

June 05, 2026

**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)

Jun 5, 2026

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 4-30 - 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

Cebu Landmasters charts its next chapter with Franco Soberano as new President and CEO, Jose Soberano III as Executive Chairman

### Background/Description of the Disclosure

1. Cebu Landmasters announced Jose Franco Soberano as its new President and CEO, succeeding founder Jose Soberano III, who will remain Executive Chairman and Chair of the Executive Committee as CLI enters its next phase of growth and national expansion.
2. The announcement comes as CLI posted record 2025 residential reservation sales of Php24.6 billion, up 45% year-on-year, driven by strong housing demand and the successful launch of fast-selling residential projects.
3. CLI continues to expand beyond its Visayas and Mindanao roots, and into new growth areas, highlighted by its first residential mixed-use development in Pasig and the acquisition of a 70-hectare property in Cavite envisioned to be a future township.

For more information, please see attached SEC Form 17-C.

### 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:

<b>Name</b>	Lou Delianne Reboja
<b>Designation</b>	Legal Counsel and Compliance Sr. Manager

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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

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<b>PREFERRED SHARES</b>	<b>4,280,340</b>

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

**Cebu Landmasters charts its next chapter with Franco Soberano as new President and CEO, Jose Soberano III as Executive Chairman**

**NEWS SUMMARY:**

1. *Cebu Landmasters announced Jose Franco Soberano as its new President and CEO, succeeding founder Jose Soberano III, who will remain Executive Chairman and Chair of the Executive Committee as CLI enters its next phase of growth and national expansion.*
2. *The announcement comes as CLI posted record 2025 residential reservation sales of Php24.6 billion, up 45% year-on-year, driven by strong housing demand and the successful launch of fast-selling residential projects.*
3. *CLI continues to expand beyond its Visayas and Mindanao roots, and into new growth areas, highlighted by its first residential mixed-use development in Pasig and the acquisition of a 70-hectare property in Cavite envisioned to be a future township.*

Notice is hereby given to The Philippine Stock Exchange, Inc. (“PSE” or the “Exchange”), the Philippine Dealing & Exchange Corp. (“PDEX”), and the public that the leading developer in Visayas and Mindanao Cebu Landmasters, Inc. (CLI) has announced the appointment of Senior Executive Vice President and Chief Operating Officer Jose Franco B. Soberano as President and Chief Executive Officer, following its Annual Stockholders Meeting and organizational Board meeting on June 5, 2026.

Franco succeeds founder Jose R. Soberano III, who will remain Executive Chairman of the Board and Chair of the Executive Committee, continuing to provide strategic direction, board leadership, and continuity as CLI enters its next chapter of expansion.

The succession plan has been developed over several years as part of the company's long-term leadership and governance strategy, reinforcing CLI's commitment to building a sustainable institution as it advances its vision of becoming the Philippines' leading and most trusted developer.

"This transition reflects years of deliberate preparation and a shared commitment to ensuring Cebu Landmasters remains strong for generations to come," Jose Soberano III said. "Franco has played a critical role in shaping the company we are today and is well positioned to lead CLI through its next stage of growth."

As part of its governance transition, CLI shareholders also elected Leonardo “Jun” D. Cuaresma Jr. as Independent Director, succeeding Ma. Aurora “Boots” D. Geotina-Garcia, who completed her allowable term under SEC rules on independent director tenure. Cuaresma brings decades of experience in audit, accounting, and governance, further strengthening the Board as CLI enters its next phase of growth.

He previously served as Managing Partner and Chief Operating Officer of Punongbayan & Araullo, and chaired the Philippine Auditing and Assurance Standards Council.

The announcement comes as CLI delivers record sales growth and expands its national footprint.

In 2025, the company posted record reservation sales of Php24.6 billion, up 45 percent from the previous year and the highest in its history, driven by strong end-user demand across key VisMin markets and the successful launch of fast-selling residential projects. CLI also reported consolidated revenues of Php18.5 billion, reflecting sustained operational strength amid the timing of project completions and revenue recognition.

Through Franco Soberano as COO, CLI has strengthened its portfolio, expanded its geographic reach, and advanced strategic initiatives that have reinforced its position as the leading developer in Visayas and Mindanao and one of the country's fastest-growing listed property developers.

The company recently accelerated its expansion beyond VisMin with the planned launch of its first residential mixed-use development in Pasig and the acquisition of a 70-hectare property in Dasmariñas, Cavite, envisioned to be a future township.

Founded in Cebu in 2003, CLI has grown from a regional developer into a publicly listed company with a presence across 21 cities and municipalities and more than 132 projects in various stages of development to date. Its portfolio spans residential, office, hospitality, mixed-use, and master-planned communities.

The leadership transition underscores the company's confidence in its future and commitment to long-term value creation for shareholders, homeowners, business partners, and communities.

“As our Chairman has expressed his trust in the next generation of leadership, I humbly accept this responsibility with the deepest gratitude and with the highest respect for the legacy that Chairman Joe Soberano has built.” said Franco Soberano. “As we build the CLI of the future, I call on our 1,500-strong organization to lean on the momentum we’ve built for many years and on the back of our renewed vision-mission to be masterful, resilient and yet very generous in our efforts.”



Marking a new chapter in its growth journey, Cebu Landmasters, Inc. (CLI) announced the leadership transition, with Jose Franco Soberano succeeding founder Jose Soberano III as President and CEO. Soberano III remains the Executive Chairman, ensuring continuity as CLI advances its vision of becoming the Philippines' leading and most trusted developer.



Leonardo “Jun” D. Cuaresma Jr. joins the Cebu Landmasters, Inc. (CLI) Board as an Independent Director, bringing decades of expertise in audit, accounting, and corporate governance. A former Managing Partner and Chief Operating Officer of Punongbayan & Araullo, he also served as Chair of the Philippine Auditing and Assurance Standards Council. Mr. Cuaresma completed the Advanced Management Program at Wharton and holds a Master in Management degree from the Asian Institute of Management. His appointment further strengthens CLI’s governance as the company enters its next phase of growth and national expansion.



Founded in Cebu in 2003, Cebu Landmasters, Inc. (CLI) has expanded its footprint across 21 cities and municipalities with more than 132 projects in various stages of development. Among its landmark projects is the 23-hectare Davao Global Township, reflecting the company's growing portfolio of residential, office, hospitality, mixed-use, and master-planned communities.

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

**June 05, 2026**

Date

  
**ATTY. LOU DELIANNNE I. REBOJA, CPA**

Legal Counsel & Compliance Senior Manager

Signature and Title

## **Cebu Landmasters charts its next chapter with Franco Soberano as new President and CEO, Jose Soberano III as Executive Chairman**

### **NEWS SUMMARY:**

- Cebu Landmasters announced Jose Franco Soberano as its new President and CEO, succeeding founder Jose Soberano III, who will remain Executive Chairman and Chair of the Executive Committee as CLI enters its next phase of growth and national expansion.
- The announcement comes as CLI posted record 2025 residential reservation sales of Php24.6 billion, up 45% year-on-year, driven by strong housing demand and the successful launch of fast-selling residential projects.
- CLI continues to expand beyond its Visayas and Mindanao roots, and into new growth areas, highlighted by its first residential mixed-use development in Pasig and the acquisition of a 70-hectare property in Cavite envisioned to be a future township.

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