

Factsheet

CENTRALPLAZA CHAENGWATTANA SHOPPING COMPLEX

Within the overall CentralPlaza Chaengwattana Project of 300,000 sqm, the shopping complex comprises 160,000 sqm of retail space, which pledges to revolutionize your shopping experience.

Opening Celebration	27 November 2008
Location	24-rai land plot on Chaengwattana Road, Nonthaburi Province
Positioning	CentralPlaza Chaengwattana is the best interactive lifestyle shopping complex in Bangkok whilst considered as the largest and most modern shopping center in upper Bangkok.
Project Components	<p>Shopping Complex 160,000 sqm / 7 floors – completed. The largest in upper Bangkok with:</p> <ul style="list-style-type: none"> • Central Department Store and 5 specialty stores ^{/1} • Over 300 stores including 50 restaurants and 10 cinemas <p>Office Building 27,000 sqm / 16 floors – completion in April 2009. One of the most modern office buildings in upper Bangkok, established on the 8th floor and the above of the shopping complex</p> <p>Parking Facility 110,000 sqm / 12 levels – completed. Capable to accommodate more than 3,200 vehicles.</p>

Note 1: The area was developed and owned by a project co-owner, Central Retail Corporation.

Best Strengths **Four best signatures differentiate CentralPlaza Chaengwattana from other shopping centers**

1. Best merchandising mix for urban lifestyle:

- The range of offerings encompasses eight unrivaled mega-stores, 10 cinemas, kid learning centers, and over 300 vendors of different sorts.
- Fabulous culinary experiences with family & lifestyle restaurants, international fast food outlets, a remarkable food hall, and fresh & great choice of selections at Tops Marketplace
- Many exciting zones, including Fashion, Health & Beauty, Banking & Service, Furniture & Home Décor, IT Center, Kids & Education and Junction-X.

2. Best Location:

- Located on the side of eight-lane thoroughfare with six entrance and exit points, 10 lines of BMTA bus passing the shopping complex, and nearby U-turns and expressway entrance of Srirach Expressway, which should be able to comfort any increase in traffic and provide easy access to

Pathumthani and Suphanburi Provinces through the Rama IV Bridge.

- Captured the purchasing power of over 1.5 million potential shoppers from more than 640,000 households (3,000 grade-A) within 10 km radius.
- Surrounded by government service centers, banks and leading hospitals of over 80 spots and universities and schools of more than 70 names.

3. Best Technology:

- The 7.5 km LED light box covering all façade in front of the complex, the longest in Southeast Asia and the first in Thailand with a computer-controlled interactive feature, is to revolutionize shoppers with new experiences.

4. Best Design:

- Stunning design of urban city created by a renowned team of architects and retail specialists from the United State.
- Gigantic skylight and 60-metre frontal glass façade formulating pleasurable shopping ambience and pursuing an energy saving program.
- Distinctive column-free design allowing sweeping internal vista without any barrier.

Target Customers

CentralPlaza Chaengwattana aims to attract 60,000 – 70,000 visitors per day.

Marketing Strategies

- Build on a concept of “The Best Interactive Lifestyle Shopping Complex in Bangkok”.
- Reach consumers in new and old traditional ways via coverage in many national and local broadcasts, print media outlets, and innovative events.
- Allocate Bt120 million for marketing and promotions throughout the shopping complex launching period in 2008 - 2009.

Stores and Services

SHOPPING

- **Central Department Store** (35,000 sqm)
- **5 Specialized Anchors ‘Mega-Stores’**

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

- **Tops Marketplace** (3,200 sqm)
- **SuperSports** (1,800 sqm)
- **PowerBuy** (2,400 sqm)
- **B2S** (1,500 sqm)
- **Office Depot** (1,300 sqm)

- **Junction X (1,600 sqm)**
A full range of small shops for trendy teens and young adults.
- **IT Zone (1,600 sqm)**
An extensive selection of consumer electronics and gadgets.

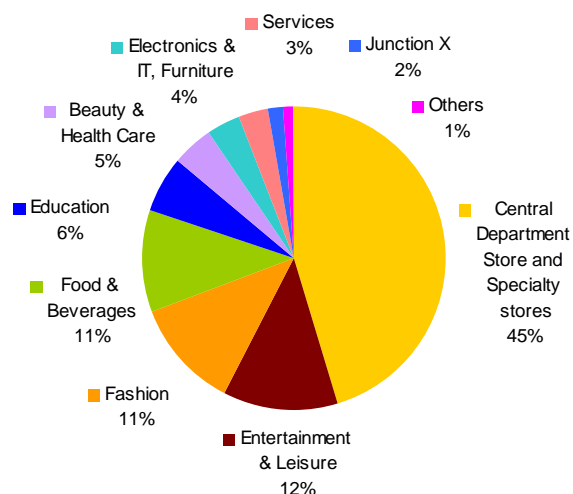
DINING

- **Over 50 Restaurants**
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 (1,900 sqm)**
Offering various choices of Thai and international foods and beverages with 180 degree views (up to 700 seats).

ENTERTAINMENT

- **10 Cinemas (10,000 sqm)**
Experiencing an enjoyment with superior comfort at SFX Cinema with 10 movie screens of a total capacity of 2,000 seats.
- **Fitness First (2,200 sqm)**
Offering everyone the opportunity to improve their health, fitness, and have fun with the fabulous view.

Merchandising Mix



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Help Sheet

CENTRALPLAZA CHAENGWATTANA SHOPPING COMPLEX: Financial Information

I. Approximate Project Investment Cost (Bt mil)

Land		820
Shopping complex ^{/1}		3,170
Building structure	2,050	
M&E	<u>1,120</u>	
Office building		650
Building structure	370	
M&E	<u>280</u>	
Parking building		680
Total investment cost		<u>5,320</u>

Remark:

1. Land is freehold and booked at cost.
2. General description of depreciation:

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

Note:^{/1} Investment costs exclude those of Central Department Store and specialty stores, which are developed by project co-owner – Central Retail Corporation.

II. Operation

A. Leasable Area and Contract Type:

- Total leasable area of approximately 63,000 sqm belongs to CPN. The area excludes Central Department Store and five specialty stores – Tops Supermarket, SuperStort, PowerBuy, B2S, and Office Depot – totaling 45,000 sqm, which is developed and owned by project co-owner, Central Retail Corporation (“CRC”). However, CRC’s department store and specialty stores will be magnets to draw traffic into the shopping complex and CPN’s area.

Tenant	Leaseable Area (sqm.)	% of leaseable area	Tenure	Contract Type	
Anchors	12,200	19%	15 years	% of Sale	100%
Retails	50,800	81%	1 - 3 years	Fixed Rent	94%
				% of Sale	6%
	63,000	100%			

- Leasable area classified as anchor includes SFX Cinema (cineplex house) and Fitness First (fitness center).
- Rental payment of both anchor and retail tenants will be collected on a monthly basis. There is no tenant under lum-sum, or up-front, rental payment.

B. Occupancy Forecast:

- The CentralPlaza Chaengwattana will open on 27 November 2008 with an occupancy rate of approximately 85% and sales progress of 91% as of 31 October 2008 ^{/2}.
- The occupancy rate of CentralPlaza Chaengwattana is expected to reach approximately 90% by the end of 2009 ^{/3}.

Note: ^{/2} Calculated based on total CPN's leasable area.

^{/3} Occupancy forecast is made based on the actual contract sale, offering letters not yet finalized and CPN's assumption for unsold area. Actual numbers may differ slightly.

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