

P W - 1 5

R O X A S H O L D I N G S , I N C .

(Company's Full Name)

6 F C G B U I L D I N G , 1 0 1 A G U I R R E
S T R E E T , L E G A S P I V I L L A G E
M A K A T I C I T Y

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

ATTY. FLORENCIO M. MAMAUAG, JR.

810-8901

SEC Form 17-C

September 30
Month Day
Fiscal Year

Form Type

Month Day
Annual Meeting

Secondary License Type, If Applicable

Department Requiring this Document

Amended Articles Number/Section

2,262

Total Amount of Borrowings

Total No. of Stockholders

Domestic Foreign

TO BE ACCOMPLISHED BY SEC PERSONNEL CONCERNED

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks = pls. Use black ink for scanning purposes

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



10 June 2013

1.
Date of Report (Date of earliest event reported)

2. SEC Identification Number 15-A 3. BIR Tax Identification No 000-290-538

4. **ROXAS HOLDINGS, INC.**
Exact name of issuer as specified in its charter

5. Makati City, Philippines
Province, country or other jurisdiction of
Incorporation

6. (SEC Use Only)
Industry classification code:

7. 6th Floor, Cacho-Gonzales Bldg., 101 Aguirre St.,
Legaspi Village, Makati City
Address of principal office

1229
Postal Code

8. (02) 810-8901
Issuer's telephone number, including area code

9. **CENTRAL AZUCARERA DON PEDRO**
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

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common (Par value is P1.00 per share)	909,552,236

11. Indicate the item numbers reported herein: Item No. 9.

The management of Roxas Holdings, Inc. appointed Mr. Juan Miguel J. Araneta as Senior Vice President for Procurement, Logistics & Special Projects effective 10 June 2013.

Mr. Juan Miguel J. Araneta graduated from the Ateneo de Manila University, Honours Program, in 1980 and completed his Masters Degree in Management at the Arthur D. Little Management Education Institute, Cambridge, Massachusetts, USA in 1986 with distinction. Mr. Araneta had twenty-seven (27) years experience in various businesses and industries covering general management, real estate

development, project management and corporate banking. He also had six (6) years experience as General Manager of Central Park Hotel and also worked with the Ministry of Social Development in New Zealand. He has been involved in sugar supply-chain/trading, mixed alcohol beverages sales and distribution. Early in his career, he was an Advisor for Ernst & Young involved in business development, business process advisory and early on in 1986, as Account Manager of Bank of PI Corporate Banking Group.

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.

ROXAS HOLDINGS, INC.
Issuer

10 June 2013
Date

By:



FLORENCIO M. MAMANUAG, JR.
Asst. Corporate Secretary/Compliance
Officer/Corporate Information
Officer/VP Legal