PRESS RELEASE

Frasers Property Thailand invites the public to explore the meaning of space and growth through the interactive “Thread to Thrive” experience at Samyan Mitrtown until 13 October

BANGKOK, 23 SEPTEMBER 2026

Bangkok, a city of opportunities where people live their everyday lives, is more than simply a place to live, work or travel. It is also a space that creates opportunities for people to meet, find inspiration and grow in their own ways. Have you ever asked yourself, “What kind of space helps us grow?”

Through its “Thread to Thrive” campaign, **Frasers Property (Thailand) Public Company Limited** invites the public to envision and co-create a city that supports their aspirations for growth. The company has transformed the MITR Direct Link Tunnel into a space for inspiration, connection and the exchange of perspectives between people and the city. By participating in this interactive experience, visitors are invited to explore their own paths to growth.

To mark the official opening, Frasers Property Thailand hosted a discussion exploring different perspectives on growth through the eyes of **“the developer, the city and the resident”**, featuring **Mr. Sarit Triroj, Executive Vice President of Corporate Communications and Branding at Frasers Property Thailand; Mr. Chadchart Sittipunt, Governor of Bangkok; and Mr. Sarawut Hengsawat –also known as “Roundfinger”– a writer and communicator on ideas and lifestyle.** The discussion took place at the **MITR-TING ROOM on the 5th floor of Samyan Mitrtown.**

The campaign is based on the belief that a “space” is more than simply a physical location or structure. It can also be a starting point for opportunities, relationships and growth in many different dimensions. It may be a home that brings happiness to a family; a workplace that opens the door to new ideas; a commercial space that meets our needs for shopping, leisure and lifestyle; or even a small corner of the city where we encounter new people and unexpected sources of inspiration.

At the heart of the campaign is the concept of “threads”, symbolising the connections between people living in the city. Although people come from different generations, play different roles and follow different paths in life, their individual stories can be woven together to create a collective force that enables the city and its people to grow together.

Mr. Sarit Triroj, Executive Vice President of Corporate Communications and Branding at Frasers Property Thailand, explained the inspiration behind the campaign:

“For Frasers Property Thailand, real estate development is not simply about constructing buildings. It is about creating spaces where people, businesses, communities and the city can grow together. This is the inspiration behind ‘Thread to Thrive’. We believe that a well-designed space should offer more than functionality. It should inspire people to think in new ways, learn, connect with others and discover what growth means to them. Because when people grow, the city grows with them.”

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At **"Thread to Thrive"**, visitors are invited to take part in an interactive experiential exhibition featuring three experiences that bring together art, ideas and public participation:

- **Experience as a Reflection of Self**: Two Question Walls invite visitors to reflect on "the life we have grown through" and imagine "a city that continues to grow well". Visitors can choose coloured threads that reflect their individuality and connect them to their responses, collectively creating a large-scale artwork shaped by the perspectives of city dwellers.
- **Experience of Weaving a Growing City**: This space invites visitors to connect threads, add colour and complete a picture of a city. It reflects the idea that a city does not grow through infrastructure alone, but also through the participation of the people who live in it.
- **Bangkok Through My Eyes**: A check-in spot for content creators, this experience presents Bangkok landmarks and familiar objects from city life in a fun and colorful interpretation. An "I LOVE BANGKOK" sign provides the perfect backdrop for visitors to capture and share moments of inspiration.

Mr. Chadchart Sittipunt, Governor of Bangkok, said, "A city that enables people to grow needs good infrastructure, quality of life, and spaces that allow people to live, connect, and engage with one another. The Bangkok Metropolitan Administration plays an important role in developing the city and creating an environment that supports people across all segments of society.

"At the same time, the private sector also plays an important role in taking these concepts further and turning them into reality through physical spaces. Frasers Property Thailand's initiative to bring its brand purpose to life through a space where people can participate is another example of collaboration that complements urban development and helps create spaces that better respond to people's needs."

Mr. Sarawut Hengsawat, also known as "Roundfinger", a writer and communicator on ideas and lifestyle, said, "A well-designed city must create opportunities for everyone to grow. It should provide both physical and intellectual spaces for people from diverse backgrounds – children and adults, businesspeople and artists, men, women and people of diverse genders, the rich and the poor, people with disabilities – as well as space for animals and trees. It should be a city that does not think only about 'ME', but rather about 'WE'.

"Such a city can be created through the participation of its people, by listening to everyone's voices equally and fairly. Everyone should feel that this is 'my city'. When people feel that way, they will want to take part in creating 'our city' and making it better and more beautiful. In this way, everyone can grow together through mutual support. Growth may mean something different to each person, but a 'good space' can always be the starting point for new opportunities, inspiration and relationships."

Come and discover your own path to growth. Pick up a thread, weave it into the story of your life, and become part of an artwork that reflects the energy and collective power of city dwellers at **"Thread to Thrive", taking place until 13 October at the MITR Direct Link Tunnel, Samyan Mitrtown. Admission is free, with no advance registration required.**

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About Frasers Property (Thailand) Public Company Limited

Frasers Property (Thailand) Public Company Limited ("FPT"), a subsidiary of Frasers Property Group is a leading integrated real estate platform with multi-asset class expertise. FPT's platform consists of 1) Residential business: developing high-quality housing projects comprising single-detached homes, townhomes, and condominiums in various locations with different segments; 2) Industrial business: leasing ready-built factories and rental warehouse spaces located in strategic industrial and logistics locations throughout Thailand; and 3) Commercial business: managing Grade A office and retail spaces as well as hospitality services, located in Bangkok's central business district.

FPT is also the sponsor and manager of Thailand's largest industrial REIT, Frasers Property Thailand Industrial Freehold & Leasehold REIT ("FTREIT"), which is focused on industrial and logistics properties in Thailand, while GOLD is a sponsor and property manager of Golden Ventures Leasehold Real Estate Investment Trust ("GVREIT"), a REIT focused on commercial properties. FPT, FTREIT and GVREIT are listed on the Stock Exchange of Thailand.

For more information on FPT, please visit: frasersproperty.co.th.

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About Frasers Property Limited

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group") is an integrated investor-developer-operator of real estate products and services. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S$40.0 billion as at 31 March 2026.

Frasers Property operates across five asset classes: industrial & logistics, retail, commercial & business parks, residential and hospitality. Its businesses span Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in 20 countries.

The Group is the sponsor of real estate investment trusts ("REITs"), Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust, listed on the SGX-ST, as well as Frasers Property Thailand Industrial Freehold & Leasehold REIT and Golden Ventures Leasehold Real Estate Investment Trust, listed on the Stock Exchange of Thailand.

Guided by its purpose of inspiring experiences and creating places for good, the Group promotes an ESG framework that supports long-term value creation through focus areas such as transparent governance, sustainable finance, inclusive communities and reducing its carbon emissions. Frasers Property aims to deliver lasting shared value for its customers, people, investors and communities, while fostering a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit frasersproperty.com or follow us on LinkedIn

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