



05 January 2015

Philippine Stock Exchange

Disclosures Department
Tower One and Exchange Plaza Ayala
Triangle, Ayala Avenue, Makati City,
Metro Manila

Attention : **MS. JANET A. ENCARNACION**
Head-Disclosure Department

Subject : Roxas Holdings, Inc. – New Executive Appointments & Promotions

Gentlemen:

Please be informed that the company has appointed the following officers effective today, 05 January 2015:

Mr. George T. Cheung (Mr. Cheung), as SVP Commercial Operations. Mr. Cheung was formerly a Managing Partner in Commodity Partners Pte, Ltd., Head of Domestic Coal Trading of Trafigura Investment China, Ltd, based in Shanghai, Associate Director & General Manager of Wilmar Sugar Pte. Ltd/Yihai Commercial Eagle Trading, General Manager at the Greater China Region of ED&F Man, a global supplier of sugar, and a Trading Manager of the Sugar Division in Hongkong of Cargill, among others. Mr. Cheung obtained his degree in Bachelor of Science in Food Sciences and Technology at the University of British Columbia in Vancouver, British Columbia, Canada, his Diploma in Business Administration at the International Correspondence Schools and his masters in Business Administration (MBA) Global Executive program at the Duke University in Durham, North Carolina, USA.

Mr. Jose Rojo G. Alisla (Mr. Alisla), as VP Agro-Industrial Research/Development. Mr. Alisla was formerly the Construction Services Manager of PICOP, Project Development Officer on Agriculture, R&D, and Environment in the Provincial Government of Negros Occidental and the Office of the Presidential Adviser for Visayas and Chief of Staff to the Sugar Regulatory Administrator. He obtained his BS Civil Engineering at the University of the Philippines and his MBA at the University of St. La Salle University in Bacolod.



Mr. Paul Edwin V. Lazaro (Mr. Lazaro), as AVP-Internal Audit Group. Mr. Lazaro was formerly the Internal Audit Group Head of Convergys Philippines and Senior Manager for Controls Assurance in the same company. He also worked with Philip Morris Philippines and Ford Motors and also became the Regional Auditor for World CAT (PUMA). He obtained his BS Accountancy at the University of Sto. Tomas and his MBA at the Ateneo Graduate School of Business.

The company also appointed Mr. Archimedes B. Amarra (Mr. Amarra) as EVP Agro-Industrial Research/Development effective 05 January 2015. He is concurrently the President/Chief Operating Officer of Central Azucarera De La Carlota, Inc., a subsidiary of RHI. He would be in-charge of Project Market Research, Process & Technology Research, Farm Operations & Services.

Please be informed further that the company promoted the following officers effective today, 05 January 2015:

(i) Mr. Luis O. Villa-Abrille (Mr. Villa Abrille) from SVP to EVP Business Development. Mr. Luis O. Villa-Abrille is concurrently the President/Chief Operating Officer of Roxol Bioenergy Corporation. He was formerly the Vice-President & Resident Manager of GreenFuture Innovations, Inc., the President & COO of San Carlos Bioenergy, Inc. and the Director for Operations of Bronzeoak Philippines, Inc., among others. Mr. Villa-Abrille obtained his BS Mechanical Engineering degree at the University of Sto. Tomas and is a licensed Mechanical Engineer;

(ii) Mr. Francisco S. Rondilla (Mr. Rondilla) from VP to SVP Information, Instrumentation and Communication Technology Group. Mr. Rondilla was formerly the Managing Consultant of Hypercash Payment Systems, Inc., Project Manager of Datacraft Communication Systems, Inc. and the Vice-President of Micro-D Int'l, Inc., the Regional Support Manager of the Enterprise Network System (ENS) Division of Hughes Network Systems and the Department Head of the Network/Communications (NCD) IS Group of the Social Security System (SSS). He obtained his BS Mechanical Engineering from the Adamson University and is a registered Mechanical Engineer. Mr. Rondilla also took up computer programming courses at the National Computer Institute/University of the Philippines and obtained his Master's in Business Administration at the FEU-Makati MBA School;

(iii) Ms. Jesselyn P. Panis (Ms. Panis) from VP to SVP QA/QC/Brand Equity and EVP-Deputy Head of Roxol. Ms. Panis was previously affiliated with Wrigley Philippines where she served as its General Manager from 01 January 2010 to 31 May 2013, and Special Projects Director from 01 June 2009 to 31 December 2009, Director for External Manufacturing for Asia Pacific and Philippine Operations from 1 August 2008 to 30 May



2009, Factory Director from April 2005 to 1 August 2008 and Quality Assurance Manager from April 2001 to October 2004. Ms. Panis was also a Quality Assurance Specialist and Assistant Brewmaster for SMC Technical Services from July 1999 to April 2001. Ms. Panis also worked as a Quality Assurance Consultant for SMC Greater China Operations from February to June 1999, and was the Quality Assurance Manager for the San Miguel Shunde Brewery in Guandong, China from November 1996 to August 1998. Ms. Panis obtained her degree in Chemical Engineering from the De La Salle University in June 1986 and is a licensed Chemical Engineer; and

(iv) Mr. Frederick E. Reyes (Mr. Reyes) from AVP & Deputy Head to VP & Deputy Head of Human Resources. Mr. Reyes was formerly the Director for Human Resources Services of Manila Water Company. He has a 29-year experience in HR Operations having been in Vitarich in charge of Training, QC & Employee Relations. In 1990 thru 1997, he joined Globe Telecom during its transition to become a 'wireless' telephone company in charge of Training and Development and also in Manila Water during its "privatization" years in 1997 thru 2012. Mr. Reyes obtained his degree in Industrial Engineering from the University of Sto. Tomas and is a licensed Industrial Engineer.

Very truly yours,

FLORENCIO M. MAMAUAG, JR.
VP Legal/Asst. Corporate Secretary/
Compliance Officer & CIO