



For Immediate Release

MahaNakhon rises as Thailand's tallest and most striking architectural landmark

- *Featuring world-class public space comparable with other global capitals*
- *MahaNakhon recognized as 41th Tallest Mixed-Use Building and 85th Tallest Building in the world by CTBUH*
- *Sky Observation Deck and public space to be Bangkok's major tourist attraction after AEC*

BANGKOK, THAILAND – 10 November 2015 – PACE Development Corporation PLC or “PACE”, the company behind the luxury MahaNakhon mixed-use development, announces that 90% of the project's exterior glass cladding has now been installed. MahaNakhon has become Thailand's tallest tower and its most striking architectural landmark comparable to renowned iconic towers in other world capitals. MahaNakhon also features world-class public areas including Sky Observation Deck; an outdoor bar and restaurant; and a public plaza suitable for staging cultural events and similar activities. With construction to be completed soon, MahaNakhon will be one of Bangkok's major tourist attractions ready for the opening of the ASEAN Economic Community (AEC).

As one of Thailand's most visionary companies, PACE was recently invited as **the first and only real estate developer to represent Thailand at The Council on Tall Buildings and Urban Habitat Global Conference 2015 (CTBUH 2015)** in New York during October 26-30th, 2015. **Sorapoj Techakraisri, PACE CEO**, gave a presentation elaborating on his vision for PACE and shared his experience in developing MahaNakhon, Bangkok's architectural masterpiece, with other global property developers, architectural leaders, engineering and construction companies involved in the development of skyscrapers around the world and are CTBUH contributing members. In this regards, **MahaNakhon has been recognized by CTBUH as 41th Tallest Mixed-use Building and 85th World's Top 100 Tallest Tower¹.**

“PACE started MahaNakhon a few years back when the AEC cooperation was still under negotiation. **As a company, we saw a new urban lifestyle trend and decided to translate our vision into reality by developing a luxury landmark.** We believe MahaNakhon has established a new trend and quality standards in Thailand's high-end property sector, giving Bangkok its most unique architectural masterpiece while the project's mixed-use elements comprising branded residences, boutique hotel, luxury retail and dining establishments, are designed to make Bangkok comparable to other world capitals” said Sorapoj

Currently, observation decks at international landmarks are attracting millions of tourists, therefore, developers around the world have put this element as one of key components in the skyscrapers. PACE has also incorporated world-class **Sky Observation Deck** with its 360 degree view across the city at 314 meters into MahaNakhon's program, as well as an outdoor bar and restaurant on the top of the tower. Another public space to attract local and international tourists is **MahaNakhon Square**, a landscaped public plaza, an ideal venue for some of the city's cultural events. All these elements at the MahaNakhon landmark will be ready for the commencement of the ASEAN Community and vision in 2016 welcoming businesses and tourists alike.

Data from MasterCard Global Destination Cities Index revealed that Bangkok is Asia's Most Visited City and ranked no.2 in Top 10 World's Most Visited Cities in 2015. Bangkok has welcomed 18.24 million foreigners

¹ CTBUH's Skyscraper Center cited on Nov 9, 2015. Chosen from architecturally topped-out and completed buildings only

and approximately 29 million Thai tourists in 2015 according to Tourism Authority of Thailand, Bangkok. PACE foresees that MahaNakhon's Sky Observation Deck will benefit from both local and international tourists visiting Bangkok in the near future.

PACE also reports that construction of MahaNakhon has progressed as planned with **MahaNakhon Tower** reaching its highest point at 314 meters in April 2015, and becoming Thailand's tallest landmark. **MahaNakhon CUBE**, the 7- floor lifestyle retail building in front of the main tower, is now 100% complete with the pedestrian bridge providing direct access to Chongnonsi BTS station receiving the finishing touches. The multimedia wall on the CUBE's façade, one of its most outstanding features is currently undergoing testing. PACE plans to dismantle the MahaNakhon Sales Gallery in early 2016 and will re-develop the area as **MahaNakhon Square**, the project's outdoor public plaza. Meanwhile, the interior work of **The Ritz-Carlton Residences and The Bangkok Edition** are also progressing as planned and will be ready for occupancy next year. With the completion of **Sky Observation Deck, restaurant, and outdoor bar** on top of the tower in the near future, MahaNakhon will become one of the key tourist attractions in Bangkok, concluded Sorapoj.

In addition to the MahaNakhon luxury mixed-use development, PACE is developing MahaSamutr and Nimit Langsuan with total potential residential sales worth a combined value of 27 billion baht to be recognized over the next 3 years (2016-2018). PACE currently has backlog worth a total of 14.5 billion baht and the company recently announced plans to develop a residential project on Narathiwas Rajanakarindra Rd. and prepare a feasibility study for the development of luxury villas in Niseko, Hokkaido, Japan. Construction of the MahaSamutr development with both the country club and villas are progressing as planned with the sales of the villas set to commence in early 2016. The luxury Nimit Langsuan condominium was launched earlier this year and achieved almost 100% sales within an unprecedented short period of time due primarily to the vision and commitment to quality that PACE has achieved in its brief history.

PACE also continues to expand its international chain of DEAN & DELUCA fine dining establishments and gourmet markets by recently signing a deal with the Trump Organization Inc to open a DEAN & DELUCA branch at 40 Wall Street in New York. The company also opened a pop-up café last month for the first time outside of any major global metropolitan center, at AKAS Khao Yai development.

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Note to Editors

About PACE Development

PACE Development Corporation Plc is a high-end property developer and lifestyle provider that is committed to offering customers highest quality standards, innovative design and prime location residences. PACE also owns the world's most iconic gourmet food and beverage brand, DEAN & DELUCA. The company is led by a dynamic management team with a strong background in property development and luxury retail management.

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