

WESTBOROUGH



ALVEO
an AyalaLand company

 **CATHAYLAND**





OPEN THE DOORS TO
A GROWTH CORRIDOR
SOUTH OF METRO MANILA

OPEN WIDER AVENUES FOR INVESTMENT.

The main thoroughfare from Sta. Rosa to Tagaytay is a vital artery, a bustling corridor that makes for easy trade and transport between the South and Metro Manila. It's a fresh and emergent locality: its accessibility has allowed for communities to thrive within its fold. With its wide open spaces, it's prime territory for true Southern living.

To date, no other area adjacent to the capital is as promising. Affluent neighborhoods form a ready market of consumers to tap into. Developers have come to raise projects, and they flourished, marking a surge in commercial activity – a growth revolution.



South Forbes



Ayala Westgrove Heights

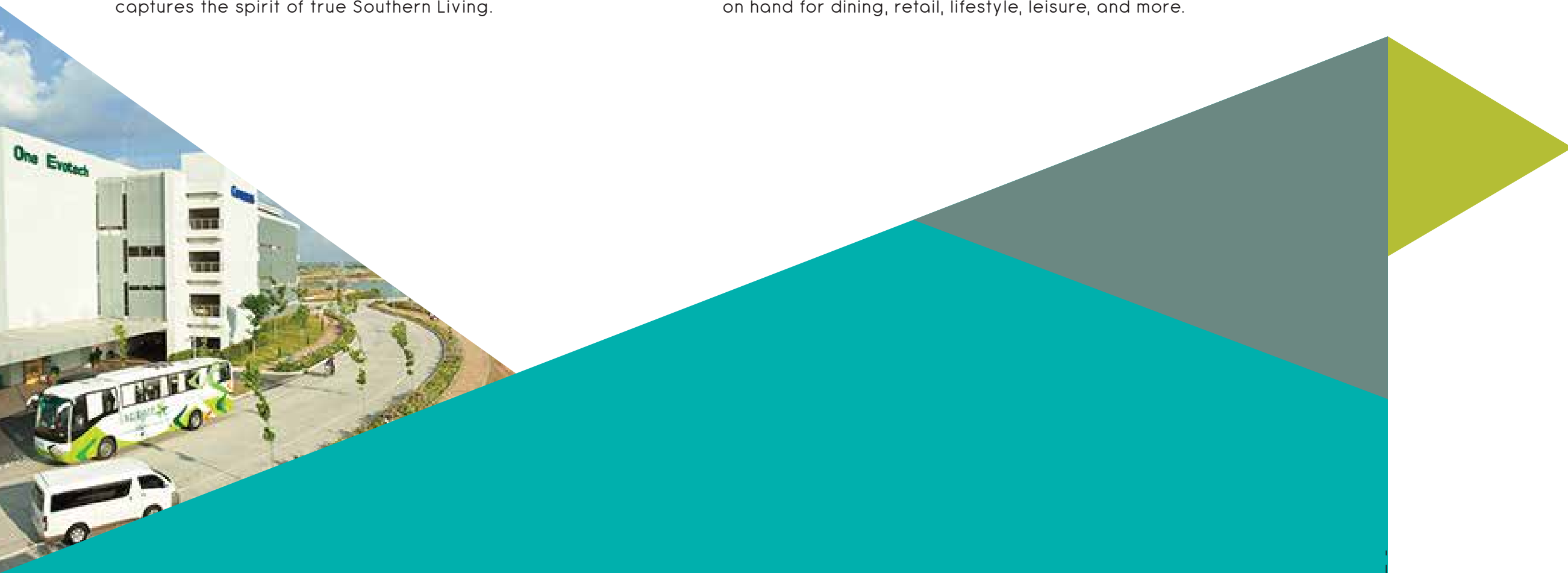
GROW WITH WESTBOROUGH



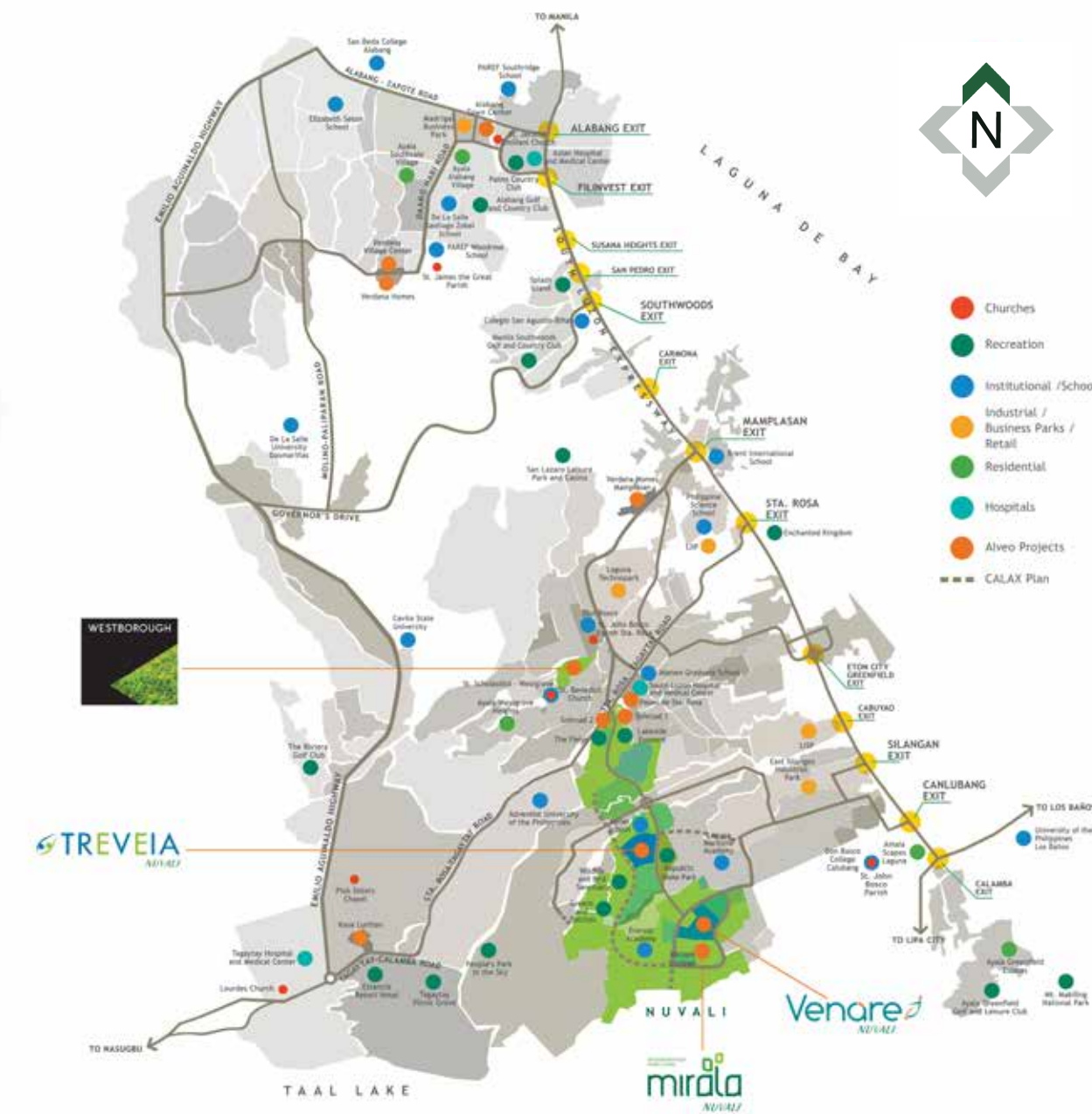
A MARK OF TRUE SOUTHERN LIVING.

Now, two prestigious names in real estate are about to thrust this revolution to its zenith. Continuing with their fruitful partnership and building on years of industry experience, Alveo Land and Cathay Land are proud to present Westborough, a distinctly innovative park town center that captures the spirit of true Southern Living.

Imagine 32 hectares of retail and lifestyle attractions arrayed within a masterplanned oasis of parks and panoramic fields. Built two kilometers from the Sta. Rosa - Tagaytay Road, Westborough is poised to be the upscale enclave for Southerners who want options on hand for dining, retail, lifestyle, leisure, and more.



ALVEO SOUTHSIDE VICINITY MAP



In close proximity are the following established areas and key locations:

Residential Enclaves

- Ayala Westgrove Heights (373 hectares, 3,157 lots)
- Wedge Woods (30 hectares, 270 lots)
- South Forbes (250 hectares, 3,316 lots)

Mansions

- Bali
- Tokyo
- Phuket

Horizons

- Villas
- Chateaux de Paris
- Miami
- Nirwana Bali

Elevations

- Scandia Suits
- Stanford Suits

Fairways

- Golf View Terraces
- Sentosa Heights

- NUVALI (1,800 hectares)

Ayala Land Premier (2,287 lots)

- Abrio
- Luscaro
- Montecito
- Elaro
- Santierra
- Soliento

Alveo Land (2,798 lots)

- Mirala
- Venare
- Treveia
- Verdana Homes Mamplasan

Avida (5,483 lots)

- Avida Settings
- Avida Village Cerise
- Ridgeview Estates
- Avida Parkway Settings
- Avida Woodhill Settings

- Palma Real Residential Estates
- San Jose Village I, II and III
- Santa Rosa Village I and II
- Santa Rosa Estates I and II

Hotels, Shopping and Leisure Destinations

- Microtel South Forbes
- Seda Hotel NUVALI
- NUVALI Solenad 1, 2 and 3
- Paseo de Santa Rosa
- Rustan's Supermarket
- The Fields NUVALI
- Republic Wakepark NUVALI
- Enchanted Kingdom

Educational Institutions

- Ateneo Graduate School of Business
- Brent International School
- Caritas Don Bosco School
- De la Salle University – Canlubang
- Learning Links Academy
- St. Scholastica's Westgrove
- Miriam College NUVALI
- Xavier School NUVALI

Business and Industrial Centers

- Laguna Technopark
- NUVALI Lakeside Evozone
- Honda Cars Philippines
- Toyota Motors Philippines
- Ford Motor Company
- Coca Cola Bottlers Philippines
- Monde Nissin Corporation

Institutional Centers

- Southern Luzon Hospital & Medical Center
- St. John Bosco Parish Church
- Our Mother of Perpetual Help Parish
- St. Benedict's Church



Phuket Mansions



St. Benedict's Church

A FRESH TAKE ON A NEIGHBORHOOD LOCALE.

Westborough is envisioned to cater to the South by becoming the preferred destination for urban lifestyle essentials. From your village flower shop to a full-scale supermarket; from your local café to international cuisines; from your family dentist to your fitness center, Westborough is designed to be an extension of the Southerner's home and community.

It's a design worthy to be its crown jewel, to boot. Westborough's masterplan and modern Asian-Mediterranean architecture make it highly inviting and attractive. As a retail complex, it's a breath of fresh air - literally. With up to 40% of the land area dedicated to open spaces, Westborough captures Southern living at its finest: breezy, al fresco, leisurely, and yet distinctly modern and dynamic all at once.

Westborough's retail options offer a selection of boutiques curated for the tasteful modern individual. Dining is often open-air with an offering of unique, artisanal restaurants among well-known franchises. Institutions for business and commerce are on hand along with community services and public features, like a bike route and jogging path. It's an integrated and seamless environment. Establishments open out to contiguous parks and outdoor pathways. Here, in Westborough, the South has a sense of freedom and space in its experience of modern convenience.



A STERLING OPPORTUNITY FOR THE DISCERNING INVESTOR.

Westborough serves a captured market that has continued to reach greater heights. With about 580 hectares of residential communities, the Southern growth corridor has some 6,000 households expected to double in number in the next five years.

It's an affluent market, at that. A triad of upscale neighborhoods with an affluent market make up the immediate vicinity. Ayala Westgrove, South Forbes, and Wedge Woods enjoy convenient access to Westborough. St. Scholastica's College is also a stone's throw away, opening channels for a younger demographic to cater to – thus leading to wider horizons for retail and other business ventures.

And ventures indeed prove to be rewarding. Real estate is a thriving industry in the South. The influx of residential developments and nearby business parks is proof of its upsurge. It also means that there is growing

demand, especially for convenience and wider selections. Today's communities look for retail spaces that serve as an extension of their own homes, where their lifestyle essentials are easily within reach. They also look for more open spaces and greenery amid a rapidly urbanizing milieu. Westborough's park atmosphere provides that venue where one can indulge in a natural landscape for a change.

Envisioned as it is with the combined forces of Alveo and Cathay, Westborough is a profitable venture – now, more than ever, and also for years yet to come. A prime location, timing, a captured market, and the quality of the development come together in this venture: one that opens doors to a South that keeps growing.

It is, indeed, a true catch for the discerning investor.





OPEN SELECTIONS



INTRODUCING WESTBOROUGH TOWN CENTER

A FOCAL POINT FOR THE SOUTH

It's a fresh twist on the modern retail experience. Soon to be central to the needs of Southern living, Westborough Town Center is a hub of upscale selections within Westborough's inviting park atmosphere.



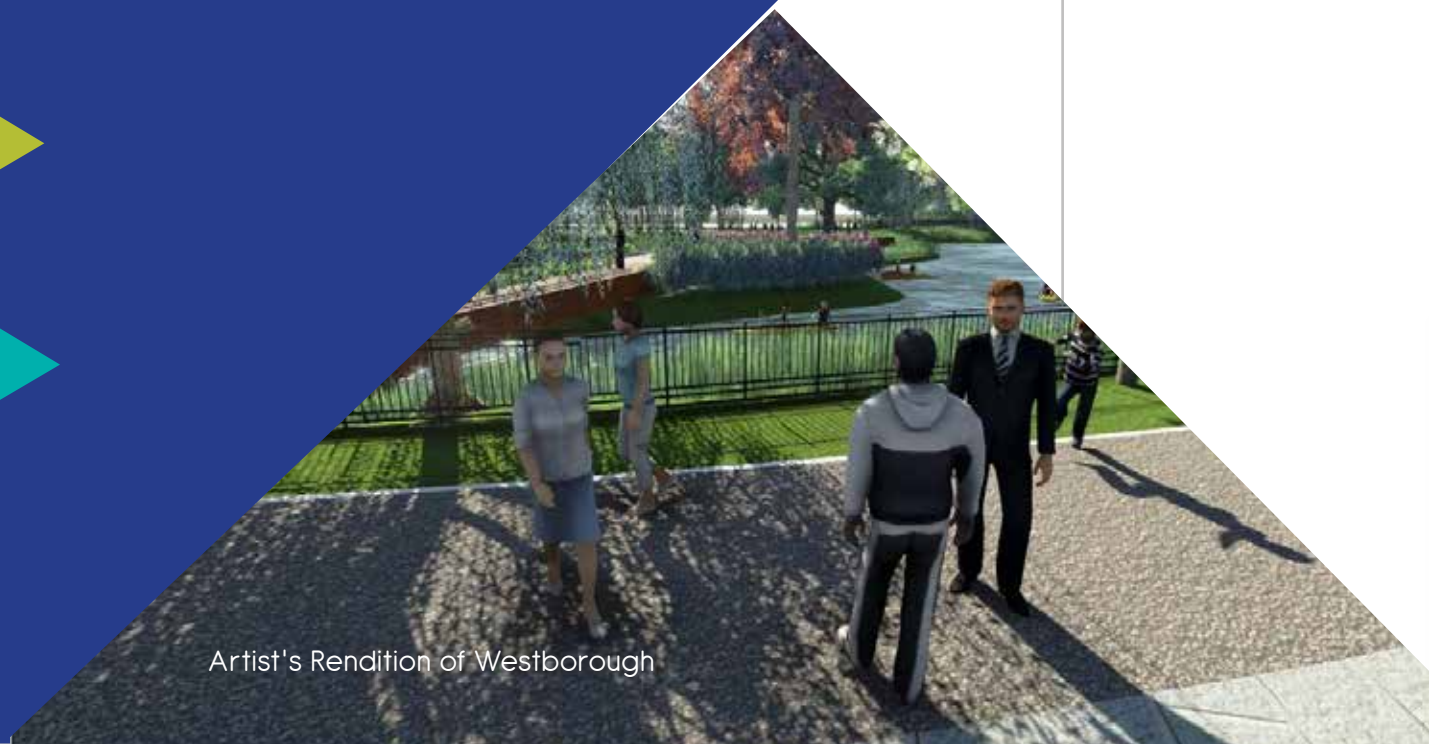
Artist's Rendition of Westborough

SITE DEVELOPMENT PLAN

Westborough opens plenty of doors to investors with three retail strips and a distinct commercial complex called Westborough Town Center.

The commercial strips stand as Commercial Strip 1 (South Forbes Golf City – Mansions), Commercial Strip 2 (South Forbes Golf City – Commercial Strip 2) and Rodeo Drive (South Forbes Golf City – Rodeo Drive Commercial Strip).

Westborough Town Center, meanwhile, serves as the heart of this locale. A retail hub managed by Ayala Malls, the town center consists of commercial and lifestyle destinations laid out with a mind for a convenient, leisurely, and walkable retail experience. Plenty of open spaces, greenery, and a mini lake at the center of the complex make of it a pleasant stroll: a true point of distinction from the typical malls in the metro.



Artist's Rendition of Westborough



| Phase | Commercial Areas | | Total No. of Lots | Ave. Lot Size (sqm) | Total Area (sqm) | Launch |
|---------|-------------------------|---|-------------------|---------------------|------------------|-----------|
| Phase 1 | Commercial Strip 1 | South Forbes Golf City-Mansions South Forbes Golf City-Bali Mansions | 32 | 1,421 | 45,477 | Nov. 2013 |
| | Commercial Strip 2 | South Forbes Golf City-Commercial Strip 2 | 22 | 1,804 | 39,689 | |
| | Rodeo Drive | South Forbes Golf City-Rodeo Drive Commercial Strip | 75 | 321 | 24,108 | |
| Phase 2 | Westborough Town Center | | 51 | 1,653 | 143,483 | July 2014 |
| Phase 3 | Future Development | | - | - | 76,844 | - |
| Total | | | 180 | | 329,601 | |

To be developed by Alveo land and managed by Ayala Malls, in partnership with Cathay Land.

Phase 2 of Westborough shall be known as Westborough Town Center. Westborough Town Center will be composed of 5 blocks with 51 commercial lots. The commercial lots will be allocated between Alveo Land Corp. and Cathy Land, Inc. - with 25 lots under the name of Alveo Land and the remaining 26 lots under the name of Cathay Land.

| | Unit Mix | | | Lot Size | | |
|-----|-------------------|------------|-------------|----------|-------|-------|
| | Total No. Of Lots | Alveo Lots | Cathay Lots | Min | Max | Ave |
| WTC | 51 | 25 | 26 | 1,122 | 2,328 | 1,653 |

| | |
|---------------------------|--|
| Project Name | Westborough Town Center |
| Address | Barangay Inchican, Silang, Cavite, Philippines |
| Development Type | Commercial Lots |
| Total Land Area | 143,483 sq.m. 1,544,438 sq.ft. |
| Total Saleable Land Area | 84,298 sq.m. 907,376 sq.ft. |
| FAR | 4.0 |
| Owner | Alveo Land Corp. and Cathay Land, Inc. |
| Developer | Alveo Land Corp. and Cathay Land, Inc. |
| Exclusive Marketing Agent | Alveo Land Corp. |





Artist's Rendition of Westborough



WESTBOROUGH TOWN CENTER LOT DETAILS

| Town Center | Total No. of Lots % | Total Area [sqm] | Ave. Lot Size [sqm] |
|--------------|---------------------|------------------|---------------------|
| Alveo Lots | 25 49% | 42,163 | 1,687 |
| Cathay Lots | 26 51% | 42,135 | 1,621 |
| TOTAL | 51 100% | 84,298 | 1,653 |

FREQUENTLY ASKED QUESTIONS

Cathay Land

Cathay Land Incorporated is a real estate development firm engaged in both horizontal and vertical construction projects in the CALABARZON area as well as in Metro Manila. Some of its notable projects include the 25-storey Dynasty Twin Towers in Downtown Manila and the 35-storey Astoria Plaza Serviced Residential Suites in the Ortigas Business District – earning Cathay Land the distinction as one of the fastest rising real estate firms in the country today.

As part of the Cathay Group of Companies, Cathay Land draws synergies from its affiliates. Top steel manufacturers Cathay Pacific Steel Corporation and Cathay Metal Corporation, leading ceramic tile manufacturer Eurotiles Industrial Corporation, and top retailers Federal Hardware, Federal Design Expo, MFI Kitchen, Ceramic Plaza, and PC Express all contribute quality components to Cathay Land's prestige projects.

In 2004, Cathay Land embarked on its biggest, most ambitious project yet to date: the 250-hectare world-class, integrated golf resort city called South Forbes Golf City in Sta. Rosa.

Restricted Uses

Lots shall not be used for any obnoxious, illegal or immoral trade or activity, or any other purpose that would disturb the peace and order or impair the reputation and welfare and/or endanger their safety and health of the community. The storage of highly combustible or dangerous materials is strictly prohibited. Lots shall not be used as an access or right-of-way to any adjacent parcels of land or property outside the development.

Lot Limitations

A single lot cannot be subdivided. Maximum of two consolidated lots may later be subdivided into its original components. Each of the resulting lots shall not be smaller in area than the smallest lot before consolidation, and shall have adequate access to a designated street for vehicular ingress and egress, whether directly or by grant of right-of-way.

Use of Lot

Lots shall only be used for the construction of a building dedicated to any or a combination of the following uses:

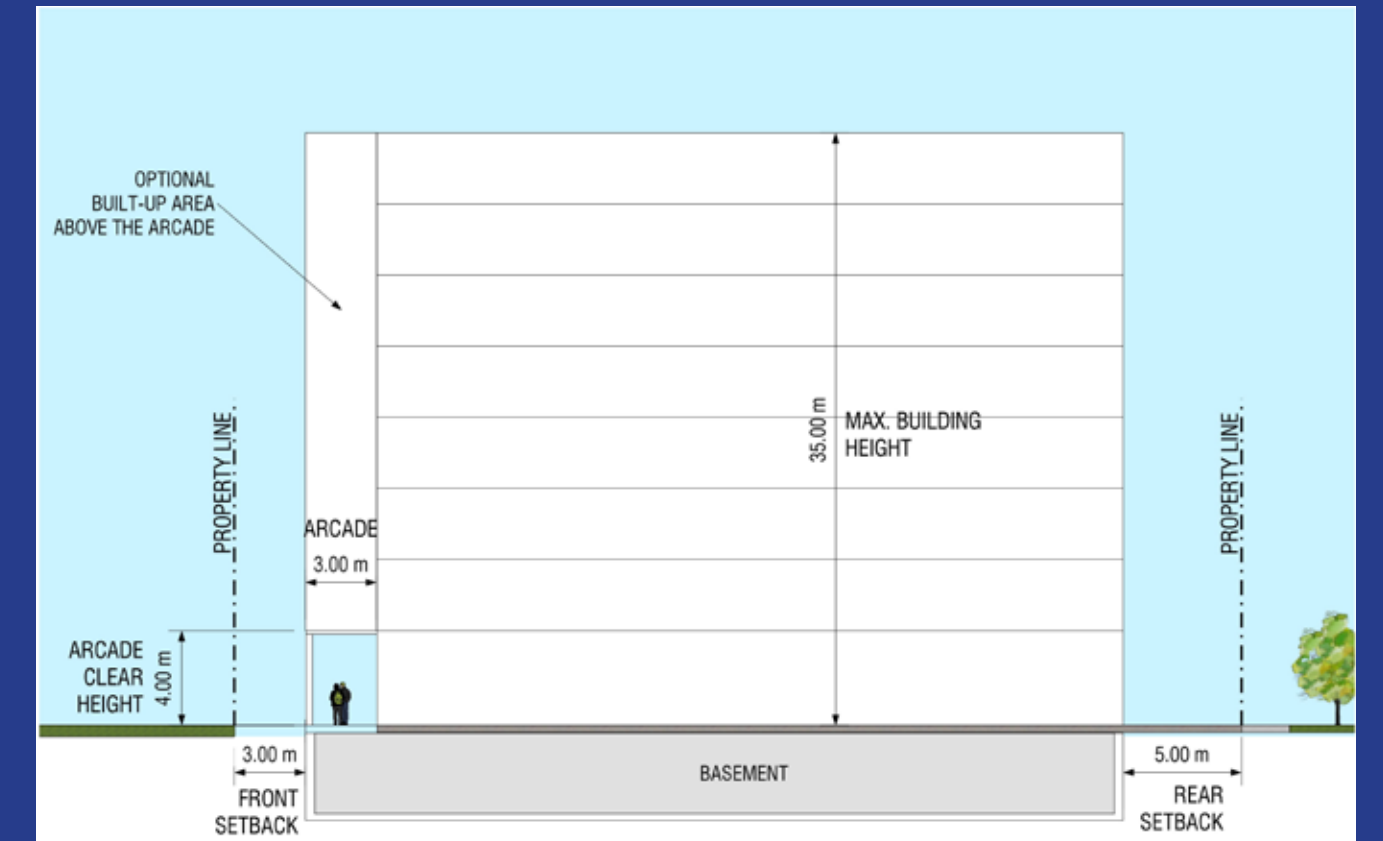
- Community/Association Activity Center
- Computer/Information Technology
- Educational/Training Facility
- Entertainment Facility
- Fire/Security Station
- Hardware Store
- Health/Medical Facility
- Library
- Office
- Meetings Facility
- Museum/Exhibit Area/Art Gallery
- Park, Playground, Sports Field/Court, Garden
- Place of Religious Worship
- Restaurant and other Food Serving Establishment
- Retail
- Service
- Sports/Recreational Facility
- Organized Storage Facility
- Parking Facility provided that the ground floor of the building shall be devoted for Retail
- Utility Installation
- Residential use on the lot provided that it is not the primary use of the lot and the ground floor of the building constructed thereon is not devoted to such use

Building Restrictions

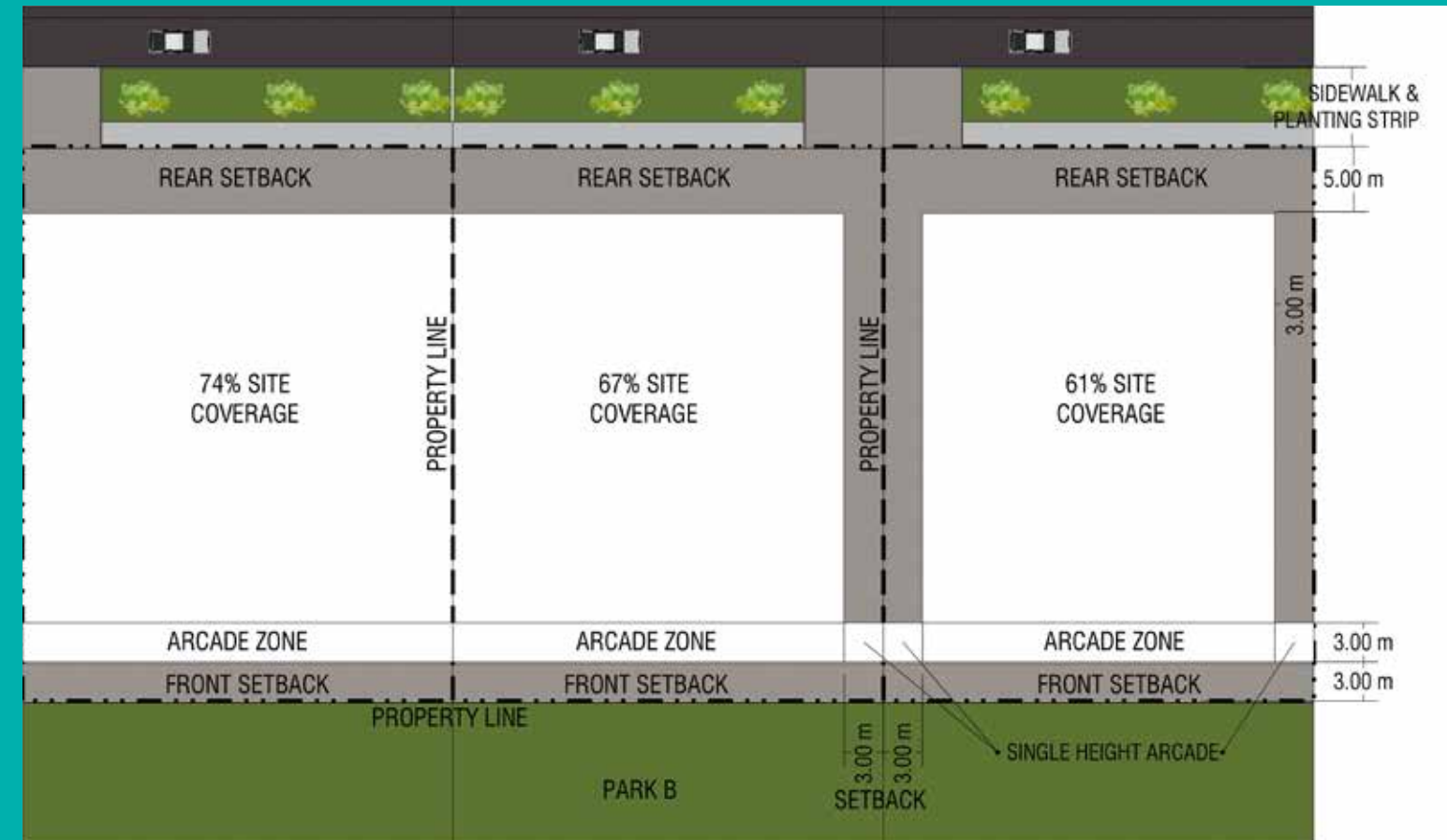
| | Westborough Town Center |
|-------------------------|--|
| Minimum Site Coverage | 50% |
| Maximum Building Height | 35m |
| Setbacks | <p>Blocks 1, 5 and 6</p> <p>Front: 5m</p> <p>Sides: - if build-to-line: firewall required - if not build-to-line: 3m easement</p> <p>Rear: 3m</p> <p>Blocks 2 and 3</p> <p>Front: 3m</p> <p>Sides: - if build-to-line: firewall required - if not build-to-line: 3m easement</p> <p>Rear: 5m</p> |
| Fence Height | 2m |



Westborough Town Center: Building Restrictions (Blocks 2 and 3)



Westborough Town Center: Building Setbacks (Blocks 2 and 3)



Pedestrian Arcade

Lot owners are required to provide a three meter (3m) wide and four meter high (4m vertical clearance) pedestrian arcade after the front setback requirement. The pedestrian arcade is envisioned to be a continuous row of arcaded walkway free from any obstructions that might impede the pedestrian traffic.





Vehicular Access and Curb Cut Zone

Vehicular curb-cuts are to be located on streets and/or reserved access lots and are not permitted along South Boulevard as indicated in the figure below:



Underground Basement Level

An underground basement level can be constructed within the property line provided that the following setbacks are followed:

| Westborough Town Center | |
|-------------------------|---|
| Setbacks | Blocks 1, 5 and 6 |
| | Front: 5m Sides: - if build-to-line: firewall required - if not build-to-line: 3m easement Rear: 3m |
| | Blocks 2 and 3 |
| | Front: 3m Sides: - if build-to-line: firewall required - if not build-to-line: 3m easement Rear: 5m |



IN SAFE HANDS

With the stellar track record of Ayala Property Management Corporation, Westborough is sure to become a lasting investment where you can be open to the many possibilities your business will take you.

