

maestro

DELIVERING THE EXTRAORDINARY



Park Centrale
CEBULANDMASTERS

CEBULANDMASTERS
We Build with You in Mind

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Established in 2003, Cebu Landmasters, Inc. (CLI) is a home-grown real estate company engaged in the development of residential, office, hotel, mixed-use, and township projects. Guided by our core pillars, we go beyond the usual to give you the life you deserve.

With our extraordinary hands-on service from start to turnover, comprehensive expertise in Visayas and Mindanao, exceptional amenities that innovate the way you live, and excellent choices that cater to any lifestyle needs.

With expansions and portfolio diversification, strategic alliances with local and international partners, enhanced brand equity through communications campaign, and recognition from peers in the real estate industry.

In 2019, we achieved greater heights and delivered extraordinarily – propelling us to serve you even better.



extraordinary from the inside

To be exceptional means that the extraordinary should start from within. Anchored in our core values, we strive to fulfill our mission and vision every day to deliver the best projects and services that you deserve for you to live your best.



about the
company



about the company



our vision

To be the leading customer-focused and community-centric real estate company in Visayas and Mindanao.

our mission

Guarantee stakeholder satisfaction by bringing out the extraordinary in every step of the real estate journey.

our core values

Customer-First

We are a close knit, family-oriented company that places our customers at the heart of everything we do.

Collaboration

We value teamwork and nurture relationships with each other and with our partners.

Commitment

We are committed to deliver what we promise and to constantly improve ourselves.

Leadership

As leaders, we take pride and responsibility in being real estate masters in VisMin.

Integrity

We are a people of integrity. We uphold having strong moral principles.

Agility

We value agility – identifying the needs of the market and acting on it quickly.



our extraordinary advantage



VisMin Expertise

CLI takes pride in our local knowledge and expertise in the VisMin region. With that, we choose only the best strategic locations for our projects.

Hands-on Service

Experience hands-on service that truly delivers before, during, and after property turnover. This is achieved through our dedicated in-house sales support, customer care, monthly construction updates, and an in-house CLI Property Management (CLIPM).

Remarkable Amenities

CLI promises high-quality delivery and provides value-added amenities that are beyond the usual: spacious communities, chapel, pool, basketball court, sky deck, gym, meditation garden and clubhouse, and other features which vary in every project.

Unparalleled Choices

CLI offers a wide range of developments from residences, offices, hotels, mixed-use, and townships all over key VisMin cities, in Cebu, Mandaue, Davao, Cagayan de Oro, Bacolod, Dumaguete, Iloilo, and Bohol.



project categories

As an integrated real estate company, Cebu Landmasters, Inc. offers a wide array of developments including residential units, offices, hotels, mixed-use, and townships.

This residential portfolio allows us to cater to different lifestyles and socio-economic segments — from exclusive and upscale to mid-market and garden-inspired communities, and even economic offerings and socialized housing that give more value to Filipinos.



OFFICES



MIXED-USE



HOTELS



TOWNSHIPS



RESIDENCES

residential segments

PREMIER MASTERS

CLI's masterpieces situated in prime urban locations offer a premium lifestyle and world-class living — perfect for those who want to enjoy more of life.



GARDEN SERIES

CLI's best-selling series promises green open spaces, great views and well-designed residences — perfect for those dreaming for a home filled with nature in a progressive urban setting.

CASA MIRA

CLI's award-winning economic housing community caters to the common aspiration of every Filipino family to own a home — perfect for families dreaming to live in a beautiful community while getting the best value for their money.



VILLA CASITA

CLI's socialized housing project provides families with simplified living spaces. These homes enable residents to enjoy the necessities of life while being surrounded by the beauty of nature.

business profile



Fast-growing property developer with unique regional expertise in VisMin



Landbank Lite: “Acquire to Develop” Strategy



Diversified portfolio from residential subdivisions, condominiums, offices, mixed-use, hotels, and townships



Professionally run, family-owned business

CLI business model



Leadership in VisMin’s property development

With extensive knowledge and a strong relationship with the broker community, CLI has become a trusted brand by its growing roster of buyers, end-users, and partners.



Diversified portfolio of projects

CLI is highly engaged in the development of residential, office, hotel, mixed-use, and township projects, catered to the lifestyle needs of its various target markets.



Socially responsible development

Wherever the company develops, CLI is committed to demonstrate responsible planning and development through partnerships with local government units, local institutions, and socio-civic organizations.



Strength in resource allocation

Throughout its growth, the company has consistently demonstrated strong profitability and prudent financial management.



Strategic location selection process

Whether for a high-end condominium or an economic housing project, the company consistently seeks locations with high-value appreciation potential.



Experienced team and organizational culture

Our customer-first attitude and family-oriented team enables CLI to achieve high stakeholder satisfaction and establish strong brand equity.



Strategic partnerships

With CLI as the project manager and developer, our joint ventures are able to deliver great value and outstanding results.



Operational excellence

CLI has a fully-integrated real estate set-up, paired with its hands-on and personalized approach that allow us to effectively respond to the needs of our clients and industry partners.

CLI key strategies



Expansion to key cities in VisMin

CLI expands quality development across VisMin with groundbreaking projects in Cebu, Cagayan de Oro, Davao, Dumaguete, Bacolod, Bohol, and Iloilo with new expansion areas in Butuan, General Santos City, and Palawan.

Growth of economic housing brand

The Casa Mira brand is CLI's reasonably priced housing, targeting the BCD market and the young workforce. This fastest-selling brand has both subdivision and condominium types of development.



Vertical integration in property management

Cebu Landmasters Property Management, Inc. (CLIPM) was incorporated in 2017 to provide property management services to housing and condominium projects developed by the company.



Capitalizing on pipeline projects

CLI has positioned itself well for the next two years in Metro Cebu with new vertical residential and mixed-use developments. CLI targets to replicate this success in Bacolod, Davao, Dumaguete, and Iloilo.



Building recurring income development

With the goal of making it a self-sustaining and revenue-generating business unit, CLIPM is envisioned to eventually offer and expand its services to outside clients.

Establish and leverage strategic partnerships

CLI has proven that it can secure strategic locations and penetrate new markets with ease through joint ventures that are executed through best practices.





the Chairman's message

“ **Cebu Landmasters delivered another remarkable year of growth in financial performance and strategic expansion. In a short span of two years from the time Cebu Landmasters became a publicly listed company, we witnessed our consolidated revenues double up and our total asset base grow by over 300%. We have diversified our product line to cater to all market segments of the real estate spectrum, focusing in the VisMin regions where we are now present in 15 key cities.** ”

To Our Valued Shareholders,

Cebu Landmasters delivered another remarkable year of growth in financial performance and strategic expansion. In a short span of two years from the time Cebu Landmasters became a publicly listed company, we witnessed our consolidated revenues double up and our total asset base grow by over 300%. We have diversified our product line to cater to all market segments of the real estate spectrum, focusing in the VisMin regions where we are now present in 15 key cities.

In 2019, we sustained our growth momentum with consolidated revenues increasing by 26% to Php 8.51 billion with a net income of Php 2.44 billion, backed up by total assets worth Php 38.3 billion. Our Philippine economy somehow slowed down to 5.9% in 2019 but there were other economic variables that propelled Cebu Landmasters to attain its sales, income, and expansion targets.

We experienced the stabilization of our inflation rate at 2.5% from a high of 5.2% in 2018, our Gross International Reserves (GIR) realized an all-time high of USD 87.9 billion, and Central Bank lowered interest rates three times in 2019, resulting to a benchmark rate of a manageable 4.0% pa.. These positive macroeconomic numbers and developments boosted Cebu Landmasters' confidence to successfully launch Php 18 billion worth of projects in 2019.

Aided with increased Overseas Foreign Workers' (OFW) remittances reaching USD 30.1 billion and household consumption contributing 68.4% of Gross Domestic Product (GDP), Cebu Landmasters went on to spend close to Php 10 billion in capital expenditures in completing projects and acquiring 55 hectares of strategic landbank being primed for future expansion. This additional land acquisition contributed to our increased landbank area coverage, totaling now to over 125 hectares, which will be utilized to roll out our economic and mid-market residential brands Casa Mira and the Garden Series that are strategically positioned in key cities in the VisMin region. With this available landbank already programmed for development, it will effectively bring over 12,000 residential units in housing and condominium projects into the company portfolio and will generate an estimated Php 30 billion worth of real estate sales within the next four years.

Cebu Landmasters also continue to engage in larger scale and interactive developments. These include five mixed-use projects in various stages of construction and operations: Base Line Center in Cebu City, The Paragon Davao in Davao City, Astra Centre in Mandaue City, 38 Park Avenue in Cebu IT Park, and Patria de Cebu in downtown Cebu City. We are also completing site development of our 22-hectare Davao Global Township, Davao City's first premier Central Business District, while we continue planning and securing regulatory approvals on estate development projects being concretized in Mandaue City, Tagbilaran City, Cagayan de Oro City, Bacolod City, and Minglanilla, Cebu.


As we continue to innovate and create world-class developments in our communities, Cebu Landmasters was able to close a landmark deal in 2019 with the engagement of a 2,800 sqm prime lot in Cebu Business Park into a 43-year lease to build an iconic building to house a six-star hotel mixed with premium offices and retail spaces. All these expansion moves will definitely support Cebu Landmasters' strategy to strengthen and build up our recurring businesses in the next three to five years due to the expanded Gross Leasable Area (GLA) of about 200,000 sqm which will contribute healthily to at least 10% of our increasing revenue base.

In 2019, we also continued forming strategic alliances with business partners to undertake joint venture projects on high value properties. This allows Cebu Landmasters and our partners to synergize competencies and business strengths as we add value to the communities we are enhancing due to our projects. We continue to enjoy these partnerships with such established names in the industry such as Aboitiz Land; the Borromeo Brothers Estate of Cebu; the Gothong, Almario, and King families of the El Camino group; the King, Selma, Kokseng, Uy, and Borja families of the Ming Mori reclamation joint venture project; the King, Deen, and Kokseng families of the Mivesa joint venture project; the Villa Abrille clan of Davao City led by the Yuson, Huang, and Tan families; the Laurel family of the LPU group for the university township in Davao; Alfonso Tan and his family in Iloilo; the Lacson and Lustre families of Bacolod City; and our long-term land lessor partner, the Roman Catholic Archdiocese of Cebu.

As of this writing, we are now facing this Covid-19 global health crisis which has affected all of us. Cebu Landmasters has taken the necessary steps and applied full measures to ensure the safety and health of our employees, workers, residents, tenants, and even extending medical support to our neighbors within communities we are part of who may be affected by the pandemic. We remain steadfast in our commitment to all our stakeholders with hope and confidence that we will come out of this crisis as a stronger company that is prepared and capable to meet the challenges that lie ahead of us.

Let me thank all members of the Cebu Landmasters family, together with the Board of Directors - particularly our independent directors, who continue to share tirelessly their hard work and dedication in making sure that we are moving along the right path of growth and stability in the pursuit of the extraordinary.

Yours sincerely,



JOSE R. SOBERANO III

Chairman & Chief Executive Officer



the COO's message

“ **This was a defining year for the company, but more than the awards and accolades, this was a validation of the strength of the organization, the soundness of its strategy formulation and implementation, and the sheer commitment to deliver beyond what is expected - that is the CLI way that has allowed us to outperform even our own internal aspirations.** ”

Dear CLI Stakeholders,

In 2015, your leaders at CLI set the courageous goal of becoming the leading real estate developer in Visayas-Mindanao by 2020. Inspired by a series of successful projects and backed by a growing team of motivated real estate professionals, we set our sights on this five-year dream to become the leading player in the region.

Fast-forward to 2019, your company did not only become the leading real estate player in VisMin, but we were bestowed the honor as the Best Developer in the Philippines by the prestigious Philippines Property Awards. This was, indeed, a defining year for the company. But more than the awards and accolades, 2019 was a validation of the strength of the organization, the soundness of its strategy formulation and implementation, and the sheer commitment to deliver beyond what is expected - that is the CLI way that has allowed us to outperform even our own internal aspirations.

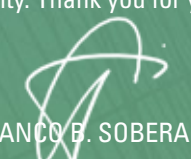
Nevertheless, your company is definitely not resting on its laurels. This has prompted your company to work even harder, as we welcome the weight of higher expectations from not only the industry but more importantly from our customers. In CLI, we always say that our customer deserves only the very best. Thus, your company is always finding ways to improve, adapt, and innovate. We have introduced a Strategic Business Unit (SBU) approach to project delivery, dividing our teams into Cebu, Visayas, and Mindanao clusters so that there is greater focus and cohesion from end to end. This will enable consistent operational excellence across our sites and ensure that we embrace CLI's mission of guaranteeing stakeholder satisfaction in every step of the real estate journey.

As of 2019, we have over 58 developments spread across ten key cities in VisMin. In addition, your company has a healthy pipeline of over 28 projects ranging from residential to offices, mixed-use, hotels, and townships.

This year, we recorded our highest reservation sales accomplishment of Php 12.67 billion, 32% higher than in 2018. Our expansion plans have borne fruit, with sales coming from various sites and product lines in Cebu (58%), Davao (15%), CDO (13%), Bacolod (12%), and Dumaguete (2%). We also achieved a special milestone with the opening of our very first hotel, Citadines Cebu City, which has risen to become one of the highest-rated Cebu City properties within just a few months of operations. We have also continued to forge strong partnerships, including a joint venture with AboitizLand for a mid-market residential community in Mandaue City and with International Builders Corporation for a high-rise residential project in the heart of Iloilo City.

In 2020, the whole industry faces strong headwinds as the pandemic brings about a new normal. Nevertheless, your company feels strongly that the successes that have brought us to this point have placed us in a healthier position to not only overcome the current circumstance but also to sustain and continue excelling. We will be more focused than ever before, as our stakeholders will be counting on us and our current and future homeowners will depend on us to provide one of the most important frontlines of defense – a safe and secure home. We started in 2003 as a homebuilder and our passion to build homes continues up to this very day.

On behalf of the Cebu Landmasters family, we wish you and your families the best of health and solidarity during this time. At CLI, the family is at the heart of what we do, and we will endeavor to always be inspired by this sense of service to the family and community. Thank you for your continued support!



JOSE FRANCO B. SOBERANO
Executive Vice-President & Chief Operating Officer



the CFO's message

“ **2019 was another year of sustained growth and performance by Cebu Landmasters. Our consolidated revenues grew 26% YOY, to P8.5 billion, leading to a gross profit of P4.2 billion and a net income after taxes of P2.44 billion at the consolidated level. This growth was achieved with a gross margin of 49%, and a net income margin of 29%.** ”

Dear Fellow Shareholders,

It is with great pride, and with acceptance of this immense responsibility, that I write this annual message to you for the first time as CFO of Cebu Landmasters.

The year 2019 was another period of sustained growth and performance for Cebu Landmasters. Our consolidated revenues grew by 26% year on year (YOY) to Php 8.5 billion, leading to a gross profit of Php 4.2 billion and a net income after taxes of Php 2.44 billion at the consolidated level. This growth was achieved with a gross margin of 49% and a net income margin of 29%.

The profit attributable to CLI shareholders comes in at Php 2.01 billion, up 21% YOY, translating to earnings per share of Php 1.21.

The performance was largely driven by our core business of residential development, which once again delivered well for us, with impressive growth across different market segments. Our Premier Masters, Garden Series, and Casa Mira brands offer distinct and well-defined value to our buyers and have already carved out a name in the market for its excellent value for money for aspiring homeowners.

At the same time, CLI has begun reaping the fruits of its commitment to building up our investment assets. In September 2019, we opened Citadines Cebu City, our first hotel. It is already the highest-rated hotel in Cebu City in the short time since its opening. In the coming years, more hotel keys, office units, and retail spaces will be delivered. These new business line will make CLI a more resilient, well-diversified real estate developer. These will also diversify our revenue base, smoothen our cash flow profile, and enable CLI to take in a wider spectrum of investment opportunities that are presented to us.

Growth was also driven by our expansion into more areas in VisMin. The reception for CLI products in new markets has been very impressive, as shown in market leading absorption rates and sales velocity. We're now in ten key VisMin cities and looking to expand further. This narrative of organic growth is evidenced in our unbooked revenues, which grew by 28% to Php 15.18 billion and was fuelled by reservations sales in 2019 amounting Php 12.68 billion.

We are also well-positioned to sustain our momentum with CLI recently securing Php 8 billion in a syndicated loan facility that was oversubscribed at very competitive margins. Our new partnerships with AboitizLand of the Aboitiz Equity Ventures, the International Builders Corporation group in Iloilo, and collaborations with several global hotel brands will contribute to our continued growth. It bodes well that the people who know CLI best are those who are committing resources to us.

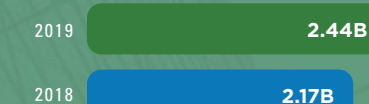
Despite the challenging environment we are all facing now, the management of CLI will continue to deliver value to all our stakeholders for many years to come. We hope to keep earning your faith and rewarding your trust in CLI.

BEAUREGARD GRANT L. CHENG
Chief Finance Officer

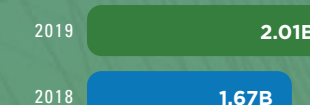
CONSOLIDATED REVENUES in billions Php



CONSOLIDATED NET INCOME in billions Php



PROFIT ATTRIBUTABLE TO SHAREHOLDERS in billions Php





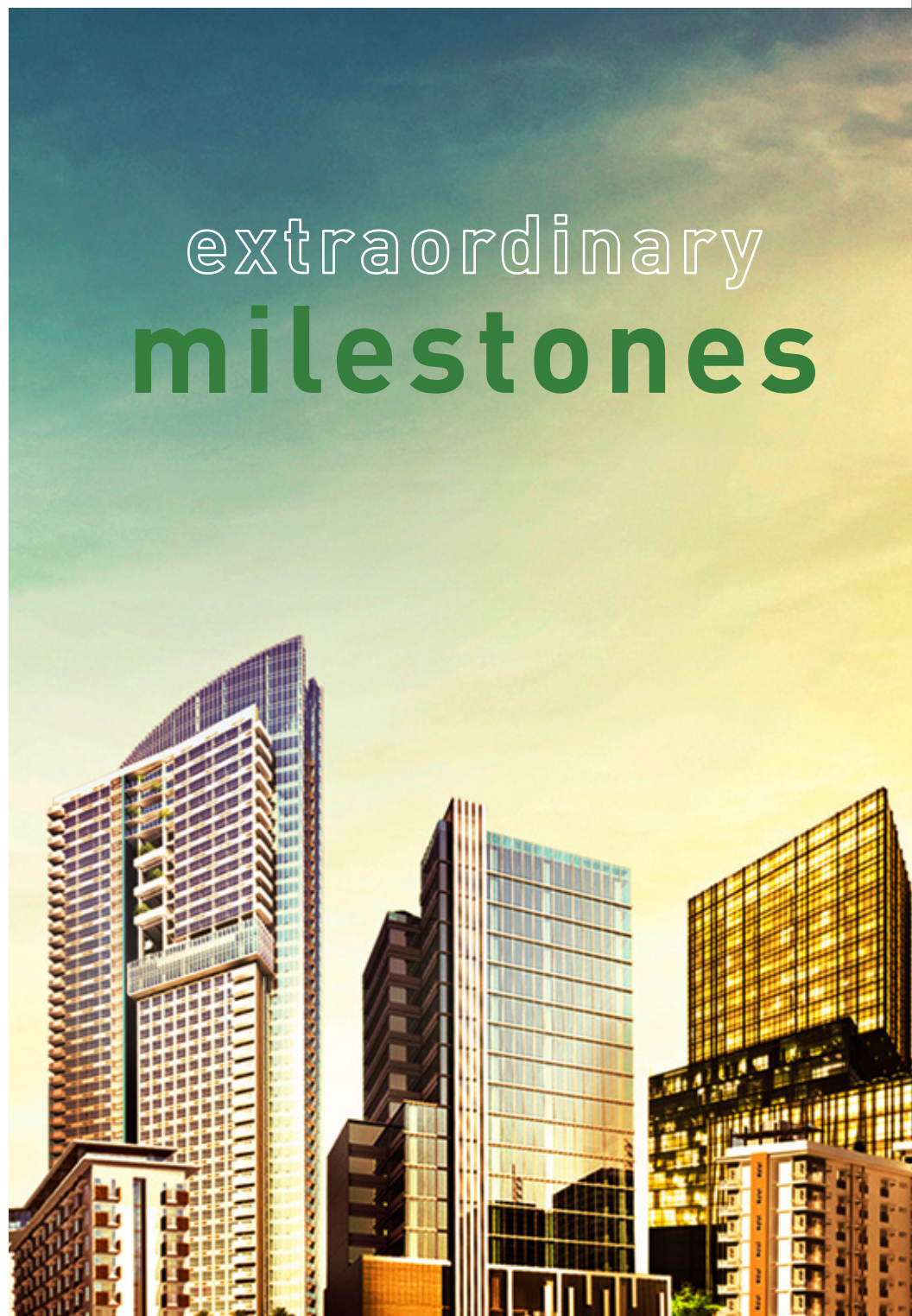
achieve the extraordinary

For 2019, CLI's performance can be described in one word: extraordinary. With record-breaking expansions, exciting joint ventures, well-received marketing campaign, and stellar recognitions, CLI has indeed become an undeniable force in VisMin's real estate industry.

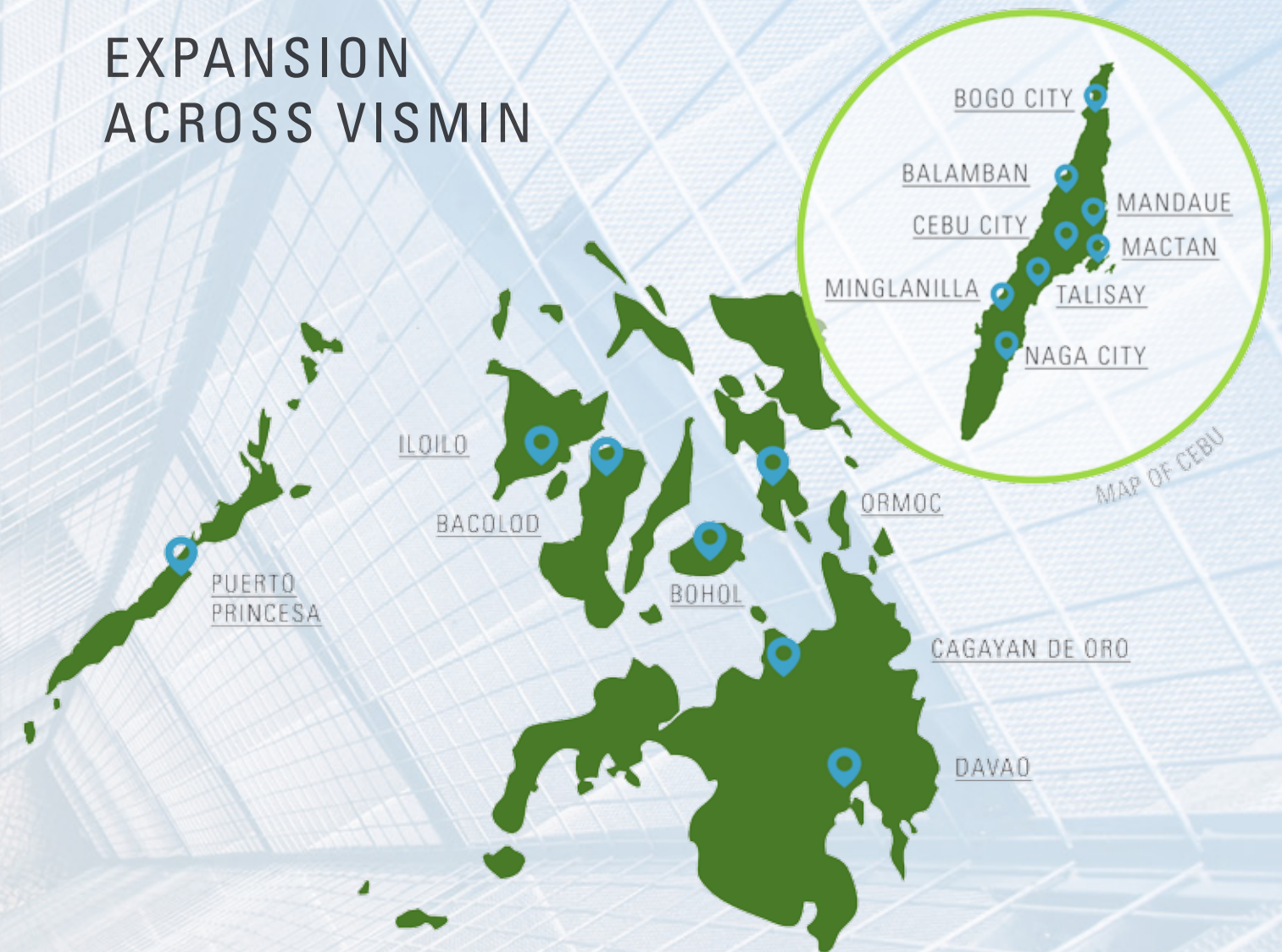


extraordinary milestones

extraordinary milestones



EXPANSION ACROSS VISMIN



CLI expands its landbank through strategic partnerships and major acquisitions in VisMin, bringing its total to 1,245,485 sqm or a 36% growth from our 2018 figure. This will secure our rapid and sustained growth in the next few years.

JOINT VENTURES IN 2019

A key factor in this expansion is our partnership with established names and top businessmen in the industry and in their areas. Among our partners include:

- The Villa-Abrille clan for a mid-market condominium, a mixed-use project, and a township development in Davao
- Fellow homegrown and Cebu-based AboitizLand for a mid-market, mixed-use, multi-tower condominium in Mandaue City
- Iloilo businessman Alfonso Tan, Chairman of International Builders Corporation (IBC), for a proposed multi-tower condominium with retail spaces in downtown Iloilo
- Borromeo Brothers for another joint venture for a two-tower Cebu residential condominium

ACQUISITIONS IN 2019

Our properties will give rise to projected investment of P50 billion, with acquisitions and developments in highly marketable properties in VisMin locations:

CEBU

- Redevelopment of Abaca Boutique Resort in Mactan, currently with nine rooms, into an exclusive resort of 100 all-suite rooms
- Acquisition of 48,000 sqm lot for Casa Mira South expansion
- Planned development of mixed-use iconic tower with world-class office spaces and a six-star international hotel brand in Cebu Business Park

DAVAO

- Purchase of 28-hectare land for Velmiro and Casa Mira development
- Expansion of The Paragon Davao through joint venture with YHES

OTHER KEY CITIES

- Purchase of 11,000 sqm lot in Bacolod for residential condominium towers
- Acquisition of 91,065 sqm property for Casa Mira Ormoc, 71,181 sqm lot for Casa Mira Dumaguete, and 36,000 sqm for Velmiro Greens Bohol

CLI is now present in 15 key cities and municipalities in Visayas and Mindanao.



Abaca Resorts Mactan closed its doors in February 2020 to give way to the 100 all-suite luxury resort development that will be completed in 2023

DIVERSIFICATION THROUGH RESORT DEVELOPMENT



CLI further amplifies its portfolio as it ventures into resort development with its acquisition of the Abaca Boutique Resort in Mactan. The company signed a hotel management agreement with The Abaca Group, owners of the resort and a chain of top-end Cebu restaurants. This will ensure that Abaca's brand of uncompromising quality and high-end, personalized service will continue in the new Abaca Resort Mactan.

With a footprint of 4,328 sqm, the all-suite Abaca Resort Mactan is a luxury resort in the Punta Engano area of Mactan Island, boasting of an attractive oceanfront and highest ratings from global travel experts.



A reputable foreign architect will be tapped to design and masterplan the redevelopment of the luxury resort. Plans include expanding the current nine rooms into a 125-room all-suite luxury development, which will host Mactan's very first Sky Villas.

Abaca Resorts Mactan closed its doors in February 2020 to give way for the development that will be completed in 2023.



ABACÁ
GROUP

LANDMARK INAUGURATION OF FIRST HOTEL



citadines Cebu City

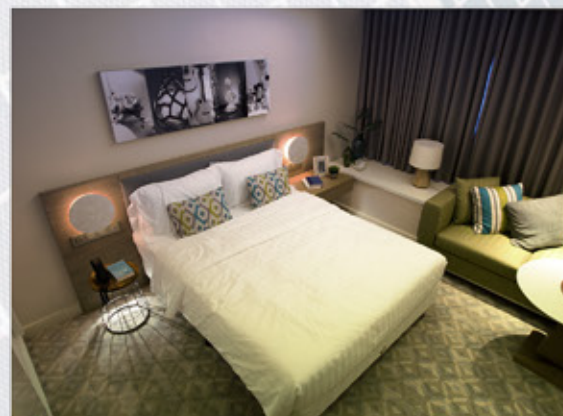
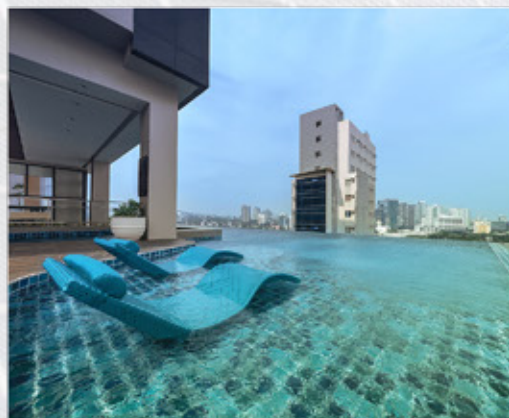
Cebu Landmasters, Inc. launches its first hotel property with Citadines Cebu City in partnership with The Ascott Limited, a leading global serviced-residence operator with more than 500 properties in more than 30 countries.

Citadines Cebu City is a 180-room serviced residence strategically located within CLI's mixed-use lifestyle hub in midtown Cebu, the Base Line Center.

CLI has appointed multi-awarded Abaca Group of Cebu to exclusively run the food and beverage operations. The menu will draw from the Group's extensive restaurant experience spanning a variety of cuisines and well-loved brands.

CLI is set to grow Citadines' hotel portfolio to 1,100 rooms by 2023.

The Ascott Limited will also operate three other hotel projects for CLI: Citadines Paragon Davao, Citadines Bacolod City, and Iyf Cebu City in Base Line Prestige. All will open by 2023.



SUCCESSFUL LAUNCH OF 'LIVE EXTRAORDINARILY' CAMPAIGN

Continuing our commitment towards excellence, CLI proudly launched our new marketing campaign. Dubbed as 'Live Extraordinarily,' the campaign exemplifies the brand's core advantages of hands-on service, value-added amenities, VisMin expertise, and wide range of choices.

To personify these four pillars, CLI has tapped television and film star Ian Veneracion as the brand's official ambassador. Like CLI, Veneracion is proactive and versatile in his roles, especially as a much-sought actor and a doting family man. The multi-faceted actor also has a strong affinity with VisMin. His mother is from Cebu and the actor would spend summers in the province.

More than that, the actor's unrivalled expertise in a career that has spanned three decades is reflective of CLI's competence. From making its mark through residential projects, CLI has now become the leading residential developer in the whole VisMin region.

CLI marked its 16th anniversary in real estate in 2019.



OUTSTANDING RECOGNITION

In 2019, CLI received unprecedented recognition from our peers in the real-estate industry. We are grateful for the various award-giving bodies for recognizing all our efforts, particularly for making us 2019's Best Developer in the Philippines.



Best Developer (Philippines) – Winner



Best Developer (Philippines) – Country Winner



Best High-End Condominium Development (Cebu) – Winner, 38 Park Avenue

Special Recognition in CSR – Winner

Best Affordable Condominium Development (Cebu) – Highly Commended, Casa Mira Towers Labangon

Best Mid-End Condominium Development (Davao) – Highly Commended, Mesatierra Garden Residences



Best Developer (Visayas And Mindanao) – Winner

Best Affordable Condo – Winner, Casa Mira Towers Labangon

Personality of The Year – Winner, Jose Soberano III (CLI President and CEO)



One of the Top Ten Developers (Philippines)

