

30 June 2015

Philippine Stock Exchange, Inc.

3rd 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

37th Floor, Tower 1, The Enterprise Center
6766 Ayala Ave cor. Paseo de Roxas, Makati City
Attention: Ms. Vina Vanessa S. Salonga
Head, Issuer Compliance and Disclosures Department

Securities and Exchange Commission

SEC Building, Mandaluyong City
Attention: Hon. Vicente Graciano P. Felizmenio, Jr.
Director, Market Regulation Department

Dear Mesdames and Gentlemen,

Ayala Land, Inc., through SM-ALI Group consortium, participated and won in the bidding for Lot No. 8-B-1, containing an area of 263,384 square meters, which is a portion of Cebu City-owned lot located at the South Road Properties, Cebu City covered by Transfer Certificate of Title No. 107-2011000963 (the "**Property**").

SM-ALI Group consortium is a consortium among SM Prime Holdings, Inc. ("**SM**"), Ayala Land, Inc. ("**ALI**"), and Cebu Holdings, Inc. ("**CHI**"), together with ALI collectively referred to as the "**ALI Group**". The SM-ALI Group will co-develop the property pursuant to a joint master plan.

Attached is a copy of the press release for reference.

Thank you.

Very truly yours,



JAIME E. YSMAEL
Senior Vice President
Chief Finance Officer and Compliance Officer

NEWS RELEASE

CEBU CITY, June 30, 2015 -- Two of the country's property giants joined forces and successfully secured the winning bid of 10 billion for a portion of the South Road Properties (SRP) in Cebu City yesterday.

SM Prime Holdings, Inc. (SM), with Ayala Land, Inc. (ALI), and its affiliate, Cebu Holdings, Inc. (CHI), formed a consortium which won the bid for the 26-hectare Lot No. 8-B-1 at SRP.

Dubbed as the SM-ALI Group consortium, the consortium benefits from the combined financial muscle, technical expertise and the real estate experience of SM and the ALI Group. The SM-ALI Group will co-develop the property pursuant to a joint master plan.

SM Prime is one of the largest integrated property developers in Southeast Asia that offers innovative and sustainable lifestyle cities with the development of malls, residences, offices, hotels, and convention centers. Incorporated in 1994, SM Prime Holdings, Inc. started as a mall developer and operator and grew to be the biggest retail shopping center developer and operator in the Philippines.

Ayala Land is a leading diversified property developer in the Philippines, with a track record of creating large-scale, integrated, mixed-use communities around the country like the Makati Central Business District, Bonifacio Global City and Nuvali in Laguna. The company continues to increase its footprint by building estates in different regions nationwide. With over 8,000 hectares of land bank, ALI is now present in 45 growth centers across the country, offering a balanced and complementary mix of residential spaces, shopping centers, offices, hotels and resorts, convenience stores and health care facilities.

ALI-affiliate CHI brings in its local expertise in this consortium, having developed two of Cebu's most prime business and lifestyle districts – the Cebu Business Park and the Cebu I.T. Park. Its master planned estates are the preferred locations for traditional office, BPO office and shopping center leasing. The various residential condominiums it has launched bring in over 4,500 units upon completion, making it the biggest real estate group offering the most number of units across a wide range of market segments in Cebu.

With the resources and expertise of these real estate companies, this newest development at the SRP is planned as another showcase of integrated, master planned and sustainable developments that will bring in more investments and jobs for the local economy.