

Heights Holdings Co. Ltd.

Company Profile



March, 2017

Overview:

Heights Holdings is one of the leading luxury condominium developers operating out of Thailand's Eastern Seaboard. Since launching in 2006, Heights Holdings has strived to develop a brand signifying *high quality*, *exceptional service* and *superior value* by listening to clients' needs and by focusing on the following key areas:

- Delivering the highest standard of building quality in all our developments
- Providing customer-oriented services across all our organizational functions
- Achieving a consistently high rate-of-return for our investors

Delivering prosperity is the cornerstone of our company philosophy and encompasses our clients, investors and shareholders, all with equal importance.

Products & Services:

The core activities of Heights Holdings centre around the development of 5-star residential condominiums in highly desirable locations. Having undertaken 18 major projects in the much-desired locales of Pattaya: Pratumnak, Jomtien and Wong Amat; the company has cemented its leading position amongst the pre-eminent condominium developers in the region. The Heights Holdings brand is now synonymous with luxurious and affordable housing in Pattaya.

At Heights Holdings we offer our clients a complete spectrum of expertise in development management, with a team of highly qualified and experienced professionals in planning, engineering, architecture, construction, valuation, marketing and accounting. Our teams work closely across all divisions to ensure that we are able to provide our clients the flexibility, responsiveness, and personal approach which have become trademarks of the Heights Holdings service offering.

Heights Holdings Projects:



Laguna Heights (Completed – June 2010, Sold Out):

Laguna Heights is a 9-storey boutique condominium located only 75 meters from Wong Amat Beach in North Pattaya. With units ranging from 35 to 160 square metres, Laguna Heights caters for a range of budgets while providing a universally high standard of quality in a spectacular location.



Pattaya Heights (Completed – July 2009, Sold Out):

Pattaya Heights is a stylish 7-storey low-rise with a total of 48 furnished studio, 1 and 2 bedroom apartments. Features include a rooftop infinity swimming pool overlooking Pattaya bay, as well as a sports bar and lounge.

PARK ROYAL Pratumnak



Park Royal (Completed – December 2009, Sold Out):

Situated on Pratumnak Road, the Park Royal development is an 8-storey condominium featuring six furnished studios per floor in sizes of 34 – 44 square metres. These are 'turn-key' apartments with a huge return-on-investment potential.

PARK ROYAL Pratumnak 2



Park Royal 2 (Completed – January 2012, Sold Out):

Following on from the success of the original Park Royal, Heights Holdings acted quickly to begin construction of Park Royal 2. Neighbouring Pattaya Heights & Park Royal 1 on Pratumnak Road and featuring floor-to-ceiling glass, cellular beams, and other leading structural innovations, Park Royal 2 promises to be a jewel in the Heights Holdings project portfolio. Unit sizes range from 43 to 115 square meters.

PARK ROYAL Pratumnak



Park Royal 3 (Completed – April 2012, Sold Out):

The Park Royal brand has grown from strength-to-strength, offering excellent value-for-money and top-quality standards in construction. Park Royal 3 features two L-shaped buildings located just off Pratumnak Soi 6, approximately 400 meters from the beach. Each building is eight storeys high with 10 units per floor. Standard unit size is a spacious 1 bedroom of 45 square meters. Both buildings feature rooftop Jacuzzis, with a swimming pool and tropical relaxation area at ground floor level.

Laguna - Bay



Laguna Bay (Completed – April 2013, Sold Out):

Within walking distance from the pristine setting of Cosy Beach, Laguna Bay is a state-of-the-art, excellent value for money low-rise development in Pratumnak. This development will offer a range of first class amenities such as a large tropical atrium where residents can relax and unwind amongst lush landscaped gardens. Secure underground parking will also be provided, as well as an 18-meter long rooftop infinity pool, full fitness suite and free wireless internet throughout the building.

CLUB ROYAL WONG AMAT THE ULTIMATE IN LUXURY LIVING



Club Royal (Phase 1: Completed October 2012 – Sold Out/ Phase 2: Completed – February 2016):

Club Royal features a collection of 520 luxury apartments set on 8,000 square meters of landscape in on one of Pattaya's most beautiful seafront locations – Wong Amat beach. Club Royal epitomises the idea of 'club-style' living, with features & amenities such as private beach access, a 1,000 square meter 'lagoon' style swimming pool, rock-scape Jacuzzi alcoves, a fitness club, child's play area and more. In amongst a collection of pools, boardwalks and tropical landscaped parks, the ultra-modern Club Royal is fast becoming one of the most talked about real estate developments in Pattaya.

WONG AMAT TOWER



Wong Amat Tower (Completed – February 2015):

The Wong Amat Tower is a 38-storey high-rise on the tranquil North Pattaya seafront. A mere stone's throw from Wong Amat beach, the supreme location and iconic design of the Wong Amat Tower combine to create an unparalleled living experience on Thailand's Eastern Seaboard. The floor-to-ceiling glass exterior allows for outstanding sea views, with a diverse range of studio, 1-bedroom and 2-bedroom apartments to choose from.

Laguna-Bay II



Laguna Bay 2 (Completed – December 2015)

Following on from the success of Laguna Bay, Heights Holdings launched Laguna Bay 2 on Pratumnak Soi 6. Laguna Bay 2 boasts an excellent array of facilities including 2 infinity-edge swimming pools (2nd floor & rooftop), massive rooftop sundeck overlooking Pratumnak Beach with landscaped gardens & pool terraces and a fully fitted rooftop gymnasium suite with saunas & changing rooms. Laguna Bay 2 features outstanding sea views on higher floors and is an excellent investment opportunity with easy, affordable payment terms spread across the duration of construction.



Waterpark (Completed – December 2015):

The Waterpark condominium is positioned in a stunning tropical-green location, nestled between Pratumnak Soi 6 and Soi 5 and surrounded only by a few townhouses and villas. With no neighbouring buildings above 3 storeys in height, Waterpark offers panoramic ocean & Koh Larn island views from just the 4th floor and upwards. The project also boasts a range of upmarket amenities including an oversize L-shaped rooftop infinity pool, a landscaped ground-floor pool with relaxing pool bar and Jazcuzzi-zones, plus rooftop gymnasium, spa & sauna facilities.



Laguna Beach Resort Jomtien (Completed – June 2015):

Laguna Beach Resort Jomtien is a first class resort condominium just 600m from Jomtien Beach. Featuring 3 buildings and 602 apartments, Laguna Beach Resort Jomtien is situated in a secluded, leafy location and boasts an array of first class amenities including a 1,300 sqm lagoon pool with a wave machine, artificial sand beach, 'Jacuzzi caves' and a water park.



The Peak Towers (Completed – December 2016)

Perfectly situated in the most peaceful and green location of Pratumnak Hill, right next to the Majestic Residence (HRH Princess of Thailand residence) and just a short stroll from Royal Varuna Yacht Club. With maximized living space and beautiful views combined with high quality materials – The Peak Towers ensures luxury living in the privacy of your own home.



Laguna Beach Resort 2 (Completed - December 2016):

Laguna Beach Resort 2 follows the winning formula of Laguna Beach Resort Jomtien but on a larger scale. It is a 4-building resort condominium, with a total land size of 13,000 sqm and various pool areas comprising over 2,500 sqm. A key factor positioning this luxurious resort development ahead of the competition is the fact that the four buildings are all strategically positioned at the outside of the plot, allowing for an open area of over 5,000 sqm inside the development, with unobstructed views the lush landscaping and numerous pools.



CView (Expected Completion: Boutique – Completed April 2015; Residence - Completed March 2016, Sold Out):

C-View features 3 buildings, with C-View Boutique an intimate, boutique offering of 6 floors and 46 units. C-View Residence Buildings A and B comprise 8 floors and 200 apartments each. Standard apartment sizes vary from 25 sqm to 55 sqm, with ground-floor garden options available. Surrounded by the tropical parkland of Pratumnak Hill, C-View is located in the upmarket environs of Pratumnak Soi 4.



Laguna Beach Resort 3 – The Maldives (Expected Completion – Q1 2017):

A seven-building resort of over 25,000 square metres, 'The Maldives' brings a new resort experience to Pattaya real estate on an unprecedented scale. The third release of the acclaimed Laguna Beach Resort brand features an enormous 15,000 square metres of recreational area with over a 5,000 square metres Maldives-themed lagoon pool running through the entire development. This comprises 3 different pool areas, featuring numerous landscaped islands, boardwalks, Gazebo-relaxation areas and three white-sand beaches.



Arcadia Beach Resort (Expected Completion – Q2 2017):

The 16th project from internationally-acclaimed developer Heights Holdings, Arcadia Beach Resort Pattaya is situated in a stunning but central part of South Pattaya, Thailand – one of Asia's premier resort destinations. This exceptional serviced resort features a fully managed beach club as well as a fantastic plethora of pool & recreational facilities within a luxurious, 4-building gated complex. Unit types range from 25 sqm furnished 1 Bedroom apartments to 49, 50 or 74 sqm 2 bedroom suites.



Arcadia Beach Continental (Expected Completion – Q2 2018)

A five-building development of 1,350 apartments, Arcadia Beach Continental fuses the unique stylistic features of several of mainland Europe's most prized regions amongst the lush tropical landscape of South Pattaya. From the terracotta landscapes of the Mediterranean to the breathtaking Swiss Alps; from the Iberian peninsula to the Western steppe, Arcadia Beach Continental invites you to bask in an oasis of European style set in its own Asian paradise.

Heights Holdings Pattaya Project Map:



Media Information & Testimonials:

"A few days ago I had a meeting with one of Pattaya's most active developers [Heights Holdings]. As a cash rich company, they are in a position to offer extremely attractive financing deals to buyers. I particularly like the entrepreneurial spirit of this developer. To a very significant extent their priority is the buyer, and they will do everything they reasonably can to make a deal. Accordingly, anyone looking to buy a condo on finance or for any investor looking for outstanding deals, my advice would be to sit down with these people for a chat. I have always found them to be extremely good people to work with."

-*Tim Gladwin, Sallmanns – International Property Consultants* (September 2009)

"I have a condominium company offering very low interest payment plans and another company [Heights Holdings] offering zero interest over 10 years with a down payment of just 10% of the retail value. One chap suggested they had raised the price to accommodate this however, upon checking back I found this to be incorrect and the prices genuine. Excellent deals if you have a Thai partner or happy to follow the company ownership route."

-*KCR Home Finder newsletter* (August 2009)

"Whether you are buying a condo to live in or simply as an investment, the ones being built by Heights Holdings have recently become a whole lot more affordable. The reason? Heights Holdings has introduced a package in which you can put down less than Bt 0.5m and pay back the rest, interest-free, over 10 years. This sends out a clear message that Heights Holdings is a well-financed developer backed by top international investors."

-*John Davids, Real Estate Magazine Thailand* (September 2009)

"I purchased a 2 bedroom condo through Heights Holdings, Pattaya last year. To date I have had first class service. All my inquiries have been answered immediately, up-to-date information on the project has been provided, also accompanied with great videos. I could not have achieved the smooth purchase of this property without the expertise of Heights Holdings. My advice to any prospective buyer: do it right and go through the professionals."

-*Michael Burke, Saudi Arabia* (January 2012)

" A very straight forward and honest approach to selling a condo. Heights-Holdings staff were courteous, knowledgeable and and above all, professional. They provided a great service which included collection and drop-off from the hotel and a broad selection of good quality properties tailored to my requirements. I dealt personally with Oliver and Matthew who both went out of their way to answer questions and queries quickly and then back it up with emails and literature. A great managed turn key package from first viewing to final completion of contract. I will definitely purchase some more condos form this reputable company".

-*Barry Collier, UK* (August 2014)

Unique Characteristics of Heights Holdings:

The tremendous growth Heights Holdings has achieved in the short space of time since the inception of the company is testament to the exceptional quality and service provided by our professional team. However, on top of the outstanding quality we provide through our real estate projects there are a variety of distinct characteristics which help to differentiate Heights Holdings as the market leader from the rest of the generic real estate market:

- Heights Holdings is a company which is largely self-financed. This allows us to offer promotions, finance, and other incentives to investors and clients in contrast to other developers.
- Heights Holdings is able to provide innovative financial solutions for our clients. Due to the aforementioned fact that we are largely self-financed, Heights Holdings is often able to offer payment terms spread over up to 48 months with 0% interest (subject to conditions). Thus we have found that many clients who were only in the market for one unit have ended up placing deposits on two, three, or four units while using rental and resale income to cover their payment instalments. This provides every potential client with an attractive investment opportunity.
- Heights Holdings offers premium quality at affordable prices. By premium quality we mean not only the building materials but we also refer to state-of-the-art engineering concepts and innovations such as floor-to-ceiling glass and the use of cellular beams. We combine true structural integrity with aesthetic beauty to create a genuine value proposition within the Pattaya real estate market.
- Due to the fact that most of the Heights Holdings developments are off-plan, we offer a complimentary service to our clients which we have termed project tracking. Project tracking enables our clients and investors to log on to our website (http://www.heights-holdings.com/construction_updates.php?lang=en&source=nav) and track the construction of our developments via photographs which are updated regularly. This provides everyone with a vested interest in our projects with peace of mind that construction remains as planned and on schedule.

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