



AYALA LAND ESTATES



 AyalaLand

crecendo

Project Presentation



**ENRICH THE QUALITY OF LIFE OF FILIPINOS AND
BECOME A STRONG PARTNER IN NATION BUILDING
BY DEVELOPING SUSTAINABLE ESTATES**



Pioneer in developing Master Planned Communities

- A Abreeza
- B Altaraza
- C Alviera
- D Arca South
- E Atria Business Park
- F BGC
- G Capitol Central
- H Cebu Park District
- I Centrio
- J Cloverleaf
- K Cresendo
- L The Junction Place
- M Lio
- N Makati
- O North Point
- P Nuvali
- Q Vermosa
- R Vertis North



57
GROWTH
CENTERS

29
ESTATES

Makati





Bonifacio Global City

Nuvali





CENTRAL LUZON









MARQUEE MALL
MARQUEE PLACE



ALVIERA





MELTING POT OF CENTRAL LUZON

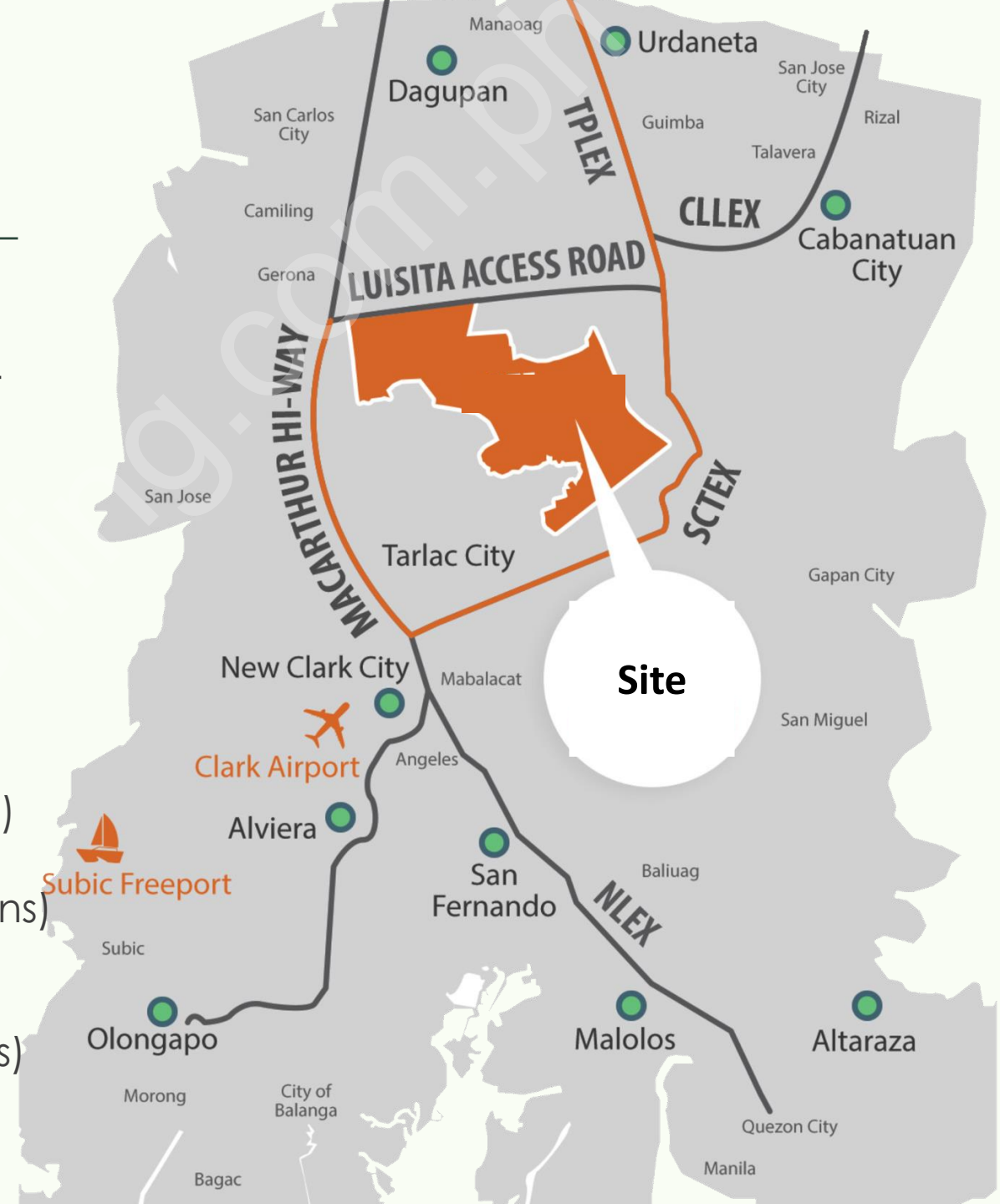
Located within a Next Wave City

Strategic access via northern transport corridors, proximity to international airport and major seaport

Land 3KM from SCTEX H. Luisita Exit
6KM from Mac Arthur Highway
40KM from Alviera (~40 mins)
113KM from Metro Manila (~1.5 hrs)
11KM from the Tarlac City proper (~26 mins)

Air 40 KM to Clark International Airport (~40 mins)

Sea 106 KM to Subic Bay Freeport Zone (~1.5 hrs)



Gateway to Northern Luzon

CLLEX

Nueva Ecija

NLEX-SLEX

Metro Manila & Laguna

TPLEX

Pangasinan & La Union

MACARTHUR HIGHWAY

**Caloocan to
Pangasinan**

Clark International Airport

3-fold increase in Passenger Count
12 Million Passenger Capacity by 2020
40km from Tarlac



Subic Freeport Zone



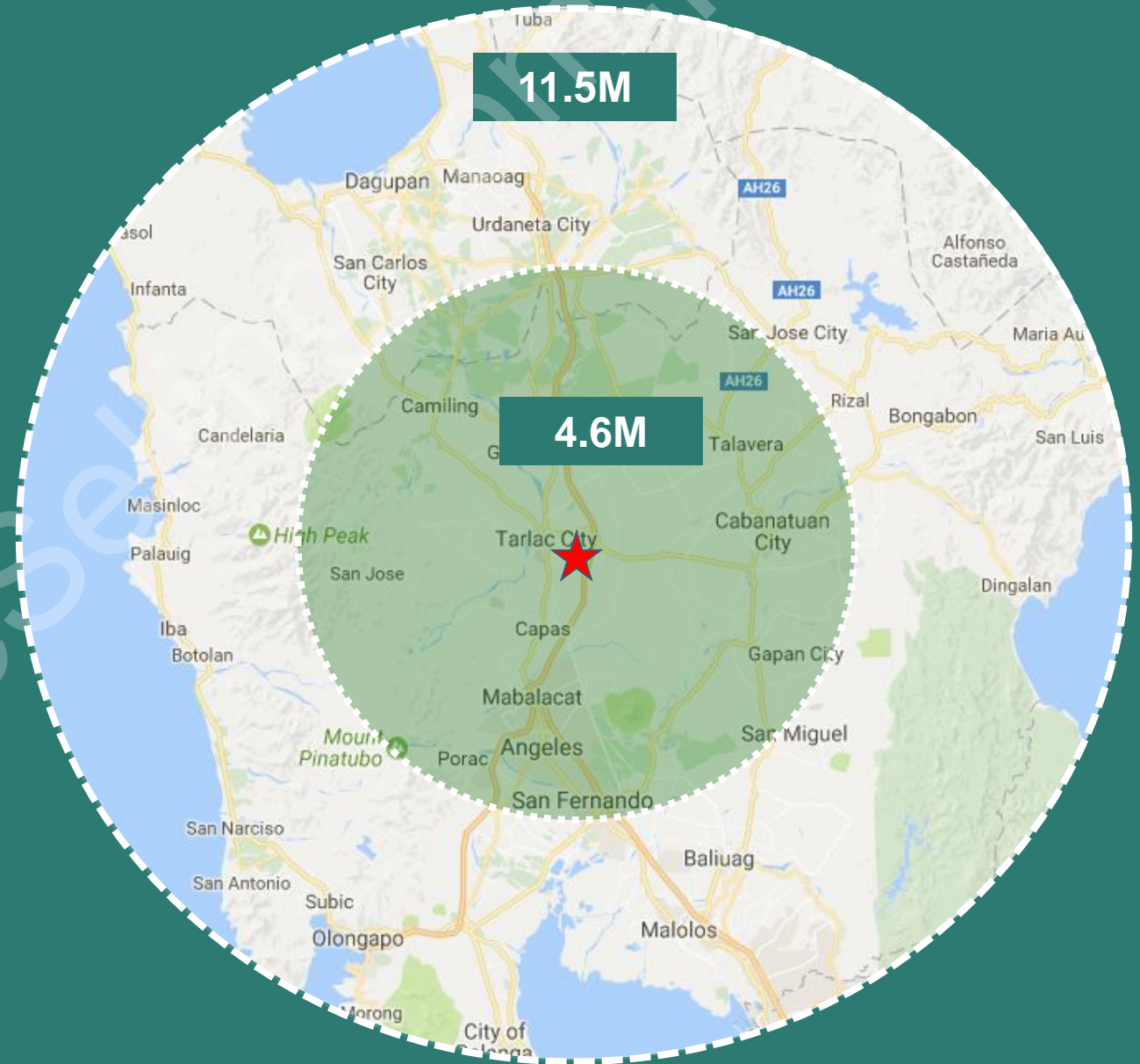
Opportunity to reach the 16Mn Population in the North

50-km. radius 4.6

Tarlac	1.4
Metro Nueva Ecija	0.5
Other Portions of Nueva Ecija	0.8
North Pampanga	0.5
Other Portions of Pampanga	1.2
San Miguel, Bulacan	0.1
Rosales, Pangasinan	0.1

100-km. radius 11.5

Other Portions of Pangasinan	2.8
Other Portions of Nueva Ecija	0.8
Other Portions of Pampanga	0.9
Portions of Aurora	0.1
Portions of Bataan	0.4
Zambales	0.8
Portions of Bulacan	3.3
Portions of NCR	2.5



Demographic Sweet Spot

65% Working Population
15 to 64 years old

31% youth
0 to 14 years old



Rich in Historical and Natural Features and Attractions



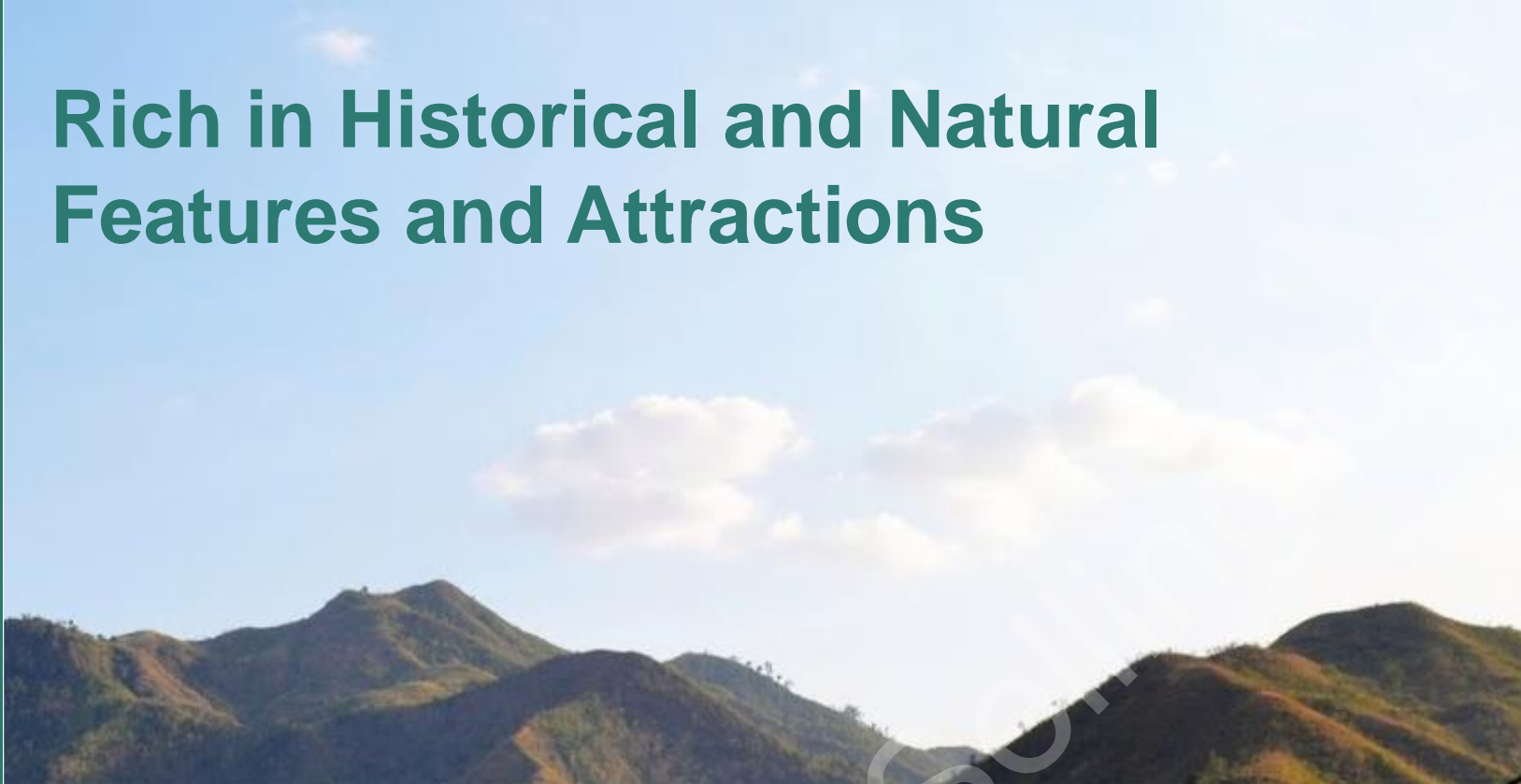
Ubod Falls



Aquino Museum



Monasterio de Tarlac



Mt. Damas



cresendo



crescendo

*Crescendo - the highest point reached in a
progressive increase of intensity*



cresendo

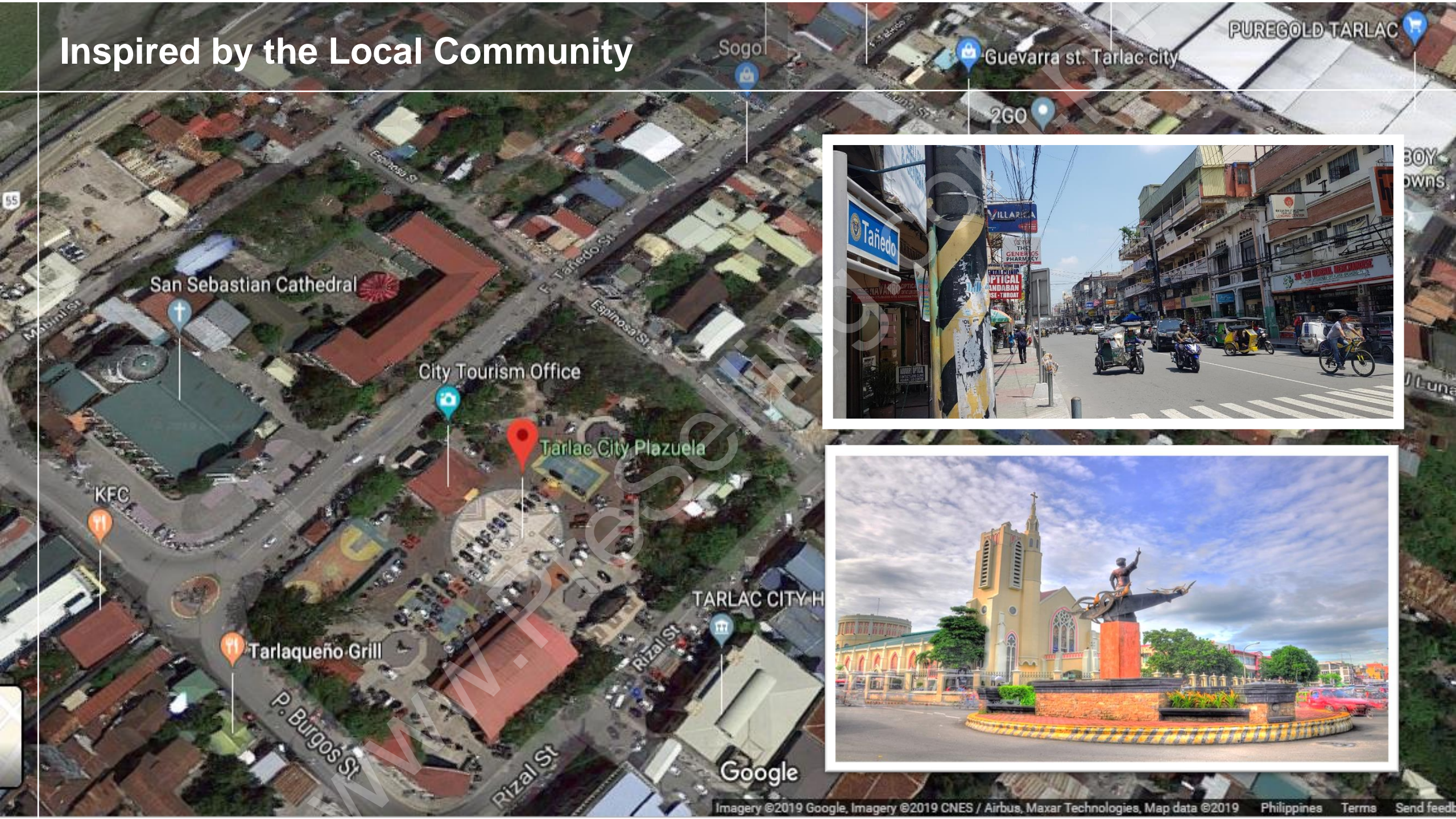
*Life's **E**ssentials*



290-Hectare Modern Local Community in Tarlac

Artist rendition only and subject to change.

Inspired by the Local Community



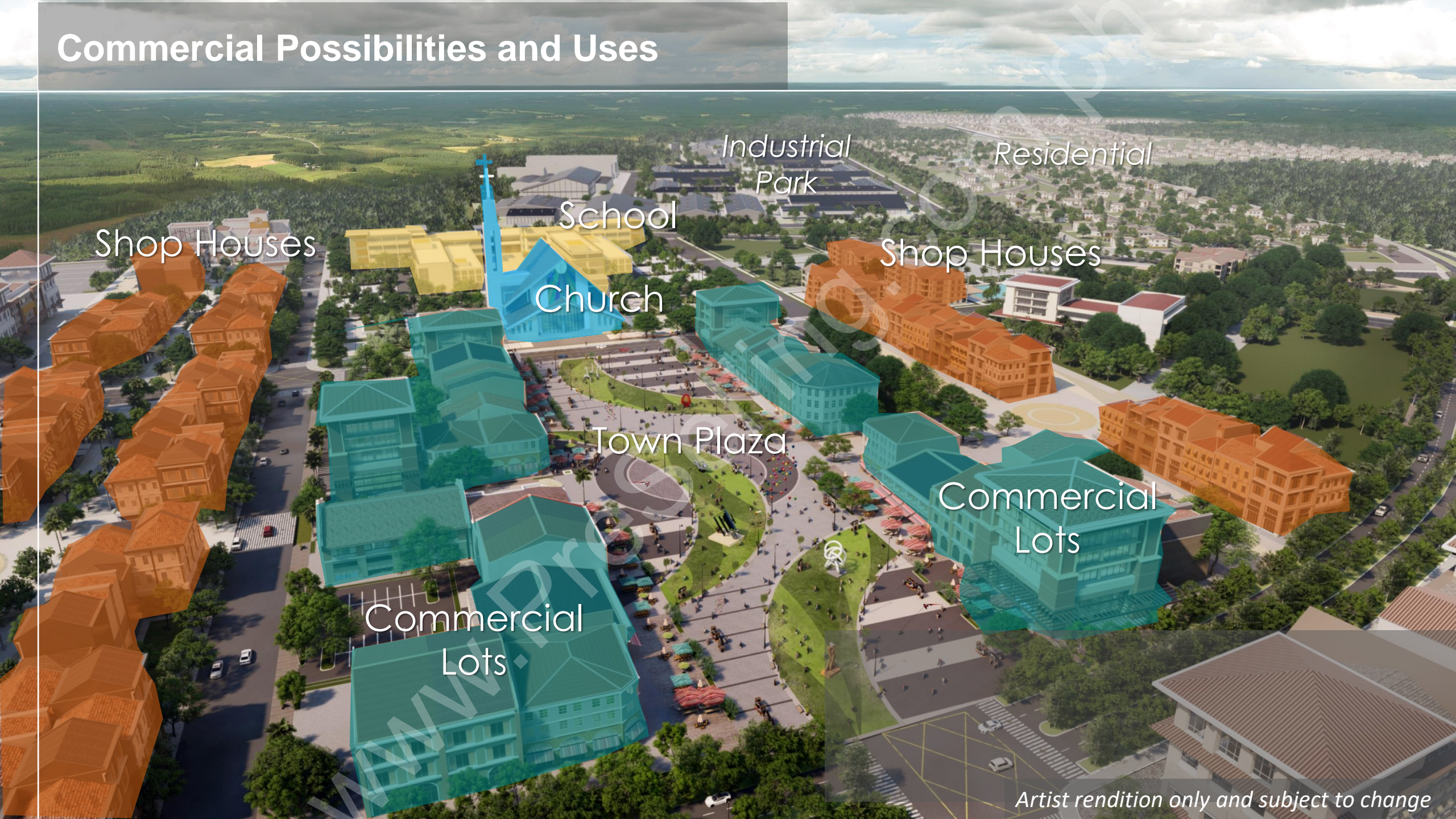
NEWEST DOWNTOWN

complementing Tarlac City's commercial center at 47 hectares



Artist rendition only and subject to change

Commercial Possibilities and Uses



Shop Houses

School
Church

Industrial
Park

Residential

Shop Houses

Town Plaza

Commercial
Lots

Commercial
Lots

Artist rendition only and subject to change

Crescendo Town Plaza

1.5 hectares
As big as Tarlac City Plazuela



Artist rendition only and subject to change

Town Plaza to host regular activities; Special and seasonal community events



Artist rendition only and subject to change.

Vibrant, Walkable, Street Life

Low-rise, mixed use buildings

Modern yet familiar architecture

Green streetscape

Walkable, human-scale pedestrian streets



Artist rendition only and subject to change.

Quality and Holistic Education



We educate for life.

DON BOSCO TARLAC

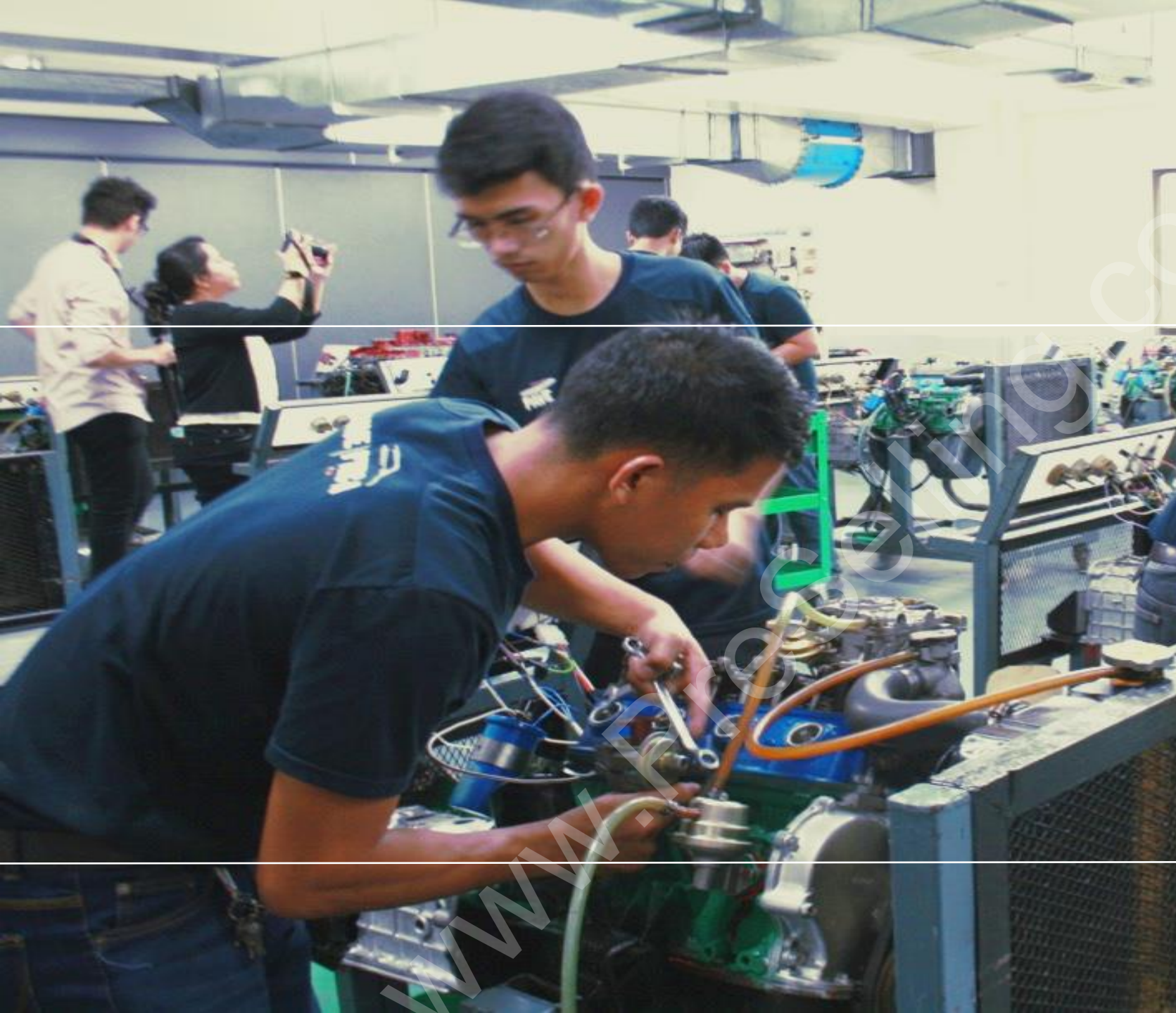
Artist rendition only and subject to change.



We educate for life.

DON BOSCO
TARLAC

- K to K12
- Senior High
School to begin
2023



DON BOSCO TECHNICAL INSTITUTE

Technical Vocational
Educational & Training (TVET) SY
starts 2025

Courses: Automotive, machine,
electrical and electronic shops

Demand for Industrial Warehouse and Logistics Hub in the next 12 to 36 months

to answer the growing demand for e-commerce, deliveries and essential items



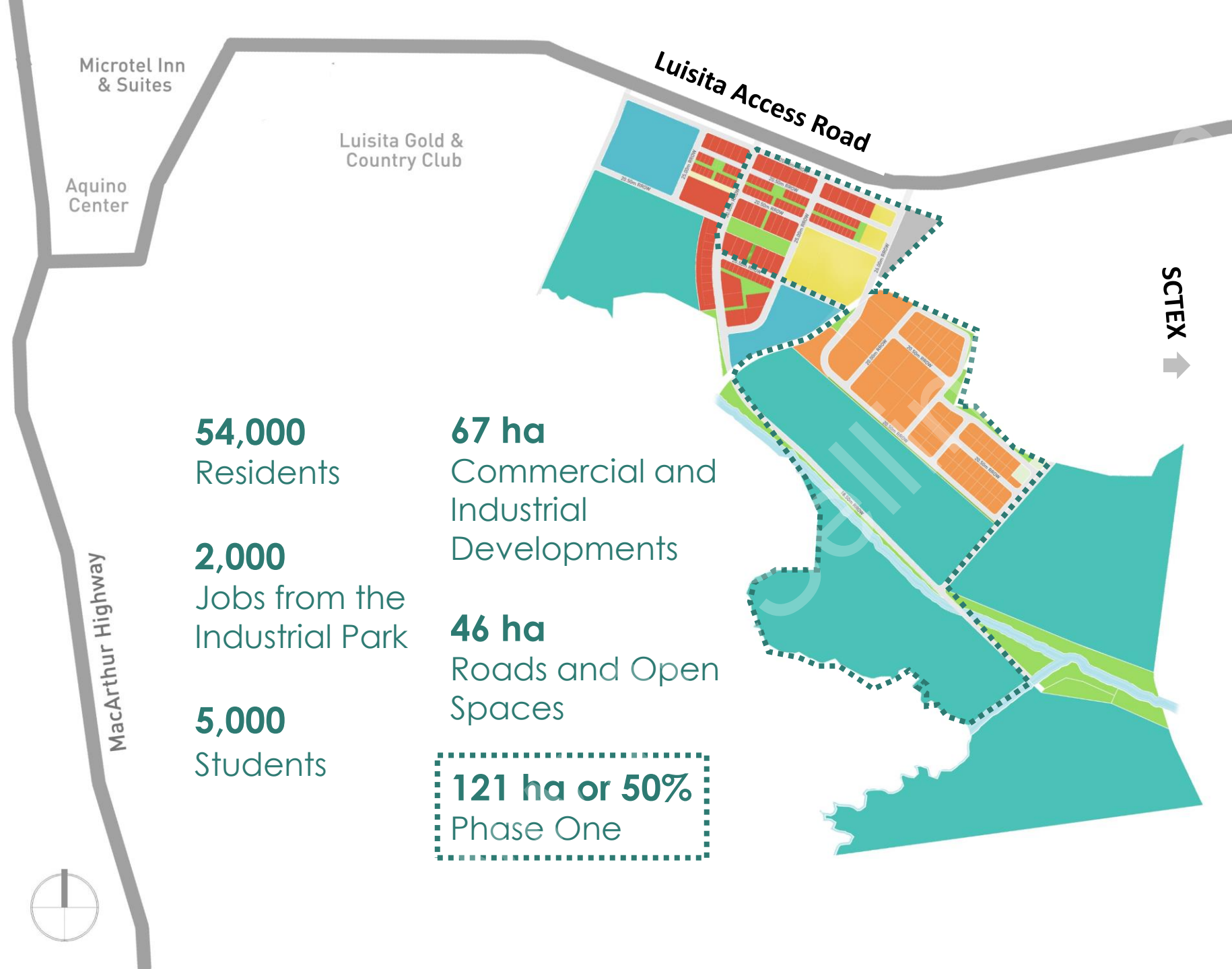
**32-hectare Industrial Park
2,000 Jobs**

Colliers believes that manufacturers of essential items such as food, medical, and other household products are likely to lead industrial land and warehouse take up in 2020 and 2021.

Government Incentives for manufacturers of essential items in the Philippines

Co-warehousing trend on the rise

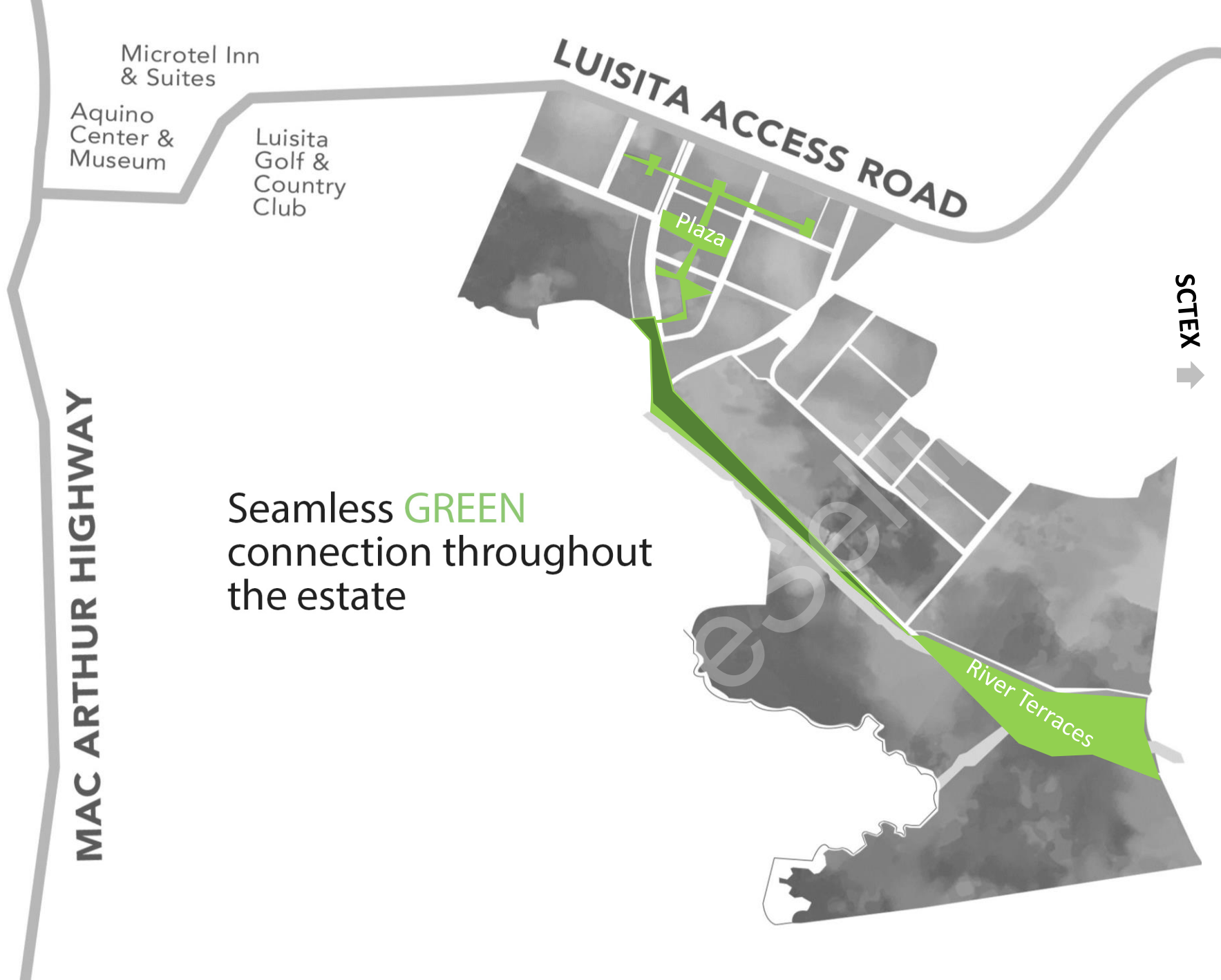




290 HECTARES

Mixed-use Modern Local Community

Commercial	7%
Flex	4%
Industrial	11%
Residential	59%
Institutional	3%
Roads and Open Spaces	16%



Network of Open spaces

30% open spaces*
1.5 km-long green way

*including open spaces in residential communities

7-Hectare River Terraces



Artist rendition only



Cresendo Downtown

A 47-hectare mixed-use commercial development:

- **High-value Commercial Lots ranging from 500 to 2,000 sqm**
- Big and smaller blocks for flexibility
- Frontage along Luisita access road
- Complete mix of uses including a school, a church, and features a town plaza that will serve as the community's congregation area
- Complemented by Industrial Park and residential enclaves

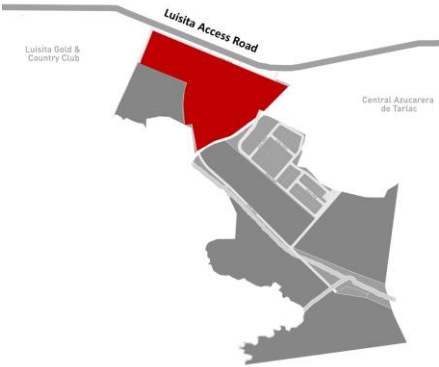
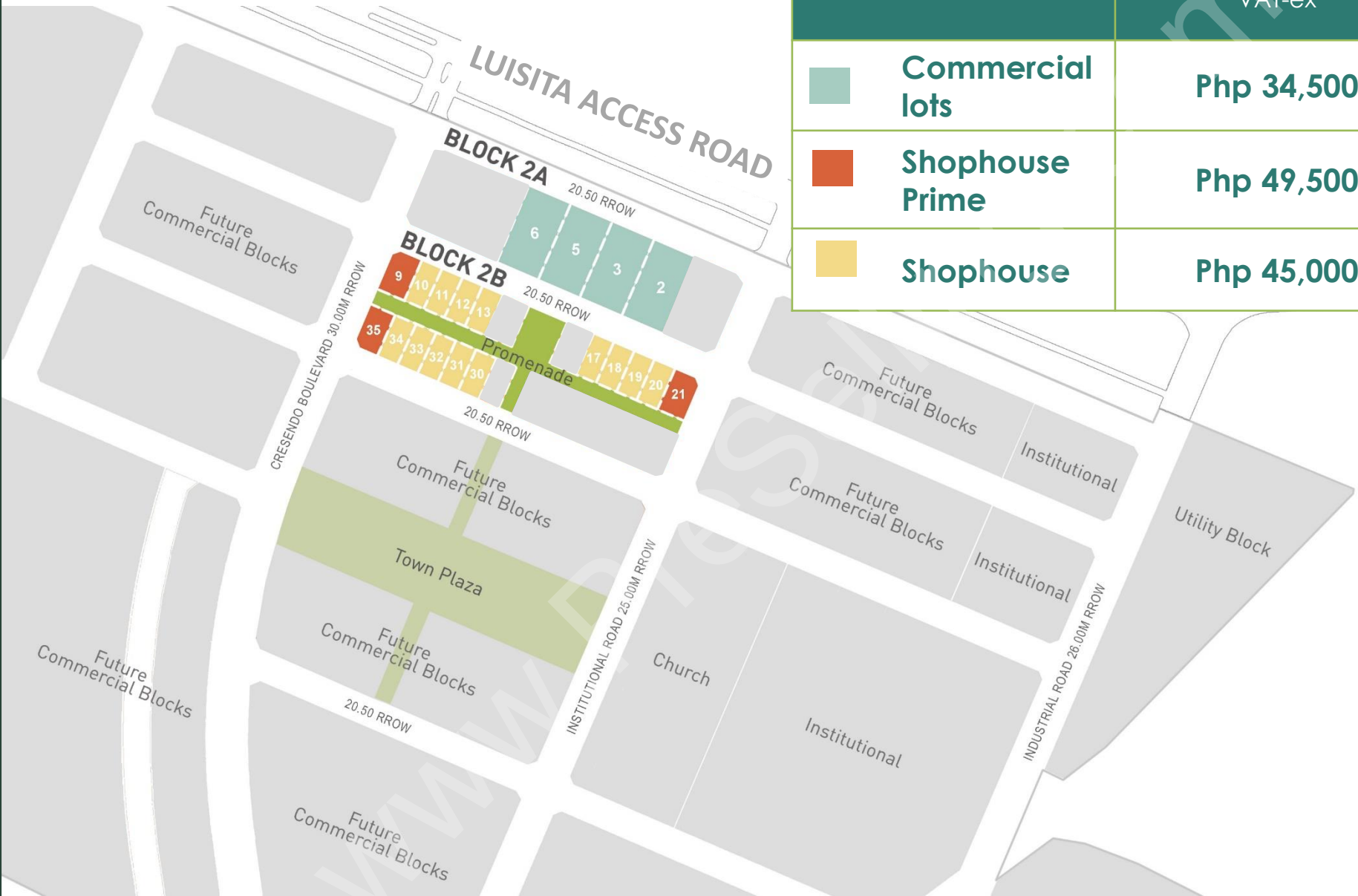


Artist rendition and subject to change.

Crescendo Downtown

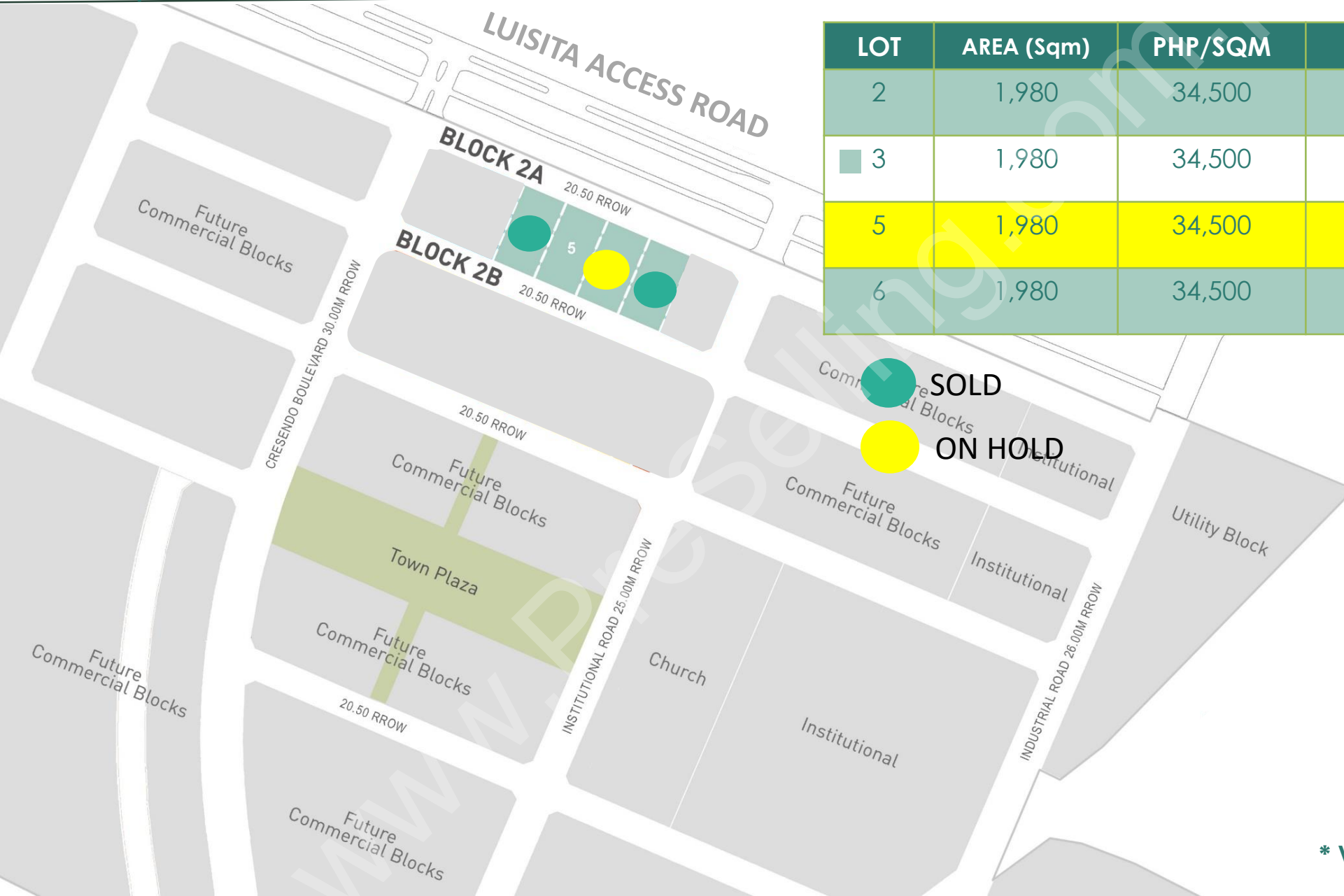
AVAILABLE COMMERCIAL LOTS FOR SALE

LOT TYPE	PRICE/SQM VAT-ex	LOT RANGE
 Commercial lots	Php 34,500	1,980 sqm
 Shophouse Prime	Php 49,500	522 - 678 sqm
 Shophouse	Php 45,000	512 - 522 sqm

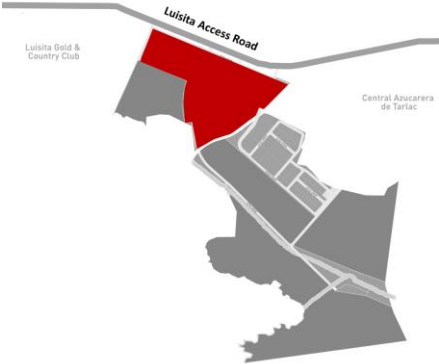


Crescendo Downtown | Commercial lots as of 22 January 2021

Block 2A | FAR 2.5



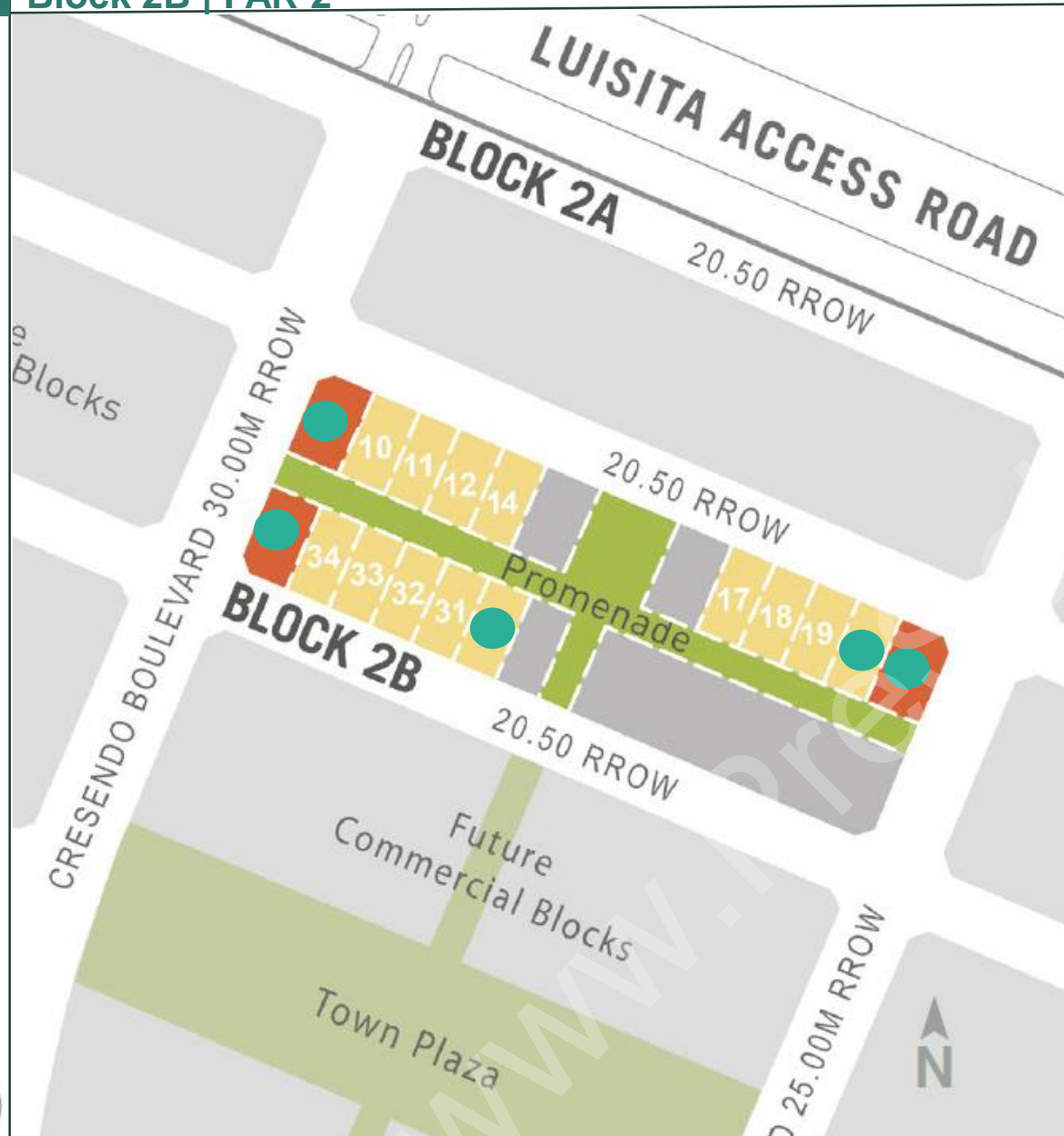
LOT	AREA (Sqm)	PHP/SQM	TCP (Vat-ex)
2	1,980	34,500	Php 68.3 Mn
3	1,980	34,500	Php 68.3 Mn
5	1,980	34,500	Php 68.3 Mn
6	1,980	34,500	Php 68.3 Mn



* Valid until 31 January 2021

Cresendo Downtown | Shophouse lots as of 22 January 2021

Block 2B | FAR 2



Commercial spaces with the option for residential or apartment dwellings in the upper levels

LOT TYPE	LOT	AREA (SQM)	TCP (Vat-ex)*
Shophouse Prime	9	678	Php 33.6 Mn
Shophouse	10	512	Php 23 Mn
Shophouse	11	512	Php 23 Mn
Shophouse	12	512	Php 23 Mn
Shophouse	14	512	Php 23 Mn
Shophouse	17	512	Php 23 Mn
Shophouse	18	512	Php 23 Mn
Shophouse	19	512	Php 23 Mn
Shophouse	20	512	Php 23 Mn
Shophouse Prime	21	677	Php 33.5 Mn
Shophouse	30	522	Php 23.5 Mn
Shophouse	31	522	Php 23.5 Mn
Shophouse	32	522	Php 23.5 Mn
Shophouse	33	522	Php 23.5 Mn
Shophouse	34	522	Php 23.5 Mn
Shophouse Prime	35	624	Php 30.9 Mn

 SOLD

* Valid until 31 January 2021

Cresendo Downtown Key Restrictions

Permitted Uses	Restrictions
<ul style="list-style-type: none">▪ Office▪ Training/Conference Facilities/Studio/Workshops▪ Hotel▪ Dormitory/Department/Residential Condominium▪ Tertiary (College) Level Schools o Higher Education (Professional Schools)▪ Hospital/Clinic▪ Parking area or building▪ Recreational or Sports <p>A building may be constructed and dedicated to any or a combination of the Permitted Uses shall be duly approved by the DECLARANT.</p>	<ul style="list-style-type: none">▪ Industrial Plant / Factory and machine shop▪ Funeral Parlor▪ Lumberyard / Junkshop▪ Jail▪ Vulcanizing shops▪ Obnoxious, illegal or immoral trade or activity▪ Storage of highly combustible or dangerous materials such as, but not limited to Gasoline, Helium, gunpowder and explosives. <p>No Structure of a temporary character such as trailers, tents, warehouse, garage, or other out-buildings shall be erected on the lot at any given time.</p>

Cresendo Downtown Architectural Style



The pervasive architectural style intended for Cresendo Downtown shall be a modern take on classic downtown design prevalent in the Spanish Colonial era of Philippine planning history. The unifying aesthetic for buildings and developments within the Downtown is evocative of old-world charm but modernized in terms of design translation, façade and accent articulation and material finishes.



Crescendo Downtown

Summary & Payment Terms

LOT TYPE	PRICE/SQM VAT-ex	LOT RANGE
Commercial Lots	Php 34,500	1,980 sqm
Shophouse Prime	Php 49,500	522 - 678 sqm
Shophouse	Php 45,000	512 - 522 sqm

Reservation Fee

Commercial lots	Php 1 Mn
Shophouse lots	Php 500k

-  **Cash Terms, with 10% discount**
90% DP, 10% balance in 30 days
-  **Deferred: 20%-80%, with 5% discount**
20% DP, Balance in 24 months
-  **Deferred: 20%-80%**
20% DP, Balance in 36 months

*Quoted prices are VAT exclusive



Cresendo Industrial Park

- 32-hectares
- Locators ranging from manufacturing, logistics, warehousing, standard factory buildings

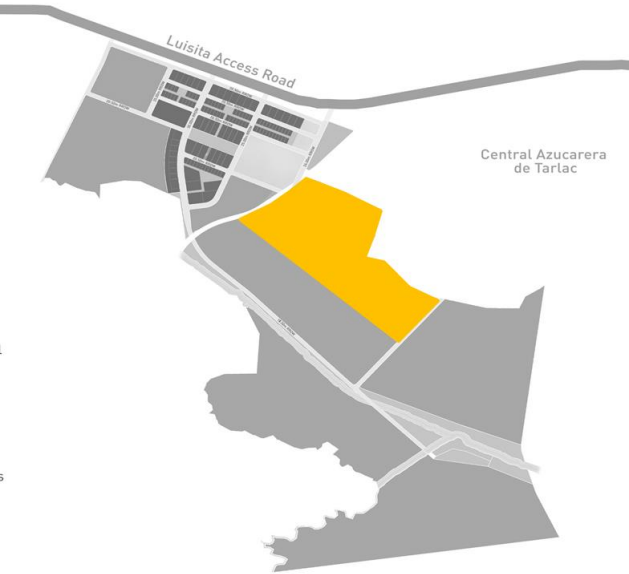


Crescendo Industrial Park

FAR 1.5



PRICE/SQM VAT-ex	LOT RANGE
Php 8,200	1,754 – 2,906 sqm

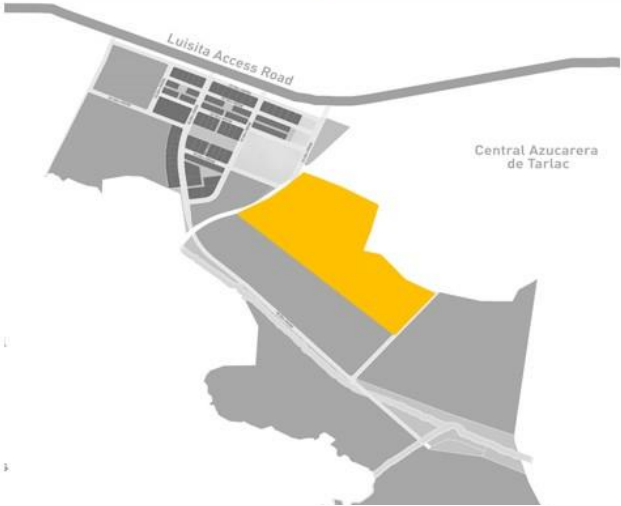


Crescendo Industrial Park as of 15 January 2021

Block 3 Lot 2
FAR 1.5



PRICE/SQM VAT-ex	LOT SIZE
* Php 8,200	10,478 sqm



* Valid until 31 January 2021

Cresendo Industrial Park as of as of 15 January 2021

Block 4 | FAR 1.5



* Valid until 31 January 2021

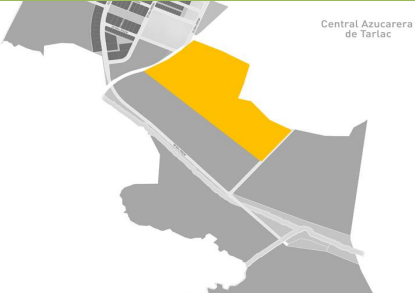
Crescendo Industrial Park as of 22 January 2021

Block 6 | FAR 1.5



LOT	AREA (SQM)	TCP (Vat-ex)*
1	2,441	Php 20.0 Mn
2	2,040	Php 16.7 Mn
3	2,040	Php 16.7 Mn
5	2,040	Php 16.7 Mn
6	2,478	Php 20.3 Mn
7	2,461	Php 20.1 Mn
8	2,040	Php 16.7 Mn
9	2,040	Php 16.7 Mn
10	2,040	Php 16.7 Mn
11	2,815	Php 23.0 Mn

● SOLD
● ON HOLD



* Valid until 31 January 2021

Cresendo Industrial Park Restrictions

Permitted Uses	Restrictions
Light-to-medium Non-polluting and Non-hazardous industries.	<p>Storage and handling of highly combustible or dangerous materials, such as, but not limited to, gasoline, helium, gun powder and explosives.</p> <p>The Lot shall not be used for any obnoxious, illegal or immoral trade or activity, or any other purpose that will disturb the peace and order in the community or impair the reputation and well-being of the Locators and/or endanger their safety and health.</p>

Cresendo Industrial Park | Architectural Style



Architecture that expresses modern design that will create an identifiable and dynamic design character is the intention for Cresendo Industrial Park.

Buildings with glass façade in combination with other materials to create texture and interest in the exterior, are highly encouraged. The external finishing materials of buildings shall be durable, of high quality and easily maintained.






Cresendo Industrial Park

Summary & Payment Terms

PRICE/SQM VAT-ex	LOT RANGE
Php 8,200	1,754 – 2,906 sqm

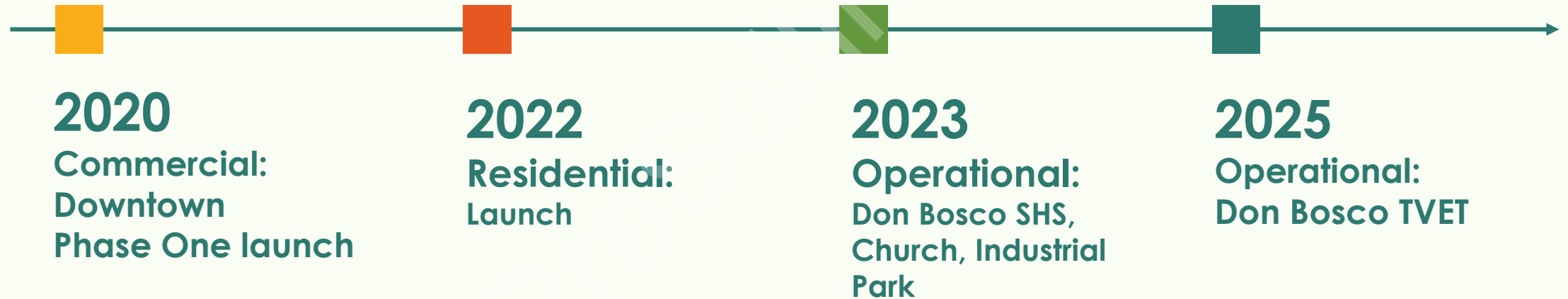
Reservation Fee Php 500k

-  **Cash Terms, with 10% discount**
90% DP, 10% balance payable in 30 days
-  **Deferred: 50%-50%, with 5% discount**
50% DP in 30 days, Balance in 12 months
-  **Deferred: 20%-80%**
20% DP in 30 days, Balance in 24 months

*Quoted prices are VAT exclusive

PHP 18 BN Overall Investment

PHP 5.5 BN Investment in the Next 5 Years



FIRST AYALA
LAND
MASTERPLANNED
DEVELOPMENT IN
TARLAC

NEWEST
DOWNTOWN
FILLED WITH
VARIOUS
COMMERCIAL
POSSIBILITIES

ANCHORED TO
DELIVER LIFE'S
ESSENTIALS

Thank You!

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