

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

1973



Established the first gold shop

1986



1st Gold Shop in Department Store
First store in "The Mall" department store

1990



Registered "AURORA DESIGN CO., LTD"

2019



1st Launch Online Channel
Launched online distribution channel (E-Commerce)

2014



Introduced Aurora Diamond
Developed Aurora Diamond brand to offer diamond jewelries

1996



1st Enter Hypermarket
1st gold shop in hypermarket at Tesco Lotus

2021



Introduced New Brands
Start developing new brands
1. "Kong Kwan by Aurora"
2. "Seng Heng"
3. "Thong Ma Ngeri Pai"

Jul 2022 & Nov 2022



1st Convert to Public Limited Company
For the issuance and offering of newly issued ordinary shares to the general public for the first time (IPO)
Listed on The Stock Exchange of Thailand
IPO on stock exchange of Thailand under 'AURA'

2023 ONWARDS

CONTINUOUSLY SEEKING FOR GROWTH OPPORTUNITY THROUGH BRANCH AND BUSINESS EXPANSION

Dec 2022



Partnership For Growth
Partnered to develop business expansion models

Aurora Design Public Company Limited

444 Soi Udomsuk 26, Bangna Nuea, Bangna Bangkok 10260

0-2749-4949 #1407

ir@aurora.co.th

Aurora Gold and Jewelry

Aurora Gold and Jewelry

AuroraGoldandJewelryTH

AuroraThailand

AURORA

FACTSHEET

Q2/2025

EXPONENTIAL PANSION



AURORA

BRANCHES IN THAILAND

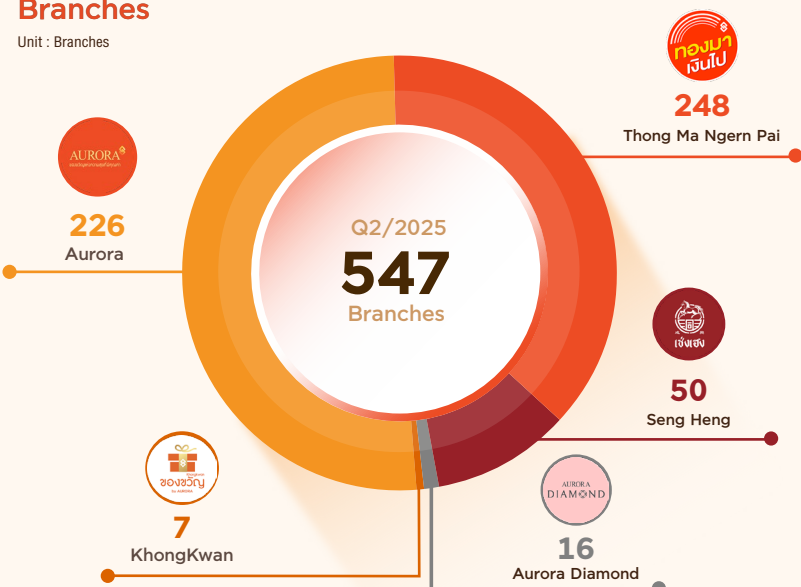
As of 31 March 2025

Unit : Branches



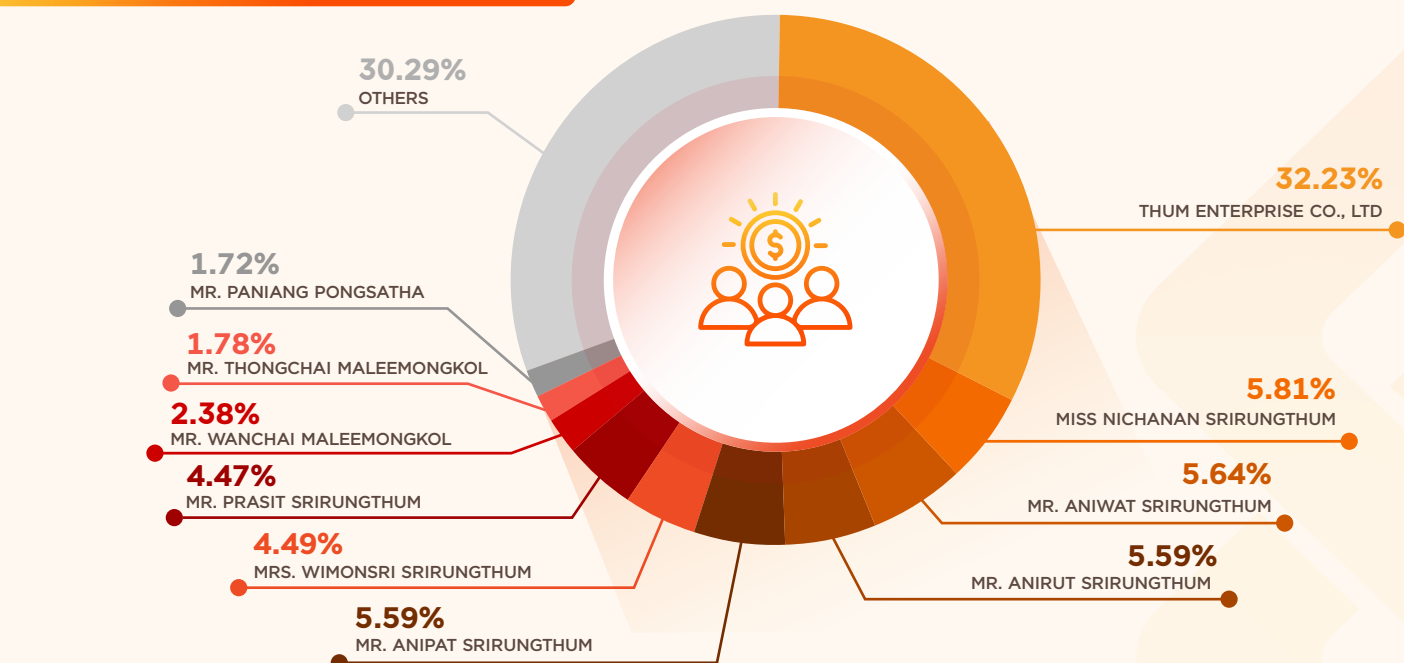
Branches

Unit : Branches



MAJOR SHAREHOLDERS

As of 4 July 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

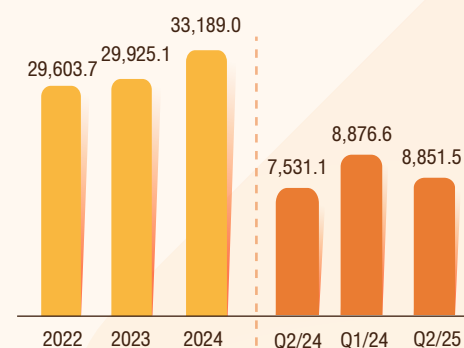
Interest income from Gold Financing business:customers can sell gold or gold/diamond with a right of redemption.



FINANCIAL HIGHLIGHT

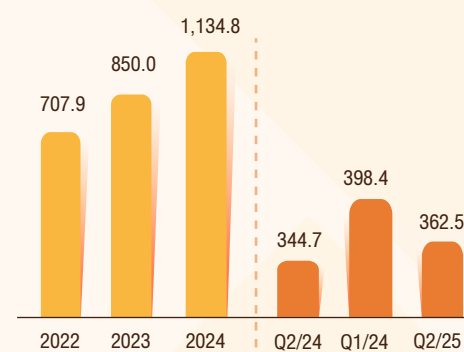
Total Revenue

Unit : Million Baht



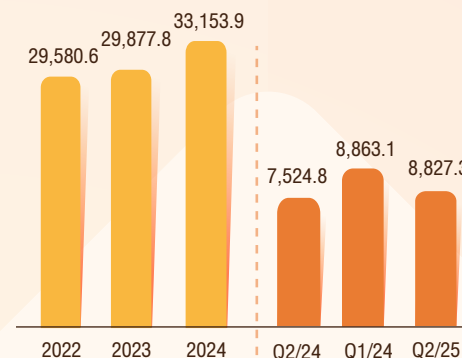
Net Profit

Unit : Million Baht

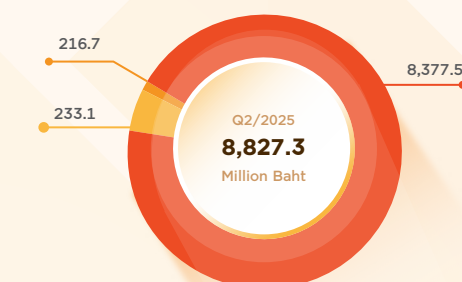


Operation Revenue

Unit : Million Baht

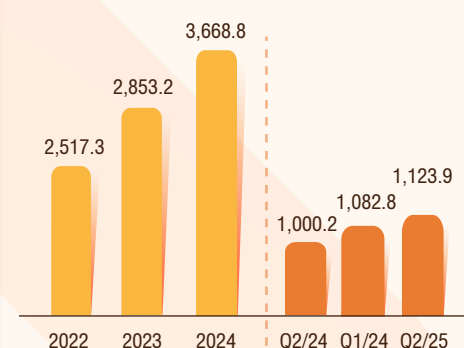


Proportion Revenue

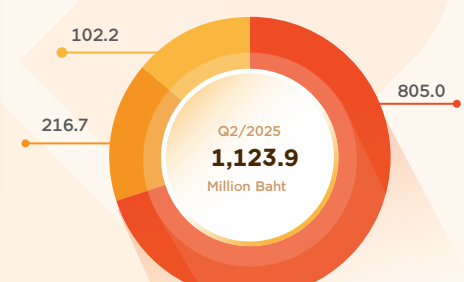


Gross Profit

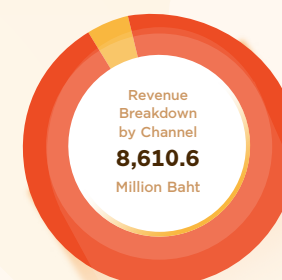
Unit : Million Baht



Proportion Gross Profit



Revenue Breakdown



Revenue Breakdown by Channel
8,610.6 Million Baht



STOCK INFORMATION

As of 30 Jun 2025



Jan25

Mar25

Jun25

Set Symbol :
AURA

Price (B/SHARES) :
14.90

P/E (X) :
15.57

Market Cap :
19,876.60 MB

52 Week'range :
13.00 - 17.80

P/BV (X) :
2.92