

AURORA 

ของขวัญแห่งความสุขกับมีคุณค่า

**AURORA DESIGN PUBLIC COMPANY LIMITED**

**MANAGEMENT DISCUSSION  
AND ANALYSIS (MD&A)**  
**Q1/2025**

## EXECUTIVE SUMMARY

Operating Highlights	Q1/24	Q4/24	Q1/25	Change +/-	
Unit: Million Baht				%YoY	%QoQ
<b>Operating Revenue</b>	<b>8,160.9</b>	<b>9,589.6</b>	<b>8,863.1</b>	<b>+8.6%</b>	<b>-7.6%</b>
Gross Profit	872.9	969.1	1,082.8	+24.0%	+11.7%
EBITDA	534.5	626.2	735.7	+37.6%	+17.5%
<b>Net Profit (Loss)</b>	<b>274.6</b>	<b>310.5</b>	<b>398.4</b>	<b>+45.1%</b>	<b>+28.3%</b>
Gross Profit Margin (%)	10.7%	10.1%	12.2%	+1.5%	+2.1%
EBITDA Margin (%)	6.5%	6.5%	8.3%	+1.8%	+1.8%
Net Profit (Loss) Margin (%)	3.4%	3.2%	4.5%	+1.1%	+1.3%

The Company's performance continues to demonstrate steady growth, with a net profit of 398.4 million baht in Q1/2025, an increase of 45.1% compared to Q1/2024 (YoY). The primary contributing factors include the expansion of the customer base through the opening of new branches and the continued appreciation in gold prices, which led to a YoY improvement of 1.5% in the gross profit margin. On a quarter-over-quarter (QoQ) basis, net profit increased by 28.3%. Despite a decline in revenue compared to the previous quarter, the positive impact of the higher gross profit margin (QoQ +2.1%) more than offset the decrease in revenue, resulting in continued net profit growth for the quarter. These developments occurred amid a global economic environment characterized by uncertainty, driven by factors such as rising inflation and geopolitical instability. Nevertheless, gold continues to be perceived as a safe-haven asset with strong future profit potential, contributing to sustained price gains relative to the end of Q4/2024. These macroeconomic conditions have influenced consumer behavior, particularly in terms of discretionary spending and the purchase of gold and jewelry, leading to a decline in sales revenue. However, gold buyback activities and gross profit margins remain at favorable levels, alongside a continued expansion in outstanding gold financing receivables.

## YoY Q1/25 vs Q1/24

- Revenue:** In Q1/2025, the Company recorded total operating revenue of 8,863.1 million baht, representing an increase of 702.2 million baht, or 8.6%, compared to the corresponding period of the previous year. This increase was primarily driven by a rise in revenue from the sale of Modern Gold products, attributable to strategic market expansion initiatives and enhancements in sales execution. Additionally, the Company realized higher interest income, reflecting the continued growth in receivables from gold financing activities.
- Gross Profit:** In Q1/2025, the Company reported a gross profit margin of 12.2%, an improvement from 10.7% in Q1/2024. This reflects the Company's effective cost management, improved profitability from gold buyback operations, and the continued increase in gold prices. As a result, gross profit for Q1/2025 amounted to 1,082.8 million baht, representing an increase of 209.9 million baht, or 24.0%, compared to the same period last year. This growth is consistent with the rise in product sales revenue, particularly from the Modern Gold segment. Furthermore, the Company continues to generate satisfactory profits from both gold sales and buyback activities, thereby maintaining a strong overall level of profitability.
- Net Profit:** for the Q1/2025 totaled 398.4 million baht, marking an increase of 123.8 million baht, or 45.1%, compared to the same period of the previous year. This growth was primarily driven by an increase in revenues and profits from the sale and buyback of gold, as well as a sustained increase in interest income derived from gold financing operations.

## QoQ Q1/25 vs Q4/24

- Revenue:** In Q1/2025, the Company reported total operating revenue of 8,863.1 million baht, reflecting a decrease of 726.5 million baht, or 7.6%, compared to the Q4/2024. This decline was primarily attributable to a significant increase in gold prices during the period, which resulted in a modest slowdown in sales of Modern Gold products.
- Gross profit margin:** The Company achieved a gross profit margin of 12.2% in Q1/2025, an improvement from 10.1% in Q4/2024, underscoring enhanced operational efficiency and effective cost management. Gross profit for the quarter amounted to 1,082.8 million baht, representing an increase of 113.7 million baht, or 11.7%, quarter-over-quarter.
- Net profit:** for the Q1/2025 was 398.4 million baht, an increase of 87.9 million baht, or 28.3%, compared to the previous quarter. This growth was principally driven by increased profitability from gold sales and buyback operations and continued expansion in interest income derived from gold financing activities.

## SIGNIFICANT EVENTS IN Q1/2025

### The 2025 Annual General Meeting of Shareholders



The 2025 Annual General Meeting of Shareholders of the Company, convened on April 22, 2025 via electronic means, resolved to approve the dividend payment for the Company's operating results for the year 2024 at the rate of Baht 0.42 per share, totaling an amount not exceeding Baht 560,280,000. This represents 50.49 percent of the net profit as reported in the Company's separate financial statements.

### AURA Opportunity Day Q1/2025

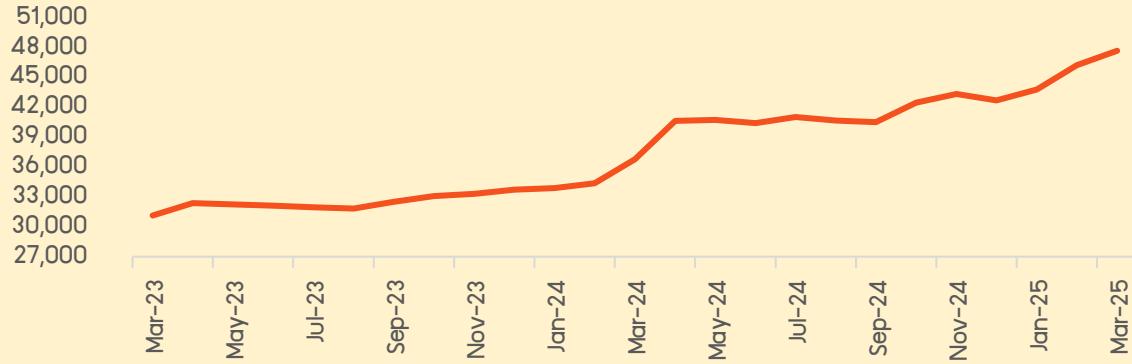


The Company is pleased to announce its scheduled participation in the "Opportunity Day" event, organized by the Stock Exchange of Thailand, during which it will deliver a presentation on its business operations and financial performance for Q1/2025. The event will be conducted online on May 20, 2025, from 11:15 a.m. to 12:00 p.m.

## INDUSTRY INFORMATION

### Sell Price of Gold Bar

Unit: Baht



The price of 96.5% pure gold bullion in Thailand during March 2025, as referenced by the Gold Traders Association, ranged from a low of 46,350 Baht per Baht of gold to a high of 50,100 Baht per Baht of gold. The price differential between the highest and lowest points amounted to 3,750 Baht, representing 7.49%. The closing price at the end of March 2025 was recorded at 50,050 Baht per Baht of gold.

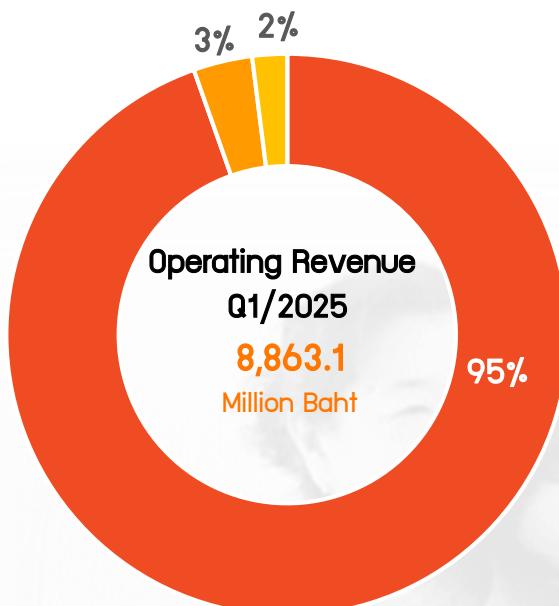
Note: \*Average sell price of gold bar as of Mar 2025

Source: Gold Traders Association

## OPERATING RESULT IN Q1/2025

Overall operating results	Q1/24	Q4/24	Q1/25	Change +/-
Unit: Million Baht				%YoY %QoQ
Operating Revenue	8,160.9	9,589.6	8,863.1	+8.6% -7.6%
Cost of Goods Sold	7,288.0	8,620.5	7,780.3	+6.8% -9.8%
<b>Gross Profit</b>	<b>872.9</b>	<b>969.1</b>	<b>1,082.8</b>	<b>+24.1%</b> <b>+11.7%</b>
Other Income	8.2	7.7	13.5	+64.6% +75.3%
Selling Expenses	390.9	393.7	382.4	-2.2% -2.9%
Administrative Expenses	69.4	88.2	105.2	+51.6% +19.3%
Financial Costs	78.5	109.0	107.1	+36.4% -1.7%
<b>Profit (Loss) Before Income Tax Expenses</b>	<b>342.6</b>	<b>387.2</b>	<b>501.1</b>	<b>+46.3%</b> <b>+29.4%</b>
Tax Expenses	68.0	76.6	102.7	+51.0% +34.1%
<b>Net Profit (Loss)</b>	<b>274.6</b>	<b>310.6</b>	<b>398.4</b>	<b>+45.1%</b> <b>+28.3%</b>

## OPERATING REVENUE STRUCTURE



## 95% FROM MODERN GOLD

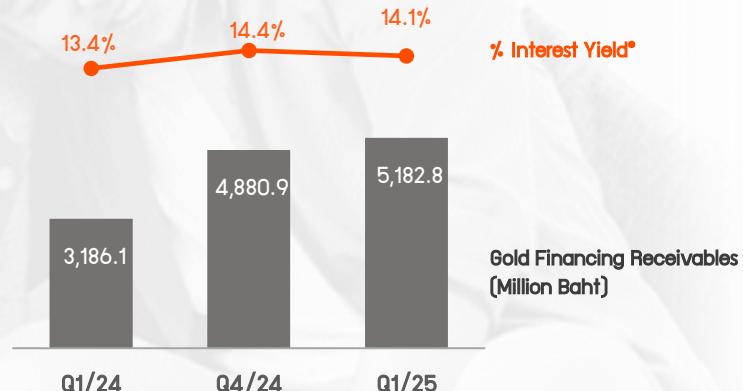
Gold jewelry products containing 96.5% pure gold such as necklaces, rings, bracelets, earrings, etc.

## 3% FROM DIAMOND JEWELRY &amp; DESIGN GOLD

- Diamond jewelry products such as rings, earrings, bracelets, pendants with necklaces, etc.
- Gold jewelry products containing 40.0%–99.99% pure gold (Excluding Modern Gold products that contain 96.5% pure gold) with 4 groups of products: 1) Gold amulets 2) Belief products 3) Jewelry and 4) Gifts

## 2% FROM INTEREST INCOME (Gold Financing)

Interest income from gold financing business.



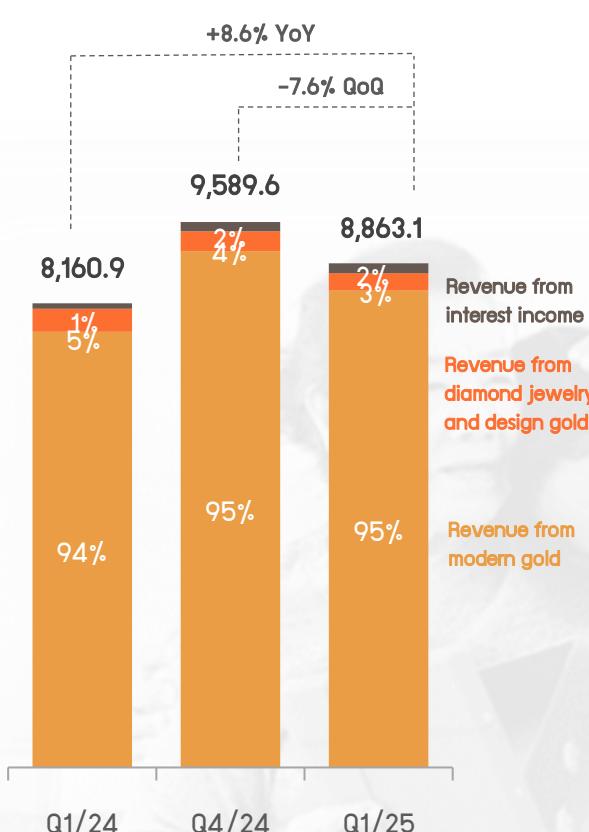
Note\*: Interest Yield is calculated from the proportion of interest income for the quarter divided by the average outstanding loan balance at the end of each month in the quarter.

## BUSINESS OVERVIEW BY CATEGORY

Revenue Structure	Q1/24	Q4/24	Q1/25	Change +/-	
Unit: Million Baht				%YoY	%QoQ
Revenue from Modern Gold	7,656.5	9,075.0	8,384.6	+9.5%	-7.6%
Revenue from Diamond Jewelry and Design Gold	405.6	351.3	300.8	-25.8%	-14.4%
<b>Total Revenue from Product Distribution</b>	<b>8,062.1</b>	<b>9,426.3</b>	<b>8,685.4</b>	<b>+7.7%</b>	<b>-7.9%</b>
Revenue from Interest Income	98.9	163.3	177.7	+79.7%	+8.8%
<b>Total Operating Revenue</b>	<b>8,160.9</b>	<b>9,589.6</b>	<b>8,863.1</b>	<b>+8.6%</b>	<b>-7.6%</b>
Other Income	8.2	7.7	13.5	+64.6%	+75.3%
<b>Total Revenue</b>	<b>8,169.1</b>	<b>9,597.3</b>	<b>8,876.6</b>	<b>+8.7%</b>	<b>-7.5%</b>
Revenue Breakdown by Sales Channel	Q1/24	Q4/24	Q1/25	%YoY	%QoQ
Online Channel	249.7	379.2	421.2	+68.7%	+11.1%
Offline Channel	7,812.4	9,046.4	8,264.2	+5.8%	-8.6%
<b>Total</b>	<b>8,062.1</b>	<b>9,426.3</b>	<b>8,685.5</b>	<b>+7.7%</b>	<b>-7.9%</b>

## 1. Operating Revenue

Unit: Million Baht



YoY

Q1/25 vs Q1/24

In Q1/2025, the Company recorded total operational revenue of 8,863.1 million baht, an increase of 702.2 million baht, or 8.6%, compared to the same period of the previous year. The main contributing factor was the growth in income from product sales in the Modern Gold segment, driven by the expansion of sales from existing branches and the opening of new branches. The number of branches increased to 508, up from 430 branches in Q1/2024. Additionally, there was an increase in interest income due to the growth of gold financing receivables. Furthermore, the rise in gold prices also had an impact on income recognition.

QoQ

Q1/25 vs Q4/24

In Q1/2025, the Company reported operating revenue of 8,863.1 million baht, representing a decrease of 726.5 million baht, or 7.6%, compared to Q4/2024. The decline was primarily attributable to a significant increase in gold prices during Q1/2025, which led to a slight slowdown in sales within the Modern Gold segment.

Note: \*Revenue from Modern gold consists of:-

1. Revenue from branch sales
2. Revenue from the sales and delivery gold of bars to close a net buying position

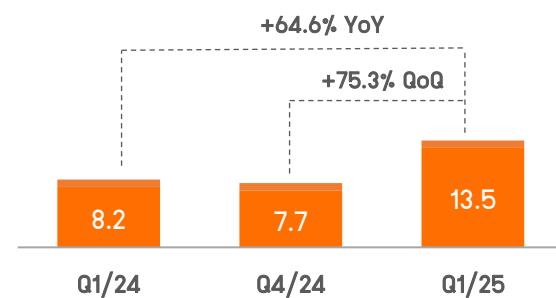
Executive Summary

Significant Events

Financial Performance

## 2. Other Income

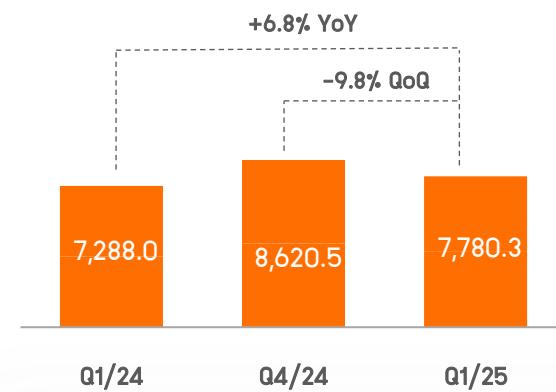
Unit: Million Baht, %



Note: Other income consists of store service revenue and B2B customers (such as spare parts and gold card issuance) and membership card revenue.

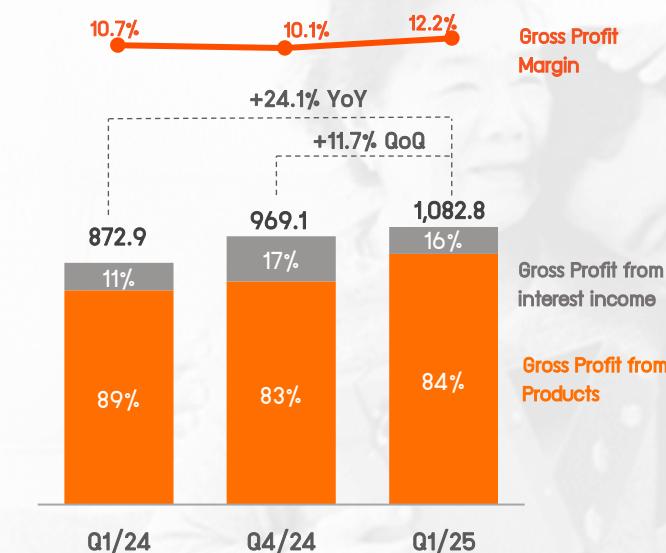
## 3. Cost of Goods Sold

Unit: Million Baht, %



## 4. Gross Profit & Gross Profit Margin

Unit: Million Baht, %



### Executive Summary

### Significant Events

YoY Q1/25 vs Q1/24

In Q1/2025, the Company reported other income totaling 13.5 million baht, representing an increase of 5.3 million baht, or 64.6%, compared to the same period in 2024. The increase was primarily attributable to higher income from membership fees, as well as other non-customer-related income recognized during the period.

QoQ Q1/25 vs Q4/24

In Q1/2025, the Company reported other income totaling 13.5 million baht, an increase of 5.8 million baht, or 75.3%, compared to Q4/2024.

YoY Q1/25 vs Q1/24

In Q1/2025, the Company reported cost of sales of 7,780.3 million baht, an increase of 492.3 million baht, or 6.8%, from Q1/2024. The increase corresponded with revenue growth driven by branch expansion.

QoQ Q1/25 vs Q4/24

In Q1/2025, the Company reported cost of sales of 7,780.3 million baht, a decrease of 840.2 million baht, or 9.8%, compared to Q4/2024. This is consistent with the decline in operating revenue.

YoY Q1/25 vs Q1/24

**Gross profit:** In Q1/2025, the Company reported a gross profit of 1,082.8 million baht, reflecting an increase of 209.9 million baht, or 24.1%, compared to the same period in the previous year. The primary driver was the increase in sales from the Modern Gold segment, fueled by branch expansion, along with the growth in gold financing receivables.

**Gross Profit Margin** was 12.2%, reflecting an improvement from 10.7% in Q1/2024. This is attributed to the rise in gold prices and the growth in profitability from gold buyback operations.

QoQ Q1/25 vs Q4/24

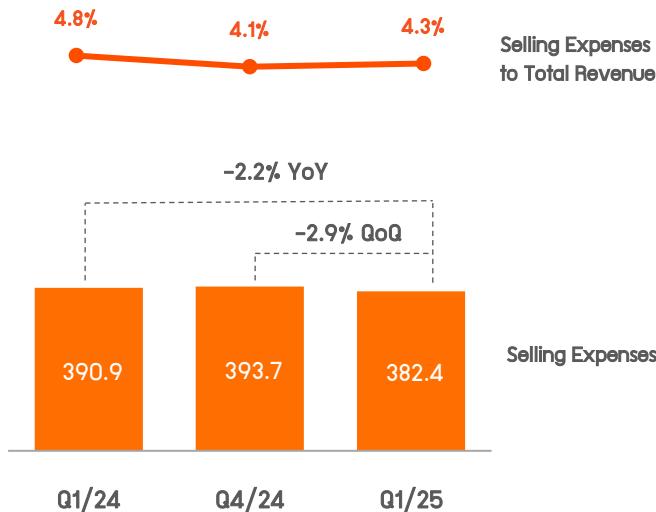
**Gross profit:** In Q1/2025, the Company reported a gross profit of 1,082.8 million baht, an increase of 113.7 million baht, or 11.7% QoQ. The primary factor was the increase in gold buybacks, in line with the rise in gold prices.

**Gross Profit Margin** was recorded at 12.2%, reflecting an improvement from 10.1% in Q4/2024. This was driven by rising gold price and profitability growth from gold buyback.

Financial Performance

## 5. Selling Expenses

Unit: Million Baht, %



YoY Q1/25 vs Q1/24

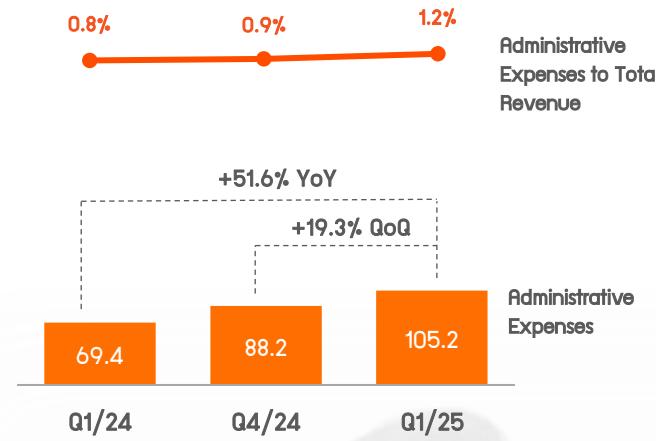
In Q1/2025, the Company reported selling expenses totaling 382.4 million baht, a decrease of 8.5 million baht, or 2.2%, compared to the same period of the previous year. This reduction was primarily driven by lower promotional expenditures.

QoQ Q1/25 vs Q4/24

In Q1/2025, the Company reported selling expenses totaling 382.4 million baht, reflecting a decrease of 11.3 million baht, or 2.9%, compared to Q4/2024. This is attributable to the decrease in commissions, which resulted from the decline in sales.

## 6. Administrative Expenses

Unit: Million Baht, %



YoY Q1/25 vs Q1/24

In Q1/2025, the Company recorded administrative expenses totaling 105.2 million baht, representing an increase of 35.8 million baht, or 51.6% YoY. The increase was primarily attributable to higher employee-related expenses, aligned with the Company's business expansion plans.

QoQ Q1/25 vs Q4/24

In Q1/2025, the Company recorded administrative expenses totaling 105.2 million baht, an increase of 17.0 million baht, or 19.3%, compared to Q4/2024. The increase in administrative expenses for this quarter is a result of the adjustment in the gold price value according to the gold loan agreements, amounting to approximately 20.1 million baht. This quarter marks the first time the Company has utilized gold loans as a means of fundraising and hedging against fluctuations in global gold prices.

## 7. Financial Expense

Unit: Million Baht, %



YoY Q1/25 vs Q1/24

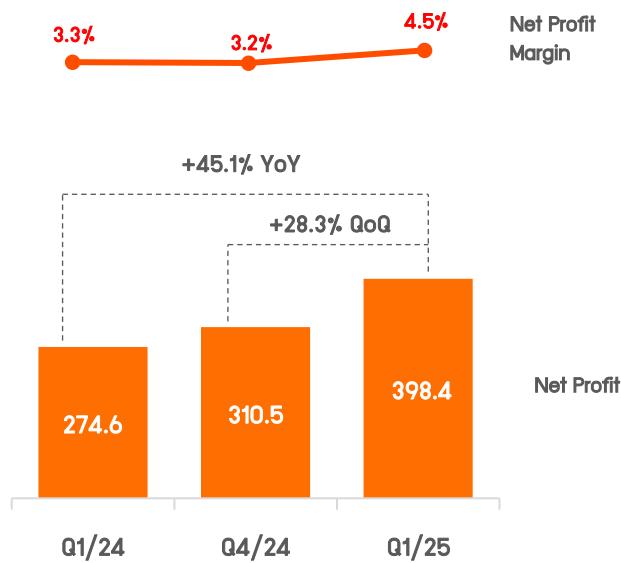
In Q1/2025, the Company incurred finance costs of 107.1 million baht, an increase of 28.6 million baht, or 36.4%, YoY. The increase was primarily driven by higher borrowings to support branch expansion and the growth of gold financing receivables, as well as the recognition of higher interest expenses related to larger size of lease liabilities under right-of-use assets.

QoQ Q1/25 vs Q4/24

In Q1/2025, the Company incurred financial expenses of 107.1 million baht, reflecting a slight decrease of 1.9 million Baht, 1.7% from Q4/2024, which was similar to the preceding quarter.

## 8. Net Profit & Net Profit Margin

Unit: Million Baht, %



YoY Q1/25 vs Q1/24

**Net Profit:** In Q1/2025, the Company recorded a net profit of 398.4 million baht, reflecting an increase of 123.8 million baht, or 45.1% YoY. The primary contributing factors were the increase in revenue from gold sales and buyback activities, as well as the growth in interest income from gold financing business.

**Net Profit Margin:** was 4.5%, an increase from 3.3% in the Q1/2024, driven by strong improvement in gross profit margin.

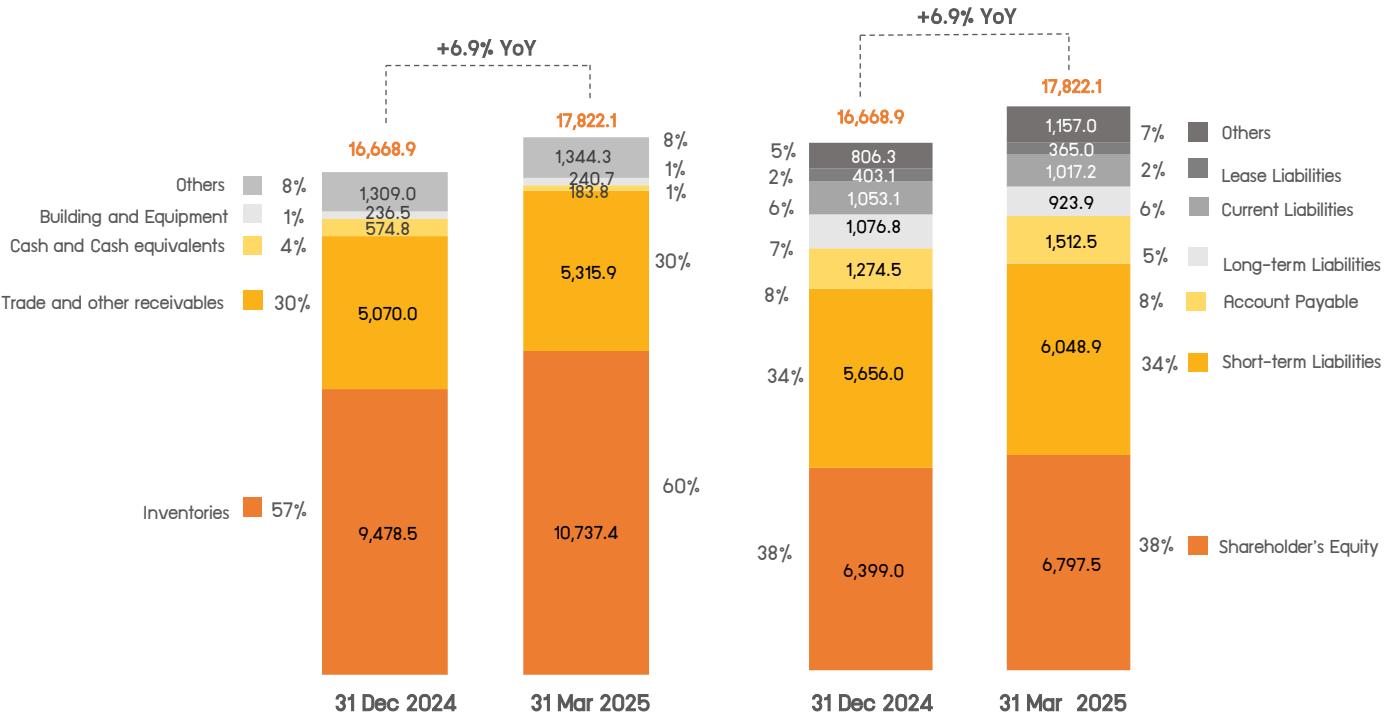
QoQ Q1/25 vs Q4/24

**Net Profit:** In Q1/2025, the Company recorded a net profit of 398.4 million baht, which increased by 87.9 million baht or 28.3% from Q4/2024.

**Net Profit Margin:** was 4.5%, increased from 3.2% in Q4/2024. This is attributable to the improvement in the gross profit margin.

## STATEMENT OF FINANCIAL POSITION

Unit: Million Baht



## Total Assets

As of March 31, 2025, the Company reported total assets amounting to 17,822.1 million baht, representing an increase of 1,153.2 million baht, or 6.9%, compared to December 31, 2024. The significant changes are detailed as follows:

- **Trade and Other Receivables:** Increased by 245.9 million baht, primarily due to the growth in gold financing receivables.
- **Cash and Cash Equivalents:** Decreased by 391.0 million baht to support the expansion of the gold financing business.
- **Inventories:** Increased by 1,258.9 million baht, in line with the expansion in the number of branches as part of the Company's business growth strategy.

## Total Liabilities

As of March 31, 2025, the Company recorded total liabilities of 11,024.6 million baht, reflecting an increase of 754.8 million baht, or 7.4%, compared to December 31, 2024. The significant changes in the liability structure were as follows:

- **Short-term loans from financial institutions:** Increased by 392.9 million baht, primarily attributable to additional financing obtained to support inventory investments associated with branch expansion, as well as the continued growth in gold financing business.
- **Trade and other payables:** Increased by 238.0 million baht, This was attributable to the Company's increased purchasing activity from trade payables in anticipation of elevated demand during the Songkran festival period.
- **Long-term loans from financial institutions:** Decreased by 152.9 million baht, resulting from scheduled repayments of maturing long-term obligations.

## Total Shareholders' Equity

As of March 31, 2025, the Company reported total shareholders' equity of 6,797.5 million baht, representing an increase of 398.5 million baht, or 6.2%, from December 31, 2024. This was primarily attributable to the improvement in the Company's operating profitability.

## KEY FINANCIAL RATIOS

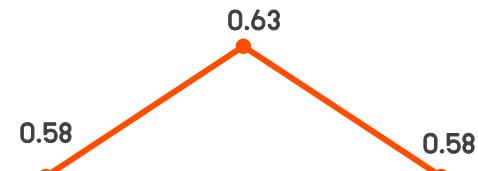
### Current Ratio

Unit: Times



### Quick Ratio

Unit: Times



Q1/24

Q4/24

Q1/25

Q1/24

Q4/24

Q1/25

### Cash Cycle

Unit: Days



### D/E Ratio

Unit: Times



Q1/24

Q4/24

Q1/25

Q1/24

Q4/24

Q1/25

### ROE

Unit: %



### ROA

Unit: %



Q1/24

Q4/24

Q1/25

Q1/24

Q4/24

Q1/25

## AURA ESG Development

The Company conducts its business based on the principles of sustainability, which is regarded as one of the organization's highest priorities. This involves ensuring a balance between business growth and the well-being of society and the environment, while also emphasizing the importance of sound governance practices (Environmental – Social – Governance: ESG). To this end, the Company has established a Corporate Governance and Sustainable Development Committee, which is entrusted with the responsibility of ensuring the accurate and transparent disclosure of material information to stakeholders. This is incorporated within the quarterly financial and operational performance report for Q1/2025. The Company has made notable progress in its key ESG initiatives, as outlined below:

### Summary of ESG Performance for the Year 2024

Material Topic Key Sustainability Issues	Sustainability Strategy	Goals 2024	Results for the Year 2024	SDGs
Business growth outcomes	Aggressive Marketing	Profit increase by 20%	Profit increased by 33.50%	 
Sustainability policies and strategies	Collaborate with ESG expert consultants	SET ESG Rating A (65-79)	SET ESG Score 52	
Innovation Development	Adopt new technology by integrating AI into operations	Develop and create at least 3 innovations	Develop and create 3 innovations	 
Risk management system	Implementing a Business Continuity Management System (BCM) and an Enterprise Risk Management System (ERM)	Ensure that the number of issues arising from actual risks is zero.	Risk-free	 
Confidentiality and security of personal data (PDPA)	Collaborate with PDPA expert consultants	Maintain zero PDPA related complaints.	No complaints	 
Environmentally conscious product design from production to disposal or recycling	Recycle gold	Use recycled gold in the crafting of our jewelry at 40%	Use recycled gold in the crafting of our jewelry at 40%	 
Reducing greenhouse gas emissions	Install solar panels and Energy-saving projects	Reduce greenhouse gas emissions by 2% per million baht of profit	Greenhouse gas emissions decreased by 6.86% per million baht of profit	 
Energy management	Energy-saving projects	Reduce energy consumption by 5%	Energy consumption decreased by 10.97% (kilowatt-hours per million Baht of sales)	 
Efficient water management and reduction	Install automatic water-saving devices	Reduce water consumption at the head office by 2%.	Water consumption decreased by 3.57% (cubic meters per million Baht of sales)	 
Commitment to protecting and restoring natural habitats and ecosystems	Supporting ecological projects	Support ecological projects at least 3 projects	Supported ecological projects 3 projects	 
Occupational health and safety management in the workplace	Implement ISO45001:2018 System and Obtain Certification	Employee satisfaction in occupational health and safety is at 70%.	Employee satisfaction in occupational health and safety is at 75%.	 
Human rights and child labor	Training to Ensure Clarity for Personnel at All Levels	zero complaints of human rights and child labor.	zero complaints of human rights and child labor.	
Employee engagement	Annual Engagement Plan	Increase employee engagement by 80%.	The result of employee engagement 79%.	 
Social assistance	Policy, Objectives, and Social Assistance	Support at least 4 social initiatives.	Supported more than 4 social initiatives.	 