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PHIRST PARK HOMES INC. REPORTS STRONG Q1 PRE-SALES

CPG-Mitsubishi joint venture firm pre-sells more than 600 units for Php 940 million

[April 2018] PHirst Park Homes, Inc. (PPHI) – the joint venture company of Century Properties Group Inc. (PSE: CPG) and the global business enterprise Mitsubishi Corporation – has announced that it pre-sold more than 600 housing units in the first quarter of 2019 with a sales value of Php940 million.

PHirst's three masterplanned communities in Tanza, Cavite; Lipa, Batangas; and its most recently launched 18-hectare development in San Pablo, Laguna contributed to the strong uptake.

"The strong first quarter pre-sales of PHirst Park Homes is proof positive of the demand for quality homes with the best value and competitive pricing. Developers have barely scratched the surface in addressing the country's housing backlog, and PHirst is doing its share by focusing on the huge demand in the Calabarzon and Central Luzon regions," said PPHI President Ricky Celis.

The company's inventory includes PHirst Park Homes Tanza, a 26-hectare horizontal community in Governor's Drive with 3,000 homes and a total sales value of Php_____; PHirst Park Homes Lipa, a 20-hectare development with 1,867 units valued at Php2.8 billion; and PHirst Park Homes San Pablo with 1,640 units totalling P2.7 billion.

The projects bear the signature 4Cs of the PHirst Park Homes brand: **Complete** and well-provisioned homes with a perimeter fence and gate, **Conceptive** amenities including an outdoor cinema, **Connected** living through WiFi zones and shuttle services, and a **Convenient** and simplified selling and buying experience.

PHirst units start at 40 square meters (Calista Mid and Calista End with 44 sqm and 60.5sqm lot areas, respectively), while a combined unit is at 80 square meters (Calista Duo with 121sqm lot area). A single-detached unit is at 54 sqm (Unna). All units are expandable on the second floor.

After Lipa and San Pablo, PPHI is set to launch more communities in north and south Luzon, which the company has identified as growth areas with a high concentration of OFW families, unmet demand for housing, and where infrastructure projects are in place. Within the next 4 to 5 years, PPHI will launch a total of 15 masterplanned communities in Calabarzon and Central Luzon with approximately 33,000 homes. #