

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. May 12, 2014 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. (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 March 31, 2014

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: Ayala Land signs terms of reference with Sureste Properties, 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.

Date : May 12, 2014

AYALA LAND, INC. Registrant
Signature of JAIME E. YSMAEL
Senior Vice-President, Chief Finance Officer and Chief Compliance Officer

*Unregistered



SEC Reg. No. 152747

12 May 2014

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

Securities and Exchange Commission

SEC Building, Mandaluyong City

Attention: Hon. Vicente Graciano P. Felizmenio, Jr.
Director, Market Regulation 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 Disclosure Department

Gentlemen and Mesdames:

Please be informed that Ayala Land, Inc. ("ALI") has signed the terms of reference with Sureste Properties, Inc. ("SPI"), a wholly-owned subsidiary of Bloomberry Resorts Corp. ("BLOOM"), for the retail area to be opened in the new Phase I-A of Solaire Resort & Casino.

ALI will be the leasing and marketing agent of the said retail area with a gross leasable area of more than 5,000 sqm. The retail component will have premium brands to complete the offering of Solaire Resort & Casino.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jaime E. Ysmael', written over a horizontal line.

Jaime E. Ysmael
*Senior Vice-President,
Chief Finance Officer and
Chief Compliance Officer*