




# EMBRACE THE FUTURE OF LIVING

WE CREATE COMMUNITIES THAT ARE  
BUILT FOR TODAY AND PREPARED  
FOR TOMORROW


PROTECT THE EARTH, THE HOME WE ALL SHARE.  
JOIN US IN SHAPING A SUSTAINABLE LEGACY.




# SHAPING A SUSTAINABLE FUTURE FOR COMMUNITIES



We envision The Element Villa as more than just homes—it's a model for sustainable communities. Our villas combine cutting-edge design, renewable energy, and wellness to create a living experience that prioritizes both individual well-being and environmental stewardship.



We are redefining luxury by merging it with sustainability. Our goal is to build homes that reduce environmental impact while enhancing modern living and fostering thriving, eco-conscious communities.



The Element Villa will have a lasting positive impact by fostering sustainable practices, reducing carbon footprints, and empowering communities. We are committed to creating spaces where luxury and sustainability create a ripple effect of positive change.

# THE PROBLEM

## SUSTAINABILITY IS NO LONGER OPTIONAL



Consumers and governments are demanding eco-friendly living solutions, but the market is lagging behind, offering too few sustainable luxury housing options.

## WELLNESS IS THE NEW STANDARD



Buyers increasingly prioritize integrated wellness features in homes, but most developments lack a holistic wellness approach, leaving a significant gap in the market.

## HIGH ENERGY COSTS ARE RISING



Traditional homes burden residents with high operational costs, as energy prices continue to soar. Those who don't embrace energy-efficient solutions will face growing expenses.

## THE CLOCK IS TICKING ON NET-ZERO



Global targets to reach net-zero emissions by 2050 are accelerating, and regulations are tightening. Developers who don't act now risk falling behind in an evolving market.

## ECO-LUXURY HOMES ARE SCARCE



Premium eco-friendly homes are rare in the market, and demand is outpacing supply. Investors who don't seize this opportunity may miss the future of luxury real estate.

## THE WINDOW OF OPPORTUNITY IS NARROW



The demand for sustainable, wellness-focused living is rapidly increasing. Investors who wait risk missing out on this fast-growing, high-return market.

# THE SOLUTION

## NET-ZERO ENERGY HOMES



Our villas run on net-zero energy with centralized solar power, interconnected for maximum efficiency. This setup significantly cuts operational costs and future-proofs homes for sustainable living.

## WELLNESS-CENTERED LIVING



The villas integrate wellness-focused amenities, offering spa services, fitness facilities, and healthy living spaces, catering to the rising demand for holistic well-being.

## WATER RECYCLING SOLUTION



Our luxury villas utilize advanced water recycling systems, interconnected to ensure efficient water usage across the property, drastically reducing water waste while supporting sustainable living practices.

## EXCLUSIVE COMMUNITY



Creating an exclusive and thriving eco-conscious community that not only enhances property value but also fosters education and awareness on sustainable living practices, promoting a deeper connection to the environment and a sense of belonging.

## GREEN BUILDING PRACTICES



Built using sustainable materials and green building practices, such as locally-sourced wood and eco-friendly concrete, ensuring that your investment reflects both luxury and environmental responsibility while adhering to LEED compliance standards.

## LONG-TERM ENVIRONMENTAL AND LOCAL IMPACT



Contribute to global sustainability efforts by reducing carbon footprints while having a positive local impact through job creation, supporting local suppliers, and fostering sustainable resource management.



# MARKET OPPORTUNITY

## LUXURY REAL ESTATE GROWTH



Phuket's luxury real estate market is expanding, with annual returns of 7-10% for eco-friendly rental properties, driven by international buyers seeking high-end, sustainable homes.

## LIMITED SUSTAINABILITY IN WELLNESS DEVELOPMENTS



While 35% of large hotel and condominium projects in Phuket are focused on wellness, only 15% of these developments incorporate sustainable practices. This presents a significant opportunity for The Element Villa to lead the market in sustainable luxury housing.

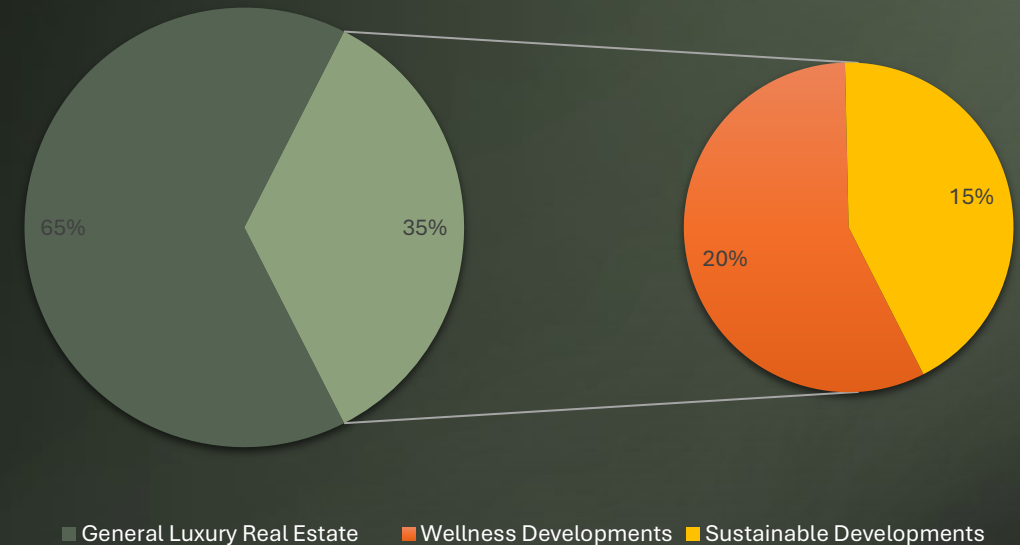
## LIMITED ESG FOCUSED PROJECT



The adoption of ESG-focused projects in real estate is still emerging, with a small fraction of luxury developments incorporating sustainability. This gap presents a major opportunity for The Element Villa to be a pioneer in the region's sustainable luxury housing and wellbeing market.

## WHY NOW?

Thailand, especially Phuket, is emerging as a prime destination for eco-conscious international investors, offering a rare blend of luxury, sustainability, and attractive returns. Positioned to capture this growing demand, The Element Villa combines high-end living with sustainable practices, making it highly appealing to both eco-conscious buyers and ESG-focused investors. With few developers in the luxury residential and wellbeing segment adopting these sustainability standards, The Element Villa is well-positioned to lead the way in eco-friendly luxury housing.



# MARKET SIZE AND TAM

## LUXURY REAL ESTATE MARKET



In 2023, Phuket's luxury real estate market reached a total value of 100 billion THB, with wellness-focused developments accounting for approximately 35% of this market.

## SUSTAINABLE DEVELOPMENTS



Currently, an estimated 15% of wellness projects in Phuket incorporate sustainable building practices, representing a potential TAM of 5.5 billion THB for eco-friendly luxury developments.

## FUTURE GROWTH

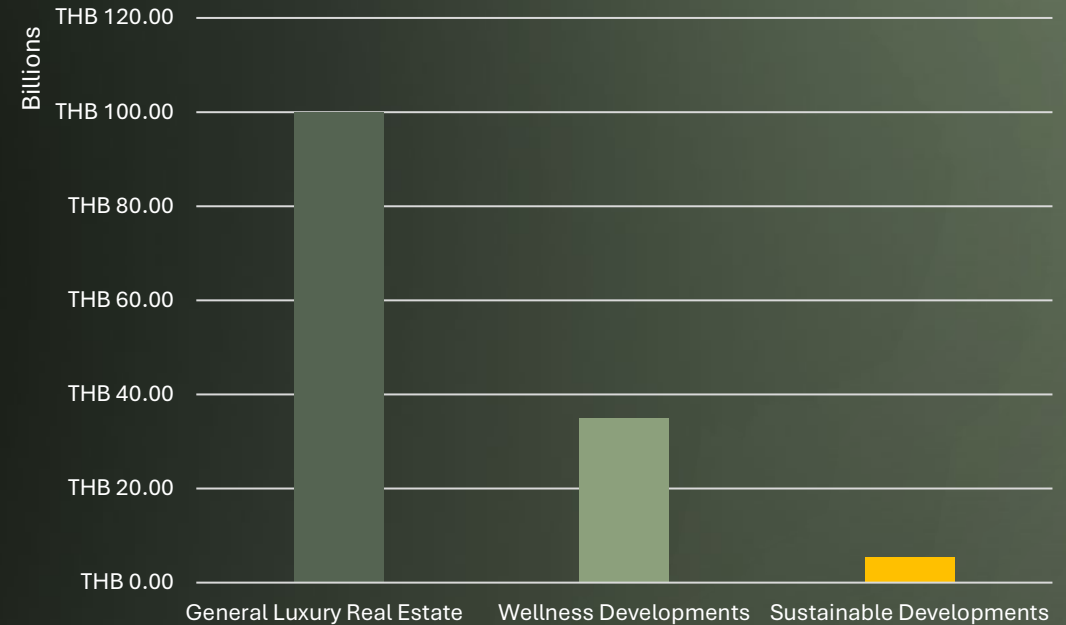


As demand for sustainable housing continues to rise, the market share for green developments is projected to grow, potentially increasing the TAM to 10.5 billion THB in the coming years.

## ESG INVESTMENT POTENTIAL



The current calculation does not fully account for the rapidly growing demand for ESG-focused investments. As environmental, social, and governance (ESG) criteria become more critical for high-end buyers and investors



The estimated number of units for a **5.5 billion THB** market size is approximately **122 villas**. At 45M THB / units

The Element Villa is positioned to capitalize on this growing trend, leading the way in sustainable luxury developments and capturing early adopters. As the market matures, the demand for eco-conscious luxury homes and wellbeing will expand significantly.

# PROJECT OVERVIEW

The Element Villa is a sustainable luxury development divided into two phases: Project A and Project B. Project A lays the foundation by creating an exclusive community of luxury villas that are integrated with top-tier wellness amenities. This phase focuses on sustainability and luxury, while also generating significant revenue streams that will finance Project B and beyond. In alignment with our long-term vision, we emphasize a strategic approach by reinvesting profits from villa sales into building valuable long-term assets, ensuring steady revenue and long-term value growth. This approach secures assets while supporting future expansion and sustainability goals.

## LUXURY VILLAS

Each of the 10 luxury four-bedroom villas will be designed with cutting-edge green building practices, ensuring maximum sustainability and energy efficiency. Two of these villas are designated for long-term rental, serving as valuable assets for the project. The villas are interconnected with a centralized water and energy system and provide complete privacy with lush greenery. Each villa spans 550 sqm across two floors, featuring expansive living areas and a large 55 sqm swimming pool, all situated on a minimum plot size of 800 sqm.

## WELLNESS CENTER

The wellness center at The Element Villa offers both indoor and outdoor facilities, providing a comprehensive experience for relaxation and fitness. The indoor section spans 400 sqm, featuring state-of-the-art equipment and amenities. Guests can enjoy a fully equipped gym, four luxurious spa treatment rooms, and six sauna units for ultimate relaxation. Outdoors, the wellness center covers 1,600 sqm, incorporating traditional Japanese Onsen baths (four in total) and four covered tennis courts, ensuring a blend of fitness and rejuvenation in a natural setting. The design prioritizes comfort and a serene environment, creating an immersive wellness experience for residents and guests alike.

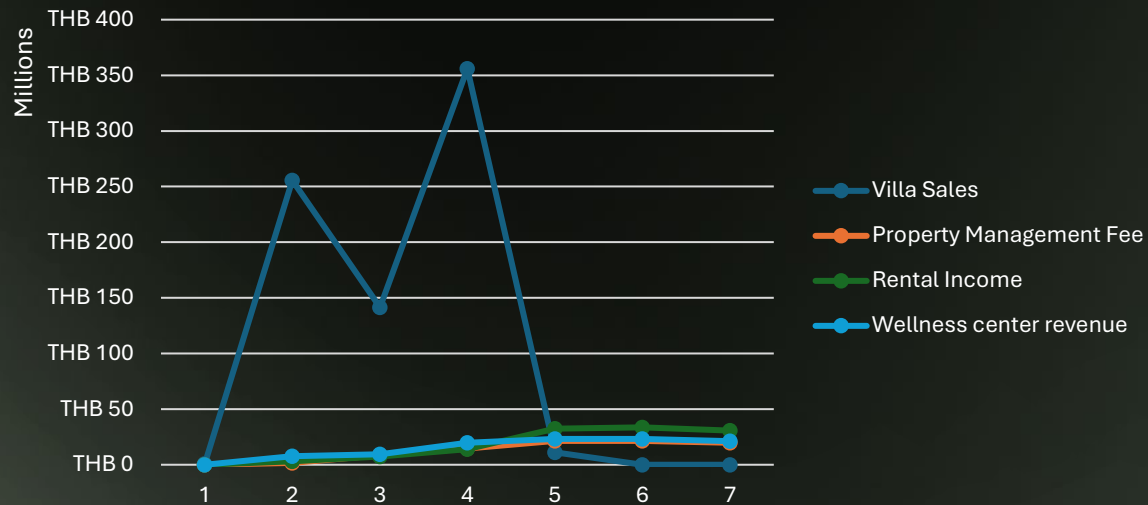
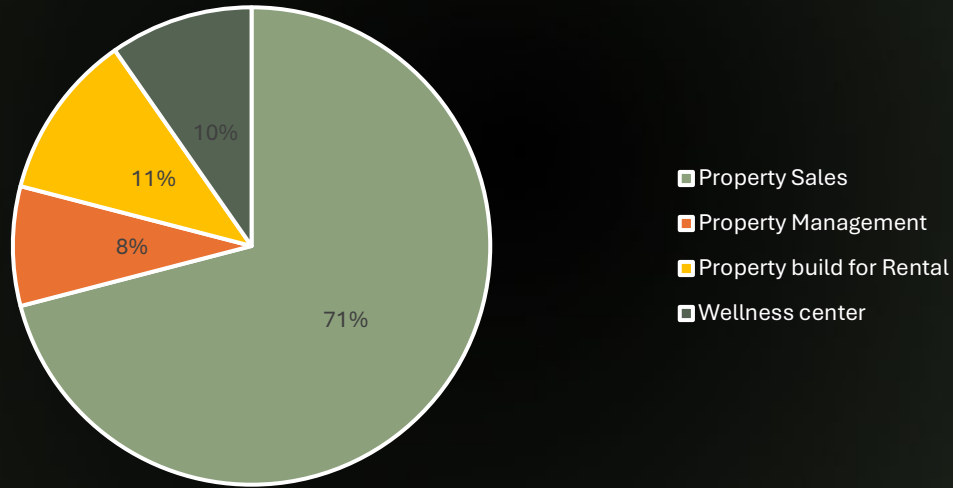
## PROJECT B

Building on the success of Project A, Project B is an expansion that adds more villas (15 units and six of these as valuable assets) and a larger wellness center to accommodate a growing clientele. The revenue generated from Project A will finance this phase.





# REVENUE MODEL



## VILLA SALES



Off-plan villa sales priced at 45M THB per unit offer substantial initial revenue, which is reinvested to fuel ongoing project phases and building assets, ensuring financial sustainability.

## RENTAL INCOME



Rental income from building assets ensures a steady and recurring cash flow, strengthening the project's financial foundation and supporting long-term growth and reinvestment.

## PROPERTY MANAGEMENT FEES



Property management fees from sold units create a consistent post-sale revenue stream, ensuring continued operational income and long-term asset maintenance for investors.

## WELLNESS CENTER REVENUE



The wellness center generates consistent revenue through its premium services, including spa treatments, gym memberships, and onsen access, offering a diverse and reliable income stream that supports the project's financial growth.



# FINANCIAL PROJECTIONS

Metric	Value
Total Revenue	THB 1.078 billion (USD 31.03 million)
Total Expenses	THB 843.40 million (USD 25.10 million)
Net Profit	THB 234.79 million (USD 7.10 million)
Initial Investment	THB 125.00 million (USD 3.70 million)
ROI (%)	187.84%
IRR (%)	10.43%
Ending Balance	THB 359.79 million (USD 10.71 million)
Total Non-current assets	THB 418.80 million (USD 12.50 million) (8 Villas & 2 wellness Center)
Total Assets	THB 778.59 million (USD 23.24 million)



The Internal Rate of Return (IRR) for the project is calculated at 10.43%. This rate reflects a strategic, long-term vision due to the reinvestment of revenue into non-current-assets and expansion. By focusing on asset growth and future rental income, this approach ensures a sustainable and stable cash flow over the 7-year timeline, prioritizing long-term value over immediate returns.

# COMPETITION

Feature	The Element Villa	Botanica	Anchan Villa	Andaman Assets	Island Collection	Layan Verde	Banyan Lakelands
Sustainable Construction	✓	✗	✗	✗	✓	✓	✓
Green Building Practices	✓	✗	✗	✗	✗	✓	✓
Luxury Amenities	✓	✓	✓	✗	✓	✓	✓
Wellness Integration	✓	✗	✗	✗	✗	✓	✓
LEED Compliant or Equivalent	✓	✗	✗	✗	✗	✓	✓
Project Type	Mixed-use	Single Property	Single Property	Single Property	Single Property	Mixed-use	Mixed-use
4 Bedrooms (Start Price)	45M THB	50M THB	40M THB	45M THB	75M THB	75M THB	-
Built-in (Incl pool, Terrace)	550 SQM	429 SQM	548 SQM	600SQM	600SQM	400 SQM	-
Plot Area	800 SQM	768SQM	876 SQM	450SQM	900SQM	condo	condo / villa
Web link		<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>	<a href="#">View</a>

## LIMITED COMPETITION IN GREEN BUILDING PRACTICES

Most competitors in the luxury segment, especially in Phuket, have not adopted green building standards or sustainable construction practices. Only a few international groups in mixed-use developments include sustainability efforts

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## COMMUNITY-FOCUSED WELLNESS INTEGRATION

By incorporating a wellness center into the development, The Element Villa aims to create a community-oriented, mixed-use property that offers a unique lifestyle, blending luxury with well-being and sustainability.



# GO-TO-MARKET STRATEGY



## STRONG ONLINE PRESENCE



The project's website is already in development with a user-friendly interface and high-quality 3D renderings of the villas. Continuous content updates, including blogs on sustainability and green building practices, will help drive organic traffic through SEO. Social media campaigns and Google Ads will target an international audience, focusing on both eco-conscious buyers and luxury real estate investors.

## TARGETED MARKETING



A combination of digital marketing, including social media, email newsletters, and paid online advertising, will ensure broad visibility. SEO-optimized content and ads will generate consistent traffic and inquiries.

## STRATEGIC PARTNERSHIPS



Collaborations with major real estate websites and agencies, suppliers, contractors, green building advocates, and marketing agencies will provide access to an established network of high-end buyers and investors, further boosting visibility and credibility.

## TRADITIONAL AND EVENT-BASED MARKETING



Local advertising through billboards and participation in wellness and real estate events will enhance local visibility. This approach will help tap into both international investors and the local market, aligning with the project's wellness integration.

## WELLNESS, COMMUNITY AND SUSTAINABILITY FOCUS



The marketing campaign will highlight The Element Villa's wellness-focused, sustainable living approach, distinguishing it from other luxury developments. Exclusive offers tied to the project's wellness amenities will appeal to a health-conscious audience.

## PUBLIC RELATIONS AND COMMUNITY ENGAGEMENT



Collaborating with media outlets to publish articles on sustainable living and attending local sustainability events will enhance credibility.

# TRACTION

## WEBSITE PREPARED AND READY TO LAUNCH



The Element Villa website is fully operational, showcasing high-quality 3D villa renderings and integrated content about sustainable living

## PRE-SALES AND INTEREST



Early-stage interest from international eco-conscious investors has been strong, with substantial inquiries for both villa purchases and rental assets. This traction has been further validated through our pre-test campaign and an exclusive invitation to the Dot Property Thailand awards, showcasing the project's recognition in the industry.

## STRONG PARTNERSHIPS



Strategic partnerships established with top-tier contractors, green building material suppliers, and marketing agencies, ensuring smooth construction and broad visibility.

## LOCAL ENGAGEMENT



Engaging with sustainability advocates to boost local recognition and trust within Phuket's growing eco-conscious community. We are also in discussions with New Energy Nexus Thailand to enter their ecosystem, further aligning The Element Villa with innovative energy and sustainability solutions.

## MARKETING STRATEGY IN MOTION



Digital marketing campaigns, growth marketing, including social media outreach, blog content, and Google Ads, are ready driving consistent traffic and engagement across multiple platforms.

