

# 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 10, 2014
2. SEC Identification Number  
AS094-006430
3. BIR Tax Identification No.  
003-942-108
4. Exact name of issuer as specified in its charter  
EMPIRE EAST LAND HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation  
Metro Manila
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
21/F The World Centre, 330 Sen. Gil Puyat Avenue, Makati City, Philippines  
Postal Code  
1227
8. Issuer's telephone number, including area code  
(632) 8678351 to 59
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	14,676,199,167

11. Indicate the item numbers reported herein  
Item 9 (b)

*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.



## Empire East

### Empire East Land Holdings, Inc.

ELI

**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

Press Release: "Empire East announces P25 B capex over the next 5 years"

#### Background/Description of the Disclosure

Attached is the Press Release of Empire East Land Holdings, Inc.

#### Other Relevant Information

None

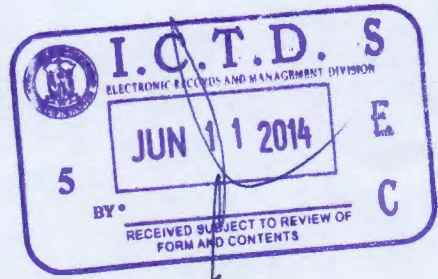
#### Filed on behalf by:

<b>Name</b>	Rhodora Edangalino
<b>Designation</b>	Authorized User

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. **June 10, 2014**  
Date of Report
2. SEC Identification No: **AS094-006430** 3. BIR Tax Identification No : **003-942-108**
4. **EMPIRE EAST LAND HOLDINGS, INC.**  
Exact name of issuer as specified in its charter
5. **Metro Manila**  
Province, Country or other jurisdiction of incorporation or organization
6. (SEC Use Only)  
Industry Classification Code
7. **21st Floor, The World Centre**  
**330 Sen. Gil J. Puyat Avenue**  
**Makati City, Philippines 1227**  
Address of principal office
8. **(632) 867-8351 to 59**  
Issuer's telephone number, including area code
9. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Class	Number of Shares of Common Stock Outstanding
Common	14,676,199,167

10. **Item 9 (b)**

Please refer to the attached press statement.

SIGNATURE

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.

EMPIRE EAST LAND HOLDINGS, INC.

By:

EVELYN G. CACHO

Vice President for Finance and  
Corporate Information Officer

June 10, 2014

## **Empire East announces P25 B capex over the next 5 years**

Leading property developer Empire East Land Holdings Inc. is allocating a capex of P25 billion over the next five years to develop new and ongoing projects in strategic locations in Metro Manila and the South, in a bid to aggressively move the company forward.

“We see our performance continuing on an upward trajectory,” said Empire East President Anthony Charlemagne Yu. “We are confident that with the sustained positive economic trend, we are well-positioned to achieve revenue growth and to capitalize on opportunities that will allow us to further serve our customers.”

The company’s total sales in 2013 amounted to P1.7 billion, up 23 percent from P1.38 billion in the previous year. Reservation sales for Empire East developments and Empire East-managed developments hit P20 billion, growing by 17 percent from P17 billion. Reservation sales are estimated to reach P22 billion in 2014, buoyed by new project launches and product roll-outs.

In 2013, the company’s luxury marketing group Empire East Elite spearheaded the rebranding of transit-oriented developments Little Baguio Terraces, Pioneer Woodlands and San Lorenzo Place, as well as urban-based developments The Sonoma, The Rochester and Kasara. The group’s initiatives focused on communicating each project’s value-oriented benefits and differentiating promise to middle-income homebuyers enjoying a higher level of affluence.

Empire East unveiled new residential towers and phases across its developments over the past year to meet robust demand. Its efforts have quickly boosted the sales take-up rates of its projects, particularly The Sonoma in Sta. Rosa, Laguna, which is nearly sold out.

Meanwhile, the company has emphasized the renewed efficiency of its delivery cycles. It spent P3.15 billion for various development activities in 2013, and it expects to pour in about P4 billion for the development of ongoing and new projects. It is currently handing over Tower 1 of Little Baguio Terraces and Pioneer Woodlands, The Enclave and The Country Club phases at The Sonoma and Garden Villa 1 of The Rochester. Turnover for the fourth tower of San Lorenzo Place will begin by the second half of 2014. More residential towers and village phases are slated to be turned over starting this year until 2018.

This 2014, Empire East is set to launch new projects in locations such as Quezon City, Sta. Mesa in Manila, San Juan City and Pasig City. Together with other properties in various locations, the company’s total land bank has an aggregate area of 454 hectares worth P4.09 billion.

According to Yu: “As a market leader, we are committed to seeing our vision through by strategically capturing and creating value. We will actively tap new areas for growth, innovate to differentiate, meet the market head on with relevant and responsive products, and keep ourselves accountable when it comes to customer service and satisfaction.”