

Samyan Mitrtown transforms retail space with “Urban-life Library” concept and “Inspiring Everyday Experience” placemaking strategies

BANGKOK, 23 MARCH 2021

Samyan Mitrtown is the completed mixed-use project on Rama IV Road which provides a live-work-play experience with its office, retail and residential components as well as hotels. With a development value of over 9,000 million baht, the project has been designed with the “Urban Life Library – Food and Learning Hub” concept in mind to provide a one-stop station for shopping, dining, working, and recreational purposes. Completed at the end of the year 2019, this development is under Frasers Property Commercial (Thailand) Company Limited, a developer of Grade A commercial buildings in the heart of Bangkok and also one of the main businesses of Frasers Property Thailand (“FPT”) – the first fully integrated real estate platform in Thailand.

Ms **Thirnant Kornsritipa**, Executive Vice President of Retail Business Development of Frasers Property Commercial (Thailand), revealed: “We will drive the retail business with the “Inspiring Everyday Experience” strategy to create a modern retail space. By reinforcing the Urban-life Library concept, Samyan Mitrtown will be an attractive destination in the heart of Bangkok, offering an array of lifestyle and community experiences for all generations.”

The transformation of the retail space will focus on three key areas:

1. Partnerships with famous restaurants to serve all generations and lifestyles

Since February this year, Samyan Mitrtown has gradually opened a total of 11 restaurants to serve a greater variety of food with different types, nationalities, and price ranges. These include:

- ◆ Korean Fever with “K-strEAT”, the first kingdom of Korean food in Thailand offering all Korean menus in one destination to meet the popular trend of Korean series during the work-from-home period;
- ◆ Trending restaurants;
- ◆ Eim Sabai Kra Pao (Good taste, great price) – Starting from 40 baht, friendly for all budgets.

2. Create inspiration and spark knowledge through spaces and activities

Learning space such as Samyan CO-OP (free co-learning space for everyone) and Medium & More (the art and craft centre with a new concept for art lovers) will be offered to customers. Samyan Mitrtown will also organize workshop activities and events to engage the customers.

3. Placemaking – Create activities that allow community interaction

Focused on improving the quality of life of our customers and the community, there will be a dedicated zone for creative and inspiring activities. For instance, the mall will look into giving back to society by cooperating with leading partners to arrange educational or corporate social responsibility events such as the presentation of students’ theses.

The space utilisation is allocated as follows:

1. The Eating Library (50%)

This zone provides a selection of food to serve customers with various needs.

2. The Learning Library (25%)

This zone is open for learning and skills development.

3. The Living Library (25%)

This zone is equipped with essentials for an urban living lifestyle.

Frasers Property Commercial (Thailand) Group has adapted its retail business to meet the rapidly changing needs of customers. Over 6,000 square meters in Samyan Mitrtown, including Samyan Mitrtown Tunnel, the front area of the project, sky garden, and other activity zones are transformed into placemaking spaces.

“At present, over 53,000 visitors have returned to Samyan Mitrtown which is around 84% compared to the period before the COVID-19 pandemic. Furthermore, the occupancy rate of store space is about 97%. To celebrate Songkran Festival, Samyan Mitrtown has arranged an activity of ‘Samyan Mitrtown – Endless Summer’. Through the route of the Endless Summer decoration, the visitors will enjoy the photogenic decoration with an underwater atmosphere which is to mimic an aquarium at Samyan Mitrtown Tunnel and the connected area in Basement 1 in the Disco Blue theme. It is open every day from 11:00 am to 10:00 pm. Inside the mall, there will be other themes to enjoy with such as the Sunrise theme on the G floor. In addition, they can enjoy activities in the Surf Club zone. It will be a signature event at Samyan Mitrtown to bring an exciting experience to visitors in summer.

Visitors can also enjoy this event today until 30 April 2021. Samyan Mitrtown opens daily at 10:00 am – 10:00 pm and its 24-hour zone is also open as usual. The dine-in area will be in-service from 6:00 am – 11:00 pm.

We will implement COVID-19 preventive measures throughout the event to ensure the health and safety of our customers. We are confident that these strategies will boost the number of Samyan Mitrtown visitors in the second quarter”, added Ms Thiranant.

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About Frasers Property Commercial (Thailand) Group

The Frasers Property Commercial (Thailand) Group is a leading commercial real estate developer which offers rental office spaces, retail business, hotels and serviced apartments, as well as mixed-use projects. All of the development projects are located in the central business district of Bangkok. Some of well-known projects are Samyan Mitrtown, FYI Center, Sathorn Square, Park Venture, Golden Land, W Bangkok Hotel, and The Ascott Sathorn Bangkok. Nowadays, the ‘commercial’ group has a total of 5 office buildings and mixed-use projects with a total usable area of 240,000 square meters. Also, it has over 1,100 hotel rooms and serviced-apartments. Therefore, Frasers Property Commercial (Thailand) is regarded as one of the top commercial developers of the country.

For more information, please visit www.frasersproperty.co.th/en/what-we-do/commercial.

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 through its subsidiary, Golden Land Property Development Public Company Limited (“GOLD”) has businesses in Industrial, Residential, Commercial and Hospitality property in Thailand.

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, GOLD, FTREIT and GVREIT are listed on the Stock Exchange of Thailand.

For more information, please visit www.frasersproperty.co.th.