

PRE- LAUNCH PROJECT

BRIEFING

May 5, 2012

Movenpick Residences

Ballroom, Cebu



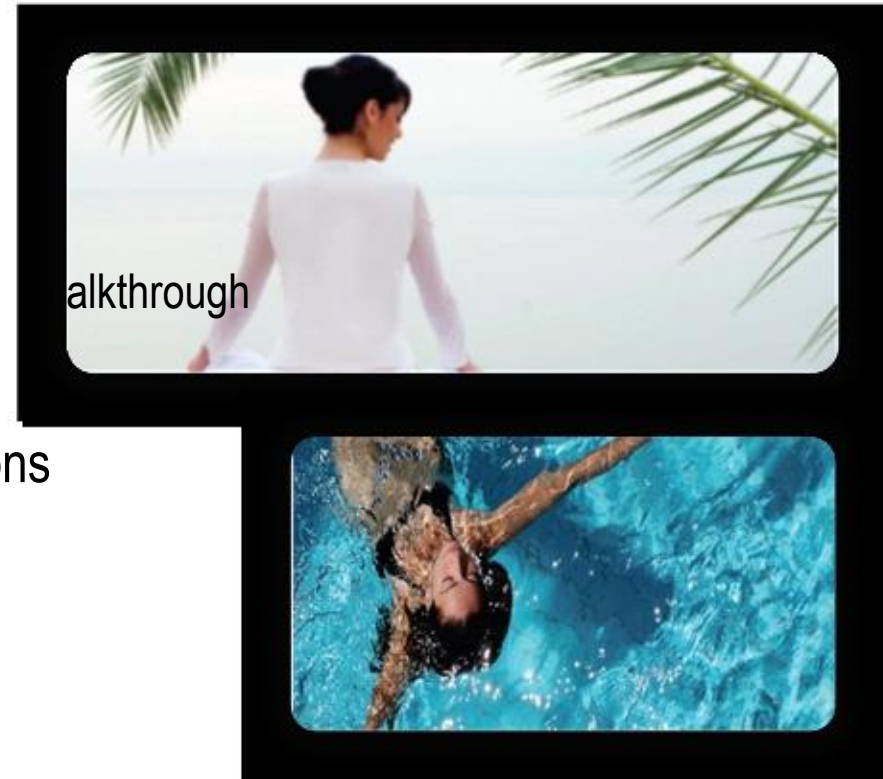
EVENT OBJECTIVES

- To EQUIP you with the TOOLS needed to achieve your Sales goals for Movenpick Residences, Cebu
- To DEMONSTRATE management's COMMITMENT to you
- To SUPPORT your SELLING EFFORTS via the introduction of fresh inventories
- To EXPAND MOVENPICK RESIDENCES reach through market penetration in STRATEGIC MARKETS



BRIEFING GUIDELINES

- The event is divided into 3 parts:
 - Sit-down briefing
 - Project site, unit and amenities walkthrough
 - Snacks
- The presentation will have 3 main sections
 - Brand Identity & Positioning
 - Project Concept & Details
 - Selling Mechanics & Seller Support
- Reserve your questions for the Q&A portion
- Project materials shall be distributed after the event
- Enjoy the event!



PROJECT OVERVIEW

CBRE



PROJECT SUMMARY

- Development Type : High-rise Residential Resort Complex
- Product Type : Fully-serviced Residences
- Project Concept : French Mediterranean Complex
- No. of Buildings : 3 Buildings
 - Residential Tower1 - 17
 - Hotel Tower - 22
 - Residential Tower 2 - 20
- Unit Mix : 1-Bedroom and 2-Bedroom
- Total No. of Units for Sale : 66 units R2
- No. of Parking Slots : 30 slots



LOCATION

- Punta Engaño, Mactan Island, Cebu (Mactan Peninsula)
- Approximately 1.75 hours by air from NAIA
- 10 minutes away from Mactan International Airport and Lapu-Lapu City commercial area
- Adjacent to Shangri-La, Mactan and other popular resort destinations
- Approximately half an hour away from Cebu City's central business districts



VICINITY MAP



KEY ESTABLISHMENTS

▪ City Center and Business Districts

- Lapu-Lapu City Center 6.7km
- Cebu IT Park 17.9km
- Cebu Business Park 17.5km
- Mandaue Reclamation 12.8km
- South Road Properties 20.02km

▪ Commercial

- Marina Mall 6.7km
- Gaisano Island Mall, Mactan 8.5km
- Gaisano Grand Mall 9.1km
- SM City Cebu 13km
- Ayala Center Cebu Market 17.5km

▪ Schools

- Bigfoot Studios 2km
- Indiana School of Aeronautics 7km

▪ Hospitals

- Mactan Doctors Hospital 7.7km
- Lapu-Lapu District Hospital 10.6km



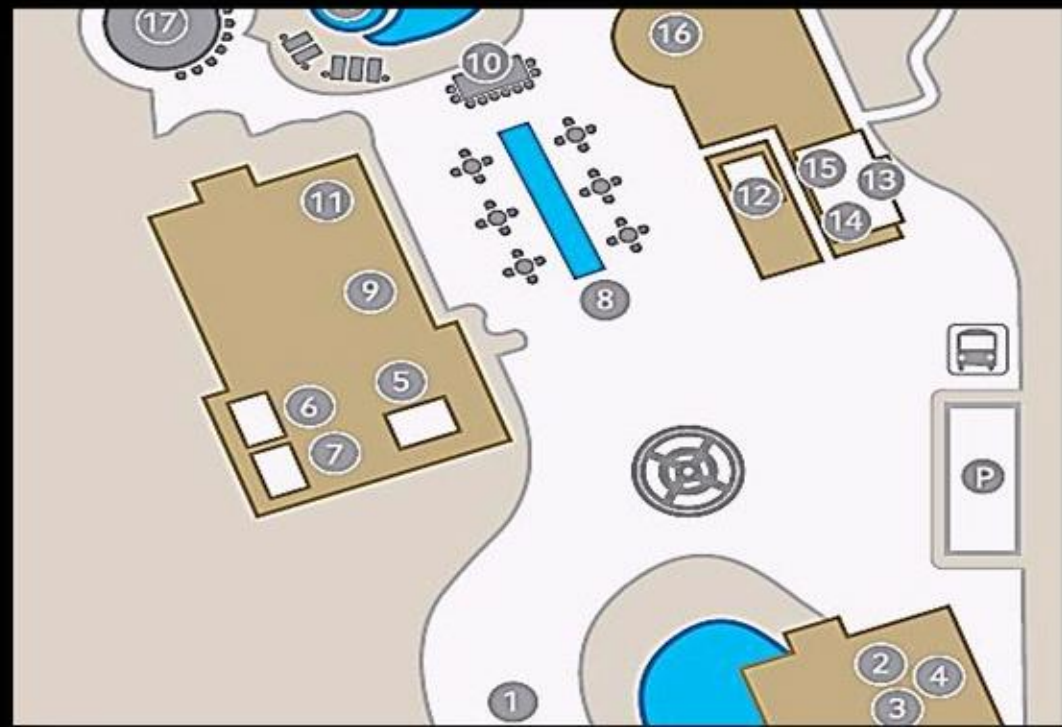
FAST FACTS

- Strategically located near the tip of Mactan Peninsula, facing Olango Island
- Nestled on a 2- hectare prime beach front property
- Comprised of three (3) French Mediterranean buildings w/ fully-furnished units
- Hotel fully managed and operated by Movenpick Resorts and Hotels, an upscale resort management company
- Home of the world famous Manny O wines
- The only branded fully-serviced residences in Cebu



SITE DEVELOPMENT MAP

- 1 Main Entrance
- 2 Kids Club
- 3 Fitness Centre
- 4 Games Room
- 5 Main Lobby
- 6 Gift Shop
- 7 Tours Agency
- 8 Pink Lobby Lounge
- 9 Vanilla Beach Café
- 10 Pink Lobby Bar
- 11 Conferences & Banquets
- 12 Orchid Island Shop
- 13 Steam Rooms
- 14 Beauty Salon
- 15 Dance Studio
- 16 Seas Restaurant
- 17 Sapphire Pool Bar
- 18 Swimming Pool
- 19 Kids Pool
- 20 Water Sports Centre
- 21 Spa Del Mar
- 22 Gazebo
- 23 Beach
- 24 Manny O's Wine & Tapas
- 25 Marine Sanctuary



**TARGET
MARKET**

Cebu 🇨🇵 a Swiss welcome.

CBRE



PRIMARY TARGET MARKET: FOREIGN INVESTORS

FROM SHENGEN COUNTRIES

Demographics

- Foreign Businessmen and Retirees in SHENGEN countries, most particularly in Switzerland, Germany and Austria where Movenpick brand is highly recognized as a high-end brand (brand strength)
- Community of successful Filipino Professionals and Retirees in SHENGEN countries
- They are aged over than 40 years old with good financial standing, retirement savings or subsidies
- With monthly income of at least PHP 500,000

Psychographics

- They have significant knowledge in real estate investing and knows the potential in placing their money in properties
- They love the brand and the Asian shores. They are financially literate, wise-spenders, practical but also value style and comfort.



SECONDARY TARGET MARKET: LOCAL INVESTORS AND ASIAN MARKET

Demographics

- Local Businessmen and Retirees in the country
- Businessmen and Retirees from other Asian countries such as Japan, Korea, China and those topping the list of Mactan-Cebu foreign visitor arrivals.
- They are aged over than 40 years old with good financial standing, retirement savings and subsidies

Psychographics

- Asian market that recognizes Mactan-Cebu as an ultimate leisure destinations
- They have the knowledge in real estate, they understand the value of investment potential in the Asia Pacific region. Income potentials in the hospitality and upscale residential



OTHER POTENTIAL MARKET

- **Regular Guests of Movenpick Hotel** who loves the place, the brand and wants to capitalize on the potential of the project for passive income
- **OFW's** seeking a worthy property investment that offers good returns and high re-sale value
- **Local Buyers** for end-use or secondary home option (weekend family home)
- **Multinational Companies** in Mactan industrial and economic zones who buy properties for housing of their top executives (expat housing)
- **Top Company Executives** in firms inside Mactan industrial and economic zones



BRANDING

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PROJECT NAME

MOVENPICK RESIDENCES CEBU

- The ***Movenpick Residences Cebu*** name affiliates it to the brand of Movenpick Resort and Spa, an internationally acclaimed upscale hotel operator, communicating “swiss passion for quality”, “service”, “exclusivity” and “solid investment”
- ***Residences*** conveys the products it carries - a fully serviced residences
- ***Cebu*** serves as the locator of the project
- ***Movenpick Residences Cebu*** is the property brand carried by its developer, Oikonomos International Resources Inc, for the third tower of its resort complex operated by Movenpick Hotels and Resorts

Hot days ☑ the world's best ice cream.



LOGO



LOGO AND ELEMENTS

- **Movenpick** came from the word “Mowe” in German which means Seagull. The idea was born when Ueli Prager (founder of Movenpick) saw some Seagulls along Lake Zurich which elegantly picked up its delicacies in mid-flight.
- The brand and its color signifies warm-hearted hospitality and quality
- The “**Passionately Swiss**” signifies the Swiss roots of the brand, with high passion for hospitality and love for detail. It also means quality, reliability and care with personal touch.



tag line



POSITIONING

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VALUE PROPOSITION

Movenpick Hotel - 5 STAR BRANDED AND MANAGED RESIDENCES

- In-time demand for Fully-services Residences in the area

All units with SEA VIEW

- Highly FLEXIBLE hotel pooling options
- Existing inventory of fully fitted units
- Development Amenities and Facilities is scheduled to be upgraded from July to Dec. 2012 timetable. (Swimming pool , lobby area, beach area - The Ibiza Beach Club)
- Highly competitive occupancy rates with the new Movenpick brand (brand marketing) thus projecting high returns for investors based on conservative references.
- Utmost exclusivity for lifestyle and investment unit buyers
- Anticipating capital appreciation given the surge of property values in the area and the supply vs. Demand study. (Reference CBRE Market Review 2011)



VALUE PROPOSITION

Ownership Model

- Freehold (transfer of absolute ownership to buyer)
- Issuance Condominium Certificate of Title (CCT)
- **Foreigners can buy**

Pricing and Payment Terms

- Indicative and limited initial price offering of Php125,000 per sqm exclusive of VAT and other charges (broken down in the Payment Term Sheet)
- Highly flexible payment scheme given the bank partnership accreditation



CAMPAIGN MESSAGING

Movenpick Residences Cebu, an exclusive and private 5 star branded residences offering unmatched benefits that is both unique and comforting.

With the upscale comfort, style, and complete resort living experience in this tropical landscape of pristine beach fronts and flourishing dive spots, combined with the passion and excellence of Swiss hospitality, the Movenpick Residences-Cebu is primed to become the next big real estate investment destination option in the Philippines and in the region.



PROJECT IN FOCUS

CBRE



DEVELOPMENT FEATURES

- Entrance gate with guard house
- 24-hour roving security
- Perimeter fence
- 150% electric Power Back-up
- Efficient water supply
- Concrete roads and gutters
- Lighted and Landscaped open areas
- Property Management Office



BUILDING FEATURES

- Separate main entrance lobby
- Concierge at the ground floor
- 2 Function Halls
- Exclusive elevators for the residences
3rd -9th)
- Gym and Fitness Centre
- Kid's Playroom
- Direct access from main gate to basement parking of residences
- Basement parking spaces
- Fire alarm and fire hose cabinets at corridors
- Fire exits
- Automated Teller Machine (ATM)
- Houses the best wine collection of Manny O - Internationally acclaimed with 51 awards under the Manny O Brand

(Floors

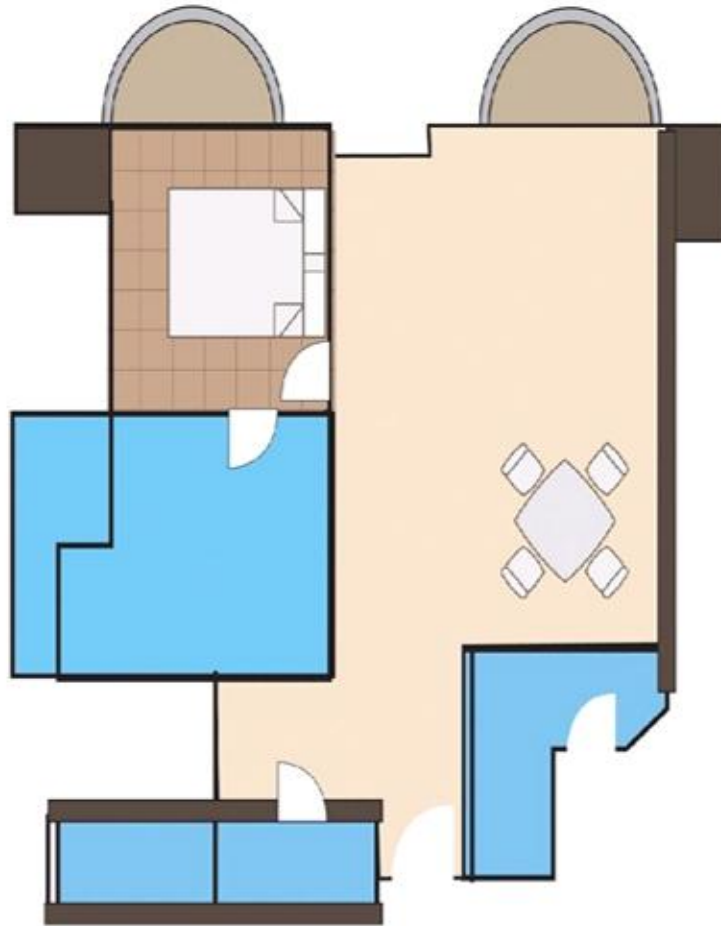


TYPICAL BUILDING LAYOUT & UNIT MIX



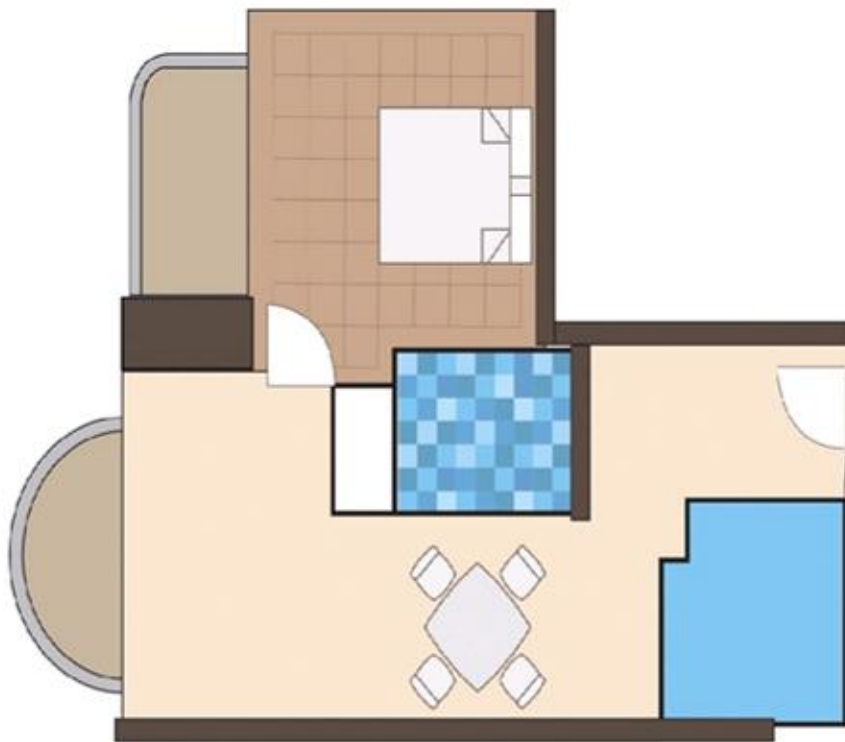
Unit Size	104.76	105.05	113.09	61.97	63.63	52.28	71.7	63.78	
Configuration	2BR	2BR	2BR	1BR	1BR	1BR	1BR	1BR	
No. of Units	6	6	6	12	12	12	6	6	Total No. Units : 66

UNIT LAYOUT - 1 BEDROOM



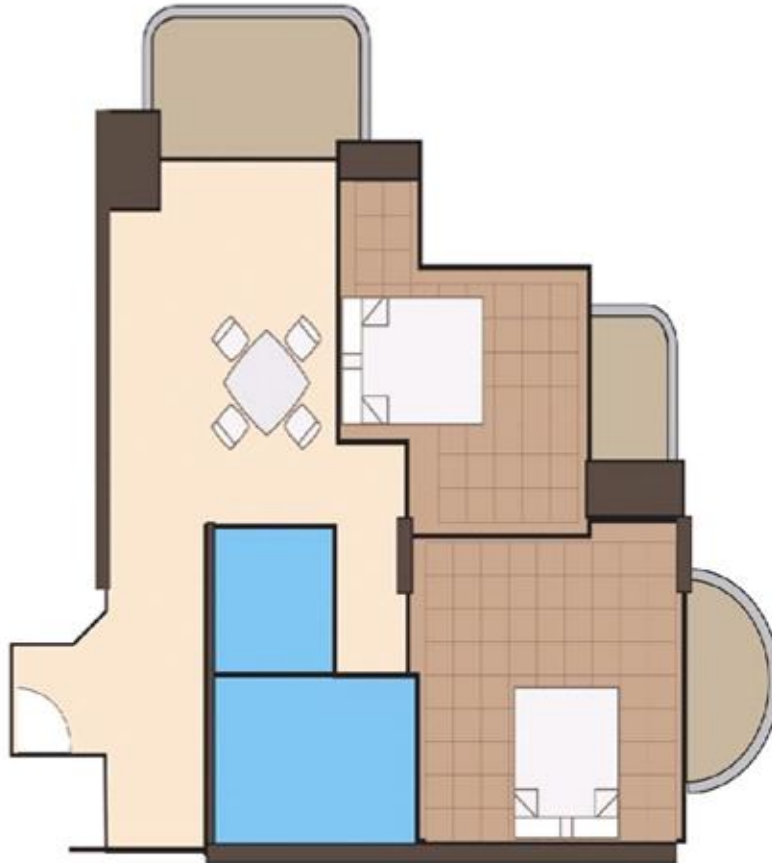
11 Series Unit	
Floor Area	58.64
Balcony	5.14
Total Area	63.78

UNIT LAYOUT - 1 BEDROOM



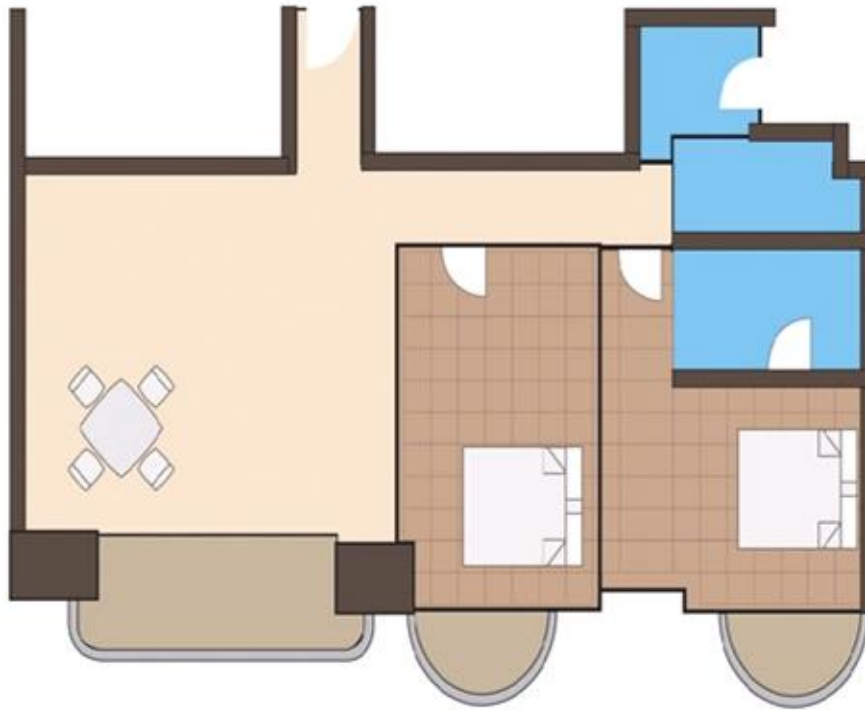
06 Series Unit	
Floor Area	56.05
Balcony	7.58
Total Area	63.63

UNIT LAYOUT - 2 BEDROOM



01 Series Unit	
Floor Area	91.41
Balcony	13.35
Total Area	104.76

UNIT LAYOUT - 2 BEDROOM



03 Series Unit	
Floor Area	99.72
Balcony	13.37
Total Area	113.09

UNIT FINISHES

FLOOR FINISHES	
Living Area	Laminated Wood
Dining	Ceramic Tiles
Kitchen	Ceramic Tiles
Bedroom	Laminated Wood
Toilet	Ceramic Tiles
WALL FINISHES	
Interior Walls	Painted plain cement finish
Toilet	Mozaic Tiles
CEILING FINISHES	
Living Area	Painted plain cement finish
Dining	Painted plain cement finish
Kitchen	Painted plain cement finish
Bedroom	Painted plain cement finish

UNIT FINISHES



DOORS	
Entrance Door	Wooden solid door
Bedroom Door	Wooden solid door
Toilet Door	Glass wood framed door
FINISHING HARDWARE	
Main Door	Door Latch
Bedroom Door	Knob-type privacy lockset
Toilet Door	Knob-type privacy lockset
TOILET FIXTURES	
Glass Glass Enclosure	
Bath Tub	
Lavatory	
Towel Holder	
Tissue Holder	
Shower Heads	
Soap Dish	
KITCHEN FIXTURES	
Splash Board - Mozaic Tiles	
Built-in Wooden Cabinets	
Laminated Countertop	

UNIT FURNISHINGS



LIVING AREA	MASTERS BEDROOM
L-Shaped Sofa	Queen Sized Bed w/ Headboard
Center Table	Side Tables
Side Table	Side Lamps
Carpet	Wall Painting
TV w/ TV Rack	Study Table
Roller Shades	Table Lamp
Paintings	Study Chair
Accent Lamp	Telephone Unit
Split-type Airconditioning w/ remote	Pillows
Wall Décor	Comforter
Telephone Unit	Bed Pad
Lighting Fixtures	Roller Shades
	TV w/ Tv Rack
TOILET	DVD Player
Telephone Unit	Built-sliding Cabinet
Mirror	Pressing Iron w/ Ironboard
	Ceiling Fan
DINING	Split Type Aircon w/ Remote
4-seater dining Table	Lighting Fixtures
Dining Chairs	Sprinkler
	Smoke Detector
BALCONY	Safety Vault
Coffee Table	
Outdoor Chair	

UNIT FEATURES

- All units with Sea View
- All units with wide balconies
- Fully-furnished units
 - Appliances: Television (Cable Ready), Air-conditioning Units, Water Heater
 - Furniture : complete living, dining and bedroom furniture with modern contemporary design
 - Mattresses, Curtains, Towels and other furnishings (*owner may request to change or add some minor furnishings*)
 - Wall decors, Mirrors and Paintings
- Provision for utility area for all 1 Bedrooms
- T&B exhaust system
- Fire detection and alarm system
- Water sprinkler system



AMENITIES AND LEISURE ACTIVITIES



(the hotel's signature restaurant with a unique fusion of Asian



AMENITIES AND LEISURE ACTIVITIES



Vanilla Beach Café, the hotel's all day-dining restaurant



Swimming Pools



AMENITIES AND LEISURE ACTIVITIES

- The Seas Restaurant , a seafood-specialty restaurant
- Nature, water sports activities
- Hotel-managed recreational activities



PROPERTY MANAGEMENT SERVICES

- 24-hour security service
- Maintenance of the common areas
- Utilities application and payment assistance
- Mounting of community events
- Movenpick Brand Hotel and Residences Management



INDICATIVE PRICING

Unit Type	Unit Area (typical)	Category	Price
1 Bedroom	63 sqm	Prime	PHP 125,000 /sqm + VAT
2 Bedroom	105 sqm	Prime	PHP 125,000/sqm + VAT

- Unit series **05, 08**, and **01** are considered SUPER PRIME units due to its premium size, view and investment yield
- These will be sold at a premium (initially PHP 135,000 /sqm plus VAT and transfer fees) for Spot cash sale.

INDICATIVE PAYMENT TERMS

- Reservation Fee of PHP 100,000
- Minimum of 30% down payment, Balance Payable through Bank Financing
- Spot Cash payments are most welcomed

INVESTMENT MODEL

Unit R2-408 [1 Bedroom Suite]		
Size (sqm)		52.28
Category		Super Prime
Unit Price		7,057,800.00
Total Contract Price (VAT Inc.)		7,904,736.00
Net Average Daily (PHP)		8,461.53
Occupancy Rate		65%
Total Hotel Pooling (Days)		365
Gross Revenue/ Year (PhP)		2,007,497.99
Gross Unit Revenue Share (PhP) 50%		1,003,749.00
LESS:		
VAT 12%		120,449.88
Assoc Dues/sqm/month 60		37,641.60
Annual Real Property Tax		10,000
Total Annual Recurring Cost Estimate		168,091.48
Net Annual Unit Revenue		835,657.52
Yield		11%
ROI		9.46

**Conservatively based on effective members premium daily rate*

**Variable depending on enrollment prescription period and actual unit booking*

**Reference vs actual unit pooling days and occupancy*

**Variable depending on enrollment prescription period and actual unit booking*

**Annual recurring cost*

**Estimated annual recurring cost*

This investment model projection is not in any form represented as a guarantee in any form of the seller, the hotel management or the marketing arm of Oikonomos International Resources Corporation. This is just illustrated for understanding the manner of how computations are derived, and purely for reference only.



PAYMENT TERM SHEET

Date			
Project	Movenpick Residences		
Unit type	Two Bedroom		
Unit Orientation	Peninsula View		
Unit Category	Super Prime		
Unit no.	R2-401		
CCT number	3604		
Unit floor Area Breakdown			
Floor Area		91.41	
Balcony Area		13.35	
Total Unit Floor Area		104.76	
Unit Cost Breakdown			
Unit Selling Price	125,000	13,095,000.00	
Parking		-	
Less: Discount	0%	-	Variable depending on Payment Scheme
Unit Selling Price		13,095,000.00	
VAT	12%	1,571,400.00	
Total Contract Price (PHP)		14,666,400.00	

PAYMENT TERM SHEET

Payment Model:			Payable to Oikonomos International Resources Corporation	Due upon formal significance of the Reservation Agreement
Less: Reservation		100,000.00		
Amount Due (PHP)		14,566,400.00	Payable to Oikonomos International Resources Corporation	Due upon formal significance and execution of Contract to Sell (PDC) [30 days upon formal significance of the Reservation Agreement]
			FOREX REFERENCES as of May 5, 2012	
Total Contract Price (USD)		355,278.05		41
Total Contract Price (EURO)		274,837.74		53
Total Contract Price (YEN)		29,132,800.00		0.50
Total Contract Price (WON)		469,883,870.97		0.031
Other Charges:				
Documentary Stamps	1.50%	219,996.00		
Transfer Tax	0.50%	73,332.00		
Registration Fees		TBA		
Water and Electric Meter		TBA		
Condo Corp Enrollment		2,000.00		
			Due upon formal significance of Contract to Sell (PDC) dated upon execution of the Deed of Absolute Sale	
Total (PHP)		293,328.00	Payable to Oikonomos International Resources Corporation	
			FOREX REFERENCES as of May 5, 2012	
Total Contract Price (USD)		7,154.34		41
Total Contract Price (EURO)		5,534.49		53
Total Contract Price (YEN)		586,656.00		0.50
Total Contract Price (WON)		9,462,193.55		0.031

PAYMENT TERM SHEET

GRAND TOTAL (PHP)		14,859,728.00	FOREX REFERENCES as of May 5, 2012
Total Contract Price (USD)		362,432.39	41
Total Contract Price (EURO)		280,372.23	53
Total Contract Price (YEN)		29,719,456.00	0.50
Total Contract Price (WON)		479,346,064.52	0.031

The Rental Pool Mechanics

- Hotel Management Gross Revenue Sharing - 50-50
- Rental Pool enrolment and pull out - must be given 6 months prior to the start of a calendar year by way of written and formal notice
- Profit Share will be paid to the investors annually - Month of April of the following year net of tax and service charge
- No hidden or “surprise charges.” A fully disclosed transparent rental pool Revenue - Cost model. Annual Real Property Tax and Association Dues of P60.00 per sqm. Will be for the account of the buyer enrolled or un-enrolled in the rental pool program
- When the unit is enrolled in the rental pool:
 - NO Utility fees (such as water, electricity) will be billed to the unit owner.
 - all minor repairs and maintenance such as air-con cleaning and maintenance, light bulb replacement etc., shall be taken cared of the hotel management
 - 100% hotel up keep and hotel standard toiletries of the unit.
 - All capital expenditure shall be for the account of the unit owner.

The Rental Pool Mechanics

- When the unit is not enrolled in the rental pool:
- Utilities shall be for the account of the unit owner
- OPTIONAL services are available for a fee. For example: Unit full turn down (cleaning, linen change etc)
 - *For 1 BR - PHP1,000Net ++ for 2 BR - PHP 1,600Net ++*

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THANK YOU

CBRE

