

# COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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(Business Address: No. Street City/Town/Province)

<b>CHRISTINE P. BASE</b>
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(Contact Person)

<b>844-3906</b>
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(Company Telephone Number)

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*Month Day*  
(Fiscal Year)

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(Form Type)

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*Month Day*  
(Annual Meeting)

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(Secondary License Type, If Applicable)

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. of Stockholders

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Domestic

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Foreign

Total Amount of Borrowings

To be accomplished by SEC Personnel concerned

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File Number

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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. 16 May 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, 11<sup>th</sup> 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 Outstanding*

Common Shares, ₱1.00 par value

344,667,000

Preferred Shares, ₱1.00 par value

346,667,000

11. Indicate the item numbers reported herein: **Item No. 9: Press Release – Advertorial write-up**

**Item No. 9: Press Release – Advertorial write-up**

We wish to inform you that Anchor Land Holdings, Inc. will publish the attached advertorial write-up in a newspaper of general circulation.

**ANCHOR LAND HOLDINGS, INC.**  
Issuer

By:

  
**CHRISTINE P. BASE**  
Corporate Secretary

Date Signed:  
16 May 2013



**PRESS RELEASE**  
**Ref: Anchor Land Holdings, Inc.**  
**Tel. 888-6688 loc. 151**

## **ANCHOR LAND Q1 REVENUES UP 29% TO PHP1.58 BILLION**

High-end property developer Anchor Land Holdings, Inc. said the Group's revenues for the first quarter of 2013 reached Php1.58 billion, an increase of 29 percent compared to the same period last year on the back of continuing strong real estate sales and increase in recurring rental revenues.

The listed firm reported a consolidated net income of Php295.4 million from January to March, 13 percent higher than the Php262.24 million recorded during the same period in 2012.

Real estate sales still accounted for bulk of Anchor Land's revenues in the first quarter at Php1.44 billion, 30 percent higher than the Php1.11 billion sales revenues in the same quarter a year ago, while rental revenues increased by 31.8 percent to Php45.59 million from Php34.6 million in the same quarter last year.

Anchor Land Chairman Stephen Lee said the biggest revenue generators in the first quarter are still their bestselling projects like Anchor Skysuites in Binondo, Manila, the Admiral Baysuites along Roxas Boulevard also in Manila, and Phase 2 of the SoleMare Parksuites at the ASEANA Business Park in Paranaque City.

"We are pleased to report that our flagship projects continue to enjoy robust sales during the first quarter of the year. In addition, our new offerings are also gaining strong traction in their respective market segments, which should enable us to sustain our profitability and allow us to take advantage of more opportunities for the rest of the year," Lee said.

Other contributors to Anchor Land's healthy bottom line included its Clairemont Hills projects in San Juan City and the Wharton Parksuites also in Chinatown, while its rental income was bolstered by the full operations of its One Shopping Center and Two Shopping Center commercial complexes in Pasay City.

Lee said that for 2013, Anchor Land will further strengthen its presence in Chinatown where the company started and where it has established a loyal customer base among affluent Filipino-Chinese businessmen.

Anchor Land has allotted P5 billion in capital expenditures for 2013 to pursue new projects that are mostly follow-ups to its existing successful developments especially in areas where demand for Anchor Land projects remain strong.

These include the P11-billion Monarch Parksuites which is a sequel to SoleMare Parksuites, only on a much bigger scale. The Monarch Parksuites will rise on a nearly two-hectare property between the SM Mall of Asia and the Entertainment City and consists of four residential towers, two of which offer larger and multiple bedroom units.

In Chinatown, Anchor Land's new residential developments in 2013 include the Oxford Parksuites, a learning-centered project like Wharton Parksuites as both condominiums are located in the vicinity of the best Chinese learning institutions in the district.

Another new residential project in Binondo is the Princeview Parksuites along Quintin Paredes Street that will offer practical units sizes and cater to young families as well as businessmen who want to live near where their businesses are.

Anchor Land will also embark on a commercial venture in Binondo called the One Soler which will offer warehousing facilities to Chinatown traders.

Other projects for this year include a still unnamed luxury residential development along Roxas Boulevard as a follow-up to the Admiral Baysuites in the same vicinity, and another warehousing facility in Baclaran called One Logistics.