

17 December 2013

SECURITIES AND EXCHANGE COMMISSION

Attention: **Corporation and Finance Department**
SEC Building, EDSA
Mandaluyong City

PHILIPPINE STOCK EXCHANGE, INC.

Attention: **Ms. Janet Encarnacion**
Head, Disclosure Department
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Subject: Robinsons Retail Opens its Doors Again to Taclobanons

Six weeks after Robinsons Place–Tacloban has been battered and severely damaged by super typhoon Yolanda (international name “Haiyan”), Robinsons Retail Holdings, Inc. (RRHI), through its subsidiaries Robinsons Supermarket, Robinsons Department Store, Handyman Do It Best, Robinsons Appliances, Toys R Us Toybox and Daiso Japan, will open its doors once again to their loyal patrons in Tacloban City. Starting December 19, 2013, the group will be operating approximately 5,500 square meters of selling area in the mall to provide for the shopping needs of the Taclobanons for the upcoming yuletide season.

According to Mariano Joaquin, Jr., VP for Business Development of the Robinsons Retail Group, “Our stores in Tacloban City are among the best performers since they opened four years ago, so this is the group’s way of giving back to the city’s loyal patronage for the Robinsons brand. There is really a conscious effort from the group to re-open on the 19th of December to be in time for the Christmas holidays. This is also the group’s way of helping the national and local governments to bring the city’s trade and commerce back to normal.”

The mall, however, is being faced with certain constraints like unstable power supply. Thus, the daily store hours will be limited from 8:00am to 3:00pm. With limited power supplied by the mall’s generator set, the supermarket will not be able to carry frozen and refrigerated items like fresh meat, fish and ice cream for the time being. Nevertheless, they commit to sell the usual variety of canned goods, snacks, beverages, milk and other food products including Noche Buena items like quezo de bola and fresh fruits. On top of these, people will also find a wide variety of basic wear, shoes, hardware products, home appliances, toys and gift items in the entire selling area.

This temporary selling area will continue to operate while the mall is undergoing a major rehabilitation. Robinsons Place-Tacloban is expected to be re-launched in April 2014.

RRHI is currently the second largest multi-channel retailer in the country with nine (9) retail formats that operate more than 1,000 stores nationwide.

Signed:



Gina Roa-Dipaling

Investor Relations Officer

Tel nos. DL: (632) 6311490TL: (632) 6350751 to 64 ext 555

Email: gina.dipaling@robinson retail.com.ph