



GOLDEN EMPEROR

帝皇地產集團

THAILAND PROPERTIES FOR FOREIGNERS

A SUBSIDIARY OF

Asia Bankers Club
— WORLDWIDE —





About Thailand

The Land of Smiles

THAILAND FACTS

- ♦ Population: 64 million
- ♦ Currency: Thai Baht (THB)
- ♦ Capital City: Bangkok
- ♦ World Renowned Resort Destination: Phuket
- ♦ Area: Approx. 514,000 sq km, making Thailand roughly equivalent in size to France
- ♦ Main Economy: Tourism, Export and Manufacturing
- ♦ Over 25 million tourists per year
- ♦ 2nd largest economy in Southeast Asia after Indonesia
- ♦ 4th richest nation in the region after Singapore, Brunei and Malaysia
- ♦ Exquisite local cuisine
- ♦ Friendly & hospitable people
- ♦ Safe and relaxed lifestyle
- ♦ Rich history & culture; amazing scenery, diverse beauty



Amazing Thailand

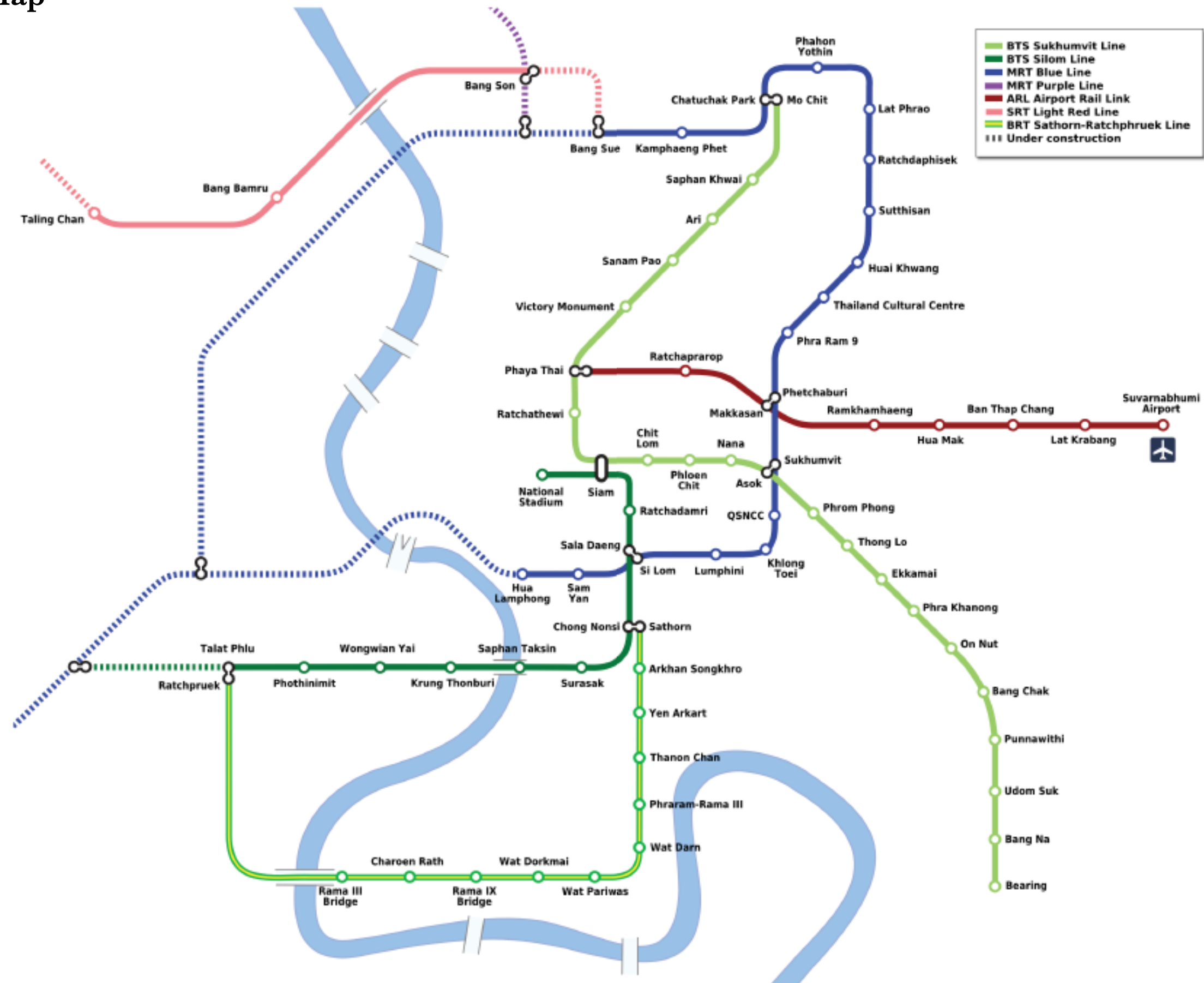


Siam Paragon, Bangkok



Rich history & culture

Bangkok BTS, MRT, ARL & BRT Systems Map



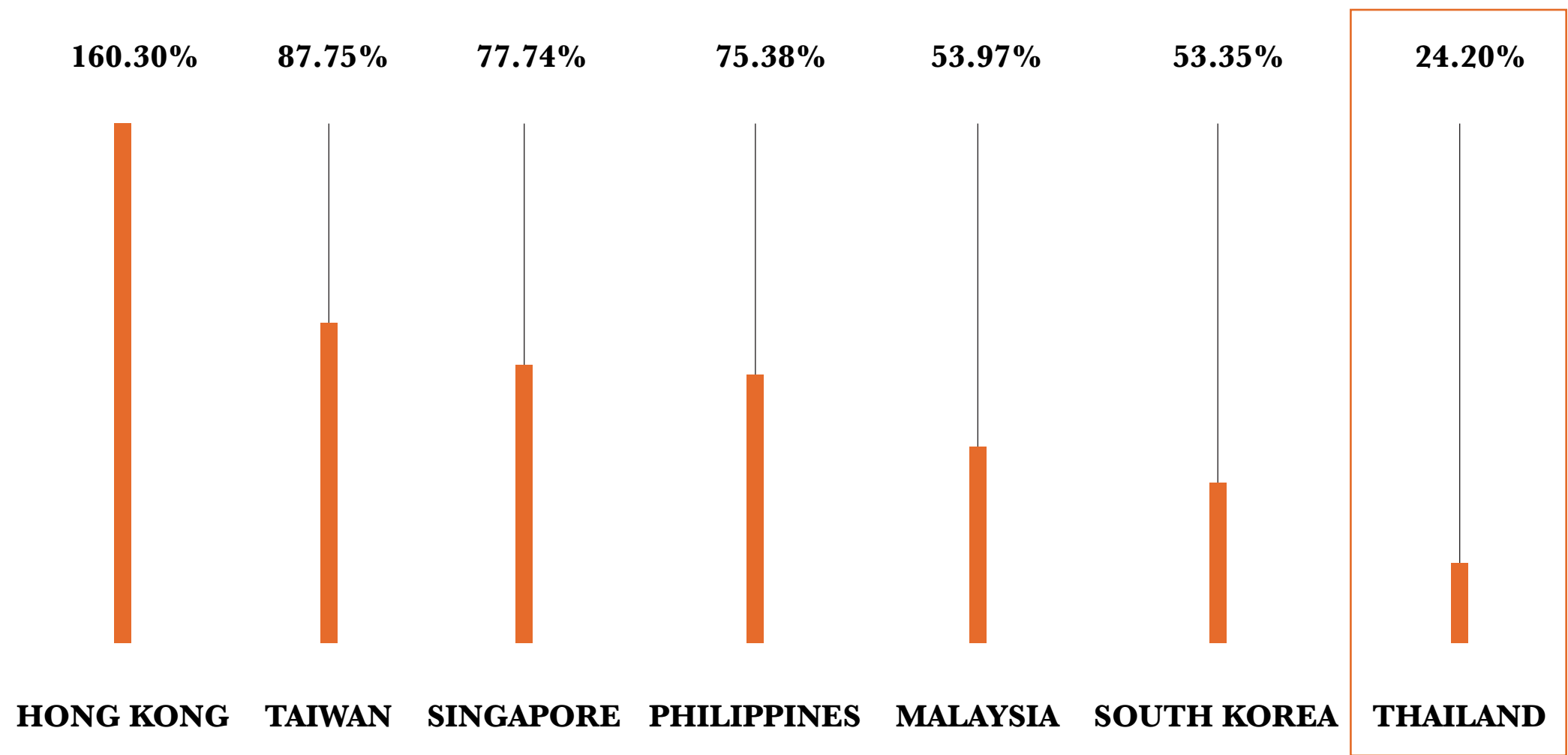
Thailand Property Market

Great investment values to long-term investors

Property prices in Thailand in general have only gone up by 24.20% in the past 10 years. This is comparatively lower than in key Asian markets such as Hong Kong and Singapore, hence providing attractive investment values to long-term investors.

HOUSE PRICE CHANGES, 10 YEARS (%)

Thailand Compared to Continent



Source: Global Property Guide 2013

Bangkok Property Prices:

12.3% increase

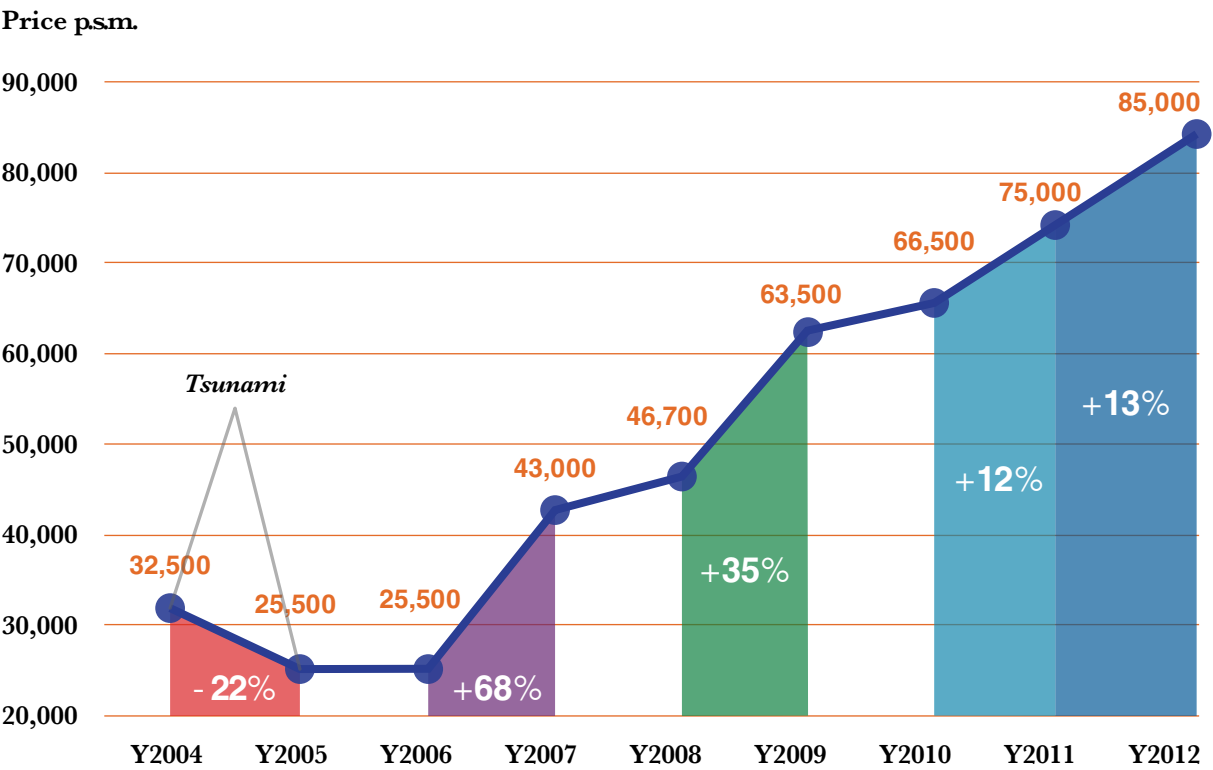


Source: Knight Frank Residential Research,
Miller Samuel/Douglas Elliman, Ken Corporation
*Data to Q3 2013

Knight Frank Prime Global Cities Index, Q4 2013						
Rank	City	World Region	12 - Month % change (Dec 12 - Dec 13)	6 - Month % change (Jun 13 - Dec 13)	3 - Month % change (Sep 13 - Dec 13)	Latest data if not Q4 2013
1	Jakarta	Asia Pacific	37.7%	24.3%	10.8%	
2	Dublin	Europe	17.5%	NA	NA	
3	Beijing	Asia Pacific	17.1%	11.1%	3.1%	
4	Dubai	Middle East	17.0%	4.5%	1.1%	
5	Los Angeles	North America	14.0%	10.2%	6.7%	Q3
6	Tel Aviv	Middle East	12.7%	7.1%	9.2%	Q3
7	Bangkok	Asia Pacific	12.3%	4.8%	0.5%	
8	San Francisco	North America	10.4%	7.0%	1.9%	Q3
9	New York	North America	10.4%	NA	NA	
10	Sydney	Asia Pacific	9.3%	1.7%	0.8%	
11	Tokyo	Asia Pacific	7.9%	-0.9%	-5.3%	
12	London	Europe	7.5%	3.5%	1.7%	
13	Shanghai	Asia Pacific	7.3%	4.6%	5.6%	
14	Monaco	Europe	6.0%	2.9%	1.4%	
15	Vienna	Europe	5.5%	5.5%	2.7%	
16	Kuala Lumpur	Asia Pacific	5.5%	3.1%	0.0%	
17	Vancouver	North America	5.3%	2.2%	1.1%	
18	Madrid	Europe	5.0%	2.8%	1.1%	
19	Nairobi	Africa	4.9%	2.7%	0.5%	
20	Miami	North America	4.3%	NA	NA	Q3
21	Mumbai	Asia Pacific	3.0%	0.3%	0.1%	
22	Moscow	Europe	2.1%	0.6%	0.6%	
23	St Petersburg	Europe	0.6%	0.6%	3.7%	
24	Cape Town	Africa	0.2%	-1.0%	-0.5%	
25	Rome	Europe	0.0%	0.0%	0.0%	
26	Singapore	Asia Pacific	-0.8%	-0.5%	1.1%	
27	Zurich	Europe	-2.0%	0.0%	0.0%	
28	Hong Kong	Asia Pacific	-2.2%	-1.1%	-0.9%	
29	Paris	Europe	-4.0%	-0.7%	-0.7%	
30	Geneva	Europe	-8.0%	-3.9%	-2.0%	

Bangkok was the 7th best performer globally in terms of property price increases in year 2013. Properties in capital city Bangkok generate around 6-7% p.a. rental yield.

Resort properties in Thailand such as Phuket, Pattaya, Koh Samui and Hua Hin generate return yield of around 8-12% p.a. The chart below on Patong's land prices shows that prices doubled almost every 4 years.



Source: Thailand Land Department 2013



Our Services

Looking after our clients every step of the way

At Golden Emperor, we pride ourselves on our professionalism in providing full quality services to our international property investors. In the case of Thai properties, we have a local team of experts in Thailand looking after your investments. We provide full service to you every step of the way:

SOURCING DEVELOPMENTS

Golden Emperor spends a great amount of effort sourcing high quality projects in Thailand to offer our international investors. We work with highly reputable property developers who boast a good track record and have had great success in delivering great products to investors in the past.

Most of our property development partners are listed on the Thailand Stock Exchange. We do however have a handful of boutique private developers we also work with, who go through a stringent vetting process before their projects are accepted onto our platform. This is to ensure projects offered by Golden Emperor have a strong chance of performing well in the future.

DUE DILIGENCE

Golden Emperor prides itself on its dedication to a high quality due diligence process on all of their projects. We check on all aspects of the projects that include studying the background of the developers, quality and delivery of past projects, location of the project, pricing and other comparables, quality of finishing, construction status and more.

SALES PRESENTATIONS

All sales representatives of Emperor Group are trained professionally to be able to service our clients and help them choose the right property to invest in. We are very conscious of possible mis-selling or providing of wrong information to our clients. New sales staff are required to also engage one of our Senior Directors in the process, to ensure clear and proper communication regarding the sale having taken place before their booking is confirmed.

ARRANGEMENT OF BANK FINANCING

There are a couple of financial institutions that are willing to provide bank financing to foreign investors of Thai properties. Typical terms are 70% Loan-to-Value and up to 20 years financing. Our company will assist you in getting financing for your property purchase if required.

EXECUTION OF CONTRACTS

The Sale & Purchase Agreement of your Thai property purchase can be signed outside of Thailand. The original agreement is in Thai, but English translations are often provided. Regardless, Golden Emperor will recommend our preferred local Thai legal firms to assist you in reviewing your contracts (if required).

PAYMENTS INTO THAILAND

When making a money transfer to the developer, it is important to specify that the money being transferred is for the purpose of purchasing a property unit, and to include details such as the property unit number, building, project, and full purchase price. Transfers of funds should be made in foreign currency and not Thai Baht. You will have to keep all Foreign Currency Transaction Forms for use later, during the ownership transfer process. Our company will assist you in arranging the transfer of money to the developer and in making sure the transaction is done properly.

OPENING OF THAI BANK ACCOUNT

At some point you will need to open a bank account to collect rental revenue and pay annual maintenance fees on your property. Golden Emperor's local Thai team will assist you in your bank account opening in Thailand.

FURNITURE BUYING SERVICE

We understand that it will be difficult for you as a foreign investor to spend time furnishing your property in Thailand. Working closely with interior designers and furniture companies, we are able to provide added-value service where we assist you in furnishing your property.

PROPERTY MANAGEMENT SERVICE

We handle all aspects of marketing and leasing your property, receiving and scheduling maintenance and repairs, tenant enquiries, rent collection and administration. We build strong relationships with our clients, tenants and partners by providing exceptional personal service in a timely and professional manner.

EXIT

The right timing to sell a property is as important as the right timing to buy. Golden Emperor highly values a long-term relationship with our clients and hence we put a lot of emphasis in advising our clients when it comes to selling away their property. Our team is constantly on the ground and we are able to give you the most updated news about the Thai property market. With such information we will be able to provide some input for you as to when is the right time to sell your property. Once we get the selling mandate from you, we will work with local agencies on an exit strategy for you.

We want your investments to do well so you will consider us again for future purchases, with your growing investment funds, to mutual benefit.

We welcome you to contact us and discuss any specific needs you might have which are not covered here.

Frequently Asked Questions

♦ **What are the typical property prices for freehold condominiums in Thailand?**

The typical prices for a 1-bed freehold condominium in a good location in Thailand are between HKD500,000 – 1,200,000 (USD65,000 – USD150,000), depending on the quality of the developments and its amenities.

♦ **Can foreigners own Thailand properties under their own name?**

Yes, foreigners can own up to 49% of the total area of a condominium development on a freehold basis. The freehold title of the property will be registered under your name with the Thailand Land Department. Leasehold ownership is also offered in condominiums where the foreign quota for freehold title has been reached. Foreigners can also buy land and landed properties in Thailand, but subject to a maximum 30 years renewable leasehold.

♦ **Do I have to go to Thailand in order to purchase the property?**

No, you do not need to go to Thailand in order to purchase the property. When it comes to signing documents for the purchase, it can be done outside of Thailand. Our company will make arrangements for your best hassle free experience.

♦ **Which part of Thailand should I invest in?**

Thailand is a beautiful country with many vibrant cities for you to consider investing in. You have Bangkok (capital city), as well as many beautiful resort destinations such as Phuket, Pattaya, Koh Samui, Hua Hin and Chiang Mai for your perusal. Our sales representatives familiar with Thailand can advise you in choosing the right location for your investment.

♦ **How do I choose the right location?**

There are different strategies in choosing the right location for different cities. In Bangkok, the strategy is to choose properties that are near BTS stations. In resort destinations such as Phuket, you should choose the right beach area or inland-island, central location that gives you the highest occupancy rate. Please speak to our sales representatives to learn more about the different strategies and options available to you.

♦ **What are the buying costs?**

The buying costs for freehold condominiums are typically:

COST ITEMS	RATES	WHO PAYS
Transfer Fee	1.0% of the official appraised value of the property. This is a single-time payable, on the day of transfer of ownership.	The Buyer
Sinking Fund	Typically THB 500-700 per sq. m. single-time payable to the property developer on the day of transfer of ownership.	The Buyer
Common Fee	Typically THB 30-80 per sq. m. per month, payable annually in advance.	The Buyer

♦ **What are the selling costs?**

The selling costs for freehold condominiums, which are payable when you sell away your properties after completion, are typically:

COST ITEMS	RATES	WHO PAYS
Specific Business Tax (SBT)* (<5y Holding Period)	3.3% of the selling price or official appraised value of the property, whichever is higher. SBT is only payable if the investor holds the property for less than 5 years.	The Seller
Stamp Duty* (> 5y Holding Period)	0.5% of the selling price or official appraised value of the property, whichever is higher. Stamp Duty is only applicable if investor holds the property for more than 5 years.	The Seller
Income Tax	1.0% - 3.0% on the value of the property, calculated based on the value of the property, how long it has been owned and relevant personal tax rate.	The Seller

*Seller will either pay SBT (3.3%) or Stamp Duty (0.5%) depending on their holding period, but not pay both at the same time.

♦ **Are there any selling costs/taxes if I sell away my property before completion?**

There are no SBT, Stamp Duty or Income Taxes if you sell away your property before completion. This is because the title deed of the property has yet to be registered under your name, hence the sale does not trigger any costs/taxes by the Thai tax authority.

♦ **Who are the typical tenants of my properties in Thailand?**

In Bangkok, the typical tenants are Western and Japanese expatriates. There are many Japanese automobile companies running factories around Bangkok. Japanese engineers, senior management and employees are your typical tenants for Bangkok properties (especially in locations from Phrom Phong to Ekkamai). Foreigners from Western companies ranging from manufacturing to multi-industry, professional services businesses also represent the capital's rental tenant mix.

In resort destinations such as Phuket, you will see a more diverse tenant mix such as Russians, Scandinavians, Americans.

♦ **Why should I invest in Thailand now?**

Thailand has always been a favored property investment destination by international investors such as those from Hong Kong, China, Singapore, Malaysia, Russia and Australia, to name a few. Property prices are still relatively low and the rental yield is very attractive. The recent political crisis in Thailand has caused the Thai Baht to fall drastically against major currencies, hence creating great buying opportunities for international property investors. We believe the political crisis is going to be short-lived and now is the best time to invest in Thai properties; we equate this to the buying of Hong Kong properties during SARS. There's great upside potential for those who have a longer term view on Thailand.

Contact us as soon as possible if you have an interest. We have a team of specialists including Thai lawyers to assist you throughout the entire process.

Our Past Launches



BANGKOK



PHUKET



PHUKET



PHUKET



VIETNAM



KUALA LUMPUR



KUALA LUMPUR



PENANG



MANILA



MIAMI



AUSTRALIA



LONDON

About Us

Golden Emperor (HK) Limited is a Hong Kong based company; we aspire to specialize in offering international properties to our clients in Hong Kong and globally. We have chosen initially to focus on properties in Thailand, but properties from more countries will be added to our platform soon.

Golden Emperor is a fully-owned subsidiary of Asia Bankers Club. Asia Bankers Club (www.asiabankersclub.com) is a premium club for banking and finance executives in the Asia Pacific region. Through highly successful investment and lifestyle events, Asia Bankers Club has come to be known as a platform for offering investment opportunities in physical assets such as properties, fine wines, art, timepieces and collectibles. Their members are high net-worth individuals and finance executives from top tier investment, private and consumer banks, asset management companies, private equity firms, family offices, insurance companies, hedge funds and sovereign wealth funds primarily located in key financial centers around the world.

Mr. Kingston Lai is the Managing Partner of Golden Emperor.

Mr. Lai is based in Hong Kong and is also the Founder and current CEO of Asia Bankers Club. Prior to the Asia Bankers Club, Kingston was an Executive Director at Morgan Stanley Hong Kong, where he oversaw institutional sales & distribution of structured investment products primarily to financial institutions in South East Asia.

He has been a seasoned investment banker for the past 12 years, having held similar roles at other investment banks in London, Singapore, and most recently Hong Kong.

Mr. Lai graduated with First Class Honors in BSc. Accounting & Finance from London School of Economics (LSE).

Mr. Kingston Lai
Managing Partner
Golden Emperor



Our Strategic Partner



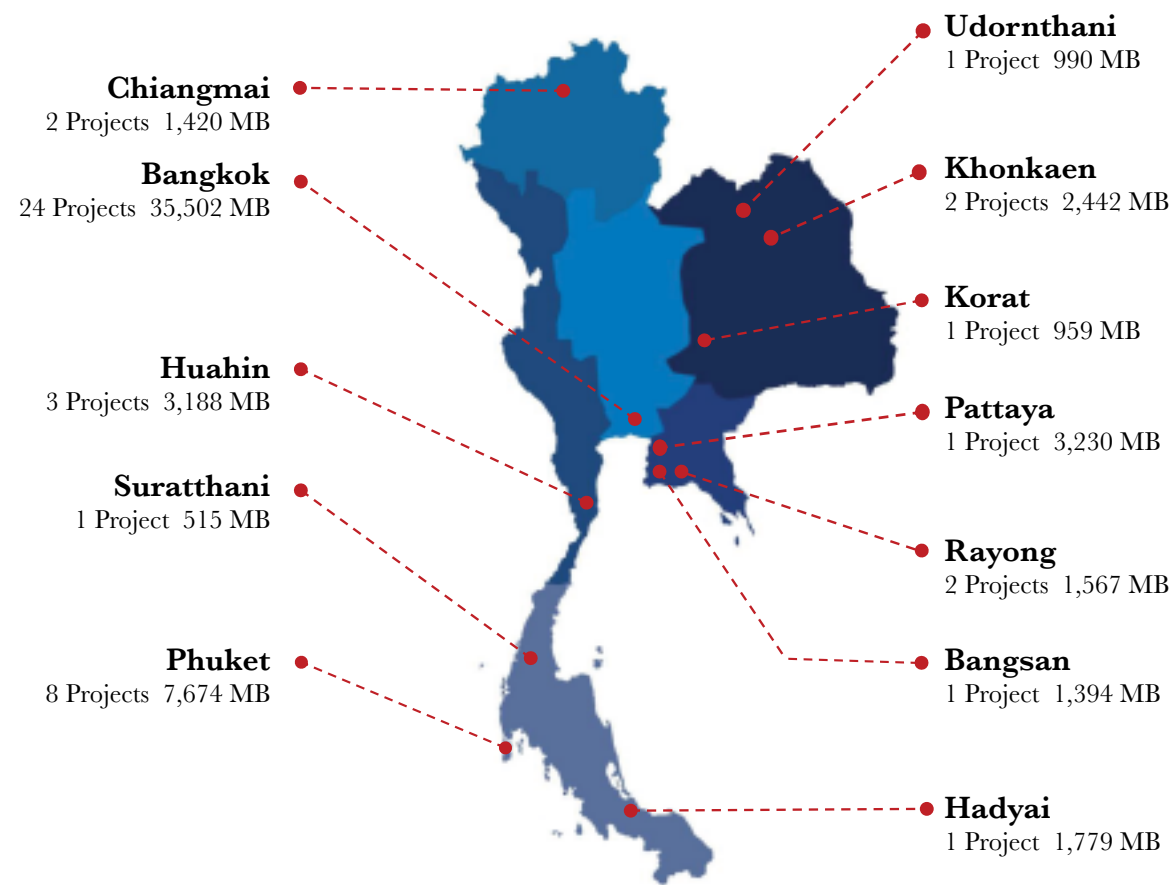
In Thailand, our strategic partner is Sansiri Public Company Limited. We do not only promote Sansiri’s projects, however Sansiri remains our strategic partner for the Hong Kong market.

Sansiri is one of the largest real estate developers in Thailand offering a full range of housing units; single-detached houses, semi-detached houses, townhouses, and condominiums. The Company remains the first and only Southeast Asian developer to have received the prestigious Commendation for Excellence Awards by Asia Pacific Commercial Real Estate (APCRE). Sansiri was founded in 1984 as the holding company to manage the assets of the Chutrakul family, before merging with the Lamsam family company in 1994. The Company has been listed on the Stock Exchange of Thailand since 1996.

Sansiri is known for delivering high quality property projects to investors. This is evidenced by Sansiri picking up the prestigious Best Developer Thailand 2013 award. Acknowledging Sansiri’s success, the judging panel stated: “With 257 projects since 1984, Thailand’s Sansiri has introduced numerous innovations and advancements in the luxury villa and condominium sector, with customer satisfaction and lifestyle always at the core of the company’s impressive achievements.”

www.sansiri.com

47 PROJECT LAUNCHES IN YEAR 2013



SANSIRI ‘S PAST PROJECTS



ONYX, Bangkok



The Base Rama 9, Bangkok



Baan Plai Haad, Pattaya



Autumn, Hua Hin



NYE, Bangkok



THE BASE Chaengwattana, Bangkok



dcondo Mine, Phuket



dcondo Sign, Chiangmai



Thailand

The World of Resorts

Make Bangkok your base. Have a resort holiday every weekend!



Pattaya (2 hours drive from Bangkok)
Golf, beaches, water sports and entertainment



Phuket (1.5 hour flight from Bangkok)
Gorgeous beaches & fun night life



Hua Hin (2.5 hours drive from Bangkok)



Koh Samui (1 hour flight from Bangkok)

DISCLAIMER:

Any statement contained in the Content is made on a general basis and we have not given any consideration to nor have we made any investigation of the investment objective, financial situation or particular need of any user or reader, any specific person or group of persons. You are advised to make your own assessment of the relevance, accuracy and adequacy of the information contained in the Content and conduct independent investigations as may be necessary or appropriate for the purpose of such assessment including the investment risks involved. You should consult an appropriate professional advisor for legal, tax, accounting, or investment advice specific to your situation, as to whether any governmental or other consents are required or if any formalities should be observed for the purposes of making such investments as are mentioned in the Content. If you are unsure about the meaning of any of the information contained in the Content, please consult your financial or other professional advisor.

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