

## **Gamechanger continues to raise stakes**

It was not called a “game changer” for nothing.

While highly regarded for the prestigious brands it has brought and the affluent personalities involved in its projects, Century Properties Group has indeed proven to be a strong proponent that provided many homebuyers a wide array of exceptional and sustainable developments, each catering to the different and demanding requirements of today’s modern lifestyle.

The company, under the strong leadership of business leader Jose E.B. Antonio, has not only allowed more Filipinos to experience the best of luxury brands globally. Century Properties gave the domestic market a wide array of choices—stunning, towering structures that provided homebuyers a chance to experience a more enhanced and sophisticated way of living.

Indeed, Century Properties has brought to the table more than just a change—but rather, better alternatives that benefited both the end consumers and the whole country as well.

From creating sensible structures that redefined one’s quality of life to putting the Philippines in the consciousness of the world by partnering with renowned personalities and brands such as Donald Trump, Paris Hilton, Versace S.P.A, Armani Casa, Philippe Starck and MissoniHome, Century Properties has achieved quite a feat, one that any game player cannot simply achieve.

Thirty years in the property business is no mean feat, especially since the real estate industry has seen the best and the worst of times, and has survived several downturns in the economic cycle. And it is perhaps through innovation, proper management and discipline that the company flourished.

Looking at the city skyline dotted with some of Century Properties ‘magnificent structures, one cannot help but gape in awe and admiration with what the company has carried out over the past three decades, with the help of its many dedicated people and the great minds behind the brand.

And to give you a glimpse of the company’s many achievements here are some milestones that’s set to further cement Century Properties’ place in the industry.

1986

Entrepreneur Jose E.B. Antonio established Century Properties Inc. and started operations as a real estate marketing firm with six employees and a humble capital. The period was February 1986—six days before the historic EDSA Revolution.

1989

The birth of Century Properties Management Inc., the country’s first independent real estate and property management company. Its first major client was the Pacific Star Building of the Republic of Nauru. CPMI has won many awards since its inception, including Facilities Manager of the Year for 2014 by Frost and Sullivan, and is the choice provider for top buildings and institutions including the BPI Buendia Center, the Asian Development Bank and Makati Medical Center.

1991 to 1994

Together with the Meridien Group of Companies, Century Properties started developing upscale condominiums.

These included French-inspired Makati developments called Le Triomphe (1991), La Maison Rada (1992), Le Metropole (1992), and Le Domaine (1994). Years later, it completed the country's first two medical arts buildings, which housed doctors' clinics—the Medical Plazas in Makati (1996) and Ortigas (1998).

2000

Entered the luxury condominium segment with the completion of Essensa East Forbes in Fort Bonifacio, which was awarded as the Best Residential Building in the Philippines. It was Century's first ever international collaboration, tapping the genius of the legendary Pritzker prize-winning architect I.M. Pei. Essensa still holds one of the highest property values in the residential market today.

2004

Launched its first large-scale house and lot development, Canyon Ranch in San Lazaro Leisure Park, Carmona, Cavite. A joint venture development with the Manila Jockey Club, Canyon Ranch is a masterplanned community spread out over 17 hectares with California ranch-inspired homes, a village center, clubhouse and scenic views of the San Lazaro race track.

2006

Expanded into large-scale mixed-use developments with its flagship Makati project, Century City. Through a consortium, Century won the bidding for the former International School property and developed its 3.4-hectare share into an eight-building integrated city within a city.

Launched its first ever Philippine real estate project in the United States called the Centurion, located on 33 West 56th Street, a premium residential address in central Manhattan and just a short distance from Central Park and Fifth Avenue. The project was built under the Antonio Development firm and designed by starchitect I.M. Pei.

2008 to 2010

Introduced the pioneering housing concept of fully-fitted, fully-furnished units, now considered an industry standard in the Philippines, through SOHO Central in the Greenfield District of Mandaluyong, South of Market in Fort Bonifacio, and Grand SOHO Makati in Salcedo Village.

Century went on to launch more innovative concepts with a goal of enhancing the overall quality of life of its Filipino and foreign clients through its distinctive, high quality and affordable properties. It entered the affordable to middle-income market segment with a bang when it launched the Azure Urban Resort Residences, the country's first man-made beach development, in Bicutan, Paranaque City, and a year later, Acqua Private Residences, the country's first residential eden in Mandaluyong City.

2011-2013

Started creating market disruptions with its major global brand partnerships with General Electric for the outpatient medical building Centuria Medical Makati; the Trump organization for Trump Tower Philippines; Versace Home for the amenity interior design of Milano Residences; the international style icon Paris Hilton for the design of the Paris Beach Club in Azure; MissoniHome for the amenity interior design of Acqua Livingstone residences; and the design firm yoo of Philippe Starck and John Hitchcox for Acqua Iguzu residences. The firm also completed its listing in the Philippine Stock Exchange during this period, and launched its first Quezon City development, the Residences at Commonwealth.

2014

Opened Century City Mall, the company's first retail development, and inaugurated the Paris Beach Club with Paris Hilton. This year also marked the announcement of Century's foray in Pampanga through Azure North residences with the House of David.

Century launched yet another major global brand partnership for the company, this time with Giorgio Armani's Armani Casa, for the amenity interiors of Century Spire residences. Ground Zero masterplan "starchitect" Daniel Libeskind flew to Manila to reveal his breathtaking architecture for the tower, and generously shared insights with Filipino architecture students.

2015

Under the listed company, Century completed 10 residential condominium buildings, consisting of 7,120 units with a total gross floor area of 513,656 sq.m.; and Centuria Medical comprised of 547 units and 74,103 sq.m. This is on top of the 19 buildings (3,768 units and 518,634 of GFA) that were completed prior to 2010 by the founding principals' Meridien Group of Companies.

The same year marked Century's joint venture agreement signing with Mitsubishi Corp. for the major win of Century Spire in the Asia Pacific Property Awards as the Philippines' best mixed-use development.

Through its subsidiary Century Limitless Corp., Century announced a partnership with AccorHotels, one of the world's most renowned hotel groups, for the management of the first Novotel Suites Manila.

Novotel Suites Manila at Acqua is a four-star, 310-unit all-suite hotel and residential mixed-used property in the sixth tower of Acqua Private Residences. Century's first hotel development is estimated to be completed in 2019. The launch was in line with Century's portfolio diversification into the allied real estate segments of leisure and tourism, which the company has identified as a structural growth area for the Philippine economy.

Century also introduced the Fractional Ownership Program, a first of its kind in the Philippines, which allows the purchase of preferred shares of Century Acqua Lifestyle Corp., a subsidiary of Century Limitless Corp.

Preferred shareholders under the program are entitled to customized luxury vacation and business stays in 152 units owned by CALC in Novotel Suites Manila at Acqua, the option to enjoy multiple vacation

destinations worldwide, hassle-free property management, and an annual return from the lease of the CALC-owned units.

2016

Six out of the eight planned buildings of Century City are now redefining the Makati skyline. These were the New York-inspired Gramercy Residences, the London-inspired Knightsbridge Residences, the Italian-inspired Milano Residences, the country's first medical mall—Centuria Medical Makati; Century City Mall, and Trump Tower Philippines.

Source: Philippine Daily Inquirer | November 12, 2016