



Subject: DoubleDragon Properties Corp. acquires 70% stake in a property development company specializing in building affordable quality homes in convenient locations

Date: May 23, 2014

In line with the company's plan to continuously expand its portfolio of development projects around the country, **DoubleDragon Properties Corp. ("DD")** signed on May 23, 2014 an Investment and Shareholders Agreement with **Zion Land Development Ph, Inc.** for a 70% majority stake in Zion Land. The company will have a total equity of P200 million, P140 million (70%) of which will be infused by DoubleDragon. Zion Land currently has no bank loans.

Zion Land, a property development company based in Western Visayas, was incorporated on Sept 2011 and its first operating year was just in 2013 last year with bulk of the sales due for recognition this year 2014.

Zion Land is owned by the Du Family who started their first foray into affordable horizontal housing venture way back in 2005 before they formally incorporated Zion Land in 2011. The company specializes in developing affordable quality homes in convenient locations. The buyers of these affordable housing units are usually the end-users that serve as their family's primary residence.

The Sales and Marketing workforce will remain the same, as the Zion Land team is doing well on its current sales take-up of 10-12 units monthly. DD will bring in to Zion Land more financial capability for expansion, further improve financial discipline and reinforce the team with stronger top management strategic support.

Zion Land is planned to be DoubleDragon's horizontal residential project arm in the Visayas area and will complement DD's project portfolio of providing affordable horizontal primary residential development in the provinces and is seen to address the country's huge housing backlog.

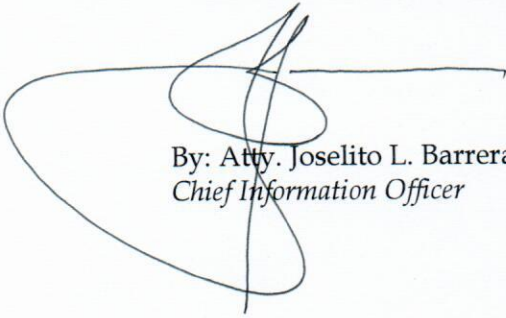
Zion Land is expected to continually grow and will start contributing to the revenues and net income of DD this year 2014.

Zion Land is expected to generate sales to reach a total of P389 million in revenues for the year, which will translate to P85.6 million in net income after tax, in addition to DD's other income sources, as the Company sees to surpass its P340 million net income target for the year.

DoubleDragon has consistently adopted a strategy of targeted developments in prime, strategic locations. Given the relative success of the Company with its completed projects using this formula, it plans to effect the same strategic support into Zion Land. In this light, DoubleDragon will continue to acquire interests in properties in prime and strategic locations and with strong growth and market potential.

DoubleDragon intends to keep its eye on similar majority stake acquisition of existing mid-sized horizontal residential property companies with existing strong management and sales force in Mindanao, North Luzon and South Luzon to complete the portfolio of DD's residential horizontal arm all over the country.

(Please see actual photos attached)



By: Atty. Joselito L. Barrera, Jr.
Chief Information Officer

COMPANY NAME:

PROJECT:

