

# 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. Date of Report (Date of earliest event reported)  
Jun 24, 2016
2. SEC Identification Number  
A199911666
3. BIR Tax Identification No.  
005-712-797
4. Exact name of issuer as specified in its charter  
CALATA CORPORATION
5. Province, country or other jurisdiction of incorporation  
PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
Mc Arthur Hi-way, Banga 1st, Plaridel, Bulacan  
Postal Code  
3004
8. Issuer's telephone number, including area code  
044 7950136
9. Former name or former address, if changed since last report  
N/A
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 Shares	403,006,240

11. Indicate the item numbers reported herein  
Item 9. Others

*The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.*

# Calata Corporation CAL

**PSE Disclosure Form 4-30 - Material Information/Transactions**  
***References: SRC Rule 17 (SEC Form 17-C) and***  
***Sections 4.1 and 4.4 of the Revised Disclosure Rules***

**Subject of the Disclosure**

Calata Partners with Austrian Agri Tech Firm

**Background/Description of the Disclosure**

Calata Corporation has entered a partnership with Austrian Agri Tech firm, Pessl Instruments GmbH, for the introduction of data-driven farming practices in the Philippine's agricultural sector as one of its initiatives towards a successful and socially beneficial agri revolution.

**Other Relevant Information**

See attached.

**Filed on behalf by:**

<b>Name</b>	Jose Marie Fabella
<b>Designation</b>	Corporate Secretary/Corporate Information Officer

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CALATA aims to lead the Philippines' agricultural sector into the 'Agricultural Internet of Things' with intelligence based farming.

## **Calata Corporation partners with Pessl Instruments GmbH for data-driven farming**

Calata Corporation, one of the biggest agricultural conglomerates in the Philippines, announced its partnership with Pessl Instruments GmbH with the goal of introducing data-driven farming practices to the Philippines' agricultural sector.

Historically focused on the retailing and distribution of top agrochemical brands, feeds, fertilizers, veterinary medicines and seeds throughout the country, Calata now aims to lead the Philippines agricultural sector into the 'Agricultural Internet of Things' which is intelligence based farming that relies on real-time field data to improve decision-making across the entire supply chain.

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“Unlike developed countries where farmers have ready access to information and the latest yield-improving technologies, the Filipino farmer is still farming the old fashioned way. We take it as our responsibility to modernize the face of Filipino farming and this partnership is our first serious step in that direction,” said Joseph Calata, founder and CEO of CALATA Corporation. “With Pessl Instruments as our primary technology partner we will now invite more stakeholders to be a part of this new digital farming ecosystem which will transform the way we farm in years to come”.

Pessl Instruments is known around the world for helping farmers improve yields while saving on energy, water and fertilizer costs products, through products such as weather stations, automatic insect traps, high resolution field cameras, soil moisture monitoring devices, irrigation automation controllers and more.

“I’m glad to see the Philippines leading the way in South East Asia by adopting technology which makes a real difference to the bottom line of farmers” said Gottfried Pessl, founder and CEO of Pessl Instruments. “The world of farming is seeing a massive shift towards data driven technologies and we have been at the forefront of this shift for 30 years. Now, with CALATA as our partner, we are excited by the prospects of presenting our solutions to the Filipino farming community”.

The first initiative under this partnership will be the rollout of an hourly 7-day weather forecasting service to farmers at selected locations. iMetos weather station by Pessl Instruments with forecasting functionality will be installed in close proximity to CALATA’s own AGRI retail outlets where farmers can register for this service. Providing accurate weather forecasting will facilitate cost savings to farmer as they will spray pesticides and apply fertilizer more accurately minimizing the effect of water runoff caused by rain. Upon the successful trial period, CALATA aims to make this service available nationwide to all farmers.

## **About CALATA**

Calata Corporation, under the leadership of the chairman and CEO of the company, Mr. Joseph H. Calata, was incorporated in 1999 as Planters Choice Agro Products and represents the success story of an industry emerging triumphant from all challenges of start-up entrepreneurship. The company prides itself as the largest retailer and distributor of top agrochemical brands, feeds, fertilizers, veterinary medicines and seeds throughout the Philippines. From its humble beginnings as retail store in Plaridel, Bulacan, Calata Corporation has seen a growth so steady and exponential, so much so that it is now dubbed as one of the most promising PSE-listed firms in the country. The company operates on a strategy that brings together the benefits of modern technology and employment of the best talents in the industry. Kindly visit [www.calatacorp.com](http://www.calatacorp.com) for more information.

## **About Pessl Instruments GmbH**

Pessl Instruments GmbH, which is headquartered in Weiz, Austria, was founded in 1984 by current CEO Gottfried Pessl. It has subsidiaries in USA, Brazil, Ukraine, Turkey, South Africa, Portugal and operates in more than 60 countries. The firm develops and distributes climate monitoring, agricultural risk, and irrigation management technology solutions for its farming customer base. Pessl's products, which are globally distributed under the Metos® brand, include weather stations, soil moisture monitoring devices, irrigation automation controllers, electronic insect traps, remote crop monitoring systems, disease and pest warning software, and localized weather forecasts. For more information on Pessl, please visit [www.pesslinstruments.com](http://www.pesslinstruments.com)