

**SECURITIES AND EXCHANGE COMMISSION**

*SEC FORM 17-C*

**CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c)(iii) THEREUNDER**

1. Date of Report (Date of earliest event reported): **March 6, 2025**
2. SEC Identification Number: **60566**
3. BIR Tax Identification No. : **004-504-281-000**
4. Exact name of issuer as specified in its charter:

**CENTURY PROPERTIES GROUP INC.**

5. Province, country or other jurisdiction of incorporation: **Metro Manila**
6. Industry Classification Code:  (SEC Use Only)
7. Address of principal office/Postal Code: **35<sup>th</sup> Floor Century Diamond Tower, Century City, Kalayaan Avenue, Makati City 1200**
8. Issuer's telephone number, including area code: **(632) 7-793-8905**
9. Former name or former address, if changed since last report: n/a
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA:

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<b><u>Common Shares</u></b>	<b>11,599,600,690 <u>Common Shares</u></b>
<b><u>Preferred Shares</u></b>	<b>100,123,000 <u>Treasury Shares</u></b> <b>20,000,000</b>

11. Indicate the item numbers reported herein: Item 9

**Item 9. Other Events / Material Information**

Century Properties Group Inc. would like to inform the Honorable Commission that the Company has seeded today, March 6, 2025 a press release entitled:

**Century Properties' PHirst Launches Century PHirst Centrale Batulao township in Batangas**

Attached is the Press Release for reference.

Any forward-looking statements contained in the press release are based upon what management of the Company believes are reasonable assumptions. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes to update such forward-looking statements if circumstances or management's estimates or opinions should change.

The Company fully undertakes that it shall furnish the Honorable Exchange all material documentation and filings for the aforementioned transactions.

**SIGNATURES**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CENTURY PROPERTIES GROUP INC.**

By:



**ATTY. ISABELITA CHING SALES**  
Chief Information and Compliance Officer



## PRESS RELEASE

Contact:

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### Century Properties' PHirst Launches Century PHirst Centrale Batulao township in Batangas

Century Properties Group's first-home brand, PHirst, officially launched its second township project, Century PHirst Centrale Batulao, in Nasugbu, Batangas, on February 15. This marks a significant milestone for the company following the success of PHirst Centrale Hermosa in Bataan, which was launched in March 2022.

**Marco R. Antonio**, President and CEO of Century Properties Group and Vice Chairman of PHirst, emphasized how this expansion aligns with the company's long-term vision: "The launch of Century PHirst Centrale Batulao represents another step forward in our mission to redefine first-home living in the Philippines. By developing integrated, well-planned communities, we are not just building homes, we are shaping dynamic environments where families and businesses can grow together. This township reflects our commitment to innovation, sustainability, and inclusive progress, ensuring that more Filipinos have access to a higher quality of life."

**Ricky M. Celis**, President of PHirst, added, "With the launch of Century PHirst Centrale Batulao, we are not only addressing the housing needs of Filipino families but also contributing to the growth of Batangas and the Southern Luzon region. This township project will create more jobs, support the local economy, and offer affordable and mid-tier housing options, helping alleviate the country's housing backlog."

### A New Era of Township Living

Spanning 142 hectares along the Nasugbu-Tagaytay National Highway, Century PHirst Centrale Batulao is a mixed-use estate designed to integrate residential, commercial, institutional, and retail establishments. The development follows the "15-minute city" concept, ensuring that everything residents need is within a short distance. The township is structured around three key pillars: **Dwell, Create, and Thrive**, offering a complete living experience.

### Dwell: PHirst Residential Brands for Various Market Segments

**The Dwell zone** includes housing options in various gated villages catering to a range of market segments. **PHirst Park Homes Batulao** and **PHirst Impressions Batulao** offer affordable house & lot packages for first-time homebuyers. **PHirst Editions Batulao**, on the other hand is perfect for upper middle-income families, while the distinctive **Commune Village** provides homes open to both Filipino and foreign home-seekers.

Alongside the township launch, PHirst introduced its newest residential village – the 10-hectare **PHirst Editions Batulao Vol. 2 West**, the sequel project following on the success of **PHirst Editions Batulao Vol. 1** introduced to the market in December 2022. This new development features 496 homes designed to accommodate a wide range of family sizes. The homes, with floor areas ranging from 54 sqm to 120 sqm, are priced starting at ₱4.5 million. Available model units include **Cartland 54**, **Charles 70**, **Christie 90**, and **Corin 120**, offering diverse options to meet varying needs.



Prior to this, in November 2024, PHirst also launched the **expansion** of its **PHirst Impressions Batulao** project, with price points starting at ₱2.5 million further enhancing its residential offerings.

### **Create and Thrive Zones: Building Community and Commerce**

The **Create and Thrive** zones will enhance the township's dynamic atmosphere, encouraging a unique lifestyle, blending work, leisure, and community.

The Create zone, which spans 13.6 hectares, will feature commercial, and retail spaces, attracting third-party tenants and fostering business growth. It's focus on business and industry will create a hub for professionals and entrepreneurs, offering a range of opportunities for individuals seeking a thriving career and business venture.

The Thrive zone, covering 1.2 hectares, will focus on community-building with amenities such as a church and an events space. This will promote a sense of belonging, with planned spaces dedicated to social gatherings, spiritual growth and cultural activities.

Construction of these zones is set to begin soon, promising a vibrant merchant mix from services to food & beverage establishments and places of leisure, that will benefit both residents and visitors. Residents will truly enjoy a balanced lifestyle where they can work, connect, and relax all within a vibrant and accessible environment.

### **The Future of Suburban Township Living**

Century PHirst Centrale Batulao aims to set a new standard for township living in Batangas, blending urban convenience with suburban tranquility. With its well-planned infrastructure and a mix of residential, commercial, and recreational spaces, it is poised to become a landmark development that offers both enriching living experiences and exciting business opportunities. Celis emphasizes, "Century PHirst Centrale Batulao is more than just a development—it's a vision for a thriving, connected community that brings modern living closer to nature. We're excited to offer a space where residents can live, work, and connect, all in one place. This is the future of township living."

### **Recent Launches**

PHirst has been expanding its footprint across the Philippines, with 27 projects in total—26 in Luzon and 1 in the Visayas. The brand offers diverse housing options for various market segments, including PHirst Sights (socialized & low-economic housing), PHirst Park Homes & PHirst Impressions (high economic to affordable housing), PHirst Editions (mid-income market), and PHirst Centrale (township projects). In addition to Century PHirst Centrale Batulao, PHirst successfully launched PHirst Park Homes Bacolod in February 2024 and PHirst Park Homes Calamba West in October 2024, both receiving strong market reception.

### **The Core of PHirst**

PHirst is committed to its 4Cs brand pillars: Complete, Conceptive, Connected, and Convenient. Each PHirst home is thoughtfully designed with essential fixtures and finishes to ensure residents have functional, well-crafted spaces



from day one. The developments feature amenities for leisure, fitness, and community engagement, and are strategically located near schools, hospitals, transport hubs, and commercial centers. PHirst's goal is to provide a seamless journey to homeownership, offering homes that are built to last, where families can create and share their milestones together. PHirst, the home of many firsts, a wholly owned subsidiary of Century Properties Group. For more information, visit [www.century-phirst.com](http://www.century-phirst.com). -#-