

THE VIBE

VOL 1 • ISSUE 2

YOUR
GUIDE TO
MODERN
LIVING IN
THE SOUTH

LIVE

LANDMARK &
DECATHLON
NOW OPEN!

WORK

PARKWAY
CORPORATE
CENTER
A SMART, GREEN
WORKSPACE

PLAY

ENDURANCE
WEEKEND
ON ITS
5TH YEAR

PRIMED FOR PROGRESS

BUILDING A CITY
WITH
BUSINESS LEADERS



**GREAT
LEADERS
SEE
SUCCESS
BEFORE IT
HAPPENS.**

BE A VISIONARY.

Join us as we shape the south with a future-ready
business city that harmonizes work and play seamlessly.

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FILINVEST CITY
Inspiring Possibilities

A HOME FOR BUSINESS

Through the years Filinvest City has proven itself as the premier Central Business District (CBD) in the Metro South. I owe a huge part of our success to our team's firm commitment and passion to build a city that enriches lives and inspires new possibilities. It is with pride that I say Filinvest City continues to be a work in progress that was built with the fundamental basics: *well-planned residential, business, leisure, learning, medical and wellness zones complemented with wide roads, spacious sidewalks, impressive underground facilities, notable infrastructures, and most importantly unrestrained landscapes and flora.* Elements that work together to form a cohesive, dynamic, and breathing city that everyone deserves.

In 2016 we were honored with the Best Mixed-Use Development Award by the Asia Pacific Property Awards. Industry reports also show we have been enjoying a steady growth rate over the past five years of 9% and 15.4% for office capital and land values respectively. Furthermore, office rental rates indicate an impressive compounded annual growth of 6.3%. These figures and award have helped solidify our position in the fast-evolving real estate environment. Now more than ever, Filinvest City is staying ahead of the game.

In this issue, we wish to pay homage to the real stars of our success—**our valued business locators.** From top international and local corporations to small and large entrepreneurs and to the thriving startups who call Filinvest City their home. With their trust and support, they have helped shaped a healthy business community that has become a benchmark in Metro South. Not only are we a leisure destination but we are a niche for economic growth, corporate success, and employment.

We have always built with a purpose and for Filinvest City it seems our purpose is fast unveiling. We look forward to reveal more developments soon. In the meantime, please enjoy this issue and learn more about the city a lot are calling *home*. Happy reading!

Josephine Gotianun Yap
PUBLISHER

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A BUSINESS CITY IN BLOOM

Covering over 244 hectares of prime property, Filinvest City is the premier address in the Metro South where business is set to boom. Thanks to its dynamic foundation, unique location and accessibility, it has become the perfect address where business can thrive.

While it shares the same markers of success of other established metros—a true economy and dynamic development, Filinvest City stands in a class of its own as a Garden City. It lends great focus on creating an environment that is both invigorating and conducive for growth.

While other cities aim to fill every square inch with commercial, profitable space, Filinvest City believes in smart urban design and open spaces, which lend greater value to the property.

BOOMING IN BUSINESS

While laidback and relaxed in its feel, Filinvest City is in every aspect a modern CBD, boasting modern facilities and amenities that help redefine the experience of living and working in the city.

Throughout the day, its population grows exponentially, welcoming the thousands who flock to the city for work. And Filinvest City is able to keep a relaxed, open feel of environment that many professionals, residents, and stakeholders appreciate, thanks to its use of smart urban design and green, open spaces.

With pocket gardens, bike lanes, natural bird habitats, and sprawling event grounds, Filinvest City is successfully persuading more and more multinational corporations and local enterprises to take root in the Metro South.

INTEGRATED LIVING

Filinvest City, as a fully integrated and self-contained community, offers the balance many seek. It is a residential haven, business central, leisure destination, learning and education zone, and medical and wellness hub all rolled into one.

Divided into distinct districts, each economic zone contributes to the overall competitiveness of the CBD. Professionals can easily make their way to and from these districts by taking the FC 360 E-Jeep, a unique and modern transport system that is one of the many sustainable measures that Filinvest City has adopted in its mission to become a greener, eco-friendlier development.

Through this measure, Filinvest City has become a dynamic township, welcoming a diverse mix of businesses and companies—from multinationals to BPOs, hotel chains, and SMEs—who contribute to the healthy local economy.



FILINVEST CITY, AS
A FULLY INTEGRATED
AND SELF-CONTAINED
COMMUNITY,
OFFERS THE BALANCE
MANY SEEK.

A DIVERSE LOCAL ECONOMY

Highly accessible via Metro Manila Skyway, South Luzon Expressway, Alabang-Zapote Road, Daang Hari Road, Muntinlupa-Cavite Expressway, and Old National Highway, Filinvest City's accessibility promises ease of movement not commonly available in other business districts. As a CBD primed for corporate and career growth, it offers businesses unique accessibility. In a few quick minutes, be in Taguig, Makati, Las Piñas, and Parañaque, as well be connected to the other burgeoning Metro South communities in Laguna, Batangas, and Cavite. Soon, accessibility will be further enhanced with the completion of other infrastructure projects, including the SLEX-NLEX integration via the Skyway.

Filinvest City presents investors and business leaders a better alternative to other more established CBDs as it offers competitive capital values, upward value potential and a higher return of investments.

As many businessmen know, success is based on a number of considerations—thoughtful development, convenient location, accessibility, potential for growth, public trust and many more. And in Filinvest City, you can find it all. Here, discover the prime environment that will power your business to progress. 🌱



FILINVEST CITY QUICK FACTS

Filinvest City has cemented its position as a premier Garden CBD of Metro South, commanding land values reaching ₱230k/sq.m net, representing up to

**248%
GROWTH
IN LAND
VALUES
OVER THE
LAST FIVE
YEARS***

This translates to more than 200% jump in accommodation values from ₱9.2k/sq.m to ₱23.1k/sq.m.

Development in Filinvest City has seen an uptick with almost 50 buildings completed or has commenced construction from 2012 to date.

RETAIL

GROSS FLOOR AREA BUILD-UP:

495,000 sq.m*
(61% growth*)

- SOON TO RISE: 92,000 sq.m**
Festival Mall Alabang expansion and The Landmark

LAND AREA

**244
HECTARES**

SUSTAINABILITY

- Spectrum Linear Park
- Bike Lanes
- FC 360 Eco-Loop for in-city commute
- Waste Management System
- Energy Reduction and Water Conservation Program
- Plant Nursery
- Greenway Systems

RESIDENTIAL

GROSS FLOOR AREA BUILD-UP:

235,000 sq.m*
(25% growth*)

- TOTAL NO. OF UNITS: 3,000
From Studio to 5-bedroom units
- SOON TO RISE: 152,000 sq.m**

TRAVEL ACCESS

- Skyway with Filinvest Entry and Exit
- SLEX with three Entry & Exit points: Filinvest South Station, Filinvest Interchange Exit & Alabang Exit
- Alabang-Zapote Road
- Daang Hari via MCX Exit at SLEX
- Old National Highway

RECENTLY COMPLETED

- Westgate Center Renovation
- Festival Mall Alabang Riverpark and Water Garden
- Crimson Hotel
- Commercenter Alabang
- Spectrum Center
- Filinvest Tent

OFFICES

GROSS FLOOR AREA BUILD-UP:

534,000 sq.m*

CURRENT LEASE RATES:

₱700/sq.m*

NORTHGATE CYBERZONE

- GROSS FLOOR AREA BUILD-UP: 364,000 sq.m (101% growth*)
- NO. OF BUILDINGS: 19 (ranging from 3 to 19 floors)
- REGISTERED COMPANIES: 51 local and multinational
- SOON TO RISE: 84,000 sq.m**

FILINVEST CITY BUSINESS DISTRICT

- GROSS FLOOR AREA BUILD-UP: 170,000 sq.m (38% growth*)
- SOON TO RISE: 12,000 sq.m**

LANDMARK EXPANDS IN THE SOUTH

Filinvest City, while known for its dynamic and diverse roster of exciting startups and tech enterprises, is also home to longstanding, established institutions like The Landmark, which are seeking new ways to grow their name in the booming Metro South.

➔ Every Manileño knows Landmark, that iconic department store and supermarket that has become one of the key anchors of many CBDs. Established in 1988, Landmark defined the retail culture and opened its second store in Quezon City in 2007. Now, it has expanded further with its third branch, located within the expansive Festival Alabang.

“As a company, it was strategic to expand in Filinvest City as it’s an under-tapped market for us,” says Teddy Keng, Executive Vice President and General Manager of Landmark. “We’ve nurtured great relationships and have built a good, credible name. Today, Landmark is one of the most trusted names in retail, and we are very happy that people have been patronizing our store for their grocery and food needs.”

“With our partner, we would like to cater to more people, bringing our services and goods to the Metro South,” he adds.

In Alabang, Landmark has found a great retail partner in Festival Alabang, the largest shopping center in Southern Metro Manila with a gross floor area of 388,600 square meters.

Within Landmark Alabang’s 60,000 square meters, designed by Seattle-based design firm MADesign, shoppers can find an exciting array of apparel, shoes, bags, accessories, furniture

“

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WE WOULD LIKE TO
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AND GOODS TO THE
METRO SOUTH.



and home décor, cosmetics and body care, stationery, and more! Also, they can delight in the many dining options found at the food court, as well as another Landmark icon, Via Mare, which brings Pinoy favorites to shoppers.

“The Metro South is a unique market. Whereas the Makati crowd is always on-the-go and more attuned to a fast-paced lifestyle,

here, we’ve noticed that the people are more laidback and family-oriented,” shares Keng. “At Festival Alabang, you will see families do their bonding over shopping in our supermarket and eating at the Food Court.”

Filinvest City is the new, exciting address for fast-rising business and retail, and Landmark Alabang is happy to come onboard. 🍷



GET ACTIVE WITH DECATHLON

A site and shop for the sports-driven

➔ Decathlon, one of the world's largest sporting goods retailers, finds for itself a fitting, new address in a home for active individuals.

Catering to the active community's needs, Decathlon is "making sports accessible to many" by providing the most complete line of equipment and sportswear essentials. From basketball hoops to snorkeling masks, running shoes to waterproof backpacks and more, Decathlon has the widest range of goods for over 80 types of sports and activities.

With more than 1,200 stores in over 30 countries, Decathlon strengthens its hold in the country with the opening of its flagship store in Festival Alabang, last June 30.

"We loved the feel and vibe of the Metro South, which is why we chose Festival Alabang to become our partner in building our first branch," begins Thomas Schermann, commercial leader and store manager of Decathlon Philippines. "When first considering a location for our flagship, we were looking for a place where the concept of Decathlon could be fully realized and guaranteed."

"We needed a big sales area, an external playground, a space with good visibility, a competitive rental rate, and spacious parking as Decathlon is known to be a destination store. Festival Alabang provided all that we needed and more."

"It is the ideal location for a brand such as Decathlon, because Alabang is not only a business district, it's home to one of the biggest growing sports-driven communities in the country. This is a place where people live and play—not just work. Also, the environment is more eco-friendly, with less density of buildings and a lot of green spaces. This is the big asset of Filinvest City."

Decathlon, as a lifestyle brand, wants to be part of these people's lives. "We understand the need for balance, and the importance of play and exercise in your daily routine. We want to be your long-term sports partner, and so for those living in the Metro South, find us at Festival Alabang," ends Schermann.

For more information, visit decathlon.ph ♥

“
WE UNDERSTAND
THE NEED FOR
BALANCE, AND THE
IMPORTANCE OF
PLAY AND EXERCISE
IN YOUR DAILY
ROUTINE.”

PICKS FOR THE PALATE

The food culture in Metro South thrives with such vibrancy, with new dining concepts and old, well-loved restaurants popping up to delight the gourmands and the adventurous foodies of the city.

➤ Filinvest City sits at the center of this community, hosting a slew of dining destinations found at Festival Alabang and its extension, the River Park, which offers a “river-side,” al-fresco dining experience.

Restaurateurs—inspired and empowered by the great reception of the food community in Metro South—are heading to Alabang, exploring the great opportunities to cater to the insatiably curious.

Here, find a diverse mix of new, up-and-coming restos that are delighting diners with their refined concepts, as well as more established restaurants that have become true favorites of every Filipino.

Take a seat, book a table, and allow yourself to indulge.



Ribeye Steak



Salami Caprese



Oyster Rockefeller



Vince's Salad with Balsamic Vinaigrette

MATÌ'S MEAT AND BREAD

For a full, hearty meal, head to Matì's Meat and Bread, a subsidiary of the renowned Melo's Steakhouse. At Matì's, satiate your want for thick, juicy steaks with premium picks of Certified Angus beef from the world's best. Try the Wagyu Rib Eye or Sofia's BBQ Pork Ribs which are worth every penny. For something lighter but equally satisfying, try the Norwegian Salmon viands in Lemon Butter or Teriyaki with Wasabi Mayo Sauce. Other sumptuous dishes await, which tickle the taste buds and explode with flavor. Matì's offers a fusion of the familiar and the new, with classic dishes reinterpreted into delicious plates that diners will keep coming back to.

➤ Unit B2, River Park
Festival Alabang Expansion
Telephone: (02) 847 2273



L'ÉPICERIE GOURMANDE

Find yourself transported to the romantic cafes of Paris through L'Épicerie Gourmande, found at the River Park. L'Épicerie, which means “the little spice shop around the corner,” is the one-stop food boutique, which brings together the most popular products not only from France, but from around Europe.

From decadent chocolates, exquisite wines, French cheeses, pastas and charcuterie hams and sausages, L'Épicerie brings you the best of France. Shop for great finds that you can take home with you, or pull up a chair and enjoy a relaxed, Parisian afternoon feasting on L'Épicerie's divine dishes. Either way, you're assured of a good time.

➤ River Park Festival Alabang
Expansion
Telephone: (02) 810 2570



Caffè Latte



Cheese and Sausage Platters



Seafood Feast

MARKET BASKET

A destination for seafood lovers, Market Basket elevates the “seaside *dampa*” experience, offering freshly cooked dishes that can be enjoyed with a view. With seats that overlook the calming riverside, Market Basket creates a true and memorable *dampa* experience.

Here, have your choice of fresh seafood—tiger prawns, crabs, mussels, fish, shrimps and more!—and have them cooked to your preference. Steam them, bake them, grill them or toss them in extra thick sauces that are sweet, savory or spicy—any way you wish to have them, it's all worth the calories. Pair your fresh seafood as well with Pinoy favorites such as Sizzling Lechon Kawali Sisig, Pinakbet, Adobong Kangkong and the refreshing Ensaladang Gulay at Mangga salad.

➤ Unit C3, River Park Festival Alabang
Telephone: (02) 843 3230

CAFÉ MARY GRACE

An oldie but a goodie, Café Mary Grace has become a Filipino icon, home to the renowned traditional *tsokolata* and sweet, best-selling treats, the classic ensaimada and cheese rolls. Since it was established years ago, Café Mary Grace has become a popular hangout for both the young and the young-at-heart with its bevy of desserts and delicious plates that reflect the generosity of the owner.

Delight in its bestsellers such as the Smoked Salmon and Cream Pasta, Prawn Salad with Mango-Papaya Vinaigrette, Grilled Fish and Bell Pepper Sandwich, and more! With its homey ambiance and good-for-the-soul dishes, Café Mary Grace puts every diner at ease, welcoming you into its family and fold.

➤ Upper Ground Floor Expansion Wing,
Festival Alabang
Telephone: (02) 810 4605



CRIMSON HOTEL: LOCAL CHARM, LUXURIOUS COMFORT

Experience a distinct kind of Southern leisure or holiday at Crimson Hotel Filinvest City, Manila that's exclusively made to please crowds of varying pursuits.



A part from being the South's ultimate lifestyle destination, Crimson Hotel is also the venue of choice for businesses, the site for the most intimate life milestones and a witness to memorable bonding moments between families and friends.

Need some more convincing? Let us count the ways on how Crimson Hotel Filinvest City, Manila is a delightful combination of special, comforting, and exciting multifaceted home away from home.

FOR SOOTHING STAYCATIONS. A five-star hotel experience at Crimson Hotel is always a great idea. Look forward to a leisurely staycation that will soothe the senses in every possible way. Each of the 345 contemporary guestrooms features modern interiors, international standard amenities and high-speed WiFi connection. A Crimson staycation comes with premium amenities from enjoying the food and beverage at Café Eight to simply making the most of your time at the Executive Lounge, swimming pool or at the 24-hour Fitness Center.





FOR BETTER BUSINESS. Conferences, conventions, meetings, and seminars can be easily arranged. Crimson Hotel will be able to host corporate functions suitable for 10-300 people from the impressive Crimson Grand Ballroom down to the excellent function rooms. A variety of inspiring meeting themes or concepts, appropriate menus and setups can be organized by the hotel.



FOR FUN WITH THE FAMILY. Celebrate special moments or simply bond with the family at Crimson Hotel. Let the kids and the whole family indulge—stay in a contemporary room or suite, dine together enjoying superb culinary delights, or even swim and have fun at the pool.



FOR MEMORABLE MOMENTS AND MILESTONES. Let Crimson Hotel be part of beautiful beginnings as helpful planners help create the magical wedding of one's dreams—from start to end. Likewise, debuts, birthdays and other parties or events of any theme are happily, expertly and creatively held here too.



FOR FLAVORFUL FEASTS. Dining at Crimson Hotel is a five-star experience. Taste and experience contemporary international buffet at the Café Eight with delectable servings of fresh and healthy cuisines which come with mouthwatering desserts and Crimson Hotel's signature drinks.



FOR EXTRAORDINARY EXPERIENCE. No special reason is needed to book a Crimson Hotel experience. Step in and feast on good food at Café Eight, or simply enjoy the desserts and drinks at the Lobby Lounge, the Executive Lounge or at the Deck Bar. Escape the ordinary and treat yourself to a pampering overnight or a weekend stay at Crimson.



For more information or reservations, please visit the official website at <http://www.crimsonhotel.com/manila/> or call (02) 863-2222.

PRIMED FOR PROGRESS

Its strategic location and accessibility, overall competitiveness, and dynamic economy make Filinvest City the premier address for economic progress. The leaders and heads of local economies share why in the Metro South, you, too, can build better business and achieve greater corporate success.

In recent decades, the Metro South has grown to become one of the most notable epicenters of economic activity—a grand vision of mixed developments such as high-rise condominiums and residential communities, malls and commercial centers, hotel chains and business hubs.

“You’ll see that developments are definitely moving south,” observes Lito Montinola, President of Keyland Corporation. “Makati and Manila are getting too congested, and Filinvest City is offering more space and has become the gateway to the South.”

“As a new player, we have to be in areas where there is high visibility, where properties are accessible, and where the support industries and facilities are in place, so it was only logical for us to explore Filinvest City,” he adds.

Today, the Southern CBD has become an attractive business address, holding its own against other existing locations in Metro Manila such as Makati, Bonifacio Global City, Ortigas, and the Manila Bay area.

Impressively, in just over 20 years, it has built itself, from the ground up, to become one of the highly regarded models of urban development. “Crimson Hotel Filinvest City Manila is our only hotel in Metro Manila to date. I think being located here in the South allowed us to gain new business from large untapped markets as well as give a different and unique offering to guests and clients,” states Carmela Bocanegra, Vice President

for Sales and Marketing of Chroma Hospitality.

“Filinvest City is full of vibrance, exudes clean and fresh air that complements our hotel facilities and services. Today the hotel is enjoying a very healthy occupancy and a good number of guests for our restaurants and banquet facilities. We intend to continue, and we are positive to grow our business here in Filinvest City.”

CONVERGENCE FOR COMMERCE

Strategically located in Alabang, Filinvest City brings



THE LEADERS BEHIND SOME OF FILINVEST CITY'S TOP LOCATORS



Dr. Michael Alba
University President,
Far Eastern University
Alabang



Lito Montinola
President, Keyland
Corporation



Andres Licaros Jr.
President and CEO,
Asian Hospital &
Medical Center



Mona Lisa Dela Cruz
CEO, The Insular Life
Assurance Company, Ltd.




Gerhard Doll
General Manager,
Crimson Hotel Alabang



Maricel Brion-Lirio
Senior Vice-President,
Cyberzone Properties, Inc.



“
**Strategically located
in Alabang, Filinvest City
brings businesses closer
to the burgeoning Metro
South as a convenient
convergence point.**
”



businesses closer to the burgeoning Metro South as a convenient convergence point.

Because of its unique location, many enterprises such as Asian Hospital and Medical Center, Bellevue, Vivere, Aspen at Parkway Place, Mondrian and Parque España—some of the first leaders who saw the potential of the property some 20 years ago—have made the Metro South their home. Other top local and multinational companies have also followed suit such as Insular Life, Shell, Convergys, HSBC, Deutsche Bank and the Ascott Group of Singapore, among others.

“For our institution, Filinvest City’s accessible location had always been a great gain for us,” reveals Andres M. Licaros, Jr., President and CEO of Asian Hospital and Medical Center. “We enjoy extensive range of geographic scope. We’re only 10 kilometers from Makati City, one of the major business districts in Metro Manila; a 20-minute drive from the international and domestic airports; and just a stone’s throw away from the South Luzon Expressway (SLEX) and Skyway, the main highway that connects Makati City and the airports with the CALABARZON area in the South. “Asian Hospital and Medical Center, like many other businesses, is also just a short walk and drive away from numerous upscale neighborhoods, lifestyle malls and retail centers. In the Metro South, you’re just a short means to everywhere and everything.”

LOOKING TO THE FUTURE

Since it was built in 1995, Filinvest City has steadily grown, planning its progress based on a master blueprint. The CBD is defined into different economic zones, which are all connected and accessible via the city’s impressive network of electric jeepneys, shuttle services and buses, among others. This allows a certain freedom and ease of movement for employees and corporate leaders, and makes working in the Southern CBD incredibly attractive.

Filinvest City has successfully positioned itself as a strong, competitive city on top of its game and ahead of the class by being one of the best master-planned central business districts in the country.

Testament to this, Filinvest Alabang Inc. (FAI), the company behind Filinvest City, was awarded by BCI ASIA as one of the top 10 developers in the Philippines in the year 2016. In addition, last year, it was given the most prestigious honor by the Asia Pacific Property Awards, recognized as the best mixed-use development in the Philippines.

And even with the expected boom in growth in the next coming decades, Filinvest City is already planning and plotting its expansion.

Meeting the growing demand for more offices in the area, Filinvest City is fast-tracking the building of over 450,000 sq.m of office space. To date, a total of 50 buildings—dedicated to

B P O s and other organizations—have been completed and have commenced construction over the last five years.

Northgate Cyberzone, one of the distinct economic districts, has seen a 101% surge in growth, spurring the construction of 19 more buildings (ranging from three to 19 floors) in the past five years. Soon, stakeholders can expect an additional 84,000 sq.m of business/commercial space to be added to the developer’s portfolio.

“One of the reasons why Northgate Cyberzone has become a prime location is that we are at the center of a progressive metropolis with world-class residential, institutional and commercial developments,” says Maricel Brion-Lirio, Senior Vice President of Cyberzone Properties, Inc.

“Working in an IT BPO industry can be stressful at times, and one of the major requirements of a locator is being in this well-balanced community where employees can have a happy and healthy atmosphere. Once the locators see and feel Filinvest City and Northgate’s premium office buildings with unique facilities and amenities we provide, it is easy for them to decide to locate here.”

Northgate offers a beautiful balance of sleek modern style and open spaces. Recently, it unveiled its first LEED Gold building, Vector Three, which is now ready for occupancy. Vector Three is a 22-storey, 16 office floor building with six floors dedicated to parking. It also has a gross leasable area of 36,900 sq.m. But expansion does not stop there. Anticipating the robust demand, the CBD is already working on Filinvest Axis Tower 1, another LEED Gold building, which will be launched early 2018.

With rising prices of property, rent and cost of living in more established business districts such as Quezon City, Ortigas



De la Cruz also points out another reason why Filinvest City has become so attractive to corporations that employ hundreds of professionals. "In terms of working environment, the facilities and amenities of Filinvest City allow for work-life balance. Our employees have formed their own jogging clubs to run along its tree-lined streets. Some of them are members of nearby fitness centers. And the many restaurants that surround our building afford our employees and customers alike with many choices for their meals."

Easy transport and accessibility, diverse options in dining, and a more conducive working environment – these are just some of the many key reasons corporations have made the leap and have moved to the south to seek greener pastures.

and Makati, Filinvest City is able to position itself as a more viable and promising location to do business.

Mona Lisa De la Cruz, the President and CEO of The Insular Life Assurance Company, Ltd., explains why establishing base in the Metro South was an incredibly easy business decision to make for their company. "A major reason for moving our corporate headquarters to the South was the rapid development in Laguna and Batangas specifically. And, of course, we chose to put up the Insular Life Corporate Centre in Filinvest City in 2001, because it was strategically located, and it even has its own access to the expressway and Skyway. In terms of market reach, our location also enabled us to position ourselves closer to a market with high growth potential."

It is not only the corporations and big business that are discovering the great potential of the Metro South, but also the academic institutions. Far Eastern University (FEU) recently broke ground for FEU Alabang, which will rise in a two-hectare lot in Muntinlupa.

"The move to Alabang, particularly in Filinvest City, is in line with the vision of our founder, Nicanor Reyes, to provide accessible and high-quality education to more Filipinos," says Dr. Michael M. Alba, University President. "This expansion, which will be the first tertiary campus inside Filinvest City's Central Business District, will allow the university to serve the needs of the growing population in the south."

Like Insular Life and FEU, many investors and business leaders are seeing the great potential of the property and how the Metro South can serve as a meaningful convergence point where they can connect to an underserved market.

GOING GREEN

Proudly calling itself a Garden City, Filinvest City places a premium on thoughtfully planned spaces, which allow for work-life balance. The CBD makes sure to complement its high-rise condominiums, skyscrapers and commercial centers with grand, green public spaces and sidewalks and pathways, helping to avoid the feel of a crowded and confined city, which is often associated with many established CBDs.

As part of its green initiative, Filinvest City plans to enhance its open spaces, which may include the Central Park along Promenade, the Greenbelt system and Creekside Park development, which all bring nature closer to the people. Today, it has already completed The Spectrum Linear Park.

"This is one of the reasons why people love the Metro South," shares Gerhard Doll, General Manager of Crimson Hotel Alabang. "We have a lot of long staying guests and entrepreneurs who have set up business here, because they love the ambiance and vibe of the South. Filinvest City is very livable and green. It is a forward-thinking community, and you have everything you need to live, work, and play. Another reason is safety and security. People can walk out on the streets freely. Overall, it is a very attractive setting and offers a way of living that many people appreciate."

AN ADDRESS FOR ALL

Undoubtedly, the Alabang area has changed dramatically in the past two decades, thanks to the vision of Filinvest City. From being an overlooked community, Filinvest City and its neighboring communities have built the Metro South into what it is today—an exciting, thriving area that has become the top choice of business leaders, entrepreneurs, working professionals, and homeowners. Whether you're a CEO or a yuppie, rest assured that in Filinvest City, you'll find that unique competitive advantage that'll take you to the next level of corporate success. ●

A SMART, GREEN WORKSPACE

THAT BRINGS A HIGHER RETURN ON INVESTMENT

With the world's growing concern on energy conservation, the demand for 'green' buildings is rapidly expanding. Thus, businesses today have started to embrace more eco-friendly practices, as they realize the positive benefits these can bring to their operation.

By locating your office in green buildings, tenants and investors alike can enjoy long-term economic and social benefits such as reduced operating costs from energy savings, increased employee health and productivity, and higher asset values—all of which translates to a better return on investment.

With this in mind, Filinvest Alabang, Inc. is targeting this thriving market segment with its newest office development. The 32-storey Parkway Corporate Center is the first office condominium under the WorkSpaces by Filinvest banner that offers investors pre-selling units for sale in a dynamic environment.

Designed by leading architectural firm H1 Architecture and Design, the state-of-the-art Parkway Corporate Center comes with units averaging 36 square meters in size, allowing for flexibility and combinability depending on the need, which is perfect for boutique companies and SMEs averaging from six to 30 employees. Other future-ready facilities include intelligent space planning, six high speed elevators, 24-hour security with CCTV cameras in strategic areas, 100% back-up power, and an advanced fiber optic backbone.

As with all Filinvest projects, extensive studies and research was put into envisioning Parkway Corporate Center. A significant takeaway is how creating healthier and greener offices can easily impact on the company's bottom line. Specifically, a well-ventilated office has been seen to increase cognitive ability while proper office temperatures have proven to have a direct effect on employee productivity, based on a study by Harvard University. Meanwhile, offices with more windows that allow for greater exposure to daylight and nature views have been proven to improve staff performance considerably.

Accordingly, Parkway Corporate Center is fitted with expansive double glazed glass curtain walls with a low-e coating that lowers heat and UV radiation. It is masterfully designed with breakout spaces—like the podium deck on the 7th floor, a pocket garden on the ground floor as well as balconies on five floors—allowing tenants and employees to enjoy Filinvest City's verdant surroundings. All these and more are in keeping with its vision to achieve an LEED certification, the most recognized green building rating across the globe.

With all these advantages and more, companies looking to locate in a green office development should look no further than Parkway Corporate Center—the smart, eco-oriented corporate address in the south.





“
...CREATING
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SETTING THE STAGE: FILINVEST CITY EVENT GROUNDS

Fitted with expansive spaces, Filinvest City is built to host amazing experiences.

➔ Helping companies stage their grand celebrations and to host world-class festivals and events, Filinvest City developed the Filinvest City Event Grounds, and launched it earlier this year. Occupying over three hectares, it caters to the need for bigger event and concert venues.

The Filinvest City Event Grounds is a block bounded by Bridgeway Ave., Corporate Ave., and Spectrum Midway Extension. Delighting concert-goers and events organizers, it is also conveniently situated across Festival Alabang, which is home to a myriad of restaurants, as well as Crimson Hotel Alabang, a luxurious, 5-star hotel.

Unlike other venues, the area is fully fenced in, and boasts spaces for ads located all around the venue. Sponsors and partners are assured to get maximum exposure during the mega events.

The grounds are divided into three sections—the grass-covered area that makes up two hectares, and the asphalt and graveled area for parking, stalls and the stage. Have the perfect space to stage memorable events for your company. Don't worry, no party is too big for this venue.

With its wide, open spaces that can accommodate 20,000 people, the event grounds serves as inspiring venues where any event or concert can be staged. This year, Filinvest City helped the Wanderland Music & Arts Festival pull out all the stops, and bring to life the festival's incredible vision.

On the wide greens, three grand stages—the Wanderland stage, Globe stage, and Jungle stage—were built, offering concert goers unobstructed views of their favorite bands and artists.

Thanks to this unique set up, audiences were also able to enjoy the full richness of the concert experience. In addition to concerts and music events, the venue also hosts sports-oriented gatherings, like the recently concluded Color Manila Blacklight Run, the biggest running-concert event of the season.



Even in the highly urbanized Garden CBD of the Metro South, find your grand patch of green where you can dream up any event possible.

For reservations and inquiries, you may contact Aaron Dela Rosa at aaron.delarosa@filinvestcity.com, or call 8460278 loc. 7113. ♥

YOUR IDEAL WORKING PLACE IN METRO SOUTH

*Discover why more and more people are seeking to grow
and develop their career in Filinvest City.*



JASON DINGLASAN
*Marketing Communications
Manager, Acacia Hotel Manila*

“ Work-life balance is very important to me and working in Filinvest City surely makes that happen. After work, I get to run on the safe roads lined with trees and do yoga under the clear skies. Not to mention that Filinvest City is near my home. What more could I ask for? ”



DR. AILEEN BARREIRO
*Dermatologist, Healthway
Medical Center*

“ Filinvest City is such a pleasant space with blossoming greenery. People are cheerful, and patients are courteous. I enjoy working in Filinvest City because it feels like home. ”



KRIS GARCIA-YABES
*Corporate Social
Responsibility Manager,
Asian Hospital &
Medical Center*

1 HASSLE-FREE.
Color coding is not implemented in Filinvest City (at least not yet). That's because traffic is still manageable. Security is everywhere. There are designated terminals for public transport and separate exit points for trucks and cars.

2 NATURE-FRIENDLY.
Filinvest City keeps the metropolis clean and green. Grounds are kept clean while trees and plants grow abundantly. Looking at this scenery helps me feel relaxed and calm during stressful moments at work.

3 LAIDBACK.
For some reason I just feel that life is more laidback in Filinvest City. There is still balance. It's peaceful and quiet without the honking of the cars.



REIN TATLONGHARI
*Church Administrator,
Pastor, Victory Alabang*

“ #1 I love the greenery. I like how Filinvest City maintains a refreshing and natural environment in the midst of a concrete jungle. #2 I love that it's near where I live. I can easily drive to and from work in a short period of time. #3 Filinvest City provides many quality commercial establishments. I love the convenience of nearby malls, cinemas, eating places, and stores. ”



MONIQUE GARCIA
Co-owner Canvas, Westgate Center

“ I enjoy working at Filinvest City because it's close to where I live. It allows me more time to do the things I love such as spending time with my family. It also has everything so when I have errands, it's very convenient. I also have a lot of friends that live and work within the vicinity. Organizing a much-needed catch up session with these friends is so easy because of the many nearby restaurants and coffee places to choose from. ”



CHRISTIAN VERNARD BAYBAY
*Senior Accounts
Payable Administrator,
Cape - Australia*

“ Working in Filinvest City provides me work-life balance. Everything I need—from banking, eating, shopping, or even hanging out with friends—are just few steps away. The environment is not crowded, and I like how Filinvest City integrates trees, greens and shades that calms me from having a stressful day at work. ”



CHICO LIMJAP
*Manager,
AIG Shared Services*

“ Mainly the proximity from where I live, my office is 5 minutes away from home. So when I get sick of the office food, I can just easily go home for lunch break =D. Another big reason is that there are no jeeps or trucks in Northgate and Westgate. Yes, there are a lot of jeeps on the Alabang-Zapote road (that connects to Filinvest City), but once you get in Northgate or Westgate, no more crazy jeeps (just the e-jeeps)! ”



PLAY

PUSH THE LIMIT

In Filinvest City, discover not just a space where you can live out your athletic dreams, but also a community that shares in your passion for the great outdoors.

➤ Catering to active individuals, the city has created numerous opportunities and staged several sports events—big and small—throughout the year. One of these initiatives is the Endurance Weekend, a “passion project” of the CBD.

The Endurance Weekend takes cycling enthusiasts through intense races, which consist of timed runs over a 6.2 kilometer-long, mapped out track that covers dirt and asphalt roads.

In October, Filinvest City will invite hundreds of competitive bikers and cycling enthusiasts to the fifth staging of the Endurance Weekend. Switching up the races from previous years, the team behind Endurance Weekend is mapping out a more challenging route through the winding—yet scenic—terrain around Alabang.

Filinvest City has also become home to the Shimano Dirt & Play Fun Race; the Slidefest, the biggest slip and slide event in Asia; and Color Manila, one of the biggest fun runs in the country.

Delighting the community of athletes even further, the CBD hosts Shared Zone, wherein certain sections of the roads are closed off to provide a safe space where health and fitness buffs can bike, jog or simply take a leisurely walk around the quiet community.

In Filinvest City, find people that share your passion for the great outdoors and healthy-living, as well as safe spaces that will help you train and push yourself to the limit. ♡



A NIGHT OF NEON!

The Filinvest Grounds transformed into a neon dream for the Color Manila Blacklight Run.

➔ Hosting a feat of fun and pure adrenaline, Filinvest City kicked off the Color Manila Fun Run last May 27, 2017, delighting the active individuals of the South.

Color Manila promised a whole night of revelry with several routes—3K, 5K, 6K, and 10K—designed for both competitive runners and non-athletes who just want to have a good time and sweat it out in a different form of exercise.

Delivering something bold and fresh, Color Manila merged the energy of the concert and festival experience with the pure adrenaline rush of a sports event, and created the Blacklight Run (CMR-5), now on its fifth year, which gathered over 12,000 people.

The fun run kicked off at 7pm, and even under the blanket of the thick, evening sky, Filinvest City Event Grounds were bright with the thousands of neon lights worn by the



runners who donned funky, glow-in-the-dark bracelets and blacklight headlamps. Each face in the crowd was also painted in mesmerizing shades of neon, lending to the fun, festival vibe of the unique event.

Of course, what is Color Manila without the color! Like the famous Holi festival in India, the night ended with a bang and shower of colored powder, creating voluminous clouds like cotton candy. ♥



UP TO SPEED

Young tikes and avid cyclists with the big bikes take on the exciting tracks of Filinvest's Mountain Bike trails for Shimano Dirt & Play Race.

➔ Over a thousand racing enthusiasts—from veteran athletes to mountain bikers as young as 6 years old—pushed the pedal to the metal on the challenging routes as they got down and dirty on the track for the 7th Shimano Dirt & Play Race held last May 28 in Filinvest City, Alabang.

The Shimano Dirt & Play Race was held at the Filinvest City Bike Trails, which is a 9-km stretch for leisure biking and official races. Local celebrities such as Matteo Guidicelli, Ryan Agoncillo, and Oyo Boy Sotto often train at the trails for their triathlons.

For this year's Shimano event, around 1,500 athletes competed head to head in different age categories and races. Shimano offered an exciting mix of challenges, with short road sections, single tracks and an array of difficult technical sections.

While athletes battled it out on the dirt tracks, kids and families were invited to a more relaxed afternoon of fun with short courses for children under 6 years old. A fun ride for a cause, called the Bike-Plant-Bike, was also hosted by Filinvest City in partnership with the Firefly Brigade, a group of volunteer cyclists who advocate a cleaner environment. ♥



FILINVEST CITY: READY TO RESPOND TO ALL EMERGENCIES AND NATURAL DISASTERS

While no one can predict when ‘The Big One’ will occur, Filinvest City is gearing up and getting ready to fully address any emergency.



➔ Last July 14, Filinvest City participated in the city-wide earthquake drill, which was held simultaneously across Metro Manila at around 4pm. This was part of the national government's efforts in raising awareness and training civilians for “The Big One,” the earthquake that has been cautioned by scientists to occur.

As a flourishing CBD, Filinvest City has invested heavily in ensuring that its emergency response teams and personnel are continuously upgrading the rescue equipment to address situations as serious as earthquakes. Filinvest City regularly conducts fire and earthquake drills with locators, and hosts annual activities like the Fire Olympics, which test locators' emergency response teams capabilities. The city also conducts free safety seminars to locators and companies.

While no city is ever disaster-proof, the CBD is ensuring that it is ready to properly address the situation—whether that be an earthquake, typhoon, or any other natural disaster.

“No one can really predict the damage or have a clear grasp of the magnitude of a disaster should it happen. But Filinvest City is prepared,” assures Luis Lava, Vice President for

Filinvest City Estate Management. “We have run the various scenarios and have trained our first responders on how to proceed in instances of collapsing bridges and buildings, cracking roadways, casualties from falling debris and possible fires. The probability of all of these happening simultaneously in the Philippines is very low.”

“The CBD has formed a Crisis Management Team—comprised of volunteers with emergency equipment at their disposal—who can attend to the immediate needs of the locators until assistance from the local or national government arrives.” In addition to its large group of emergency volunteers, Filinvest City has a firetruck and firefighters, on-call ambulance in partnership with Lifeline, a handful of trucks and light vehicles for search and rescue, designated evacuation sites, and a communication facility poised and ready.

During the earthquake drill, almost 11,000 people—comprised of civilians, emergency responders and locators—participated in the exercises. “Rest assured that Filinvest City is equipped and prepared for such emergencies. The people's safety is our priority,” ends Lava. 📌



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