

AURA BUSINESS OVERVIEW

5 BRANDS TO COVER ALL SERVICES AND CAPTURE DIVERSE CUSTOMER SEGMENT

| Brand | AURORA GoldStore For New Generation | SENG HENG Traditional Gold Store Fighting Brand | AURORA DIAMOND Diamond Store | KHONG KWAN Gold Present | THONG MA NGERN PAI 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 | 1 st Gold Shop in Department Store First store in "The Mall" department store |
| 1990 | AURORA [®] Registered "AURORA DESIGN CO., LTD" |
| 2019 | 1 st Launch Online Channel Launched online distribution channel (E-Commerce) |
| 2014 | Introduced Aurora Diamond Developed Aurora Diamond brand to offer diamond jewelries |
| 1996 | 1 st Enter Hypermarket 1 st 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 Ngern Pai" |
| Jul 2022 & Nov 2022 | 1 st 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 |

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AURORA[®]

FACTSHEET Q3/2025

EXPONENTIAL PANSION



BRANCHES IN THAILAND

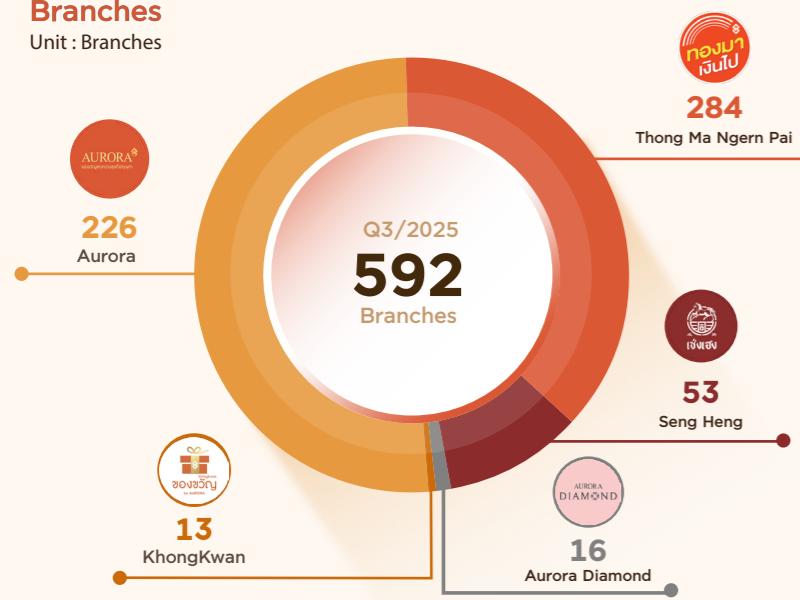
As of 30 September 2025

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)



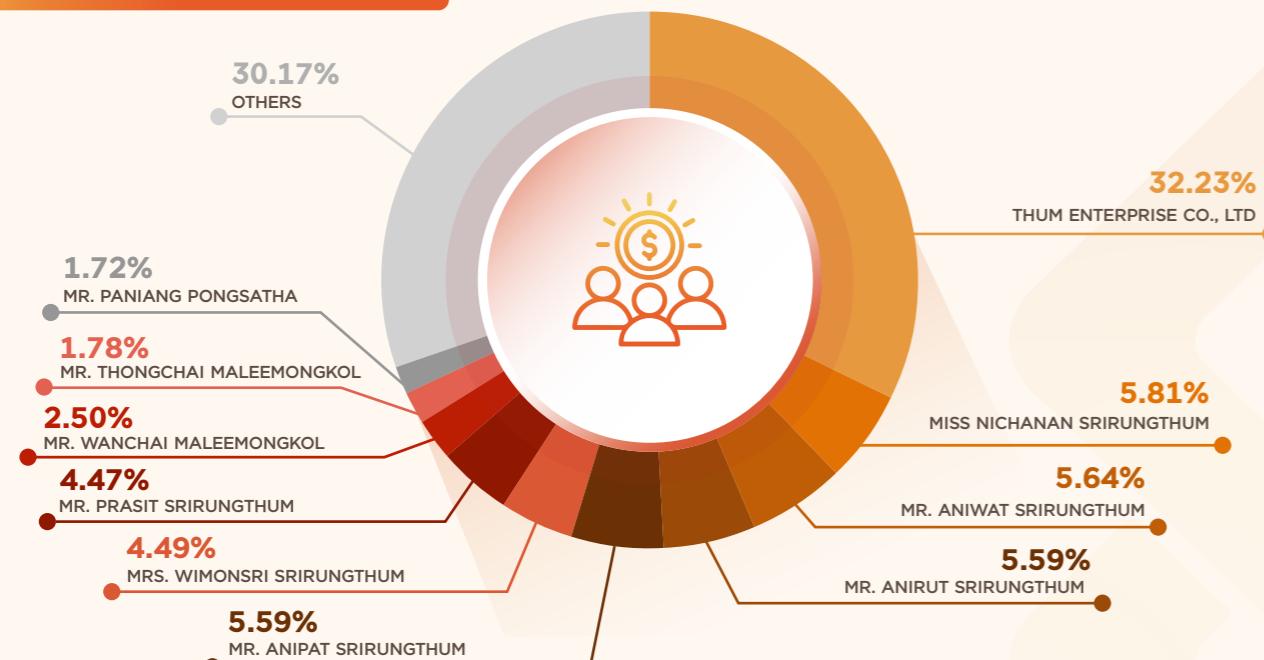
GOLD FINANCING

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



MAJOR SHAREHOLDERS

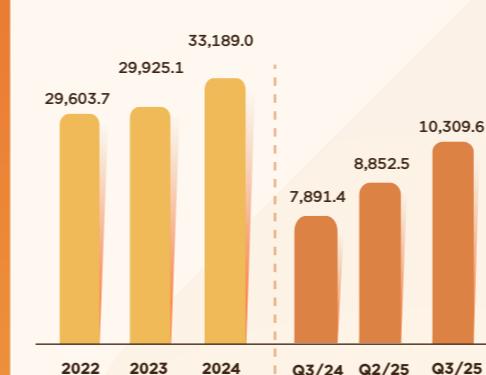
As of 31 Oct 2025



FINANCIAL HIGHLIGHT

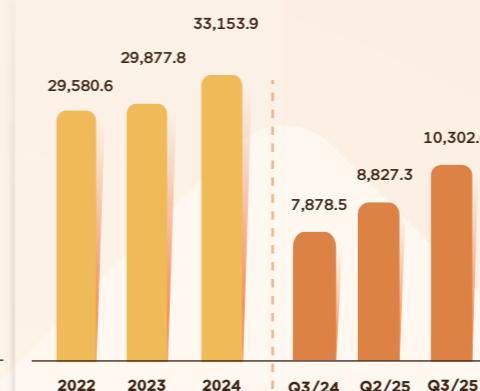
Total Revenue

Unit : Million Baht



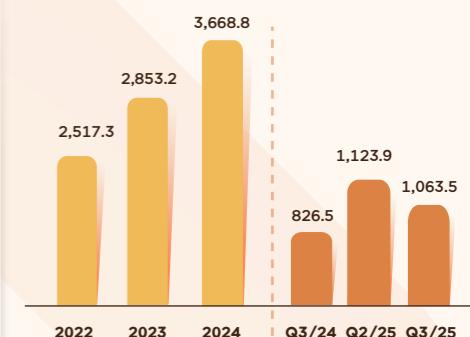
Operation Revenue

Unit : Million Baht



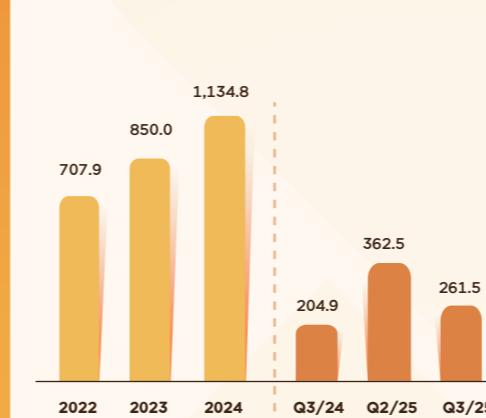
Gross Profit

Unit : Million Baht



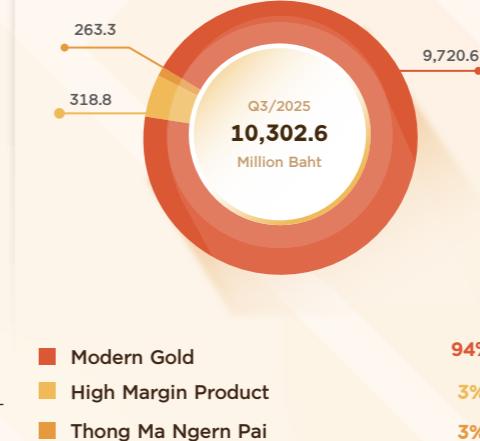
Net Profit

Unit : Million Baht

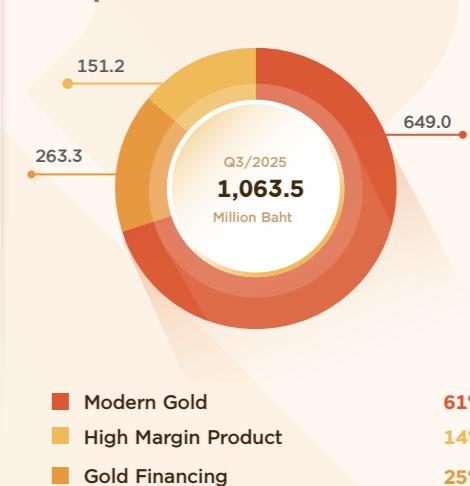


Proportion Revenue

Unit : Million Baht



Proportion Gross Profit



Revenue Breakdown



STOCK INFORMATION

Set Symbol :

AURA

Market Cap :

19,209.60 MB

Price (B/SHARES) :

14.30

52 Week'range :

13.00 - 17.80

P/E (X) :

14.41

P/BV (X) :

2.79

