



FAQ & answer about Flood Effect

Booking and transfer

- Lower customer confidence / demand in short-term (6 months)
- Dept. of Land in many districts closed during flood. Mortgage and transfer are temporary held.
- Disruption in supply chain, logistic (road closed)

Cost

- Higher cost of construction materials in short term
- Need to repair house stocks and work-in progress houses

Plant

- Flood flowed in Precast # 1 - # 5 (2 - 10 cm). Preventive action done & prepared for shutdown since middle of Oct.'11.
- Most machine and equipment are lifted high away from water level while main material (sand) was in severe shortage.
- Fully stop operation since 25 Oct.'11
- Production should be resumed ~ 4 weeks after flood is over



FAQ & answer about follow up action during Flood

- ✓ **Project Management**
 - **Matching Cash inflow and Cash outflow by Project**
 - **Cash in - Encourage most possible transfer to get cashflow**
 - **Cash out - Reduce unnecessary construction cost, Cut Advertising and promotion expenses, Delay new projects launched**
- ✓ **Operating Expense**
 - **Reduce fixed operating expenses such as training expense, outing expense, advisory expense, OT, daily worker, etc.**
- ✓ **Delay CAPEX**
- ✓ **Delay International Investment**

Project Effectuated from Flood

1. The effects from flooding to PS's project.

1.1 Existing Project

| | |
|----------|-------------|
| Flooded | 63 projects |
| No Flood | 78 projects |

1.2 Closed project

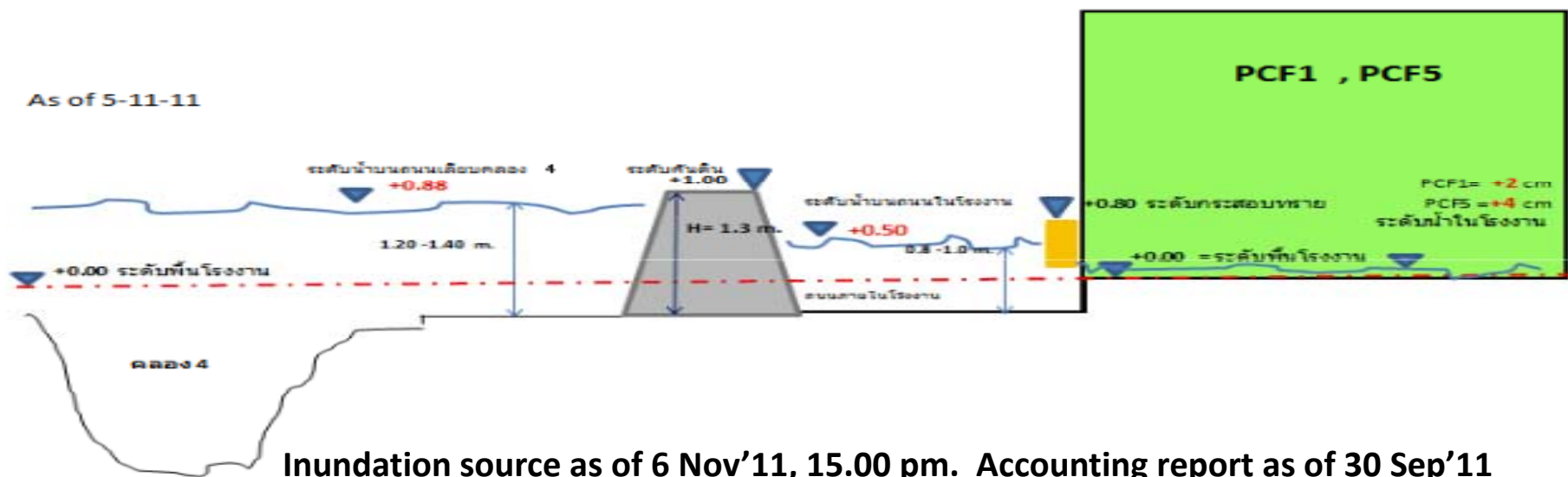
| | |
|----------|-------------|
| Flooded | 81 projects |
| No Flood | 62 projects |

1.3 Total project

| | | |
|-------------|-----|----------|
| Flooded | 144 | projects |
| No Flood | 140 | projects |
| Grand total | 284 | projects |

1.1 Active (existing) Project

| No. | Project | Total | | % | Back Log | | % | Unsold | | % | Total Project |
|----------|---------------------------------|--------|-----------|------|----------|-----------|------|--------|-----------|------|---------------|
| | | unit | Val. m Bt | | unit | Val. m Bt | | unit | Val. m Bt | | |
| TH & SDH | | 21,323 | 42,450 | 33% | 3,595 | 6,660 | 18% | 8,326 | 18,383 | 31% | 60 |
| | Level 5 flood height > 80 cm | 8,890 | 14,628 | 12% | 1,494 | 2,444 | 7% | 2,832 | 4,410 | 8% | 22 |
| | Level 4 flood height 40 - 80 cm | 6,416 | 14,715 | 12% | 934 | 1,885 | 5% | 3,084 | 8,470 | 14% | 17 |
| | Level 3 flood height 20 - 40 cm | 2,503 | 5,317 | 4% | 383 | 860 | 2% | 1,178 | 2,484 | 4% | 9 |
| | Level 2 flood height <20 cm | 3,320 | 7,362 | 6% | 762 | 1,411 | 4% | 1,232 | 3,018 | 5% | 11 |
| | Level 1 flood can in control | 194 | 428 | 0% | 22 | 60 | 0% | - | - | 0% | 1 |
| CD | | 1,401 | 2,216 | 2% | 988 | 1,135 | 3% | 270 | 565 | 1% | 3 |
| | Outside the project | 1,401 | 2,216 | 2% | 988 | 1,135 | 3% | 270 | 565 | 1% | 3 |
| | Total flooded | 22,724 | 44,666 | 35% | 4,583 | 7,794 | 21% | 8,596 | 18,948 | 32% | 63 |
| | No Flood | 34,585 | 82,343 | 65% | 11,313 | 29,431 | 79% | 15,492 | 39,762 | 68% | 78 |
| | TH & SDH | 21,630 | 46,750 | 37% | 4,548 | 10,730 | 29% | 10,499 | 25,781 | 44% | 57 |
| | CD | 11,474 | 30,612 | 24% | 6,474 | 17,708 | 48% | 3,832 | 10,069 | 17% | 19 |
| | Inter' | 1,481 | 4,981 | 4% | 291 | 994 | 3% | 1,161 | 3,912 | 7% | 2 |
| | Grand total | 57,309 | 127,009 | 100% | 15,896 | 37,226 | 100% | 24,088 | 58,710 | 100% | 141 |





1.2 Closed Project

| No. | Project | Total Project | Total unit | REMARK |
|----------|---------------------------------|---------------|------------|--------|
| TH & SDH | | | | |
| | Level 5 flood height > 80 cm | 52 | 40,115 | |
| | Level 4 flood height 40 - 80 cm | 24 | 8,832 | |
| | Level 3 flood height 20 - 40 cm | 0 | | |
| | Level 2 flood height <20 cm | 5 | 1,157 | |
| | Level 1 flood can in control | 0 | | |
| | Total flooded | 81 | 50,104 | |
| | No Flood | 62 | 19,223 | |
| | TH & SDH | 52 | 15,610 | |
| | CD | 10 | 3,613 | |
| | grand total | 143 | 69,327 | |
| | | | | |

Inundation source as of 6 Nov'11, 15.00 pm.

Accounting report as of 30 Sep'11



2. The policy to help our customers

- Preventive action
 - Prepare the sand bags and water pumps before floods.
 - Pruksa Contact Center 1739 with 24 hrs.
 - Keep updating the situation and help center
- Relieve
 - www.pruksalive.blogspot.com
 - » tracking the flood situation from each project
 - Pruksa Contact Center 1739 (24 hrs.) for help
 - Arrange the transportation (boat / truck) and evacuation
 - Essential bags to customer who stay home.
 - Mr. Thongma Vijitpongpun (CEO) established his private fund for Bt. 3 m. to buy the essential bags



2. The policy to help our customers (con.'t)

- **The recovery after water decreased**
 - Cleaning day and restore the project
 - Improve new fence to prevent the 10-year high & this new flood level and the water pumping system.
 - New projects will be added for more land fill to fight the new high level of water
 - use water level for 10- year high and this new flood level
 - Negotiate with banks for mortgage loan to help the customer affected by the flood.
 - Negotiate with our suppliers and sub contractors to do the reparation job at a reasonable price.
 - For new projects, electric and water systems to avoid danger & damage from flood risk.
 - Such as installation of air compressor, electric plug and Water tank.



Action plan to help our customers from banks

| Bank | Restructuring or postpone | More Credit line | Interest rate | Contact no. |
|--------|--|---|---------------|-------------|
| SCB | 1. Offer up to 6 month grace period and cut the interest by 50% 2. Delay Payment and cut the interest by 50% for 3 months | 120% of previous evaluation + interest 0% for 3 months | | 02-7777777 |
| BBL | pay only the interest for 12 months or decrease monthly installment up to 40% for 1 year. | loan for house repair at special rate of 5% in first year | | 1333 |
| K bank | decrease the installment for highest 40% | | | 02-8888888 |
| GHB | Allow 6 months grace period and 0% interest for the first six months. | loan for house repair at special rate of 2% in 5 years | | 02-645-9000 |



Action plan to help our customers from banks (con't)

| Bank | Restructuring or postpone | Given more credit | Interest rate | Contact no. |
|------------|--|---|--|---------------------|
| KTB | 6 months grace period | give more line, 4 % interest for first 6 months | | 1551 |
| Thanachart | 1. Grace period 12 months 2. Debt Suspense up to 3 months | More line up to Bt. 1 million but not exceed prop. Appraisal value | first year = 4.5% , after that MLR - 0.50% (up to 10 y.) | 1770 |
| LH Bank | Debt Suspense up to 2 months (Oct - Nov.) | loan for house repair @ special rate MOR - 2% | | 02-359-0000# 3108-9 |
| GSB | Debt Suspense up to 6 months | Emergency loan 10% not over 300,000 baht Loan for house repair up to 300,000 Bt. (not over 100% of old evaluation) | fixed rate 3 years = 3.45% , then MLR - 0.5% | 1115 or 02-299-8000 |



Action plan to help our customers from banks (con't)

| Bank | Restructuring or postpone | Given more credit | Interest rate | Contact no. |
|-------------|---|---|---------------|--------------|
| UOB | Case by case | More credit up to 100 % of old evaluation | | 02-285-1555 |
| CIMB | Up to 90 days debt suspense. Up to 12 months grace period. Interest cut for 6 month | waiting for Management | | 02-626--7777 |
| TMB | Up to 6 months grace period . Up to 3 months debt suspense | waiting for Management | | 1558 |
| Thai Credit | Case by case | | | 02-697-5300 |



4. Crisis Management

- Stop or reduce cash outflow
 - Construction Cost (material/Overhead/ Machine rent)
 - Postpone or delay construction for the long-time construction condominium.
 - Marketing Cost (Advertising/marketing expense)
- Reduce the expense due to the crisis
 - Marketing expense in effecting project
 - Advertising expense
 - Suspend expenses/Delay future advertising commitment
 - Administrative expense
 - Control the admin exp. (telephone/ gasoline /cars)
 - Delay IT project
 - Freeze new recruitment

4. Crisis Management (Con.'t)

- Cash Inflow Management (closely monitor and immediately).
 - Short term
 - Expedite the transfers in the no-flood projects such as Condominium (The Seed Memory Siam, IVY Thonglor, Be You, Condolette.)
 - Closely monitor the project impacted by flood to prudently manage cash flow
- Liquidity Management
 - Marketing expense in effecting project
 - “Suitable” level of cash in hand
 - Bank loan for inadequate cash flow from delay in transfer.
 - Negotiate bond holders to revise the covenant in interest bearing Debt / Equity from at least 1.5 to 2 time
- Executive Meeting/ Weekly
 - EVP and higher level have a weekly meeting to evaluate the situation and brainstorm for solution.

78 Projects in 2011.

As of Date 30 Sep 2011.

