

## **PrukSA Sets 2025 Business Roadmap to Lead in Wellness Residences Driving Housing Development with Integrated Healthcare**

March 3, 2025 – PrukSA Holding has unveiled its 2025 business plan, reinforcing its leadership in housing development integrated with well-being and healthcare services. The company targets a total revenue of 23,500 million Baht, focusing on its core businesses in real estate and healthcare. The company continues to adjust its portfolio, increasing its market share in the mid-to-high-end housing segment, expanding its precast business, and entering into the full-scale construction market. Meanwhile, the healthcare sector is set for continuous expansion in every dimension, with plans to establish three new specialized hospitals to meet rising demand.

**Mr. Thongma Vijitpongpun, Acting Group Chief Executive Officer of PrukSA Holding Public Company Limited**, state "In 2024, the overall real estate market faced significant challenges due to economic situation and persistently high mortgage rejection rates from banks. Despite these hurdles, PrukSA recorded a total revenue of 21,000 million Baht, a net profit of 456 million baht, and a gross profit margin of 31.3%. The company maintained a strong financial position, with a low net gearing ratio of 0.31 times. For 2025, we are committed to continuous growth by focusing on our core businesses—real estate and healthcare—while upholding sustainable development principles and delivering housing projects that promote a balanced lifestyle with well-being and convenience."

The company targets its 2025 revenue at 23,500 million baht by focusing two main strategies. (1) Defensive Strategy: using Strategic Positioning Strategy through enhancing asset efficiency by restructuring the portfolio in line with market demand, enhancing liquidity by maintaining strong cash flow management, ensuring financial stability for future investments, and increasing cost management efficiency systematically and consistently. (2) Offensive Strategy: using Resilient Growth Strategy by redefining residential design to align with healthcare and well-being standards while driving investment and fostering strategic partnerships with potential business allies, both domestic and and international.

**Mr. Dhira Thongwilai, Chief Executive Officer of PrukSA Real Estate**, revealed that in 2025, PrukSA plans to launch 22 new projects worth 23,400 million Baht, comprising 8 townhouse projects (4,900 million Baht), 9 single-detached house projects (10,400 million Baht), and 5 condominium projects (8,100 million Baht). The company will focus on wellness residence projects and prime-location developments. Additionally, new projects of high-end brands such as The Palm, The Reserve, and Chapter will be launched, with approximately 50% of the portfolio consisting of properties priced above 7 million Baht. To meet the needs of modern customers, PrukSA will also launch smaller and more centrally located projects. The company targets total sales of 19,800 million Baht, with an additional JV project sales of 3,200 million

Baht, as well as transfers of 18,700 million Baht and an additional JV project transfers of 1,600 million Baht, which will contribute to investment profits.

2025 Two Main Strategies of Real Estate Business are (1) Defensive Strategy: using Strategic Positioning Strategy through portfolio optimization by liquidating non-core land assets worth 1,000 million Baht. As well as, developing new projects on existing land, worth a total of 2,900 million Baht. Expediting the closure of 31 projects. Adjusting the townhouse-to-single-detached home ratio from 60:40 to 50:50 to better align with market demand. Enhancing operational efficiency by zoning management into six main zones and improving inventory management by increasing production and construction efficiency through Inno Precast and Inno Home Construction technologies. (2) Offensive Strategy: using Resilient Growth Strategy by driving sustainable and strong growth by launching new projects, focusing on well-known brands in the Ultra-Premium segment such as THE RESERVE and THE PALM. Establishing strategic partnerships to promote Well-being-focused synergy. Innovating housing products and services to improve health and quality of life. Expanding new business opportunities to strengthen brand positioning. Transferring four new condominium projects this year (Strengthening Catalyst) to maintain high-margin profitability. With these strategies in place, we are confident that they will drive increased profitability this year.

Regarding precast & construction businesses, Pruksa is set to expand production and offer a more comprehensive range of services through its green precast factory—the largest in Thailand, with an annual production capacity of 5.2 million square meters. The factory is also zero-waste and the first carbon-reducing factory. For 2025, the precast business targets 2,100 million Baht in revenue, focusing on expanding and diversifying the product ranges to better serve market demands including lightweight walls, retaining walls, and project fences. Meanwhile, the construction business aims for 5,400 million Baht in revenue, with a focus on targeting both B2B and B2C clients for home construction projects priced in the 10-30 million Baht price range.

**Dr. Suvanich Triamchanchoochai, Director of ViMUT Hospital,** stated that Pruksa's healthcare business continues to grow across all dimensions. In 2024, ViMUT Group recorded a revenue of 2,187 million Baht, reflecting a 20% year-on-year increase, with an EBITDA of 112 million Baht. The primary sources of revenue included surgery, health check-ups, pediatric care, emergency services, orthopedic and spinal surgery, obstetrics and gynecology, and gastroenterology.

For 2025, ViMUT Group aims to achieve a revenue of 2,600 million Baht, with three key strategies: (1) Establishing Centers of Medical Excellence in areas such as pulmonary health, ophthalmology, spinal care, endocrinology, surgery, pediatrics, gastroenterology, hepatology, cardiology, and vascular health. (2) Enhancing operational excellence by improving cost efficiency, resource utilization across group entities (e.g., procurement, marketing, finance, and information technology), and overall business synergies. (3) Healthcare expansion and investment, including the launch of three additional specialized hospitals in Thonglor,

Sukhumvit, and Pinklao while fostering partnerships within the Pruksa ecosystem to develop health-centric housing solutions and generate additional revenue streams.

“Pruksa Holding is advancing into the future with a strong commitment to enhancing quality of life through high-quality housing developments, modernized precast and construction businesses, and building a comprehensive healthcare service system. Sustainability remains our core operating principle, driving us to create a better society, long-term stability, and continuous growth,” Mr. Thongma added.

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