

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
Brand	AURORA	SENG HENG	AURORA DIAMOND	KHONG KWAN	THONG MA NGERN PAI
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

2025

EXPONENTIAL PANSION

AURORA

BRANCHES IN THAILAND

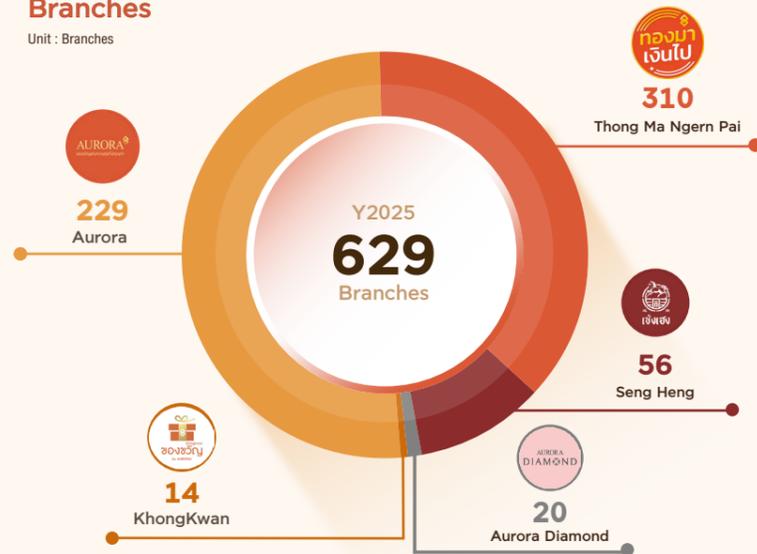
As of 31 December 2025

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

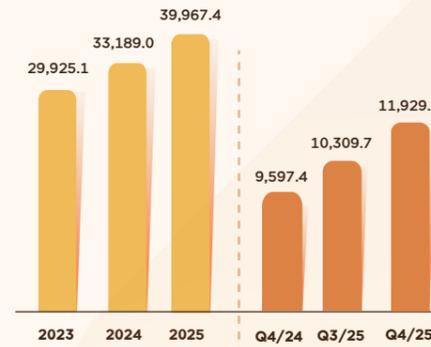
Interest income from Gold Financing business: customers can sell gold or gold/diamond with a right of redemption.



FINANCIAL HIGHLIGHT

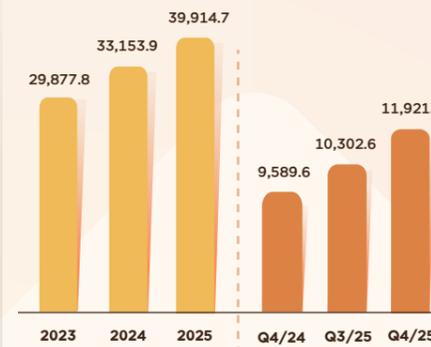
Total Revenue

Unit : Million Baht



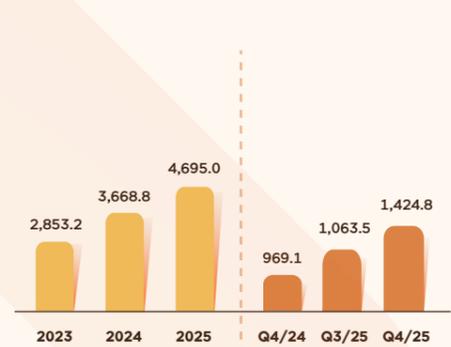
Operation Revenue

Unit : Million Baht



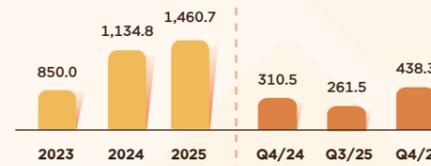
Gross Profit

Unit : Million Baht

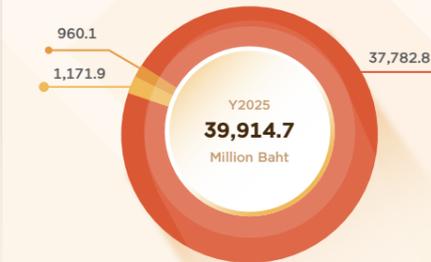


Net Profit

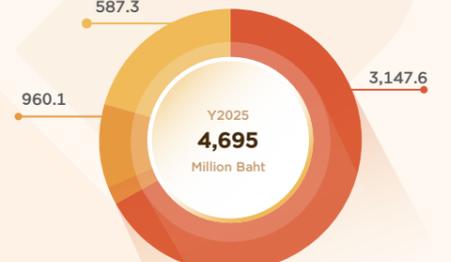
Unit : Million Baht



Proportion Revenue



Proportion Gross Profit

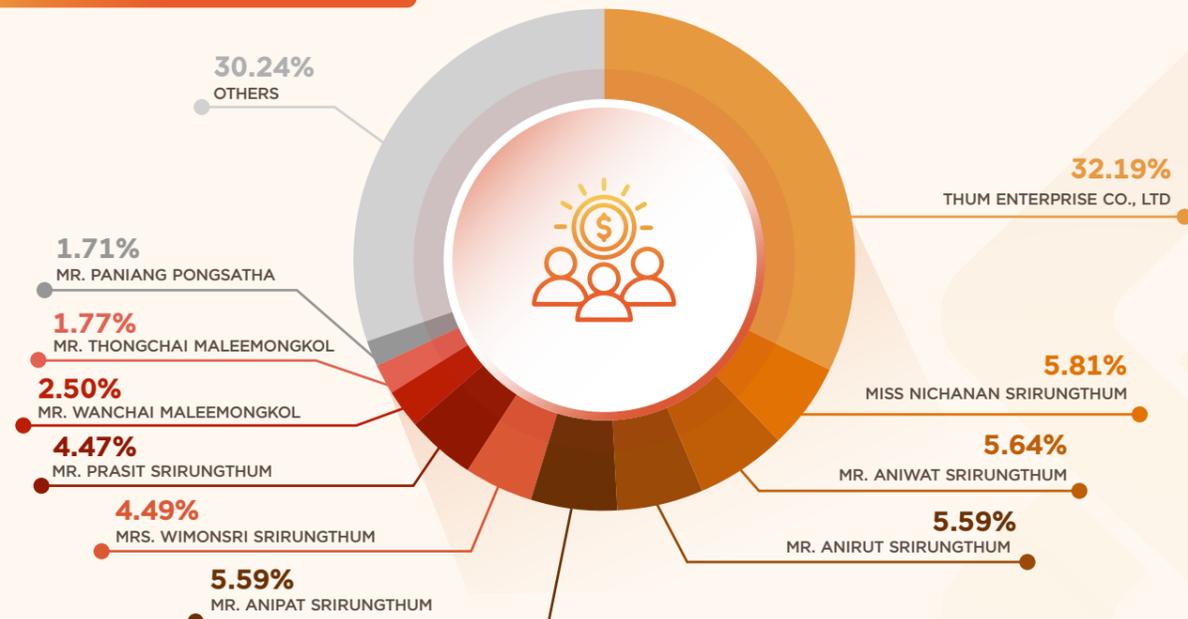


Revenue Breakdown



MAJOR SHAREHOLDERS

As of 31 Oct 2025



STOCK INFORMATION



Set Symbol :

AURA

Price (B/SHARES) :

14.50

P/E (X) :

14.53

Market Cap :

19,369.68 MB

52 Week'range :

13.00 - 17.80

P/BV (X) :

2.81