

FROM GRAVEL TO GREATNESS / CELEBRATING 40 YEARS OF THE M.B. VILLAR GROUP OF COMPANIES

FROM
GRAVEL
TO
GREATNESS

CELEBRATING 40 YEARS OF THE M.B. VILLAR GROUP OF COMPANIES

FROM
GRAVEL
TO
GREATNESS

CELEBRATING 40 YEARS OF THE M.B. VILLAR GROUP OF COMPANIES

Publisher
Dentsu Jayme Syfu

4/F, United Life Building,
837 A. Arnaiz Avenue,
Legaspi Village, Makati City, 1229
Philippines
Tel: (632) 652 7800

www.dentsujaymesyfu.com

TABLE OF CONTENTS

CHAPTER ONE	6
THE BOY FROM TONDO TO THE MAN IN FORBES	
CHAPTER TWO	27
FROM BUILDING BLOCKS TO CITY BLOCKS	
CHAPTER THREE	153
FROM SACKS TO SUCCESS	
CHAPTER FOUR	223
FROM COAL TO DIAMOND	
CHAPTER FIVE	243
FROM HERE...	

CHAPTER ONE

THE BOY FROM TONDO TO THE MAN IN FORBES



MANNY B. VILLAR IS A SIMPLE MAN FROM TONDO. WITH HARD WORK, AMBITION AND DEDICATION, HE BUILT AN EMPIRE THAT LANDED HIM INTO FORBES PHILIPPINES' RICH LIST. EVEN WITH THIS RECOGNITION, HE STILL MAINTAINS HIS SIMPLE NATURE, PERSONALLY ADDRESSING AND HANDLING THE DAY-TO-DAY AFFAIRS AND STAYING ON TOP OF HIS BUSINESSES.

"I think you only dream within your universe," says Manny. And as a child, his universe was the wet market of Divisoria. Manny was the second of nine children. His father was a government employee and his mother was a fish vendor. Back then, all he ever wanted was to own a fishing boat so he could also supply to other vendors. Even at the young age of seven, he was up at midnight with his mother, Curita, waiting for the haul of local fishing boats. At five in the morning, he and his mother would go to the wet market to sell fish and shrimps until mid-morning. Afterwards, Manny would take a nap before going to school. Though life was difficult, Manny never felt that way. It was simply how life was.





**“I had classmates
who were sons and
daughters of
politicians, doctors,
and businessmen
whose dreams were
bigger than mine.”**



**“I felt that maybe
it was possible for
someone like me
to aim higher and
dream bigger, too.”**

His perspective changed when he entered the University of the Philippines (UP). His experiences with people from all walks of life opened his eyes and expanded his universe. “I had classmates who were sons and daughters of politicians, doctors, and businessmen whose dreams were bigger than mine,” Manny recalls. “I thought that if they had those kinds of ambitions and I was just like them, studying the same things in the same school, I was their equal...I felt that maybe it was possible for someone like me to aim higher and dream bigger, too.”



Once his entrepreneurial spirit was ignited, he never stopped dreaming and turning those dreams into reality. A bachelor's degree in Business Administration equipped him with the tools and a strengthened resolve to go into business.

After a few months as an auditor at Sycip, Gorres, Velayo & Co., he earned enough capital to establish his first business of delivering seafood in Makati.

During this time, he was also pursuing a Masters in Business Administration at UP. Like all businesses, it was vulnerable to risks. One of his biggest clients defaulted on his debt. Rather than being defeated, Manny quickly resolved this situation by renegotiating with his client to restructure his debt so Manny could sell discounted meal tickets to office workers in exchange for receivables. This failure was his ticket to future success.

Soon after, he worked as a financial analyst for the Private Development Corporation of the Philippines offering World Bank loans. Unfazed by the first unsuccessful attempt in business, he saved enough capital, quit his job, and availed of a loan to put up a business for the second time. Armed with P10,000 and his determination to succeed, he purchased two reconditioned trucks and started a gravel and sand delivery business. At the time, he serviced construction firms building residential compounds and subdivisions in Las Piñas. He quickly absorbed the nature of home building and repositioned his business as a provider of homes rather than just a supplier of gravel and sand.

Camella Homes became the foundation on which Manny Villar built one of Asia's most successful land development companies.



THE VERY FIRST TRUCK FOR HIS GRAVEL AND SAND BUSINESS



CAMELLA HOMES CONSTRUCTION SITE CIRCA 1977

Though he began with building structures to provide shelter and a sense of ownership for most Filipinos, even the churches he built became a haven and gave a sense of spirituality to those around it.



THE SANCTUARIO DE SAN EZEKIEL MORENO IN LAS PIÑAS



Who would have imagined that this simple boy from Tondo would grow a business that is now one of the country's leading integrated property developers, catapulting him into the Forbes Philippines' Rich List? Yet, he did more than just imagine it. He accomplished it with hard work, dedication, and determination.

There is a lot to learn from his story. But there is even more to learn from the man himself.





MANNY AND HIS FAMILY (L-R: MANNY, CYNTHIA, PAOLO, CAMILLE, & MARK)

CHAPTER TWO
FROM BUILDING
BLOCKS
TO CITY
BLOCKS



MANNY'S CONSTRUCTION BUSINESS BEGAN WITH TWO TRUCKS HELPING OTHER DEVELOPERS. HE THEN VENTURED TO HOUSING DEVELOPMENT; THOSE HOMES MULTIPLIED AND FORMED THE DIFFERENT WELL-KNOWN VISTA LAND RESIDENTIAL COMMUNITIES AROUND THE COUNTRY. OVER THE YEARS, THE MBV GROUP HAS GROWN TO BUILD VARIOUS COMMUNITIES AND CITIES FILLED WITH HOMES, LIFESTYLE CENTERS, MEDICAL AND HEALTH CENTERS, SCHOOLS, SPORTS FACILITIES, OFFICES, AND HOTELS.



In 1975, Manny Villar took a leap of faith. With only two second-hand trucks, he began supplying gravel and sand to homebuilders in the Las Piñas area. Through his interactions with other homebuilders, he discovered a demand in the housing market, where he could provide the needed supply and start such venture with the right business acumen and proper resources. This landed him in a goldmine of opportunities.

CAMELLA

A desire to provide low-cost and affordable housing for all Filipinos, combined with his experience in business and homebuilding, emboldened him to secure a seven-year loan to finance his first project, Camella Homes Phases 1 and 2 in Las Piñas. This project sold 160 housing units, becoming a dominant entity in the affordable housing market segment. Camella Homes, which was established in 1977, became synonymous to quality, affordable homes.









CAMELLA DASMARIÑAS IN CAVITE





CAMELLA CRESTWOOD IN ANTIPOLO



COMMUNITIES PHILIPPINES

On seeing the sacrifices that many Overseas Filipinos (OFs) were making, on top of the struggle to build a home while they're away, Communities Philippines was established in 1991. The company offers Camella and Lessandra brands that sell low-cost, affordable, quality homes outside the Metro Manila area. It began by bringing these housing brands to the provinces with the aim of providing homes to the OF's families in their hometowns. What started in Cebu, Cagayan de Oro, and Pangasinan has expanded its footprint nationwide.





CAMELLA SORRENTO IN PAMPANGA

















LUMINA

Though homes are much more affordable, they are not always available for everyone. There are minimum wage earners who deserve an ideal and dignified living space, but can't afford to buy their own home. Vista Land advocates socialized housing with Lumina, the development touted as "Every Juan's Home."



CROWN ASIA

In 1995, Crown Asia was established for the upper middle-income housing segment. Each home is designed and built with exceptionally high standards and workmanship. Beyond quality, the beauty of the homes and the luxury of the communities in Crown Asia mark the ultimate reward for the residents' perseverance in their pursuit of success and excellence.















BRITTANY

Brittany is the luxury imprint of Vista Land, pioneering high-end developments in the Philippines since 1992. It was the first real estate to conceptualize and execute communities sophisticated in character, catering to a high-end market segment. Inspired by charming old cities around the world and built with modern design conveniences, Brittany creates dramatic landscapes for families that demand only the very best.

















VISTA RESIDENCES

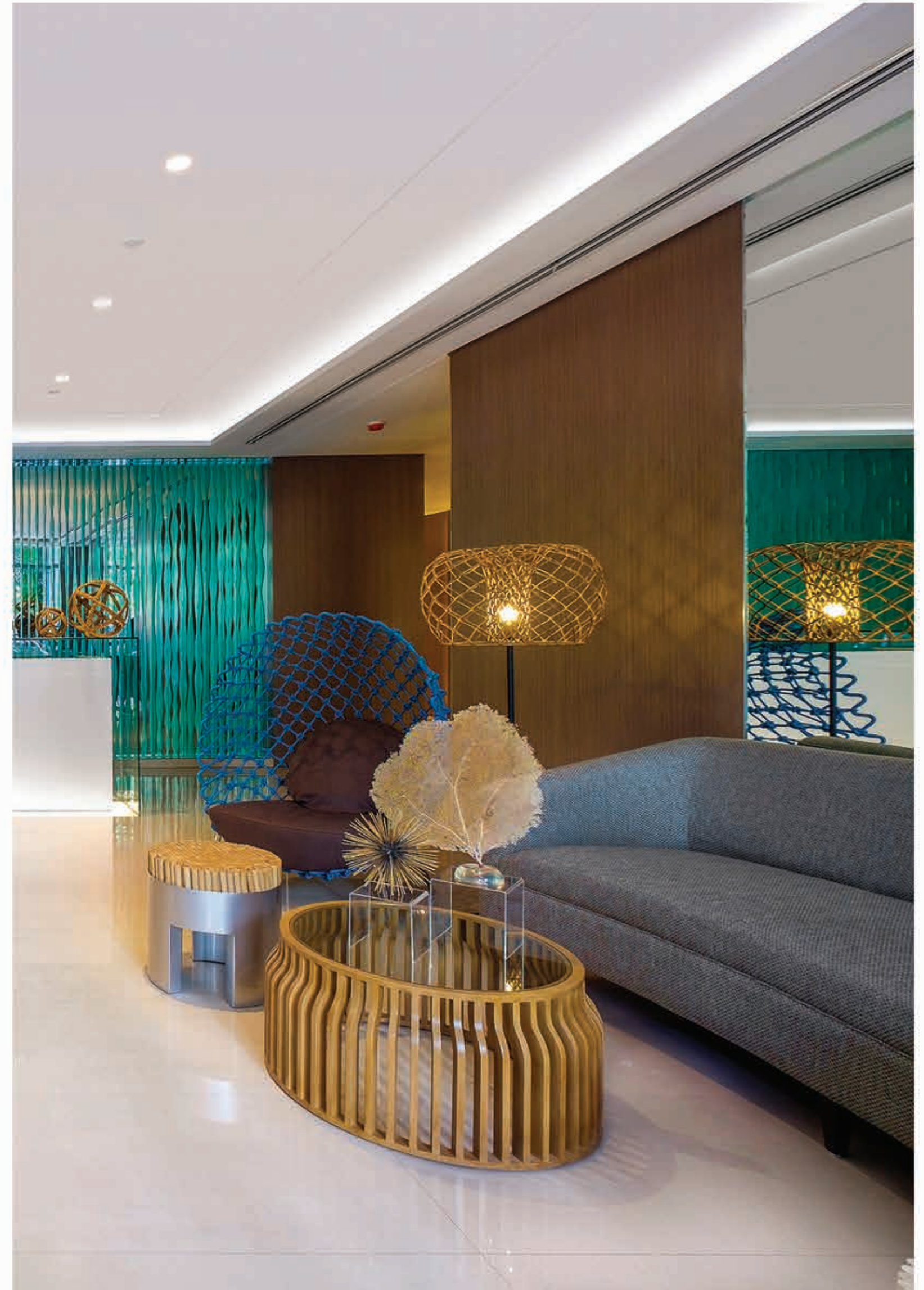
Vista Residences, the vertical development arm of Vista Land was established to build and manage preferred condominiums for the Global Filipinos in the most desired locations in the country.

The company has the knack for finding the most accessible and attractive locations in Metro Manila and in key provincial destinations. Its projects are strategically located within central business districts, near main transport hubs or in close proximity to premier schools and universities.













VISTA LAND & LIFESCAPES, INC.

Camella Homes, Communities Philippines, Crown Asia and Brittany consolidated to form Vista Land & Lifescapes, Inc. on 28 February 2007 and was listed in the Philippine Stock Exchange on 25 June 2007. To date, Vista Land, through its subsidiaries, has built over 300,000 housing units in 36 provinces and 97 cities and municipalities across the country undertaken by distinct brands, each servicing specific market segments – Brittany, Crown Asia, Camella Homes, and Vista Residences.

What Manny Villar started as a supplier of gravel and sand has grown and Vista Land established itself as the largest homebuilder in the Philippines to one of the leading integrated property developers with its acquisition of Starmalls, Inc. More than just homes, Vista Land develops masterplanned communities, coined as “Communities,” integrated urban developments combining themed residential developments, lifestyle, retail, prime office space, schools, healthcare, and leisure components.

But for a nation and community-builder like Manny Villar, homebuilding is not the end. It is just the beginning. His continuous work in integrated property development is proof that no matter how far he has come, he is always willing to go beyond.



VISTA MALLS

Vista Malls were developed to provide exceptional retail and leisure facilities for the residents of nearby Vista Land communities, as well as the general public. They carry a wide selection of retail options, from international brands to exclusive concept restaurants. They also provide guests with one-of-a-kind experiences through photogenic interiors and award-winning architecture. Anyone can enjoy world-class cinemas that use only the best and latest in theater technology, including the Philippines' first MX4D equipped movie theater.

Visiting the mall with family and friends is so deeply embedded in Filipino culture. That is why Vista Malls are dedicated to constantly raising the level of the Filipino “mall experience” with higher quality malls, a varied and dynamic mix of retailers, attractions and services, as well as structures inspired by international commercial hubs, in order to bring this unique experience to more Filipinos.



















STARMALLS

In 2015, Vista Land acquired Starmalls, Inc., a major developer, owner and operator of retail malls that target mass market retail consumers in the Philippines and also develops and operates Business Process Outsourcing (BPO) commercial centers. The move accelerated Vista Land's transformation into one of the country's leading integrated property developers. Starmalls has grown into a household name with locations spread all throughout Metro Manila and other key cities in the country. It caters to young adults, professionals and families, providing a fun and wholesome avenue for shopping, dining, recreation, and entertainment.

With keen business sense and practicality, the company chose strategic locations that would continue to benefit the communities in the surrounding area.







VISTA HUB

To match the increasing demand for office space and encourage higher employment, Vista Land launched Vista Hub, an office development brand with its flagship project located in the upscale Bonifacio Global City. It caters to the IT and BPO industry, as well as the expansion, consolidation, and relocation requirements of existing companies from Makati and other business districts. This signals Vista Land’s entry in the office building category as it aims to build more IT and BPO developments to increase employment opportunities.



VISTA HUB IN FORT BONIFACIO



UP ALABANG

Called by Chairman Manny Villar as the place where he “learned how to dream,” the University of the Philippines (UP) has entered into a partnership with Vista Land to build a new campus in Vista Alabang’s University Town.

The 5-hectare UP Alabang campus donated by the Villar Family is located at the heart of Metro South’s booming technology and manufacturing districts. It will be home to groundbreaking trans-disciplinary courses designed by UP, including undergraduate programs in Technopreneurship and Design Engineering, and post-graduate programs in Science and Engineering management. The UP-Vista Land partnership aims to give young Filipinos a chance to compete in the thriving international tech start-up scene, and teach new batches of UP students to dream as big as the generations of alumni did before them.



VITACARE

Manny Villar is currently developing health services for Vista Land communities. His first hospital will be located along Daang Hari, accessible to different communities in the Muntinlupa, Parañaque, Las Piñas, Cavite, and Laguna areas. It will be built at Vista Alabang in partnership with Vitacare Health Group and UNIMED, a group of skilled and well-known doctors and experienced, professional hospital managers. The planned hospital building structure and amenities (medical equipment, canteen, services) will be comparable to other first-class hospitals in the country. His vision of creating sustainable communities comes full circle with the integration of hospitals. The target is to build a hospital in every community developed by Vista Land.



PALAZZO VERDE

Going beyond developments for every day life, leisure and work, Vista Land saw an opportunity to create an extraordinary place for celebration. Palazzo Verde is impeccably planned and exquisitely rendered like sketches from a fantasy. It prides itself on lush indoor gardens and picturesque foliage unmatched by any other venue in the country. It is considered as one of the most sought after wedding venues in the country, popularized by its unique design, and amenities like no other. It has a chapel and a gazebo for wedding ceremonies.

There are five elegantly designed venues fit for grand occasions. Inspired by the Victorian era, the magical and elegant Palazzo Verde is the crowning jewel of the masterplanned communities. Once again, Vista Land transforms an ordinary expanse of land into an exquisite space and magnificent backdrop for any of life's most memorable and cherished moments.



BORACAY SANDS HOTEL

In 2015, Vista Land acquired Boracay Sands Hotel, a triple A beachfront hotel with a Mediterranean theme located in Station 3 of Boracay island. Catering to tourists from Korea, Taiwan, and Europe, to name a few, it is one of the most preferred hotels in its location.



BORACAY SANDS HOTEL IN BORACAY, AKLAN

BELLINI SUITES

In 2014, Bellini Suites opened in Sucat, Muntinlupa. A first of its kind, it is a condotel with the ambience of a resort, right in the middle of a bustling city. Located amidst the bright lights of the city along with the coziness of suburbia, it offers a beautiful view of Laguna de Bay with access to cafés, restaurants, salons and other everyday services.



MELLA HOTEL

Its name is inspired by Vista Land's flagship brand, Camella. The Mella Hotels are three to four-star hotel developments of approximately 144 rooms. The Mella Hotels are poised to disrupt and change the Philippine Hotel landscape with its planned rolled out in various key locations in the country.



It is a testament to how Manny Villar's passion for developing communities has been an instrument in improving the lives of Filipinos by providing them homes to comfortably live in, and communities where necessities are within reach. Indeed, he continues to focus on creating city blocks, called Communities, to elevate the standard of living of Filipinos in the country.



CHAPTER THREE

FROM SACKS TO SUCCESS

FROM SELLING SEAFOOD IN DIVISORIA TO SELLING FOOD STUBS, MANNY HAD A VERY EARLY START IN RETAIL AND COMMERCE. APPLYING HIS KNOWLEDGE, EXPERIENCE AND BUSINESS ACUMEN, HE WAS ABLE TO ENSURE THE GROWTH, DEVELOPMENT AND SUCCESS OF THE ALL GROUP.



Manny's education in retail and sales began in the wet markets of Divisoria. While learning his ABCs in Isabelo delos Reyes Elementary School, he was also learning about supply and demand by selling fish and shrimps every morning. He was his mother's part-time assistant, while also a full-time student. As part of his daily routine, he accompanied his mother in buying fish and shrimps at midnight, then selling them until mid-morning at the Divisoria Market. His afternoons were spent in class, and reviewing the lessons of the day. It was his education and broad experience that shaped his aspirations and led to his success. Even at a young age, he had aspired to greatness.

Establishing and growing his own business had always been his dream. And for a man who did not fear to dream bigger, this spelled the difference between owning a boat to sell fish, and owning a chain of stores and markets that sell everything.



ALLHOME

AllHome, a retail shop designed for homebuilders, was a byproduct of the years of home building expertise that the MB Villar Group amassed. Being prolific homebuilders themselves, having earned the trust of major suppliers, and with a profound understanding of the specific and special needs of homebuilders, the group established AllHome. It was built to cater to all your home building and improvement needs, from construction materials to furnishings. It provides an upgraded home depot shopping experience with a more extensive and diverse range of items and services under one roof.

AllHome believes in maximum engagement with customers. There are in-house building experts in all locations, ready to address any question, concern, or inquiry, as well as in-house interior decorators, always willing to lend a hand or conduct consultations.





All Home
One-stop shop for *your home*









ALL DAY

In 2008, Manny established Finds Convenience Store, which later became the highly popular All Day Convenience Store. Manny Villar’s entry in the convenience store format initiated his foray into bigger retail offerings such as the neighborhood store All Day Mart and the bigger All Day Supermarkets.

Following All Day Mart’s initial success in the Vista Land communities, particularly in providing for the everyday needs of the community’s residents, All Day began functioning on a larger scale. As an added convenience, they began providing relevant services such as bills payment for major utilities and service providers, automatic teller machines, and load for cellular phones.

To date, there are nearly 100 stores nationwide, and All Day continues to show robust potential for growth and expansion. The All Day group established places where families don’t just drop by, get what they need, then leave.

Instead, they serve as venues for friends to meet and parents to bring their kids – making grocery shopping an experience to look forward to.



GRAB. POP. GO.

SAVORY
SNACKS
... .. available
from morning
till night

ORDER HERE

PIZZA
PEDRICO'S

FRIED
CHICKEN

1PC FRIED CHICKEN
WITH RICE P59
2PC FRIED CHICKEN
WITH RICE P99

All Day Combo Deals



All Day Supermarket



All Day Supermarket

HEALTH & BEAUTY
HOME ESSENTIALS
FRESH PRODUCE
CHEESE & DELI
SEAFOOD, POULTRY, MEAT
DAIRY & BEVERAGES




ENTRANCE
DELI CHEESE



PRICE MATCH GUARANTEE
We'll match the price of any item in our store. If you find a lower price elsewhere, we'll match it. No exceptions. Just show us the proof and we'll do the rest.



Promotions of the month
Buy 1 UVA bottle
Buy 1 Premium California Red 2L
Buy 1 Tiger Beer
WINERY

All Day  Supermarket

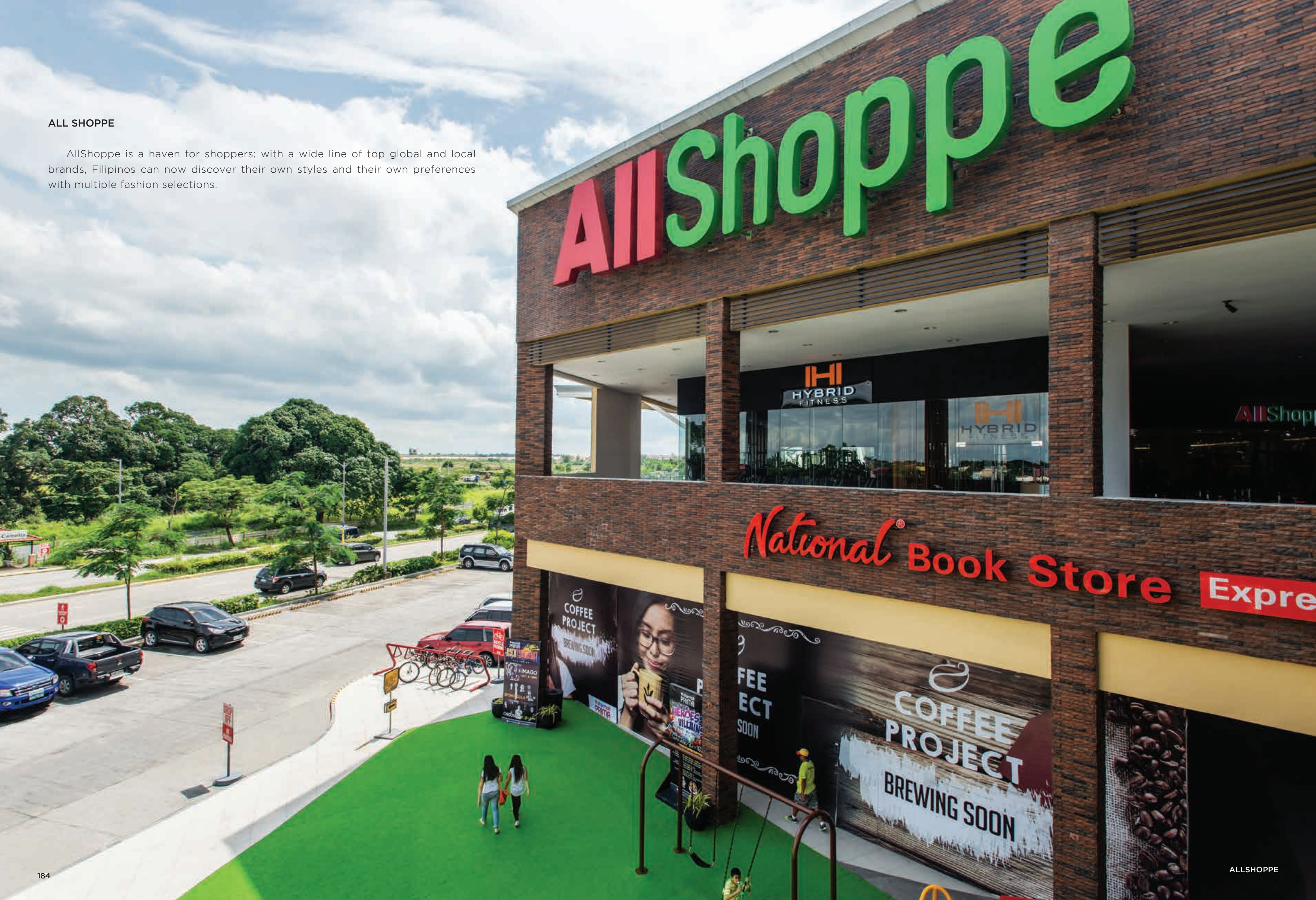






ALL SHOPPE

AllShoppe is a haven for shoppers; with a wide line of top global and local brands, Filipinos can now discover their own styles and their own preferences with multiple fashion selections.



AllShoppe



SHOES & BAGS



ALL TOYS

This is the group’s toy store, with its pioneer branch located in Vista Mall Taguig. With its bright, vibrant, and festive colors and decorations, All Toys is the perfect setting for fun, learning, and exploration for children.

A closer look inside shows a wide array of products, ranging from merchandise for infants and kids, to special edition collectibles for teenagers and adults. Like any good toy store should, All Toys is made not just for the young, but also for the young at heart.



ALL TOYS AT EVIA LIFESTYLE CENTER



ALL TOYS AT EVIA LIFESTYLE CENTER



ALL TOYS AT EVIA LIFESTYLE CENTER

All Toys



ALL TOYS IN VISTA MALL TAGUIG



ALL TOYS IN VISTA MALL TAGUIG

All Baby & Kids

ALL BABY AND KIDS

While AllHome and All Shoppe may provide everything you could want for your home and personal needs, All Baby & Kids caters to a different, much smaller market. Partnering with well-known and trusted brands, it offers a selection of high-quality products for babies, infants, and children. From the essentials, to clothes, toiletries, toys, and furniture, you'll find everything you need to keep the little ones comfortable and happy.



THE COFFEE PROJECT

Not one to rest on his laurels, Manny established The Coffee Project in 2014, a specialty coffee shop for the evolving tastes and lifestyles of Filipinos. It is an artisan specialty café that offers exceptional blends of espresso-based drinks, delicious food, and delightful experiences. It definitely provides a new and enriching experience for the palate. It is a collaborative project of the people running the store with the ultimate aim of satisfying customers with a reverential brew.





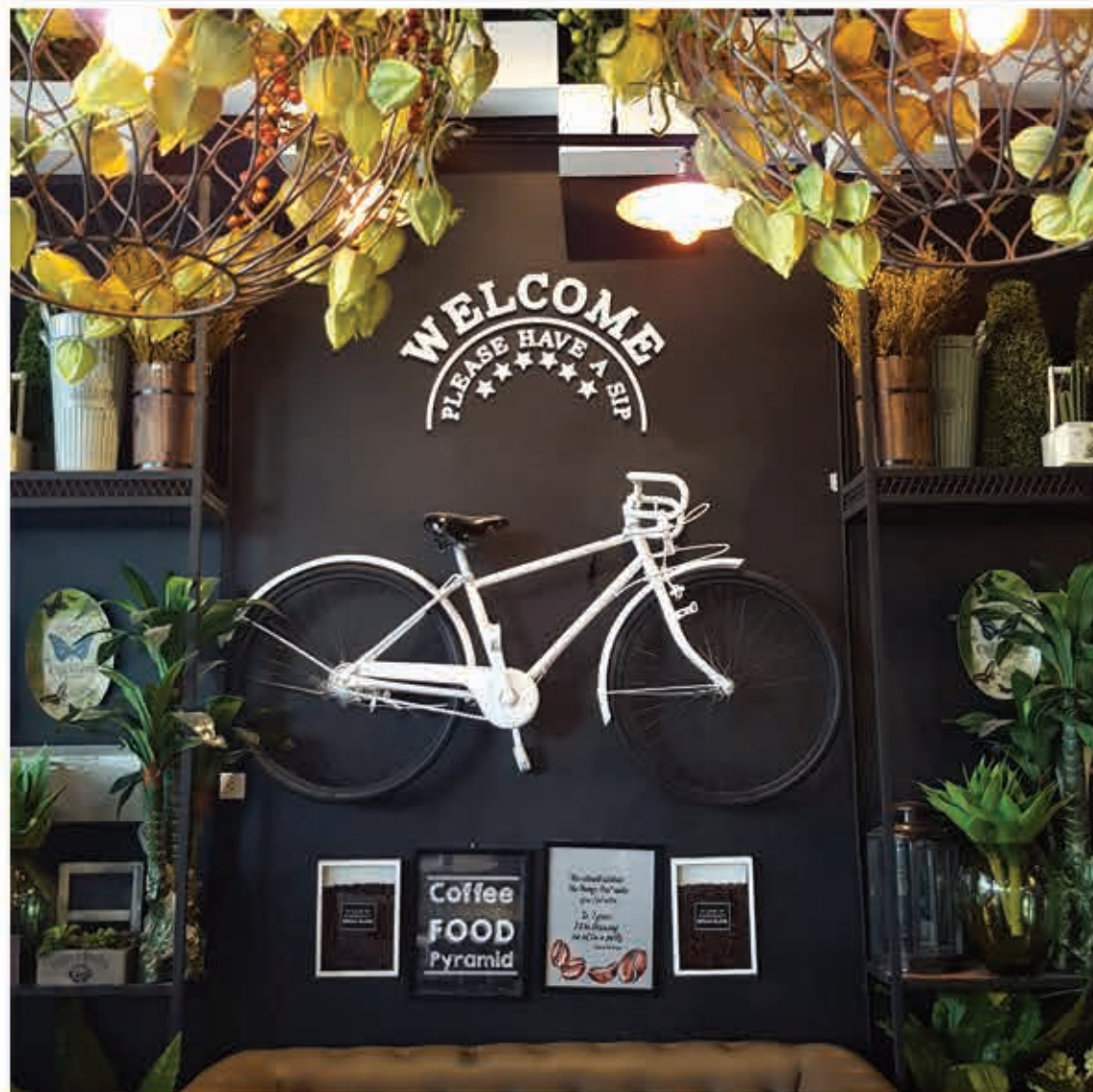
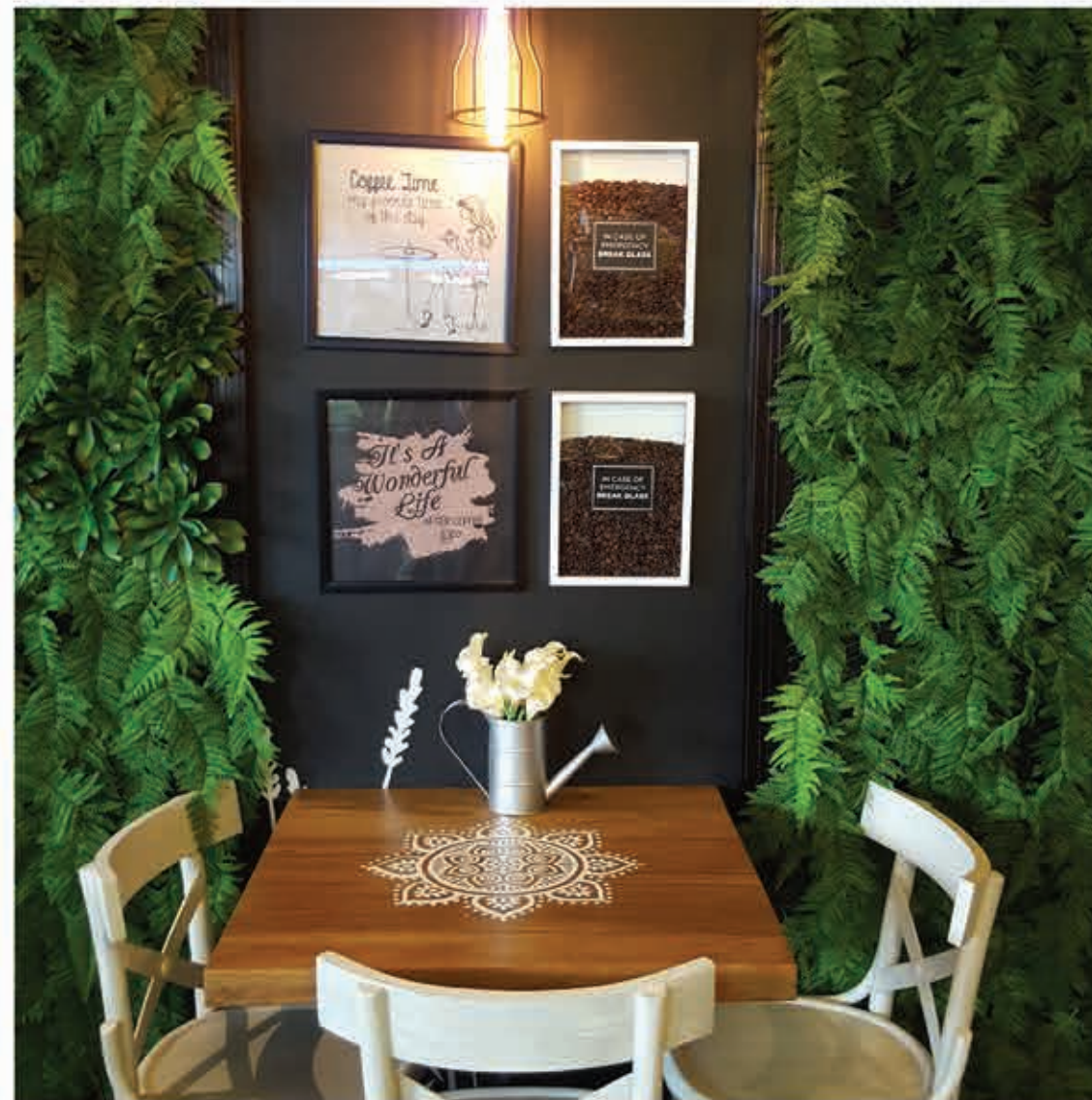


COFFEE PROJECT









Manny Villar's entry and triumph in these diverse industries demonstrate what a formidable character he is. Success runs through his veins, but he is the first to admit that things do not come easy. Like most entrepreneurs, it requires hard work, sacrifice, strategy and overcoming failure in order to achieve a set goal.

His resilience gave him the strength and ability to think through the struggles. Though he is now at the pinnacle of success, he never forgets that his journey began from selling fish and shrimps.



CHAPTER FOUR

FROM COAL TO DIAMOND



MANNY VILLAR HAS A KNACK FOR FINDING THE POTENTIAL IN DOWNTRODDEN OR
FLAILING BUSINESSES. HE SEES WHAT OTHERS CANNOT, AND USES THAT VISION
TO MAKE SOMETHING OUT OF NOTHING, OR OF TURNING BUSINESSES THAT MIGHT
OTHERWISE SEEM USELESS TO OTHERS, INTO SOMETHING VERY VALUABLE.



Manny Villar does not have the Midas Touch, nor does he have the Luck of the Irish. Learning business however he could, using the meager resources he had at his disposal, learning by failing, succeeding by trying...these were the variables to his success. His experiences as he journeyed from the wet markets of Divisoria to the boardroom gave him an eye for spotting opportunities no one else could. Luck had nothing to do with his ability to turn fledgling start-ups and non-performers into industry leaders. He is simply exceptional at finding the diamonds in the rough and polishing them to brilliance.

For Manny, there is no one formula for success. However, there are key ingredients. In all his work, there are two constants: *sipag at tiyaga* (hard work and perseverance).

GOLDEN HAVEN MEMORIAL PARK, INC.

An unpolished diamond beginning to reveal its brilliance is Golden Haven Memorial Park, Inc. (GHMPI). Established in 1982 to address the need of the growing communities in Las Piñas for well-maintained private memorial parks, the company has evolved from a private business to a publicly-listed company with nationwide presence.

Under the stock symbol HVN, GHMPI became the first company from the deathcare industry to be listed in the Philippine Stock Exchange (PSE) via a highly successful Initial Public Offering (IPO).

As of March 2016, the company has six memorial park projects covering a gross area of over 55 hectares spread across various parts of the Philippines, including the cities of Las Piñas and Cagayan de Oro and the provinces of Bulacan, Cebu, Iloilo, and Zamboanga.



Aside from the development and sale of memorial parks, GHMPI also develops, constructs, and operates columbarium facilities. The company currently has four columbaries in Las Piñas, Cebu, Cagayan de Oro, and Zamboanga, and is completing its first stand-alone facility - a 20,000 vault columbarium beneath the Santuario de San Ezekiel Moreno in Pulang Lupa, Las Piñas.






As a developer of uniquely designed, well-maintained, and ideally located memorial parks, GHMPI constantly ensures that each development has its own theme, complete with structures and landscaping inspired by either Mediterranean, Italian, American, or Asian architecture. Coupling innovative design with a regimented maintenance system, the company fulfills its promise of creating spaces that serve as a calming respite for visiting families, while being a fitting tribute to departed loved ones.







Business success is nothing new to Manny Villar, one of Asia's most successful tycoons, whose empire was built from practically nothing. Every time he starts a new enterprise, he is reminded of his own humble beginnings, especially on how *sipag at tiyaga* transformed his business from coal into diamond.

CHAPTER FIVE

FROM HERE...



WE WILL END THIS CHAPTER WITH AN ELLIPSIS BECAUSE
THERE IS STILL SO MUCH MORE THAT THE M.B. VILLAR
GROUP CAN DO AND STILL SO MANY PLACES IT CAN GO.





The future shows MB Villar Group expanding into total hospitality and leisure, making life better for Filipinos who have already trusted them to build their homes. Homebuilding will remain the core of its business, but they will explore other ways to make life more convenient, comfortable, and enjoyable.

Manny Villar has come a long way from his humble beginnings. If asked, he himself would never have guessed the amazing trajectory his life has taken. However, as much as things have grown and changed, one thing remains: his core belief in *sipag at tiyaga*.

With *sipag at tiyaga*, he built and created synergy among all his businesses - from retail, land development, and other services.

With *sipag at tiyaga*, he continues to build harmonious Communities that will define the new standard of living in the country.

If what you sow is what you reap, then the future of Manny Villar and his companies promises to be very bright. We look forward to witnessing the next chapters of his story unfold.