



Press Release

“PACE” Targets Sales Success, With Upbeat View on Business Growth for Coming Year

- **Maintaining optimistic view of steady growth for Thailand high-end real estate business sector in 2014**
- **MahaNakhon development construction progress and freehold status expected to drive increased sales**
- **MahaNakhon CUBE first phase launch in early 2014**

Mr Sorapoj Techakraisri, Chief Executive Officer of Pace Development Corporation PLC. (“PACE”), disclosed that “The company’s business operation in 2014, will focus on continuing construction of ongoing developments, including MahaNakhon and MahaSamutr, and opening MahaNakhon CUBE first phase. In terms of internal management, PACE has been planning, developing and implementing integrated strategies to support ongoing growth of the company.

“Focusing on sales of MahaNakhon in 2014, our target is to achieve sales of the residences, the Ritz-Carlton Residences Bangkok, by the end of this year with exceeding 70%. For the last two months only, our reservation volume for The Ritz-Carlton Residences condominiums has surpassed one billion baht. The ongoing construction and change to freehold is driving sales volume, with both local and foreign clients having increased confidence to purchase. Meanwhile, MahaNakhon “CUBE”, Lifestyle and Retail Center, is ready for the first phase of operation, and will start recognizing revenue by second quarter of this year, while MahaSamutr Hua Hin will start to recognize revenue within 2015.”

Speaking about the real estate industry overall in the coming year, Mr Sorapoj stated that for the year 2014, it would present some challenges, with positive and negative factors. Positive factors include forecast stable interest rates and ongoing increases in foreign investment. The year 2014 will be a year of preparation with ASEAN Economic Community (AEC) beginning at the end of 2015, creating a key driving force for foreign investment. However, against this favorable backdrop, some negative factors include unstable global economic conditions, Thailand’s increasing household debt burden which affects purchasing power for the real estate segment, an ongoing labor shortage which affects construction supporting the real estate market, as well as Thailand’s political problems which will need to be monitored closely.

Khun Sorapoj stated, “For the high-end real estate development market, my viewpoint is that this segment should still see a steady growth year-on-year, because demand continues to grow steadily while supply is still very limited. The Thai currency that is likely to become weaker will help stimulate interest and add purchasing power among foreign customers. High-end clientele tend to be more experienced in purchasing real estate, with greater income stability and

purchasing power than the general market, so investment in high-end real estate development market usually experiences less impact from economic fluctuation and external factors, compared to other segments. **I am quite confident that this year PACE will reach the sales target of 70%, driven by currency movements and long-term fundamentals of the Thai economy as a significant contribution driving foreign purchases in the high-end residential segment.**”

Regarding construction progress of MahaNakhon, this is in line with the planned schedule. Underground column work and floor construction of MahaNakhon tower are now completed, and construction of MahaNakhon main tower since late 2013 sees the core structure already reaching the 20th floor, with mega columns and other elements on the 14th floor. The expected construction progress rate is 6-storeys per month. For MahaNakhon development, it is planned to be fully completed by the end of 2015.

For the 7-storey MahaNakhon building, construction of “CUBE”, the Lifestyle and Retail Center, covering area of approximately 5,200 square meters, is now completed. Dean & DeLuca, as the first tenant of retail CUBE @ MahaNakhon, officially will open its flagship store which is the largest in Asia at 800 square meters. Other global class brand tenants are already fitting out, and are expected to open for operation in the second and third quarters of this year. Each brand in Retail CUBE @ MahaNakhon will reflect the key concept of the center delivering a unique, global and high-end brand experience.

For MahaSamutr project in Hua Hin, Mr Sorapoj added that “since the official launch in July 2013, PACE has appointed Thai Obayashi, a world-class contractor, to carry out the construction of the development’s infrastructure which commenced in August 2013. Sales of the luxury villas and Country Club memberships are scheduled to start in the third quarter of 2014. PACE also has another project under development which will be a freehold condominium development on Lang Suan Road, situated in one of Bangkok’s most sought-after locations. The company plans to launch this property within this year.”

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

For more information, please contact:

PACE Development Corporation Plc.

Tel: 0 -2654 3344

Narumon Juthaprateep

narumon@pacedev.com

7 Creative Consultants Co., Ltd. (7CC)

Tel: 081-834-3553

Panarasee Thaiwatcharamas

panarasee@7cc.co.th