



26 May 2014

Philippine Stock Exchange
3F Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

We respectfully respond to your request to clarify or confirm the attached news article entitled "Splash may sell Ortigas Center condo project" posted in the Business Mirror (Internet Edition) on May 25, 2014 wherein it is quoted to report that:

"SPLASH Corp., the personal care and food company controlled by the Hortaleza family, may dispose of a property in Ortigas Center as the firm focuses on its core operations.

Vicci Tomas, the company's chief financial officer, said the Ortigas Center property, the 60-story Currency condominium, is a non-core asset that can be sold to other parties, including its partner, the Villar group's Vista Land & Lifescapes Inc.

"We're still reviewing on how much we can sell it but the asset is another property in our balance sheet that is part of our non-core operations," Tomas told reporters. The said building is currently under construction and is set to be completed by the end of the year. In 2007 Splash signed a deal with Vista Land unit Crown Asia to develop its property on Julia Vargas Street in Ortigas Center. Last year the two firms signed another agreement in which Splash will be allocated 2,510 square meters in office and condotel areas and 26 parking lots on Tower 1. Tomas said the said allotted areas are in the 10th to 12th floors of the building. Last year the Splash received condominium certificates of title from the developer, which is estimated to cost around P52 million.

The said amount is just part of the P141.95 million Splash expects to get from the said asset that it labeled "land held for development." Splash may dispose the assets, which the Hortaleza family has acquired over the years, to free its books of the said properties and to focus on its core businesses. Last year the company sold its stake in the company that owns the Medical City hospital for P295 million. Splash expects its net income to grow in double digits by the end of the year. The company is spending about P87.5 million in capital expenditures this year, slightly higher than last year's P81.7 million.

... .."

As had already been clarified in our 27 May 2013 letter to the PSE, the Company plans to consolidate and focus its financial resources on core businesses, and to dispose of non-core assets which include the Company's interest in The Currency in Ortigas Center, consisting of Units on the 5th, 6th, 7th, 8th and 20th Floors (not 10th to 12th floors). The terms and conditions of the proposed sales, however, have yet to be finalized and approved by the Board.

We wish to clarify, however, that the Php52-Million is not the total cost nor the fair value of the entire holdings of the Company in the project. The cost as disclosed on page 40 of our Annual Report under Notes to Financial Statements No. 12 is Php141,956,454.00.

We confirm that the Company's capital expenditure budget is about Php87.5-Million, as previously disclosed.

Thank you.

Very truly yours,


Veneranda M. Tomas
Compliance Officer

Cc: Director Justina F. Callangan
Corporation Finance Department
Securities and Exchange Commission