

**The Platinum Group Launches "The Market Bangkok",
The BANGKOK NEW DREAM shopping mall for best food,
fashion and lifestyle for Thais and tourists from all over the world.**

- Budgeted in 4,540 million baht, with the purpose to create a new dream paradise for local and tourist in the heart of Ratchaprasong district. The shopping mall is targeting traffic average 3,000,000 visitors per month.
- To become the center for all kinds of markets, an exotic hangout place with a variety selection of over 1,200 shops to suit all lifestyle
- Get surprised with the cutie indie tenants from Japan for an additional highlight, from the famous 'Domo Kun' Mascot of the NHK TV Station which will bring smile to everyone.

Bangkok (November 7, 2561) - The Platinum Group PLC, the managing group of commercial real estate – retail and wholesale, hotels, residences and office building has organized a press conference to officially launch The Market Bangkok, with an aim to create a phenomenon of becoming the BANGKOK NEW DREAM.

Mr. Surachai Chotejurangkool, Executive Chairman of The Platinum Group PLC said "The objective of our event today is to introduce the new shopping mall in Ratchaprasong district, right in the heart of Bangkok. The Market Bangkok is the mixed-use project that contained 21 rai with the total budgeted of 9,000 million baht – including The Market Bangkok shopping mall, 2 Marriotts chained hotels which are Fairfield and Hotel Moxy. Apart from that, we also have The Platinum Tower office building right on top of the shopping mall. For the shopping mall budgeted at 4,400 million baht is expected to be the new dream destination for all Thais and tourist from around the world. Our targeted date for the Grand Opening day is 14 February 2019."

Mr. Somporn Naksuetrong, Vice President of The Platinum Group PLC revealed about this special project that "The Market Bangkok has invested into the construction, public relations and marketing – all together of more than 140 million baht to create a great market, great food, fashion and dream travel destinations for the Bangkok residents and visitors from all over the world."

‘The Market Bangkok’ has special highlights as follows:

- Best locations combining all shops and is a destination in the heart of Bangkok
- Best transportation links with R-Walk, BTS, Sansaeb water way, cars, and public transports
- Best shop selections of over 1,200 stores perfectly well-combined of delicious food and drink, fashionable products emphasizing on local Thai designers to offer choice varieties and bargaining experiences that can be enjoyed.

The Market Bangkok concept is to organize in variety of shops to increase engagement and participation from customers to create the new experience of shopping in Bangkok for them. The Market Bangkok is affordable every day whether you are fashionista, foodies, travel lovers, café hoppers or having any sorts of daily lifestyle – The Market Bangkok is the desired destination for everyone, especially with over 21 variety of activities and marketing promotion campaign all year round to always and to keep creating new experience to the customer.

“Targeting the New Gen Hippy for basically the new generation people despite the age or gender limit but our customer are the people who leading their own life freely, they are creatively enough to come up with unique things that they liked. It’s a free spirit that doesn’t care what other people think. No social judgement, more excitement in every life aspect. And to reach out to this group of people we integrated both offline and online channels by emphasizing on creating awareness through engagement and participation. Apart from that, the tourists are another group that we targeted especially for the Chinese and ASEAN tourists. We worked with tour agents and expected to get average of 50 buses and vans per day” **Mr. Somporn**, said.

The Market Bangkok is located in prime area with feasible transportation in all types such as the skywalk R-Walk of over 1,150 meters – connected to BTS Chidlom and BTS Siam, travelling by private car, public buses or the boat near to Pratunam is also easy. The selected quality tenants are the main highlight in order to create the BANGKOK NEW DREAM destination.

Grand Opening Promotion is called The Opening Surprise welcoming shoppers with special promotions combining prizes worth of over 5 million baht from February 14 – March 31, 2019)

- Get free cash voucher worth 1,000-3,000 baht prizes worth
- Get lucky on Gashapong Giant Machine to win the WOW prize when you shop up to 800 baht
- Earn The Market Card points x5 when you shop with us
- The Market Fan Club creating a database to offer customized privileges for our target customers, build customer satisfactions to promote repeat visits. We have a soft-opening offer to welcome new members with The Market Card Welcome Pack inclusive of 400 points registered, souvenirs, discount cards, and much more privileges.

The Market Bangkok is ready to offer a variety of experiences from the perfect arrays of over 1,200 shops to suit all lifestyles – foodies, travelers, fashionistas, and all. Grand opening day is 14 February 2019.

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