



21ST FLOOR PACIFIC STAR BLDG., SEN. GIL PUYAT AVENUE CORNER MAKATI AVENUE,
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FOR IMMEDIATE RELEASE

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Century Properties inaugurates Century City Mall today *Makati City's newest lifestyle center in close to 10 years*



[March 24, 2014, Makati City] **Century Properties Group, Inc.** [CPG:PM] today formally opened **Century City Mall**, the listed property firm's first retail development within the masterplanned development Century City in Kalayaan Avenue, Makati. Century City Mall is the newest mall to open in Makati in close to 10 years. Present at the ribbon cutting ceremony were (from left) Century City Mall General Manager Graham Coates, Century Properties Independent Director Washington Sycip, Century Properties Executive Chairman of the Board Jose E.B. Antonio and wife Hilda Reyes-Antonio, Makati Mayor Jejomar "Jun Jun" Binay, Jr., Makati 1st District Rep. Monique Lagdameo and Century Properties President and CEO Jose Marco Antonio.



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[March 24, 2014, Makati City] **Century Properties Group, Inc.** [CPG:PM] today formally opened **Century City Mall**, the listed property firm's first retail development within the masterplanned development Century City in Kalayaan Avenue, Makati.

The said retail development, with a construction cost of Php1.4-billion, is the newest mall to open in Makati City in close to 10 years, and is called the **Mall of Modern Makati** for its unique architecture and good mix of Filipino and global retail and dining establishments.

"Century City Mall serves as an exciting new complement to the current retail centers in Makati City. The general reception during our soft launch last month showed that people are very much open to new retail concepts and are excited to see a public space that is architecturally distinct," said **Mr. Graham Coates, the General Manager of Century City Mall**.

At the mall's ribbon cutting ceremony on Monday, Coates was joined by **Century Properties Executive Chairman of the Board Jose E.B. Antonio and wife Ms. Hilda Reyes Antonio, President and CEO Marco R. Antonio, Makati City Mayor Jejomar Erwin Binay, Jr. and Rep. Monique Lagdameo** of the First District of Makati.

Century City Mall is one of four developments that Century Properties has scheduled for completion in 2014, along with the recently-turned over St. Tropez tower and Paris Beach Club at the Azure Urban Resort Residences in Paranaque City, and Centuria Medical Makati, which will be completed by the end of the year.

The five-level lifestyle center has a gross floor area of 50,000 square meters and 17,000 square meters of net leasable space, of which 99% has been leased out.

Century City Mall forms part of Century Properties' pipeline of projects that are expected to transform the Company from being a premiere residential developer to a more diversified property company that will have significant recurring revenue streams in the near to mid-term.

Experience the Mall of Modern Makati

Century City Mall is accessible via Kalayaan Avenue near the corner of Salamanca Street, as well as General Luna Street coming from Makati Avenue (near A Venue). Valet services are available and three basement floors are open for visitors' parking.

Free Wi-Fi service is available throughout the mall.

Upon entry, shoppers are assisted by the **Century City Mall Concierge**, whose services go beyond the standard information assistance to provide guests a personal tour of the mall, personal shopping assistance, transportation arrangements, and table reservation assistance in any of the mall's restaurants.

Grocery shopping can start as early as 9 a.m. at **Rustan's Supermarket**, located at the lower level. Also open are fashion and beauty stores **Desigual, Zen Nutrients, Fresh/H2O, Beauty Bar,**



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Watsons, Crabtree & Evelyn, Hush Puppies, Izod, Swarovski, Marc Coblen and TW Steel. Children's fashion and accessories store **Chibi Momo** is open on Level 2 as well as **Toys R' Us**.

For food and dining options, there is **XO46 Bistro Filipino, Pepper Lunch, Ikkoryu Ramen, Early Bird Breakfast Club, Starbucks Coffee, TWG Tea, Isla Café, Azurro Bistro and Restaurant, 12 Cupcakes and Mochi Sweets.**

Planet Sports, Nike and Res-Toe-Run are open to shoppers looking for athletic gear and active wear accessories.

One of Century City Mall's main draws on its third level is its four **100-percent digital projection cinemas**, one of which is the **Premiere Cinema** equipped with 60 fully-automated leather seats, and a **7.1 Dolby Atmos Surround Sound** system. This is directly connected to the **Premiere Lounge**—a space for cocktails and parties with optional butler service.

At the cinemas on Level 3, **Taters**, a franchise of the famous **Toby's Estate** coffee, as well as **ChaTime, Kimukatsu and Ikkoryu Fukuoka Ramen** are open. **CaliBurger** is also serving customers on Level 4 – the popular US burger joint's first branch in the Philippines.

Also open are **Dimensione, Samsonite, Blue Carreon Home, Howards Storage World, True Value, Healthy Options, Sony, Studio Fix Salon, Myst** cigarette store and **Alter To Fit**.

New stores that are expected to open today include **IHOP, Greek Yogurt, Shiseido, The Face Shop and Coffee Bean and Tea Leaf** on the ground floor. **Bench Edited** and **Le Optique** are also scheduled open on the second level, as well as **Dyson** on the third level.

Green space, social space

The al fresco dining center at Century City Mall's fourth level is also worthy of note. Designed with a green wall, the space promotes natural ventilation and vegetation that filter the air and reduce local temperature. Its centerpiece is a **fully interactive multimedia water spectacle**, which will showcase fully programmed, choreographed music, light and water shows once daily and twice on weekends.

"Our interactive water spectacle is a focal point of Century City Mall's al fresco area as a social space. **Created by the same team that developed the water fountains at the Sands Macao Hotel and The Landmark in Hong Kong**, this special water show is another reason for kids and families to visit the mall," Coates said.

The al fresco area will open more dining establishments soon, including the food concept **Hole in the Wall**.

The entire fourth and fifth levels open up to generous views of bustling Makati. Breathtaking views can be further enjoyed at the **Century City Mall Events Center** on the fifth floor, where the



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Makati skyline can be seen from the event venue's floor-to-ceiling glass design. The Events Center is now accepting reservations for corporate events and special occasions.

Known in the property industry for its portfolio of premium residences and partnerships with international brands, Century Properties said it aims to pass on its 28-year tradition of building life-enhancing projects to its retail developments.

Coates added: "Century City Mall is proof of Century Properties' commitment to building quality spaces that people will enjoy, passing on its tradition of innovation from residential concepts to retail properties. We will keep improving the experience in our mall as we continue to open more stores in the coming weeks."

Century City Mall is a key addition to the company's 3.4-hectare masterplanned Makati development, Century City, which is home to Century Properties' upscale high-rise residential and office structures—the Gramercy Residences, Knightsbridge Residences, Milano Residences, Trump Tower, Century Spire, Forbes Media Tower, and the IT-medical outpatient building Centuria Medical Makati.

Century Properties Group, Inc. is a forerunner of premium real estate developments in the Philippines. Since it was founded 28 years ago, Century Properties has transformed close to a million square meters of space into premier residential and office developments in and outside Metro Manila. Its name has become synonymous with quality real estate projects that showcase the best of innovations and world-class design, with a desire to contribute to the transformation of the Philippines into a global destination. #