

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)
Oct 3, 2016
2. SEC Identification Number
A199911666
3. BIR Tax Identification No.
005-712-797-000
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
McArthur Highway, Banga 1st, Plaridel, Bulacan
Postal Code
3004
8. Issuer's telephone number, including area code
(044) 795 0136
9. Former name or former address, if changed since last report
Not Applicable
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. Other Events

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

"Krops" Formally Goes Online

Background/Description of the Disclosure

We are pleased to announce that the mobile application "Krops" has formally been launched and shall be fully operational beginning October 2016.

Other Relevant Information

Please see attached.

Filed on behalf by:

Name	Jose Marie Fabella
Designation	Corporate Secretary/Corporate Information Officer

October 3, 2016

MR. JOSE VALERIANO B. ZUÑO III
Officer in Charge, Disclosure Department
Philippine Stock Exchange,
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue, Makati City

RE: "Krops" Formally Goes Online

Dear Mr. Zuño,

Pursuant to the Revised Disclosure Rules of the Philippine Stock Exchange (the "**Exchange**"), we are pleased to announce that the mobile application "Krops" has formally been launched and shall be fully operational beginning October 2016.

Upon the initiative of Black Cell Technology, Inc. ("Black Cell"), a software development company owned by Mr. Joseph H. Calata and the support of Calata Corporation (the "Company"), Krops was finally completed after over a year of research and development. Currently, Mr. Calata's Black Cell and the Company are looking into investing and formally collaborating with each other for the development of additional innovative software designed to improve the agribusiness sector.

Krops, a highly-specialized mobile application, was specifically developed to provide farmers and customers with an effective and cost-efficient tool in locating buyers and sellers of all agricultural products throughout the Philippines as well as in neighboring countries. Furthermore, Krops enables and promotes direct business dealings between buyers and sellers, thereby improving accessibility and eliminating additional costs charged by brokers and middlemen. Krops will likewise include in its database all agricultural products of the Company which will be directly and easily accessible to the public thereby maximizing revenue growth potential.

The Department of Agriculture ("DA") has expressed its full support to Krops where the Hon. Emmanuel F. Piñol, Secretary of Agriculture, was quoted in saying that *"This is the perfect answer to the problem bedeviling the Filipino agricultural producer who has always been at the mercy of the middlemen and the traders."*

While express interest from the DA to acquire the mobile application has been read from the newspapers, no formal agreement has been finalized as of this time. The Company, however, undertakes to provide the Exchange with prompt and complete disclosure regarding the matter. As of the moment, the Company is continuously monitoring and studying further innovations, updates and improvements that can be incorporated into Krops.

Krops is the latest initiative of the Company aimed at revolutionizing the agri-business sector. It will be recalled that last June 27, 2016, the Company announced its partnership with Pessl Instruments which 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.

Finally, with this initiative, it is to be stressed that the core objective of the Company does not only center on the improvement of profitability but also the social awareness in providing assistance to the Filipino farmer in his continued struggle for a more decent and sustainable livelihood.

Very truly yours,



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