

# FY22 Opportunity Day | Pruksa Holding PLC

February 21, 2023



## FY22 in Review

Uten Lohachitpitaks  
Group CEO, Pruksa Holding

## FY22 Financial Results

Surawee Chaithumrongkool  
Group CFO, Pruksa Holding

## Real Estate Update

Piya Prayong  
CEO, Pruksa Real Estate

## Healthcare Update

Somsak Akksilp  
CEO, ViMUT Hospital Holding

## FY23 Strategy & Outlook

Uten Lohachitpitaks  
Group CEO, Pruksa Holding



# HIGH

*FY22 in Review: A Year of Change*

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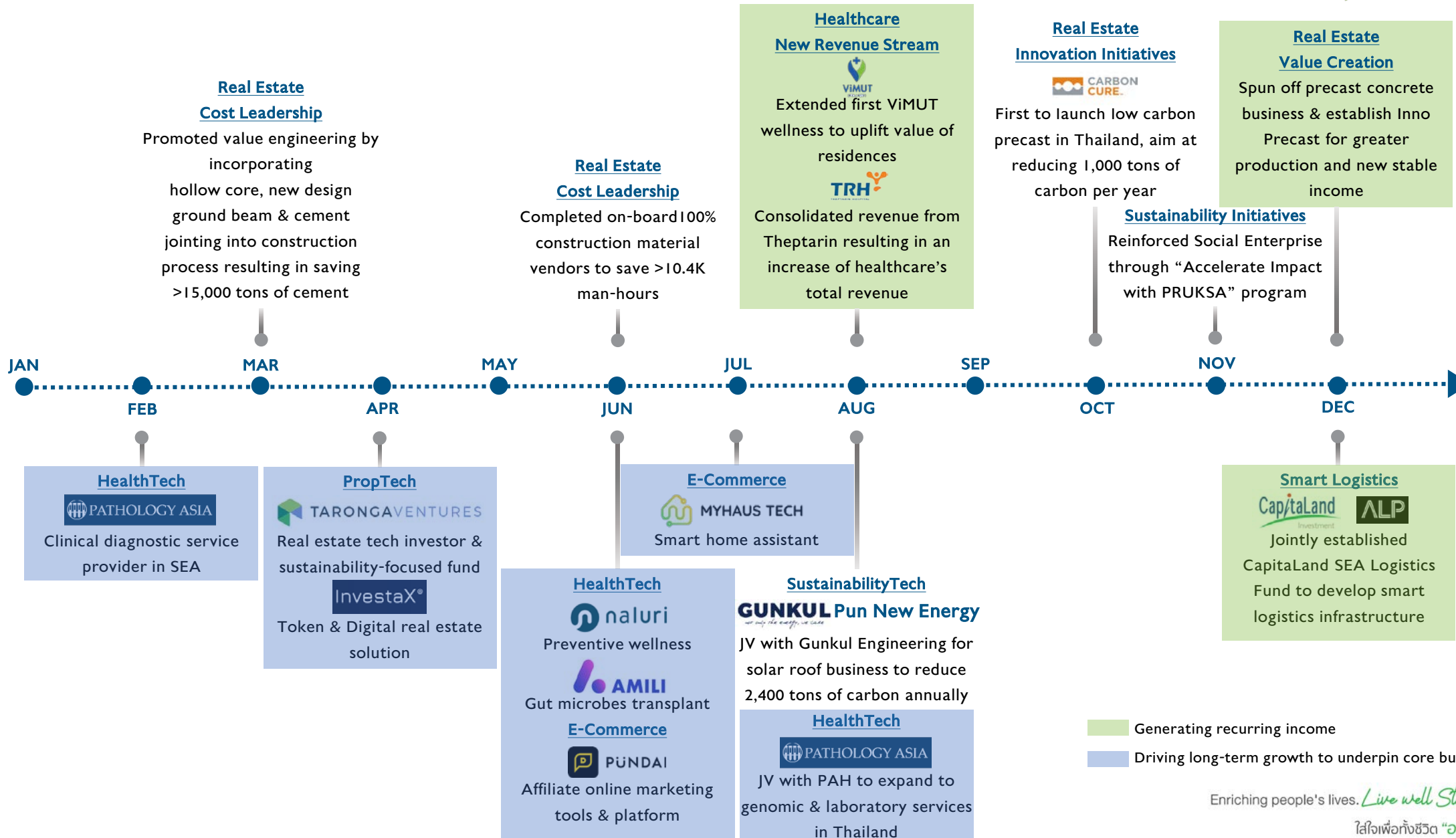
*Uten Lohachitpitaks*



# FY22 IN REVIEW: POISED FOR SUCCESS

BUSINESS OPERATION

STRATEGIC INVESTMENT



## New Management Skill Matrix



Investment and Treasury Management



Digital Transformation & Cloud Management



Corporate Venture Capital Investment



E-Commerce Builder



**40%**<sup>1</sup>

Women in senior roles



**57%**

Female staff mix



**84%**

Employee engagement score



**92%**

Customer satisfaction score



**THSI**

Selected as Thailand Sustainability Investment for 7 consecutive years

1) Including Head of & above in Holding & Real Estate business

## Purpose

**Enriching people's lives. Live well Stay well.**

We seek to deliver “live well, stay well” solutions to enrich healthy living experience, to make lives joyful and create a more sustainable community.

### ใส่ใจเพื่อทั้งชีวิต “อยู่ดี มีสุข”

เรามุ่งมั่นใส่ใจที่จะส่งมอบสิ่งที่จะช่วยรังสรรค์ความเป็นอยู่ที่ดี  
เติมเต็มประสบการณ์การใช้ชีวิตที่เปี่ยมด้วยความสุข  
และพร้อมสร้างชุมชนที่ยั่งยืนยิ่งขึ้น

## Vision

Our Group aims to be the leading company that provides integrated living and health solutions for “**Better home and Healthier communities**”.

We are here for good to impact lives and drive sustainable outcomes for today and tomorrow generations.

เรามุ่งมั่นที่จะเป็นผู้นำในการสร้างสรรค์  
“การอยู่อาศัยที่ดี และพัฒนาชุมชนให้ดียิ่งขึ้น”

เพื่อขับเคลื่อนทุกชีวิตและสังคมให้เติบโตอย่างยั่งยืนทั้งในวันนี้และวันพรุ่งนี้

## Corporate Value

Customer Empathy as a core  
Drive for Synergy  
Impact for Good  
Forward Thinking  
People First - Trust, Respect and Have fun

ใส่ใจ เข้าใจลูกค้า  
ร่วมใจ ไปด้วยกัน  
ใช้ใจ ทำดี เพื่อผลลัพธ์ที่ดี  
เปิดใจ กล้าทำ สร้างสรรค์ความก้าวหน้า  
ให้ใจ พนักงาน - ไว้ใจ ให้เกียรติ และ สนุกกับงาน



# HICOM

***FY22 Financial Results***

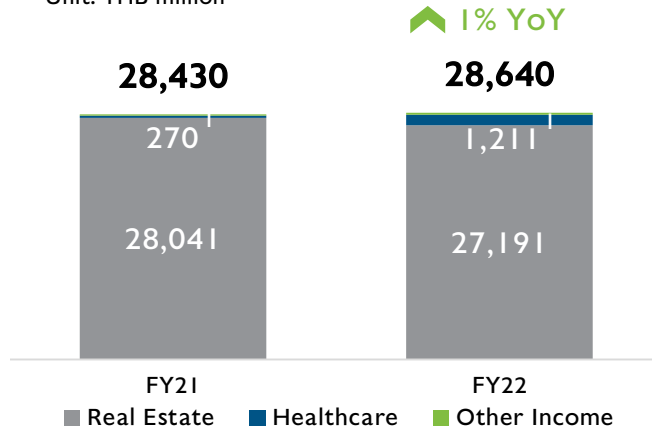
***Surawee Chaithumrongkool***



# FINANCIAL RESULTS: ENABLING HEALTHY MARGIN

## Total Revenue

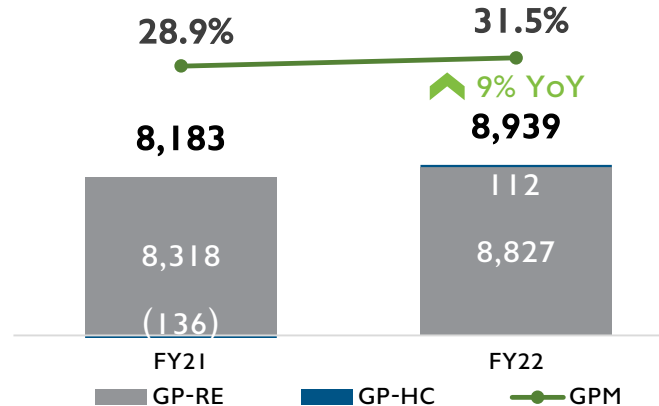
Unit: THB million



1) Other income from healthcare was booked under other income

## Gross Profit<sup>2</sup>

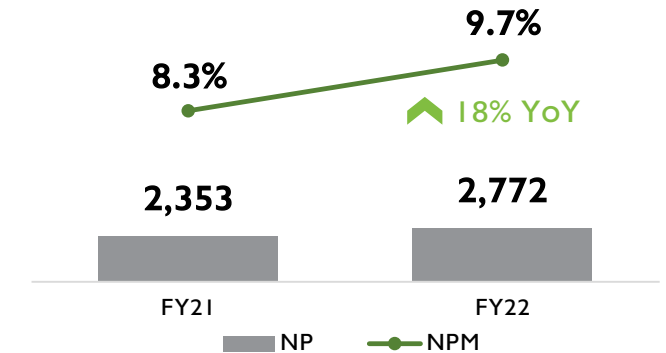
Unit: THB million



2) Gross profit excludes profit from other income

## Net Profit

Unit: THB million



## Financial Highlights

Unit: %	FY21	FY22
Growth of healthcare business <sup>3</sup>	N/A	<b>4.7x</b>
ROE <sup>4</sup>	5.4%	<b>6.4%</b>
ROA <sup>5</sup>	4.9%	<b>5.8%</b>

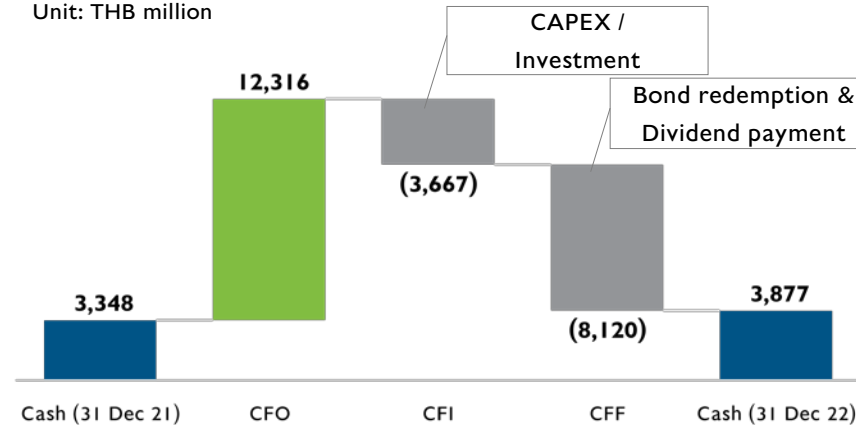
3) Calculated from total revenue from healthcare business

4) ROE = Net profit / average shareholder's equity

5) ROA = EBIT / average total asset excluding right of use asset

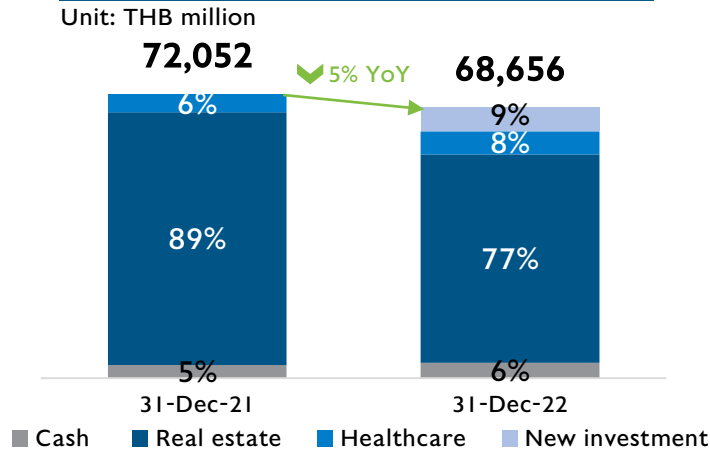
## Cash Flow

Unit: THB million

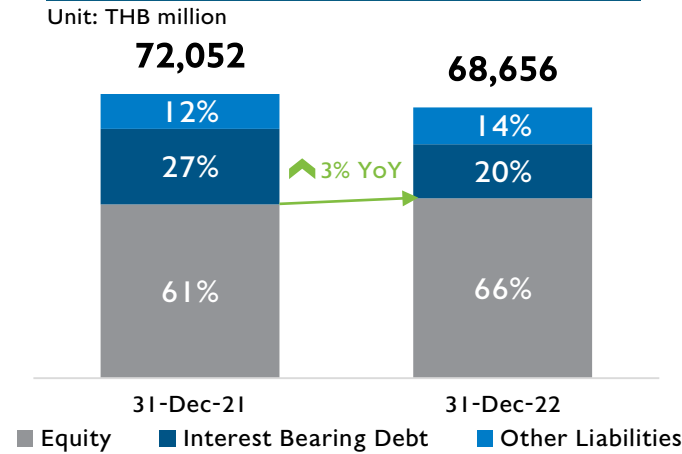


- > **Revenue** grew from a rise in medical service revenue & consolidated revenue from Theptarin Hospital. On top of that, condo transfer hit a record high in Q4 following 7 big projects transferred
- > **Healthy margin** thanks to **cost saving from value engineering**, higher margin product transferred and pricing strategy aligning with new project launches
- > **Expense** increased from transfer fee in proportion to project transfer, additional expense from Theptarin & admin expenses prepared for new business investments. **Finance cost** fell from loan repayment and funding cost management
- > **Increase in ROE & ROA** from **better asset management** with prudent capital management
- > **Positive operating cash flows**, along with investing in new businesses and loan repayment

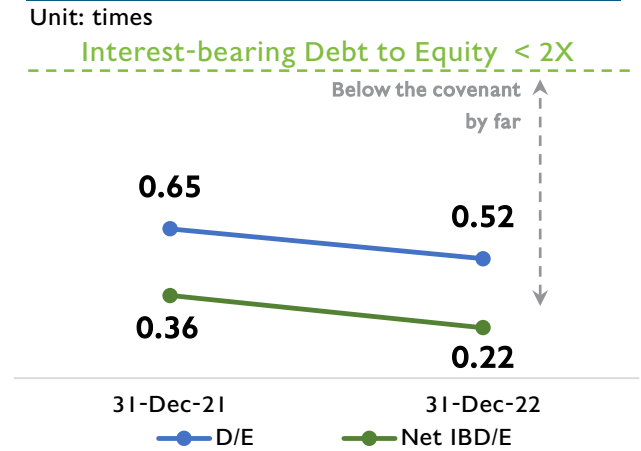
## Types of Asset



## Capital Structure



## Gearing Ratio

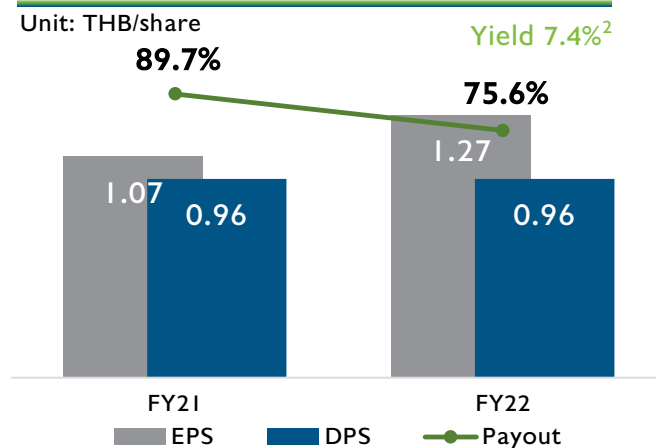


## Credit Line

Unit: THB million	FY21	FY22
Total Credit Line <sup>1</sup>	46,970	45,373
Total Undrawn Facilities <sup>1</sup>	27,863	31,717

1) Including bond issuance

## Dividend Payment



2) Calculated from PSH's average share price for the period

- > **Asset** allocated 9% of total asset to generate recurring income & drive sustainable growth for the Company
- > **Low net gearing** at 0.22x
- > **Prudent headroom for debt gearing** with **ample available credit line** from banks and bond issuance of THB 31.7b to support new investment
- > **Attractive 7.4% dividend yield**

HIGH

*Real Estate Update*

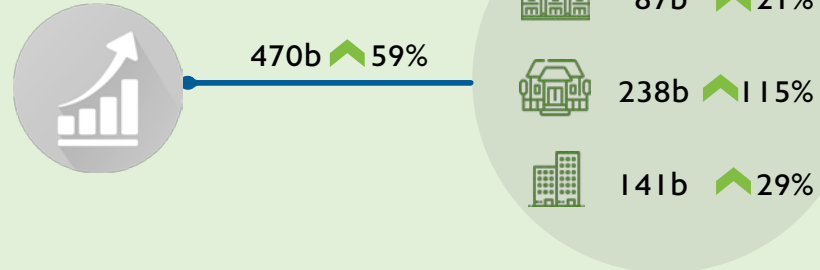
*Piya Prayong*



# FY22 RESIDENTAIL MARKET RECAP

Unit: THB billion

## New Supply

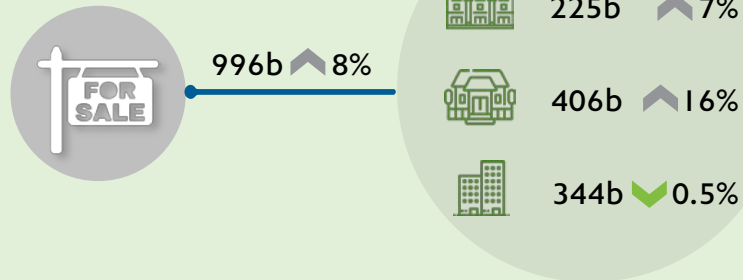


Aggressively launched detached houses projects, predominantly in high-end segment, while condo launch shifted to low-priced units. A trend of new supply was in response to presales amount in FY22



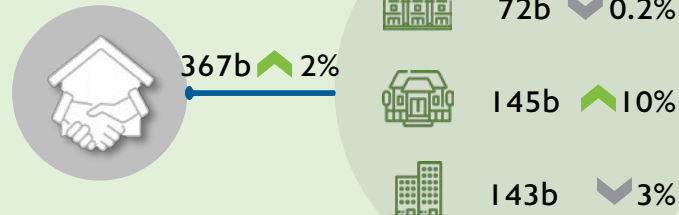
Following Pruksa's asset management strategy, our transfer projects were delivered as planned and kept all the cost in check when interest rate hike, leading to better **GPM from 29.7% to 32.5% in FY22**

## Available for Sale



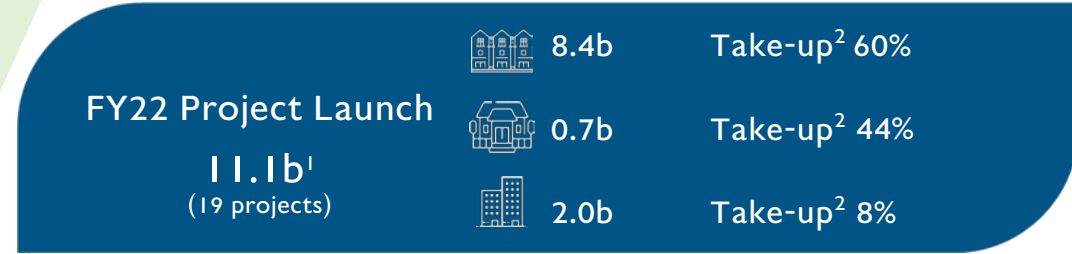
Townhouse supply increased in low-end segment, detached house unit supply maintained as pre-covid level with higher price

## IIM Transfer



Only detached house transfer kept rising, as opposed to townhouse & condo

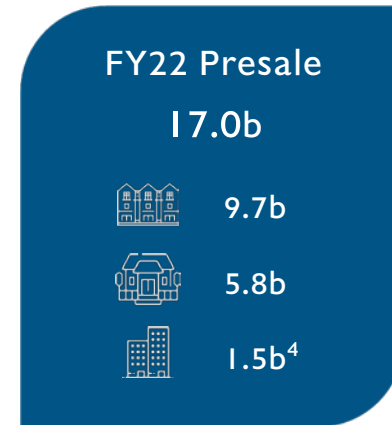
Unit: THB billion



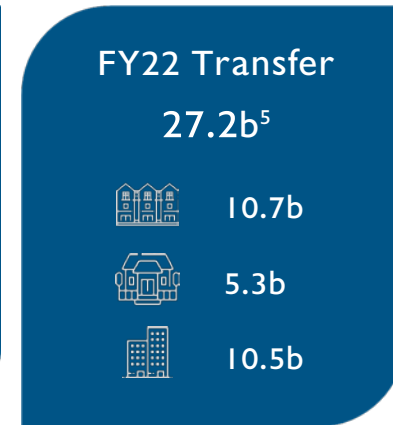
1) Including relaunch project, Plum Donmuang of THB 1.1b  
2) T/U (take-up rate) = presales / open project value



3) Including almost closed projects of THB 0.7b



4) Deducting 2 projects cancellation totaling THB 1.5b



5) Including land sale of THB 0.7b

## 19 project launch with value of THB 11.1b

## THB 6.1b Backlog & 14.6b Ready to Move Condo



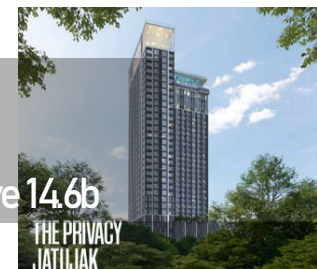
Townhouse 1.0b



Detached House 1.5b



Condo Backlog 3.6b Ready to Move 14.6b



THB **23.5<sup>b</sup>**  
**NEW LAUNCH**

THB **24<sup>b</sup>**  
**PRESALE**

THB **28<sup>b</sup>**  
**TRANSFER**

## Strengthening the Core

### Healthy Portfolio & Land Management

- > Uplifting portfolio to mid to high-end segment
- > Pursuing our land bank re-stocking

## Differentiating & Opening up to New Market Space

### Mega Trends & Living Solution with PSH's Philosophy "Live Well, Stay Well"

#### Health & Wellness Redefined

- > Providing design & healthy living home for every generation
- > Collaborating with ViMUT

#### Lifestyle Disruption

- > Launching MyHaus, a digital & home automation app for Prukسا residents
- > Building multigenerational homes

#### Sustainable Development

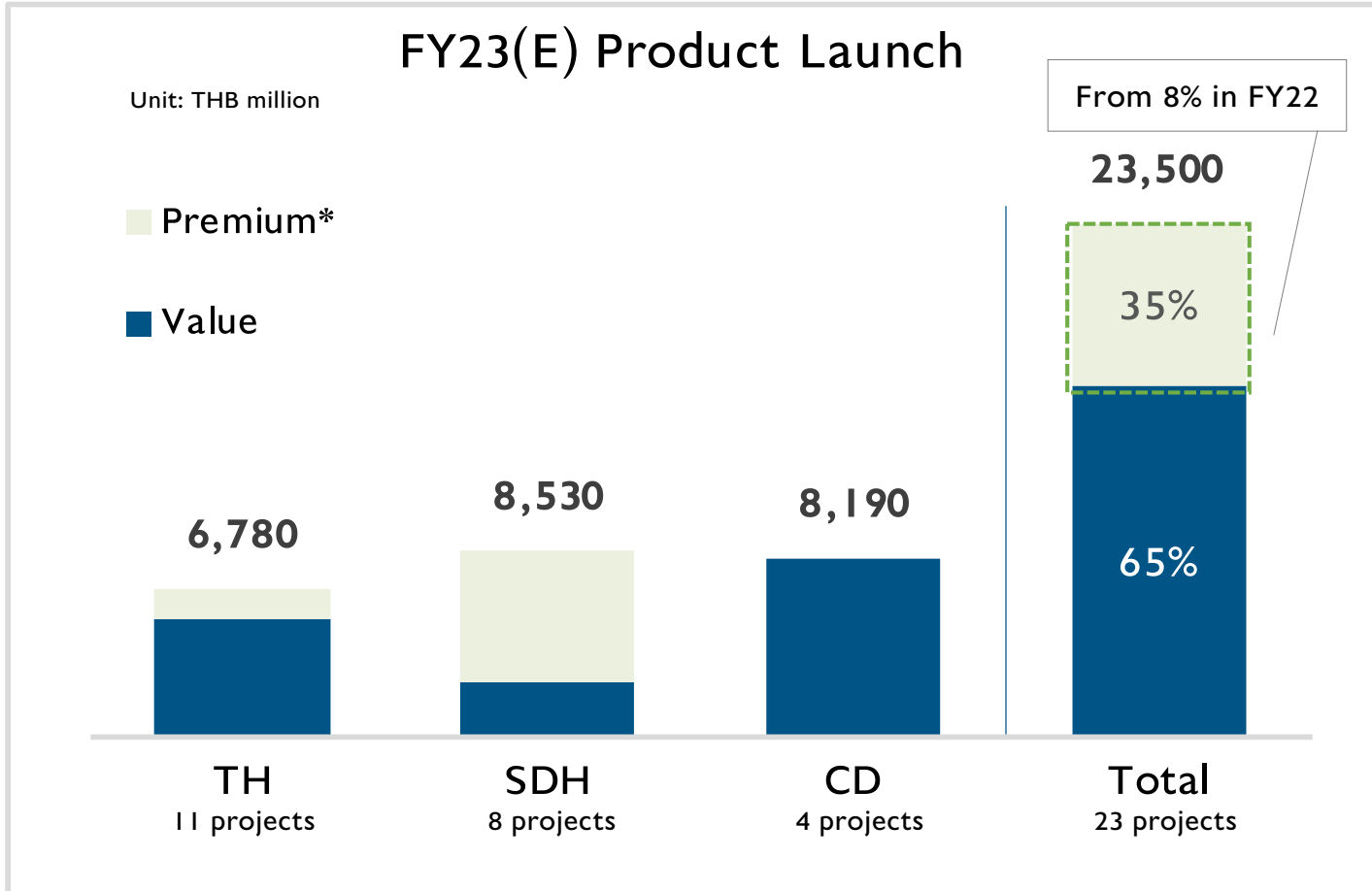
- > Introducing passive home design

## Competitive Edge with Better Quality

### Precast & Construction Profit Center

- > 1<sup>st</sup> low carbon precast factory in Thailand

In 2023, Pruksa aims to create new functions, design and value of one-third of total projects for mid-to-high segment in response to an increase of higher demand of premium landed properties since 2022



Illustrative only



\* Premium product is defined by price setting over THB 5m/unit

**23** Projects | THB **23.5<sup>b</sup>**  
**NEW LAUNCH**

**11** Projects | THB **6.8<sup>b</sup>**  
**TOWNHOUSE**

**8** Projects | THB **8.5<sup>b</sup>**  
**DETACHED HOUSE**

**4** Projects | THB **8.2<sup>b</sup>**  
**CONDO**





GREEN CREATIVE PARK / PRIVATE MULTI-SPORT AREA  
ACTIVE CLUBHOUSE, SWIMMING POOL & COMMUNITY HUB



NEW SERIES: TOWNHOME 3.5 FL  
VERTI-PLEX TOWNHOME

# PATIO

Ramintra-Watcharapol

## KEY PROJECT HIGHLIGHTS

### Location

1. Prime Location Ramintra-Watcharapol  
Good location offers better quality of life  
Phaholyothin - Watcharapol is conveniently accessible via major highways, expressways and the BTS lines (Green Line)

### Function, Space and Specification

2. Verti-Plex Living Space for Multi-Generation
3. Penthouse on Ground
4. Double Volume / Double Space
5. Back Yard Private Garden / Open Court Yard Space
6. Passive Ventilation Design

### Project Facility

7. Active Clubhouse, Swimming pool and Multi sport area

### Security

8. Security Guard and CCTV 24 hrs
9. Double Gate Security / Easy Pass 2 Lane

### Service

10. Assistant to customer and after sales service

### Living Environment

11. Wide Main Road with Green Living (Solar cell, EV Charger)

### Design

12. Modern Iconic: Unique Style

### Brand

“THE PATIO” Pioneer Visionering Townhome



NEW FUNCTION & SPACE: VERTI-PLEX LIVING  
VERTICAL LIVING & TRIPLEX SPACE



**KEY PROJECT HIGHLIGHTS**



**Boutique Living with Flexi Functions**

**Location**

- 1. Multiple access & located near main road, community mall and surrounded by many facilities

**Function, Space and Specification**

- 2. Flexible-function room for multipurpose
- 3. Spacious living area
- 4. Outdoor activity zone

**Project Facility**

- 5. Multi-sport, working space & recreation area

**Security**

- 6. Security guard and CCTV 24 hrs

**Service**

- 7. Assistant to customer and after sales service

**Living Environment**

- 8. Clean and tidy project with green atmosphere

**Design**

- 9. Modern Barn House

**Brand & Quality**

“THE PLANT” Creative Living

SEMI-DETACHED HOUSE 139 SQM

**BOUTIQUE LIVING WITH FLEXI FUNCTION**



**LIFESTYLE DISRUPTION**



**KEY PROJECT HIGHLIGHTS**

**Modern Stylish Townhome**



NEW SERIES: COMPACT HOUSE

**Location**

- 1. Located in Pruksa Avenue, Rangsit - Nakhon Nayok Road, multiple access to Donmueang Tollway near Eastern Outer Ring Road

**Function, Space and Specification**

- 2. Flexible function for multi-generation
- 3. Wide living space
- 4. Passive ventilation design

**Project Facility**

- 5. Clubhouse, swimming pool and multi-sport area

**Security**

- 6. Security guard and CCTV 24 hrs

**Service**

- 7. Assistant to customer and after sales service

**Living Environment**

- 8. Wide main road with green living space (Solar cell, EV Charger)

**Design**

- 9. Modern Nordic Stylish

**Brand**

“THE CONNECT” Modern Stylish Townhome



WIDE HAPPINESS



SHADY PARK & MULTI-SPORT AREA



CLUBHOUSE & SWIMMING POOL

# The Master Story of NEW CREATION

## The Palm Watcharapol

THE  
PALM

THB 20-30<sub>m</sub>

ViMUT wellness

Health & Wellness Service/Rehabilitation clinic/Nursing Home

### Passive Home & Multi Generation



Solar Panel



Active Air Flow



Ceiling Insulation



ERV Energy Recovery Ventilation



Efficient Appliance



EV Charger



Façade Design

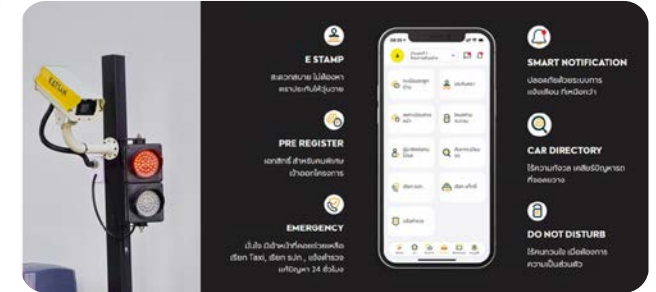


Passive Design

Green Landscape



Waste Collection



MY HUAS

Full Service Application by Pruksa  
Smart Home/Facility Management/Property Management

# The Master Story of NEW CREATION

ใช้ชีวิตความเป็นผู้นำ ก้าวการสร้างบทบาทใหม่

## The Palm Bangna-Wongwaen2



Solar Panel



Active Air Flow



Celling Insulation



ERV Energy Recovery Ventilation



Efficient Appliance

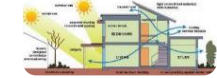


EV Charger



THB 15-25m

Façade Design



Passive Design

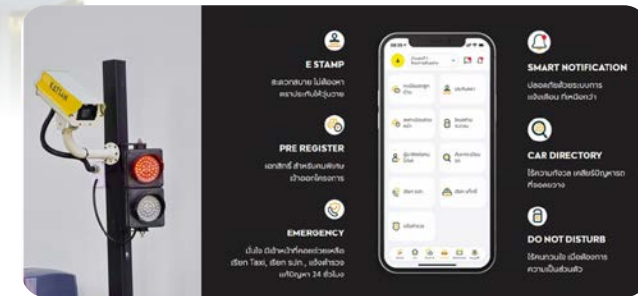
Green Landscape



Waste Collection



## Passive Home & Multi Generation



MY HUAS

Full Service Application by Pruksa  
Smart Home/Facility Management/Property Management

ViMUT Wellness at Pruksa Avenue

Health & Wellness Service/Rehabilitation Clinic/Nursing Home

New Design Clubhouse



# Chapter one All Ramintra

## Project Concept

**ALL TIME:** Convenience choices of travel with 24 hrs facilities

**LIVING:** Artistic expressionism vibe, unit layouts with space utilized design, ALL meters count

**LIFESTYLES:** Whatever lifestyles, ALL available in our wide range of facilities

## Project information:

Project Value:	THB 1,400m
Unit:	631 units (Residential 628 units and Shop 3 units)
Land Area:	5-0-65.2 Rai
Location:	Ramintra Main Road, 250m to MRT 1 Station to Central Ramintra 2 Stations to Interchange Station

## Project Highlights:

1. 8-floor connecting facilities with double volume in Dutch Aesthetic style
2. Scenic sky facilities with urban farming
3. Smart unit layout design for all lifestyles
4. Live Well, Stay Well with low impact workout / endless pool





## New Project Westgate

### Project information:

Project Value: THB 1,900m  
Unit: 1,124 units  
Land Area: 4-2-4 Rai  
Location: Next to Central Westgate and MRT  
Samyak Bangyai

### Project Highlights:

1. Design for Fun: New collaboration space design with well-known of happiness design thinking brand
2. Design for Connectivity: Merging space from facilities to resident area and energy saving design thinking
3. Design for Life: Compact space living with valuable package price

# New Project Taopoon



## Project information:

Project Value: THB 1,200m

Unit: 349 Units

Land Area: 1-3-22.4 Rai

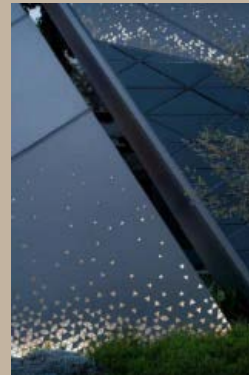
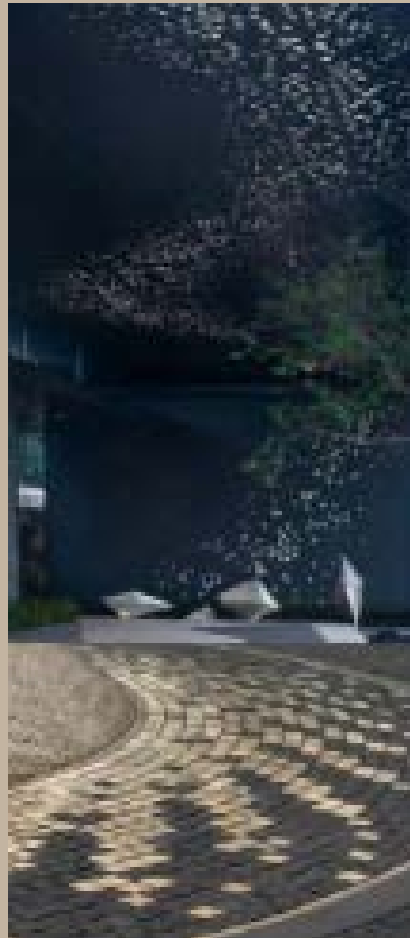
Location: Krungthep-Non Road near Taopoon  
Interchange Station

## Project Highlights:

1. Good living: Smart furniture
2. Good link: Smart meeting room, social club, Wifi all area
3. Good life: EV charger, edible garden



# New Project Charan - Bangplad



## Project information:

Project Value: THB 3,300m  
Unit: 1,533 Units  
Land Area: 6-2-67.3 Rai  
Location: Charansanitwong Road near MRT Bangplad

## Project Highlights:

1. Fresh air - pm 2.5 & virus cleanser and planting filtration
2. Lifestyle facilities
3. Smart home



Real estate earnings in 2023 & beyond supported by existing land bank available to build over THB 60b gross development value

**>150** plots  
land banks across  
Thailand

**2.5** years  
well secured for  
product offering

Project Value Plan

THB 8.4b projects

THB 27.7b projects

THB 23.9b projects

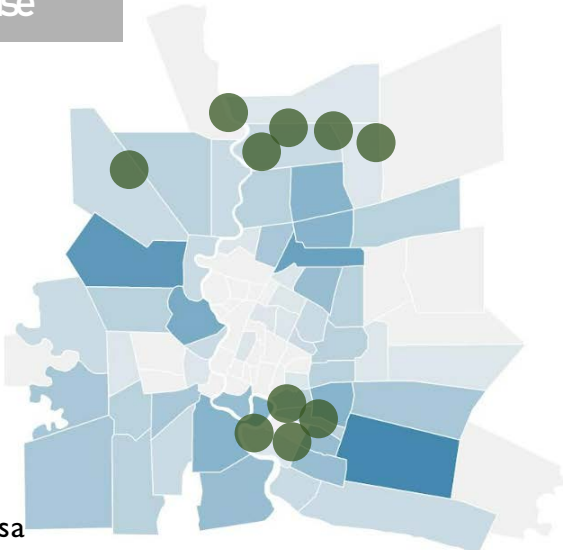
FY23

FY24

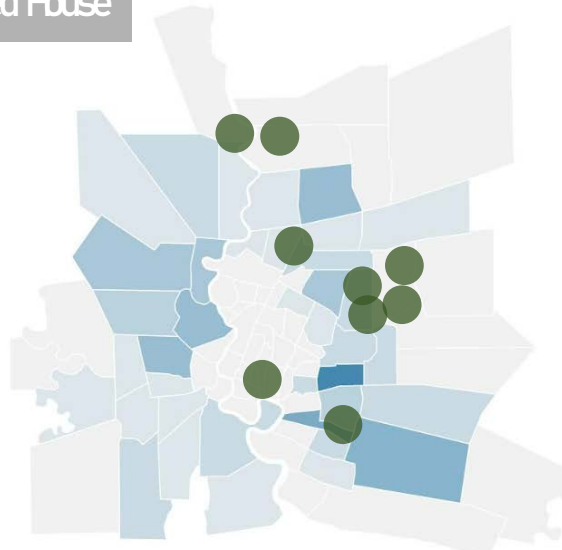
FY25

FY26

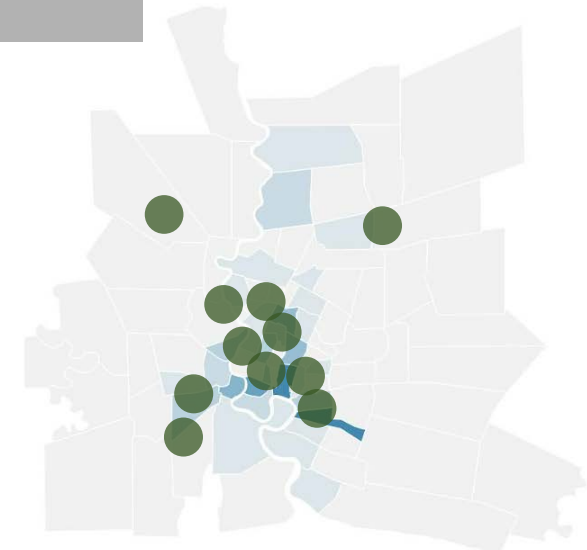
Townhouse



Detached House



Condo

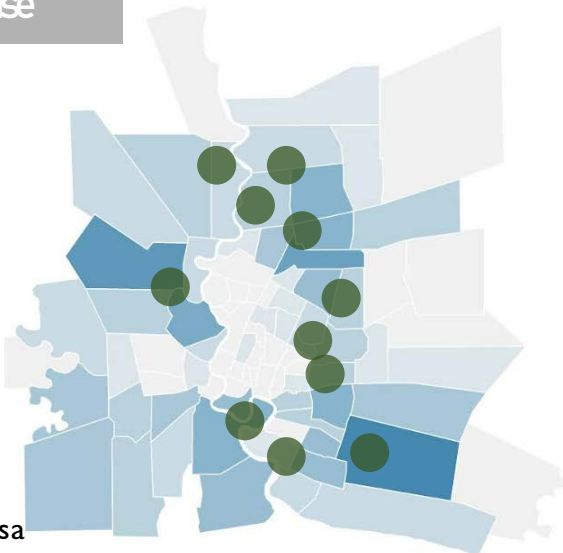


Aiming to acquire THB 4.3b land value in 2023 to develop further project pipeline valued THB 17.1b

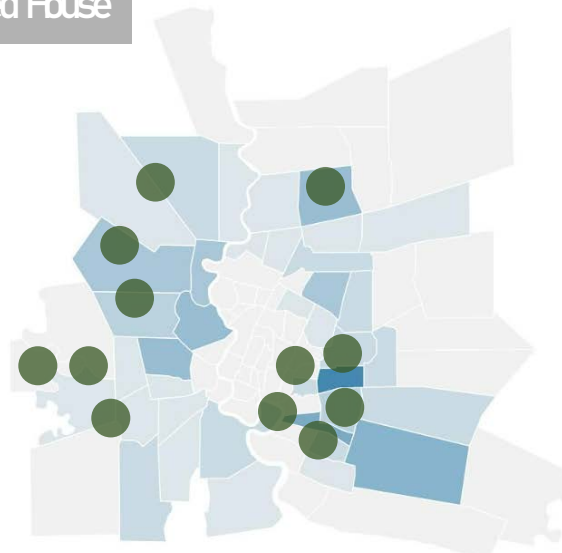
**+16** plots  
acquired in BKK &  
vicinities

**+0.5** years  
secured for  
product offering

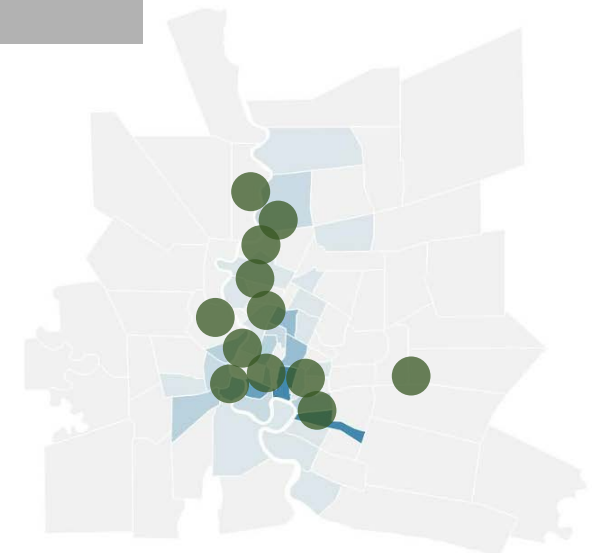
Townhouse



Detached House



Condo



## Health & Wellness Redefined

**PRUKSA x ViMUT COLLABORATION**

**ViMUT FAMILY CARD**  
\* เยาวชนที่มาร่วม

## Lifestyle Disruption

**FUNCTIONAL DESIGN & INNOVATION**

**MYHAUS TECH**

**CAMERA / SENSOR / AUTOMATION**

## Sustainable Development

**PASSIVE HOME**

**AIR VENTILATION**

**GREEN SPACE**

TARGET	MODEL	LAND	PRODUCT	PROFITABILITY
<p>Shifting to <b>Mid-to-High</b> Segment</p> <hr/> <p><b>New Design &amp; Innovation</b> in response to 3 Mega Trends</p>	<p><b>Outsourcing</b> Model</p> <hr/> <p><b>Profit Center</b></p>	<p>Land Acquisition: THB <b>7b/Y</b></p>	<p>New Project Launch: &gt;THB <b>30b/Y</b></p> <hr/> <p>Portfolio Mix<sup>1</sup>: <b>20:50:30</b></p>	<p><b>NPM: &gt;10%</b></p> <p><b>5Y-CAGR</b></p>

1) Mix proportion: <3m, 3-5m & >5m

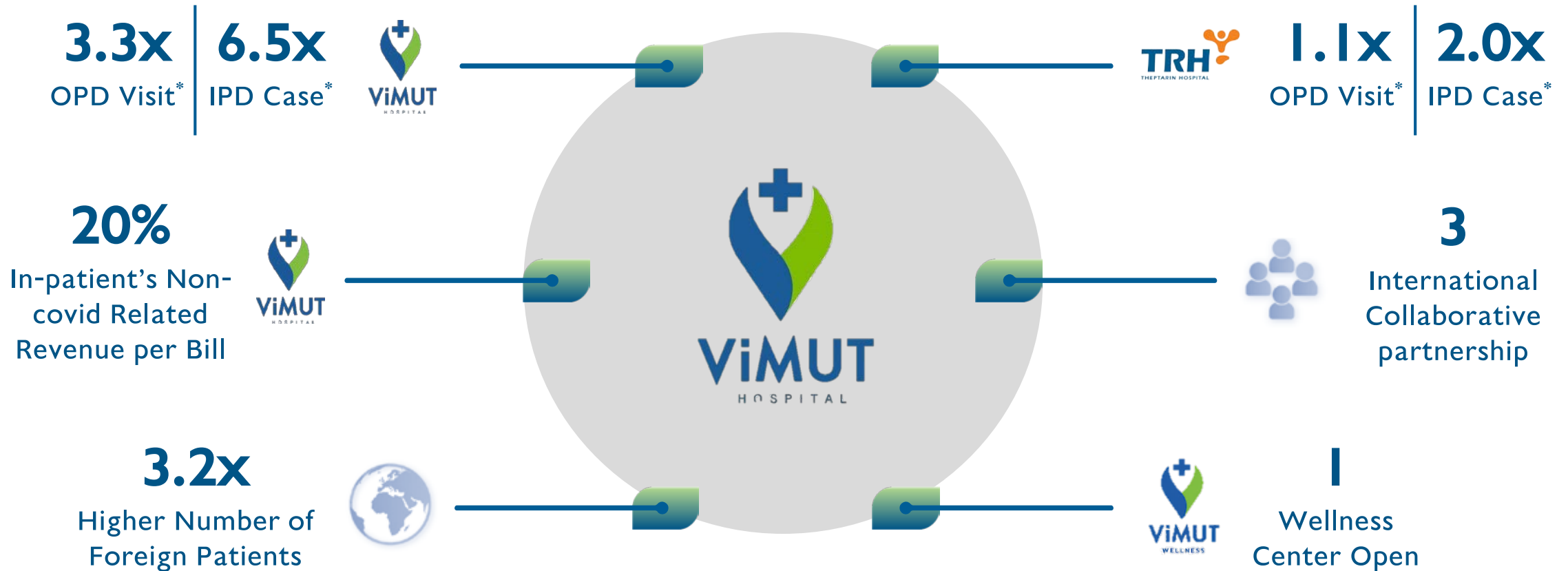
# HIGH

*Healthcare Update*

*Somsak Akksilp*

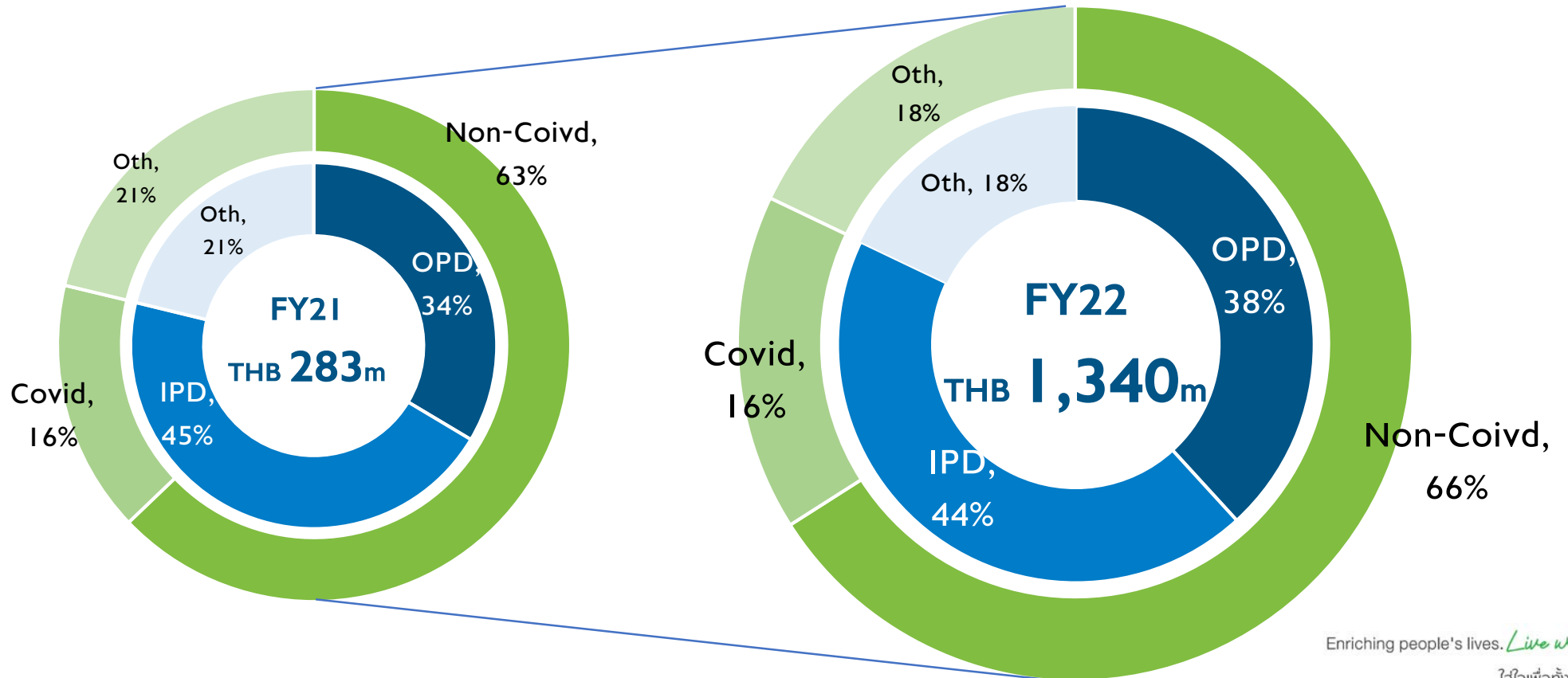


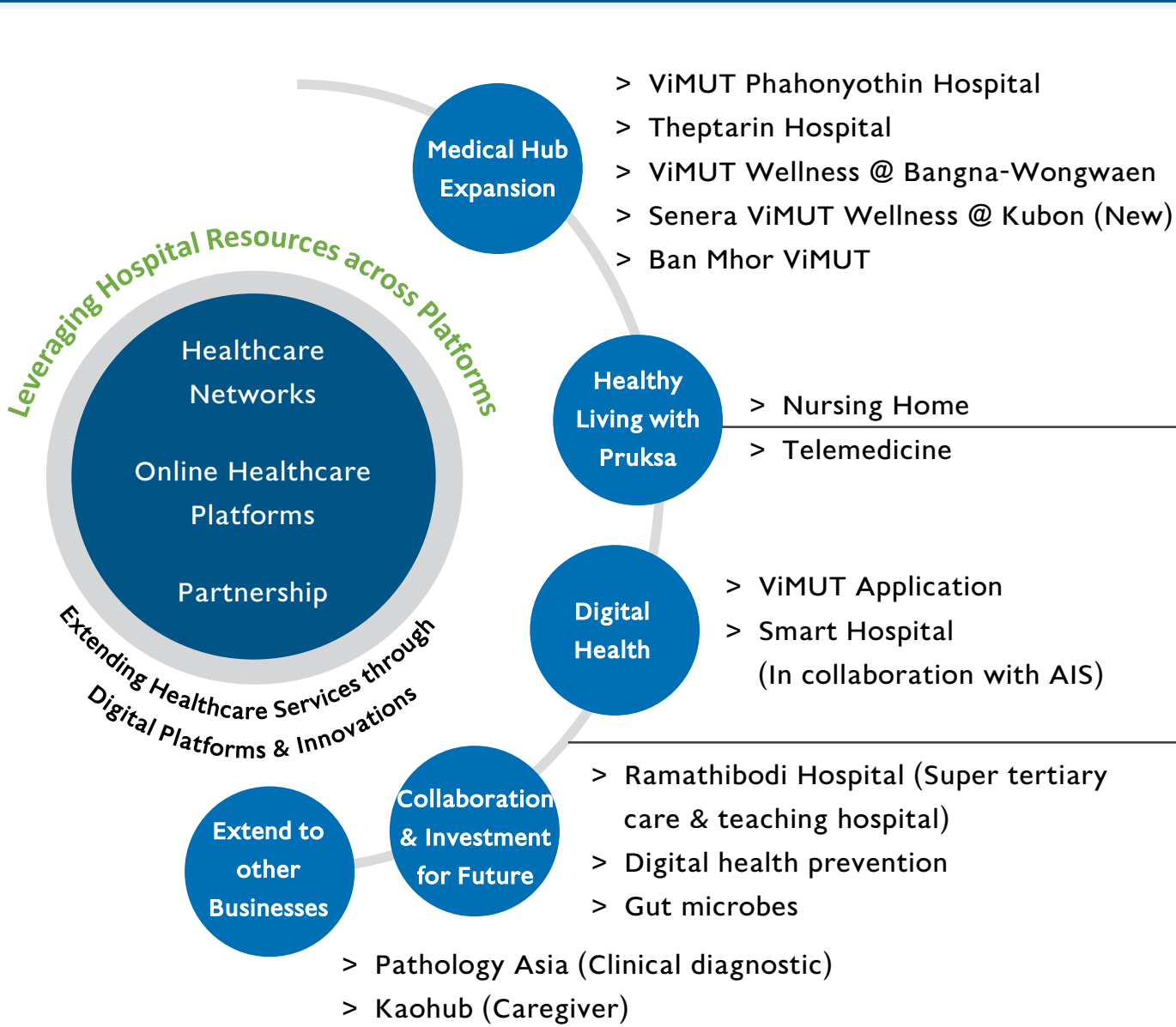
Since its opening in May'21, ViMUT has been certified with Hospital Accreditation Level 2 in its 1<sup>st</sup> year of operation, received CMI 1.3 as abilities to treat complex diseases as well as extended its service via ViMUT App to offer telemedicine services



ViMUT's revenue improved YoY, largely thanks to higher non-COVID revenue, with proportional increases in OPD and IPD revenue. Non-Covid related patients hit new high following service expansion to new local & international patients. Since Aug'22, Theptarin has been consolidated into ViMUT Group resulting in 4.7x increase in total revenue

## Revenue from ViMUT Group





**1+2**  
**WELLNESS**  
CENTERS

**1**  
**HOSPITAL**  
SET-UP

THB **2.5<sup>b</sup>**  
**CAPEX**

THB **2<sup>b</sup>**  
**REVENUE**

**OBESITY CLINIC &  
DIABETES ACADEMY**



**RAMATHIBODI-ViMUT  
COLLABORATION**



**WELLNESS & AESTHETIC  
CENTERS**



**NEW HOSPITAL**



**PARTNERSHIP**



5-year healthcare platform expansion plan to leverage hospital resources to promote and improve the quality of living for all Thai people



## Inner Rim: Specialized Hospital (Specialized in Heart, Brain, Bone, GI & NCD)

- > ViMUT Hospital Paholyothin
- > Theptarin Hospital
- > ViMUT Pinklao
- > ViMUT Narathiwat Ratchanakarin
- > ViMUT Sukhumvit



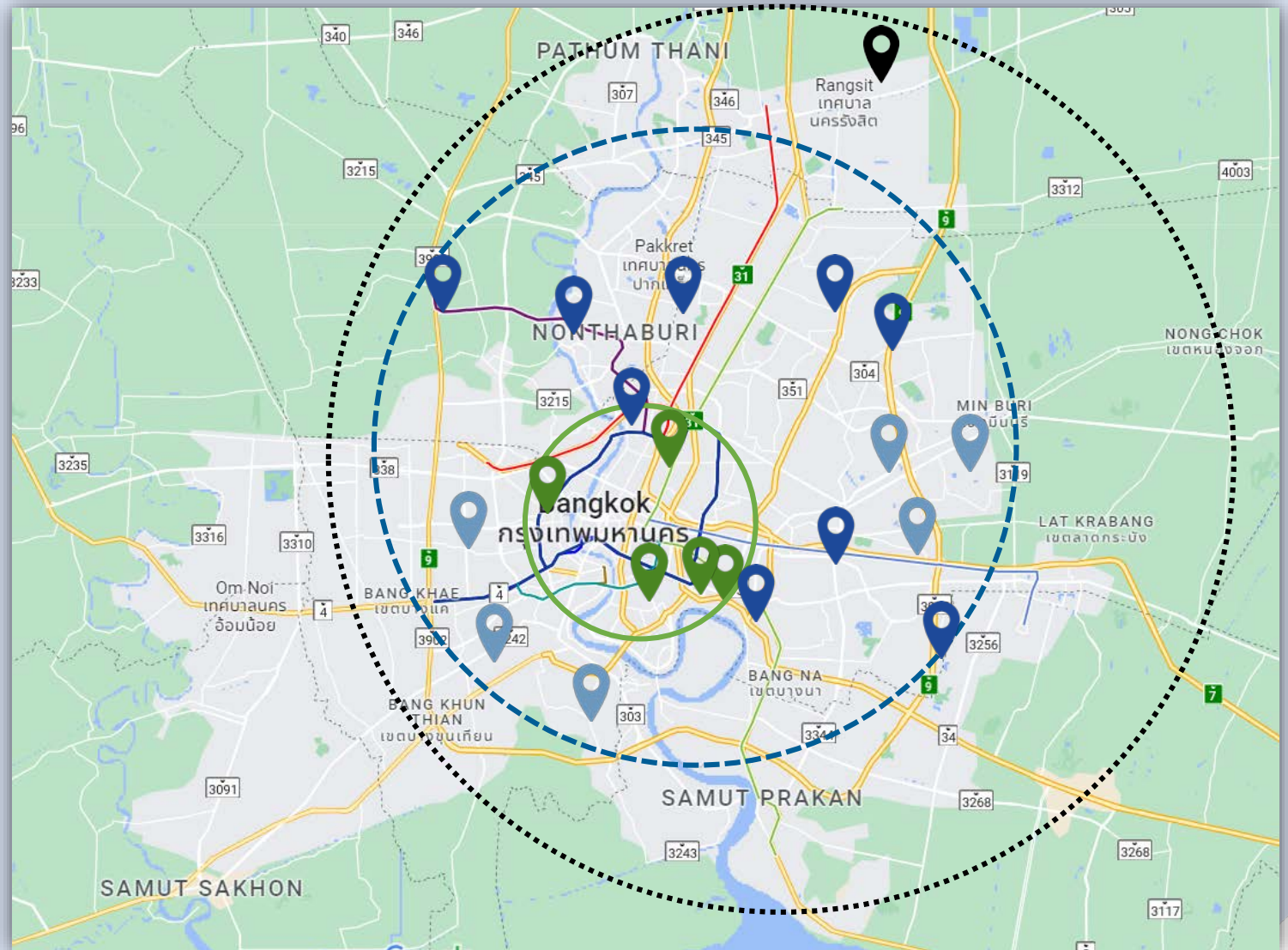
## Middle Rim: Wellness Center & Nursing Home

- > Bangna, Kubon, Bearing, Watcharapol, Sukhumvit 54, Prachacheun, Rattanatibet, Pattanakarn, Central Westgate, Ratchapruek & 6 more sites within 5 years



## Outer Rim: Clinic

- > Ban Mhor ViMUT Clinic



# HIGH

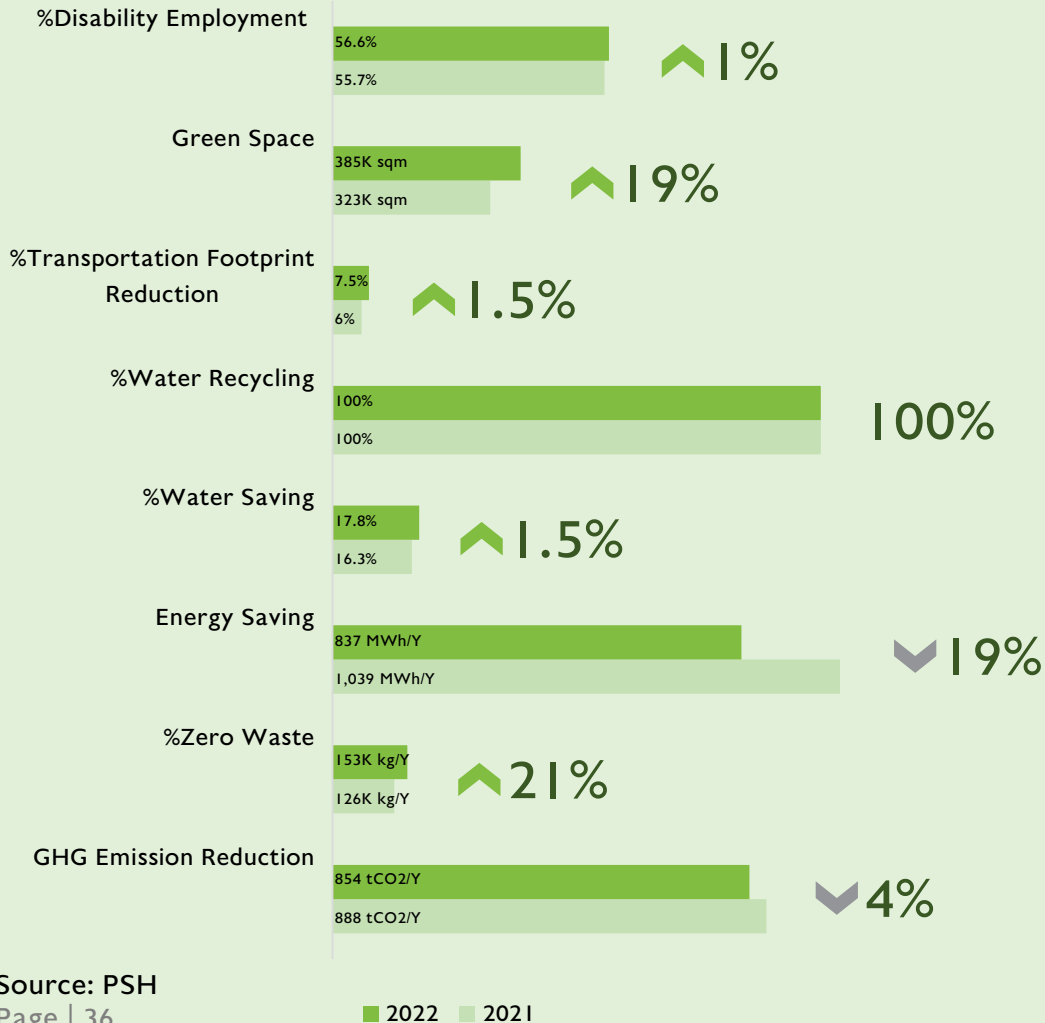
*Group Strategy & Outlook*

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*Uten Lohachitpitaks*







## FY22 Sustainability Highlights: Continuing to build group's efficient resources



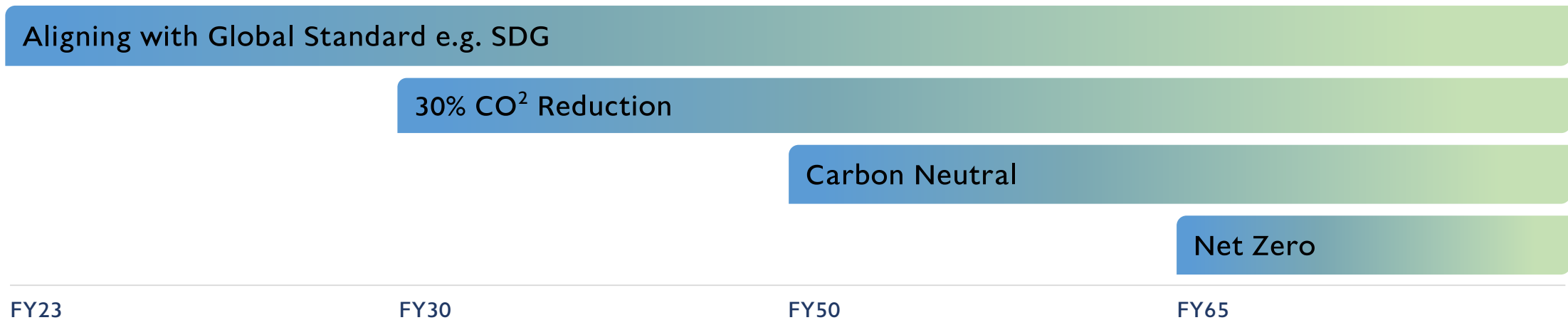
## Activity Updates



## FY23 Initiatives:

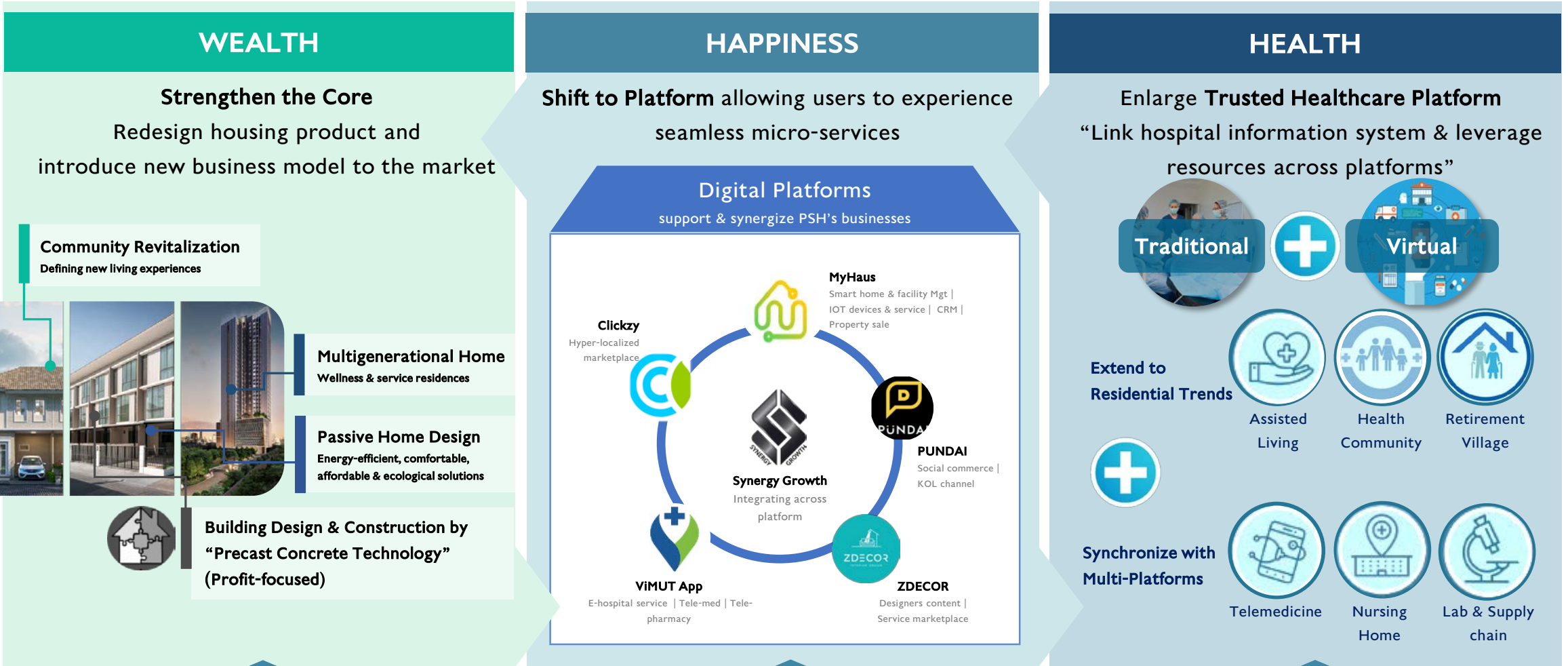
-  Solar home & precast installation
-  All passive home built with low carbon precast
-  Smart office
-  Smart hospital

## PSH Sustainable Development Goals:



**Happiness Model:** Focus on customers' life-time relationship

**Re-imagined organization set-up:** Reorganize PSH's resources to build up core competencies with agile mindset & digital transformation



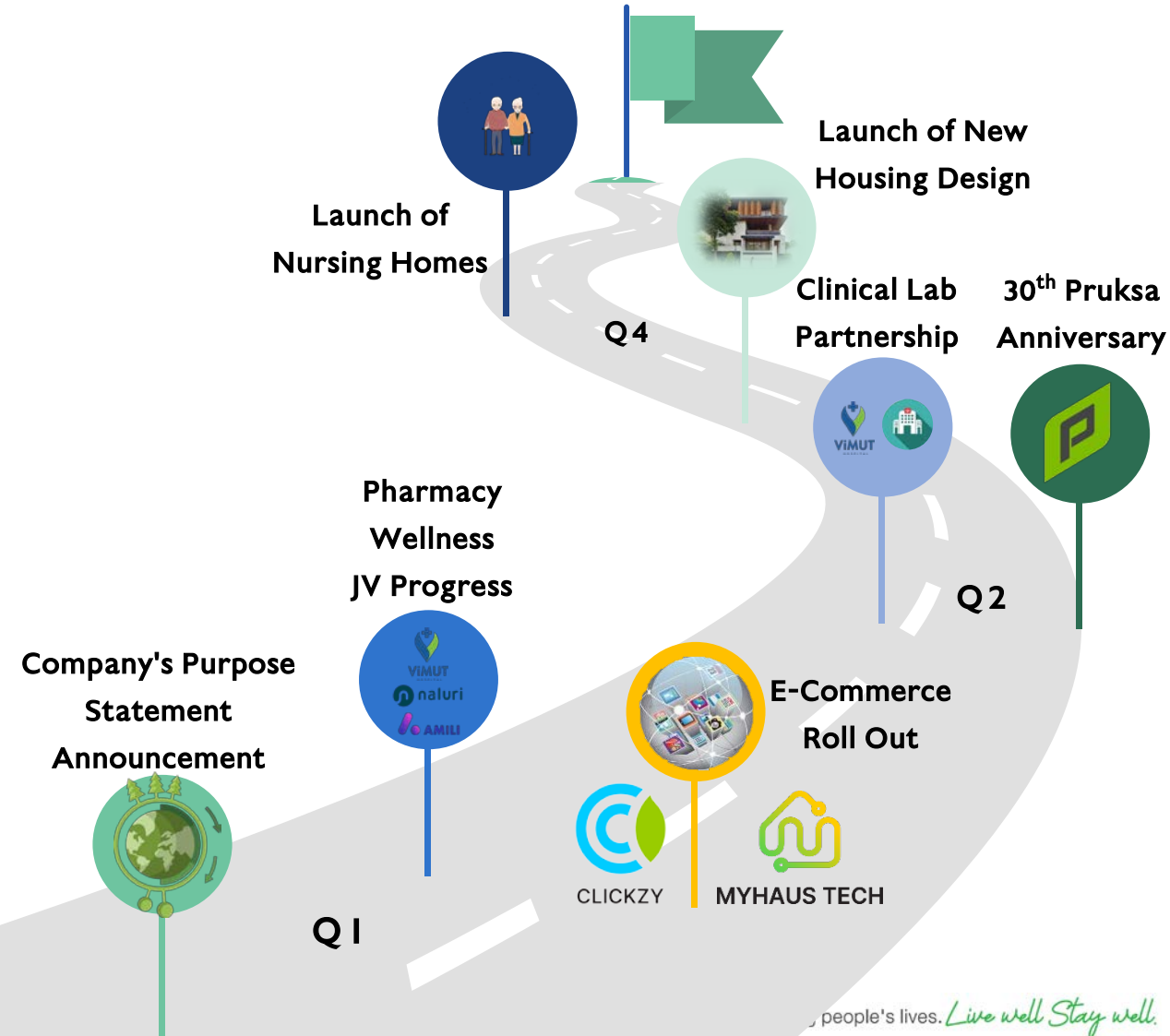
# FY23 GUIDANCE: LEADING TO SUSTAINABLE GROWTH

## FY23 PSH GUIDANCE

<p>THB <b>30<sub>b</sub></b> Group Revenue</p>	<p><b>7%</b> Recurring Income</p>
<p>THB <b>23.5<sub>b</sub></b> Real Estate Project Launches</p>	<p><b>+50%</b> Healthcare Revenue &amp; Platform Expansion</p>
<p><b>&gt;30%</b> Group GPM</p>	<p><b>Logistics</b> Seed Investment</p>
<p>THB <b>7<sub>b</sub></b> Core Business Investment<sup>1</sup></p>	<p>THB <b>2.9<sub>b</sub></b> CVC</p>

1) 65% investing in land acquisition

## ACHIEVING FY23 TARGET



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