

04 September 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*

**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, we enclose a copy of Cebu Landmasters, Inc.'s ("CLP" 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)

Sep 4, 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 4-30 - 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**

Reallocation of the Use of Proceeds

**Background/Description of the Disclosure**

Notice is hereby given to The Philippine Stock Exchange, Inc. ("PSE"), the Securities and Exchange Commission ("SEC"), the Philippine Dealing & Exchange Corp. ("PDEX"), and the public that during its regular board meeting held on September 04, 2024, the Board of Directors of Cebu Landmasters, Inc. ("CLI" or the "Company") approved the reallocation of the remaining unutilized proceeds from its follow-on public offering of Series "A" Preferred Shares.

The rationale for the reallocation is to optimize capital deployment by redirecting funds towards strategic land acquisitions, project development expenditures, and general corporate expenses.

These opportunities have emerged as critical components of the Company's expansion strategy. The original allocation of these proceeds was intended for specific projects that have since secured committed financing through approved term loans or are in the advanced stages of obtaining such financing. Consequently, this reallocation will allow CLI to leverage its financial flexibility to seize high-priority growth opportunities that align with its long-term objectives.

This reallocation is consistent with CLI's ongoing commitment to prudent financial management and its strategic focus on maximizing shareholder value.

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

**Other Relevant Information**

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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. **September 04, 2024**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number: **CS200321240**
3. BIR Tax Identification No.: **227-599-320**
4. **CEBU LANDMASTERS, INC.**  
Exact name of issuer as specified in its charter
5. **CEBU CITY, CEBU PHILIPPINES**  
Province, country or other jurisdiction of incorporation
6.  (SEC Use Only)  
Industry Classification Code:
7. **10<sup>TH</sup> 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

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<b>COMMON SHARES</b>	<b>3,465,201,467</b>
<b>PREFERRED SHARES</b>	<b>4,280,340</b>

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

Notice is hereby given to The Philippine Stock Exchange, Inc. ("PSE"), the Securities and Exchange Commission ("SEC"), the Philippine Dealing & Exchange Corp. ("PDEX"), and the public that during its regular board meeting held on September 04, 2024, the Board of Directors of Cebu Landmasters, Inc. ("CLI" or the "Company") approved the reallocation of the remaining unutilized proceeds from its follow-on public offering of Series "A" Preferred Shares.

The rationale for the reallocation is to optimize capital deployment by redirecting funds towards strategic land acquisitions, project development expenditures, and general corporate expenses.

These opportunities have emerged as critical components of the Company's expansion strategy. The original allocation of these proceeds was intended for specific projects that have since secured committed financing through approved term loans or are in the advanced stages of obtaining such financing. Consequently, this reallocation will allow CLI to leverage its financial flexibility to seize high-priority growth opportunities that align with its long-term objectives.

This reallocation is consistent with CLI's ongoing commitment to prudent financial management and its strategic focus on maximizing shareholder value.

Please refer to the table below for a detailed breakdown of the new use of proceeds, which are projected to be fully utilized within the next 12 to 24 months:

#### **REALLOCATION OF THE BALANCE**

General Corporate Expenses		395,460,529
Project Development Expenses		1,351,264,176
Velmiro Heights Consolacion	465,163,941	
Velmiro Heights Davao	349,450,235	
High-end Condo in Cebu IT Park	381,650,000	
Mid-market Condo in Midtown Cebu	155,000,000	
Land Acquisitions		1,909,170,000
<b>TOTAL</b>		<b>3,655,894,705</b>

#### **SIGNATURES**

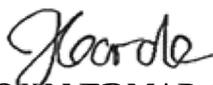
Pursuant to the requirements of the Securities Regulation Code, the Issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CEBU LANDMASTERS, INC.**

Issuer

**September 04, 2024**

Date



**ATTY. JOHN EDMAR G. GARDE**

Legal Counsel & Compliance Senior Manager

Signature and Title