

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 13, 2018
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 Manla
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
12th Floor, Alliance Global Tower, 36th Street cor. 11th Avenue Uptown Bonifacio,
Taguig City
Postal Code
1634
8. Issuer's telephone number, including area code
(632) 5544800
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 set to launch about 1,900 residential units for 2018; net income for 2017 up to P632 M

Background/Description of the Disclosure

Please see attached SEC Form 17-C.

Other Relevant Information

None

Filed on behalf by:

Name	Evelyn Cacho
Designation	SVP, Corporate Information Officer and Compliance Officer

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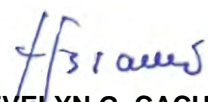
10. **Item 9 (b)**

Please see attached Press Release.

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
Senior Vice President and
Corporate Information Officer
June 13, 2018



Empire East set to launch about 1,900 residential units for 2018; net income for 2017 up to P632 M

MANILA, Philippines, June 13, 2018 – Developer Empire East Land Holdings, Inc. is putting on stream about 1,900 new residential units for its projects The Paddington Place and Kasara Urban Resort Residences, both being marketed under the Empire East Elite brand, this year.

With demand on the rise for the company’s more luxurious properties, Empire East’s net income in 2017 has grown to P632 million from P601.7 million in the previous year. It also recorded P4.25 billion in real estate sales, up from P4.12 billion year on year.

According to Empire East President and CEO Atty. Anthony Charlemagne C. Yu: “Our properties that carry the luxury brand of Empire East Elite cater to a more high-end market, and are designed to cater to the segment’s discriminating lifestyle requirements.”

The Paddington Place, featuring four towers, is located along Shaw Boulevard in Mandaluyong City, close to upscale destinations in the Ortigas CBD. It showcases penthouse units among its offerings, as well as a smaller number of residences per floor. Tower 1, with 645 units, is 71 percent sold. The project’s retail centerpiece, the two-storey lifestyle mall “The Pad,” will be managed by Megaworld Lifestyle Malls. Empire East is a subsidiary of the Andrew Tan-led Megaworld Corporation, which currently has 15 full-scale mall offerings.

Meanwhile, the six-tower Kasara is set in Pasig City, and is known for its resort-inspired recreational amenities. Now 74 percent taken up, Kasara continues to move forward in terms of construction. Tower 1 and Tower 2 are over 90 and 80 percent complete, respectively. Work on Tower 3 and Tower 4 is under way.

In 2017, construction was aggressive for 17 residential towers in Empire East’s project roster. The company is set to complete and turn over about 5 to 7 towers this year.

The developer’s other projects continue to perform well. Sales for Covent Garden in Sta. Mesa, Manila, and Mango Tree Residences in San Juan City, have reached the 90 percent and 66 percent mark, respectively. The four-tower San Lorenzo Place in the Makati CBD is nearly sold out, with ready-for-occupancy units available at Tower 1 and Tower 2.

“While our leadership in the middle-income segment remains strong, we have always been receptive to new growth opportunities, allowing us to further expand our reach and capture a new breed of customers,” said Yu.

He added: “Empire East Elite developments are a showcase of increased mobility, accessibility to conveniences, less dense community, bigger unit layouts and upgraded amenities. These features translate to better experiences, a higher standard of living, and the kind of sustainability that is very important to the modern market today.”

The company has a land bank with P2.9 billion worth of properties, with an aggregate area of 404 hectares, allowing it to infuse its portfolio with new real estate concepts at the most advantageous opportunity.

“We at Empire East are focused on giving our customers the best value through creative and innovative real estate projects that are also an abundant source of positive experiences,” said Yu.

In May this year, Empire East was honored at the 6th PropertyGuru Philippines Property Awards. The developer received a “Special Recognition in CSR” for the CSR (corporate social responsibility) activities it held in 2017. In addition, Empire East’s The Rochester project in Pasig City was cited as “Highly Commended” in the category “Best Mid-End Property Development in Metro Manila.”

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