

THE
Camden
PLACE

PROJECT BRIEF

FOR INTERNAL USE ONLY

Project Overview

Address:

Dominga St., Malate, Manila

Development Type:

One-tower high rise condominium

Architectural Theme:

Modern Contemporary

Unit Mix:

Studio, 1-BR, 2-BR



Name & Logo

THE
Camden
PLACE

Name

Camden – Scottish word meaning “valley that reveals the view of its surrounding landscapes”

Logo

Inspired by the concept of modern and creative living

Brushstroke – Convenience and passion

Color – Creativity and independence

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PLACE

Location Map



KEY PLACES OF INTEREST

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Business Districts



BUSINESS DISTRICTS	DISTANCE
Roxas Boulevard	1.9 km
Makati CBD	3.8 km
Bay Area	4.6 km



Commercial Establishments



MALLS	DISTANCE
University Mall	450 m
Cash & Carry	1.8 km
SM Hypermarket Makati	2.0 km
Robinsons Place Manila	2.3 km
Mall of Asia	4.8 km



Schools



SCHOOLS	DISTANCE
De La Salle-College of St. Benilde, School of Design and Arts	270 m
St. Scholastica's College	300 m
De La Salle-College of St. Benilde Manila	400 m
De La Salle University Manila	500 m
Arellano University, School of Law	650 m
Philippine Women's University	1.6 km
Philippine Christian University	1.8 km
University of the Philippines Manila	2.5 km
Mapua University Makati	3.3 km
Asian Institute of Management	3.4 km



Health Institutions



HOSPITALS	DISTANCE
Adventist Medical Center	1.2 km
St. Clare's Medical Center	1.4 km
Pasay City General Hospital	1.4 km
Ospital ng Maynila	1.8 km
Philippine General Hospital	2.4 km
Makati Medical Center	3.3 km



Transportation Hubs



TRANSPORTATION TERMINALS	DISTANCE
LRT Line 1 Vito Cruz station	400 m
BBL Bus Terminal	900 m
Greenstar Bus Terminal	1.1 km
DLTB Bus Terminal	1.1 km
Jac Liner Bus Terminal	1.1 km



MARKET LANDSCAPE

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Manila City Economic Overview

One of NCR's top cities in terms of income and economic competitiveness



Ranks **3rd out of 16 cities in NCR in terms of Annual Income** (10.2B as of 2016) and 4th in terms of Average Cumulative Growth (10% as of 2016)

QC – 17.1B
Makati – 11.9B

(*Department of Finance FY 2009 to 2016 Annual Regular Income by City)



Ranks **2nd out of 10 NCR cities in 2016 in terms of competitiveness** (economic dynamism, government efficiency and infrastructure)

(*Cities and Municipalities Competitiveness Index.
Retrieved from
<https://web.archive.org/web/20170110014838/http://www.competitive.org.ph/cmindex/pages/rankings/Cities.php>)



Key Industries

Trade
Manufacturing (textiles, F&B)
Shipping / Maritime
Publishing
Banking and Finance



PEZA-Approved Establishments

There are also various other employment opportunities in Makati CBD and Bay Area with numerous PEZA offices



Legend

Radius: 2KM



IT Center (PEZA)



IT Park (PEZA)

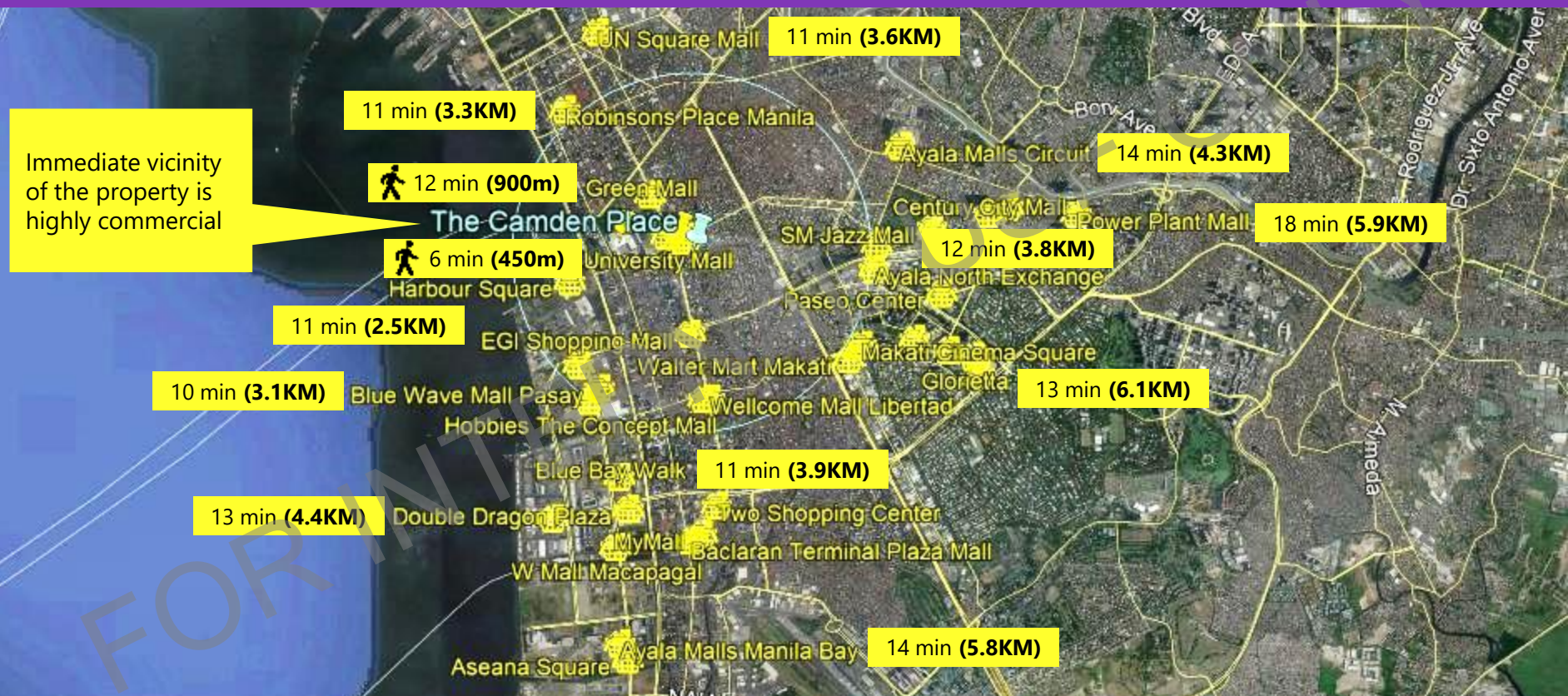


Tourism Ecozone



Retail Establishments

Numerous retail options in nearby Bay Area and Makati CBD





Upcoming Infrastructure

Close to upcoming infrastructure which will improve accessibility to both north and south

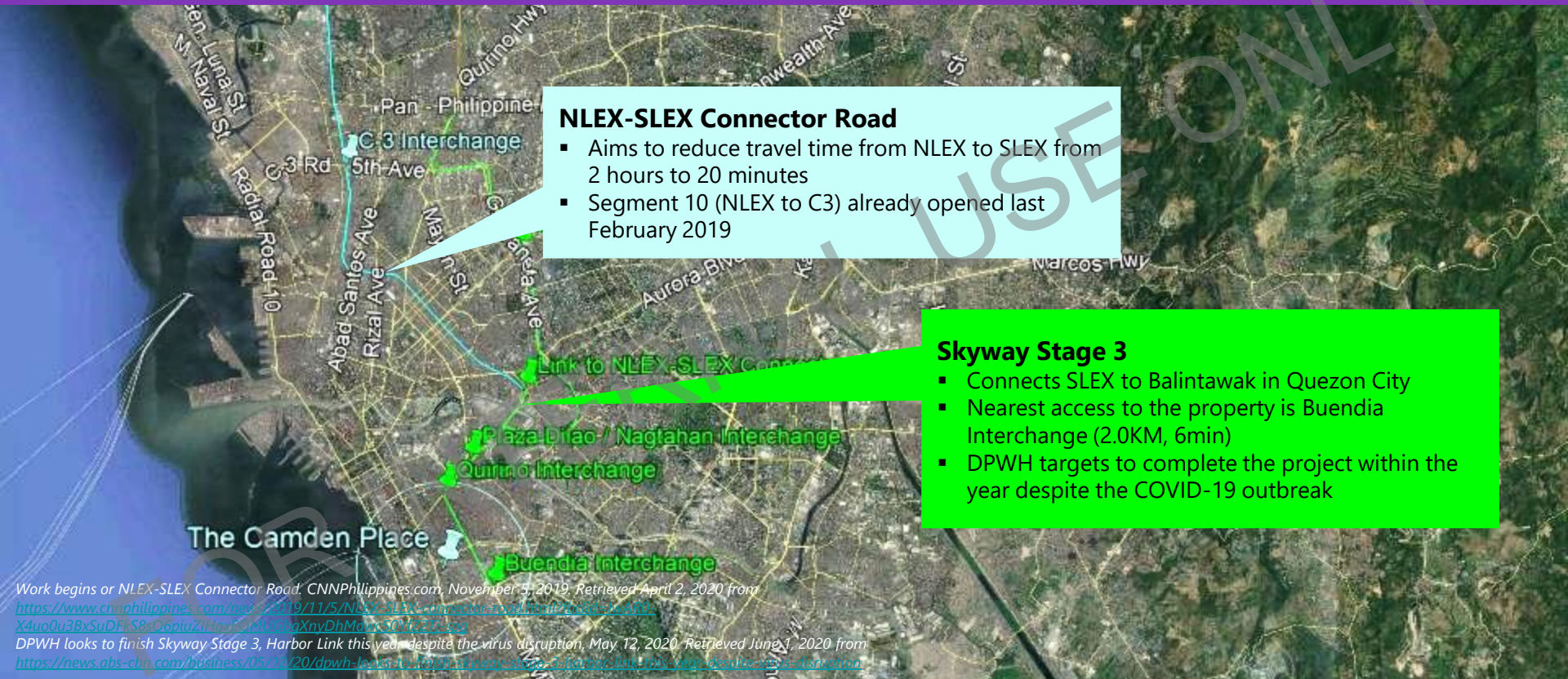


Legend

Radius: 2KM



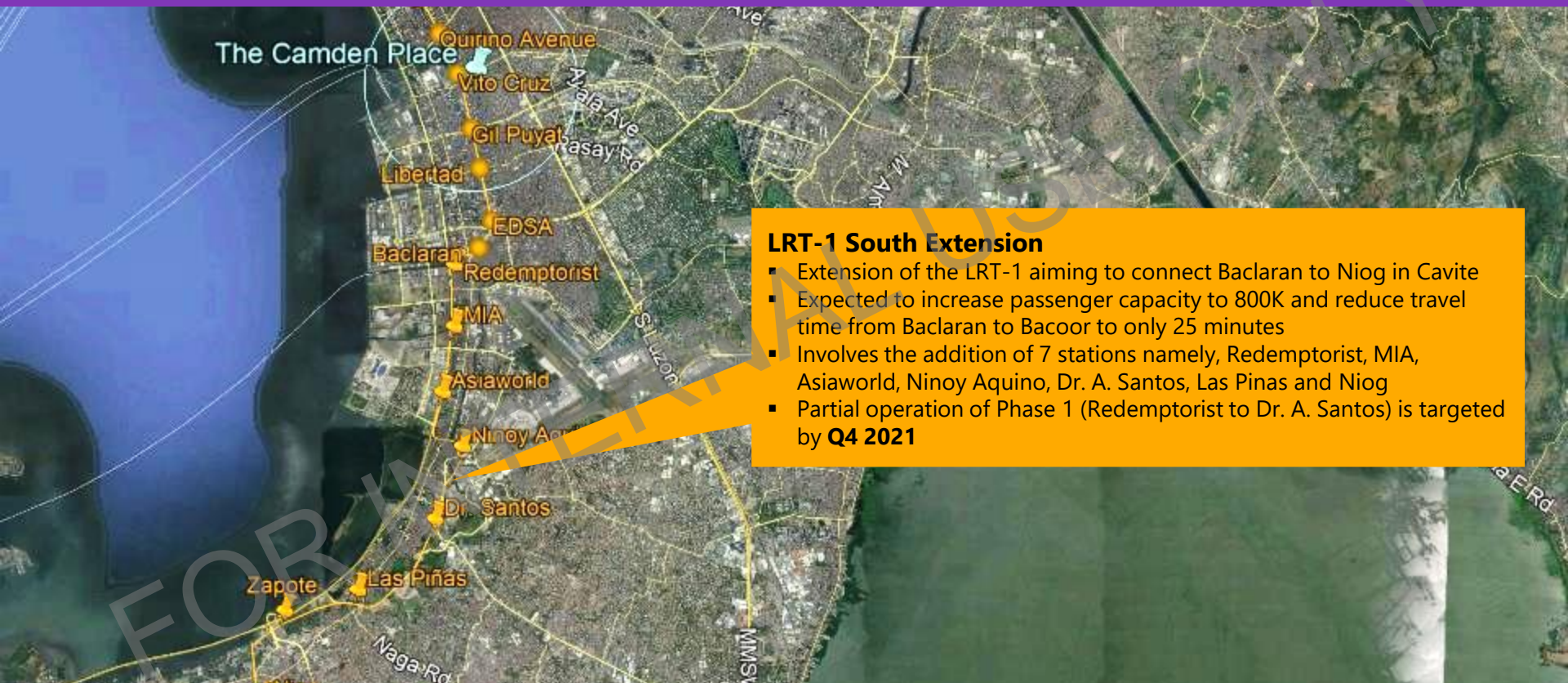
Skyway Stage 3 is being targeted to be completed within the year despite the COVID-19 disruption



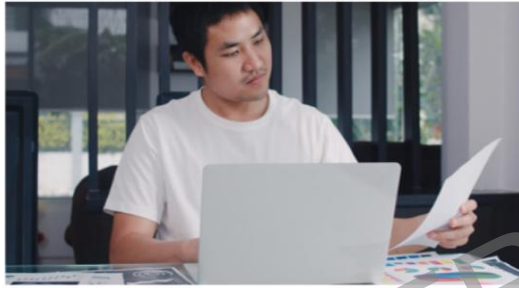


LRT-1 Southern Extension

Phase 1 up to Dr. A. Santos is being targeted for completion by Q4 2021



TARGET MARKET



Demographic:

- 20 to 40 years old (Young professionals and entrepreneurs)
- Investors (including potential lessors)
- Parents with high school to college students
- Monthly income of at least Php70,000

Behaviors & Psychographics:

- Active and mobile
- Convenience is a priority
- Seeks security and safety
- Independent
- Tech-savvy

ASTON

RESIDENCES

BUYERS' PROFILE

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Gender

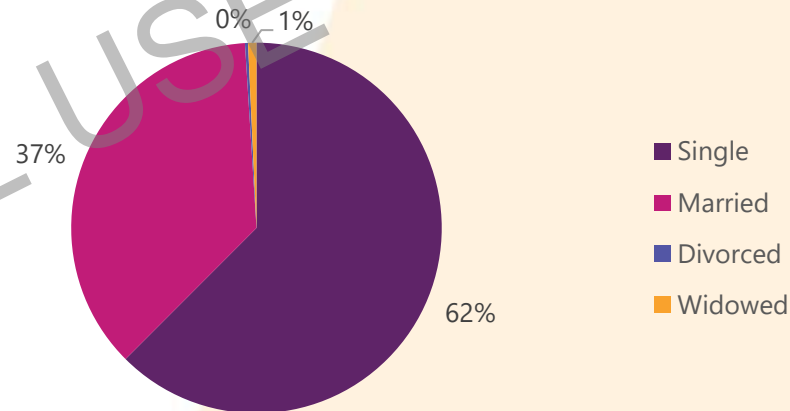


Male 50%

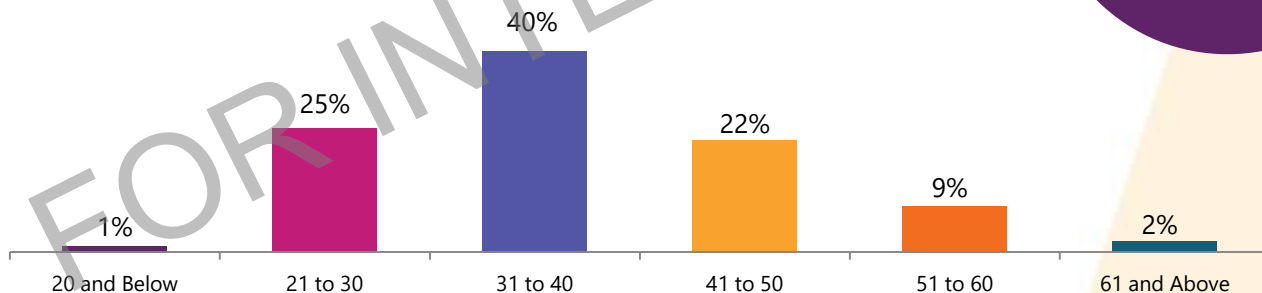


Female 50%

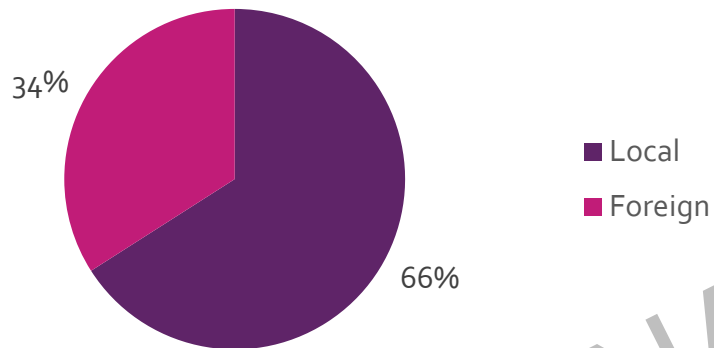
Civil Status



Age Bracket

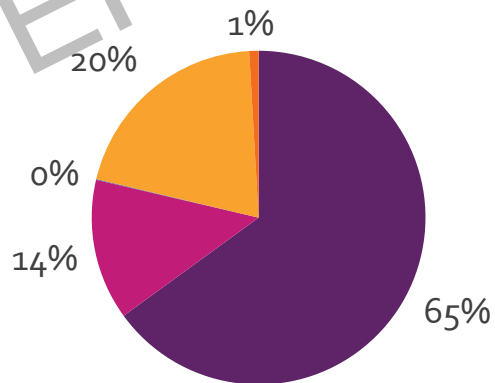


Nationalities



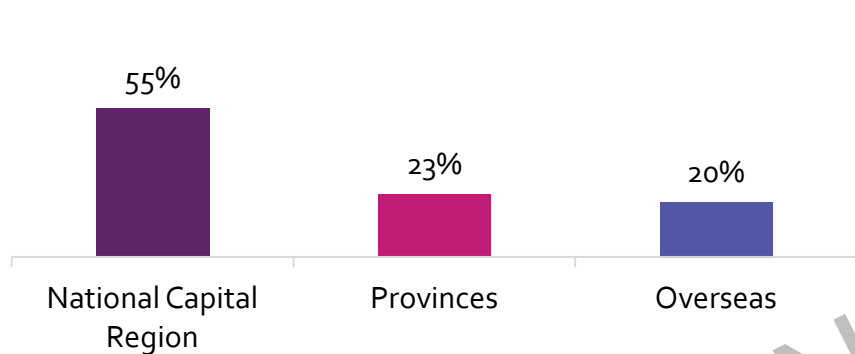
Filipino	66.0%
Chinese	25.6%
American	2.8%
British	0.1%
Japanese	0.9%

Occupation



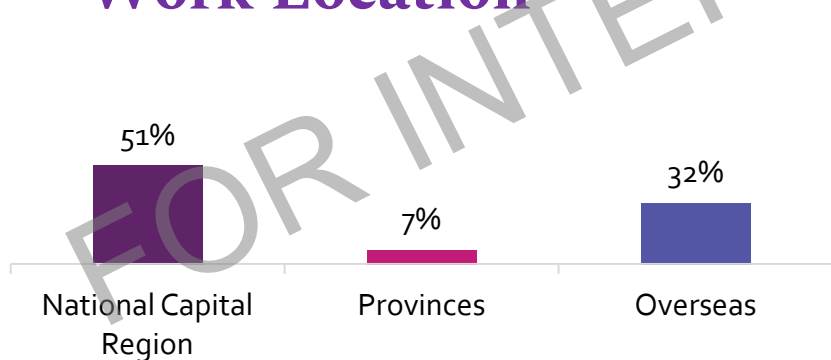
- Employed
- Overseas Worker
- Professional
- Self-Employed
- Unemployed

Place of Residence



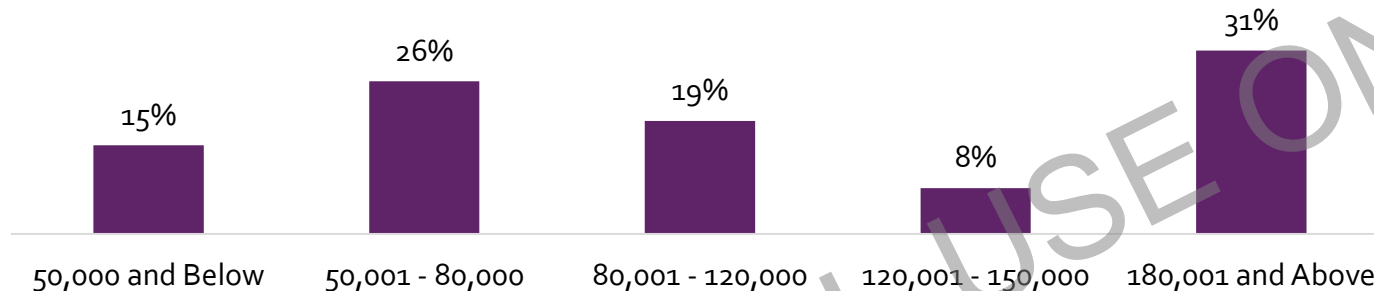
Manila	188	Cavite	80	China	131
Pasay	117	Laguna	37	USA	46
Makati	108	Rizal	36	Singapore	44
Parañaque	102	Bulacan	28	Canada	21
Quezon City	85	Batangas	26	Japan	16

Work Location



Makati	264	Cavite	13	China	213
Manila	157	Rizal	10	USA	74
Pasay	115	Batangas	8	Singapore	42
Taguig	64	Laguna	6	Canada	22
Parañaque	43	Pangasinan	6	Japan	18

Monthly Income



Home Ownership



Owned

44%



Renting

14%



Living with Relatives

8%

Reason for Buying



Investment

74%



End-Use

24%



**Convenient
Location**



**Quality by
DMCI Homes**



Value for Money



**Upgraded
Lifestyle**



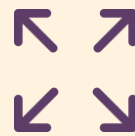
Security

**SELLING
POINTS**



PROJECT IN FOCUS

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2,382 sq. m



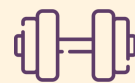
34-Storey
High Rise Building



27 Residential Floors
756 Units



5 Podium Parking Floors
196 Parking Slots



2 Amenity Floors





Modern Contemporary



AMENITIES

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Reception Lobby

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Ground Floor Lounge Area

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This architectural rendering depicts a spacious and modern lounge area on the ground floor. On the left, a long bar with a textured, light-colored facade is staffed by a person. Several high-top stools are positioned along the bar. The ceiling is a complex, multi-layered structure with recessed lighting and long, horizontal wooden slats. The floor is made of large, light-colored tiles. In the center and right, there is a seating area with several armchairs and a large, low-profile chaise longue. A small coffee table with a plant on it is also visible. The overall design is clean and contemporary.

Ground Floor Lounge Area

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This architectural rendering depicts a long, brightly lit elevator lobby. The space is characterized by its high ceilings, which feature a series of large, circular, multi-tiered pendant lights. The walls are a mix of materials, including light-colored stone or concrete panels and dark, textured sections. The floor is made of large, light-colored tiles that reflect the overhead lights. Two people are standing in the center of the lobby, looking towards the end of the hallway where a glass-enclosed staircase is visible. The overall design is modern and sophisticated.

Elevator Lobby

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Game Area

Open Lounge

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Snack Bar

THE
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PLACE



Roof Deck

THE
Camden
PLACE



Sky Promenade

THE
Camden
PLACE



Sky Lounge

Camden
PLACE



Sky Deck Pool

THE
Camden
PLACE



Sky Deck Pool

Camden



Sky Deck Pool

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Other Amenities



Entertainment Room



Fitness Gym



Co-working Space



Building Features

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**Pedestrian RFID
Proximity Access**



**High Speed Internet
Connection in Common
Areas**



FACILITIES

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Facilities

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Convenience Store



Water Station



Card-operated Laundry
Station



PMO SERVICES

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PMO Services



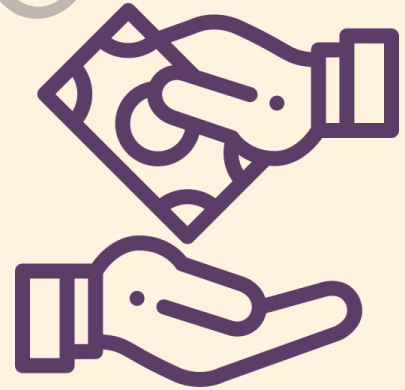
Guarded gate and entrance, and 24-hour security



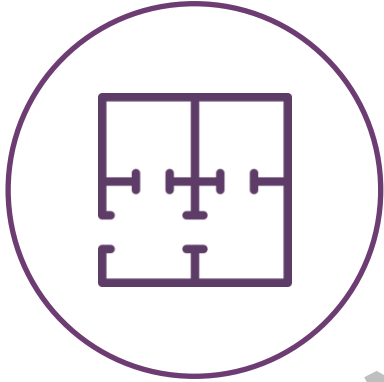
General maintenance of common areas



Taxi call-in service



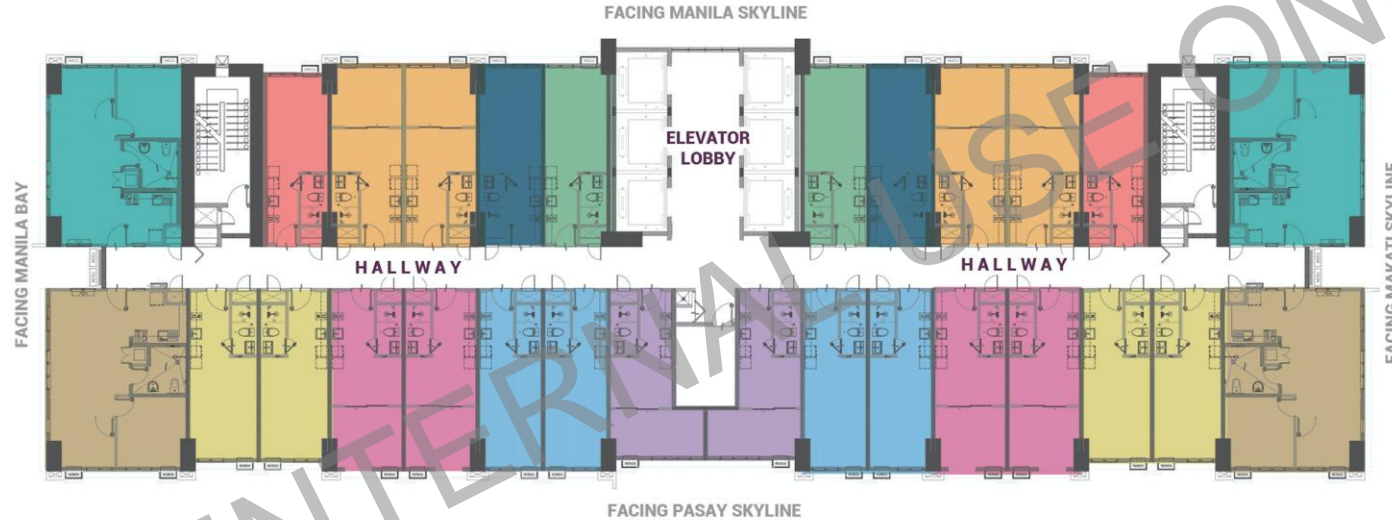
Utilities application & payment assistance



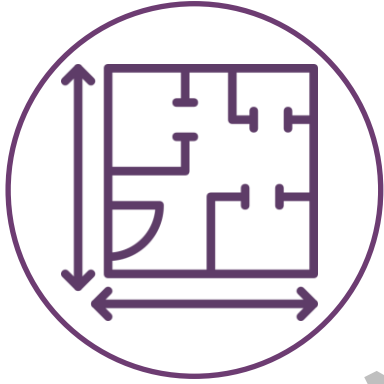
UNIT MIX

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Unit Mix



Unit Type	Unit Area
Studio Type	24.00 – 26.00
1-Bedroom	27.00 – 28.50
2-Bedroom	52.00 – 54.50



FLOOR PLANS & UNIT LAYOUTS

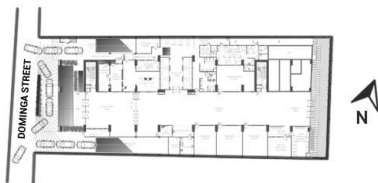
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28

Units per
Floor



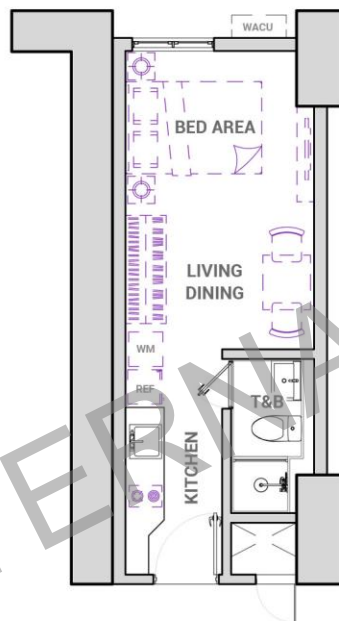
- | | | | | |
|---|---|--|--|--|
|  Studio A (Inner Unit)
Approx. Gross Floor Area: 24.00 sqm |  Studio C (Inner Unit)
Approx. Gross Floor Area: 25.00 sqm |  Studio E (Inner Unit)
Approx. Gross Floor Area: 26.00 sqm |  1 Bedroom B (Inner Unit)
Approx. Gross Floor Area: 28.50 sqm |  2 Bedroom A (End Unit)
Approx. Gross Floor Area: 52.00 sqm |
|  Studio B (Inner Unit)
Approx. Gross Floor Area: 25.00 sqm |  Studio D (Inner Unit)
Approx. Gross Floor Area: 25.00 sqm |  1 Bedroom A (Inner Unit)
Approx. Gross Floor Area: 27.00 sqm |  1 Bedroom C (Inner Unit)
Approx. Gross Floor Area: 28.50 sqm |  2 Bedroom B (End Unit)
Approx. Gross Floor Area: 54.50 sqm |



Residential Floor Level Plan

- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.

Studio A



STUDIO UNIT A - INNER UNIT

AREA ALLOCATION

LIVING & DINING	6.40 sqm
KITCHEN	5.60
BED AREA	7.70
TOILET & BATH	4.30

APPROX. GROSS FLOOR AREA: 24.00 sqm

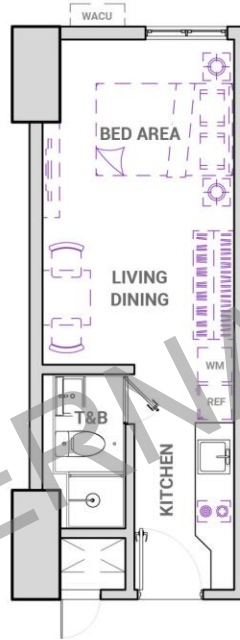
- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR



EFFECTIVE NOVEMBER 2020

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Studio B



STUDIO UNIT B - INNER UNIT

AREA ALLOCATION

LIVING & DINING	6.20 sqm
KITCHEN	5.40
BED AREA	8.80
TOILET & BATH	4.60

APPROX. GROSS FLOOR AREA: 25.00 sqm

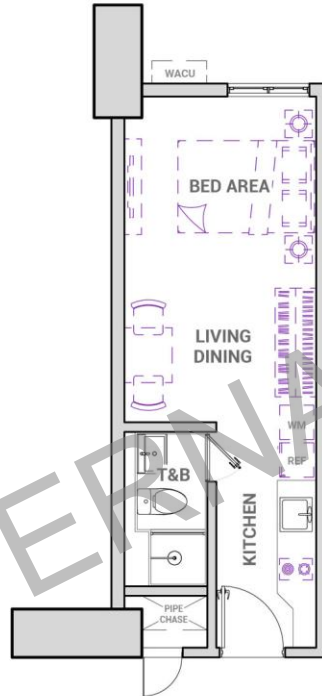
- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
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EFFECTIVE NOVEMBER 2020

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Studio C



STUDIO UNIT C - INNER UNIT

AREA ALLOCATION

LIVING & DINING	6.20 sqm
KITCHEN	5.40
BED AREA	8.80
TOILET & BATH	4.60

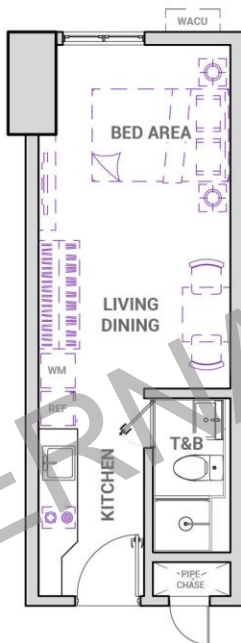
APPROX. GROSS FLOOR AREA: 25.00 sqm

- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

EFFECTIVE NOVEMBER 2020

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Studio D



STUDIO UNIT D - INNER UNIT

AREA ALLOCATION

LIVING & DINING	6.80 sqm
KITCHEN	5.30
BED AREA	8.90
TOILET & BATH	4.00

APPROX. GROSS FLOOR AREA: 25.00 sqm

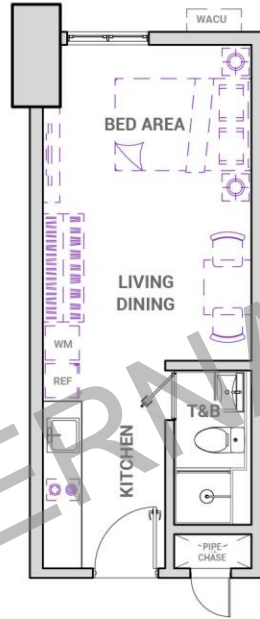
- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
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EFFECTIVE NOVEMBER 2020

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Studio E



STUDIO UNIT E - INNER UNIT

AREA ALLOCATION

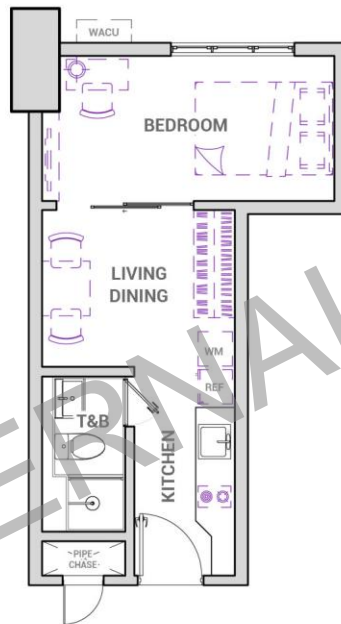
LIVING & DINING	7.50 sqm
KITCHEN	6.00
BED AREA	8.50
TOILET & BATH	4.00

APPROX. GROSS FLOOR AREA: 26.00 sqm

- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
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1-Bedroom A



1 BEDROOM A - INNER UNIT

AREA ALLOCATION

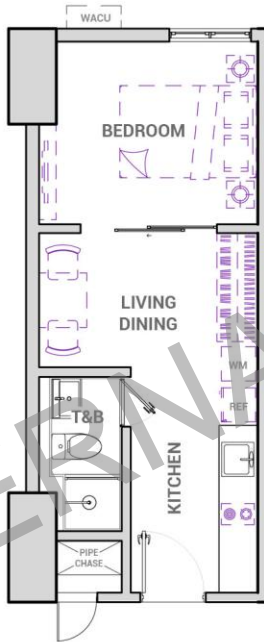
LIVING & DINING	7.10 sqm
KITCHEN	5.00
BEDROOM	10.60
TOILET & BATH	4.30

APPROX. GROSS FLOOR AREA: 27.00 sqm

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- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR



1-Bedroom B



1 BEDROOM B - INNER UNIT

AREA ALLOCATION

LIVING & DINING	7.10 sqm
KITCHEN	6.80
BEDROOM	10.00
TOILET & BATH	4.60

APPROX. GROSS FLOOR AREA: 28.50 sqm

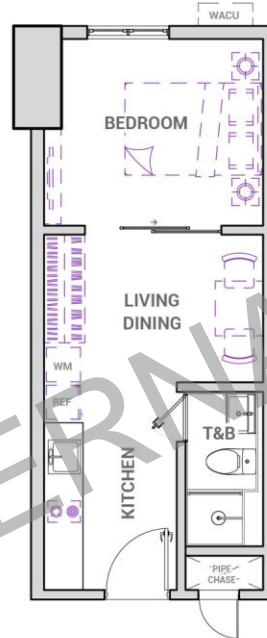
- * DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- * FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- * KEY PLAN IS BASED ON TYPICAL FLOOR



EFFECTIVE NOVEMBER 2020

Floor plans reflected as visuals are not to scale. Actual configurations and features may vary per unit. Please check the unit specifications with your seller.

1-Bedroom C



1 BEDROOM C - INNER UNIT

AREA ALLOCATION

LIVING & DINING	7.80 sqm
KITCHEN	6.50
BEDROOM	10.20
TOILET & BATH	4.00

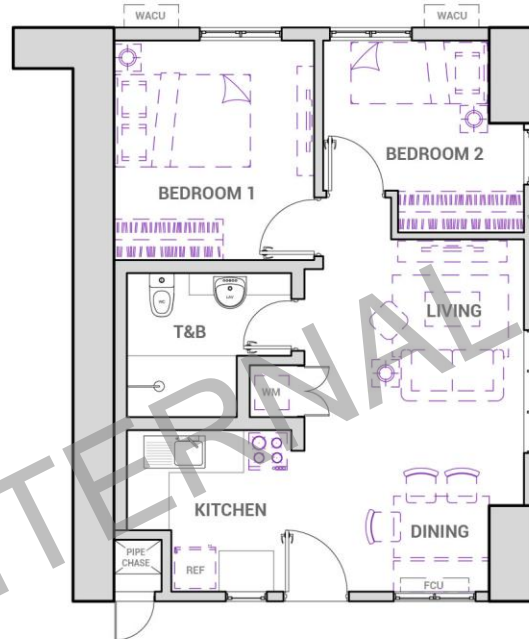
APPROX. GROSS FLOOR AREA: 28.50 sqm

- * DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- * FURNITURE AND APPLIANCES ARE NOT INCLUDED.
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EFFECTIVE NOVEMBER 2020

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2-Bedroom A



2 BEDROOM A - END UNIT

AREA ALLOCATION

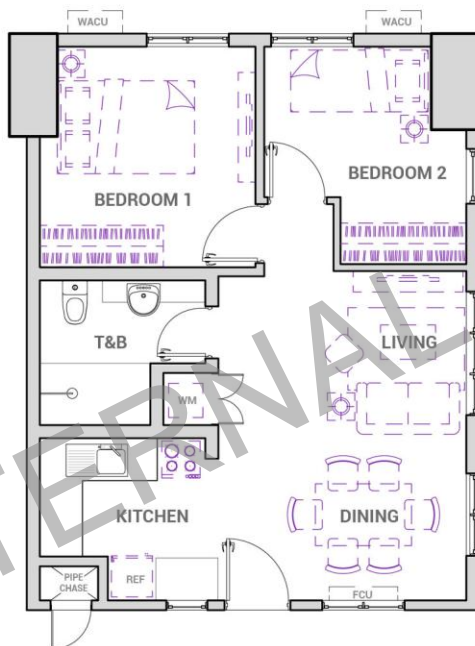
LIVING & DINING	19.70 sqm
KITCHEN	6.90
BEDROOM 1	10.40
BEDROOM 2	9.00
TOILET & BATH	6.00

APPROX. GROSS FLOOR AREA: 52.00 sqm

- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
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2-Bedroom B



2 BEDROOM B - END UNIT

AREA ALLOCATION

LIVING & DINING	20.40 sqm
KITCHEN	6.80
BEDROOM 1	11.40
BEDROOM 2	9.80
TOILET & BATH	6.10

APPROX. GROSS FLOOR AREA: 54.50 sqm

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EFFECTIVE NOVEMBER 2020

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Turnover Finishes

RESIDENTIAL UNITS	STUDIO UNIT			1-BEDROOM UNIT		2-BEDROOM UNIT	
	24.00 sq.m	25.00 sq.m	26.00 sq.m	27.00 sq.m	28.50 sq.m	52.00 sq.m	54.50 sq.m
<u>FLOOR FINISHES</u>							
Living, Dining and Kitchen	Vinyl planks with baseboard					Ceramic tiles with baseboard	
Bedrooms	Vinyl planks with baseboard						
Toilet & Bath	Modular Panel					Unglazed ceramic tiles	
<u>WALL FINISHES</u>							
Interior Walls	Painted finish						
Toilet and Bath	Modular Panel					Ceramic tiles; Painted cement finish above wall tiles	
<u>CEILING FINISHES</u>							
Living, Dining and Kitchen	Painted plain cement finish						
Bedrooms	Painted plain cement finish						
Toilet & Bath	Modular Panel					Painted ficemboard ceiling	
<u>SPECIALTIES</u>							
Kitchen Area	Granite finish kitchen countertop with cabinet system						
Toilet and Bath	Mirror and basin cabinet set					Granite finish lavatory countertop	

Turnover Finishes

RESIDENTIAL UNITS	STUDIO UNIT			1-BEDROOM UNIT		2-BEDROOM UNIT	
	24.00 sq.m	25.00 sq.m	26.00 sq.m	27.00 sq.m	28.50 sq.m	52.00 sq.m	54.50 sq.m
<u>DOORS</u>							
Entrance Door	Wooden panel door on metal jamb						
Bedroom Door	N/A			Aluminum Sliding framed glass panel		Wooden Panel Door on metal jamb	
Toilet Door	Aluminum Door					Wooden door with half louver on metal jamb	
<u>WINDOWS</u>	Awning windows with glass panels					Awning windows with glass panels, & Hopper Windows	
<u>FINISHING HARDWARE</u>							
Main Door Lockset	Mortise type keyed lockset						
Bedroom Lockset	N/A			Flush type keyed lockset		Lever type keyed lockset	
Toilet Lockset	Lever type lockset					Lever type privacy lockset	

Turnover Finishes

RESIDENTIAL UNITS	STUDIO UNIT			1-BEDROOM UNIT		2-BEDROOM UNIT	
	24.00 sq.m	25.00 sq.m	26.00 sq.m	27.00 sq.m	28.50 sq.m	52.00 sq.m	54.50 sq.m
<u>TOILET AND KITCHEN FIXTURES</u>							
Water Closet	Top flush, one-piece type						
Lavatory	Wall hung basin (Ceramic)					Semi-counter top basin	
Shower Head and Fittings	Exposed rain shower & mixer assembly					Rain shower and concealed shower mixer valve	
Toilet Paper Holder	Chrome-Plated Brass					Recessed type	
Towel Rail	Chrome-Plated Brass					N/A	
Towel Rack	Chrome-Plated Brass					N/A	
Soap Holder	Chrome-Plated Brass					Wall niche	
Kitchen Sink	Stainless steel, single bowl					Stainless steel single bowl with one side drainboard	
Kitchen Faucet	Gooseneck type					Rotary lever type	
Toilet Exhaust	Ceiling-mounted exhaust fan						
Kitchen exhaust	Rangehood Provision						
<u>AIR CONDITION</u>	Provision for Window-type Air Conditioning Unit					Provision for Window type and Split type Air Conditioning Unit	



PRICING

FOR INTERNAL USE ONLY

Pricing

Inventory for Launch

Description	Unit Area	Gross Area	List Price	
	(in sqm., more or less)		Min	Max
Studio A Inner	24	24	3.98 Mn	4.16 Mn
Studio B Inner	25	25	4.15 Mn	4.33 Mn
Studio C Inner	25	25	4.11 Mn	4.29 Mn
Studio D Inner	25	25	4.15 Mn	4.33 Mn
Studio E Inner	26	26	4.27 Mn	4.50 Mn
1BR A Inner	27	27	4.35 Mn	4.54 Mn
1BR B Inner	28.5	28.5	4.64 Mn	4.84 Mn
1BR C Inner	28.5	28.5	4.64 Mn	4.84 Mn
2BR A End	52	52	6.92 Mn	7.25 Mn
2BR B End	54.5	54.5	7.25 Mn	7.60 Mn
Covered Parking	13.25 – 19.5	13.25 - 19.5	1.06 Mn	1.12 Mn
Tandem Covered Parking	13 - 19.5	13 – 19.5	1.90 Mn	2.00 Mn



SELLING PROGRAM

FOR INTERNAL USE ONLY

30%

MINIMUM DOWNPAYMENT

FOR INTERNAL USE ONLY

SPECIAL PROMO

THE
Camden
PLACE

15%

5%

MINIMUM DOWNPAYMENT
FOR UNITS & PARKING

ADDITIONAL DISCOUNT
FOR UNITS ONLY

Nov. 27 - Dec. 15, 2020

Sample Computation

Unit Type		Studio	1-Bedroom	2-Bedroom
Unit Area		24.0 sqm	27.0 sqm	52.0 sqm
List Price		3,984,000	4,349,900	6,921,800
Regular Discount		-	-	-
LP net of Regular Discount		3,984,000	4,349,900	6,921,800
Special Discount	5%	199,240	217,495	346,090
Total Contract Price		3,785,560	4,132,405	6,575,710
Closing Fee	10%	378,556	413,241	657,571
Reservation Fee		20,000	20,000	20,000
Downpayment	15%	547,834	599,861	966,357
DP period (Feb 2025)		51 months		
Monthly DP		10,742	11,762	18,948
Balance	85%	3,217,726	3,512,544	5,589,354

Note: Monthly downpayment is exclusive of closing fees

FEB

2025

END OF DP
PERIOD

MAR

2025

RFO DATE

Note:

Due date for Bank Financing & balance shall be on RFO date based on memo CC-20-07-008 dated July 14, 2020

	No. of Inventory
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Units	400
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Parking Slots	120
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Inventory for Launch



IMPLEMENTING GUIDELINES

- **Pricelist Effectivity & Sales Acceptance**

November 27, 2020



The Camden Place bears the DMCI Homes Quality Seal, which represents our commitment to deliver homes that are built to last. Your new home is subject to our proprietary quality management system, and comes with a 2-year limited warranty *.

**Property developers typically provide a one-year warranty. DMCI Homes' 2-year limited warranty covers most unit deliverables, except operable items subject to daily wear and tear.*

Terms and conditions apply.

**THANK YOU
&
HAPPY SELLING!**