

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c)(iii) THEREUNDER**

1. Date of Report (Date of earliest event reported): **21 July 2017**
2. SEC Identification Number: **60566**
3. BIR Tax Identification No. : **004-504-281-000**
4. Exact name of issuer as specified in its charter:

CENTURY PROPERTIES GROUP INC.

5. Province, country or other jurisdiction of incorporation: **Metro Manila**
6. Industry Classification Code: (SEC Use Only)
7. Address of principal office/Postal Code: **21st Floor, Pacific Star Building, Sen. Gil Puyat Avenue corner Makati Avenue, Makati City**
8. Issuer's telephone number, including area code: **(632) 793-8905**
9. Former name or former address, if changed since last report: n/a
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA:

Title of Each Class

Number of Shares of Common Stock
Outstanding and Amount of Debt
Outstanding

Common Shares

11,599,600,690 Common Shares
100,123,000 Treasury Shares

11. Indicate the item numbers reported herein: **Item 9**
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Item 9. Other Events / Material Information

Century Properties Group Inc. would like to inform the Honorable Commission that the Company has seeded today, 21 July 2017, a press release entitled:

Century Properties reports successful sales of *PHirst Park Homes*® *Tanza*

83% of Phase 1 sold as of mid-July 2017

Attached is the Press Release for reference.

The Company fully undertakes that it shall furnish the Honorable Exchange all material documentation and filings for the aforementioned transactions.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CENTURY PROPERTIES GROUP INC.

By:



ATTY. ISABELITA CHING SALES

Chief Information and Compliance Officer



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FOR IMMEDIATE RELEASE

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Century Properties reports successful sales of *PHirst Park Homes® Tanza* 83% of Phase 1 sold as of mid-July 2017

[July 2017] 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 has successfully reached net reservations of 83% in the first phase of its 26-hectare maiden development in Tanza, Cavite.

Approximately 860 units of the total of 3,000 units planned in the property were sold as of mid-July 2017 since the brand launched on May 27, generating net reservations valued at approximately Php1.071 billion.

PHirst Park Homes® attributes the fast unit take up to the market's demand for quality housing in the price range of Php1 to 3 million. Locally-based buyers mostly from the CALABARZON area (Cavite Laguna, Batangas and Quezon) dominate the sales by close to 60%. This was followed by Filipinos working overseas, who were tapped by Century's strong marketing presence abroad. These buyers are mostly end-users looking for a home to raise their family, or to retire in, shared Ricky Celis, President of PHirst Park Homes®.

"We are optimistic that the sales momentum will be sustained as we are set to open the second phase of the Tanza property soon," he added.

Accessible via Governor's Drive, one of the major highways in Cavite, and about 5 minutes away from SM City Trece Martires, PHirst Park Homes® Tanza was well-received by the market for its attractive features and great value.

With an attainable monthly amortization starting at Php9,000 a month for a 40-square-meter home, the buyer receives a "Complete" package – a townhouse or single-attached unit with a perimeter fence and gate, finished ceiling, flooring and bathrooms. The house design provides for future space expansions, and garden or carport space is included.

The development introduces "Conceptive" amenities by offering a home in a park experience, where amenities go beyond the basics to provide opportunities for health, fitness and community bonding activities. To stay "Connected" to life's essentials, Wi-Fi zones and a shuttle system will be available to residents. PHirst's simplified process ensures our buyers of a "Convenient" and distinct experience in choosing their first home.

Century Properties has identified the first homebuyer market as one of the two allied real estate segments for its Century 2020 business expansion, with the other being leisure and



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tourism. The company's foray into quality first homes seeks to address the strong housing demand in the segment of the expanding middle class in the Philippines, which largely benefit from the surge of overseas Filipino remittances, the growth of the BPO industry and shift towards smaller households due to rising incomes.

“By 2020, PHirst Park Homes is expected to generate about a third of Century Properties' revenues and income. As it ramps up its projects in this segment, it is in the process of closing deals to increase its landbank in strategic locations such as Cavite, Laguna, Bulacan, and Batangas.”

PHirst Park Homes® is a joint-venture partnership of Century with the global integrated business enterprise, Mitsubishi Corporation. #