



傲璟·暹罗
PARK () RIGIN

PHAYATHAI

A Perfect Living Platform



- One of the top 5 listed real estate developers in Thailand
- The project is mainly adjacent to the railway station and main trunk roads
- From downtown luxury homes to emerging development areas
- A total of 56 investment projects, with a total of 20,000 units





Total Sold Projects including joint distribution by ORIGIN valued at **5 Billion THB**: Park 24 Pavilion, The Park at EM District

Distributed Projects: Kensington Theparak, Knightsbridge Prime On Nut, Knightsbridge Space Rama IX, Knightsbridge Collage Sukhumvit 107

Q2, 2017

Q3, 2017

Q2, 2018

“Exclusive Agent” for Hong-Czech International as Origin’s first Overseas Project



Joint Agreement with **Nomura Real Estate**, launched 3 new Knightsbridge Luxury Residential Projects

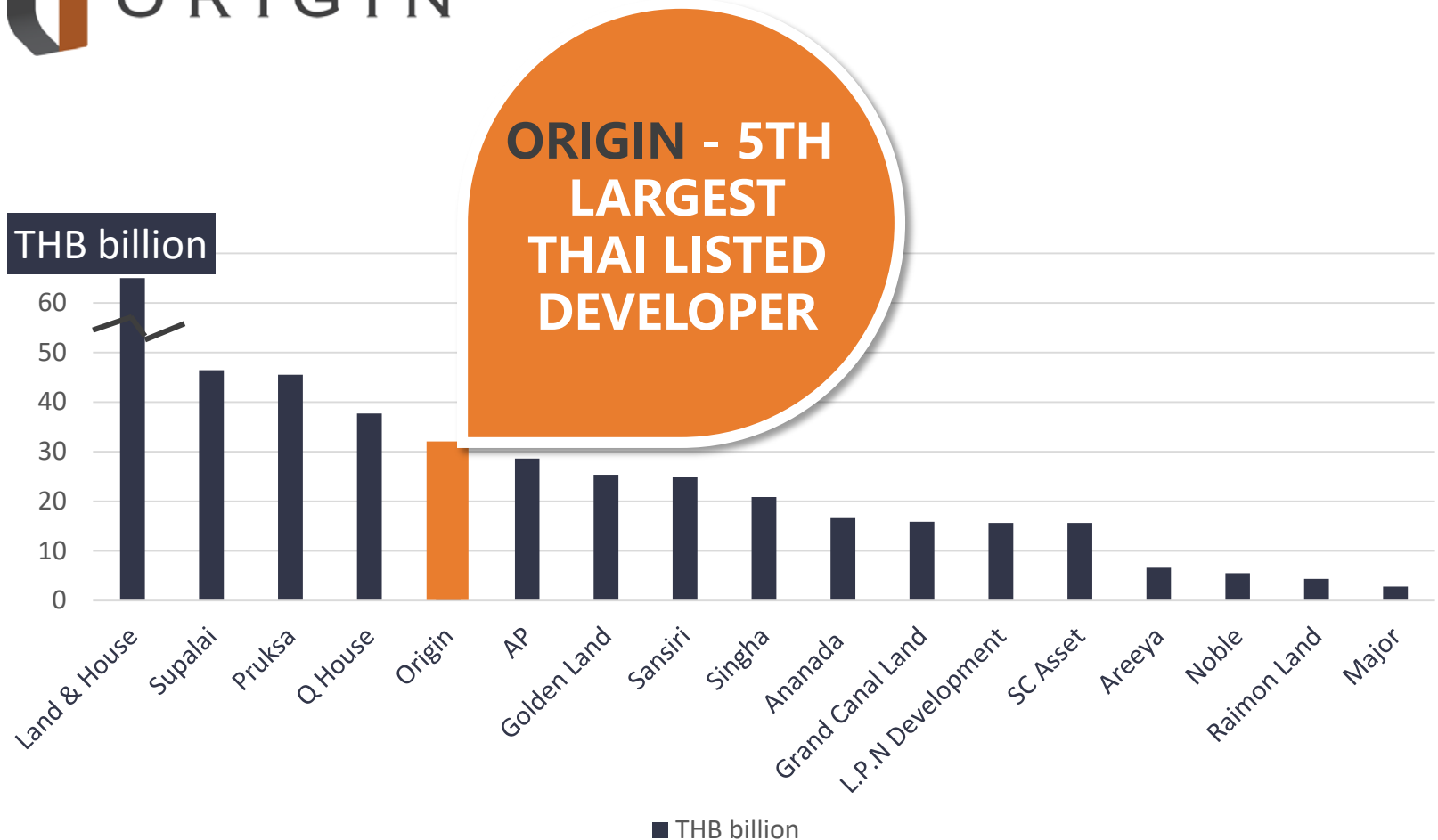


Successful acquisition of senior residential developer **[Proud Residence Co.]** and **“Park 24”**



Strategic Partnership with Hong-Jie International for Origin’s park series. **Investment Partner and Sole agent for Overseas Projects**

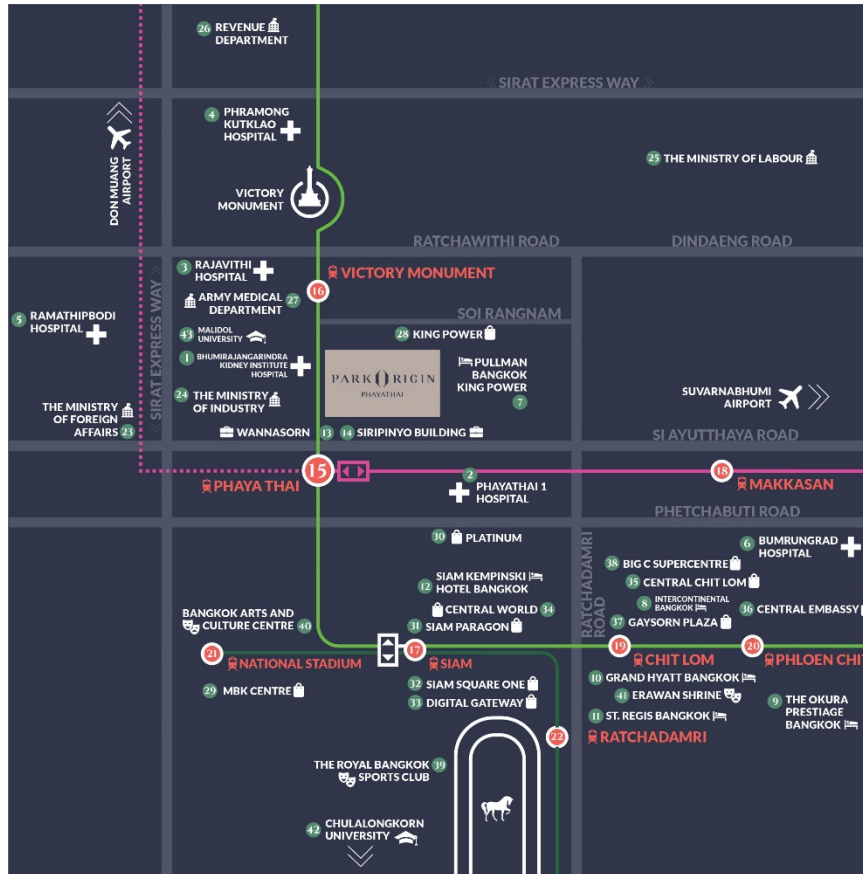




Source: Google Finance

WHY PHAYATHAI

EXTENSION OF SIAM AREA – HIGH-VALUE REGIONAL ADVANTAGES



3 LARGE CBDs

[Asok, Chit Lom, Sathorn]

6 WELL-KNOWN HOSPITALS

Phramongkutklao Hospital, Phayathai 1/2 Hospital
Ramathibodi Hospital, Chula Hospital

7 GOVERNMENT HQs

[Ministry of Foreign Affairs, Army Medical Department]

13 RENOWNED EDUCATIONAL INSTITUTIONS

Chulalongkorn University [Thailand No. 1 Ranked University]
Triam Udom Suksa School [Highest School Enrollment Rate in Thailand]

MANY MULTINATIONAL CORPORATE HEADQUARTERS



HIGH NET WORTH POPULATION IN THAILAND

Including **Royal Family, Doctors, University Professors, etc.** Many **Foreign Executives** also live here



Over **2600**
doctors



Over **7,000**
University
Professors,
Teachers and
Students



White Collar &
Executives

ADJACENT OFFICE BUILDINGS

Office rental rate is high, most of Thailand's top listed and multinational companies.



- In the first quarter of 2018, the average rent of an office in CBD was about **960THB/month per sqm.**
- Maximum rent was **1,400THB/month per sqm.**
- Non-CBD grade A office space is about **820THB/month per sqm.**



STRICTLY CONFIDENTIAL

<https://remthailand.asia/5-year-trend-of-bangkok-office-market/>

NEW PROJECTS AROUND PHAYATHAI

THE UNICORN by BTS Group



Project : 52 Levels of mixed use complex building comprising retail, office, 4 star hotel and premium serviced residence 52Fl.
Total Area : 100,000 sq.m.

Aspiration One by Sena-Sangfah-Aira



Land Size: 2-3-97.3 Rai, Leasehold value 436 MB 30 years, Leasehold from Crown Property Bureau
Type: Office Building 28Fl.

JRK Tower by JRK Group



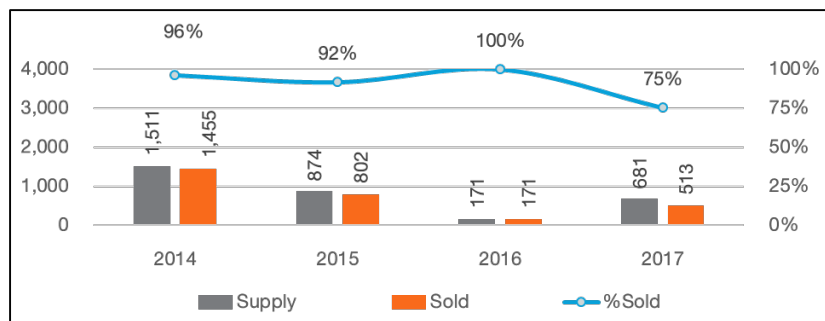
Land Plot Size : approx. 6 rais.
45 storey, Hotel + Retails

DEMAND FOR NEW PROJECTS

RIISING TREND SINCE 2014

(New Project) Supply-Sold between 2014-2017

Absorption Rate				
(U/M/P)	2014	2015	2016	2017
	81.87	44.39	85.50	41.36

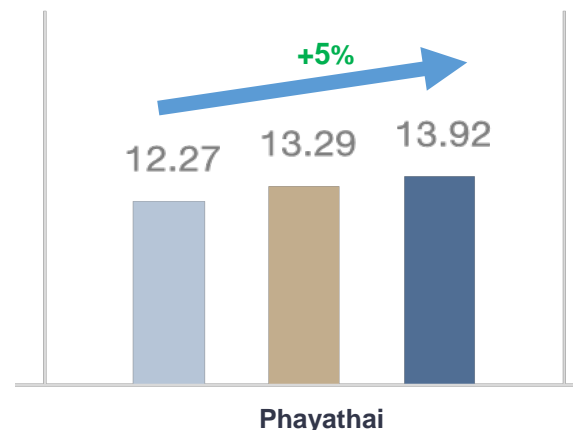


Over the past 3 years, new projects in Phayathai area have been limited, thus received with high-buying rates. Similar projects in the heart of Ratchada area: *Klass Siam, Rhythm Rangum, The Ratchathewi, Maestro 07, Victory Monument, Ideo Q Victory, etc.*

Note: New Project refers to number of units launched by new projects. Launched within 1 year (12 months) (excluding old projects for sale)

(Bangkok Mass Transit) Number of passengers

NUMBER OF PASSENGERS PER YEAR (MILLION PERSON)

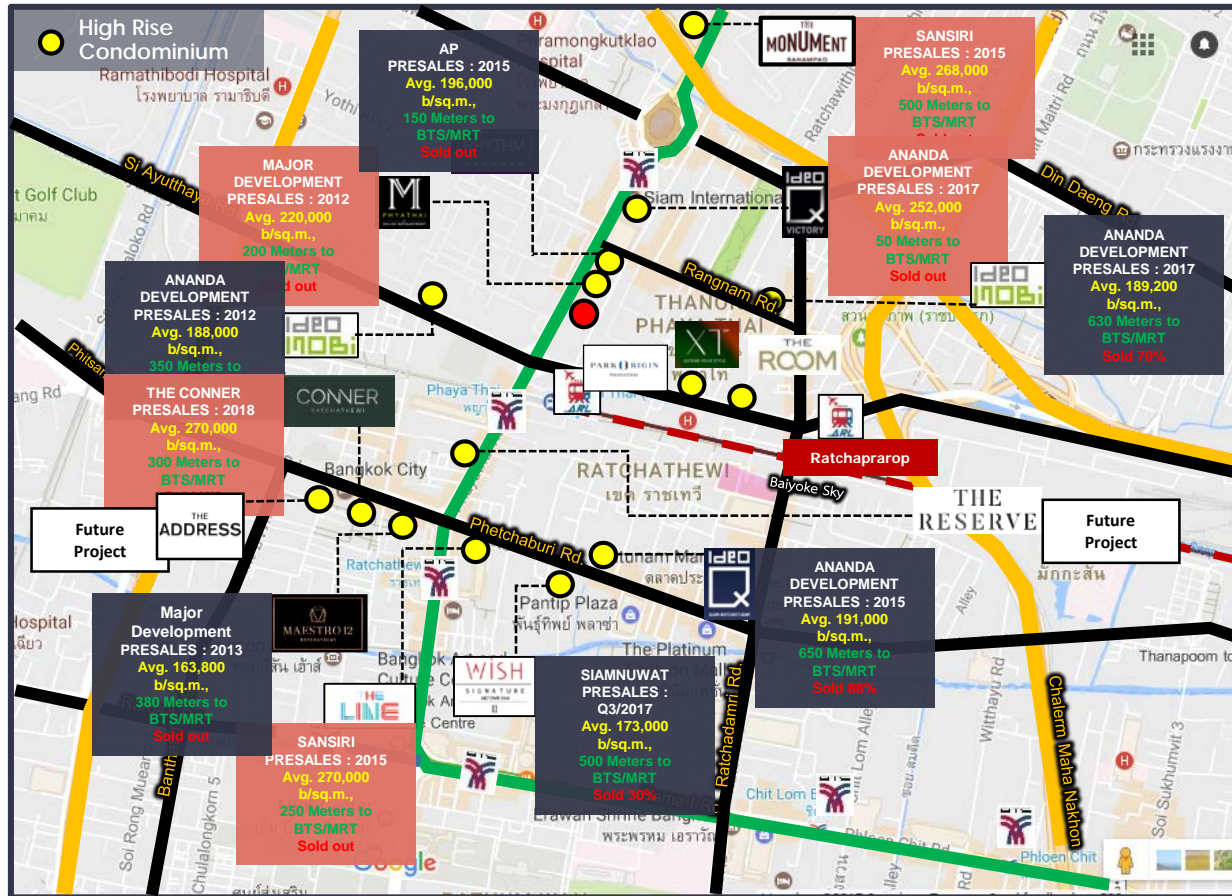


■ 2014 ■ 2015 ■ 2016

- Total number of passengers has increased annually
- Victory Monument station decreased
 - Expected due to relocation of mass transit public buses drop off point around victory monument.
- Passengers prefer to commute via train
 - Resulting in shorter connections time to their destination.

According to Annual Passenger Volume Chart

COMPARISON OF NEIGHBOURING PRICES



STRICTLY CONFIDENTIAL

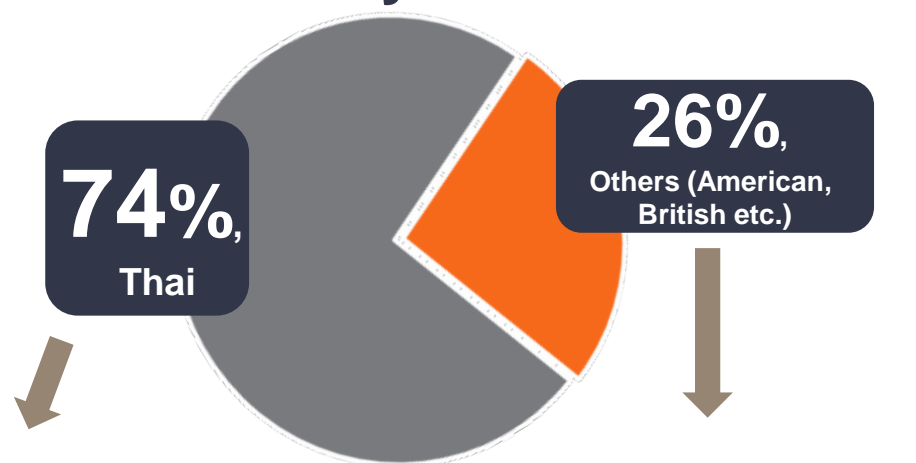
RENTAL YIELD PROJECTION

Type	Rental Price	Rental Price	Rental Yield
	B./ Sq.M./ Month	Baht/ Month	
1 Bedroom	725	31,633	5%
2-Bedroom	821	55,000	5%

5% Rental Yield of Condominiums in Phayathai Area.
(1 bedroom and 2 bedroom units)

- Government Officials / Employees
- Doctors / Medical Staff
- Students
- Embassy Staff in Thailand e.g. United States Embassy, Embassy of the United Kingdom, etc.
- Foreign Expatriates working in multinational companies in the CBD Area.

Nationality of Tenants



- 74% of tenants who rent condos in Phayathai are Thais.
- 26% are American and British working nationals.
- Some are government officials & students who want to live close to work & school.

WHY PHAYATHAI





PARK ORIGIN
PHAYATHAI

ONE
PHAYATHAI

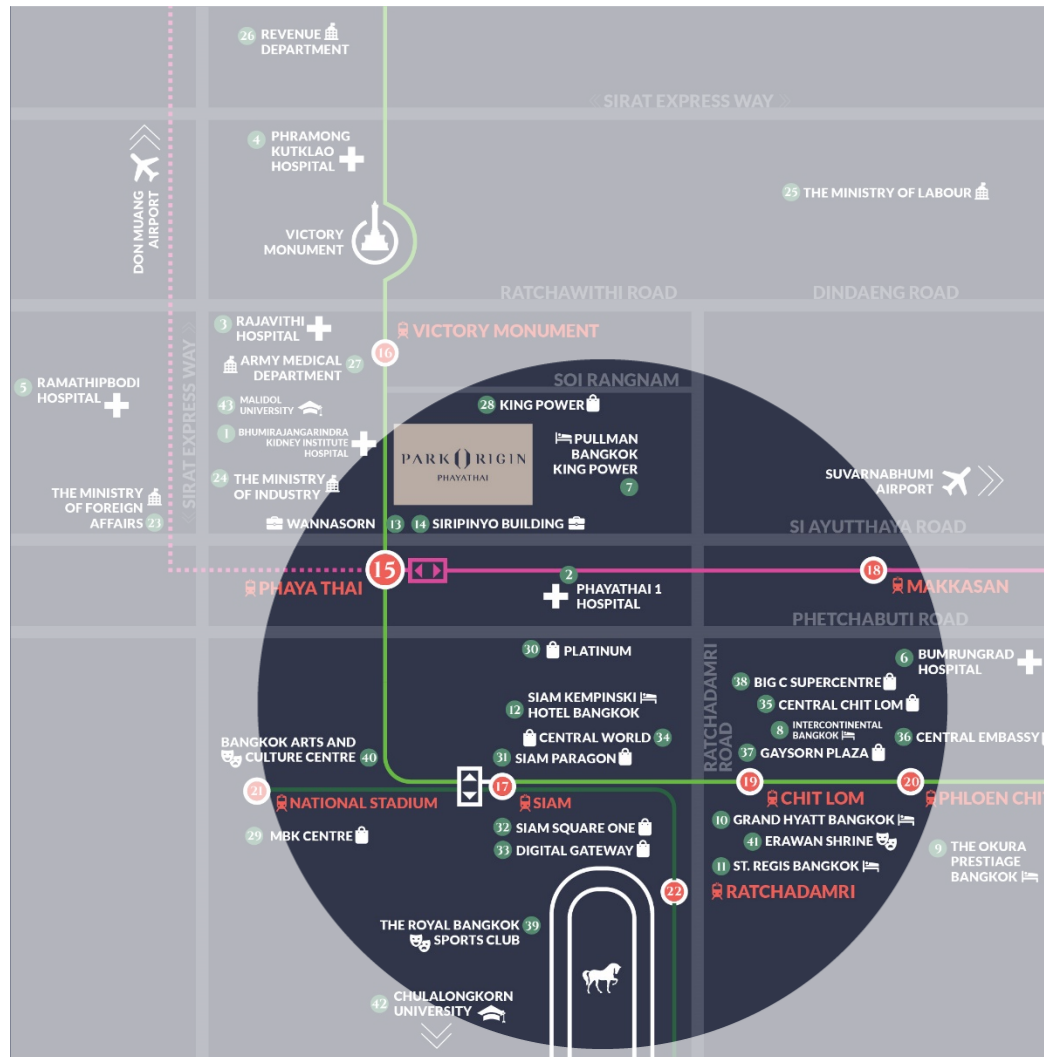
Siam Business District

THE ONLY
Luxury Mixed Development Project









PARK ORIGIN
PHAYATHAI

A PERFECT LIVING PLATFORM

HIGH-CLASS INSTITUTIONS, GRADE A OFFICE, HOSPITALS



TRANSPORTATION HUB IN ONE PLACE

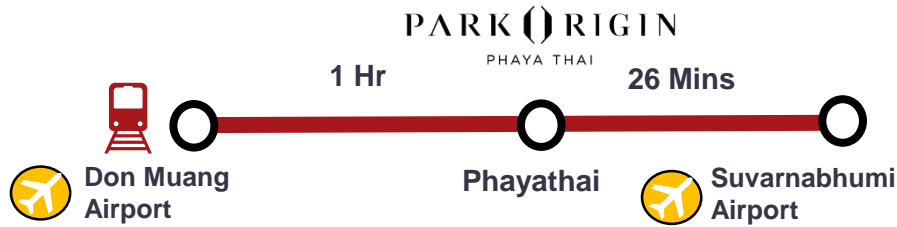
Mo Chit	○	10Min		Chatuchak
Victory Monument	○	1Min		Victory Monument
Phayathai	○			
Siam	○	5Min		Siam Paragon
Chitlom	○	7Min		Four Buddha Temple
Phloen Chit	○	8Min		Grand Embassy District
Asoke	○	11Min		Terminal 21
Phrom Phong	○	13Min		EM District



PARK ORIGIN
PHAYATHAI



AIRPORT RAIL LINK WILL CONNECT 3 AIRPORTS



The Eastern Economic Corridor refers to the economic zone established by Thailand in the southeast coastal areas; Cha Chun Sa, Chonburi and Rayong. These will be set-up as economic zones through the development of high-speed rail, double-track railway, airports, seaports and other infrastructure. These implementations together with various attractive policies, will aim to promote more investment. Resulting in the development of new value-added industries, through innovation and technology to promote Thailand's Economy.



WORLD-RENOWNED HOTEL GROUP MANAGEMENT

PREMIUM HOTEL SERVICE



CONCIERGE



GUEST
RELATIONS



HOUSEKEEPING



MAINTENANCE



·PUBLIC PLACES·
·PRIVATE UNITS(CHARGES APPLY)·

FLOOR DISTRIBUTION OF COMMERCIAL BUILDING



PENTHOUSE – SKYLINE BAR

(Managed by World-Renowned Hotel Group Management)

17-25 Floor –Hotels and Restaurants

(Managed by a world-renowned hotel group)

16 Floor - Office Space

8-15 Floor – Grade A Office Space

2-7 Floor – Carpark

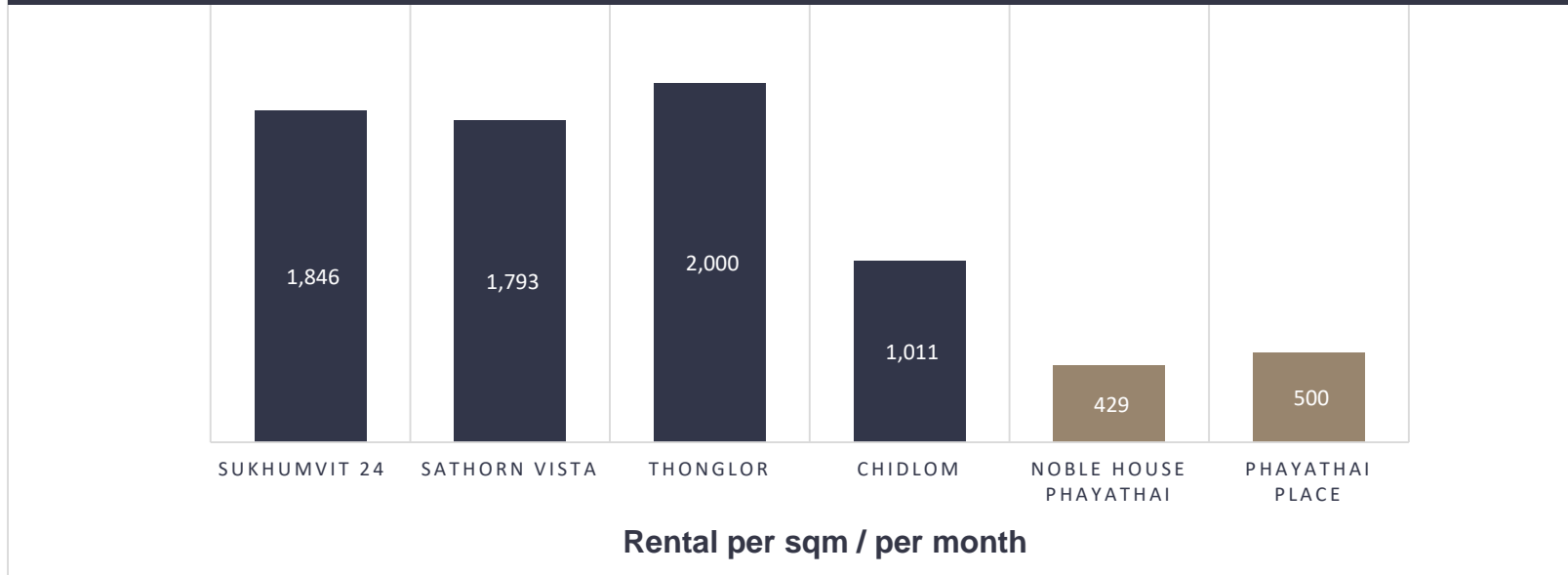
Ground Floor – Shop, Hotel and Office Lobby

Basement - Supermarket

RENTAL COMPARISONS – PROJECTS MANAGED BY A WORLD - RENOWNED HOTEL GROUP

RENTAL
YIELD UP
TO 1.5X
OR MORE

Hotel Group provides management services to provide residents with a hotel-style living environment, the rental potential will also increase

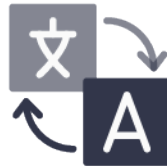


Hotel Group Managed
Residential Projects

Other
Residential
Projects

HOTEL GROUP MANAGEMENT COMPARISON

傲璟·暹罗
PARK ORIGIN
PHAYATHAI



5-STAR HOTEL SERVICE BY WORLD-RENOWNED HOTEL GROUP



GAME ROOM



FITNESS GYM



LOBBY



**PRIVATE DINING
ROOM**



**BUSINESS
LOUNGE**



MOVIE ROOM

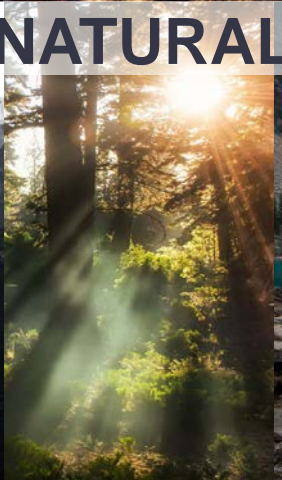
PROJECT CONCEPT

NATURAL ENCLAVE IN A BUSY CITY

URBANISM



NATURAL EXPERIENCE



PARK ORIGIN PHAYATHAI

PROFESSIONAL PROJECT PARTNERS



BUILDING ARCHITECT

Nearly 50 years of experience in construction of residential, commercial, hotels, retail and public facilities.

Providing Customers with full service including architectural design, planning, brand participation, interior and lighting design, project management, throughout Asia's 12 major cities.



LANDSCAPE ARCHITECT

Designing landscapes in line with user's requirements and habits to accentuate and integrate nature with the characteristics of the building.

A professional team made up of designers, investigators, gardeners, architects and engineering staff.

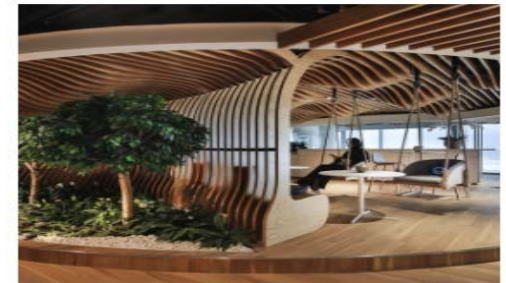


NYE

INTERIOR DESIGNER

More than 400 designers across the globe, providing clients with high-quality building & interior planning services.

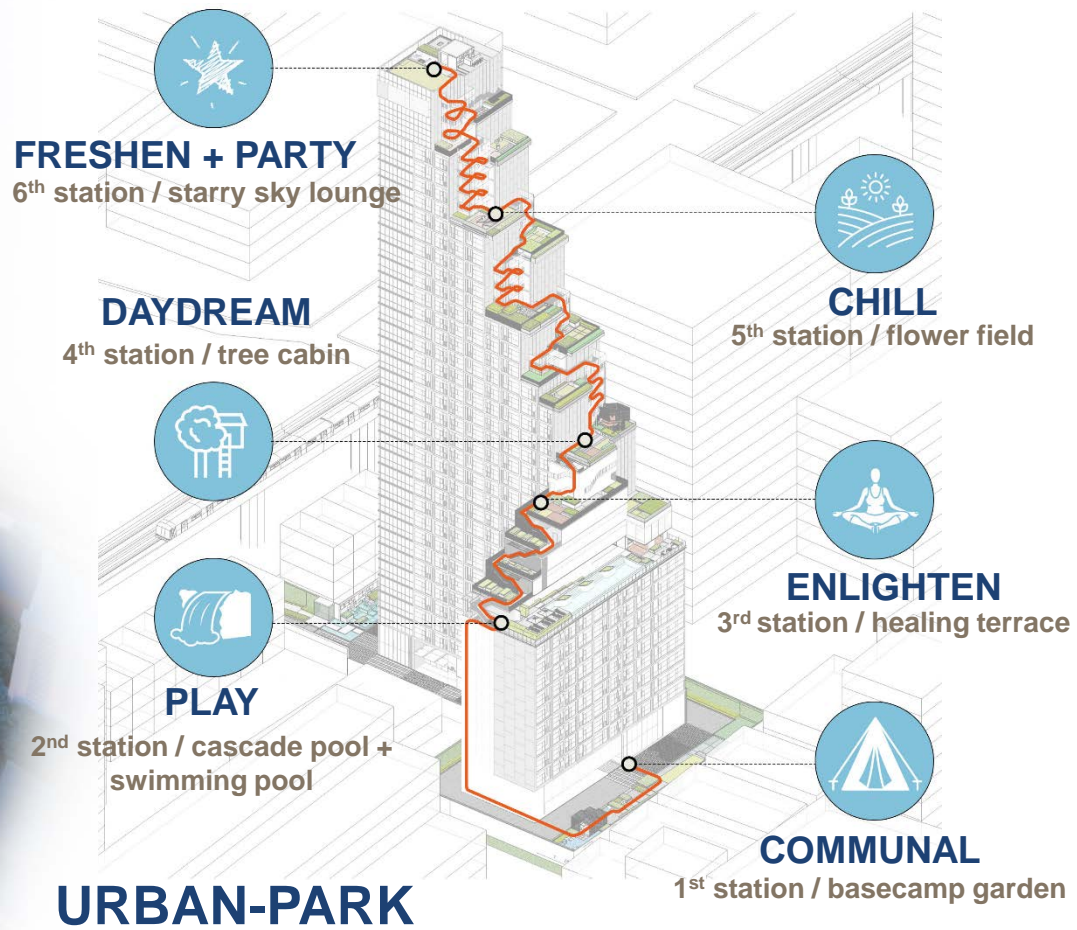
Their goal is to provide excellent interior design encompassing pleasant, healthy, civilized, humanistic and connections.



Smart Dubai Office

DESIGN CONCEPT- SIMULATING NATURE

HIKING UP A MOUNTAIN



URBAN-PARK

DESIGN CONCEPT- SIMULATING NATURE

OUTDOOR
LIFE



WATERFALL



MEDIATION
SPACE



HIGH-RISE
TREE HOUSE



NATURAL
LANDSCAPES



STAR GAZING



All Renderings are subject to change at any time without any prior notice

DESIGN CONCEPT- SIMULATING NATURE

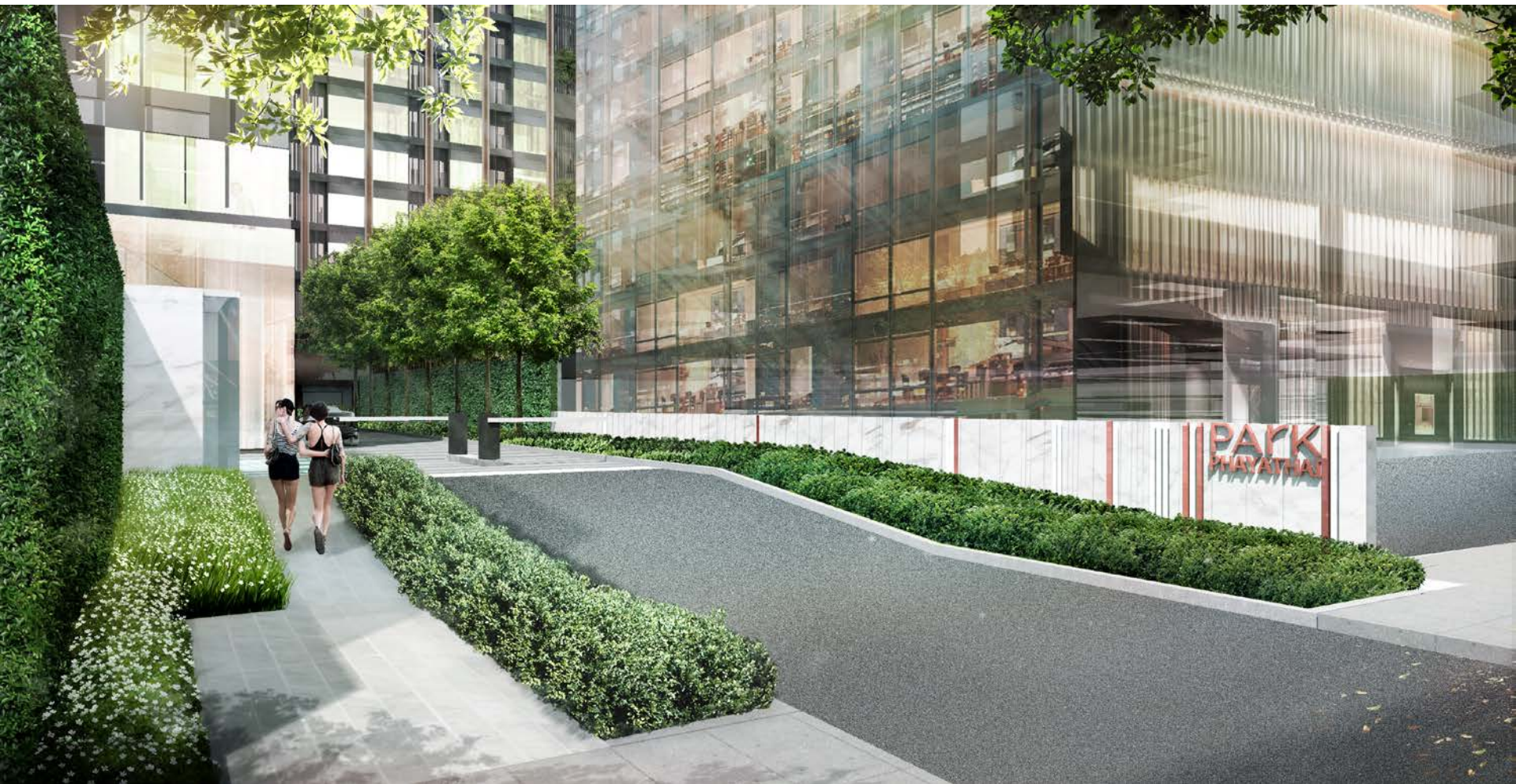
1

COMMUNAL

1st station / basecamp garden



ENTRANCE



LOBBY



GARDEN

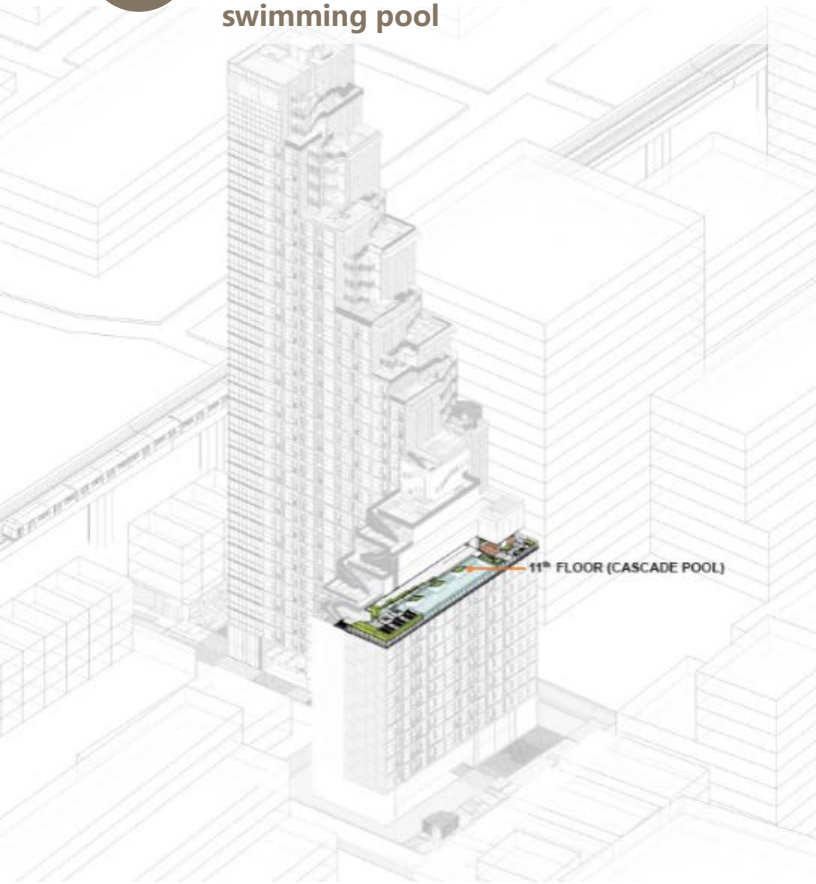


DESIGN CONCEPT- SIMULATING NATURE

2

PLAY

2nd station / cascade pool + swimming pool



SWIMMING POOL



DESIGN CONCEPT- SIMULATING NATURE

3

ENLIGHTEN

3rd station / healing terrace



HEALING TERRANCE



DESIGN CONCEPT- SIMULATING NATURE

4

DAYDREAM

4th station / tree cabin



17th FLOOR PLAN (TREE CABIN)



- ① TREE CABIN
- ② SEATING AREA
- ③ LAWN
- ④ WALKWAY

TREE CABIN



DESIGN CONCEPT- SIMULATING NATURE

5

CHILL

5th station / flower field



DESIGN CONCEPT- SIMULATING NATURE

6

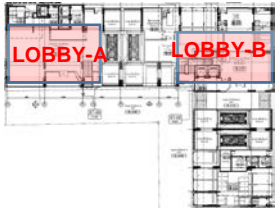
FRESHEN + PARTY

6th station / basecamp garden

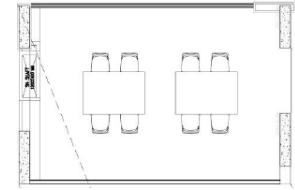


ROOFTOP GARDEN

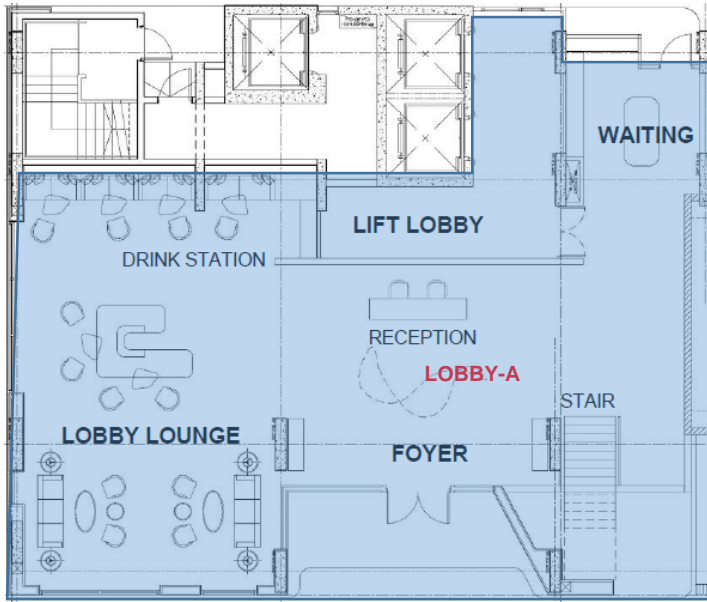




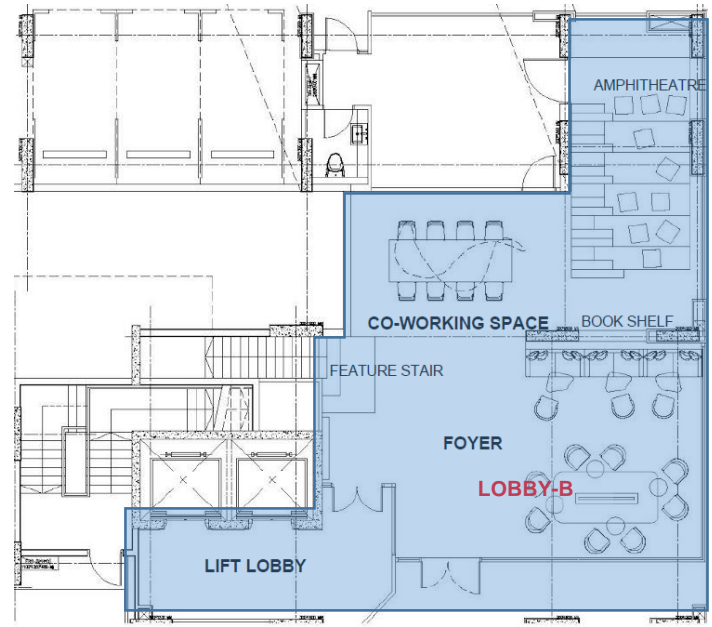
1st Floor



Mezzanine



LOBBY LOUNGE



CO-WORKING SPACE

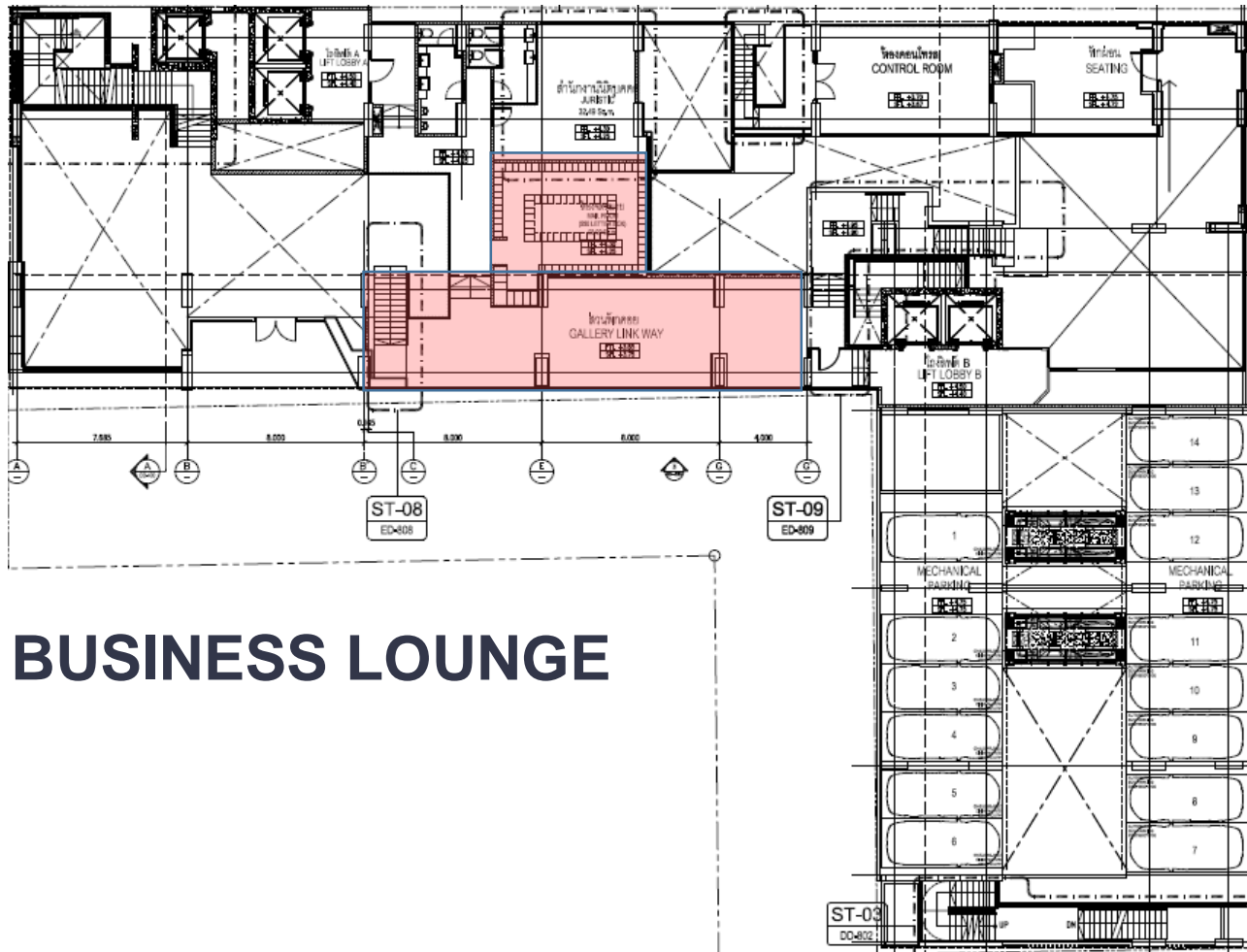
LOBBY LOUNGE



CO-WORKING SPACE AMPHITHEATRE



2nd Floor



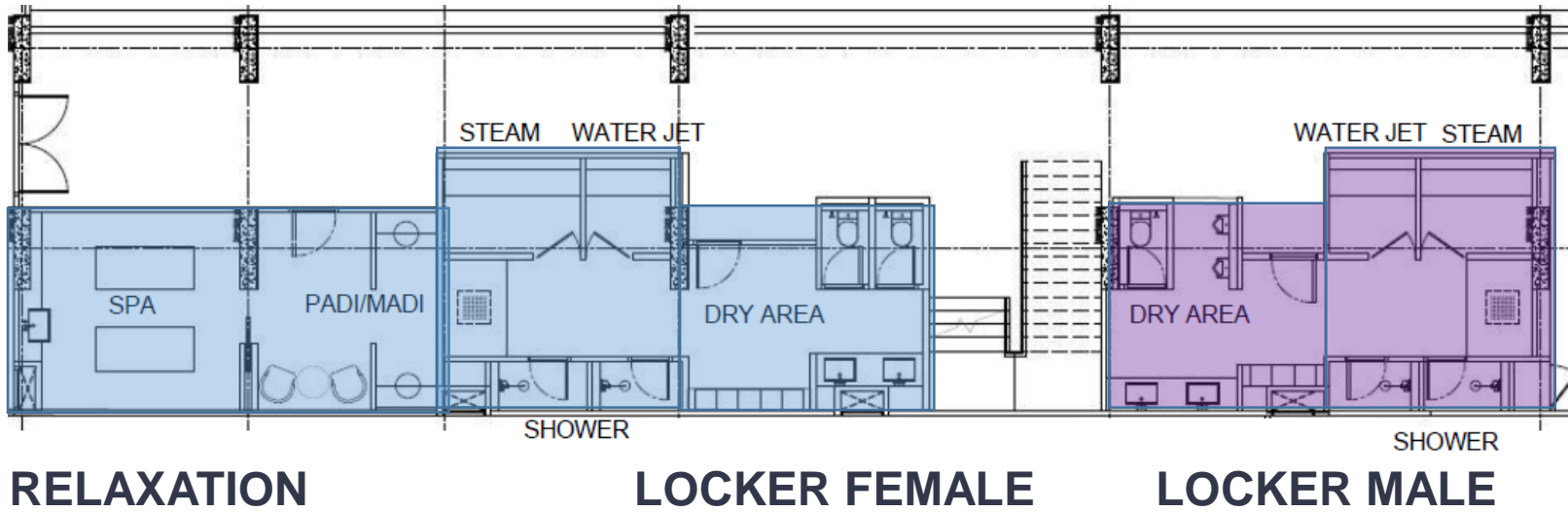
BUSINESS LOUNGE

BUSINESS LOUNGE





12th Floor

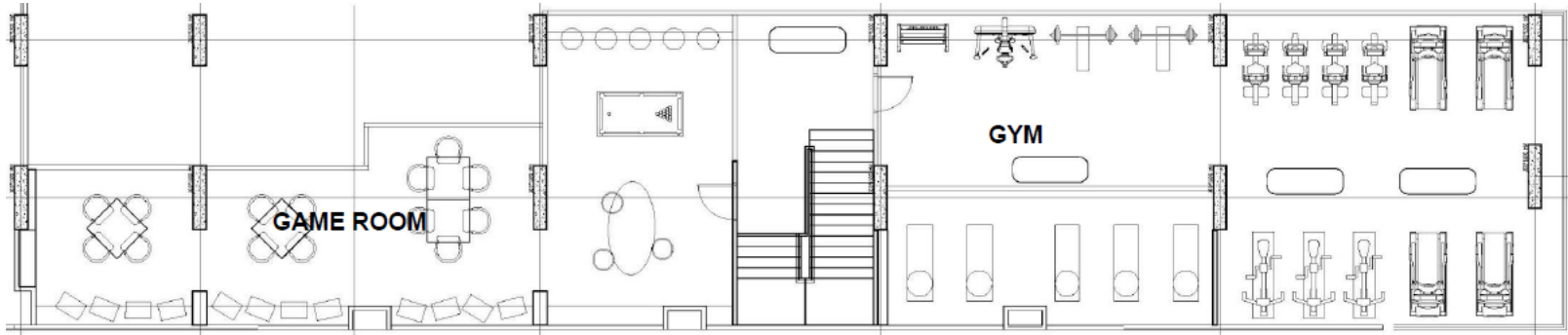




STREAM & WATER JET ROOM



13th Floor

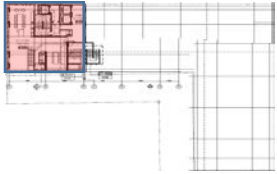




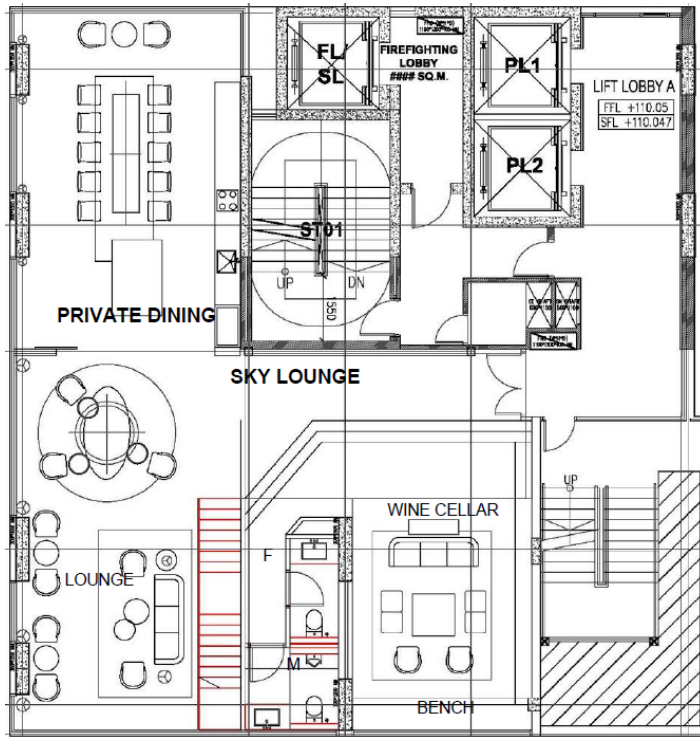
GAME ROOM

FITNESS / GYM

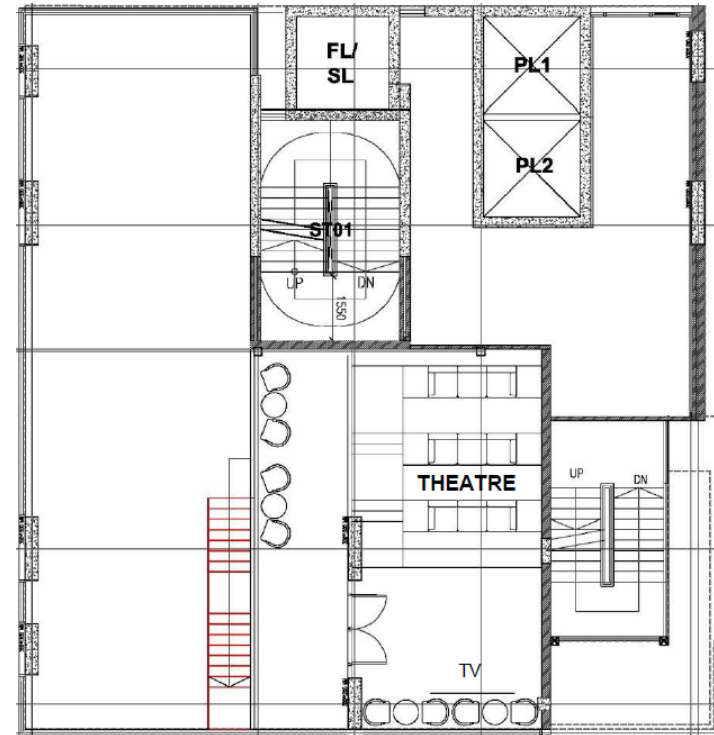




34th - 35th Floor



SKY LOUNGE



THEATER



SKY LOUNGE



PRIVATE DINNING

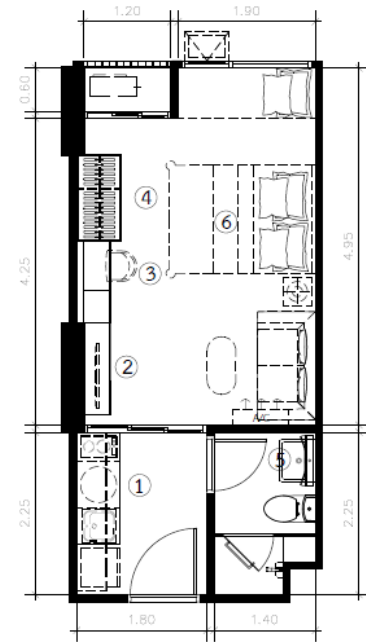
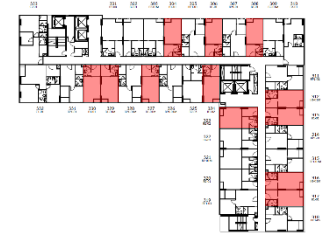
THEATER ROOM



INTERIOR DESIGN CONCEPTS

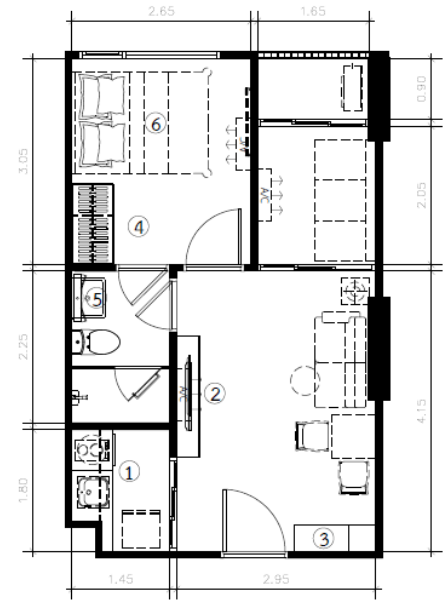
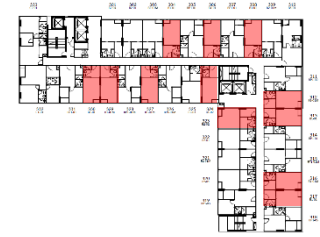


B1 | 1 BEDROOM



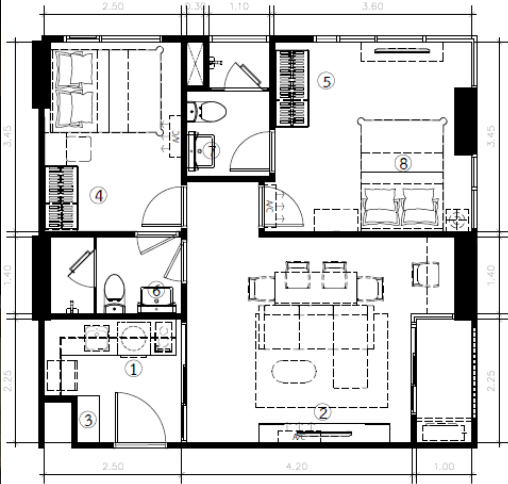
23.80 – 24.50 sq. m.

BP1 | 1+1 BEDROOM



33.00 – 35.80 sq. m.

C1 | 2 BEDROOM



55.00 sq. m.

HOME AUTOMATION SYSTEM



Lighting Control

- ควบคุมแสงสว่าง และ Dimmer ซึ่งควบคุมการทำงานโดย Smart Module ที่มีทั้งแบบ 1 และ 2 channel โดยจะติดตั้งอยู่หลังสวิตช์ไฟ
- เชื่อมต่อสาย N



Curtain Control

- ควบคุมการเปิด - ปิดผ้าม่านและ Shutter โดย Smart Module
- ติดตั้งอยู่หลังเบร็กม่านเดียวกับมอเตอร์ผ้าม่าน
- เชื่อมต่อสาย L กับสาย N



AC Control

- ควบคุมการเปิด-ปิด และปรับอุณหภูมิเครื่องปรับอากาศซึ่งใช้ของ Daikin



Smart Mirror

- Smart Tablet บนกระจกระบบอินฟราเรด ซึ่งสามารถใช้งานออนไลน์ ดู youtube ฟังเพลง หรือดูรายงานสภาพอากาศได้ขณะอาบน้ำ
- เชื่อมต่อด้วยสาย LAN, L และ N
- ขนาด 489*700 mm น้ำหนัก 8.8 kgs



Digital Door Lock

- Digital Door Lock แบบกันโยก
- ปลดล็อคด้วยการกดรหัส และใช้ Key card
- เชื่อมต่อด้วย Z-Wave



Automatic Night Light

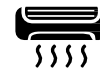
- ควบคุมการเปิด-ปิด หลอดไฟ RGB บริเวณเตียงนอน เนื่องจากเตียงไมเวอกลางคืนผ่านการจับความเคลื่อนไหวของ Motion Sensor
- เปลี่ยนสีไฟได้จาก Application
- เชื่อมต่อสาย L กับสาย N



Digital Lock



Password



Air Condition



Card



Curtain



App



Lighting



Key

SMART HOME EQUIPPED



CONCLUSION

SIAM BUSINESS DISTRICT

Only large-scale commercial and residential mixed development

WORLD-RENOWNED FIVE-STAR HOTEL GROUP

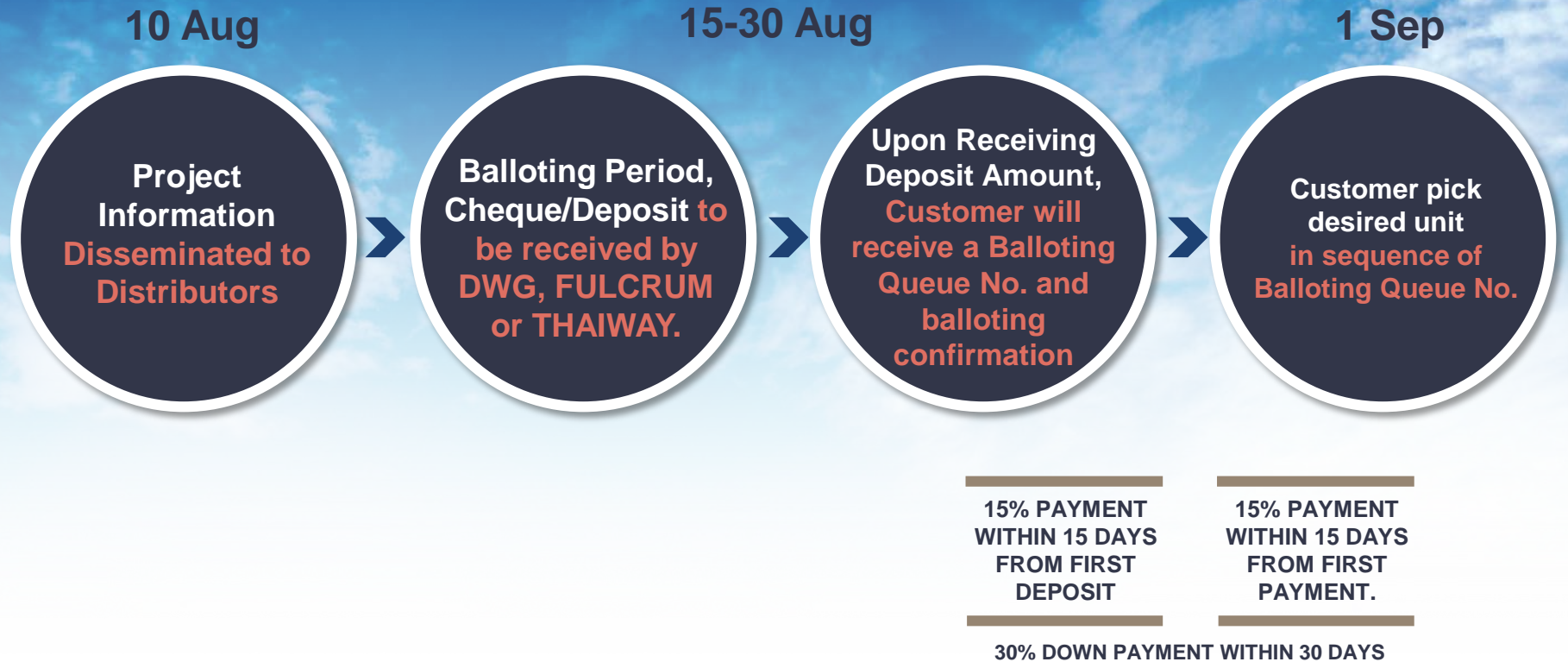
NEAR MULTINATIONAL BUSINESSES, HOSPITALS & SCHOOLS
High-Income/ High-Level Clientele Increased Demand for High-Quality Housing.

SMART HOME

SMALL UNIT TYPES AVAILABLE

PARK  ORIGIN
PHAYATHAI

PURCHASE PROCESS



Early Bird Discount

Before or on 31
Aug, 2018

**FREE
Furniture
package**

+

**Discount up to
THB300,000**

FURNITURE PACKAGE (B1)

23.80-24.50 sq.m



STANDARD FURNITURE

1. Pantry
2. Dressing Table
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Bed Base 5ft.
7. Sofa
8. Coffee Table
9. Dressing Chair
10. Side Table
11. Pantry Cabinet
12. Digital Door Lock
13. Home Automation System
14. Air Condition

FURNITURE PACKAGE (B2)

28.20-29.80 sq.m



STANDARD FURNITURE

1. Pantry
2. Shoes Cabinet
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Dressing Table
7. Bed Base 5ft.
8. Multi function cabinet
9. Sofa
10. Coffee Table
11. Dressing Chair
12. Stool
13. Pantry Cabinet
14. Digital Door Lock
15. Home Automation System
16. Air Condition

FURNITURE PACKAGE (BP1)

30.0-35.8 sq.m



STANDARD FURNITURE

1. Pantry
2. Shoes Cabinet
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Bed Base 5ft.
7. Sofa
8. Coffee Table
9. Dining Chair
10. Dining Table
11. Side Table
12. Pantry Cabinet
13. Digital Door Lock
14. Home Automation System
15. Air Condition

FURNITURE PACKAGE (C1)

53.6 sq.m



STANDARD FURNITURE

1. Pantry
2. Shoes Cabinet
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Bed Base 5ft.
7. Sofa
8. Coffee Table
9. Console Table
10. Side Table
11. Pantry Cabinet
12. Dining Chairs
13. Digital Door Lock
14. Home Automation System
15. Air Condition

FURNITURE PACKAGE (C2)

48.4 SQ.M



STANDARD FURNITURE

1. Pantry
2. Shoes Cabinet
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Bed Base 5ft.
7. Sofa
8. Coffee Table
9. Console Table
10. Side Table
11. Pantry Cabinet
12. Dining Chairs
13. Digital Door Lock
14. Home Automation System
15. Air Condition

FREE FURNITURE PACKAGE (C3)

57.8 SQ.M



STANDARD FURNITURE

1. Pantry
2. Shoes Cabinet
3. Mirror Cabinet
4. TV Cabinet
5. Wardrobe
6. Bed Base 5ft.
7. Sofa
8. Coffee Table
9. Console Table
10. Side Table
11. Pantry Cabinet
12. Dining Chairs
13. Digital Door Lock
14. Home Automation System
15. Air Condition

PARK  ORIGIN
PHAYATHAI

THANK YOU