

15 May 2025

Philippine Dealing & Exchange Corp.

29th Floor, BDO Equitable Tower
8751 Paseo de Roxas
Makati City 1226

Attention: **Atty. Suzy Claire R. Selleza**
Head - Issuer Compliance and Disclosure Department

Securities and Exchange Commission

The SEC Headquarters, 7907 Makati Avenue
Salcedo Village, Bel-Air, Makati City 1209

Attention: **Atty. Oliver O. Leonardo**
Director - Markets and Securities Regulation Department

Dear Mesdames and Gentlemen:

In compliance with PDEX Rule 7.9.3 and the Implementing Rules and Regulations of the Securities and Regulation Code, we enclose a copy of Cebu Landmasters, Inc.'s ("CLI" or the "Company") disclosure filing to The Philippine Stock Exchange, Inc.

We trust that this submission meets your requirements. If you have questions and/or clarifications, please feel free to contact the undersigned. Thank you.

Very truly yours,

CEBU LANDMASTERS, INC.

By:


ATTY. JOHN EDMAR G. GARDE
Legal Counsel and Compliance Senior Manager



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)

May 15, 2025

2. SEC Identification Number

CS200321240

3. BIR Tax Identification No.

227-599-320-000

4. Exact name of issuer as specified in its charter

CEBU LANDMASTERS, INC.

5. Province, country or other jurisdiction of incorporation

Philippines

6. Industry Classification Code(SEC Use Only)

7. Address of principal office

10TH FLOOR, PARK CENTRALE TOWER, JOSE MA. DEL MAR ST., CEBU I.T. PARK,
BRGY. APAS, CEBU CITY, PHILIPPINES

Postal Code

6000

8. Issuer's telephone number, including area code

0322314870

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	3,465,201,467
PREFERRED SHARES	4,280,340

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

Subject of the Disclosure

Cebu Landmasters reports robust Q1 2025 performance; net income up 12% to Php1.32B

Background/Description of the Disclosure

- Cebu Landmasters, Inc. (CLI) posted a 12% year-on-year increase in consolidated net income to PHP1.32 billion in Q1 2025. Consolidated revenues rose by 4% to PHP6.51 billion, with property sales accounting for 97% of the total.
- Reservation sales rose by 18% to P6.3 billion, with Cebu and Cagayan de Oro (CDO) as key contributing markets.
- CLI is on track with strategic expansion into Luzon and NCR, complementing its VisMin stronghold.

For more details and information, please refer to the attached SEC Form 17-C.

Other Relevant Information

NOTE: The disclosure contains forward-looking statements and facts that are subject to considerable risks and uncertainties. These forward-looking statements include, but are not limited to, statements about known and unknown risks; uncertainties and other factors that may cause actual results to differ from expected future performance.

Filed on behalf by:

Name	Atty. John Edmar Garde
Designation	Legal Counsel & Compliance Senior Manager

SECURITIES AND EXCHANGE COMMISSION

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Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **10TH FLOOR, PARK CENTRALE TOWER, JOSE MA. DEL MAR ST., CEBU I.T. PARK, BRGY. APAS, CEBU CITY, PHILIPPINES**
Address of principal office
- 6000
Postal Code
8. **(032) 231-4870**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since the last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

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11. Indicate the item numbers reported herein: Item 9 (Other Matters)

**Cebu Landmasters reports robust Q1 2025 performance; net income up 12%
to ₱1.32B**

- *Cebu Landmasters, Inc. (CLI) posted a 12% year-on-year increase in consolidated net income to PHP1.32 billion in Q1 2025. Consolidated revenues rose by 4% to PHP6.51 billion, with property sales accounting for 97% of the total.*
- *Reservation sales rose by 18% to P6.3 billion, with Cebu and Cagayan de Oro (CDO) as key contributing markets.*
- *CLI is on track with strategic expansion into Luzon and NCR, complementing its VisMin stronghold.*

Notice is hereby given to The Philippine Stock Exchange, Inc. (“PSE”), the Securities and Exchange Commission (“SEC”), Philippine Dealing & Exchange Corp. (“PDEX”), and the public that the leading developer in VisMin Cebu Landmasters, Inc. (“CLI” or the “Company”) posted a strong start to 2025, with a consolidated net income rising by 12% year-on-year to ₱1.32 billion in the first quarter. This was driven by geographic expansion, steady project execution, and sustained demand across key Visayas and Mindanao markets.

Consolidated revenues grew by 4% to ₱6.51 billion in the same period last year, with property sales accounting for 97% of total revenues. Real estate sales increased to ₱6.32 billion, supported by ongoing construction progress and resilient demand for residential lots.

Gross profit for the quarter reached ₱3.53 billion, up 13% from last year, translating to a 54% gross profit margin—an improvement from 50% in the first quarter of 2024. Attributable net income to the parent stood at ₱995 million.



Launched in Q1 2025, Cebu Landmasters’ One Manresa Place is now more than 90% sold out. The residential property is located in Manresa Town, a 14.6-hectare vibrant university township development seamlessly connected with Xavier University Masterson Campus (dubbed as “Campus of the Future”) and Uptown CDO.

Reservation sales rose from ₱5.3 to 6.3 billion. The company launched ₱6 billion worth of new residential inventory during the quarter, with projects in Cebu and Cagayan de Oro (CDO) contributing significantly to reservation sales. CLI cited strong take-up driven by housing demand in the VisMin region.

“We benefit from our deep market knowledge and operational agility,” said CLI Chairman and CEO Jose R. Soberano III. “Demand remains resilient in the VisMin region and Cebu Landmasters continues to offer value-for-money products well-suited to the needs of the homebuyers.”

CLI’s recurring income segments also posted significant gains. Combined revenues from the company’s hotel and leasing businesses rose by 113% to ₱157 million in the first quarter.

Hospitality revenues surged 161% to ₱105 million, driven by improved occupancy rates across three hotels launched in 2024. Meanwhile, leasing income climbed 56% to ₱54 million, supported by the turnover of newly occupied office and retail spaces. CLI plans to double its number of operational hotels by the end of 2025, with four more completions in the pipeline.

CLI also maintained a solid financial position, ending the quarter with positive operating cash flows of ₱3.6 billion and a healthy net debt-to-equity ratio of 1.52. This supports its growth through strategic capital management and a focus on shareholder value.

The listed company has unveiled plans to deploy ₱36 billion for new project launches between 2025 and 2026, demonstrating its robust growth trajectory and commitment to strategic expansion. This significant capital allocation reinforces CLI's position as a premier real estate developer with an aggressive development pipeline.

In alignment with its long-term expansion strategy, CLI is strategically penetrating high-potential markets across Luzon and the National Capital Region (NCR), while simultaneously consolidating its dominant market position in underserved regional centers.

“We’re building more than just developments, we’re shaping communities in VisMin and soon, Luzon. Our strong start reflects the depth of demand in the regions we serve and the strength of our on-the-ground execution. 2025 will be about scaling our impact where it matters most,” Soberano said.

CLI is a leading developer in Visayas and Mindanao, specializing in residential, office, hotel, resort, co-living, mixed-use, and township projects. To learn more about CLI and its projects, visit cebulandmasters.com/.

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SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the Issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CEBU LANDMASTERS, INC.

Issuer

May 15, 2025

Date


ATTY. JOHN EDMAR G. GARDE
Legal Counsel & Compliance Senior Manager
Signature and Title

Cebu Landmasters reports robust Q1 2025 performance; net income up 12% to PHP1.32B

News Summary:

- I. Cebu Landmasters, Inc. (CLI) posted a 12% year-on-year increase in consolidated net income to PHP1.32 billion in Q1 2025. Consolidated revenues rose by 4% to PHP6.51 billion, with property sales accounting for 97% of the total.
 - II. Reservation sales rose by 18% to P6.3 billion, with Cebu and Cagayan de Oro (CDO) as key contributing markets.
 - III. CLI is on track with strategic expansion into Luzon and NCR, complementing its VisMin stronghold.
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Leading developer in VisMin Cebu Landmasters, Inc. (CLI) posted a strong start to 2025, with a consolidated net income rising by 12% year-on-year to P1.32 billion in the first quarter. This was driven by geographic expansion, steady project execution, and sustained demand across key Visayas and Mindanao markets.

Consolidated revenues grew by 4% to P6.51 billion in the same period last year, with property sales accounting for 97% of total revenues. Real estate sales increased to P6.32 billion, supported by ongoing construction progress and resilient demand for residential lots.

Gross profit for the quarter reached P3.53 billion, up 13% from last year, translating to a 54% gross profit margin—an improvement from 50% in the first quarter of 2024. Attributable net income to the parent stood at P995 million.



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