

# GROUP STRUCTURE

Pranda Group's core businesses are production, distribution and retail of fine jewelry products. The Company has become one of Thailand's leading jewelry exporters with customer base spanning in key regions of the world from North America to Europe and Asia.

PRODUCTION		DISTRIBUTION		RETAIL	
Sales Contribution	Gross Margin	Sales Contribution	Gross Margin	Sales Contribution	Gross Margin
64%	20%	7%	17%	29%	42%
<p>To implement economies of scales in jewelry production, which results in production cost of goods suitable for quality of goods. In addition, the Company has diversified its production risks to cover almost every product price range. The Group has 3 factories situated in Thailand, Vietnam and Indonesia with total production capacity of 4 million pieces/ per year. The Company also has the design and development center which can broadly meet the customers' needs.</p>		<p>The Company has its own distribution company and distributors in foreign countries in order to focus on serving our customer needs and expand markets at the same time. Currently the Group has major distributors spreading throughout major regions around the world including the United States, England, France, Italy, Spain, Japan and India, and has subsidiaries that provide a basis of distribution, all in all four companies in two countries, including the United States and India.</p>		<p>The company has subsidiaries that are experienced in retail management, including its own retail shops and distribution through franchise businesses covering Asia and Middle East to directly access to jewelry consumers. Nowadays, there are 4 companies in Thailand, Indonesia, Vietnam and UK. (E-commerce)</p>	

## TIME LINE

### 1973 - 1991

- Pranda Design Co., Ltd.
- Pranda Jewelry PCL
- Crystalline Co., Ltd.

### 1992 - 2002

- Pranda North America, Inc.
- H. Gringoire s.a.r.l.
- Primagold International Co., Ltd.
- Pranda UK Limited
- Pranda Lodging Co., Ltd.
- Pranda Vietnam Co., Ltd.
- P.T. Pranda SCL Indonesia
- KZ - PRANDA Co., Ltd.

### 2003 - 2018

- Pranda Jewelry Pvt. Ltd.
- PT Pranda Marketing Indonesia

