

**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 14, 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 4-31 - Press Release**  
**References: SRC Rule 17 (SEC Form 17-C)**  
**Section 4.4 of the Revised Disclosure Rules**

### Subject of the Disclosure

1st Half 2017 Sales Performance

### Background/Description of the Disclosure

Cebu Landmasters, Inc. was able to book Php2.87 billion of reservation sales for the 1st Half of 2017. In just six months, the company has almost breached its full year 2016 reservation sales figure of Php2.94 billion.

“We are very pleased to report our strong reservation sales performance for the first half of 2017,” CLI President & CEO Jose R. Soberano III said in a statement. “This is a testament to the strong demand for CLI’s diverse range of real estate offerings in Vis-Min which encompass the high-end, mid-market, and economic residential products along with our growing commercial and hospitality portfolio,” continued Mr. Soberano, who was named “Entrepreneur of the Year” by Cebu Chamber of Commerce and Industry last month.

The solid performance was driven by strong sales across various projects, particularly from the company’s new launches, 38 Park Avenue in Cebu IT Park, MesaTierra in Davao, and Casa Mira South economic housing project in Naga, Cebu.

Launched in March this year, 38 Park Avenue has already sold out 60% of its inventory. Furthermore, MesaTierra, a 22-storey residential condominium positioned at the center of Davao city, sold over 80% of its inventory since launching in March this year.

Capitalizing on its well-designed projects, the company is confident that the outstanding sales performance in the 1st Half will continue to be seen until the end of the year.

**Other Relevant Information**

N/A

**Filed on behalf by:**

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