

16 June 2014

MS. JANET A. ENCARNACION
Head, Disclosure Department
Philippine Stock Exchange,
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue, Makati City

RE: CALATA TO PARTNER MEAT BUSINESS WITH PUREGOLD

Dear Ms. Encarnacion,

Pursuant to the Revised Disclosure Rules of the Philippine Stock Exchange (the “Exchange”), please be advised that Calata Corporation (the “Company”) has finalized its previously disclosed acquisition of the meat business of the Galicia Group through the Company’s ownership over a majority stake in Brookfields Meat, Inc., (Brookfields) a corporation which shall be taking over the meat business of the Galicia Group.

The Company intends to aggressively pursue its meat business by rapidly expanding operations which shall include the establishment of major supply agreements with large scale supermarkets including supply agreements with the country’s largest retail chain Puregold Supermarkets which has more than 200 retail stores all over the country.

The Company’s initiative has been brought about by its recognition of the synergy between the meat business and its feed distribution business as it envisions a successful integration of both revenue streams into its farm to plate model. It will be recalled that the Company earlier announced to the investing public its exclusive partnership with the New Hope Group, one of the largest feed manufacturer in China, for the exclusive manufacturing and distribution of the country’s fastest growing feed brand “Golden Bean” feeds. The Company’s vision is likewise to distribute pork meat fed with Company-owned “Golden Bean” feeds all over the country.

Operations from the meat business are expected to substantially contribute to the continued increase in corporate profitability as the Company is geared towards becoming a major player in this billion of pesos worth of meat business industry for the coming years.

Very truly yours,



Atty. Jose Marie E. Fabella
Corporate Secretary / Corporate Information Officer /
Compliance Officer