การพัฒนาสังหารจิตสุขภาพองค์รวม

Presented By: Dr. Vithaya Sintharapantorn

MQDC - Magnolia Quality Development Corporation Limited
The pandemic has made people more concerned about their health.

But wellness is about much more than medical fitness.

-- World Economic Forum --
GLOBAL WELLNESS ECONOMY

$4.55 Trillion Market

Source: Global Wellness Institute
Consumers are spending more on wellness than they ever have before.

- McKinsey & Company-
Future Trends of Health & Wellness
WELLNESS LIFESTYLE REAL ESTATE

Homes that are proactively designed and built to support the holistic health of their residents

Location, Topography, Scenery

WELLNESS COMMUNITY

A group of people living in close proximity who share common goals, interests and experiences in proactively pursuing wellness across its many dimensions

Can be rooted in a purpose-built physical space or can be cultivated around shared culture or social networks without purpose-built structures
WELLNESS REAL ESTATE

A sizable and rapidly growing industry.

Buyers are willing to pay more for healthier built environments.

Wellness lifestyle real estate projects are constantly growing.
Global Wellness Real Estate Market by End-user, and Geography Forecast and Analysis 2023-2027

## Market Size Outlook USD Billion

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Size (USD Billion)</th>
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<tbody>
<tr>
<td>2017</td>
<td>136.23</td>
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<tr>
<td>2018</td>
<td>137.66</td>
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<tr>
<td>2019</td>
<td>139.14</td>
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<td>2020</td>
<td>140.73</td>
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<tr>
<td>2021</td>
<td>142.34</td>
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<tr>
<td>2022</td>
<td>144.05</td>
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<tr>
<td>2023</td>
<td>145.78</td>
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<tr>
<td>2024</td>
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<td>2025</td>
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<td>2026</td>
<td>151.09</td>
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<tr>
<td>2027</td>
<td>152.91</td>
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</tbody>
</table>

Market segmentation by end-user (commercial and residential) and geography (North America, APAC, Europe, Middle East and Africa, and South America)
Movements that have laid the foundation for wellness lifestyle real estate and wellness communities.

- Green/sustainable building movement
- Design-driven movements
- Food movement
- New Urbanism
- Intentional communities
- Others
Wellness Lifestyle Real Estate can provide the foundation for a Wellness Community

Source: Global Wellness Institute
It is time to treat our homes as an investment in our wellness.
THE FUTURE OF WELLNESS LIVING:
CONNECTED AND CUSTOMIZED
WELLNESS LIFESTYLE REAL ESTATE CAN HAVE MANY POSITIVE IMPACTS

01 Minimizing environmental impacts on human health

02 Supporting behavior change and healthier lifestyles

03 Fostering a sense of place, community and belonging
01 POSITIONING AND TARGET MARKET

- Senior living, multi-generational housing, master-planned wellness communities, mixed-use projects, and/or resort/spa based real estate
- Different positionings attract distinct target markets
Positioning and target market determine the wellness amenities to be included.

Different nationalities have different preferences.

End users expect: a club house (spa, fitness center, healthy dining options, a kid’s club) and outdoor wellness facilities (yoga platforms, functional fitness equipment, trails, parks, and organic farms).

Wellness communities are defined by a strong social component brought by common spaces hosting workshops/events or gardens fostering interactions.
“The premiere model of a happy living environment”

Providing the finest intergenerational family community, leading the world in best practice in living with nature, reintegrating natural ecosystems within the human community
THE ASPEN TREE

“A Community for Healthy Living & Lifetime Care for 50+”

The Forestias: 398 Rai = 157 acre (953 mu)
The Aspen Tree: 23 Rai = 9 acre (54 mu)

Computer-generated imagery & reference images are for advertising purposes only.
By 2050, 1 in 6 people in the world will be 65+.

Up from 1 in 11 in 2019

## The World’s Oldest Populations

Countries/territories with the highest share of people aged 65 and older*  

<table>
<thead>
<tr>
<th>Year</th>
<th>Europe</th>
<th>Asia</th>
<th>Carribean</th>
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<tbody>
<tr>
<td>2022</td>
<td>29.9%</td>
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<td></td>
<td>Japan</td>
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<td>2022</td>
<td>24.1%</td>
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<td>Italy</td>
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<td>2022</td>
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<td></td>
<td>Finland</td>
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<td>2022</td>
<td>22.9%</td>
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<td></td>
<td>Puerto Rico</td>
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<td>2022</td>
<td>22.9%</td>
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<td>Portugal</td>
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<td>2022</td>
<td>22.8%</td>
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<td>2022</td>
<td>22.4%</td>
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<td>Germany</td>
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<td>Bulgaria</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>2050</th>
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<tr>
<td></td>
<td>Hong Kong 40.6%</td>
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<tr>
<td></td>
<td>South Korea 39.4%</td>
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<td></td>
<td>Japan 37.5%</td>
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<td></td>
<td>Italy 37.1%</td>
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<tr>
<td></td>
<td>Spain 36.6%</td>
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<td></td>
<td>Taiwan 35.3%</td>
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<tr>
<td></td>
<td>Greece 34.5%</td>
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<tr>
<td></td>
<td>Portugal 34.3%</td>
</tr>
</tbody>
</table>

* only includes countries/territories with a population of more than 1 million people  
Source: United Nations Population Division

statista
65+ REACHING 1.6 BILLION IN 2050

HIGHEST SHARE OF 65+ IN ASIA (HONG KONG, SOUTH KOREA, JAPAN)

BRING BOTH CHALLENGES AND OPPORTUNITIES

DEMAND OF OLDER PEOPLE
AGEING SOCIETY IN THAILAND

THAILAND’S CURRENT POPULATION

66.7 MILLION

LIFE EXPECTANCY

MEN 75 YEARS OLD
WOMEN 82 YEARS OLD

• An "aging" society since 2005
• One of the fastest ageing society among ASEAN countries
• Y2023: 18% are over 60 years old
• By 2050, approximately 40% will be over 60
• Increasing rate of Single, Married with no kids, Empty nester
• Ageing of baby boomers and increased life expectancy

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EXPECTATIONS & PAIN POINTS OF OLDER PEOPLE

- Home Design & Safety
- Transportation & Mobility
- Activities of Daily Living
- Financial Considerations
- Health & Wellbeing
- Ageism
- Digital Divide/Digital Literacy
- Caring & Carer Burden
- Loneliness/Social Isolation
- Participation (Workforce, Family, Community)
A COMMUNITY FOR HEALTHY LIVING & LIFETIME CARE FOR 50+

OPERATED BY

Baycrest
✓ "Aging-in-Place" concept

✓ Focus on Preventive Care Integrating Health & Wellness programs through various daily recreational activities and facilities

✓ Provide lifetime care where seniors age in place happily and enjoy fulfilling and purposeful lives

✓ Operated by Baycrest, a specialist with 100+ year experience in residential living and healthcare for seniors from Canada, focusing on brain health

✓ Located at the multi-generational community at The Forestias
A COMMUNITY FOR HEALTHY LIVING & LIFETIME CARE FOR 50+

OPERATED BY BAYCREST

A global leader in residential living and health care with a special focus on brain health, ageing, and longevity from Canada for over 100 years of experiences & research into “Ageing Well”.

LIFETIME OWNERSHIP

LIFETIME HOME
For wellbeing & safety

LIFETIME ACTIVITIES
For active-healthy living & longevity

LIFETIME SERVICE
For convenience that suits each lifestyle

LIFETIME CARE
For peace of mind & worry-free

LIFETIME COMMUNITY
For happy multigenerational living & environment

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LIFETIME HOME

✓ Universal Design, "Ageing-in-Place" Concept
✓ For Convenience, Safety, Wellbeing
02

LIFETIME ACTIVITIES

✓ Evidently proven preventive health & wellness activities and programs

✓ For Active ageing & Longevity
SOCIAL WELLNESS is an integral part for happy and content life at any stage.

PHYSICAL WELLNESS is necessary for maintaining body fitness and most important - flexibility of joints.

EMOTIONAL WELLNESS is the main driving force leading all other components. As we age and face various experiences in our lives, it is sometimes challenging to experience new situations.

COGNITIVE WELLNESS is important to upkeep as often older people experience decline in cognitive abilities.
LIFETIME ACTIVITIES
03
LIFETIME SERVICE

✓ Hospitality services from specially trained staffs
✓ For Convenience that suits each lifestyle
LIFETIME SERVICE
04
LIFETIME CARE

✓ 24/7 emergency support
✓ On-site primary care clinics
✓ Health insurance
✓ For Peace of Mind & Worry-Free
LIFETIME CARE
LIFETIME COMMUNITY

✓ Social interactions
✓ Family bonding
✓ Bringing seniors back to the society
✓ For Happy Multigenerational Living