



January 2, 2019

PHILIPPINE STOCK EXCHANGE, INC.
Disclosure Department
PSE Tower, 5th Avenue corner 28th Street
Bonifacio Global City, Taguig City

Attention: MS. JANET A. ENCARNACION
Head, Disclosure Department

MS. HANNAH ABIGAIL DE GUZMAN
Specialist, Disclosure Department

Gentlemen:

The consolidated sales of products and services of Boulevard Holdings, Inc. for the month ended November 30, 2018 and six months ended November 30, 2018 as compared to same period last year are shown below:

Period Covered	2018	2017	% Decrease
For the month ended November 30,	₱5,856,969	₱9,138,584	35.9%*
For the six months ended November 30	18,681,938	38,905,357	52.%*

*decrease in sales mainly due to six (6) months closure of Boracay, Malay, Aklan for rehabilitation effective April 26, 2018 and Friday's Holdings, Inc., which owns and operates Friday's Boracay Beach Resort is one of the companies affected by the order of the National Government. **Friday's Boracay Beach Resort restarted its hotel operations and hotel facilities on October 30, 2018.**

With the reopening to local and international tourists which started on October 26, 2018, Friday's Boracay Resort management and staff are excited to welcome their guests on a successful relaunch with our continued efforts to make resort experience more enjoyable to our guests around the world and to provide the best experience possible for our repeat and new guests.

Friday's Boracay Beach Resort hotel expectations in the reopening of Boracay Island:

- a) Friday's Resort hopes for a balance of "economic development and sustainability" on the world renowned resort island;
- b) Increase number of aggressive travel agents that have started marketing the beauty and hygienic island of Boracay will be valuable to Friday's Beach Resort and other

BOULEVARD HOLDINGS

INVESTMENTS, HOTELS, PROPERTY

1704 PEAK TOWER, 107 LEVISTE STREET, SALCEDO VILLAGE, MAKATI CITY, 1227 PHILIPPINES
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compliant hotels for the continuity of their business operations resulting in huge demands with less available rooms;

- c) The relaunch of resorts in Boracay in October to tourists will mean better Boracay experience and appreciate fully the beauty and hygiene of the rehabilitated island;
- d) The Company expects improved business and to reap the rewards back to the 1980 resorts environment that tourists have access to the beach front;
- e) Local government efforts for the environment rehabilitation of the island will encourage higher tourist arrivals; and
- f) Task force officials vowed strict enforcement of environmental laws once the establishments resume operation and will allow only compliant establishments to open their resorts businesses and facilities to ensure that our guests will get the world class service they deserve
- g) Task force officials vowed strict enforcement of environmental laws once the establishments resume operation, limiting 6,000 hotel rooms half the current saleable rooms for failing to comply with environmental and other regulations as well as limiting up to 50% of the tourists arrival of up to 40,000 beachgoers before its closure to unwind on its sands and swimming activities at any peak period to maintain the cleanliness and sanitation of a world class environment.

Very truly yours,

MAURO B. BADIOLA
Vice President-Finance and
Chief Corporate Information Officer

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