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## FOR IMMEDIATE RELEASE

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## **PHirst Park Homes expands to Lipa, Batangas with Php2.8B development** *20-hectare property to launch 1,867 units*

[May 2018] PHirst Park Homes®, the first-home division and brand name of listed real estate developer Century Properties Group, Inc. (CPG:PM), has announced that it is launching a 20-hectare development in Lipa, Batangas with 1,867 units valued at Php2.8 billion.

The expansion comes on the heels of PHirst’s successful maiden launch in 2017 in Tanza, Cavite, which has sold 1,200 units with a sales value of Php1.4 billion.

“PHirst Park Homes raised the bar in the category of affordable home ownership by offering more value at very attainable price points. This is what we will make available in Lipa, where we are bringing our Tanza concept but with enhanced offerings,” said PHirst Park Homes President Ricky Celis.

Located in Barangay San Lucas, Lipa City, the development is close to two industrial parks: it is right behind the 470-hectare industrial park Lima Technology Center and a 30-minute drive from the Light Industry and Science Park III. Schools, dining outlets and leisure establishments are close by, with SM City Lipa an 18-minute drive away.

Loren Sales, the company’s Customer Management Group Vice President, said PHirst Park Homes Lipa will still feature the 4Cs, or superior values that describe the project as Complete, Conceptive, Connected and Convenient, but with a twist.

PHirst homes come “Complete” with a perimeter fence and gate, finished ceiling, flooring and bathrooms, a garden or carport provision and an expandable unit layout. “Conceptive” amenities provide a home-in-a-park experience, where residents get to enjoy health, fitness and community bonding activities. Residents will stay “Connected” to life’s essentials through Wi-Fi zones and easy access to modern conveniences. A simplified buying process also ensures a “Convenient” experience.

Four types of home configurations will be available. A 40-square-meter home starts at Php1.2 million with a Php9,000 monthly amortization.

“For Lipa, Batangas, we are highlighting the community’s Conceptive amenities by celebrating traditional Filipino games through activity nodes that invite families to rediscover the joy of outdoor play,” Sales said. Outdoor spaces will be dedicated to *piko* (hop pod), *patintero* (base pod), *taguan* (maze pod), *tumbang preso* (treble pod), and *holen* (marble pod), along with an outdoor gym, hike lane, biker’s lane and a jogging lane.



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The central amenity area will have a village clubhouse, adult pool, kiddie pool, kids' water play area, a children's playground, basketball area, Wifi area and an outdoor cinema.

With the country's housing gap reaching 6.5 million units in 2017, PHirst Park Homes seeks to contribute by adding new inventory of quality and future-ready homes to the market. For its expansion, the company continues to target the growth areas of CALABARZON and Central Luzon, where an estimated 33 percent of overseas Filipino employees come from. CALABARZON (Region IV-A) represents the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon. #