

GRASS RESIDENCES

January 30, 2013

**In 2007, SMDC decided to
penetrate the QC market**

SMDC Perceived Accepted Consumer Beliefs



- Dotted with relevant establishments (educational, institutional and medical), **Quezon City** is a progressive city that continues to boom with offices, commercial and retail developments.
- **SM North EDSA** is one of the most well-known, oldest, and biggest malls in the country.
- A **residential development** in an expanding city near a mall will offer people unparalleled convenience and satisfaction of a good investment.

SMDC Perceived QC Market Need

LOCATION

- The prestige and convenience of a Quezon City address
- Living in an expanding, progressive city



PRODUCT

- Breathing space amidst the city's concrete jungle
- Ease of living by way of a development's facilities and offerings



LIFESTYLE

- Practical and sensible living
- Lock-up-and-go security addressed by condo living
- Relaxing environment after a hard day's work, without need to travel long distances



SMDC Target Market

- Demographics

- Urban Achievers
- Early Nesters
- Foreign-based Filipinos
- Investors
- Foreigners



SMDC Target Market

- *Psychographics*

Modern

Practical



- People who seek a **private retreat** from *but right in* the bustling, fast-paced city
- People who value **convenience**
- People who know they deserve nothing but the **best value for their money**



Active

Private

Smart

READY
FOR OCCUPANCY
& FULLY-FURNISHED UNITS
AVAILABLE



GRASS
RESIDENCES

SM City North EDSA Complex

Country Club Living
right at the heart of the city

SMDC

The good guys!

Why GRASS?

Grass is the top-of- mind plant that best symbolizes a **flourishing** flora community, similar to SMDC's envisioned **thriving** community of families and individuals at Grass Residences.

Why the color GREEN?

The color of nature, the color of money.

***Symbolizes growth, rest, harmony, freshness, stability, safety.**

The elements characterized by Grass Residences.

GRASS RESIDENCES

A relaxing oasis,

A thriving community,

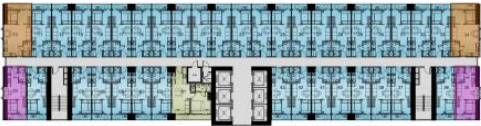
Offering country club living

Right in the heart of the city.

Site Development Plan

TOWER 5

TOWER 4



AMENITIES

MISAMIS ST.

To SM North EDSA



NUEVA ECIJA ST.

Site Development Plan

TOWER 5
Wilmington
Unfurnished

TOWER 4
Berkshire
Unfurnished

TOWER 1
Tifton
Q3 2011
Unfurnished

TOWER 3
Bermuda
Q2 2013
Furnished

TOWER 2
Bahia
Q2 2014
Furnished



Good Accessibility



- Integrated with Grass Phase 1, the entire development is bounded by Nueva Ecija, Nueva Vizcaya and Misamis Streets.
- Conveniently located in a highly accessible area
 - three entry points for residents
 - near MRT station and public thoroughfare

Convenient Location



SM North EDSA



Quezon
Memorial
Circle



East Ave. Med. Center



UP Techno Hub



UP Diliman



AdMU



Phil. Science



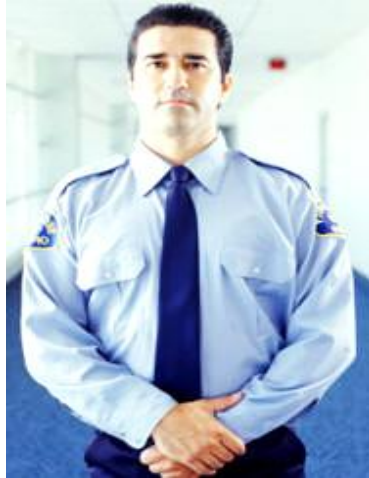
Phil. Heart Center

- A mere 4-minute walk from SM North EDSA, SM's first and largest mall, via an exclusive bridgeway
- Near the country's premier educational institutions (UP, AdMU, Philippine Science High School)
- Near institutional, medical, and commercial establishments
- Near the NLEX-Mindanao Ave. entry point

Shared Amenities



- Main clubhouse with function rooms
- Olympic size swimming pool
- Adult swimming pool
- Kiddie swimming pools
- Badminton courts
- Covered basketball court
- Fitness gym
- Children's play area
- Cabanas and pavilions



TOWER FACILITIES:

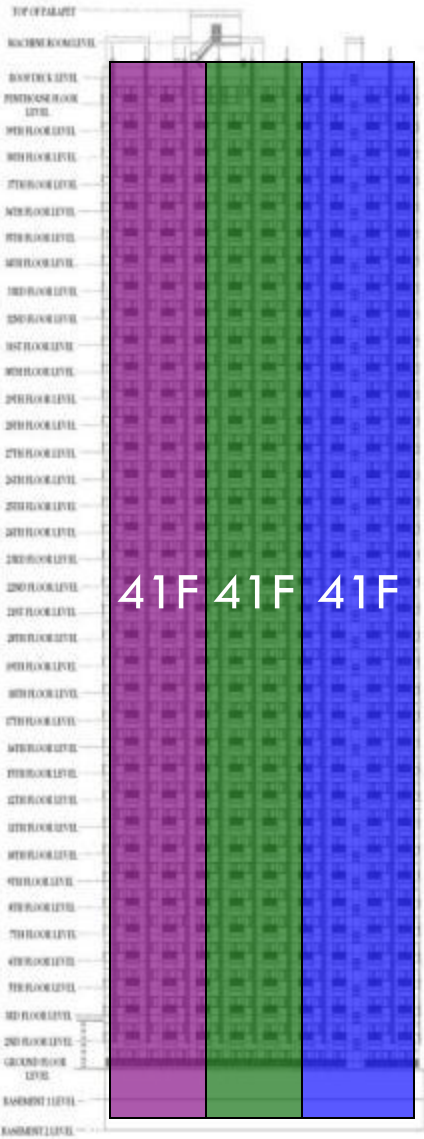
- Exclusive bridgeway connecting to SM North EDSA for residents' convenience
- High-speed elevators
- 24-hour security
- Concierge services
- Back-up power system
- Elevated water tank
- Fire alarm and sprinkler system
- Centralized mailroom system
- Centralized garbage collection and disposal system
- Lighted perimeter fence



GRASS RESIDENCES PHASE 1



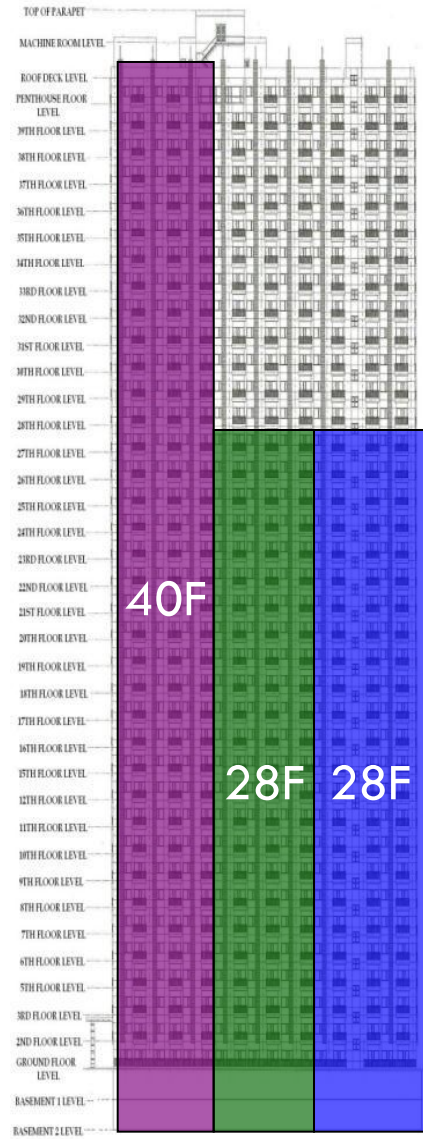
PHASE 1 CONSTRUCTION UPDATES



Tower 1



Tower 3

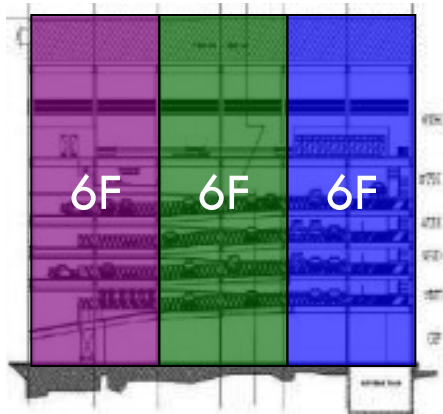


Tower 2

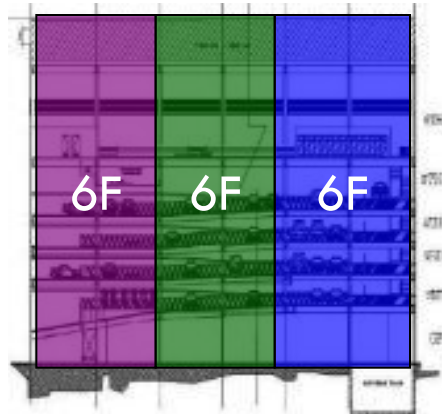
Construction Accomplishment (as of Dec. 31, 2012)

Tower	Actual
Tower 1	100%
Tower 2	60%
Tower 3	98%

- Structural
- Architectural
- MEPFS






Carpark A



Carpark B

Construction Accomplishment *(as of Dec. 31, 2012)*

Tower	Actual
Carpark A	100%
Carpark B	100%

-  Structural
-  Architectural
-  MEPFS

Tower 1: Common Areas



Tower 1: Residential Floors



Tower 1: Elevation views

**View from EDSA*



**View from the entrance gate*



Tower 3: Structural Works

**Main entrance lobby*



**Machine room at roof deck*



**Traffic paint at Basement 1 & 2*



**Water tank at roof deck*



**Genset room*



Tower 3: Wall and Floor Works

**Hallways and tiles at the 40th floor*



**Main door installation at the 40th floor*



**Low partition wall installation at the 40th floor*



Tower 3: Interior Works

**Aircon installation at the 30th floor*



**Burner and rangehood installation at the 32nd floor*



Tower 3: Elevation Views

**View from the amenity area*



Tower 3: Elevation Views

**View from amenity area*



**View from Misamis St.*



Tower 2: Structural Works

**Elevator core and Machine room*



** Architectural & finishing works at 21th/27th floor*



**MEPF rough-ins & int. walls on 39th floor*



Tower 2: Elevation Views



**View from Nueva Vizcaya St./ roof deck level*



**View from Nueva Ecija St.*

Carpark Building A: Completed Works

**Installed boom gate*



**Completed painting works*



Carpark Building A: Completed Works

**ACCU units and Generator room*



**Fire hose cabinets*



**Security room*

Carpark Building A: Amenity Floor



**Badminton courts*



**Fitness gym*

Carpark Building A: Elevation views



Carpark Building B: Completed Works



**Completed painting works*



**View at Ground Floor*

Carpark Building B: Amenity Floor



**Basketball court and bleachers*

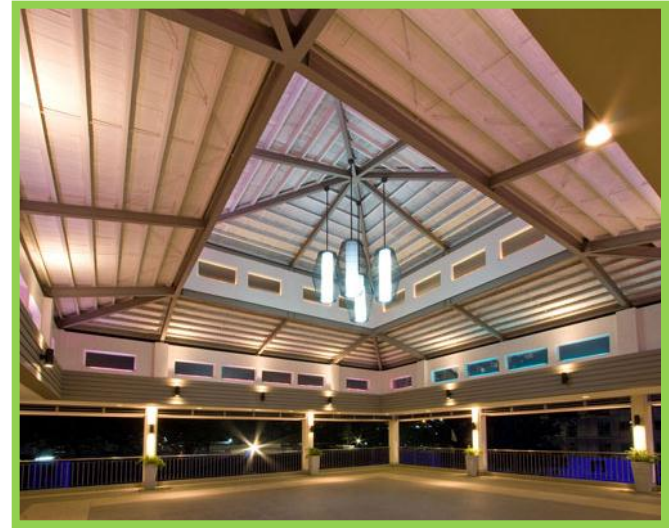


Carpark Building B: Elevation Views



**Exterior views*

Amenities: Main Clubhouse



Amenities: Others

**Outdoor Lobby*



**Pooldeck area*



Amenities: Others

**Bridgeway*



**Landscapes*



**Perimeter fence*





PHASE 1 INVENTORY STATUS

Phase 1 Inventory Status

CATEGORY	GRASS Tower 1		GRASS Tower 2		GRASS Tower 3		TOTAL	
	# of units	%	# of units	%	# of units	%	# of units	%
SOLD	1,876	94.37%	1,974	97.63%	1,948	98.04%	5,798	96.68%
UNSOLD	112	5.63%	48	2.37%	39	1.96%	199	3.32%
TOTAL PROJECT INVENTORY	1,988	100%	2,022	100%	1,987	100%	5,997	100%

CATEGORY	GRASS Tower 1		GRASS Tower 2		GRASS Tower 3		TOTAL	
	PHP	%	PHP	%	PHP	%	PHP	%
SOLD	3,723,484,819	87.79%	4,672,981,403	97.38%	4,029,029,667	97.30%	12,425,495,888	94.27%
UNSOLD	517,923,650	12.21%	125,885,000	2.62%	111,696,000	2.70%	755,504,650	5.73%
TOTAL PROJECT INVENTORY	4,241,408,469	100%	4,798,866,403	100%	4,140,725,667	100%	13,181,000,538	100%

- Grass Phase 1 is already 97% sold in terms of volume and 94% sold in terms of value.
- Majority of the remaining units are Tower 1 higher-priced units.



PHASE 1

PRICING AND PAYMENT TERMS

Phase 1 Pricing History

	Tower 1	Tower 2	Tower 3
Selling Price per sqm			
Launch price	50,000	75,000	60,000
Actual average price of sold units	72,000	90,000	78,000
Current average price of unsold units	103,000	95,000	96,000

Phase 1 Payment Terms

- Until Feb 24, 2013

Term	Discount
GRASS TOWER 1	
Spot Cash	7%
15% Spot DP / 5% in 8 mos. / 80% through bank financing	1%
10% Spot DP / 10% in 11 mos. / 80% through bank financing	-
10% Spot DP / 5% in 7 mos. / 5% lumpsum / 80% through bank financing	-
5% Spot DP / 5% in 7 mos. / 10% lumpsum / 80% through bank financing	-
20% in 12 mos. / 80% through bank financing	-
GRASS TOWER 2	
Spot Cash (<i>Retention of Php 50,000 due June 2014</i>)	13%
20% Spot DP / 80% in 30 mos.	5%
10% Spot DP / 90% in 30 mos.	3%
10% Spot DP / 10% in 20 mos. / 80% through bank financing	1%
20% in 24 mos. / 80% through bank financing	-
GRASS TOWER 3	
Spot Cash (<i>Retention of Php 50,000 due June 2013</i>)	8%
20% Spot DP / 30% in 11 mos. / 50% through bank financing	2%
20% Spot DP / 15% in 11 mos. / 65% through bank financing	1%
10% Spot DP / 90% in 20 mos.	1%
10% Spot DP / 10% in 12 mos. / 80% through bank financing	-
20% in 12 mos. / 80% through bank financing	-

Phase 1 Payment Terms

- Effective Feb. 5, 2013

Term	Discount
GRASS TOWER 1	
Spot Cash	7%
15% Spot DP / 5% in 8 mos. / 80% through bank financing	1%
10% Spot DP / 10% in 11 mos. / 80% through bank financing	-
10% Spot DP / 5% in 7 mos. / 5% lumpsum / 80% through bank financing	-
5% Spot DP / 5% in 7 mos. / 10% lumpsum / 80% through bank financing	-
20% in 12 mos. / 80% through bank financing	-
GRASS TOWER 2	
Spot Cash (<i>Retention of Php 50,000 due June 2014</i>)	12%
20% Spot DP / 80% in 25 mos.	4%
10% Spot DP / 90% in 25 mos.	3%
10% Spot DP / 10% in 15 mos. / 80% through bank financing	1%
20% in 18 mos. / 80% through bank financing	-
GRASS TOWER 3	
Spot Cash (<i>Retention of Php 50,000 due June 2013</i>)	7%
20% Spot DP / 30% in 11 mos. / 50% through bank financing	1%
10% Spot DP / 90% in 16 mos.	1%
10% Spot DP / 10% in 11 mos. / 80% through bank financing	-
20% in 12 mos. / 80% through bank financing	-



PHASE 1 PROMO TERMS & SALES INCENTIVES

Phase 1 January 2013 Promo Terms

- **Tower 1 2BR Sell out Promo**
 - 10% discount on all 2BR units
 - P5,000 cash incentive to sellers for each booked 2BR

- **Tower 2 P25,000 Discount Promo**
 - 1 BR without balcony
 - 2BR with balcony (excluding Penthouse units)
 - City view units, units which numbers end in 21-35 (excluding LG, UG and Penthouse units)

Phase 1 January 2013 Promo Terms

- **Open House Promo**
 - P10,000 discount during Open House events (excluding Tower 2 units which qualified for the P25,000 Discount Promo)
- **Staggered Reservation Promo**
 - Initial RF of P15,000 with the balance paid with the first two (2) monthly amortizations

GRASS RESIDENCES PHASE 2

Project Overview

A two-tower
43-storey podium
development
situated on a
1.4-hectare property
in Quezon City,
comprised of a total of
3,108 residential units
and 1,343 parking slots



**Architect's rendition*

Project Overview



**Architect's rendition*

Site Development Plan



Essential Amenities



UNPRETENTIOUS BASICS

- Grand lobby and lounge
- Function rooms
- Swimming pool
- Landscaped pocket greens



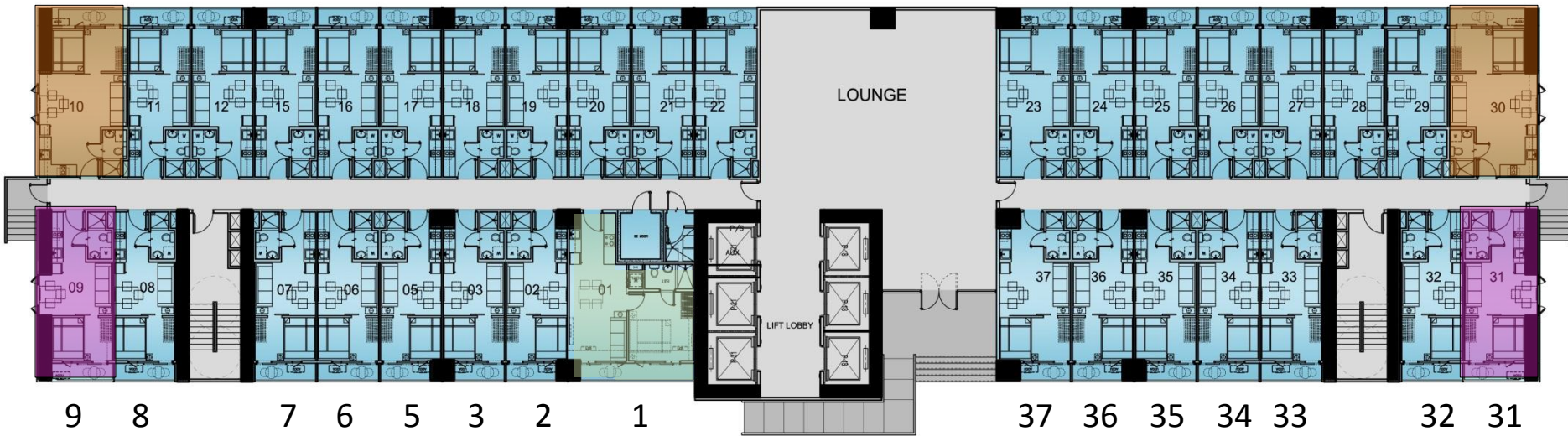
Tower 4 Unit Mix

UNIT TYPE	FLOOR AREA (sqm)	NO. OF UNITS
1-BR w/ Balcony	26.4 and 26.8	1,359 (87%)
1-BR L-Type w/ Balcony	43.2	39 (3%)
1-BR End Unit w/ Balcony	28.5 and 36.5	156 (10%)
TOTAL	26.4 <i>(23.5 unit, 2.9 balcony)</i>	1,554

Tower 4 Amenity Floor Layout

CITY VIEW

10 11 12 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



AMENITY VIEW

- 1-BEDROOM UNIT W/ BALCONY
- 1-BEDROOM L-TYPE W/ BALCONY



- 1-BEDROOM END UNIT W/ BALCONY A
- 1-BEDROOM END UNIT W/ BALCONY B



Tower 4 Typical Floor Layout

CITY VIEW



AMENITY VIEW

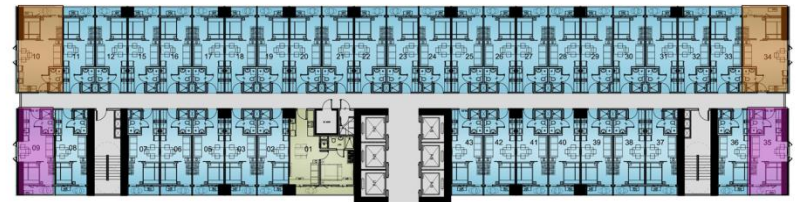
-  1-BEDROOM UNIT W/ BALCONY
-  1-BEDROOM L-TYPE W/ BALCONY

-  1-BEDROOM END UNIT W/ BALCONY A
-  1-BEDROOM END UNIT W/ BALCONY B

1-Bedroom with Balcony



26.4 and 26.8 sqm.
35 units per floor

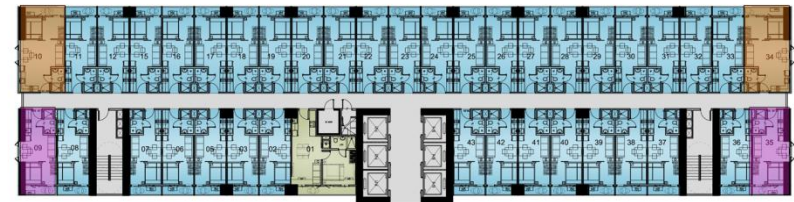


1-Bedroom L-Type with Balcony

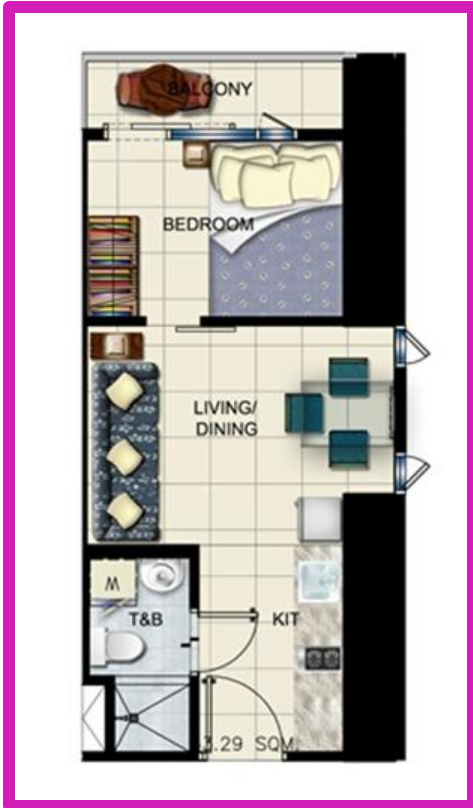


43.2 sqm.

1 unit per floor

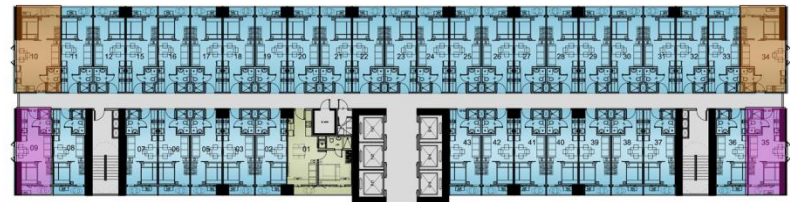


1-Bedroom End Unit with Balcony A



28.5 sqm.

2 units per floor

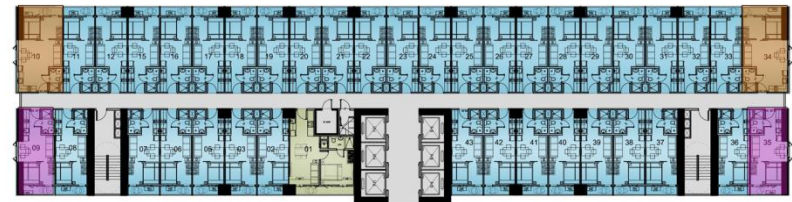


1-Bedroom End Unit with Balcony B



36.5 sqm.

2 units per floor



ALL UNITS ARE BASIC UNFURNISHED WITH THE FOLLOWING FINISHES:

Flooring

Bedroom:	Polished tiles (0.60m x 0.60m)
Living/Dining/Kitchen:	Polished tiles (0.60m x 0.60m)
T&B:	Unglazed ceramic tiles (0.30m x 0.30m)

Wall

Bedroom:	Painted smooth plastered finish
Living/Dining/Kitchen:	Painted smooth plastered finish
T&B:	Glazed ceramic tiles(0.30m x 0.30m)

Kitchen Countertop:	Granite with sink and faucet Overhead and under-the-counter cabinets
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Ceiling:	Painted finish
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Unit Alterations

Alteration Type	Specifics
Unit Combination	Options:
	* Provision of a door opening between units
	* Removal of wall between the units
Removal of kitchen	No refund; No turnover of uninstalled materials
Removal of T&B	No refund; No turnover of uninstalled materials

- To be offered only on the following:
 - 6th Floor: Units 23 to 37
 - 7th Floor to Penthouse: Units 25 to 43



- NO PERSONALIZED LAYOUT REQUEST SHALL BE HONORED.
- A DEADLINE SHALL BE SET AND STRICTLY FOLLOWED FOR THE UNIT ALTERATIONS.



PHASE 2 INVENTORY STATUS

Phase 2 Inventory Status

CATEGORY	GRASS TOWER 4	
	# of Units	%
LOI Hold	425	27%
Unsold	1,129	73%
TOTAL	1,554	100%

CATEGORY	GRASS TOWER 4	
	Php Bn	%
LOI Hold	1.01	27%
Unsold	2.75	73%
TOTAL	3.76	100%

- Assuming 0% fallout, Grass Tower 4 is 27% sold.
- Average takeup since start of LOI is 85 units/month or P202Mn/month.



PHASE 2

PRICING AND PAYMENT TERMS

Phase 2 Pricing & Payment Terms

	Current Price/sqm.	Current Unit Price
Minimum	86,000	2.3 M
Maximum	96,500	2.5 M
Average	90,600	2.4 M

Payment Term	Discount	Resulting MA (Php)
Spot Cash (<i>Retention due April 2016</i>)	14%	-
20% Spot DP / 80% in 40 months	7%	46,000
10% Spot DP / 90% in 40 months	5%	51,800
10% Spot DP / 10% in 30 months / 80% thru bank	1%	7,700
20% in 40 months / 80% thru bank	-	11,500

PRICE INCREASE OF 1.5% ACROSS ALL TOWER 4 UNITS EFFECTIVE FEBRUARY 5, 2013



Thank
YOU