

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, 2017
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. 31F Tower One and Exchange Plaza, 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 January 31, 2016

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding (Registered)
COMMON SHARES	14,712,682,588	
VOTING PREFERRED*	13,066,494,759	P 57,962,880,000.00

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

Re: Notice of ALI 1Q Analyst Briefing May 08, 2017.

Date : April 24, 2017

AYALA LAND, INC.
 Registrant

Michael Anthony Garcia
 Deputy Compliance Officer

*Unregistered

21 April 2017

Philippine Stock Exchange, Inc.

3F Tower One and Exchange Plaza

Ayala Triangle, Ayala Ave., Makati City

Attention: **Mr. Jose Valeriano B. Zuño III**
Head, Disclosure Department

Dear Sir,

Please be advised that Ayala Land, Inc. will conduct an Analysts' Briefing on the Company's financial and operating results for the first quarter of 2017.

Details as follows:

Date : **May 08, 2017 (Monday)**
Time : **2:00 pm**
Venue : **25th Floor - Blue Room**
Tower One and Exchange Plaza, Ayala Triangle
Ayala Avenue, Makati City

The above information is being disclosed in accordance with the disclosure rules of the Securities and Exchange Commission and the Philippine Stock Exchange.

Interested parties who wish to attend may confirm through the following contact details:

Tel : 908 3676
Email : iru@ayalaland.com.ph
unsay.janine@ayalaland.com.ph

Thank you.

Very truly yours,



MICHAEL ANTHONY GARCIA
Head, Investor Communications and Compliance

Cc

Securities and Exchange Commission

SEC Building, Mandaluyong City

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

Philippine Dealing and Exchange Corporation

37F 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