



107112013004309



## SECURITIES AND EXCHANGE COMMISSION

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### Company Information

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**SEC Registration No.** AS94006430  
**Company Name** EMPIRE EAST LAND HOLDINGS INC.  
**Industry Classification**  
**Company Type** Stock Corporation

### Document Information

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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. **July 10, 2013**  
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)**

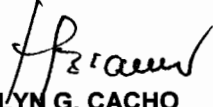
Please refer to the attached press statement.

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  
July 10, 2013

## **Empire East Posts 73% Increase in Reservation Sales**

Leading property developer Empire East Land Holdings Inc. registered a net income of PhP235 million in 2012, up 26 percent from PhP186.1 million in 2011. Real estate sales of the company and its subsidiaries grew to PhP1.38 billion, a 40 percent increase from PhP983 million in the previous year. Reservation sales in 2012 jumped 73 percent to PhP12.98 billion from PhP7.52 billion in 2011.

"Empire East is on a strong growth trajectory," said Empire East President Anthony Charlemagne Yu. "We capitalized on exciting opportunities in 2012, which allowed us to ramp up our brand image, consciously impressing a message of luxury on new and existing customers. This brought to focus our capability to offer upscale residences in the very best locations in Metro Manila and the South," he said.

Empire East launched last year 12 new towers with over 2,000 residential units across six urban projects, which include recreation-centered residential enclaves Kasara and The Rochester, transit-oriented developments Pioneer Woodlands and San Lorenzo Place, and community project Central Park, the latest phase of The Cambridge Village. The company also unveiled 830 new residential units in the two phases of its The Sonoma suburban development in Sta. Rosa, Laguna.

Construction costs of Empire East in 2012 reached PhP2.5 billion. It expects to spend about PhP4 billion to PhP4.5 billion for the development of new and current projects in 2013. The company is set to deliver Towers 1 and 2 of Pioneer Woodlands and Tower 4 of San Lorenzo Place this year. Turnover is also set to start for The Enclave, The Sonoma's first phase.

The land banking activities of the company have allowed it to secure an aggregate of 448 hectares of land worth PhP3.67 billion. From 2012 to May this year, Empire East acquired tracts of land including prime properties located in Quezon City, San Juan, Parañaque and Las Piñas.

According to Yu: "We are confident about the prospects of the real estate sector. Empire East is committed to scaling up its business and making its portfolio of luxury developments more accessible to Filipino homebuyers."