

**SECURITIES AND EXCHANGE COMMISSION**  
**SEC FORM 17-C**

**CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER**

1. Date of Report (Date of earliest event reported)  
Jul 27, 2017
2. SEC Identification Number  
CS200321240
3. BIR Tax Identification No.  
227599320
4. Exact name of issuer as specified in its charter  
CEBU LANDMASTERS, INC.
5. Province, country or other jurisdiction of incorporation  
CEBU CITY, CEBU, PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
10TH FLOOR, PARK CENTRALE, B2 L3, JOSE MA. DEL MAR ST., CEBU IT PARK,  
APAS, CEBU CITY  
Postal Code  
6000
8. Issuer's telephone number, including area code  
(032) 2314914
9. Former name or former address, if changed since last report

N/A

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

| Title of Each Class | Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding |
|---------------------|---|
| COMMON SHARES       | 1,714,000,000   |

11. Indicate the item numbers reported herein

ITEM 9 (OTHER ITEMS)

*The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.*



## Cebu Landmasters, Inc. CLI

**PSE Disclosure Form 4-30 - Material Information/Transactions**  
**References: SRC Rule 17 (SEC Form 17-C) and**  
**Sections 4.1 and 4.4 of the Revised Disclosure Rules**

|   |
|---|
| <b>Subject of the Disclosure</b>                |
| Iloilo Land acquisition                         |
| <b>Background/Description of the Disclosure</b> |

Cebu Landmasters Inc. sealed the deal with various land owners by signing a Memorandum of Agreement to purchase a 5.07-hectare property in Jaro, Iloilo. This is in line with the company's strategy to bring its expertise outside Cebu to areas with clear growth opportunities. The said land will be the latest addition to the company's fastest selling brand, Casa Mira. The development which is scheduled to launch on the 3rd quarter this year is designed to provide 526 house and lot units. The acquisition will be funded by proceeds from the company's recent IPO.

The Casa Mira line of projects caters to the housing needs of families in various locales. These projects are master planned to be affordable yet offer unrivalled quality within its price range. Its communities provide facilities and amenities comparable with high-end subdivisions which makes the brand attractive to the market, consistently selling out in few months' time. This will be the 5th Casa Mira development of CLI after Casa Mira Linao (Minglanilla), Casa Mira Towers (Labangon, Cebu), Casa Mira South (Naga), and Casa Mira Sibulan (Dumaguete). This project as listed in our prospectus is in support of the company's vision to be the No.1 real estate developer in the VisMin Region.

**Other Relevant Information**

N/A

**Filed on behalf by:**

|                    |                            |
|--------------------|----------------------------|
| <b>Name</b>        | Clarissa Mae Cabalda       |
| <b>Designation</b> | Investor Relations Manager |