



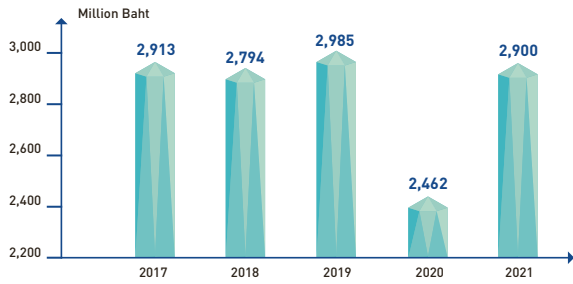
GROUP STRUCTURE

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.

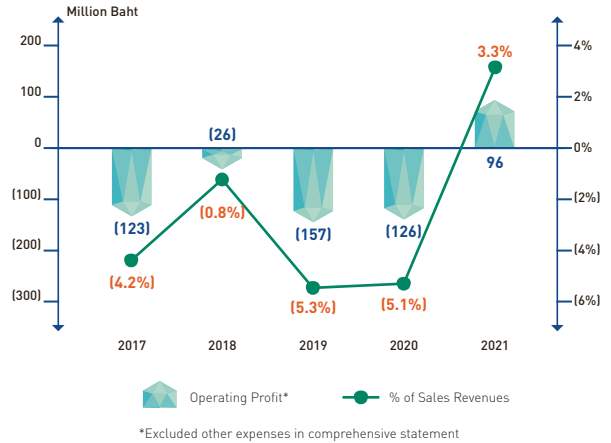
 <p>PRODUCTION</p> <p>Sales Contribution 74%</p> <p>Gross Margin 17%</p>	 <p>RETAIL</p> <p>Sales Contribution 22%</p> <p>Gross Margin 42%</p>	 <p>DISTRIBUTION</p> <p>Sales Contribution 4%</p> <p>Gross Margin 39%</p>
<p>To implement economies of scales in jewelry production, which results in production 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 and Vietnam. The Company also has the design and development center which can broadly meet the customers’ needs.</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 in Thailand, Vietnam and UK. (E-commerce)</p>	<p>The Company has subsidiaries as distribution base in India. Also, the company discontinued distribution section in UK and U.S.A. align with plan. As a result, distribution base has more efficient on cost management resulted in reducing on investment cost and operating loss together with enhancement liquidity of the Group.</p>



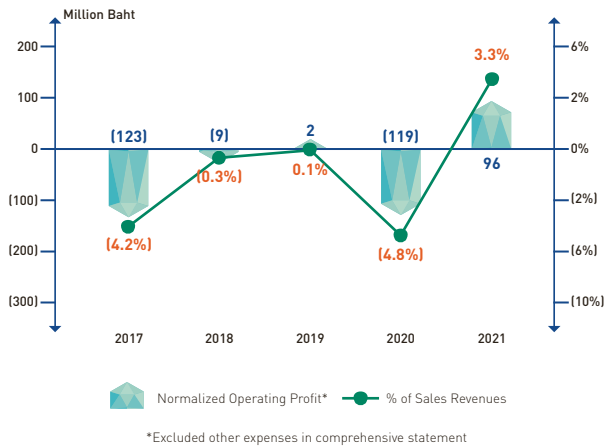
Sales



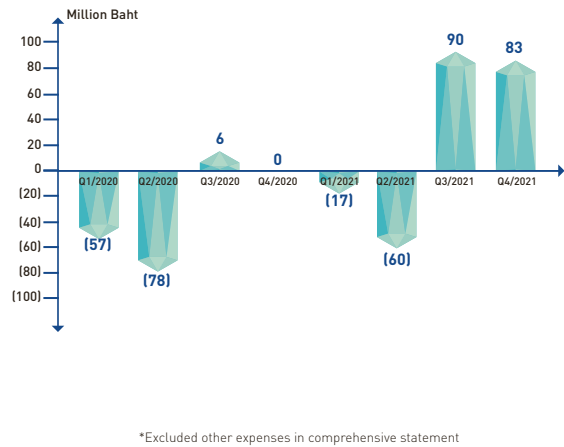
Operating Profit



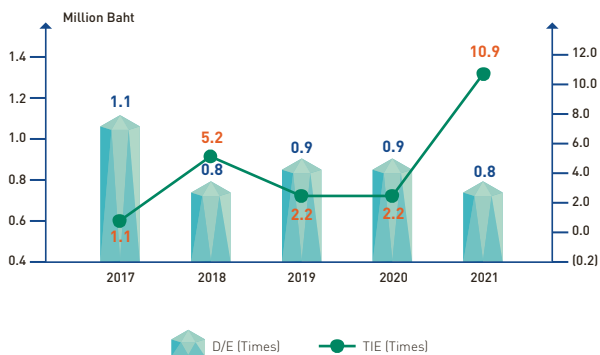
Normalized Operating Profit



Normalized Operating profit by Quarter*



Financial Risks



Net Cash Flow

