

**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 9, 2026**
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 1210**
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 9, 2026, a press release entitled:

**PHirst Unveils Next-Generation Community in General Trias, Cavite**

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.

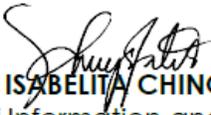
The Company fully undertakes that it shall furnish the Honorable Exchange all material documentation and filings for the aforementioned transactions.

**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

For inquiries, contact:

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## PHirst Unveils Next-Generation Community in General Trias, Cavite

Century Properties Group's first-home brand, PHirst, strengthens its leadership in value-driven residential developments with the grand unveiling of PHirst Impressions Gen Tri – marking the company's strategic expansion into the fast-growing city of General Trias, Cavite.

Once known as a quiet residential city in Cavite, General Trias continues to evolve into a dynamic growth hub marked by accelerated infrastructure development, appreciating property values, and increasing commercial activity which reshaped the city's landscape. Today, it attracts a new generation of homeowners seeking more than just starter houses – families who value connectivity, long-term growth, and thoughtfully planned communities.

In line with its commitment to meeting the evolving needs of today's homebuyers, PHirst officially showcased PHirst Impressions Gen Tri on March 7, 2026, through a grand unveiling event entitled "New Gen Unlocked". The event brought together company executives, business partners, brokers, and potential homeowners for an exclusive first look at the development's model houses and amenities. The program highlighted the community's enhanced home designs, upgraded features, and sustained value proposition, proving the company's continued innovation in the first-home segment.

Spanning 23.8 hectares in Brgy. Biclatan, General Trias, the development carries a total project value of approximately P6.6B and will feature over 1,500 homes. Each unit is thoughtfully designed for homeowners who prioritize functionality, self-expression, and flexibility – offering residents not just a house but a home that is built to grow with them.

### Building on Established Demand

PHirst Impressions Gen Tri builds on the strong market reception of PHirst's earlier project in General Trias, PHirst Park Homes Gen Tri, which was launched in June 2021. Since its launch, the project has demonstrated steady construction progress and sustained buyer interest, reflecting the area's growing appeal as a residential destination. Today, the development is already 57% complete and home to 707 happy homeowners. This is a testament to the brand's ability to deliver quality communities that resonate with the market.

### Expanded Lot Sizes and Flexibility

At the heart of the project is the upgraded Calista house model, reimagined to better reflect how families live, work, and grow today. The enhanced Calista features improved finishes, optimized layouts, and larger lot allocations that allow for greater comfort. Modern architectural details and elevated finishes give the home a more contemporary character, while its practical design ensures functionality.



A defining upgrade is the substantial expansion in lot sizes. In the earlier development, Calista End offered 40 sqm of floor area on a typical 60.5 sqm lot, while the Calista Mid featured a 40 sqm floor area on a typical 44 sqm lot—configurations that strongly appealed to first-time buyers entering the property market.

At PHirst Impressions Gen Tri, both models retain the efficient 40 sqm floor area but now sit on substantially larger lots. Calista End expands to a typical 90 sqm lot, while Calista Mid increases to a typical 60 sqm lot – representing an average lot size increase of approximately 42%. While offering larger lots, units remain competitively priced starting at P3.8M for Calista End and P2.9M for Calisa Mid.

The increased lot sizes open new possibilities for homeowners: space for gardens, play areas, additional parking, or future expansions. Beyond the added areas, residents benefit from improved privacy, enhanced ventilation, and greater freedom in shaping their outdoor spaces. For growing families, this means investing in a home that adapts to changing needs.

Designed with expandability in mind, the Calista house model allows seamless extensions and customizations as families evolve. Whether adding extra rooms, expanding living spaces, or upgrading interiors, homeowners benefit from a property that grows alongside their aspirations. This future-ready design reduces the need to relocate, enabling families to build lasting roots within the community while safeguarding the long-term value of their investment.

In addition to the Calista townhouse model, PHirst Impressions Gen Tri will also offer the brand’s single-attached home design, Dua, that will provide buyers with greater scalability and space options.

### **Community Enhancements**

Beyond the homes themselves, PHirst Impressions Gen Tri introduces an expanded set of amenities. Core facilities include a clubhouse, basketball court, and swimming pool. Additional concept-driven features such as the Panorama Patch (Outdoor Cinema), Cube Climber, Animal Maze, Paw Park, Foot Reflexology Area, and Jogging Trail are integrated into the community plan. These spaces are designed to encourage recreation, wellness, and social interaction within the neighborhood.

“The launch of PHirst Impressions Gen Tri underscores our strategic commitment to expanding in high-growth residential markets. It represents an elevated residential option in General Trias, following the success of our entry-level project in the area, PHirst Park Homes Gen Tri.” Said Ricky M. Celis, President of PHirst Park Homes Inc. “By providing a premium yet accessible product with lifestyle-driven amenities, we are capturing emerging opportunities in South Luzon’s growing housing market.”

### **The PHirst Core**

Currently, PHirst operates 33 active projects across the country, with developments in key locations in Cavite, Laguna, Batangas, Quezon Province, Bulacan, Pampanga, Bataan, Nueva Ecija, Bacolod City [Negros Occidental], and South Cotabato. Carrying its brand pillars– Complete Homes, Conceptive Amenities, Connected Essentials, and Convenient Selling & Buying Experience– PHirst has built a solid reputation for creating thoughtfully designed homes that cater to the needs of the modern Filipino family. With every development, PHirst remains committed to building not just homes, but vibrant communities where families can Dwell, Create, and Thrive.



PHirst is a subsidiary and the first-home business segment of Century Properties Group. For more information on PHirst's developments and upcoming projects, visit [www.century-phirst.com](http://www.century-phirst.com).

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