

18 March 2013

PHILIPPINE STOCK EXCHANGE
Disclosure Department
Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention : **MS. JANET ENCARNACION**
Head – Disclosure Department

Subject : Appointment of VP – Sales & Marketing

Madame:

Please be informed that the management of Roxas Holdings, Inc. appointed Mr. Felixberto T. Monasterio as Vice-President – Sales and Marketing effective today.

Mr. Felixberto T. Monasterio was the Executive Director of the Sugar Master Plan Foundation, Inc. and was a consultant to various sugar industry stakeholders. He was formerly the Area Head of Lending Operations in the North Luzon Market Area of Far East Bank and Trust Company/Bank of the Philippine Islands. He is a graduate of the University of the Philippines – Los Baños (UPLB). He also took up a diploma course in Agribusiness Management in UPLB and earned units in Business Management in the Asian Institute of Management in Makati.

Very truly yours,



FLORENCIO M. MAMAUAG, JR.
VP-Legal & HR, Asst. Corp. Sec.,
Compliance Officer & CIO