

07 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

Subject: Reply to the PDEx Inquiry Regarding Accuracy of News Article

Dear Atty. Selleza:

We write with respect to your inquiry addressed to Cebu Landmasters, Inc. (“CLI” or the “Company”) dated 05 August 2025, regarding the news article published on *The Manila Times* titled “CLI targets NCR middle-income market” which highlighted in part:

“SOME time ago, Cebu Landmasters Inc. (CLI), which has positioned itself to be the top developer in Visayas and Mindanao, declined an invitation by a potential partner to establish or build a property in Makati City.

Instead, it will be launching within two years’ time a mixed-use nine-story property on a 3.5-hectare site in Pasig City. The company is also conducting negotiations to acquire land in Calabarzon, particularly in Cavite.

During their annual stockholders meeting (ASM) held in Cebu on July 11, CLI COO Jose Franco Soberano gave one reason for this decision: “creating affordability” for their “end-user product. If you can pay P8,000 to P12,000 a month to live 2 kilometers from where you work, it would be better than renting.”

CLI does have a Makati office, but a property to be built for a leasing or buying public in the same area might require a strategy similar to the one that the company has long employed. A prime mixed-use development at the Makati Business District could have been completed with approximately 90 multi-million-peso units that would have serviced 90 families. In contrast, the CLI Pasig property offering about P4 million to P5 million a unit could be designed to service in total “3,000 to 4,000 families,” said Franco. “It is idealistic thinking, but it is the affordability we can offer.”

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We confirm the veracity of the excerpt regarding CLI's strategic expansion into Luzon.

This initiative forms an integral part of the Company's ongoing expansion and diversification endeavors, anticipated to yield a positive impact on CLI's growth trajectory and enhance shareholder value in the foreseeable future.

As previously disclosed to regulatory authorities, the acquisition of the lot property in Metro Manila was duly authorized by the CLI Board of Directors on February 26, 2025, and subsequently ratified by the stockholders at the annual stockholders' meeting held on

July 11, 2025. The Metro Manila property is earmarked for a residential mixed-use development.

We note that CLI is presently in the stages of planning, designing, securing of permits and pertinent project details will be disclosed in accordance with applicable regulations and in due course.

We trust that this clarifies the information cited in the aforementioned news article.

Thank you.

Very truly yours,

CEBU LANDMASTERS, INC.

By:



BEAUREGARD GRANT L. CHENG
Chief Financial Officer