

PACE Development sales surge in first five months; over 60% growth projected for 2011

- **Market conditions turning to favour high-end developers; demand for super-luxury units outstrips limited supply available**

Bangkok (9 June 2011) – PACE Development Co., Ltd., a residential property developer that focuses exclusively on prime-location, innovative design projects, today, reported surging sales in the first five months of 2011 and projected to end the year with over 60% increase in sales, compared to 2010.

Mr. Sorapoj Techakraisri, CEO, PACE Development Co., Ltd., said, “We’ve seen a strong rebound in our sales so far this year and expect to have sold almost as much in the first half of the year as we did during the entire year in 2010.”

He reported sales of Bht 2,435 million for January to May 2011, and forecasted Bht 4,900 million for the full year, up 60% from Bht 3,000 million in 2010.

“Most of this growth has come from accelerating sales at MahaNakhon,” he said.

MahaNakhon is a mixed-use development comprising 194 Ritz-Carlton branded luxury residences, a 150-room boutique hotel and about 10,000 square metres of retail space. As the tallest building in Bangkok, MahaNakhon promises to be a new landmark on the city’s skyline with its 77-floor pixilated profile. The project’s groundbreaking and piling take place on 20 June 2011.

Mr. Sorapoj said that the market for upscale residences was turning in favour of luxury developers as the demand for luxury units exceeds the existing limited supply. This is helping accelerate take-up of available units at PACE Development’s MahaNakhon and Saladaeng Residences.

According to Mr. Sorapoj, two new trends are emerging among Bangkok property buyers.

“We are seeing a change in people’s expectations from property purchases, especially upscale condominiums,” he said.

“People, now, are not just looking at location, they are also seeking assurance that the property, once completed, will continue to be an upscale place to live in. Many developments have suffered from medium-grade specifications and average management leading to deteriorating conditions within only five years. This then leads to re-sales attracting lower-tier buyers who are uninterested in maintaining the property, and which then leads to a vicious circle of decline.

The emerging buying trend is favouring branded properties as well as developers like PACE which focus on offering a lifestyle rather than just bricks and mortar because buyers increasingly seek assurance of sustainable quality,” he noted.

Mr. Sorapoj said that PACE Development has sold 35% of MahaNakhon behind this promise of an upscale lifestyle, and expects to have sold approximately 45% by the end of the year.

“Our proposition for properties that hold long-term value and sustainable quality has helped us register strong sales at **Saladaeng Residences**, which is now 75% sold. Around 80% of buyers are actually choosing to live there because of their confidence in its longevity quality,” he said.

Saladaeng Residences is a luxury development with 132 units on Soi Saladaeng, with direct access to Silom, Sathorn and Rama 4 roads.

Mr. Sorapoj said, “A second trend is that, after two years of political and economic uncertainty, upscale buyers have become more nervous about committing their money on projects. This trend is favouring developers that keep their promises to deliver on time and ‘on quality’, and the fact that we were able to deliver Saladaeng Residences on time and on quality despite being in the heart of the protest zone during 2010 has done a lot to build buyer confidence in PACE Development,” he said.

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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.

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For more information, please contact:

PACE Development Co., Ltd.

Tel: 0 -2654 3344

Narumon Juthaprateep

narumon@pacedev.com

Bangkok Public Relations Ltd.

Tel: 0-2664-9500

Panta Poonsapmanee (ext. 116)

panta@bangkokpr.com