

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

25 November 2013

1.
Date of Report (Date of earliest event reported)

2. SEC Identification Number 15-A 3. BIR Tax Identification No 000-290-538

4. **ROXAS HOLDINGS, INC.**

Exact name of issuer as specified in its charter

5. Makati City, Philippines
Province, country or other jurisdiction of
Incorporation

6. (SEC Use Only)
Industry classification code:

7. 6th Floor, Cacho-Gonzales Bldg., 101 Aguirre St.,
Legaspi Village, Makati City
Address of principal office

1229
Postal Code

8. (02) 810-8901
Issuer's telephone number, including area code

9. CENTRAL AZUCARERA DON PEDRO
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 Common Stock Outstanding and Amount of Debt Outstanding
Common (Par value is P1.00 per share)	909,552,236

11. Indicate the item numbers reported herein: Item No. 9.

Please be informed that the company has appointed Mr. Jojoff Escobal as Senior Vice President for Corporate Strategy & Planning effective 25 November 2013.

Mr. Jojoff Escobal obtained his degree in Economics from the Ateneo de Manila University in 1981 and his Masters in Applied economics from the University of Asia & the Pacific in 1983. He is a certified CBI Export Marketing and Management Expert and is the lead resource lecturer and facilitator for the Collins Vision Process for the Institute for Solidarity in Asia.

Mr. Escobal has over 30 years of strategy and reputation management experience with individuals, families, CEO's and their teams from multinationals and conglomerates in South East Asia and International Development Institutions including the Aboitiz group in the Philippines, the Ongko and Dharmala Groups in Indonesia and the ADB-GTZ and PhilExport-CBI of Netherlands. He was formerly the Vice President for Corporate Strategy & Reputation Management for the Aboitiz Group.

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.

ROXAS HOLDINGS, INC.

Issuer

25 November 2013

Date

By: 

FLORENCIO M. MAMAUAG, JR.

Asst. Corporate Secretary/Compliance
Officer/Corporate Information
Officer/VP Legal