

# 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)  
May 1, 2017
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  
8th Floor, Tera Tower, Bridgetowne, E. Rodriguez, Jr. Avenue (C5 Road), Ugong Norte,  
Quezon City, Metro Manila  
Postal Code  
1110
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	2,204,161,868
11. Indicate the item numbers reported herein  
9

*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 4-30 - Material Information/Transactions**  
*References: SRC Rule 17 (SEC Form 17-C) and  
Sections 4.1 and 4.4 of the Revised Disclosure Rules*

### Subject of the Disclosure

Material Information/Transaction

### Background/Description of the Disclosure

Please see attached disclosure statement entitled "HUNT-UNIVERSAL ROBINA CORPORATION SELLS THE HUNT'S LICENSE FOR THE PHILIPPINES".

### Other Relevant Information

N/A

### Filed on behalf by:

<b>Name</b>	Rosalinda Rivera
<b>Designation</b>	Corporate Secretary

## **HUNT-UNIVERSAL ROBINA CORPORATION SELLS THE HUNT'S LICENSE FOR THE PHILIPPINES**

Universal Robina Corporation (PSE: URC) announced today the spin-off by Hunt-Universal Robina Corporation, a 50-50 joint venture between URC and ConAgra Foods (ConAgra), of the Philippine license for *Hunt's* branded products to Century Pacific Food, Inc. (PSE: CNPF).

Under the deal, HURC will sell the rights to manufacture, sell, and distribute *Hunt's* branded products in the Philippines to CNPF.

*Hunt's*, one of the world's foremost leaders in the field of tomato-based products, has a long heritage, spanning more than 100 years globally. It entered the Philippines in 1984, initially with a one-product strategy, launching the iconic *Hunt's Pork & Beans*.

Since then, it has demonstrated consistent profitability and brand strength.

"*Hunt's* was the first joint venture brand of URC in partnership with ConAgra Foods back in 1983 and together we have built a strong grocery category in Pork & Beans and Sauces. We have recently conducted a strategic review of our portfolio and have shifted our focus on our core categories namely snackfoods and beverages which are geared towards convenience and on-the-go occasions. Given this shift, URC and our joint venture partner, ConAgra have decided to spin off the *Hunt's* brand to Century Pacific Food. We believe that their strength in the grocery category can further add value and take the *Hunt's* business to new levels of growth in the years to come," said Lance Y. Gokongwei, President and Chief Executive Officer of URC

"We are excited about expanding our portfolio with brands and products that resonate with the Filipino consumers. *Hunt's* is a welcome addition with its local dominance in pork & beans, its emerging presence in condiments, and its potential to be another source of growth for us," said CNPF's President and Chief Executive Officer Christopher Po.

"This will be an accretive acquisition for us and we see a number of potential synergies. These include synergies in the supply chain, distribution, manufacturing, and marketing," said Po.

He added, "We also look forward to leveraging on the track record and category leadership that URC has built for *Hunt's* here in the Philippines. We are excited as well to work with ConAgra to further grow together the *Hunt's* brand locally." Po added.

ConAgra, one of North America's leading packaged food companies, will continue to own the *Hunt's* trademark globally.

### About URC

URC Universal Robina Corporation (URC), the first "Philippine-based Pan ASEAN Multinational", is the largest listed food company in the Philippines and has established a strong presence in the ASEAN markets. Recently, the company has further expanded its reach to New Zealand and Australia through the acquisition of Griffin's Foods, the number one snack foods company in New Zealand and Snack Brands Australia, the second largest salty snacks player in Australia. URC is among the Philippines' pioneers in the industry, having been in operations since 1954 when Mr. John L. Gokongwei, Jr. established Universal Corn Products, a cornstarch manufacturing plant. URC is engaged in a wide variety of businesses. Its core branded consumer foods group includes manufacturing and distribution of snackfoods, beverages and grocery products. In the Philippines, the company is also into food ingredients (flour milling, sugar milling and refining) and allied agro-industrial products (hog farming, animal feed milling, glucose, soy products and veterinary compounds). URC has also invested in ancillary segments mainly focusing on renewable energy to further add value and process by-products to produce biogas, fuel grade bio-ethanol and power (biomass cogeneration).