

South-of-NCR leisure property seen boosted by domestic-tourism boom

LEISURE-FOCUSED developments to the south of the National Capital Region (NCR) are becoming more viable due to strong spending by domestic travelers, Colliers Philippines said in a report.

It noted the 63.9 million domestic travelers in 2024 who needed overnight accommodation, as well as spending growth by that segment of 16.4% that year.

Nearby provinces like Batangas and Cavite are thus becoming more attractive for leisure investment, it said, noting that the two provinces ranked second and seventh respectively in the top 10 domestic destinations for overnight travelers.

In response, developers are

increasingly “cornering demand outside Metro Manila” by launching leisure-oriented projects that cater to the preferences of domestic tourists.

Notable projects in the pipeline for Batangas include Landco Pacific Corp.’s Amara en Terrazas de Punta Fuego and Spinnaker at Club Laiya; DMCI Holdings, Inc.’s Solmera Coast; and SM Prime Holdings, Inc.’s Pico Terraces.

Cavite’s lineup of leisure-oriented developments include Vista Land & Lifescapes, Inc.’s Pinevale and Alpine Villas; SM Prime Holdings, Inc.’s Horizon Terraces; and Filinvest Development Corp.’s Fora Condo-tel. — **Juliana Chloe A. Gonzales**

FULL STORY



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PHL outlook remains favorable despite scaled-back growth

THE Department of Economy, Planning, and Development (DEPDev) said the medium-term economic outlook remains favorable despite lower growth assumptions, citing resilient domestic demand and a growing services sector.

In a statement on Wednesday, DEPDev said the Philippines’ “sound macroeconomic fundamentals, resilient domestic demand, and growing services sector” have placed it in a stronger position than in previous decades despite risks weighing on the global outlook.

“Household consumption and the services sector remain longstanding pillars of Philippine growth and will continue to anchor the country’s development trajectory,” Economy Secretary Arsenio M. Balisacan said.

Mr. Balisacan said the medium-term outlook remains favorable even after the recalibration

of growth projections to reflect prevailing domestic and global conditions.

Malacañang earlier said that the Development Budget Coordination Committee had adjusted its macroeconomic assumptions, although the updated figures have yet to be released.

Mr. Balisacan said the challenge remains restoring growth and ensuring that it remains inclusive, employment-generating and resilient to future shocks.

DEPDev said the three key priorities are adopting a whole-of-government approach to mitigating external risks and containing inflationary pressures; accelerating the implementation of high-impact infrastructure projects; and restoring public trust and sustaining investor confidence.

To sustain long-term growth, officials also underscored the need to capitalize on the demo-

graphic dividend through investment in education, human capital and social protection.

“Demographics create possibilities, not guarantees. A young population becomes a true advantage only when it is healthy, educated, productive, and connected to opportunity,” said Mr. Balisacan.

The Commission on Population and Development (CPD) said the Philippines has until 2040 to implement reforms needed to maximize its demographic dividend.

“So we have 14 years, which is not long, but still workable because usually education reforms take time,” CPD Executive Director Lisa Grace S. Bersales told reporters on the sidelines of a Philippine Institute for Development Studies forum on Wednesday.

“If you start working on reforms now, then we have this new cohort of children going into the

workforce eventually with better skills and preparation,” she added.

The findings of the 15-year Longitudinal Cohort Study on the Filipino Child indicate that one in four 18-year-olds falls behind in school because of delayed entry, grade repetition or interrupted schooling.

Ms. Bersales warned that failing to address these issues could undermine the country’s ability to benefit from its demographic dividend.

“If our youth transition to working age, we have 25% of them who will not get good employment. They will remain in elementary occupations,” she said.

To address these challenges, Philippine Institute for Development Studies President Philip Arnold P. Tũaño said social protection programs need to be strengthened and better coordinated. — **Justine Irish D. Tabile**

SM Prime says Balea Suites turnover set for Q4 2027

SM PRIME HOLDINGS, Inc.’s leisure residential arm said it is on track to turn over Balea Suites, the second residential tower in its P3-billion Pico Terraces development in Batangas, by the fourth quarter of 2027.

“Market reception for Balea Suites has been strong, with most units already taken up. The distinct seaside setting, exclusivity, and amenities of Hamilo Coast make the project a compelling option for discerning buyers,” Costa del Hamilo, Inc. Senior Vice-President Imee G. Francisco said in a disclosure on Wednesday.

Balea Suites is the second tower of the Pico Terraces development within the 5,900-hectare Hamilo Coast estate

in Nasugbu, Batangas. The project will comprise five residential buildings, with the first tower, Ardea Suites, launched in 2023.

Both Balea Suites and Ardea Suites were topped off in April 2025.

SM Leisure Resort and Residences said the 2.3-hectare Pico Terraces development has attracted millennial and Generation X buyers from southern Metro Manila and nearby urban centers seeking second homes in low-density coastal communities.

“Buyers are responding to Pico Terraces because it offers an accessible entry point into elevated, nature-inspired living. Pico de Loro’s sea-and-mountain setting gives the project a distinct sense

of place that is difficult to replicate,” Ms. Francisco said.

The development will offer residents access to amenities including a 500-square-meter cascading pool, indoor and outdoor fitness facilities, a clubhouse, and landscaped open spaces. Unit owners will also receive bundled club shares that provide access to Pico de Loro Beach and Country Club.

Pico Terraces will have 211 residential units across five towers, consisting of one-, two-, and three-bedroom units ranging from 46 square meters to 89 square meters.

SM Prime reported a first-quarter attributable net income of P11.66 bil-

lion, up marginally from P11.65 billion a year earlier, on revenues that rose 2% to P33.3 billion.

The mall segment remained the company’s largest revenue contributor, generating P20.4 billion or 61% of total revenues. Real estate sales declined 16% to P7.8 billion due to cancellations and slower revenue recognition, although the company said leisure residential sales partially offset weaker performance in its core residential business.

As of March, SM Prime’s total assets stood at P1.1 trillion, while capital expenditures declined 9% to P15.5 billion from P17.1 billion a year earlier. — **Juliana Chloe A. Gonzales**

Ayala Corp. boosts ALI stake

LISTED conglomerate Ayala Corp. increased its stake in Ayala Land, Inc. (ALI) after acquiring 35 million common shares worth about P457.6 million, a move analysts said signals confidence in the property developer’s long-term prospects.

In a regulatory filing on Wednesday, Ayala Corp. said it purchased the shares at P13.10 and P13.04 apiece.

The transaction raised Ayala Corp.’s ownership in ALI to 53.58% from 53.15% as of end-March.

Toby Allan C. Arce, head of sales trading at Globalinks Securities and Stocks, Inc., described the purchase as a meaningful show of support by the parent company for one of its key subsidiaries.

“Parent-company purchases are often interpreted by the market as a signal of confidence in the subsidiary’s long-term value and growth prospects,” he said in a Viber message.

He said the transaction may indicate that Ayala Corp. sees ALI’s market valuation as not fully reflecting its assets and earnings potential, particularly at a time when many Philippine equities continue to trade at discounts.

He added that the purchase could help bolster investor senti-

ment toward ALI, whose businesses span residential developments, commercial leasing, shopping malls, offices, industrial estates, hotels, and mixed-use projects.

Philstocks Financial, Inc. Research Manager Japhet Louis O. Tantiangco said Ayala Corp. may be taking advantage of what it sees as an attractive valuation.

“Ayala Corp. could be taking advantage of Ayala Land’s market price right now, which is considered to be at bargain levels,” he said in a separate Viber message.

DragonFi Securities equity research analyst Jarrod Leighton M. Tin likewise said the acquisition suggests management views the stock as undervalued.

“Ayala Corp.’s purchase of 35 million Ayala Land shares at an average of P13.07 reflects management’s view that the stock is trading well below its intrinsic value,” he said.

“The move reads as a vote of confidence in ALI’s longer-term prospects, even as the company contends with near-term challenges and sector headwinds,” he added.

Ayala Land shares rose 4.92% or 64 centavos to close at P13.64 apiece on Wednesday, while Ayala Corp. gained 0.05% to P399.80 each. — **Alexandria Grace C. Magno**

PLDT Home, Meralco partner on broadband, solar solutions

PLDT Inc., through its residential broadband unit PLDT Home, has partnered with Manila Electric Co. (Meralco) and its solar energy arm MSpectrum, Inc. to offer bundled broadband and solar energy solutions to households.

In a statement on Wednesday, PLDT said the partnership aims to support the country’s digitalization and sustainability efforts by combining internet connectivity with renewable energy solutions.

Under the agreement, PLDT Home subscribers will gain access to MSpectrum’s solar offerings, which include flexible payment options and end-to-end services covering system design, permitting, installation, maintenance, and after-sales support.

MSpectrum offers solar panels, inverters, and battery systems tailored to a household’s roof size, energy consumption, and long-term energy requirements.

The partnership follows PLDT Home’s earlier announcement that it was exploring tie-ups with solar and energy companies to provide customers with integrated internet and renewable energy solutions.

“One of the priorities that I have set across our organizations is to work together to create innovations that deliver greater value and meaningful impact for Filipinos,” PLDT and Meralco Chairman Manuel V. Pangilinan said. — **Ashley Erika O. Jose**

Maya joins THINKaMuna anti-scam drive

MAYA has joined THINKaMuna Pilipinas, the media and information literacy advocacy launched by MediaQuest Holdings, Inc., to help strengthen efforts against online scams and promote safer digital engagement among Filipinos.

In a statement on Wednesday, MediaQuest said the partnership will focus on developing educational content and community-based programs on scam awareness, fraud prevention, and responsible use of digital platforms.

The collaboration comes as more Filipinos adopt digital financial services, increasing the need for digital literacy and online safety, the company said.

“Partnering with Maya allows us to extend the THINKaMuna philosophy directly to millions of Filipinos who need to be protected from financial scams,” MediaQuest Holdings President and Chief Executive Officer Victorico “Ricky” Vargas said.

Maya Chief Executive Officer and Founder Orlando B. Vea said financial education must go hand in hand with media and information literacy as digital finance adoption continues to grow.

Launched in 2024, THINKaMuna Pilipinas encourages Filipinos to verify information and think critically before



(L-R): Charles Lejano, MediaQuest corporate affairs and communications head; Christopher Lizo, MediaQuest chief financial officer; Ricky Vargas, MediaQuest president and chief executive officer; Orlando Vea, Maya chief executive officer-founder and Maya Bank co-founder; and Kristoffer Rada, Maya corporate affairs head.

acting online. The advocacy has partnered with organizations such as the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Public Relations Society of the Philippines, and the International Association of Business Communicators.

THINKaMuna Pilipinas is supported by companies within the MVP Group, including MediaQuest Holdings, Inc., TV5 Network, Inc., Signal TV, Inc., The Philippine STAR, BusinessWorld Publishing Corp., PLDT Inc., Smart Communications, Inc., and Maya. — **ALB**

AC Health brings Taisho products to PHL

AYALA Healthcare Holdings Inc. (AC Health), through its pharmaceutical arm AC Health Pharma, has entered into a partnership with Japan-based Taisho Pharmaceuticals to distribute healthcare solutions in the Philippines.

Under the agreement, AC Health Pharma will carry Taisho products across its network of pharmacies, clinics, medical centers, and hospitals in the country.

AC Health said the partnership is part of its efforts to expand access to medicines and consumer healthcare products.

“We look forward to bringing high quality and innovative Japanese products across AC Health’s growing network of over 900 pharmacies, 300 corporate

clinics, 17 multi-specialty centers and 7 hospitals,” AC Health Pharma President and Chief Executive Officer Yet Abarca said in a statement on Wednesday.

Taisho Pharmaceuticals, founded in 1912, produces a range of over-the-counter medicines and health products, including Tempra, Flanax, Bonamine, Vivalyte, Biofermin, Luseco, and Locoa.

“This collaboration reflects Taisho’s long-term commitment to the Philippine market, our strong confidence in AC Health and AC Health Pharma, and our shared vision of helping more Filipinos live healthier and better lives through greater access to world-class healthcare products, services, and innovations from Japan,” Taisho Pharmaceuticals Phil-

ippines, Inc. President Jiang Peng said.

The deal adds to AC Health’s existing collaborations with Japanese healthcare firms, including its pharmacy concept developed with Japan’s Sugi Pharmacy.

AC Health is the healthcare subsidiary of listed conglomerate Ayala Corp. Its portfolio includes generic retail pharmacy chain Generika Drugstore; pharmaceutical importer and distributor IE Medica and MedEthix; Healthway Medical Network, which operates multi-specialty clinics, ambulatory centers, and full-service hospitals; and retail pharmacy chain St. Joseph Drug.

Ayala Corp. shares rose 0.05% to close at P399.80 apiece on Wednesday. — **Alexandria Grace C. Magno**

Career Opportunity in SALMON BANK (RURAL BANK), INC

COLLECTION STRATEGY HEAD
(1 Vacancy)

JOB DESCRIPTION:
Lead the end-to-end development of data-driven collections strategies, from design and experimentation through full-scale implementation, while building and enhancing AI-assisted repayment and behavioral models to predict delinquency patterns and optimize recovery pathways. Oversee portfolio-level loss forecasting and performance analytics to support strategic planning and capital allocation, develop A/B testing frameworks, and foster a culture of evidence-based decision-making. Collaborate closely with Risk, Product, and Operations teams to align collections policies with the overall credit lifecycle management framework.

QUALIFICATIONS:

- Over 10 years of progressive experience in debt collection analytics and strategy, with at least 4 years in a leadership role.
- Proven expertise in collections optimization, performance analytics, and process control in large financial institutions (e.g., Tinkoff Bank JSC).
- Demonstrated ability to design and lead A/B testing, implement new strategies, and manage end-to-end data-driven initiatives.
- Strong technical proficiency in SQL, SAS, Tableau, MS Excel, SAP BI, and modern analytics tools such as Zeppelin.
- Hands-on experience in report automation, metric monitoring, and ad-hoc analytical support for senior management.

CONSTRUCTION PROJECT MANAGER
(1 Vacancy)

JOB DESCRIPTION:
Lead project planning activities by developing detailed project plans, managing budgets, and overseeing cost control measures to ensure successful project delivery. Administer contracts by negotiating and coordinating with subcontractors and suppliers while ensuring compliance with contractual obligations. Maintain quality control standards by ensuring that all project deliverables meet agreed-upon specifications and requirements. Additionally, identify, assess, and mitigate potential risks throughout the project lifecycle to support efficient execution and achieve project objectives.

QUALIFICATIONS:

- Education: A Bachelor’s degree in Construction Management, Civil Engineering, Architecture, or a related field.
- Experience: Several years of industry experience as a construction manager or in a supervisory role.

DATA ANALYST
(1 Vacancy)

JOB DESCRIPTION:
Design, document, and implement the full lifecycle of the field collection process while building and maintaining dashboards and reports to monitor collection progress, data accuracy, and key performance metrics. Conduct root-cause analysis and testing to identify operational bottlenecks, evaluate process effectiveness, and drive continuous improvement initiatives to enhance overall collections performance and efficiency.

QUALIFICATIONS:

- Proven experience in collection processes (or operations/analytical roles as a plan b).
- Strong proficiency in SQL, or python, or similar tools (ability to analyze and manipulate data).
- Excellent communication skills for cross-team collaboration, reporting.

HEAD OF PAYMENT AND TRANSFERS
(1 Vacancy)

JOB DESCRIPTION:
Develop and implement a comprehensive payments and transfers strategy aligned with organizational goals while overseeing the daily operations of payment processing and fund transfer systems to ensure accuracy, efficiency, and reliability. Lead, mentor, and manage the payments team to foster high performance and professional development. Collaborate closely with technology teams to enhance and scale payment platforms through secure and innovative solutions. Ensure compliance with all applicable financial regulations, industry standards, and internal policies, while maintaining strong relationships with banks, payment processors, and regulatory authorities. Analyze payment data and market trends to identify opportunities for cost optimization and process improvement, drive initiatives that enhance customer experience by reducing transaction times and minimizing errors, and oversee risk assessment and mitigation strategies related to payments and fund transfers.

QUALIFICATIONS:

- Bachelor’s degree in Finance, Business Administration, or a related field.
- Minimum of 7 years of experience in payments, transfers, or financial operations.
- In-depth knowledge of payment processing systems, networks, and regulatory requirements.
- Strong understanding of emerging payment technologies.
- Proven track record of managing cross-functional teams and complex projects successfully.
- Excellent analytical, problem-solving, and decision-making skills.
- Exceptional communication and interpersonal skills with the ability to influence stakeholders at all levels.
- Experience working with financial institutions, regulatory agencies, and external partners.
- Ability to thrive in a fast-paced, dynamic environment and drive continuous improvement.

APPLICATIONS MAY BE SENT TO:
J.alban@salmon.group

Company/ Employer	Name of foreign national intending to apply for the position
	Name: IGOR ZHIUKOV (Collection Strategy Head) Address: Taguig City Nationality: Russian Intended period of employment: Three (3) years
Company Name: Salmon Bank (Rural Bank), Inc	Name: MEHMET HAKAN CIMEN (Construction Project Manager) Address: Taguig City Nationality: Turkish Intended period of employment: Three (3) years
Company Address: 6th Floor/Neo Building 3rd Avenue Corner 26th Street Bonifacio Global City, Fort Bonifacio, City of Taguig	Name: IVAN GRAZHDAN (Data Analyst) Address: Taguig City Nationality: Russian Intended period of employment: Three (3) years
Nature of Business: Banking/Financial Institutions	Name: MIKHAIL NOVIKOV (Head of Payment and Transfers) Address: Taguig City Nationality: Russian Intended period of employment: Three (3) years

SALMON BANK (RURAL BANK), INC., hereby declares that the above named foreign national is able, willing and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment – National Capital Region located at 967 Maligaya Street, Malate, Manila