



OPPORTUNITY DAY 2023



ABOUT PRIMO

“We provide a multitude of real estate services in innovative ways from pre-living through to living and earning”

OUR GOAL

To provide better living for everyone.

“ We wish to become the leading property services provider in Thailand. ”

OUR SUCCESS JOURNEY

2011

ESTABLISHED



2015

NEW BUSINESS



2016

NEW BUSINESSES



PROPERTY
MANAGEMENT



CLEANING SERVICE



INTERIOR DESIGN

2017

NEW BUSINESS



LUXURY
MANAGEMENT

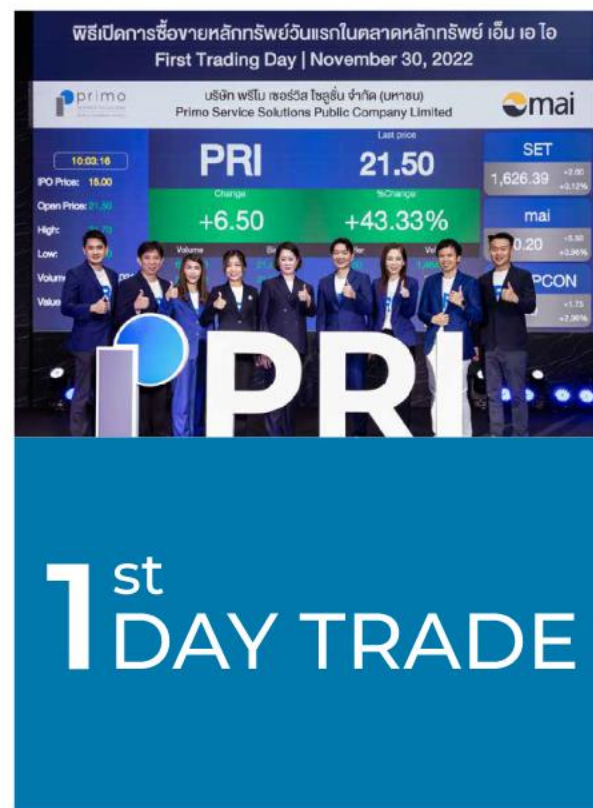
2020 - 2021

NEW BUSINESSES



2022

1ST DAY TRADE



2023

NEW BUSINESSES



ACQUISITION



BUSINESS OVERVIEW



PRE-LIVING SERVICE



LIVING SERVICE



LIVING & EARNING SERVICE



2023 KEY PERFORMANCE

M&A



PROJECTS ASIA

NEW LAUNCHES



**WYDE
FURNITURE**



LIVTECH LAB



JUST CO ON



**PASSION ASSET
360**

2023 KEY PERFORMANCE

PRE - LIVING

132 PROJECTS

LIVING

114 PROJECTS

LIVING & EARNING

138 PROJECTS

TOTAL

40,000+ FAMILIES

TOTAL REVENUE

1,916 MB.

+109% YOY

NET PROFIT

368 MB.

+53% YOY



2024 FOCUS EFFICIENCY & SUSTAINABLE GROWTH



● EXPANDING OUR
BUSINESS HORIZON



● PEOPLE
DEVELOPMENT



● ENHANCE
INNOVATION +
TECHNOLOGY



● ESG & SUSTAINABILITY
FOR FUTURE LIVING

EXPANDING OUR BUSINESS HORIZON

2019	2020	2021	2022	2023	2024
	 	 	 	 	INCREASE RETENTION RATE & BROADEN NEW SEGMENTS PENETRATE NEW CUSTOMERS IDENTIFY HIGH POTENTIAL MARKET BRANDING / NETWORKING SYNERGIZE WITH PARTNERS

INCREASE RETENTION RATE & BROADEN NEW SEGMENTS

PRE - LIVING

132 PROJECTS

LIVING

114 PROJECTS

LIVING & EARNING

138 PROJECTS

PRE-LIVING SERVICE



UNITED



ProjectsAsia



JPN
DESIGN STUDIO

LIVING SERVICE



primo
MANAGEMENT



CROWN
RESIDENCE



HHR
HAMPTON
HOTEL & RESIDENCE
MANAGEMENT

EARNING SERVICE



UNO
SERVICE



OPERATIONAL EXCELLENCE



UPLIFT CUSTOMER SATISFACTION



EXPAND TO NEW SEGMENTS

PENETRATE NEW CUSTOMERS (B2C)



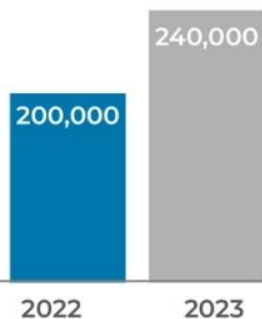
40,000+
CURRENT FAMILIES



+5,000
TARGET
NEW HOME/NEW FAMILIES

RENOVATE MARKET VALUE

TRANSFER (MB)

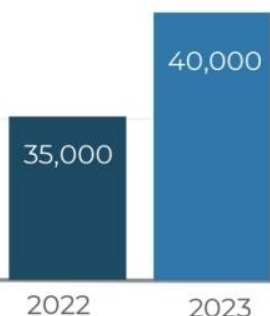


COMPANY RESEARCH



IDENTIFY HIGH POTENTIAL MARKET

MARKET VALUE FACILITY MANAGEMENT(MB)



COMPANY RESEARCH

Value of foreign customers transferring ownership in Thailand in 2023

TRANSFER (UNITS)



TRANSFER (MB)



Country	2022 Units	2023 Units	2022 Value (MB)	2023 Value (MB)	2022 Area (sq.m.)	2023 Area (sq.m.)
China	6,614	34,132	34,132	261,035		
Russia	1,260	4,455	4,455	53,319		
USA	631	3,227	3,227	34,696		
Malaysia	564	3,707	3,707	28,239		
Taiwan	532	2,908	2,908	21,362		

■ Unit
■ Value(MB.)
■ Area(sq.m.)



UNO SERVICE

- Expand Facility Management service for large building targeting public, private and state enterprises customers.
- Expand service to specific groups such as hotel groups, automotive warehouse, and hospitals.



PASSION REALTOR

Specialist agent group



JUST CO ON

Specializing in CLMV group



PASSION ASSET 360

Specializing in chinese market

BRANDING & NETWORKING, SYNERGIZE WITH PARTNERS



● BRANDING

● SYNERGIZE
WITH PARTNERS



● BUILD UP
STRATEGIC PARTNERS

LIFETIME SERVICE CIRCLE 2024



PEOPLE DEVELOPMENT

INCREASE TALENT CAPABILITY



COLLABORATE WITH 10 INSTITUTIONS



ESTABLISH MORE THAN 30 CURRICULA

STEP 1



GENERAL SKILLS/
SERVICE-MINDED DNA

STEP 2



DOMAIN
SPECIFIC SKILLS

STEP 3



PUBLICLY
AVAILABLE

ENHANCE INNOVATION + CONNECTION

Highlight In ...

2024

Resident App



- ✓ Standard White Label Residential App Features
- ✓ Visitor Management

Smart Sentry



AI-powered Inspection
Automated Maintenance Monitoring

UNO Maid

Expansion Platform



- ✓ More Maid
- ✓ More Location



- IN-HOUSE SOLUTION
- ENHANCE INNOVATION AND CONNECTIVITY IN EVERY BUSINESS UNIT
- DIVERSIFY SERVICES IN APP TO EMPOWER LIVING EXPERIENCES
- CRAFT WHITE LABEL FOR SUSTAIN BUSINESS

ESG & SUSTAINABILITY FOR FUTURE LIVING

ENGAGE WITH ALL STAKEHOLDERS



● **WASTE
MANAGEMENT**



● **ENERGY
SAVING**



● **SOCIAL
ENVIRONMENT**



● **SUSTAINABLE
IN BUSINESS**

TARGET PERFORMANCE 2024

PRE - LIVING
150+ PROJECTS

LIVING
130+ PROJECTS

LIVING & EARNING
150+ PROJECTS



PRE-LIVING SERVICE



LIVING SERVICE



LIVING & EARNING SERVICE



HAPPY MAKER

“ เข้าใจ ห่วงใย ใส่ใจ
และทำออกมาจากใจ ”

