

PROUD/FIN/SET-2023/002

08 May 2023

Subject: Management's Discussion and Analysis for the three-month period ended 31 March 2023

To: The President
The Stock Exchange of Thailand

Proud Real Estate Public Company Limited would like to explain operating results for the three-month period ended 31 March 2023 which has changed from the same period of prior year as follows:

(Unit: Thousand Baht)

	Consolidated Financial Statements		Change Increase/(Decrease)	
	2023	2022	Thousand Baht	%
Profit or loss:				
Revenues from sale of real estate	902,823	-	902,823	100%
Cost of real estate sold	(584,479)	-	584,479	100%
Gross profit	318,344	-	318,344	100%
Other income	1,352	222	1,130	509%
Selling and distribution expenses	(92,297)	(179)	92,118	51463%
Administrative expenses	(31,140)	(29,901)	1,239	4%
Operating profit (loss)	196,259	(29,858)	226,117	757%
Finance income	-	70	(70)	-100%
Finance cost	(16,931)	(12,512)	4,419	35%
Profit (loss) before income tax income (expenses)	179,328	(42,300)	221,628	524%
Income tax (expenses) income	(41,406)	3,994	(45,400)	-1137%
Profit (loss) for the year	137,922	(38,306)	176,228	460%
Total comprehensive income for the year	137,922	(38,306)	176,228	460%
Earnings per share				
Basic profit (loss) per share				
Profit (loss) (Bath/Share)	0.215	(0.060)		
Weighted average number of ordinary shares (shares)	641,469	641,469		

The Company's operating result for the three-month period ended 31 March 2023 resulted in a net profit of Baht 137.9 million in the consolidated financial statements, which increased by Baht 176.2 million or 460% from the same period of prior year.

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1. Revenues and cost from sale of real estate

The Company has revenues amount Baht 902.8 million from ownership transferred at the “InterContinental Residence Hua Hin”. Cost of real estate sold is Baht 584.4 million and gross profit margin is 35%. While in Q1/2022, the Company did not have revenues and cost from sale of real estate because the projects are under construction.

2. Selling and distribution expenses

The Company’s selling and distribution expenses were Baht 92.3 million, which increased by Baht 92.1 million as compared to Q1/2022. The significant increase was due to sales and promotion expenses for support sales of project the “InterContinental Residence Hua Hin”.

3. Administrative expenses

The Company’s administrative expenses were Baht 31.1 million, which increased by Baht 1.2 million as compared to Q1/2022, main increase was due to staff costs and general administrative expenses of the Company.

4. Finance Cost

The Company’s finance cost was Baht 16.9 million, which increased by Baht 4.4 million. Main increase to the adjustment of the interest rate on dividend-cumulative preferred shares from 7.5% to 10.0% in the number of Baht 2.7 million and interest on loans from financial institutions increased in the amount of Baht 1.6 million.

5. Income tax income (expenses)

The Company had an increase in income tax expenses of Baht 45.4 million, due to corporate income tax from the InterContinental Residences Hua Hin project of Baht 39.7 million and deferred tax assets. From recording interest costs on real estate increased by Baht 5.6 million.

Please be informed accordingly and please disseminate the above information.

Yours sincerely



(Ms. Naruedee Koslathip)

Chief Financial Officer