



ROXAS HOLDINGS, INC.  
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17 August 2011

**PHILIPPINE STOCK EXCHANGE**

Disclosure Department  
4/F Philippine Stock Exchange, Inc., PSE Centre  
Exchange Road, Ortigas Center  
Pasig City, Metro Manila

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

Madame:

We are furnishing you a copy of the press release the Company issued today in connection with the export of raw sugar to South Korea and Japan by its wholly-owned subsidiary, Central Azucarera Don Pedro, Inc.

Very truly yours,

**FLORENCIO MAMAUAG, JR.**  
VP-Legal, Asst. Corp. Sec. &  
Compliance Officer

17 August 2011

**News Release**  
**FOR IMMEDIATE RELEASE**



**ROXAS HOLDINGS EXPORTS SUGAR TO KOREA, JAPAN.** Photos show the sugar shipment activities at the Batangas International Port bound for South Korea.

## **Roxas Holdings exports sugar to Korea, Japan**

IN order to address its oversupply of sugar, listed sugar group Roxas Holdings, Inc. (RHI), through its unit Central Azucarera Don Pedro, Inc. (CADPI), will export raw sugar to South Korea and Japan in the coming weeks.

This move was in response to the Sugar Regulatory Administration's direction to convert domestic sugar (Class B) into world sugar (Class D) market to dispose the excess in local supply from the current crop year.

The surplus in sugar production came on the heels of the US announcement that it will not purchase more than its annual sugar export quota from the Philippines.

A slowdown in demand from some local industrial users who shifted to high fructose corn syrup and premixes for blending in their own products also contributed to the oversupply.

CADPI recently concluded the first round of shipments to South Korea via the Batangas International Port. The next shipment is expected to be made by the end of the month.

“The crop year just ended in June and production was much higher than anticipated. We see this as an opportunity to tap other export markets like Japan and Korea,” Mr. Pedro Roxas, RHI chairman explained.

“Since we cater primarily to the local industrial market, this will be the first time in five years that we are back into the export market outside the US,” Mr. Roxas added.

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