



WHERE EVERYTHING
COMES TOGETHER



OWN A RESIDENCE
OF LEGACY ON THE LAST
BEACHFRONT OF HUA HIN

THE HUA HIN STORY

For over one hundred years, Hua Hin has been Thailand's ultimate oceanfront address and a special place associated with royalty and nobility, grace and glamour.

The story begins at the turn of the 20th century when, during the railway route inspection, Prince Chakrabongse first heard of a serene seaside fishing village, Hua Hin, with long stretches of white sandy beach. He found it so beautiful and pristine that he reported it to HM King Rama VI, who then commissioned the first Royal Summer Residence outside of Bangkok, Mrigadayavan Palace, along with the construction of the Hua Hin railway station. From there began a train of visitors and the trend of "summer" residences.

The trend continued into the reign of HM King Rama VII, who also commissioned another summer palace, Klai Kangwon, or "Far From Worries", together with Thailand's first resort hotel and golf course. Others from the nobility soon followed suit and it is the many surviving beach villas built during that period, and Hua Hin's remarkably tranquil atmosphere, which give this magical place its eternal charm.



THE LAST
BEACHFRONT ADDRESS*



*The opportunity to own a new, luxury residence on Hua Hin's
stunning waterfront will never arise again. This is the last
chance to claim a treasured piece of this elite playground,
just steps away from the pristine beach and the warm,
azure waters of the Gulf of Thailand.*



*The property is the only beachfront land on Petchkasem Road and Soi Hua Hin 71 which has not yet been developed. The image in this page is for the purpose of advertising only.



The image in this page is for the purpose of advertising only.



A PRECIOUS PRIZE AND
PERPETUAL GIFT



Once you establish your place in this timeless and much-loved corner of Thailand, you will discover you have more than a place to live; you have an heirloom. Like the royal palace and villas that have hosted the Thailand's royal family and their guests for over a century, the InterContinental® Residences Hua Hin will offer owners a lifetime home and an invaluable legacy to bestow upon the next generation.



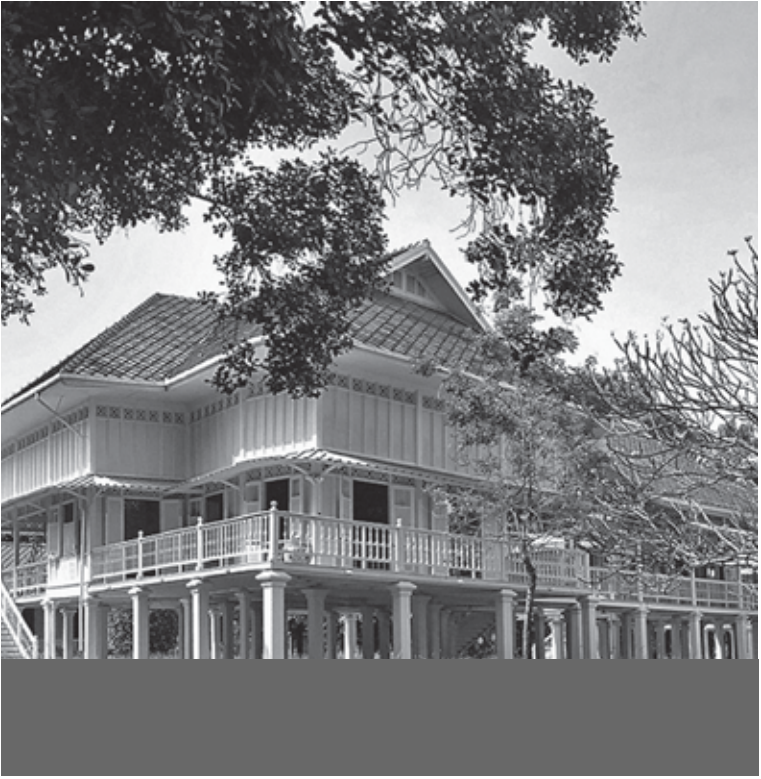
The image in this page is for the purpose of advertising only.



Pictures of sales, furniture, decor and objects are simulated image which are not part of the project and are for advertising purposes only. The company reserves the right to make changes without prior notice.



FAR FROM WORRIES



Hua Hin is an idyllic escape from the pressures of modern life — a sanctuary where relaxation, wellbeing, and pleasure rule. Breathe the clean air, swim in sparkling waters, meet the charming local people, browse the bustling markets, explore the beautiful natural landscape, and play on the world-class golf courses and tennis courts.



The image in this page is for the purpose of advertising only.





The image in this page is for the purpose of advertising only.



Pictures of suites, furniture, decor, and projects are simulated image which are not part of the project and are for advertising purposes only. The company reserves the right to make changes without prior notice.



IHG REWARDS CLUB®



All residents will receive a complimentary 2 years Spire Elite access to special privileges — from complimentary room upgrades to priority check-ins and extended check-outs — at over 5,900 IHG® Hotels & Resorts worldwide.*



*For more details, please visit [ihgrc.com](#).
*All privileges and benefits are subject to terms and conditions or requirements of the card issuer and subject to change.
This image is for the purpose of advertising only.*

<i>All Your Benefits</i>	CLUB	GOLD ELITE	PLATINUM ELITE	SPIRE ELITE
Collect Points or Miles	◇	◇	◇	◇
Exclusive Rates (Your Rate)	◇	◇	◇	◇
Dedicated Customer Service Phone Assistance	◇	◇	◇	◇
No Blackout Dates for Reward Nights	◇	◇	◇	◇
Reward Nights Count Towards Elite Status	◇	◇	◇	◇
Free Internet ¹	◇	◇	◇	◇
Extended Check - Out ^{2,3}		◇	◇	◇
Elite Members' Points Don't Expire ⁵		◇	◇	◇
Priority Check - in		◇	◇	◇
Bonus Earnings on Top of Base Points		10%	50%	100%
Elite Rollover Nights			◇	◇
Complimentary Room Upgrades ³			◇	◇
Guaranteed Room Availability ⁴			◇	◇
Exclusive Choice Benefit Upon Receiving Status				◇
Exclusive Hertz Gold Plus Rewards® Five Star® Upgrade Upon Receiving Status				◇
Early Check - In ^{3, 6}				◇

Ways to Qualify

Qualified Nights (per calendar year)	10	40	75
Elite Qualifying Points	10,000	40,000	75,000

*For more details, please visit [ihgrc.com](#).
*All privileges and benefits are subject to terms and conditions or requirements of the card issuer and subject to change.
**1 membership/unit.*



WORLD CLASS SERVICE
IN PERFECT PRIVACY



Enjoy luxury InterContinental® services and amenities on your doorstep. The Residences will benefit from an expert on-site team, committed to maintaining an environment and lifestyle aligned with the most exceptional standards. And a dedicated 24-hour team will be on hand to satisfy your every need.



The details and services are subject to changes and/or may terminate in accordance with the terms and conditions of the services provider(s), and the project owner reserves its right to make any change to the details and contents specified herein without further notice.

LIST OF SERVICES

SERVICES	COMPLIMENTARY ***	UPON REQUEST * (with extra charges)
24-hour Security Guard & CCTV	◇	
Butler Service / Concierge Service	◇	
Housekeeping Service	24 times / year	◇
Laundry Service	1-BR (limited to 5pcs./ month)	◇
	2-BR (limited to 10pcs./ month)	
	Other unit type (limited to 15pcs./ month)	
Fixing & Repair Service	Free of charge for warranty period**	◇
Garden Service	◇	
Internet Service in all common areas	◇	
Pool Towel Service	◇	
Shuttle Bus to Neighbourhood Area	◇	
In Room Dining		◇
Private Chef & Catering Services		◇
Spa Treatments		◇
Personal Fitness Training		◇
Babysitting Service		48-hour advance booking (Upon Availability)
Transportation Arrangements		◇
Pre-arrival Provisioning, Grocery Shopping & Delivery		◇

*Additional items will be charged as extra, **Only for basic maintenance and repairs. Extra charges may apply after the warranty period at the sole discretion of the on-site engineering team.*** This is "paid for via unit owners periodic assessments for provision of such services". The details and services are subject to change under the terms and conditions of the service provider(s), and the project owner reserves the right to make any change to the details and contents specified herein without prior notice.



Pictures of suites, furniture, decor, and projects are simulated image which are not part of the project and are for advertising purposes only. The company reserves the right to make changes without prior notice.



PROUD REAL ESTATE PLC.

Proud Real Estate PLC is a Thai real estate developer, listed on the Stock Exchange of Thailand (SET). Each one of our handcrafted residential projects delivers an experience that pushes the boundaries of being merely a place to live. Every space we design provides a way of life that strikes the perfect harmony between the beauty of nature, modern necessities, and luxury.



THE DEVELOPMENT TEAM

ARCHITECTURAL DESIGNER



SODA
Architecture | Interiors

LANDSCAPE DESIGNER



INTERIOR DESIGNER





Photograph, sales, promotion, design and projects are simulated image which are not part of the project and are for advertising purposes only. The company reserves the right to make changes without prior notice.



PROUD
PRIVILEGES CARD*

INTERCONTINENTAL® HUA HIN RESORT

*15% discount at Tea Salon, Saraan Lounge,
Azure Restaurant and Bar, Pirom and Lee La Bar
15% discount at Spa and other services*

INTERCONTINENTAL® PHUKET RESORT

*15% discount at Sawan, Jaras, Pine, Pinto Restaurant
15% discount at Spa and other services*

HOLIDAY INN VANA NAVA HUA HIN

*15% discount at Plamong, Thalay Bar
15% discount on Spa and other services*

TRUE ARENA HUA HIN

*20% discount at Sportsman
15% discount on private Tennis sessions
at True Arena Hua Hin
Special rate for Tennis Court and Football field
15% discount on daily ticket pass*

VANA NAVA WATER JUNGLE

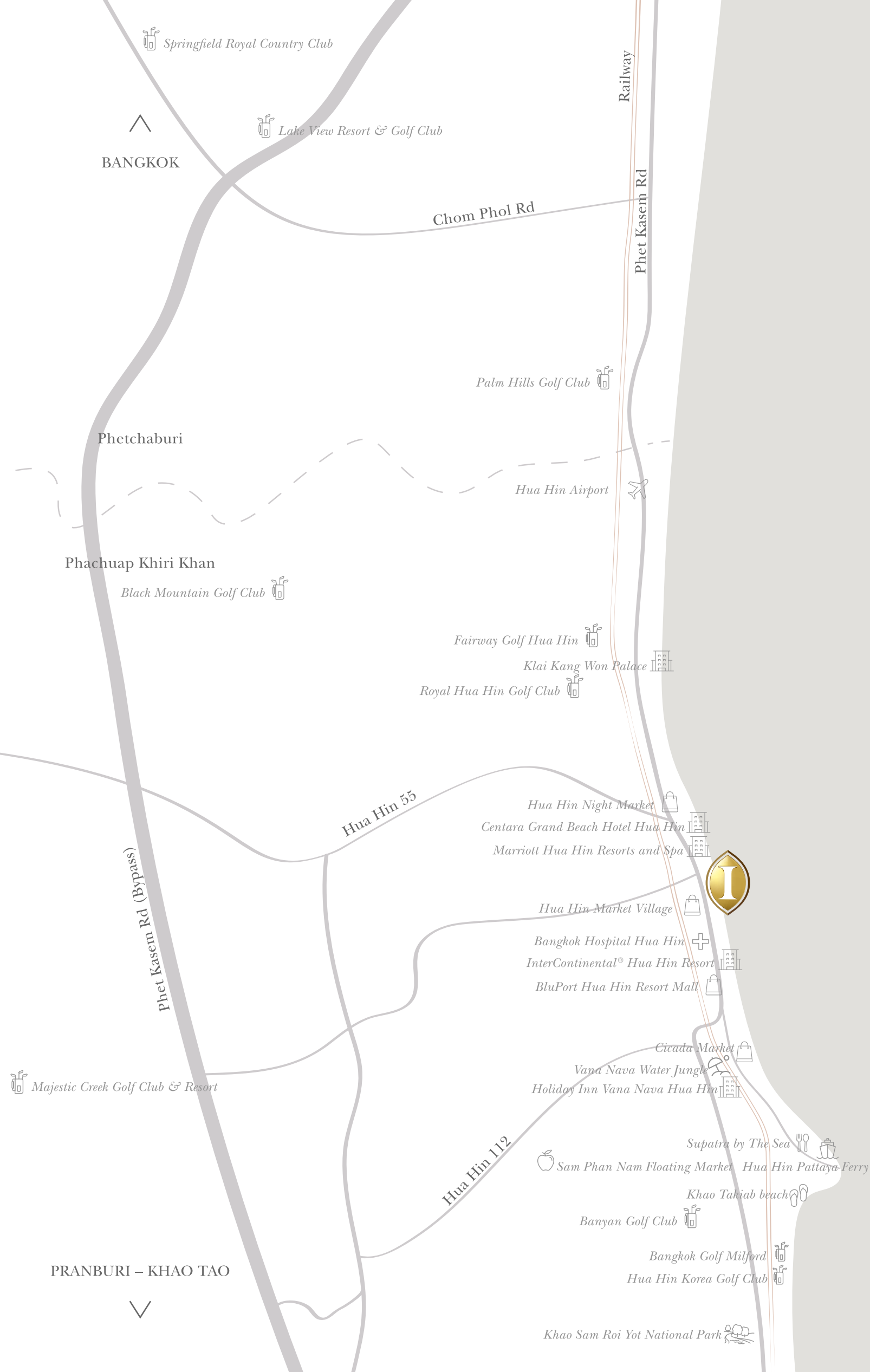
*Free locker, towel and water
Free pick-up service from the residences*

VANA NAVA SKY BAR

*15% discount on drink and beverages
Exclusive offers for Events*

EXCLUSIVE FOR RESIDENTS

*InterContinental® Resident Lounge at InterContinental® Hua Hin Resort
InterContinental® Lounge at VANA NAVA Water Jungle
Access to 111 Social Club
Priority Parking (InterContinental® Hua Hin Resort Zone) at BluPort Hua Hin Resort Mall*



DISTANCE FROM THE PROJECT

- MARKET VILLAGE
300m (3 minute walk)
- BANGKOK HOSPITAL HUA HIN
1.1km (2 minute drive)
- INTERCONTINENTAL® HUA HIN RESORT
1.2km(2 minute drive)
- BLUPORT HUA HIN RESORT MALL
1.4km (5 minute drive)
- HUA HIN NIGHT MARKET
2.1km (4 minute drive)
- CICADA MARKET
2.8km (5 minute drive)
- VANA NAVA WATER JUNGLE
3.4km (5 minute drive)
- BANYAN GOLF CLUB HUA HIN
11.9km (16 minute drive)
- SAM PHAN NAM HUA HIN FLOATING MARKET
9.1km (13 minute drive)
- HUA HIN AIRPORT
9.9km (16 minute drive)



PROJECT INFORMATION*

DEVELOPER NAME	TOTAL UNIT
Hua Hin Alpha 71 Co., Ltd. a Subsidiary of Proud Real Estate Plc.	238 units
PROJECT LOCATION	UNIT TYPE AND AREA
Petchkasem Rd., (Next to Soi Hua Hin 71), Hua Hin, Prachuap Khiri Khan	1-Bedroom – 45 to 52 Sq.m. 2-Bedroom – 76.50 to 106 Sq.m. 3-Bedroom – 96.50 to 142 Sq.m. 4-Bedroom Combine – 156 to 172 sq.m. Duplex – 158.30 to 212.50 sq.m. Penthouse – approximately 334.50 - 340 sq.m.
LAND AREA	NUMBER OF PARKING
7-2-48.8 Rai.	91 (Including Double Parking)
PROJECT TYPE	EXPECTED CONSTRUCTION DATE
World Class Luxury Freehold Residential Condominium 1 Building – 7 Storeys and 2 Basement level 8 Buildings – 4 Storeys	April 2020
	EXPECTED COMPLETION DATE
	December 2022



*The developer reserves the right to make any change to the details and contents specified herein without prior notice.



*Residents will have full access to 111 Social Club ("The Social Club") through ownership of Proud Privileges Card. "Private beach" refers to an artificial beach that sits within the project. Terms and condition apply. The operator reserves the right to change or terminate the operations, the design and or the name of the Social Club with prior notice to the buyer. The 111 Social Club's land is outside of the condominium project premises. This layout is only a computer generated graphic to illustrate the atmosphere and surroundings of the project and nearby area. The details and layout are subject to change without prior notice.



DISCLAIMER

1. Hua Hin Alpha 71 Co., Ltd., at its sole discretion or as required by local or other authorities, may make alterations to the internal design of the residences at InterContinental Residences Hua Hin (“Residences”, and each unit a “Unit”) that may differ from that shown in this document and/or represented in any other marketing materials and/or displays including, but without limitation, to any advertising, marketing and/or sales concepts, programs or materials, or any other content to be posted on any website maintained by Hua Hin Alpha 71 Co., Ltd. Unit designs and materials presented herein are representative of the intended end product. Actual constructed Unit may vary in materials and furnishings.

2. Hua Hin Alpha 71 Co., Ltd., being the developer of the Residences, is solely responsible for the development, marketing and sale of the Units. InterContinental Hotels Group (IHG) is only the appointed manager and provider of the “InterContinental” brand to the units, and the usage of the name “InterContinental” and related marks is strictly governed by certain agreements between Hua Hin Alpha 71 Co., Ltd., and InterContinental Hotels Group (Asia Pacific) Pte. Ltd. The units are not owned, developed or sold by InterContinental Hotels Group or any of their affiliates (collectively “IHG”). There exists no joint venture, partnership, ownership or similar relationship between Hua Hin Alpha 71 Co., Ltd. and IHG. IHG does not make any representations or guarantees of any kind or nature.

3. Sustainable Luxury Management (Thailand) Limited and InterContinental Hotels Group (Asia Pacific) Pte. Ltd. are only the appointed manager and provider of the “InterContinental” brand to the Units, and the usage of the name “InterContinental” and related marks is strictly governed by certain agreements between Hua Hin Alpha 71 Co., Ltd. and IHG. The “InterContinental” name, design, logomarks, trademarks and related marks are the exclusive properties of IHG that are not owned or controlled by Hua Hin Alpha 71 Co., Ltd. The purchasers or owners of the Units shall acquire no interest of any kind or nature in the “InterContinental” brand, logomarks or related trademarks and may not use them in connection with the resale of any Unit or for any other purpose. The engagement of IHG as manager and provider of the “InterContinental” brand to the Residences is not in perpetuity and may end at any time without notice to or consent of purchasers or owners of the Units, in which event the “InterContinental” brand will be disassociated from the Residences and the Units and no reference to the “InterContinental” brand shall be applied to the Residences or the Units.

4. In addition, by consenting to Hua Hin Alpha 71 Co., Ltd.’s limited use of IHG’s trade and logo marks, HG does not make any representation or warranty, express or implied, as to the accuracy, currency, reliability or completeness of the information in this document and IHG is not responsible or liable in any way whatsoever for any claim, loss or damage arising out of or related to information set out in this document





Project owner: Hua Hin Alpha 71 Co., Ltd.; a subsidiary of Proud Real Estate PLC. Address: 900 Tonson Tower, 6th floor, Ploenchit Road., Lumpini, Pathumwan, Bangkok, 10330 Thailand. Managing director: Paisit Kaenchum. Register capital THB 50,000,000 (fully paid). The project will be constructed as low rise residential condominium having 9 residential buildings, 4-7 storeys buildings, 238 units on the land Title Deed No. 54510 (Land No. 4). Address: Hua Hin 71, Hua Hin District, Prachuab Khiri Khan, 77110 Thailand. Land area: 7 Rai 2 Ngan 48.8 Square Wah. Construction permit is in the application process. Expected construction commencement: April 2020. Expected completion: December 2022. The land has been mortgaged with Siam Commercial Bank PCL. The project shall be registered as condominium after construction is completed. Juristic person will be registered after project completion. Sinking fund, common area fee and relevant tax and fee must be paid by the buyer in accordance with the condominium law. This promotional material is subjected to change without prior notice. All images are artist's impressions which serve only as a guideline for general conceptual idea. The property is the only beachfront land on Petchkasem road and Soi Hua Hin 71 which has not yet been developed.