

# noble \( \lambda \text{RC UND} \\ ARI

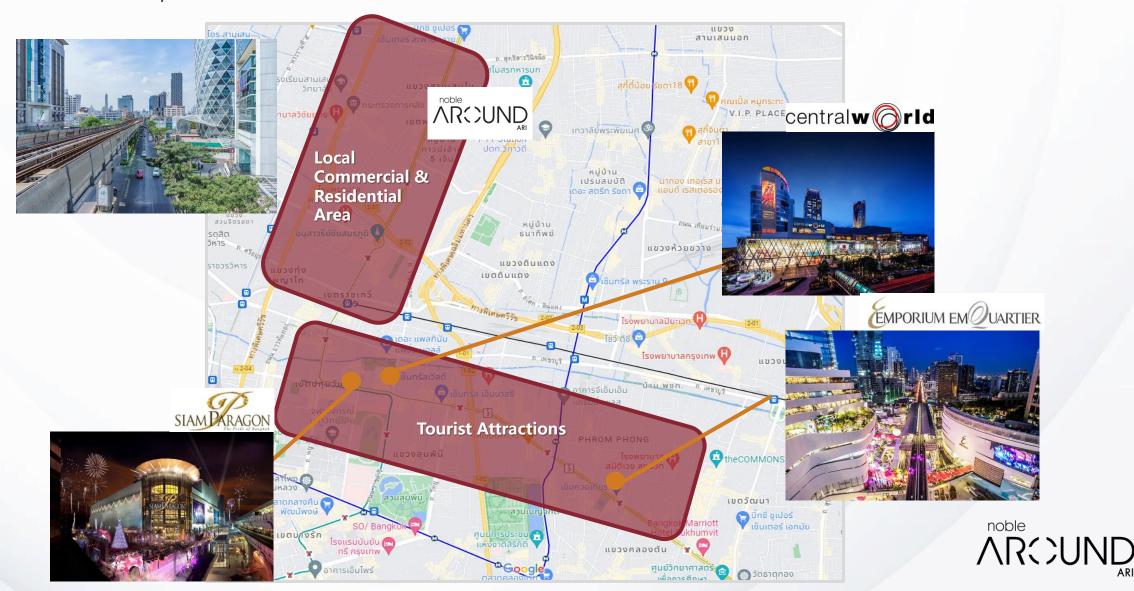
A mixture of old and new generation spot





# Why Ari?

Excellent location, Local favorite



# Why Ari?

# A mixture of old and new generation spot

- Traditional wealthy villa area; several famous families live here
- Bangkok's new attractive and charming neighborhood will become the next Thonglor



- Grade A commercial buildings, government offices and hospitals
- Senior Executive and Medical Staff Cluster
- Bangkok's Food and Coffee Junkie Paradise

# **Excellent Transportation Network**

- 5 stations, 10 minutes to Siam
- 4 stations to Bang Sue Grand Station



#### An insufficient number of condominiums

- Only 3 residential projects have been launched in the last five years, with Noble Development developing two of them
- Over 80% occupancy
- The monthly rent is estimated to be 725-800 baht per square meter, with a rental return ranging up to 5%

# Noble Development is the No.1 developer in Ari Area

- Has developed 6 high-rise residential projects in Ari
- Have a good understanding of the development of this area





# A mixture of old and new generation spot



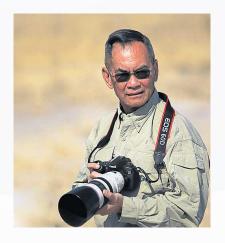
# A mixture of old and new generation spot

#### **Prominent families live in Ari**

Ari is a well-known gathering place for dignitaries, neighbors are all famous families, such as Pongpol Adireksamn, a well-known politician in Bangkok, Cheosakul, the founder of Raja Damani Stadium, Punnakanta, the spokesman for the Prime Minister of Thailand and Minister of Industry, etc.



**Buddhipongse Punnakanta**Former Minister of Digital
Economy and Society of
Thailand



**Pongpol Adireksamn** Former Deputy Prime Minister of Thailand



Kamolsut Dabbaransi
Founder and CEO
Mugendai Group/
Executive Director and
Senior Executive Vice
President, Head of
Food & Beverage,
Thoresen Thai
Agencies Public
Company Limited



Jit Cheosakul
Executive manager of
Rajadamnern Stadium/
Founder of RSM Muay Thai
Academy



# Bangkok's new hip and trendy neighborhood

Selected by Time Out as one of the 49 trendy communities in the world in 2021







# Why we think Ari is the coolest neighborhood in Bangkok right now

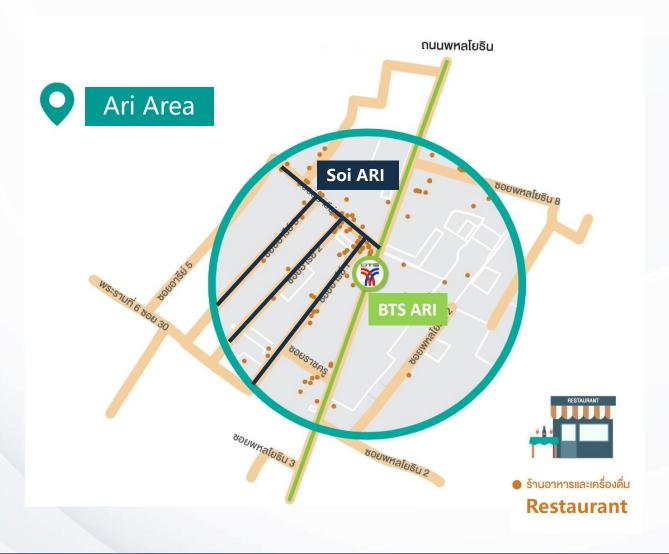
Time Out lists Ari as one of the 49 coolest neighborhoods in the world for 2021







# Feature stores, restaurants, cafes, and start-up brands have settled in the neighborhood to form a unique area.



There are more than 450 retail and dining restaurants in the Ari area, which are the newcomer business that have chosen to start their businesses in the Ari area, especially cafes, restaurants and other multi-brand stores, the current Ari location has become another lifestyle district of Bangkok.

Only 100 meters from BTS Ari, you will find Soi Phahon Yothin 7 (Ari). Within this main alley, there are also sub-alleys starting from Soi Ari 1-5, allowing you to take a walk to enhance your delicious food experience.



Restaurant (47%)



High-rise residential (6%)



Low-rise residential (30%)



Office Building (2%)



Government (14%)



Hotel (1%)



## Bangkok's Hidden Hipster Hangout



#### **Gump's Ari**

Gump's is a place that takes cute seriously. Pastel-washed store facades and mural-painted walls act as cheery backgrounds. It is dedicated to more serious eats, featuring restaurants such as Kobe King, which is a destination for Japanese barbecue, and Yuppies' Yummies, which churns out Western and Asian fusion fare.



#### **DROP BY DOUGH**

Handcraft doughnut freshly made everyday using the finest ingredients sourced from across the globe. We are proud of our yeast raise chewy dough fill with carefully chosen mouthwatering flavors.



#### **Oh Vacoda Café**

For people who have never liked eating avocados. You may change your mind and fall in love when you come to eat the avocado menu here. Created to please both people who love avocados. and beginners learning to taste.



#### **Nana Coffee Roaster Ari**

Experimental Coffee Trip - Coffee Shop, Café, Coffee Roasting Factory, Bean Sourcer, and much more for all coffee lovers. The very best in the industry!



#### **Clay Bangkok**

Located in the heart of Soi Phaholyothin 2, this greenhouse-style café offers simple homemade brunch and European dishes made with high-quality ingredients and interesting fusion.



### Restaurants in the streets





#### **Dai Lou**

If you are in the mood for tapas-style Cantonese food in a 100% Instagrammable retro Chinese interior.





#### **Baan Puengchom**

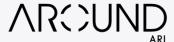
A long-standing garden house serving Thai comfort food. Outdoor tables in the garden can be romantic during Bangkok's winter.





#### Lay Lao

Northern-Eastern recipe from Hua Hin that has made the name to Michelin's Bib Gourmand for a few years.



## Night out and music



#### Feelingbar Ari

A neon bar in Ari Soi 4 (Northern Side) with the concept 'How Are You Feeling Tonight?' to enjoy every feeling. No matter how happy you want to hang out or come to sad mode to comfort the liquor. Here is the answer for you to get in and let go with every mood every night.



#### Salt Ari

Stylishly decorated wine restaurant and cocktail bar. As for the food menu, the restaurant offers both Japanese dishes from sushi, sashimi, and Western dishes such as wood-fired pizza to French cuisine. The function of the restaurant is available to choose from both sides and outside zones.



#### **Cantina Wine Bar & Italian Kitchen**

Your new friendly neighborhood joint. Inspired by Subterranean wine cellars in Italy, the restaurant serves up the finest and yet affordable wines as well as homemade Italian favorites with no frills - where each bite encompasses the love, warmth and skill of every Italian mother.



#### **Bay Aree**

This semi-rustic, cowboy-decorated cafe is like being in a Parisian street café. Strong coffee and drinks are served, and a DJ plays on weekends.



## **Boutique stores in Ari**



#### Ikigai Spa Bangkok – Aromatic Thai spa

Invites you to relieve fatigue Let your body relax with a treatment at Ikigai Spa Bangkok, a warm and simple spa located inside the Craftsman Bangkok Hotel, Soi Phaholyothin 11, one of the places where you can spend your relaxation time to the fullest along with adjusting the state of mind to truly calm.



#### Dog in Town - Dog Café

Cute cafe suitable for dog lovers or wanting children to have activities on holidays or evenings. It is a shop that combines large breed dogs, cold-weather dogs, and Japanese dogs for customers to come and play with them.



#### **Tokyobike – Customized Bike**

One of the cute things about Tokyobike (there's only one in Thailand) is that it acts like a small community. For cyclists in Soi Aree Who is around here you can also come to fix it at this shop or you can stop by to exchange knowledge with the cyclist gang here as well.



#### **Decorum Bangkok – tailor wear made-to-order**

A classic men's clothing store in Soi Aree Samphan 5 that focuses on product quality then other else. With a variety of styles of shoes to choose from famous brands around the world, They are screened by experts with a real passion or passion for Classic Menswear.





# Perfect Work – Life Balance

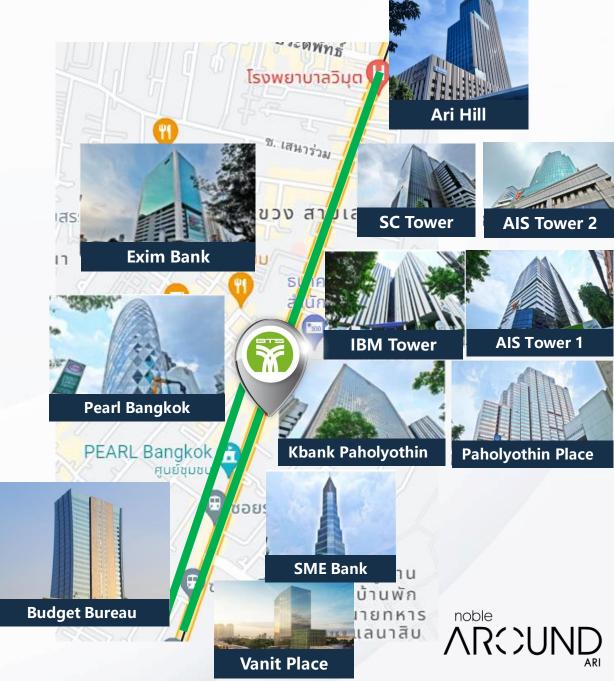


### **Outstanding location**

A number of Grade A commercial buildings, government offices and hospitals are centrally located here



Ari is a concentration of Grade A commercial buildings and has the most commercial buildings on the BTS Green Line (North).



# A number of leading international and regional companies have established their offices in Ari









































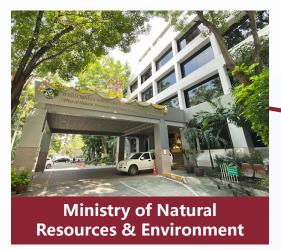
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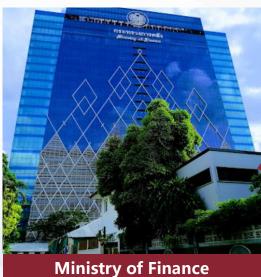






### **Government Buildings**











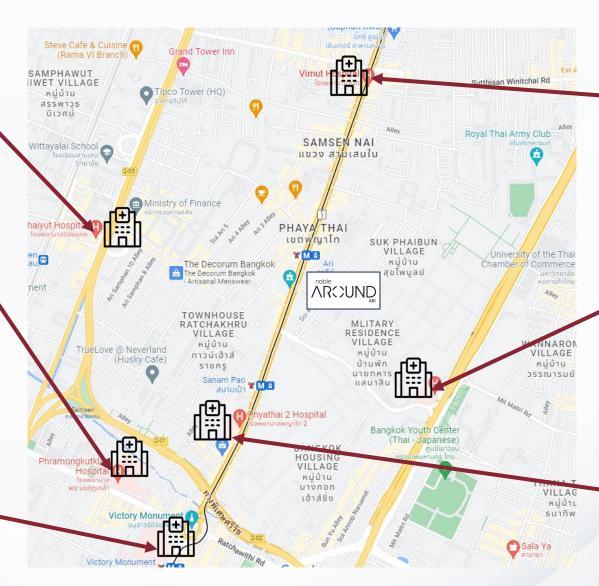


## Numerous hospitals with excellent medical services













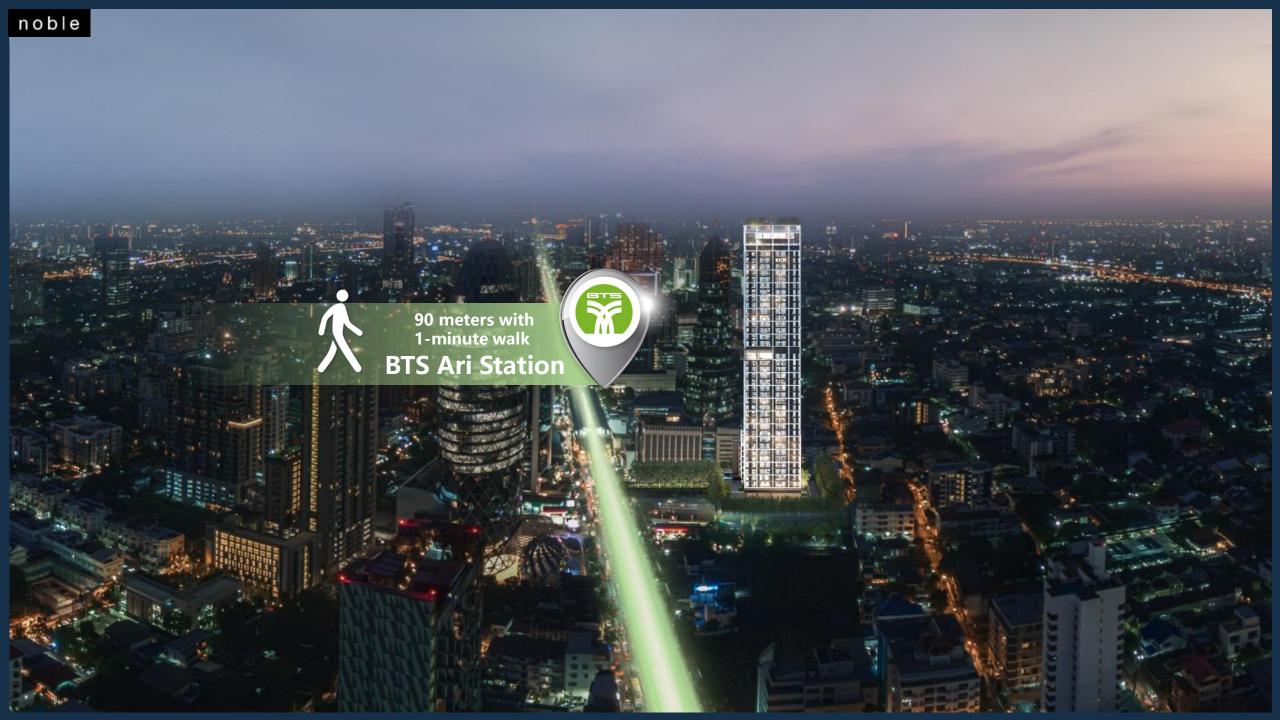






# Excellent Transportation Network





# Ari favorable location and convenience of transportation

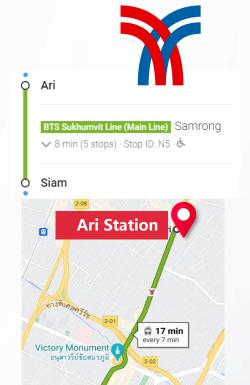








10 minutes directly access to Siam shopping district and Chatukchak Weekend Market



RATCHATHEWI



Pratunam Market

Platinum Fashion Ma

**Siam Station** 

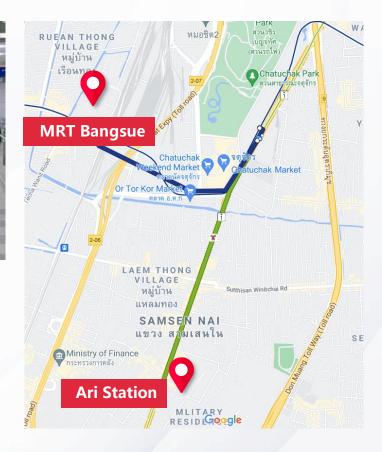
## 4 stops to Bang Sue high-speed railway terminal





Thailand's first standard high-speed railroad, positioned as a transportation hub for Bangkok and the surrounding area, as well as the largest transportation center in Thailand and the largest in Southeast Asia in terms of land transportation centers.

The station will connect several Bangkok railroads (MRT, Skytrain BTS, Red Line, etc.), airport express lines (Suvarnabhumi Airport, Don Mueang Airport, U-Tapao Airport, etc.), highways and other routes, holding most of Bangkok's future transportation services, and will be the hub of all long-distance rail lines in Bangkok.





## 4 stops to Bang Sue high-speed railway terminal





Red line that is due for completion in 2021 and operate in this November consisting of the Dark Red Line. Bang Sue

- Rangsit and the light red line, Bang Sue
- Taling Chan

Travel from Bang Sue Central Station to Rangsit Station, a distance of 26 km and takes about 25 minutes.

It plans to have 6 extension lines to link with red line. These extension will be convenient to go upcountry within a few hours **Link up between North and South of Bangkok** 





# 19 minutes straight connect to Donmueang International Airport

Donmueang Airport, the second largest airport in Thailand, an essential transportation hub for both domestic and international flights.













# **Amenities**



## La Villa Community Mall







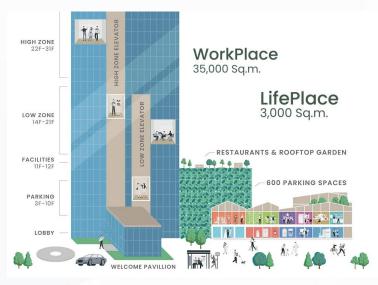
#### The community mall La Villa is located next to Exit 4 of the Ari BTS station.

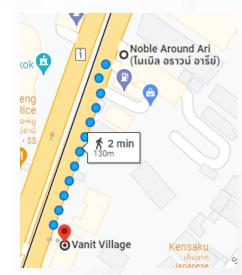
This lifestyle center is located on Phahonyothin road at Ari BTS station. La Villa has a combined modernity with greenery concept. La Villa houses an upscale supermarket, banks, service centers and a number of trendy cafés and restaurants to serve neighboring residents and office workers.



## **Vanit Village New Community Mall**























Vanit Village, otherwise known as the "LifePlace", is a 4-storey, 3,000 square meter retail space that will serve as the new gathering place in Ari with a pet-friendly concept and plenty of parking for customers. Vanit Village aims to be the center for personal time, physical fitness, family activities, and assorted hobbies and interests for everyone in Ari.



## The hidden international school in the heart of the city



#### St Andrews Dusit International School Bangkok, SAT)

St. Andrews International School Dusit is a British international School set just outside the grounds of the Chitralada Palace in Bangkok. Dusit is a fully inclusive and co-educational school for children aged 2 to 11. Since opening with five children in 2010, it has expanded to just over 300 children distributed throughout 20 classes.





#### **RBIS International School**

The school celebrate the teaching and learning moments that change lives. The school is an internationally accredited international school located in a residential area of central Bangkok and has been a recognized and trusted provider of quality education since 1971.

#### **British Early Years Centre - International Kindergarten**

The school follows the British Early Years Foundation Stage Curriculum with a unique Reggio Emilia and nature-inspired play approach. One of a handful of Reggio-inspired kindergartens and nurseries in Bangkok, our stunning preschool and nursery are nestled in the family-friendly Ari neighborhood of Bangkok, accepting children from 2-6 years.





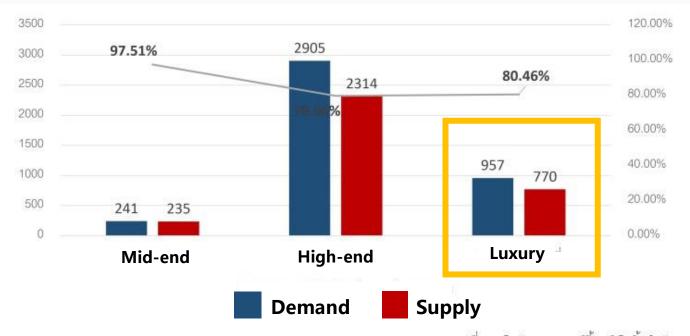
# Ari House Price Trend



# **Limited Residential Units Supply**

Ari real estate market has been growing with sales of approximately 80%

# Ari-Phahonyotin Demand/Supply of residential units



ที่มา: เน็กซัส พรอพเพอร์ตี้ มาร์เก็ตติ้ง จำกัด, 2561

**Less than 20% supply in the luxury segment** 



Kalm Penthouse Ari เฉลี่ย N/A บ/ตร.ม. เริ่ม 16.90 ลบ. | ขายแล้ว N/A | เสร็จ 2025



SAVVI ARI 4 เฉลี่ย 160,000 บ/ตร.ม. เริ่ม 5.50 au. | RESALE | เลร็จ 2020



Na Veera Phahol-Ari เฉลี่ย <del>129,000</del> บ/ตร.ม. เริ่ม 2.49 ลม. | ชายแล้ว N/A | เลร็จ 2020



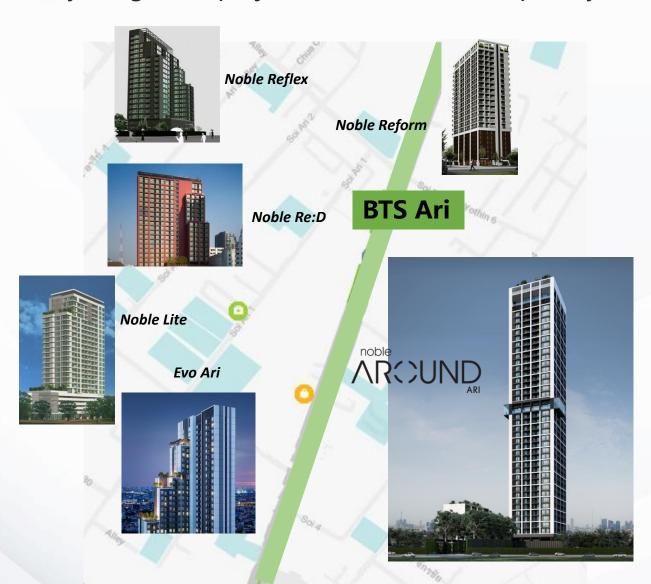
KARA ARI – Rama 6 เฉลี่ย 200,000 บ/ตร.ม. เริ่ม 12.00 ลบ. | ชายแล้ว 29% | เสร็จ 2019



Suanbua Residence Ari 1 Ralakru เริ่ม 175,000 บ/ตร.ม. เริ่ม 5.60 ลบ. | ขายแล้ว N/A | เสร็จ 2018



# Noble has a big advantage in the development of residential projects in ARI Only 2 high-rise projects have been developed by Noble in the past 5 years.



Ari high-rise condo has been shortage for a long time, Noble bear 2/3 of the overall supply which named Noble Reform, Noble Red, Noble Lite, and Noble Reflex, Evo Ari and Noble Around Ari.

Noble has always insisted on taking land and building projects in the core area of Bangkok, which is very close to the subway station, and its projects are booming in rental and sales.

#### Overall > 80% Occupancy Rate

- high-tier salarymen and government staff with surrounding more than 10 office buildings
- Medical staff and doctors with surrounding more than 10 hospitals nearby
- New Gen Business owners, more than 450 retail and dining restaurants in the Ari area, which are the newcomer business that have chosen to start their businesses in the Ari area, especially cafes, restaurants and other multi-brand store



# The latest appraisal prices for Phahonyotin Road in 2023-2026 represent an increase in the value of the district.





Land valuation in the area around the BTS station (Sanam Pao - Ari - Saphan Kwai) has increased from 300,000 THB per sq.wah to 500,000 THB per sq.wah in the last 5 years.

2016-2020

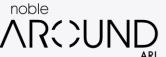
300,000 - 400,000 THB/sq.wah



**2023-2026** 500,000

THB/sq.wah





Shortage of vacant land leads to soaring prices for newly developed detached villas in Ari

Single House for Sale! Prime location at Soi Ari 5 (North ) walk to BTS Ari 600 m. only./04-HH-63079.

₱ Bangkok, Phaya Thai, Sam Sen Nai



House for sale Soi Pradiphat 5 4 bedrooms, 3 bathrooms 200 sq. Wah.

Bangkok, Phaya Thai, Sam Sen Nai







Sale: \$ 59,000,000





Sale: \$ 45,000,000

House for sale Soi Pradiphat 5. 

P Bangkok, Phaya Thai, Sam Sen Nai



House for Sale! Prime location only 600 m. from BTS Ari, Phahonyothin 2 Sutthisan Rd. Viphavadi-rangsit Rd./04-HH-63039.

Pangkok, Phaya Thai, Sam Sen Na







Sale: \$ 45,000,000





Sale: B 75,000,000





OWN THE PRIVATE SKY POOL RESIDENCES
IN ARI

EXCLUSIVE UNIT 59 MB.

REGISTER FOR EXCLUSIVE OFFERS

CBRE

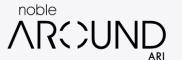
FREEDOM IS
THE ULTIMATE LUXURY.

READY TO START MOVE IN 39.9 MB

098-692-6924

ARTHA

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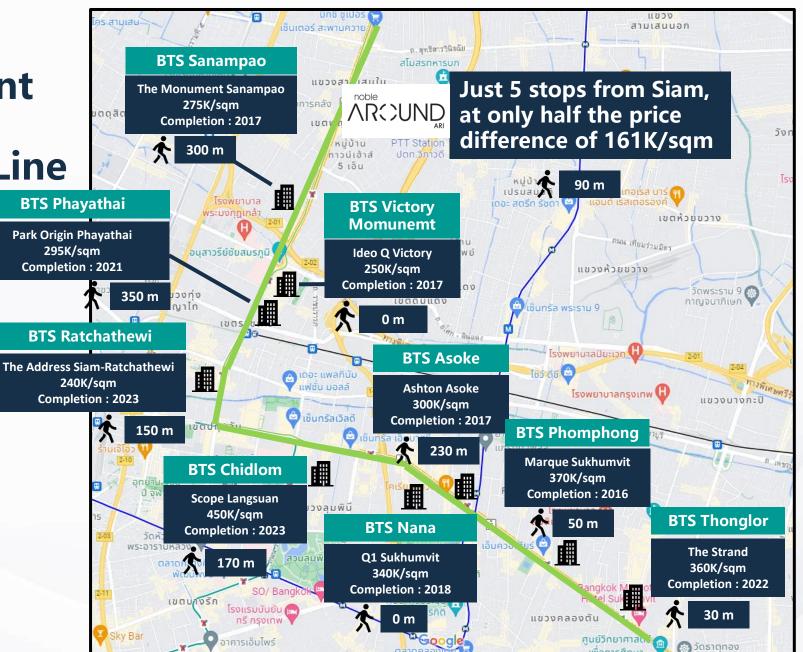


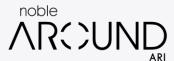
# Comparison of the residential projects in Ari Noble Around Ari features the best facilities and accessibility

Project Name	Developer	Location	Building/Units	Specification	Completion Date	Average Price	Project selling point
Noble Around Ari	Noble	Ari BTS 90 m	39/7 Storey 611 Units	Fully Fitted	2023	161,000	<ul> <li>90 metres from Ari BST station, next to Phahonyotin Avenue</li> <li>360 degree sky pool &amp; gym</li> <li>Sky Lounge with 270-degree views</li> <li>Automatic parking systems</li> </ul>
The Address Siam- Ratchathewi	АР	Ratchathewi BTS 150 m	50 Storey 880 Units	Fully Fitted	2023	240,000	<ul> <li>A variety of unit type to fit the family needs</li> <li>The large 5-Storey facilities, the largest area development in the district.</li> </ul>
Park Origin Phayathai	Origin	Phayathai BTS 350 m	35 Storey 550 Units	Fully Fitted	2021	295,000	Automatic parking systems
The Line Phahol - Pradipat	Sansiri	Sapankwai BTS 550 m	46 Storey 981 Units	Fully Fitted	2020	180,000	• 1–3-bedroom variety of unit type
The Reserve Phahol - Pradipat	Pruksa	Sapankwai BTS 500 m	25 Storey 260 Units	Fully Fitted	2019	170,000	Automatic parking systems
Ideo Phoholyotin- Chatujak	Ananda	Sapankwai BTS 150 m	35 Storey 257 Units	Fully Fitted	2019	170,000	<ul> <li>Features 70% automatic parking</li> <li>Infinity pool on the rooftop floor</li> <li>Only 150 m from BTS station</li> </ul>
The Monument Sanampao	Sansiri	Sanampao BTS 300 m	24Storey 86 Units	Fully Fitted	2017	280,000	<ul> <li>High privacy and scarce in large unit size</li> <li>Standard delivery of high-end materials</li> </ul>
The Line Chatujak- Mochit	Sansiri	Mochit BTS 350 m	43 Storey 841 Units	Fully Fitted	2017	190,000	<ul> <li>Located between MRT and BTS Station approx. 400 m</li> </ul>



Best value development adjacent to BTS Green Line

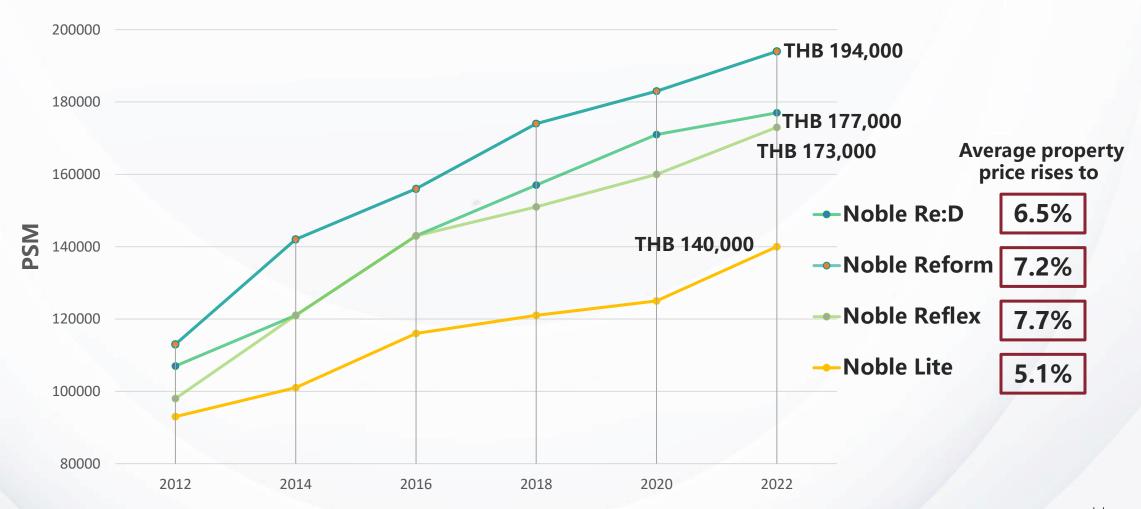




# Comparison of expected rental yields for projects in Ari as high as 5.9% conservatively



# Noble capital gains in the Ari areas over 10 years is 5-7% increase in property value y-o-y







#### **Project – Noble Around Ari**

Project Area: 3-0-23 Rai

**Building:** 2 Residential Buildings

Building X : 39 Storeys | 533 Units Building Y : 7 Storeys | 78 Units

Completion: Q1, 2023

**Unit Type** 

**1 Bedroom (S):** 26.40 – 27.30 sq.m. **1 Bedroom (L):** 34.78 – 35.16 sq.m.

**1 Bed Plus:** 41.86 – 44.89 sq.m

**Parking:** Approximately 47% of project's units

(double parking excluded)

**Ceiling Height:** Building X - 2.85m | Building Y - 2.70m

Facilities Building X

G/F - Lobby / Mailroom

2M/F - The Mezzanine Library

23/F - Uptown Sky Lounge

39/F - Dimensional Pool (360-degree saltwater pool)

39M/F - Horizontal Gym (360-degree fitness centre)

Roof - Roof Garden

**Building Y** 

G/F – Lobby / Auto Parking / Mailroom /

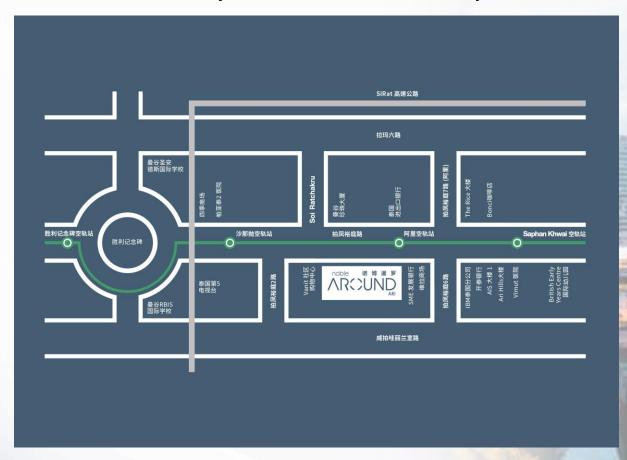
Laundry

Roof - Roof Garden

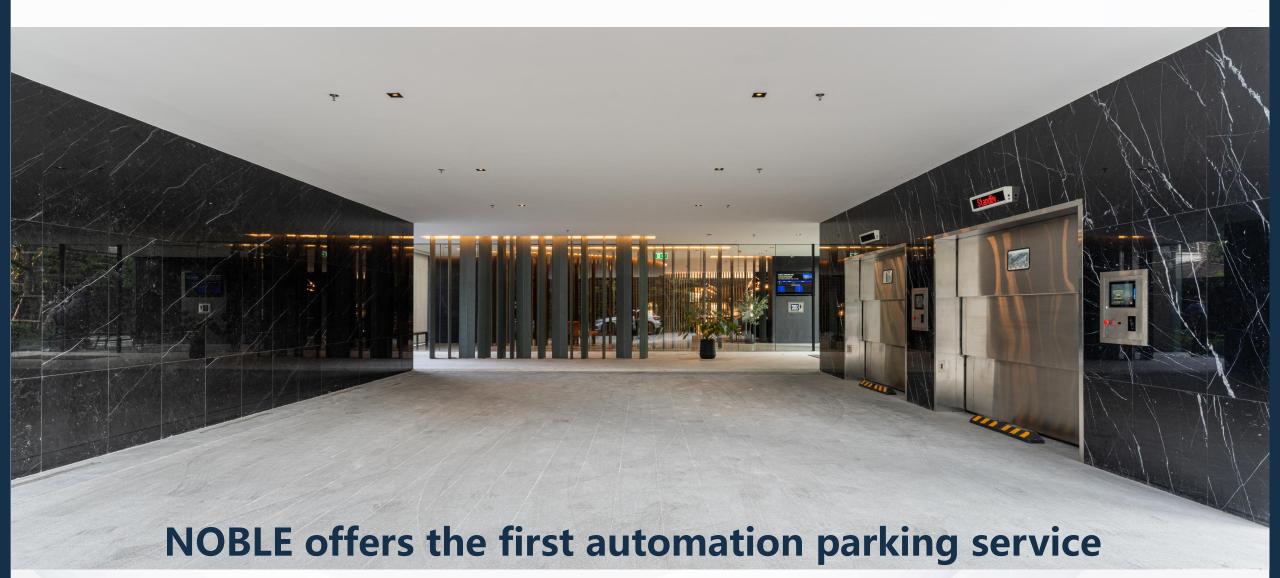


#### **Excellent location**

90 meters from BTS Skytrain Ari Station, 1 minute by walk.







NOBIE ARI

# The Landmark of ARI

Landscape: TROP <a href="https://www.trop.land/">https://www.trop.land/</a>

Architecture: Greyspace <a href="https://www.greyspace.info/">https://www.greyspace.info/</a>

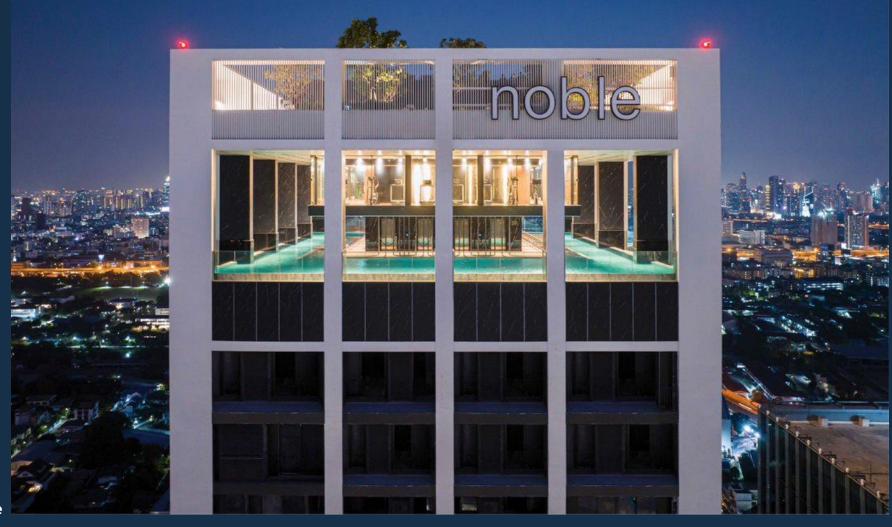








## A new high-end completed residential project in Bangkok's stylish lifestyle community.





#### A new high-end completed residential project

Inspired by the "skin-and-bones" architecture of modernist architect Ludwig Mies van der Rohe, Noble Around Ari, the latest landmark in Bangkok, embraces the concept of simplicity and transparency, and uses geometric design to reconnect residents with nature.



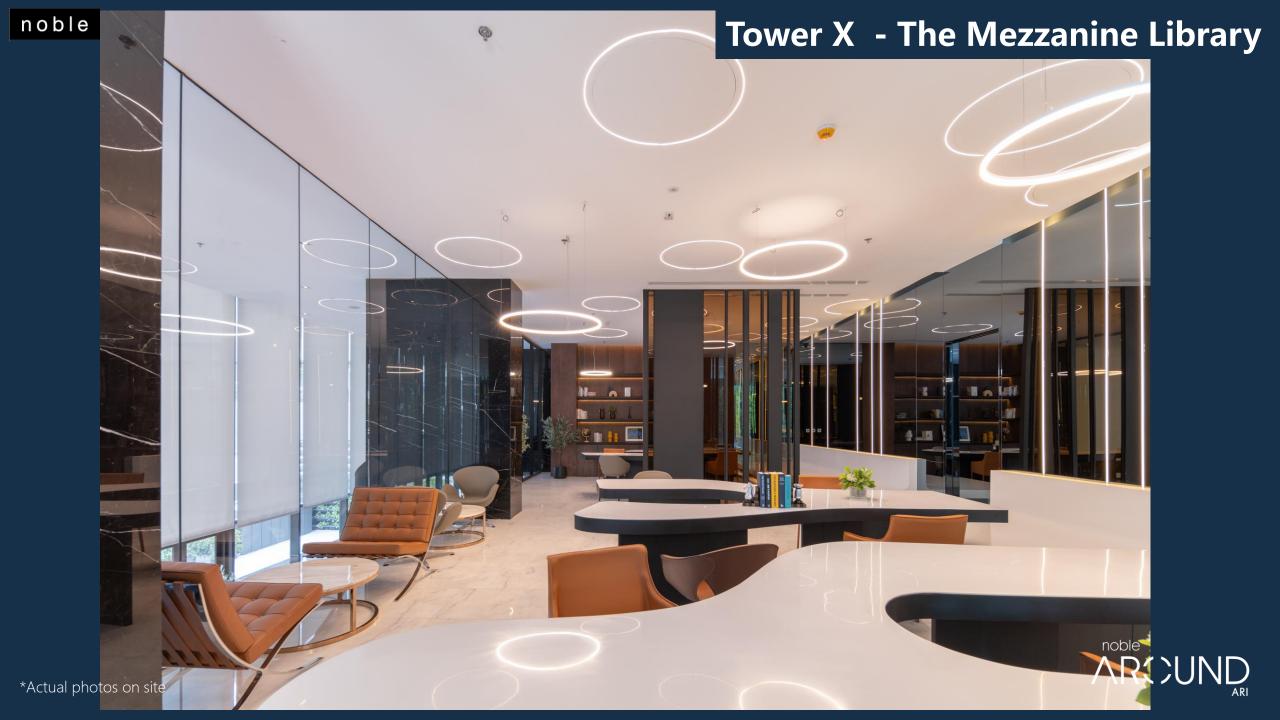


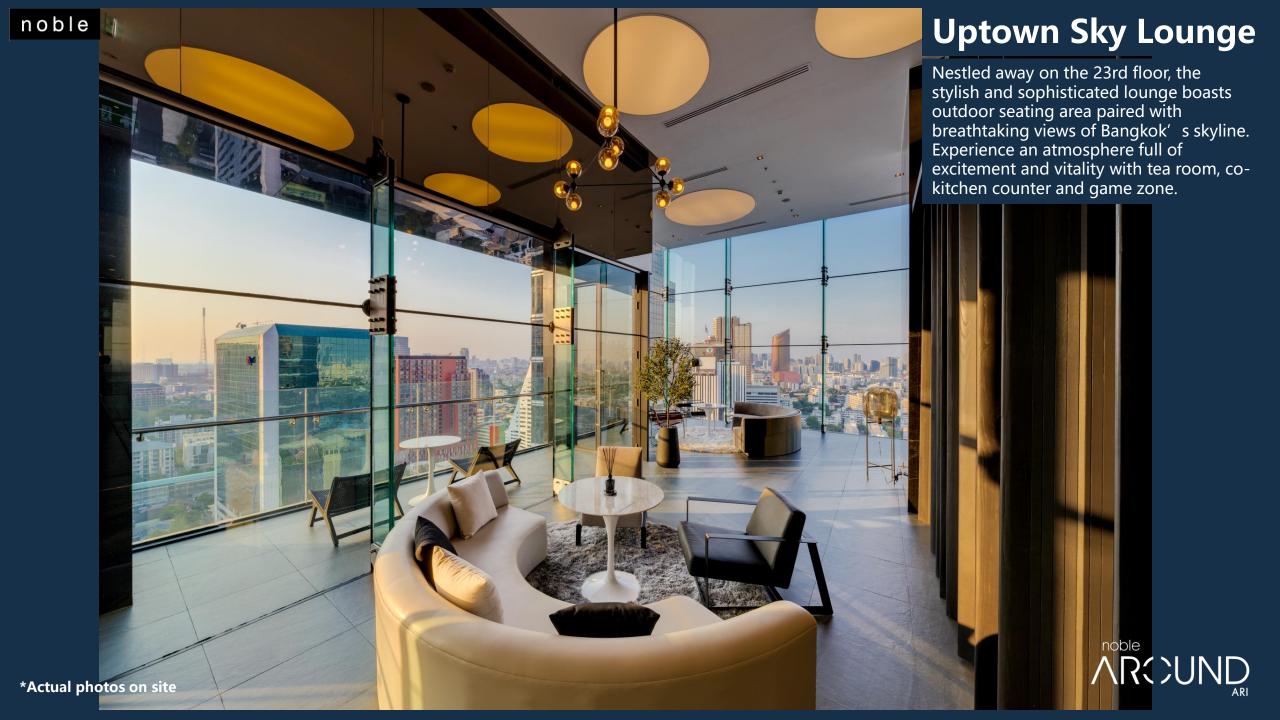
noble **Tower X - Lobby** Curl up with a good book or relax in style at this chic and multi-functional urban space. Connected through a unique and eye-catching spiral staircase, The Mezzanine prides itself on a friendly and laid-back atmosphere. ARCUND ARI \*Actual photos on site

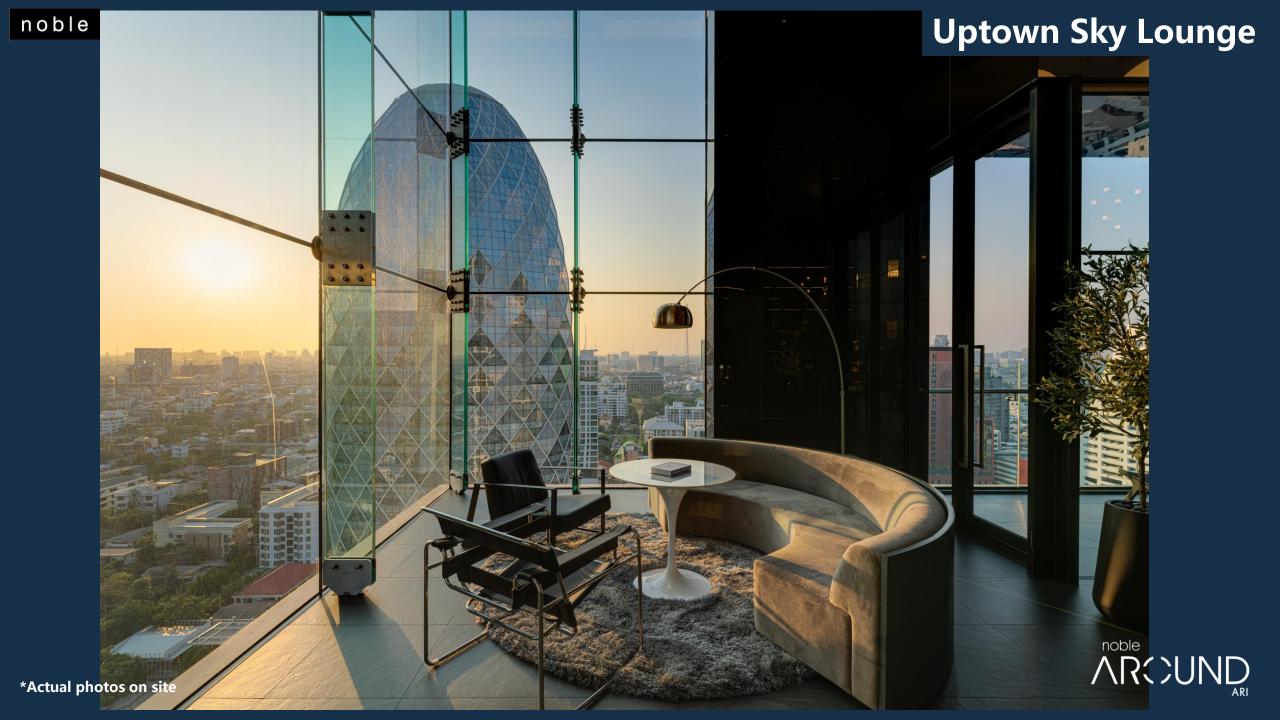
noble

Tower X - Lobby

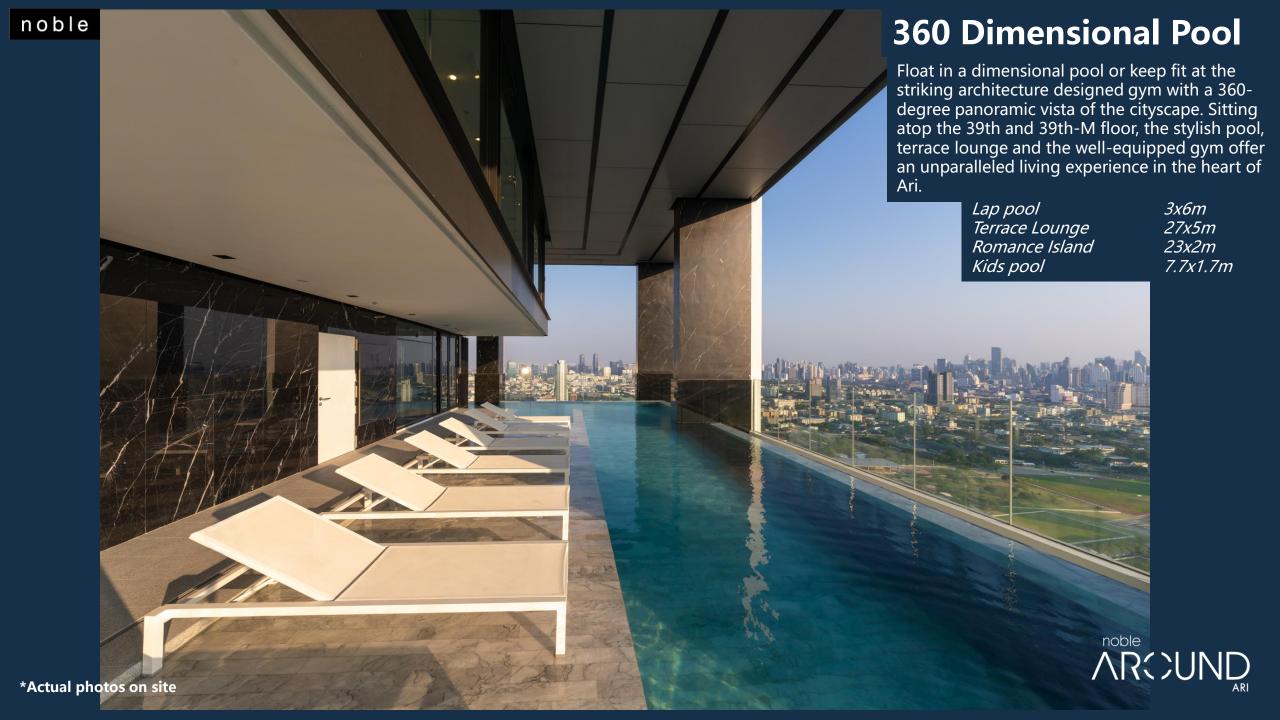




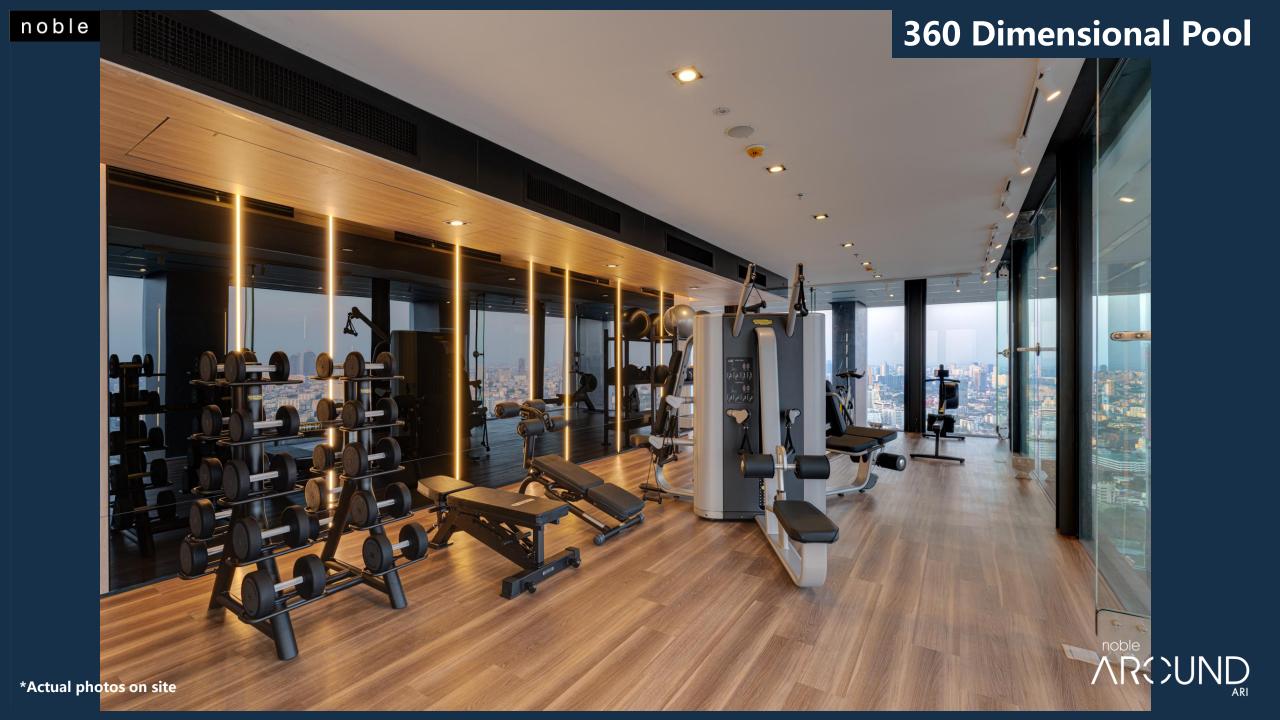




noble **Uptown Sky Lounge** NRCSUND ARI \*Actual photos on site



noble **Horizontal Gym** ARCUND ARI \*Actual photos on site



noble **Rooftop Garden** A luscious rooftop hideaway set amidst lush greenery overlooking the cityscape.
Soak up the tranquility and admire the scenery or enjoy a casual get-together with friends and family over a barbeque party. \*Actual photos on site



noble **Tower Y - Lobby** CUND \*Actual photos on site

#### **Around garden**

An ultimate urban retreat in a harmonious blend of architecture and green nature. Unwind in a sunken seating area surrounded by water and absorb the beauty of the greenery in a unique setting.



NRCUND ARI



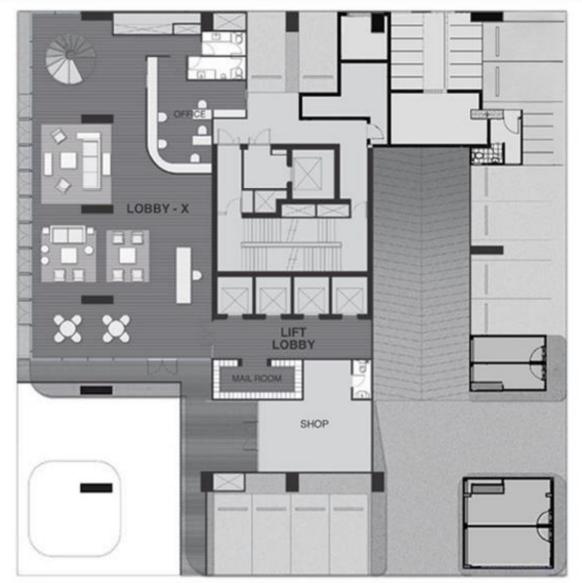
## Floor Plan



#### **Ground Floor | Master Plan**



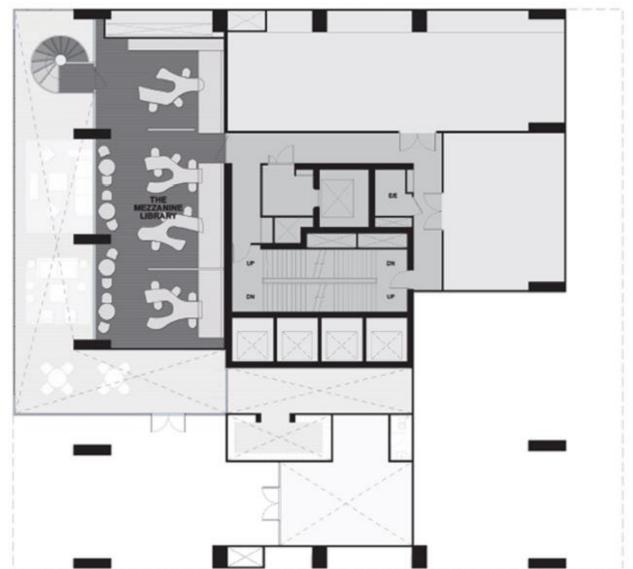
#### **Tower X | Ground Floor**







## Tower X | 2 Floor





#### Tower X | 3-22/24-38 Floor







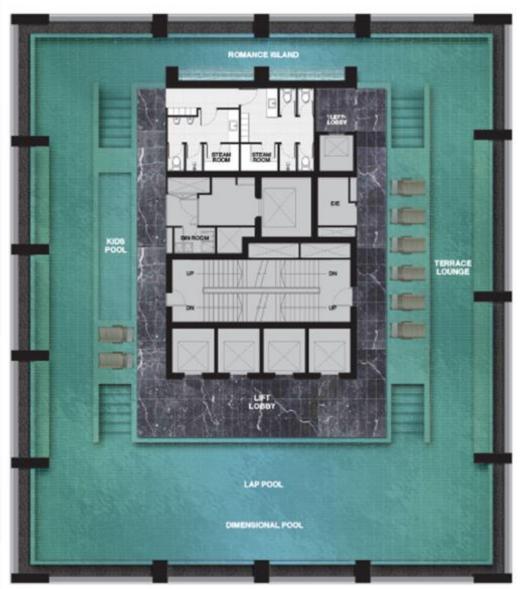
### Tower X | 23 Floor







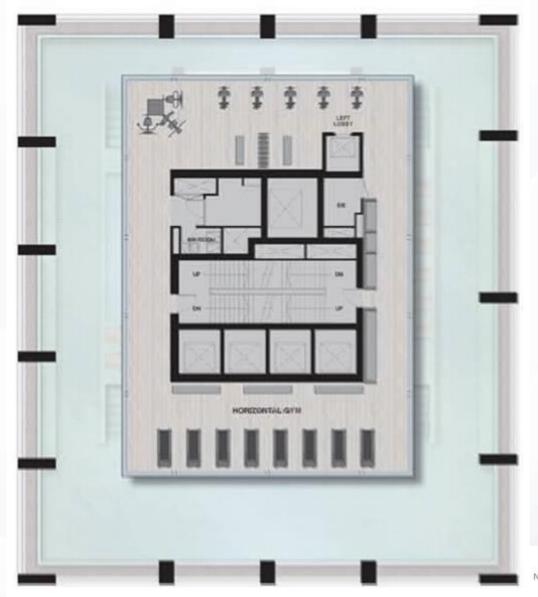
## Tower X | 39 Floor





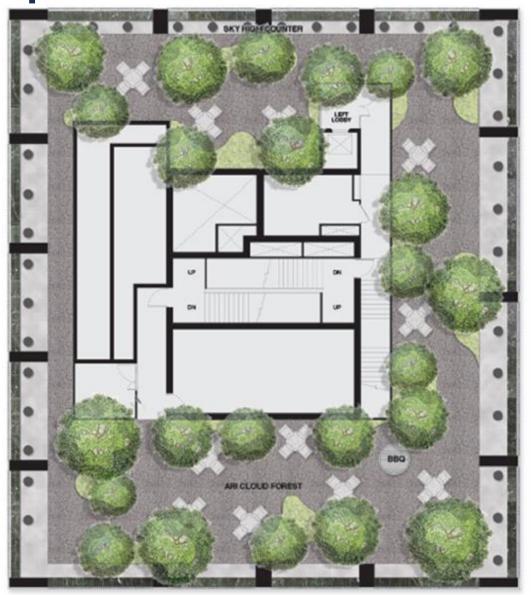


#### Tower X | 39 M Floor





#### **Tower X | Rooftop**







#### **Tower Y | Ground Floor**







#### Tower Y | 2-7 Floor







## Tower Y | Roof







noble

## **Unit Plan**





2 Bedroom B01 – 44.7 Sq.m



2 Bedroom B02 – 42 Sq.m





5.40

2 Bedroom B03 – 41.6 Sq.m

1 Bedroom (L) A04 – 34.6 Sq.m



1,40





1 Bedroom (S) A05 – 26.4 Sq.m

1 Bedroom (S) A06 – 26.4 Sq.m







1 Bedroom (S) A07 – 26.4 Sq.m

1 Bedroom (S) A08 – 26.4 Sq.m





1 Bedroom Plus B09 – 43.9 Sq.m



1 Bedroom Plus A10 – 34.9 Sq.m





1 Bedroom (L) A11 – 34.6 Sq.m



1 Bedroom (L) A12 – 34.7 Sq.m





2.70 2.70 2.70

1 Bedroom (L) A12X – 34.8 Sq.m

1 Bedroom (L) A14 – 34.8 Sq.m





1 Bedroom (L) A15 – 34.5 Sq.m

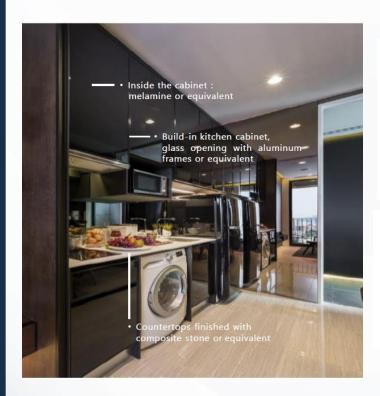




**Room Specification** 



# **Standard Package**



#### **Kitchen Set**



TEKA electric ceramic HOB or equivalent



TEKA tap sink or equivalent



TEKA slim line HOOD or equivalent



TEKA under mount sink or equivalent



#### Closet

- Build-in closet glass opening with aluminum frames or equivalent
- Inside the closet finished with melamine (no closet lighting system provided) or equivalent

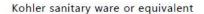




### **Standard Package**









Washlet 1 set or equivalent



Kohler washbasin or equivalent



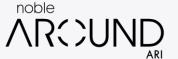
Kohler faucet, shower head and others equipment or equivalent

#### **Sanitary Wares**

- Open shelf cabinet
- Countertops finished with composite stone
- Mirror with storage cabinet
- Shower enclosure tempered glass (No bathtub provided) or equivalent

#### KOHLER.

- Kohler sanitary ware or equivalent
- Washlet 1 set or equivalent
- Kohler washbasin Kohler sanitary ware or equivalent or equivalent
- Kohler faucet, shower head and others equipment or equivalent



# **Electrical, Communication and Air Condition System**











**Digital door lock** 

Wall mounted type air conditioners

Home automation system (lighting control)

receptacle **ticino** 

**Provides switch** 

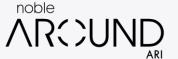
and power











# **Flooring Material**







**General floor finishing laminate or equivalent** 



Bathroom floor finishing granite tiles or equivalent



**Balcony floor finishing granite tiles or equivalent** 



Kitchen area floor finishing marble pattern tiles or equivalent



#### **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 30 days after the deposit is made



# noble \( \lambda \text{RC UND} \\ \text{ARI}

Noble AROUND ARI Condominium Project, Condominium Registration no: 8/2565 The Project is comprised of 2 buildings: 39 stories, 1 mezzanine with 4 basements, total 533 residential units and 1 commercial unit, 7 stories with 5 basements, total 78 residential units. The Condominium is registered by Continental City Company Limited. Office Address: NOBLE Building, 1035 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330. Registered and paid-up capital: THB 3,000 million. Co-CEO: Mr. Thongchai Busrapan and Mr. Frank Fung Kuen Leung. Project Location: Land title deeds no. 7884, 1010, 1011, 1012, 1013 and 1014 Samsennai (Samsennai-Nua), Samsennai, Phayathai (Bangsue), Phayathai, Bangkok. Total land area: Approximately 3-0-23 Rais. The Project has obtained approval for the environmental impact assessment report dated 3 October 2019. Currently, the project has financial obligation. The purchaser must fully pay any payments under Agreement for Sale and Purchase of Condominium and the owner of the condominium unit must fully pay tax, common property expense and sinking fund in accordance with the Regulation of the Condominium Juristic Person. Remark: The Company reserve the right to change the terms and conditions and the details without prior notice. The illustration are simulated project images for advertising purposes only.



THANK YOU.