



A new lifestyle experience in **Sukhumvit 39**

Presented by **SUPREME.**

A new lifestyle experience in Sukhumvit 39

Explore the neighborhood of “NEW” Phrom Phong



Phrom Phong continued to grow during the COVID-19 pandemic and has a wide range of facilities that offer all the luxury

New Shopping Mall | New Business Tower | New Hotel | New Supermarket | New Restaurant/Coffee Shop

Shopping Mall at EM District

Emporium

Emsphere

Expected to be completed
in 2023

Emquartier

Benjasiri Park



BTS
Phrom Phong

Sukhumvit Soi 39



EM District Phase III - Emsphere

The Mall Group Co has announced its plans to open the Emsphere mall in December 2023 as part of its new retail district on Sukhumvit Road. The development plan, named "EM District", spans across a total of 50 rai.



IKEA opens the fourth store in Thailand in downtown Bangkok

IKEA has announced that it will open its first city store, covering a 12,000 sq.m area, in Emsphere on Phrom Pong BTS Station, Sukhumvit Road, Bangkok, Thailand. It is the brand's third store in Bangkok and the fourth branch in Thailand alongside Mega Bangna, Central Westgate and IKEA Phuket.



Grade-A office space UOB Thailand Head Office



UOB Plaza Bangkok is strategically located in the heart of Bangkok. Located in Sukhumvit Road and the heart of Bangkok's lifestyle district, the 30-floor building will serve as our new head office in Thailand.

UOB Plaza Bangkok is also home to the UOB Plaza Bangkok Main Branch, built using a design-thinking approach to enrich the banking experience by drawing on insights and understanding of its customers.



Five-star hotel

137 Pillars Suites & Residences Bangkok



The 137 Pillars Suites Bangkok, which is located on Sukhumvit Road in Bangkok, is a popular hotel option for tourists.

It is quite convenient from the hotel to the major landmarks in the city. Enjoy first-rate amenities and services at this welcoming Bangkok hotel. The hotel offers a number of first-rate amenities like complimentary Wi-Fi in each room, round-the-clock room service, speedy check-in and check-out, luggage storage, etc.

Five-star hotel

Oakwood Suites



Enjoy the exceptional location of Oakwood Suites Bangkok along Sukhumvit Soi 24, providing easy reach to the city's Central Business District, major landmarks and a plethora of shopping, dining and entertainment options. Just a three-minute walk to Phrom Phong BTS Skytrain Station, business and leisure travelers on both short and extended stays can retreat with elevated convenience to any one of the 228 well-appointed urban sanctuary, framed with resplendent city views.

Take a break from the jet-setting lifestyle and enjoy exclusive access to facilities such as an infinity pool, a stunning sky lounge and a fully-equipped fitness center.

Tops Food Hall

“Tops Food Hall” Sukhumvit 39 is a world-class premium food store that offers a wide array of premium products from Thailand and other countries with more than 28,000 items to choose from, as well as a more expansive Japanese product zone.

The store is ready to fulfill all lifestyle needs from morning to night with 15 top brands, and is set to become the new home for Sukhumvit residents.



Celebrity restaurant community

Café and Restaurant At Soi 24/39

A new wave of enthusiastic restaurants and cafes can be found in Phrom Phong.



Tea Factory and More



The Storyline



Larder



GISMO Coffee & Roasters



At-Ta-Rote



Seed

Celebrity restaurant community

Café and Restaurant At Soi 24/39

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Niwo



Sushi Ichizu



Moo Pai Kai Ma



Sushi Kappou Kitaohji



Maison de Bangkok

Benchasiri Park

Benchasiri Park Bangkok is on busy Sukhumvit Road next to the Emporium shopping mall and surrounded by tall buildings. It's only a small park but is one of the best parks in Bangkok. It's always busy with people looking for a quiet, peaceful place to relax and escape from the hustle and bustle of downtown Bangkok.



Why Phrom Phong?



Phrom Phong easily accessible by public transport

Sukhumvit Road is the busiest commercial street in Bangkok, fully accessible by light rail and connecting several office locations and business areas such as Siam, Asoke, Em District and Thonglor.

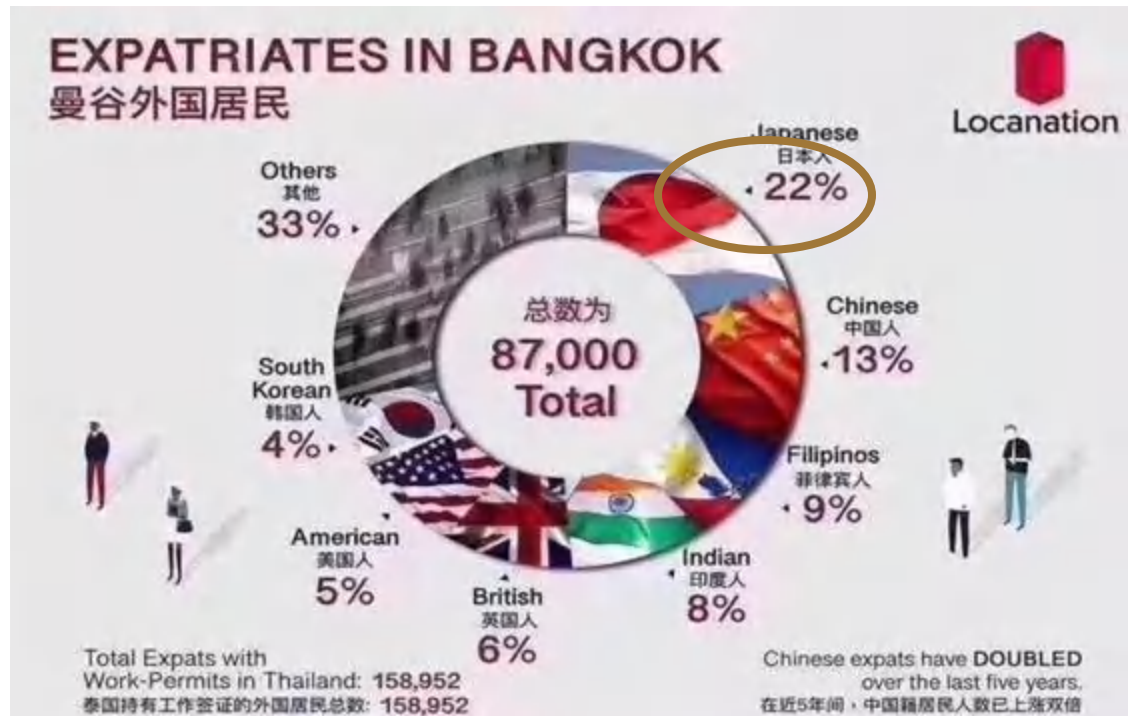


Phrom Phong



Phrom Phong the first-generation Japanese community

- In the 1990s, Japanese expatriates and their families began to live in Phrom Phong, making it the first-generation Japanese community in Bangkok. Later on, as many overseas professionals choose to live here, the area has become a popular residential area for foreigners and the Bangkok middle class.



High-end residential area

According to CBRE Thailand's survey report, Phrom Phong, Central Lumpini and Thonglor are the most popular residential areas for overseas professionals and the Bangkok middle class, especially the Japanese, who have formed a Japanese community in the area, making it the most expensive neighborhood in Bangkok.

This area is the home of Japanese expatriate population in Bangkok, with a higher level of spending, they can afford monthly rent for luxury homes.



Phrom Phong on a par with Roppongi, Tokyo

**Traditional
high-end
residential area**

**Well-developed
area with
various ancillary
facilities**

**Grade-A office
space and
high-end shopping
mall**

**Five-star hotel and
luxury residence**

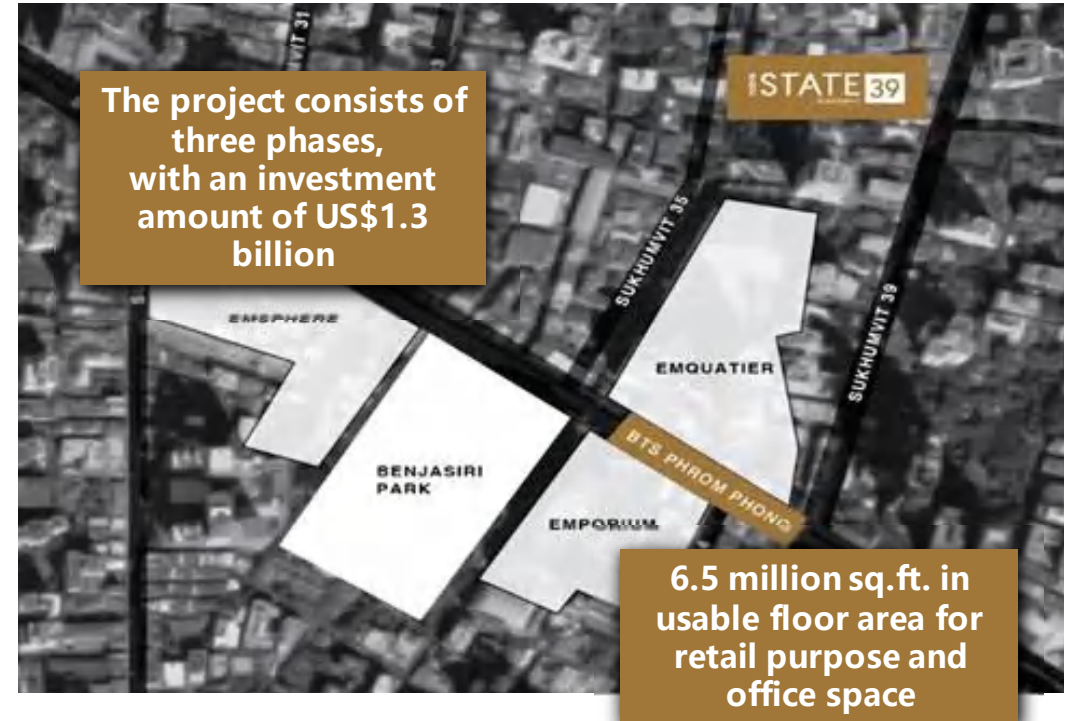
**Community for
overseas
professionals**

**Popular among
locals and
tourists**



Large high-end shopping plaza **EM District**

The Emporium shopping mall and EmQuartier are considered as one of the most luxurious malls in Thailand, and many Thailand's top celebrities would prefer shopping in the EM District to shopping in Siam.



- It consists of Emporium and EmQuartier, which are two large high-end department stores severally located on one side of Phrom Pong BTS Station. The two shopping malls are seamlessly connected by light rail.
- With a gross floor area of 72 acres and an usable area of 450,000 sq. m., the two high end malls together have the size of Siam Paragon.
- The third phase of the project, Emphere, was expected to open in 2023.

Large high-end shopping plaza EM District

The two shopping malls each have major international brands, but they target different customer groups and positions.

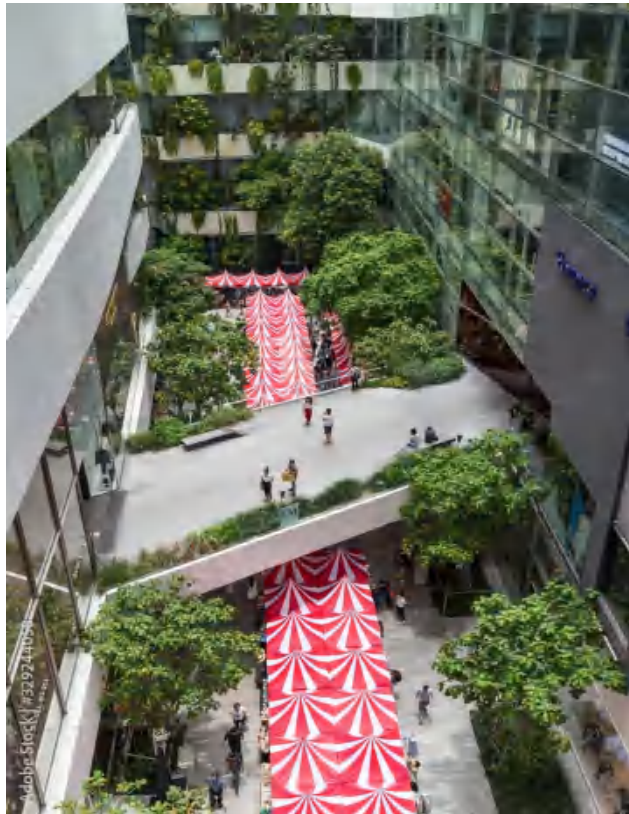


Emporium is a luxury shopping mall. Emporium is a major component of the "EM District" and contains a shopping mall, department store, a luxury cinema "Emprivé Cine club by SF Corporation", a high-end supermarket, food court, office building, exhibition hall, children's play centers and a hotel. Emporium is a popular hub for entertainment, food, and education for local residents and visitors.



Large high-end shopping plaza **EM District**

EM **Q**UARTIER



EmQuartier Bangkok covers around 600,000 sq m of retail space in downtown Bangkok, with 1,000 local and international stores. This luxury shopping mall is located in Phrom Phong, one of the biggest retail hubs in the city. It stands directly opposite Emporium Shopping Mall, on Sukhumvit Road.



Expect to find a long list of designer brands at the new EmQuartier Bangkok, as well as a distinctly futuristic design with dozens of restaurants, offices, event halls, and a cool atrium garden with a manmade waterfall.

Large high-end shopping plaza EM District

The EM District has organized all of its activities in order to expand community life and traffic.



The Lucky Monster Hunt



Kids Day

Large high-end shopping plaza EM District

The design style of EM District is full of characteristics. It is arranged according to different festivals and months. Many people will deliberately take pictures and check in.



2021 Christmas Day



2020 Lunar New Year



2021 Winter wonderland

Perfect Living Facilities





The Japanese community featuring world cuisine

The Japanese are gourmets, and any eateries in the streets of Japan will bring you delight. Phrom Pong, the first-generation Japanese community in Bangkok, has inherited the traditional Japanese cuisine, and there are many delicacies around the corner.

The Japanese community

featuring world cuisine



In particular, there is a street filled with lots of Japanese restaurants that predominantly serve Japanese customers in Phrom Pong, known as Sukhumvit Soi 33/1. When you walk into the soi, you will see many shop signs written in Japanese, including ramen shops, sushi restaurants, Japanese bakeries, etc. You can find all types of Japanese menus you can think in the soi, and many local Japanese residents will come here to get a taste of home!

The Japanese community featuring a wide range of living facilities

Over the years, Japanese migration to Thailand has settled in Phrom Phong and Thonglor, and a small Japanese community was formed by these immigrants over time. They have brought Japanese lifestyle and culture to Thailand, and in Phrom Phong known as “Little Japan” of Bangkok, Japanese restaurants, Japanese supermarkets, Japanese beauty salons and sauna & massage parlours are available everywhere.



Japanese supermarkets



Japanese variety stores



Japanese onsen spa

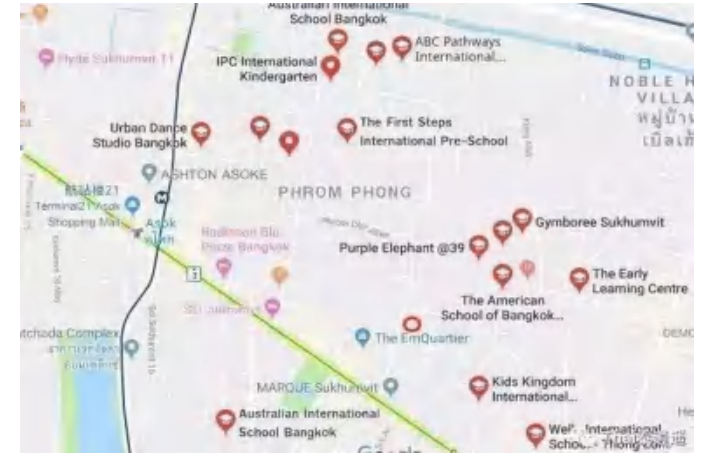
High proportion of foreign-born population

With diversified recreation and amusement facilities

With a high proportion of foreigners in Phrom Phong, diversified recreation and amusement facilities are provided to cater for different preferences.



Surrounding Environment– International School



Because there are many foreign families in this area, the demand for international schools is strong, and there are many high-quality international schools around.

Srinakharinwirot University	700 meters
Prasarnmit Demonstration School	550 meters
Bangkok International Primary and Secondary School	550 meters
Ivy bound International School	300 meters
New Bambino International Kindergarten	600 meters
Wells International School	650 meters
The First Steps International Kindergarten	600 meters
The American School	550 meters

**Different
industries
driving
economic
growth in the
area**



Grade-A office space

In addition, there are many commercial buildings. **It is estimated that 250,000 foreigners work in this area.**



Glas Haus



UBC II Building



Metropolis Building



Bhiraj Tower



Emporium Suite Tower

Five-star hotels



The Sukhumvit Line has long been a popular tourist spot, thus Phrom Phong has many world-renowned hotels to **cater for the** demand.

For Example :

- Marriott Hotel
- Hilton Hotel
- Hyatt Place Sukhumvit Hotel
- Residence Inn Bangkok by Compass Hospitality
- 137 Pillars Suites
- Chatrium Grand Bangkok
- SKYVIEW Hotel Bangkok Sukhumvit 24
- Oakwood Suites Bangkok
- Doubletree by Hilton Sukhumvit Bangkok
- Bangkok Sukhumvit Hotel

Leading private hospital Samitivej Hospital

Samitivej Sukhumvit Hospital may finally be getting the recognition it deserves as a hospital that puts patients first.

Samitivej is an award-winning facility providing internationally accredited quality healthcare with JCI accreditation.



Leading private hospital Samitivej Hospital

As a leading international hospital in Thailand, Samitivej Hospital attracts medical tourists all over the world that need medical services, highlighting the importance of communication! **multinational team of professional interpreters overcoming language barrier during medical consultation.**

Multinational team of professional interpreters



Thailand



Brunei



Cambodia



China



Indonesia



Japan



Laos



Malaysia



Burma



Philippines



Singapore



South
Korea



UAE



Vietnam

Leading private hospital Samitivej Hospital



In recent years, hospitals have been offering physical examinations as an exclusive privilege. Considering its professional and smooth process and friendly attitude, many tourists have taken physical examinations as part of their trip.

The entire physical examination usually lasts about five hours, with smooth interplay between all different parts, and the report will be ready in 20 minutes. The attending doctor will explain the examination results to you. If there are any special problems that need to be followed up, the doctor will refer you to a specialist for further follow-up.



Why choose Sukhumvit Soi 39?



Why choose Sukhumvit Soi 39?

Sukhumvit Soi 39 is one of the longest and most important boulevards in Phrom Phong. It stretches from the junction of Sukhumvit Road and Soi Sawadee to Pechtchaburi Road where it connects to Khlong Saen Saep. There are numerous restaurants and stores as well as many commercial buildings and luxury residential projects on Sukhumvit Soi 39.



Unit price: 350,000 Thai
baht/sq.m.



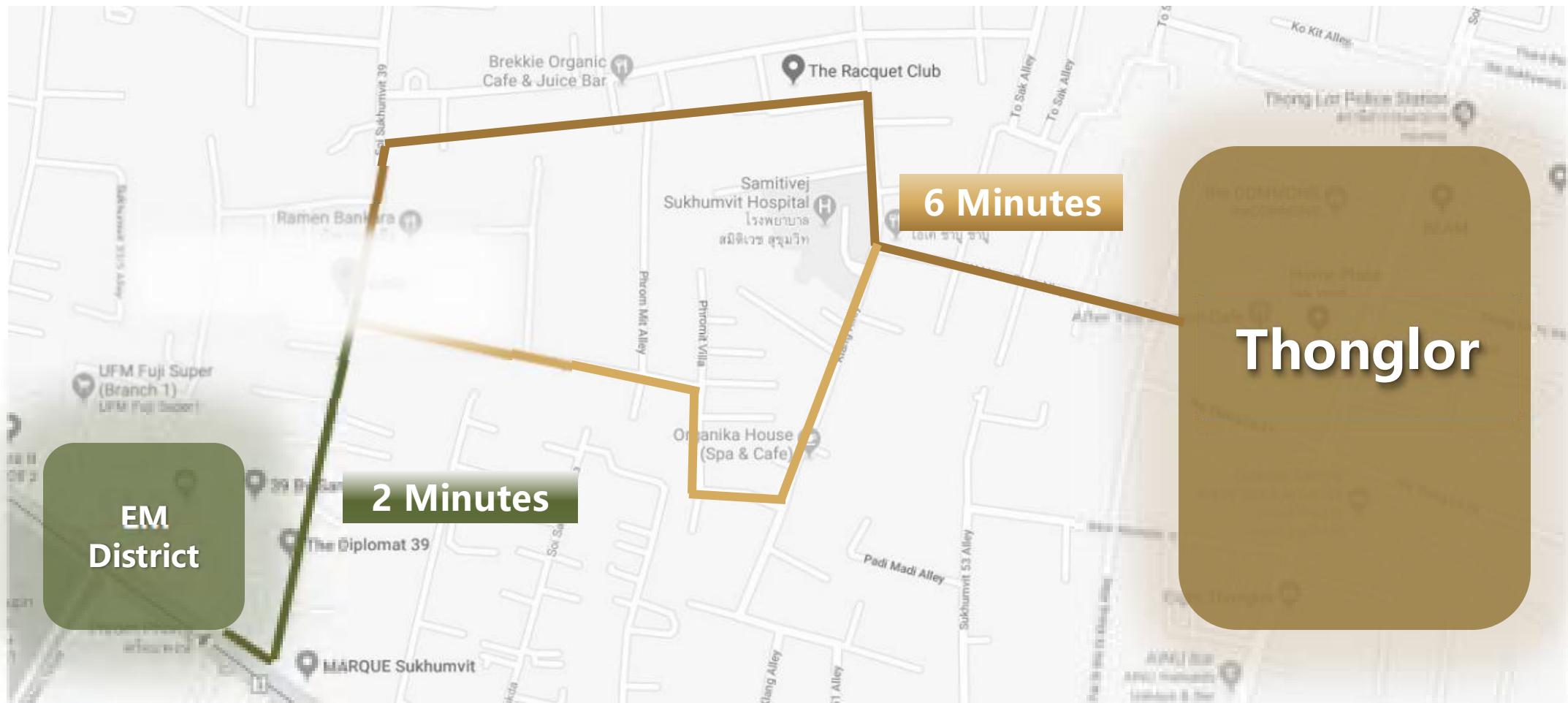
Unit price: 370,000 Thai
baht/sq.m.



Unit price: 350,000 Thai
baht/sq.m.

Why choose Sukhumvit Soi 39?

Sukhumvit Soi 39 is only 2 minutes to BTS Phrom Phong Station and EM District. It can also lead to the core area of Thonglor, avoid traffic jams on Sukhumvit area.



Location

450 meters from BTS Phrom Phong Station, 5 minutes by walk.



Location

Soi 39 connects two main roads, Sukhumvit Road and Petchaburi Road



Well- designed architecture

Its superb design and generous dimensions add glitters to Phrom Phong, making it temporarily a brand-new landmark in Phrom Phong!





Facilities



Forest Space (G Fl.)





Lobby (G Fl.)



Green Terrace (11Fl.)



Lounge Room (11 Fl.)



Lounge Room (11 Fl.)



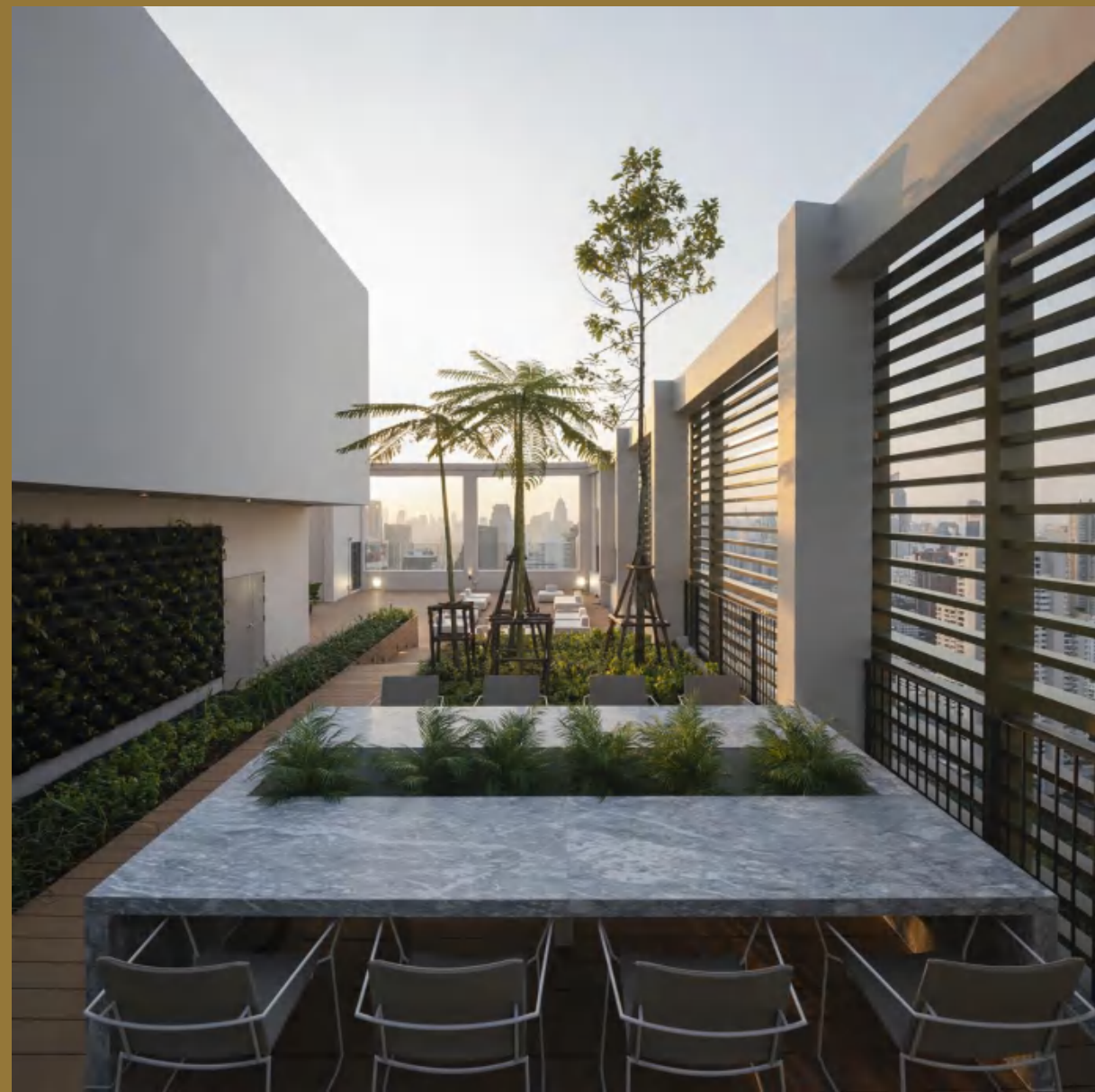
Gym Room (37 Fl.)



Sky Lounge (37 Fl.)



Panoramic View Indoor Swimming Pools (37 Fl.)



Sky Garden (38 Fl.)

Master Plan



Ground Floor



11th Floor



12th-35th Floor



36th Floor



平面圖 (11樓)



37th Floor



38th Floor





East



South



West



North

Downtown Bangkok

Rare new large
units meeting your
customer's needs



Room Specification



Air conditioner

Room Floor

Stone Plastic Composite
Color : DSPC Code : 91006



Room Floor

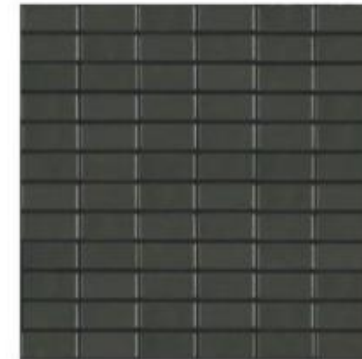


Electronic Door Handle
Brand : Hafele
Model : DL7000
Function : Password, Card, Key

Electronic Door Handle

Balcony Floor

Ceramic Tile
Color : Gloss Metal



Balcony Floor

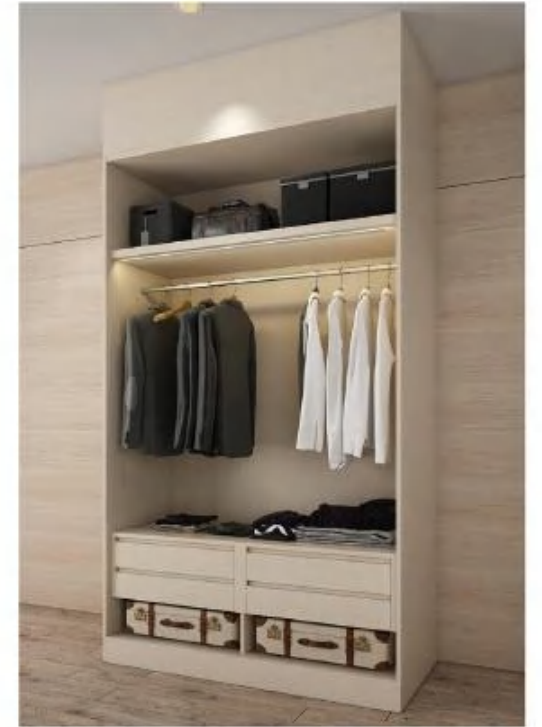
Closet Specification



CLOSET SURFACE : REEDED GLASS WITH ROSE GOLD ALLUMINIUM FRAMES OR EQUIVALENT



CLOSET INSIDE : WOODEN-LIKE MELAMINE FINISHED OR EQUIVALENT WITH COVE LIGHTING



Bathroom Specification

Bathroom Floor

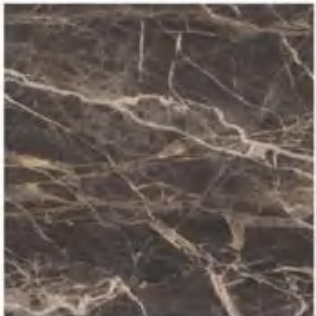
Ceramic Tile
Color : Aqua Bronzo



Floor Wall

Bathroom Top Counter

Marble
Color : Dark Emperado



Surface Countertops

Toilet



1. Cuff hygiene spray MODEL : K-98100X
2. JULY Toilet Tissue Holder MODEL : K-45402T-CP
3. Reach two-piece toilet, S-trap with quiet close seat MODEL : K-75991X-S

Basin



Penthouse



4. Aleo Lavatory Faucet MODEL : K-72275T-4-CP
5. Forefront Rectangular semi-recessed lavatory, single-hole MODEL : K-11479X-VC1

Shower



6. Circle showerhead angular shower column MODEL : K-76635T
7. ALEO WALL-MOUNT SHOWER FAUCET MODEL : K-25108T-4-CP
8. Double Outlet Double Control MODEL : K-17216X-CP
9. Kurin 24" towel bar MODEL : K-97882T
10. Kurin Double Robe Hook : K-97897T-CP

KOHLER

Kitchen Specification



CABINET SURFACE : ASH WOOD
 TOP : WHITE
 FITTINGS : SOLFCLOSE
 BACKSPLASH : WHITE



Normal Unit



Penthouse

* Does not include refrigerator and microwave

Sukhumvit Property Prices

Existing project

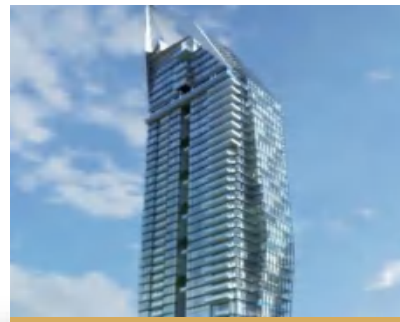
off-plan project



Diplomat 39 (2019)
Second-hand housing price:
350,000 baht/sq.m.



Vittorio 39 (2018)
Second-hand housing price:
350,000 baht/sq.m.



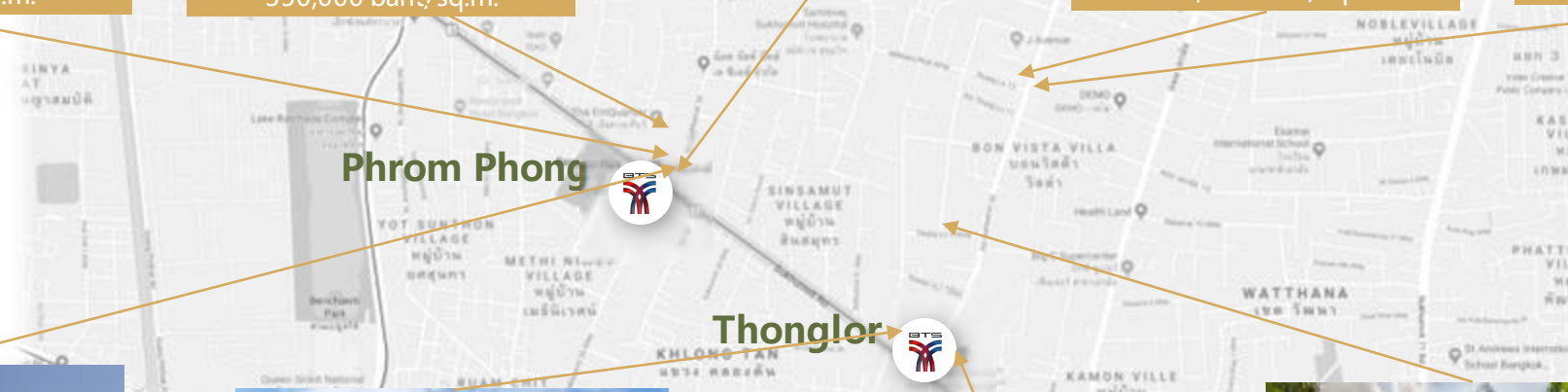
Marque Sukhumvit (2016)
二手房价: 370,000泰铢/平方米



Marque Sukhumvit (2016)
Second-hand housing price:
370,000 baht/sq.m.



Khun by YOO (2020)
Second-hand housing price:
450,000 baht/sq.m.



Estelle Phromphong (2022)
First-hand housing price:
340,000 baht/sq.m.



Esse Sukhumvit 36 (2020)
Second-hand housing price:
344,000 baht/sq.m.



The Strand Thonglor (2021)
Second-hand housing price:
400,000 baht/sq.m.



The Bangkok Thonglor (2019)
Second-hand housing price:
380,000 baht/sq.m.

Thailand Long-Term Resident (LTR) Visa

To attract investment, the Thai government has decided to cut its LTR visa fee by half, to 50,000 baht, for foreigners who have “high capability or potential” and want to stay in the country for up to ten years, including:



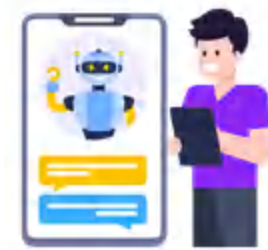
Wealthy global citizens or high-net-worth individuals



Foreign retirees



People who intend to start a business in Thailand



Highly skilled workers

Each LTR visa holder may bring his/her spouse and children under 20 years old (up to four dependents) to reside in Thailand on a LTR visa

LTR visa benefits



**10-year
renewable
visa**



**Exemption from
the "four Thais to
one foreigner"
employment
requirement ratio**



**Fast-track
service at
international
airports
in Thailand**



**Extension of the
90-day report to a
one-year report,
and exemption
from re-entry
permit
requirements**



**Permission to
work in Thailand
(Digital Work
permit)**

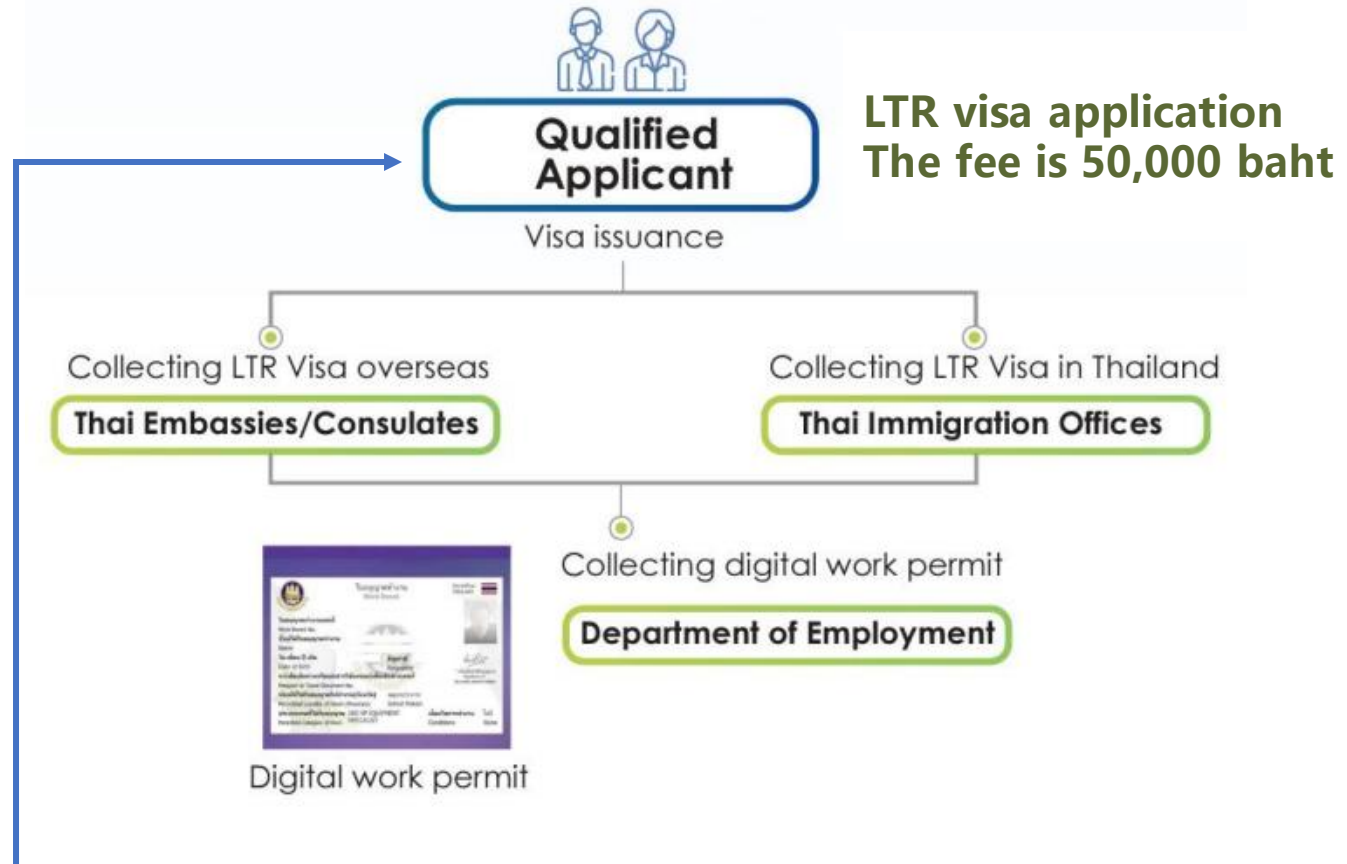


**As low as 17%
personal income tax
for high-skilled
professionals**

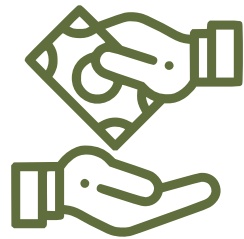
LTR visa application requirements

People who intend to start a business in Thailand	Highly skilled workers
<p>1. Personal income</p> <ul style="list-style-type: none"> Personal income of a minimum of USD80,000/year in the past two years In case of personal income below USD80,000/year, but no less than USD40,000/year in the past two years, applicants must have a Master's degree or above, own intellectual property, or receive Series A Funding <p>2. The current employer must be a public company on a stock exchange or; a private company in operation for at least three years with combined revenue of at least USD150 million in the last three years</p> <p>2. At least five years of work experience in the relevant fields of the current employment over the past 10 years</p> <p>2. Health insurance of at least USD50,000 coverage or certificate of at least USD100,000 deposit</p>	<p>1. Personal income</p> <ul style="list-style-type: none"> Personal income of a minimum of USD80,000/year in the past two years In case of personal income below USD80,000/year, but no less than USD40,000/year in the past two years or before retirement, applicants must have a Master's degree or above in science and technology, or special expertise relevant to the job assignment in Thailand No minimum personal income requirement for applicants who are professionals working for Thai government agencies <p>2. The current employer must engage business in any targeted industries, or be a higher education institution, research institution, specialized training institution, or Thai government agency</p> <p>2. At least five years of work experience in the targeted industries except for applicants with a PhD or above in the relevant fields of the targeted industries, or applicants working for Thai government agencies</p> <p>2. Health insurance of at least USD50,000 coverage or certificate of at least USD100,000 deposit</p>

LTR Visa Application Procedures



Purchase Procedure



Pay deposit of THB 100,000 and complete the purchase form to reserve the premises

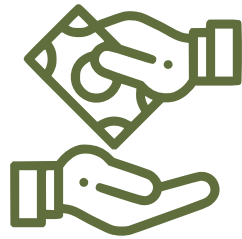


Confirm the premises and pay 30% within 30 days after the deposit is made and sign the sales agreement



Final payment upon completion: 70% payment within 60 days after the deposit is made

Purchase Procedure (Combined unit)



Pay deposit of THB 200,000-300,000 (Depending on the number of unit combined) and complete the purchase form to reserve the premises



Confirm the premises and pay 30% within 30 days after the deposit is made and sign the sales agreement



Final payment upon completion: 70% payment within 60 days after the deposit is made
(The relevant interior decoration and construction of the combine unit will be completed after transfer ownership 60 days.)