

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



1. 31 May 2013

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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

1229

Address of principal office

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.

Please see attached Press Release.

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

31 May 2013
Date

By:



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



FOR IMMEDIATE RELEASE

30 MAY 2013

Roxas Holdings' Amarra sees bright prospects for export of RP sugar

Philippine sugar may soon find its way into India and the Middle East as the government and local traders explore new markets for the commodity. However, this may not come in the form of raw or refined sugar but in the form of pre-mix products like 3-in-1 coffee or powdered juice drinks.

Speaking last Tuesday at the 4th Kingsman Asia Pacific Sugar Conference in Singapore, Roxas Holdings' Archimedes B. Amarra, the sugar group's Executive Vice President for Marketing/ Trading, Corporate Planning and Corporate Communications, said there is a bright spot for Philippine sugar in the export market even with the challenges facing the industry.

"The government and local traders are actively exploring new markets, such as India and the Middle East, especially with significant industry changes expected in the next two years," Mr. Amarra told producers, traders and sugar executives from the Asia Pacific.

He explained that the reduction in tariffs for sugar under the ASEAN Free Trade Area (AFTA) from 38% in 2010 to 5% in 2015 is expected to significantly impact Philippine sugar production and trade, particularly the influx of sugar to the country, as other ASEAN producers enjoy lower production costs.

However, Mr. Amarra said the Department of Agriculture continues to make the strengthening of the Philippine sugar industry a priority through the Sugar Industry Roadmap.

"The roadmap promotes block farming or the operational consolidation of small farms to take advantage of plantation-scale production; increase in ethanol production backed up by the law that mandates the use of biofuels in the country; sale of excess power from sugar mill power generation; and the production of other sugarcane by-products and co-products," Mr. Amarra said.

ROXAS HOLDINGS, INC. (RHI) (PSEi: ROX) is the Philippines' largest raw sugar producer and second largest refinery. It manages 100% of Central Azucarera Don Pedro, Inc. in Nasugbu, Batangas, and Central Azucarera de la Carlota, Inc. and Roxol Bioenergy Corporation in La Carlota, Negros Occidental. It also holds 45%-stake in affiliate Hawaiian-Philippine Company.

For inquiries, contact Roulee Jane F. Calayag at rfcalayaq.rhi@cadp.com.ph or at (63 2) 810 8901.