



# AYALA LAND ESTATES

2020



TABLE  
OF CONTENTS

**AYALA LAND**

Investing with Ayala Land Now

**NUVALI**

Location

Masterplan

NUVALI in Numbers

Value Appreciation

Estate Updates

East Bloc

Infrastructure

Key Restrictions

Commercial Lots

**PRICE LIST**

# A STEADFAST VISION

anchors an unwavering view of tomorrow's promise. It catalyzes the imagination and spawns new ideas, propelling action.



**Ayala Land consistently sets its sights beyond the horizon. Conscientiously laying coordinates for growth that trace the landscapes of tomorrow.**







For over 80 years, a dynamic trajectory sustains our cumulative experience, enhancing our capacity to initiate growth strategies with rigour and accuracy—a solid ground to address the challenges of today as we realize the promise of tomorrow.

Our continuing promise of sustainable and responsible property development, our commitment to nationbuilding and ensuring long-term value to our stakeholders is forged in our vision of *enhancing land and enriching lives, for more people.*



CONTENTS

AYALA LAND

Investing with Ayala Land Now

NUVALI

PRICE LIST

Ayala Land is the largest and most trusted property developer in the Philippines, masterplanning sustainable mixed-use estates into centers of economic growth where steady upward trajectory and value appreciation over time, expands potential for business and investment.

17% CAGR

240  
has

**BGC**  
Bonifacio Global City

633%  
growth since 2008



CONTENTS

AYALA LAND

Investing with Ayala Land Now

NUVALI

PRICE LIST

Ayala Land is the largest and most trusted property developer in the Philippines, masterplanning sustainable mixed-use estates into centers of economic growth where steady upward trajectory and value appreciation over time, expands potential for business and investment.

14% CAGR

950  
has

**Makati**  
Central Business District

**BGC**  
240 has  
17% CAGR  
633% growth since 2003

326%  
growth since 2008

CONTENTS

AYALA LAND

Investing with Ayala Land Now

NUVALI

PRICE LIST

Ayala Land is the largest and most trusted property developer in the Philippines, masterplanning sustainable mixed-use estates into centers of economic growth where steady upward trajectory and value appreciation over time, expands potential for business and investment.

20% CAGR

2,290 has

NUVALI

**BGC**  
240 has  
17% CAGR  
633% growth since 2003

**Makati CBD**  
950 has  
14% CAGR  
326% growth since 1994

265%  
growth since 2008



CONTENTS

AYALA LAND

Investing with Ayala Land Now

NUVALI

PRICE LIST

## A Nationwide Presence

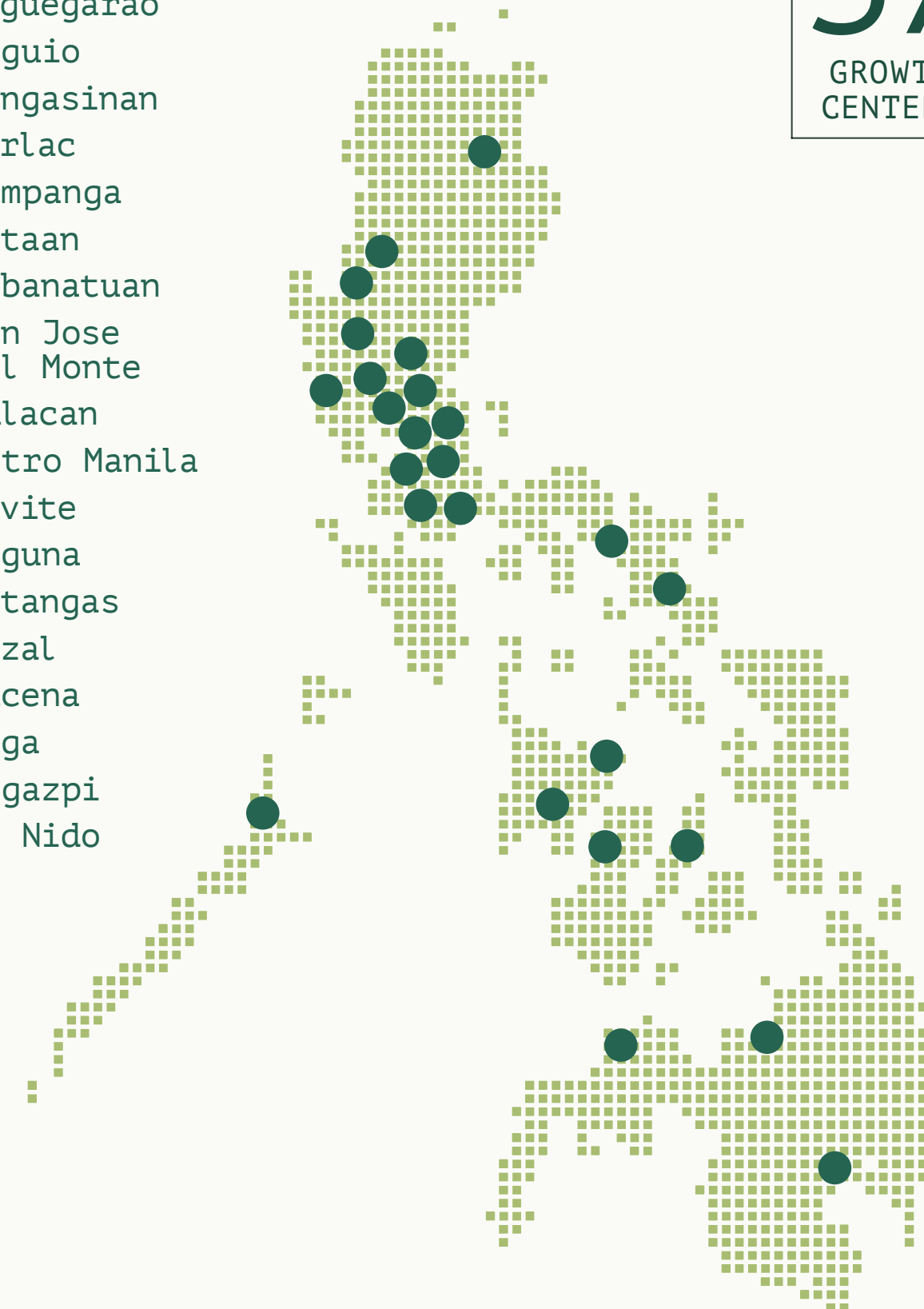
With a strategic land bank of **12,192 Hectares**, Ayala Land elevates the quality of life and investments within **57 Growth Centers** and **29 Estates** across the country. Building landscapes from the ground up, unfolding dynamic communities where residential, retail, office, institutional, and commercial properties open up opportunities for progress in lifestyle and business.

### LUZON

- Tuguegarao
- Baguio
- Pangasinan
- Tarlac
- Pampanga
- Bataan
- Cabanatuan
- San Jose del Monte
- Bulacan
- Metro Manila
- Cavite
- Laguna
- Batangas
- Rizal
- Lucena
- Naga
- Legazpi
- El Nido

**57**  
GROWTH CENTERS

**29**  
ESTATES



### VISAYAS

- Sicogon
- Ilo-ilo
- Bacolod
- Cebu

### MINDANAO

- CDO
- Misamis Oriental
- Davao



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**





# WHERE PEOPLE AND NATURE THRIVE

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# WHERE PEOPLE AND NATURE THRIVE

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# WHERE PEOPLE AND NATURE THRIVE

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

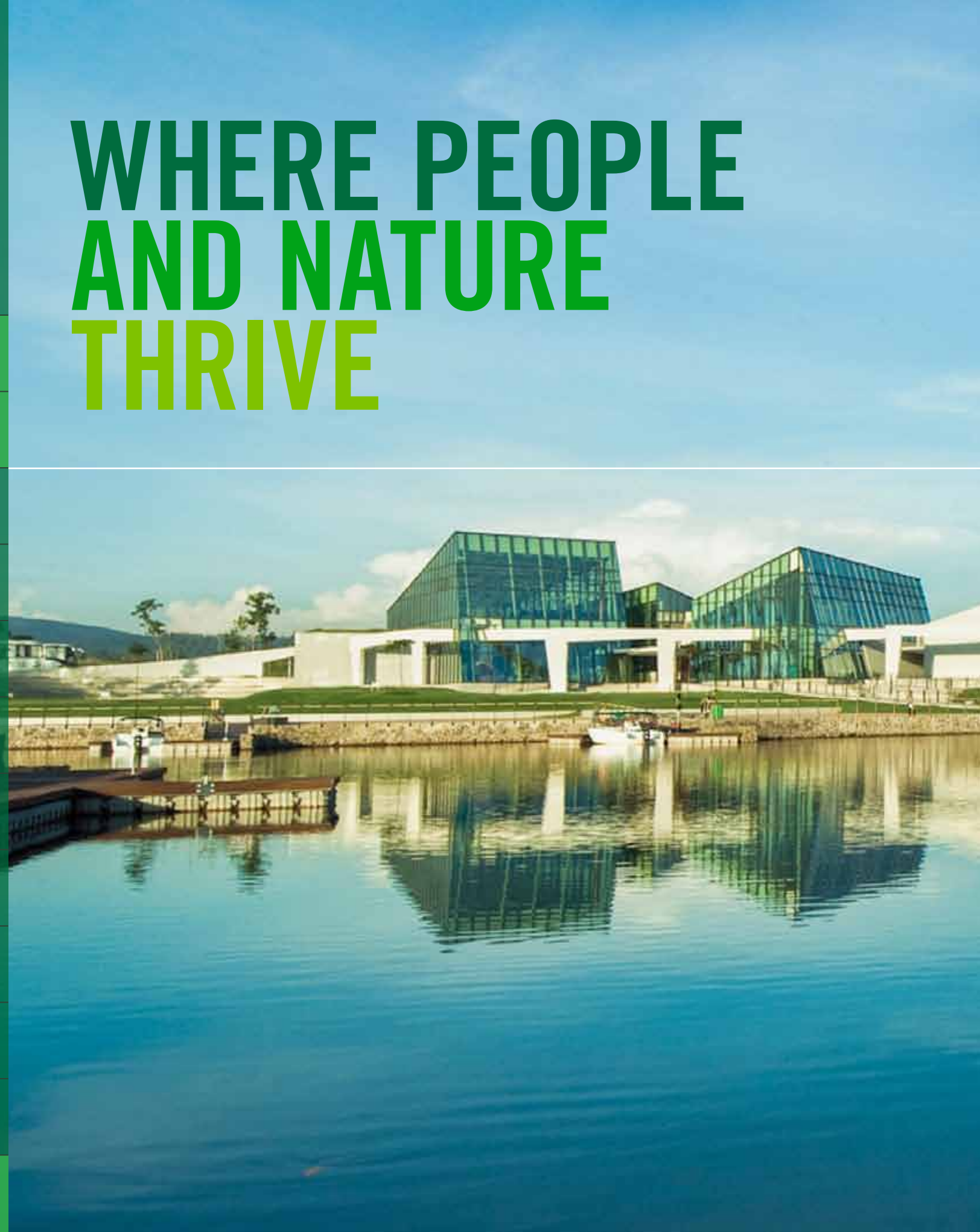
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# WHERE PEOPLE AND NATURE THRIVE

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

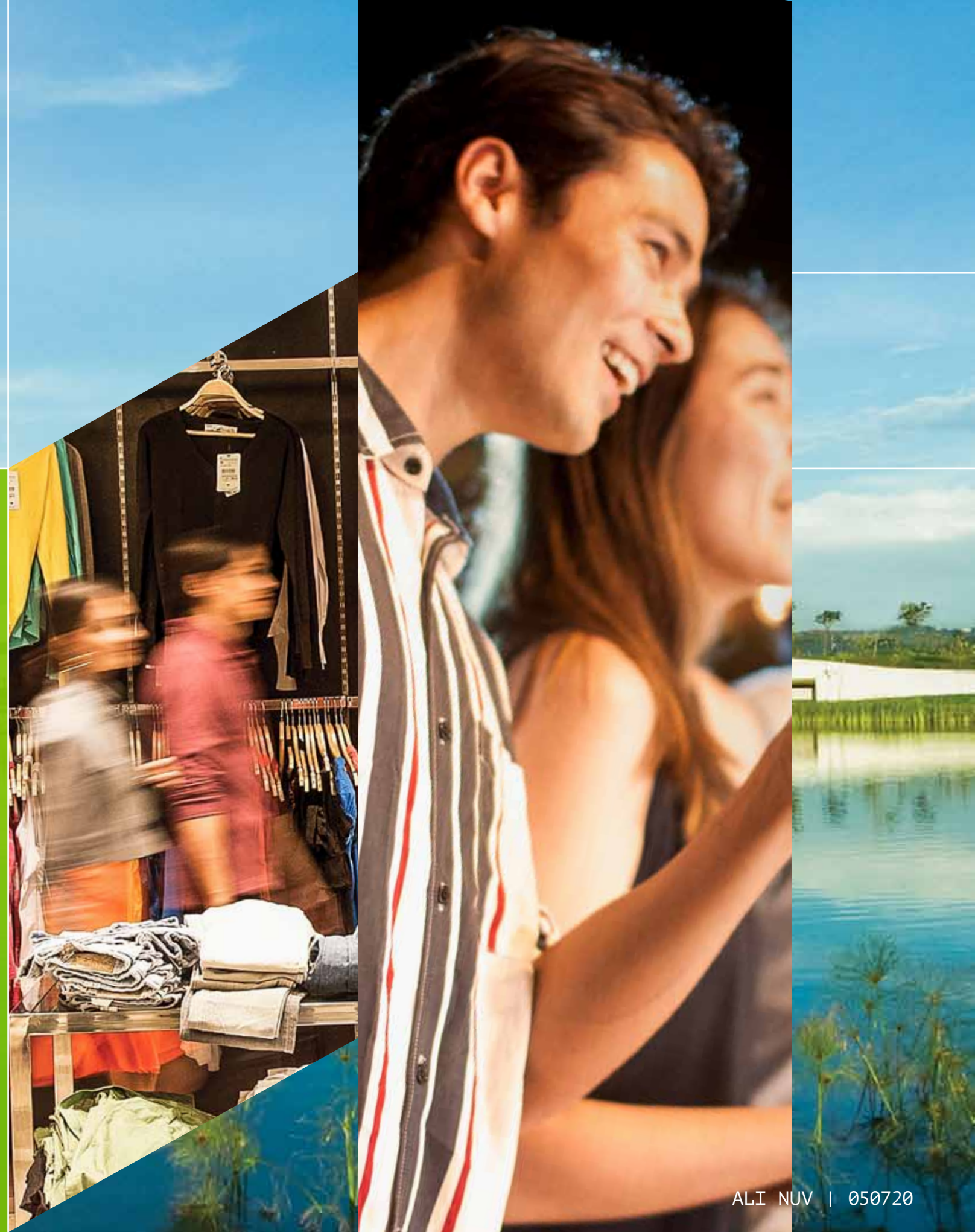
Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

NUVALI is all about EVOLIVING—  
revolutionary mindset that  
embraces sustainability  
as a framework to shaping  
the future. A new way of living  
that cultivates dynamic  
relationships between  
the economic, environmental,  
and social webs of life.





# LIFESTYLES AMIDST NATURE

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



# LIFESTYLES AMIDST NATURE



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



# LIFESTYLES AMIDST NATURE

NUVALI spurs the growth of the South Luzon corridor with a dynamic gathering of residential communities, corporate environments, lifestyle centers, and recreational spaces.



# THE FIRST AND LARGEST ECO-COMMUNITY

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



# THE FIRST AND LARGEST ECO-COMMUNITY

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# THE FIRST AND LARGEST ECO-COMMUNITY

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# THE FIRST AND LARGEST ECO-COMMUNITY

A first for Ayala Land, the NUVALI masterplan is imbued with a threefold vision—harmony, diversity, and sustainability. A distinctive mixed-use development in nature designed for productivity and progress for generations to come.

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# A VIBRANT BUSINESS AND COMMERCIAL HUB

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# A VIBRANT BUSINESS AND COMMERCIAL HUB

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

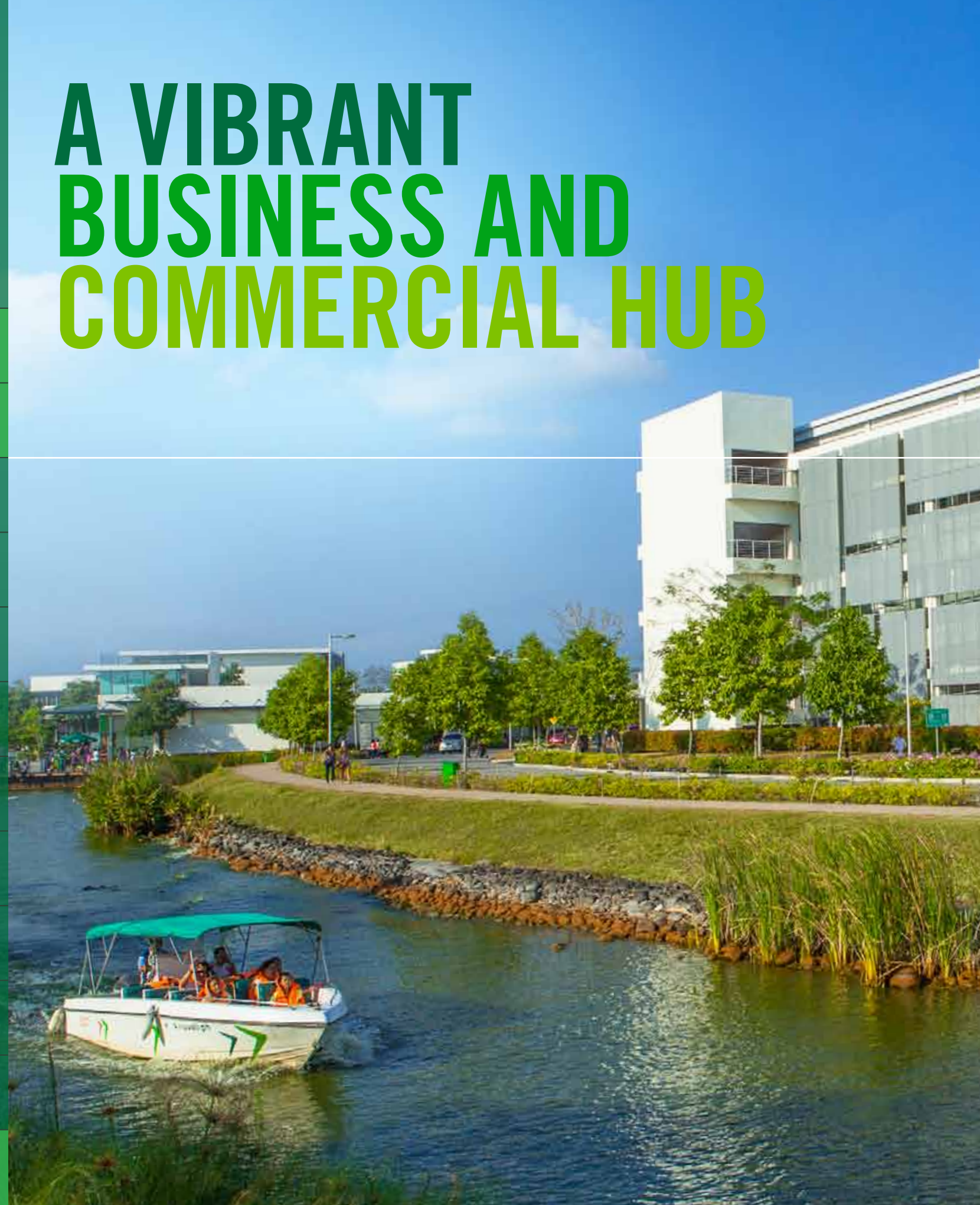
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





# A VIBRANT BUSINESS AND COMMERCIAL HUB

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

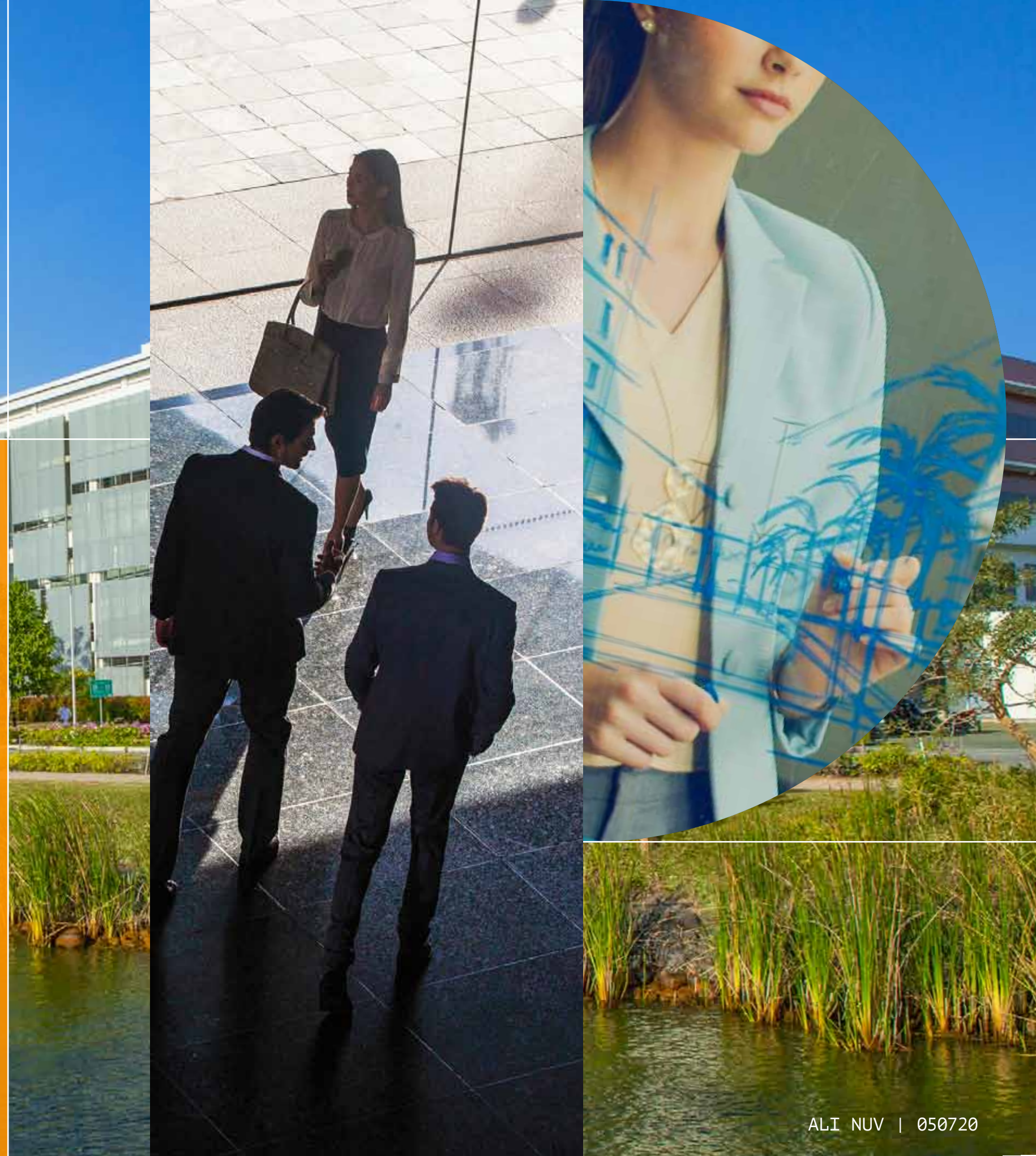
Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

NUVALI presents a horizon of opportunities for growth. A highly-accessible location, diverse lifestyle and leisure destinations, and key industrial parks and institutions envelop contemporary commercial environments for business and investment.





CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI in Numbers

Value Appreciation

Estate Updates

East Bloc

Infrastructure

Key Restrictions

Commercial Lots

PRICE LIST

**NUVALI is the first sustainable estate by Ayala Land in Laguna. A groundbreaking community strategically located in the growth corridor of CALABARZON**

**VIA PRIVATE VEHICLES**

**SLEX**

- NAIA (45 km)
- Makati CBD (44 km)
- BGC (44 km)
- Alabang (27 km)

**CALAX**

- Kawit, Cavite (45 km)

**VIA PUBLIC TRANSPORT**

**Available Bus Routes**

- Makati – NUVALI – Makati
- BGC – NUVALI – BGC
- NAIA – NUVALI – NAIA

- Churches
- Recreation
- Institutional/School
- Industrial/Business Parks/Retail
- Residential
- Hospitals
- Road Development





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|--|--|--|---|
| <p><b>CONTENTS</b></p> <p>AYALA LAND</p> <p>NUVALI</p> <p>Location</p> <p>Masterplan</p> <p>NUVALI in Numbers</p> <p>Value Appreciation</p> <p>Estate Updates</p> <p>East Bloc</p> <p>Infrastructure</p> <p>Key Restrictions</p> <p>Commercial Lots</p> <p><b>PRICE LIST</b></p> | <p><b>LOCATION</b></p> <p>About Santa Rosa City</p>  |  |   |
|  |  |  | <p><b>Industrial Parks and Manufacturing Companies</b></p> <p>Laguna Technopark Inc.</p> <p>Greenfield Auto Park</p> <p>Santa Rosa Commercial IT Park</p> <p>Coca Cola Beverage Philippines Inc. - Santa Rosa Plant</p> |
|  | <p><b>Santa Rosa City emerges as the investment capital of South Luzon with four PEZA-accredited economic zones and an income over Php 1 Billion</b></p> <p>NUVALI is situated at one of the fastest growing economies in the Philippines where surrounding key institutions, industrial parks, manufacturing companies, and lifestyle destinations ensure dynamic investment potential.</p> |  |   |
|  |  | <p><b>Institutions</b></p> <p>Ateneo de Manila University Graduate School of Business</p> <p>De La Salle University</p> <p>University of Santo Tomas</p> |   |
|  |  |  | <p><b>Tourist Attraction</b></p> <p>Enchanted Kingdom</p>   |
|  |  |  |   |
|  |  |  |   |
|  |  |  |   |
|  |  |  |   |
|  |  |  |   |



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

**NUVALI is a 2,290-hectare property in Laguna transformed into the first mixed-use, sustainably-developed eco-community in the Philippines**

**NORTH**  
Lakeside Evozone  
Residential  
Primary Business District

**CENTRAL**  
Residential  
Institutional

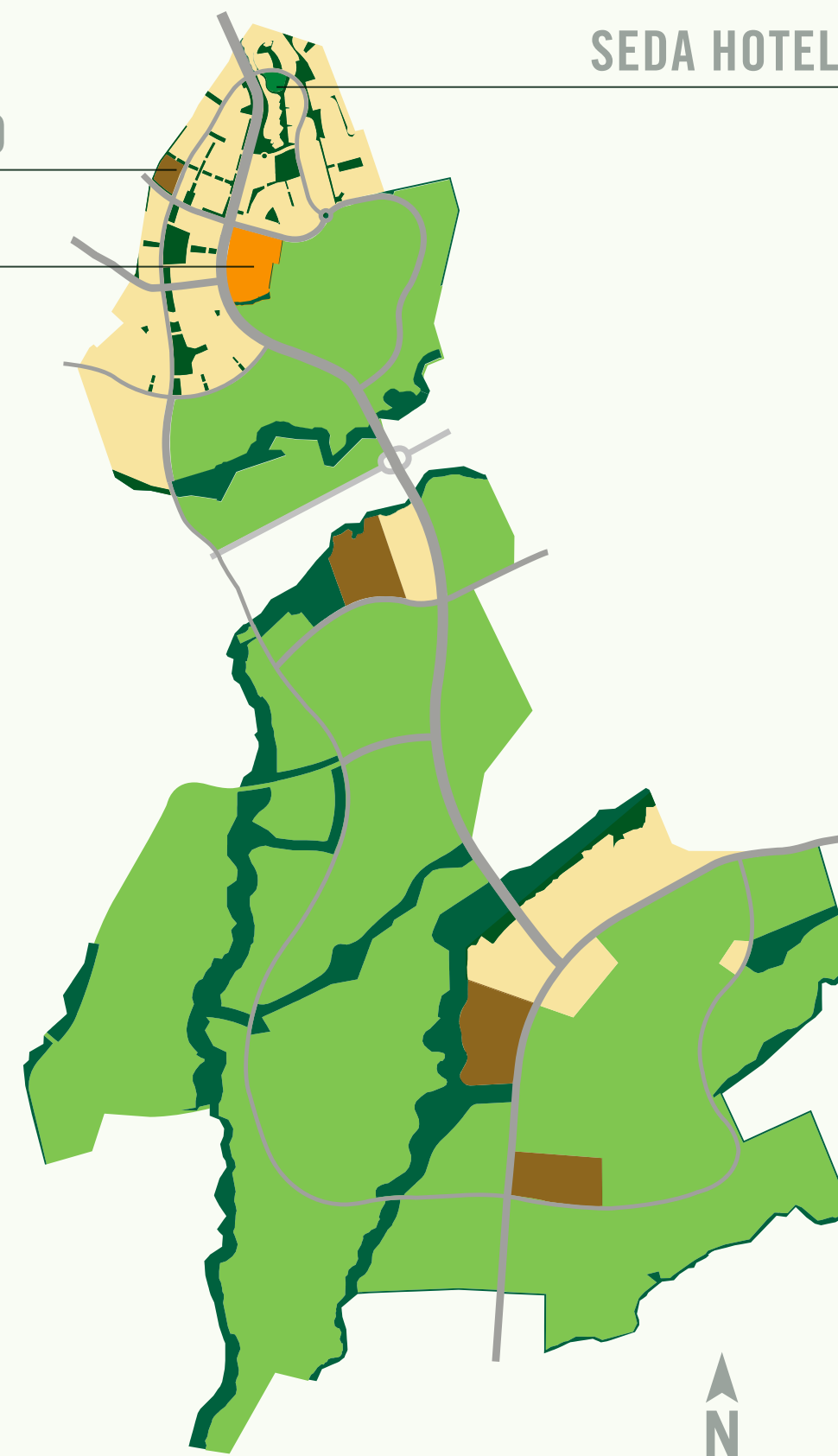
**SOUTH**  
Residential  
Institutional  
Future Business District

SEDA HOTELS

AYALA MALLS SOLENAD

**EAST BLOC**

- Business Districts
- Open Spaces
- Residential
- Institutions
- Estate Infrastructure





CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

>7,000  
Jobs

> 2,000  
Students

7,500  
Residents



ESTATE UPDATES

NUVALI in Numbers

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

>7,000  
Jobs

>2,000  
Students

7,500  
Residents

>320  
Merchant Partners

120 HAS  
Carbon  
Forest Sites



ESTATE UPDATES

NUVALI in Numbers

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI in Numbers

Value Appreciation

Estate Updates

East Bloc

Infrastructure

Key Restrictions

Commercial Lots

PRICE LIST

150

Hotel Rooms

>7,000  
Jobs

55,000 Ave. Daily  
Visitors

>2,000  
Students

7,500  
Residents

>320  
Merchant Partners

120 HAS  
Carbon  
Forest Sites

65 HAS  
IT Park

100  
Hospital Beds

>50,000  
trees and counting



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

>7,000  
Jobs

55,000 Ave. Daily  
Visitors

150  
Hotel Rooms

> 2,000  
Students

7,500  
Residents

>320  
Merchant Partners

1\*  
MILLION  
Workers

120 HAS  
Carbon  
Forest Sites

65 HAS  
IT Park

80,000\*  
Residents

100  
Hospital Beds

>50,000  
trees and counting

\* Projected population upon full build up



# VALUE APPRECIATION

## RESIDENTIAL DEVELOPMENTS

Continuous economic activity and emergence of business and lifestyle destinations within and around the estate increases land value and investment potential

### COMMERCIAL LOTS

from **P20,000**/sqm  
to **P80,000**/sqm

**300%**  
LAND VALUE  
APPRECIATION

from **P10,000**/sqm  
to **P25,000**/sqm

**150%**  
OVER 10 YEARS  
LAND VALUE  
APPRECIATION

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



# DYNAMIC LIFESTYLE SETTINGS

## Ayala Malls Solenad

### FEATURES

- Multi-purpose Open Field
- Indoor Recreational Center and Activity Area
- Trade Halls
- Cinemas

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI in Numbers

Value Appreciation

Estate Updates

East Bloc

Infrastructure

Key Restrictions

Commercial Lots

PRICE LIST



Artist's Perspective



# CONTEMPORARY LEISURE EXPERIENCE

## SEDA Tower 2

NO. OF ROOMS  
**200**

FEATURES  
**Ballrooms**  
**Swimming Pool**  
**Play Area**  
**Game Room**

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective



# EAST BLOC

*NUVALI*

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

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# AN URBAN ENCLAVE FOR GROWTH

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

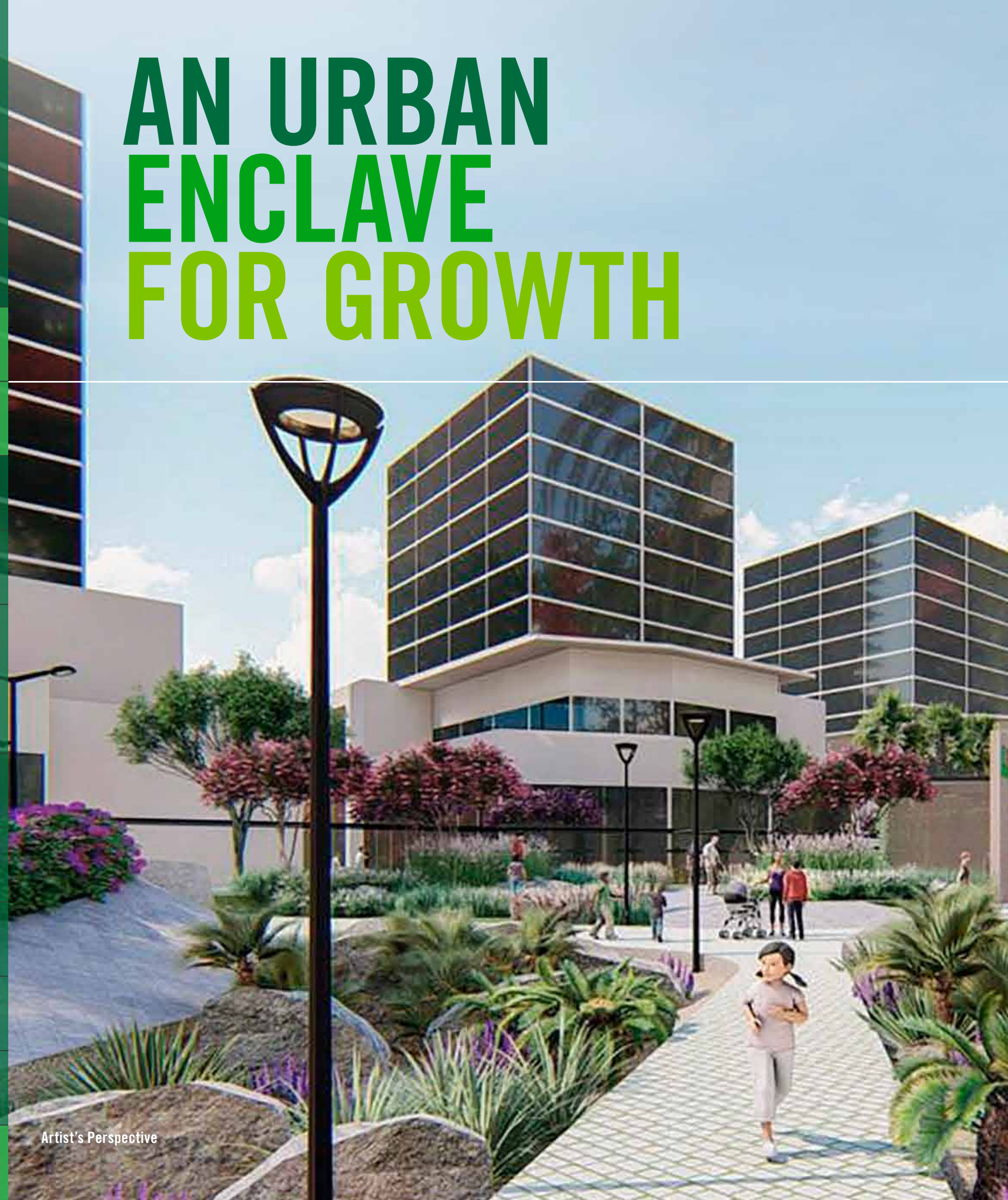
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

East Bloc is a mixed-use destination located beside the future NUVALI North Central Business District, envisioned as an address for business and commercial pursuits. Refreshing parks and gardens tie together urban and natural landscapes into a dynamic shared environment where spaces and streetscapes nurture a thriving community. A timeless yet contemporary setting where enterprises grow and lifestyles flourish.



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



# A permeable masterplan of built and natural spaces

Artist's Perspective





**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

# EAST BLOC MASSING

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CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

# EAST BLOC MASSING

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# EAST BLOC GARDEN

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

Artist's Perspective

ALI NUV | 050720





# EAST BLOC GARDEN

CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

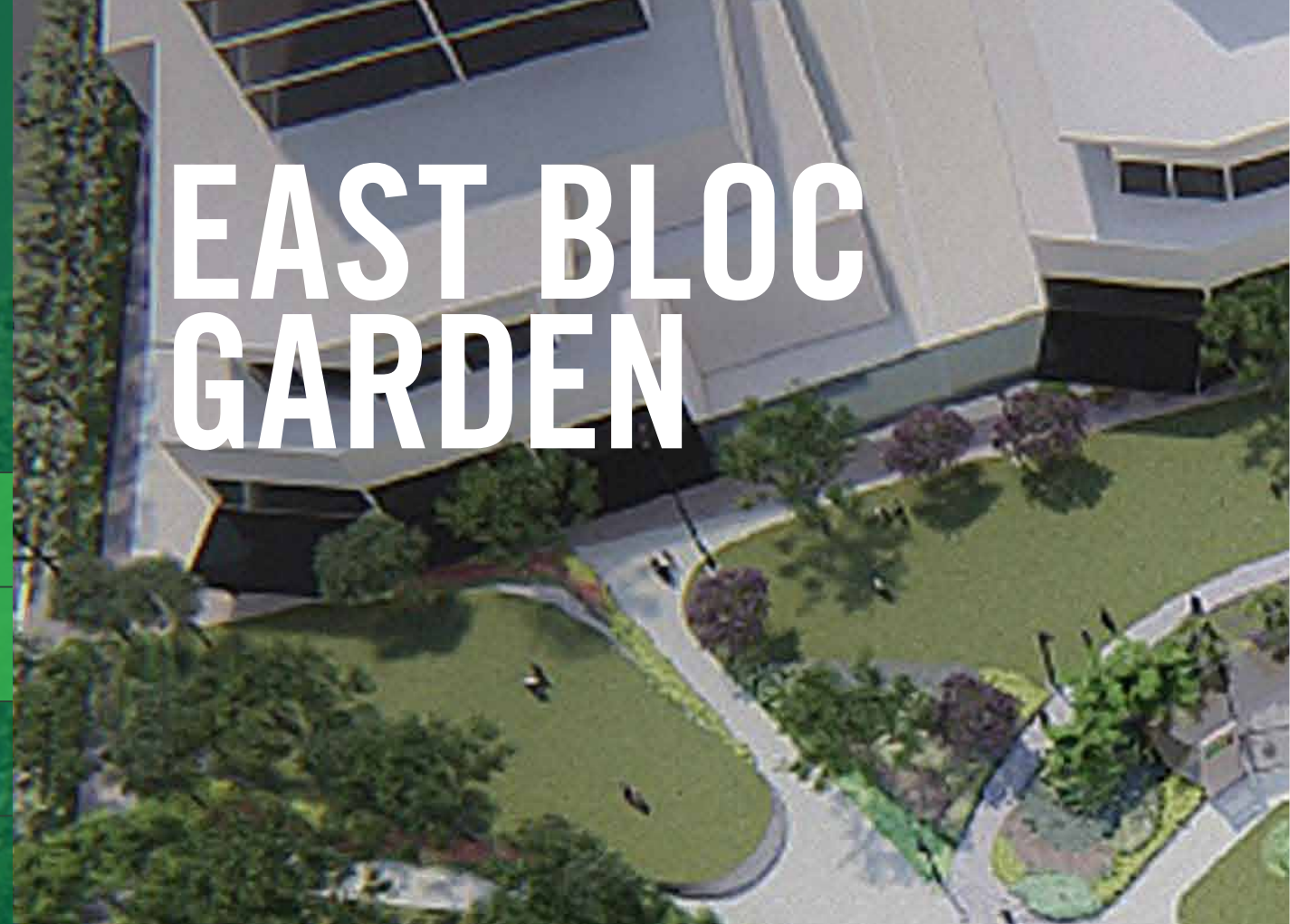
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



An **8,600 sqm** park and open space reveals vibrant pockets of green—flower gardens, a tropical rainforest, and an arid landscape concept—complementing a contemporary urban growth environment.

Artist's Perspective

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**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

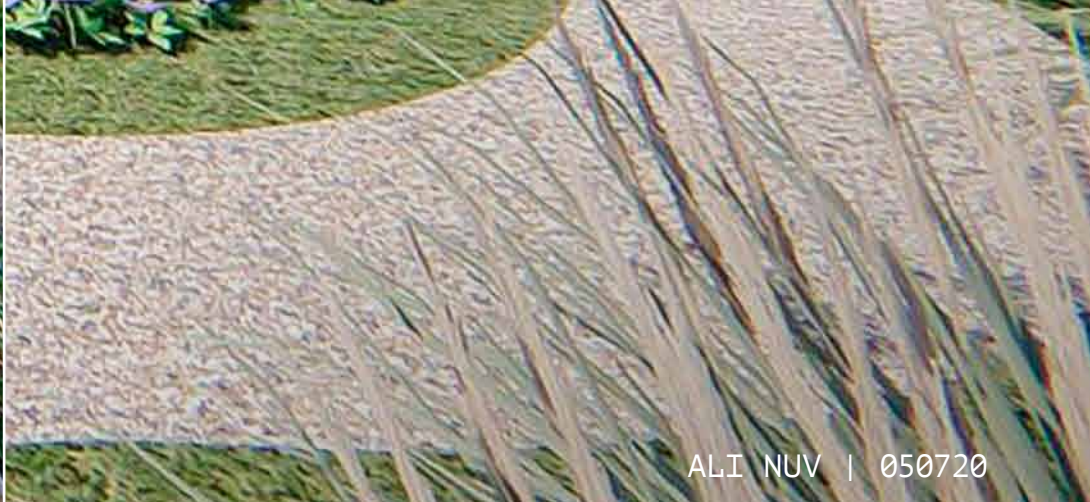
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

ALI NUV | 050720



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

ALI NUV | 050720



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective





CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective

ALI NUV | 050720



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

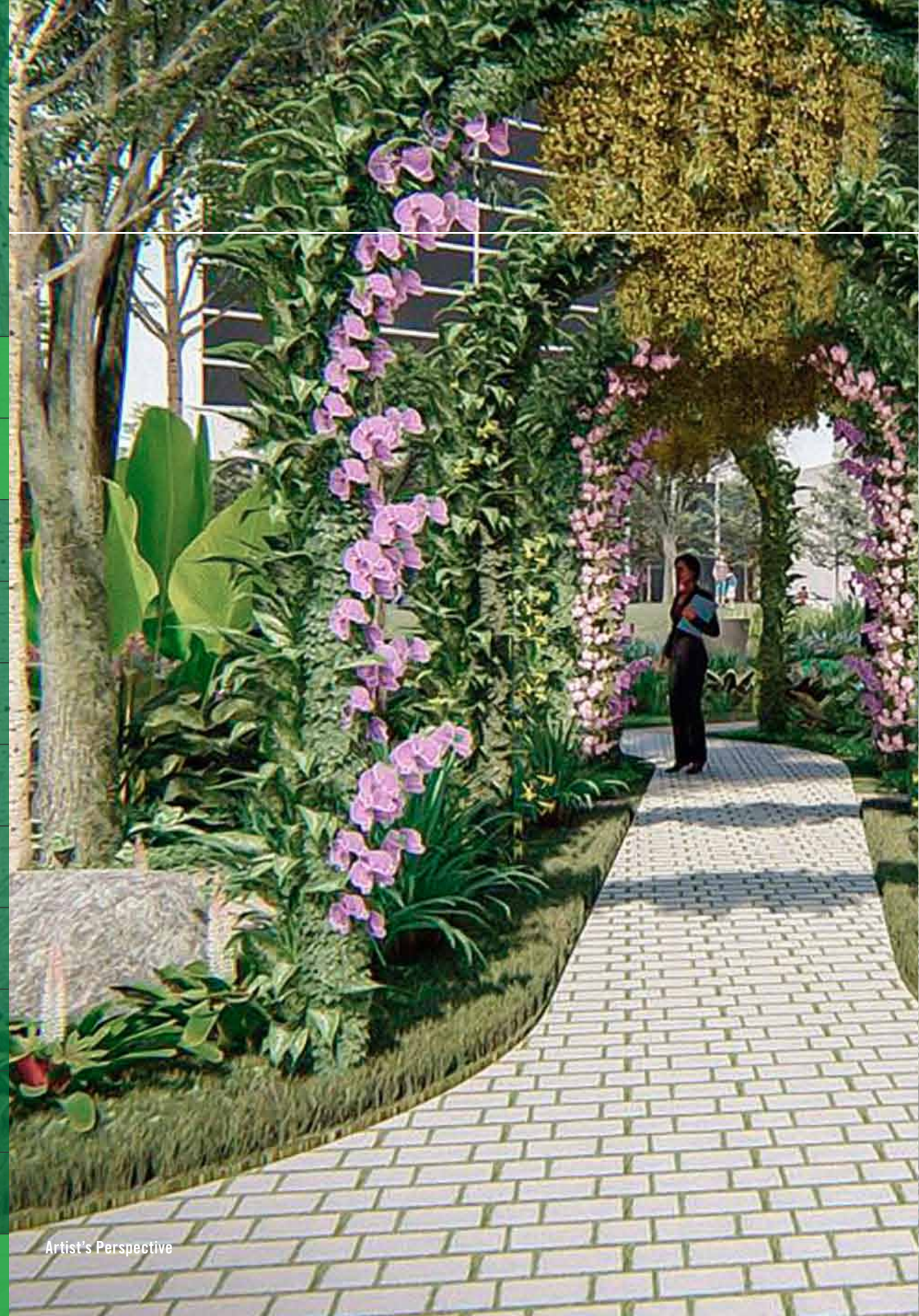
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



Artist's Perspective





**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

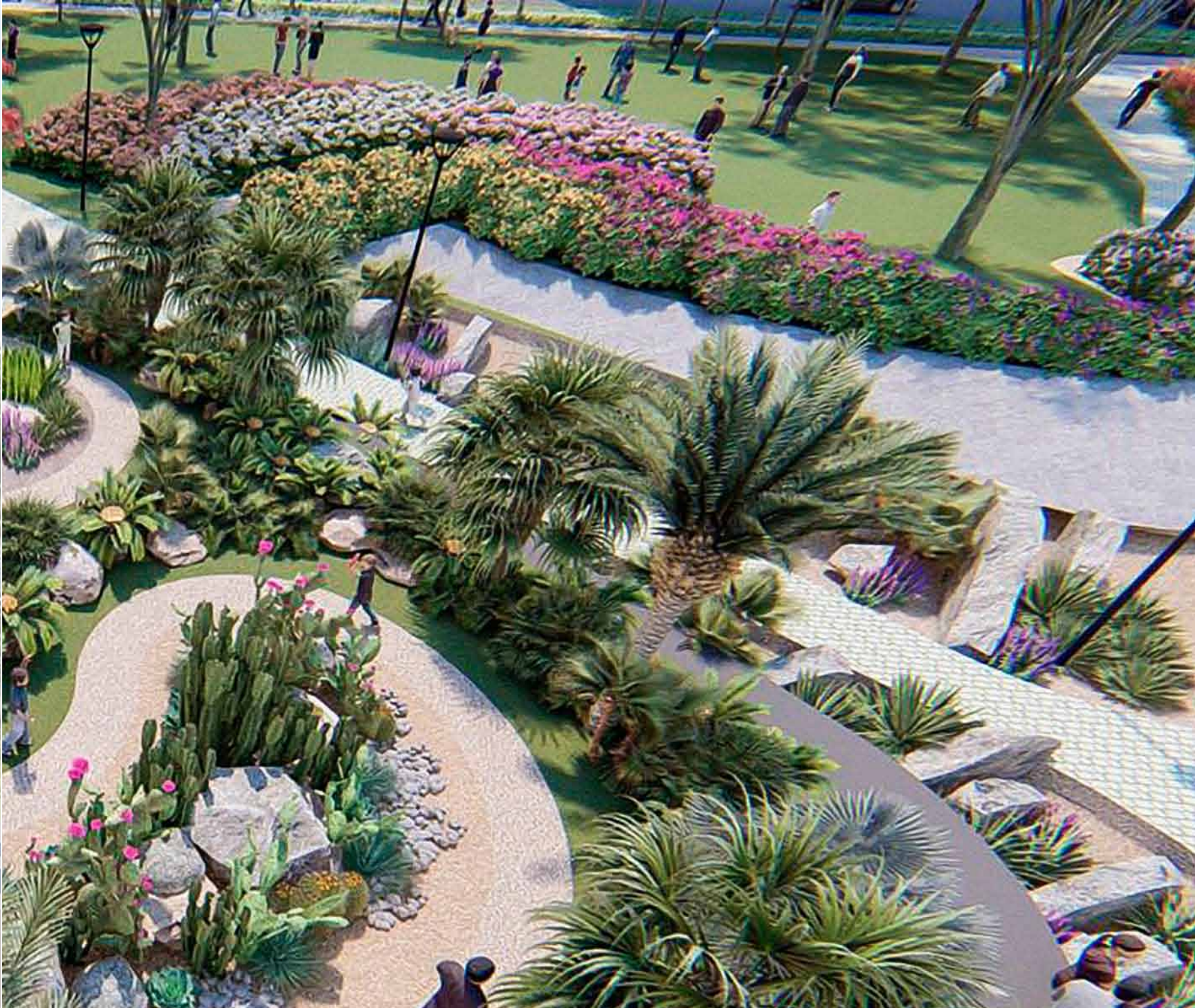
**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



**CONTENTS**

**AYALA LAND**

**NUVALI**

**Location**

**Masterplan**

**NUVALI  
in Numbers**

**Value  
Appreciation**

**Estate  
Updates**

**East Bloc**

**Infrastructure**

**Key  
Restrictions**

**Commercial  
Lots**

**PRICE LIST**



Artist's Perspective

ALI NUV | 050720



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

**East Bloc is adjacent to Lakeside Evozone along NUVALI Boulevard featuring settings for living, business, learning, and leisure**

**TYPE OF DEVELOPMENT**  
Mixed Use

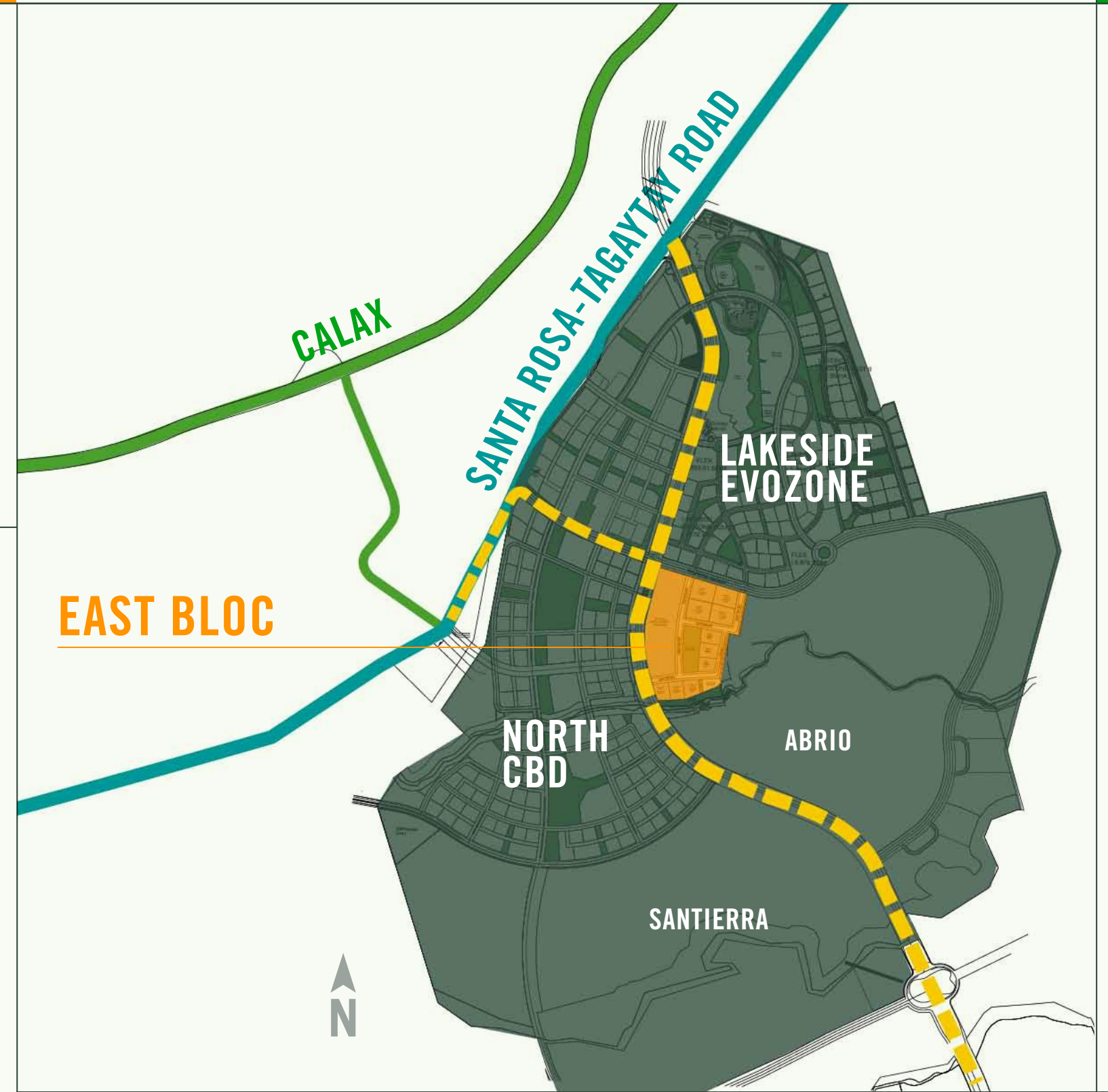
**GROSS AREA**  
11.7 has

**GFA (SQM)**  
Phase 1 - 183,243 sqm

**FLOOR AREA RATIO (FAR)**  
4/5

**LOT SIZE**  
2,699 sqm to 5,446 sqm

**ALLOWED USES**  
Office/Hotel/  
Residential/School



- CALAX
- Santa Rosa-Tagaytay Road
- NUVALI Spine Road



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

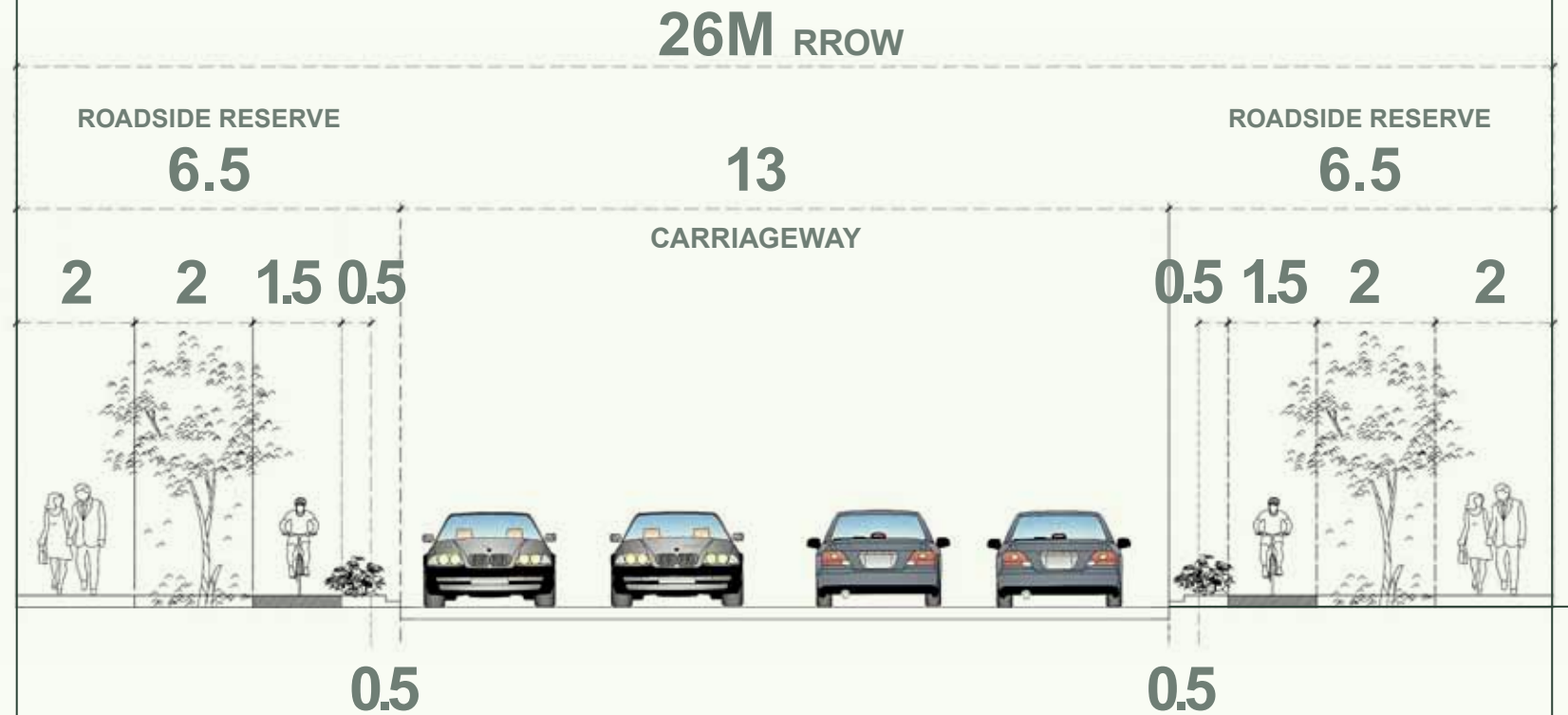
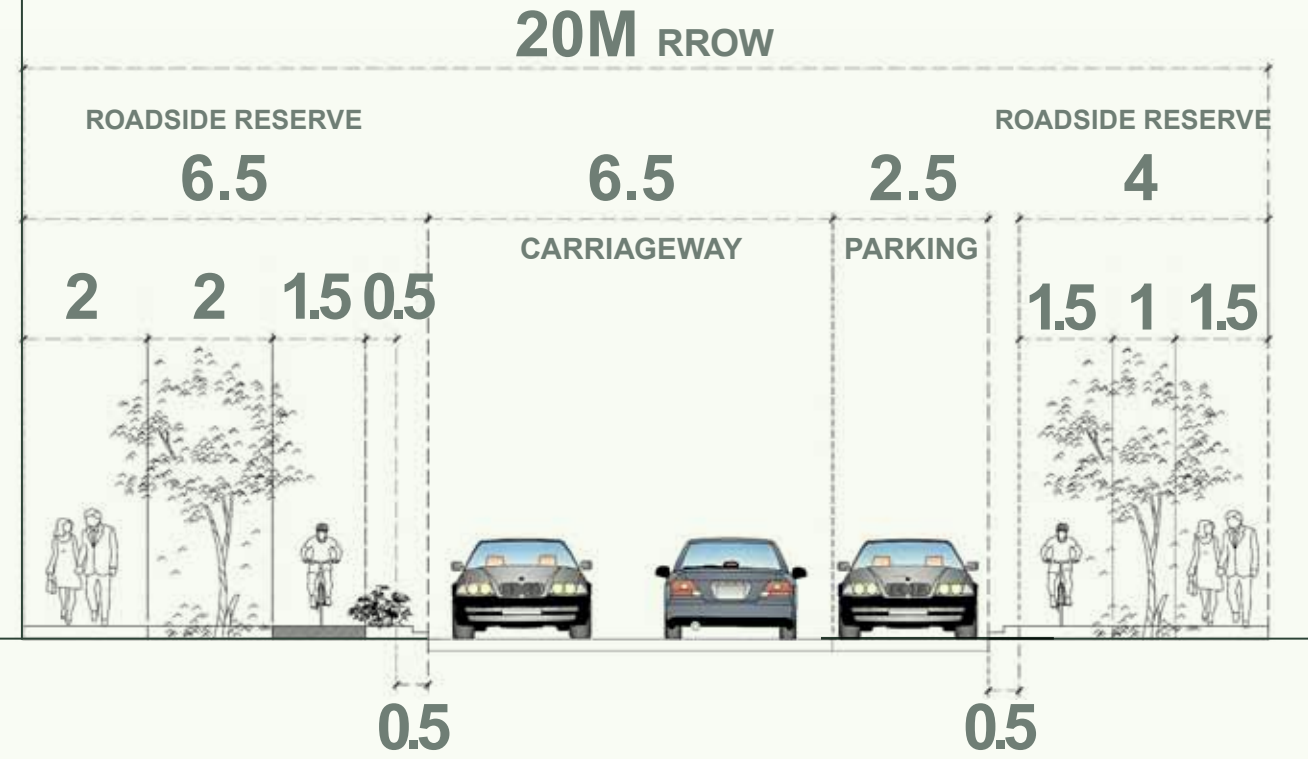
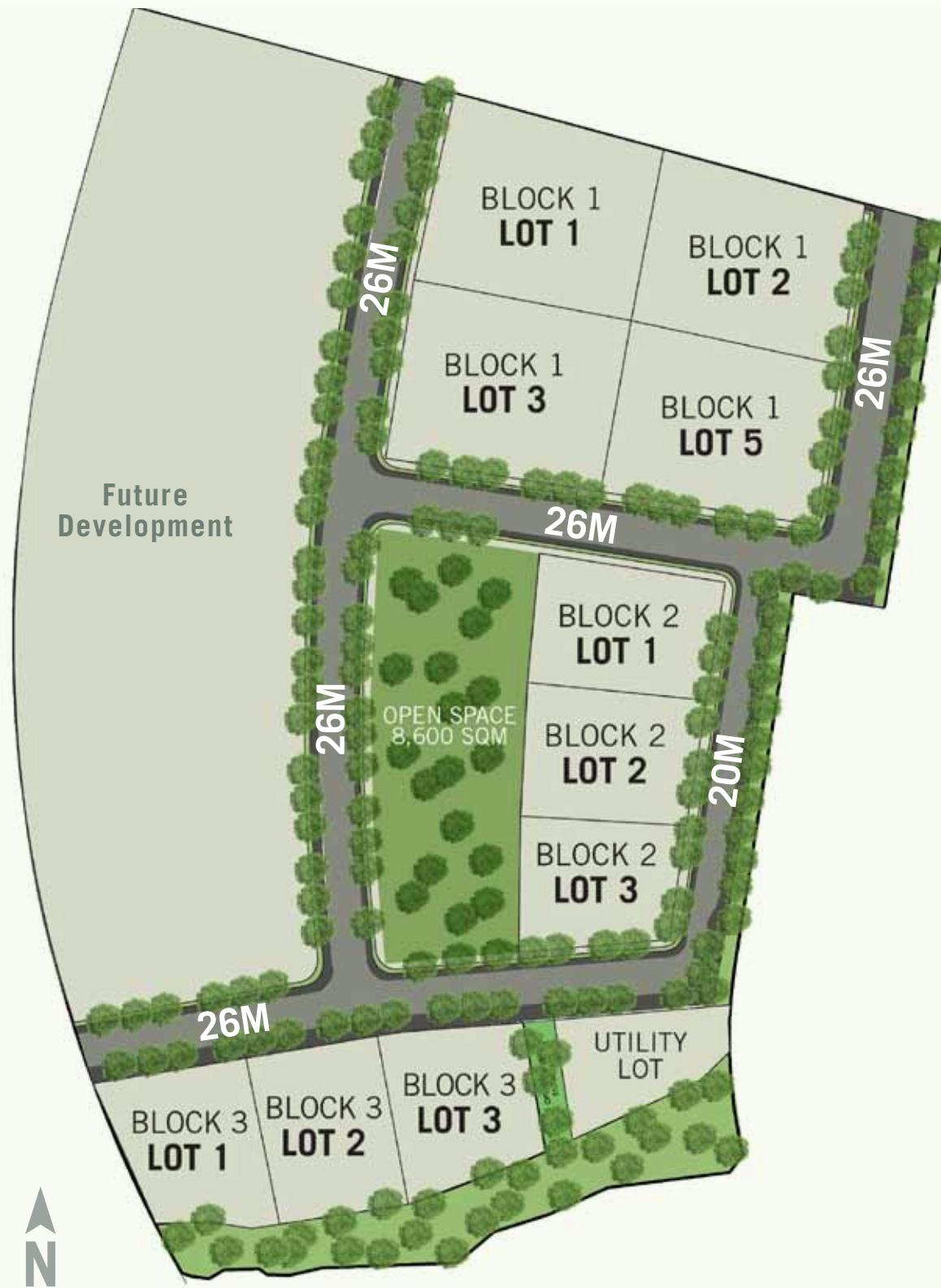
East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST





KEY RESTRICTIONS

CONTENTS

AYALA LAND

Restrictions

NUVALI

Permitted Uses

Location

Offices

Masterplan

Training/Conference Facilities/  
Studio/Workshops

NUVALI  
in Numbers

Hotels

Value  
Appreciation

Residential Condominium/  
Dormitory/Apartment

Estate  
Updates

Tertiary Schools  
for Higher Education

East Bloc

General Hospital/Clinic

Infrastructure

Retail (20% of total GFA)–  
Showroom and Service Centers

Key  
Restrictions

Commercial  
Lots

PRICE LIST

Industrial Plant  
Factory and machine shops  
Funeral parlor  
Storage/warehouse  
Hardware  
Lumberyard, junkshop  
Gambling den  
Jails  
For other uses not listed above,  
a prior written approval is required  
from the Declarant.



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST

**Key Design Standard & Guidelines**

**FAR: 4 & 5**

**Height Limit**

Must conform to FAR restrictions and other government regulatory bodies.

**Setbacks**

Build to line for all blocks except for Block 3 rear side.

For lots where build to line is a requirement, ground floor shall be arcaded.

**Curb Cut**

No curb cut allowed along NUVALI Boulevard. All curb cuts within the inner loop road.

**Parking**

100% of required parking should be located within the site.

**Number of Structures**

Construction of 2 buildings allowed on 1 lot.



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

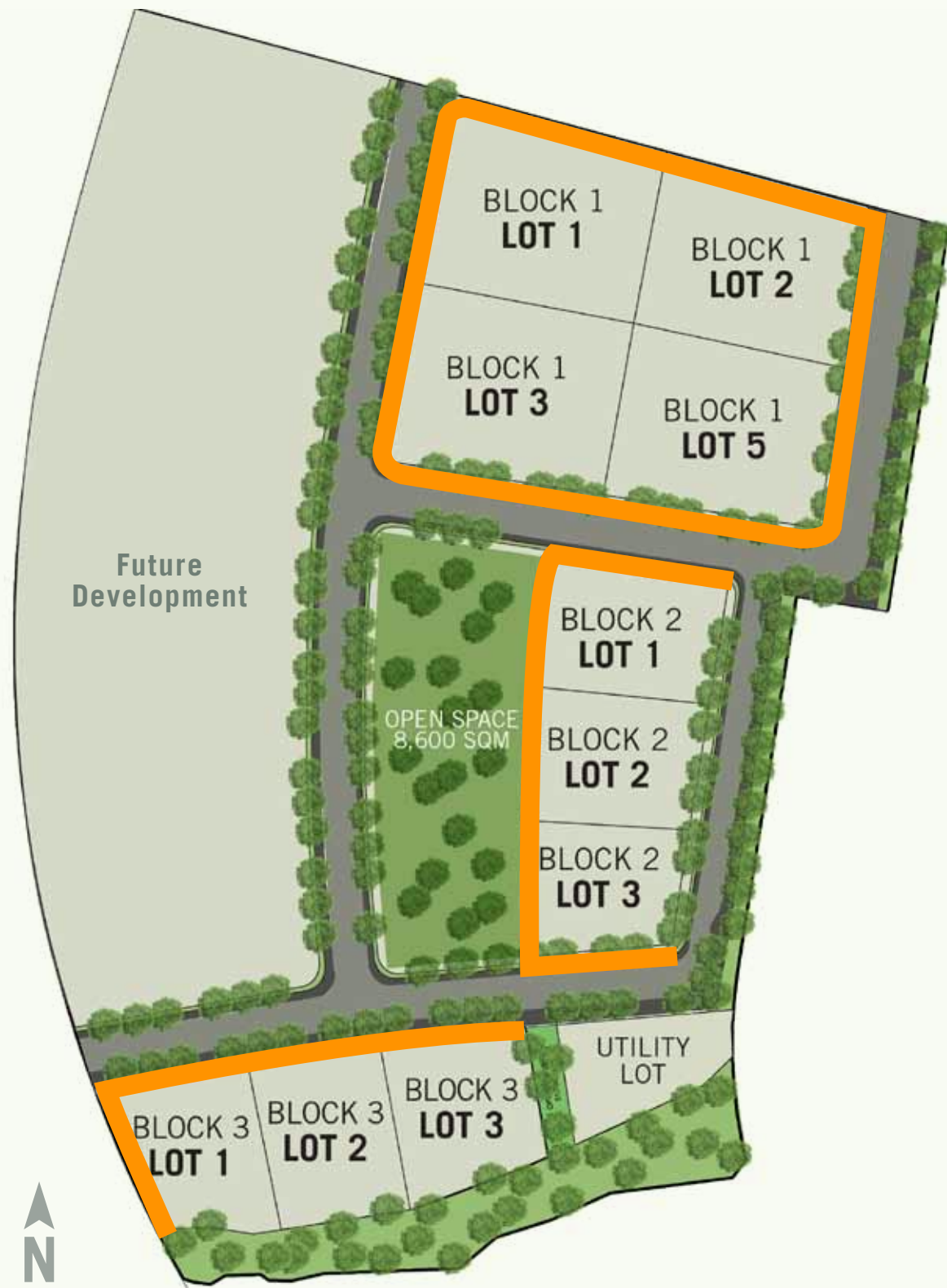
East Bloc

Infrastructure

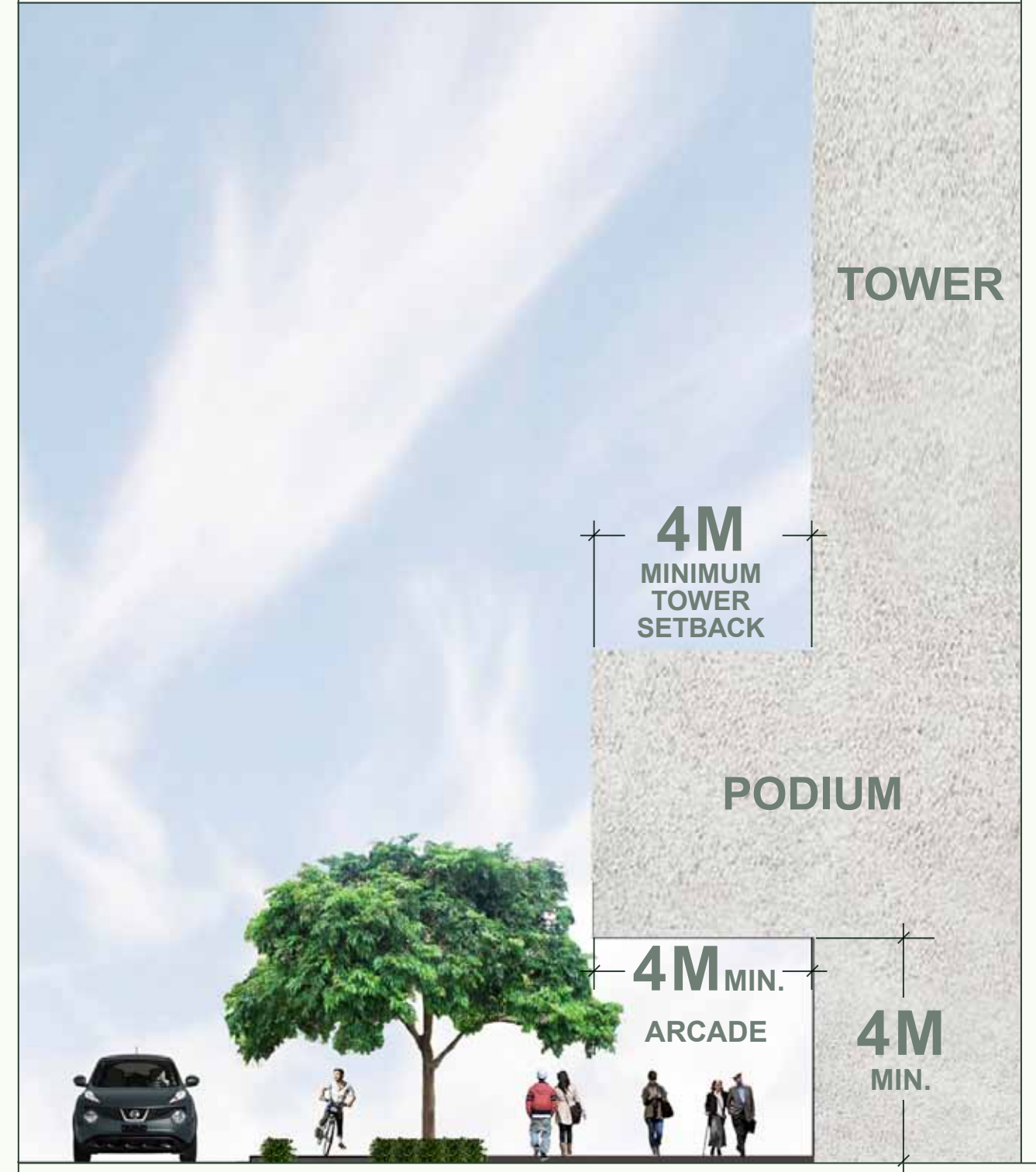
Key  
Restrictions

Commercial  
Lots

PRICE LIST



Arcaded Zone





CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



■ Sold Lots  
■ Curb Cut Zone

**TOTAL LAND AREA** 117,406 sqm  
**Parks and Open Space** 10,530 sqm  
**Utility Lot** 2,086 sqm

| BLOCK NO. | LOT NO. | AREA (SQM) | FAR |
|-----------|---------|------------|-----|
| 1         | Lot 1   | 5,446      | 5   |
|           | Lot 2   | 4,827      | 5   |
|           | Lot 3   | 5,311      | 5   |
|           | Lot 5   | 4,928      | 5   |
|           | Lot 5   | 4,928      | 5   |
| 2         | Lot 1   | 3,129      | 5   |
|           | Lot 2   | 3,059      | 5   |
|           | Lot 3   | 2,699      | 5   |
| 3         | Lot 1   | 3,001      | 4   |
|           | Lot 2   | 3,040      | 4   |
|           | Lot 3   | 3,021      | 4   |



CONTENTS

AYALA LAND

NUVALI

Location

Masterplan

NUVALI  
in Numbers

Value  
Appreciation

Estate  
Updates

East Bloc

Infrastructure

Key  
Restrictions

Commercial  
Lots

PRICE LIST



- Premier Central Garden
- Prime Lots
- Central Garden Lots
- Curb Cut Zone

**TOTAL LAND AREA** 117,406 sqm  
**Parks and Open Space** 10,530 sqm  
**Utility Lot** 2,086 sqm

| BLOCK NO. | LOT NO. | LOT CLASSIFICATION     | AREA (SQM) | FAR |
|-----------|---------|------------------------|------------|-----|
| 1         | Lot 1   | Prime Lot              | 5,446      | 5   |
|           | Lot 2   | Prime Lot              | 4,827      | 5   |
|           | Lot 3   | Premier Central Garden | 5,311      | 5   |
|           | Lot 5   | Prime Lot              | 4,928      | 5   |
| 2         | Lot 1   | Premier Central Garden | 3,129      | 5   |
|           | Lot 2   | Central Garden         | 3,059      | 5   |
|           | Lot 3   | Premier Central Garden | 2,699      | 5   |
| 3         | Lot 1   | Prime Lot              | 3,001      | 4   |
|           | Lot 2   | Prime Lot              | 3,040      | 4   |
|           | Lot 3   | Central Garden         | 3,021      | 4   |



PRICE LIST

CONTENTS

AYALA LAND

NUVALI

PRICE LIST



Sold Lots

| BLOCK NO. | LOT NO. | AREA (SQM) | PRICE/SQM (VAT Exclusive) | TOTAL CONTRACT PRICE (VAT Exclusive) |
|-----------|---------|------------|---------------------------|--------------------------------------|
| 1         | Lot 2   | 4,827      | 100,000                   | 482,700,000                          |
|           | Lot 3   | 5,311      | 110,000                   | 584,210,000                          |
|           | Lot 5   | 4,928      | 100,000                   | 492,800,000                          |
| 2         | Lot 1   | 3,129      | 110,000                   | 344,190,000                          |
|           | Lot 2   | 3,059      | 110,000                   | 336,490,000                          |
|           | Lot 3   | 2,699      | 110,000                   | 296,890,000                          |
| 3         | Lot 2   | 3,040      | 80,000                    | 243,200,000                          |

Subject to change without notice





An Ayala Land Estate

By Ayala Land Inc.  
and The Yulo Family

[luxuryrealestateph.com](https://luxuryrealestateph.com)

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East Bloc Phase 1 | HLURB LTS No. 034832

Brgy. Sto. Domingo, Santa Rosa, Laguna

Completion Date: December 21, 2020

Project Developer: CECI Realty Inc.

Project Manager: CECI Realty Inc.