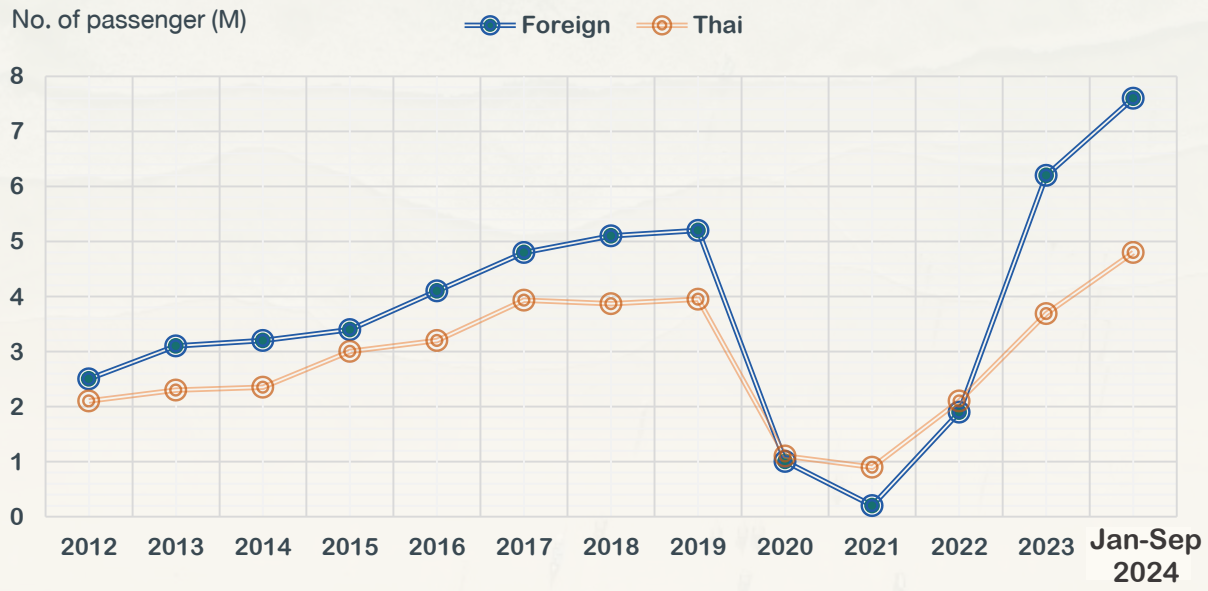
PHUKET

Phuket ranked **14th** with **9.89 million** visitors

report from THE NATION on December 28, 2023

10 Year Phuket International Airport Passenger Arrival Trends



Phuket Tourism Thrives with Surge in International Travelers

Russian buyers now account for the lion's share of properties, though there continues to be diversity in broader terms. Coupled with the incoming Eastern European growth is a steady stream of lifestyle buyers who are jumping onto the urban flight trend to work from home and focus on quality of life away from highly populated cities.

Number of visitor in Phuket this year is already over than last year with

12.4 Million person

(Jan – Sep 2024)

By the number of International Travelers is

7.6 Million person

61% of visitors

NATION OF TOURIST H1 2024

1	RUSSIA	820,226	Persons
2	CHINA	515,790	Persons
3	INDIA	257,808	Persons
4	AUSTRALIA	237,636	Persons
5	UK	168,192	Persons

ORIGIN IN PHUKET
OUR SUCCESS STORY

2024
Project Value in Phuket

~13,750 MB

RESIDENTIAL : ~ 11,250 MB
HOTEL : ~ 2,500 MB

SO ORIGIN BANGTAO BEACH
2,632 MB
JAN 2024

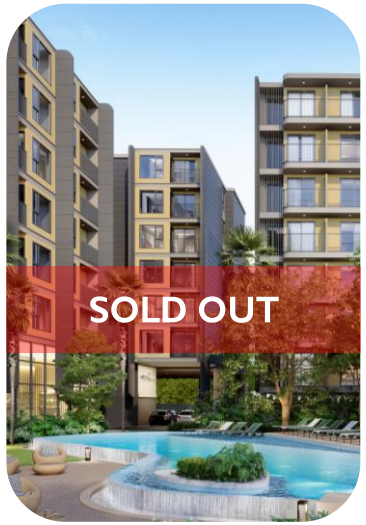
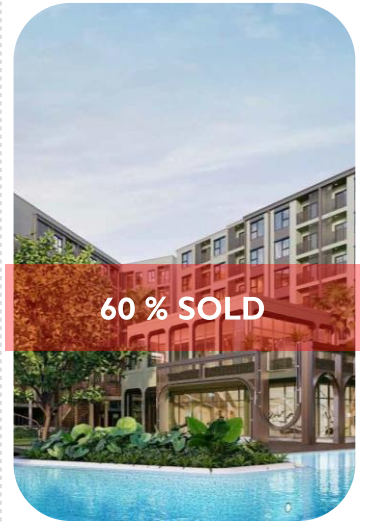
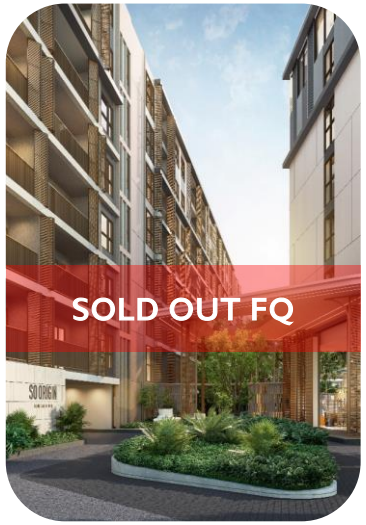
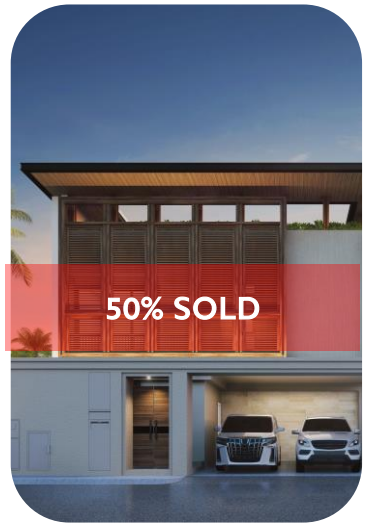
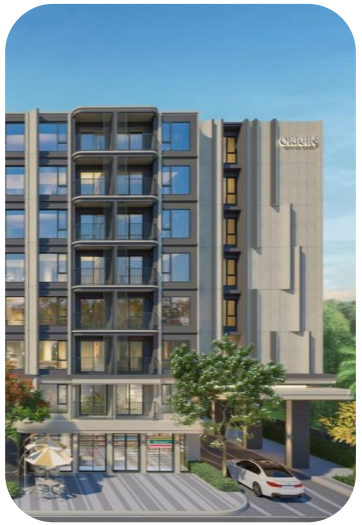
BALCO BANG TAO BEACH
1,366 MB
JAN 2024

SO ORIGIN KATA PHUKET
2,972 MB
JULY 2024

The ORIGIN KATHU - PATONG
1,467 MB
JULY 2023

The ORIGIN CENTRE PHUKET
1,475 MB
APRIL 2023

ORIGIN PLACE CENTRE PHUKET
1,678 MB
JULY 2024

APRIL 2023	JULY 2023	JAN 2024	JAN 2024	AUG 2024	SEP 2024
					
SOLD OUT	60 % SOLD	SOLD OUT FQ	50% SOLD		
The ORIGIN CENTRE PHUKET	The ORIGIN KATHU - PATONG	SO ORIGIN BANGTAO BEACH	BALCO BANG TAO BEACH	ORIGIN PLACE CENTRE PHUKET	SO ORIGIN KATA PHUKET
1.29 MB	1.69 MB	3.59 MB	35 MB	1.89 MB	3.19 MB
701 Units	167 Units	545 Units	35 Units	585 Units	686 Units
Mueang Phuket	Kathu	Bangtao	Bangtao	Mueang Phuket	Kata

SO

LAGOON

CHERNGTALAY BY ORIGIN

MARKET OVERVIEW

PHUKET CONDOMINIUM DEMAND GROWTH

Condominium market continued to reach new highs with an increase in new launches and sold units in the first half of the year

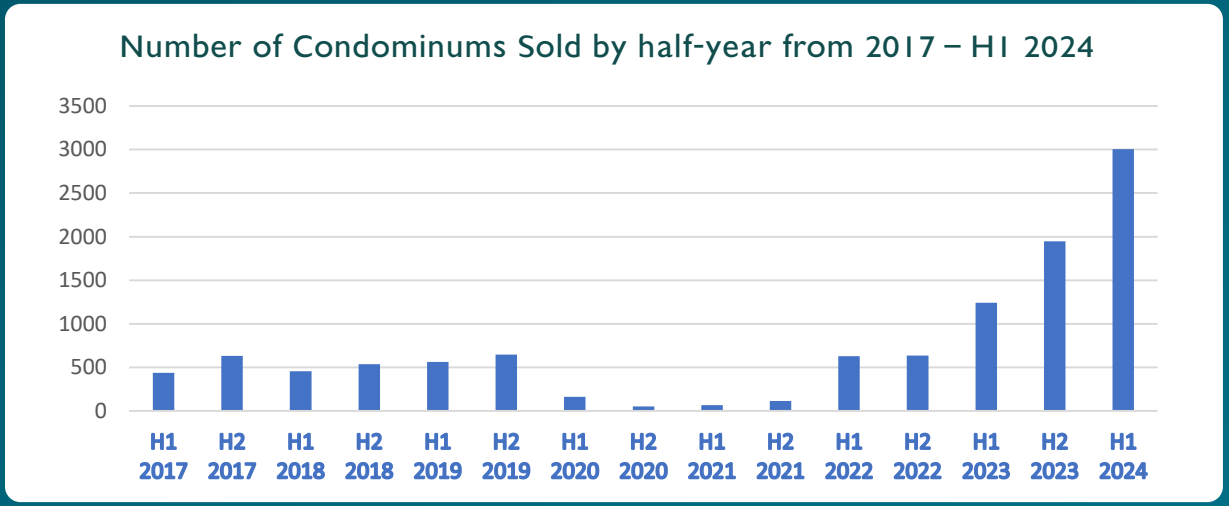
3,004 units sold

in H1 2024, reflecting a substantial increase of

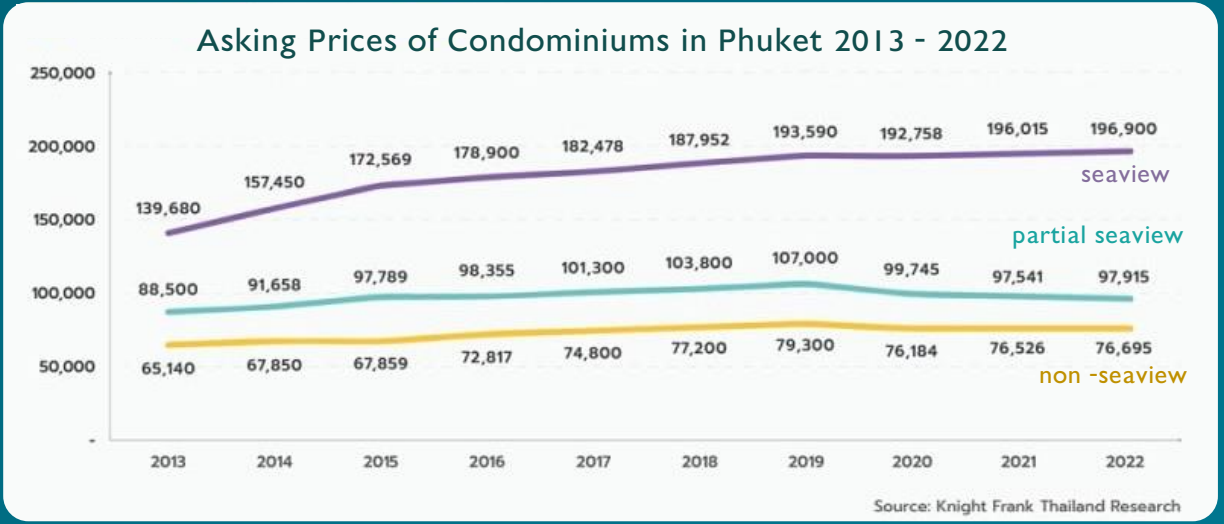
▲141.5% Y-o-Y

from 1,244 units in H1 2023

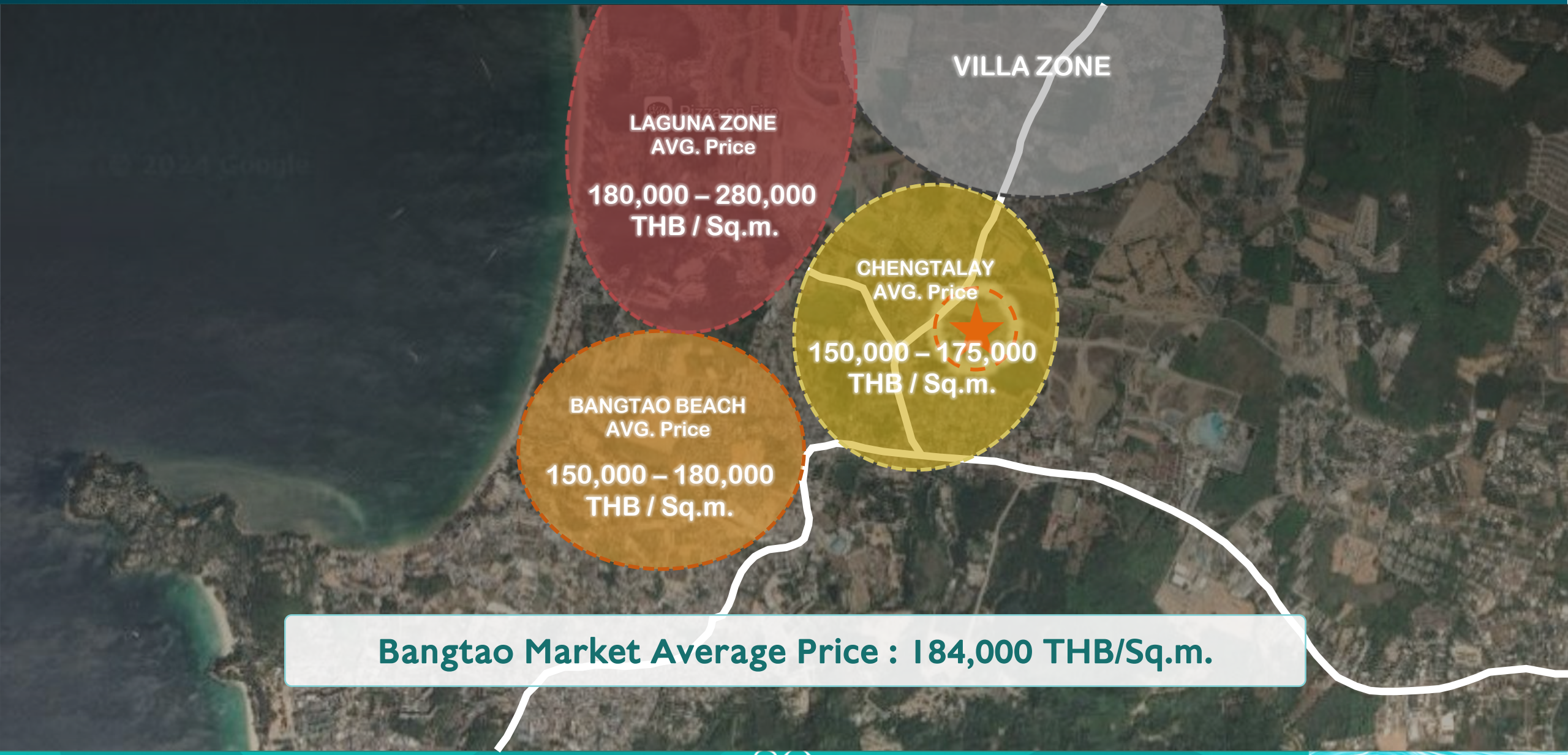
and a 54.3% increase from 1,947 units in H2 2023. The majority of sold units are concentrated in entry-level projects, with most sold units priced below 8 Million Baht



CBRE REPORT : August 22, 2024

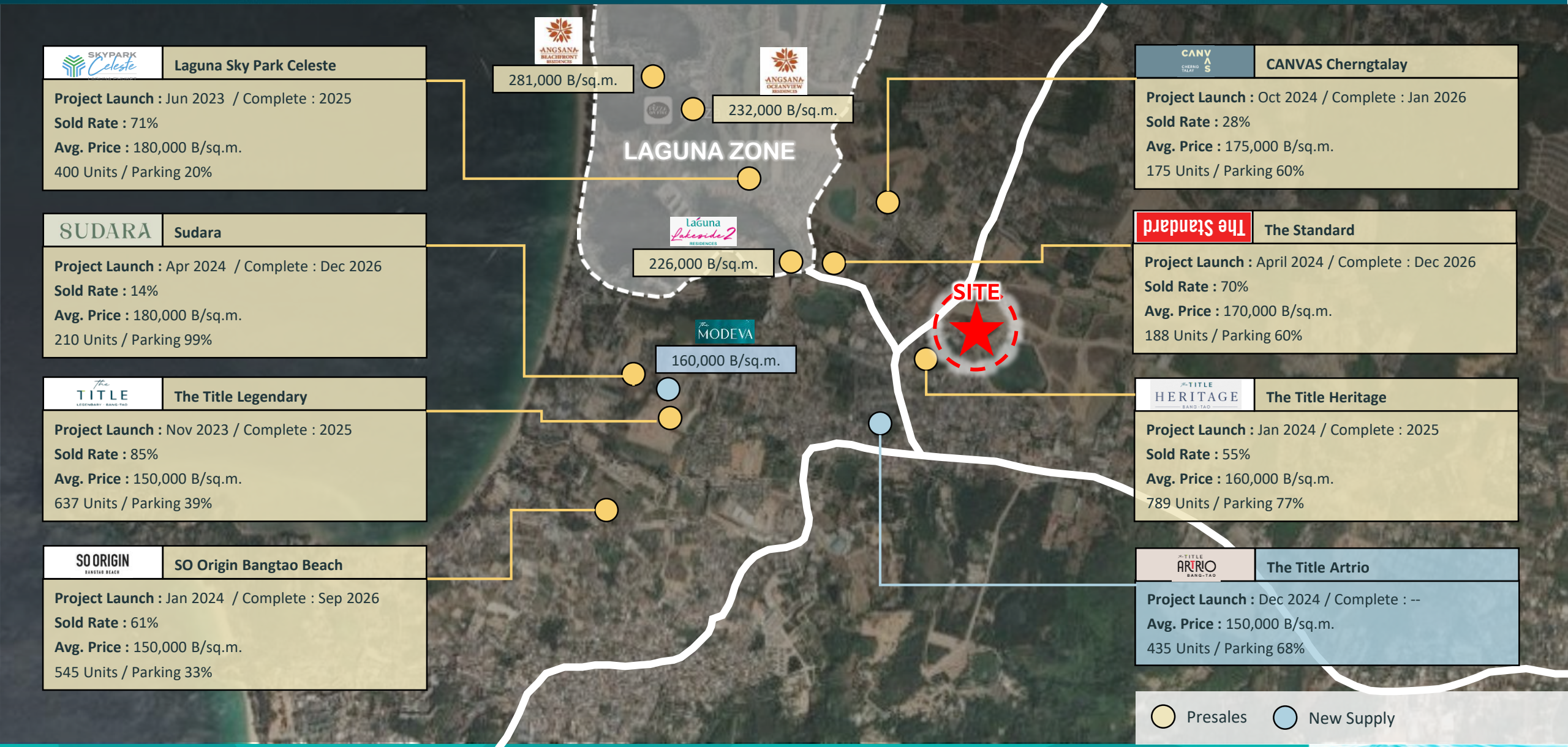


MARKET OVERVIEW



Bangtao Market Average Price : 184,000 THB/Sq.m.

COMPETITOR SET



Laguna Sky Park Celeste

Project Launch : Jun 2023 / Complete : 2025
Sold Rate : 71%
Avg. Price : 180,000 B/sq.m.
400 Units / Parking 20%

Sudara

Project Launch : Apr 2024 / Complete : Dec 2026
Sold Rate : 14%
Avg. Price : 180,000 B/sq.m.
210 Units / Parking 99%

The Title Legendary

Project Launch : Nov 2023 / Complete : 2025
Sold Rate : 85%
Avg. Price : 150,000 B/sq.m.
637 Units / Parking 39%

SO Origin Bangtao Beach

Project Launch : Jan 2024 / Complete : Sep 2026
Sold Rate : 61%
Avg. Price : 150,000 B/sq.m.
545 Units / Parking 33%

CANVAS Cherngtalay

Project Launch : Oct 2024 / Complete : Jan 2026
Sold Rate : 28%
Avg. Price : 175,000 B/sq.m.
175 Units / Parking 60%

The Standard

Project Launch : April 2024 / Complete : Dec 2026
Sold Rate : 70%
Avg. Price : 170,000 B/sq.m.
188 Units / Parking 60%

The Title Heritage

Project Launch : Jan 2024 / Complete : 2025
Sold Rate : 55%
Avg. Price : 160,000 B/sq.m.
789 Units / Parking 77%

The Title Artrio

Project Launch : Dec 2024 / Complete : --
Avg. Price : 150,000 B/sq.m.
435 Units / Parking 68%

Presales | New Supply

SO LAGOON
CHERNGTALAY BY ORIGIN

COMPETITOR SET

Project	Launch Date	Avg. Price B/sq.m.	Room Type	Size	Package Price (MB)					Studio				1 Bedroom				1 Bed Plus				2 Bedroom				3 Bedroom			
					1	1.5	2	2.5	3	3.5	4	4.5	5	5.5	6	7	8	9	10	12	14	16	18	20	22	24	26	28	30
The Title Artrio	Nov-2024	150,000	Studio	28.00								4.20																	
			1 bedroom	32-40									4.8-6.2																
			2 bedroom	57-92														8.9-13											
			Duplex	61-132														9.3-17.1											
Canvas	Oct-2024	170,000	1 bedroom	39-49														8.90											
			2 bedroom	58-82															10.1-13.9										
			PH	83-105																	14	5-20.5							
Sudara	Apr-24	170,000	1 bedroom	52-78														9.6-12.4											
			2 bedroom	80-117																		15-18							
			3 bedroom	110-124																				19.0					
The Standard	Apr-24	170,000	1 bedroom	75.00																11.9									
			2 bedroom	100-120																		17.1-20	1						
			3 bedroom	167-172																								29.2-30.7	
The Title Heritage	Jan-24	160,000	1 bedroom	32-62								4.5-8.7																	
			1 bedroom Plus	56-64													8.5-10.7												
			2 bedroom	66-145																		10.5-25	8						
			3 bedroom	122-190																				20-32					
SO Origin Bangtao Beach	Jan-24	140,000	Studio	26						3.6																			
			1 bedroom	32								4.5																	
			2 bedroom	50												7.0													
Laguna Skypark	Jun-23	180,000	Studio	28.00								4.9																	
			1 bedroom	30-34												6.5-7.2													
			2 bedroom	40-60														9.3-11.6											

STU : 28 sq.m.
4.2-4.9 MB

1BR : 32-78 sq.m.
4.8 -8.7 MB

2BR : 57-145 sq.m.
8.9 -25.3 MB

3BR : 122-190 sq.m.
20 -32 MB

Presales

New Supply

COMPETITOR SET

Bangtao Market Average Price

184,000 THB/Sq.m.

Project	Launch Date	Avg. Price B/sq.m.	Room Type	Size	Package Price (MB) 1	1.5	2	2.5	3	3.5	4	4.5	5	5.5	6	7	8	9	10	12	14	16	18	20	22	24	26	28	30
The Title Artrio	Nov-2024	150,000	Studio	28.00								4.20																	
			1 bedroom	32-40										4.8-6.2															
			2 bedroom	57-92														8.9-13											
				113															9.3-17.1										
Canvas	Oct-2024	170,000	1 bedroom	39-49														8.90											
			2 bedroom	55-62															10.1-13.9										
			3 br																		14	5-20.5							
Sudara	Apr-24		1 bedroom															6-12.4											
			2 bedroom	75-82																		15-18							
			3 bedroom	110-124																			19.0						
The Standard	Apr-24	170,000	1 bedroom	75.00																11.9									
			2 bedroom	100-120																		17.1-20 1							
			3 br	162																								29.2-30.7	
The Title Heritage	Jan-24	160,000	1 bedroom	32-62											4.5-8.7														
			1 bedroom Plus	56-64														8.5-10.7											
			2 bedroom	76-145																		10.5-25 8							
			3 bedroom	122-19																						20-32			
SO Origin Bangtao Beach	Jan-24	140,000	Studio	26						3.6																			
			1 bedroom	32								4.5																	
			2 bedroom																										
Laguna Skypark	Jun-23	180,000	Studio	28.00								4.9																	
			1 bedroom	30-34												6.5-7.2													
			2 bedroom	40-60														9.3-11.6											

STU 28 sq.m.	: 4.2-4.9	MB	
1 BR 32-78 sq.m.	: 4.8-12.4	MB	
2 BR 57-145 sq.m.	: 8.9-25.3	MB	
3 BR 122-190 sq.m.	: 20-32	MB	

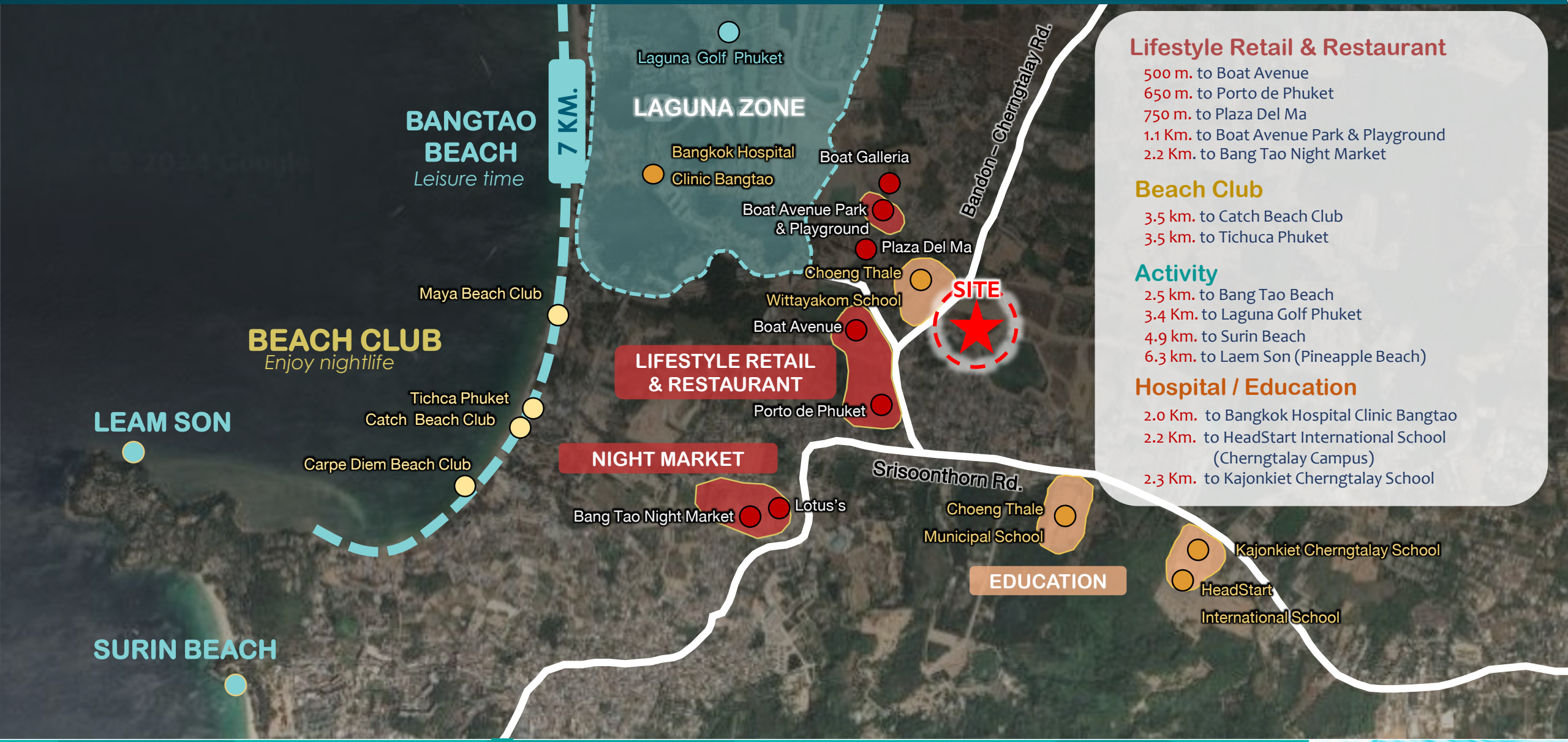
STU : 28 sq.m. 4.2 MB	1BR : 32-78 sq.m. 4.8 -8.7 MB	2BR : 57-145 sq.m. 8.9 -25.3 MB	3BR : 122-190 sq.m. 20 -32 MB

Presales New Supply

LOCATION

SO LAGOON
CATCH BEACHCLUB
TICHUCA
Porto de Phuket
BOAT Avenue
Laguna PHUKET
BOAT AVENUE PARK&PLAYGROUND
SO LAGOON
BANDON – CHERNGTALAY RD.
SRISOONTHORN RD.
PRIVATE ROAD

LOCATION



Lifestyle Retail & Restaurant

500 m. to Boat Avenue
650 m. to Porto de Phuket
750 m. to Plaza Del Ma
1.1 Km. to Boat Avenue Park & Playground
2.2 Km. to Bang Tao Night Market

Beach Club

3.5 km. to Catch Beach Club
3.5 km. to Tichuca Phuket

Activity

2.5 km. to Bang Tao Beach
3.4 Km. to Laguna Golf Phuket
4.9 km. to Surin Beach
6.3 km. to Laem Son (Pineapple Beach)

Hospital / Education

2.0 Km. to Bangkok Hospital Clinic Bangtao
2.2 Km. to HeadStart International School (Cherngtalay Campus)
2.3 Km. to Kajonkiet Cherngtalay School

WHERE TO SHOPPING IN BANGTAO

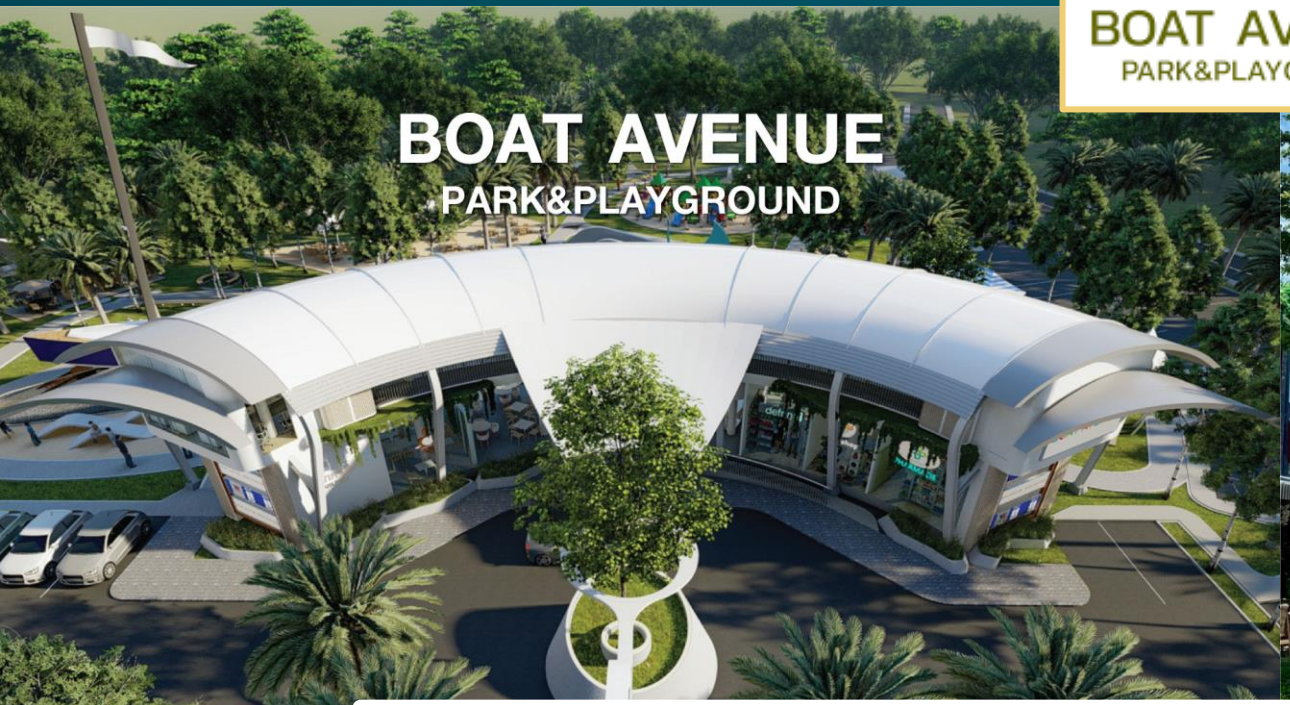
Popular destination for both locals and tourists, offering a variety of retail stores, dining options, and services. Every Friday evening, Boat Avenue hosts a lively night market, where visitors can browse local handicrafts, clothing, and sample street food.

NIGHT MARKET VIBE

Popular destination for both locals and tourists, offering a variety of retail stores, dining options, and services. Every Friday evening, Boat Avenue hosts a lively night market, where visitors can browse local handicrafts, clothing, and sample street food.

DAY ACTIVITY, CAFE & RESTAURANT

BOAT AVENUE
PARK&PLAYGROUND



RETAIL DESTINATION AND FAMILY HOLLIDAY HOTSPOT SINCE 2022

WHERE TO SHOPPING IN BANGTAO

Porto de Phuket
The Finest Living Experience

CENTRAL GROUP

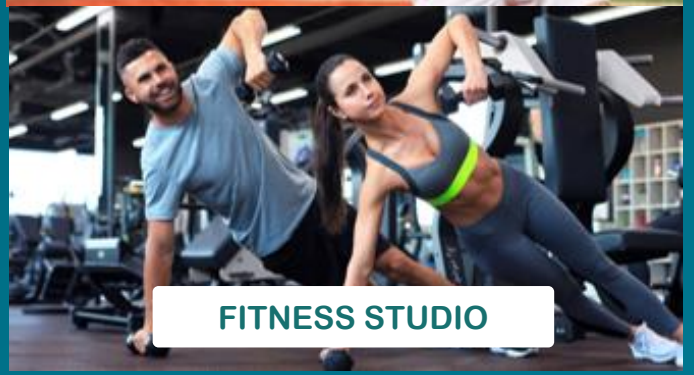
The finest Open – Air Lifestyle Retail with wide range of dining options

Tops Food Hall | B2S | SUPERSPORTS | Amin | TRYST BEACH | napas | Let's Relax THAI SPA SINCE 1998 | LITTLE ROMA | RIP CURL | Pineapple Island | Fe²

Soul Asia | Value Plus CURRENCY EXCHANGE | ตู้กับข้าว TU · KAB · KHAO | Spice House РЕСТОРАН РУССКОЙ КУХНИ | SUAY RESTAURANT | EL GAUCHO ARGENTINIAN STEAKHOUSE | wine connection | Devadiva by billionail | VILLA AURA FINEST AESTHETICS • CLINIC | Strip Ministry of Waxing

Laguna GOLF

Laguna Golf Phuket is an 18-hole, par-71 championship golf course located within the Laguna Phuket, part of Asia's first fully integrated destination resort.



BANGTAO BEACH

THE BEST BEACH FOR LEISURE TIME

THE SECOND LONGEST BEACH IN PHUKET

Approx. 7 km

FAMOUS SUNSET VIEWPOINT

THE MOST WELLKNOW BEACHCLUB

CATCH
BEACHCLUB

REVENUE PER DAY 1 MILLION BAHT

OTHER BEACHCLUB
WHERE TO ENJOY NIGHTLIFE

LOCATION

SO LAGOON
CHERNGTALAY BY ORIGIN

LOCATION

LOCATION

ORGANIC & HEALTHY
WOO
PHUKET
FOOD & DRINKS
control everything in life but you can control what you put

LOCATION

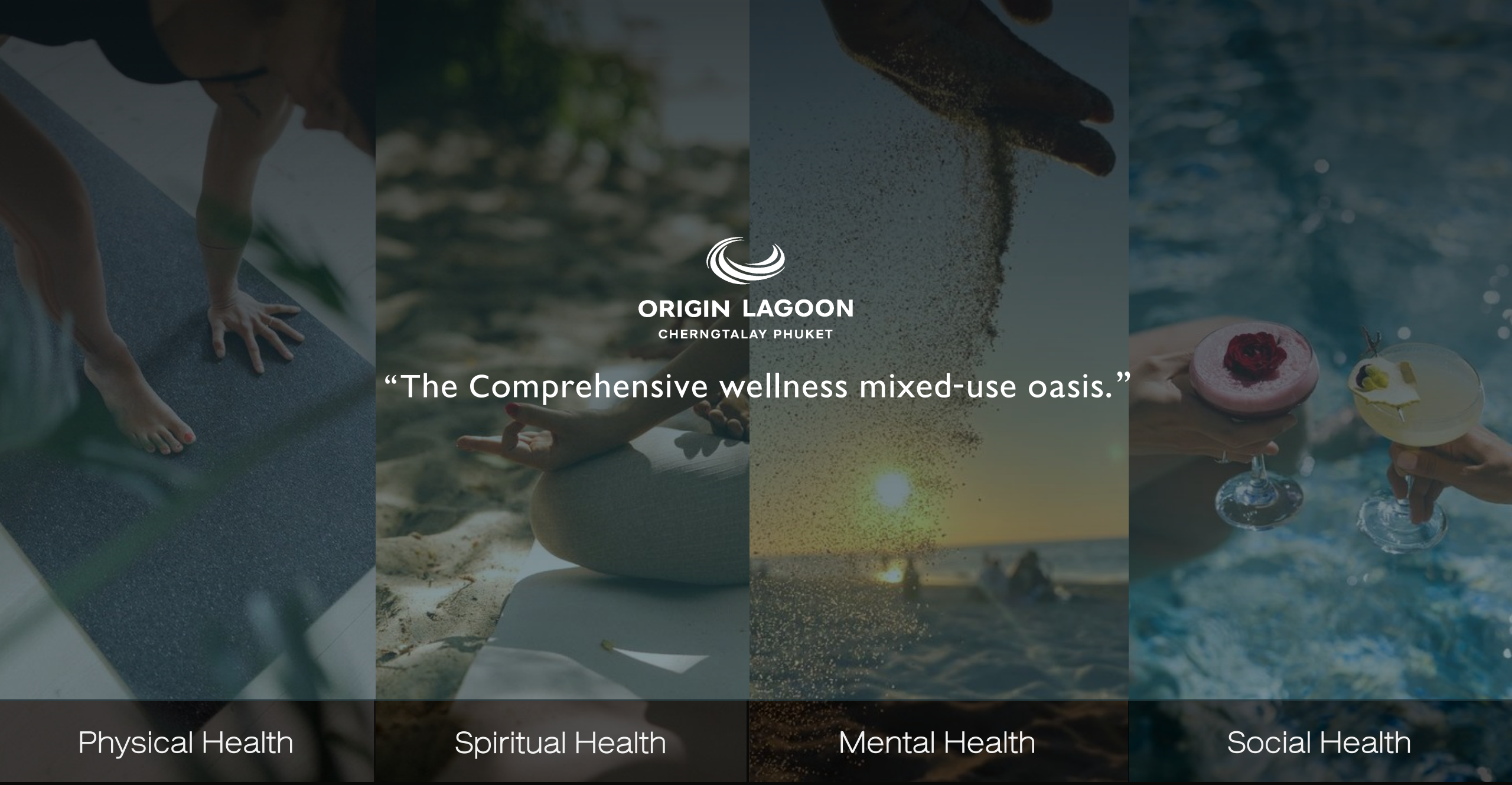
Life Balance
Balance is the Key

ZERO DEGREE CHALLENGE

- BREATHWORK THEORY&SCIENCE
- POWER BREATHING TRAINING
- PHYSICAL & MENTAL PREPARATION
- ZERO DEGREE CHALLENGE: ICE BATHS WITH 1,200 KG OF ICE
- SAUNA SESSION
- DRINK AND SNACKS INCLUDED

ORIGIN LAGOON

CHERNGTALAY PHUKET



ORIGIN LAGOON

CHERNGTALAY PHUKET

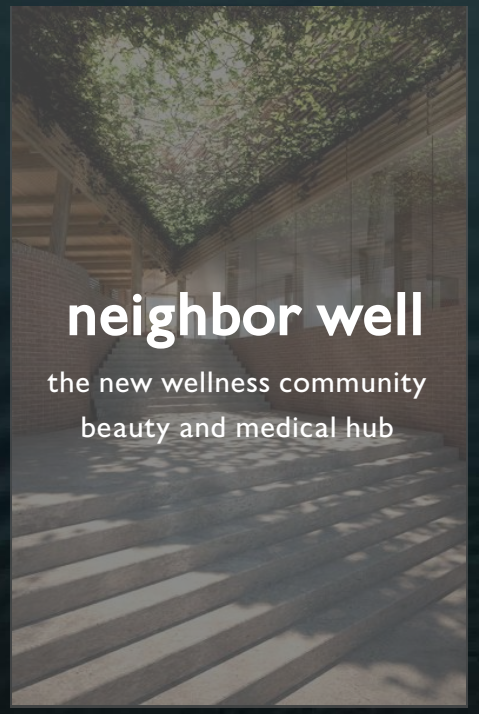
"The Comprehensive wellness mixed-use oasis."

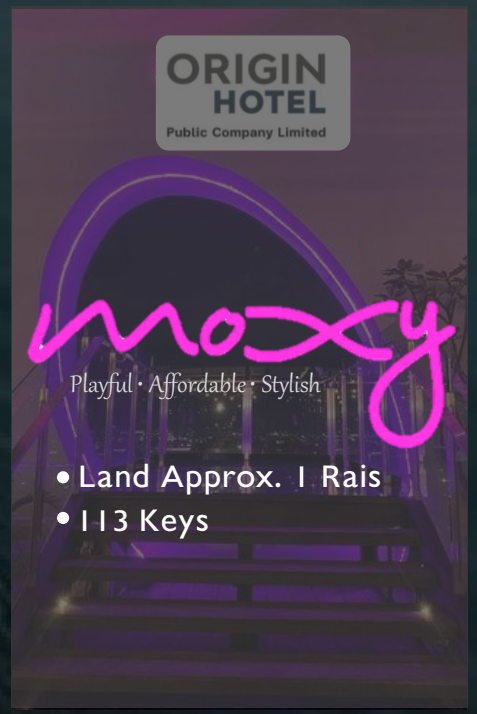
Physical Health | Spiritual Health | Mental Health | Social Health

Offering unique and holistic approach to modern living

ORIGIN LAGOON

CHERNGTALAY PHUKET

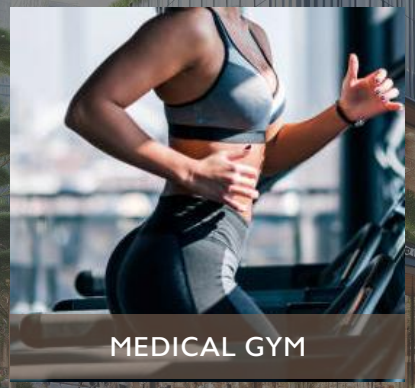


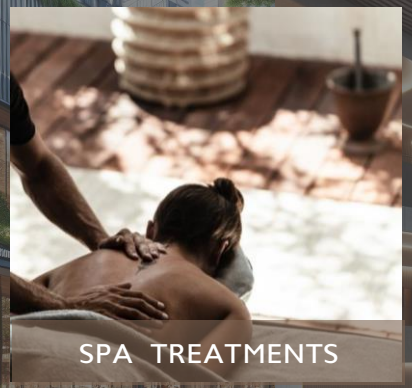


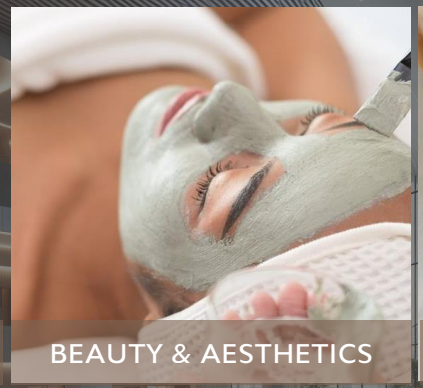
Envisioned as a holistic lifestyle community that blends luxury living with wellness and sustainability.

neighbor well

wellness retreat & small specialty hospital


MEDICAL GYM


SPA TREATMENTS


BEAUTY & AESTHETICS

ORIENTAL HEALING

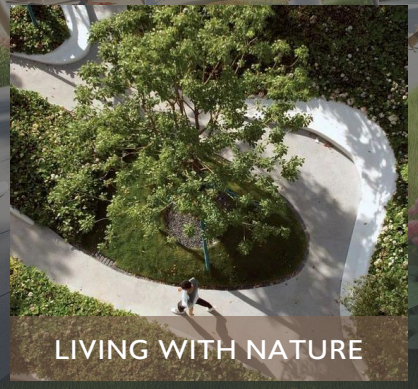
HEALTHY F&B

HEAT & WATER EXPERIENCES

REGENERATIVE MEDICINE

MEDICAL CARE

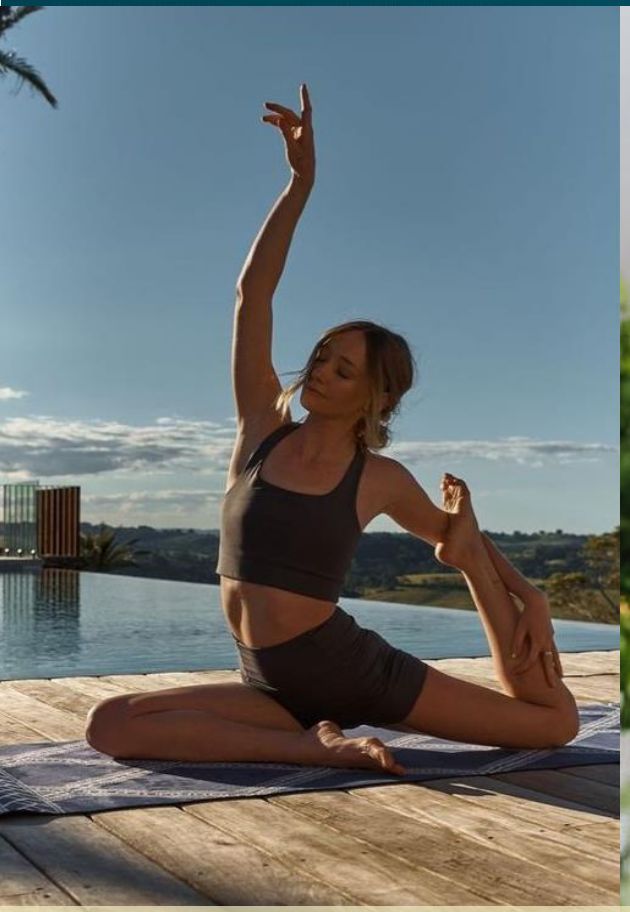
MEDITATION


LIVING WITH NATURE

Servitude Rd
BALCO
LAGOON CHERNGTALAY PHUKET
MOXY HOTEL
BOUTIQUE LIFESTYLE HOTEL
Bandon - Cherngtalay Rd.
4030
Servitude rd
NEIGHBOR WELL
WELLNESS COMPLEX
SO
LAGOON
CHERNGTALAY BY ORIGIN
5 -1 - 91.3 Rai
Cherngtalay Soi 4
Servitude rd
ORIGIN LAGOON
CHERNGTALAY PHUKET
N

CUSTOMER TARGET

CUSTOMER BEHAVIOR



Daily routine exercise

Healthy living

Love chilling outdoor / Traveller

Enjoy socialize

Regular Exercise : They incorporate physical activity into their daily routine. This can range from going to the gym, running, yoga, pilates, cycling, or even daily walks.

Environmental Pleasure : Spending time outdoors and connecting with nature. Love travelling and enjoy cultural aesthetic.

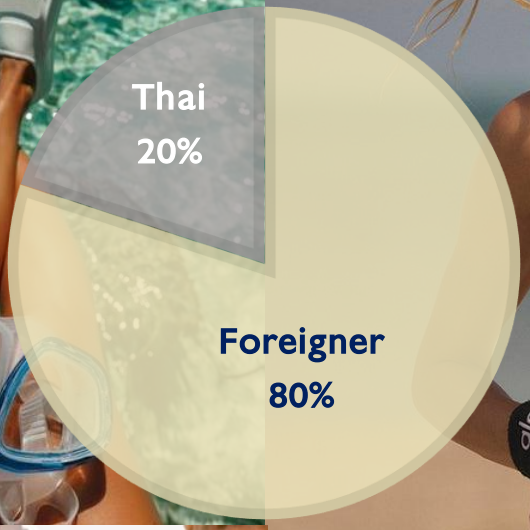
Social Activities: Spending time with friends and family, attending social gatherings, and participating in group activities. Contributing time to community service and helping others.

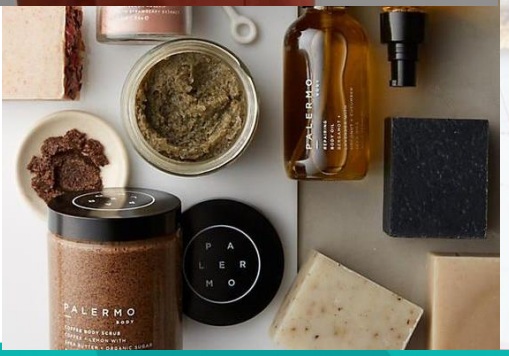
CUSTOMER DEMOGRAPHIC

Continuously seeks ways to improve well-being through learning, new experiences, and self-discovery.

Age : **28 – 32** years old
Status : Single, Couple
HH Income : 70,000 – 100,000 B/Month
Career : Business owner, Expat High – level Management level of Hotel around Laguna zone

Occupation **80% : Investor**
20% : Own Stay





EXPECTATION

Good location / Great community for well-being / Serene environment for relax / Full function facilities / Affordable price / High yield return on investment

SO

LAGOON

CHERNGTALAY BY ORIGIN

ORIGIN
SO
LAGOON

SO
LAGOON
GUARDHOUSE
DROP OFF
CANOPY

ORIGIN
SO
LAGOON
CLUBHOUSE
LOBBY
"SO CABANA"
FEATURE TREE

WELCOME AREA

SO Lagoon Cherngtalay by Origin

Location			**Cherngtalay, Phuket**
Land area			**5-1-91.30 Rai (APPROX.)**
Project type			**Low-rise Condominium 3 buildings, 1 clubhouse with underground parking**
Total Units			**511 Units**
Unit Types	STUDIO	26 sq.m. (15%)	*So Superior*
	1BR	28 sq.m. (50%)	*So Signature*
	2BR	60 sq.m. (30%)	*So Suite*
	3BR	85-105 sq.m. (5%)	*So Serene , So Infinite, So Serenity*
Car Park (Exclude Double Parking)			**50%** (+ 5% motorbike parking)
Highlight Facilities			**Co-Working Lobby, Game Room, Health Club, Pool, Garden, SkyDeck Viewpoint, Underground parking, Laundry**
Construction Start			**Jun 2026**
Transfer			**Dec 2027**

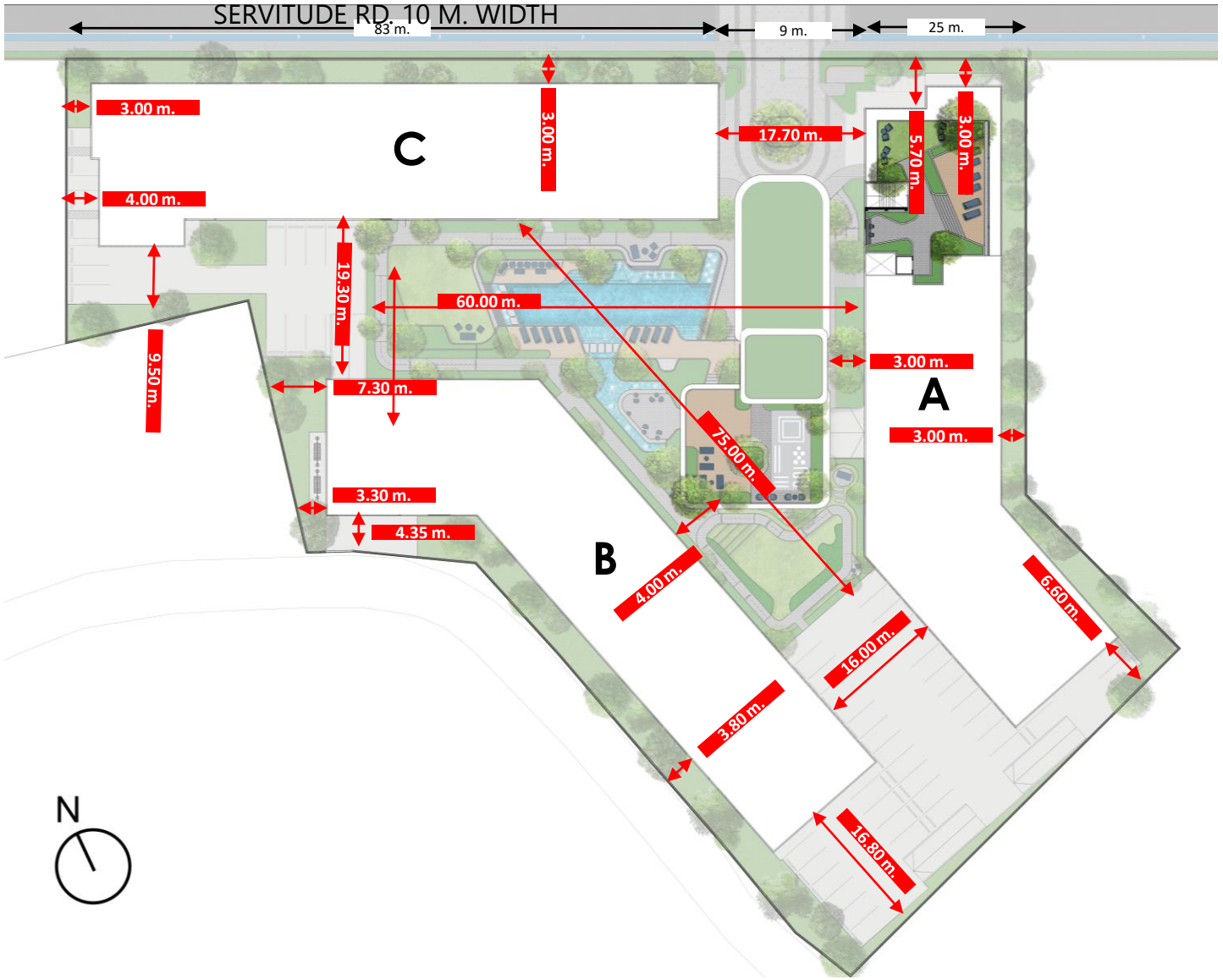
Servitude Rd
BALCO
LAGOON CHERNGTALAY PHUKET
MOXY HOTEL
BOUTIQUE LIFESTYLE HOTEL
Bandon - Cherngtalay Rd.
4030
Servitude rd
NEIGHBOR WELL
WELLNESS COMPLEX
SO
LAGOON
CHERNGTALAY BY ORIGIN
5 -1 - 91.3 Rai
Cherngtalay Soi 4
Servitude rd
ORIGIN LAGOON
CHERNGTALAY PHUKET
N

CLUBHOUSE
LAGOON TERRACE
(OBSERVATION DECK)
C
B
A
N

SITE LOCATION

GREEN AREA

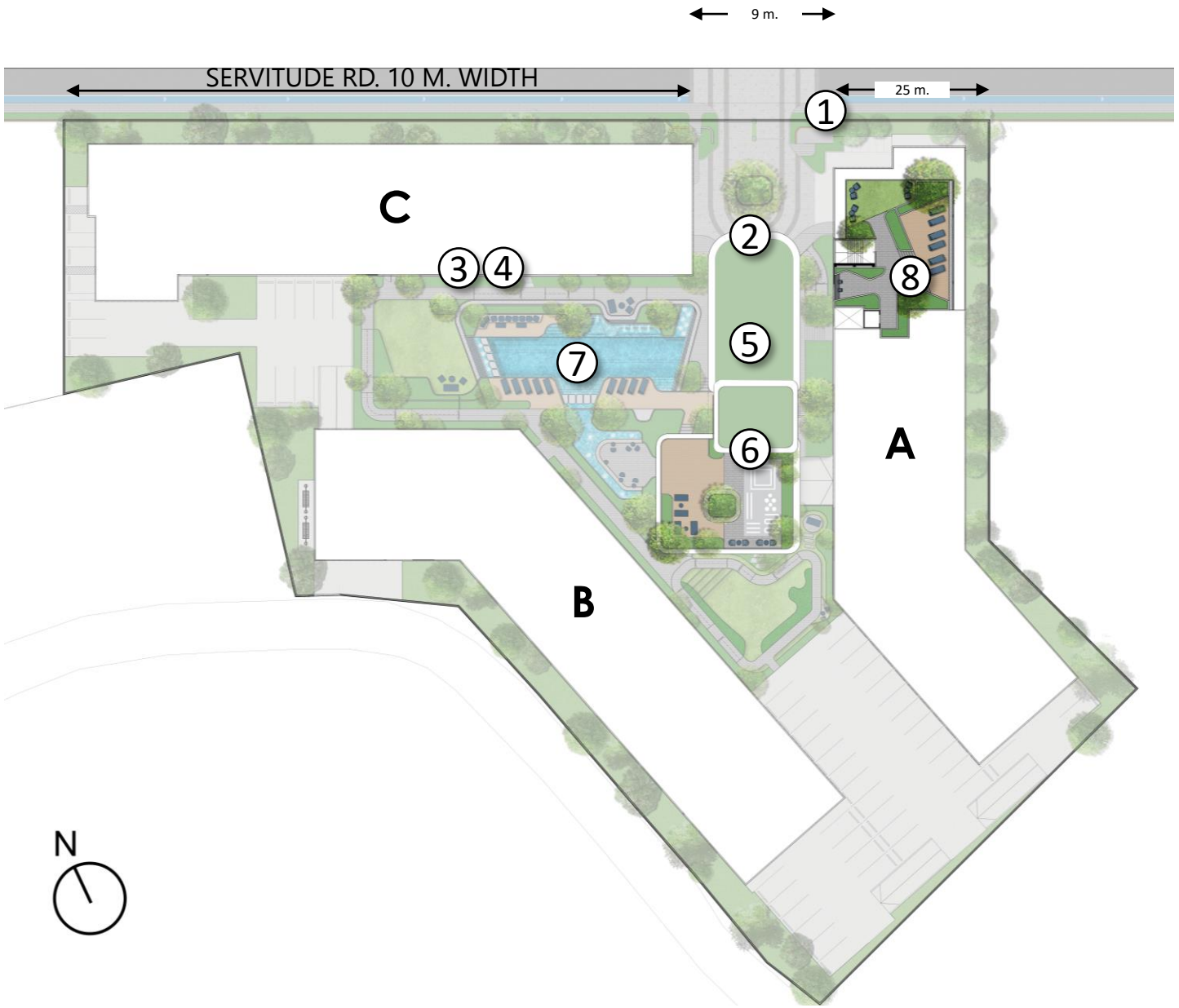
- TOTAL GREEN AREA
  1.2 RAI +
- OUTDOOR FACILITY
  1 RAI +



SO LAGOON
CHERNOTALAY BY ORIGIN

GREEN AREA

- TOTAL GREEN AREA
  1.2 RAI +
- OUTDOOR FACILITY
  1 RAI +

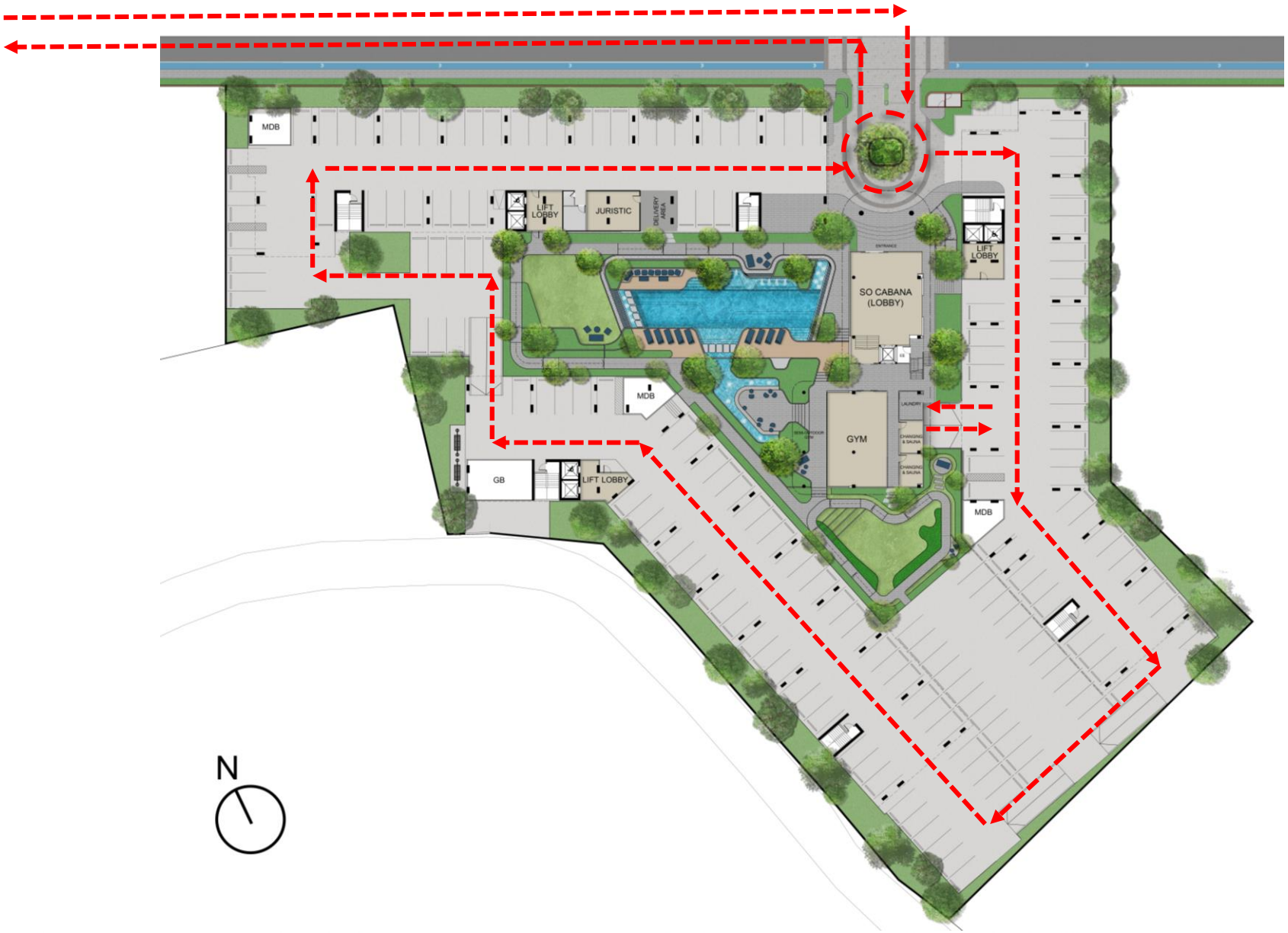


LEGENDS

1. GUARD HOUSE
2. DROP OFF
3. JURISTIC
4. DELIVERY
5. MAIN LOBBY
6. CLUBHOUSE
7. SWIMMING POOL
8. ROOFTOP GARDEN

SO LAGOON
CHERNGTALAY BY ORIGIN

140 m. to Main Road



CAR CIRCULATION

CIRCULATION

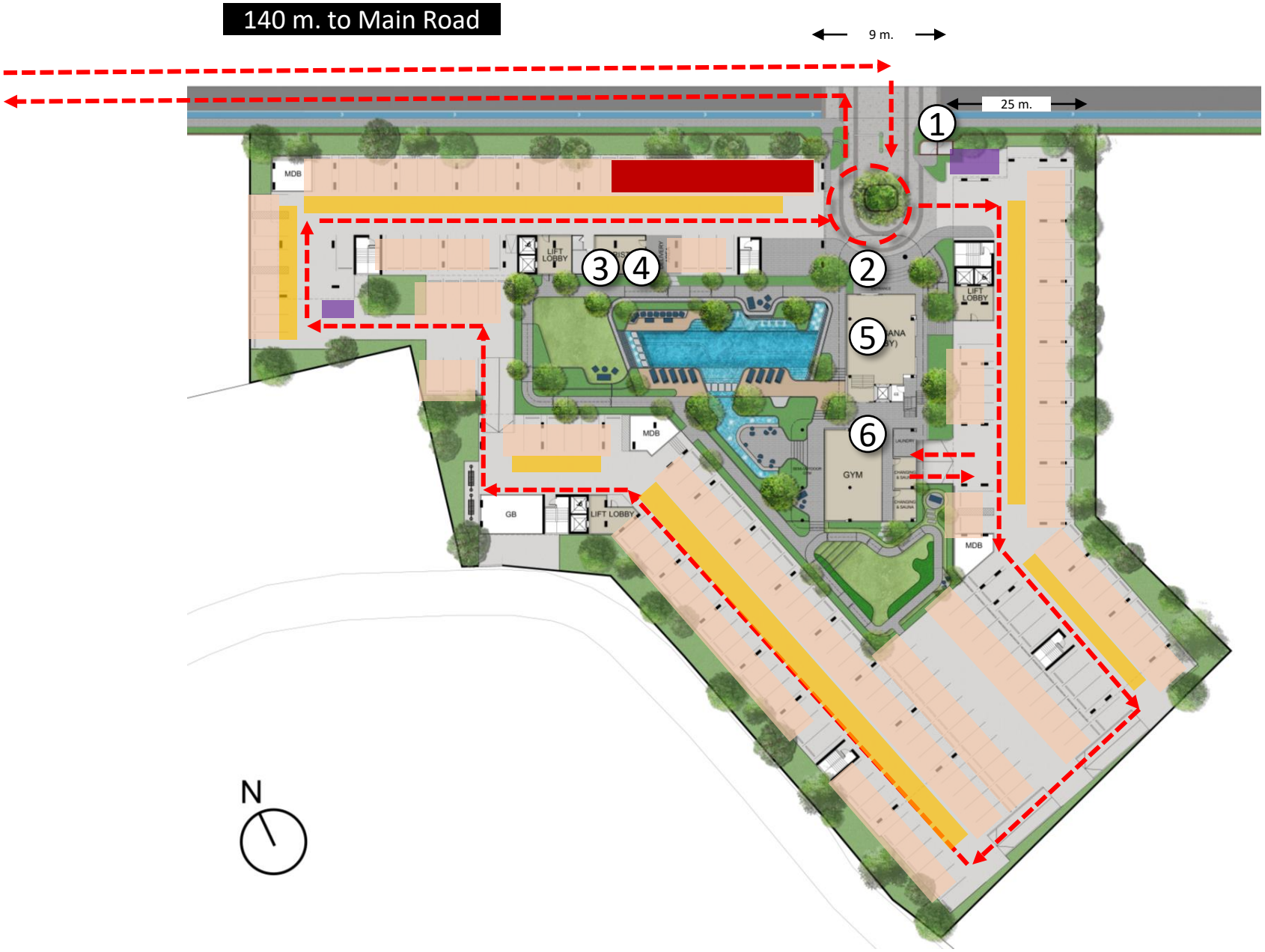
SO LAGOON
CHERNOTALAY BY ORIGIN

140 m. to Main Road

WALKWAY CIRCULATION

CIRCULATION

SO LAGOON
CHERNOTALAY BY ORIGIN



LEGENDS

1. GUARD HOUSE
2. DROP OFF
3. JURISTIC
4. DELIVERY
5. MAIN LOBBY
6. CLUBHOUSE

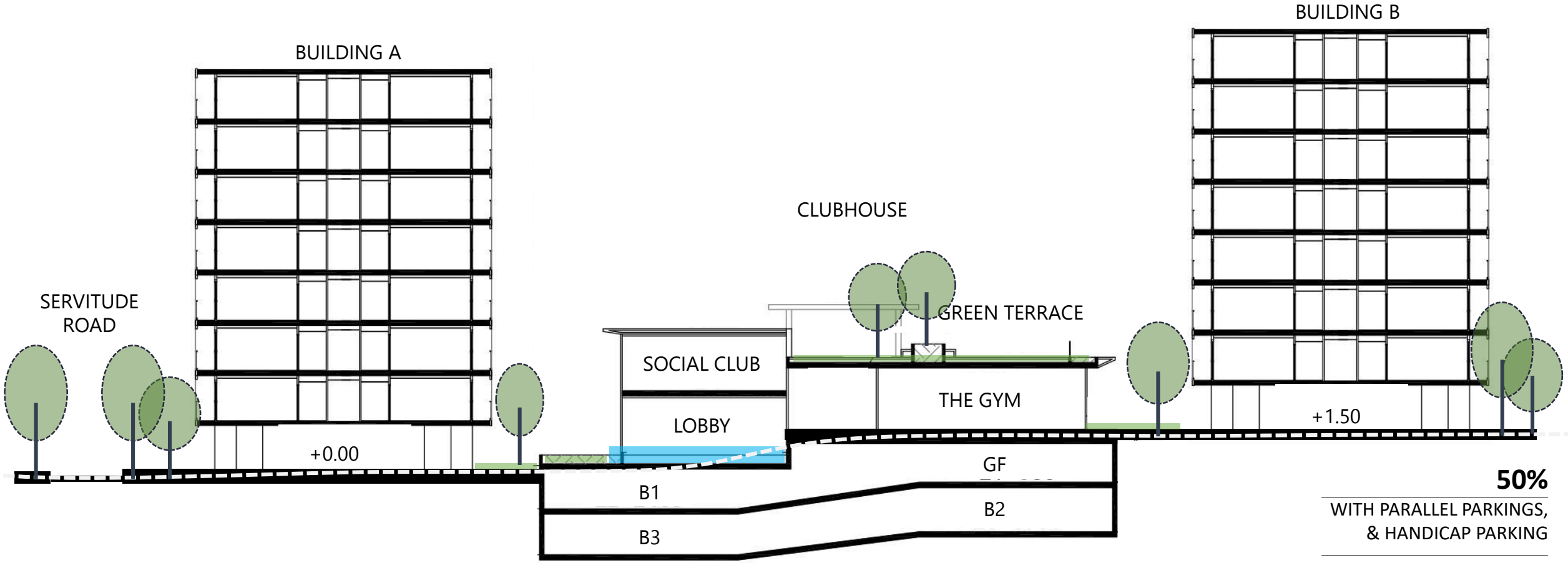
CAR PARKING

DOUBLE PARKING

MOTORCYCLE PARKING

EV CHARGER

SO LAGOON
CHERNOTALAY BY ORIGIN



50%

WITH PARALLEL PARKINGS,
& HANDICAP PARKING

+ MOTORCYCLE PARKING
(5%of units)

PARKING AREA

SO LAGOON
CHERNOTALAY BY ORIGIN

HIGHLIGHT FEATURES

" THE LAGOON SANCTUARY "

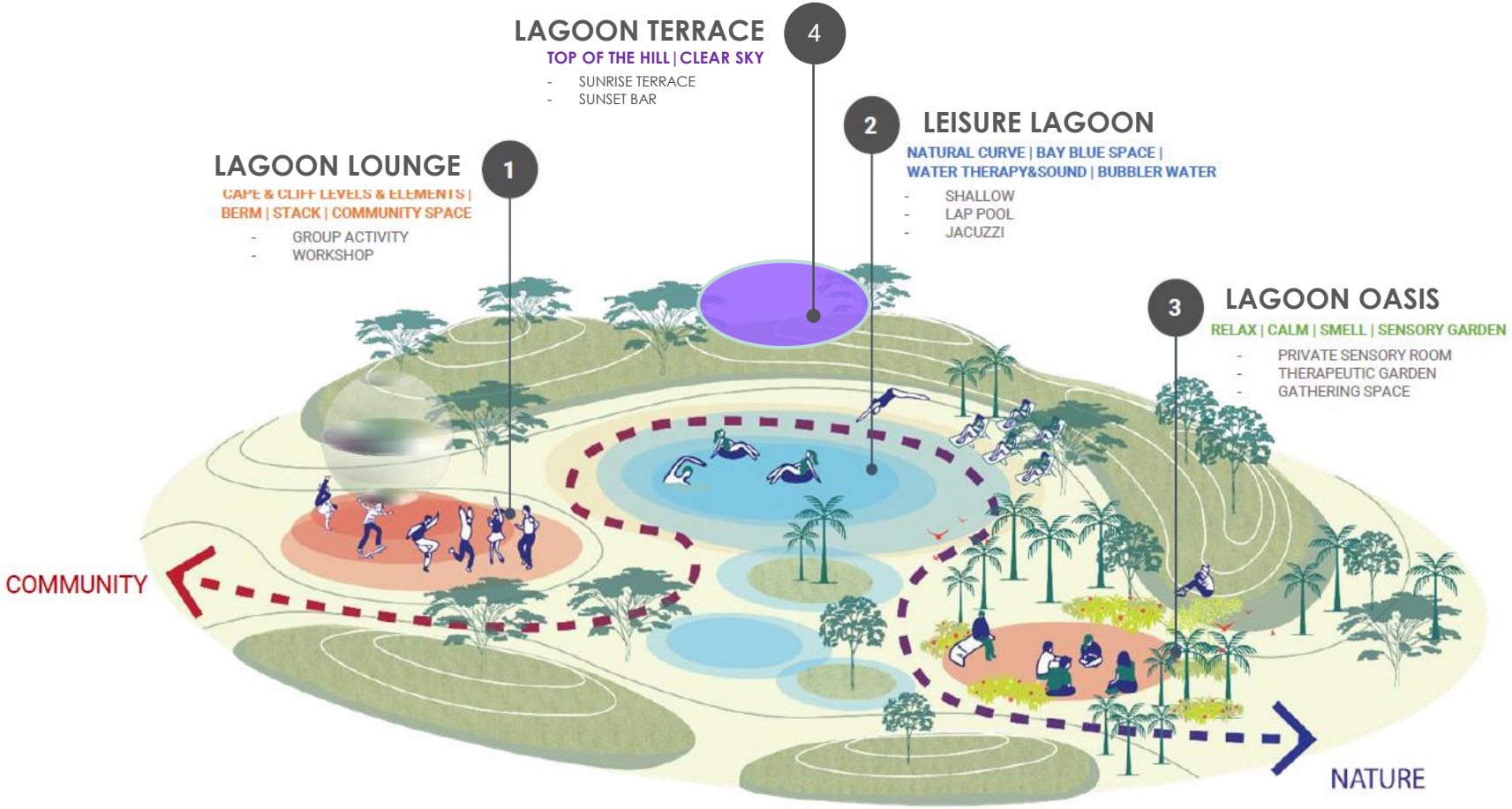
RESTORATIVE GARDEN WITH WELL BEING

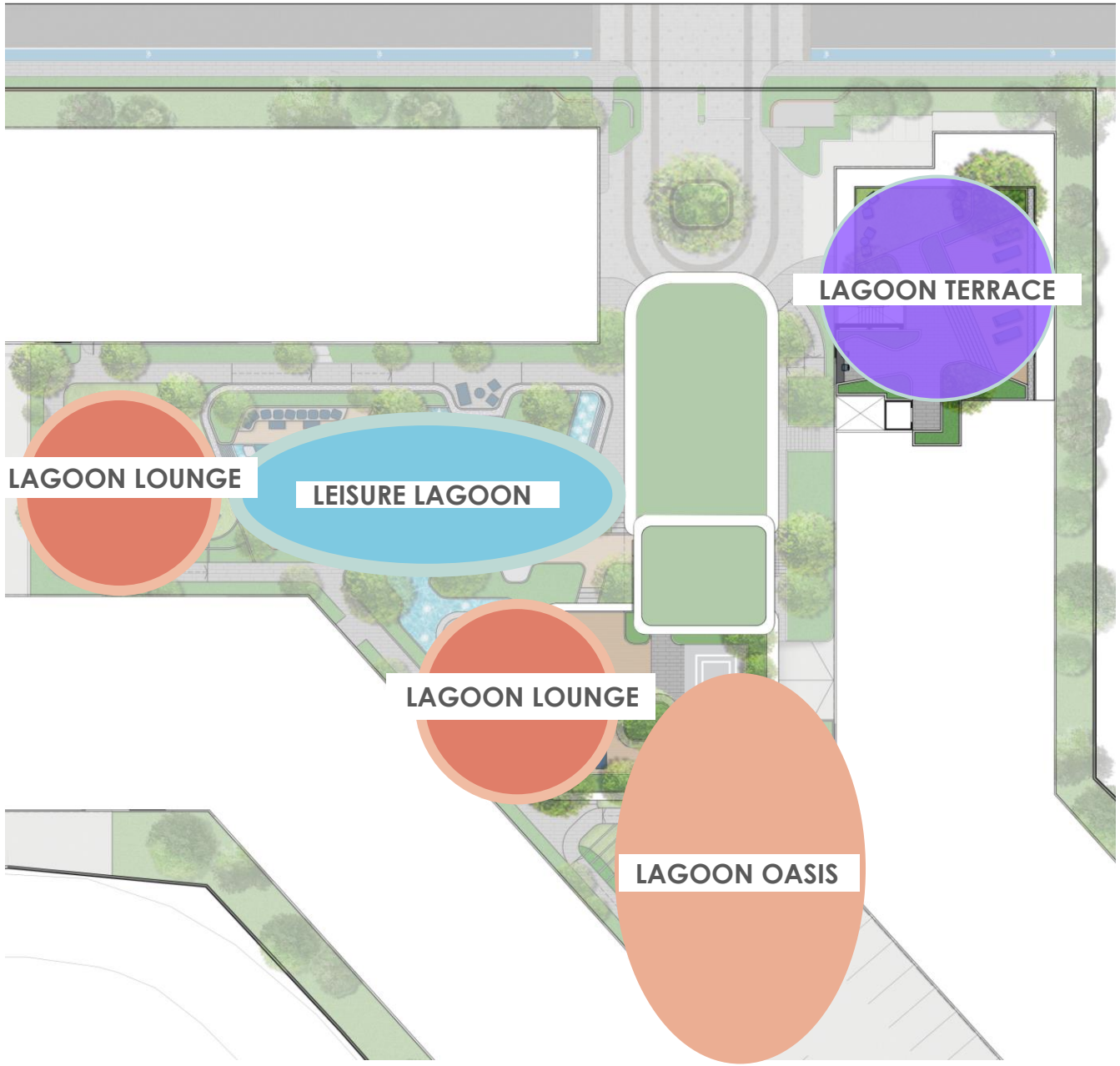
NATURE

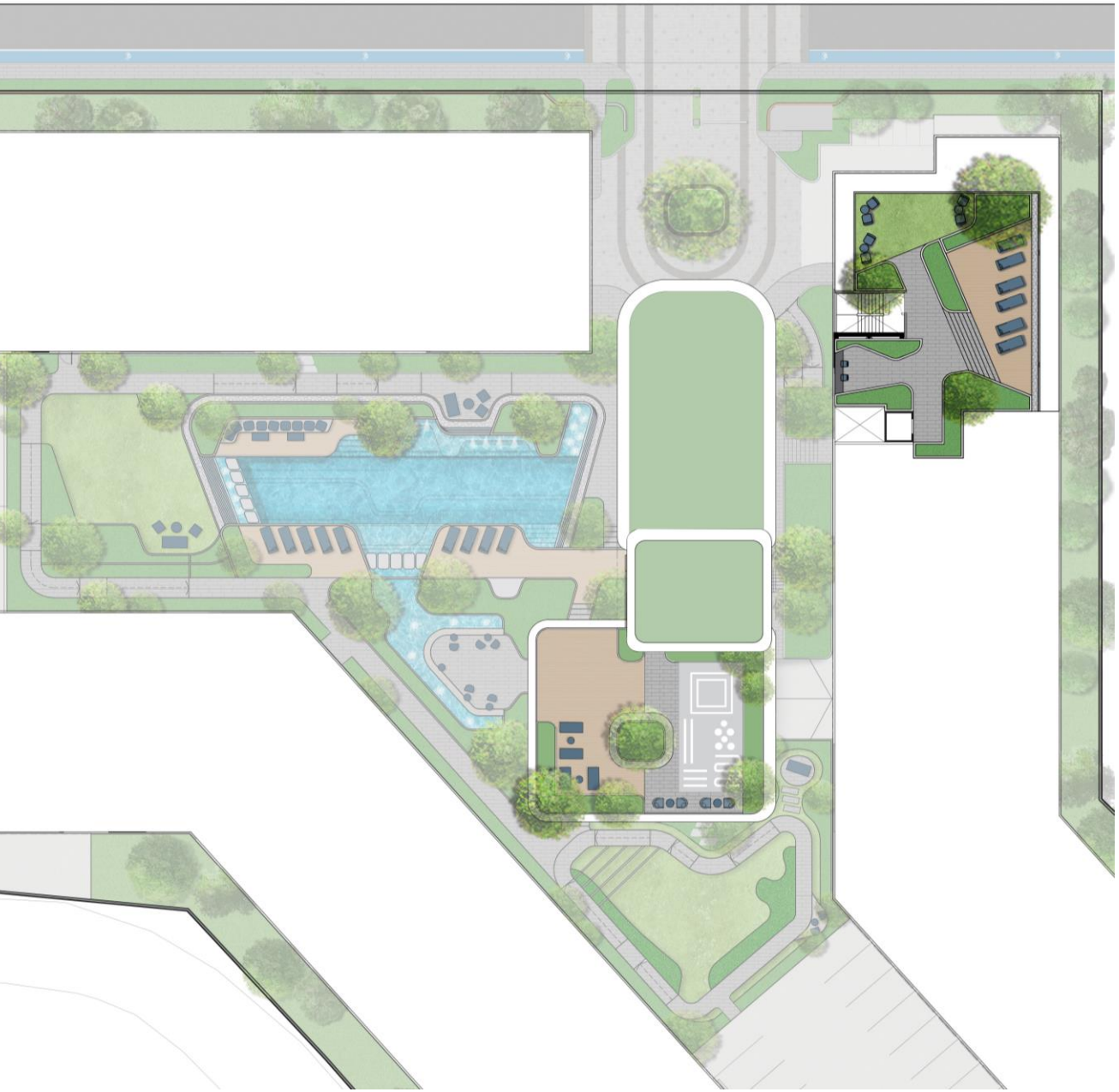
OUTSIDE IN

SCENT& COLOR

TEXTURE




LAGOON TERRACE
LAGOON LOUNGE
LEISURE LAGOON
LAGOON LOUNGE
LAGOON OASIS



LEISURE LAGOON

LAGOON LOUNGE

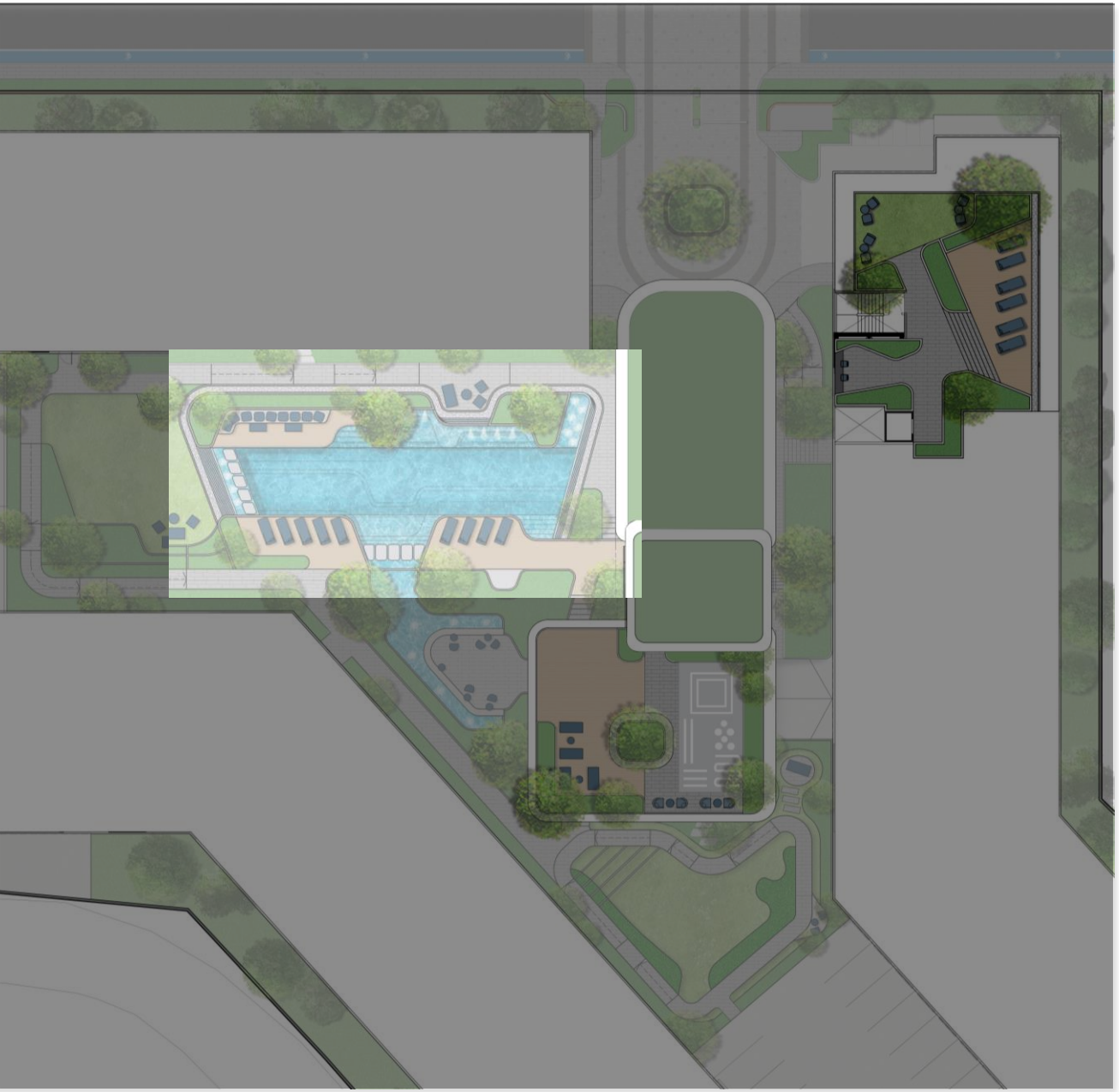
LAGOON OASIS

LAGOON TERRACE

KEY PLAN : G FL.

SO LAGOON
CHERNGTALAY BY ORIGIN

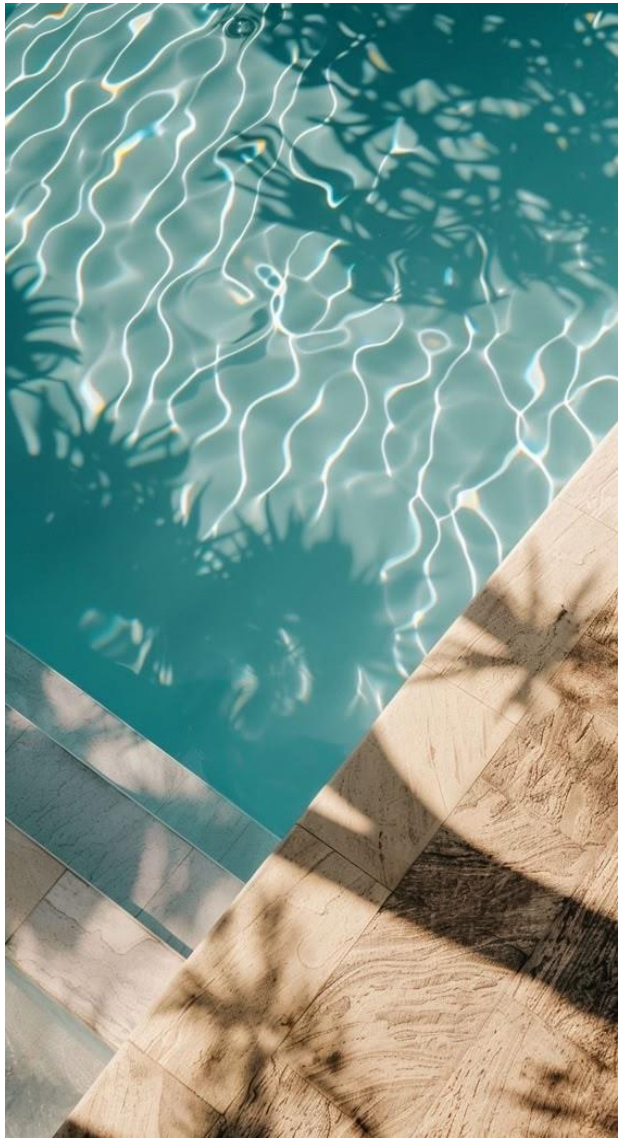
DRAFT



LEISURE LAGOON

LEISURE LAGOON
DRAFT

HIGHLIGHT FEATURES



HALF OLYMPIC POOL (25 m.) ~ 150 SQ.M.

HIGHLIGHT FEATURES

OUTDOOR JACUZZI

HIGHLIGHT FEATURES

POOL TERRACE & DAYBED

HIGHLIGHT FEATURES

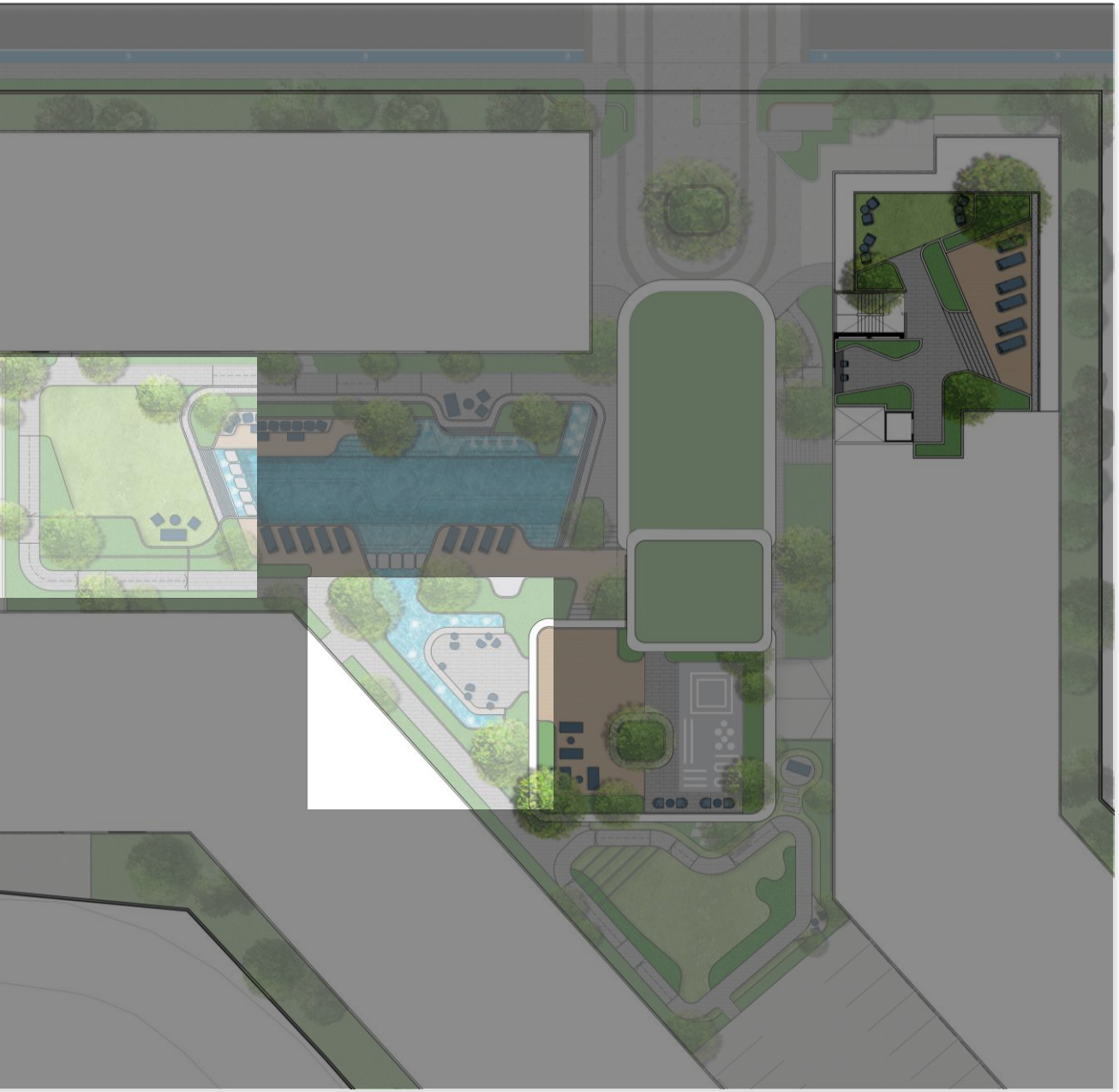
OVERFLOW POOL

LEISURE LAGOON

SO LAGOON
CHERNGTALAY BY ORIGIN

DRAFT

LEISURE LAGOON
DRAFT



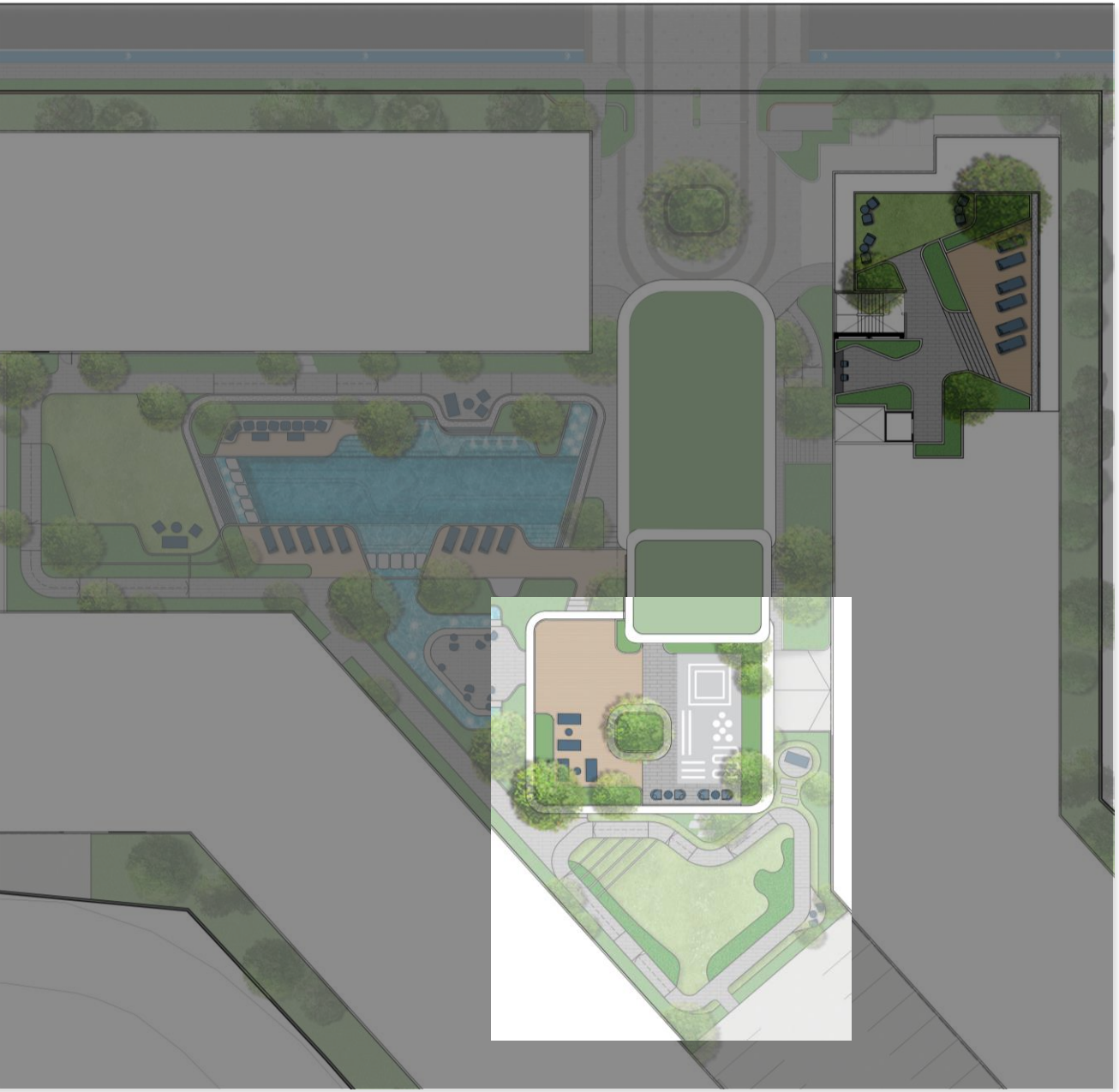
LEISURE LOUNGE

SO LAGOON
CHERNGTALAY BY ORIGIN

DRAFT

LAGOON LOUNGE
DRAFT

LAGOON LOUNGE
DRAFT



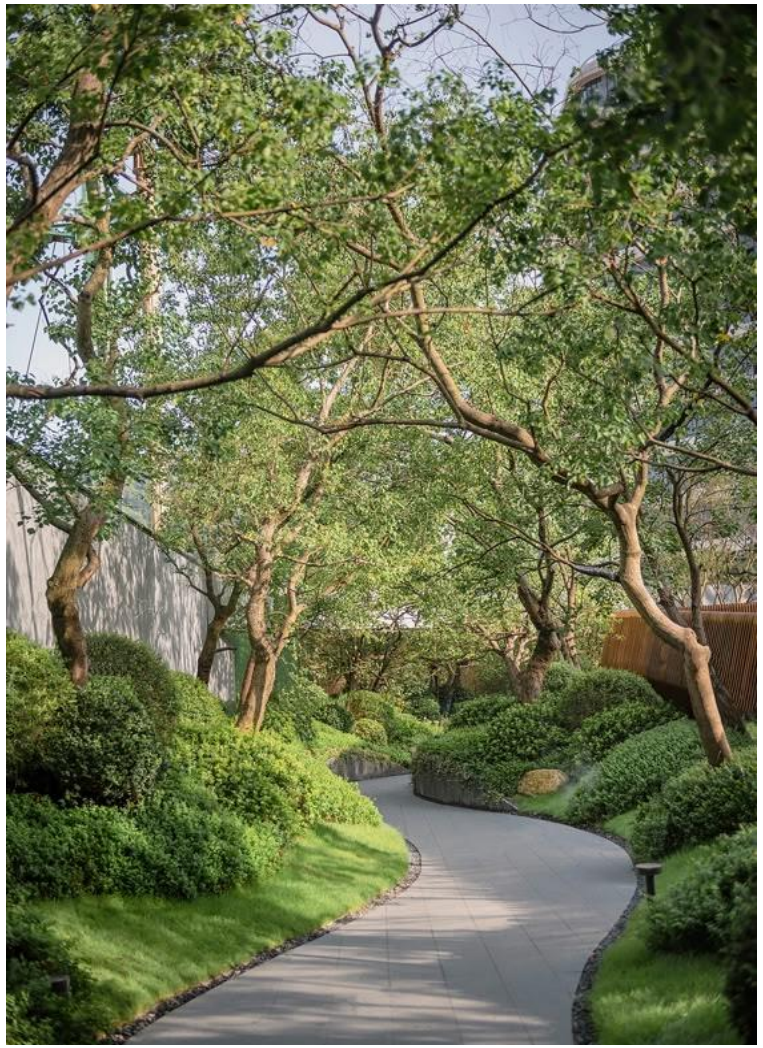
LAGOON OASIS

LAGOON OASIS
DRAFT

HIGHLIGHT FEATURES

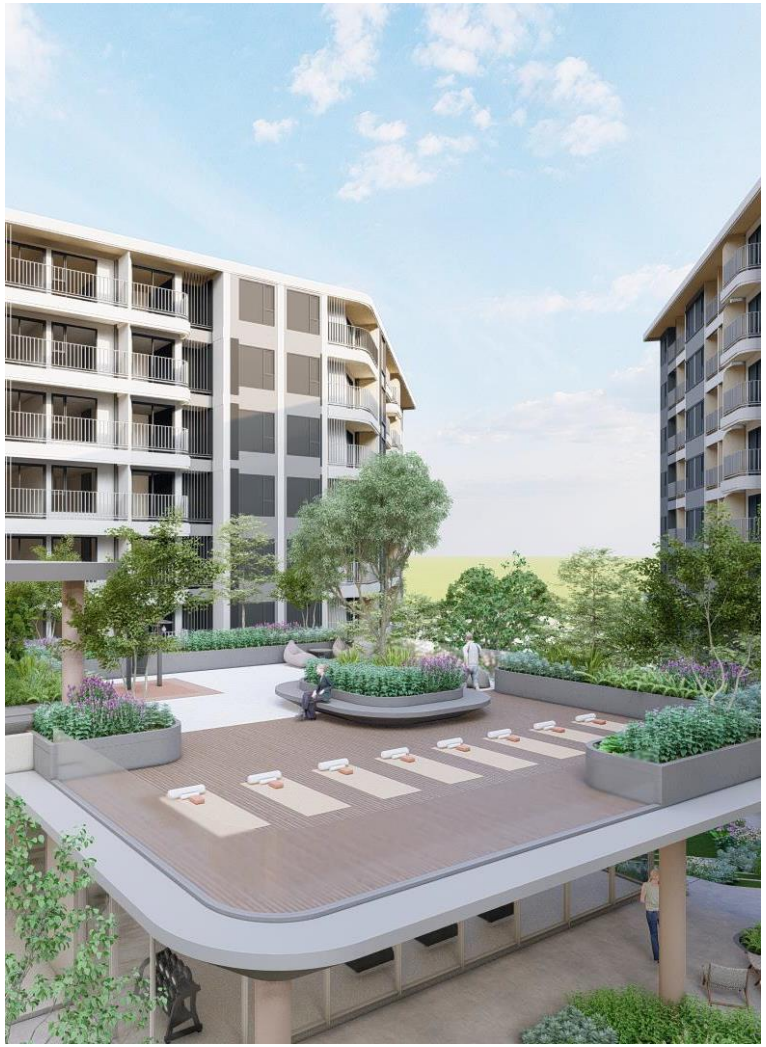
SENSORY GARDEN

HIGHLIGHT FEATURES



NATURE JOGGING PATH (200 m.)

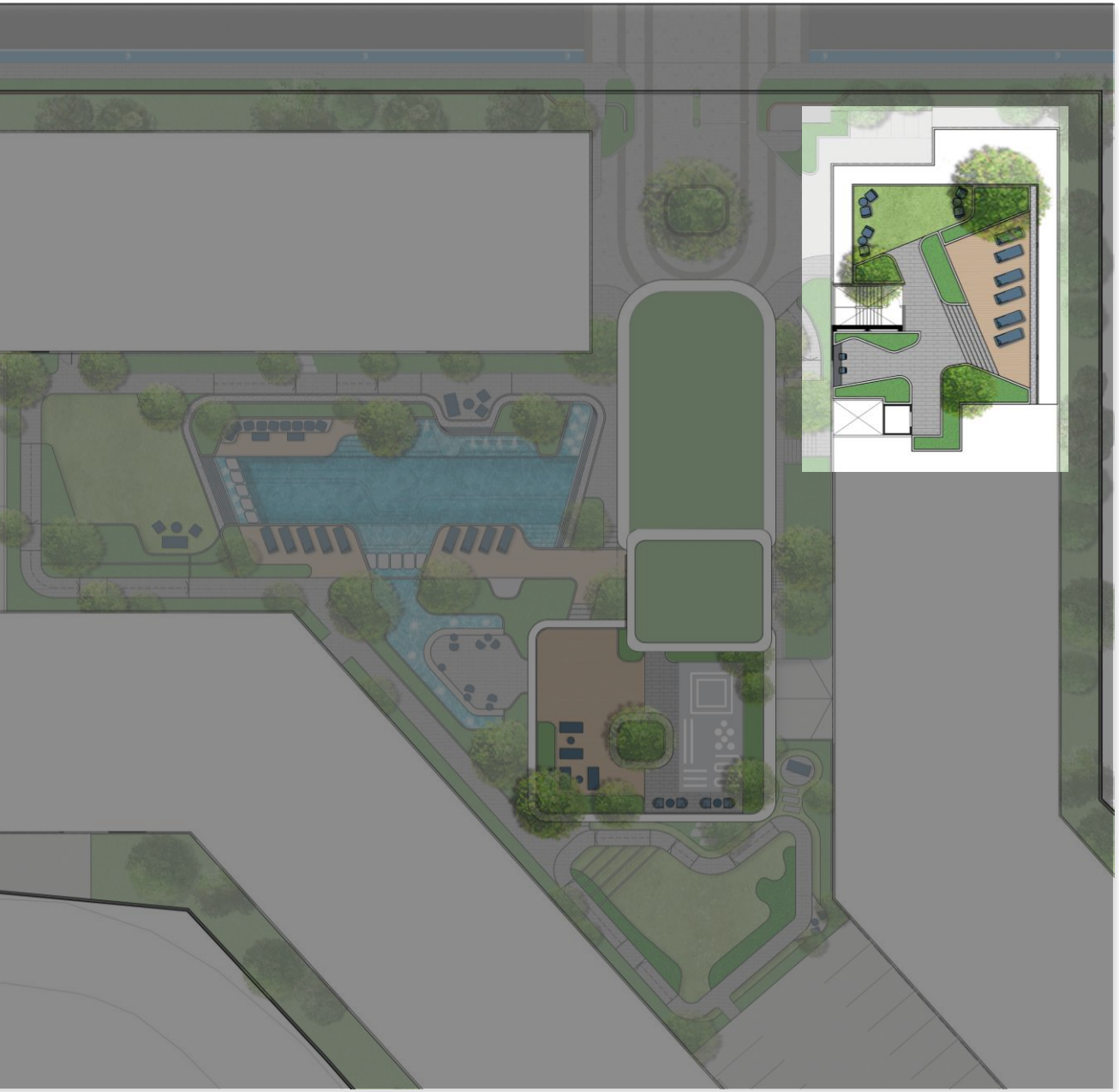
HIGHLIGHT FEATURES

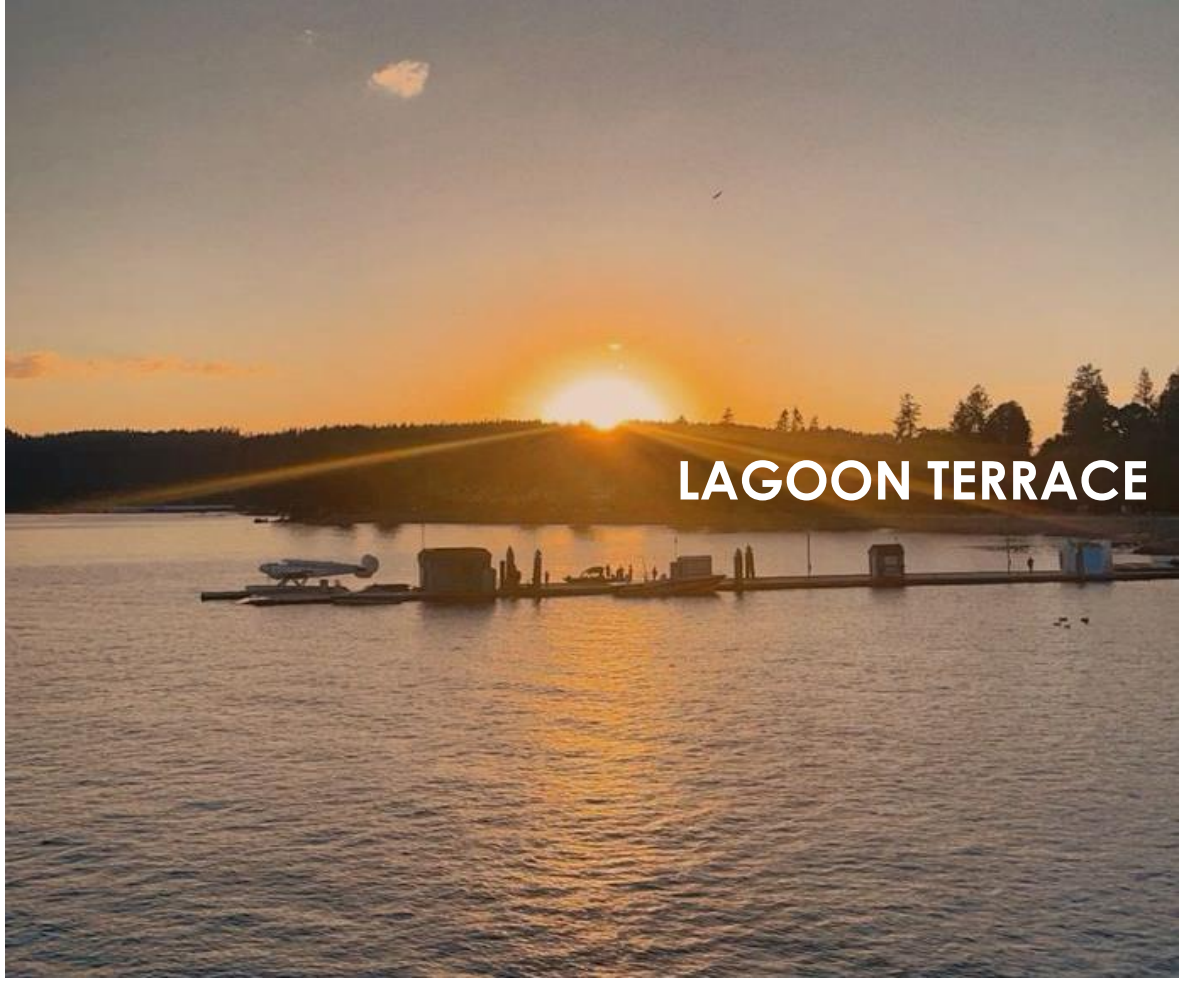


SKY PILATES & YOGA LAWN

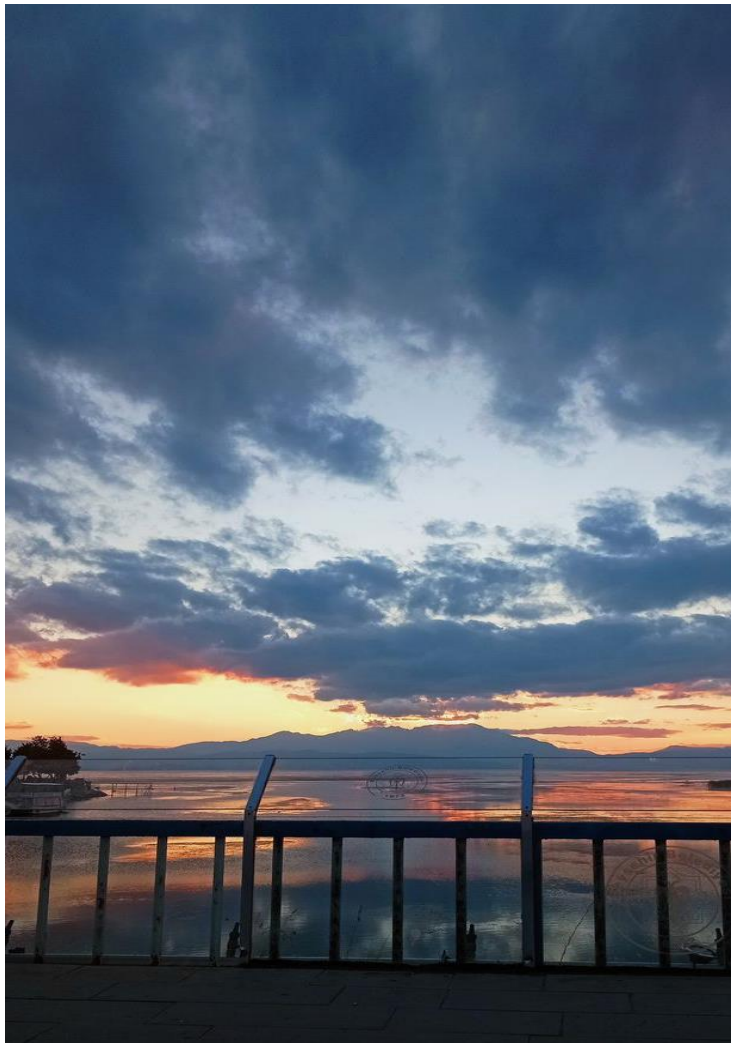
HIGHLIGHT FEATURES

SKY OUTDOOR WORKOUT




LAGOON TERRACE

HIGHLIGHT FEATURES



SUNRISE & SUNSET TERRACE

LAGOON TERRACE
(OBSERVATION DECK)
LAGOON SUNRISE
VIEW
LAKE & HILL SUNRISE VIEW
LAGOON TERRACE
DRAFT

CLUB HOUSE

SO CABANA (LOBBY)
SOCIAL CLUB (CO-WORKING SPACE)
THE GYM (FITNESS)
PLAY ROOM (GAME ROOM)
ROOFTOP & ACTIVITIES DECK

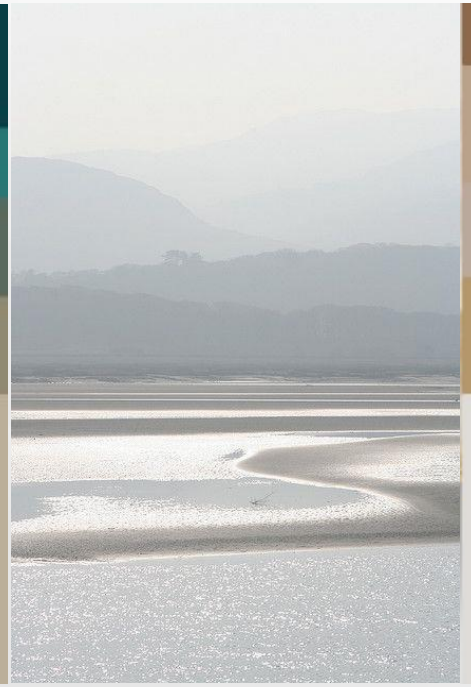
SUNLIT PARADISE

GOLDEN HOUR

CALM AND REFRESHING

SENSE OF MYSTERY

MYSTERY AND CALM ATMOSPHERE

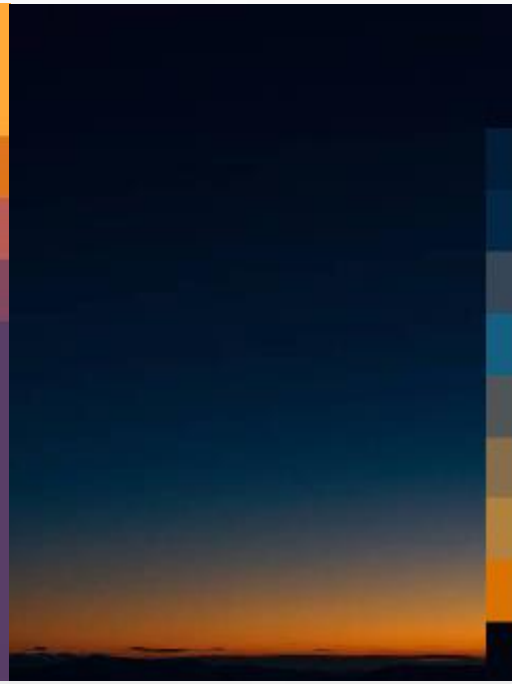


MORNING LAKE

ELEGANCE AND CHARM

THE SUNSET

PEACEFUL AND HEAVENLY PARADISE SUNSET.



DUSK HORRIZON

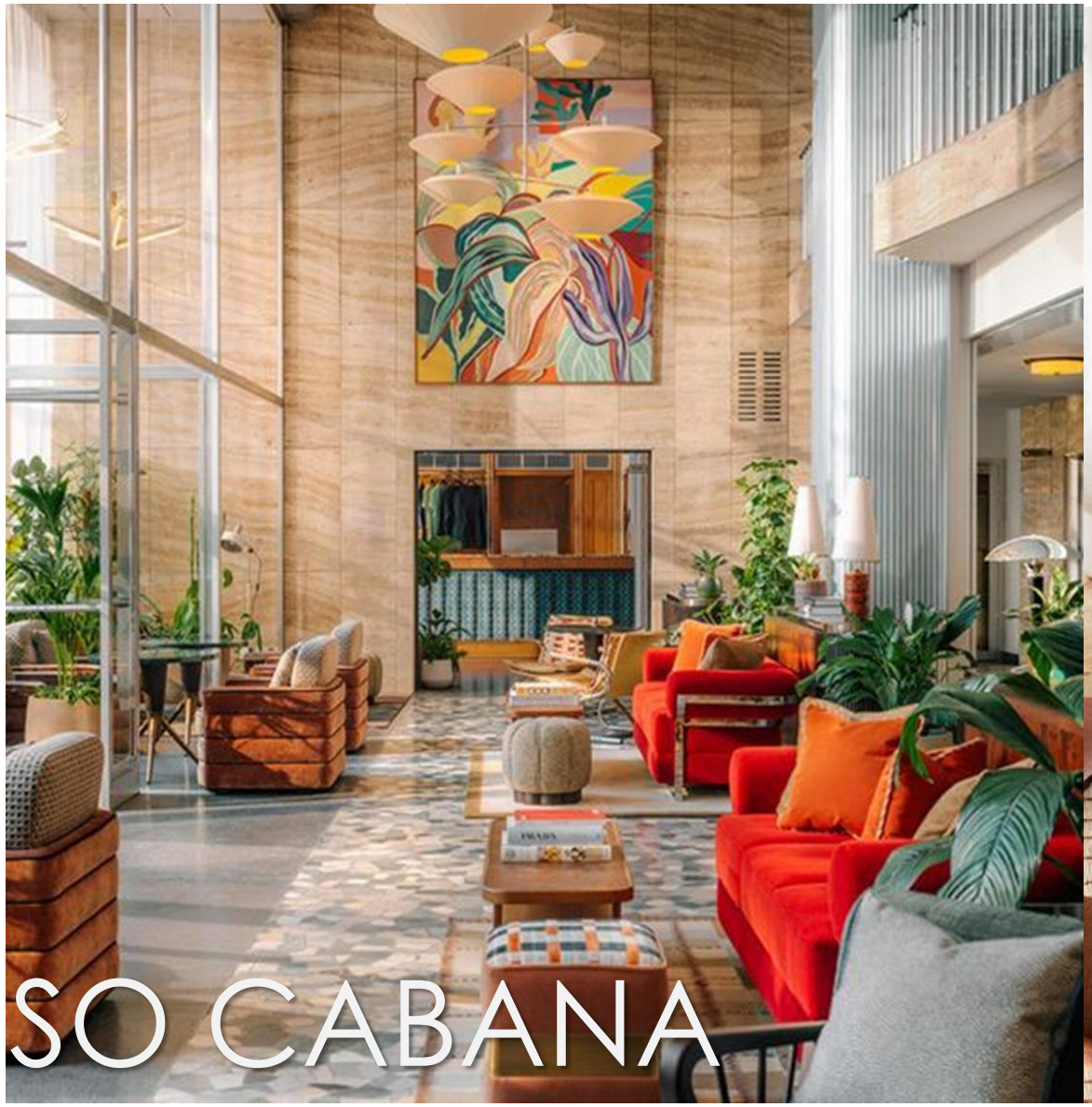
PROVIDING THE NEUTRAL BASE.

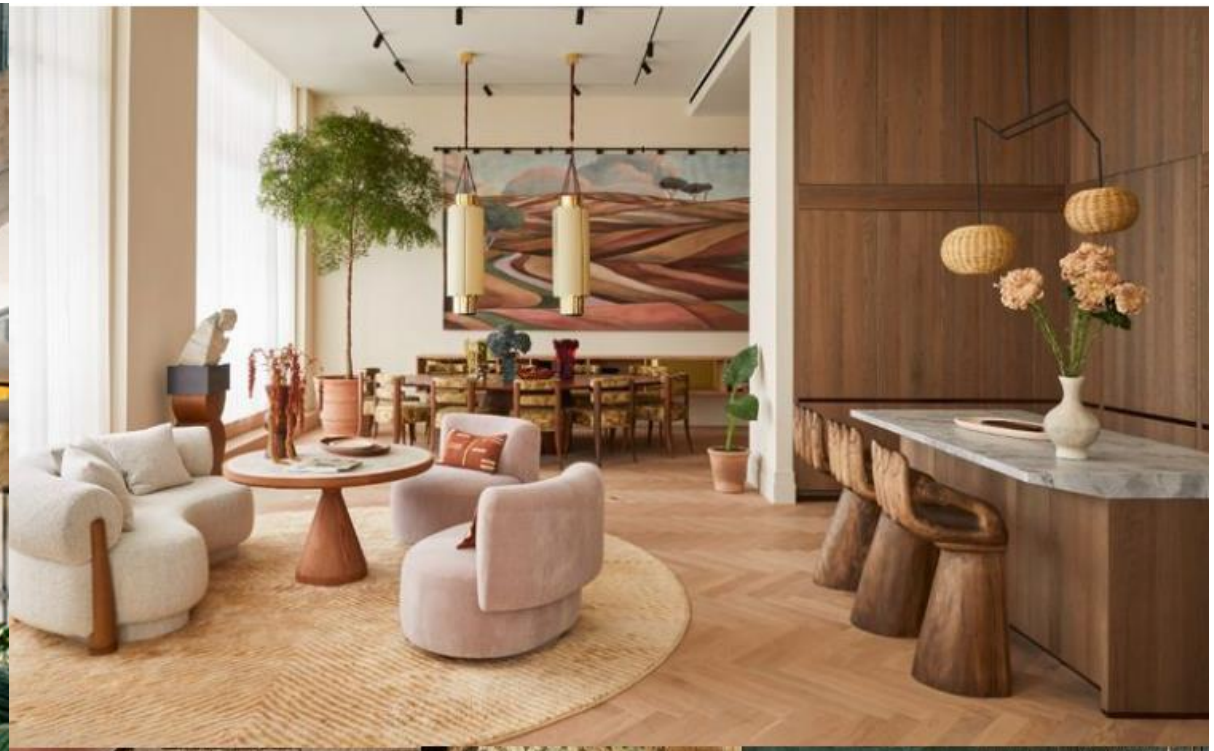
SO LAGOON
CHERNGTALAY BY ORIGIN

" MORNING LAKE "

UNIQUE LUSTER AND IRIDESCENT COLORS.
SYMBOLIC OF ELEGANCE AND CHARM

LOBBY





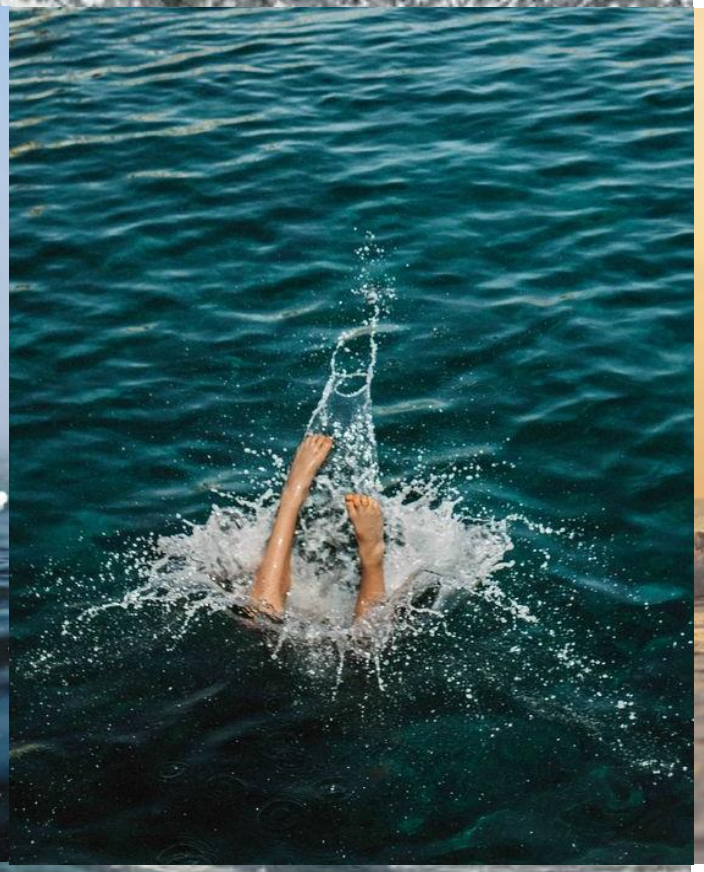
SO CABANA

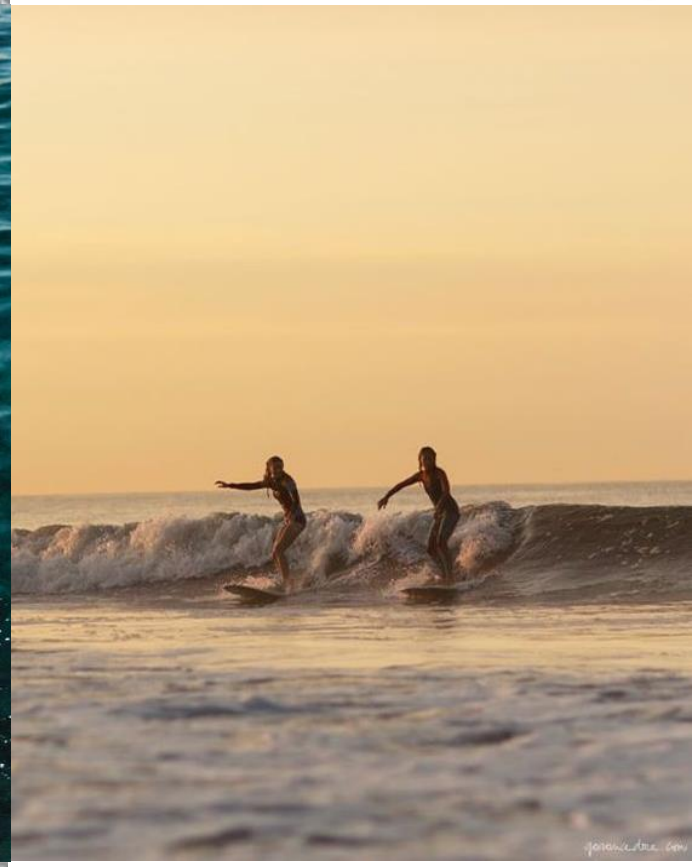
LOBBY | SO CABANA

" SENSE OF MYSTERY "

Underwater reflections, with their patterns and sparkles, create
A feeling of mystery and a calm atmosphere.

FITNESS





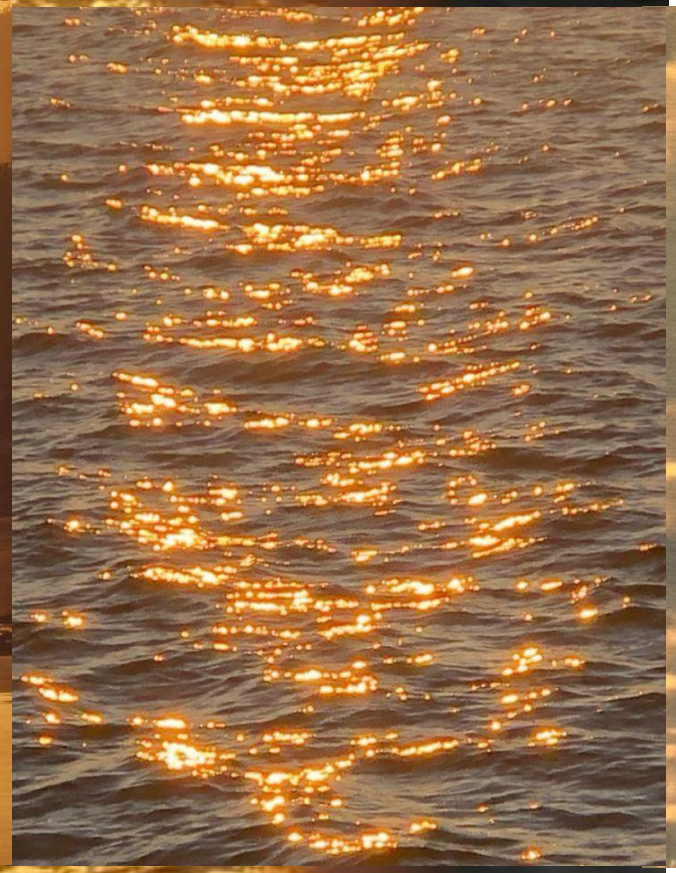
THE GYM

FITNESS | THE GYM

CO-WORKING

" GOLDEN HOUR "

Filled with calm and refreshing golden light, the sunset creates a quiet atmosphere.



SOCIAL CLUB

CO-WORKING SPACE | SOCIAL CLUB

PUBLIC TOILET

GREEN AREA
• TOTAL GREEN AREA
1.2 RAI +
• OUTDOOR FACILITY
1 RAI +
PARKING
• 50% OF UNIT
FOR CARS
• 5% OF UNIT
FOR MOTORCYCLE
CLUBHOUSE
• 1F
SO CABANA (LOBBY)
THE GYM
PLAY ROOM
• 2F
SOCIAL CLUB
ROOF TERRACE
SKY OUTDOOR WORKOUT
ENTRANCE
• GF
DROP OFF CANOPY
24HR GUARDHOUSE
C
B
A
LAGOON TERRACE
(OBSERVATION DECK)
• 9F
SKYDECK VIEWPOINT
SKY LEISURE
• GF
SWIMMING POOL
GARDEN & LAWN
• B1-B2
UNDERGROUND PARKING
LAGOON OASIS
N

FLOOR PLANS

- Juristic , Delivery
- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

0	STUDIO (B1) 26 SQ.M
0	1 BEDROOM (B2) 28 SQ.M
0	2 BEDROOM (2BR1) 60 SQ.M
0	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 0 Unit / Floor

GROUND FLOOR

SO LAGOON
CHERNOTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

2ND-7TH FLOOR

SO LAGOON
CHERNOTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

SO LAGOON
CHERNGTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

SO LAGOON
CHERNOTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

SO LAGOON
CHERNGTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

SO LAGOON
CHERNOTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
20	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
1	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

8TH FLOOR

SO LAGOON
CHERNOTALAY BY ORIGIN

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

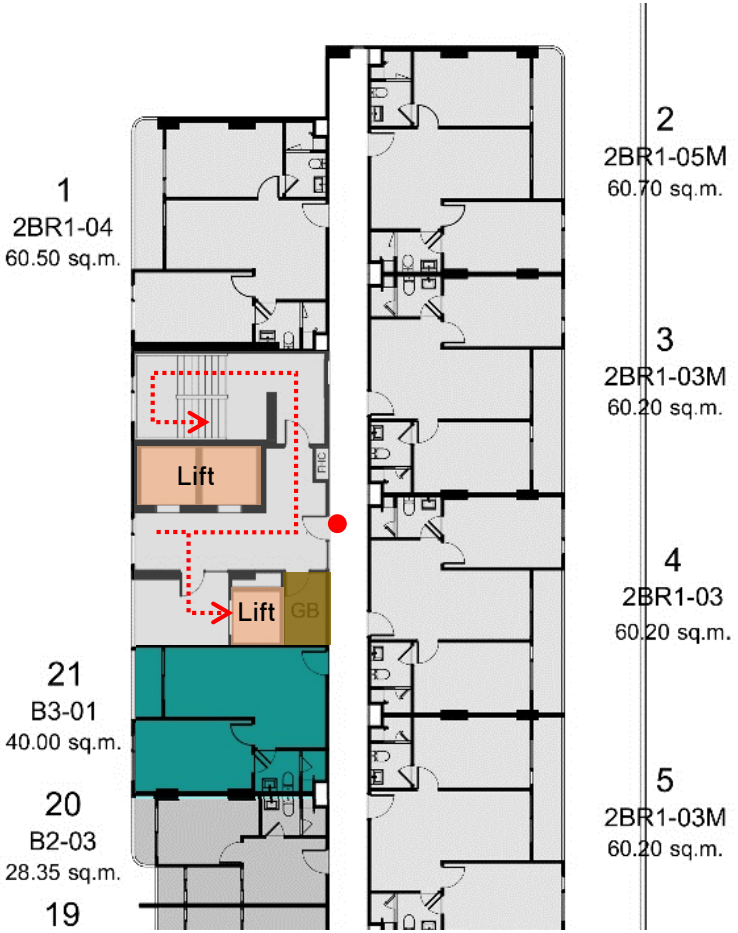
RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
20	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
1	1 BEDROOM (B3) 40 SQ.M

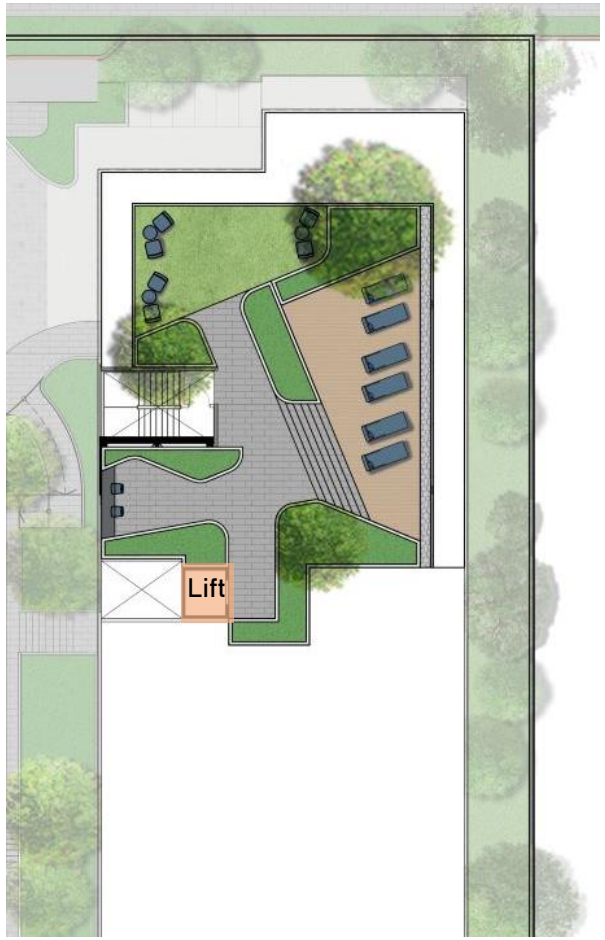
Total : 73 Unit / Floor

SO LAGOON
CHERNOTALAY BY ORIGIN

KEY PLAN



A 8TH FL



A ROOF FL

LAGOON TERRACE!

RF
8
7
6
5
4
3
2
G

- Access control
- Fire Escape
- Lift
- EE
- Garbage

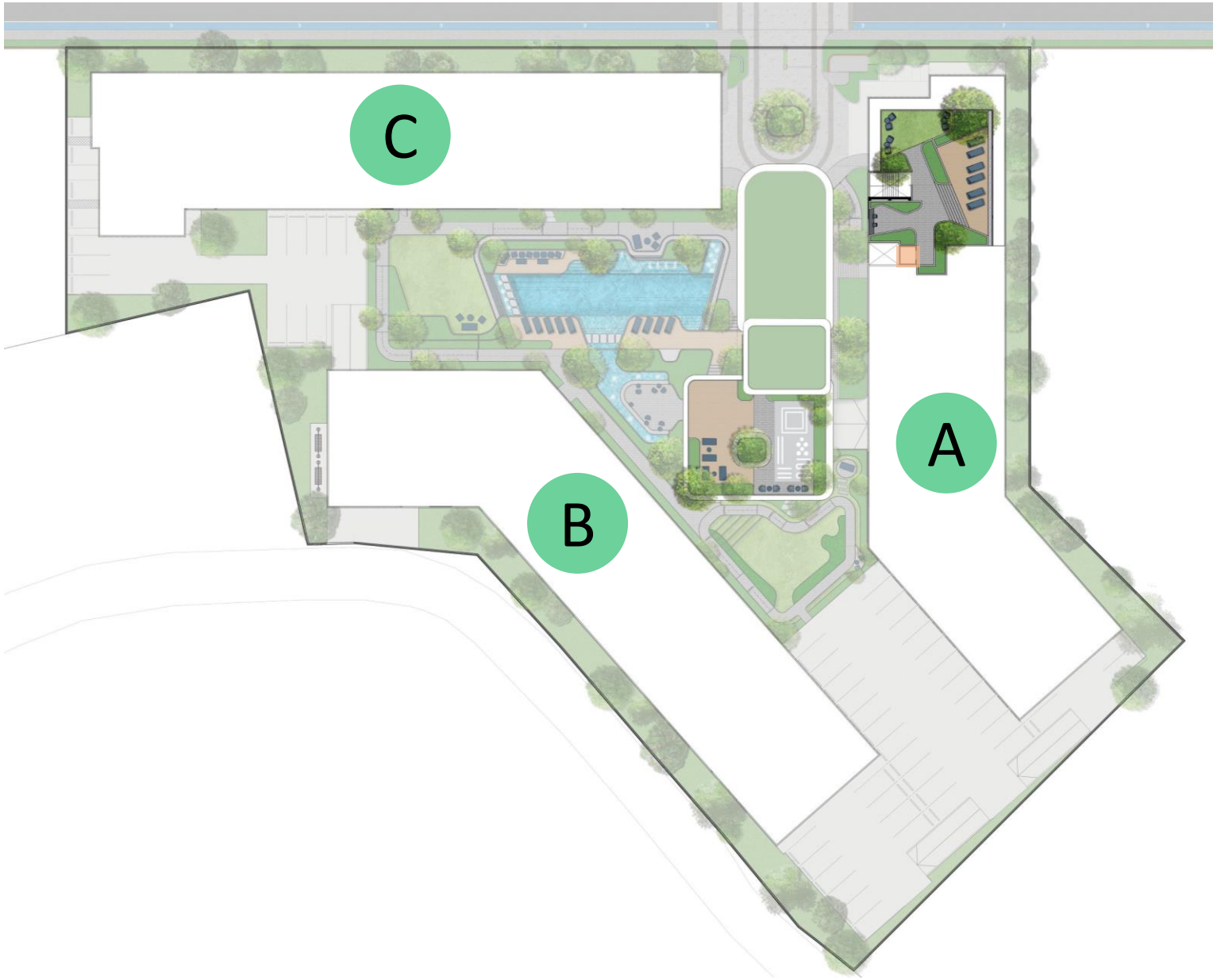
N

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
20	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
1	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

8TH FLOOR

SO LAGOON



RF
8
7
6
5
4
3
2
G

- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

0	STUDIO (B1) 26 SQ.M
0	1 BEDROOM (B2) 28 SQ.M
0	2 BEDROOM (2BR1) 60 SQ.M
0	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

ROOFTOP

SO LAGOON
CHERNOTALAY BY ORIGIN

ROOM TYPES

So Superior 26 sq.m.

So Signature 28 sq.m.

So Supreme 40 sq.m.

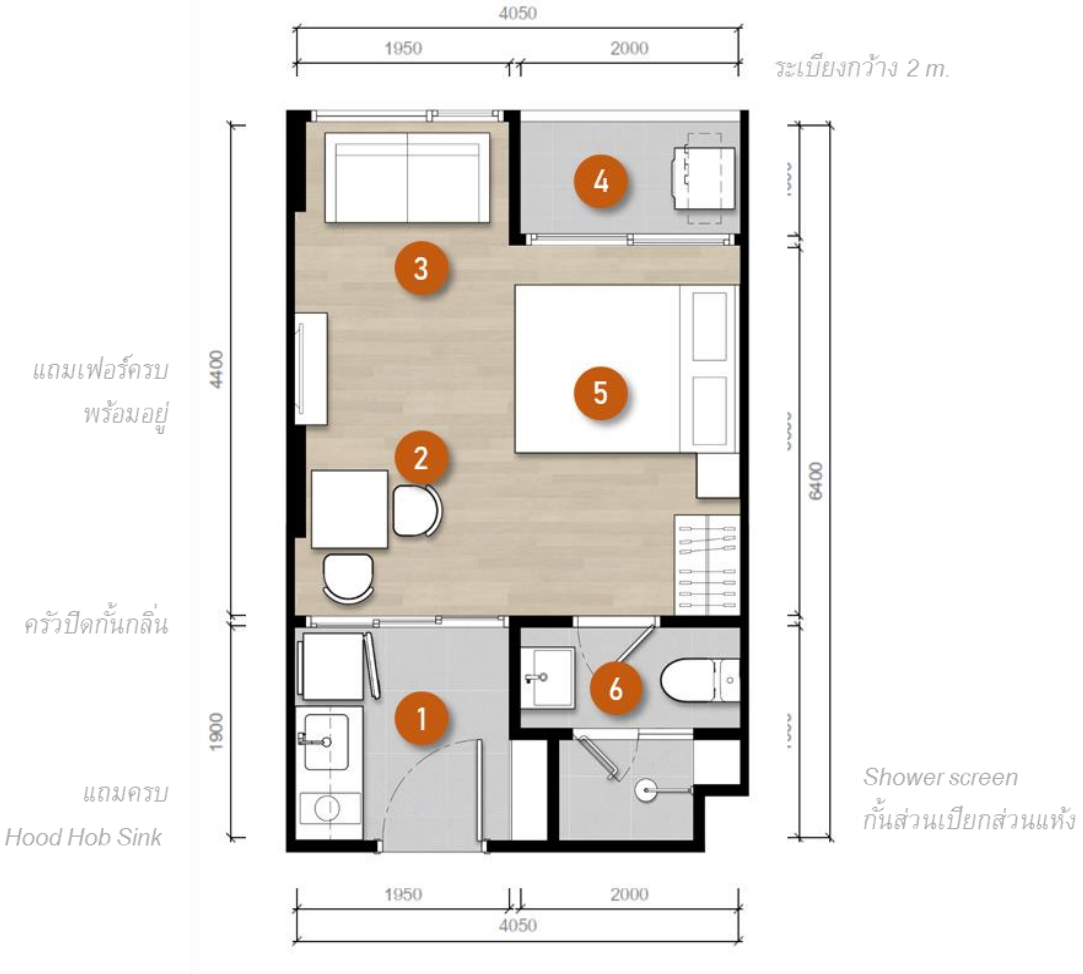
So Suite 60 sq.m.

So Serene 85 sq.m.
(Building A)

So Infinite 87 sq.m.
(Building B)

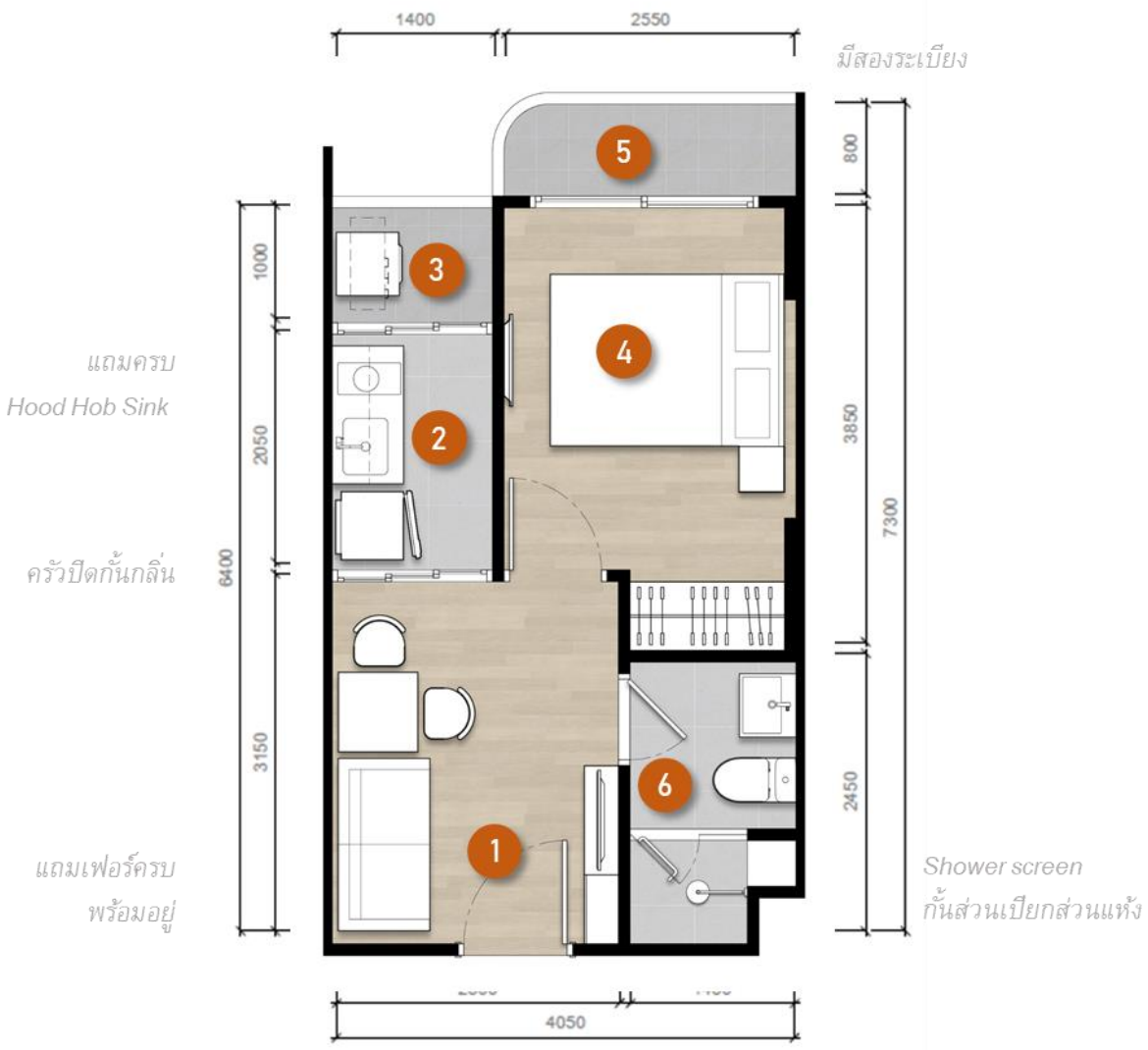
So Serenity 105 sq.m.
(Building C)

SO SUPERIOR 26 sq.m. (91 unit)



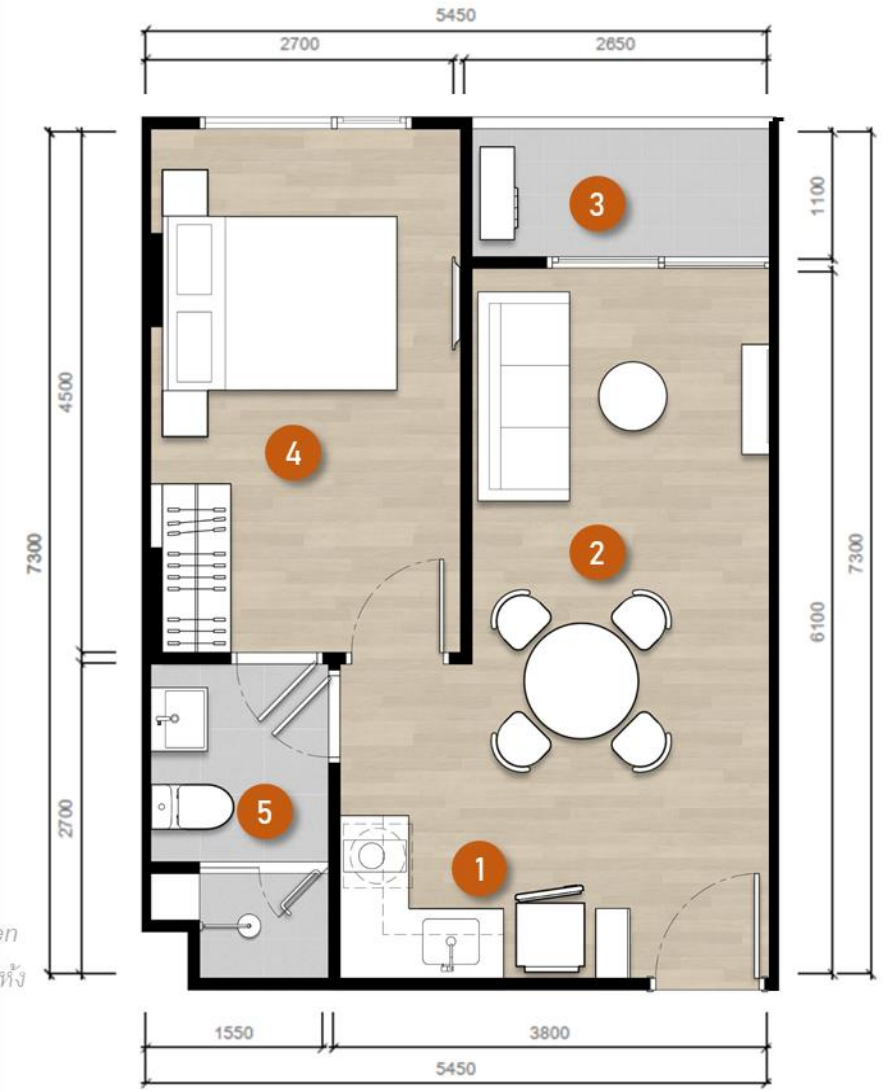
1. Kitchen Room
2. Dining Area
3. Living Area
4. Terrace
5. Bed
6. Bathroom

SO SIGNATURE 28 sq.m. (252 unit)



1. Living & Dining Area
2. Kitchen Room
3. Terrace
4. Bedroom
5. Second Terrace
6. Bathroom

SO SIGNATURE 40 sq.m. (1 unit)



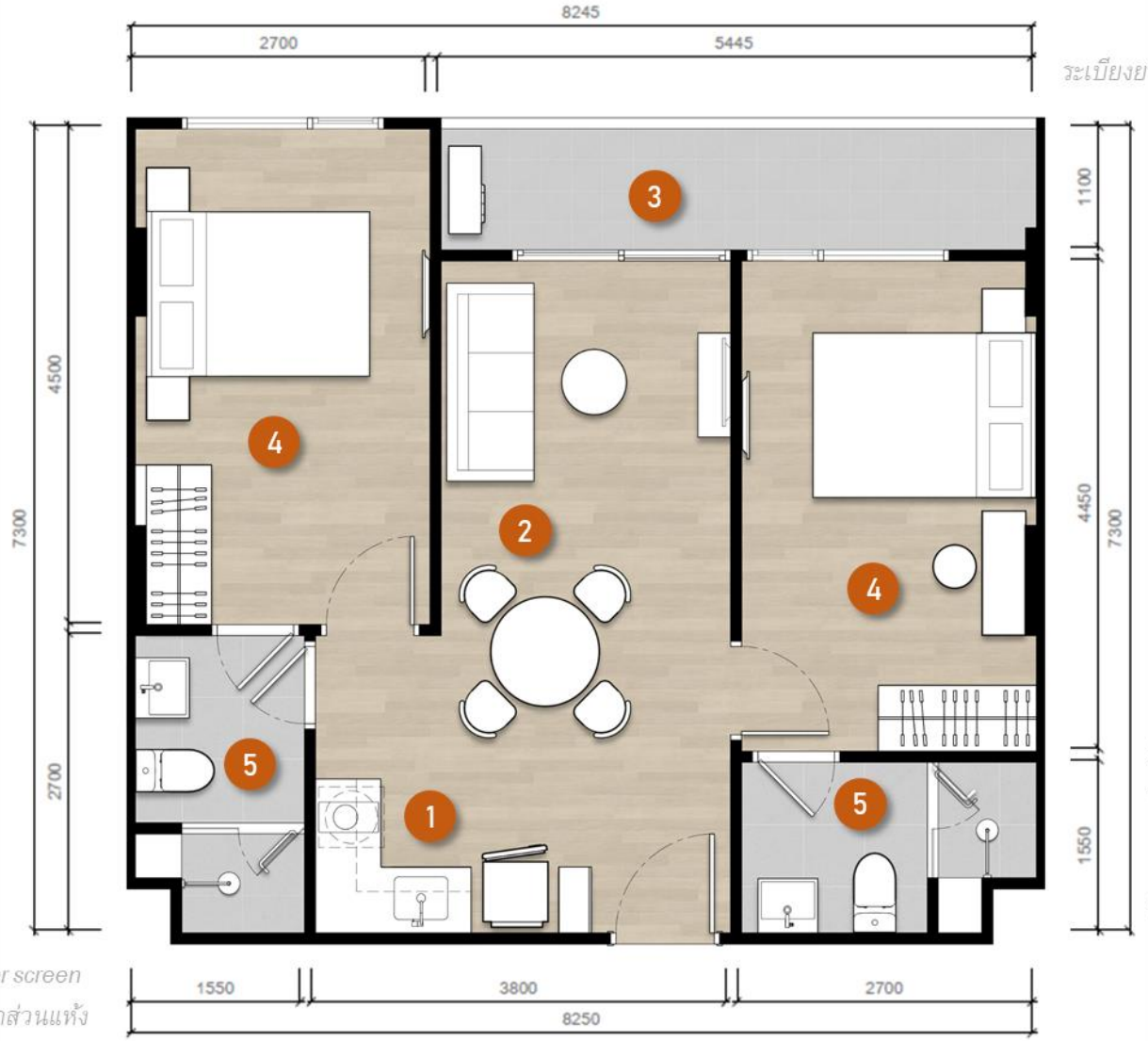
แถมเฟอร์ครบ
พร้อมอยู่

Shower screen
กั้นส่วนเปียกส่วนแห้ง

ครัว L Shape

1. Kitchen Area
2. Living & Dining Area
3. Terrace
4. Bedroom
5. Bathroom

SO SUITE 60 sq.m. (146 unit)



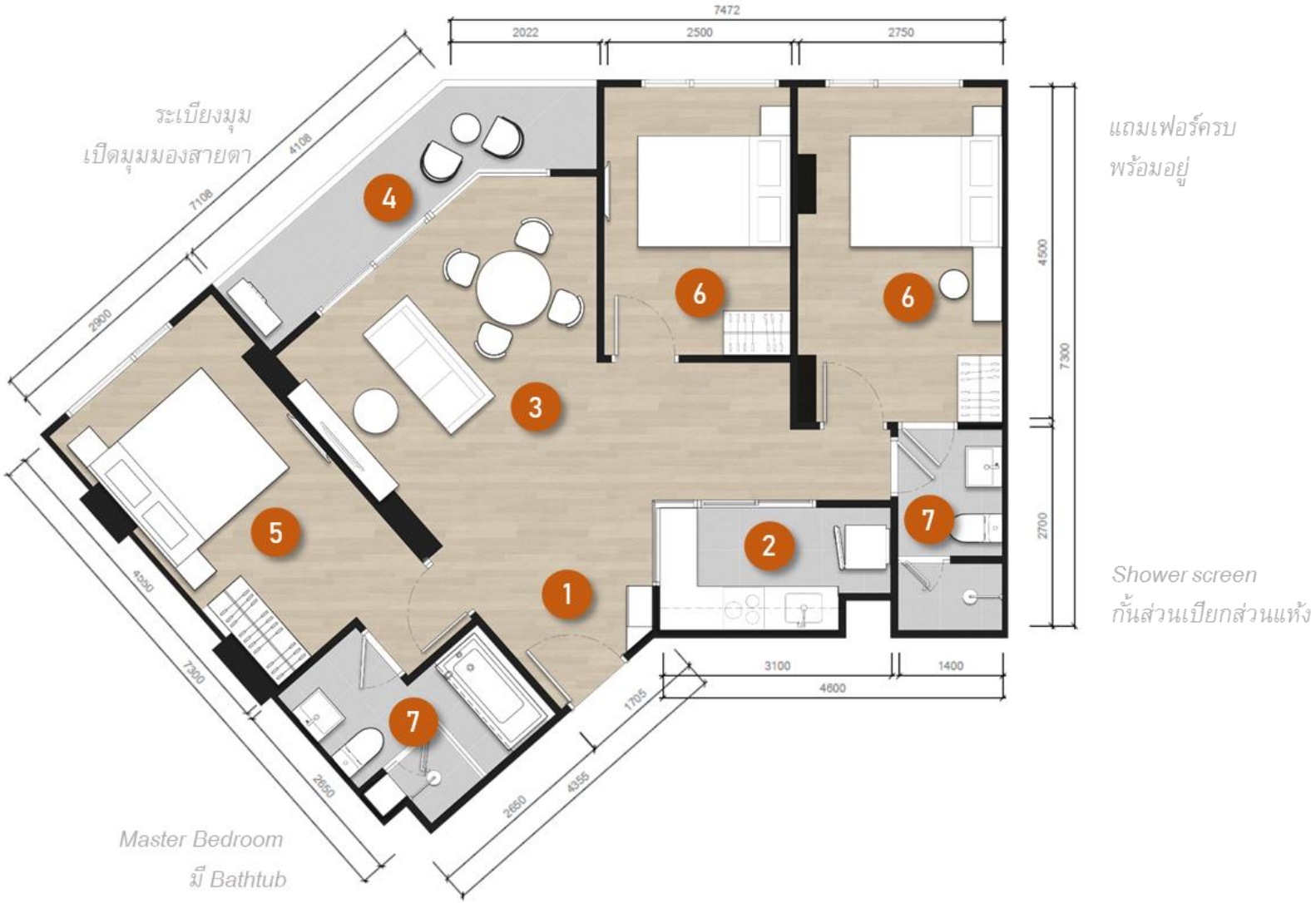
แถมเฟอร์ครบ
พร้อมอยู่

ห้องน้ำในห้องทั้งสองห้อง

Shower screen
กั้นส่วนเปียกส่วนแห้ง

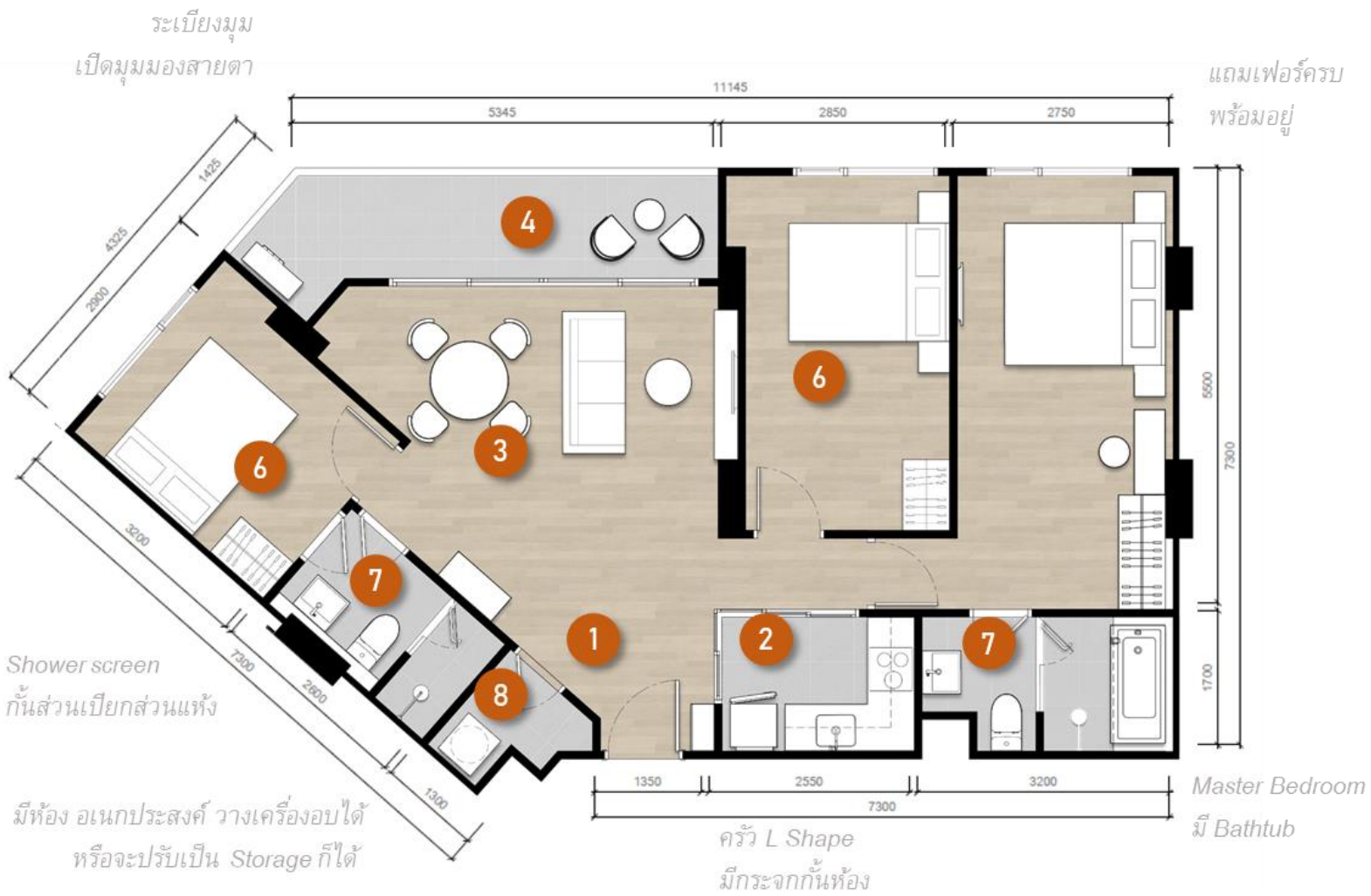
1. Kitchen Area
2. Living & Dining Area
3. Terrace
4. Bedroom
5. Bathroom

SO SERENE 85 sq.m. (7 unit)



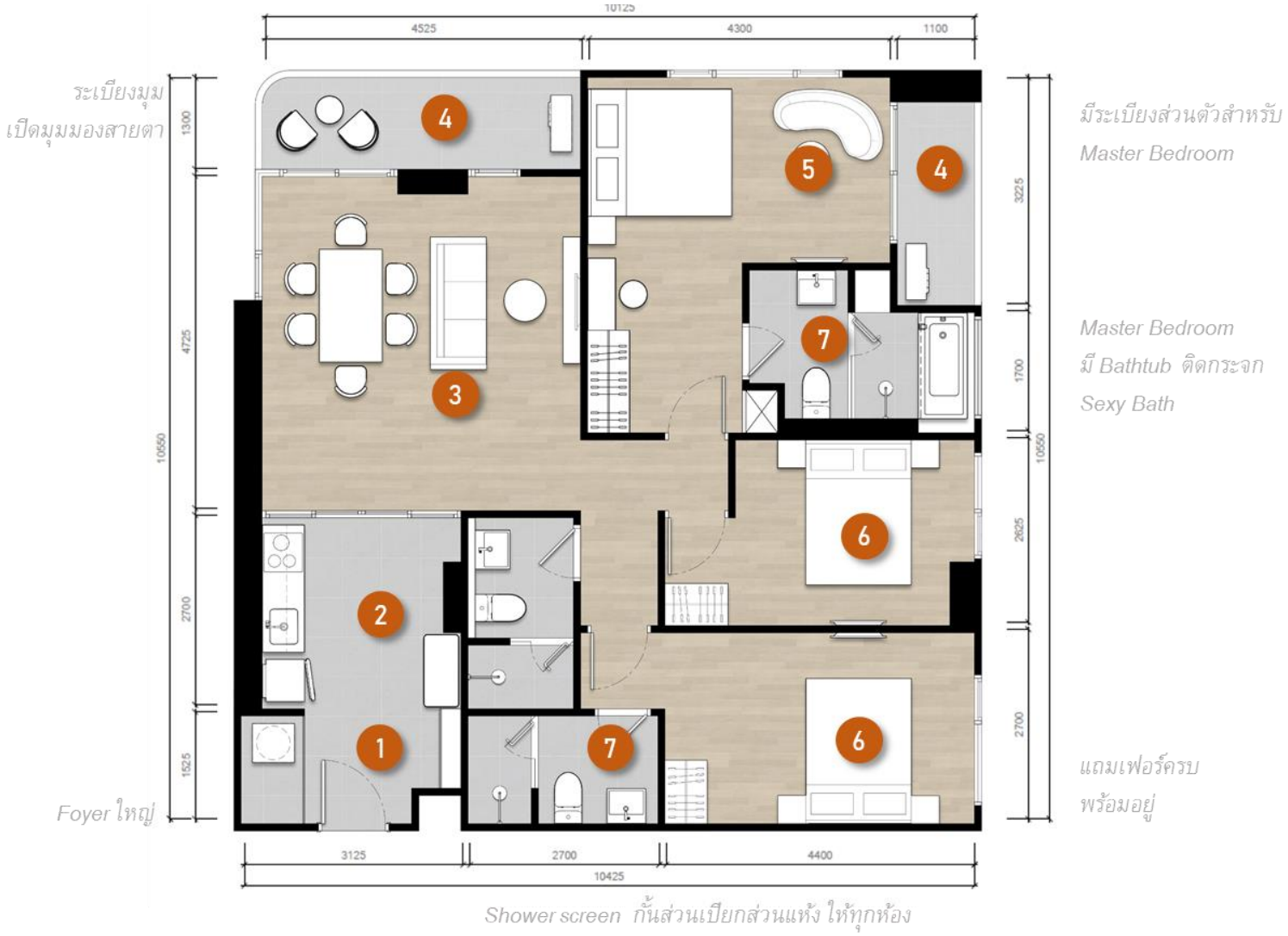
1. Foyer
2. Kitchen Room
3. Living & Dining Area
4. Terrace
5. Master Bedroom
6. Bedroom
7. Bathroom

SO INFINITE 87 sq.m. (7 unit)



1. Foyer
2. Kitchen Room
3. Living & Dining Area
4. Terrace
5. Master Bedroom
6. Bedroom
7. Bathroom
8. Laundry

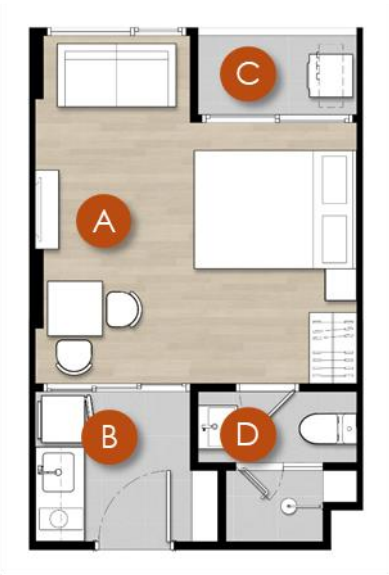
SO SERENITY 105 sq.m. (7 unit)

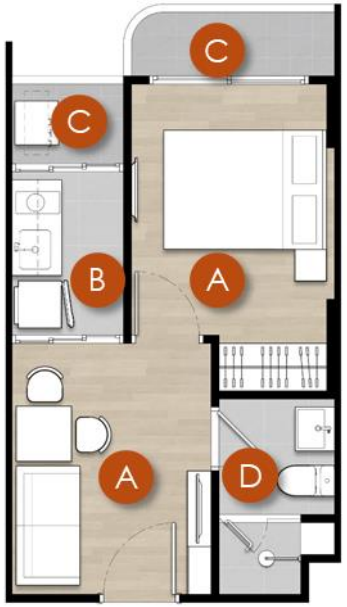


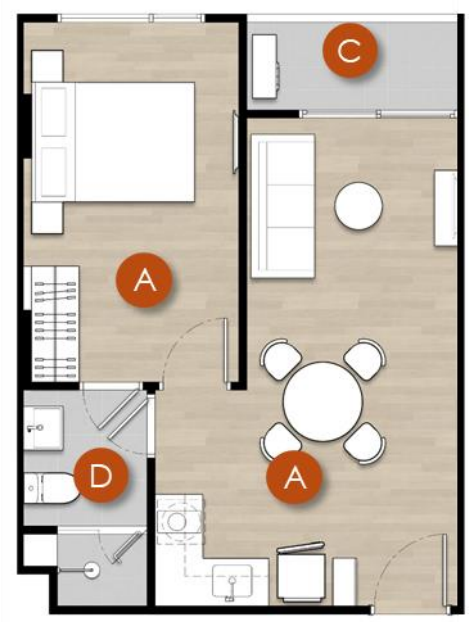
1. Foyer
2. Kitchen Room
3. Living & Dining Area
4. Terrace
5. Master Bedroom
6. Bedroom
7. Bathroom

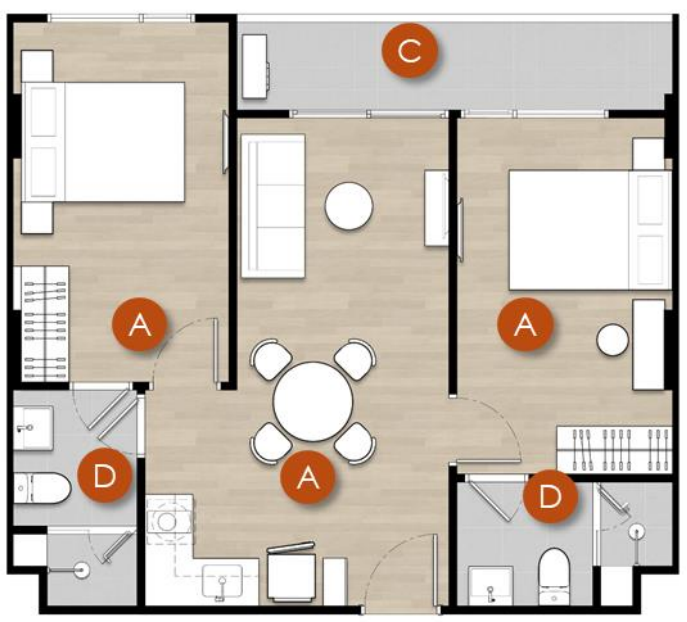
STANDARD SPECIFICATION

MATERIAL | SANITARY WARE | KITCHEN WARE | FURNITURE FULLY FURNISHED



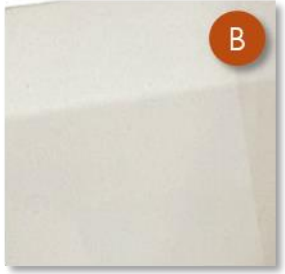






SPC FLOOR
: WOOD PATTERN

FEEL LIKE NATURAL TOUCHING, EASY TO MAINTAIN LONG-TERM.



FLOOR TILE
: GREY COLOR

SIZE : 60x60 CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

FLOOR TILE
: TEXTURED GREY

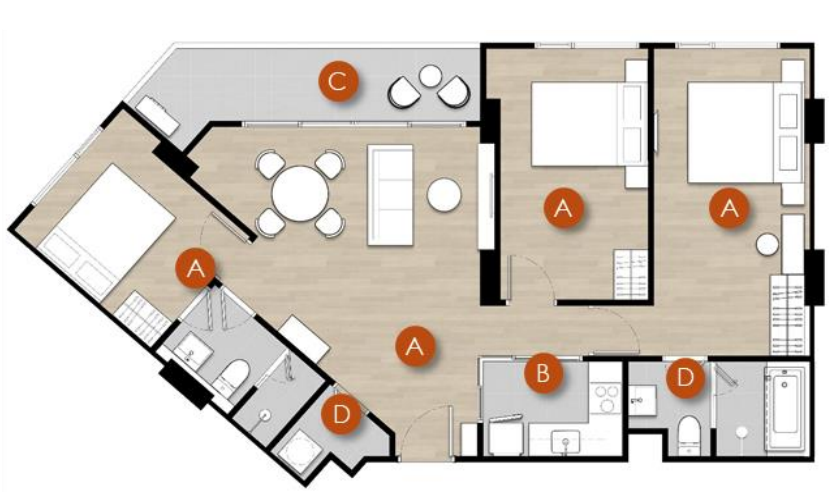
SIZE : 30x30 CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

FLOOR TILE
: BEIGE COLOR

SIZE : 60X60 CM
MOISTURE PROOF, EASY TO MAINTAIN LONG-TERM

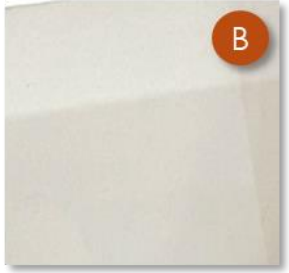
ROOM TYPE STANDARD MATERIAL FLOOR

SO LAGOON
CHERNOTALAY BY ORIGIN



SPC FLOOR
: WOOD PATTERN

FEEL LIKE NATURAL TOUCHING, EASY TO MAINTAIN LONG-TERM.



FLOOR TILE
: GREY COLOR

SIZE : 60x60 CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

FLOOR TILE
: TEXTURED GREY

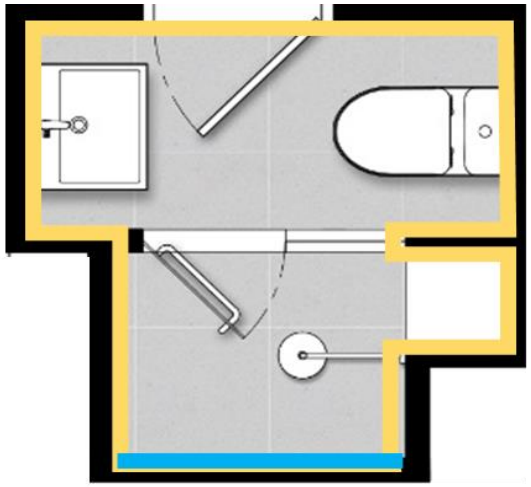
SIZE : 30x30CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

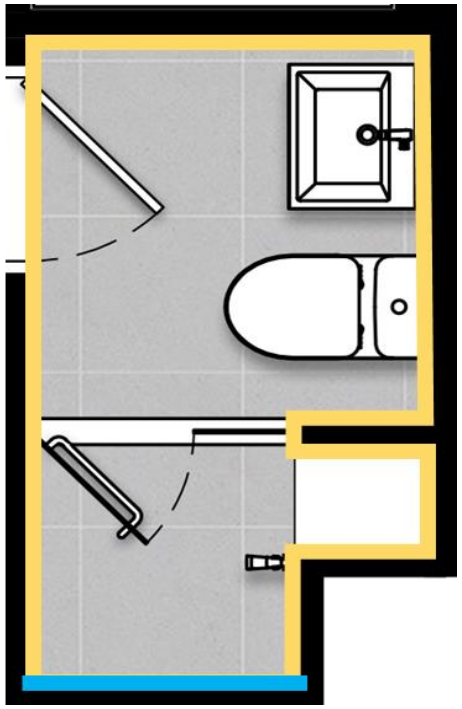
FLOOR TILE
: BEIGE COLOR

SIZE : 60X60 CM
MOISTURE PROOF, EASY TO MAINTAIN LONG-TERM

ROOM TYPE STANDARD MATERIAL FLOOR

SO LAGOON
CHERNOTALAY BY ORIGIN





A

WC. WALL : BEIGE COLOR
SIZE : 60x60 CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

B

ACCENT WALL :
MARBLE PATTERN
SIZE : 60x60 CM
SCRATCH RESISTANT, EASY TO MAINTAIN LONG-TERM

ROOM TYPE STANDARD MATERIAL WALL

SO LAGOON
CHERNOTALAY BY ORIGIN

ROOM TYPE SANITARY SPEC

COTTO KÄSCH OR EQUIVALENT

VANITY

TOILET ONE PIECE

RAIN SHOWER

ROOM TYPE SHOWER SCREEN

CRISTINA OR EQUIVALENT

SHOWER SCREEN

DAIKIN OR EQUIVALENT

AIR CONDITIONER

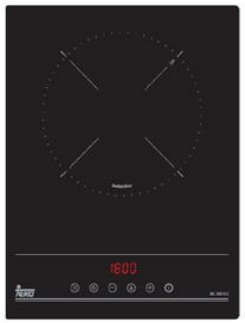
Schneider Electric OR EQUIVALENT

TEKA OR EQUIVALENT

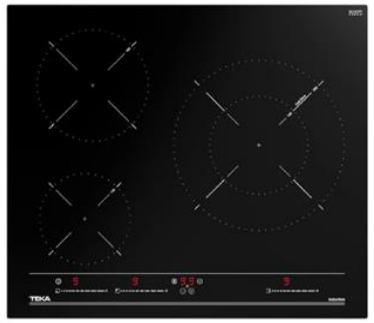
FAUCET

HOOD

SINK



HOB INDUCTION
TYPICAL TYPE

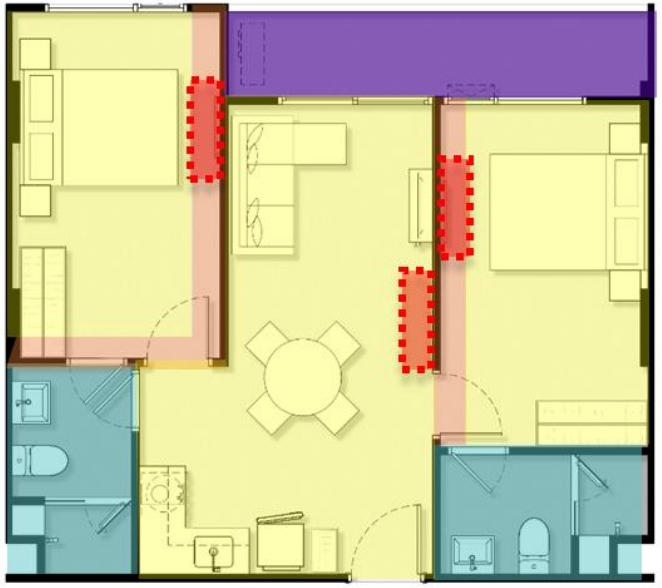


HOB 3 INDUCTION
SPECIAL FOR 3 BEDROOM

So Superior
26 sq.m.

So Signature
28 sq.m.

So Signature
40 sq.m.



So Suite
60 sq.m.

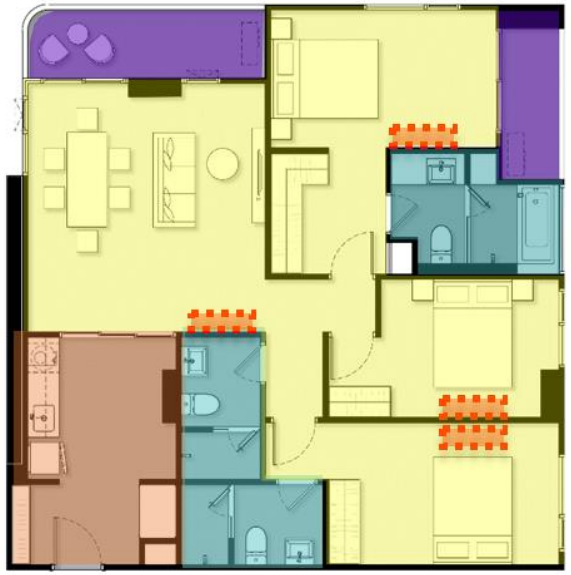
- TOILET : 2.20 M
- Pantry: 2.30 M
- ROOM AREA: 2.40 M
- TERRACE : 2.60 M
- AIR CONDITIONER

ROOM TYPE CEILING HEIGHT & AIR

SO LAGOON
CHERNOTALAY BY ORIGIN

So Serene 85 sq.m.
(Building A)

So Serene 87 sq.m.
(Building B)



So Serenity 105 sq.m.
(Building C)

TOILET : 2.20 M | Pantry: 2.30 M | ROOM AREA: 2.40 M | TERRACE : 2.60 M | AIR CONDITIONER

ROOM TYPE CEILING HEIGHT & AIR

SO LAGOON
CHERNOTALAY BY ORIGIN

MAIN DOOR WITH DIGITAL DOOR LOCK
หน้าบาน สูง 2.20 ม. / กว้าง 0.90 ม.

BEDROOM DOOR
หน้าบาน สูง 2.00 ม. / กว้าง 0.80 ม.

BATHROOM DOOR
หน้าบาน สูง 2.00 ม. / กว้าง 0.70 ม.

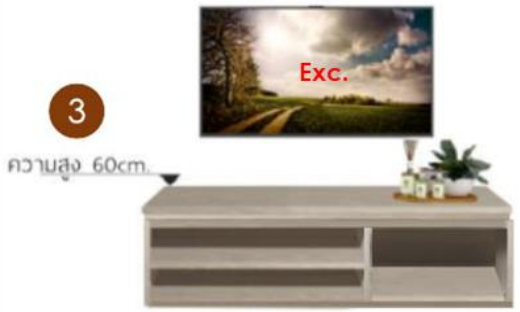
ROOM TYPE DOOR SIZING

25 Sq.m. : 91 unit

1

2

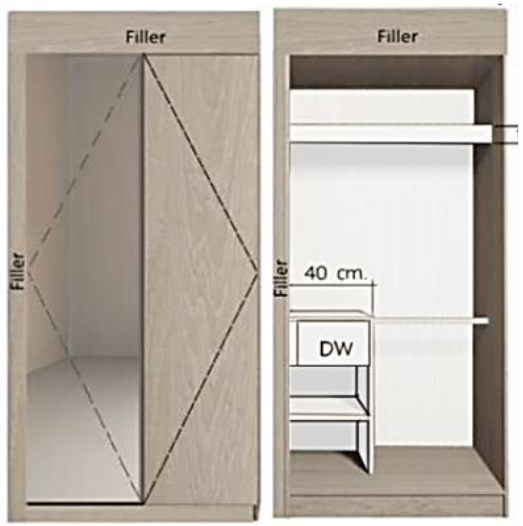
3



4

FOR BED 5 ft.

5



6 A

7

8

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

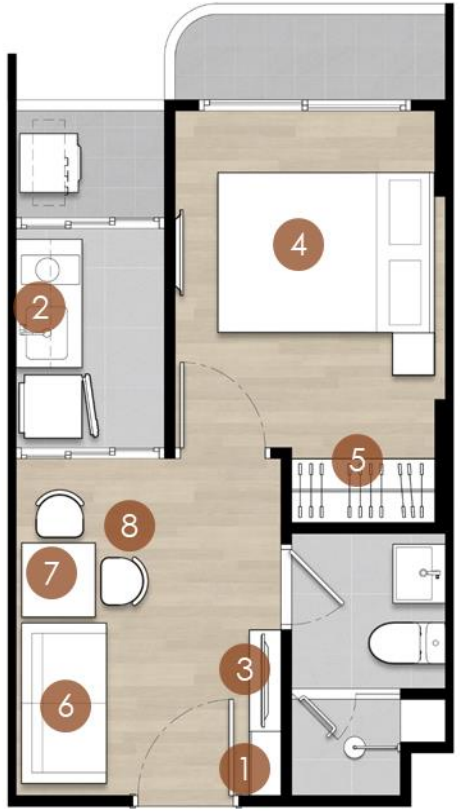
3. TV Cabinet
4. Bed 5 ft.
5. Wardrobe

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x2**]

ROOM TYPE FULLY FURNISHED

SO LAGOON
CHERNGTALAY BY ORIGIN

28 Sq.m : 252 unit

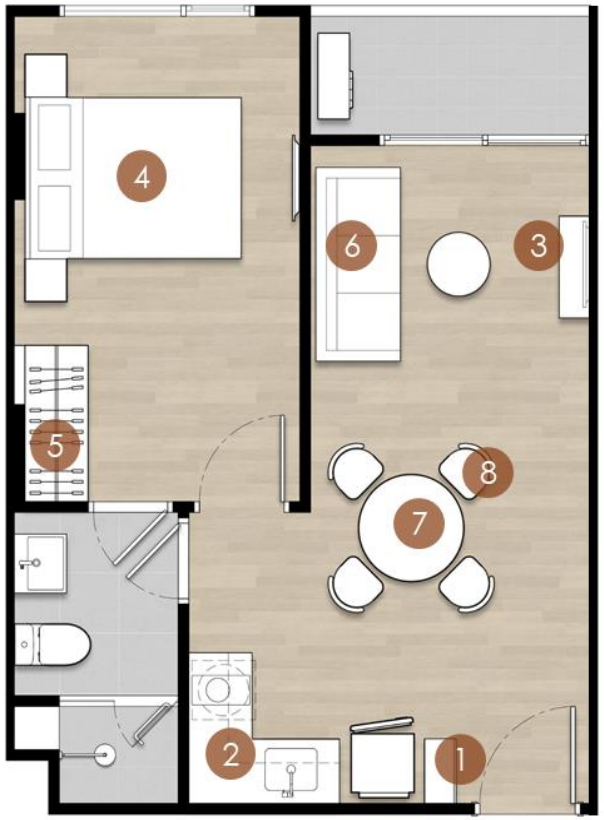


Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft.
5. Wardrobe

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x2**]

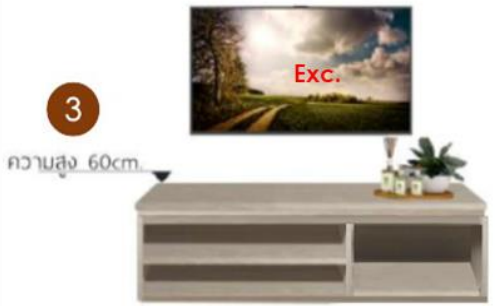
40 sq.m : 1 unit



1

2

3



4

FOR BED 5 ft.

5

6

7

8

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft.
5. Wardrobe

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x4**]

ROOM TYPE FULLY FURNISHED

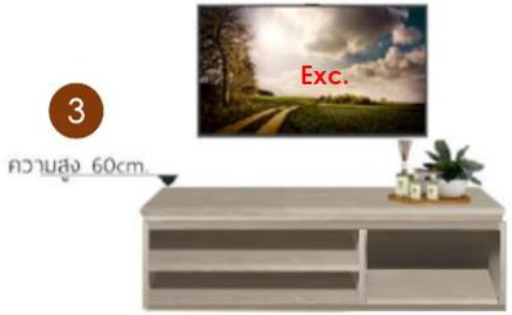
SO LAGOON
CHERNGTALAY BY ORIGIN

60 Sq.m : 146 unit

1

2

3



4

FOR BED 5 ft.

5

6

7

8

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

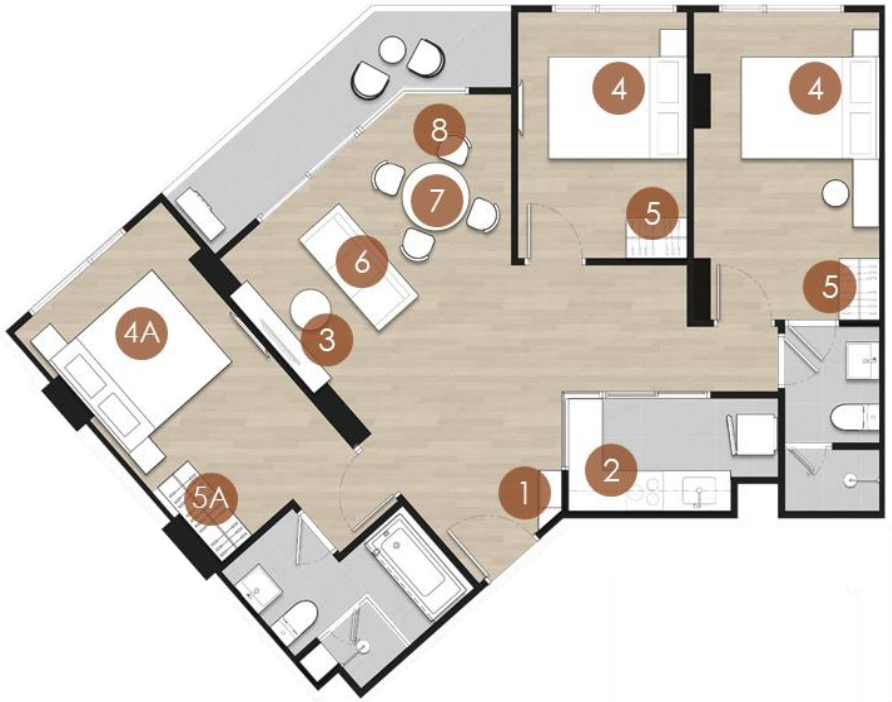
3. TV Cabinet
4. Bed 5 ft. [**x2**]
5. Wardrobe[**x2**]

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x4**]

ROOM TYPE FULLY FURNISHED

SO LAGOON
CHERNGTALAY BY ORIGIN

3 Bedroom : 7 unit



FOR BED 5 ft.

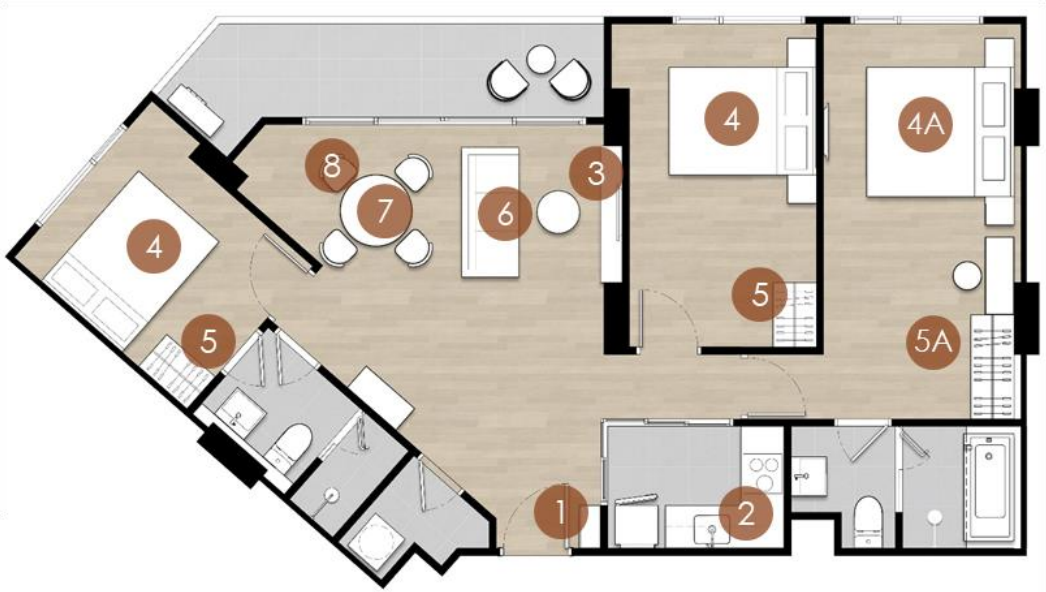
FOR BED 6 ft.

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft. [**x2**]
4A. Bed 6 ft. [**x1**]
5. Wardrobe 900 [**x2**]
5A. Wardrobe 1450 [**x1**]

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x4**]

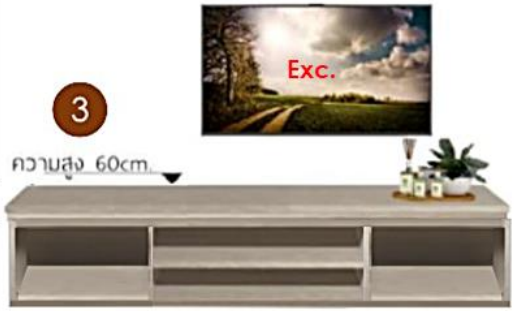
3 Bedroom : 7 unit



1

2

3



4

FOR BED 5 ft.

6

7

8

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

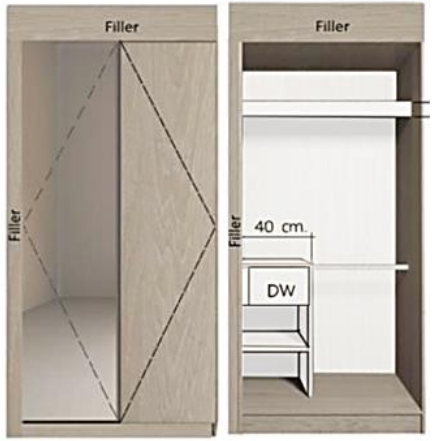
3. TV Cabinet
4. Bed 5 ft. [**x2**]
4A. Bed 6 ft. [**x1**]
5. Wardrobe 900 [**x1**]
5A. Wardrobe 1450 [**x2**]

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x6**]

4A

FOR BED 6 ft.

5



5A

ROOM TYPE FULLY FURNISHED

SO LAGOON

3 Bedroom : 7 unit

FOR BED 5 ft.

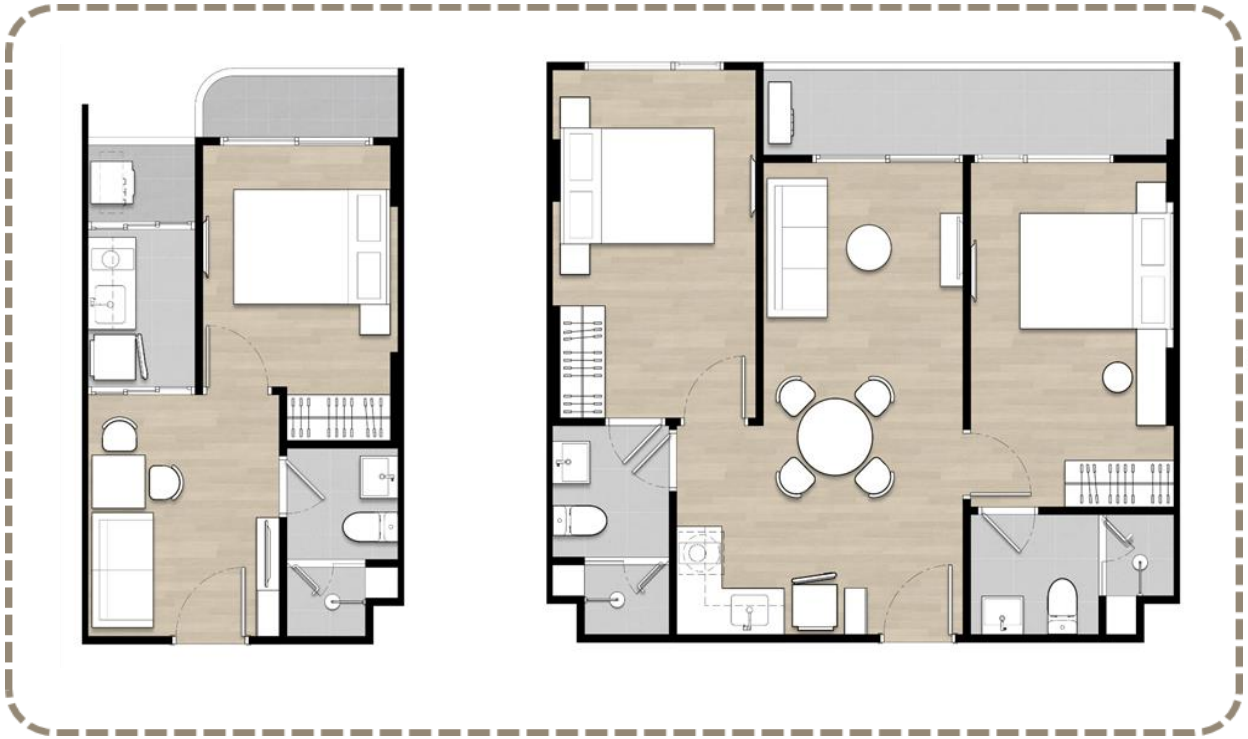
FOR BED 6 ft.

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft. [**x2**]
4A. Bed 6 ft. [**x1**]
5. Wardrobe 900 [**x2**]
5A. Wardrobe 1450 [**x1**]

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x4**]

COMBINE UNIT LAYOUT



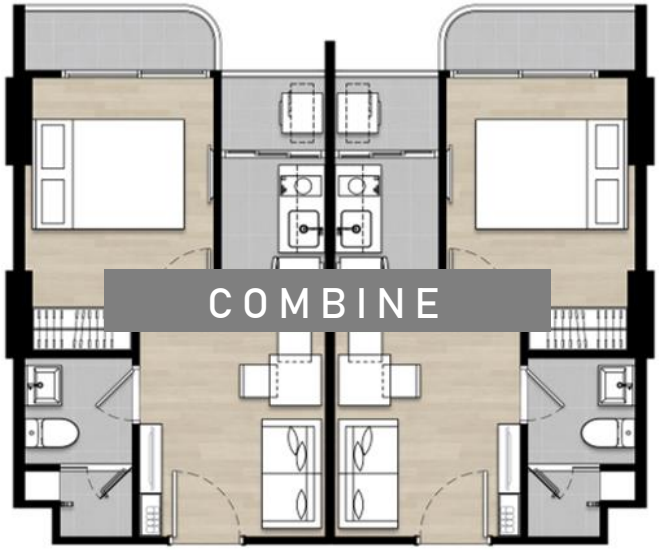
So Superior 26 sq.m.
(Studio 15%)

So Signature 28 sq.m.
(One Bedroom 50%)

So Suite 60 sq.m.
(Two Bedroom 30%)

So Serene 85-105 sq.m.
(Three Bedroom 5%)

COMBINE UNITS

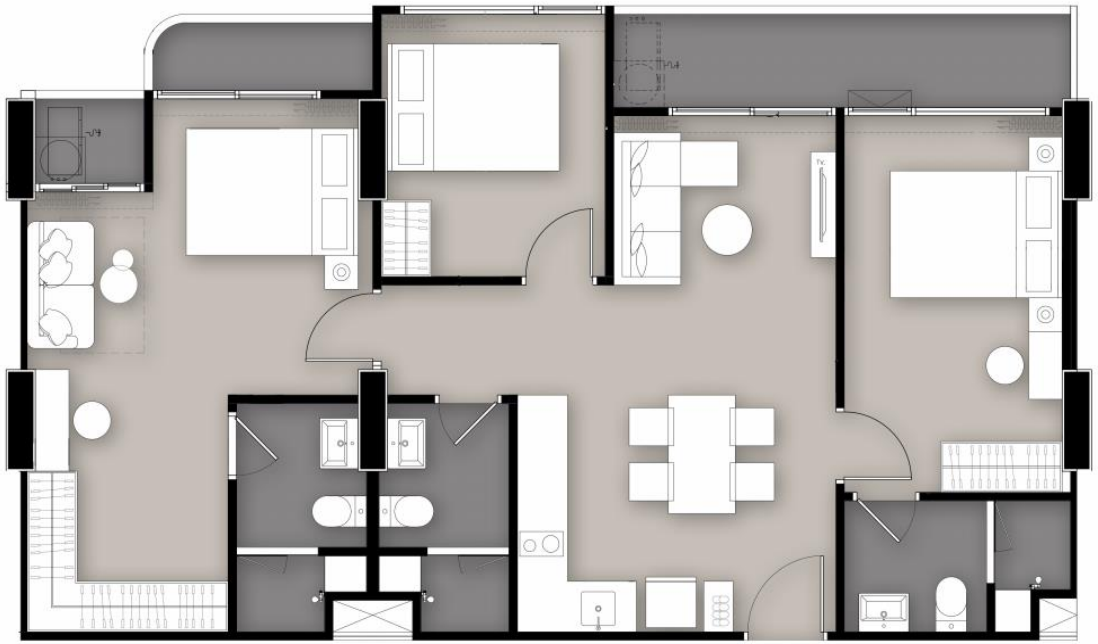


Two Bedroom 56 sq.m.
(one bedroom x one bedroom)

Three Bedroom 88 sq.m.
(one bedroom x two bedroom

COMBINE UNITS

Two Bedroom 56 sq.m.
(one bedroom x one bedroom)



Three Bedroom 88 sq.m.
(one bedroom x two bedroom

Combine unit 28+28 Sq.m

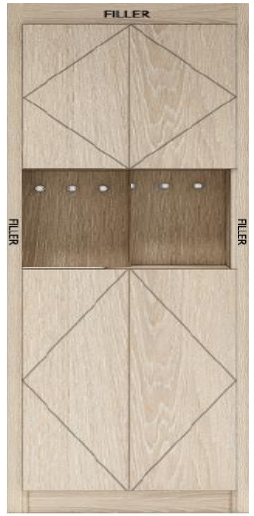
COMBINE UNIT 28+28 sq.m.

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft. [**x2**]
5. Wardrobe[**x2**]

Loose Furniture [3 Item]
6. Sofa
7. Dining Table
8. Dining Chair [**x4**]

1



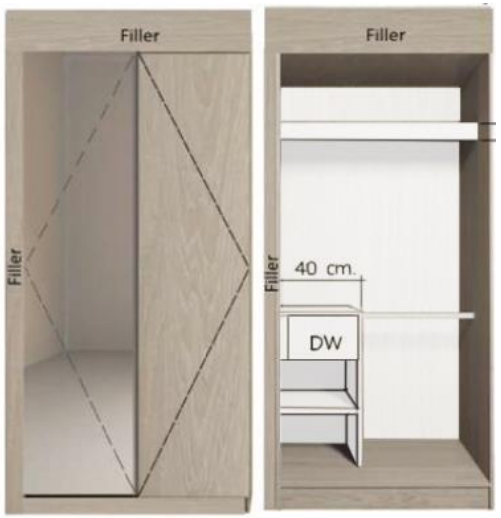
2

3

4

FOR BED 5 ft.

5

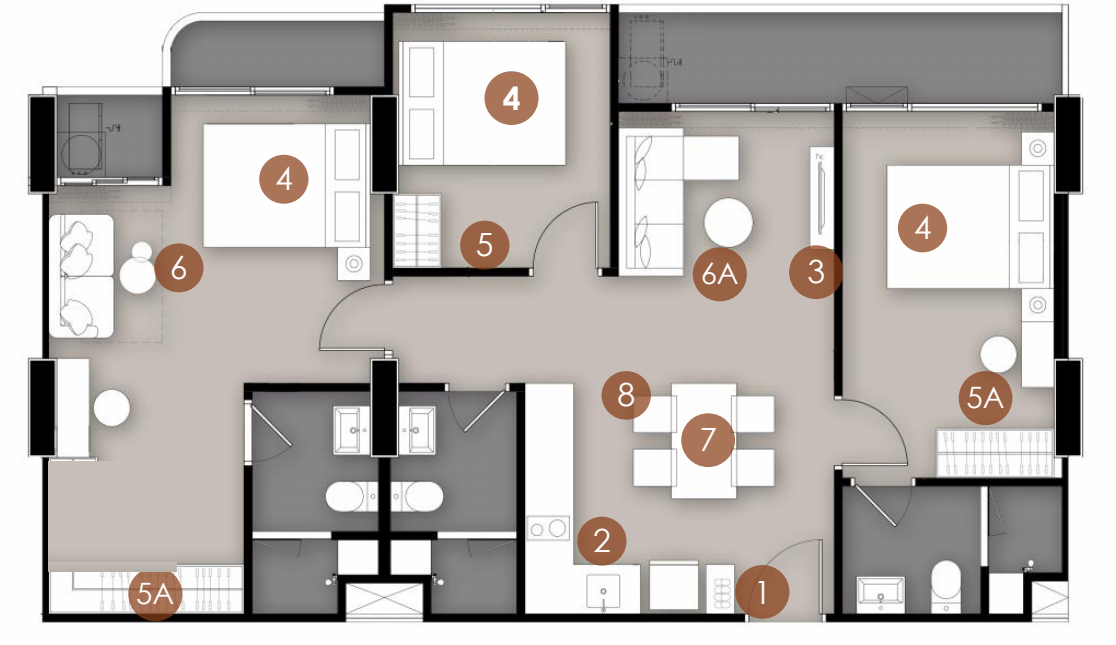


6

7

8

Combine unit 28+60 Sq.m



1

2 L Shape

Low cabinet

COMBINE UNIT 28+60 sq.m.

Fitted [5 Item]
1. Shoes cabinet
2. kitchen
- low cabinet
- Upper cabinet
- มี HOB /HOOD/SINK
- Top หิน

3. TV Cabinet
4. Bed 5 ft. [**x3**]
5. Wardrobe 900 [**x1**]
5A. Wardrobe 1450 [**x2**]

Loose Furniture [3 Item]
6. Sofa
6A. Sofa 3 seat
7. Dining Table
8. Dining Chair [**x4**]

3

4

5A

5

6

6A

7

8

FOR BED 5 ft.

SO LAGOON

COMBINE UNIT

LOCATIONS

COMBINE UNITS

1 BEDROOM (B2)
28 SQ.M

1 BEDROOM (B2)
28 SQ.M

- Combinable units
- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

28+28 SQM. COMBINE UNITS

SO LAGOON
CHERNOTALAY BY ORIGIN

COMBINE UNITS

Combinable units

Access control

Fire Escape

Lift

EE

Garbage

N

1 BEDROOM (B2)
28 SQ.M

2 BEDROOM (2BR1)
60 SQ.M

RF
8
7
6
5
4
3
2
G

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

SO LAGOON
CHERNOTALAY BY ORIGIN

COMBINE UNITS

RF
8
7
6
5
4
3
2
G

- Combinable units
- Access control
- Fire Escape
- Lift
- EE
- Garbage

N

1 BEDROOM (B2)
28 SQ.M

2 BEDROOM (2BR1)
60 SQ.M

13	STUDIO (B1) 26 SQ.M
36	1 BEDROOM (B2) 28 SQ.M
21	2 BEDROOM (2BR1) 60 SQ.M
3	3 BEDROOM (3BR) 85-105 SQ.M
0	1 BEDROOM (B3) 40 SQ.M

Total : 73 Unit / Floor

28+60 SQM. COMBINE UNITS

SO LAGOON
CHERNOTALAY BY ORIGIN

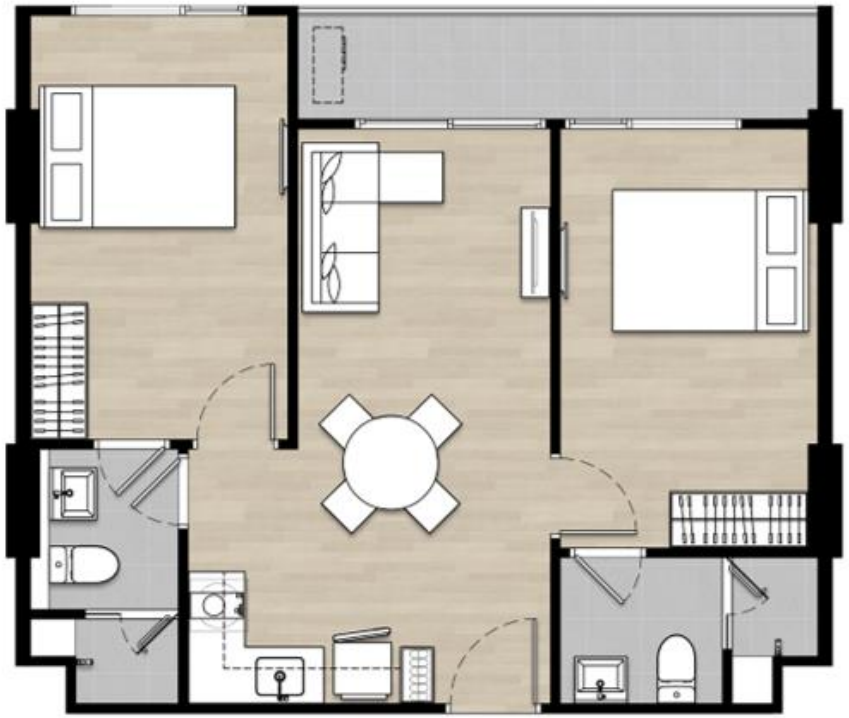
SALE GALLERY & SHOW UNIT

Sale gallery locations

SHOW UNIT

So Superior
26 sq.m.
(15 %)

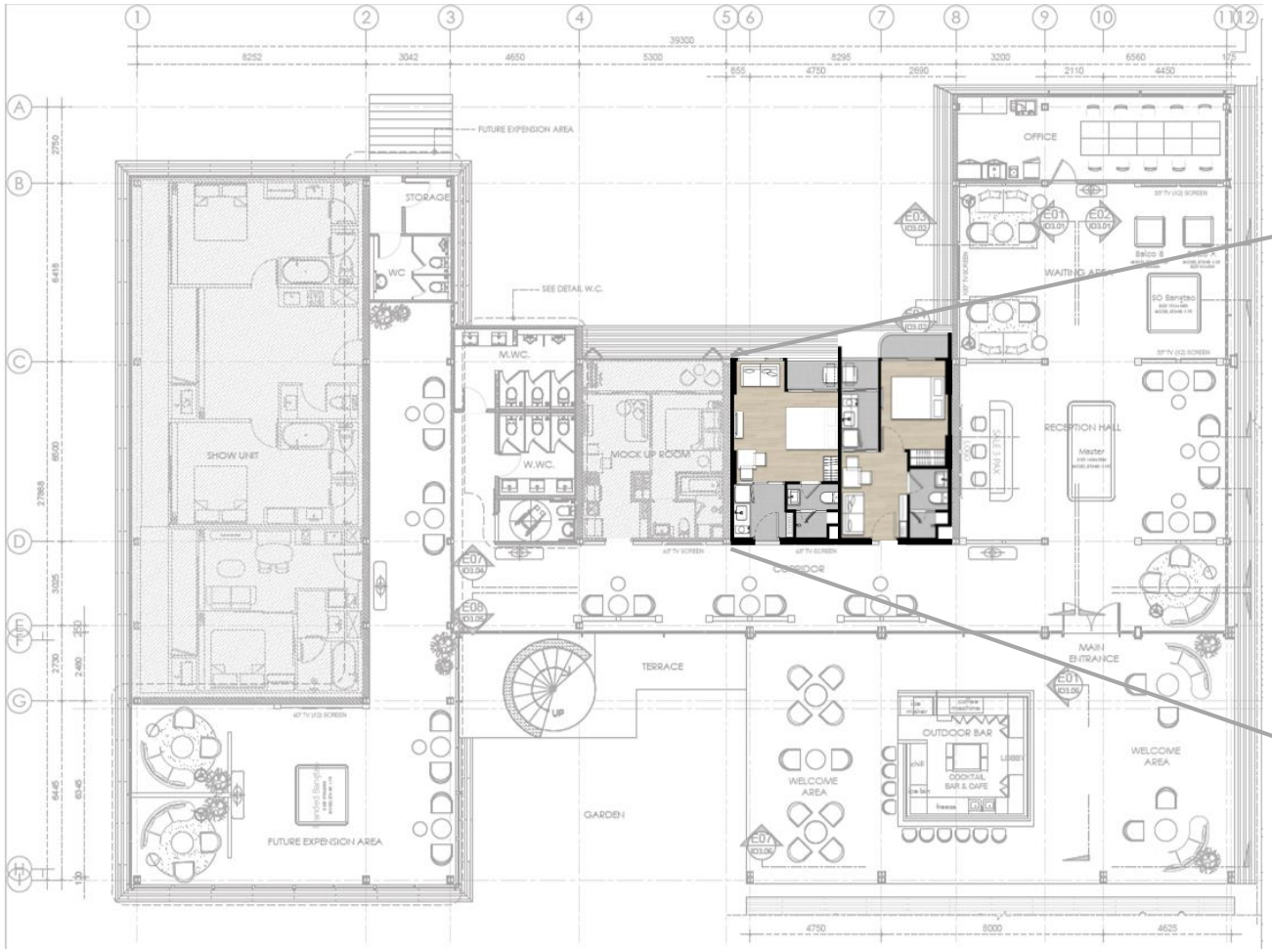
So Signature
28 sq.m.
(50 %)



So Suite
60 sq.m.
(30 %)

SHOW UNIT

At Origin resort world sale gallery

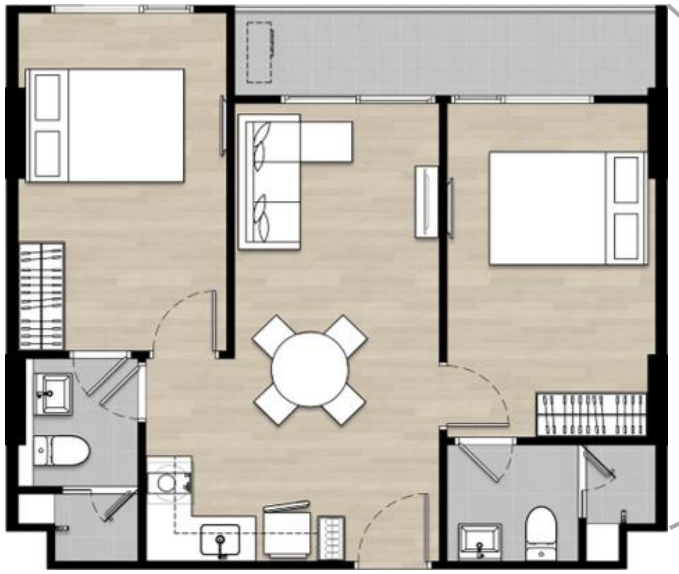


So Superior | 26 sq.m.

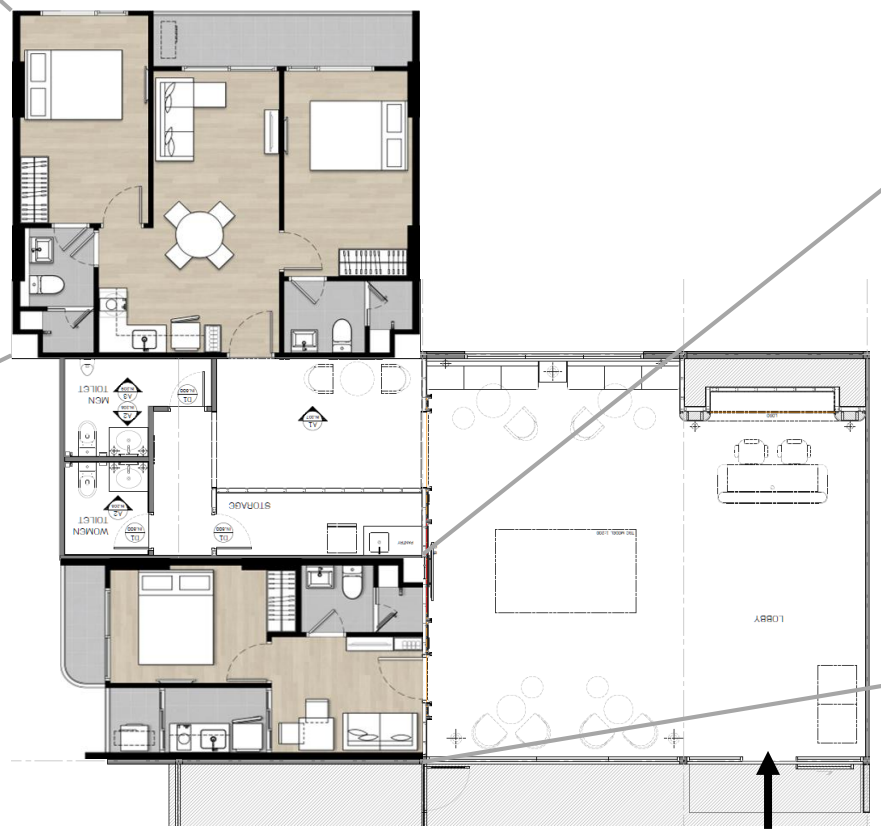
So Signature | 28 sq.m.

SHOW UNIT

At So Lagoon Cherngtalay by Origin sale gallery



So Suite | 60 sq.m.



ENTRANCE

So Signature | 28 sq.m.

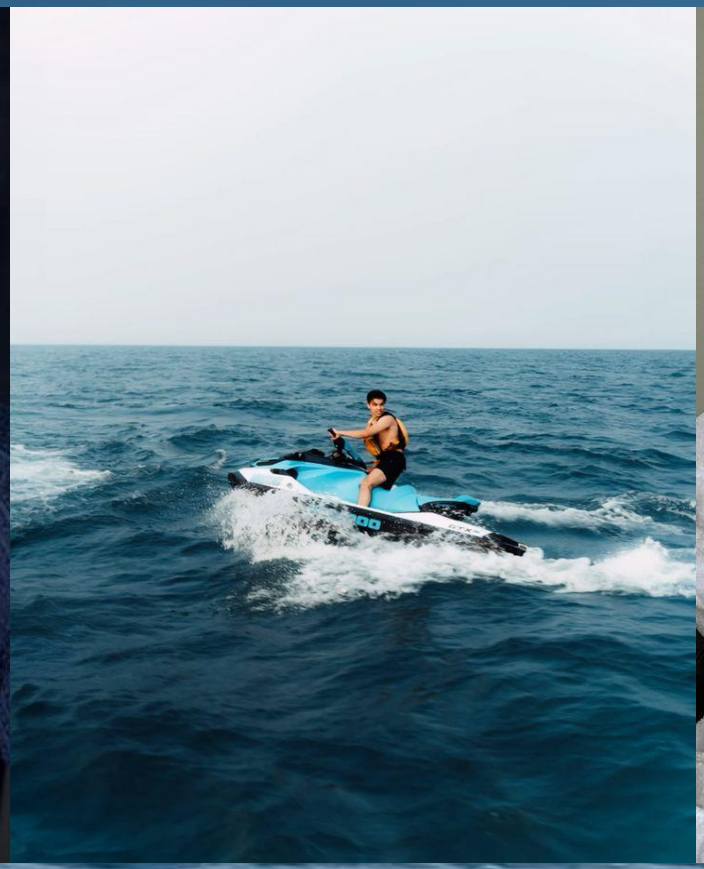
Dusk on The Horizon

So Superior : 26 sq.m.

PERSONA

“ SINGLE EUROPEAN GUY ”

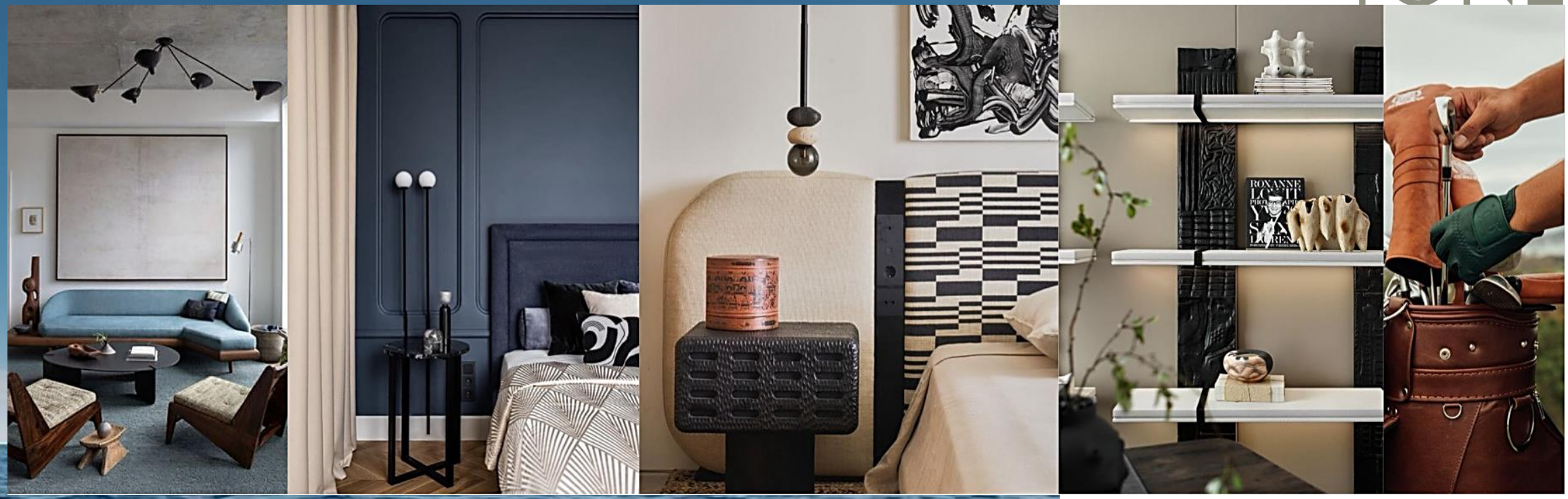
OUTDOOR ACTIVITIES LOVER - TRAVELERS
SELFCARE - HEALTHY - DAILY EXERCISE - ENJOY SOCIALIZE - SOPHISTICATED



MOOD & TONE

“ SINGLE EUROPEAN GUY ”

OUTDOOR ACTIVITIES LOVER - TRAVELERS
SELFCARE - HEALTHY - DAILY EXERCISE - ENJOY SOCIALIZE - SOPHISTICATED



SO SUPERIOR | 25 sq.m.

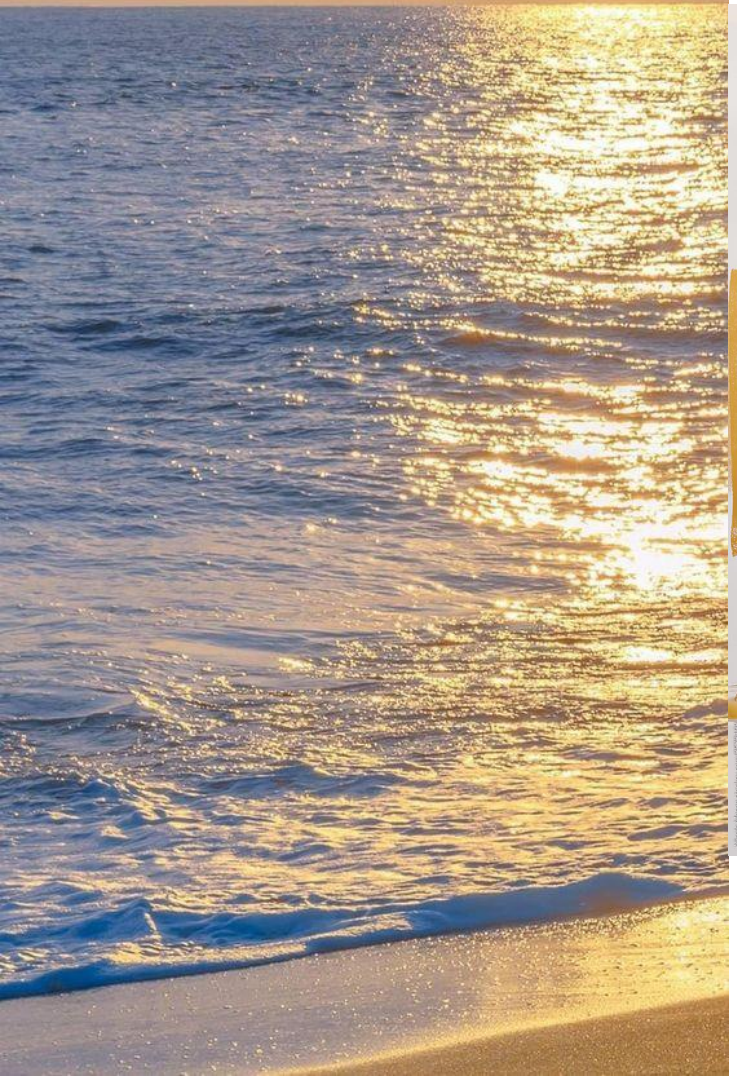
Sunset Romantic glow

So Signature : 28 sq.m.

PERSONA

" GOOD ENERGY COUPLE "

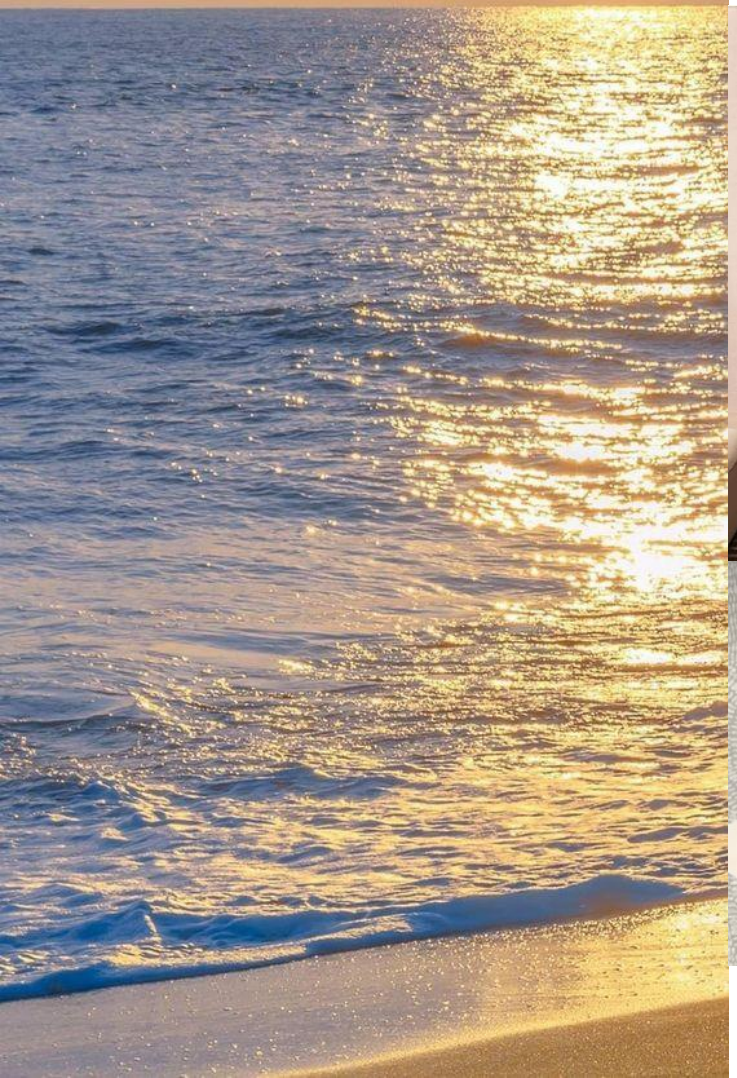
HEALTHY WOMAN - DAILY EXERCISE
SELFCARE - ENJOY SOCIALIZE
ARTISTIC MAN - BOLD



MOOD & TONE

" GOOD ENERGY COUPLE "

ARTISTIC MAN - BOLD
HEALTHY WOMAN - DAILY EXERCISE
SELFCARE - ENJOY SOCIALIZE

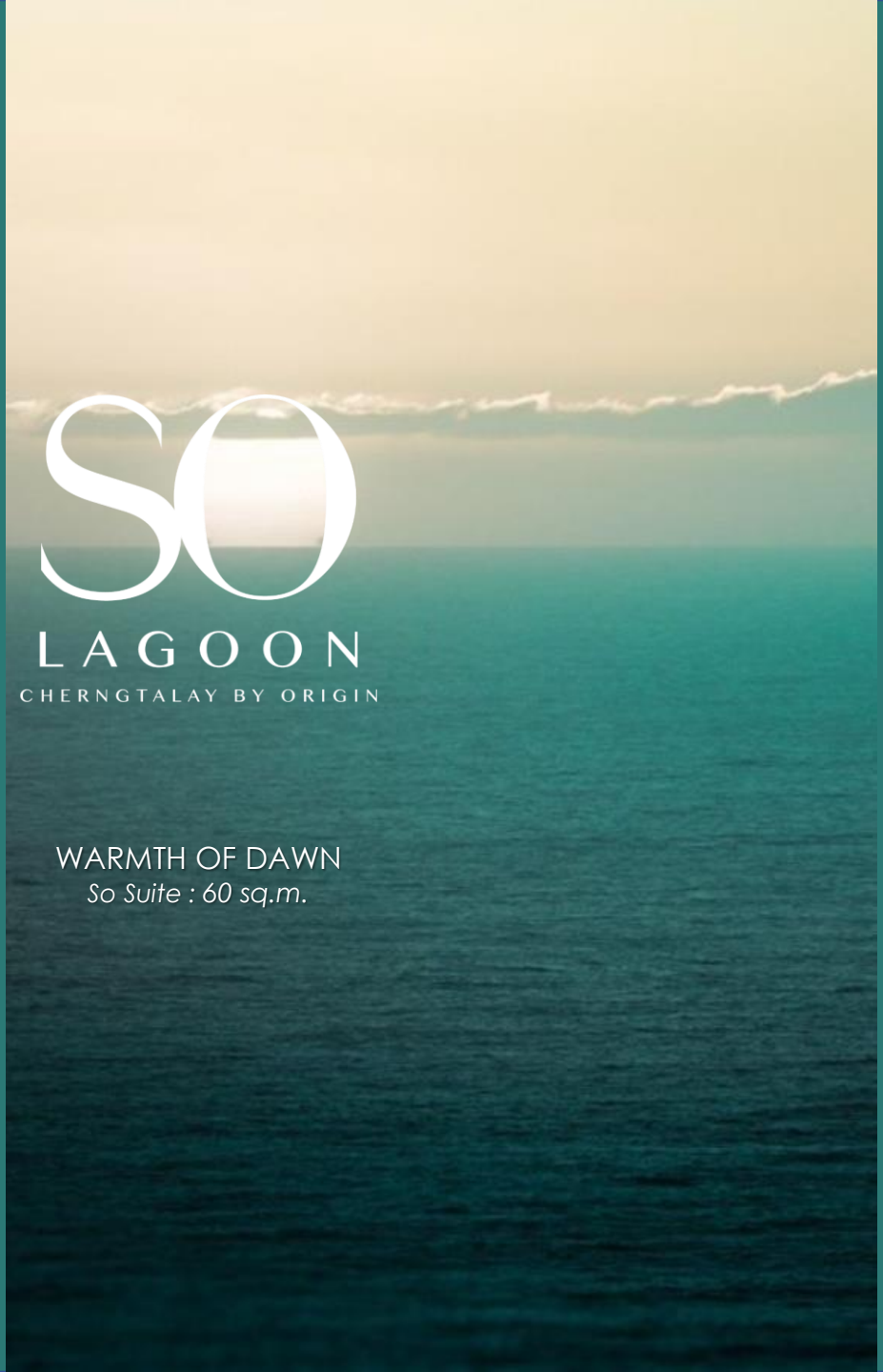


SO SIGNATURE | 28 sq.m.

DRAFT

SO SIGNATURE | 28 sq.m.

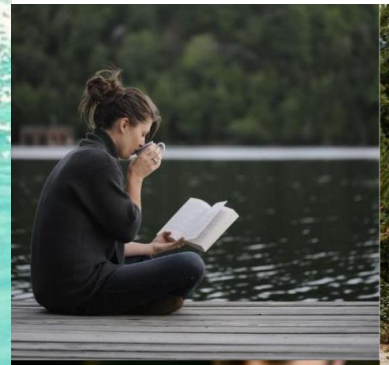
SO LAGOON


SO
LAGOON
CHERNGTALAY BY ORIGIN
WARMTH OF DAWN
So Suite : 60 sq.m.

“ NEW & YOUNG GENERATION FAMILY ”

FAMILY SENSE - WARM
BUSINESS OWNER - ORGANIC FOOD
GOOD ENERGY - DAILY EXERCISE
SELFCARE

PERSONA



SO SUITE | 60 sq.m.

SO
LAGOON

SO SUITE | 60 sq.m.

SO
LAGOON

SO SUITE | 60 sq.m.

SO LAGOON

Common Fee : 57 Baht/Sq.m./Month

Water Utility : 35 Baht/Water unit
Sinking Fund : 700 Baht/Sq.m.(One time)

Parking Fee :

Car : 250 Baht/Month (300 B after 3 years)
Motorcycle : 50 Baht/Month

STOCK

FQ

TQ/ LH 90 YEARS

C
8
7
6
5
4
3
2
G

175 Units

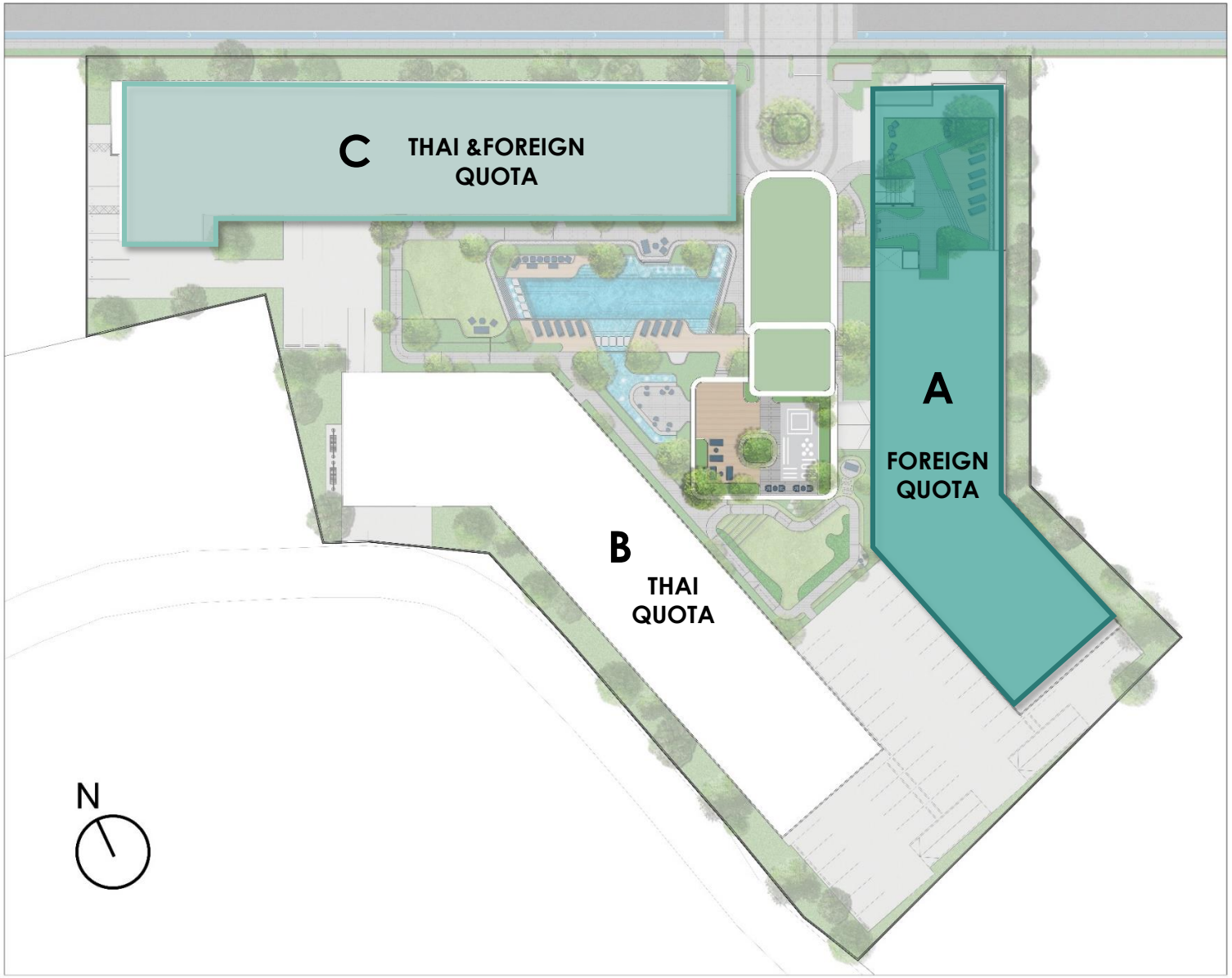
25 Units/floor

TQ/ LH 90 YEARS

B
8
7
6
5
4
3
2
G

189 Units

27 Units/floor



THAI QUOTA/LEASEHOLD

289 Units (53%)

FOREIGN QUOTA

222 Units (47%)

Total 511 Units

A
RF
8
7
6
5
4
3
2
G

FQ

147 Units

21 Units/floor

PROJECT TIMELINE

Oct 2024
VVIP Launch
Foreign Quota

Nov 2024
Presale

Jun 2026
Construction Start

Dec 2027
Transfer

SO

LAGOON

CHERNGTALAY BY ORIGIN