



VIERA RESIDENCES

Project Brief
June 28, 2013

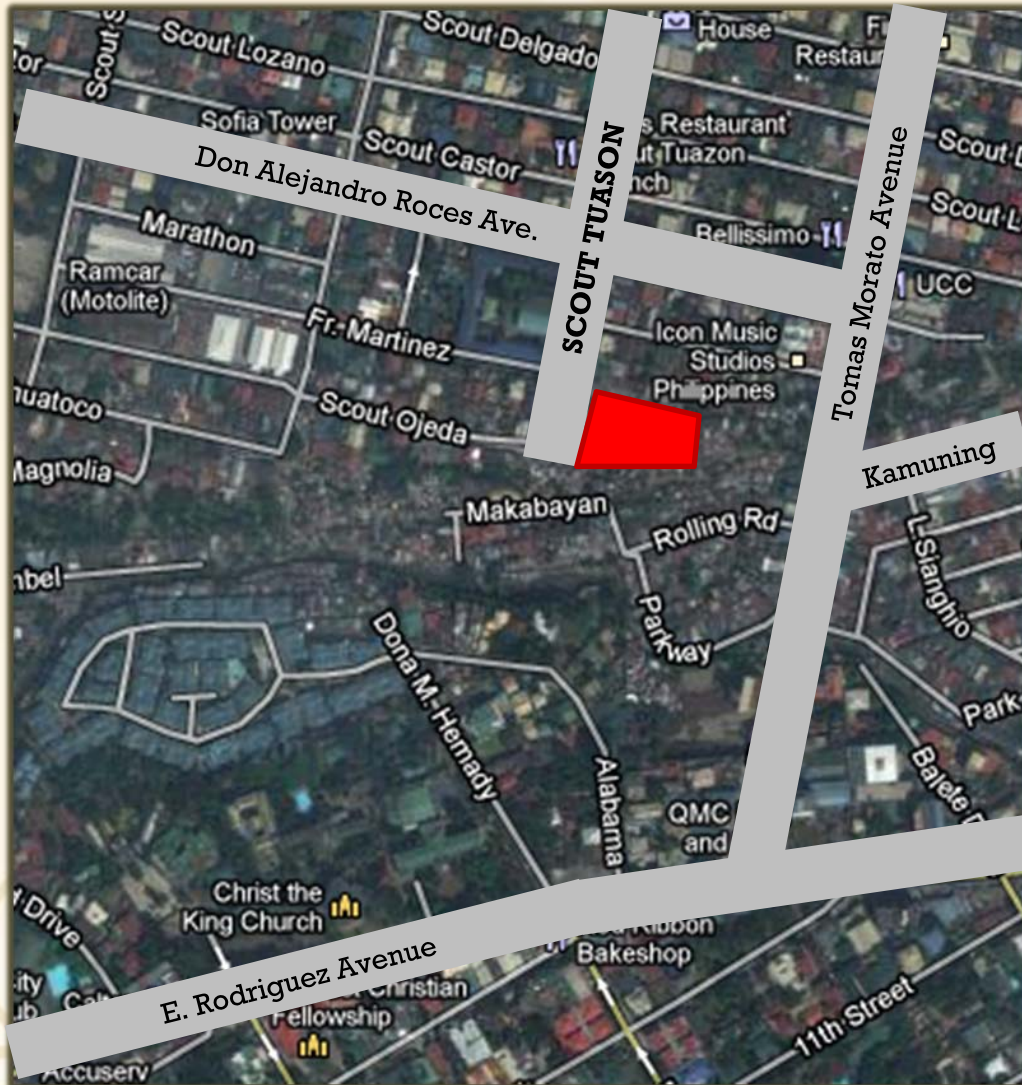


PROJECT OVERVIEW



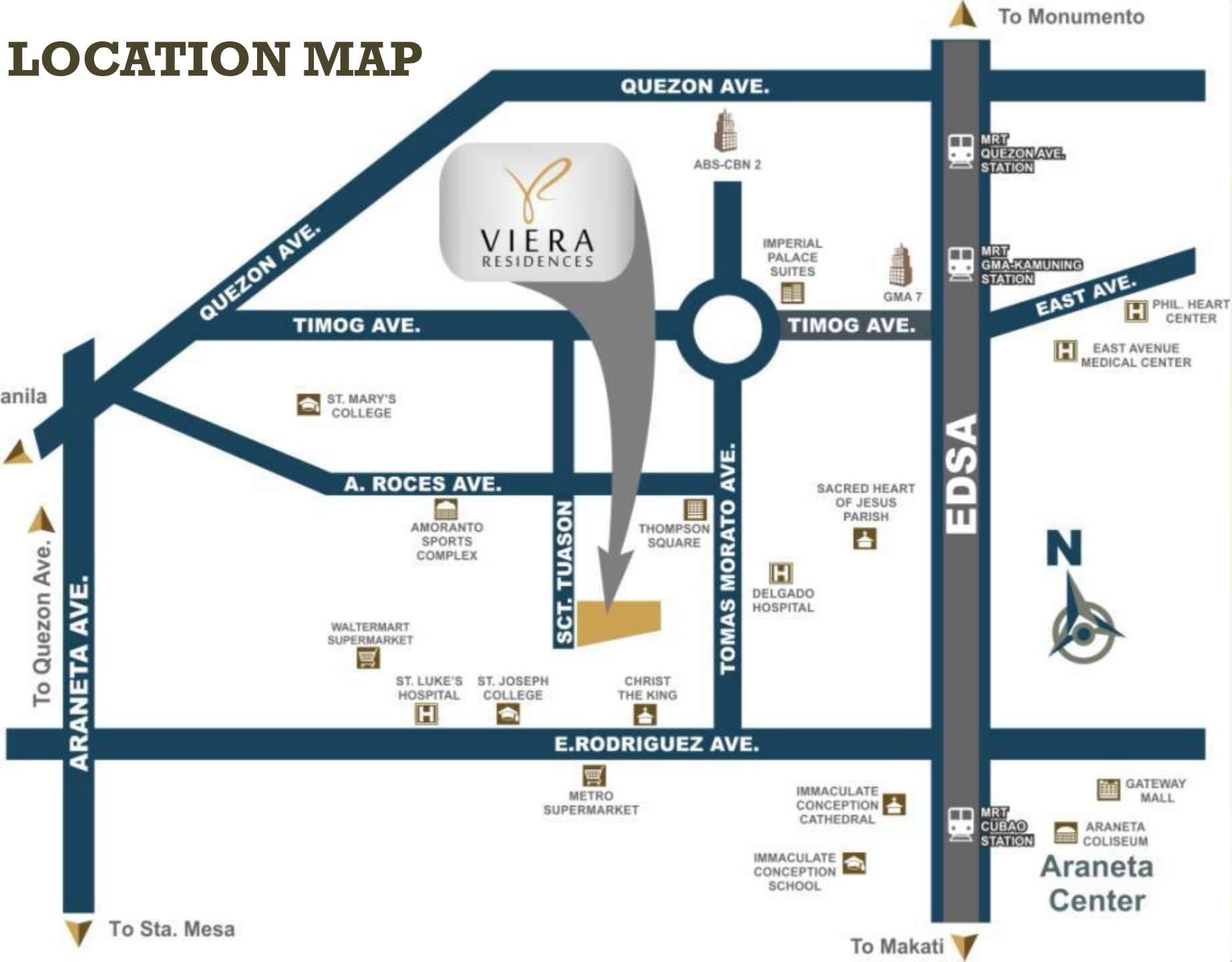
Location	: #6 Scout Tuason Ave., Brgy. Obrero, Quezon City
Land Area	: 5,700 sqm
Type of Development	: One (1) High-rise building with 27 residential levels, 1 ground level, and 4 basement parking levels
Unit Types	: Studio, 1-Bedroom and 2-Bedroom units
Total Units	: 730 units
Total Parking	: 591 car parking slots and 65 motorcycle parking slots
Parking Ratio	: 81%

LOCATION



- The property is located at #6 Scout Tuason Ave., Brgy. Obrero, Quezon City
- Strategic location right in the middle of four (4) major areas in Quezon City including Manila.
 - South Triangle
 - New Manila / San Juan
 - Cubao-Araneta Center
 - Sta. Mesa-Manila
- Located on the quiet side of Sct. Tuason within a residential community nearby, and meters away from major roads.

LOCATION MAP



How to get there:

- 1. From Makati:** Take EDSA Northbound lane, and head straight going to Quezon City. Upon reaching Kamuning gear to the right to take the flyover's underpass to make a U-turn to Timog. Turn right at Timog and drive straight. Passing the small rotunda, turn left to Scout Tuason. Drive straight until you reach Viera Residences, development is located on your left.
- 2. From Manila:** Take Araneta Avenue going towards Quezon Avenue. Upon reaching Quezon Ave make a right turn towards A. Roces Avenue. Turn right upon reaching Sct. Tuason. Drive straight until you reach Viera Residences, development is located on your left.
- 3. From QC. Circle:** Take Quezon Avenue. Make a U-turn to Timog Avenue. Make another right at the third corner street named Scout Tuason. Drive straight until you reach Viera Residences, development is located on your left.

DISTANCES FROM MAJOR ESTABLISHMENTS

ROAD NETWORK

Don Alejandro Roces Avenue	(100 meters)
Tomas Morato	(330 meters)
Kamuning-Kamias Road	(500 meters)
E. Rodriguez Sr. Avenue	(840 meters)
Timog Avenue	(1 km.)
Quezon Avenue	(1.5 kms.)
EDSA via Kamuning	(1.8 kms.)

COMMERCIAL

Tomas Morato-Timog	
Commercial Establishments	(1.1 km)
Eton Centris	(2.25 km)
Araneta Center-Cubao	(3.2 km)
SM North EDSA	(4.2 km)
Trinoma	(4.2 km)
Greenhills Shopping Center	(4.6 km)

CHURCH

Mt. Carmel Parish	(2.6 km)
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SCHOOL

St. Joseph's College - Quezon City	(1.75 km)
Trinity University of Asia	(2.0 km)
St. Paul University-Quezon City	(2.3 km)
St. Mary's College	(2.3 km)
Immaculate Concepcion Academy	(2.5 km)
Xavier School	(4.0 km)
La Salle-Greenhills	(5.5 km)

HOSPITAL

Capitol Medical Center	(1.5 km)
St. Luke's Medical Center	(2.0 km)
East Avenue Medical Center	(3.0 km)
Phil. Heart Center	(3.2 km)
Cardinal Santos Medical Center	(5.0 km)

OTHERS

ABS-CBN	(1.7 km)
GMA 7	(2.1 km)

VRR vs TAM

	VRR	TAM
Market Segment	Upper-Mid young families or individuals, between 31-40 and to some extent, 30 and below years of age, with a household income of 120k-250k.	Upper-Mid to A High-End young families or individuals, between 41-50 and to some extent, 31-40 years of age, with a household income of 120k-800k.
Psychographics	Comfort Zoners	Status Achievers
	Practical minded	Affluent image-driven
	Discerning when it comes to spending hard-earned money	Have high satisfaction level and purchase has to be delightful
	Location is an advantage	Location is priority

Strengths & Opportunities

STRENGTHS

- Location is conveniently accessible to Timog, A. Roces, T. Morato, and E. Rodriguez areas which can bring one to Manila, San Juan, QC areas easily
- Close enough to major broadcast media companies
- Resort-inspired projects delivered in the QC area
- Competitive location
- Superior Quality
- Superior Development Features
 - Green Building Design Technology: Lumiventt
- Superior Amenities
- Superior Value (price per sqm)

OPPORTUNITIES

- Low number of 2-Bedroom offerings in the area



VALUE PROPOSITION

For upwardly mobile individuals and young families who are looking for a relaxing, secure, and comfortable living environment, Viera Residences is a one-tower high-rise residential condo that offers modern resort-inspired homes in the QC Scout area.

Unlike other condo properties in its vicinity, Viera Residences offers exceptional value because only DMCI Homes can offer a superior mix of price, location, development features, amenities and quality .

TARGET MARKET DEMOGRAPHICS

- a. **Primary market** – Reasonably affluent individuals and young families; generally end-users/upgraders from South Triangle, Kamuning, New Manila in Quezon City with gross monthly income of Php120,000 and above.
- b. **Secondary market** – Those from Northern provinces (like Bulacan, Pampanga, Tarlac) who are looking for a half-way home or primary home near business centers in Metro Manila
 - Overseas Filipino Workers (OFW's) investing in a QC property
 - Investors with interest in Quezon City residential market





Needs-Benefit Analysis

Emotional Need	Benefit	Activities & Experience	Link to Product / Amenity
Time for oneself You have worked hard and for your spare time, you need to relax and take care of yourself.	A development that offers rejuvenating amenities and facilities. Each unit offers privacy and is designed to fit one's needs.	Be able to relax and use the amenities to rejuvenate both mind and body, while in the comforts of your own home	Amenities Efficiently-planned units
Value for money You are wise and practical. You want to save money and at the same time, you want the quality that you deserve.	This high-quality development is designed to help the residents save utility costs.	Experience the benefits of Lumiventt that helps save electric consumption and since its made by DMCI Homes you are assured of high quality finishes.	Lumiventt technology DMCI Legacy 2-year limited warranty*
Smart Investment You are assured that your hard-earned money will not be put to waste.	A true value-for-money purchase that serves as a long-time investment. Units may be enrolled in the leasing program to generate additional income. Parents can also share the units to their growing children	Be able to enjoy the returns of your investment by earning additional income	Quality product Leasing services
Status Recognition As an achiever, you know that you deserve only the best.	A development that offers both your needs and wants. An investment that you will always be proud of.	Be able to enjoy the amenities and facilities, as well as the security and exclusivity that a condominium village offers.	Alluring amenities Well-manicured landscapes Secured living Condo lifestyle

Needs-Benefit Analysis

Emotional Need	Benefit	Activities & Experience	Link to Product / Amenity
<p>More time for the family As a young career-driven couple, you want to spend more time with your kids and still be able to provide for all their needs</p>	<p>Accessible to the workplace. Travel time is minimized, allowing you & your family to spend more time together</p>	<p>Get home early and spend more quality time with your family and bond with them within the comforts of your home and community</p>	<p>Strategic Location Well-planned unit space Amenities for both young and adults</p>
<p>Safety and Security As a growing family, both parents are usually on top of their career, while kids are left at home, parents must ensure safety of their children</p>	<p>Development is a gated community with 24/7 security services</p>	<p>Be able to live with ease and enjoy each day within the community.</p>	<p>24/7 security services CCTVs on strategic areas Gated community</p>
<p>Worry-free living You are a busy person and you want to make sure that even if you're not at home, everything is in place</p>	<p>The development has a Property Management Office to maintain all common areas as well as assist the residents with their concerns.</p>	<p>Be able to travel away from home without anxieties.</p>	<p>PMO services Secured community</p>

PRIMARY TARGET MARKET PERSONIFICATION

Jeffrey and Christine were married for eight (8) years and they have two (2) kids, JC, 7 and Camille, 4. After wedding, they rented a townhouse in New Manila.

Jeffrey is the Operations Manager of a BPO company in Cubao, while Christine works as a pediatrician at St. Luke's Hospital. Despite of their busy schedule, the couple makes sure that they join their kids during dinner for bonding. The family enjoys going to malls during weekends, and goes on vacation during the summer. Their kids love swimming and visiting their cousins in Bulacan.

After eight (8) years, the couple is moving into a new address that they can call their own. Since both Jeffrey and Christine are busy with their careers, they want a new home that is near to their workplaces and places of interest. They desire to live in a healthy community where they can relax after a hectic day at work.



PROJECT NAME & LOGO



VIERA RESIDENCES

Viera is derived from the Latin word 'verus' which means "true". It is also associated with "faith" in Slavic elements.

Viera Residences is the affirmation of TRUE exquisiteness. From its resort-inspired amenities, to larger-than-usual units, as well as unique design technology called Lumiventt. These elements are not only aesthetically impeccable, they also provide first-hand experience of true home living.

The Viera Residences logo consists of a mark and logotype that showcase the modern design of the development with its clean, smooth line and elemental colors of black and gold. The curved line suggests craftsmanship . Back in the old times, craftsmen leave their signatures on their masterpieces thus making them more personalized and easily recognizable..



VERTICAL ORIENTATION



HORIZONTAL ORIENTATION

PANTONE



Pantone
Solid Black



Pantone 1245C

Process Colors



Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 100%



Cyan: 23%
Magenta: 43%
Yellow: 87%
Black: 0%

Secondary Color



Cyan: 45%
Magenta: 57%
Yellow: 99%
Black: 37%



Cyan: 26%
Magenta: 10%
Yellow: 0%
Black: 64%



Cyan: 0%
Magenta: 40%
Yellow: 20%
Black: 40%

FONTS: Sakkal Majalla

PROJECT IN FOCUS

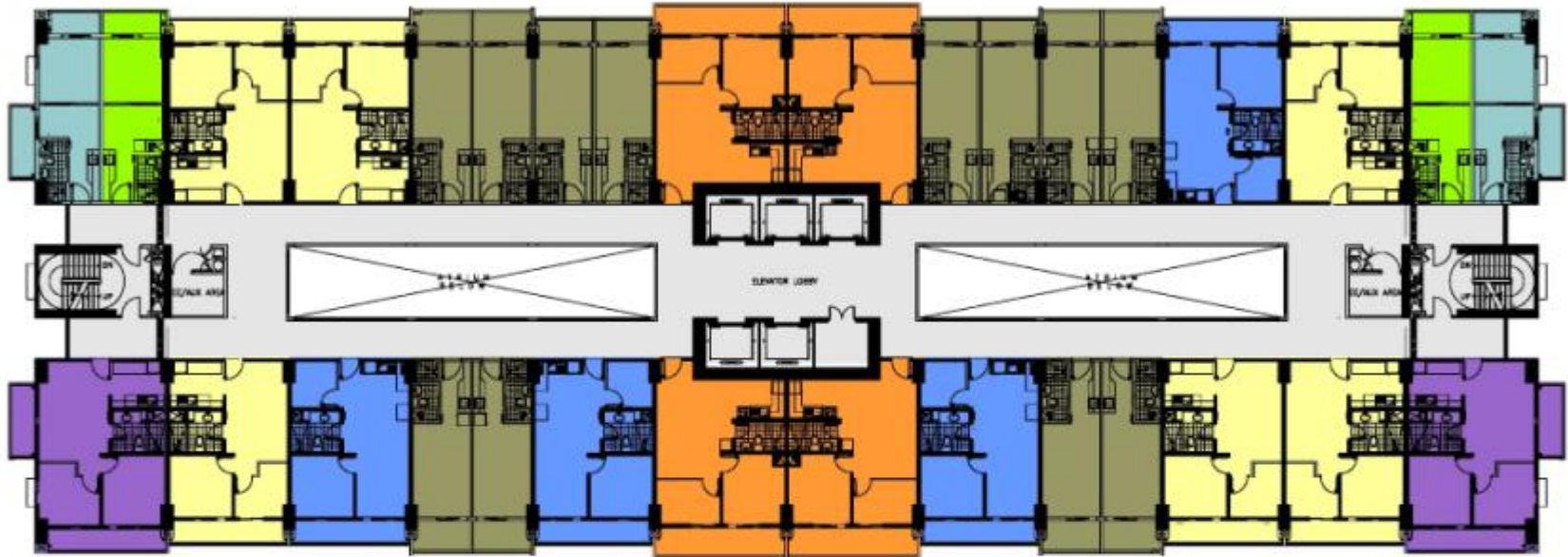
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Unit Types	: Studio, 1-Bedroom and 2-Bedroom units
Total Units	: 730 units 192 - Studio Units 80 – 1-Bedroom Units 458 – 2-Bedroom Units
Total Parking	: 591 car parking slots and 65 motorcycle parking slots
Parking Ratio	: 81%

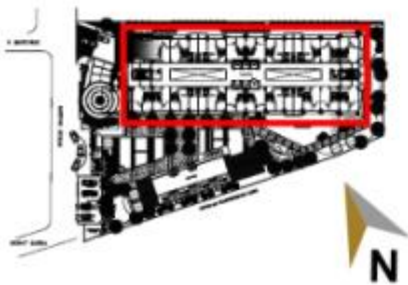
Unit Mix

Unit Type	No. of Units	Unit Area	Gross Area
Studio Unit	192	24	29
1 Bedroom A	40	27	35.5
1 Bedroom B	40	27	30.5
2 Bedroom A (Mid Unit)	174	48	55
2 Bedroom B (Mid Unit)	116	48	55
2 Bedroom C (Mid Unit)	104	50	59
2 Bedroom D (End Unit)	64	54.5	67

TYPICAL BUILDING FLOOR PLANS



- | | | |
|---|---|---|
|  Studio Mid Unit
Approx. Gross Floor Area: 29.00 sqm |  1-Bedroom End Unit A
Approx. Gross Floor Area: 35.30 sqm |  1-Bedroom End Unit B
Approx. Gross Floor Area: 30.50 sqm |
|  2-Bedroom Mid Unit A
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom Mid Unit C
Approx. Gross Floor Area: 59.00 sqm | |
|  2-Bedroom Mid Unit B
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom End Unit D
Approx. Gross Floor Area: 67.00 sqm | |



5th-6th, 10th-11th, 16th-17th & 21st-22nd Floor Building Plan

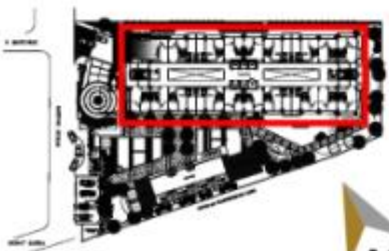
- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.



 Studio Mid Unit Approx. Gross Floor Area: 29.00 sqm	 1-Bedroom End Unit A Approx. Gross Floor Area: 35.30 sqm	 1-Bedroom End Unit B Approx. Gross Floor Area: 30.50 sqm
 2-Bedroom Mid Unit A Approx. Gross Floor Area: 53.00 sqm	 2-Bedroom Mid Unit C Approx. Gross Floor Area: 59.00 sqm	
 2-Bedroom Mid Unit B Approx. Gross Floor Area: 55.00 sqm	 2-Bedroom End Unit D Approx. Gross Floor Area: 67.00 sqm	

12th Floor Building Plan

- Plans reflected as visuals are not to scale.
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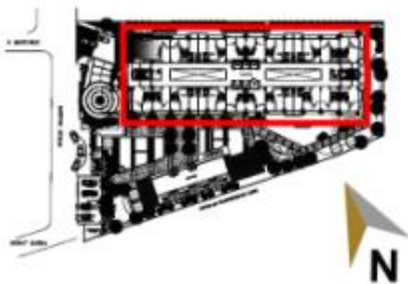
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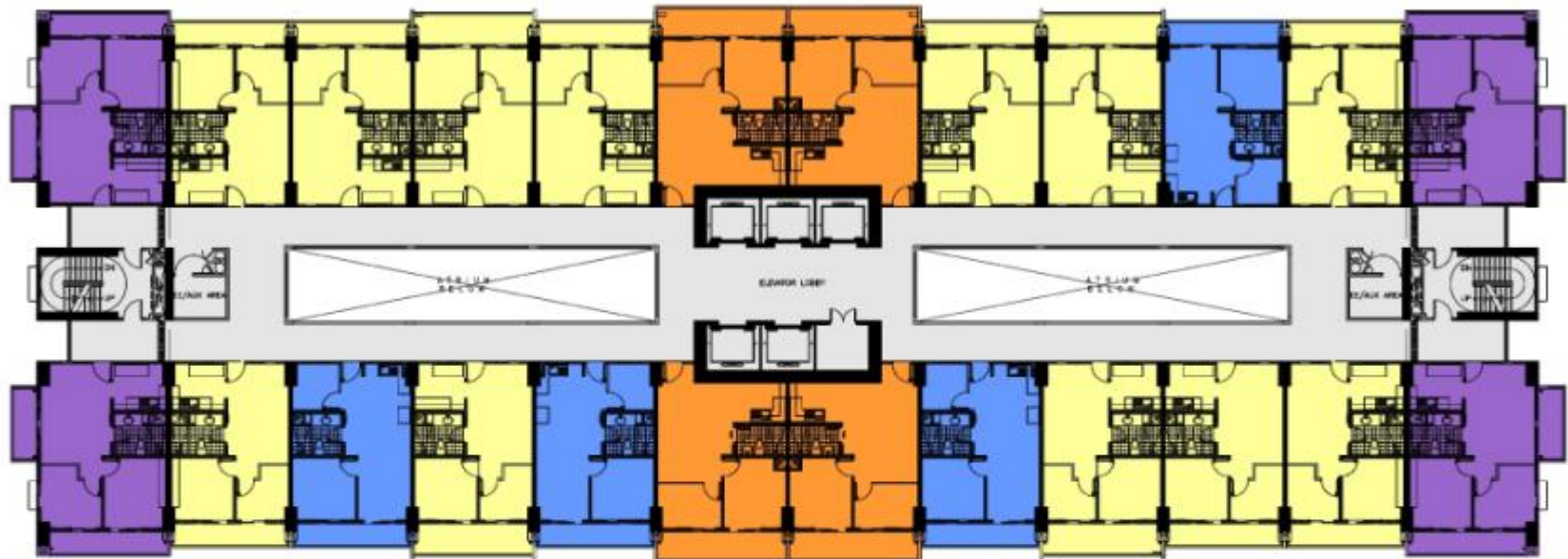
- | | |
|--|---|
|  2-Bedroom Mid Unit A
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom Mid Unit C
Approx. Gross Floor Area: 59.00 sqm |
|  2-Bedroom Mid Unit B
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom End Unit D
Approx. Gross Floor Area: 67.00 sqm |

23rd Floor Building Plan

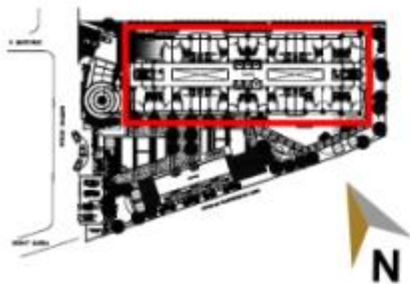
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- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.



N



- | | |
|--|---|
|  2-Bedroom Mid Unit A
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom Mid Unit C
Approx. Gross Floor Area: 59.00 sqm |
|  2-Bedroom Mid Unit B
Approx. Gross Floor Area: 55.00 sqm |  2-Bedroom End Unit D
Approx. Gross Floor Area: 67.00 sqm |



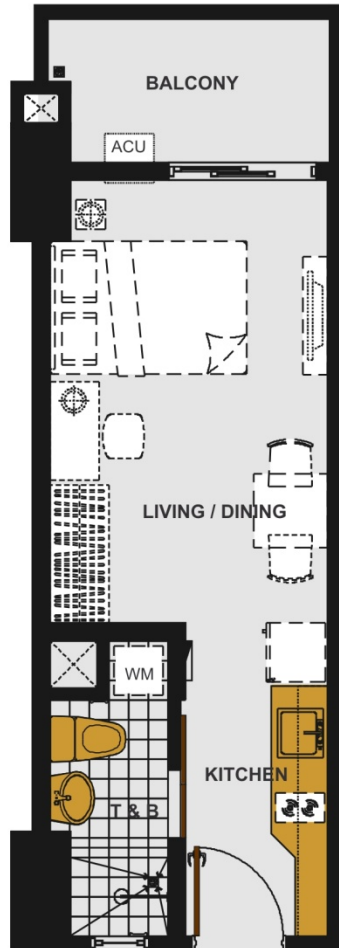
26th to Penthouse Floor Building Plan

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TYPICAL UNIT FLOOR PLANS

Studio Mid Unit

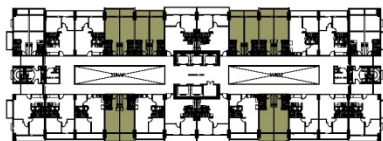
Approx. Gross Floor Area: 29.00 sqm



AREA ALLOCATION

LIVING / DINING KITCHEN	19.50 sqm
TOILET & BATH	4.50
BALCONY	5.00

APPROX. GROSS FLOOR AREA: 29.00 sqm



- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- APPROX. GROSS FLOOR AREA IS INCLUSIVE OF BALCONY/IES.
- KEY PLAN IS BASED ON TYPICAL FLOOR.



2-Bedroom Inner Unit A

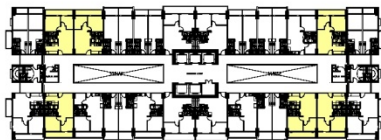
Approx. Gross Floor Area: 55.00 sqm



AREA ALLOCATION

LIVING & DINING	17.00 sqm
KITCHEN	7.00
BEDROOM 1	10.75
BEDROOM 2	7.25
TOILET & BATH	6.00
BALCONY	7.00

APPROX. GROSS FLOOR AREA: 55.00 sqm



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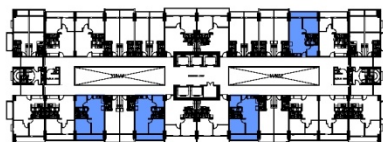
2-Bedroom Inner Unit B

Approx. Gross Floor Area: 55.00 sqm

AREA ALLOCATION

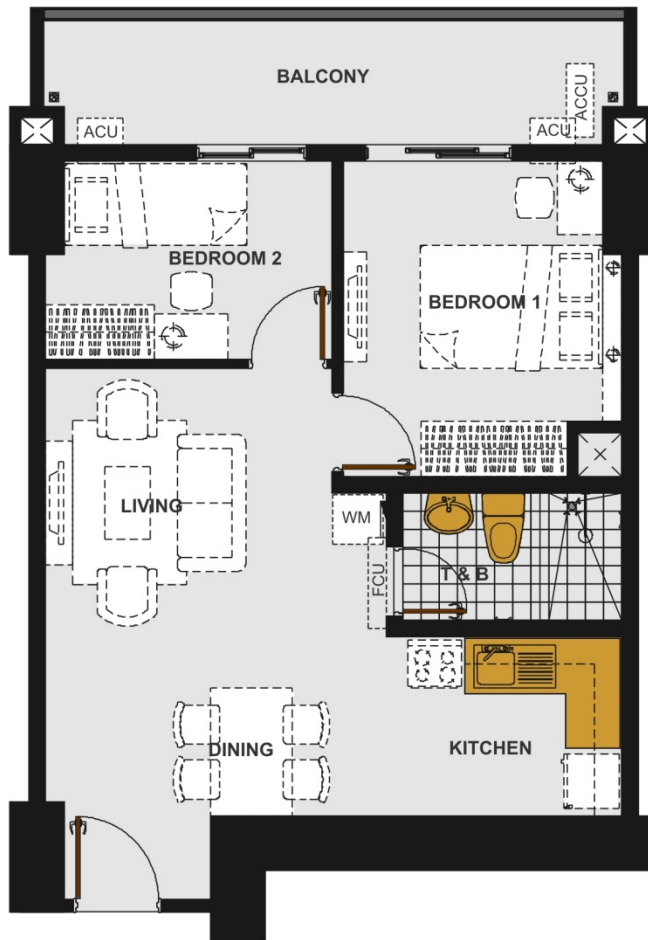
LIVING & DINING	18.60 sqm
KITCHEN	7.00
BEDROOM 1	10.80
BEDROOM 2	6.00
TOILET & BATH	5.60
BALCONY	7.00

APPROX. GROSS FLOOR AREA: 55.00 sqm



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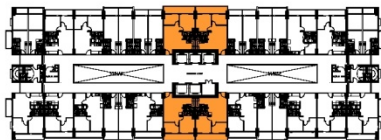
2-Bedroom Inner Unit C

Approx. Gross Floor Area: 59.00 sqm

AREA ALLOCATION

LIVING & DINING	21.00 sqm
KITCHEN	5.00
BEDROOM 1	12.00
BEDROOM 2	8.00
TOILET & BATH	4.00
BALCONY	9.00

APPROX. GROSS FLOOR AREA: 59.00 sqm



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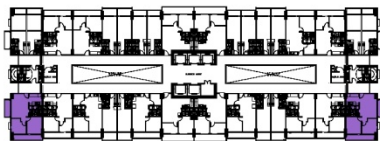
2-Bedroom End Unit D

Approx. Gross Floor Area: 67.00 sqm

AREA ALLOCATION

LIVING & DINING	19.50 sqm
KITCHEN	7.00
BEDROOM 1	12.00
BEDROOM 2	10.00
TOILET & BATH	6.00
BALCONY 1	7.50
BALCONY 2	5.00

APPROX. GROSS FLOOR AREA: 67.00 sqm



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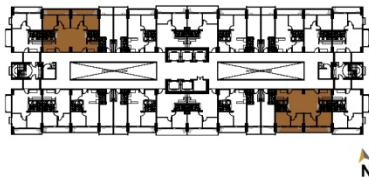
Tandem Unit

Approx. Gross Floor Area: 110.00 sqm

AREA ALLOCATION

LIVING & DINING	29.40 sqm
KITCHEN	7.00
BEDROOM 1	22.40
BEDROOM 2	9.50
BEDROOM 3	10.00
MAID'S ROOM	6.10
TOILET & BATH 1	6.00
TOILET & BATH 2	5.60
BALCONY	14.00

APPROX. GROSS FLOOR AREA: 110.00 sqm



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Architectural Theme

Modern Symmetry in the heart of the City

Symmetry symbolizes balance – we all want balance in our lives between leisure, lifestyle and work. Viera Residences' location, building features and amenities allow you to achieve just that.

Accents and earth tone colors used at the top and bottom of the tower, highlight the featured elements of the building.. The multi-level trellised crown radiates a strong statement of balance and symmetry.

The Sky Patios not only serve as façade focal points but also allows light and air inside the building's single-loaded hallways, for natural illumination and ventilation to the unit spaces within. Landscaped central atriums within the building complement the wide interior space and give you a sense of nature.

As a whole, Viera Residences embodies modern symmetry in its built form combining its function and location in the heart of the city. Giving you the opportunity to have what we all strive for – a balanced lifestyle.





Site Development Plan



Building Façade

BUILDING FEATURES



Guarded Entrance



Reception Lobby



Central Garden Atrium





OUTDOOR AMENITIES

Play Area



Activity Lawn



Kiddie Pool



Lap Pool



Lounge Pool





Sky Garden



INDOOR AMENITIES

Function Room



Multi-Purpose Area



Fitness Gym



Entertainment Room



Sky Lounge



OTHER BUILDING FACILITIES & FEATURES

Convenience store



Laundry station



Water station



Unit Balconies



Single-Loaded Hallway



5 High-speed elevators



Centralized Mail Room



Provision for CCTV in common areas



Wi-Fi ready indoor amenity area



100% back-up power



Individually metered utilities and provisions for cable and telephone connections for each unit



Fire Alarm System



Automatic fire sprinkler and fire suppression system



Electrified perimeter fence



Property Management Office Services

- 24-hour security, with roving personnel
- Guarded entrance gate
- General maintenance of common areas
- Taxi call-in service
- Utilities application and payment assistance



TURNOVER FINISHES

Turnover Finishes



*for reference only

RESIDENTIAL AREAS	STUDIO UNIT	2-BEDROOM UNIT		
	24 SQM	50 SQM UNITS BEHIND ELEVATOR	48 SQM	54.5 SQM
FLOOR FINISHES				
Living, Dining & Kitchen	Homogeneous tiles with baseboard			
Bedrooms	Not Applicable	Vinyl Planks		
Balcony	Ceramic tiles with pebble washout			
Toilet	Unglazed ceramic tiles			
WALL FINISHES				
Interior Walls	Painted finish			
Toilet	Painted plain cement finish above wall tiles			
CEILING FINISHES				
Living, Dining and Kitchen	Painted plain cement finish			
Bedrooms	Painted plain cement finish			
Toilet & Bathroom	Painted ficemboard ceiling			
SPECIALTIES				
Kitchen Area	Granite finish kitchen countertop with cabinet system			
Toilet & Bathroom	Not Applicable	Not Applicable	Granite finish lavatory countertop for T&B	
DOORS				
Entrance Door	Wooden panel door on metal jamb			
Bedroom Door	Not Applicable	Wooden door on metal jamb		
Toilet Door	Wooden door with louver on metal jamb			
Balcony Door	Aluminum framed glass panel with insect screen			
WINDOWS	Aluminum framed glass panel with insect screen			
FINISHING HARDWARE				
Main Door Lockset	Lever type keyed lockset			
Bedroom Lockset	Not Applicable	Lever type keyed lockset		
Toilet Hardware	Lever type keyed lockset			
TOILET & KITCHEN FIXTURES				
Water Closet	Top flush, one piece type			
Lavatory	Wall-hung lavatory		Undercounter type lavatory	
Shower Head and Fittings	Exposed shower and mixer type			
Soap & Toilet Paper Holder	White, recessed type			
Kitchen Sink	Single bowl stainless steel	Single bowl stainless steel with drain board		
Kitchen Faucet & Fittings	Gooseneck type			

Note: Turnover finish for other bedroom offerings will be supplied upon availability.



VIE
RESIDENCES



VIE
RESIDE



V
RE





V
R



Unit Price Range

Unit Type	No. of Units	Unit Area	Gross Area	Minimum	Maximum
Studio Unit	192	24	29	2.063Mn	2.331Mn
1 Bedroom A	40	27	35.5	2.425Mn	2.641Mn
1 Bedroom B	40	27	30.5	2.191Mn	2.351Mn
2 Bedroom A (Inner Unit)	174	48	55	3.264Mn	3.400Mn
2 Bedroom B (Inner Unit)	116	48	55	3.264Mn	3.400Mn
2 Bedroom C (Inner Unit)	104	50	59	3.264Mn	3.400Mn
2 Bedroom D (End Unit)	64	54.5	67	4.237Mn	4.584Mn
TOTAL	730				

Selling Program, Payment Terms, Implementation Guidelines

- Effectivity of Pricelist: July 12, 2013
- Down payment until : December 2017
- Turnover Date: March 2018
- Minimum Down payment will be at **20%**



Viera Residences 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.

DISCLAIMER

In its continuing desire to improve the project, DMCI Homes reserves the right to change product features, prices and terms without prior notice and approval. Floor plans and perspectives depicted in this material are for demonstration purposes only and should not be relied upon as final project plans.

Thank you and happy selling 😊