



For Immediate Release  
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## **PACE unveils ‘MahaSamutr’ Hua Hin ultra-luxe villa-and-country-club resort development set around Asia’s largest man-made clearwater lagoon**

- **Confident in robustness of high-end property demand as well as demand for top quality from AEC buyers**
- **Emphasises high-privacy villas combined with country club lifestyle**
- **PACE first to bring revolutionary new clearwater lagoon technology to Asia**
- **Bht 600 million clearwater lagoon to become a new icon in Hua Hin**
- **Introduces Thailand’s first country club with top standards in amenities and design that meet every lifestyle need**
- **Invests Bht 2,700 million in villas and another Bht 500 million in country club**
- **Sales launch for villas set for April 2014; completion scheduled for end of 2014**
- **4 Thai superstars join for biggest superstar line-up ever in property advertising: ‘Aum’ Patcharapa Chaichue, ‘Chompoo’ Araya Hargate, Ananda Everingham, and Mario Maurer**

*Bangkok* (19 June 2013) – **PACE Development Corporation Plc**, today, unveiled a revolutionary new project in Hua Hin called ‘**MahaSamutr**’ that is set to become a new landmark in the resort town. The 120-rai, ultra-luxe villa-and-country-club resort development, located at Hua Hin Soi 112, is set around a 45-rai, man-made lagoon that is to be Asia’s first clearwater lagoon, complete with sand beaches and trees.

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The lagoon, built with an investment of Bht 600 million, uses cutting-edge patented technology to ensure crystal-clear, turquoise water by having its water condition constantly monitored and maintained.

**Mr. Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc, said, “MahaSamutr fills a gap in the property market in Hua Hin for a high-end resort villa development. We are confident in the robustness of high-end property demand as well as demand for top quality property from AEC buyers.”**

**“MahaSamutr provides high-privacy, modern and beautifully simple villas that blend with the environment. They are set in large, tree-dense plots fronting the massive, crystal clear lagoon that will become an icon in Hua Hin. There is a country club that offers a lifestyle rather than just facilities, as well as a beach club that gives owners a wide, private seafront location from which to enjoy Hua Hin’s main beach. It’s a powerful combination of propositions that makes MahaSamutr unique,” he added.**

Mr. Sorapoj said that MahaSamutr is comprised of approximately 90 villas with ‘big eave’ designs that evoke ‘forest-living’ and have unobstructed views and access to the lagoon. The villas provide between 550-600 sqm of indoor and outdoor living space on a plot of around 200 square wah, with prices beginning at Bht 35 million.

“The country club is one of the main features making MahaSamutr special because of what happens there and the people who will actually use it. It will be a hub of social and sport activity and a genuine lifestyle destination where people actively socialize and live a lifestyle that is currently unavailable in Hua Hin. Outsiders can also apply for membership of the country club with lifetime membership available to the villa owners,” he said.

Mr. Sorapoj noted that PACE is investing heavily, in excess of Bht 500 million, to ensure a world-class design for the country club which will incorporate “features that have made many of the world’s most successful country clubs what they are,” including a restaurant with a three Michelin-star resident chef – Chef Vincent Thierry – and a range of sports activities supervised by world-class coaches including an Olympic gold medalist.

“The country club is directly targeted at families that have their vacation homes in Hua Hin since most villas currently available in the resort town do not have the facilities that meet their lifestyle needs. We also have a vision for the constantly growing Hua Hin community. In the country club, the entire family can conveniently access a vast range of indoor and outdoor sports activity with the highest standards of design, equipment, supervision, and maintenance. In addition to swimming in the lagoon, residents can kayak, windsurf, sail and scuba-dive,” he said.

MahaSamutr also has a dedicated beach club that allows residents access to Hua Hin beach and the luxury of beach frontage,” he said.

The development has an investment of Bht 2,700 million for the resort villas, Bht 500 million for the country club, and with the man-made lagoon and utility infrastructure costing another Bht 600 million. It will be constructed by one of Thailand’s foremost contracting companies, Thai Obayashi, which is recognized for delivering projects at the highest quality standards.

**MahaSamutr will commence sales of its country club memberships in June 2013. Sales for the villas will begin after the show unit is completed in April 2014. The project is expected to be completed by the end of 2014. It is targeting to sell 75% of the project to Thai buyers and 25% to overseas buyers.**

**PACE kicked off its advertising campaign for MahaSamutr with four Thai superstars. It is the heaviest-hitting line-up of superstars ever brought together for property advertising, and includes two of Thailand’s ‘A’-list topping actresses, ‘Aum’ Patcharapa Chaichue, and ‘Chompoo’ Araya A. Hargate, as well as top male actors Ananda Everingham, and actor/model Mario Maurer.**

“We decided that the biggest group of superstars ever assembled for property advertising was a good concept for our marketing because our project is a quality one with all-star features. And we chose these stars because they are at the top of Thailand’s list of quality stars and represent what makes MahaSamutr special – the promise of truly outstanding and timeless quality,” Mr. Sorapoj said.

MahaSamutr is conceived and being developed by PACE, which is currently constructing Bangkok's tallest building – a stunning 77-floor pixilated tower (314 metres high) that will become a landmark feature of Bangkok's skyline when completed in 2015. **MahaNakhon** mixed-used development includes 200 **Ritz-Carlton** branded luxury residences priced between Bht 34 million to over Bht 336 million per home, a 159-room boutique hotel, as well as the **CUBE Lifestyle and Retail Centre** which is anchored by three world-class dining experiences, including **Vogue Club**, **Dean and DeLuca's** flagship outlet, and **L'Atelier de Joël Robuchon** by 'Chef of the Century' Joël Robuchon who will open his first restaurant in Thailand.

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### **Notes to the Editor**

***PACE Development** is a residential property developer that focuses on innovative design and prime locations with a track-record of delivering its projects on time and at the highest quality standards. It is led by a dynamic management team with a strong background in property development.*