



**CITYMall**

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## **CityMall Partners with ABS-CBN for Provincial Cinema Rollout**

### **ABS-CBN to operate CityMall Cinemas**



*(Signing led by DD Chairman Edgar "Injap" Sia II and ABS-CBN Chairman Eugenio "Gabby" Lopez III with DD President Ferdinand Sia, DD Chief Financial Officer Rizza Marie Joy Sia, DD Chief Investment Officer Hannah Yulo, ABS-CBN President Carlo Katigbak, ABS-CBN Group CFO Rolando Valdueza and ABS-CBN Chief Content Officer Malou Santos)*

CityMall Commercial Centers Inc. (CityMall) and ABS-CBN Corporation (ABS-CBN) have signed a Partnership Agreement today to partner in the roll out of cinemas in various provincial areas of the country.

In the second quarter of 2017, 10 cinemas are scheduled to open in CityMalls located in Tagum City-Davao, Victorias City-Negros, Anabu-Imus Cavite, Cotabato City, Bulua-Cagayan de Oro City, Koronodal City, Consolacion-Cebu, Mandalagan-Bacolod City, Sta. Rosa-Nueva Ecija and Dumaguete City. Each cinema will have a seating capacity of 100 to 120 seats.

The subsidiary of ABS-CBN, Star Cinema, is the country's largest motion picture company and has produced the highest grossing Filipino films of all time. In addition to being able to see Filipino Blockbusters on release date, moviegoers can also expect to see International Box Office Films and enjoy cutting edge digital facilities at the CityMall Cinemas.

CityMall intends to fill up the gap in the provincial cinema space since majority of the over 140 cities in the Philippines do not have cinemas today.

*"Today, marks the completion of the three strong corner points which will solidify the future dominance of CityMall all over the country. We will now have the best modern retail brands, the strongest fastfood brands, and leading entertainment all in one roof." said Edgar "Injap" Sia II, DoubleDragon Properties Corp. Chairman.*

*"CityMall's strategic partnerships with the SM Group, the country's largest retailer, the Jollibee Group, the country's largest fastfood chain and now, the ABS-CBN Group, the country's largest media and entertainment company is a dream combination."* said Hannah Yulo, DoubleDragon Properties Corp. Chief Investment Officer.

CityMall also aims to roll out cinemas in all of its other CityMall sites across the country. The first 50 CityMall sites which are located in Arnaldo Roxas, Consolacion Cebu, Anabu Imus Cavite, Tetuan Zamboanga, Tagbak Jaro, Kalibo Aklan, Parola Iloilo, Tiaong Quezon, Cotabato City, Mandalagan Bacolod City, Boracay, Kabankalan City, Victorias City, San Carlos City Negros, Tagum City Davao, Dau Pampanga, Tarlac City, SCTEX Concepcion, Goldenfields Bacolod, Dumaguete City, Bulua Cagayan De Oro City, Danao City, Koronadal City, Passi City, Dipolog City, Mayombo Dagupan City, Iponan Cagayan, Sta Rosa Nueva Ecija, Pavia Iloilo, Ozamiz City, Calamba Laguna, Roxas Ave Capiz, Calapan City Mindoro, Bacalso Cebu City, Surigao City, Sorsogon City, Tuguegarao City, Antique, Palo Leyte, Ormoc City, Guiwan Zamboanga City, Tagbilaran City, Isulan Sultan Kudarat, Aparri, Pagadian City, Gen Trias Cavite, San Carlos City Pangasinan, Cadiz City Negros, Baler Aurora, and Northtown Davao City.

CityMall is 66% owned by leading property developer, DoubleDragon Properties Corp. (DD), and 34% owned by the leading conglomerate, SM Investments Corp. (SMIC).

Best regards,



Atty. Joselito L. Barrera, Jr.  
*Chief Information Officer*