

16 January 2024

Philippine Dealing & Exchange Corp.

29th Floor, BDO Equitable Tower,
8751 Paseo de Roxas,
Makati City 1226

Attention: **Atty. Marie Rose M. Magallen-Lirio**
Head - Issuer Compliance & Disclosure Department

Dear Atty. Magallen-Lirio:

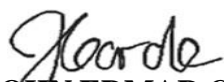
In compliance with PDEx Rule 7.9.3, we enclose a copy of Cebu Landmasters, Inc.'s ("CLI" or the "Company") disclosure filings to The Philippine Stock Exchange, Inc. on "Material Information/Transactions" and "Press Release" which both pertain to the opening of the third operational hotel of CLI the "lyf Cebu City" today, 16 January 2024.

We trust that this submission meets your requirements. If you have questions and/or clarifications, please feel free to contact the undersigned. Thank you.

Very truly yours,

CEBU LANDMASTERS, INC.

By:



ATTY. JOHN EDMAR G. GARDE
Legal Counsel and Compliance Senior Manager

COVER SHEET

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SEC REGISTRATION NUMBER										

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(Company Name)

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C	E	B	U		I	T		P	A	R	K	,		A	P	A	S	,		C	E	B	U		C	I	T	Y	

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

Atty. John Edmar G. Garde
Contact Person

(032) -231-4870
Company Telephone Number

1	2
Month	

3	1
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Day

17-C
Form Type

0	6
Month	

0	1
Day	

Secondary License Type, If Applicable

Dept. Requiring this Doc

Amended Articles Number/Section

24
Total No. of Stockholders

A horizontal bar chart titled "Total Amount of Borrowings". The chart is divided into two segments: "Domestic" on the left and "Foreign" on the right. The "Domestic" segment is represented by a light blue bar, and the "Foreign" segment is represented by a light orange bar. The bars are separated by a thin white line.

Category	Amount (Billion Yen)
Domestic	1,000
Foreign	1,000

To be accomplished by SEC Personnel concerned

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File Number

LCU

Document I.D.

Cashier

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. **January 16, 2024**
Date of Report (Date of earliest event reported)
2. SEC Identification Number: **CS200321240**
3. BIR Tax Identification No.: **227-599-320**
4. **CEBU LANDMASTERS, INC.**
Exact name of issuer as specified in its charter
5. **CEBU CITY, CEBU PHILIPPINES**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **10TH FLOOR, PARK CENTRALE TOWER, JOSE MA. DEL MAR ST., CEBU I.T. PARK, BRGY. APAS, CEBU CITY, PHILIPPINES**
Address of principal office
- 6000**
Postal Code
8. **(032) 231-4870**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since the 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

3,465,201,467

11. Indicate the item numbers reported herein: Item 9 (Other Matters)

Cebu Landmasters opens lyf Cebu City, expands hospitality portfolio

- *lyf Cebu City is a brand of The Ascott Limited, catering to young and dynamic travelers. The new hotel presents 159 rooms and is strategically located near the metro's iconic Fuente Osmeña Circle, which serves an integral role in the annual celebration of the vibrant Sinulog Festival.*
- *The opening of lyf Cebu City strengthens CLI's hospitality portfolio while signaling the company's confidence in VisMin's growing tourism sector.*

- *Cebu Landmasters subsidiary CLI Hotels & Resorts now has 10 hotels with more than 1700 keys, three are fully operational including lyf Cebu City, one will open in March and another one by the end of the year.*

Notice is hereby given to The Philippine Stock Exchange, Inc. (“PSE” or the “Exchange”), the Securities and Exchange Commission (“SEC”), the Philippine Dealing & Exchange Corp. (“PDEx”), and the public that leading property developer in VisMin Cebu Landmasters Inc. (“CLI”) grows its expanding hospitality portfolio with the opening of lyf Cebu City, the listed company’s third operational hotel.

Designed to serve young travelers looking to immerse in local cultures, lyf Cebu City is located at CLI’s mixed-use property Base Line Center in mid-town Cebu near Fuente Osmeña Circle, a key venue of the vibrant Sinulog Festival held every January in the city. The hotel offers 159 rooms of One of a Kind (studio queen), Side by Side (studio twin), All Together (2-bedroom) and All Together (4-bedroom) units, while presenting convenient access to surrounding commercial and essential establishments.

“We are excited for the opening of lyf Cebu City that offers young travelers an exciting blend of modern accommodations and a dynamic environment unmatched in Cebu. CLI’s hotel portfolio is growing and we are happy to offer a unique experience to VisMin’s growing tourism market,” says CLI Hotels & Resorts Director Mathias Bergundthal.

The new hotel serves as the first lyf property in the VisMin region, and the 2nd in the Philippines. A brand of global hotel operator The Ascott Limited, lyf (pronounced ‘life’) stands for “live your freedom,” the mantra of its target market of dynamic travelers.

The opening of lyf Cebu City brings CLI’s operational hotel count to three, following the launch of The Pad Co-Living last month with 258 rooms and Citadines Cebu City in 2019 with 180 rooms. Like the latter, lyf Cebu City is also operated by international hospitality group The Ascott Limited.

In its mission to strengthen its hospitality business, CLI also has partnerships with other international hotel operators, including Radisson and Accor, and with local players like the Abaca Group.

The opening of lyf Cebu City gives CLI 10 projects under its hospitality portfolio, which now features more than 1,700 keys and 316 rooms currently completed. Another hotel from the listed company is underway with the 200-room Citadines Bacolod City set to open in March 2024. Radisson Red with 144 rooms will also open by the end of the year.

Unaudited revenue from the listed company’s hospitality business shows a 67% increase year-on-year in 2023. The strong performance supports the study published last year by property expert Colliers International, with CLI remaining as the number one real estate developer in the VisMin region.###



With strong confidence in VisMin's growing tourism industry, Cebu Landmasters recently opened lyf Cebu City with 159 rooms in time for the city's Sinulog Festivities. The listed company plans to inaugurate 2 more hotels soon that will bring its total number of operational rooms to 338, including 180 rooms of Citadines Cebu City.



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With strong confidence in VisMin's growing tourism industry, Cebu Landmasters recently opened The Pad in Banilad High Street with 258 rooms. The listed company plans to inaugurate 2 more hotels soon that will bring its total number of operational rooms to 338, including 180 rooms of Citadines Cebu City.



With strong confidence in VisMin's growing tourism industry, Cebu Landmasters recently opened two more hotels in addition to the fully operational Citadines Cebu City with 180 rooms. Shown above is an actual photo of the hotel's studio unit.

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.

CEBU LANDMASTERS, INC.

Issuer

January 16, 2024

Date



ATTY. JOHN EDMAR G. GARDE

Legal Counsel & Compliance Senior Manager

Signature and Title