

## **Frasers Property Thailand achieves over THB 1 billion in residential pre-sales, underscoring market resilience**

**BANGKOK, 18 JULY 2025**

Frasers Property Thailand has recorded pre-sales of over THB 1 billion across three recently launched new residential projects, reflecting sustained homebuyer demand for quality projects that are attuned to the needs of the modern consumer.

Despite the challenging market conditions, the company's more than THB 1,000 million in pre-sales include its new premium townhome project, GOLDINA Sukhumvit–Bearing, which secured THB 350 million in pre-sales, as well as two premium detached house projects under the GRANDIO brand: GRANDIO Khon Kaen–Mitraphap, with THB 350 million in pre-sales, and GRANDIO Korat–Terminal, with THB 300 million. The projects were launched between May and June this year.

**Pawarun Udomsiri, Senior Executive Vice President, Housing Project Development of Frasers Property (Thailand) Public Company Limited (“FPT”)**, identified understanding of areas and resident insights as a crucial factor in navigating market volatility, serving as the core foundation for developing residential projects that truly meet the needs of modern consumers. He said, “Whilst the residential housing market trend remains challenged by various factors, the sales performance of our recently launched projects reflect the confidence that homebuyers have in Frasers Property's quality homes, their unique value proposition and their lasting appeal.”

Frasers Property's encouraging sales performance has been buoyed by factors such as government stimulus measures for the property sector, a downward trend in interest rates, and the development of transport infrastructure in areas where its projects are located, serving to enhance connectivity between Bangkok's suburbs and central business districts.

This success stems from the implementation of three core strategic approaches, including:

- 1. Prioritising consumer needs:** Frasers Property Thailand places strong emphasis on understanding consumer insights for each location and target segment, applying this from conceptualisation and design to creating functional living spaces and an attentive after-sales service. For instance, the GOLDINA Sukhumvit–Bearing project features a new housing design under the concept "Urban Energy with Inner Peace", which reflects the aspirations of a new generation of consumers who seek modernity and simplicity while maintaining a sense of stylish elegance. The interior design and functions of GOLDINA Sukhumvit–Bearing are thoughtfully tailored for real living needs, including an indoor laundry room, multi-purpose spaces that are configurable as work areas or additional bedrooms, and pet-friendly common areas. In addition, the company places strong emphasis on the selection of materials and innovation, ensuring sustainability and energy efficiency to enhance overall quality of life for residents.

2. **Creating tangible value:** Frasers Property Thailand focuses on delivering homes that are more than just investment assets; its homes are living spaces that aim to offer convenience and help fulfil the aspirations of residents. The company continues to expand quality projects beyond Bangkok to major provincial cities such as Khon Kaen and Nakhon Ratchasima under the GRANDIO brand. Designed under the concept "A Dream Comes True," these homes feature Luxury European-style architecture that reflects the elegance of dream homes, sited within strategic locations with convenient transport access, well-developed utilities infrastructure and proximity to education and healthcare amenities.
3. **Financial stability:** Frasers Property Thailand maintains a strong and sustainable financial position, built on solid business foundations as a fully-integrated real estate company operating across residential, industrial, and commercial sectors. This strength enables the company to continue investing in and developing projects in high-potential areas even amid market challenges.

At the same time, Frasers Property Thailand is committed to improving residents' quality of life while driving sustainable development. Initiatives include the use of environmentally friendly construction materials and solar panel installations across residential projects. The company is also continually raising industry standards—becoming the first property developer in Thailand and Southeast Asia to receive LEED Gold certification for its residential properties, with functional and design elements that serve as a model for future developments.

"All of this reflects the evolving needs of modern consumers who seek homes that go beyond just shelter—offering safety, functional design, and flexibility that supports evolving lifestyles. These values are at the heart of what Frasers Property Thailand delivers in every project, in line with the Group's Purpose - *Inspiring experiences, creating places for good.*," **Pawarun** concluded.

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#### **About Frasers Property (Thailand) Public Company Limited**

Frasers Property (Thailand) Public Company Limited ("FPT"), a subsidiary of Frasers Property Group is a leading integrated real estate platform with multi-asset class expertise. FPT's platform consists of 1) Residential business: developing high-quality housing projects comprising single-detached homes, townhomes, and condominiums in various locations with different segments; 2) Industrial business: leasing ready-built factories and rental warehouse spaces located in strategic industrial and logistics locations throughout Thailand; and 3) Commercial business: managing Grade A office and retail spaces as well as hospitality services, located in Bangkok's central business district. FPT is also the sponsor and manager of Thailand's largest industrial REIT, Frasers Property Thailand Industrial Freehold & Leasehold REIT ("FTREIT"), which is focused on industrial and logistics properties in Thailand, while GOLD is a sponsor and property manager of Golden Ventures Leasehold Real Estate Investment Trust ("GVREIT"), a REIT focused on commercial properties. FPT, FTREIT and GVREIT are listed on the Stock Exchange of Thailand.

For more information on FPT, please visit: [frasersproperty.co.th](https://frasersproperty.co.th).

#### **About Frasers Property Limited**

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group"), is a multinational investor-developer-manager of real estate products and services. Listed on the Main Board

of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$38.9 billion as at 31 March 2025.

Fraser's Property's multinational businesses operate across five asset classes, namely, commercial & business parks, hospitality, industrial & logistics, residential and retail. The Group has businesses in Southeast Asia, Australia, the EU, the UK and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Fraser's Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Fraser's Centrepoint Trust and Fraser's Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Fraser's Property (Thailand) Public Company Limited is the sponsor of Fraser's Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on its people, Fraser's Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It is committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Fraser's Property believes in the diversity of its people and are invested in promoting a progressive, collaborative and respectful culture.

For more information on Fraser's Property, please visit [frasersproperty.com](https://frasersproperty.com) or follow us on [LinkedIn](#).

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