

# COVER SHEET

6 2 8 9 3  
SEC Registration Number

R O C K W E L L L A N D C O R P O R A T I O N  
A N D S U B S I D I A R Y  
  
  
  
  
  
  
  
  
  
(Company's Full Name)

T H E G A R A G E A T R O C K W E L L C E N T E R  
E S T R E L L A S T R E E T M A K A T I C I T Y  
  
  
  
  
  
  
  
  
  
(Business Address: No. Street City/Town/Province)

Ms. Ellen V. Almodiel  
(Contact Person)

793-0088  
(Company Telephone Number)

1 2 3 1  
Month Day  
(Fiscal Year)

1 7 - C  
(Form Type)

0 5 2 8  
Month Day  
(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

48,940  
Mar 2014  
Total No. of Stockholders

Total Amount of Borrowings  
₱14,988 million  
Mar 2014  
Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number  
  
  
Document ID

\_\_\_\_\_  
LCU  
  
\_\_\_\_\_  
Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

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. **May 28, 2014**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number **62893**
3. BIR Tax Identification No. **004-710-062-000**
4. **ROCKWELL LAND CORPORATION**  
Exact name of issuer as specified in its charter
5. **N/A**  
Province, country or other jurisdiction of incorporation
6.  (SEC Use Only)  
Industry Classification Code:
7. **The Garage at Rockwell Center, Estrella St. Makati City**  
Address of principal office **1200**  
Postal Code
8. **(632) 7930888**  
Issuer's telephone number, including area code
9. **N/A**  
Former name or former address, if changed since 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**

**6,116,762,198 shares**  
(As of April 30, 2014)

11. Indicate the item numbers reported herein: **Item No. 9 – Other Events**

**Item 9 – Other Events**

Enclosed is Rockwell Land Corporation's press release which was distributed to the press after the Annual Stockholder's Meeting held this morning.

**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.

**ROCKWELL LAND CORPORATION**

Issuer



**ELLEN V. ALMODIEL**

Senior Vice-President for Finance & Accounting  
and Chief Finance Officer

May 28, 2014



## **Rockwell Launches First Venture into Hotel and Leisure in H2 2014**

MAKATI, May 28, 2014.

At its Annual Stockholders' Meeting today, Lopez-led property development firm Rockwell Land Corporation (PSE:ROCK) announced the launch of its first venture into the hospitality sector with Rockwell Hotels and Leisure Management Corporation, the Company's hotel and leisure arm, by the second half of 2014.

The Aruga Serviced Apartments at Edades Tower and Garden Villas will offer 114 studio, one-bedroom, and two-bedroom units catering to the growing market of mobile businessmen and professionals, and travelling individuals seeking temporary residences in close proximity to the Makati Central Business District. The serviced apartments will be ready for occupancy by July of 2014.

"Aruga means 'nurture' in Filipino, embodying our goal of delivering genuine Filipino service to guests," explains Nestor J. Padilla, President and CEO of Rockwell Land. "The Aruga Serviced Apartments at Edades will be the first of Rockwell's several ventures into hotel and leisure, which we plan to expand to different locations in the country."

Aruga currently has three locations for hotels, resorts, and serviced apartments in the pipeline, set to launch over the next five years.

The Company reported positive financial performance in 2013, supported by the encouraging Philippine economic climate in the past year. Rockwell reported Net Income After Tax of P1.4B for 2013, a 25% increase from 2012's P1.1 billion, and a 3-year compounded annual growth rate of 24%.

Rockwell also reported a significant increase of 37% in reservation sales at P12.6 billion. The Proscenium, a high-end, mixed-use development in the Rockwell Center in Makati, is currently 67% sold for its three residential towers. Its fourth residential tower, Lorraine, was officially launched in April of 2014, adding to the Kirov, Sakura, and Lincoln.



## ROCKWELL LAND

The Company's first regional venture, 32 Sanson by Rockwell also recorded brisk sales since its launch in December 2013. Situated on a 3.2-hectare site in Lahug, Cebu City, 32 Sanson by Rockwell is composed of five mid-rise residential towers with approximately 300 units, and features double amenities.

Rockwell's recurring income business reported a strong performance, yielding revenue of P1.02 billion, a 5% increase from 2012. In March 2013, the Company began construction of the third tower of the Rockwell Business Center, which is set to be completed in the third quarter of 2014. The Lopez Tower, a 20-storey office building in the Rockwell Center in Makati is scheduled for completion in the first quarter of 2015.

Rockwell's positive performance continues in the first quarter of 2014, posting a net income of P254.3 million, an 18% increase from last year's P216.2 million. Rockwell reported an EBITDA of P571.9M, 28% higher from last year's P444 million, mainly driven by a 52% growth in contribution of residential development.

The Company is set to hand over several of its projects this year. "We start off 2014 with the delivery of the Rockwell lifestyle to our clients, as we turn over the Edades Tower and Garden Villas, in Rockwell Center, Makati; our first low-rise community, 205 Santolan by Rockwell in Quezon City; and The Alvendia by Rockwell in San Juan," says Padilla. "We look forward to welcoming our new and returning clients and investors to the Rockwell community with these projects."