



Investor Relations News

Pranda Jewelry PLC.

28 Soi Bangna-Trad 28, Bangna-trad Rd., Bangna, Bangkok 10260, Thailand

Fax: 0-2899-4874

December 2012

IR Team proudly presents IR News which is one of our efforts to describe the story of **Pranda Group** in other point of views with purposes of creating more understanding of investors on the Company's business. This report mentions the **Pranda Group** in **Top Class Dividend Stock** part.

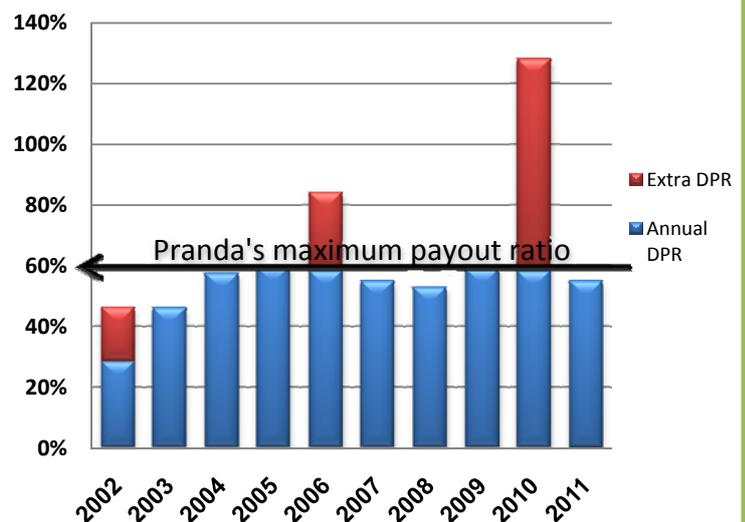
About Us

Pranda Group's a main activity is in manufacturing, distribution and retail of genuine jewelry products and has become one of Thailand's leading jewelry exporters with a customer base throughout key regions of the world. **Pranda Group's** 2011 revenue was more Baht 4,000 million.

With about 4,500 employees, 8 manufacturing facilities in 5 countries, production capacity 8 million pieces per year, new jewelry design over 7,000 styles each year, 12 well-known brands in each targeted market and 9 subsidiaries in 9 countries which located in the major regions of the world will be the important keys to lead **Pranda Group** to be ready for "World Class Jewelry Brand Company" in the near future.

Over 39 years jewelry industry experience of **Pranda Group** and a comprehensive knowledge and a thorough understanding of every facet of jewelry business from management team have been leading the Company through the economic crisis. As a result, the Company has a continuous profit and strong financial position which led the Company to make dividend payments for 11 consecutive years, which can be considered from dividend charts as followings;

Dividend Payout Ratio (DPR)



The Dividend Payout Ratio (DPR) chart above shows the dividend payment in comparison to net profit that had been paid 10 year in a row by **PRANDA** which is in accordance with the Company's dividend policy setting the maximum of 60% of a net profit from separate accounts. Furthermore, in 2002, 2006 and 2010, **PRANDA** paid Extra Dividend to its shareholders, resulting in more higher DPR. Especially, in 2010, the Company's DPR increased to 128% of a net profit. The extra dividend should be allocated from Free Cash Flow (FCF) of the Company.



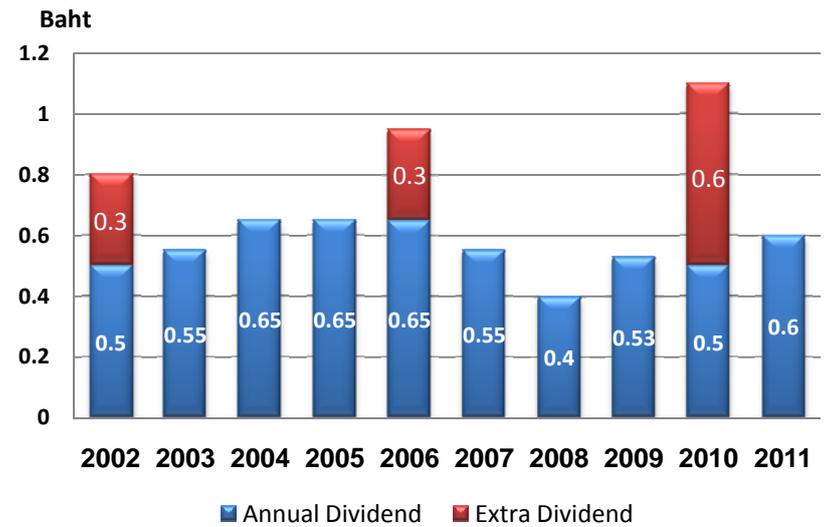
Top Class Dividend Stock

From the Dividend Per Share (DPS) chart, it can be clearly seen that the last 10 years, the Company paid Annual Dividend in the rate between Baht 0.40 – 0.65 per share and paid Extra Dividend at the rate of Baht 0.30 per share in 2002 and 2006, at the rate of Baht 0.60 per share in 2010. As a result, **PRANDA** paid total dividend to its shareholders at the rate of Baht 6.78 per share, representing an average DPS of Baht 0.678 per year.

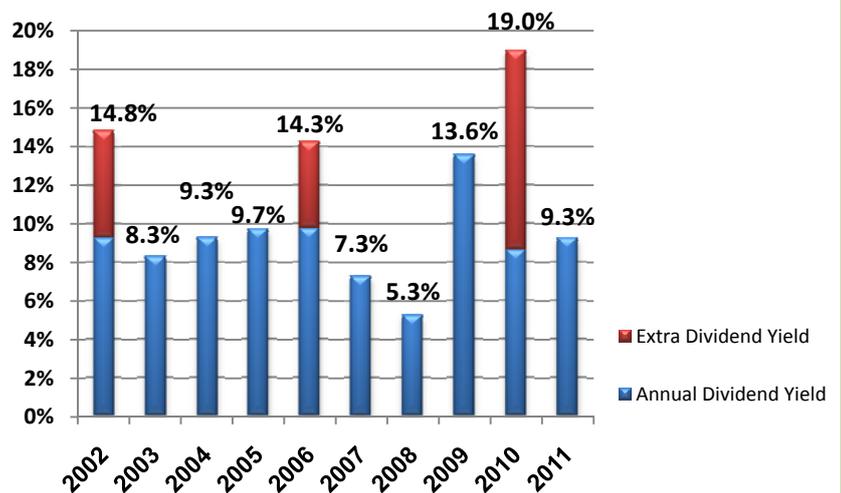
From the Dividend Yield chart, **PRANDA** has an Average Dividend Yield from annual operation for the past 10 years of 9.1% per year. Besides, the Average Dividend Yield will be higher at 11.1% per year if including the Extra Dividend.

All the information above could be implied that **PRANDA** is always concerned with our shareholder's return, evidenced by the Company paying not only Annual Dividend, but also Extra Dividend. In conclusion the Company paid the dividend to its shareholders in last 10 years close to Baht 2,400 million, representing an Average High Dividend Yield of 11.1% per year. Or in other words,

Dividend Per Share (DPS)



Dividend Yield



PRANDA is the Top Class Dividend Stock which creating shareholders' wealth.

For operation result of 9 month period, 2012, the Company has paid the interim dividend at the rate of Baht 0.10 per share

This information and opinions contained in this report have been compiled from sources believed by it to be reliable, but no representation or warranty, express or implied, is made as to its accuracy, completeness or correctness. All opinions and estimates contained in this report are subject to change and are provided in good faith but without legal responsibility. This report is not an offer to sell or a solicitation of an offer to buy any securities but for public relations purposes only. Pranda Jewelry Plc. accepts no any liability whatsoever for any direct or consequential loss arising from any use of this report or the information contained therein. Recipients should, therefore, rely on their own assessment in making their own decision.