

12 November 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:

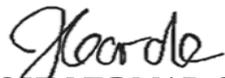
In compliance with PDEX Rule 7.9.3 and the Implementing Rules and Regulations of the Securities and Regulation Code, we enclose a copy of Cebu Landmasters, Inc.'s ("CLI" or the "Company") disclosure filing to The Philippine Stock Exchange, Inc.

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. **November 12, 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. **10TH FLOOR, PARK CENTRALE TOWER, JOSE MA. DEL MAR ST., CEBU I.T. PARK, BRGY. APAS, CEBU CITY, PHILIPPINES** **6000**
Address of principal office 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 |
|-------------------------|---|
| COMMON SHARES | 3,465,201,467 |
| PREFERRED SHARES | 4,280,340 |

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

Cebu Landmasters 9-month topline breaches ₱14.1 billion

- *Cebu Landmasters Inc. (CLI) reports solid consolidated revenues of ₱14.1 billion for the first nine months of 2024, reflecting a 9.2% year-on-year increase from P12.9 billion.*

- *Net income to the parent company rose by 7%, reaching P2.3 billion, compared to P2.2 billion in the same period last year, supported by growth in both core business and recurring income streams.*
- *Property sales grew by 8.7% to P13.8 billion, driven by strong demand across residential, mid-market, and economic housing segments, along with commercial lot sales.*
- *CLI's industry leadership was recognized with multiple awards, including being named the number 1 developer in VisMin by Colliers Philippines, receiving the Best Developer in Mindanao award for the fourth consecutive year at the PropertyGuru Philippines Property Awards, and earning for the second time in a row a Golden Arrow award for corporate governance from the Institute of Corporate Directors.*

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 Leading developer in VisMin Cebu Landmasters Inc. ("CLI") reported solid topline performance with consolidated revenues breaching P14.1 billion for the first nine months of the year, a 9.2% increase from P12.9 billion in the same period last year, on the back of steady growth across business units. CLI's net income to parent grew 7% to P2.3 billion from P2.2 billion in the same period in 2023.

The listed company's property sales is up by 8.7% to P13.8 from P12.7 billion year-on-year, driven by construction progress and commercial lot sale.

In the last nine months, CLI launched P8.2 billion worth of projects with 1,664 residential units, a balanced mix of 57% targeted for the mid-market segment while 32% is for the economic segment. New project launches are already 89% sold-out indicating high demand for the company's products.

"Market absorption for our newly launched developments has been remarkably swift, with several projects selling out almost immediately upon market introduction," said CLI Chairman and CEO Jose Soberano III. "This strong demand underscores that we're offering well-priced, thoughtfully designed developments that truly meet the needs of our target markets."

CLI's mid-market Garden Series has the highest share at 57% of total sales. In terms of location, around 56% of sales originated from Mindanao, while Cebu accounts for 23% of reservation sales. This shift in sales take-up to key areas in the region is aligned with the company's strategy to strengthen foothold beyond CLI's core market in Cebu.

"We are set to launch two more projects in the remaining months of the year: The North Grove at Pristina Town, a 2-tower upper mid-market project in Cebu with over 1,000 units; and the first three towers in Manresa Town in CDO, which is CLI's second township," added Soberano.

Meanwhile, CLI's hospitality revenues climbed 52% year-on-year to P149 million, driven by the opening of three new properties—Citadines Bacolod City, lyf Cebu City, and The Pad Co-Living—which added 617 rooms to CLI's hospitality portfolio. This expansion supports CLI's diversification and meets the increasing demand for quality accommodations in Visayas and Mindanao.

Leasing revenues also increased 47% to P144 million, with 9,219 sqm of new leasable space offered. High-profile tenants like Dean & DeLuca and Seattle's Best have selected CLI properties for their largest branches in the country. With 32,196 sqm of leasable space in the immediate pipeline, including the Astra Center Lifestyle Mall in Cebu, CLI is well-positioned to generate steady rental revenue from high-traffic, strategic locations.

The recent Colliers Philippines Real Estate Market Study 2024 recognized CLI as the number 1 residential developer in the Visayas and Mindanao region, with the company's market share climbing to 19.3% from 15.6% the previous year, surpassing national competitors.

This success was further validated at the PropertyGuru Philippines Property Awards, where CLI was named Best Developer in Mindanao for the fourth consecutive year. The company's commitment to high governance standards was also acknowledged with a 2 Golden Arrow award from the Institute of Corporate Directors for the second year running, further reinforcing CLI's reputation for sound corporate governance.

Reflecting on these achievements, Soberano said, "We're deeply honored by these recognitions and we remain focused on creating sustainable, high-quality developments that resonate with our buyers and contribute to the growth of the VisMin region."

With strong nine-month results and a growing portfolio driven by regional demand, CLI is well positioned to continue its momentum heading into the year-end. Its focus on regional expansion, diverse housing solutions, and a solid project pipeline solidify its leadership in VisMin's real estate market, with potential for growth in Luzon.

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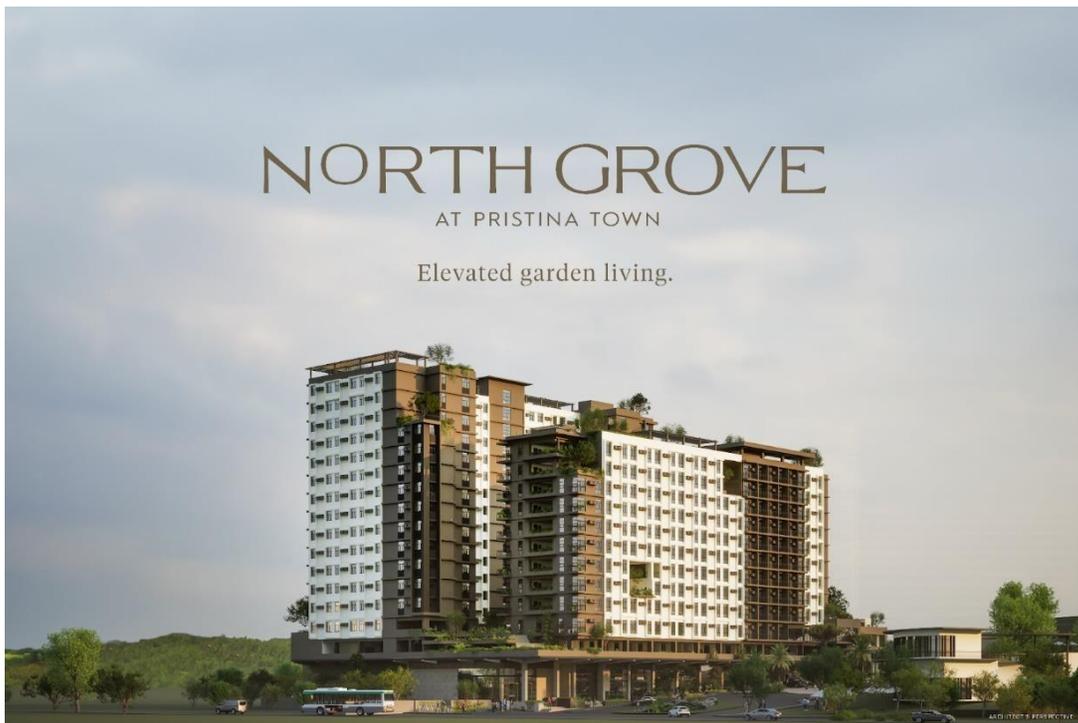
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Cebu Landmasters' leasing revenues have increased to 47% with new leasable spaces added. High-profile tenants have selected CLI properties for their branches in the country. Seattle's Best Coffee recently opened its biggest coffee shop in the country at CLI's Davao Global Township.



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NORTH GROVE

AT PRISTINA TOWN

Elevated garden living.

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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.

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

November 12, 2024

Date



ATTY. JOHN EDMAR G. GARDE

Legal Counsel & Compliance Senior Manager

Signature and Title

Cebu Landmasters 9-month topline breaches P14.1 billion

News Summary

1. Cebu Landmasters Inc. (CLI) reports solid consolidated revenues of P14.1 billion for the first nine months of 2024, reflecting a 9.2% year-on-year increase from P12.9 billion.
2. Net income to the parent company rose by 7%, reaching P2.3 billion, compared to P2.2 billion in the same period last year, supported by growth in both core business and recurring income streams.
3. Property sales grew by 8.7% to P13.8 billion, driven by strong demand across residential, mid-market, and economic housing segments, along with commercial lot sales.
4. CLI's industry leadership was recognized with multiple awards, including being named the number 1 developer in VisMin by Colliers Philippines, receiving the Best Developer in Mindanao award for the fourth consecutive year at the PropertyGuru Philippines Property Awards, and earning for the second time in a row a Golden Arrow award for corporate governance from the Institute of Corporate Directors.

Leading developer in VisMin Cebu Landmasters Inc. (CLI) reported solid topline performance with consolidated revenues breaching P14.1 billion for the first nine months of the year, a 9.2% increase from P12.9 billion in the same period last year, on the back of steady growth across business units. CLI's net income to parent grew 7% to P2.3 billion from P2.2 billion in the same period in 2023.

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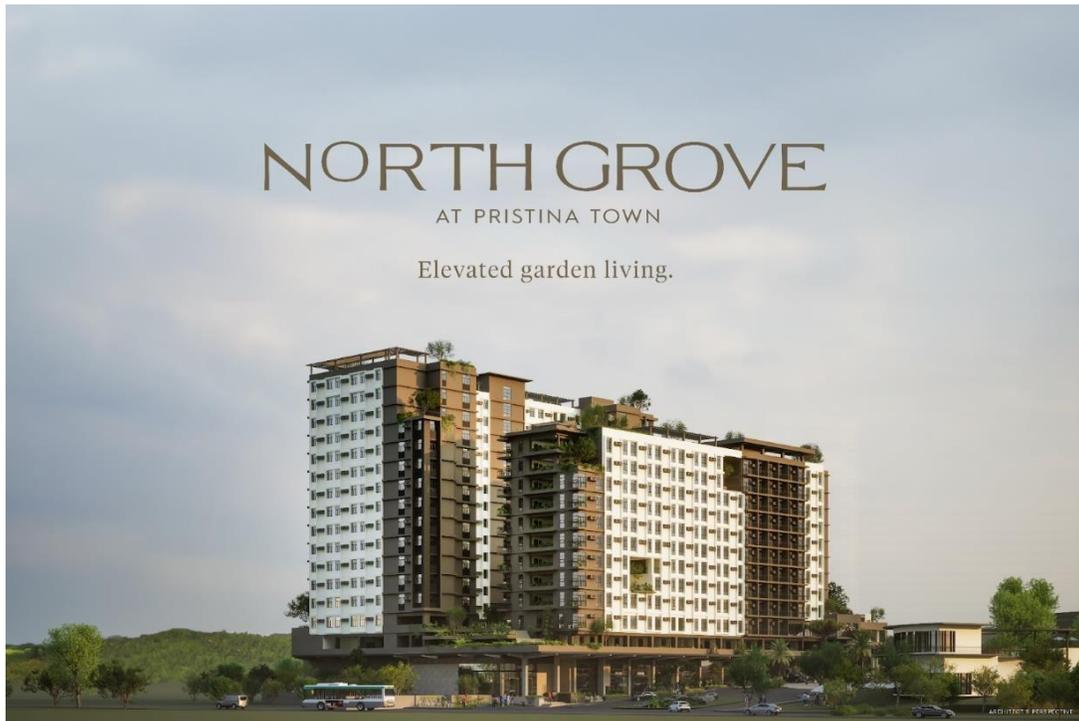
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