



October 23, 2023

PHILIPPINE STOCK EXCHANGE, INC.

Disclosure Department
PSE Tower, 5th Avenue corner 28th Street
Bonifacio Global City, Taguig City

Attention: **MS. ALEXANDRA D. TOM WONG**
Officer-In-Charge, Disclosure Department

Gentlemen:

We advise that on October 20, 2023, Friday's Holdings, Inc., a subsidiary of Boulevard Holdings, Inc., entered into a License Agreement with Radisson Hotels Asia Pacific Investments PTE. Ltd. to market the Friday's Boracay Beach Resort as a property under the "Radisson Collection" brand.

Radisson Hotels Asia Pacific Investments PTE. Ltd. is an international and dynamic hotel group with ten distinctive brands, more than 1,160 hotels in operation and under development in EMEA and APAC. Radisson Hotels Group is recognized as 4th Best Employer in the Travel & Leisure Industry by Forbes.

The Friday's Boracay Beach Resort is set to construct a new Friday's with 110 room keys more or less, 2 to 4 restaurants & bars, jungle gym, infinity pool with lap pool and a beach wedding pavilion. Friday's Boracay Beach Resort is expected to welcome our new and returning guests by 2026. Currently, there is an on-going demolition, and Friday's hasn't resumed its operations since March of 2020 due to COVID-19 Global Pandemic. Friday's Boracay is well known as it is perfectly positioned on Boracay's eye catching white beach and offers modern amenities with a natural charm of beach front setting making it one of the Philippines most sought-after vacation spot.

Friday's Boracay will be one of the first five-star hotels to be aided with an international hotel brand on white beach.

Truly Yours,

ODESSA LORA BODANIO

Head of Finance and
Chief Corporate Information Officer

BOULEVARD HOLDINGS
INVESTMENTS, HOTELS, PROPERTY

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