

WELLNESS RESIDENCE

การพัฒนาอสังหาริมทรัพย์
การดูแลสุขภาพองค์รวม

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MQDC - Magnolia Quality Development Corporation Limited





The pandemic has made people more concerned about their health.

-- World Economic Forum --

But wellness is about much more than medical fitness.

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.



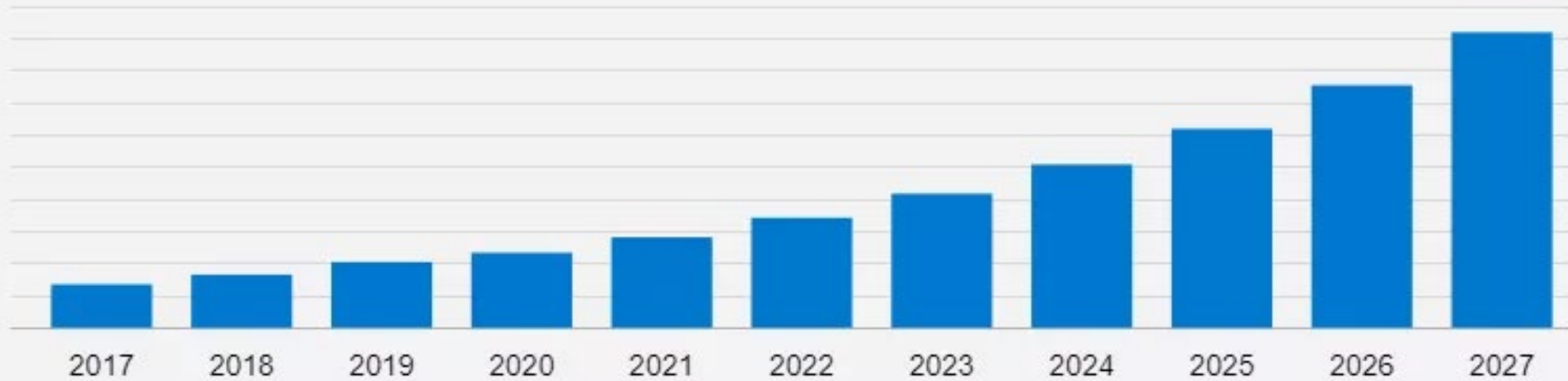
Buyers are willing to pay more for healthier built environments.



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)



2017 : USD **136.23**



21.69%

Year-over-Year
growth rate of 2023



21.77%

CAGR 2022-2027



ACCELERATING

Growth Momentum



USD **575.9 Bn**

Market size
growth

2022 2027

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

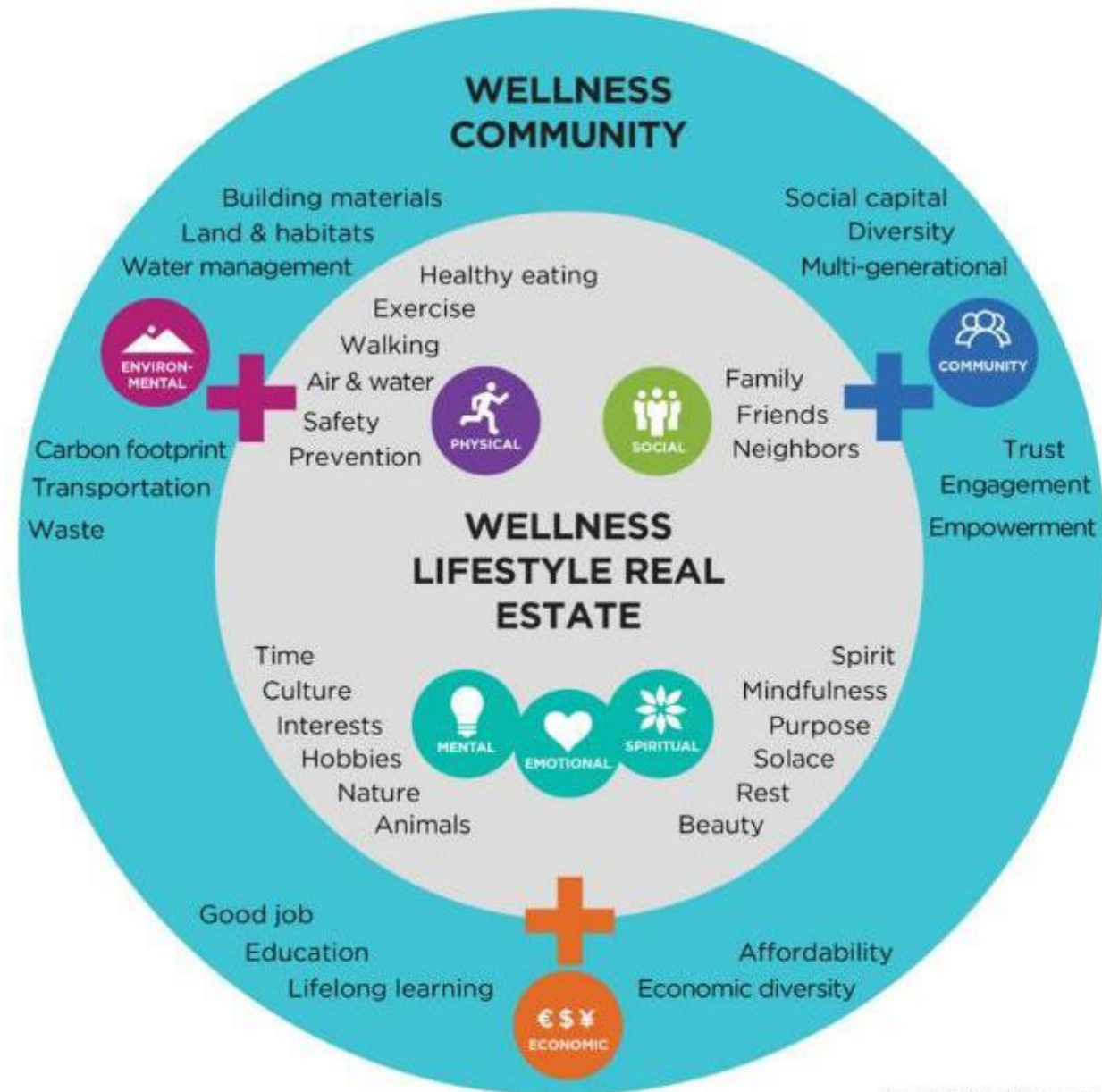
New Urbanism

Intentional communities

Others



Wellness Lifestyle Real Estate can provide the foundation for a Wellness Community



”

**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

WELLNESS CONCEPT DEVELOPMENT STRATEGY

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



WELLNESS CONCEPT DEVELOPMENT STRATEGY

02



DEVELOPMENT COMPONENTS

- 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.



*ภาพถ่ายทุกภาพเป็นบรรยากาศจำลองเพื่อประกอบการโฆษณาเท่านั้นรายละเอียดของโครงการเมื่อก่อสร้างแล้วเสร็จอาจแตกต่างไปจากภาพที่ปรากฏโครงการ
เริ่มก่อสร้างเดือนตุลาคม 2560 คาดว่าจะแล้วเสร็จภายในเดือนธันวาคม 2566

สัมผัสเมืองแห่งความสุขพร้อมที่อยู่อาศัยบนพื้นป่า



Imagine
HAPPINESS

“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 FORESTIAS

The Land of Everlasting Happiness



• 500 SHADE OF NATURE



• COMMUNITY OF DREAMS



• CONNECTING 4 GENERATIONS



• SUSTAINNOVATION FOR WELL-BEING



Six Senses Residences

Mulberry Grove Condominiums

Mulberry Grove Villas

Whizdom Condominiums

Office Buildings & Retail
Community Center,
Family Center

Future Development

Town Center

Six Senses The Forestias

Forest Pavilion

Forest at The Forestias

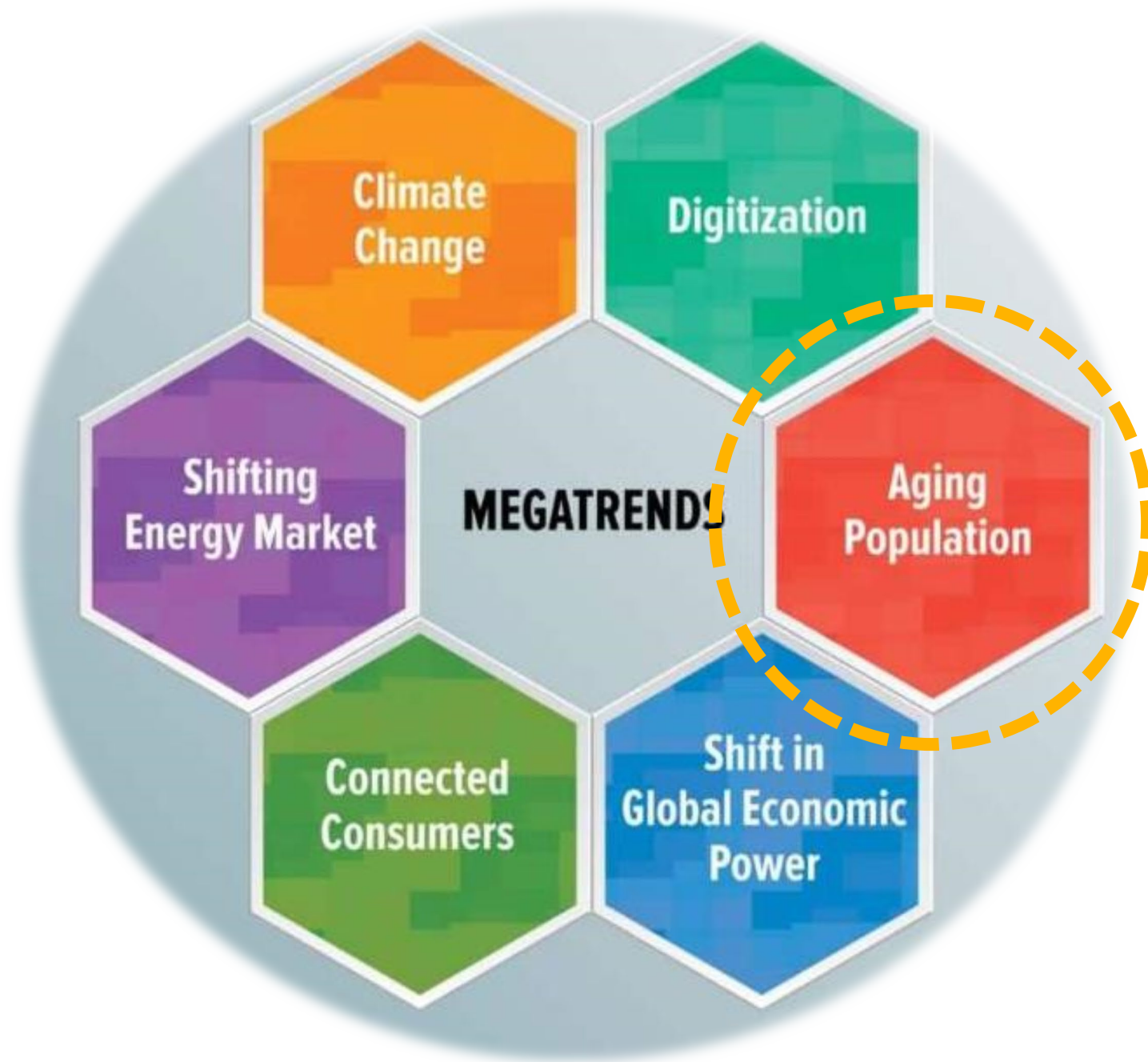
The Aspen Tree Residences

Serviced Apartments

THE ASPEN TREE

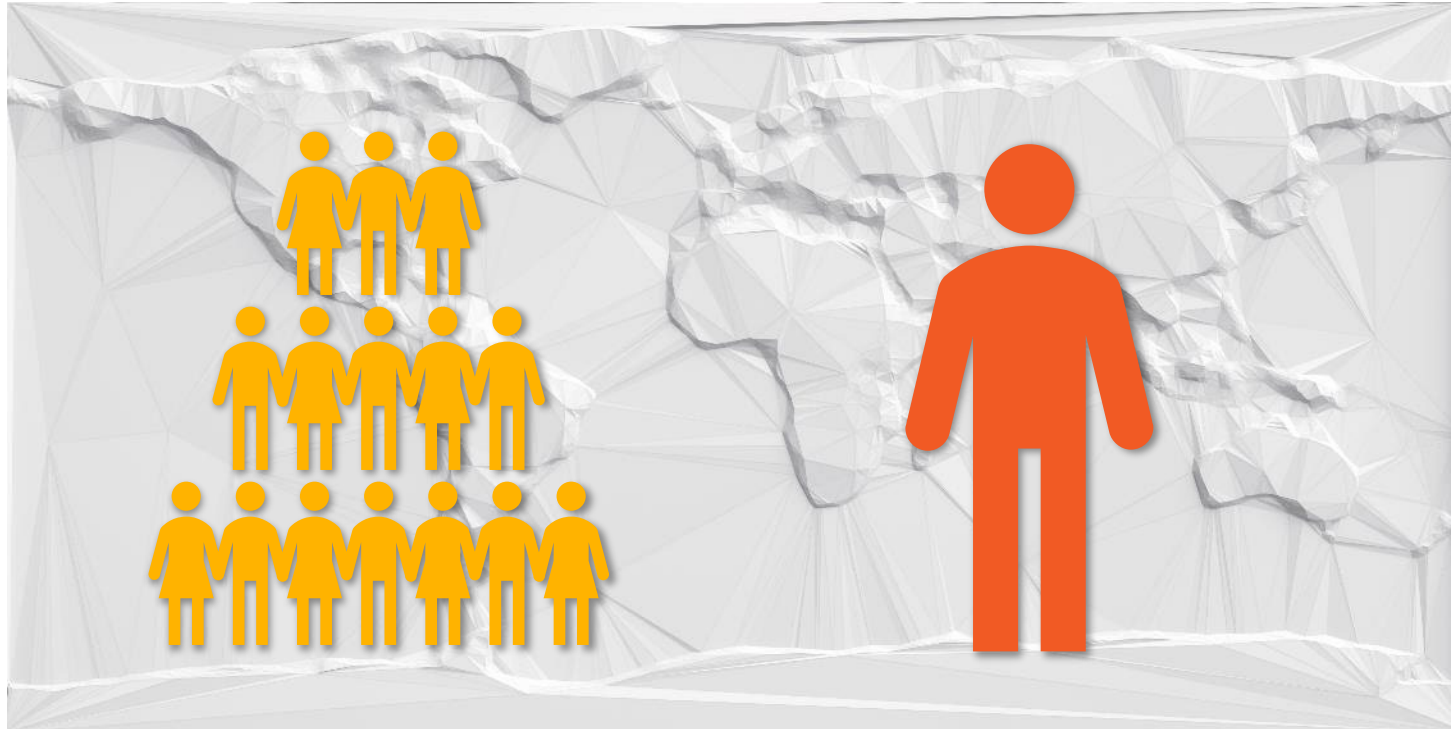
“A Community for Healthy
Living & Lifetime Care for 50+”

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



By 2050,
1 in 6 people
in the world

65+



Up from 1 in 11 in 2019

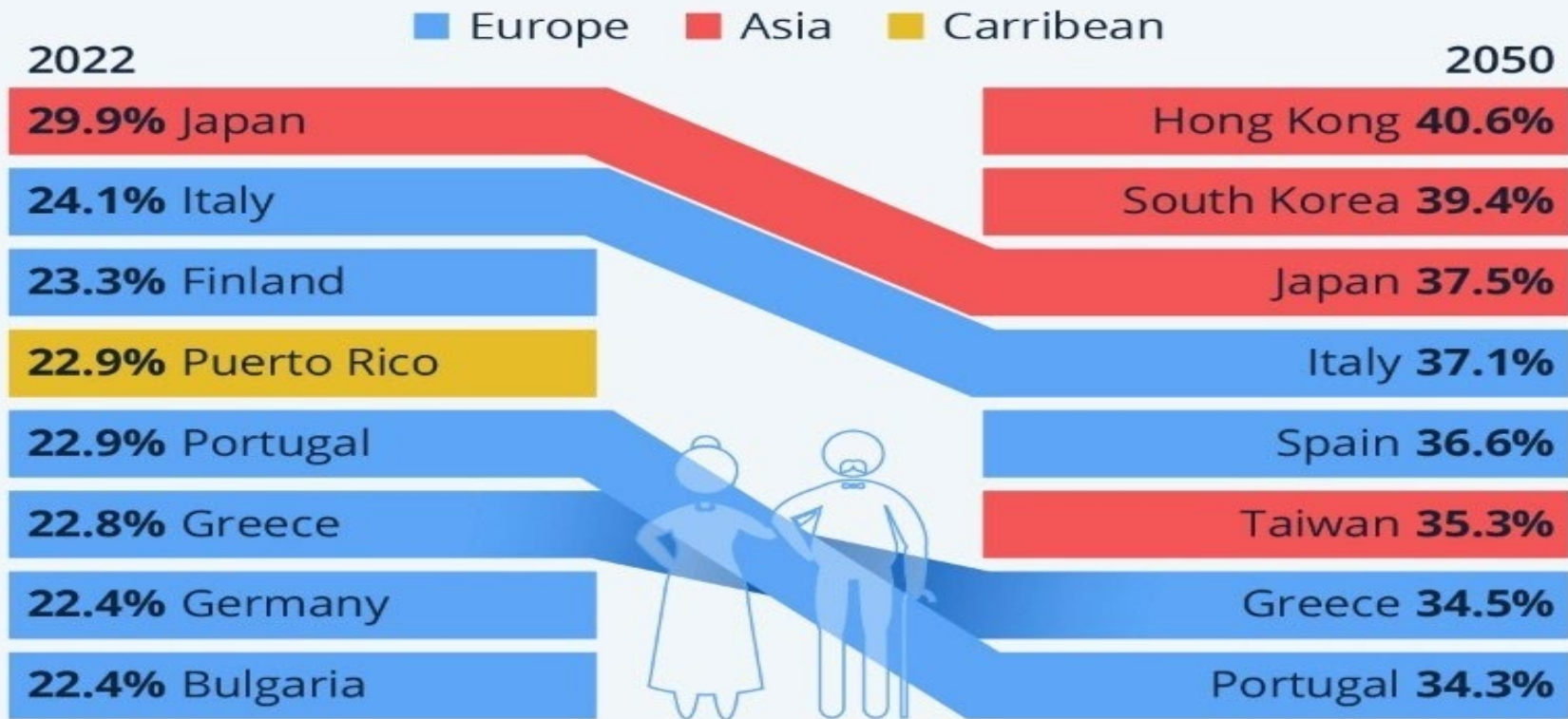
AGEING
SOCIETY



GLOBAL
PAIN
POINT

The World's Oldest Populations

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



* only includes countries/territories with a population of more than 1 million people

Source: United Nations Population Division



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

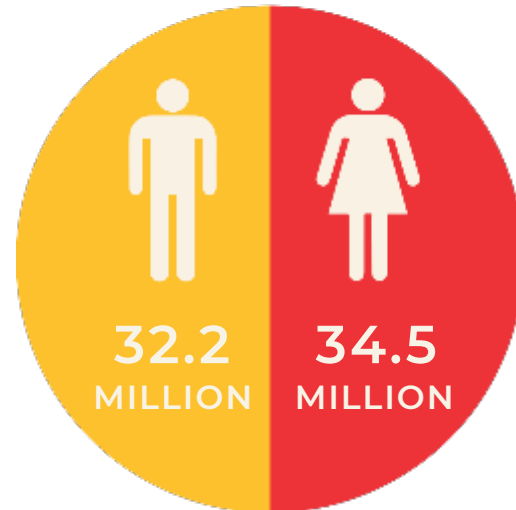
66.7 MILLION



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

EXPECTATIONS & PAIN POINTS OF OLDER PEOPLE

Home Design & Safety



Activities of Daily Living



Health & Wellbeing



Digital Divide/Digital Literacy



Loneliness/Social Isolation



Transportation & Mobility



Financial Considerations



Ageism



Caring & Carer Burden



Participation
(Workforce, Family,
Community)



A COMMUNITY FOR HEALTHY LIVING & LIFETIME CARE FOR

50+

OPERATED BY



Computer-generated imagery & reference images are for advertising purposes only.

ABOUT THE ASPEN TREE

- ✓ "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+

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

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”.



01

LIFETIME HOME



✓ Universal Design,
"Ageing-in-Place"
Concept

✓ For Convenience, Safety,
Wellbeing

LIFETIME HOME



02

LIFETIME ACTIVITIES



✓ Evidently proven preventive health & wellness activities and programs

✓ For Active ageing & Longevity

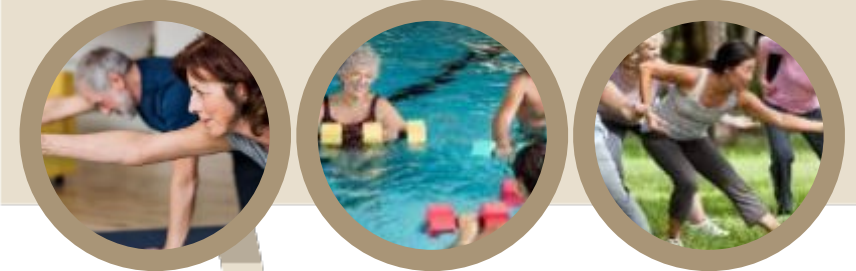
SOCIAL WELLNESS

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.



DAILY ACTIVITIES

FOR ACTIVE-HEALTHY
LIVING AND
LONGEVITY

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



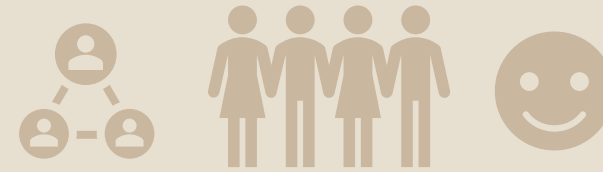
- ✓ 24/7 emergency support
- ✓ On-site primary care clinics
- ✓ Health insurance
- ✓ For Peace of Mind & Worry-Free

LIFETIME CARE



05

LIFETIME COMMUNITY



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

LIFETIME COMMUNITY





YOUR MOST BEAUTIFUL CHAPTER IN LIFE STARTS HERE





THANK YOU



LINE ACCOUNT

Imagine
HAPPINESS



IMAGINE A LAND OF EVERLASTING HAPPINESS
AMIDST A VAST BEAUTIFUL FOREST



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