

# 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
Target Customer	White Collar	Traditional Gold Store Fighting Brand	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  
AuroraThailand

AURORA<sup>®</sup>

# FACTSHEET

## Q1/2025

EXPONENTIAL  
PANSION



## BRANCHES IN THAILAND

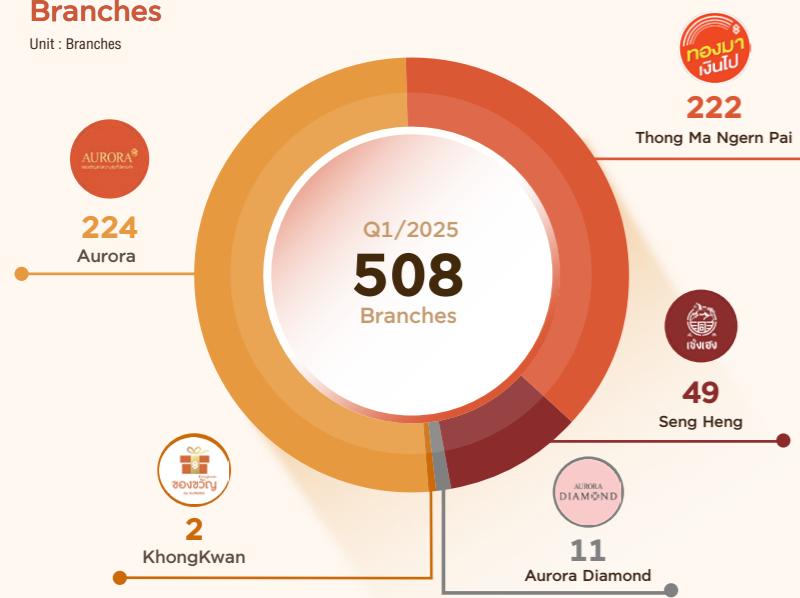
As of 31 March 2025

Unit : Branches



## Branches

Unit : Branches



## 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% pure gold 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

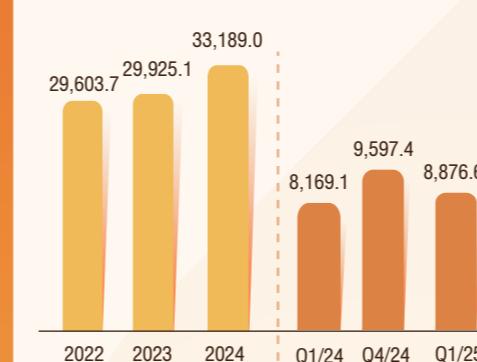
Interest income from Gold Financing business: customers can sell gold or gold/diamond with a right of redemption.



## FINANCIAL HIGHLIGHT

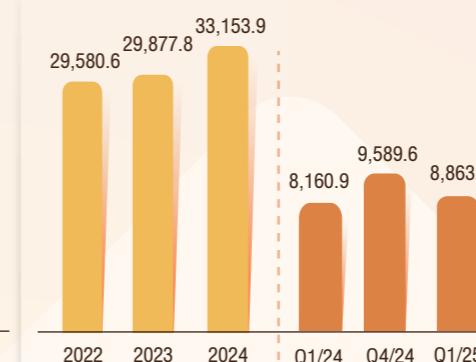
### Total Revenue

Unit : Million Baht



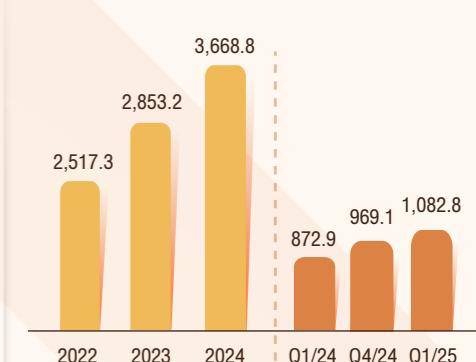
### Operation Revenue

Unit : Million Baht

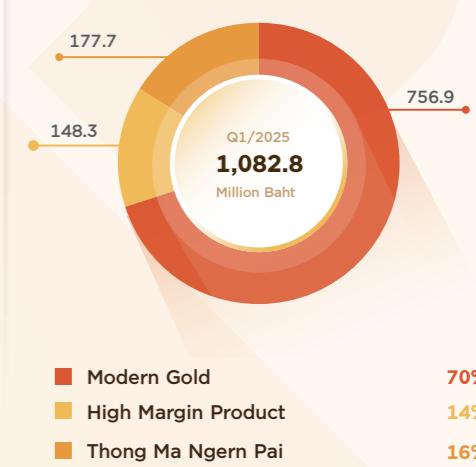


### Gross Profit

Unit : Million Baht

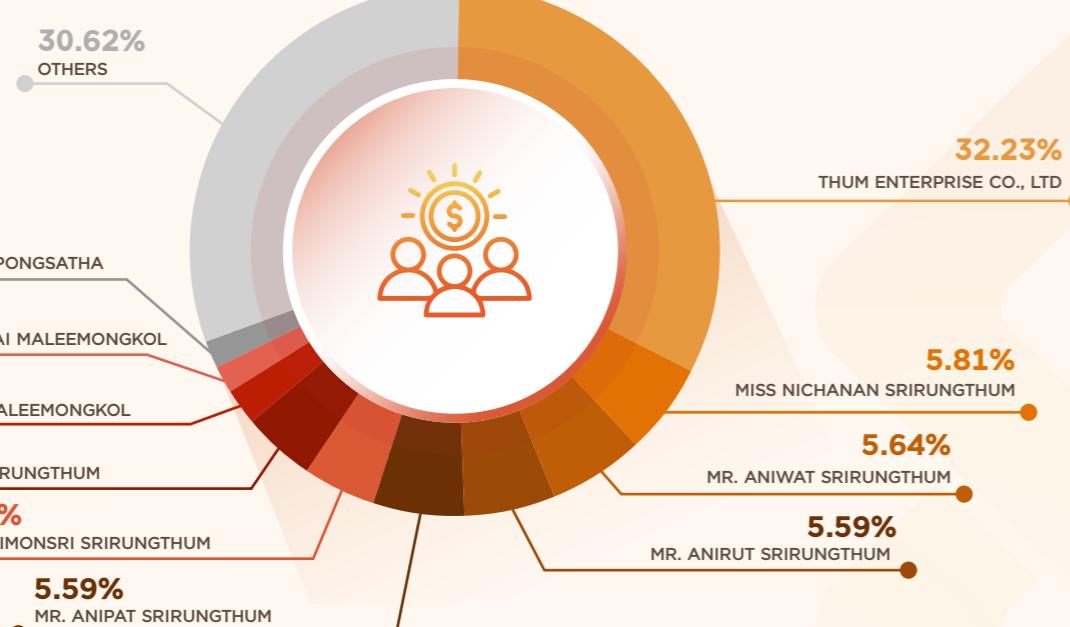


### Proportion Gross Profit

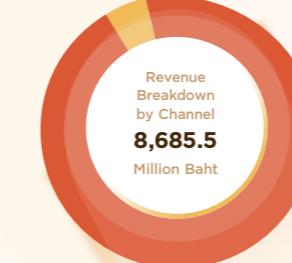


## MAJOR SHAREHOLDERS

As of 8 May 2025



### Revenue Breakdown



## STOCK INFORMATION

Set Symbol :

AURA

Market Cap :

22,144.40 MB

Price (B/SHARES) :

16.60

52 Week'range :

11.70 - 17.80

P/E (X) :

19.51

P/BV (X) :

3.46

