

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17.1

- 1. April 24, 2013 Date of Report (Date of earliest event reported)
2. 152747 SEC Identification Number
3. 000-153-790-000 BIR Tax Identification Number
4. AYALA LAND, INC. Exact Name of registrant as specified in its charter
5. MAKATI CITY, PHILIPPINES Province, country or other jurisdiction of incorporation
6. [Redacted] (SEC Use Only) Industry Classification Code
7. 30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City Address of principal office
1226 Postal code
8. (632) 750-6974 Registrant's telephone number, including area code
9. Not Applicable 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

As of December 31, 2012

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Rows include COMMON SHARES and VOTING PREFERRED\*.

Indicate the item numbers reported herein : Item 9. Other Events

Re: Joint Venture Agreement with AboitizLand, Inc.

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AYALA LAND, INC. Registrant
[Signature]
PAUL C. CHEAH
Alternate Compliance Officer

Date : April 24, 2013

\*Unregistered



SEC Reg. No. 152747

24 April 2013

**Securities and Exchange Commission**  
SEC Building, Mandaluyong City

Attention: Hon. Justina F. Callangan  
*Director, Corporation and Finance Department*

**Philippine Stock Exchange, Inc.**  
3<sup>rd</sup> Floor, Tower One and Exchange Plaza  
Ayala Triangle, Ayala Ave., Makati City

Attention: Ms. Janet A. Encarnacion  
*Head, Disclosure Department*

**Philippine Dealing and Exchange Corporation**  
37<sup>th</sup> Floor, Tower 1, The Enterprise Center  
6766 Ayala Ave cor. Paseo de Roxas, Makati City

Attention: Ms. Ma. Concepcion Magdaraog  
*Head, Issuer Compliance and Disclosure Department*

Mesdames:

Please be informed that Ayala Land, Inc. ("the Company") has agreed in principle with AboitizLand, Inc. to enter into a 50%-50% joint venture for the development of properties in Cebu.

This joint venture with AboitizLand, Inc., a well established and strong partner in Cebu, is consistent with the Company's growth strategy of establishing more developments in the major urban areas of the country, Cebu being one of the most progressive metropolitan areas in the Philippines.

Through this joint venture, the Company expects to generate synergies by combining the experience of AboitizLand in developing diverse real estate products in Cebu, with Ayala Land's expertise in building a full range of real estate formats including large scale, integrated, mixed-use communities.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Paul C. Cheah'.

**Paul C. Cheah**  
*Alternate Compliance Officer*