

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)
Oct 23, 2014
2. SEC Identification Number
9170
3. BIR Tax Identification No.
040-000-400-016
4. Exact name of issuer as specified in its charter
UNIVERSAL ROBINA CORPORATION
5. Province, country or other jurisdiction of incorporation
Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
110 E. Rodriguez Avenue, Bagumbayan, Quezon City, Metro Manila
Postal Code
1226
8. Issuer's telephone number, including area code
(632) 633-7631 to 40
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	2,181,501,933
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.



Universal Robina Corporation

URC

PSE Disclosure Form 4-22 - Joint Ventures
*References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Joint Venture Agreement between Universal Robina Corporation ("URC") and Danone Asia Holdings Private Limited ("Danone")

Background/Description of the Disclosure

URC has agreed to enter into a joint venture with Danone for purposes of manufacturing, producing and distributing beverage products in the Philippines.

Date of Approval by Board of Directors	Jun 10, 2014
Date of Approval by Stockholders, if applicable	N/A

Description and nature of the transaction including the timetable for implementation, and related regulatory requirements

The joint venture company called Danone Universal Robina Beverages, Inc. shall be equally owned by URC and Danone. It is expected to start commercial operations by 2015.

Rationale for the transaction including the benefits which are expected to be accrued to the Issuer as a result of the transaction

Through the joint venture, URC aims to diversify its line of beverage products, increase the sales of its various beverage products and expand its market share in the Philippines.

Terms and conditions of the joint venture

Amount of investment and/or interest by the parties involved

The initial paid-in capital of the joint venture company shall be approximately Php 266,000,000.

Provisions on profit-sharing, arrangements on management and operations

Danone and URC will each hold 50% of the shares of the joint venture company.

Conditions precedent to closing of transaction, if any

The effectivity of the joint venture agreement is subject to the following: board approvals of both URC and Danone and approval of the terms of related-party agreements to be entered into by the joint venture company.

Other salient features of the joint venture agreement

N/A

Identity and/or corporate background of the parties to the transaction, including the following

Name	Nature of Business	Nature of any material relationship with the Issuer, their directors/officers or any of their affiliates
Danone Asia Holdings Private Limited	Manufactures and supplies fresh dairy products, waters, early life nutrition, and medical nutrition in different areas of the world	None

Effect(s) on the business, financial condition and operations of the Issuer, if any

N/A

Other Relevant Information

N/A

Filed on behalf by:

Name	Rosalinda Rivera
Designation	Corporate Secretary