

NEWS RELEASE

One Bangkok: Newest Neighbourhood Opens in the Heart of Bangkok

Multifaceted leisure & lifestyle destination opens its doors, offering standout retail experiences with something for everyone

- Over 10,000 people joined in the opening celebration of Bangkok's latest must-visit destination.
- One Bangkok held a star-studded celebratory event on 25 October with notable guests including Calum Scott, Loren Allred and PP Krit Amnuaydechorn.
- One Bangkok Retail has a total net lettable area of 160,000 sqm, with two out of three of the distinct but interconnected shopping destinations now open. POST 1928 to open in next phase.
- Shoppers can explore Made in One Bangkok, an exclusive collection of immersive and unique concepts crafted specifically for and by One Bangkok.

BANGKOK, 25 OCTOBER 2024 – On Friday, 25 October, One Bangkok, the city's newest neighbourhood connecting the business districts of Sathorn and Silom with Rama IV Road, officially opened to the public, marking a historic moment for Bangkok. Today's celebration unveils a dynamic, multifaceted destination that blends retail, work, leisure and living into a vibrant, holistically integrated district. One Bangkok offers a complete lifestyle experience, featuring premium offices, luxury and lifestyle hotels, upscale residential towers, diverse retail experiences, and a pulsating year-round lineup of arts and culture activities.

"Today marks the opening of One Bangkok, ushering in a new era for the city's newest district. This landmark project, years in the making, embodies the pinnacle of work, live and play experiences this city has to offer. As one of Thailand's largest private sector development projects, we have brought together the collective expertise and experience from Frasers Property's signature real estate projects across our multinational portfolio into a smart, sustainable and fully-integrated district in the heart of Bangkok. We celebrate the realisation of this vision and look forward to One Bangkok taking its place in the hearts of Bangkokians, tourists and visitors alike as a world-class destination for all to enjoy," said **Panote Sirivadhanabhakdi, Group Chief Executive Officer of Frasers Property Limited, the development manager of One Bangkok.**

To commemorate this special occasion, One Bangkok hosted an exclusive evening performance by Auditoire, one of the producers renowned for their work on the Paris 2024 Olympic Games opening ceremony and other prestigious global events. The opening was attended by over 10,000 VIP guests and members of the public, featured performances by world-renowned artists, including British singer, **Calum Scott**, who gained international fame with his breakthrough on Britain's Got Talent in 2015, and American singer and actress **Loren Allred**, known for her platinum-selling track '*Never Enough*' from the musical film *The Greatest Showman*. Adding to the evening's star power was Thailand's very own superstar, **PP Krit Amnuaydechorn.**

The red-carpet event was graced by Thailand's superstars and celebrities including **Bright-Vachirawit, Sunnee Kewalin, PP-Krit, Anne-Thongprasom, Aff-Taksaorn, Nonkul-Chanon, Dew-Jirawat, Zee-Pruk, NuNew-Chawarin, Blue-Pongtiwat, James-Jirayu, JJ-Kritsanapoom, Thanaerng-Kanyawee** along with **Toon-Artiwara, Foei-Patara, Nicky-Nachai, Leesaw-Teeratep**, and many more. Distinguished guests, including local high-ranking officials and foreign business leaders, were also in attendance, adding to the event's prestige and significance.

From now till 30 October 2024, visitors can experience the enchantment of 'The World's Largest Architectural Laser Mapping Show' at One Bangkok every evening from 7PM – 12AM. This spectacular

light show, titled 'NEW SIGNAL', showcases cutting-edge light and colour techniques to cover 25,000 sqm of the buildings' surfaces, transforming the heart of Bangkok into a breathtaking visual spectacle.

Discover One Bangkok Retail

One Bangkok Retail offers a tapestry of heart-centric experiences woven across three beautifully-designed interconnected retail destinations, spanning a total net lettable area of 160,000 sqm. With over 900 stores to eventually line the Retail Loop, One Bangkok Retail opens its doors, beginning with Parade and THE STOREYS on 25 October 2024, followed by POST 1928 at a later phase, completing this retail destination in the heart of Bangkok.

One Extraordinary Retail at Parade, The Storeys and POST 1928

The largest of the three, **Parade**, is a lively community-centric retail space offering a variety of apparel, cuisine and entertainment options for all ages. Occupying 85,000 sqm, shoppers can find established and emerging fashion brands, home goods, lifestyle brands as well as the iconic Japanese supermarket and food hall Mitsukoshi Depachika. Visitors will discover a vibrant world of shopping and lifestyle with exclusive concepts such as **King Power City Boutique** – an experiential shopping journey in the city featuring stunning artistic interiors by Hayon Studio. Families can also enjoy a day of fun at the playground and waterpark, **HarborLand**, while cinema lovers can indulge at **One Ultra Screens** – the exclusive movie club.

The Storeys, at 35,000 sqm, redefines retail concepts in modern Bangkok, featuring contemporary local and international design and fashion brands showcasing their concept stores. Explore urban street fashion, a dedicated beauty zone, and the local food scene. Some of the anchors include **Club 21 at One Bangkok Multi-Label Store**, a new epicentre for fashion enthusiasts, along with renowned brands like **Jim Thompson** and **Swatch**.

For those who crave the luxe life, **POST 1928** offers a curated selection of upscale stores and fine dining establishments. Covering 40,000 sqm, visitors can look forward to luxury fashion houses, fine watches and jewellery boutiques, bespoke services, holistic wellness options, Michelin-starred restaurants, and an experiential art space when Post 1928 opens at a later phase.

“Our vision for One Bangkok Retail is to create a destination that resonates with everyone, putting it on the map as a must-visit in Bangkok for tourists and locals alike. We aim to transcend traditional retail by designing a multifaceted destination that combines convenience, entertainment, and a sense of community for all,” said **Palinee Kongchansiri, One Bangkok Chief Retail Officer**.

Live Entertainment for every Occasion

One Bangkok Forum aspires to be the city's premier entertainment venue. With a capacity for 6,000 seatings, this expansive, multi-dimensional arena will be able to host a variety of events, from electrifying concerts and live shows to exhibitions. One Bangkok Forum promises an unforgettable experience for every passion.

A World of Exclusive Experiences, Only at One Bangkok

Made in One Bangkok offers a collection of immersive retail concepts exclusively created for One Bangkok. Highlights include the renowned **Mitsukoshi Depachika** supermarket and food hall, featuring a vast selection of authentic Japanese, international, and local products. **SARAPAD THAI** showcases modern Thai made food, apparel, accessories, and souvenirs that resonate with both locals and visitors. Blending literary pursuits with high lifestyle, **One Content Store** is a new concept bookstore with lifestyle products, set to become Bangkok's new check-in spot. **TECHHOUSE BY .Life** introduces a future-forward concept store that embodies the ultimate tech-urban lifestyle through five pillars of living: Sport, Urban, Art, Health, and Wellness Technology.

Located at level 1 of **One Bangkok Forum**, **Chang Canvas** serves as the city's unique hangout spot for people to immerse themselves in new stories and experiences. To add to the vast selection, **BIG C Bangkok Marche** will be located at One Bangkok Forum. This will be BIG C's first new concept featuring a bigger and

better food place, a large space for groceries with a wider variety of premium products and more Marche concepts.

Flagship stores debut at One Bangkok

One Bangkok Retail reimagines familiar brands, elevating them to new heights and offering flagship experiences unlike anything Thailand has seen before. One Bangkok is home to several of the largest flagship stores in Thailand including Skechers, Club 21, Swatch, Muji, Nitori, Ari Football / Ari Running, New Era, Urban Revivo and more.

This innovative space provides a glimpse into the future of retail, blending comfort and innovation to create extraordinary experiences for visitors.

Key highlights at One Bangkok Retail include:

- **SWATCH:** Home to the world's largest Swatch store, a 650 sqm duplex flagship store showcases the masterpieces of Swiss watchmaking craftsmanship with interactive customer experiences. A dedicated section celebrates cross-collaborations like Omega X Swatch and Blancpain X Swatch, attracting timepiece enthusiasts. The Swatch Bar allows customers to personalise their watches with customisable details.
- **JIM THOMPSON:** Jim Thompson is unveiling a unique 500 sqm duplex venue, its first in a shopping mall, seamlessly integrating retail and dining. This innovative space combines shopping with culinary delights and cultural experiences, offering a fresh perspective for the brand.

A Fusion of Flavours

One Bangkok's '**Food Loop**' is a culinary wonderland catering to every taste and occasion with an extensive array of options. This spans from 'Food Street', celebrating authentic Thai cuisine in a Bangkok-style setting, to a plethora of international dining destinations that will satisfy every craving.

Food Loop debuts firsts in Thailand from world-renowned establishments, including New York's Wolfgang's Steakhouse, Pura Brasa, Ant Cave, COVA, and Tokyo's Tempura Tendon Hannosuke, Aware Coffee and Pot Master.

For those eager to explore innovative flavours, Krua Apsorn offers a modern interpretation of traditional Thai cuisine, while Tempered.co presents their first all-day dining concept in a shopping mall, featuring an exclusive menu available only at One Bangkok. Diners can also look forward to establishments that are new to a shopping mall, such as Kopi Hia Tai Kee, Hoteki, Filets, VEGGIE FIRST CAFÉ, and KIN ROLL.

Getting to One Bangkok

One Bangkok prioritises convenient access for all visitors, making available a variety of transportation options to suit different needs.

- **Public Transportation:** Utilise the extensive public bus network with over 10 routes stopping at Wireless Road and Rama IV Road. For a direct connection, take the MRT Blue Line and exit at Lumpini Station with a direct underground link to One Bangkok.
- **Private Vehicles:** With six entrances and exits on both Wireless Road and Rama IV Road, and a direct connection to the Chalerms Mahanakhon Expressway, arriving by car is a breeze.
- **Taxis & Pick-ups:** Designated drop-off points at Parade, THE STOREYS, and One Bangkok Forum ensure a smooth and convenient arrival.

To find out more about One Bangkok Retail, please visit www.onebangkok.com/en/retail.

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About One Bangkok

One Bangkok is the largest holistically integrated district in The Heart of Bangkok. With an investment value of THB 120 billion on a total land area of 108 rai (17.3 hectares), One Bangkok is being developed to hold a place in the hearts of all and support Bangkok in becoming one of the world's new influential global cities and thus the "Heart of Bangkok". Located at the corner of Wireless and Rama 4 Roads with direct linkages to the city's burgeoning mass transit systems, One Bangkok comprises workplaces which elevates work-life quality, a rhythmic retail experience, luxury residences, hotels with the finest hospitality, a world-class LIVE entertainment arena, the presence of art and culture, and a vast, welcoming public realm that covers 50 rai (8 hectares) of the district.

As a well-equipped smart city with sustainable infrastructure, One Bangkok is the first project to be awarded with LEED for Neighbourhood Development Platinum certification in Thailand with an aim to achieve WELL Building Standard to support human health and wellness.

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 across the property value chain. 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\$40.1 billion as at 31 March 2024.

Frasers 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 over 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers 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. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers 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, Frasers 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. Frasers Property believes in the diversity of its people and are invested in promoting a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit frasersproperty.com or follow us on [LinkedIn](#).

About TCC Assets (Thailand) Company Limited

TCC Assets (Thailand) Company Limited (TCC Assets), established in 2013, is a fully integrated property development company, with a registered capital of 30 billion baht. It is part of the TCC Group, one of the most well-known companies in Thailand. TCC Assets' investment model focuses on creating added value to assets through product and service development. TCC Assets, subsidiary company, and affiliated company focus on the development of residential real estate projects, office building and retail space, along with hotel business and services related to IT.

For more information on TCC Assets, please visit www.tccassets.com.

MEDIA CONTACT

Ogilvy Singapore:

Nyko Rodriguez

Tel: +65 9035 6956

Email: nyko.rodriguez@ogilvy.com

Natasha Loh

Tel: +65 9224 1919

Email: natasha.loh@ogilvy.com

One Bangkok, by Frasers Property:

Chanchira Ponthong

Vice President, Strategic Branding & Corporate Communication

Tel: +66 (0) 81-648-8888

Email: chanchira.p@frasersproperty.com

Porntip Tanchaya

Assistant Vice President, Marketing Communications
(Public Relations)

Tel: +66 (0) 63-208-3102

Email: porntip.t@frasersproperty.com

Anucha Ocharoen

Senior Manager, District
Communications (Public Relations)

Tel: +66 (0) 89-587-9535

Email: anucha.o@frasersproperty.com