



SUGBU-ANON PROPERTIES & DEVT

SOUTH COAST HOTEL AND RESORTS PARADISE

Resort and Casino in Barili and Aloguinsan





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Executive Summary

Aloguinsan was formerly a barrio of Pinamungajan. It was created a town by the Royal Decree of the Kingdom of Spain in 1886. It has a historic landmark that stands as mute testimony to the courage of the early inhabitants. One night the Muslim invaders approached the village. With old people, women and children safe behind the hills, the men began firing their cannons and did not stop until the pirates had been annihilated. Today, this untouched area has the potential to be the best diving, snorkeling, island hopping, jet ski, sailing, golf, casino and cultural activities in the Philippines.

This project is the development of a major hotel, resort, casino, condotel and commercial complex. This project will launch Aloguinsan and Barili as the ultimate destination for both local and international tourist.

Many sporting, recreation and life-style opportunities are available. The clear waters of Mactan offer aquatics sports; there are white sandy beaches and coral for diving; it has great fishing; and cuisine- based holidays will be specialty; this place are rich in history and culture.

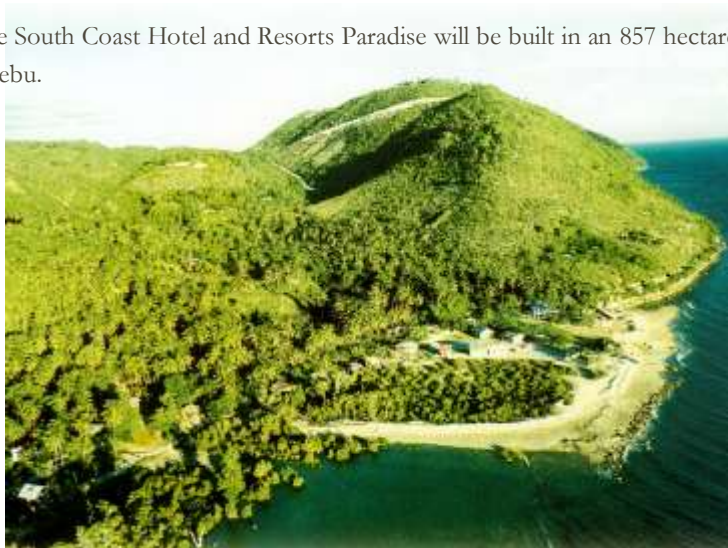
The South Coast Hotel and Resorts Paradise development will be an iconic project. It will be the premier hotel, resort, casino, residential, commercial and entertainment venue for Cebu.

The construction will be undertaken by Sugbu-anon Properties and Development, an experienced Developer for build-quality, ability to complete on budget and on-time and occupational Health & Safety record.

The building complex will contain over 400 condominiums, a 5-star hotel of 300 rooms, conference centers or function rooms, grand ballroom, casino, cinema, swimming pool, a major shopping center, underwater bar and restaurant, an entertainment center, office spaces/business centers, and diving school. Parking will be provided both open and in basement car-parks approx. 2,000 cars. The Hotel Operator will be a major International hotel company-Regal International.

The unquirness and boldness of building's architecture, and its setting, should result in considerable exposure in professional and mass circulation publications.

The land upon which the South Coast Hotel and Resorts Paradise will be built in an 857 hectares situated between Aloguinsan and Barili, Cebu.



After funds are in place from international investors, work will ultimately be underway for the Construction Certificate.

Considerable support will be provided by the City Government, as the Project represents a major boost for the economy.

Off-the-Plan sales for the Condominiums or residence condotels, Business Centers or Office Commercial Spaces, and the shopping mall.

Construction is planned to commence March 2018,

All structures will commence outright after the funds are released, with the intention of securing forward commitments for a significant part of the construction funds.

Marketing will concentrate on Cebu and going global through local and international tourism sales agencies and other key sales individual and real estate brokerage and sales teams. The thrust is to storm the international market like: Malaysia, Singapore, Indonesia, Thailand, China, Japan, Korea, Australia, UK, US, Germany and among others.



In the development and management of our projects, we strive to ensure the preservation of the environment while minimizing the footprint in our operations. All these practices not only ensure sustainability, enhance the value of our properties.

With our business principle, we are profoundly committed to continue to identify and strive to minimize our key risks through our Enterprise Risk Management system. We also equip the organization to be more agile in handling unexpected situations with our crisis management and business continuity programs.



History

Aloguinsan

This is a 4th municipal income class municipality in the province of Cebu, Philippines. According to the 2015 census, it has a population of 32,100. In n the 2016 electoral roll, it had 20,124 registered voters. By road it is 59 km southwest of Cebu City. It was formerly Known as Pinamungahan. It was created a town by the Royal Decree of the Kingdom of Spain in 1886.

Bulwarte, a historic landmark, still stands as mute testimony to the courage of the early inhabitants of Aloguinsan. Because of the frequent Moro attacks, the natives, under the supervision of the Spaniards, constructed a watchtower on top of a hill at the mouth of a river. From this vantage point, they could see incoming Moro vintas.



One night (a full moon and favorable winds), the Muslim invaders approached the village. With old people, women, and children safe behind the hills, the men began firing their cannons and did not stop until the pirates had been annihilated. It was the end of Moro assaults.

The historic hill of Villona between the barrios of Olango and Cawasan was also the site of a battle between the American forces and Filipino revolutionaries. The rebels under the leadership of Anastacio de la Cruz encountered the forces of Lt. Walker on Holy Thursday, April 1903. Lt. Walker and a number of his men were killed. The following

day, Good Friday, Lt. McCoy took over the command of the American troops and outfought the Pulahanes (the rebels were so called because of their red headbands) who were defeated.

The courage and patriotism of the Aloguinsan were again tested in World War II. Cebuano guerillas resisted Japanese invaders, and joined Allied and Filipino troops of the 3rd, 8th, 82nd and 83rd Infantry Division of the Philippine Commonwealth Army





Barili

Barili is a 2nd municipal income class municipality in the province of Cebu, Philippines. According to the 2015 census, it has a population of 73,862. In the 2016 electoral roll, it had 42,831 registered voters.

Barili is located 61 km southwest of Cebu City. It borders on Dumanjug to the south; to the north with Aloguinsan; to the east with Carcar and Sibonga; and to the west lies the Tañon Strait. Its main tourist attraction is the Mantayupan Falls.

The word barili comes from the name of a local grass called balili. The municipality was founded in 1632, though the parish of Barili was established in 1614. A cross was erected by conquistadores on their arrival at 1602, and still exists today.

In 2006, the town became the first municipality in Cebu province to give protections to its heritage sites through Municipal Ordinance No. 04-06-01, s. 2006, declaring certain shrines, houses, buildings, monuments, markers and other areas as cultural properties of the municipality.



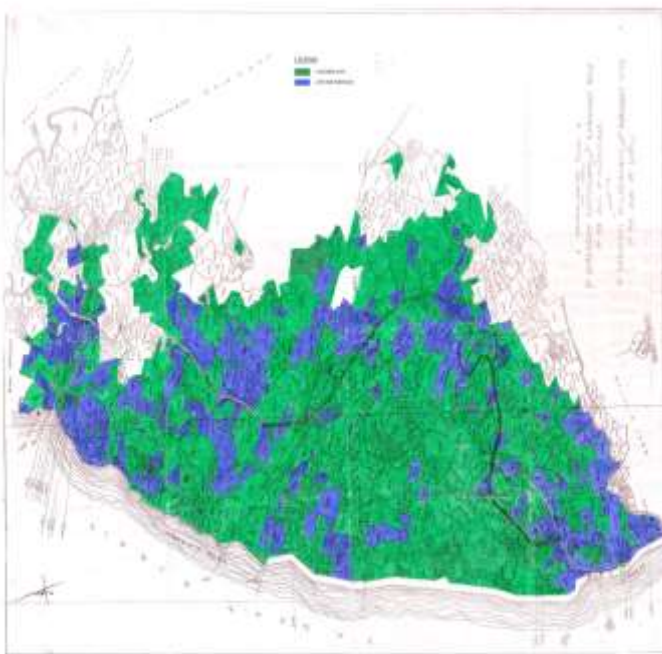


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Project Site

Along the coastline of the two adjoining towns of Barili and Aloguinsan, on the southwest corridor of the Province of Cebu, Philippines.

Right on the Tanon Strait with Negros Island across this scenic channel, the property is located on an elevated coast between 50 to 100 meters above sea level.





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The Development Components

Condominiums

Condominiums, configured in 2 bedrooms, 3 bedrooms, 4 bedroom and dual-key arrangement, each having its own kitchen. The quality level will be consistent with the 5-star rating of the Hotel. For those Purchasers of the Condominiums who require management of their investments, the management will be undertaken by the Hotel Operator in such a way as to make available those Condominiums as part of the Hotel management services.



Hotel and Casino



A Hotel, of 5-star rating, but with considerable attention to creating a “grand” hotel having a 5-Star rating, but with a quality level above that. The Hotel will have 300 rooms. Indoor/outdoor sports facilities, swimming pool, functions room and a Grand Ballroom. One of the main attractions in the Hotel is the ultimate Casino which will be on a world-class level.





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All-glass Aquatic Restaurant

We will use aquarium technology to put diners face-to-face with the stunning underwater environment. Naturally the food will be as spectacular as the underwater setting. Diners enjoy their meal within translucent shell as the underwater drama unfolds on all sides. We take local spices and traditional flavors and give them a western twist to create a fusion of Asian cuisine that you could find the best restaurants in the world.



Office Space/Business Centers



This office space will be essential as the investments in the province grow where more and more businesses from neighboring provinces will invest in the region.

Commercial Business spaces will be available for rental as well to cater to small-medium scale business entrepreneurs.



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Mall / Shopping Center

A shopping center, managed by an international standard operator, will be pitched to tourists as well as middle-class and higher – income local people. The shopping Center will include a range of boutique shops offering quality, fashionable products and services, but as an affordable price.



Golf Course

With wide hectares of land a series of golf courses will also be developed. This will be targeted with the high-end tourists and business people to serve as a top recreational destination and with relaxing view of the mountains and nature.





Marketing Collaterals

- On-site billboard (for sale signage)
- Brochures and flyers
- Fact sheet
- Developer's track record
- Contractor's and consultant's track record
- Draft Binding of Sale & Purchase Agreements
- Price List and unit availability
- Floor Plans
- Scale model
- CD/DVD promotional footage
- Website address
- Softcopy of all project images in HD
- Advertising designs for news media publishing

Target Market

South Coast Hotel and Resorts Paradise Residential purchaser profile is expected to be 70% would be local and foreign investors and 30% owner-occupiers.

South Coast Hotel and Resorts Paradise Shopping mall tenants

- Target tenant: Suitable single or multiple tenant
- Resources: Internal network or external network database and contact
- Target tenant commitment: 90% from total leasable square meter prior to completion

Marketing Program

Stage – 1-20% sold Pre-Construction

- Project Introduction
- Canvassing Calls
- Direct mall
- Billboard On-site
- Advertisements
- Bank Finance ready

Stage-2 – 80% During Construction

- Show Unit on-site
- Network function
- Media Advertorial
- Advertisement
- Agent Gathering
- Events

Stage-3 – 100% Post Construction

- Events
- Full Media Campaign





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Financial Projection

Total Project Cost / Loan Required:	\$ 150,000,000 JV/Equity
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Year	Funding Amount	Net Profit/Loss	Hotel/Casino	Mall, Resto, Golf
2018	\$ 88,522,058	\$ 45,611,695		
2019	\$ 18,705,088	\$ 10,973,550		
2020	\$ 13,821,367	\$ 10,973,550		
2021	\$ 10,655,041	\$ 6,627,425	\$ 3,753,450	\$ 4,000,000
2022	\$ 5,833,501	\$ 6,627,425	\$ 3,753,450	\$ 4,000,000
2023	\$ 3,671,498	\$ 5,914,250	\$ 3,753,450	\$ 4,000,000
2024	\$ 3,281,100	\$ 5,914,250	\$ 3,753,450	\$ 4,000,000
2025	\$ 2,205,014	\$ 4,645,600	\$ 3,753,450	\$ 4,000,000
2026	\$ 1,803,150	\$ 4,645,600	\$ 3,753,450	\$ 4,000,000
2027	\$ 1,502,183	\$ 4,645,600	\$ 3,753,450	\$ 4,000,000

