



14 June 2024

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
Philippine Dealing & Exchange Corp.

Dear Atty. Selleza:

In compliance with PDEx Rule 7.9.3, 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:

A handwritten signature in black ink, appearing to read 'John Edmar G. Garde', is written over the printed name.

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)

Jun 14, 2024

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

Subject of the Disclosure

Cebu Landmasters opens 200-room Citadines Bacolod City, Bacolod's largest international hotel

Background/Description of the Disclosure

- CLI opens Citadines Bacolod City, its fourth operational hotel and the largest international hotel in Bacolod City.
- Citadines Bacolod City is a project of CCLI Premier Hotels, a joint venture of CLI and Capitaine Inc.
- Cebu Landmasters' hotel portfolio with over 1700 keys is managed by CLI Hotels and Resort, a subsidiary of the listed company.
- CLI is set to complete Citadines Paragon Davao and Radisson Red at the end of 2024.

For more information, please see the attached Press Release.

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

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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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COMMON SHARES	3,465,201,467
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11. Indicate the item numbers reported herein: Item 9 (Other Matters)

Cebu Landmasters opens 200-room Citadines Bacolod City, Bacolod's largest international hotel

- *CLI opens Citadines Bacolod City, its fourth operational hotel and the largest international hotel in Bacolod City.*
- *Citadines Bacolod City is a project of CCLI Premier Hotels, a joint venture of CLI and Capitaine Inc.*
- *Cebu Landmasters' hotel portfolio with over 1700 keys is managed by CLI Hotels and Resort, a subsidiary of the listed company.*
- *CLI is set to complete Citadines Paragon Davao and Radisson Red at the end of 2024.*

Notice is hereby given to The Philippine Stock Exchange, Inc. (“PSE” or the “Exchange”), the Philippine Dealing & Exchange Corp. (“PDEX”), the Securities and Exchange Commission (“SEC”), and the public that the leading VisMin developer Cebu Landmasters, Inc. (“CLI” or the “Company”) expands its footprint in the Visayas and Mindanao (VisMin) tourism industry with the opening of the 200-room Citadines Bacolod City, the listed company’s first hotel outside Cebu City and the largest international hotel in Bacolod.

The tourism sector in VisMin is on the upswing and CLI stands to benefit from this growth with six more hotels to be launched in the next two years.

"We are expecting our hospitality business to rise as we now have over 1700 keys in our portfolio. Our hotels are already performing well as of the first quarter of 2024, with a revenue surge of 37% year-on-year. The launch of Citadines Bacolod City, in addition to our three operational hotels in Cebu, will definitely reinforce this growth," said CLI Chairman and Chief Executive Officer Jose Soberano III.

Operated by The Ascott Limited, the P2 billion Citadines Bacolod City is a project of CCLI Premier Hotels, a joint venture of CLI in partnership with Capitaine Inc. led by Alec Lustre as company President.

“We are excited for the opening of the largest international hotel in Bacolod City that features five amenity areas and five food and beverage outlets. Citadines Bacolod City also has a business lounge and meeting rooms for conferences,” highlighted Mathias Bergundthal, Director of Asset of CLI Hotels and Resorts, the CLI subsidiary that manages the company’s hospitality portfolio.

Citadines Bacolod City has a 1000-sqm convention center with a pillarless ballroom perfect for corporate or non-commercial gatherings. “Our ballroom can accommodate up to 650 heads and we will already be accepting MICE event bookings starting in July 2024,” said Bergundthal.

Located strategically along Lacson Avenue, Citadines Bacolod City is just 30 minutes away from the Bacolod-Silay airport and the North Bus Terminal. It is also very close to all major tourist attractions and go-to places in Bacolod.

The property has three rooms available for the following opening rates: Studio Deluxe at ₱4000 per night, Studio Premiere at ₱4500 per night, and 1 Bedroom Deluxe at P5800 per night. All these are inclusive of breakfast for two, wifi access, use of recreational facilities, daily housekeeping and complimentary parking. Guests who will be availing of the introductory rates will also enjoy a 20% discount on all food and beverage outlets.

CLI has three operational hotels in Cebu City, namely: Citadines Cebu City with 180 rooms, lyf Cebu City with 159 rooms, and The Pad Co-Living with 258 rooms. The listed company is also set to complete Citadines Paragon Davao with 263 rooms and Radisson Red with 144 rooms by the end of 2024. Construction and development is underway for Sofitel Cebu City, Abaca Resort Mactan, Mercure Cebu Downtown and Magspeak Mountain Resort & Villas.

“We now have four operational hotels and six are to be opened in the next two years. All of these 10 CLI hotels in key areas in VisMin are poised to drive future hospitality revenue growth for the company,” Bergundthal added.

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Citadines Bacolod City has 3 rooms available for the following opening rates: Studio Deluxe at ₱4000 per night, Studio Premiere at ₱4500 per night, and 1 Bedroom Deluxe at P5800 per night. All these are inclusive of breakfast for two (2), wifi access, use of recreational facilities, daily housekeeping and complimentary parking. Guests who will be availing of the introductory rates will also enjoy a 20% discount on all food and beverage outlets. The photo above shows a studio premiere room.



Citadines Bacolod City has 3 rooms available for the following opening rates: Studio Deluxe at ₱4000 per night, Studio Premiere at ₱4500 per night, and 1 Bedroom Deluxe at ₱5800 per night. All these are inclusive of breakfast for two (2), wifi access, use of recreational facilities, daily housekeeping and complimentary parking. Guests who will be availing of the introductory rates will also enjoy a 20% discount on all food and beverage outlets. The photo above shows a studio deluxe twin room.



Citadines Bacolod City has 3 rooms available for the following opening rates: Studio Deluxe at ₱4000 per night, Studio Premiere at ₱4500 per night, and 1 Bedroom Deluxe at P5800 per night. All these are inclusive of breakfast for two (2), wifi access, use of recreational facilities, daily housekeeping and complimentary parking. Guests who will be availing of the introductory rates will also enjoy a 20% discount on all food and beverage outlets.



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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

June 14, 2024

Date

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

Cebu Landmasters opens 200-room Citadines Bacolod City, Bacolod's largest international hotel

NEWS SUMMARY:

- *CLI opens Citadines Bacolod City, its fourth operational hotel and the largest international hotel in Bacolod City.*
- *Citadines Bacolod City is a project of CCLI Premier Hotels, a joint venture of CLI and Capitaine Inc.*
- *Cebu Landmasters' hotel portfolio with over 1700 keys is managed by CLI Hotels and Resort, a subsidiary of the listed company.*
- *CLI is set to complete Citadines Paragon Davao and Radisson Red at the end of 2024.*

Leading developer in VisMin Cebu Landmasters, Inc. (CLI) expands its footprint in the Visayas and Mindanao (VisMin) tourism industry with the opening of the 200-room Citadines Bacolod City, the listed company's first hotel outside Cebu City and the largest international hotel in Bacolod.

The tourism sector in VisMin is on the upswing and CLI stands to benefit from this growth with six more hotels to be launched in the next two years.

"We are expecting our hospitality business to rise as we now have over 1700 keys in our portfolio. Our hotels are already performing well as of the first quarter of 2024, with a revenue surge of 37% year-on-year. The launch of Citadines Bacolod City, in addition to our three operational hotels in Cebu, will definitely reinforce this growth," said CLI Chairman and Chief Executive Officer Jose Soberano III.

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