

NOW forges partnership with Aboitiz InfraCapital's LIMA Estate for Broadband Internet Connectivity

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NOW Corporation, a Philippine Stock Exchange-listed conglomerate (PSE Ticker: NOW), has established a multi-year collaboration agreement with Aboitiz's LIMA Land, Inc. enabling NOW to supply multimedia solutions such as broadband internet services branded NOW Fiber Air.

NOW Fiber Air will be extended to all locators within the LIMA Estate, an 800-hectare property, including its retail establishments and other bordering towns. LIMA Estate is a mixed-use development zone with 140 locators, 167 commercial shops, and over 2,000 residences. LIMA is home to the country's largest privately-owned industrial park.



NOW Corporation's Fiber Air is set to strengthen broadband internet connectivity of LIMA Estate, Aboitiz InfraCapital's smart city development in Lipa - Malvar, Batangas.

LIMA Estate's new initiatives include a 30-hectare Central Business District that will comprise BPO firms, office towers, schools, healthcare facilities, hotels, and civic centers. The Estate's most prominent current venues are The Outlets at Lipa, LIMA Exchange and LIMA Park Hotel. Other prospective developments, such as the LIMA Tower One, are slated to launch soon.

This partnership is a strategic move from Aboitiz InfraCapital as it sets to transform LIMA Estate into a smart, next-generation and future-ready economic center to further drive investments,

create jobs, and spur economic growth not only in Batangas but in the whole CALABARZON region.



Present in the signing ceremony are NOW Corporation's President and CEO, Henry Andrews Abes and LIMA Land's Vice President for Operations, Clifford Academia

Vice President for Operations of LIMA Estate, Clifford Academia, states, "Like our parent firm Aboitiz, LIMA Estate always looks forward to working with new technology partners. This partnership with NOW and the deployment of NOW Fiber Air in our Estate provides more options for our locators for better internet connectivity."

"This partnership with LIMA Estate solidifies NOW's position of providing quality and reliable broadband internet connectivity access especially to the enterprise market. Specifically, our relationship with the Aboitiz group has been strong starting off with Union Bank as our major client and then with LIMA Estate. We are excited to work with the Aboitiz Group in bringing new technologies to fast track the digital infrastructure agenda of the current administration across all markets," says Henry Andrews Abes, President and CEO of NOW Corporation.

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