

03 July 2013

**MS. JANET A. ENCARNACION**

Head, Disclosure Department  
Philippine Stock Exchange,  
**Philippine Stock Exchange Plaza**  
Ayala Triangle, Ayala Avenue, Makati City

**RE: CALATA TARGETS 1,000 AGRI STORES**

Dear Ms. Encarnacion,

Pursuant to the Revised Disclosure Rules of the Philippine Stock Exchange (the “Exchange”), please be advised that in its meeting today, the Board of Directors of Calata Corporation (the “Company”) approved the plan to aggressively pursue the expansion of its “Agri Retail Store” business throughout the Philippines. Initially, the Company shall target the establishment of up to 1,000 Agri Retail Stores nationwide in addition to its 116 existing stores in Luzon. The Company shall likewise explore the possibilities of introducing its “Agri” brand to the international market.

Furthermore, we advise the Exchange that the Company has entered into a Contract with International Franchise Corporation of the Philippines (“Francorp Philippines”) for a Full Professional Franchise Development Program in line with the Company’s aggressive expansion of its Agri Retail Business.

Francorp Philippines is part of the worldwide network of Francorp International. Incorporated in 1996, it is today’s premier and leading franchise developer in the country, with over 200 successful franchises developed or assisted at various stages of their growth. Among the Francorp Group’s list of clientele include market leaders Jollibee Foods Corporation, The Generics Pharmacy, Max’s Restaurant, Goldilocks, Pancake House, Bench and many others. Francorp Philippines’ clients account for 25% of the total franchises in the Philippine market and works nationwide with as many as 5,000 entrepreneurs yearly.

Francorp International is the worldwide leader in franchise development and consulting. From its headquarters in Chicago, it has grown to 22 offices not only in the United States, but all over South America, Asia, the Middle East, and South Africa. It has developed over 3,000 franchises and assisted more than 10,000 companies worldwide in its expansion, and has been named as one of the top 100 management consulting firms in North America by Consultation News while being regularly quoted in business publications like The Wall Street Journal, New York Times, Fortune, Business Week and Forbes.

By entering into a partnership with Francorp Philippines, the Company expects to realize its expansion plans effectively and efficiently, thereby ensuring a strong and bullish business growth apart from fortifying the Company’s position as one of the leaders in the Philippine agribusiness industry.

Very truly yours,



**Atty. Jose Marie E. Fabella**

Corporate Secretary / Corporate Information Officer /  
Compliance Officer