

Pruksa Reaps 6,940 Million Baht Sales in Q1 2021, Soaring 14%

Keeping Eyes on Global Trends while Seeking to Design Houses that Suit People's Life Now and in Future

-17 May 2021- Pruksa announced Q1 2021 operating results, gaining 6,940 million baht in sales, generating 6,888 million baht revenue and 606 million baht net profit. Meanwhile, in response to the global housing trends, the Company also commits to build houses that best cater to the lifestyles of Thai people today and in the future, joining hands with Vimut Hospital to create a livable community that delivers a healthy lifestyle for those living in and around Pruksa Residential Projects.

Mr. Piya Prayong, Chief Executive Officer, Pruksa Real Estate Public Company Limited, reveals the first quarter 2021 results in which Pruksa achieved 6,940 million baht in sales, a robust growth of 14% compared to the same period last year, generating 6,888 million baht revenue, 7% exceeding the target and a net profit of 606 million baht, divided into the sales of 51% from townhouses, 29% from single-detached houses and the remaining 20% from condominiums. In addition, 5 projects, valued 1,915 million baht in total, were launched in the previous quarter, consisting of 4 townhouses and 1 single-detached house project. This year Pruksa still proceeds with its original plan to launch 29 new residential projects worth 26,630 million baht in total.

With its new business model, Pruksa focuses on developing residential projects that resonate with the target audience in each segment. As a result, the newly launch projects have been well-received responses from customers. At the end of Q1, the sales of Baan Pruksa Ladkrabang-Chalongkrung and The Plant Citi Don Mueang-Phaholyothin hit 83% and 93%, respectively, as of the end of April. Complemented with the ongoing pricing and promotion strategy, the total inventory was reduced by 41% to the remaining value of 11,731 million baht compared to the same period last year. In addition, the latest promotional campaign, "Pruksa All in One Deal" starting from the beginning of April, has successfully accelerated the sales and transfers of the ready-to-move in house projects, yielding the total sales of 1,058 units worth 2,155 million baht within only one month.

"To come up with strategic plan for the rest of the year, Pruksa has been monitoring the ever-changing trends taking place globally at an ever-accelerating pace. As the sole leader in Thai real estate market, Pruksa capitalizes on its expertise in residential development to help customers keep up with the emerging trends ahead of time. The three core principles of the global trends that shape how we live today and in the future are captured as follow: (1) Health & Wellness Redefined by bringing together the healthcare expertise from Vimut Hospital and enhancing the level of comprehensive health care for Pruksa residents. (2) Lifestyle Disruption,

including the rise of working from home, the trend of making the best use of home space, the use of Internet of Things (IoT) in daily life and (3) Sustainability and Green investment. The latter resonates with PrukSA belief that a home is an investment for one's lifetime, so the house should not be designed for today lifestyle but also for tomorrow. As such, the strategic direction of PrukSA's brand is gearing towards under the concept **"Tomorrow. Reimagined,"** giving our promise that PrukSA would never ceases to create and develop products and services to in response to the dynamic lifestyle of customers today and in the future.

Dr. Kritawit Lertusahakul, Chief Executive Officer of Vimut Hospital Holding Company Limited revealed that "Vimut Hospital opened its service on May 1, 2021, fully equipped with a team of professional doctors under the concept "The next level of treatment with care." The hospital has served diverse groups of patients, including a large number of doctors who come to receive COVID-19 vaccines. Vimut Hospital also offers Covid-19 vaccine registration to the general public. Meanwhile, the Hospital aims to attract more PrukSA customers to its available service by offering special privileges for PrukSA residents, including further discounts on medicine and room rates, Influenza vaccine discounts, Telemedicine service and Emergency Ambulance service within specified distance for free of charge. In addition, Vimut Hospital offers comprehensive health check-up packages for the general public at a special price of only 999 baht, giving a variety of packages for patients to choose based on their needs. PrukSA customers who wish to receive these privileges as well as those interested in the health check-up packages can register online at www.vimut.com or call 02-079-0000 for further inquiries.

Vimut Hospital envisions a long-term plan to create a healthy ecosystem for Thai people, starting with people in the community nearby the hospital and PrukSA residential project to attain convenient access to health centers such as a clinic, a physical therapy center, an elderly care center as well as Home Health Care services located in the PrukSA Project. The goal is to enhance the level of livable communities that prioritize the health and well-being of the residents. To offer such comprehensive services for their lifestyle, Vimut Hospital would serve as a center for advanced treatments and divide a sub-unit, Health Center, to offer a more accessible service across various communities and bring quality health care closer to home."