



21<sup>ST</sup> FLOOR PACIFIC STAR BLDG, SEN. GIL PUYAT AVENUE CORNER MAKATI AVENUE,  
MAKATI CITY, PHILIPPINES 1200  
TELEPHONE: (632) 793-5500 TO 04 FAX: (632) 811-5588

## **FOR IMMEDIATE RELEASE**

Contact:

Head of Communications: Terrie Fucanan-Yu: +63 917-8080914; +632 7935040; [terrie.yu@century-properties.com](mailto:terrie.yu@century-properties.com)

---

### **PHIRST PARK HOMES, INC. TO LAUNCH 4 PROJECTS BY 2019**

*CPG-Mitsubishi joint venture firm to rollout new developments in Laguna, Bulacan and Cavite as part of 15 projects planned for the next 5 years*

[September 2018] PHirst Park Homes, Inc., the joint venture company of Century Properties Group Inc. (PSE: CPG) and the global business enterprise Mitsubishi Corporation for affordable housing, has announced that it will roll out 4 new projects in Laguna, Bulacan, and Cavite by 2019.

These new developments are part of the 15 projects in PHirst's pipeline for the next 5 years. In total, 33,000 homes valued at Php57 billion will be launched over the same period.

PHirst Park Homes President Ricky M. Celis said the areas of Bulacan, Laguna, and Cavite have been identified by PHirst as growth areas where there is unmet demand for housing, purchasing power is high, and existing and planned infrastructure projects can spur future development and provide convenient linkages to other hubs.

"PHirst raised the bar in the category by offering more value at very attainable price points. As we are committed to provide complete and well-designed communities for more Filipinos we intend to develop in more locations very soon," Celis said.

The company is also exploring to develop mixed-use townships in select growth areas with sizes of at least 100 hectares. Such township communities will have retail, offices combined with housing and other modes of accommodations.

PHirst Park Homes debuted in the market in 2017 with the successful PHirst Park Homes Tanza in Cavite, which has already sold out its first phase with 1,200 units valued at approximately Php1.4 billion. Around 600 units of single attached models and town homes are scheduled for completion in 2018.

In June 2018, it launched PHirst Park Homes Lipa, a 20-hectare development in Lipa City, Batangas with 1,867 units valued at Php2.8 billion.

The PHirst Park Homes brand is known for its 4Cs: Complete, Conceptive, Connected and Convenient. The homes are 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 residents with community bonding activities. Residents 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 for home buyers. #