

# Investor Newsletter

## 1H2025 ISSUE



PRUKSA  
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# Pruksa Holding

## 01 EXECUTIVE SHARING

Harnessing Business Synergy for Long-Term Growth

## 02 FINANCIAL PERFORMANCE

Real Estate Adapts, Healthcare Thrives

## 03 BUSINESS UPDATES

Pruksa Embraces Wellness Living Concept

## 04 SHARE PRICE MOVEMENT

PSH closes at THB4.04, Declares 49% Interim Dividend Payout

## 05 SUSTAINABILITY

ViMUT-Theptarin Receives MEA Energy Awards

## 06 IR ACTIVITIES

Driving Healthcare Initiatives to Align with Fund Interests



# Investor Newsletter

## 1H2025 ISSUE

“Despite facing economic pressures both domestically and internationally in 1H25, including challenges in the real estate sector due to weakened purchasing power and tightened bank lending, as well as a healthcare business constrained by border controls and a decline in medical tourism, PSH has proactively responded by strengthening its core operations. This was achieved through full-scale synergy across its business units, leveraging the strength of its ecosystem from Thailand’s largest precast factory and a professional construction team with years of experience, to a diverse portfolio of real estate offerings and a continuously growing healthcare arm. All of these efforts aim to deliver on our commitment to “Lifetime Well-Living,” a holistic experience of well-being that sets us apart in the market.

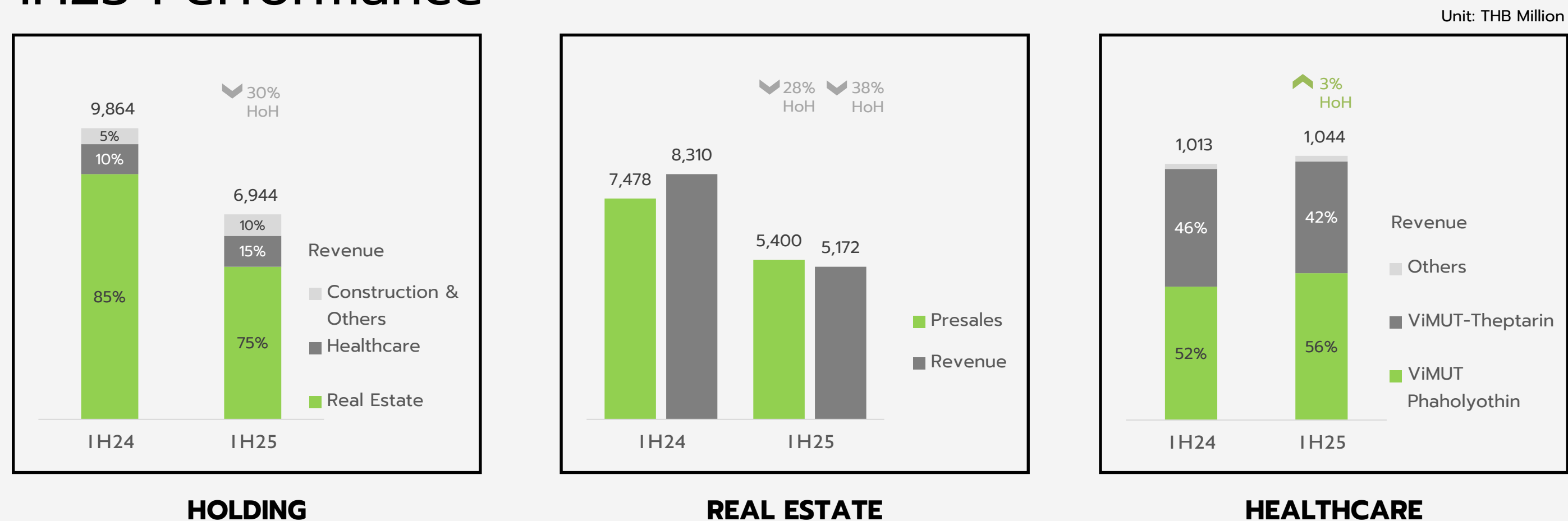
In the first half of the year, we accelerated six key strategic pillars:

- 1) Reshape Portfolio - Shifted focus toward the mid-to-high-end market segment, raising the average selling price of new projects to THB7.5 million.
- 2) Cost & Quality Excellence - Enhanced cost efficiency and delivered an end-to-end service model, elevating quality of life through our “Health-to-Home” approach, emphasizing preventive healthcare tailored to modern lifestyles.
- 3) Brand Development - Reinforced brand positioning under the “Lifetime Well-Living” concept.
- 4) Market Expansion - Expanded into the rental and B2B construction markets, while developing specialized precast product lines for niche segments.
- 5) Global Outreach - Scaled our healthcare business internationally by building agency networks abroad, launching new packages for foreign clients, and collaborating with large corporate clients and the public sector.
- 6) New Business Growth - Introduced lease-to-own models to address modern housing needs and launched “iPlearn,” a new rental brand targeting students and young professionals.

PSH has also proactively prepared for current market uncertainties by restructuring the organization to boost operational efficiency, strengthening financial position, and empowering a new generation of talent to help drive the company forward.”



## 1H25 Performance



- Pruksa Holding reported a total revenue of THB6.9 bn, a 30% HoH decline in line with prevailing market conditions, with contributions from real estate (75%), healthcare (15%), and other businesses (10%).
- Gross profit was THB2.4 bn, down 26% HoH, though gross margin improved due to faster closure of old projects and new launches aligned with market demand. Healthcare continued strong with rising patient volumes and better cost control. Net profit dropped 76% HoH to THB90 mn, in line with gross profit decline, despite ongoing cost discipline and lower interest expenses.
- Declared THB0.02 interim dividend for 1H25 performance (49% payout).
- Real estate presales and revenue fell 28% and 30% HoH to THB5.4 bn and THB5.2 bn, respectively, due to weak purchasing power from high household debt, tightened credit, and concerns following the earthquake.
- Gross profit declined 37% HoH to THB1.6 bn, in line with reduction in real estate ownership transfers. However, margin improved through cost zoning management, accelerated closure of old projects, and reduced reliance on pricing strategies as new project share increased.
- In 1H25, 8 new projects were launched with a total value of THB8.3 bn. Ready-to-transfer units worth THB7.5 mn are expected to generate revenue in 2H25, along with a backlog of THB3.8 bn.
- Healthcare revenue grew 3% HoH to THB1.0 bn, with 56% from ViMUT Phaholyothin Hospital, 42% from ViMUT-Theptarin Hospital, and 2% from rental and other income.
- Gross profit rose 22% HoH to THB207 mn, driven by outpatient volumes from the improvement of excellence centers and the attempt to control medical staff costs.
- ViMUT Phaholyothin is expanding specialized care in lungs, heart, and bones, targeting insured, large corporate, and international patients. ViMUT-Theptarin focuses on diabetes and thyroid, with plans to serve Middle Eastern patients and anchor Health-to-Home services for Pruksa projects.



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## 1H2025 ISSUE

### 1H25 Business Updates

**January 9<sup>th</sup>**

PSH earned full score for Anti-corruption aspect from FTSE Russell ESG Scores 2024, higher than the industry average.



**February 19<sup>th</sup>**

ViMUT-Theptarin Hospital celebrated 40 Years, reaffirming position as a leader in diabetes and NCD prevention.



**March 19<sup>th</sup>**

Pruksa Real Estate launched The Palm Chaengwattana-Chaiyapruke 2, a premium 91-unit housing project worth over THB1.5 bn, offering innovative living and health services.



**April 9<sup>th</sup>**

Inno Home Construction, with 30+ years' experience and 100+ home designs, launched "Plantnery by IHC", serving retail clients (THB10-30 mn) and turnkey corporate projects.



**April 24<sup>th</sup>**

The Palm Thawi Wattana won Business+ Product Innovation award for its innovation for quality of life which comprises of well-living, sustainability and well-being service.



**May 30<sup>th</sup>**

ViMUT Hospital celebrated its 4<sup>th</sup> anniversary aiming to become a smart healthcare service provider with the newly established COE and technology "EBUS" for patients with respiratory diseases.



**June 9<sup>th</sup>**

Pruksa Group unveiled its "Work Life Well-Lived" brand DNA, focusing on employee well-being, talent development & growth, and a diverse, inclusive culture.



**June 30<sup>th</sup>**

Pruksa Real Estate expanded internationally by appointing an International Master Agent for The Chapter Charoenkrung-Riverside project to target foreign customers.





Investor  
Newsletter

1H2025  
ISSUE

Share Price Movement

52-week Highest Price (THB per share)	9.80
52-week Lowest Price (THB per share)	3.66
Average Daily Trading Volume (thousand shares)	975.52
Closing Price (Jun 30, 2025) (THB per share)	4.04
Total Shares (million shares)	2,188.50
Free Float (Mar 14, 2025) (%)	28.53
Interim Dividend Payout (%)	48.84
Interim Dividend (THB per share)	0.02

Sustainable Development

Sustainability Goals



Sustainability Activities



Unlocking green innovations with new eco-friendly hydraulic cement formula for carbon precast



16<sup>th</sup> Anniversary of Vijiitpongpun Fund, granted more than THB533 mn over the years



Joining the “YokRab RaoRong” project, led by the NACC and CAC, to promote whistleblowing and strengthen efforts to combat corruption



ViMUT-Theptarin Hospital was honored with the MEA Energy Award (Standard Level) for advancing energy efficiency in building operations



Plant to Plant project supports agricultural produce from people with disabilities and promotes healthy eating lifestyles to improve residents’ well-being



“Business and Professional Ethics” lecture and “Compliance Training” for executives, medical personnel, and staff of ViMUT-Theptarin Hospital



# Investor Newsletter

1H2025  
ISSUE

## IR Activities for 1H25 & 2H25

### Actual 1H25

#### March

3	2024 Results Announcement & 2025 Business Direction
5	2024 Opportunity Day

#### April

25	2025 AGM - Pruksa Real Estate PCL
28	2025 AGM - Pruksa Holding PCL

#### May

14	1Q25 Results Announcement
14	1Q25 Opportunity Day
30	2025 TISCO Corporate Day

#### June

17	Site Visit @ViMUT Phaholyothin by BLS
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### 2H25 Plan

#### August

14	2Q25 Results Announcement
14	2Q25 Opportunity Day

#### November

17	3Q25 Results Announcement
18	3Q25 Opportunity Day





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