

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)

Ms. Ellen V. Almodiel

(Contact Person)

793-0088

(Company Telephone Number)

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Month Day
(Date)

1	7	-	C
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(Form Type)

0	5	2	9
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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

49,396

Total No. of Stockholders

Total Amount of Borrowings	
P	-
Domestic	Foreign

To be accomplished by SEC Personnel concerned

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File Number

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Document ID

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STAMPS

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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. **May 29, 2013**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **62893** 3. BIR Tax Identification No. **004-710-062-000**
4. **ROCKWELL LAND CORPORATION**
Exact name of issuer as specified in its charter
5. **N/A** Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **The Garage at Rockwell Center, Estrella St. Makati City** **1200**
Address of principal office Postal Code
8. **(632) 7930888**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since last report
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 Shares	6,101,762,198 shares (As of April 30, 2013)

11. Indicate the item numbers reported herein: **Item No. 9 – Other Events**

Item 9 – Other Events

a. At the annual meeting of the stockholders held this morning, the stockholders of the Corporation elected the following stockholders as directors for the ensuing year 2013 to 2014:

1. Mr. Vicente R. Ayllon
2. Mr. Ferdinand Edwin S. CoSeteng
3. Mr. Eugenio Lopez III
4. Mr. Federico R. Lopez
5. Mr. Manuel M. Lopez
6. Mr. Manuel L. Lopez, Jr.
7. Mr. Miguel Ernesto L. Lopez
8. Mr. Oscar M. Lopez
9. Mr. Nestor J. Padilla
10. Mr. Francis Giles B. Puno
11. Mr. Manuel N. Tordesillas

Mr. Ayllon and Mr. Tordesillas were elected as independent directors.

The following directors were present during the meeting: Mr. Benjamin Lopez, Mr. Eugenio Lopez III, Mr. Federico Lopez, Mr. Manuel Lopez, Mr. Manuel Lopez, Jr., Mr. Miguel Ernesto Lopez, Mr. Oscar M. Lopez, Mr. Nestor Padilla, and Mr. Manuel Tordessilas.

The stockholders also approved the minutes of the annual meeting of the stockholders held on August 03, 2012, approved the annual report of the management and the audited financial statements for the year 2012, ratified the acts and resolutions of the Board, its committees and management for the year 2012 and re-appointed the external auditors, Sycip Gorres Velayo & Co.

b. An organizational meeting was immediately held after the annual stockholders meeting for the election and appointment of officers for the ensuing year 2013 to 2014. Among others, the following were elected:

- | | |
|----------------------|---------------------------------------|
| 1. Manuel M. Lopez | - Chairman of the Board |
| 2. Oscar M. Lopez | - Chairman Emeritus |
| 3. Federico R. Lopez | - Vice Chairman |
| 4. Nestor J. Padilla | - President & Chief Executive Officer |

5. Miguel L. Lopez - Treasurer & Senior Vice President, Property Management
6. Valerie L. Soliven - Senior Vice President, Sales and Marketing
7. Ma. Lourdes L. Pineda - Senior Vice President, New Business
8. Ellen V. Almodiel - Vice President, Finance & Chief Finance Officer
9. Estela Y. Dasmariñas - Vice President, Human Resources
10. Adela D. Flores - Vice President, Retail and General Manager, Power Plant Mall
11. Julius A. Marzoña - Vice President, Project Development
12. Abel L. Roxas - Vice President, Construction Management
13. Antonette O. Marquez - Vice President, Construction Management
14. Davy T. Tan - Vice President, Business Development
15. Belen C. Nones - Vice President, Operations
16. Enrique I. Quiason - Corporate Secretary
17. Rodolfo R. Waga, Jr. - Assistant Corporate Secretary

The Board also appointed the members of the following committees:

Audit Committee

1. Vicente R. Ayllon - Chairman
2. Manuel N. Tordesillas - Member
3. Manuel L. Lopez, Jr. - Member
4. Francis Giles B. Puno - Member

Risk Management Committee

1. Eugenio L. Lopez III - Chairman
2. Nestor J. Padilla - Member
3. Ferdinand Edwin S. CoSeteng - Member
4. Manuel L. Tordesillas - Member

Nominations and Elections Committee

1. Manuel M. Lopez - Chairman
2. Oscar M. Lopez - Member

3. Eugenio L. Lopez III - Member
4. Vicente R. Ayllon - Member

The Board likewise adopted a dividend policy of 20% of prior year's Net Income after Tax (NIAT).

- c. Projections disclosed during the press briefing are the following:
 1. Projected NIAT for 2013 is ₱1.4 Billion.
 2. Capital expenditures for 2013 is estimated between ₱10.0 to ₱12.0 Billion.
- d. Also attached is a press release of the Corporation which was released today.

SIGNATURES

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.

ROCKWELL LAND CORPORATION
Issuer



ENRIQUE I. QUIASON
Corporate Secretary

May 29, 2013



**Rockwell Land to introduce projects for broader markets.
Premium developments exceeding targets**

Lopez-led property development firm Rockwell Land Corporation (PSE:ROCK) announced in their Annual Stockholders' Meeting held last May 29, 2013 that business from the high-end residential market continues to exceed projected targets and will extend its reach to the broader market by offering more affordable products through its new subsidiary, Primaries.

Half of 2012's P9.2 Billion reservation sales came from two recently launched projects of the company: "205 Santolan by Rockwell", its first townhouse development; and, "The Proscenium", currently the most anticipated project of the company. To date, the Company has sold all available penthouse units from its three launched towers (Kirov, Sakura and Lincoln) which are currently being sold at P60-90 Million. Due to high demand, it is now to offer additional penthouse units of The Proscenium. Total reservation sales in 2012 increased by 87% from the previous year's sales of P4.9 Billion.

On expanding its market coverage, Primaries Development Corporation, incorporated in September 2012, will be Rockwell Land's arm in providing quality residential developments to the broader market. The subsidiary's first and much awaited mid-rise residential project, located in the New Manila area called 53 Benitez, is set to launch by June of 2013.

Also, with the recent acquisition of a 3.1 hectare property in the Lahug Area in Cebu City, Rockwell is looking to launch its first project outside of Metro Manila this year – bringing the Rockwell brand and lifestyle to the country's second largest city.



The premium brand of Rockwell has allowed us to grow over the last 18 years,” said Nestor J. Padilla, Rockwell Land President & CEO. “While maintaining our strong foothold in the high-end segment, we are optimistic at an overwhelming reception of Primaries from the local market. With this new subsidiary, we will offer homes that are essential and universally functional with well planned living spaces and built with quality. More importantly, our target market’s value for money is emphasized with our product and price offerings.”

The aforementioned claims of the company are consistent with its financial performance to date. Rockwell Land reported total revenues of P1.4 Billion for the first quarter of 2013, up by 19% versus the same period last year due mainly from higher construction completion of Towers C to F of The Grove in Pasig City and 205 Santolan in Quezon City. Sales have consistently grown and performed in this manner because the company has made a reputation for itself by continuing to provide assurance of world-class products and exclusive communities.

Excellent sales have also been affected by the Philippine story wherein three investment grade ratings received from global investment rating agencies Fitch, Standard & Poor’s and Japan Credit Rating Agency, Ltd. have boosted investor confidence and a more favorable conditions for the real estate sector.

As for other revenue sources for Rockwell Land in 2012, the recurring income business consisting of retail and office leasing have grown to Php966 million. Resulting Net Income After Tax breached Php1.1 Billion, up by 23% from the previous year. The commercial leasing segment accounts for 39% of the Company’s EBITDA.

Padilla noted in his President’s Report about the importance of the recurring business, “Rockwell Land believes that maintaining a healthy and stable recurring income and by pursuing quick turnaround projects will provide itself with a solid buffer for the cyclical nature of the local property market.” **(END)**

For further inquiries, please contact Ms. Rica Bajo, Senior Finance Manager at RicaB@Rockwell.com.ph or Aissa Rivera, Assistant Marketing Manager for PR and Corporate Communications at AissaR@Rockwell.com.ph