With profits of 5,359 million baht in 2019, Pruksa see the business result last year mostly satisfied as its backlogs stand almost 30,000 million baht. Further, the company plans to operate precast concrete business to generate recurring incomes. Projected approval for 2019 dividend payment per share at 1.55 Baht.**

**Mrs.Supattra Paopiamsap, Chief Executive Officer of Pruksa Real Estate PCL.,** said “Real estate market will be more challenging in 2020, partly come from the slowdown of both global and local economy. Major players in the market are more competitive than small ones. This year, Pruksa sets our sales target at 38,000 million baht and total revenues at 40,000 million baht, which are similar to the last year’s result. However, the company has cautiously developed our strategy to be responding to the continuously decelerating economy, resulting 5 key strategic plans to sustain our leading position in the market, as following:

- 1. Strengthen Core Business:** To maintain Pruksa’s core business through introducing new product designs, functions, and integrated IoT technology to meet customer’s lifestyle in each segment, while expanding business to the upper-level segment. After all, Pruksa has been successful in luxury single-detached house segment, with take-up rate at over 50%. In 2020, the company plans to launch “The Palm” projects in 2 prime locations for clients with high-purchasing power. For Townhouse segment, Pruksa will develop project with pricing at 3-5 million baht under brand “Pruksa” and “The Connect”, and luxury townhouse under brand “Patio” for high-end customers.
- 2. Innovation and Data Tech:** To create sales excellence through new channels, in order to meet customer’s needs in all aspects. Data Science will be employed to analyze customer database to find comprehensive solutions, and to maximize the efficiency of digital marketing operations.
- 3. Asset Management:** To focus on offering inventory units, especially in condominium projects, and introducing only projects located in the right location that suitable for the market situations. Particularly, construction control, high-performance materials, and land-purchasing strategy will be priority.

4. **Recurring Income:** To generate more revenues from manufacturing and selling precast concrete products. PrukSA operates a highly productive plant that is equipped with one of the most advanced machines to make recurring income, and will start operations this year. For the ongoing project, Vimut International Hospital is under construction on schedule and expected to be launched in May 2021.
5. **Bottom Line:** Cost-effective management to make more profits, from upstream to downstream. House designs will be optimized to match modern lifestyle of customers in each segment, with more usages of digital marketing to improve business efficiency.

In 2020, PrukSA plans to launch more 30 new projects, valued at 36,000 million baht, including 18 Townhouse projects, 6 Single-detached House projects, 4 Condominiums of Value Business, and 2 Condominiums of Premium business. All properties are located in the right location, will be launched in the right timing and for the right target. Along with delivering a high-quality of life to consumers as well as innovation for a better living, which will be at the core of project development.

PrukSA's business results for 2019 generated sales of 35,601 million baht, revenues of 39,885 million baht, with 5,359 million-baht net profits and 36 new-projects launches valued at 41,170 million baht. Though the sales target were not reached due to uncontrollable factors, especially LTV measures that led to market slowdowns and some properties were postponed to launch this year, PrukSA see the business result last year mostly satisfied. Further, the company has backlog sales of 29,000 million baht that results the revenue recognition this year at 10,900 million baht, when the rest will be recognized in the next few years. PrukSA targets to launch 30 new projects as well as accelerate its precast concrete business to generate more revenues.

Last but not least, PrukSA maintains 2019 dividend per share at 1.55 Baht, and have already paid interim dividend per share at 0.60 Baht on 6 September 2019, so the next interim dividend payment would be pay at 0.95 per share. However, it is subject to an approval from shareholders during AGM on 29 April 2020. The Payment Date is set on 22 May 2020" Mrs. Supattra reveals.

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