

13 August 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. LOU DELIANNE I. REBOJA
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)
Aug 13, 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
CEBU CITY, CEBU, 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 Posts Double-Digit Earnings Growth in 1H 2025, Sets P29B Pipeline with 12 New Projects

Background/Description of the Disclosure

1. Double-digit earnings growth and new projects: CLI reported a 13% year-on-year increase in consolidated net income to P2.49 billion in the first half of 2025. This growth was driven by consistent sales, improved revenue recognition, and rapid project completions. The company plans to launch 12 new projects worth P29 billion in the second half of the year.
2. Strong sales and diversification: CLI's consolidated revenues grew 5% to P11.87 billion. The company recorded P14.3 billion in reservation and estate sales, a 3% increase from the previous year. Recurring income from hotel operations surged by 132%, while leasing revenues climbed by 53%, demonstrating CLI's successful diversification beyond residential development.
3. Expansion and financial strength: CLI's total assets reached P125 billion by the end of June 2025. The company reported positive operating cash flows of P3.7 billion in the first half of the year. CLI plans to launch twelve projects in the coming months across Metro Cebu, Palawan, Davao, and South Mindanao, and is also preparing for its first project launch in the Luzon region by 2026.

For more details and information, please refer to 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	Clarissa Mae Cabalda
Designation	Corfin/Investor Relations Manager

Cebu Landmasters Posts Double-Digit Earnings Growth in 1H 2025, Sets P29B Pipeline with 12 New Projects

News summary:

- **Double-digit earnings growth and new projects:** CLI reported a 13% year-on-year increase in consolidated net income to P2.49 billion in the first half of 2025. This growth was driven by consistent sales, improved revenue recognition, and rapid project completions. The company plans to launch 12 new projects worth P29 billion in the second half of the year.
- **Strong sales and diversification:** CLI's consolidated revenues grew 5% to P11.87 billion. The company recorded P14.3 billion in reservation and estate sales, a 3% increase from the previous year. Recurring income from hotel operations surged by 132%, while leasing revenues climbed by 53%, demonstrating CLI's successful diversification beyond residential development.
- **Expansion and financial strength:** CLI's total assets reached P125 billion by the end of June 2025. The company reported positive operating cash flows of P3.7 billion in the first half of the year. CLI plans to launch twelve projects in the coming months across Metro Cebu, Palawan, Davao, and South Mindanao, and is also preparing for its first project launch in the Luzon region by 2026.

Cebu City, Philippines – 13 August 2025 – Leading developer in VisMin Cebu Landmasters, Inc. (CLI) reported a robust first half, with consolidated net income rising 13% year-on-year to P2.49 billion, up from P2.21 billion in the same period last year, fueled by sustained sales momentum, improved revenue recognition, and faster project completions across the region.

Consolidated revenues rose 5% to P11.87 billion, with real estate sales remaining the primary contributor. Complimenting this, the company's diversification strategy delivered strong gains, as recurring income from hotel operations surged 132% , while leasing revenues advanced 53%.

"Our strong performance in the first half of the year reflects the disciplined execution of our growth strategy and our deep commitment to addressing the housing needs of the VisMin market. Despite continued economic headwinds, CLI remains well-positioned, consistently generating high-quality earnings and delivering value to our stakeholders," said CLI Chairman and Chief Executive Officer Jose Soberano III.

“The robust reception of our recent launches—marked by strong take-up and early buyer engagement—demonstrates the sustained real demand in our markets and reinforces the sound fundamentals behind our long-term growth strategy,” added Soberano.

Residential Demand Remains Strong

CLI's projects continue to demonstrate strong market traction, with reservation and estate sales reaching P14.3 billion, a 3% increase from last year. The flagship economic housing brand Casa Mira along with best-selling Garden Series are driving performance, achieving a 90% sell-out rate for units launched in the first half of 2025.

Notably, One Manresa Place which launched earlier this year, sold over 90% of its units and generated over P5 billion in sales within just 2 weeks. Likewise, Casa Mira Gensan, which was launched in June, has already reached an 85% sell-out rate. These are clear indicators of robust demand and buyer confidence in CLI's offerings.

Robust Balance Sheet and Strategic Growth

By June 2025, CLI's total assets stood at P125 billion, driven by ongoing project build-up and strategic land acquisitions. The broader asset base allowed the company to cater to expanding demand and scale up development in new growth cities while maintaining a balanced approach to funding.

The listed company has 127 developments with 105 property-for-sale projects and an expanding list of income-generating properties, including 10 hotels and 6 offices in its portfolio. This is all part of a broader plan to evolve into a more balanced and diversified real estate leader.

Accelerating growth with P29 billion in 12 new projects

Building on this powerful momentum, CLI is gearing up for a busy second half of the year, with 12 new projects worth P29 billion in the pipeline. These developments will bring new residential, mixed-use, and hotel properties to key areas like Cebu, Davao, General Santos, Ormoc, and Palawan.

Over the next three months, the company will launch a fresh wave of seven new projects in rapidly urbanizing areas, including Metro Cebu, Palawan, the Davao Region, and South Mindanao. These developments are strategically designed to cater to the expanding demand for quality housing in these high-growth communities. The company will wrap up the last quarter of 2025 with five additional residential developments. These upcoming projects in

Metro Cebu, Northern Cebu, and Eastern Visayas are expected to deepen CLI's footprint across VisMin while extending its reach to underserved but high-potential areas.

CLI Chief Operating Officer Jose Franco Soberano highlighted: "We're encouraged by the sell-out success of our earlier launches, which reflects strong, sustained demand across our VisMin markets. This momentum supports our robust launch calendar for the second half, aligned with CLI's confidence in the region's resilience and our commitment to serving diverse housing needs across price segments. At the same time, we are actively scaling up our Luzon operations in preparation for our first project launch in the region by 2026."

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About Cebu Landmasters Inc.

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 <https://cebulandmasters.com/>.



CLI's One Manresa Place, located in Manresa Town in Uptown Cagayan de Oro, generated over P5 billion in sales in less than 2 weeks. This success underscores the strong demand for high-value residential offerings outside of Metro Manila.



CLI's flagship economic housing brand Casa Mira, along with its best-selling Garden Series, continues to drive the company's strong performance. Known for offering more value for the Filipino family, Casa Mira developments are thoughtfully designed to provide generous living spaces and quality amenities at accessible price points. Featured above is an architect's perspective of the Casa Mira Homes GenSan clubhouse, part of a master-planned community where 60% of the development is dedicated to open spaces — including pools, a sports court, lush gardens, and a modern clubhouse.

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