

## **Pruksa Announces 2020 H1 Business Result, Generating 1,339M Profit Highlighting Marketing Max Model, Ready for Hero Project in Second Half Year**

**14 August 2020 - Pruksa Real Estate announced its FY 2020 operating performance, generating the total revenue of 13,308 million baht and 1,339 million baht net profit through COVID-19 crisis while announcing the interim dividend of 0.31 baht per share. The Company also underlines its Marketing Max Model strategy for the second half of the year. Meanwhile, Pruksa affirms its readiness to market 26 highlight residential projects, valued 34,430 million baht as well as Premium residential projects, targeting real demand customers in Chaoyapruet-Chaengwattana area.**

Mrs. Supattra Paopiamsap, Deputy Group Chief Executive Officer, Pruksa Holding Public Company Limited, revealed that "the total revenue for the first half of 2020 came in at 13,308 million baht, while Pruksa Real Estate reached the total sales of Bt 9,576 million, comprising 53% from town house segment, 24% from single detached house segment and 23% from condominium segment, with the total net profit of 1,339 million baht. Despite having been affected by the spread of COVID-19, Pruksa Real Estate still maintains a strong financial position and manages to recover rapidly since the Company has adjusted its business strategies promptly to the situation. In addition, as many of the residential projects are already in the process of selling, Pruksa, therefore, focuses on the property clearance strategy. As a result, almost 70% of first half revenue came from its ready-to-move residential projects, which has produced the desired result as planned. This is also supported by the growing trend in customers' behaviors towards purchasing their houses since May 2020. All these factors have contributed to the satisfactory business performance of Pruksa in the first half of this year. Therefore, the Company has approved the 2020 interim dividend to the shareholders at the rate of 0.31 baht per share."

"As for the overview of the real estate market in Bangkok and its vicinity in the first half of the year, the market value stood at 128,457 million baht, or 36% decrease from the previous year, while the ownership transfer in the Bangkok and its vicinity in the first five months was at 145,969 million baht, dropping 8% from 2019. Despite the positive signals after the COVID-19 situation in Thailand, the direction of the real estate market still need to be closely watched and Pruksa, thus, continues to exercise prudence and great flexibility in adjusting its business plan promptly to the situation. The Company also emphasizes on cost control, maximize effectiveness of liquidity management and strategy to accelerate the sale, the transfer and the release of ready-to-move projects (Inventory) while attempting to adjust its sales strategy towards the digital platforms and online channels to effectively enhance the Customer Journey in response to the changing consumer behavior trends. Meanwhile, robust effort has been put in understanding the behavior of customers who have already adapted to both short term and long term New Normal lifestyle so that Pruksa can continue to enhance its integrated product development, innovations and services in all dimensions."

For the second half of 2020, if Thailand continues to control the situation and successfully prevents the second wave of the COVID-19, the confidence will be boosted along with the business sentiment in the country. Consequently, PrukSA has put in place its latest marketing strategy, Marketing Max Model by promoting 19 highlight residential projects worth 25,650 million baht selected from over 180 projects currently available for sale (Remarketing) and adjusting the package and details to better satisfy the customers' New Normal lifestyle. Besides, the Company proceeds in Digital Lead marketing plan, by maximizing the use of the customers' database to better understand and curate the marketing campaigns to reach the target. Meanwhile, for the second half of 2020, PrukSA aims to compete in the horizontal market, particularly, Real Demand segment, planning to launch 7 new residential projects, valued over 8,780 million baht, consisting of 3 townhouse projects, 3 single-detached house projects and 1 condominium project. The objective is to launch high potential and high-quality projects that can best meet the customers' demand, at appropriate and competitive price within the segment. In addition, with its great flexibility, PrukSA is confident to successfully adjust the number of project launches promptly in response to the current situation. At the end of September, PrukSA is preparing to launch a new project that would mark the highlight of the year, The Palm Chaiyaprupek-Chaengwattana, a premium single house project located on 400 rais of land, valued over 1,630 million baht. With its emphasis on functionality, the interior is designed specifically to capture the families' New Normal lifestyle, giving every family member personal space with special features that can adjust the function area based on their lifestyle. The price starts from 7-15 million baht. Meanwhile, PrukSA also aims to robustly compete in a new market by expanding its current townhouse segment to the high-end town house segment (over 10 million baht price range) with the brand, Patio, which will be ready for sale in early 2021, Lastly, the company revised its 2020 revenue target to 31,000 million baht and presale target to 28,000 million baht" revealed Mrs. Supattra.