LH Mall & Hotel Launches the New “Mixed-Use” Flagship Project in North Pattaya’s Prime Location Marking Its First Hotel & Shopping Complex outside Bangkok

In the fourth quarter of this year, LH Mall & Hotel Group is ready to anchor on the heart of North Pattaya with the premier “mixed-use” flagship project with 6,000 million baht in values. This is an ever-evolving mix of hotel-shopping complex outside Bangkok designed to perfectly accommodate shoppers from locals and tourists alike with full-optioned spaces and facilities on the 52,800 sq.m. (33 Rai) area in total.

Mrs. Suwanna Buddhaprasart, Chief Executive Officer, LH Mall & Hotel Co., Ltd. revealed “Completed value of 6,000 million baht, this remarkable flagship project at Pattaya is considered the No. 2 “mixed-use” project of LH Mall & Hotel Group after the success of Terminal21 Centre at Asok, Bangkok. On around 52,800 sq.m. (33 Rai), space features Grande Centre Point Hotel with a cozy 396-guest room, an over 6,000-sq.m. water park, and dedicated meeting and function rooms to facilitate the premium market. Adjacent to the hotel, Terminal21 Pattaya, a 6-floor shopping center fits in the compatibility of cinema, supermarket, Pier 21 Food Hall, and more than 500 famous shops. The premier landmark sets forth in the heart of North Pattaya which can be reached through three main accesses, i.e., North Pattaya Road, Pattaya 2 Road, and Phettrakul Road.
LH Mall & Hotel Co., Ltd. strongly believes in Pattaya’s high potential for investment and its reputation as the genuinely world-class resort destination with the unique natural resource. World-famous for its nightlife and activity-filled seafront, Pattaya area including Koh Larn, Koh Krok, and Koh Sak has plenty to serve the countless tourist’s demand. Not only beach walk, scuba diving, snorkeling, water sports and numerous recreational activities, this resort city hosts to a beguiling range of attractions to explore, such as Sanctuary of Truth, Ripley’s Believe It or Not!, EasyKart, Pattaya Elephant Village, Mini Siam, Pattaya Floating Market, Underwater World Pattaya, and so on. This local tourist authority establishes itself as a significant complex that has everything covered for every group of tourists with every lifestyle and every income class. In the second year of operation, LH Mall & Hotel Co., Ltd. targets the occupancy rate at Grande Centre Point Pattaya will reach 88% with more than 50,000 visitors daily at Terminal21 Pattaya.

Mr. Prasert Sriuranpong, Managing Director, LH Mall & Hotel Co., Ltd. the developer of Fashion Island Shopping Mall, Terminal21 Asok, Terminal21 Korat, The Promenade and Life Center, disclosed “The Terminal21 Pattaya is the first long-term project invested by Land and Houses Group in regional province market. Terminal21 Pattaya, the brand new 6-story landmark homes seven SFX theatres, the 24-hour Foodland Supermarket on 2,000 sq.m. ample space, Pier 21 food court on 2,500 sq.m. with more than 30 selective food stands. The floor areas of the shopping mall are 180,000 sq.m. in total. The maximum clique airport-theme mall that brings the whole world into one destination is ready to offer shoppers the next level of shopping sensation that serves every lifestyle with ‘Market Street’ ambiance. The design is inspired by the essence of world’s top six shopping

destinations comprised of Paris, London, Italy, Tokyo, San Francisco, and Hollywood. The six zones connected through a 39-meter freestanding escalator, the longest one in Thailand's shopping centers. Also, stunning from afar with an over 250-meter extended airplane parking on a runway next to the mimicking Pattaya beach setting, this destination is expected to attract more than 50,000 visitors daily.

Mr. Kitti Worrabanpott, Managing Director, LH Mall & Hotel Co., Ltd. added "Grande Centre Point Hotel, a 32-floor five-star hotel with its eccentric interior design under "A Journey of Discovery" concept, is a cozy holiday destination for captivating unforgettable moments and ideal photos as souvenirs back home.

Next to the remarkable Dolphin fountain roundabout of North Pattaya, the rising 32-storey Grande Centre Point Pattaya is adjacent with direct access to Terminal21 Pattaya Shopping Mall. This is the highlight destination with tons of activities and fully equipped facilities to offer for business, family, honeymooners, and leisure travelers around the world. Each of the 396 Deluxe rooms and suites throughout the property located on the 11th floor and above, provides the panoramic sea view to the invigorating city as a unique complementary which guests can enjoy through the floor-to-ceiling windows and a private balcony. With the exquisite interior design in classic deep blue to the ocean blue accent, the rooms and suites throughout the property exude a zodiac sign character. After dimming down the lights at bedtime, guests are lulled to sleep by the soft glow of starlight. In keeping with the Grande Centre Point brand's principles of comfort and convenience, each room and suite comes with the following amenities as standard. Free Wifi connection is available throughout the hotel. The ice making and vending machine are 24- hour available on every floor. Self-service welcome coffee, tea, and juice at the lobby. Free soft drinks and snacks replenished daily in every guestroom. The hotel adds on special features for ultimate relaxation and entertainment all day comprises of the "Space" theme Water Park with full-facility on the 6,000 sq.m. area, together with three pools with sliders, Jacuzzi, and the safety but splashy Kids' pool. Also, an outdoor observatory deck extension, The Sky Bridge offers another level of photographing experience for family, friends, and honeymooners. One more strength of the Grande Centre Point Pattaya is the meeting and function venues for every occasion. Seats up to 300 pax per each port, these 7 exclusive convertible meeting room with floor-to-ceiling windows allows the meeting delegates to enjoy the cozy atmosphere through the natural light and the spectacular view of the city. Not only for the seminar and recreational activities, but the event area can also be converted to multi-function. Such as Amphitheatre, a formal theatre-style setup to an official conference to a private barbeque party, the glamorous banquet for groups sized up to 150 pax, casual high tea party in the afternoon with picnic-basket catering which the delegates can grab and go to the favorable corner either on the tea table or the picnic lawn. For dining experience, the two restaurants including 'Waves & Wind,' the main restaurant serve up the exclusive breakfast on request and all day dining in the views of the water park and greenery garden; and The Sky 32, the rooftop restaurant on the 32nd storey above Pattaya Bay. Over delicious cuisine, this is the perfect spot to watch 180-degree panoramic view of the sunset sky turning nightly blue with the glittering lights of the whole Pattaya skyline. Guests can witness the extraordinary beauty of Pattaya as never before."

The Grande Centre Point Group of hotels has set its revenue target for 2019 of over 3,000 million baht, an increase from 2018 by 20%. With a yearly occupancy rate registering at 88%, the sign appears to continue this year in well-grown of the overall tourism and hotel business trend. The customer base is from the Asian region including China, Japan, Hong Kong, Korea, Singapore and Taiwan. The group also expects to reach more customers from the Middle East and the US.

"Recently, LH Mall & Hotel Co., Ltd has operated Terminal21 Asok, and four hotels in Grande

Centre Point chain including Grande Centre Point Ratchadamri, Grande Centre Point Ploenchit, Grande Centre Point Terminal 21, Grande Centre Point Sukhumvit 55, altogether with Terminal21 Pattaya and Grande Centre Point Pattaya which soon to be opened at late October 2018. A significant proportion of the Group's property interests at 60:40 shows the profit made from the hotel chain is higher than the shopping centers' profit. As just only one mall of the Group put in a trust fund, the interest from shopping centers are counting from the sales area management of Fashion Island, The Promenade and Terminal21Korat. At the year end, Terminal21 Pattaya will be completely opened and not added to the trust fund. We estimate that total shopping center property turnover will increase to 45%. However, business growth rate is not the main concern. Our true purpose is to build up a long-run sustainability by getting LH Mall & Hotel Co., Ltd registered in the Stock Exchange of Thailand." concluded **Mrs. Suwanna.**