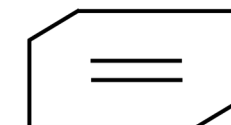


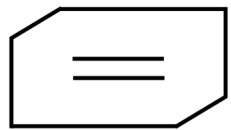


THE CHAPTER TROPICAL MODERN POOL VILLA



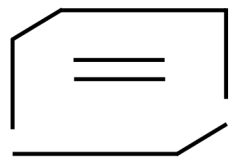
Type	Bedrooms	Bathrooms	Land Plot(Sqm)	Built-up Area (Sqm)	Parking	Rental / Month	Net Income	Purchase Price	ROI
C1	4	5	346.38	350.80	2	155 K	1.86 MB	18.5 MB	10.05%
C2	4	5	346.76	342.05	2	150 K	1.80 MB	18.5 MB	9.73%
C3	4	5	357.42	363.91	2	160 K	1.92 MB	19.9 MB	9.65%
C4	4	5	359.40	340.74	2	150 K	1.80 MB	18.9 MB	9.52%

COMPARABLE ANALYSIS THE CHAPTER VS SURROUNDING POOL VILLAS



Property	Bedrooms	Bathrooms	Land Plot(Sqm)	Built-up Area (Sqm)	Parking	Rental / Month	Rental / Sqm
Sun Palm Village	4	3	204	265	2	80 k	302
Chao Fah Garden Home	3	2	204	290	1	85 k	293
Phuket Country Home Village	3	4	286	300	2	80 k	267
Prima Villa	3	3.5	308	360	1	100 k	278
Mouana Residence	4	4	315	450	2	140k - 180k	311 - 400
The Chapter Type C1	4	5	346.38	350.80	2	150k - 190k	442 - 542
Phirunda Villa	4	2	350	120	2	100 k	833
Land and Houses Park	3	3	400	220	1	120 k	546
Villa Vimanmek Residence	3	3	600	326	1	100 k	307

KEY FEATURES



LOCATION

- 4 mins • Robinson Lifestyle Chalong
- 5 mins • Thai Watsadu
- 6 mins • Ruamrudee International School
- 7 mins • Tiger Muay Thai
- 8 mins • BCIS International School
- 10 mins • Chalong Police Station
- 10 mins • Dibuk Hospital
- 12 mins • Chalong Pier
- 12 mins • Lotus's Super Market
- 13 mins • Makro Rawai
- 13 mins • Chalong Hospital
- 13 mins • Villa Market
- 18 mins • Phuket Old Town
- 18 mins • Central Festival Phuket
- 24 mins • Promthep Cape
- 26 mins • Naiharan Beach



SALT POOL SYSTEM



BUILT-IN FURNITURE



EUROPEAN KITCHEN



EV CAR CHARGING PORT READY



2000 LITER WATER TANK



NO COMMON AREA FEE

RENTAL MARKET

Driven by rising international arrivals and long-stay trends, rental demand remains robust across lifestyle hubs such as Cherngtalay, Rawai, Kamala, Patong, and Chalong. One-bedroom condominiums are the most sought-after rental product for both short- and long-term stays, with average monthly rents starting at THB 22,541, and climbing to THB 26,626 for short-term leases. Larger condo units, such as 2- and 3- bedrooms, can command over THB 174,000/month in the short-term market. In the villas / landed property segment, 3- and 4-bedroom villas dominate, particularly for holiday and group stays. These large pool villas average THB 179,445 per month for short-term rentals, reflecting continued preference among families and high-spending visitors.

RENTAL TERM



1 week to 11 months

SHORT-TERM RENTALS

54%



12 months or longer

LONG-TERM RENTALS



1 week or longer

HOLIDAY RENTALS



63%

of Condominiums for Short-Term Rentals



52%

of Landed Properties for Long-Term Rentals

RENTAL REGULATIONS

Since late 2023, Thai authorities have begun stepping up legal enforcement on short-term condo rentals, particularly those listed for fewer than 30 days without a hotel license. These are technically illegal under Thai law, with government agencies now actively issuing fines and monitoring platforms and juristic offices for non-compliance. Investors should be aware of the regulatory risks associated with this segment.

CONDOMINIUMS



VILLAS / LANDED PROPERTIES



TOP 3 POPULAR AREAS



TOP 3 NATIONALITIES

SHORT-TERM RENTALS

LONG-TERM RENTALS

Studio

9% THB 20,853

1BR

48% THB 26,616

2BR

23% THB 40,486

3BR

20% THB 174,469

10% THB 18,950

49% THB 22,541

26% THB 33,684

25% THB 80,131

1BR

5% THB 17,000

2BR

9% THB 36,333

3BR

16% THB 54,000

4BR and Above

70% THB 179,445

2% THB 33,000

14% THB 28,667

17% THB 40,091

67% THB 99,872

1BR

is top rental type for short- and long-term Condominiums

THB 18,950

Average Starting Rental Rate for Condominiums

HOLIDAY RENTALS

3% THB 4,005

9% THB 7,615

45% THB 9,615

43% THB 28,765

Note: Proportion and Average Monthly Rate

1

Cherngtalay

2

Rawai

3

Patong



Source: C9 Hotelworks Market Research and FazWaz

PRICE INDICATORS

Premiums Widen Across Product Types and Locations

Phuket's residential prices continue to rise, with clear premiums emerging across branded, landed, and beachfront segments. As of 2025, condominium median price is THB 144,000 per sq.m, while villas / landed properties have a median price of THB 70,000 per sq.m. One-bedroom condos can reach up to THB 19.4 million in Cherngtalay, THB 15.4 million in Rawai, and THB 9.1 million in Karon, while three-bedroom villas / landed properties are priced up to THB 137.9 million in Cherngtalay, THB 42.7 million in Rawai, and THB 40.4 million in Karon.

Branded properties outperform non-branded stock across all categories:

- § Branded condominiums average THB 181,000 per sq.m, a 28% premium over non-branded units (THB 141,000 per sq.m).
- § Branded villas / landed properties are priced up to 2 times higher than non-branded (THB 162,000 vs. THB 73,000 per sq.m).

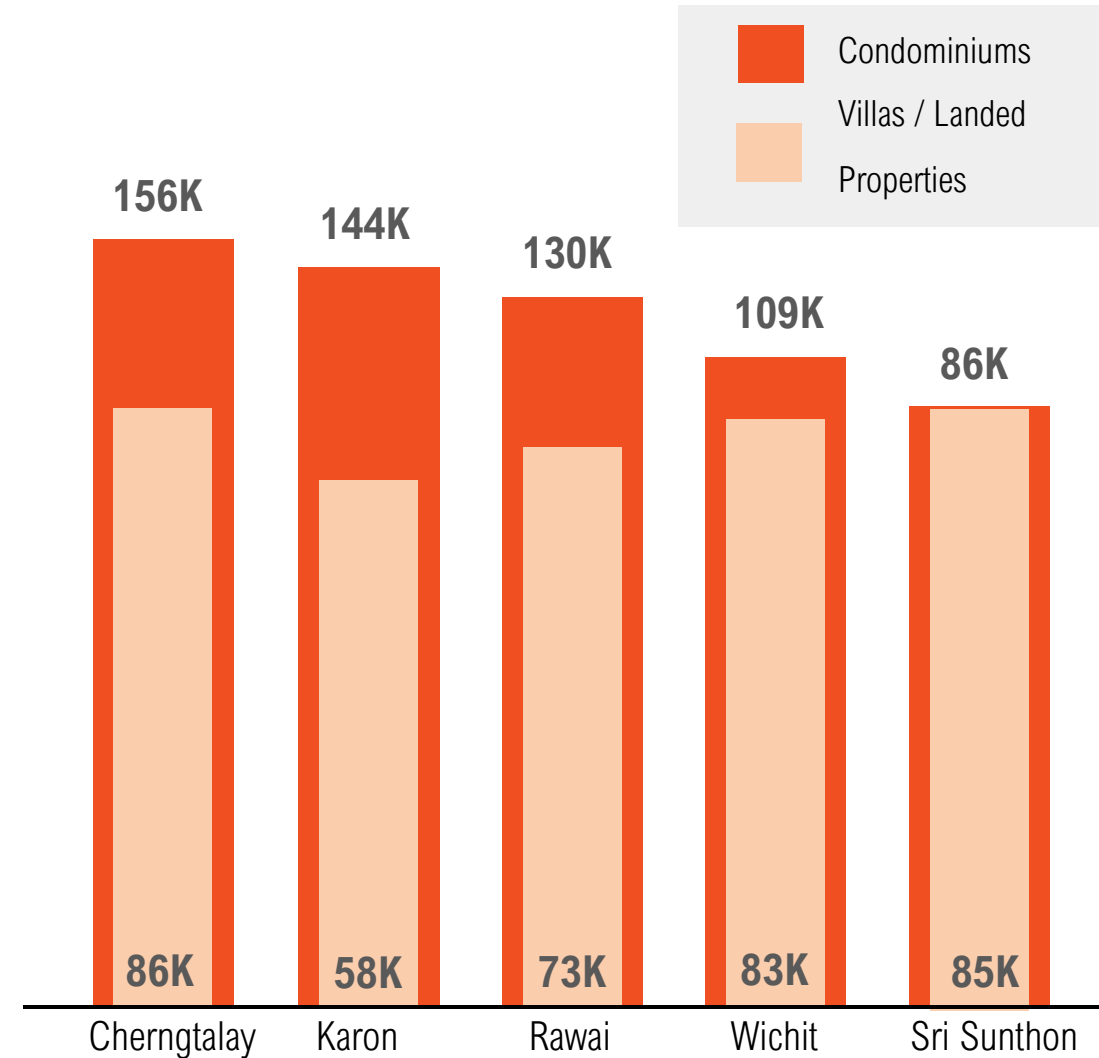
MEDIAN SALES PRICE FOR ONE-BEDROOM CONDOMINIUM

(30 to 40 Square Meters)

Cherngtalay	Karon	Si Sunthon	Rawai
5.6M	4.8M	4.1M	3.8M
			Wichit
			3.0M

Currency in (THB)
Source: C9 Hotelworks Market Research

MEDIAN PRICE PER SQUARE METER CONDOMINIUMS VS. VILLAS / LANDED PROPERTIES



Currency in (THB)
Source: C9 Hotelworks Market Research

KEY INSIGHT

Condo Market Faces a Growing Resale Challenge

More than 32,000 units in active condo supply and older projects beginning to enter the resale market, developers will face rising competition on both price and product features. Differentiation through amenities, branding, and post-sales service is now essential to preserve pricing power and avoid inventory drag.



7,036
Resale units



3,971



3,065

Note: Data as of 30 April 2025
Source: C9 Hotelworks Market Research and FazWaz

MEDIAN PRICE PER SQUARE METER PRIMARY VS. SECONDARY CONDOMINIUMS

Overall location	Primary Market (THB/sq.m)	Secondary market (THB/sq.m)
Overall location	139K	100K
Cherngtalay	147K	108K
Karon	148K	103K
Rawai	122K	100K

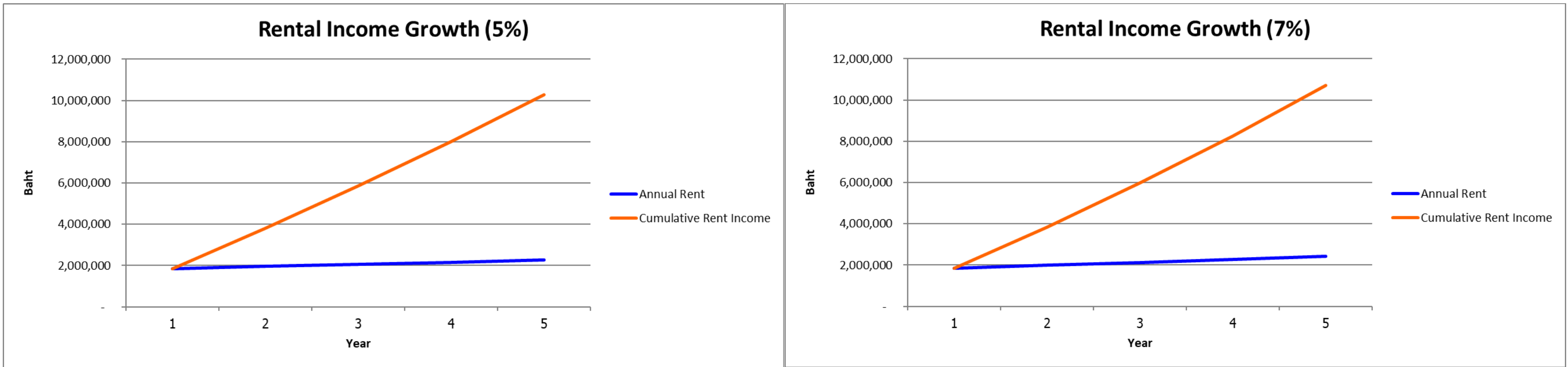
KEY INSIGHT

Legacy Pricing Creates Competitive Edge in the Resale Market

Non-branded condominiums in the primary market average THB 139,000 per sq.m, reflecting a 39% premium over the secondary market average of THB 100,000 per sq.m. This pricing gap highlights the added value of newer developments, which feature modern layouts, upgraded specifications, and enhanced amenities. In contrast, resale units—while still trading above their original purchase prices—benefit from historical cost advantages, including lower land and construction costs at the time of development.

Currency in (THB)
Note: Price Per Square Meter Includes Non-branded Condominiums Only
Source: C9 Hotelworks Market Research and FazWaz

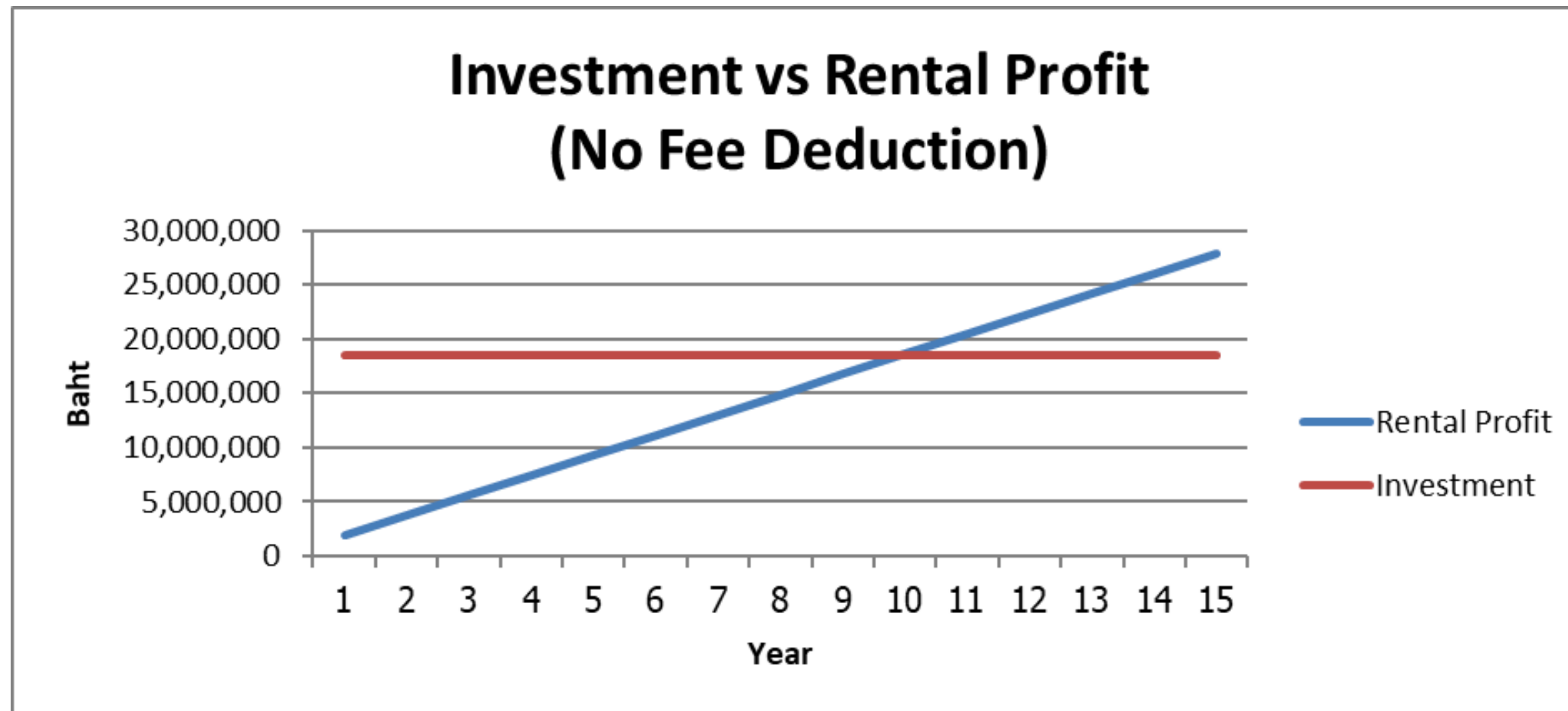
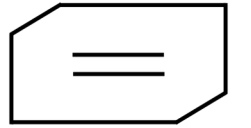
C1 - THE CHAPTER TROPICAL MODERN POOL VILLA



- Total rental income per year : THB 1.86MB

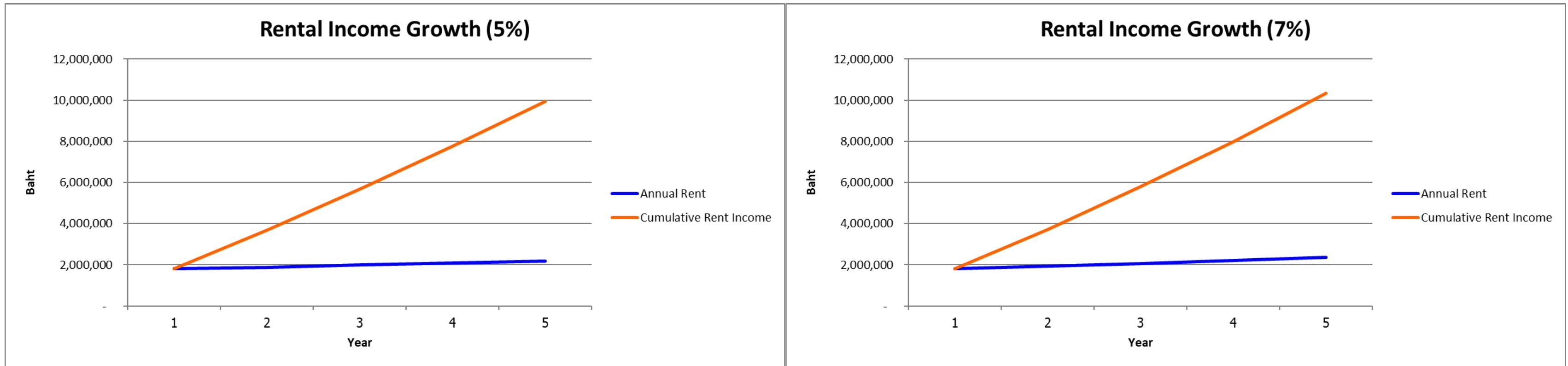
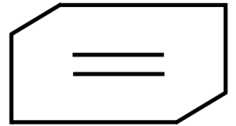
Scenario	House prices	Rental House Value (Start)	Rental House Value (End)	Cumulative Rental Income	Year
5% Appreciation	18.50MB	1.86MB	2.26MB	10.28MB	5
7% Appreciation	18.50MB	1.86MB	2.44MB	10.70MB	5

C1 - THE CHAPTER TROPICAL MODERN POOL VILLA



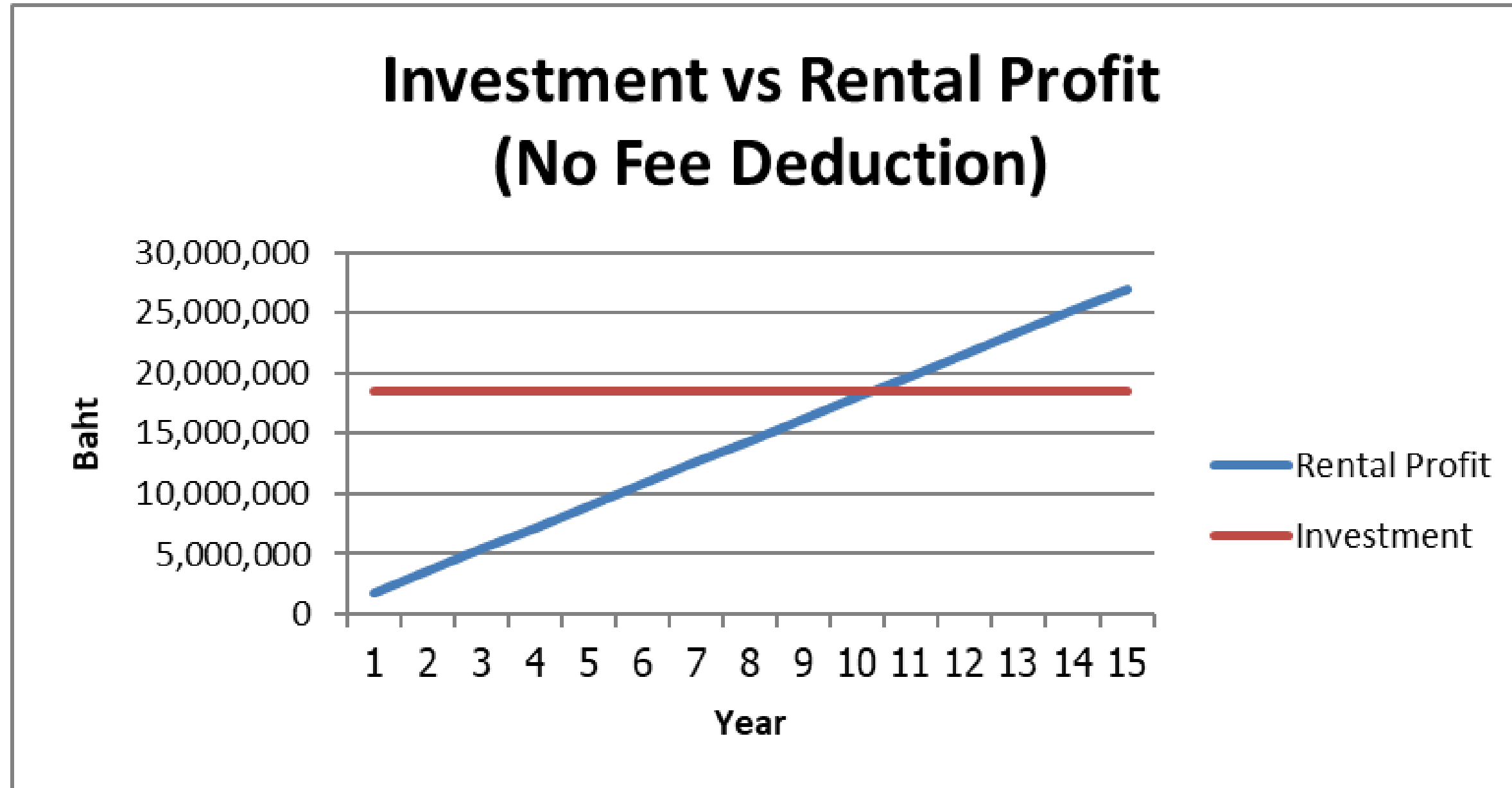
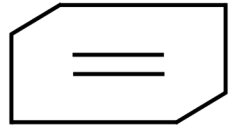
- The investment line is fixed at THB 18.50 MB.
- Break-even Point: Year 10-11

C2 - THE CHAPTER TROPICAL MODERN POOL VILLA



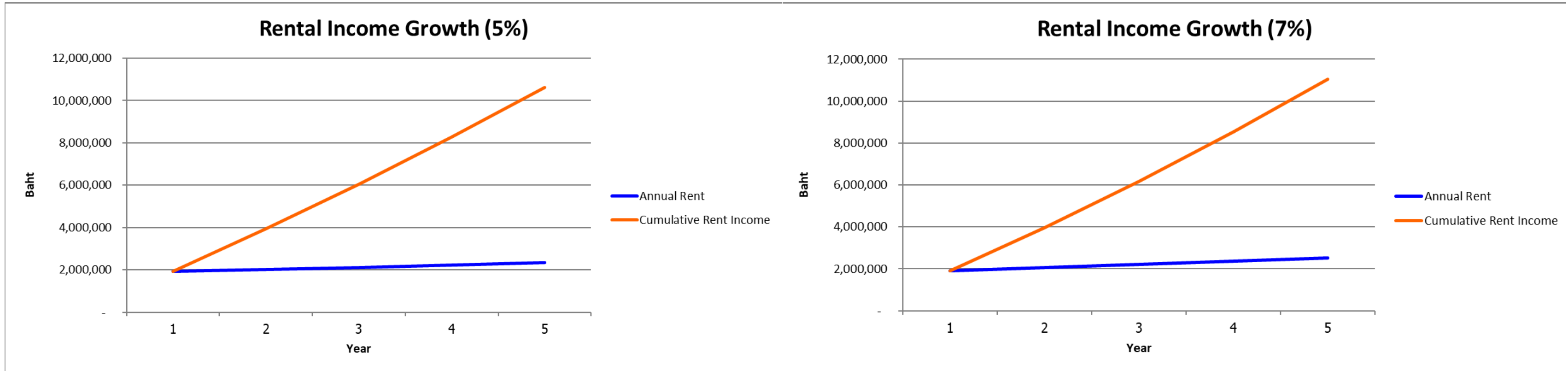
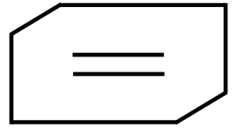
- Total rental income per year : THB 1.80MB

Scenario	House prices	Rental House Value (Start)	Rental House Value (End)	Cumulative Rental Income	Year
5% Appreciation	18.50MB	1.80MB	2.19MB	9.95MB	5
7% Appreciation	18.50MB	1.80MB	2.36MB	10.35MB	5



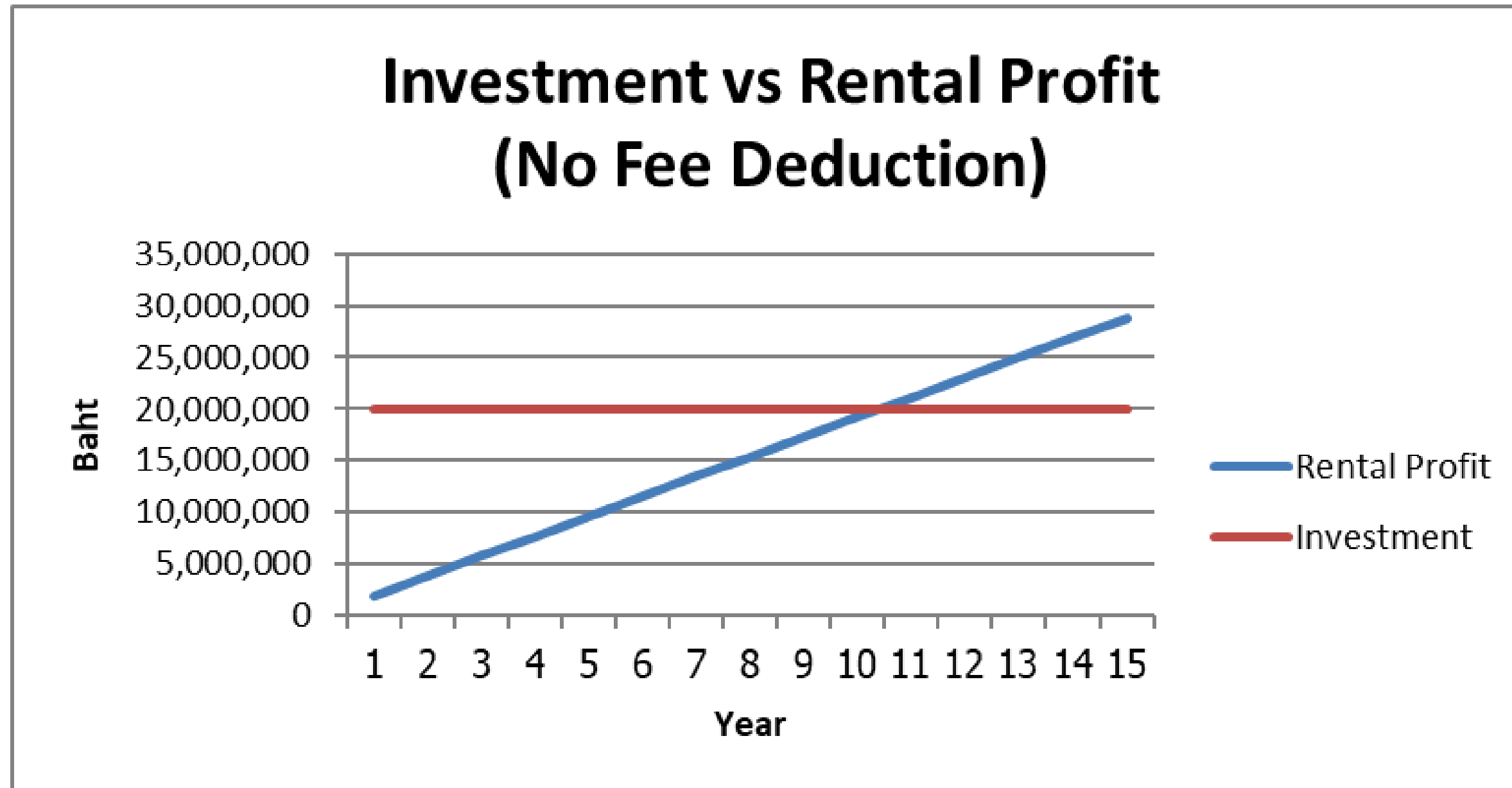
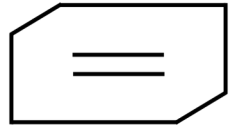
- The investment line is fixed at THB 18.50 MB.
- Break-even Point: Year 10-11

C3 - THE CHAPTER TROPICAL MODERN POOL VILLA



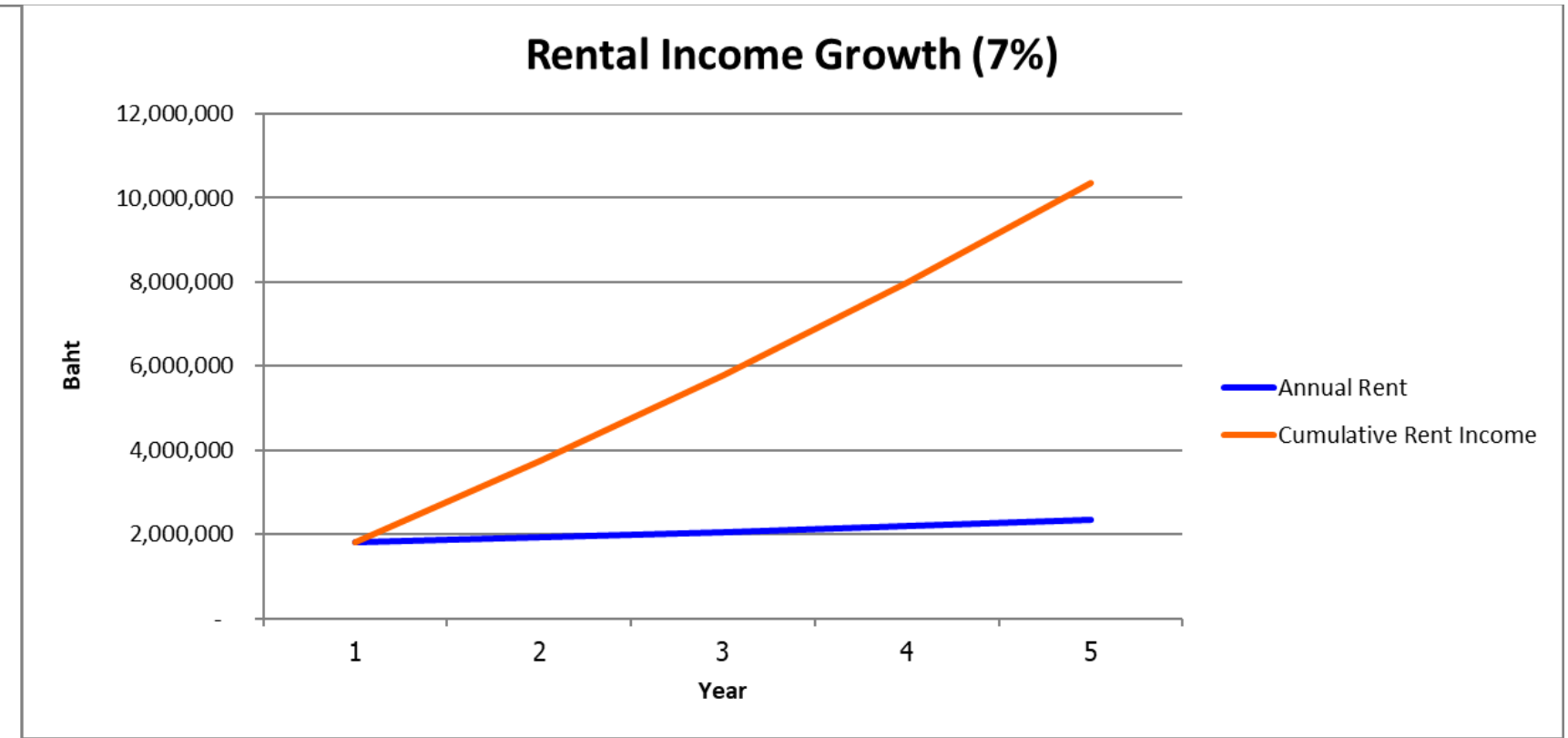
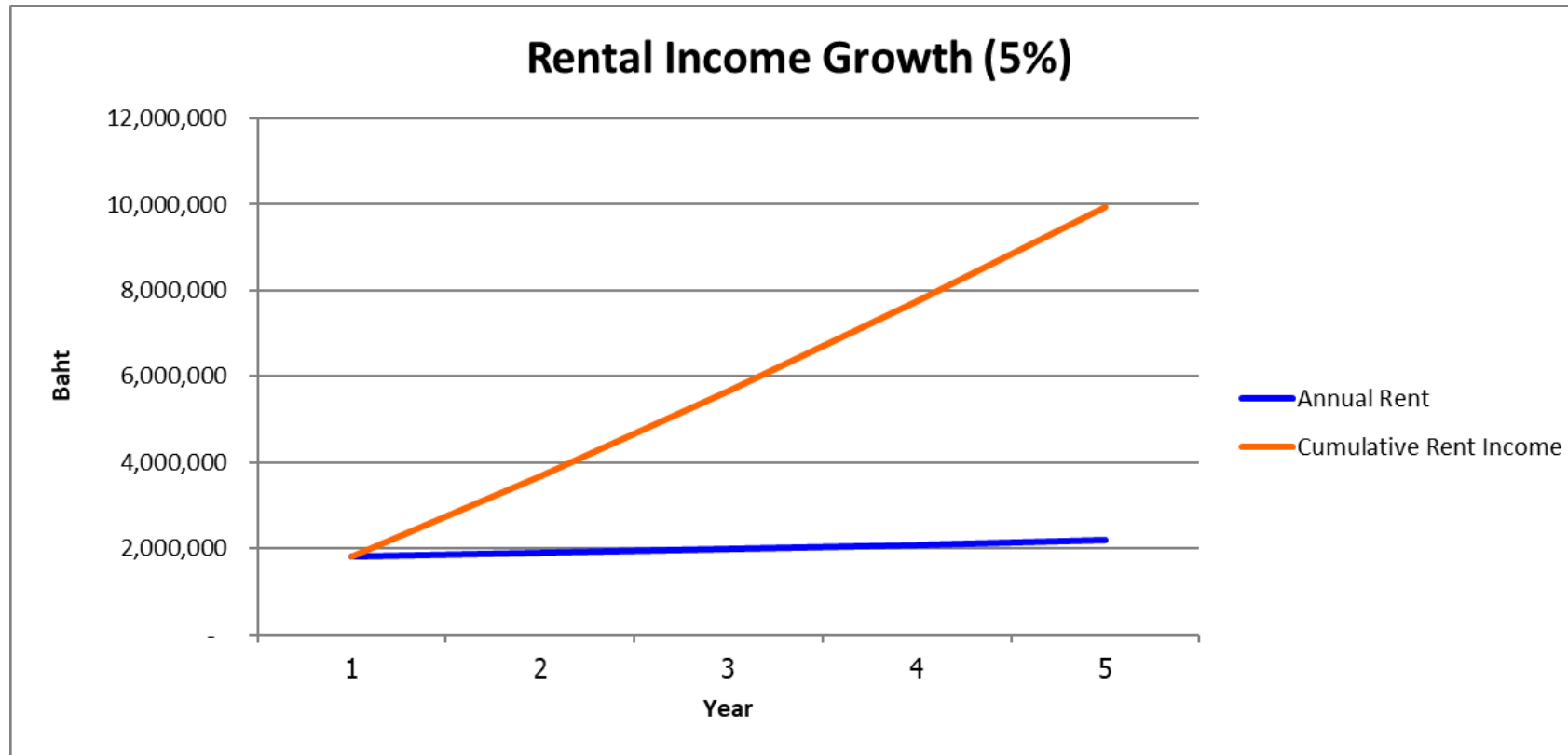
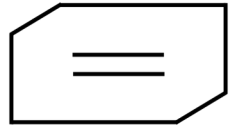
- Total rental income per year : THB 1.92MB

Scenario	House prices	Rental House Value (Start)	Rental House Value (End)	Cumulative Rental Income	Year
5% Appreciation	19.90MB	1.92MB	2.33MB	10.61MB	5
7% Appreciation	19.90MB	1.92MB	2.52MB	11.04MB	5



- The investment line is fixed at THB 19.90 MB.
- Break-even Point: Year 11–12

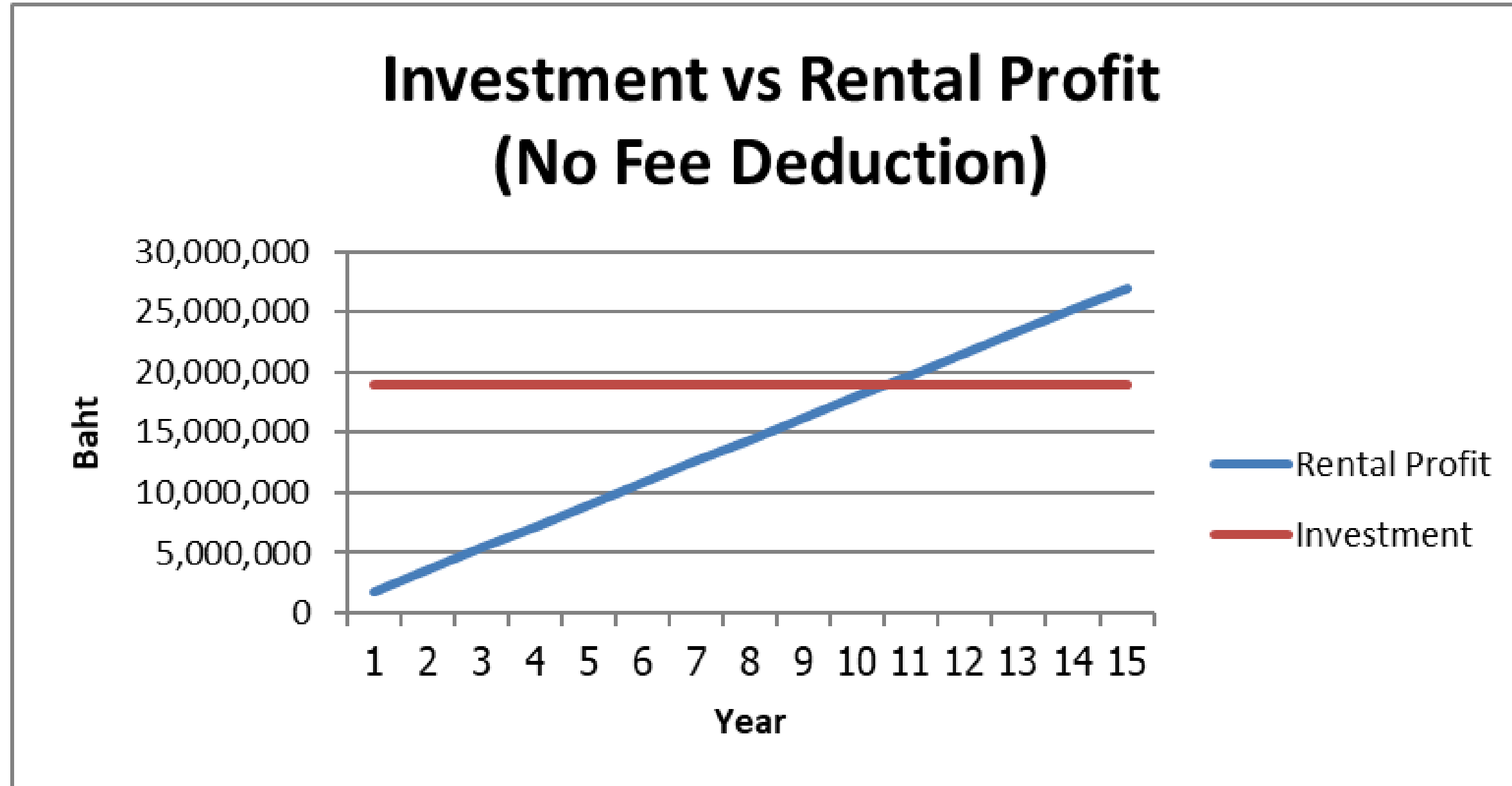
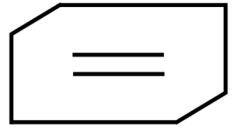
C4 - THE CHAPTER TROPICAL MODERN POOL VILLA



- Total rental income per year : THB 1.80MB

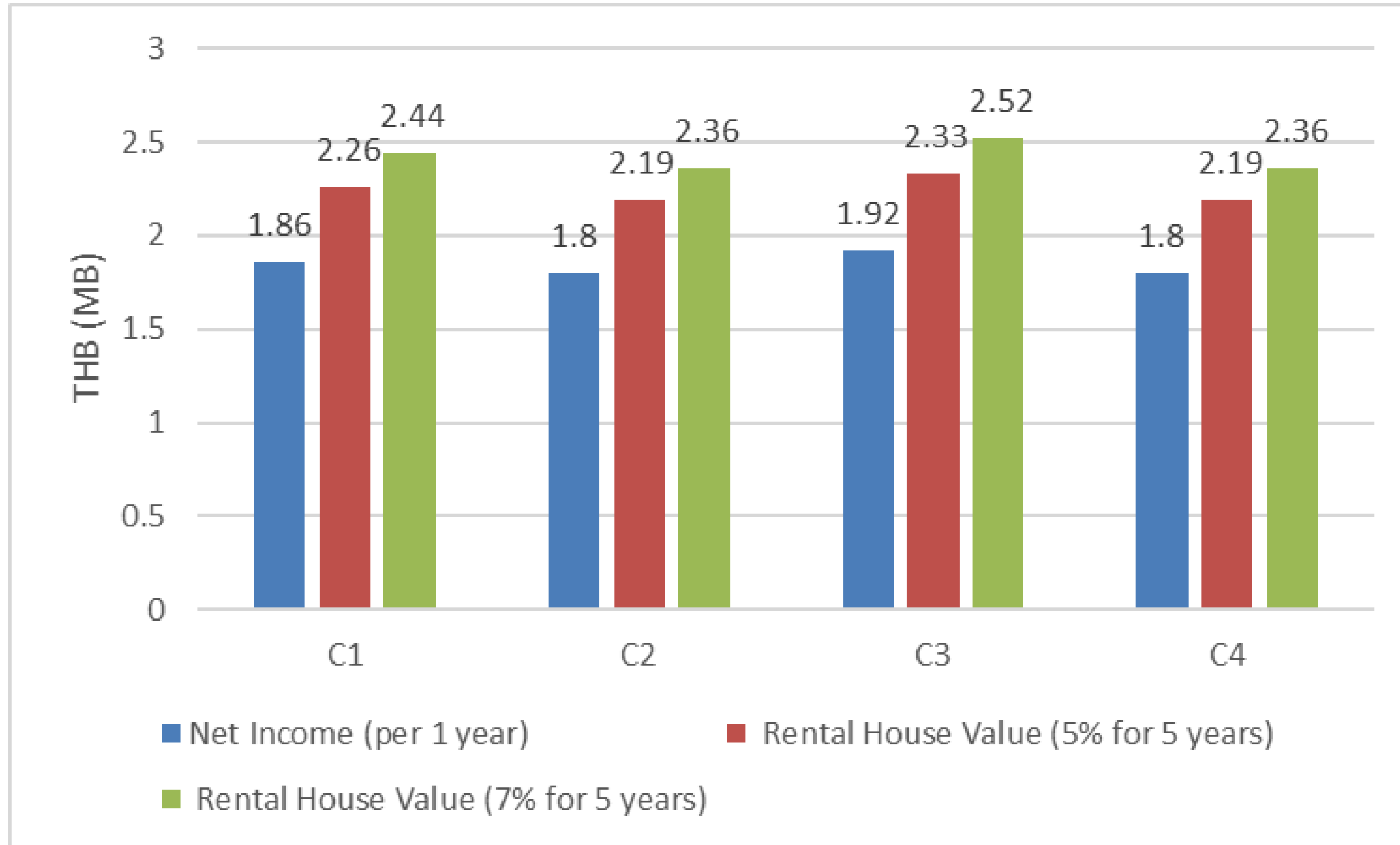
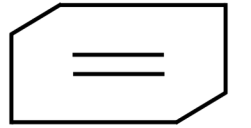
Scenario	House prices	Rental House Value (Start)	Rental House Value (End)	Cumulative Rental Income	Year
5% Appreciation	18.90MB	1.80MB	2.19MB	9.95MB	5
7% Appreciation	18.90MB	1.80MB	2.36MB	10.35MB	5

C4 - THE CHAPTER TROPICAL MODERN POOL VILLA



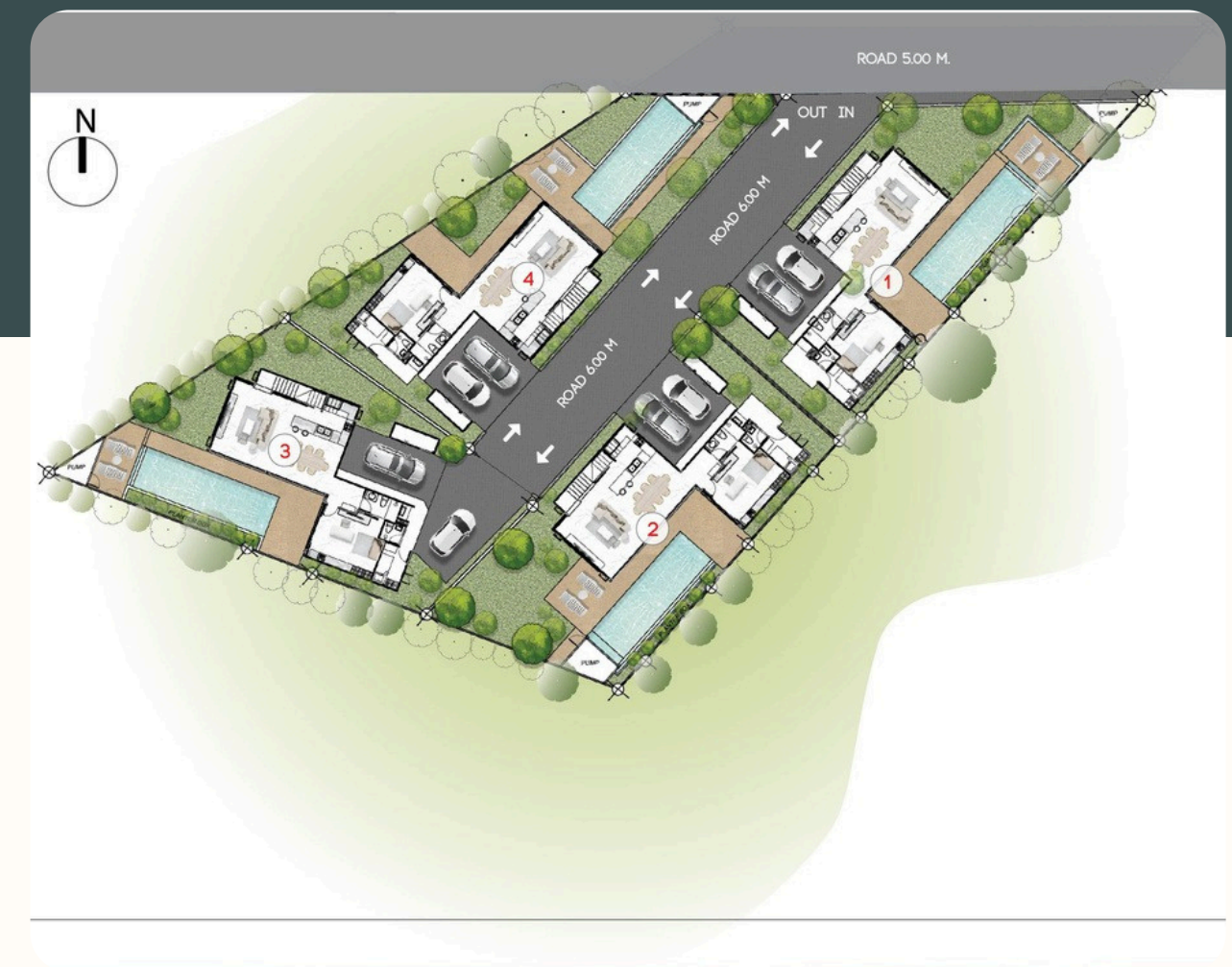
- The investment line is fixed at THB 18.90 MB.
- Break-even Point: Year 11–12

5-YEAR SUMMARY: INVESTMENT VS RENTAL VS HOUSE VALUE



PROJECT INFORMATION

Project Name : The Chapter Tropical Modern Pool VillaPlot
Location : Chalong Phuket
Project Launched : January 2025
Total Land Area : 1,645.29 Sq.m.
Number of Unit : 4 Units
Price Range : 18.5 MB - 19.9 MB THB



THE CHAPTER

- 4 Beds 5 Baths 2 Parking Space Plot
- Size (Sqm) 346.38 - 359.40 Built-up
- Area (Sqm) 340.70 - 363.91 Pool
- Size 10 x 3 M















