

PARK CENTRAL

Premium office space at the center of it all. Make it yours.



VISION

- We envision Park Central to be the **“building of choice” for the Cebuano** business community and for BPO locators seeking Class A office space.
- It will have an iconic and sustainable design, and will be a popular sight in the Cebu IT Park skyline.
- Not just an office location, but a destination – with new and exciting retail options for Cebu.

Prime Office
Space

in a 24/7
Destination

For You to
Invest or
Own.

LOCATION



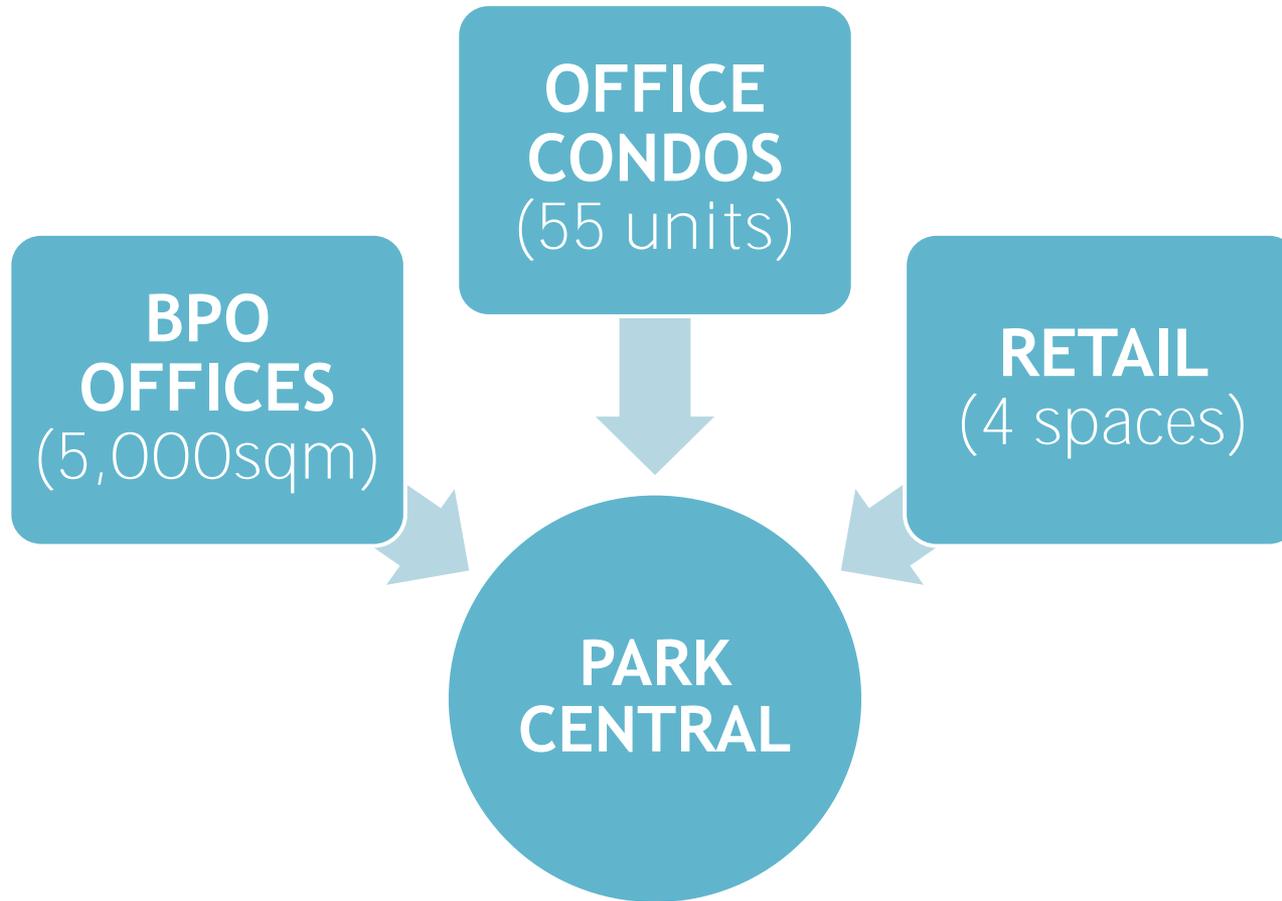
Park Central

Make it yours



Site Map

DEVELOPMENT PLAN





PARK CENTRAL

Premium Office Space at the Center of It All.

- Basement Parking
- Ground Floor Retail & Lobby
- 2nd to 4th Parking
- 5th to 9th BPO
- 10th to 17th Office Condos
- 18th to 19th Office Penthouse
- Amenities
- 20th Roof Deck



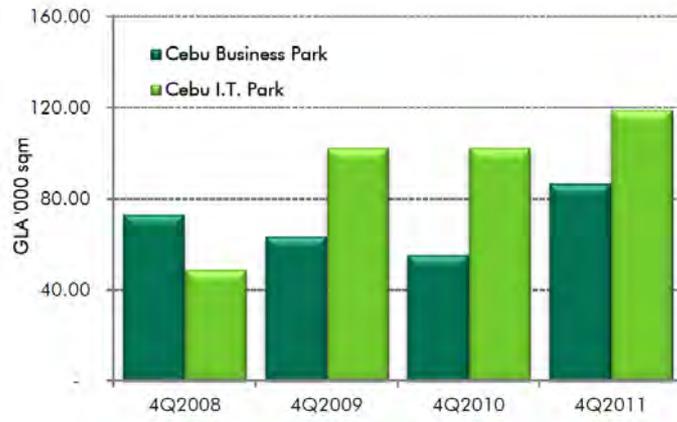
WHY INVEST IN OFFICES

@ the CEBU IT PARK?

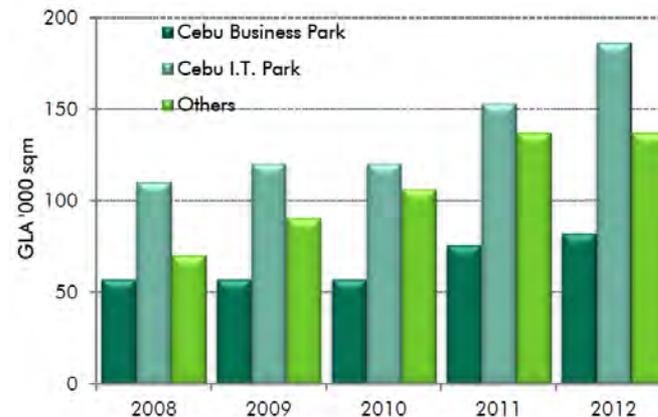
Office Stats

Business District	Vacancy Rate %	New Supply in 2011	Upcoming Supply in 2012	Average Asking Lease Rate 2H2011	Average Asking Lease Rate 1H2011
Cebu Business Park	14.55%	18,586	6,536	454.92	448.32
Cebu I.T. Park	1.37%	32,645	33,200	479.10	462.32
Others	22.90	30,765	5,740	407.78	376.27

Occupied Space



Office Supply



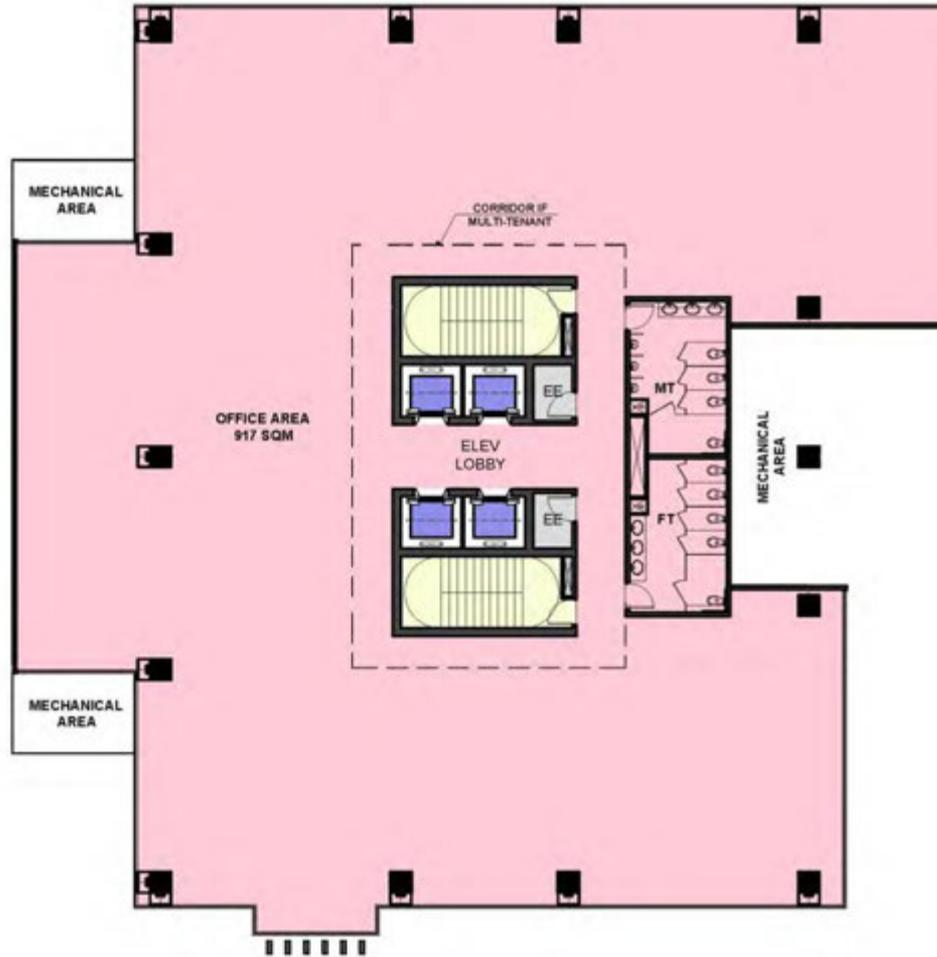
GROUND FLOOR LAYOUT



- UTILITIES
- PARKING SLOTS
- COMMON AREA
- RETAIL
- LIFT
- OFFICE
- AMENITIES

FLOORPLATE: 831.62 SQM
CORE: 75.48 SQM
COMMON AREA: 110.07 SQM
RETAIL: 646.07 SQM
AL FRESCO: 128.83 SQM

BPO FLOOR LAYOUT



- UTILITIES
- PARKING SLOTS
- COMMON AREA
- RETAIL
- LIFT
- OFFICE
- AMENITIES

FLOORPLATE: 981.97 SQM
CORE: 75.48 SQM
OFFICE: 906.49 SQM

OFFICE CONDO LAYOUT (10th-17th)



- UTILITIES
- PARKING SLOTS
- COMMON AREA
- RETAIL
- LIFT
- OFFICE
- AMENITIES

FLOORPLATE: 715.40 SQM
CORE: 64.45 SQM
COMMON AREA: 101.05 SQM
OFFICE: 549.90 SQM

OFFICE PENTHOUSE FLOOR LAYOUT



FLOORPLATE: 584.58 SQM
CORE: 64.45 SQM
COMMON AREA: 142.50 SQM
OFFICE: 303.19 SQM
RETAIL: 74 SQM

FEATURES & AMENITIES

- High-Ceiling Lobby
- Grand Retail Area
- Sleek Glass Exterior
- Substantial Natural Lighting
- 4 – High Speed Elevators
- 100% Back-up Generator
- 147 Parking Slots
- Executive Lounge/Bar
- Sky Deck w/ Water Feature
- Roof Deck



PRICING

AREA (SQM)	CAPACITY	SELLING PRICE
53	8	5,035,000 – 5,300,000
62	10	5,890,000 – 6,200,000
73	12	6,935,000 – 7,300,000
88	14	8,396,000 – 8,800,000
105	16 – 18	9,975,000 – 10,500,000
PH (112)	18 – 20	11,984,000
PH (182)	28 – 30	19,474,000
COMBINED		

- Selling price is inclusive of 12% VAT
- Parking slots will be sold at 600,000 each
- Parking slots will also be available for lease at 3,000 per month
- These are indicative prices only
- Capacity is based on a 1 employee to 6.5 sqm ratio

FINANCING OPTIONS

1) 30% DP / 70% BANK FINANCING

AREA (SQM)	SELLING PRICE	EQUITY (30%) over 24 mos.	BALANCE (70%) via Bank Financing
53	5,035,000	1,510,500	3,524,500
		63,000 / month	37,000 / month

2) DEFERRED CASH

AREA (SQM)	SELLING PRICE	EQUITY (100%) over 24 mos.
53	5,035,000	209,791 / month

3) SPOT CASH

10% Discount

4) SPOT DOWNPAYMENT

5% Discount

INVESTMENT ANALYSIS

OPTION 1: BUY OFFICE CONDO (53 sqm worth 5,035,000)

OPTION 1:	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12
Equity (30%)	(755,250)	(755,250)										
Amortization (70%)			(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)
Sale (Year 12)												8,559,500.0
Net CashFlow	(755,250)	(755,250)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	(561,334)	7,998,166
NPV	(1,433,983)											

OPTION 2: RENT OFFICE SPACE (53 sqm at 550 pesos/mo.)

OPTION 2:	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12
Rental Expense	(349,800)	(367,290)	(385,655)	(404,937)	(425,184)	(446,443)	(468,765)	(492,204)	(516,814)	(542,655)	(569,787)	(598,277)
NPV	(2,602,446)											

Comparison b/w owning a 50 sqm office unit and renting a 50 sqm unit.
 Rental is more expensive in the long term.
 Buying an office condo offers greater value on a net present value basis.
 Asset Value can appreciate over time.

TARGET TIMELINES

