

## Fact sheet

# CENTRALPLAZA CHONBURI SHOPPING COMPLEX

Located in a prime location in Chonburi Province (Eastern Thailand) with more than 200 brand-name stores on a commercial area of 100,000 sqm, CentralPlaza Chonburi is undoubtedly the largest and most modern lifestyle shopping complex in the Eastern Region of Thailand.

**Opening Celebration** 29 May 2009

**Location** 62-rai land plot on State Highway No.3 (Sukhumwit Rd.), Chonburi Province, an hour drive east of Bangkok and on a passage way to downtown Chonburi and major industrial estates

**Positioning** CentraPlaza Chonburi is the largest and most modern lifestyle shopping complex in the Eastern Region of Thailand, providing complete offerings, including the most modern Robinson Department Store, Carrefour hypermarket, retail shops, restaurants and comprehensive entertainment complex.

**Project Components** <sup>1</sup> **Shopping Complex** 91,500 sqm / 5 floors  
The largest in eastern Thailand with:

- 3-storey and most modern Robinson Department Store<sup>1</sup>
- 5 specialty stores
- more than 200 retail shops including 50 F&B outlets and 7 screen entertainment complex

**Carrefour**<sup>1</sup> 9,000 sqm. / 1 floor  
A well-renowned hypermarket with a wide range of consumer products

**Parking Facility** 48,000 sqm / 4 levels  
Capable to accommodate more than 1,700 vehicles.

Note: <sup>1</sup> The areas were developed and owned by co-project owners, Robinson Department Store Plc and Carrefour Ltd.

## Best Strengths

## Best outstanding signatures of CentralPlaza Chonburi

### 1. Best Location:

- Located in one of the most powerful province of Thailand, the project sits in the city that has a purchasing capability second to Bangkok, surrounded by major industrial estates – Eastern Seaboard, Amata Nakorn, and Laemchabung, for instance.
- Captured approximately 3.1 million people both locals and expatriates within 35-km radius.
- Sited on State Highway No.3 which provides convenient accessibility to nearby major provinces, namely Samut Prakarn, Chachoengsao and Rayong.

## 2. Best merchandising mix for modern lifestyle:

- The range of offerings encompasses Robinson Department Store, five mega stores, 7 cinemas, and over 200 vendors of different sorts.
- Fabulous culinary experience with “Mountain View” atmosphere and well designed restaurants.

## 3. Best Design:

- Transparent skylight and glass façade formulating pleased shopping ambience with natural light and enjoyable town’s landscape.
- Stunning design with different fountains and water-play decorations under the “Miracle of Water” theme.
- Featured along the front of the complex with a 2,000-sqm recreational akin piazza that offers more-than-enough space for relaxation and festivities of the town.

### Target Customers

#### CentralPlaza Chonburi targets two groups of shoppers:

- Resident of over 3.1 million people in 35 km radius.
- Expatriate in industrial estate communities.

### Stores and Services

#### SHOPPING

- **Robinson Department Store** (16,500 sqm)
- **5 Specialized Anchors ‘Mega Stores’**

Offering a wider range of local and imported products in a new stunning shop concept:

- **B2S** (1,000 sqm)
- **Office Depot** (700 sqm)
- **PowerBuy** (2,600 sqm)
- **SuperSports** (1,000 sqm)
- **Tops Market** (2,200 sqm)
- **5-storey shopping plaza** (28,550 sqm)  
Offering more than 200 retail outlets of different sorts.
- **E-Center** (1,250 sqm)  
Offering an exclusive high technology e-center with over 140 shops for trendy lifestyle.
- **Fashion Plus** (2,750 sqm)  
A trendy mix & match fashion center with numerous fashion outlets for every shopper who fascinates with trendy lifestyle.
- **Park Lane** (1,650 sqm)  
A gigantic outdoor retail space housing pet zone, gardening zone and auto zone to fulfill a family needs.

## DINING

- **Over 50 Food & beverage Outlets**

Offering a wide range of the finest food and restaurants for every type of dining: business lunch, family-oriented, quick dining in any occasion.

- **Food Park (1,200 sqm)**

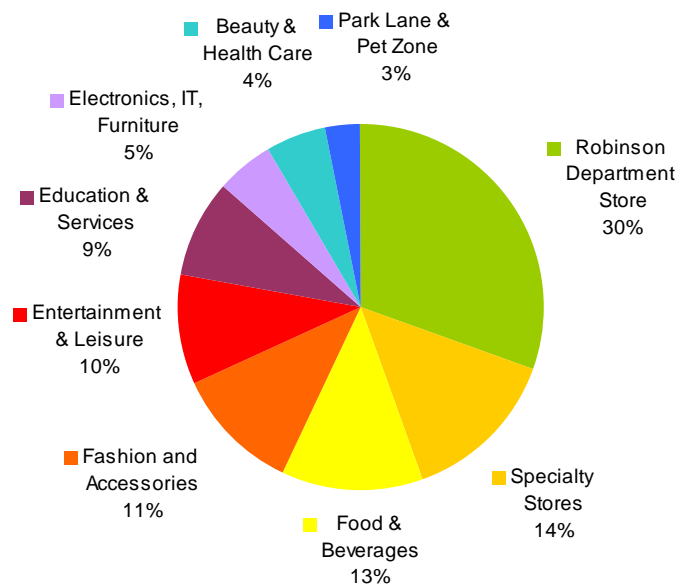
Offering various choices of food and beverages with a backdrop of Chonburi's green and mountainous landscape.

## ENTERTAINMENT

- **SF Cinema City (5,100 sqm)**

Experiencing an enjoyment with superior comfort at SF Cinema City with 7 movie screens of a total capacity of over 1,700 seats.

## Merchandising Mix



## Financial Information Help Sheet

# CENTRALPLAZA CHONBURI SHOPPING COMPLEX

### I. Approximate Project Investment Cost (Bt.mil)

Land		360
Shopping complex <sup>/1</sup>		1,820
Building structure	1,100	
M&E	<u>720</u>	
Parking building		220
Total investment cost		<u>2,400</u>

#### Remark:

- Land is a freehold and booked at cost.
- General description of depreciation:
 

Buildings	25-30 years
M&E	5-15 years
- Depreciation is calculated on straight-line basis.

*Note:* <sup>/1</sup>Investment costs exclude those of Robinson Department Store and Carrefour, which are developed and invested by project co-developers – Robinson Department Store Plc and Carrefour Ltd, respectively.

### II. Operation

#### A. Leasable Area and Contract Type:

- CPN's total leasable area is approximately 48,500 sqm. The area excludes Robinson Department Store and Carrefour which are developed and invested by project co-developers – Robinson Department Store Plc and Carrefour Ltd, respectively. However, Robinson Department Store and Carrefour will be magnets to draw traffic into the shopping complex and CPN's area.

Tenant	Leasable Area (sqm.)	% of leasable area	Tenure	Contract Type	
Anchors	12,600	26%	30 years	Long -term lease	60%
			15 years	Fixed Rent	40%
Retails	35,900	74%	20 years	Long -term lease	1%
			1 - 3 years	Fixed Rent	95%
				% of Sales	4%
	<b>48,500</b>	100%			

- Anchor tenants of 12,600-sqm leasable area are the followings.
  - SF Cinema occupies 40% of the total anchor leaseable area. Rental payment will be collected on a monthly fixed rent basis.
  - B2S, Office Depot, PowerBuy, SuperSports and Tops Market occupy totaling 60% of the total anchor leaseable area. Rental payment will be collected on an up-front (lum-sum) payment<sup>/2</sup>.
- For fixed rent and percentage of sales types of contracts, rental payment is collected on monthly basis.

Note: <sup>/2</sup> Long-term lease tenant is required to pay upfront a lum-sum rental payment, which will be booked as unearned income and amortized as rental income throughout the lease term on straight-line basis.

## **B. Occupancy Forecast:**

- CentralPlaza Chonburi opened on 29 May 2009 with an occupancy rate of approximately 80%<sup>/3</sup>.
- The occupancy rate of CentralPlaza Chonburi is expected to reach approximately 92% by December 2009<sup>/4</sup>.

Note: <sup>/3</sup> Calculated based on total CPN's leasable areas.

<sup>/4</sup> The occupancy forecast is calculated based on actual contract sale, offering letters not yet finalized and CPN's assumption on unsold area. Actual numbers may differ slightly.

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## Gallery

### CENTRALPLAZA CHONBURI SHOPPING COMPLEX

Central Pattana Public Company Limited (CPN) together with its co-developers, Robinson Department Store and Carrefour, opened the new developed **CentralPlaza Chonburi on 29 May 2009**, the largest and most modern lifestyle shopping complex in the eastern region of Thailand, in Chonburi Province (an hour drive east of Bangkok).

CPN invested totaling Baht 2,400 million in this mixed-use development, providing complete offerings including over 200 retail shops, 50 F&B outlets and restaurants, and entertainment complex, CentralPlaza Chonburi is undoubtedly a one-stop lifestyle shopping complex in the heart of business centers and industrial estates of eastern Thailand.

**Figure 1:** The front of CentralPlaza Chonburi Shopping Complex with stunning design of fountains and water-play decoration.



**Figure 2 and 3:** The Grand Opening Ceremony night of CentralPlaza Chonburi, celebrating with fireworks and stunning light and sound effects on a 2,000-sqm recreation akin piazza activity square under a Miracle of Water theme.

(2)



(3)



**Figure 4:** The interior design of CentralPlaza Chonburi with glass façade formulating pleased shopping atmosphere with natural light.

(4)



(5)



**Figure 6:** Five Specialty Stores; B2S, SuperSports, PowerBuy, Tops Market, and Office Depot, fulfil everyone's need.

**Figure 7:** Enjoy SF Cinema City on seven world-class visual and sound quality cinema screens with over 1,700 seats.

(6)

(7)



**Figure 8:** Food Park offers various choices of food and beverages with a backdrop of Chonburi's city



**Figure 9:** Update with the latest fashion trends with a grand assortment of clothes, accessories, and cosmetics at Fashion Plus Zone.

**Figure 10:** Catch up with the latest trends of gadgets, IT equipments and services at E-Center Zone.

(9)

(10)



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