

FOR IMMEDIATE RELEASE

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SWEDISH SENIOR LIVING SPECIALISTS JOIN SUNPLAY ASIA IN BANGSARAY PROJECT

BANGKOK, THAILAND: *Sunplay Asia Limited, Thailand's senior living residential provider, yesterday approved a joint venture with a European investment group composed of the major shareholders of Swedish senior living and aged care specialist, Senectus AB and Austrian-Canadian investor, Derek Colloredo-Mansfeld, regarding Sunplay's subsidiary, Bangsaray Heights Limited.*

Bangsaray Heights is a luxury resort condominium development, designed specifically for the over 50's market. It will include 70 condominiums, a significant community centre and club house, with restaurants, bars, pools,, tennis courts, jogging and biking tracks, full concierge and support services. Advice and assistance will also be provided to residents applying for retirement visas.

Perched on a hill some 4 kilometres from Bang Saray fishing village, Bangsaray Heights enjoys magnificent sea and sunset views. In proximity to many golf courses, marinas, aquatic sports, shopping centres, local and international restaurants, the area is also well supported by transport and hospital service

World class concierge services will be developed by Sunplay, through the Sunplay Bangsaray Club and Community Centre.

Senectus, through its shareholders, and the other investors will provide technical advice, its sales and distribution network in Sweden and other Scandinavian markets and ongoing support to the project during its development and have the option to acquire 25 per cent of the project..

As one of Sweden's most respected senior living and aged care property developers, Senectus now wishes to expand into the Asian market where it sees tremendous potential.

Mr. Erik Junzell, Senectus's Managing Director, said that "Thailand's international Retirement Visa Programme is very attractive, with modest financial commitments and a relatively low age requirement of only 50 years old. We expect many interested investors and retiree buyers from Europe to consider Bangsaray Heights as a potential permanent or winter home.

With the support of Sunplay Asia, we believe that we will be able to provide our clients with a truly wonderful, secure and luxurious environment."

Commenting on the investment, Mr. Robert W. McMillen, Advisor to Sunplay Asia said that "We are delighted to welcome Senectus to the Sunplay team. Their participation will add truly international sales distribution and industry support to the Bangsaray Heights project."

MAC Capital Advisors Limited arranged the introduction of Senectus to Sunplay Asia.



NOTES FOR THE EDITOR:

ABOUT SENECTUS

Senectus AB is a real estate developer and manager of homes for the elderly, housing for senior citizens and other care activities in Sweden.

It is owned by Jikell AB, a Swedish investment company with a strong financial position and impeccable references.

Senectus aims to be the partner of choice for care giving companies and local authorities in Sweden and to be recognised as being the benchmark standard for quality of accommodation and service in the sector. It funds the building and management of care homes to the standards specified by local authorities and care giving companies. All planning and construction is in close collaboration with the end-user.

The properties developed by Senectus are situated in beautiful natural environments, facilitating both communal and outdoor activities and are of high architectural quality. It has completed or is constructing 579 care apartments in 10 facilities in Sweden, with three adjoining pre-school facilities.

Senectus is now expanding internationally through its investment in Sunplay, a retirement community for those clients who wish to live an active and healthy lifestyle in the natural beauty of Thailand. Senectus will provide equity, liaison and design services to the Sunplay development.

For further information visit <http://www.senectus.se/en/>

ABOUT SUNPLAY

Sunplay Asia Limited and its founding shareholders have spent the last eighteen months researching and developing a Senior Living Product which will suit both the Thai and international markets.

Together with Senectus, international hospitality consultants, and one of Thailand's leading Architects, it is now ready to launch its first product, [Bangsaray Heights](#).

Sunplay Asia, which owns 11.76 rai (around 18,800 square metres) upon which the Bangsaray Heights and Club will be built and has an option over a further 132.81 rai (approximately 212,500 square metres) adjacent land. It will own and develop the [Sunplay](#) Brand. Eventually it is envisaged the brand will be expanded throughout Thailand and Asia.

In addition to the Bangsaray Heights project and central club house, there are plans for up to 94 villas and a 36 further condominiums on this site.

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