

1. Avida Land's Presence in Makati

www.PreSelling.com.ph

2

Avida Land's Presence in Makati



Arida Towers Makati West
"Finally.. All You've Ever
Wanted."



Arida Towers San Lorenzo
"Make The City Smaller"



EDSA One Antonio
"Experience A One-Of-A-
Kind Lifestyle In Makati"



Arida Towers Asten
"Create A Vibrant
Life Here"



Arida Towers
Makati Southpoint



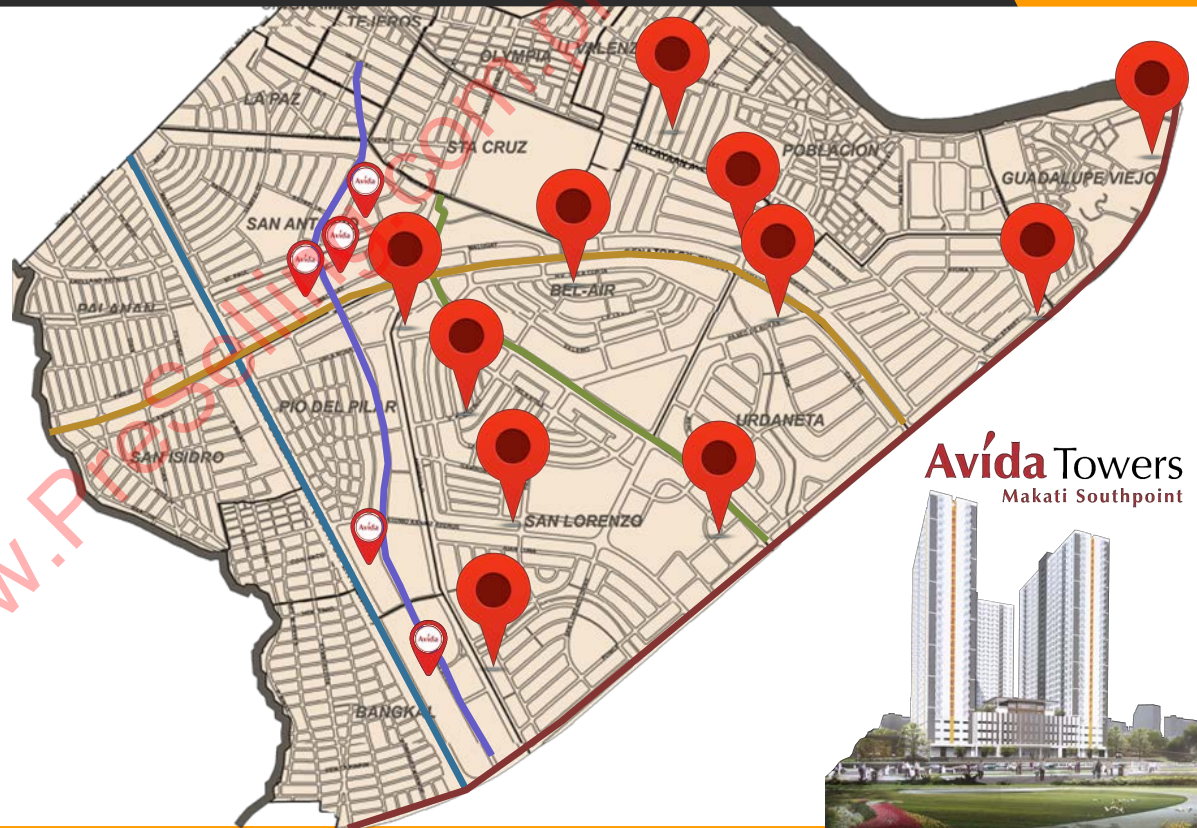
3

Hospitals

- Makati Medical Center
- Makati Genitourinary and Prostatitis Center
- Centuria Medical Makati
- St. Clare's Medical Center
- Accredited OFW Medical Clinics & Hospital
- Healthkard Hospital
- St. Therese Hospital
- Tokyo Healthlink Inc.
- Peregrine Eye and Laser Institute

LEGEND:

Osmeña Highway
Chino Roces
Gil Puyat
Ayala Ave
EDSA



Avída Towers
Makati Southpoint



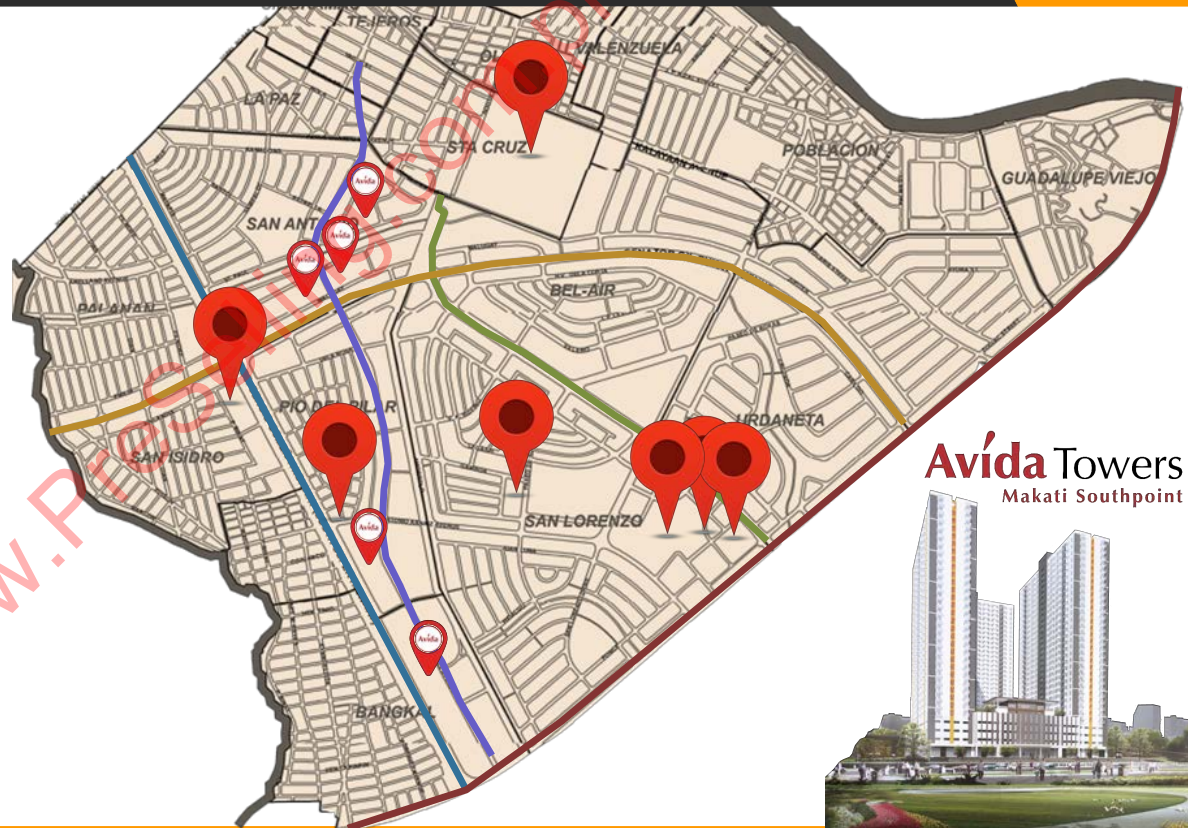
4

Malls

- Greenbelt
- SM Makati
- Ayala Malls Circuit
- The Landmark
- Glorietta
- Cash and Carry
- Waltermart

LEGEND:

Osmeña Highway
Chino Roces
Gil Puyat
Ayala Ave
EDSA



Avida Towers
Makati Southpoint



5

- Don Bosco
- Centro Escolar University
- Far Eastern University
- Mapua University
- Ateneo Graduate Schools of Business
- University of Makati
- Asian Institute of Management
- St Paul College of Makati

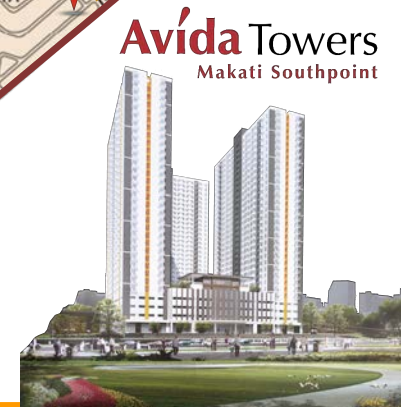
LEGEND:



Avida Towers
Makati Southpoint

- St Peter and Paul Parish
- St John Bosco Parish Makati
- St Andrew The Apostle Parish
- St Alphonsus Mary de Liguori Parish Church
- Santuario De San Antonio Parish
- National Shrine Of Our Lady Of Guadalupe

Osmeña Highway
Chino Roces
Gil Puyat
Ayala Ave
EDSA



7

Why Makati Southpoint?



Located in **South** of Makati

Entry **point** to EDSA, SLEX, Makati CBD, Pasay, Manila

Converging **point** where all you need are within reach

Avida Land's Presence in Makati

	One Antonio	AT Asten	AT Makati Southpoint
LAUNCH YEAR	Q2 2016	Q3 2013 (T1)	Q4 2018
VALUE PROPOSITION	A premium, secured, and an exclusive low-rise, low-density condo-village development that offers a unique green haven with 60% open spaces	Mid-affordable, high-rise residential condominium offering an eclectic mix of retail and dining options, which creates a unique place of convergence and a dynamic living experience	Mid-affordable development that offers <u>right-sized</u> units and sensible amenities, designed to complement the fast-paced, round-the-clock lifestyle of value-conscious, upwardly, mobile young professionals – with <u>RIGHT</u> amenities in the <u>RIGHT</u> location
TARGET MARKET	40-60 y/o, End users, SEC A-AAA, Business Owners, Senior Executives	25-35 y/o, End users, SEC A-B, accomplished savvy millennials (singles & early nesters)	28-35 y/o, End users, SEC A-upper C, Mid to High Level Management, Professionals, Businessmen (singles & early nesters)
TOWERS	1	3	3
UNIT MIX	2BR / 3BR	Studio / 1BR / 2BR / 2BR loft / 3BR loft	Studio / Junior 1BR / 1BR
PRICE PER SQM	P210k	P180k	-

2. Target Market

Why target the younger
and wiser?

Did you know that
the Philippines has a young workforce?
most income earners are ages 25-39 yrs old



Source: Euromonitor, Nielsen

Google Trends

Q2 2017

The Access Generation

Millennials want access to **Adulting,**
Experiences, and **Creativity**

Google Trends

Q2 2017

75%

Filipino Millennials

go online for
information on

"adulthood"

or how to act like a grown up



FILIPINO MILLENNIALS' SEARCH BEHAVIOR

TOP 3 ADULTING CATEGORIES

Finance 24%

Vehicles 17%

Real Estate 16%

Source: Google Trends Q2 2017



And millennials say,
owning or renting
real estate
is a **big part** of
adulthood

These young people are constantly facing daily stress factors

Traffic



Safety and Security



Extreme weather conditions



Urbanization



Filipinos look forward to going and staying home as a way to get peace of mind.
To them, the home has become more than just a sleeping space



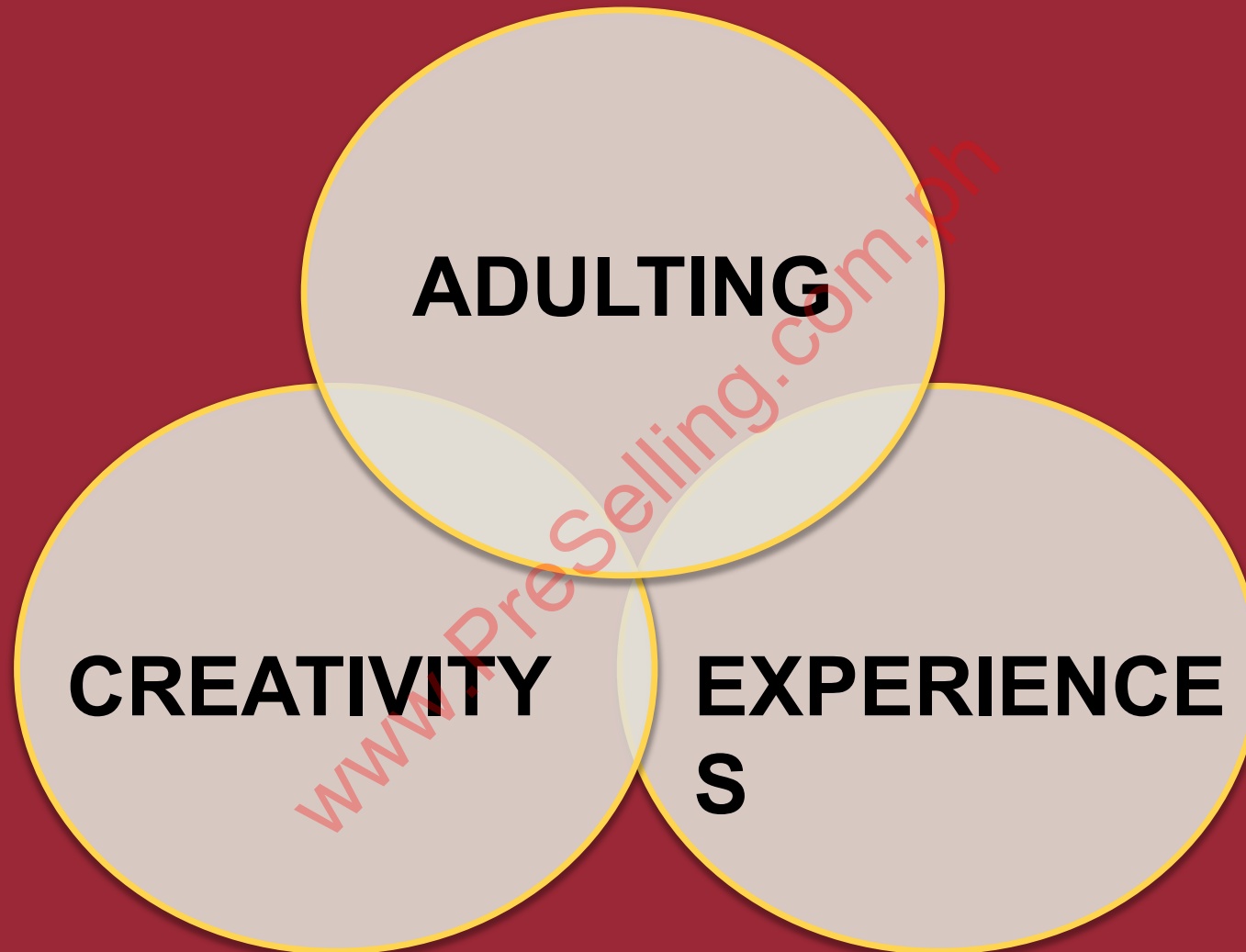
The ACCESS Generation n

ADULTING

CREATIVITY

**EXPERIENCE
S**

www.PreSelling.com.ph





www.PreSelling.com.ph
Just RIGHT



**THE RIGHT FIT FOR
ME.
RIGHT HERE.**

www.PreSelling.com.ph
+63 999 883 4593
+63 917 703 7707
info@preselling.com.ph

The right fit
for me

RIGHT HERE.

Avida Towers
Makati Southpoint

3. Project Presentation

Avida Towers

Makati Southpoint



25

Owner Developer:
Avida Land Corp.

Address:
2236 Don Chino Roces Avenue,
Brgy. Bangkal, Makati City

Avida Towers
Makati Southpoint



26

11,000 Gross Land Area (sqm)

3 Tower Development

28 Residential Floors

3 Podium Floors

1 Retail Floor / Ground Floor

924 Residential Units

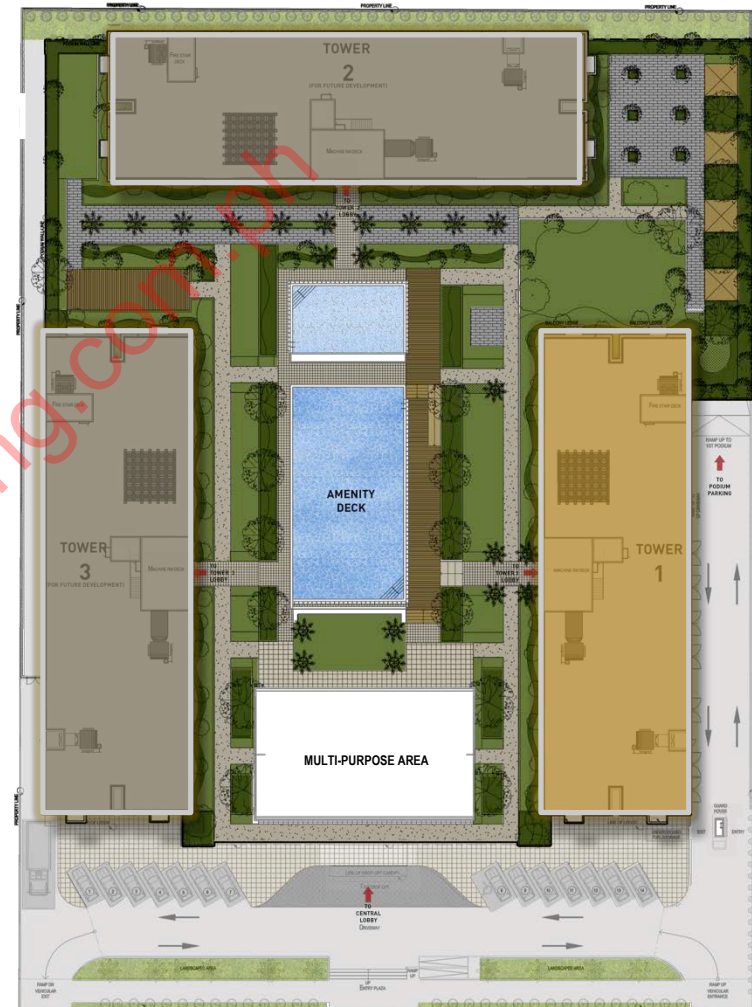
247 Parking Units

10 Retail Units



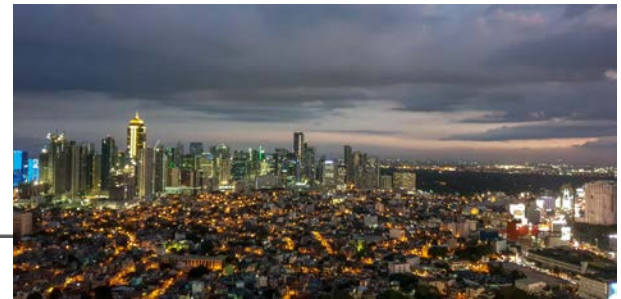
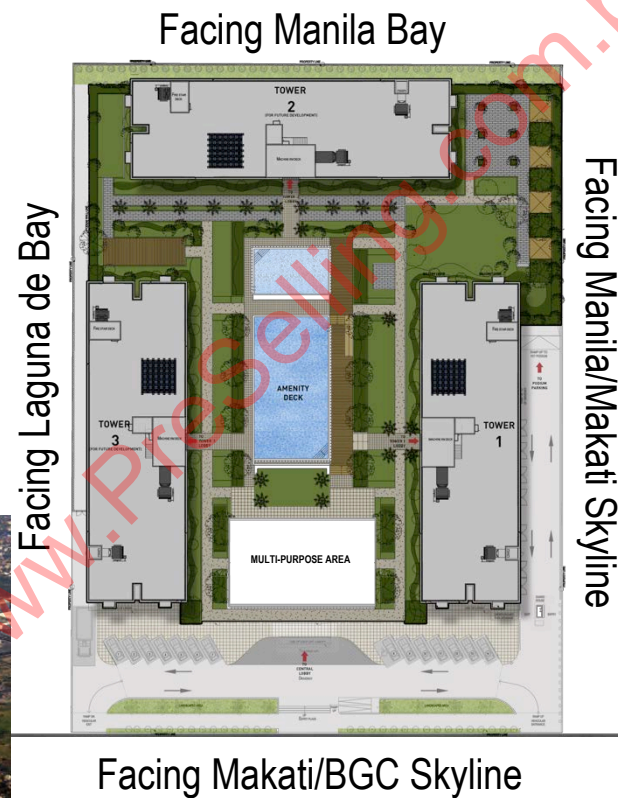
27

SITE DEVELOPMENT PLAN



28

Project View



29

BUILDING FEATURES

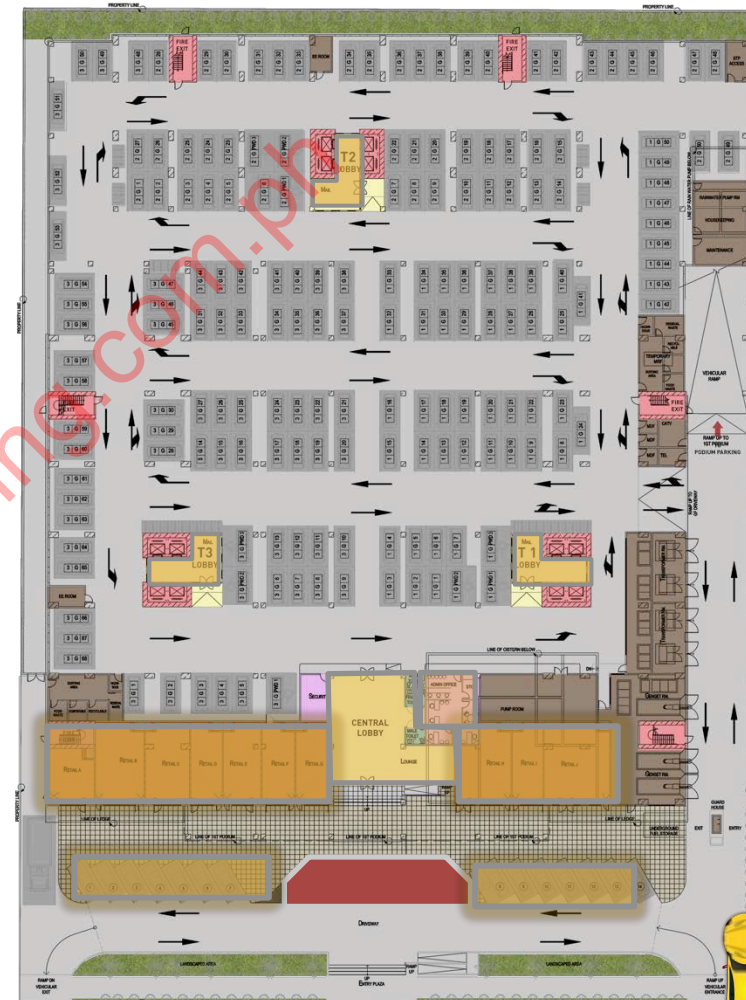
- Central Lobby
- 4 elevators per tower
- Emergency Power
- CCTV at select common areas
- Fire Protection / Fire Alarm System
- 2 fire exits per floor
- Mailbox per Unit at the individual towers
- Units are telephone, cable television, and internet ready



30

GROUND FLOOR PLAN

- Vehicular Entrance for Residents
- Drop-off Area
- Retail Units and Parking
- Central Lobby
- Individual Lobbies for Mailroom and Elevator
- Admin Office
- Residential Parking w/ Parking for Bikes

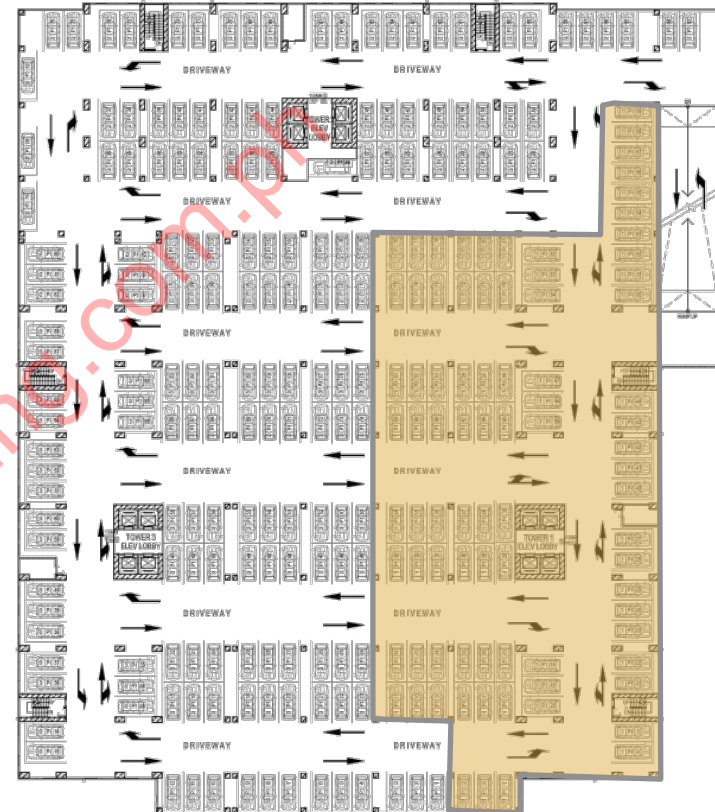


31

PARKING FLOOR PLAN

Tower 1

- 244 Parking Slots
- 3 PWD Slots



32

SUSTAINABILITY FEAT

- Water-efficient toilet fixtures
- Sensor-controlled hallway and podium parking lights
- LED lights
- Rainwater harvesting
- Low solar heat gain glass window



33

BUILDING FEATURES

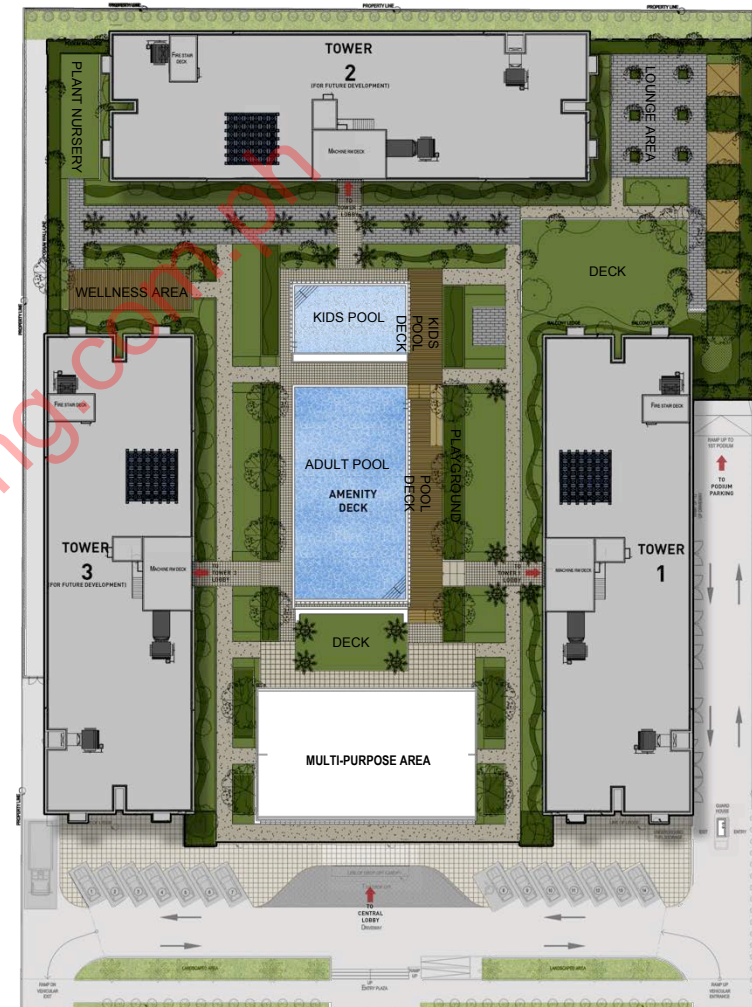
- Smoke detector and automatic sprinkler system
- Telephone and Cable TV outlet
- Provision for water heater for T&B
- Provision for washer/dryer area
- Back-up power: 1 power outlet, 1 ref outlet, & 1 lighting unit



34

AMENITIES

- Multi-purpose Area
- Indoor Gym
- Function Rooms
- Deck
- Open Lounges
- Children's Play Area
- Swimming Pool
- Kiddie Pool
- Jogging Path
- Linear Park
- Wellness Area

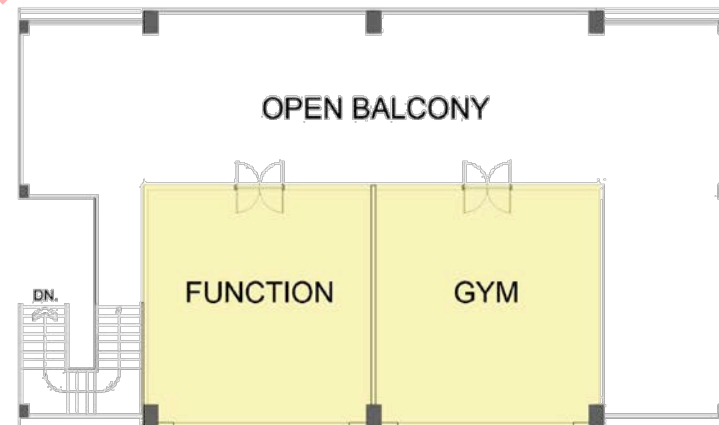
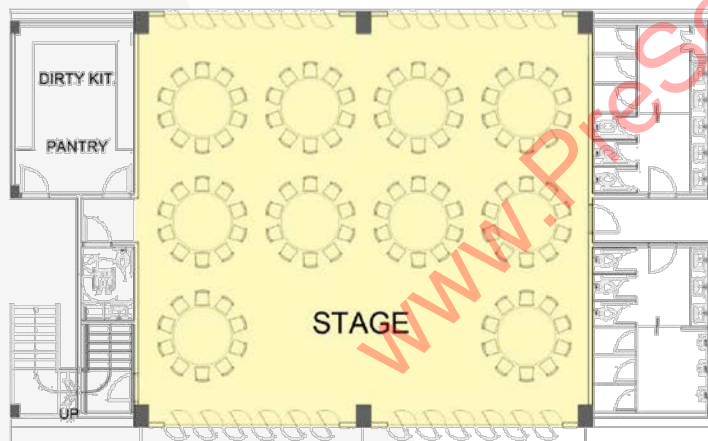
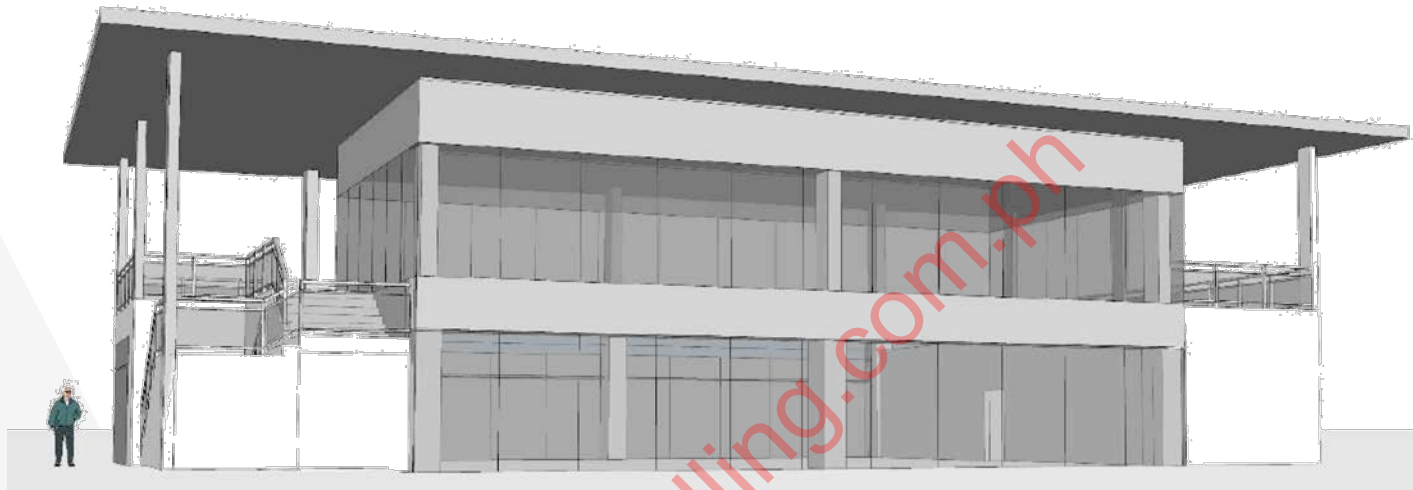




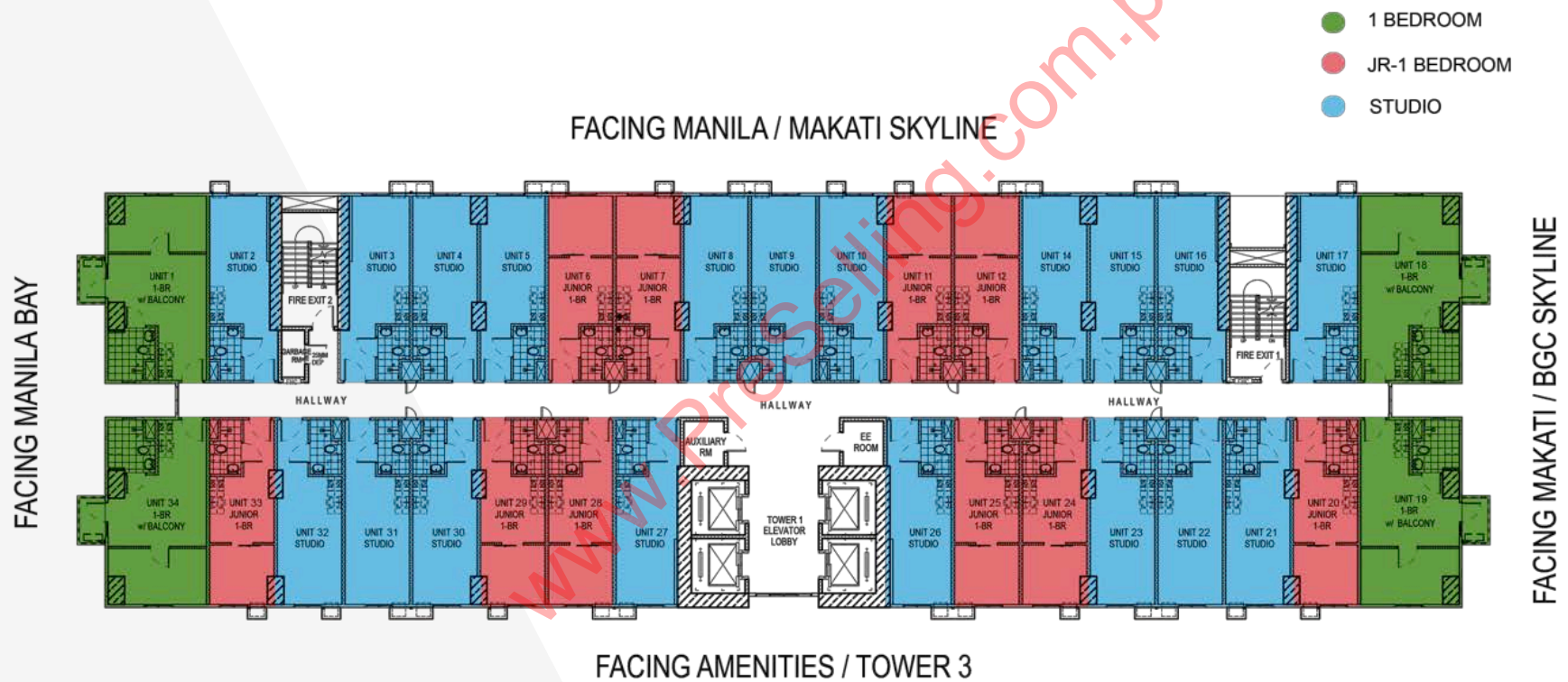




38



Typical Floor Plan

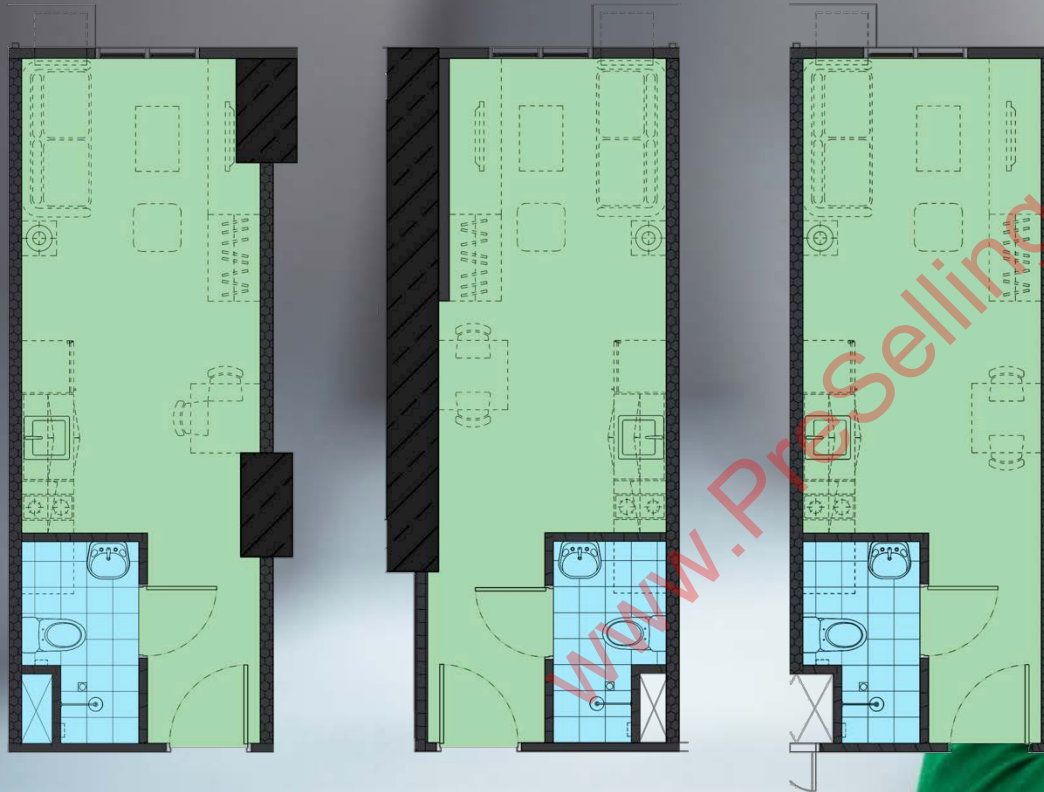


Nikki is 30 years old.
She is currently residing in her parents' home in Laguna.
She recently passed the 2017 Bar Examination.
While practicing her profession, she decided to continue her education by taking up masters degree in Ateneo Graduate School.
She enjoys spending time with her college friends, either they go out or stay in one of her friends apartment.
She also do volunteer works once in a while.
Now, that she is already in her 30s, one of her goals is to have her 1st investment – her own home.
She wants a property that will be accessible to all -- her family, university, friends, and work.



41

STUDIO UNITS



STUDIO	SQ.M.
Living / Dining / Kitchen	19.80
Toilet and Bath	3.50
Total Area	23.30

Vin is a Training Manager in an international based BPO company.

He travels frequently as part of his work. This is one of the perks that he enjoys a lot.

His hobby includes travel photography and food blog.

Due to his demanding work schedule, Vin chooses to stay at home mostly during his free time. This is his way to relax and unwind.

He is living independently since his siblings have their own family.

After investing in a car, he is now ready to have his own home.



43

JR 1 BR UNITS



JR 1 BEDROOM	SQ.M.
Living / Dining / Kitchen	12.10
Toilet and Bath	3.50
Bedroom	7.70
Total Area	23.30



Ria and Drew has been married for a year now. In a couple of months, Ria will be giving birth to their first child.

Ria is currently working in an advertising company but later on she is planning to do freelance work so she could take care of her first born.

Drew, on the other hand, is the Operations Manager in an IT solutions company. He usually go out of the country.

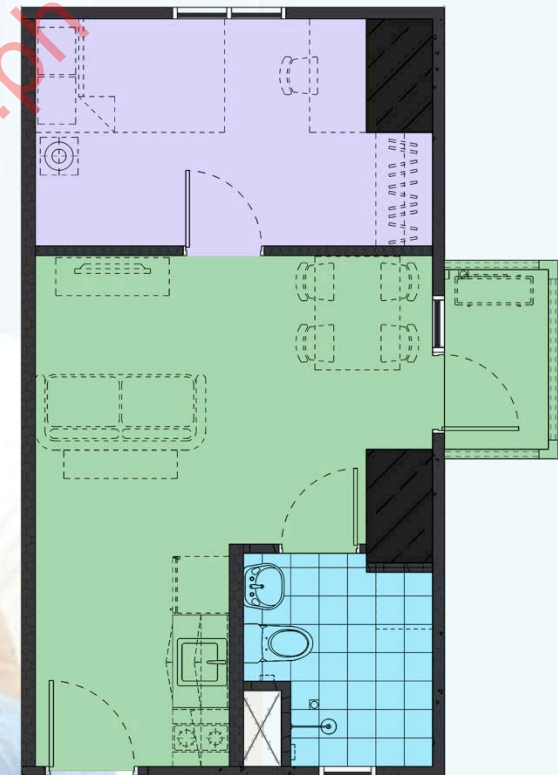
Realizing the value of having their own home, they are considering getting their first property.

Drew wants to have a home where he could have peace of mind. He wants a place where his wife and child will be safe while he is at work.

39

1 BR UNIT WITH BALCONY

1 BEDROOM	SQ.M.
Living / Dining / Kitchen	19.00
Toilet and Bath	5.40
Bedroom	11.30
Balcony Area	2.50
Estimated Total Area	38.20



46

STANDARD FINISH

LIVING / DINING	Flooring	Wood Laminate
	Wall	Concrete Painted Finish
	Ceiling	Concrete Painted Finish
KITCHEN	Flooring	Ceramic Tiles
	Wall	Concrete Painted Finish
	Ceiling	Concrete Painted Finish
	Countertop	Solid Surface
	Overhead & Undercounter Cabinets	Laminated Board
BEDROOM	Flooring	Wood Laminate
	Wall	Dry Wall in Painted Finish
	Ceiling	Concrete Slab
T&B	Flooring	Ceramic Tiles
	Wall	Painted Plain Cement Finish Above Tile
	Ceiling	Gypsum Board



PROJECT TIMELINE

COMPLETION & TURN-OVER

Tower 1

March 2024

4. Our Edge

49

OUR EDGE

www.PreSelling.com.ph