

CGD'S FOUR SEASONS PRIVATE RESIDENCES BANGKOK BREAKS RECORDS WITH 700 MB SALES IN 2-DAY HONG KONG EVENT

- Thailand luxury property developer Country Group Development's Hong Kong Roadshow for Four Seasons Bangkok at Chao Phraya River achieved significant sales 700 million baht sold – the highest recorded of CBRE at a single roadshow for a Thailand luxury property development in Hong Kong.
- Successfully securing the significant interest of Asian buyers in Bangkok property is key to the brand's growth, and affirms its aims to raise the bar of meaningful luxury waterfront living in the region.
- CGD says demand has been driven by strong market knowledge of Asian investors of Four Seasons brand as pioneer of luxury services and conveniences.
- Over 100 groups of investors and buyers attended the exclusive, two day private preview.

Bangkok, THAILAND – 20 May 2015: Country Group Development PCL, the luxury property developer behind the landmark 32 billion baht low density, mixed-use development Chao Phraya Estate on the banks of the Chao Phraya River, today announced that it had exceeded records and market expectation, achieving total sales of 700 million baht for Four Seasons Private Residences Bangkok at Chao Phraya River at its 2-day roadshow in Hong Kong recently.

The roadshow is part of the brand's sales strategy to tap into the Asian market and, according to Ms. Aliwassa Pathnadabutr, Managing Director of property agency CB Richard Ellis (Thailand), "The feedback we received during the event from buyers is they strongly favour the low density, urban resort concept of this particular development and are looking for stand-out properties to add to their growing portfolio. The overwhelming response for this project was because clients recognise they are investing in a piece of future history with Four Seasons Bangkok at Chao Phraya River set to be the world's biggest Four Seasons Private Residence development and also the only waterfront development for the brand in Asia. These are stand-out selling points for our most discerning buyers and investors," she said.

Mr. Ben Taechaubol, Chief Executive Officer of Country Group Development PCL, said, "We are extremely pleased to have achieved the biggest figures to date at an international event for a luxury property. We were confident the event would attract buyers, as the Asian market is very acquainted and fond with Four Seasons, a brand they know promises the epitome of quality, services and amenities, which also holds strong value as a long term investment."

Chao Phraya Estate is due for completion at the end of 2018, with Four Seasons Residential Sales Gallery situated on the development site at Soi Charoen Krung, 64 Charoen Krung Road, Yannawa Sathorn. For further information, please visit www.chaophrayaestate.com.

PRESS ENQUIRIES:

Country Group Development PC

Kwanrudee Maneewongwatthana Executive Director – Marketing & Communications T + 66 (0) 2658 7888

E kwanrudee@cgd.co.th

H+K Strategies Thailand

Marissa Tree

E mtree@hkstrategies.com | M +668 5259 5045

Ampika Jarusombut

E <u>ajarusombut@hkstrategies.com</u> | M +66 8 1837 5869

About Country Group Development

Country Group Development PCL is the real estate arm of Country Group. Active across multiple sectors and markets, the company is able to enhance the value of its properties with superior design, intelligent development and efficient partnerships. Dedicated to enriching lives and inspired built environments, Country Group Development represents an unwavering commitment to quality in all aspects of a project. From concept to completion, its holistic approach unlocks value for both residents and owners.

About Four Seasons Hotels and Resorts

Founded in 1960, Four Seasons continues to define the future of luxury hospitality with extraordinary imagination, unwavering commitment to the highest standards of quality, and the most genuine and customized service. Currently operating 95 hotels and residences in major city centres and resort destinations in 39 countries, and with more than 60 projects in development, Four Seasons consistently ranks among the world's best hotels and most prestigious brands in reader polls, traveller reviews and industry awards. For more information, visit fourseasons.com. For the latest news visit press.fourseasons.com and follow @FourSeasonsPR on Twitter.