

Factsheet

CENTRALFESTIVAL PATTAYA BEACH SHOPPING COMPLEX

With 240,000 sq.m. of comprehensive mixed-use complex located on the world-renowned beach destination, CentralFestival Pattaya Beach is undoubtedly the major crowd puller of the eastern of Thailand with full range of leading retailers, beach-themed restaurants and world-class entertainment complex.

Opening Celebration 23 January 2009

Location Located on 22-rai land of prime beachfront location in Central Pattaya, an hour drive away from Suvarnabhumi International Airport.

Positioning CentralFestival Pattaya project is the largest natural beachfront shopping complex in Asia with leading international retailers, restaurants and comprehensive entertainment and hotel complex on the seaside town of Pattaya.

Project Components **Retail podium 200,000 sq.m. / 7 floors - completed**
The complete shopping extravaganza with:

- 5-storey Central Department Store
- More than 370 retail shops and 5 anchors including entertainment complex.

5-star hotel - completion in August 2010 (tentative)
A 5-star hotel with 300 luxury rooms managed by the Hilton International.

Parking Facility 67,000 sq.m. / 7 levels - completed
Capable to accommodate more than 2,000 vehicles.

Best Strengths

Best outstanding signatures that distinct CentralFestival Pattaya Beach from other shopping complexes

1. Best merchandising mix for total unique lifestyle:

- CentralFestival Pattaya Beach features “the largest natural beachfront shopping complex in Asia” and the most fulfilled “one-stop shopping complex” in the eastern part of Thailand.
- Providing wide range of elegant shopping retailers, specialty stores and Thailand’s leading department store, “Central Department Store”.
- Fabulous mouthwatering restaurants and food & beverage outlets located on the beachfront terrace with vast array of fresh seafood and international and Thai cuisine. The dining area available from 11:00 am to 2:00 am.
- Full entertainment complex featuring 16 lanes of bowling alley and 10 cinema screens including Thailand’s first and most sophisticated seaview cinema.

2. Best Location:

- Located on Thailand's second most powerful area of purchasing capability (after Bangkok) with 5 million tourists per year from both Thailand and worldwide.
- Magnificent location with two main roads passing the complex; the Pattaya Sai 1 (the Seaside Road) and the Pattaya Sai 2 Road. The complex also faces the sea along 111 meters of the Seaside Road and faces toward the city along 120 meters of the Pattaya Sai 2 Road.
- Easily accessible with convenient transportation from both Bangkok and other parts of eastern Thailand, making Pattaya one of the most popular tourist destinations.
- Surrounded by more than 300 hotels and resorts, 50 tourist attractions, and more than 30 spots of banks, petrol stations and academic institutions.
- No major shopping center in a radius of 80 km. making the complex an unbeatable fashion and dining destination in surrounding suburb area.

3. Best Design:

- Resort style architectures and beautiful designed cascading water feature with beachfront environment offering relaxing and peaceful atmosphere.
- Dining and leisure zone is centered on a sunken piazza with a series of pavilions and cascading terraces to take advantage of the stunning sea views.
- The building draws on the textures of urbanity, creating new public spaces for social interaction. Tiled with glasses the center is giving a comfort and transparent feeling.

Target Customers

CentralFestival Pattaya Beach targets two main groups of shoppers which are:

1. Resident of over 1.6 million people in 80-km radius
2. Tourists
 - **Thai:** Thai tourist numbers 1.8 million a year (or 30% of the total city tourists) and generate income of more than Baht 8 billion to Pattaya. Taking only an hour drive from Bangkok, Pattaya is not only considered as downtown of the east, but also a frequently visit place for Bangkokian.
 - **Foreigners:** With its magnificent sandy beaches and more than 50 fantastic tourist attractions, Pattaya undoubtedly attracts 4 million of foreigners a year with an income of over Baht 40 billion.

Source: Tourism Authority of Thailand, Chonburi Official District 3, as at December 2005.

Marketing Strategies

CentralFestival Pattaya Beach has used its outstanding strengths to determine the marketing strategies by:

- Constantly communicate with target customers through press, television, leaflets, radio, and other advertising strategies both nationally and internationally.
- Allocate Baht 100 million budget for marketing and sales enhancement activities during the period of grand opening and throughout the year of 2009.

Stores and Services

SHOPPING

- **5-storey Central Department Store** (22,000 sq.m.)
- **4 Specialized Mega Stores**
Offering a wider range of local and imported products in a new and stunning shop concept:
 - **Central Food Hall** (3,000 sq.m.)
 - **PowerBuy** (2,000 sq.m.)
 - **B2S** (1,300 sq.m.)
 - **SuperSports** (2,400 sq.m.)

DINING

- **70 beach-themed restaurants and upscale trendy bars**
Housing a numbers of outdoor beach-themed restaurants facing the beach with 360 degree panoramic sea views, dining zone offers a vast array of international fare and fresh seafood, including inventive fusion cuisine. The area opens till 2:00 am in the morning.
- **Food Loft** (2,300 sq.m.) **and Food Park** (1,500 sq.m.)
Offering both international and Thai a la carte cuisine with spectacular seafood as a major draw and serving on the exquisite beachfront terraces.

ENTERTAINMENT

- **SFX Cinema and SF Strike Bowl** (a total of 11,800 sq.m.)
 - Experiencing an enjoyment with superior comfort at SFX Cinema with 10 movie screens of a total capacity of over 2,200 seats.
 - Fabulous place for hanging out with friends and family with brand new 16-bowling alleys.

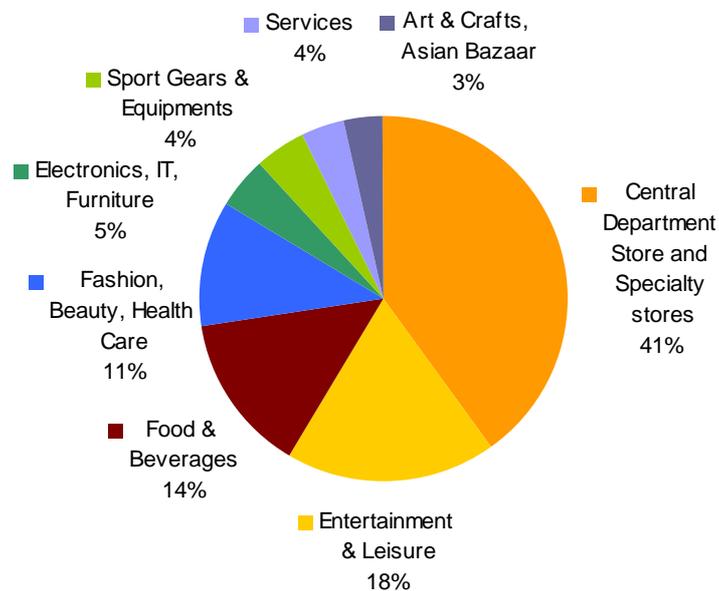
SPECIAL ATTRACTIONS

- **Asian Bazaar** (800 sqm)
Offering a magnificent Asian shopping experience with wide selections of Asian handy crafts, this stop will definitely be the tourist's of-all-time favorite market on the Pattaya Beach.

- **Fashion Plus (1,000 sqm)**

A trendy mix & match fashion center with numerous fashion outlets for every shopper who fascinates with in-trend lifestyle.

Merchandising Mix



For more information please contact CPN Investor Relations: ir@cpn.co.th

Choenporn Subhadhira
Tel: +66(0) 2667-5555 Ext 1614
Email: suchoenporn@cpn.co.th

Kalvatee Thongsumaung
Tel: +66(0) 2667-5555 Ext 1669
Email: thkalvatee@cpn.co.th

Help Sheet

CENTRALFESTIVAL PATTAYA BEACH SHOPPING COMPLEX: Financial Information

I. Approximate Project Investment Cost (Bt.mil)

Land	830
Shopping complex ^{/1}	2,840
Building structure	1,780
M&E	<u>1,060</u>
Parking building	490
Total investment cost	<u>4,160</u>

Remark:

- Land is 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: ^{/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:

- CPN's total leasable area is approximately 58,500 sqm. The area excludes Central Department Store and two specialty stores – Central Food Hall and B2S – totaling 26,500 sqm, which are 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	Leasable Area (sqm.)	% of leasable area	Tenure	Contract Type	
Anchors	20,700	35%	15-30 years	Long-term lease	43%
				% of Sales	57%
Retails	37,800	65%	1 - 3 years	Fixed Rent	95%
				% of Sales	5%
	58,500	100%			

- Anchor tenants occupy 20,700 sq.m. of leasable area are the followings.
 - SF Cinema and SF Strike Bowl occupy 57% of anchor leaseable area. Rental payment will be collected on a percentage of sales basis.
 - PowerBuy, SuperSports, Food Loft, and certain parts of Central Department Store occupy totaling 43% of anchor leaseable area. This group of tenants leases the area for a long-term period².
- For fixed rent and percentage of sales types of contracts, rental payment is collected on monthly basis.

*Note:*² 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:

- The CentralFestival Pattaya Beach has launched on 23 January 2009 with an occupancy rate of approximately 75% and sales progress of 93% as at 31 December 2008³.
- The occupancy rate of CentralFestival Pattaya Beach is expected to reach approximately 90% by August 2009⁴.

*Note:*³ Figures are based on total CPN's leasable areas.

*Note:*⁴ 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.

For more information please contact CPN Investor Relations: ir@cpn.co.th

Choenporn Subhadhira
Tel: +66(0) 2667-5555 Ext 1614
Email: suchoenporn@cpn.co.th

Kalvatee Thongsumaung
Tel: +66(0) 2667-5555 Ext 1669
Email: thkalvatee@cpn.co.th

Gallery

CENTRALFESTIVAL PATTAYA BEACH SHOPPING COMPLEX

Central Pattana Public Company Limited (CPN) together with its co-developer, Central Retail Corporation, opened the new developed **CentralFestival Pattaya Beach on 23 January 2009**, the largest natural beachfront shopping complex in Asia, on Central Pattaya Beach, Chonburi Province, Thailand.

CPN has invested totaling Baht 4,160 million in this mixed-use development. Featuring resort style architecture with more than 370 retail shops, beach-themed restaurants and world-class entertainment complex, CentralFestival Pattaya Beach is undoubtedly one of crowd-pullers of the Eastern Thailand.

Figure 1: The panoramic view of CentralFestival Pattaya Beach overlooks the glass Façade building and beachfront



Figure 2 and 3: The Grand Opening Ceremony night of CentralFestival Pattaya Beach, celebrating with fireworks and stunning light and sound effects on the Sunken Piazza Activity Square

(2)



(3)



Figure 4: The exterior view of the front of CentralFestival Pattaya Beach faces the sea along 111 meters of the Pattaya Sai 1 Road

Figure 5: The back of the shopping mall faces towards the city along 120 meters of the Pattaya Sai 2 Road

(4)



(5)

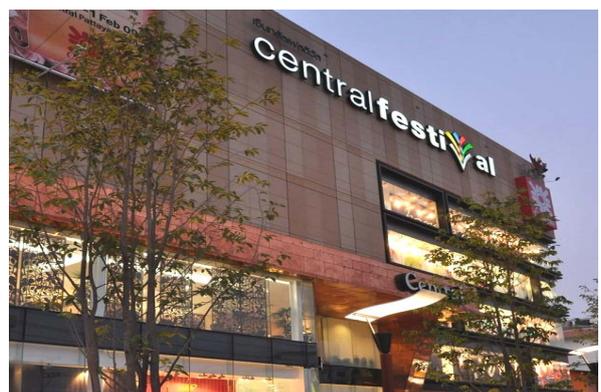


Figure 6: The panoramic sea view from the complex enables every shopper to take advantage of the spectacular sea view



Figure 7, 8 and 9: The interior design of CentralFestival Pattaya Beach with glass façade and bright color textured to enhance visitor experience with more natural light transparency and relaxing resort-style architect.

(7)



(8)



(9)



For more information please contact CPN Investor Relations: ir@cpn.co.th

Choenporn Subhadhira
Tel: +66(0) 2667-5555 Ext 1614
Email: suchoenporn@cpn.co.th

Kalvatee Thongsumaung
Tel: +66(0) 2667-5555 Ext 1669
Email: thkalvatee@cpn.co.th