



For Immediate Release
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PACE announces CUBE Lifestyle and Retail Centre at MahaNakhon 55% successfully leased

- **Completes all Anchor Tenant leasing – *L’Atelier by Joël Robuchon, Vogue Bar, Dean & DeLuca flagship* signed up**
- **Aims to open 6,000 sqm retail centre in 2013**
- **Investment Bht 1,500 million**
- **Achieves highest rentals in Sathorn area**

Bangkok (14 November 2012) – PACE Development Corporation Plc, today announced that the CUBE Lifestyle and Retail Centre, which is a part of the MahaNakhon mixed use development, has successfully leased four floors, or 55% of its 6,000 square metres of floor area, and that it is slated for completion, on schedule, in 2013. MahaNakhon is situated between Sathorn and Silom roads directly next to the Chongnonsi BTS station.

Mr. Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc, said, “**The 7-storey CUBE Lifestyle and Retail Centre is focused on a very special tenant mix of new-to-market, tier-1 international brands that seek the prestige and convenience of a grade A location without being a part of typical mall.** We have signed up some of the world’s most prestigious brands in food and entertainment and they appreciate being part of a top-tier mix of stand-alone tenants brought together in a single mixed-use development.”

He said the Bht 1,500 million CUBE Lifestyle and Retail Centre has achieved the highest rentals in the Sathorn area, averaging Bht 2,500 per square metre per month.

“The CUBE is in a Grade A catchment area that has a high density of top-grade offices, with more than 100,000 high income office workers within walking distance, and BTS and BRT stations linked directly into the building. We are already registering, even without parking, an average of around 1,000 – 2,000 visitors a day at the temporary Dean & DeLuca Cafe, located in MahaNakhon Pavilion. That gives us a lot of confidence in the location’s appeal and we forecast around 10,000 visitors a day to the CUBE,” Mr. Sorapoj said.

He noted that the site also benefits from being one of only a few retail centres in the general area, the first retail centre on the BTS line for riders coming in from Thonburi, and also a strategic location at the BRT/BTS exchange station.

Mr. Sorapoj said three world-class dining experiences will anchor the CUBE, including **Vogue Club**, which will open on the 7th floor of the CUBE by the end of next year, together with **Dean & DeLuca**’s flagship outlet, which will be located on the 1st floor.

Joël Robuchon will also open his first restaurant in Thailand “L’Atelier de Joël Robuchon” at the CUBE at the same time. Joël Robuchon has been titled ‘Chef of the Century’ by the prestigious Gault Millau guide and has the greatest number of Michelin Stars of any chef in the world, totaling 28 stars, for his restaurants located at some of the most prestigious locations around the world.

According to Mr. Sorapoj, “The imminent arrival of the ASEAN Economic Community has generated greater interest among world brands to look at Bangkok as a centre, especially for those brands that have not already taken up a presence here. CUBE has secured first-to-market brands who appreciate the highest quality and infrastructure of MahaNakhon, as well as proximity to other world-class international brands.”

“Our track record as the leading property developer in the ‘very-high-quality’ end of the residential market has helped provide confidence to these top-tier brands,” said Mr. Sorapoj.

He added that the remaining three floors at the CUBE will feature a mix of lifestyle and dining. Leasing would commence for smaller sized tenants from mid January 2013, and the CUBE to be fully leased by the end of February 2013.

PACE is currently constructing Bangkok's tallest building – a 77-floor pixilated tower that will become a landmark feature of Bangkok's skyline when completed in 2015. The tower is a part of the Bht 19,000 million **MahaNakhon** mixed-used development that includes 194 **Ritz-Carlton** branded luxury residences that have been enjoying strong sales, a 150-room boutique hotel, as well as the **CUBE Lifestyle and Retail Centre**.

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Notes to the Editor

***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.*