Contents

Corporate Vision and Goals

Vision

**“Pruksa is one of the top ten residential real estate companies in Asia focusing in World Class Quality Management with strong fundamental and sustainable growth.
We maximize customers and employees satisfaction and returns to shareholders and uphold the social responsibilities in all the countries we do business in.”**

Goals

- **Be one of the top ten residential developers in Asia**
- **Generate at least 25% per year revenue growth**
- **Generate at least 18% net margin**
- **Revenue of 100,000 million Baht by 2017**


A Successful Road Map

20 April 1993

Pruksa Real Estate founded by **K.Thongma**

2004

Built “Precast Concrete Factory” a new construction technology in Thailand – 240 houses / mo.

Dec 2005

Registered as a Public Company Limited and listed on SET

2006

- Implement SBU strategy in organization

2007

First condominium transferring

2008

Presale - THB 16 bn

2009 # 1 in Thailand

Presale - THB 23 bn

Revenue - THB 19 bn

2010 Credit Rating

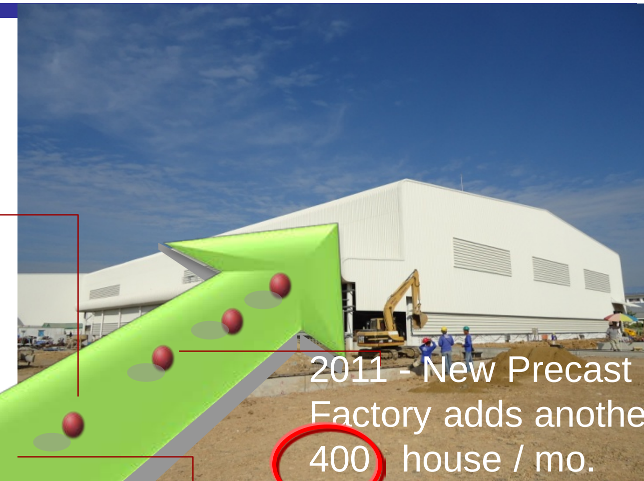
Upgraded to **A** by TRIS

2010 Still # 1 in Thailand

Presale – THB 38.75 bn

Revenue – THB 23.4 bn

2010 Launched Internationnal booking in Maldive, India



2011 - New Precast Factory adds another 400 house / mo.

Distinguished Property Developer

Distinguished Production

- Proven right and unique business model providing competitive advantages
- Being both builder and developer, we control costs, time, qualified material with no mark-up paid to main contractors.
- Not only leader in civil engineering but also regional recognition gainer for its best architecture hi-rise Condo in Asia
- Wide product coverage (house type, design, price)
- Short Construction time for low-rise. Business cycle competitive advantage

✓

High GM, Fast growth

- High Gross margin of 38 % in 2009 – 10
- 108% Asset Turnover in 2009, 88% in 2010, 60% in 1Q’11
- Strong growth in asset, more than triple from 2007 to Bt. 38.7 billion in 1Q’11
- Healthy Financial Condition during growth as No. 1 Housing revenue since 2009

On-going Staff Dev.

- Continuous product Development to meet “Real Demand”
- Divide PS into Special Business Unit to allow effective “Brand Management” on its own
- Diversify SBU strategic plan including International business to support long term growth.
- Strong team with company’s culture to promote on-going development

/11

4 Competitive Strengths

1) Unique Business Model

Strong Barrier to Entry in TH

2) Dominant Player in large "Real Demand" Market Segment

3) Strong Platform and Strategy to capture Growth

4) FAST growth, Strong Financial Condition

Precast (PCF 5) highlight

- Pruksa Precast PCF 5 is the world biggest plant for precast elements
  - ❑ Expected Capacity : 430 Units house/Month(112,000 m2/month)
  - ❑ Production Area : 14,200 m2
  - ❑ Stock Area : 9,800 m2

- **High Technology:**
  - ❑ Fully Automated Carousel System (ระบบการผลิตอัตโนมัติเต็มรูปแบบ)
  - ❑ Shuttering System : Robot (การวางแบบกั้นข้างโดย robot)
  - ❑ Reinforcement : Automated Mesh Plant (ระบบการผลิตเหล็กเสริม ด้วยเครื่องจักรอัตโนมัติ)
  - ❑ Concrete Placing : Automatic (ระบบเทคอนกรีต อัตโนมัติ)

All plant summary – Total 640 Units / month

Plant	Investment (MB)	Operation year	Production Line	Output	Factories Capacity / Month
PCF 1 (Carrousel I)	650	2004	Semi Automated Carrousel System	House Wall	57,600 sq.m. (Net area) equiv. to 240 house unit
PCF 2 (Fence Factory)	150	2005	Fixed Mould System	House Fence	2,000 cubic metre or equiv. to 1,700 house fence
PCF 3 (Slab & Special Element Factory)	200	2007	Fixed Mould System	Slab & Special Element for House	4,800 cubic metre or equiv. to 640 house unit
PCF 4 (Condo & Façade Factory) new	250	2010	Fixed Mould System	-Condominium wall and Façade -Townhouse Facade	16,000 square metre or equiv. to 320 units 2,000 square metre or equiv. 900 house unit
PCF 5 (Carrousel II) new	850	2010	Fully automated Carrousel System	House Wall	96,000 sq.m. (gross area) equiv. to 400 house unit

Competitive Advantages # 1

➤ **Uniqueness : Right / Mass Production at low cost thus barrier to entry**

Business Model

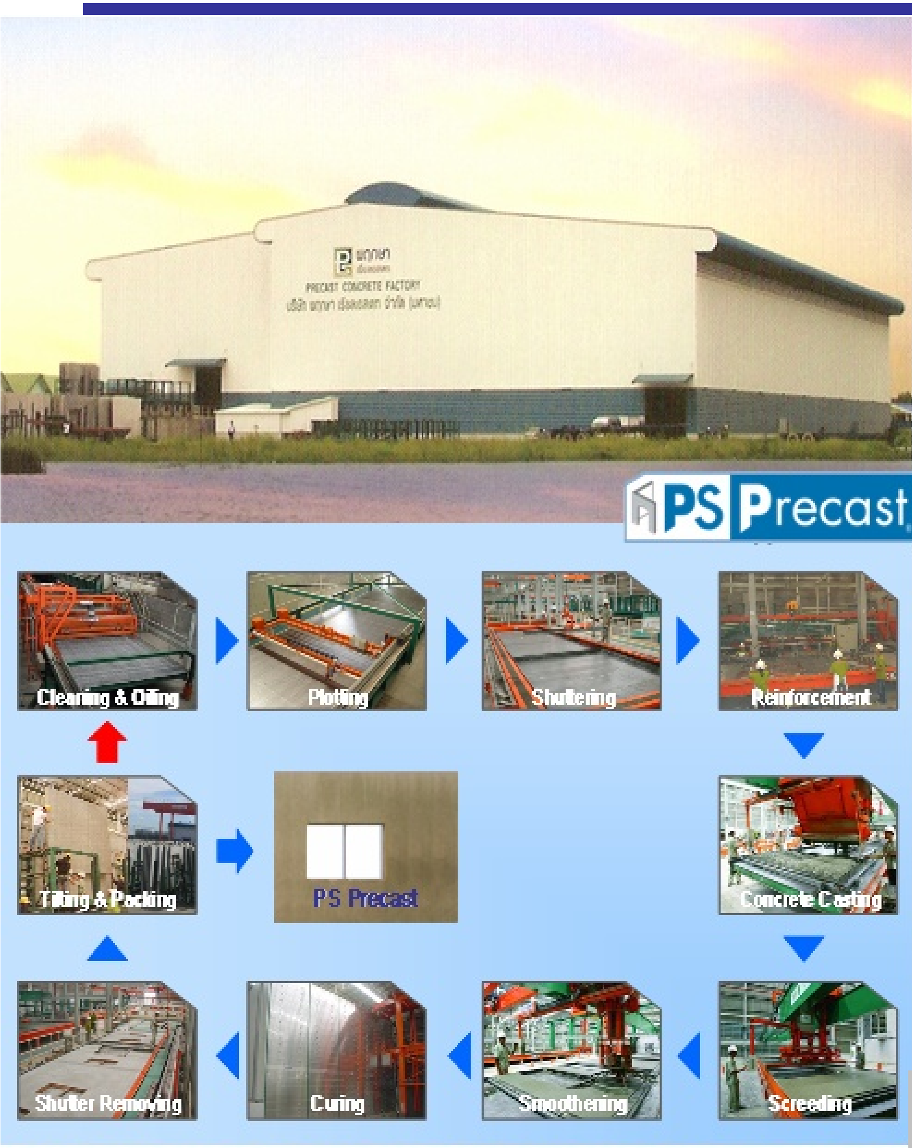
1. Integrated Developer (Low Rise+ High Rise)
→ Organization Structure → Developer +Contractor +Manufacturer → Customer Value Product/Project/Service +Cost Leadership +Price Leadership

2. Modern Trade Developer (Low Rise : TH, SDH)
→ Business Process → Short Working Capital required → Easy Business Expansion → Barriers To Entry In TH → To be No.1 Developer

3. Portfolio Management (High Rise : Condominium)
→ Catch up New Lifestyle → High Working Capital → Long-Term Growth

Effective Integration leads to Penetration Pricing Possibility with Competitive Customer Value
→ 1. Town House Competitive Pricing Model & Good Customer Value
→ 2. Single-Detached House Competitive Pricing Model & Good Customer Value
→ 3. Condominium Competitive Pricing Model & Good Customer Value

Precast Factory & advantages



- Precise and sustainable quality control
- Minimum material and product waste
- Shorten production period
- Facilitate and speed up erection at site
- Faster handover time to customer
- Reduce labour cost
  - Minimum labor
  - Less dependence on skilled labor
  - Continuous production in all season
  - Flexible product range
- Able to control pollution

Tunnel System: for TH Construction

บ้านพฤกษา
[Bann Preuksa]

พฤกษาวิลล์
[Preuksa Ville]

THE CONNECT

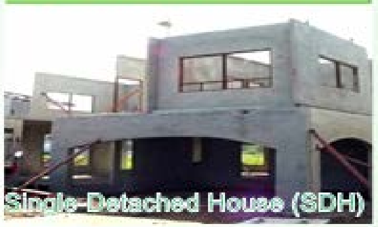
the Plant

Special Technology & Mass Production

Technology Leader

Tunnel Technology

Precast Technology

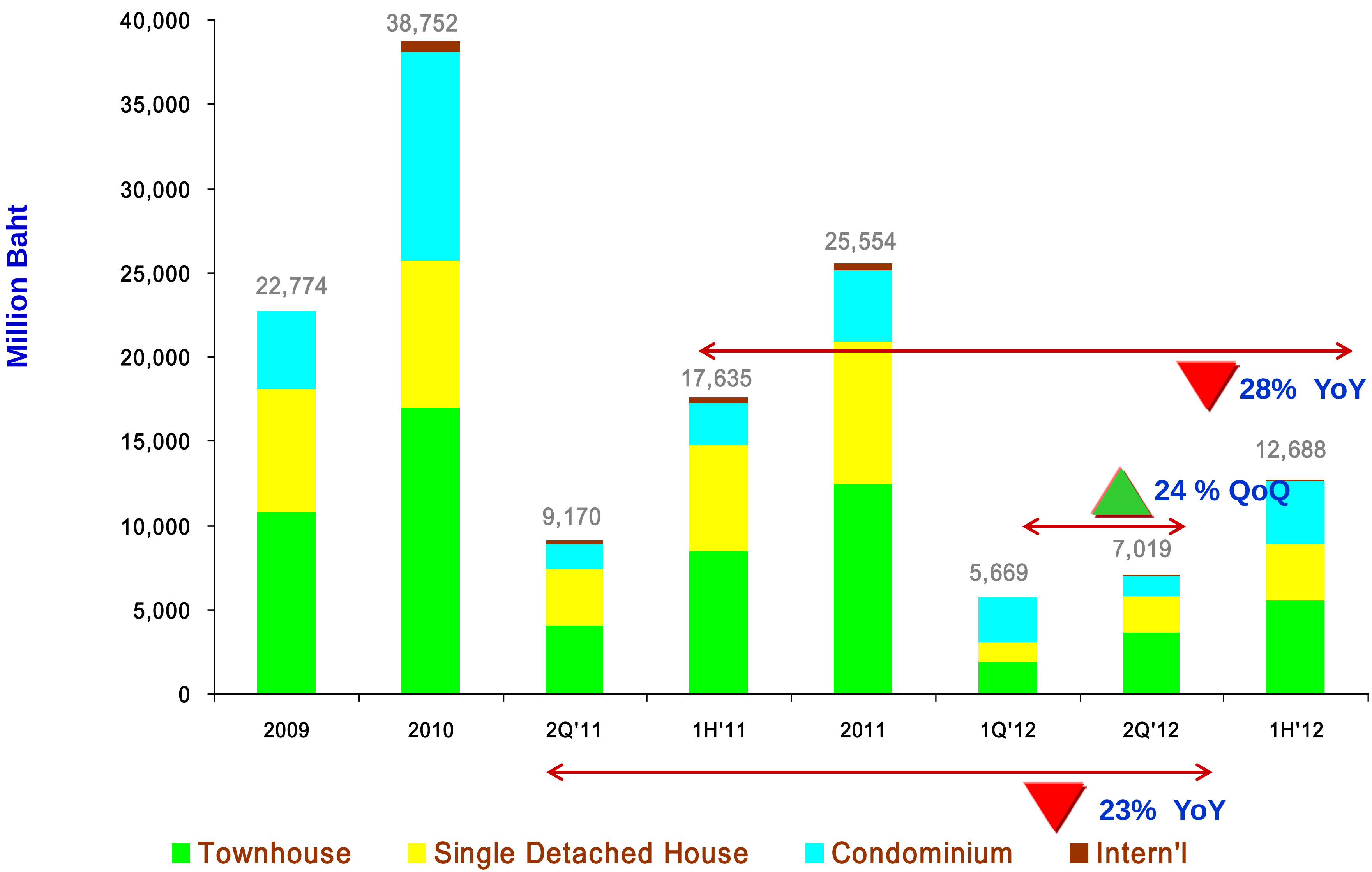


Mass Production Capability

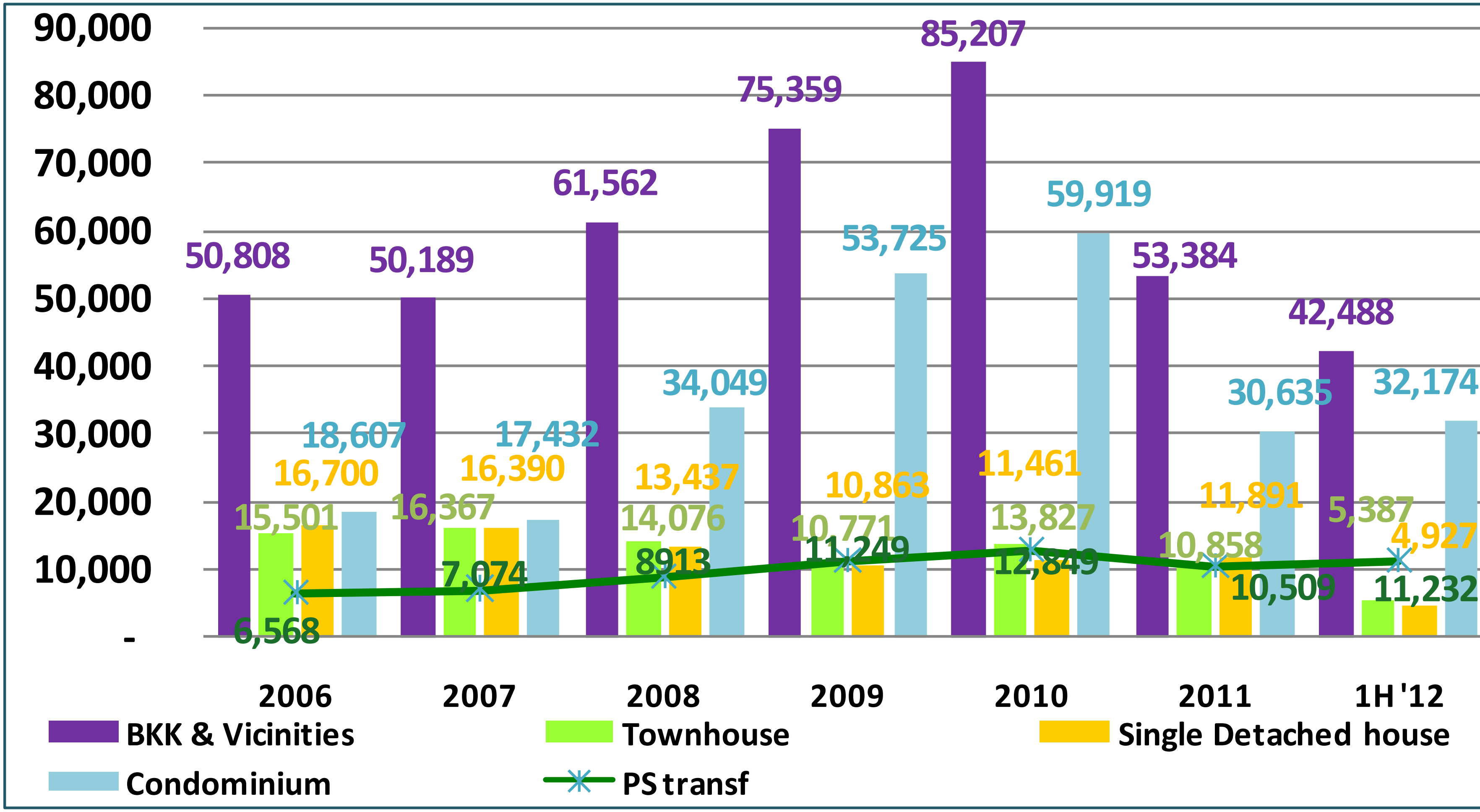
- ✓ Being a technology leader and market leader has enabled Pruksa to have mass production capability
- ✓ To reduce production time and number of skilled labour which leads to cost efficiency
- ✓ To produce consistent and high quality products

While normal construction time are 180 days for TH and SDH, PS can build within 90 – 120 days respectively

Total Net Booking



Yearly Additional House Registration BKK. and Vicinities (units built by developers)



Units of PS's transfer over the new houses registered in BKK. & vicinities from REIC web 14 Aug'12
REIC has retroactively adjust house type and number back from '09

Competitive Strength # 2

Market Access– Dominance in Large & Real Demand market segment

PS Target Market	PS Track Record
Pruksa targets low-to-medium income segment	Proven track record with dominant market shares for many years

PS Target Market — Pruksa targets low-to-medium income segment

- Very large market
- Real demand for housing
- Price sensitive
- Not sophisticated

PS Track Record — Proven track record with dominant market shares for many years

- ~ 65% MKT. share in TH
- The major BOI-approved developer in Greater Bangkok
- Growing sale of Baht 1- 2 million TH
- Growing sale of Baht < 3 million SDH
- Growing sale of middle-end Condominium

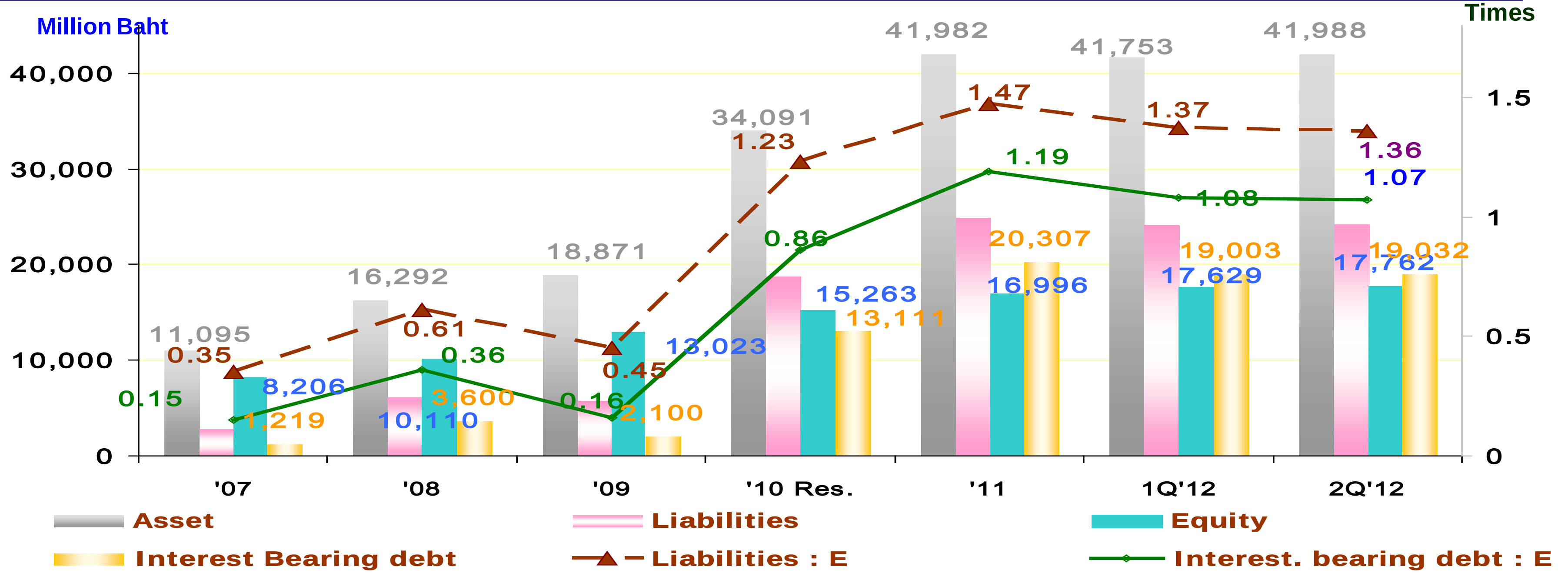
Competitive Strength # 3

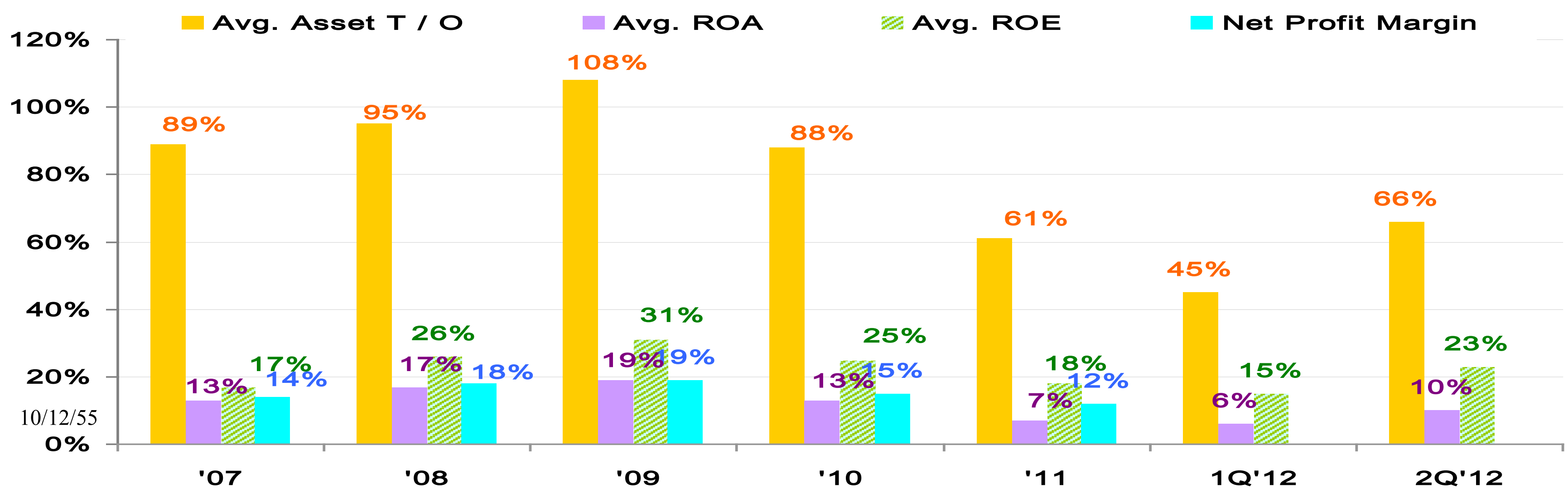
Solid Platform and Strategy to capture Growth

Business Environment	Rapid growth of city CD / city TH
Company Strategy	1) Maximize Market / Value Share of TH by Expanding into City TH Segment/ New Coverage Areas (Push Market Growth by Expanding new TH Segment) 2) Focus on Growing Revenue from Medium-priced SDH/Medium-high-priced SDH by Expanding new SDH Segment 3) Expand into Condominium Segment with Optimum Risks

Competitive Strength # 4

Fast growth, High Asset T/O





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URBANOABSOLUTE
"Urbano Absolute is proud winner of International Property Awards as Highly Commended Best High-Rise Architecture 2011"
ASIA PACIFIC PROPERTY AWARDS
in association with
Bloomberg
HIGHLY COMMENDED
HIGH-RISE ARCHITECTURE THAILAND
2011
ENTER SITE

Brand & Segmentation of Pruksa: Townhouses



Logo	Brand	Segment	Price (mil. Bt)
THE PLANT CITI	The Plant Citi	Stylish Middle income 2-3 Storey	2.0 – 4.0 / unit
PRUKSA TOWN	Pruksa Town	Stylish Middle income 2 Storey	1.5 – 2.8 / unit
THE CONNECT	The Connect	Middle-low income	1.6 – 2.0 / unit
PRUKSA VILLE Enjoy your everyday living	Pruksa Ville	Low income	1.0 - 1.5 / unit
บ้านพฤกษา	Baan Pruksa	Low income	0.6 - 1.2 / unit
URBANO THE MODERATE URBAN LIVING RAMKHAMHAENG	Urbano	Stylish Middle income 2 Storey	1.8 – 2.7 / unit
เดอะ รีโน่ by PRUKSA (New)	Reno	Middle –low income	Start @ 1.4 / unit
PATIO (New)	Patio	Middle – High income	Start @ 3 / unit
VILLETTE kanchanapisek THE CHARACTER LIVING (New)	Villette	Middle – High income	Start @ 2.6 / unit
PRUKSA SILVANA Villas • Row Houses BUDIGERE	Silvana (in Bangalore)	Middle income	Start @ 2.5 / unit

Brand & Segmentation : Single Detached Houses

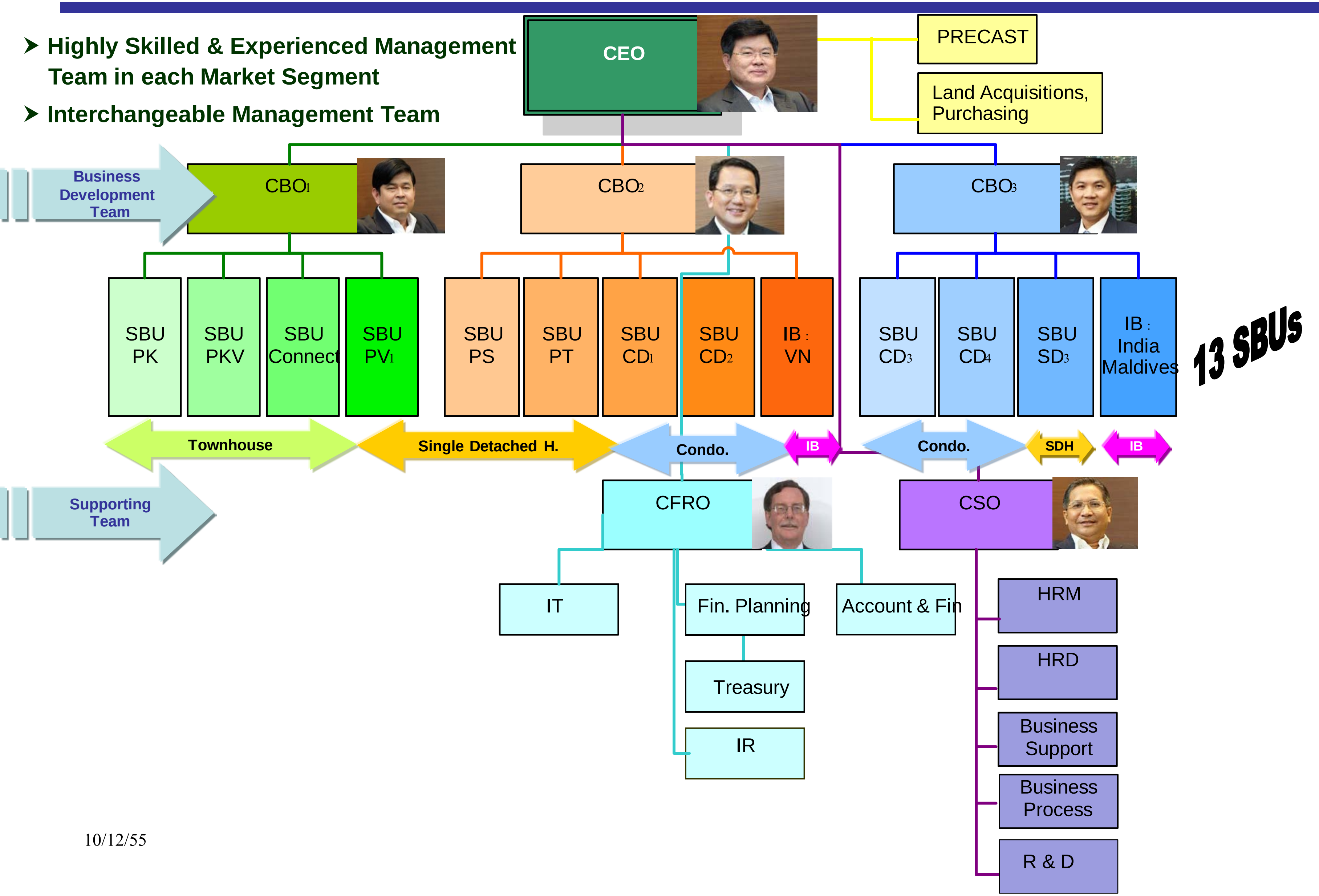
Logo	Brand	Segment	Price (mil. Bt)
ภัสสร	Passorn	Middle-High income	2.5 – 10.0 / unit
THE PLANT	The Plant	Middle income (Stylish SDH)	3.0 – 6.0 / unit
พฤกษาวิลเลจ	Pruksa Village	Middle-low income	2.0 – 3.0 / unit
บ้านพฤกษา นารา	Pruksa Nara	Middle-low income	1.9 – 3.0 / unit
SILVANA	Silvana (in Bangalore)	Middle income	Start @ 3.2 / unit
พฤกษาปุริ	Pruksa Puri	Middle income	2.5 – 3.5 / unit
natura	Natura	Middle income	Start @ 2.5 / unit

Brand & Segmentation : Condominiums

Logo	Brand	Segment	Price (mil. Baht)
	The Plum	Middle-Low income	0.8 – 1.2 MBt / unit
	IVY	Middle-High income	1.5 - 10.0 MBt / unit
	The Seed	Middle income (Stylish Condo)	1.4 – 7.0 MBt / unit
	Be you	Middle-Low income	0.8 – 1.5 MBt / unit
	The Tree	Middle -Low income	0.8 – 2.2 MBt / unit
	City Ville Condo	Low income	0.5 - 0.8 MBt / unit
	Urbano Condo	Middle-High income	2.0– 14 MBt / unit
	Chapter One	Middle income	0.9 – 2.0 MBt / unit
	Condolette	Middle-high income	2.5 – 7.0 MBt / unit
	624 Condolette	Middle-Low income	0.8 – 1.0 MBt / unit
	FUSE	Middle-High income	2.7 – 8.5 MBt / unit
	Coral Ville (Maldives)	Middle-High income	3.8– 4.8 MBt / unit

Strong Team Synergy

- **Highly Skilled & Experienced Management Team in each Market Segment**
- **Interchangeable Management Team**



Section 1 : Company Highlights & Advantages

Section 2 : Strategic Planning & Product

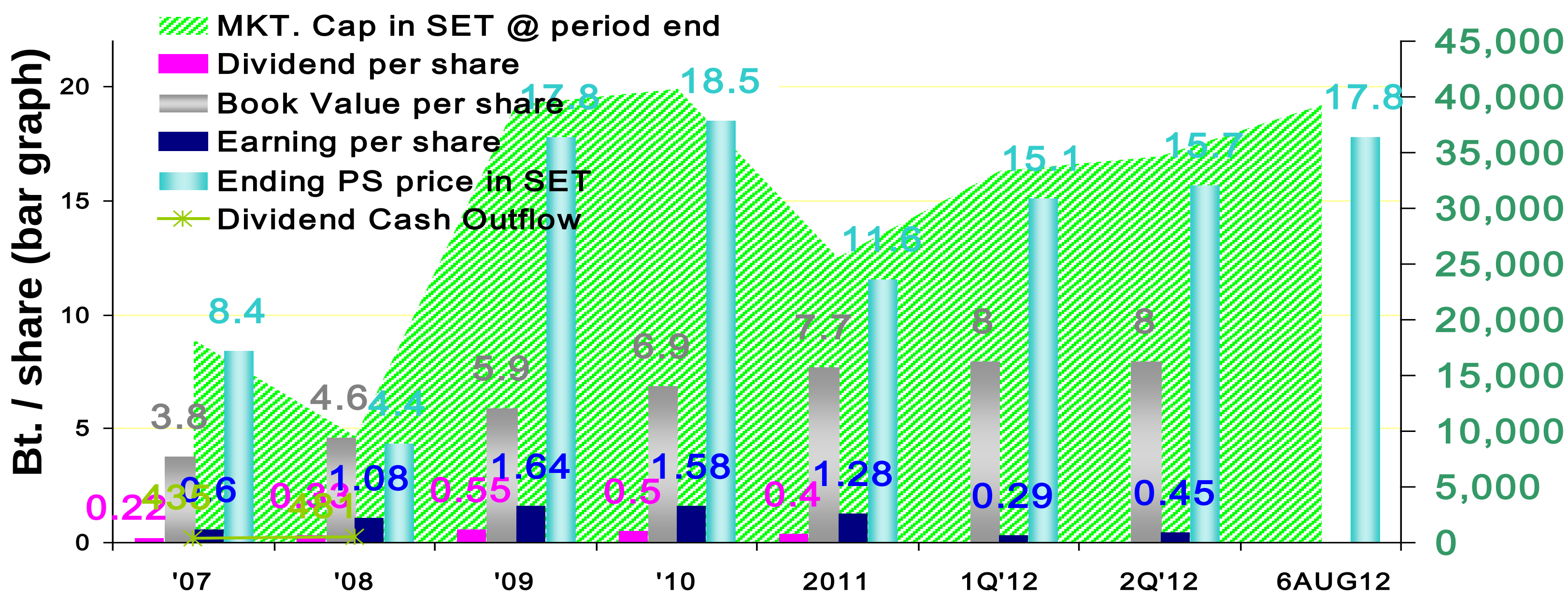
Section 3 : Financial Policy & Performance

Section 4 : Investment Highlights

Dividend Policy & Payment

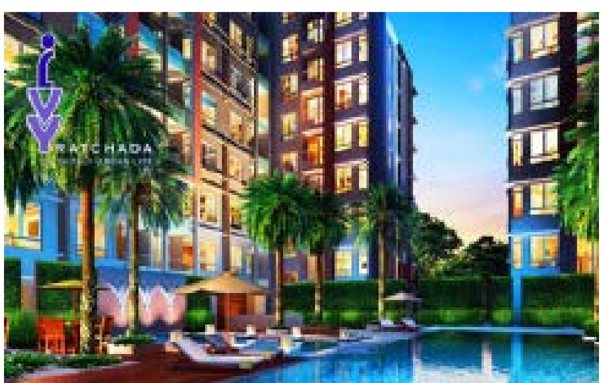
dividend policy is at a rate of not less than 30% of net profits after deduction of all legal reserves and subject to investment plans and other consideration

Performance of the year	Net Profit (million Baht)	Legal reserves (million Baht)	% of dividend payment	Dividend per share (Baht)	Payment Date
2011	2,834.82	-	31.0	0.4	May 17, 2012
2010	3,488.14	-	31.6	0.50	May 13, 2011
2009	3,621.83	-	33.33*	0.55	May 13, 2010
2008	2,373.37	-	30.54	0.33	April 23, 2009
2007	1,269.88	2.33	37.87*	0.22	May 8, 2008
2006	1,303.28	-	33.36*	0.20	May 4, 2007

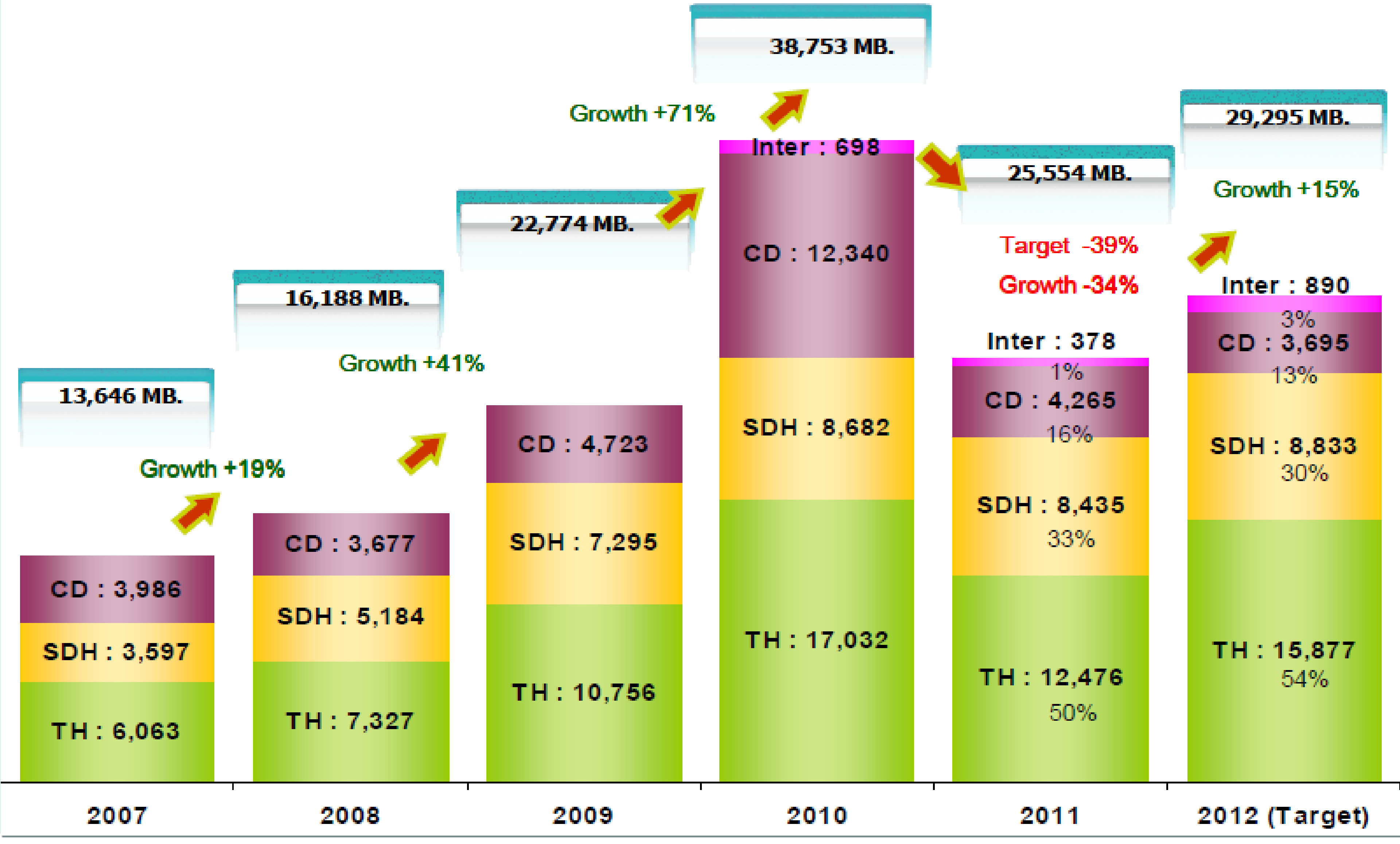


Conclusion & Key Investment Highlights

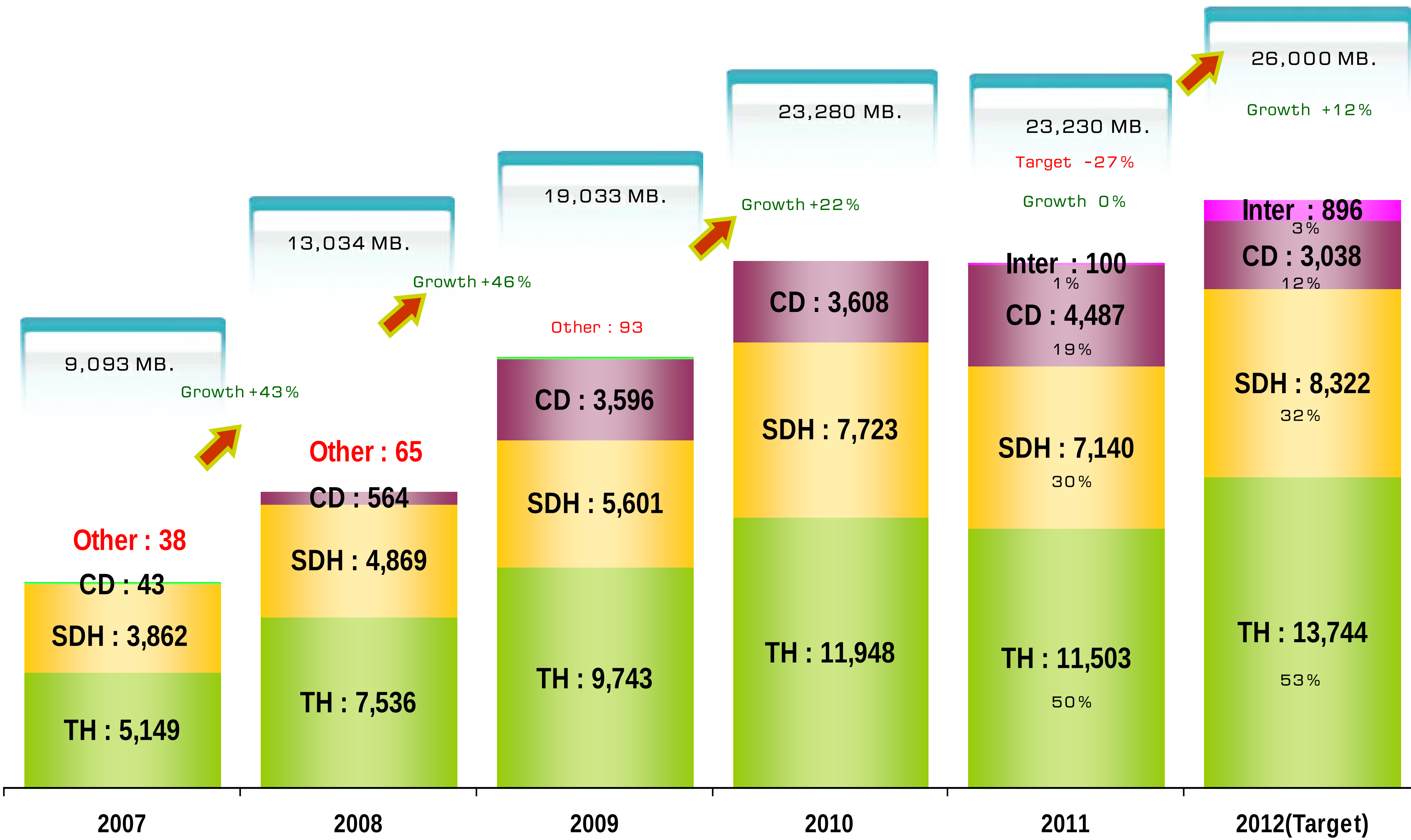
- Leader of Thailand residential property developer
- Diversified market segment and location
- Strong brand recognition and proven track record
- Cost competitiveness from large production scale and prefabrication technology
- Solid financial performance and balance sheet
- TRIS Rating “A” negative
- Experienced management team



2012 Presale Target



2012 Revenue Target



International : India overview

Thane: Mumbai
50 : 50

SOHAM WORLD

PRUKSA GLOBAL

On going and upcoming projects

Bangalore
100%

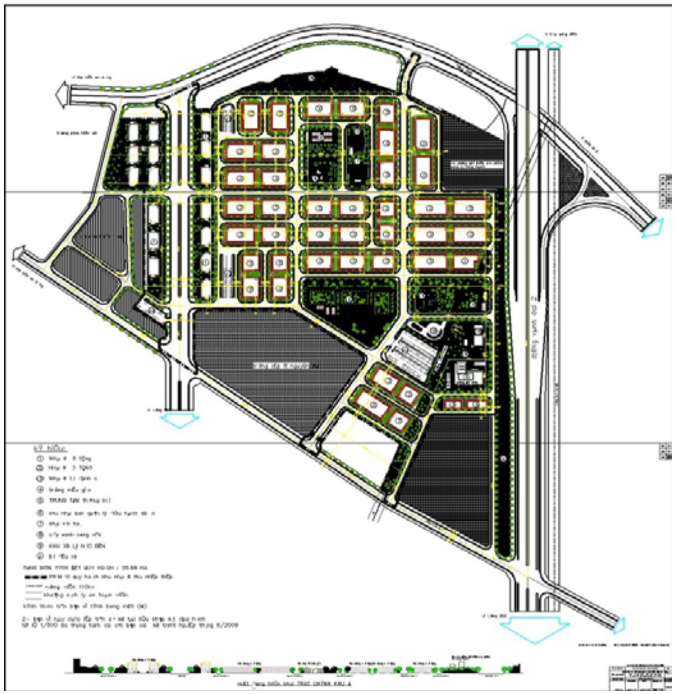
Maldives Update

- JV with HDC, 5-storey Condo in Hulhumale (480 MB, 9 bldgs, 180 units)
- As of 2Q'12, accum. transfer is 216 MB (87 units)
- Construction will be completed in Q3 '12
- Revenue recognition started in 2011 and will end in Q1 '13

Bangalore, India update

- **Total project 401 units 1,645 MB (321 villa, 80 row house)**
- **As of Q2 ’12, accum. sales 649 MB (175 Units) and 36 units transferred (125 MB). Target 2012 revenue is 513 MB**

Vietnam Update



- **85% JV with Hoang Huy Service Investment Co.**
- **JV Co. is expected to get the investment license in Q3, 2012**
- **Land purchase is on process - to be developed as a condominium project in Hai Phong.**
- **First phase to open for booking in Q4, ’12 (or early 2013)**