



CUBO® Company Profile

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Welcome to CUBO!

We make sustainable, affordable, and dignified housing available to more people by designing and manufacturing modular engineered bamboo house kits.

We're the first of our kind in the Philippines as we combine modular design, renewable materials, rapid manufacturing, rapid assembly, and local craftsmanship to create a housing solution for Filipinos, by Filipinos.



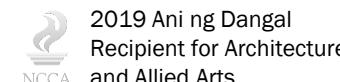
PRESS AND SPEAKING ENGAGEMENTS



AWARDS AND RECOGNITIONS



2018 RICS Cities for
Our Future Challenge
Grand Winner



2019 Ani ng Dangal
Recipient for Architecture
and Allied Arts



2019 Dangal ng Lipi
Recipient for Science
and Technology

At CUBO Modular, we see a world where everyone has access to sustainable, affordable and dignified housing—a world where everyone is safe from pollution, diseases, and crime inside a home they can call their own.

We see a world where everyone can say...“I’m home.”

With our patent-pending housing technology, we can make that a reality for more people while replenishing our world’s natural resources.



Earl Forlaes
Co-founder and CEO
CUBO Modular Inc.
Forbes 30 Under 30 Asia



Our Company

CUBO Modular Inc. is an SEC-registered manufacturer of modular engineered bamboo building panels in the Philippines. Our factory is located in Valenzuela City, Metro Manila.

We equip our clients with modular building capacity through our patent-pending CUBO® Modular System, the first and only engineered bamboo building platform in the world.

Our CEO, Earl Forlaes, is a Forbes 30 Under 30 Social Entrepreneur who strives to effect real change in how we house Filipinos. A graduate of Materials Science and Engineering and Chemistry in the Ateneo de Manila University, he developed the CUBO® Modular System through the Cities for Our Future Challenge by the Royal Institution of Chartered Surveyors.

In 2019, the National Commission for Culture and the Arts gave him the Ani ng Dangal Award for his contribution to Architecture and Allied Arts ([Link](#)). That same year, his home province of Bulacan gave him the Dangal ng Lipi ng Bulacan Award for Science and Technology ([Link](#)).

He had been invited to share the story of CUBO by global organizations including Fortune Magazine ([Link](#)), RBM Partnership to End Malaria ([Link](#)), and most recently, the Urban Land Institute ([Link](#)).

Led by vibrant leaders and closely advised by seasoned experts in the fields of real estate and construction, structural design, civil engineering, project management, and investment banking, CUBO Modular Inc. is a promising homegrown company poised to effect a housing revolution worldwide.







Our Team

MANAGEMENT



EARL FORALES Co-founder and CEO

Inspired by his childhood in his grandparents' bamboo house, Earl birthed the idea of CUBO as a response to the growing housing problem in Metro Manila. At 23, he was named a Forbes 30 Under 30 Social Entrepreneur in Asia. Having built a global network of potential partners and investors, he puts CUBO in the international scene and opens doors for growth and expansion. Earl holds degrees in Materials Science and Engineering and Chemistry from Ateneo de Manila University.



ZAHRA ZANJANI Co-founder and COO

Growing up exposed to the construction supply industry, Zahra brings years of leadership, managerial and sales experience to the team. As director in one of the biggest tile suppliers in the country, FC Floor Center, she regularly manages big teams and handles client affairs. These, together with her knowledge of local business processes, put her in the perfect position to run CUBO's operations. At 23, Zahra became a Forbes 30 Under 30 Social Entrepreneur in Asia. Zahra holds a degree in Management Economics from Ateneo de Manila University.



JACOB ECHAGUE Marketing

With an arsenal of graphic design, 3D modelling, and animation skills, Jacob is fully equipped to tell the story of CUBO to the world. He has taken on various roles through the years in the field of marketing and advertising. He owns and runs his own watch brand called Sierro. Recently, he was chosen to participate in a selective product design program in the United States. Jacob holds a degree in Communications Technology Management from Ateneo de Manila University.

BOARD OF ADVISORS



ERIC MANUEL

Eric is in charge of Investment & Asset Management for Philippines for ARCH Capital, an investment management firm operating across Asia. Before his current role, he was Head of Real Estate at Primeiro Partners, a financial advisory firm that provides independent strategic advisory services to leading companies. He is an active member and leader at Urban Land Institute Philippines. He teaches real estate classes in the Asian Institute of Management. Eric holds an MS in Local Economic Development from the London School of Economics.



JEAN JACQUELYN DE CASTRO

Jean is the Chief Executive Officer of ESCA Inc., a leading engineering firm in the Philippines that offers structural design, civil engineering, and project management services. She is a Certified BIM Manager by the Building and Construction Authority of Singapore and a Certified Program Manager under the Philippine Constructors Association. She is currently the Chair of Urban Land Institute Philippines. She is a licensed lawyer and experienced litigator with extensive construction arbitration and commercial litigation experience. Jean received her law degree from the University of the Philippines.



STEPHEN CUUNJIENG

Steve is the Chairman of Evercore Asia. Evercore is one of the fastest growing independent investment banking advisory firms in the world. Prior to Evercore, he was Vice Chairman for ASEAN in Macquarie Capital Advisers, and before that, he held Managing Director or Director positions in Asia for Merrill Lynch, Salomon Brothers, and Morgan Grenfell. He has handled transactions for numerous companies around the globe. Steve holds an M.B.A. from the Wharton School of the University of Pennsylvania.



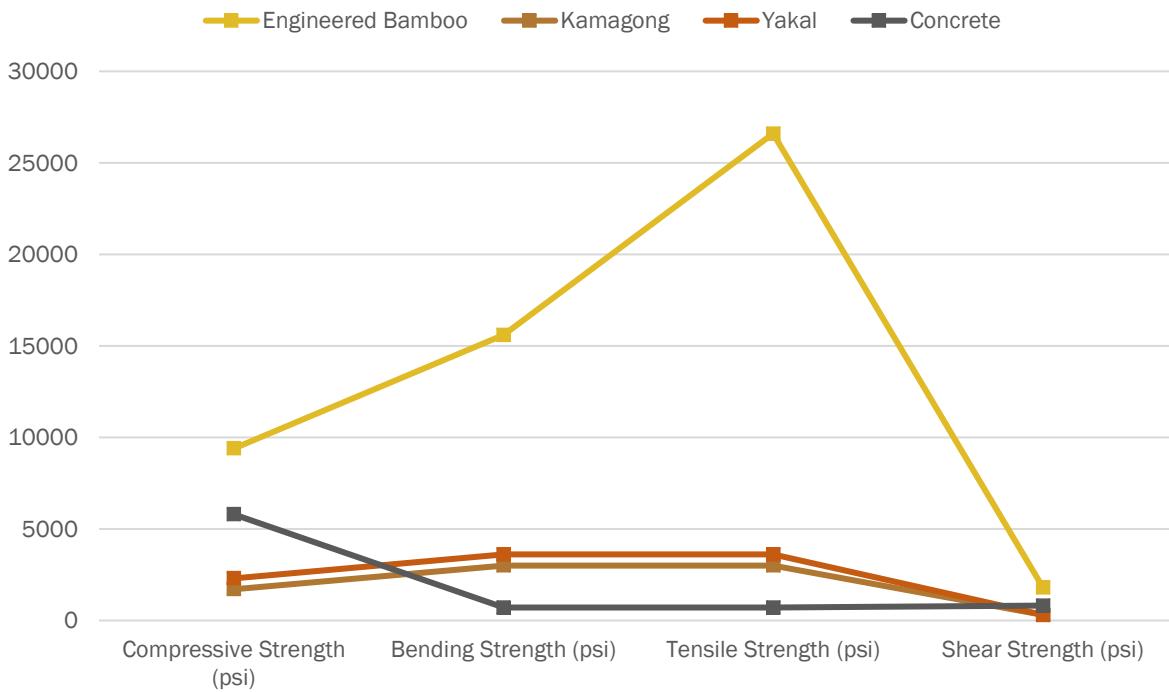


Our Solution

Our patent-pending CUBO® Modular System is the first and only engineered bamboo building platform in the world.

CUBO ENGINEERED BAMBOO

- ✓ Highly renewable resource: takes only 3 years for raw bamboo poles to grow for structural use
- ✓ Superior properties: has strengths up to 14x greater than concrete and local hardwood
- ✓ Energy-saving: minimizes energy required for cooling by being a natural heat insulator



Sources: Published engineering values; Structural Code of the Philippines; Sharma, Gato, Bock, Ramage (2015)



Designed for Manufacturing

We maintain a library of standard components that enable us to manufacture a 29 sq.m. home in a day.



Designed for Delivery

Our panelized components are designed to be flat-packed, so we can fit a 29 sq.m. home in a 20-ft container.



Designed for Assembly

Utilities are built-in and simple plug-and-play connections are used, so we can assemble a house in 4 hours.





Our Company Highlights



Grand winner in a global competition

Having seen first-hand the impact of the combination of overcrowding and poor-quality housing on our low-income communities in the Philippines, our CEO, Earl Forlales, took the opportunity to offer a solution through the Cities for Our Future Challenge by the Royal Institution of Chartered Surveyors and won the grand prize. ([Link](#))



Our Company Highlights

**PHILIPPINE
panorama**
SUNDAY MAGAZINE OF THE MANILA BULLETIN • FEBRUARY 17, 2019

THE REINVENTIONISTS

Dubbed a “Reinventionist”

For Manila Bulletin’s 120th anniversary, our CEO was featured along with prominent figures in Philippine business, government, and social sectors and were dubbed “The Reinventionists” for their respective contributions in their fields. ([Link](#))



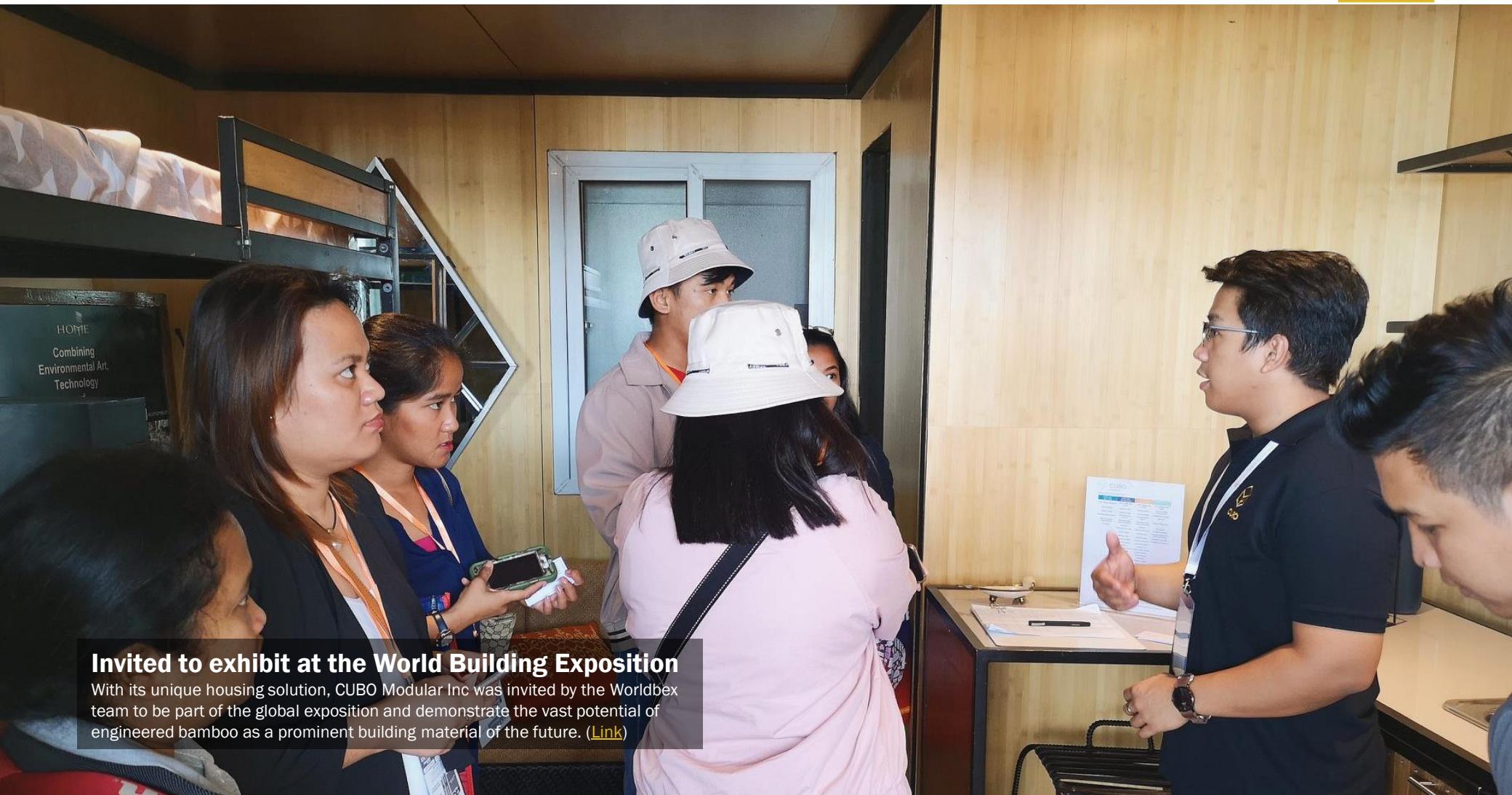
Our Company Highlights

Forbes 30 Under 30 in Asia

Our CEO and our COO, Zahra Halabisaz Zanjani, were recognized by Forbes Magazine as 30 Under 30 Social Entrepreneurs in Asia for their contribution in making dignified affordable housing available to more Filipinos. ([Link](#))



Our Company Highlights

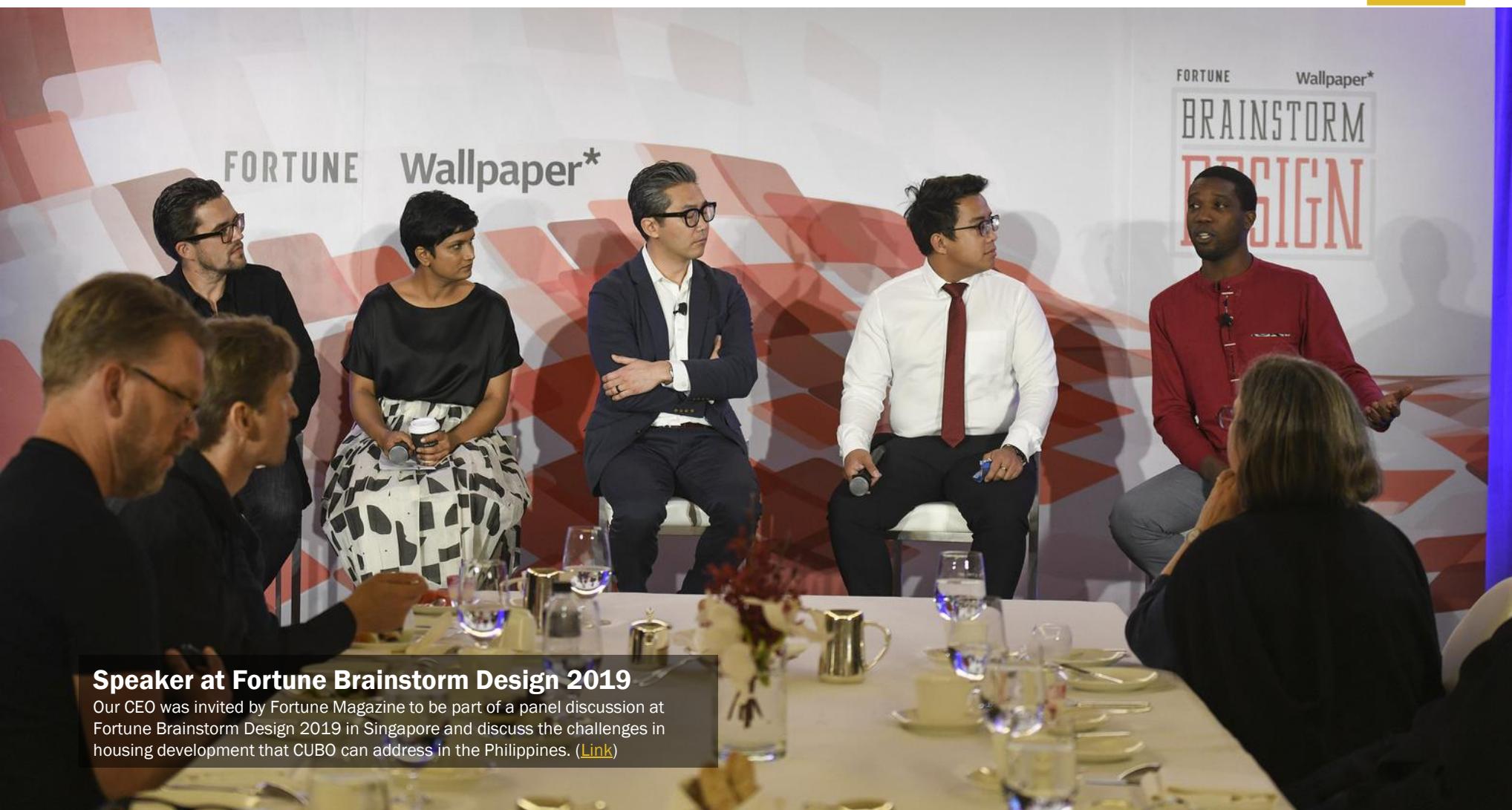


Invited to exhibit at the World Building Exposition

With its unique housing solution, CUBO Modular Inc was invited by the Worldbex team to be part of the global exposition and demonstrate the vast potential of engineered bamboo as a prominent building material of the future. ([Link](#))



Our Company Highlights



Speaker at Fortune Brainstorm Design 2019

Our CEO was invited by Fortune Magazine to be part of a panel discussion at Fortune Brainstorm Design 2019 in Singapore and discuss the challenges in housing development that CUBO can address in the Philippines. ([Link](#))

Our Company Highlights

The screenshot shows a news article on the RICS website. The header includes the RICS logo and navigation links for News & Insight, Upholding Professional Standards, Training and Events, Surveying profession, Products & Services, and Join RICS. The main content features a photo of Earl Patrick Forales smiling, with the caption "Earl Patrick Forales: bamboo housing pioneer". Below the photo is a text block: "Meet Earl Patrick Forales who won the 2018 Cities for our Future competition with an environmentally sustainable bamboo housing system that could improve the lives of millions of people living in slums." A smaller text block below reads: "When he was a child, Earl would visit his grandfather on his provincial farm in the Philippines and stay in a traditional bamboo dwelling. 'I loved going there. It is an essential part of the Filipino childhood experience.'"

Meet Earl Patrick Forales who won the 2018 Cities for our Future competition with an environmentally sustainable bamboo housing system that could improve the lives of millions of people living in slums.

When he was a child, Earl would visit his grandfather on his provincial farm in the Philippines and stay in a traditional bamboo dwelling. "I loved going there. It is an essential part of the Filipino childhood experience."

The 23-year-old's childhood memories are the inspiration for Cubo, his modular bamboo housing system that aims to provide an affordable and environmentally sustainable alternative to slum housing for poor workers in the sprawling capital city Manila.

Building with bamboo: a winning idea

Cities for our Future challenged for young professionals, business start-ups and students involved in surveying, urban design, architecture and engineering to devise practical solutions to tackle climate change, resource scarcity and rapid urbanisation.

Recognized around the world

Our innovative design made worldwide news and was recognized as the housing design of the future and a potential solution to the global housing crisis by various organizations and media channels including the World Economic Forum ([Link](#)), BBC ([Link](#)), RICS ([Link](#)), The Guardian ([Link](#)), INBAR ([Link](#)), Forbes Magazine ([Link](#)), Fortune Magazine ([Link](#)), and more.

The screenshot shows a BBC News article titled "Low-cost 'four-hour' bamboo house wins top prize". The article is dated 22 November 2018. The BBC navigation bar includes Sign in, News, Sport, Reel, and a yellow search icon. Below the navigation are links for Home, Video, World, Asia, UK, Business, Tech, Science, Stories, and Entertainment. The "Asia" link is underlined. The main headline is "Low-cost 'four-hour' bamboo house wins top prize". Below the headline is a photo of a modern, multi-story bamboo house. The text continues: "built in just four hours", "£4,385) prize after creating a", "construct, and at £50 per sq", and "one on its own, but it's more than".



Our Company Highlights

Can we build our
future homes and build out
vectors with bamboo?



Shared the story of CUBO in Geneva and the UN Headquarters in Kenya

Invited by the RBM Partnership to End Malaria, our CEO shared the possibility of deploying CUBO houses to help combat malaria in low-income communities in the African region in Geneva, Switzerland and at the UN Headquarters in Kenya. ([Link](#))

OPENING KEYNOTE:
What's the Urgency for
the Real Estate Industry?

9:05 AM – 9:30 AM



Earl Forlares
CUBO Modular

Build to last, or
build to change?

9:30 AM – 10:15 AM



Rafael Fernandez
de Mesa
Aboltiz Land



Peter Succoso
Pinehurst Advisory Ltd.



Lars Wittig
IWG Plc.

Innovation: Imperative
or Incidental?

10:25 AM – 11:05 AM



Dustin Onghanseng
uHoo



Shelli Trung
REACH Australia



Kevin Zhang
Intelluck

CASE STUDIES



Best Jittida
Hapupong
Igloohome



Mosstyn Howell
UbiPark



Jason Huttty
PAM

Fix our existing cities
or move and start
from scratch?

11:05 AM – 11:50 AM



Vince Dizon
Base Conversion and
Development Authority (BCDA)



Madhu Raghunath
The World Bank



Scott Dunn
AECOM

ENDING KEYNOTE:
What's Next?

11:50 AM – 12:05 PM



Joanna Sustento
Climate Justice Activist

Sessions to be moderated by Issa Litton

CUBO Company Profile



Our Company Highlights

Opening keynote at the 2020 ULI The Futu/RE Summit

Our CEO opened the The Futu/RE Summit of Urban Land Institute Philippines talking about the urgency of creating and deploying sustainable and resilient solutions for the real estate and construction industry. ([Link](#))





CUBO



Our Standard Models



Batanes Origin

A compact home full of potential, the Batanes Origin offers an open 6.5 sq.m. plan that can be used as a standalone accommodation or a dedicated home office. For maximum usability, it can be equipped with a bathroom, kitchen, and even a loft area for a completely functional CUBO Home.





Our Standard Models

Batanes Standard

A fully-functional, high-ceiling dwelling, the Batanes Standard doesn't sacrifice on utility with a combined living and sleeping space, a kitchen, a shower, a toilet, an allotted wardrobe space, and additional overhead storage. The front deck doubles the area of this CUZO Home and provides added space for lounging, dining, and other activities.

CUZO

CUBO Company Profile



Our Standard Models

Batanes Loft

A compact home that packs a surprise, the Batanes Loft features your very own cozy nest—a loft area that can fit up to a semi-double bed. Below you'll find a living space that can sleep a guest with a sofa bed, a kitchen, a shower, a toilet, an allotted wardrobe space, and additional overhead storage. Outside is a generous front deck that doubles your living area in this beautiful CUBO Home.





Our Standard Models



Bulacan Origin

Our award-winning studio design ready to suit your needs, the Bulacan Origin provides you 14.5 sq.m. of open floor area and a maximum ceiling height of 4.2 meters.

Whether to turn it into a studio home with a queen bed or to fit it with a loft level, the choice is up to you—you can design this CU21 Home however you wish.





Our Standard Models

Bulacan Standard

Our award-winning studio design with complete amenities, the Bulacan Standard is waiting to take you in for a full life with a spacious living and sleeping area that can fit up to a queen bed, a long kitchen space, a shower, a toilet, a pedestal basin, a dedicated wardrobe area, and a generous front deck. You won't be sacrificing anything living in this gorgeous CUBO Home.



Our Standard Models

Bulacan Loft

Our award-winning studio design going beyond expectations, the Bulacan Loft features a spacious loft level that can fit a large queen bed and a floor desk. Below you'll find everything you need for everyday life: a living area, a dining area, a long kitchen area, a shower, a toilet, a pedestal basin, a dedicated wardrobe area that can double as loft stairs, and a wide front deck. Come and live big in this compact CUBO Home.

CU23®

CUBO Company Profile



Our Standard Models

Sarangani Origin

A long open floorplan ready to become your dream home, the Sarangani Origin gives you 29 sq.m. of floor area to design however you wish. With lots of windows and a 4.2-meter high ceiling, you can be sure that your home will be well-lit and well-ventilated. Make this into the two-bedroom home of your dreams or even add loft levels on both ends, this spacious CUBO Home is your blank canvas.





Our Standard Models

Sarangani Standard

A beautiful two-bedroom home designed for utmost comfort and function, the Sarangani Standard offers everything your young family will need for everyday living. It features a bedroom designed for a queen bed, a bedroom for a single bunk, a long kitchen area, a complete bathroom setup, a living area, a long dining area, a dedicated wardrobe area and a massive front deck for your outdoor family time. Experience a whole new level of warmth and satisfaction in this large CUBO Home.

CUBO Company Profile

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Our Standard Models

Sarangani Loft

A double-bedroom, double-loft home that goes above and beyond, the Sarangani Loft is our most functional home yet. Your growing family won't run out of living space with bedrooms for a queen and a single bunk, a combined loft area that can easily fit 3 to 4 single beds, a long kitchen area, a complete bathroom setup, a living area, a long dining area, a dedicated wardrobe area that can double as loft stairs, and a massive front deck for unlimited family time. This CUBO Home is everything you've ever dreamed of...and more.

