

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF
THE SECURITIES REGULATION CODE (SRC)
AND SRC RULE 17.2(c) THEREUNDER

1. January 16, 2013
Date of Report (Date of earliest event reported)
2. SEC Identification No. **CS200411593** 3. BIR Tax Identification No. **232-639-838-000**
4. ANCHOR LAND HOLDINGS, INC.
Exact name of issuer as specified in its charter
5. _____ 6. (SEC Use Only)
Province, country or other jurisdiction of
incorporation or organization
7. Unit 11B, 11th Floor, L.V. Locsin Building, 6752 Ayala Avenue
corner Makati Avenue, Makati City, Philippines **1228**
Address of issuer's principal office Postal Code
8. (02) 886-3572 to 74
Registrant's telephone number, including area code
9. _____
Former name, former address, and former fiscal year, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the Code, or Section 4 and 8 of the RSA

Title of Each Class

Number of Shares of Common Stock Outstanding
and Amount of Debt Outstanding

Common Stock, P1.00 par value	693,334,000 shares
Preferred Shares, P1.00 par value	346,667,000 shares

11. Indicate the item numbers reported herein: **Item No. 4: Appointment of an Officer**

Item No. 4: Appointment of an Officer

Appointment of HR and Admin Manager

We would like to inform you that Mr. Rolando C. Herrera has been appointed as the new HR and Admin Manager of Anchor Land Holdings, Inc. who shall replace Ms. Mary Rose R. Tenchavez.

Below are the qualification and work experiences of Mr. Rolando C. Herrera for the last five years:

ROLANDO C. HERRERA, Filipino, 54 years old, is presently the HR and Admin Manager of Anchor Land Holdings, Inc. He was a Human Resource Manager of Daniel Mercado Medical Center from August 2012-October 2012 and was the Department Manager of the Admin Services Department of Makati Development Corporation from January 2006-April 2012. He is a graduate of University of Sto. Tomas with a Bachelor of Science Degree in Psychology.

ANCHOR LAND HOLDINGS, INC.
Registrant

By:


CHRISTINE P. BASE
Corporate Secretary