



Press release

## **PACE unveils 80 exclusive “MahaSamutr Villas” with price starting at 50 million baht**

- *All 4 types of most exclusive luxury resort villas are located directly beside clear turquoise “MahaSamutr Lagoon”*
- *Each villa owner enjoys lifetime membership at “MahaSamutr Country Club”*
- *“The Sound of MahaSamutr” gathers momentum; securing 40% Villa bookings*

**Bangkok – 19 March 2016 – PACE Development Corporation Plc (PACE)**, developer behind MahaNakhon high-end mixed-use development, unveils MahaSamutr Villas Hua Hin, a resort that offers the perfect blend of luxury and relaxation featuring scenic view of MahaSamutr Lagoon. Villa owners enjoy lifetime memberships and services at **“MahaSamutr Country Club”**. The villa starting price is at 50 million baht and first phase of villas will be ready to move in in 4th quarter of 2016.

**Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc** said there has been a big growth in real estate development in Hua Hin as it is a popular resort destination with a close proximity to Bangkok. Hua Hin is an ideal location that matches PACE’s investment aspiration to develop a world-class residential development for its high-end customers. **MahaSamutr Villa easily stands out from existing resort projects in Hua Hin because all villas are located directly beside a massive crystal clear lagoon. Villa owners and their families can also enjoy the services at MahaSamutr Country Club,** a center that offers activities in the area of sports, lifestyle, and entertainment of the highest world-class standards, located on a single plot covering more than 130 rais piece of land.

**“MahaSamutr”** consists of **“MahaSamutr Villa”** project, a cluster of 80 exclusive luxurious villas, and **“MahaSamutr Country Club”**, the first and only private members-only club in Hua Hin, which was unveiled in 2015. “We want to give Hua Hin a different experience, thus we develop a world-class standard country club complete with Asia’s largest man-made turquoise Crystal Lagoon, and private luxury resort villas all in a single location. The villa owners will enjoy the experience and true meaning of relaxation thanks to these three components.” Sorapoj said.

**“MahaSamutr Villa”** is a home for relaxation in the purest sense. Our villas are designed with the **“Relaxing Luxury Home”** concept in mind in order to maximize casual relaxation while appreciating the simplicity and warmth that is unmistakably luxurious. The architectural design and interior works are influenced by “Japanese Modern Living” style characterized by Zen’s bare simplicity that belies careful attention to details. Each villa’s color scheme is duly served by the use of light-colored wood to reflect coziness and warmth typical of a tropical family home. Its high ceiling is supplemented by ground-to-ceiling glass windows and walls, thus creating ample space, allowing adequate natural light and unhindered view of the glittering “MahaSamutr Lagoon” from the first moment one sets foot on the property.

Usable space is designed with high importance given to the living area and the kitchen as both areas are the focal point of activities for all members in the family, which both are taking up to 50% of total usable space. MahaSamutr Villa’s major highlight is the view of the **MahaSamutr Lagoon**. The terraced façade beside the lagoon boasts an amazing 3.3 meters in width (depends on land plot size and villa types) and can be easily turned into an outdoor activity ground for all family members.

There are four types of MahaSamutr villas with different roof designs and land contours:

- Villa Triangle
- Villa Triangle on Slope
- Villa Gable
- Villa Gable on Slope

Each villa has four bedrooms, five bathrooms and a maid’s room, complete with parking for three cars with price starting at 50 million baht.

“For the construction of Mahasamutr Villas, PACE works with Thai Obayashi Corp, a leading Japanese contractor and one of the most highly-recognized companies for high-quality construction work standards. We have great confidence that each villa will be built with highest attention to the finest details in consistent with best construction standards. It is expected that the villas will be completed and are ready for ownership transfer from the 4<sup>th</sup> quarter of 2016 onwards.”

Following “The Sound of MahaSamutr” Exclusive Preview for the sales of villas and country club membership held in February this year, the brand has become rapidly well-recognized. Currently, sales of MahaSamutr villas stand at 40%.

In addition to MahaSamutr development, PACE currently has two residential properties under construction, namely The Ritz-Carlton Residences, Bangkok at MahaNakhon and Nimit Langsuan with total sales worth a combined value of approximately 22 billion baht which can be recognized over the next three years (2016-2018), beginning this year. The company has backlog worth a total of 14 billion baht. Recently the company announced a new residential development on Naradhiwas-Rajanakarinn road and an investment plan in Niseko, a famous ski resort town in Hokkaido in Japan, is also under consideration.

For more information about MahaSamutr, visit [www.mahasamutr.com](http://www.mahasamutr.com)  
For more information on “MahaSamutr Villa project”, call 061-416-6633 Email: [mahasamutr@cbre.co.th](mailto:mahasamutr@cbre.co.th)  
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