

# Century Properties Group Inc. leads Metro Manila's evolution into a global city

*Meralco smart metering solutions a key ingredient to developer creating value for customers*



Century Properties Group Inc. has become a leader in the real estate space by using the latest innovations in their projects. One CPGI project, the Azure Urban Resorts Residences (shown above), features the country's first man-made beach.

Due to low-interest borrowing and vibrant commercial and office leasing, the central business districts of Makati, Ortigas and BGC have reported occupancy rates as high as 92 percent, ushering in the evolution of Metro Manila into a leading global city similar to Shanghai, Hong Kong and Kuala Lumpur.

One developer at the forefront of this transformation is the Century Properties Group Inc. (CPGI), a pioneer in creating some of the country's signature properties such as the Milano Residences, which was interior designed by Versace Home, and the Paris Hilton-endorsed Azure Urban Resort Residences, which boasts of the country's first man-made beach.

A component of CPGI's growth is their openness to integrate innovations, exemplified by Meralco's prepaid electricity, which is made possible through the deployment of smart meters.

## Innovative energy solutions that monitor consumption

Meralco deployed more smart meters as part of a strategic rollout towards an advanced metering infrastructure. It will enable the utility company to provide new energy products and services that include remote consumption monitoring and power restoration.

CPGI was one of the first property developers to recognize early the benefits of this technology and incorporate it in their projects.

"One of the technologies that Meralco offered to us is advanced metering infrastructure. This enables (our customers) to keep track of their electric consumption so they'll know how to optimize the use of electricity," said Ambassador Jose E.B. Antonio, CPGI Chairman.

Azure Urban Resort Residences is the first residential high-rise equipped with smart meters that enable pre-paid electricity, an alternative payment solution.

The non-traditional network insulates Azure's condominium owners – generally transient investors who purchase units for the purpose of renting them out through accommodation and rental services like Airbnb – from renters who may default on electricity payments.

Azure also has its own Bayad Center (a Meralco company) Touch-Pay Machine making it convenient to reload pre-paid accounts and pay for other utility bills.

"Meralco is a game changer. I think adopting this metering technology is an innovation that defines the future of power in our country," he added.

## Expanding to other markets

While it celebrated its 30th anniversary in 2016, CPGI has already drawn up expansion plans in other property segments such as tourism destinations and affordable housing. The company announced two tourism projects in Batulao, Batangas and San Vicente, Palawan designed to attract domestic and foreign visitors. It is this kind of willingness to quickly adapt to market trends that will allow CPGI to continue growing in the next 30 years more.

Such samples of exemplary architecture and the use of innovation in luxurious residential developments have won CPGI a Meralco Luminary Award for 2016.

"Century Properties Group Inc.'s vision and ability to build affordable luxurious living equipped with the latest innovations will raise Philippine standards to world class in the real estate sector," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group.

"It is evident that they have a keen eye for forging alliances with brands synonymous with best-in-class, and Meralco is certainly proud to be CPGI's energy partner and a key part of that alliance," Genuino added.

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at 16210, or email [corporatepartners@meralco.com.ph](mailto:corporatepartners@meralco.com.ph), or visit [www.meralco.com.ph/corporatepartners](http://www.meralco.com.ph/corporatepartners).



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- Amb. Jose E.B. Antonio  
Chairman, Century Properties Group Inc.



The Paris Hilton-endorsed Azure Urban Resort Residences is the country's first real estate development to use smart meters.



Meralco Metering Services Asset Management Meter Engineer Edward Cristobal inspects the smart meters at Azure.



(From left) Meralco VP and Head, Corporate Business Group Victor S. Genuino, Century Properties Group Inc. Chairman Amb. Jose E.B. Antonio, Meralco Relationship Manager Bernice Garcia, and Meralco SVP and Head, Customer Retail Services and Corporate Communications Alfredo S. Panillo pose for a photograph during the 6th Meralco Luminaries Awards Night.