

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. March 5, 2013  
Date of Report (Date of earliest event reported)
2. SEC Identification Number 170957 3. BIR Tax Identification No. 000-533-224
4. FILINVEST LAND, INC.  
Exact name of issuer as specified in its charter
5. Philippines 6.  (SEC Use Only)  
Province, country or other jurisdiction of Industry Classification Code:  
incorporation
7. No. 79 EDSA, Highway Hills, Mandaluyong City, Metro Manila 1550  
Address of principal office Postal Code
8. (632) 918-8188  
Issuer's telephone number, including area code
9. Not applicable  
Former name or former address, if changed since last report
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 Stock Outstanding
<b>Common</b>	<b>24,249,759,506</b>
<b>Preferred</b>	<b>8,000,000,000</b>

11. Indicate the item numbers reported herein: Item 9

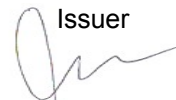
Please see attached press release which is self-explanatory.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FILINVEST LAND, INC.

Issuer



**Atty. Conrad P. Cereno**  
Corporate Information Officer

Date March 5, 2013

## **Press Release**

### **Filinvest Land to Launch Php11 Billion New Mid-Rise Projects in 2013**

Filinvest Land, Inc. (FLI) intends to retain its dominant position as the leader in mid-rise building (MRB) projects by launching six (6) new projects nationwide, with an estimated sales value of Php11 billion, in 2013. This will bring the Company's total MRB projects to 18.

These new MRB projects are part of the total Php 20 billion of new projects slated for launch by FLI in 2013.

For 2013, FLI plans to launch "Oasis" projects in Tagaytay, Iloilo and Cagayan de Oro. These projects follow the success of One Oasis Ortigas, Bali Oasis, Bali Oasis 2, Sorrento Oasis and Capri Oasis in Pasig City, Maui Oasis in Manila, Asiana Oasis in Paranaque City, One Oasis Cebu, Amalfi Oasis and Sanremo Oasis in Cebu, and One Oasis Davao.

Oasis projects are designed to provide its residents with their "patch of green in the city". They are meant as stylish and modern havens within the urban jungle. The resort-inspired amenities of the MRB projects provide the urban family a year-round vacation feel in a secure and peaceful enclave that is very accessible to schools, malls, hospitals and other prime destinations. Oasis projects are located within a short commuting distance to the Central Business Districts.

To bring the MRB lifestyle to more people, FLI launched the first of its "Spatial" MRB projects, One Spatial Pasig, in late 2012. Located along A. Rodriguez Avenue, the project offers its customers the "Oasis" lifestyle at more affordable "Spatial" prices. FLI plans to launch several additional projects in the future, with the second Spatial project slated for Davao City in 2013.

FLI also plans to launch The Signature, its first MRB project in Quezon City. Located along A. Bonifacio Avenue, the one-hectare property is close to the commercial districts of Banawe in Quezon City and Grace Park in Caloocan City and is targeted at start-up and growing families.

The project will have three (3) buildings with a total of 348 units. The 2 to 3 bedroom units will range in size from 75 to 105 square meters. Ample parking is available in the three-level podium parking. The project will also have an 800 square meter gross leasable area (GLA) commercial center to cater to the day to day needs of its residents.

Another MRB project in the pipeline is Fortune Hill. Located on the site of the former head office of Filinvest along P. Gomez Street in San Juan, the project will have two (2) buildings and will offer a total of 92 units, with sizes ranging from 94 to 150 square meters. Each unit comes with two parking slots in the three-level basement parking.

The project is targeted at families who wish to live in the highly desirable neighborhood in order to be close to the excellent schools located nearby, such as Xavier School, Immaculate Conception Academy and La Salle Greenhills.

FLI believes that MRBs are the best housing alternative for the urban Filipino family. MRBs offer a much better living environment compared to high-rise buildings due to its low-density. Only a third of the land area in MRB developments is used for the buildings, leaving plenty of room for open space, greenery and trees.

Because of its relatively low rise buildings, 5 to 12 stories only, MRBs are cheaper as compared to high-rise condominiums, which are more expensive to build and take longer to deliver. The association and maintenance dues are also much lower, making MRBs a better and more cost effective urban residential option.

FLI started its first MRB in February 2008, and has since completed 41 buildings in its various MRB projects as of the end of 2012. Another eleven (11) buildings are currently under construction.

In addition, FLI's MRB buildings also contribute significantly to sustainable development. FLI's MRB construction methodology makes use of reinforced concrete walls using reusable steel forms. This construction technique does not only produce a higher quality finished product by eliminating the need for plastering, but also saves 3,000 pieces of plywood and 85,000 board feet of lumber per 5-story building. The 41 completed buildings built to date have already saved the equivalent of 123,000 pieces of plywood and 4.5 million board feet of lumber.