



# Araneta Group Company Profile



## The Araneta Group

The Araneta Group is a progressive and diversified group of companies anchored on Property Development, Food Service, Leisure, and Hospitality.

With a long history of embarking on business ventures that are characterized as the first, the biggest, and the best in its class, and with 108 years of diverse business experience, the Araneta Group is prepared to take up the challenges of the 21st Century.

The Group's 12,000-strong workforce is committed to a culture of stewardship, innovation, intergrity, and excellence

The Araneta Group is composed of five strategic business units, namely the ACI Inc., PPI Holdings Inc., Uniprom Inc., Progressive Development Corporation, and Araneta Hotels Inc

## Vision

The Araneta Group creates inclusive communities that deliver memorable experiences worth sharing

## Mission

By providing the best products and services to the greatest number anchored on property, food, and entertainment, The Group will foster its continuing leadership.

## The Araneta City

ACI, Inc. is the owner, developer and manager of the Araneta City. Built and developed on a 35-hectare (90 acre) property right at the heart of Metro Manila, The Araneta City is a hub of retail, entertainment, residential, hospitality, and office developments that sees an estimated 1,000,000 visitors daily.

It straddles the crossroads of two major roadways, EDSA and Aurora Boulevard, giving visitors an unparalleled access to the North-South and East-West corridors of Metro Manila. It also provides commuters a strategic link between two major train systems, the MRT-3 and LRT-2. Today, the City has 2,108 tenants in over 1.1 million square meters of shopping area. Its current count of 20,000 BPO employees is projected to rise to 100,000 in the next few years with eight hectares primed for high-tech office spaces for technology-based companies.

With the opening of Novotel Manila in the last quarter of 2015, the City now offers 400 hotel rooms to leisure-seekers, and business clientele that can also avail of its 1,000-capacity ballroom and other function rooms. Eleven out of 18 residential high-rise towers have now been built at the City. The Manhattan Residences will provide an estimated 9,000 units upon completion, which will be home to over 36,000 residents.

On the axis of all these developments is the 20,000-seater Smart Araneta Coliseum, the country's iconic sports and entertainment mecca. Serving attendees of local and international events are 7,000 parking spaces that include those in the Parking Garage South.





## Redevelopment Master Plan

The Araneta City is in the midst of an extreme transformation towards mixed-use real estate development in a transit-oriented commercial, office, and residential district. Patterned after a lush 'garden city' environment, it aims to attract a wide range of visitors that will enjoy various activities in the City.

Integral to its development is an information technology backbone that would best serve the needs of tech companies and business process outsourcing firms. With this master plan, Araneta City will become an ultimate lifestyle destination that is striking, vibrant and alive with 24-hour activities.

It also cements its mark among commercial and business developments in the country, and is instrumental in the consistent growth of Quezon City, the largest and most populated city in Metro Manila with an estimated 55% belonging to the mid- to-upper market.





## Gateway Mall

The flagship mall that sparked the renaissance of the Araneta City, Gateway Mall was hailed as Shopping Center of the Year “Hall of Fame” by the Philippine Retailers Association. It was also a Merit Awardee at the International Council of Shopping Centers (ICSC) 30th Innovative Design and Development Awards, and a finalist at the 2008 Urban Land Institute Awards for Excellence.

Anchored by Rustan’s Department Store, Gateway Mall has five levels of the finest in shopping, dining, fashion, services, and entertainment shops, with three levels of basement parking. It has a total floor area of 100,000 square meters, and caters to about 220,000 shoppers every day. The mall is linked to the Coliseum by a walkway, and to the two major transit systems, the MRT-3 and LRT-2.

Another highlight in Gateway Mall is The Oasis, a one-of-a-kind interior floating garden that opens up to the sky. Mall goers can have their meals there, served by accredited restaurants from the mall, or book the venue for private functions





## Ali Mall



Known to be the first and then the only integrated shopping and parking complex in the Philippines, Ali Mall changed the shopping experience by putting a premium on customer comfort and convenience.

Forty years later, a redeveloped Ali Mall now carries a wider variety of shopping and dining choices, environment-friendly air-conditioning, and a stadium-seating, state-of-the-art Cineplex. It features a one-stop government and banking center, and now has a retail pedestrian link to the SM Department store lined with cafes and food kiosks.

Opened to the public on June 30, 1976, Ali Mall was named after boxing legend Muhammad Ali, who came out victorious in the 1975 “Thrilla in Manila” bout against Joe Frazier at the historic Araneta Coliseum. Muhammad Ali returned to the country a year after the fight as guest of honor during the mall's inauguration.

The Philippine's first enclosed and fully air- conditioned mall, it boasted many firsts: It housed the first Cineplex with two initial cinemas that later became four upon mall expansion; had the largest indoor skating rink at the time, the widely successful Skatetown; and pioneered the concept of the food court.



## New Farmers Plaza

Araneta City's gateway to EDSA, the newly renovated Farmers Plaza has a modernized facade, upgraded facilities and amenities, and enhanced security to ensure customer safety. Its highlight is the newly opened Farmers Plaza Bazaar, a beacon to bargain-hunters. With the EDSA-MRT station directly connected to the plaza's shopping concourse, it offers utmost comfort and convenience to shoppers from all over the metropolis.





## Araneta City Parking Garage South

In August 2012, this weather-proof, state-of-the-art parking facility opened right beside the Smart Araneta Coliseum. The Araneta City Parking Garage South features five floors aboveground and three basement levels of luxurious parking for 1,500 vehicles.



## The Gateway Tower



The Gateway Tower is a PEZA-certified skyscraper with direct access to the MRT-3 and LRT-2 stations as well as the Manhattan Garden City residential condominiums via an elevated walkway.

Strategically located, this premier 29-storey mixed-use building has three levels of basement parking, five levels of retail seamlessly extended from Gateway Mall, a helipad, and 24 levels of premier office spaces housing mostly BPO offices, serviced by multiple telecom providers. It has a centralized air-conditioning system and 100% back-up power. The building's two topmost floors house the offices of the ACI, Inc.





## Manhattan Gardens



A project of the Araneta City and Megaworld Corporation, Manhattan Gardens will be comprised of 18 residential high rise towers with roughly 9,000 apartments for about 36,000 residents upon completion. The ten high-rises that make up the first three phases—Manhattan Parkway (three towers), Manhattan Parkview (three towers), and Manhattan Heights (four towers)—are already 100% sold out and turned over to buyers.

The last phase, the Manhattan Plaza, will feature eight high-rise residential towers with an array of world class and posh amenities for the residents' relaxation and enjoyment.

As the country's first transit-oriented residential development, all 18 towers will eventually be linked via elevated bridgeways to Gateway Mall and the terminals of the MRT-3 along EDSA and LRT-2 along Aurora Boulevard. The whole project will also be connected below-ground via a network of basement parking. Residents have unprecedented easy access to and from P. Tuazon Street and Aurora Boulevard without passing through the City's road network.



## Araneta City CyberPark

The P15-billion mega project, Araneta City CyberPark, will ultimately deliver a total of 550,000 gross floor area of prime office space in an eight-hectare PEZA-registered IT Zone location.

The whole complex will comprise of five high-rise towers, 2-level seamlessly connected retail podium and 3-level basement parking.

### CyberPark 1

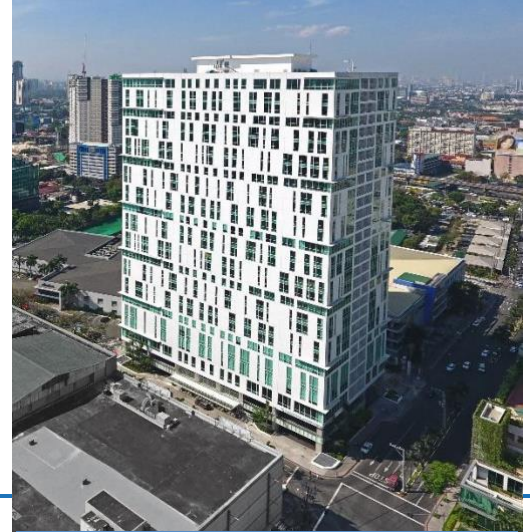
The first building completed in the development is the CyberPark 1, which has 29 levels of prime office spaces, three levels of retail, and three levels of basement parking. Compliant to the green building code of Quezon City, this 90,000 sq.m PEZA-registered tower has 100% back-up generator power, multiple telecom service providers that ensure high-speed telecom backbone access to its tenants.

Office locators include Accenture, 24/7 Intouch, Stellar Philippines, Genesys Telecommunications, and Sterling Talent Solutions.

### CyberPark 2

Completed in 2018, CyberPark 2 is the second PEZA-registered tower in the development, which has retail spaces and dining areas at the ground floor and second floor, prime office spaces from the 3rd to the 30th floors, three levels of basement parking, and a roof deck.

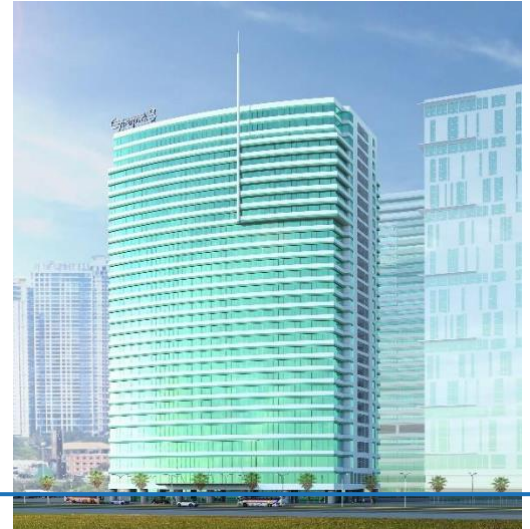
It is an environment-friendly building that uses double-glazed energy-efficient windows to reduce heat penetration and features a rainwater recovery system.





## CyberPark 3

Cyberpark Tower 3 is now under construction, soon to be built on the former Alorica Building now demolished. The tower will be similarly designed to Cyberpark Tower 2, featuring double-glazed energy-efficient windows, smart elevators, vertical trellises, balconies with planters, and a rainwater recovery system, with groundbreaking started in the 2nd quarter of 2019 and is slated to be completed on 2025.



## Smart Araneta Coliseum



At the very core of the Araneta City is the 20,000- seater Smart Araneta Coliseum, which caters to over 260 shows a year. March 2012 marked the start of the historic makeover of the country’s sports & entertainment mecca—the Big Dome—with the construction of a 4-storey glass curtain wall atrium at the Green Gate entrance. This will serve as the grand ceremonial entrance of the Coliseum featuring the new SMART Araneta Coliseum logo.

To accommodate the technical demands of current international / foreign shows, the renovation includes improvement of back-of-house facilities; addition of safety features; new access gates; a VIP / Sports Bar; and replacement of all 20,000 arena seats. The coliseum has an improved Red and Green Gate lobbies, back-of-house facilities as well as newly appointed upper box and patron sections, and additional safety features. All arena seats have been replaced for the convenience of audiences that troop to the venue to watch over 260 local and international shows every year.



## New Frontier Theater



The classic 60's entertainment landmark New Frontier Theater has been reborn into a 2,500 capacity ultra-modern theater equipped with the latest in audio, visual and lighting technologies.

The New Frontier Theater is a multi-function venue that can house everything from mid-size concerts and private gatherings to conventions and seminars. The ground level seats may be taken out to accommodate more people. It has al-fresco dining restaurants and fast food joints along its perimeter.

Capturing the elegance of the past and mixing it with the aesthetics and functionality of a modern entertainment venue, New Frontier Theater greets patrons with elegant drop-off points that open into an expansive lobby fit for upscale events.

A staircase and matching escalators bring patrons to the mezzanine level, a perfect venue for meet-and-greet sessions with the stars before the show.

The theater officially opened on August 15, 2015 with the Manuel L. Quezon play, which was quickly followed up by the world-renowned Disney Live. Since then, it has a steady line up of shows featuring top foreign and local artists like British girl group Little Mix, Charlie Puth, and standup comedian Russell Peters, as well as local pop stars Xian Lim and Kyla, among others. To accommodate the technical demands of current international / foreign shows, the renovation includes improvement of back-of-house facilities; a museum; addition of safety features; new access gates; construction of a VIP / Sports Bar; and replacement of all 20,000 arena seats.





## Farmers Market



Araneta City is the only shopping complex with a fresh market. Featured by famous American chef, author and TV personality Anthony Bourdain, Farmers Market is the largest fresh produce market in Metro Manila.

Its highlights include the fresh fruits and vegetable section, the Fishmoko section with live fish in fresh-water tanks, and Dampa sa Farmers Market where one can buy fresh sea food and have it cooked.

## Busport

An ultra-modern transport facility that aims to provide comfort and security for thousands of travelers heading to and from Central Luzon (Dau, Olongapo, Subic), Southern Tagalog, Bicol regions, Visayas and Mindanao. Located at the ground level of Manhattan Heights, across Ali Mall, along Gen. Romulo Avenue, Araneta City, Quezon City.



## Other Features

–Bus Station: Newly renovated, this station caters to 30 provincial bus companies with up to 600 provincial buses leaving daily bringing passengers to places as far as Davao.

–Aurora Tower: Located along Aurora Boulevard, this 22-level Aurora Tower houses commercial and office spaces, underground parking, two penthouse floors and a helipad. Its first seven floors is occupied by Isetann Department Store.

–SM Department Store–Araneta City: One of the biggest retail chains in the country, the SM Department Store at the City is its largest outlet at 85,000 square meters.

–Shopwise Hypermarket: The first supercenter in the Philippines, Araneta City is home to its biggest branch offering basic necessities at affordable prices.



## Gateway Mall 2 & Ibis Styles (Opening Soon)

A fitting extension to the awarded Gateway Mall, this massive mall development encompasses one side of the Smart Araneta Coliseum. The project features state-of-the-art facilities designed to give the utmost shopping experience to its clientele.

Plans include a 300-room Ibis Styles Hotel, a roof deck activity area, a chapel, island restaurant-food court, and a Cineplex with private cinema lounge within the complex.



## PPI Holdings, Inc.

PPI Holdings, Inc. is the franchisee of Pizza Hut, Taco Bell, and Dairy Queen in the Philippines, with over 300 company owned food service outlets (around 200 Pizza Hut, 8 Taco Bell restaurants, and 115 Dairy Queen outlets). Worldwide, Pizza Hut is the largest and most recognized pizza chain with over 16,000 restaurants in 100 countries. Taco Bell and Dairy Queen are also number one in their respective categories.

### Pizza Hut

Throughout the Philippines, Pizza Hut has established its name to be synonymous with “great pizza,” thanks to top-of-line ingredients from the perfect crust to the freshest toppings.

Serving its customers with uncompromising quality and excellence, Pizza Hut has reaped accolades from industry experts worldwide. Its products have been voted number one in countless consumer surveys and its accomplishments as an innovative business leader have been cited by respected publications such as Fortune, USA Today, and The Wall Street Journal. Pizza Hut was named “Best Pizza Chain in America” in the “Choice in Chains” national consumer survey published annually by Restaurants & Institutions Magazine. It also ranked 47th in Business Week’s 2002 report of the world’s “Most Valuable Brands.” Its innovative and out-of-the-box advertising campaigns have also been well received with both local and international citations

for excellence. Pizza Hut is the country’s delivery leader, bringing close to 3 million pizzas a year to its customers’ homes. It pioneered the 30–minutes–or–less system that underscores an uncompromising drive in providing customers the best in product quality, service and value for money. Pizza Hut also owns and operates its own call service center.

Named “Franchisee of the Year” by Pizza Hut International for four consecutive years, its success in the Philippines is because of the over 5,000 dedicated people who will do anything and everything to make their customers happy. They are proud to serve over 35 million customers every year all over the country.

Pizza Hut won the Foreign Brand Retailer in the Mega-Food Retailer Category at the 2016 Outstanding Filipino Retailers and Shopping Center of the Year



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## Taco Bell

Taco Bell, a subsidiary of Yum! Brands, Inc., is the world's number one taco restaurant. It serves burritos, signature quesadillas, nachos and other specialty items. Taco Bell serves more than 38 million customers each week in more than 6,400 restaurants. There are over 300 international restaurants operating in Canada, Guam, Aruba, Dominican Republic, Chile, Costa Rica, Guatemala, Puerto Rico, Ecuador, Asia, and Europe.

## Dairy Queen

The world's number one ice cream chain is now in the Philippines, offering the same recipe that has ensured its sweet global success. With more than 7,000 stores in 31 countries, Dairy Queen is quickly carving its niche in the hearts of dessert lovers in the Philippines, who enjoy popular products such as the Dilly bar, Ice Cream Sandwich, Milkshakes, the refreshing Moolatte ice-blended coffee drink, and the all-time favorite, the Blizzard, whose "served upside-down" appeal offers a fun way to enjoy ice cream.

## Uniprom Inc.

Uniprom Inc. (UI) manages the leisure and entertainment ventures of the Araneta City: Smart Araneta Coliseum, Kia Theatre, TicketNet Online, Gateway and Ali Mall Cineplex.

Aside from providing venues to notable local and international shows, Uniprom Inc. also produces and promotes internationally acclaimed sports and entertainment shows like the World Slasher Cup, and the annual Binibining Pilipinas beauty pageant. UI has also been in a three-decade partnership with the producers of "Disney on Ice," which is held annually at the Smart Araneta Coliseum.

## Binibining Pilipinas

The annual Binibining Pilipinas beauty pageant is a continuing project of Binibining Pilipinas Charities, Incorporated (BPCI), a non-stock, non-profit organization founded by its chair, Stella Marquez Araneta. As BPCI's primary instrument, the pageant is a prestigious fund-raising activity to support projects benefitting orphans, indigent families and other less fortunate members of the Philippine society.

Through the years, BPCI has scoured the country for the most beautiful ladies that would represent the Filipinos to the rest of the world in international competitions, and kept true to its vision to be a key partner in nation building. For over four decades, the charity has helped provide skills training, educational workshops, mission work, and other relevant services to the marginalized sectors of the community





Established in 1995, TicketNet has become the country's leading provider of exclusive ticketing services to a number of leading arenas, stadiums, performing arts venues, and theaters in the country, accessed through the hotline 8911-5555 and [www.ticketnet.com.ph](http://www.ticketnet.com.ph). Its online system was launched in 2012 with a print-at-home capability to enable customers to get their tickets faster and easier.

## Gateway Cineplex



The Gateway Mall's biggest crowd-drawer is the Cineplex at Level 4, the country's first Cineplex boasting of 10 luxuriously appointed cinemas with digital sound, Boral acoustic walls, and full stadium seating. Its remarkable features are the Platinum Cinema, the first Lazy-Z-Boy theater in the country; and the 500-seater Cinema 5, which has Dolby Atmos Cinema Sound, a surround sound technology that creates a three-dimensional effect.

## Ali Mall Cineplex

The Ali Mall Cineplex houses four of the first digital cinemas in the country. Sleek and spacious, the Ali Mall cinemas are equipped with state-of-the-art Dolby Digital, Sony Dynamic Digital and Digital



## Progressive Development Corporation

Progressive Development Corporation (PDC) manages investments and property assets of the Araneta Group outside the four other strategic business units: ACI Inc., PPI Holdings Inc., Araneta Hotels Inc., and Uniprom Inc. PDC is also the incubator and nurturing entity for new business.

The group's major properties within the urban metro are in San Mateo and Rodriguez.

The San Mateo property is 510 hectares; it is a 45- minute drive east from the Araneta City accessible via the Batasan Road or Marcos Highway. The property has undulating terrain with mildly rolling hills and is ideal for mixed-use community development.

The Rodriguez property is 1,640 hectares, an hour's drive northeast from the Araneta City with the Wawa Dam at its southern tip. Its topography is a mixture of stiff to moderate undulating terrain. While ideal for housing and light industrial use, the property is also rich in natural resources such as aggregates, marble and limestone.



Araneta Hotels Inc. is the owner and developer of the deluxe businessman's hotel Novotel Manila Araneta City, the first Novotel brand of AccorHotels in the country.

### Novotel Manila Araneta City



Standing at the South East quadrant of the Smart Araneta Coliseum, Novotel Manila Araneta City is a conveniently located deluxe business hotel with 400 rooms, a flexible ballroom that can cater to a maximum of 1,000 people, 8 meeting rooms, an all-day dining restaurant, and a Presidential Suite at the Penthouse level.

The highlight of this 26-level building is the executive lounge with a 360-degree view of the metropolis. Apart from amenities like the swimming pool, fitness gym and three levels of parking, it has an events garden that can be used for weddings and other private affairs, and a health and wellness center. With flexible spaces that can easily be transformed to meet the business needs of its clientele, the hotel emphasizes state-of-the-art technology, natural light, and urban contemporary



