

AURORA

ขอขวัญแห่งความสุขที่มีคุณค่า

AURORA DESIGN PUBLIC COMPANY LIMITED

**MANAGEMENT DISCUSSION
AND ANALYSIS (MD&A)**

Q2/2025

EXECUTIVE SUMMARY

Operating Highlights	Q2/24	Q1/25	Q2/25	Change +/-		1H/24	1H/25	Change +/-
Unit : Million Baht				%YoY	%QoQ			%YoY
Operating Revenue	7,524.8	8,863.1	8,827.3	+17.3%	-0.4%	15,685.7	17,690.4	+12.8%
Gross Profit	1,000.2	1,082.8	1,123.9	+12.4%	+3.8%	1,873.1	2,206.7	+17.8%
EBITDA	657.0	735.7	783.8	+19.3%	+6.5%	1,191.5	1,519.4	+27.5%
Net Profit (Loss)	344.7	398.4	362.5	+5.2%	-9.0%	619.4	760.9	+22.8%
Gross Profit Margin (%)	13.3%	12.2%	12.7%	-0.6%	+0.5%	11.9%	12.5%	+0.6%
EBITDA Margin (%)	8.7%	8.3%	8.9%	+0.2%	+0.6%	7.6%	8.6%	+1.0%
Net Profit (Loss) Margin (%)	4.6%	4.5%	4.1%	-0.5%	-0.4%	3.9%	4.3%	+0.4%

YoY Q2/25 vs Q2/24

- In Q2/2025, the Company recorded operating revenue of THB 8,827.3 million, an increase of THB 1,302.5 million, or 17.3%, compared to Q2/2024. This growth was primarily attributable to branch network expansion during the period, with the total number of branches reaching 547, representing an increase of 96 branches YoY. The increase comprised 67 Thong Ma Ngern Pai branches, 13 Aurora and Seng Heng branches, 11 Aurora Diamond branches, and 5 Khong Kwan branches, equivalent to a 21.3% growth from the same period of the previous year. Furthermore, the Gold Financing business delivered continued revenue growth, supported by the sustained expansion of the gold financing customer base.
- Gross profit was THB 1,123.9 million, representing an increase of THB 123.7 million, or 12.4%, compared to the same period last year. The Company maintained effective cost management despite a slight contraction in gross profit margin of 0.6% from Q2/2024
- Net profit was THB 362.5 million, an increase of THB 17.8 million or 5.2% compared to Q2/2024, driven by branch expansion and growth in interest income from the gold financing business. This reflects the Company’s effective strategy in expanding both its branch network and accounts receivables portfolio.

QoQ Q2/25 vs Q1/25

- In Q2/2025, the Company recorded operating revenue THB 8,827.3 million, representing a decrease of THB 35.8 million, or 0.4%, compared to the previous quarter. This decline was primarily due to lower sales revenue during the low season, a period in which demand for Modern Gold products is typically lower than in other periods. Nevertheless, the Company continued to achieve growth in interest income, driven by the expansion of the gold financing customer base.
- Gross profit margin was THB 1,123.9 million, an increase of THB 41.1 million, or 3.8%, from the previous quarter, with a gross profit margin of 12.7%, up 0.5% QoQ. This improvement was attributable to higher profits from gold buy back activities during a period of elevated gold prices, as well as effective cost control and the successful execution of strategies focused on maintaining profit margins.
- Net profit was THB 362.5 million, representing a decrease of THB 35.9 million, or 9.0%, compared to the previous quarter. The decline was mainly due to reduced sales in the Modern Gold and high-margin product categories during the low season, coupled with higher financing costs incurred to support the Company’s ongoing business expansion plans.

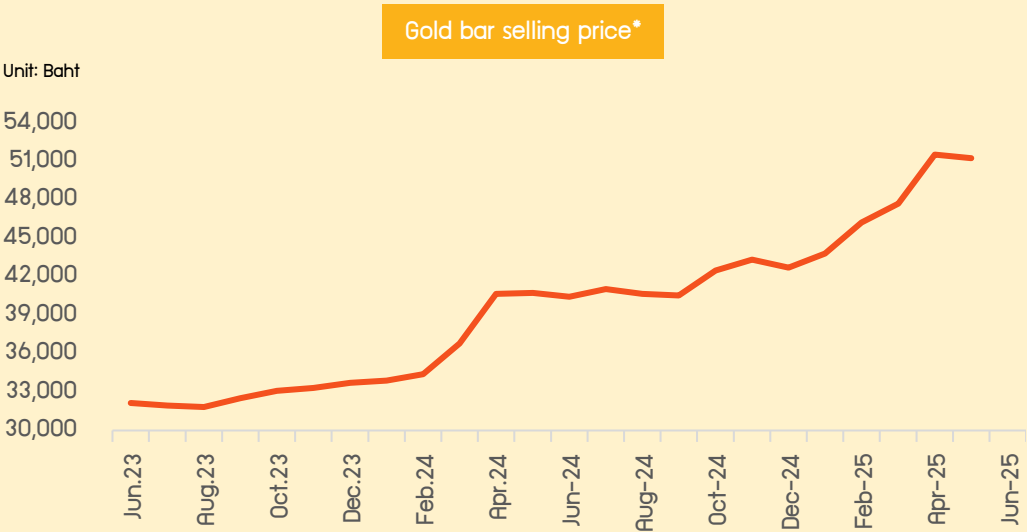
YTD 1H/25 vs 1H/24

- In 1H/2025, the Company recorded operating revenue of THB 17,690.4 million, an increase of THB 2,004.7 million, or 12.8%, compared to the same period of the previous year. This growth was driven by branch expansion, higher revenue from the Modern Gold segment, and continued strong performance in the Gold Financing business, reflecting the Company’s capability to effectively expand its market presence.
- Gross profit was THB 2,206.7 million, representing an increase of THB 333.6 million, or 17.8%, with a gross profit margin of 12.5%, up 0.6% YTD. The increase was primarily attributable to growth in the Modern Gold and Gold Financing businesses, coupled with effective cost management, resulting in sustained improvement in gross profitability.
- Net profit was THB 760.9 million, an increase of THB 141.5 million, or 22.8%, compared to the same period last year. The increase was mainly driven by the strong performance of the Modern Gold and Gold Financing businesses.

INDUSTRY OVERVIEW

In June 2025, the domestic gold bar price with a purity of 96.5%, as reported by the Gold Traders Association, fluctuated between a low of THB 50,500 per baht weight and a high of THB 52,950 per baht weight. The difference between the highest and lowest prices was THB 2,450, equivalent to 4.63%. As of the end of June 2025, the closing price stood at THB 50,600 per baht weight.

The three-month gold price confidence index for the third quarter of 2025 (July–September) declined to 64.46 points from 66.78 points in the second quarter, representing a decrease of 2.32 points, or 3.48%. This downward adjustment was primarily influenced by several factors, including the monetary policy stance of the U.S. Federal Reserve (FED), a reduction in gold demand, the gradual easing of trade war tensions, and the de-escalation of geopolitical tensions in the Middle East.



Note: *Average sell price of gold bar as of Jun. 2025
Source: Gold Traders Association

Gold Price Statistics for the 1H/2025*

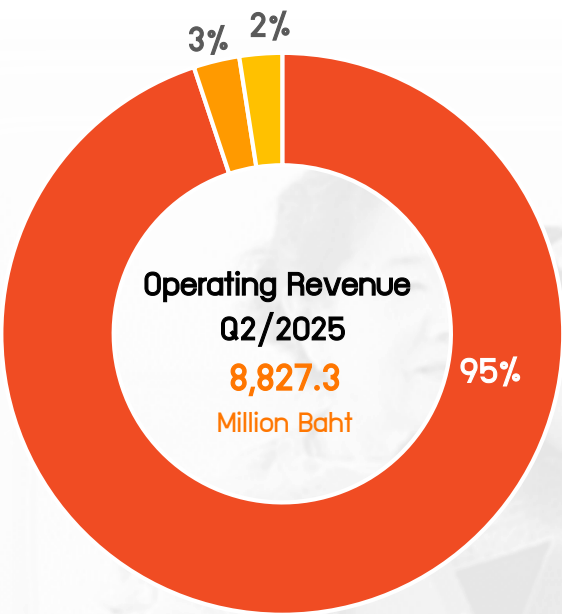
January	44,450
February	47,450
March	50,100
April	54,800
May	52,850
June	52,950

Note: *Gold bar price with 96.5% purity in Thailand for the first half of 2025 (Jan–Jun 2025)

OPERATING RESULT IN Q2/2025

Overall operating results	Q2/24	Q1/25	Q2/25	Change +/-		1H/24	1H/25	Change +/-
(Unit: Million Baht)				%YoY	%QoQ			%YoY
Operating Revenue	7,524.8	8,863.1	8,827.3	+17.3%	-0.4%	15,685.7	17,690.4	+12.8%
Cost of Goods Sold	6,524.6	7,780.3	7,703.4	+18.1%	-1.0%	13,812.6	15,483.7	+12.1%
Gross Profit	1,000.2	1,082.8	1,123.9	+12.4%	+3.8%	1,873.1	2,206.7	+17.8%
Other Income	6.3	13.5	24.2	+284.1%	+79.3%	14.5	37.7	+160.0%
Selling Expenses	389.0	382.4	431.7	+11.0%	+12.9%	779.9	814.2	+4.4%
Administrative Expenses	79.4	105.2	65.5	-17.5%	-37.7%	148.8	170.7	+14.7%
Financial Cost	108.0	107.1	164.4	+52.2%	+53.5%	186.4	271.5	+45.6%
Profit (Loss) Before Income Tax Expenses	430.2	501.1	452.9	+5.3%	-9.6%	772.9	954.0	+23.4%
Tax Expenses	85.5	102.7	90.4	+5.7%	-12.0%	153.5	193.1	+25.8%
Net Profit (Loss)	344.7	398.4	362.5	+5.2%	-9.0%	619.4	760.9	+22.9%

OPERATING REVENUE STRUCTURE



95% REVENUE FROM MODERN GOLD DISTRIBUTION

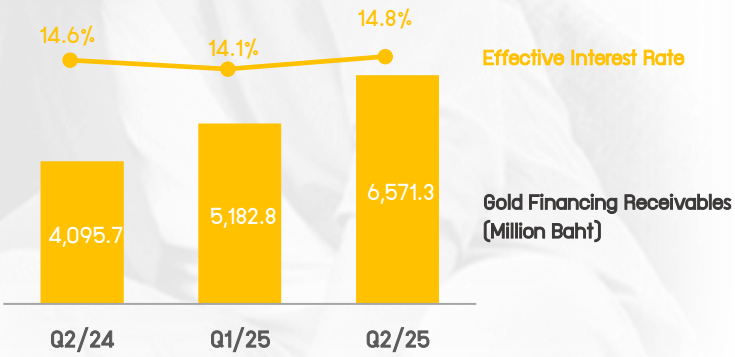
Gold jewelry products containing 96.5% pure gold such as necklaces, rings, bracelets, earrings, etc.

3% REVENUE FROM DIAMOND JEWELRY AND DESIGN GOLD DISTRIBUTION

- Diamond jewelry products such 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% REVENUE FROM INTEREST INCOME

Interest income from gold financing business.



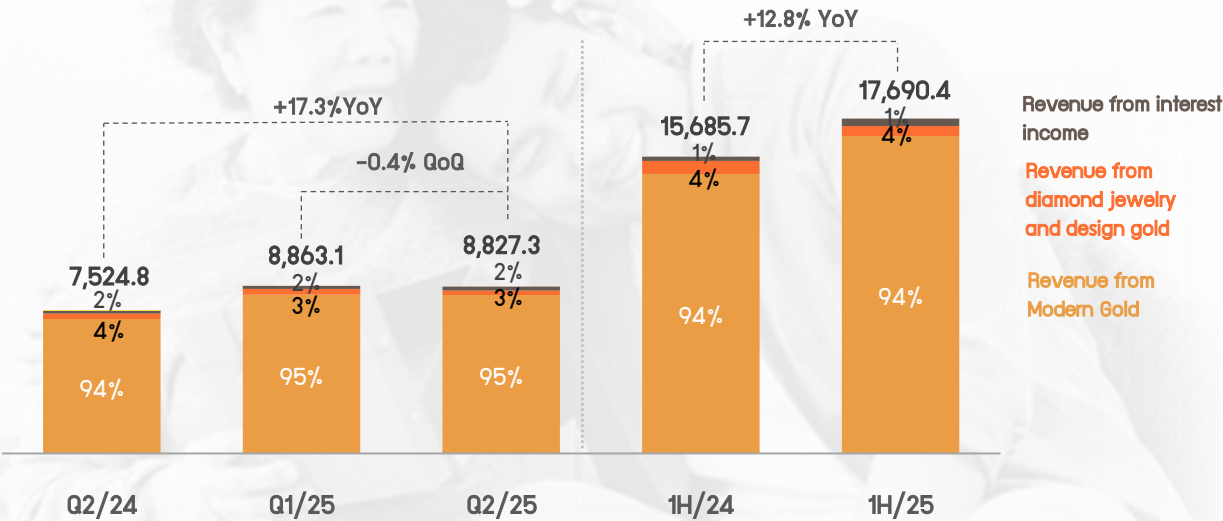
BUSINESS OVERVIEW BY CATEGORY

Revenue Structure	Q2/24	Q1/25	Q2/25	Change +/-		1H/24	1H/25	Change +/-
(Unit: Million Baht)				%YoY	%QoQ			
Revenue from Modern Gold	7,095.6	8,384.6	8,377.5	+18.1%	-0.1%	14,752.0	16,762.1	+13.6%
Revenue from Diamond Jewelry and Design Gold	296.0	300.9	233.1	-21.3%	-22.5%	701.6	534.0	-23.9%
Total Revenue from Product Distribution	7,391.6	8,685.5	8,610.6	+16.5%	-0.9%	15,453.6	17,296.1	+11.9%
Revenue from Interest Income	133.2	177.6	216.7	+62.7%	+21.9%	232.1	394.4	+69.9%
Total Operating Revenue	7,524.8	8,863.1	8,827.3	+17.3%	-0.4%	15,685.7	17,690.4	+12.8%
Other Income	6.3	13.5	24.2	+284.1%	+79.3%	14.5	37.7	+160.0%
Total Revenue	7,531.1	8,876.6	8,851.5	+17.5%	-0.3%	15,700.2	17,728.1	+12.9%

Revenue Breakdown by Sales Channel	Q2/24	Q1/25	Q2/25	Change +/-		1H/24	1H/25	Change +/-
(Unit: Million Baht)				%YoY	%QoQ			%YoY
Online Channel	318.4	421.3	698.7	+119.1%	+65.9%	568.0	1,120.0	+97.2%
Offline Channel	7,073.2	8,264.2	7,911.9	+11.7%	-4.3%	14,885.6	16,176.1	+8.7%
Total	7,391.6	8,685.5	8,610.6	+16.5%	-0.9%	15,453.6	17,296.1	+11.9%

1. Operating Revenue

Unit: Million Baht



Note: *Revenue from Modern gold consists
1. Revenue from branch sales.
2. Revenue from the sales and delivery gold of bars to close a net buying position.

YoY Q2/25 vs Q2/24

In Q2/2025, the Company recorded operating revenue of THB 8,827.3 million, an increase of THB 1,302.5 million or 17.3% compared to the same quarter of the previous year. This growth was driven by continuous branch expansion from 451 branches to 547 branches (an increase of 96 branches, or 21.3%), as well as higher interest income in line with the growth of gold financing receivables.

QoQ Q2/25 vs Q1/25

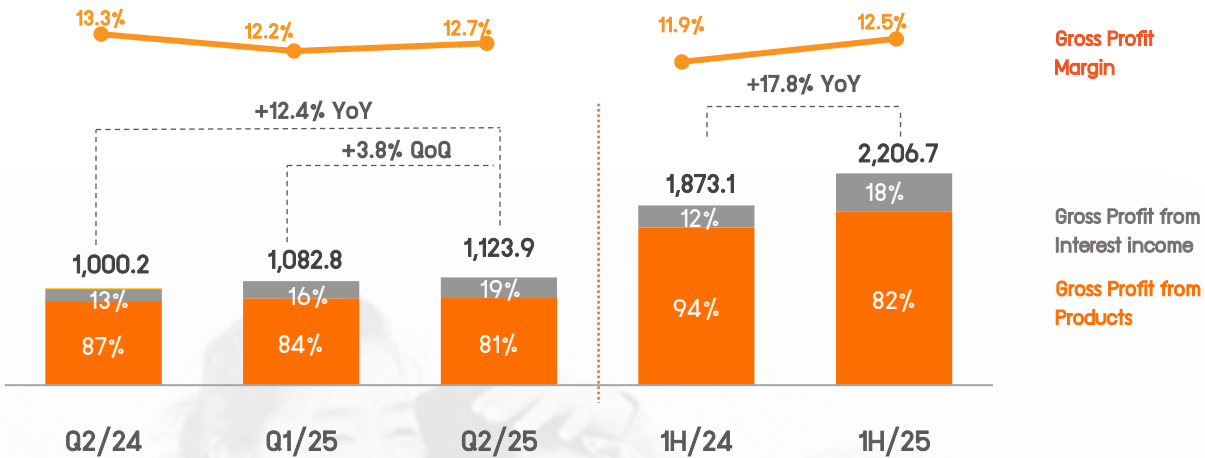
In Q2/2025, the Company recorded operating revenue of THB 8,827.3 million, representing a decrease of THB 35.8 million, or 0.4%, compared to the previous quarter. This decline was primarily due to the impact of the low season in the Modern Gold business. Nevertheless, the Gold Financing business continued to grow, with gold financing receivables increasing from THB 5,183 million to THB 6,572 million, or 26.8%, reflecting the Company's strong capability in portfolio management and effective customer base expansion.

YTD 1H/25 vs 1H/24

In 1H/2025, the Company recorded total operating revenue of THB 17,690.4 million, representing an increase of THB 2,004.7 million, or 12.8%, compared to the same period last year. This growth was primarily supported by continuous branch expansion and increased interest income from gold financing receivables, reflecting the Company's strong capability in management and sustainable revenue base expansion.

2. Gross Profit & Gross Profit Margin

Unit: Million Baht



YoY Q2/25 vs Q2/24

Gross profit: In Q2/2025, the Company reported a gross profit of THB 1,123.9 million, reflecting an increase of THB 123.7 million, or 12.4%, compared to the same period in 2024. This growth was primarily supported by ongoing branch expansion and the rising receivables from the Gold Financing business, coupled with efficient cost management.
Gross Profit Margin was 12.7%, slightly down from 13.3% in Q2/2024.

QoQ Q2/25 vs Q1/25

Gross profit: In Q2/2025, the Company reported a gross profit of THB 1,123.9 million, an increase of THB 41.1 million, or 3.8%, compared to the first quarter of 2025. This growth was primarily driven by higher gross profits from the Modern Gold and Gold Financing businesses.
Gross Profit Margin was 12.7%, an increase from 12.2% in the first quarter of 2025, primarily driven by higher revenue from the Gold Financing business.

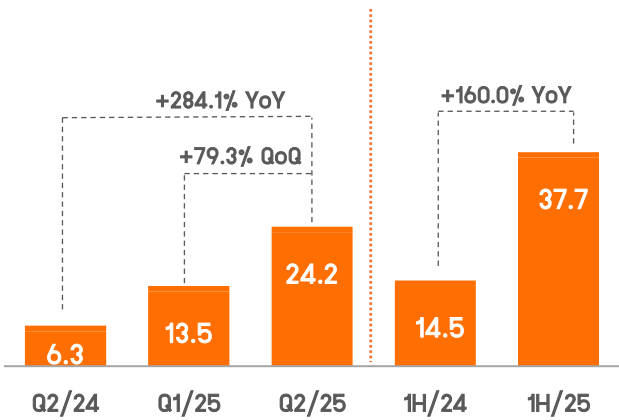
YTD 1H/25 vs 1H/24

Gross profit: In 1H/2025, the Company recorded a gross profit of THB 2,206.7 million, an increase of THB 333.6 million, or 17.8%, compared to the same period in 2024. This growth was driven by branch expansion, which contributed to sustained growth in sales revenue from the Modern Gold segment and the Gold Financing business.

Gross Profit Margin was 12.5%, up from 11.9% in 1H/2024.

3. Other Income

Unit: Million Baht, %

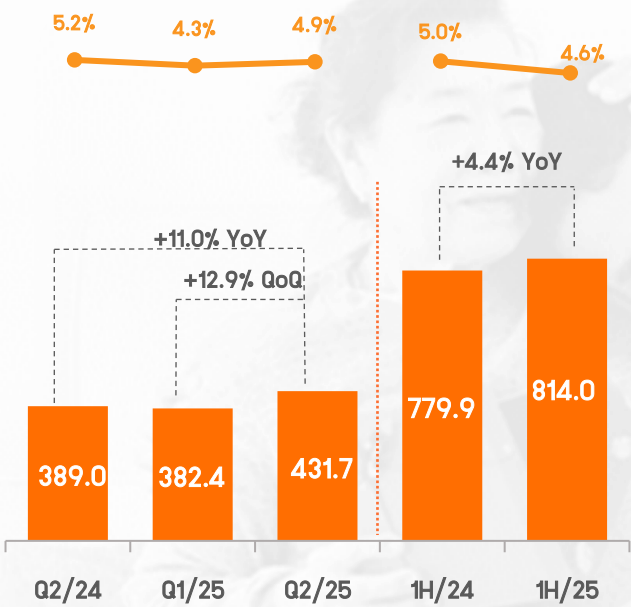


Note: Other income consists of store service revenue and B2B customers (such as spare parts and gold card issuance) and membership card revenue.

4. Selling Expenses

Unit: Million Baht, %

Selling Expenses to Total Revenue



YoY Q2/25 vs Q2/24

In Q2/2025, the Company reported other income of THB 24.2 million, an increase of THB 17.9 million, compared to Q2/2024. The primary reason for this increase was a one-time accounting adjustment related to advances at branches amounting to THB 12.7 million.

QoQ Q2/25 vs Q1/25

In Q2/2025, the Company reported other income of THB 24.2 million, an increase of THB 10.7 million, compared to Q1/2025.

YTD 1H/25 vs 1H/24

In 1H/2025, the Company reported other income of THB 37.7 million, an increase of THB 23.2 million, compared to the same period in 2024.

YoY Q2/25 vs Q2/24

In Q2/2025, the Company's selling expenses amounted to THB 431.7 million, reflecting an increase of THB 42.7 million, or 11.0%, compared to the same period last year. This increase was consistent with the Company's revenue growth, driven by ongoing branch expansion and higher sales volume. Despite the higher absolute expenses, the Company effectively controlled its cost structure, resulting in an improved selling expense-to-revenue ratio of 4.9%, down from 5.2% in Q2/2024. This demonstrates the Company's commitment to operational efficiency while supporting its growth strategy.

QoQ Q2/25 vs Q1/25

In Q2/2025, the company recorded selling expenses of THB 431.7 million, an increase of THB 49.3 million, or 12.9%, compared to Q1/2025. This increase was primarily due to greater branch expansion than in the previous quarter.

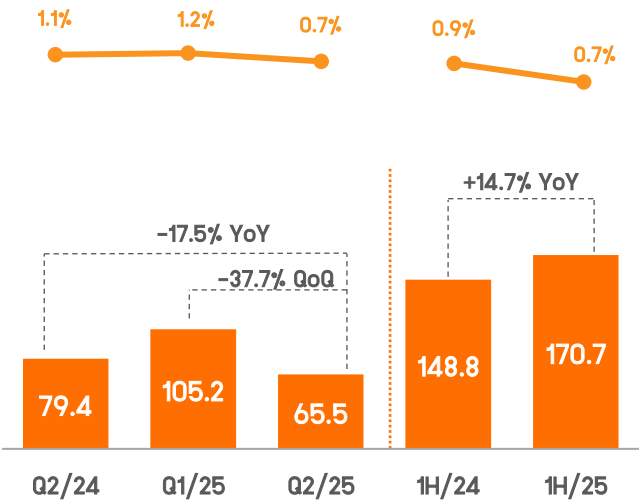
YTD 1H/25 vs 1H/24

In 1H/2025, the Company's selling expenses totaled THB 814.0 million, reflecting an increase of THB 34.3 million, or 4.4%, compared to the corresponding period last year. This rise was primarily driven by branch expansion, which contributed to higher employee-related costs, promotional expenditures, and rental expenses. Despite this, the Company maintained effective control over selling expenses, leading to an improvement in the selling expense-to-total revenue ratio, which declined to 4.6% in the first half of 2025 from 5.0% in the same period of the prior year.

5. Administrative Expenses

Unit: Million Baht, %

Administrative Expenses to Total Revenue



YoY

Q2/25 vs Q2/24

In Q2/2025, the Company recorded administrative expenses of THB 65.5 million, a decrease of THB 13.9 million, or 17.5%, compared to the same period last year. This reduction was primarily due to the reversal of a bonus provision.

QoQ

Q2/25 vs Q1/25

In Q2/2025, the Company's administrative expenses amounted to THB 65.5 million, representing a decrease of THB 39.7 million, or 37.7%, compared to Q1/2025.

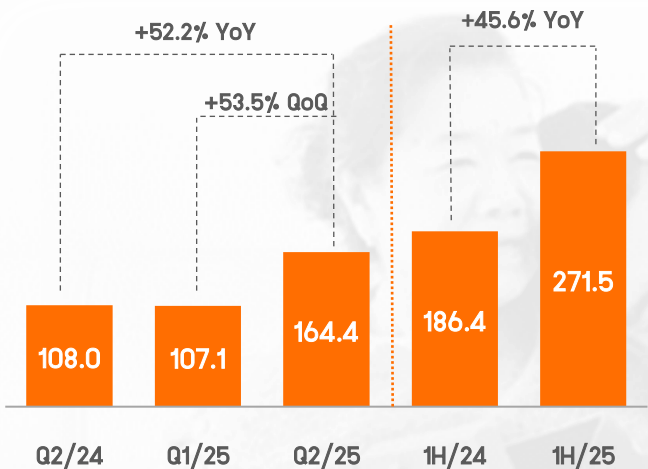
YTD

1H/25 vs 1H/24

In 1H/2025, the Company recorded administrative expenses of THB 170.7 million, an increase of THB 21.9 million, or 14.7%, compared to the previous year. This increase was partly offset by an improvement in the administrative expense-to-total revenue ratio, which declined to 0.7% in the first quarter of 2025 from 0.9% during the same period last year, reflecting the increase in employee numbers in line with business expansion.

6. Finance Costs

Unit: Million Baht, %



YoY

Q2/25 vs Q2/24

In Q2/2025, the company's finance costs amounted to THB 164.4 million, an increase of THB 56.4 million, or 52.2%, compared to the same period last year. This increase was primarily due to the higher credit facilities extended by financial institutions to support the Company's continued business growth.

QoQ

Q2/25 vs Q1/25

In Q2/2025, the Company recorded finance costs of THB 164.4 million, an increase of THB 57.3 million, or 53.5%, compared to the previous quarter. This increase resulted from the support of a THB 3,300 million syndicated loan facility from financial institutions, aimed at enhancing liquidity to support the Company's business expansion.

YTD

1H/25 vs 1H/24

In 1H/2025, the company's financial costs amounted to THB 271.5 million, representing an increase of THB 85.1 million, or 45.6%, compared to the same period last year. This increase was primarily due to additional credit facilities extended by financial institutions to enhance liquidity in support of the Company's ongoing business expansion plans, including branch network growth and the expansion of the Gold Financing customer base.

7. Gold Loan

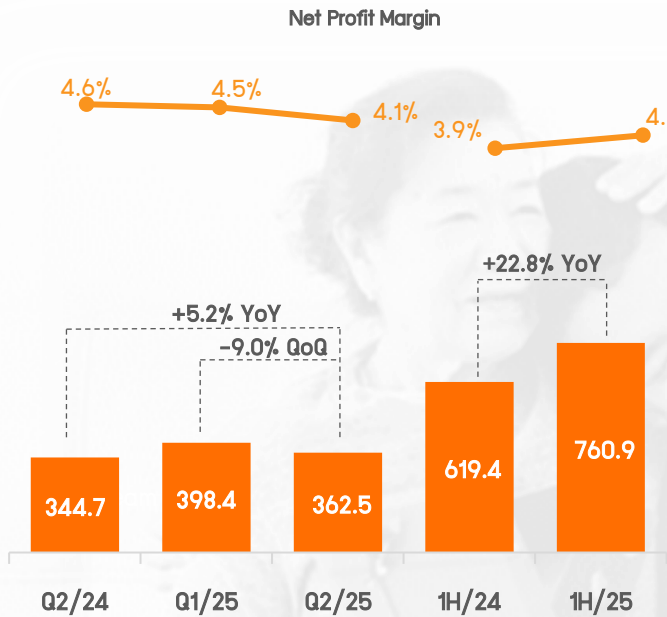
YTD 1H/25 vs 1H/24

The Company initiated its gold loan operations in Q1/2025. During the first half of the year, it recorded a loss of THB 28.3 million linked to gold price fluctuations affecting the gold loan portfolio. This loss was primarily driven by significant volatility in the global gold market, where prices rose sharply from USD 2,800/Oz to USD 3,300/Oz. This price surge was influenced by a combination of fundamental economic factors and geopolitical tensions across various regions, which heightened investor demand for gold as a safe-haven asset. In response to these market conditions and to enhance financial transparency, the Company reclassified related accounting entries in Q2/2025, presenting gains and losses from gold price movements separately under “Net Other Gain (Losses)” Previously, such impacts were recorded within administrative expenses in the first quarter. This reclassification better reflects the distinct nature of market-driven gains and losses associated with the gold loan business, providing clearer insight into operational performance amid market volatility.

However, regarding the loss from the gold loan, the company has utilized the loan proceeds to purchase gold since the day the loan was received. As a result, the company’s cost of gold was based on the price on the initial day of loan utilization. The company made positive gross profit from holding the long position on gold, but this profit was offset by the losses incurred from the gold loan. Therefore, the company did not generate profit from the gold price itself, effectively creating a natural hedge against gold price fluctuations. Nonetheless, the company still earned additional profit from the gold smith fee on the sale of Modern Gold.

8. Net Profit & Net Profit Margin

Unit: Million Baht, %



YoY Q2/25 vs Q2/24

Net Profit: In Q2/2025, the Company recorded a net profit of THB 362.5 million, an increase of THB 17.8 million, or 5.2%, compared to the same period last year. This growth was primarily driven by branch expansion and increased interest income from the gold financing business.

Net profit margin: was 4.1%, a decrease from 4.6% in the same period last year, reflecting a contraction in gross profit.

QoQ Q2/25 vs Q1/25

Net Profit: In Q2/2025, the Company reported a net profit of THB 362.5 million, a decrease of THB 35.9 million, or 9.0%, compared to the first quarter of 2025. This decline was primarily due to lower sales revenue during the low season, a period when demand for Modern Gold products typically softens. Nevertheless, the Company continued to achieve growth in interest income, driven by the expansion of gold financing receivables.

Net profit margin: was 4.1%, down from 4.5% in Q1/2025, reflecting a reduction in gross profit.

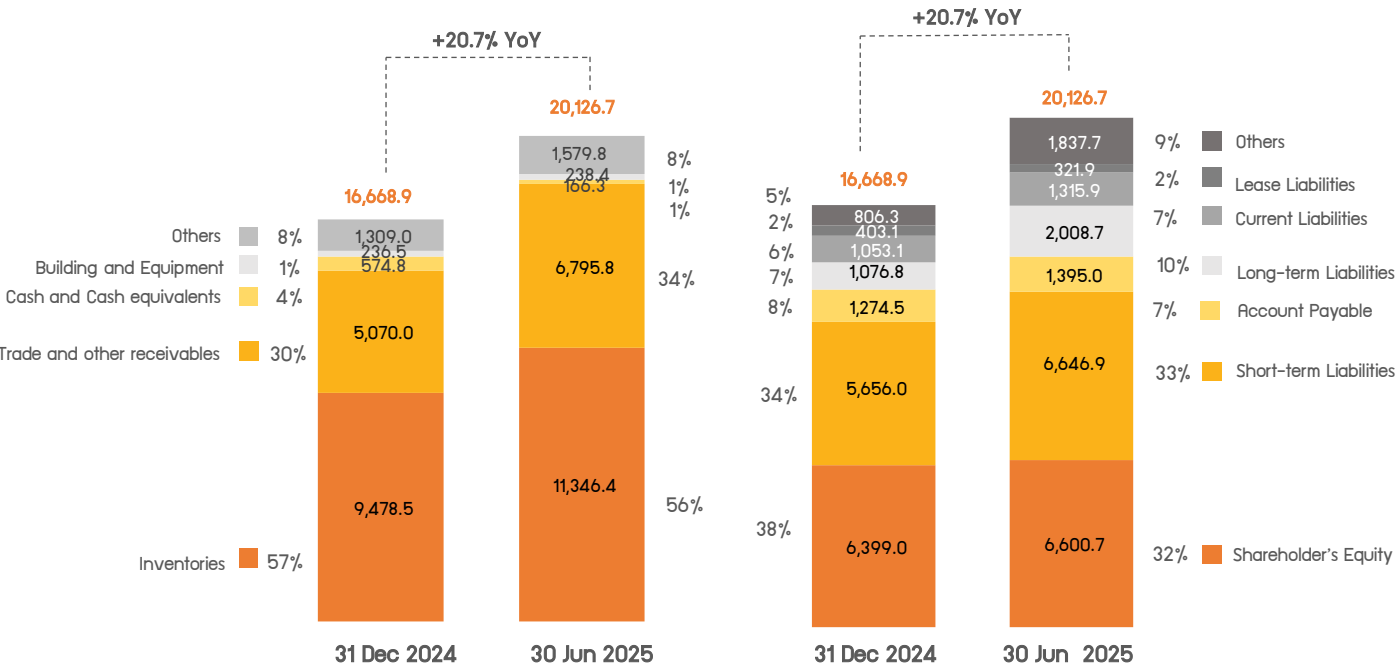
YTD 1H/25 vs 1H/24

Net Profit: In 1H/2025, the Company reported a net profit of THB 760.9 million, an increase of THB 141.5 million, or 22.8%, compared to the same period last year. This growth was driven by the expansion of revenue from the Modern Gold business and continued growth in interest income from Gold Financing, enabling the Company to sustain profitability.

Net profit margin: was 4.3%, increased from 3.9% in 1H/2024

STATEMENT OF FINANCIAL POSITION

Unit: Million Baht



Total Assets

As of June 30, 2025, the Company reported total assets amounting to THB 20,118.5 million, an increase of THB 3,449.8 million, or 20.7%, compared to December 31, 2024. The significant changes are as follows:

- Trade and Other Receivables:** Increased by THB 1,717.6 million, primarily driven by growth in gold financing receivables.
- Cash and Cash Equivalents:** Decreased by THB 408.5 million, utilized to support the expansion of the gold financing business.
- Inventories:** Increased by THB 1,867.9 million, consistent with the increase in the number of branches in line with the business expansion plan.

Total Liabilities

As of June 30, 2025, the Company recorded total liabilities of THB 13,517.8 million, representing an increase of THB 3,248.0 million, or 31.7%, compared to December 31, 2024. The significant changes are as follows:

- Short-term loans from financial institutions:** Increased by THB 990.9 million, reflecting additional borrowings to support inventory investments related to branch expansion and the growth of the gold financing customer base.
- Trade and other payables:** Increased by THB 120.5 million, due to higher purchase orders placed with suppliers to meet demand during the Songkran festival period.
- Long-term loans from financial institutions:** Increased by 955.6 million, following the approval of additional credit facilities to finance branch expansion and the growth of gold financing receivables.

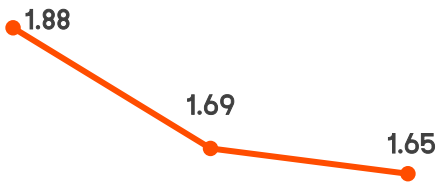
Total Shareholders' Equity

As of June 30, 2025, the Company reported total shareholders' equity of THB 6,600.7 million, representing an increase of THB 201.7 million, or 3.2%, compared to December 31, 2024. This increase was driven by the growth in the Company's operating profits, partially offset by the dividend payments for the year 2024, which were distributed in May 2025.

KEY FINANCIAL RATIOS

Current Ratio

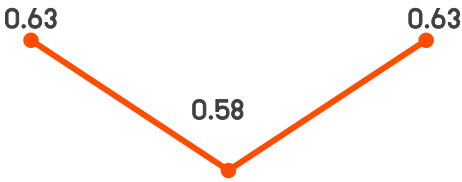
Unit: Times



Q2/24 Q1/25 Q2/25

Quick Ratio

Unit: Times



Q2/24 Q1/25 Q2/25

Cash Cycle

Unit: Days



Q2/24 Q1/25 Q2/25

D/E Ratio

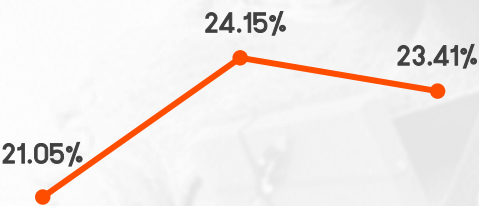
Unit: Times



Q2/24 Q1/25 Q2/25

ROE

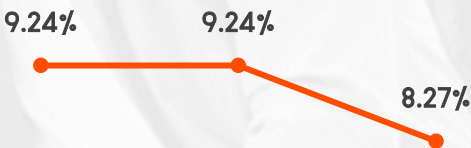
Unit: %



Q2/24 Q1/25 Q2/25

ROA

Unit: %

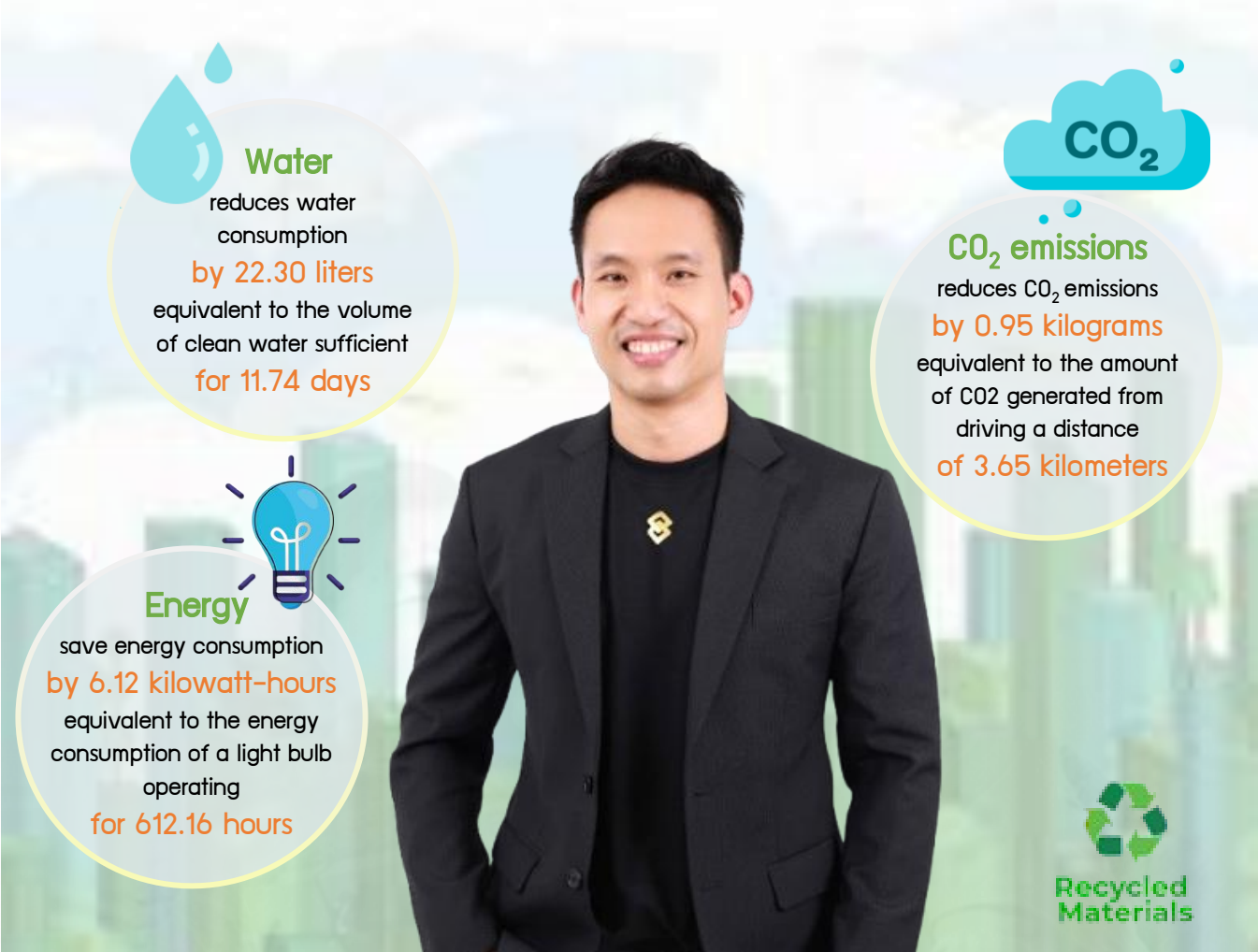


Q2/24 Q1/25 Q1/25

ESG DEVELOPMENT

“The introduction of the new uniform constitutes more than a change in appearance; it represents a concrete measure in driving the organization’s progression towards becoming a **Green Organization**.”

The Company has launched newly designed employee uniforms under the “**ECOTECH TIMELESS WEAR**” collection, characterized by modern design, enhanced comfort, and production from recycled materials, reinforcing its vision for sustainable growth in alignment with ESG principles. This initiative is the result of collaboration between **AURA** and **YUEDPAO x SC GRAND**, a leader in eco-friendly textile innovation, utilizing closed-loop manufacturing technology that repurposes fabric waste from the fashion industry and recycled PET bottles into high-quality yarn, which is then woven into breathable, wrinkle-resistant, easy-care, and durable fabrics. The concept embodies “Timeless” in both fashion and environmental dimensions. Beyond contemporary design and functionality suited to modern lifestyles, the initiative delivers a demonstrable positive impact on the environment.



AURORA believes that “a **valuable gift of happiness**” extends beyond the gold or jewelry we deliver to our customers. It also reflects the joy conveyed through small yet meaningful actions – from employees wearing environmentally friendly uniforms to the Company’s role as a trusted brand that grows responsibly and sustainably across all dimensions of society.