

AURA BUSINESS OVERVIEW

5 BRANDS TO COVER ALL SERVICES AND CAPTURE DIVERSE CUSTOMER SEGMENT

Brand	AURORA	SENG HENG	AURORA DIAMOND	KHONG KWAN	THONG MA NGERN PAI
	GoldStore For New Generation	Traditional Gold Store Fighting Brand	Diamond Store	Gold Present	Gold Financing Business
Target Customer	White Collar	Traditional Customer	Gold customer who interested in diamond product	Person who find new gift	Lower income segment
Product	Modern Gold Design Gold Diamond Gold Financing	Modern Gold Design Gold Gold Financing	Diamond	Design Gold	Modern Gold Design Gold Gold Financing

AURA MILESTONE



Aurora Design Public Company Limited

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0-2749-4949 #1407

ir@aurora.co.th

Aurora Gold and Jewelry

Aurora Gold and Jewelry

AuroraGoldandJewelryTH

AuroraThailand

AURORA

FACTSHEET

Q1/2025

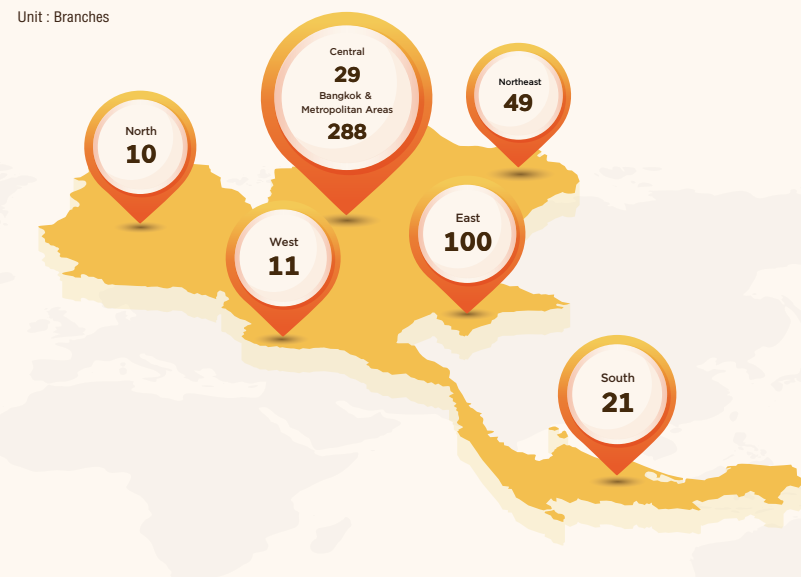
EXPONENTIAL
PANSION

AURORA

BRANCHES IN THAILAND

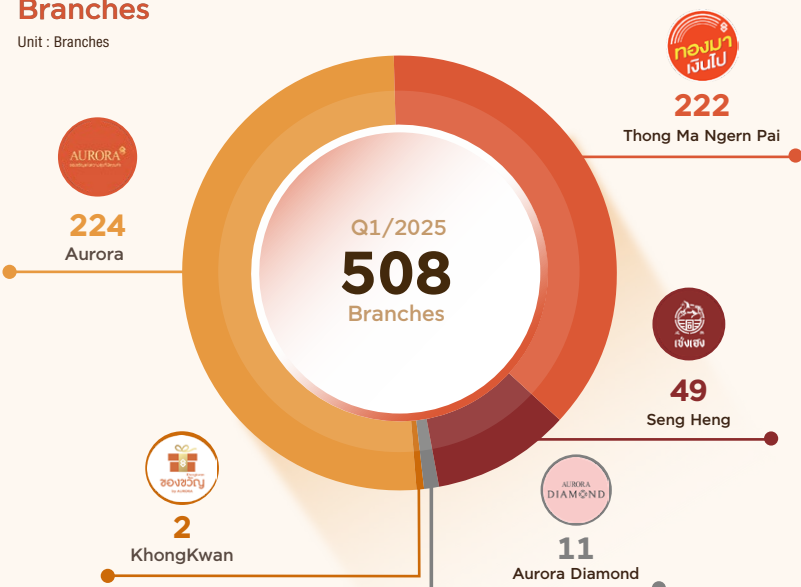
As of 31 March 2025

Unit : Branches



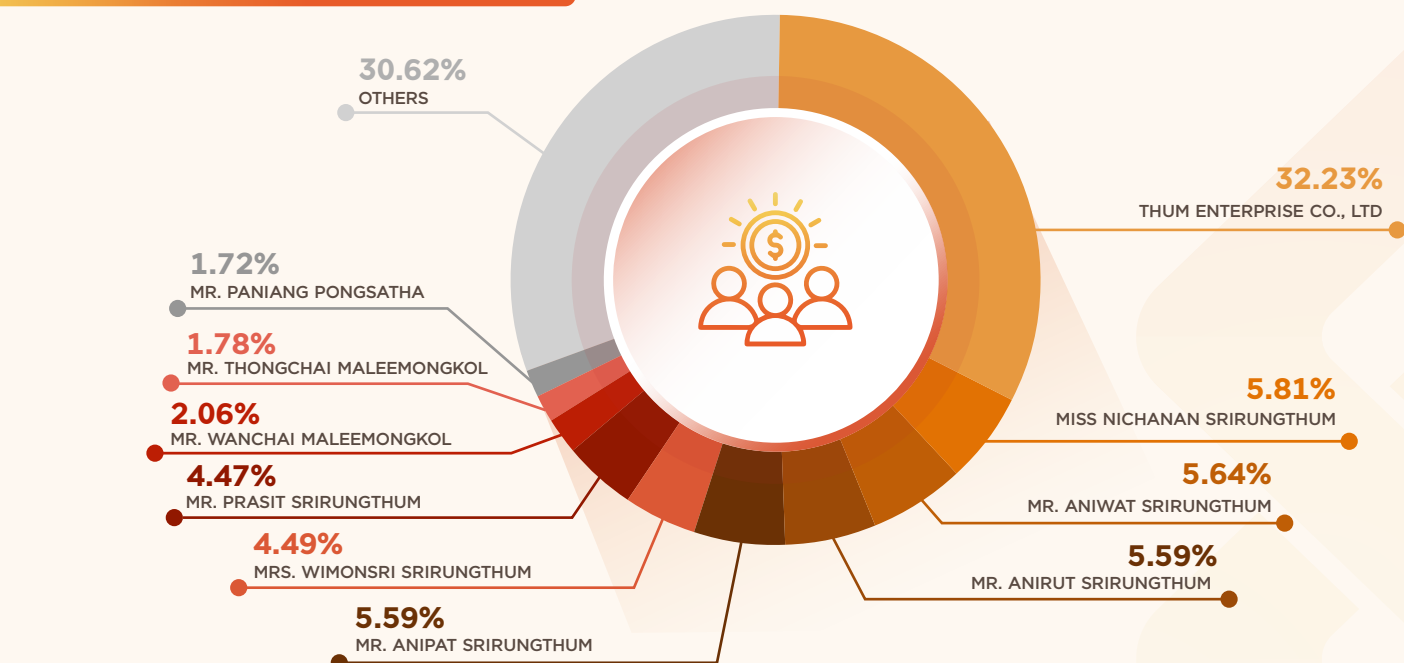
Branches

Unit : Branches



MAJOR SHAREHOLDERS

As of 8 May 2025



FINANCIAL SEGMENTS

THE REVENUE STREAMS OF AURORA'S BUSINESS CAN BE CATEGORIZED INTO 3 KEY SOURCES: **MODERN GOLD**, **HIGH MARGIN PRODUCTS**, AND **GOLD FINANCING** (THONG MA NGERN PAI). ADDITIONALLY, THE COMPANY GENERATES INCOME FROM VARIOUS SERVICE OFFERINGS AND MEMBERSHIP FEES, AMONG OTHER SOURCES.

MODERN GOLD
Gold jewelry products containing 96.5% puregold in a variety of product categories



HIGH MARGIN PRODUCTS

- Diamond jewelry products
- Gold jewelry products containing 40.0% - 99.99% pure gold (Excluding Modern Gold products that contain 96.5% pure gold)

GOLD FINANCING

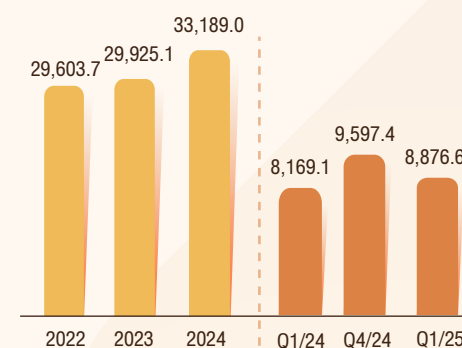
Interest income from Gold Financing business:customers can sell gold or gold/diamond with a right of redemption.



FINANCIAL HIGHLIGHT

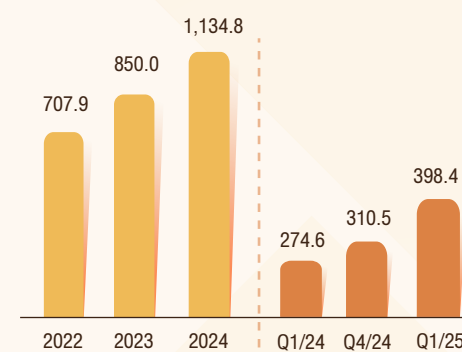
Total Revenue

Unit : Million Baht



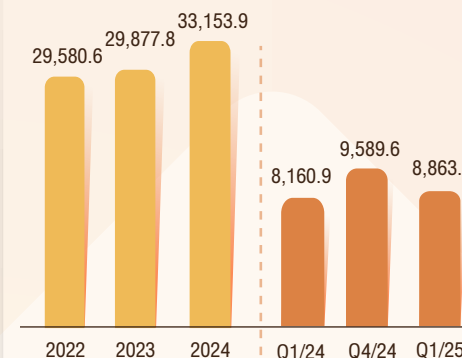
Net Profit

Unit : Million Baht

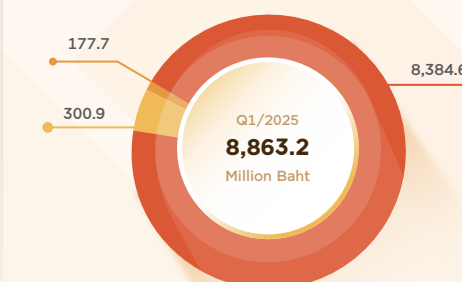


Operation Revenue

Unit : Million Baht



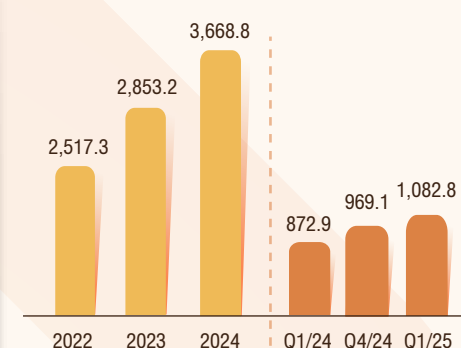
Proportion Revenue



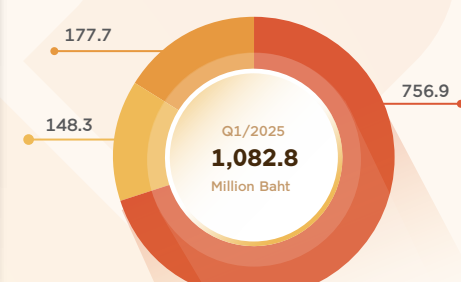
■ Modern Gold
■ High Margin Product
■ Thong Ma Ngern Pai

Gross Profit

Unit : Million Baht

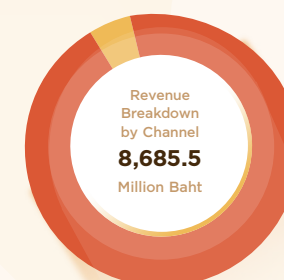


Proportion Gross Profit



■ Modern Gold
■ High Margin Product
■ Thong Ma Ngern Pai

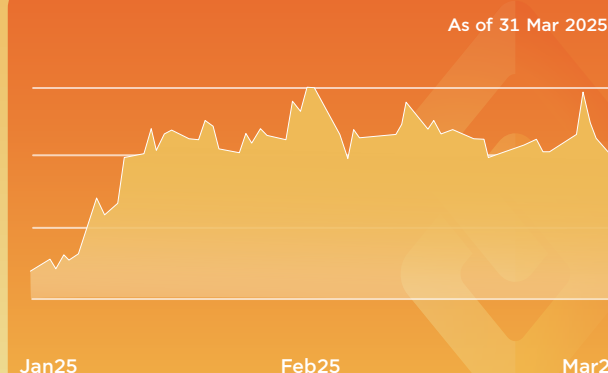
Revenue Breakdown



■ Offline 95%
■ Online 5%



STOCK INFORMATION



Set Symbol :
AURA

Price (B/SHARES) :
16.60

P/E (X) :
19.51

Market Cap :
22,144.40 MB

52 Week'range :
11.70 - 17.80

P/BV (X) :
3.46