

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)
Dec 9, 2014
2. SEC Identification Number
A20021756
3. BIR Tax Identification No.
216-303-212-000
4. Exact name of issuer as specified in its charter
ROBINSONS RETAIL HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation
Philippines
6. Industry Classification Code(SEC Use Only)

7. Address of principal office
110 E. Rodriguez, Jr. Avenue, Bagumbayan, Quezon City
Postal Code
1110
8. Issuer's telephone number, including area code
(632) 635-07-51
9. Former name or former address, if changed since last report
N/A
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	1,366,028,050

11. Indicate the item numbers reported herein
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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.



Robinsons Retail Holdings, Inc.

RRHI

PSE Disclosure Form 9-2 - Sale of Treasury Shares
References: Section 9 of the Revised Disclosure Rules

Subject of the Disclosure

Block sale of Robinsons Retail Holdings, Inc. treasury shares

Background/Description of the Disclosure

Robinsons Retail Holdings, Inc. (RRHI) sold all of its 18,971,500 treasury shares to Mr. Wilfred Co, the Vice Chairman of Robinsons Handyman Inc. (RHI) by way of a block sale. The sale of the RRHI treasury shares to Mr. Wilfred Co was a result of negotiations to enable one of the founding incorporators of RHI to be part of the holding company after the latter divested the 25% of his 45% shareholdings in RHI.

Type of Securities

- Common
- Preferred -
- Others -

Details of Sale of Treasury Shares

Date of Transaction	Number of Shares Sold	Price Per Share
Dec 9, 2014	18,971,950	69.00

Effects on Number of Shares

	Before	After
Outstanding Shares	1,366,028,050	1,385,000,000
Treasury Shares	18,971,950	0

Cumulative Number of Shares Sold to Date ¹	18,971,950
Number of Shares Authorized for Sale	18,971,950

Other Relevant Information

N/A

¹ From the date when the sale of treasury shares program commenced.

Filed on behalf by:

Name	Diosdado Felix III Zapata
Designation	Vice President and Chief Financial Officer