

16 December 2013

SECURITIES AND EXCHANGE COMMISSION

Attention: Corporation and Finance Department
SEC Building, EDSA
Mandaluyong City

PHILIPPINE STOCK EXCHANGE, INC.

Attention: Ms. Janet Encarnacion
Head, Disclosure Department
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Subject: Robinsons Retail Ventures into Cosmetics Retailing

Robinsons Retail Holdings, Inc. through its wholly-owned subsidiary, Robinsons Specialty Stores, Inc., acquired the assets of Beauty Skininnovations Retail, Inc. (BSRI) on 13 December 2013, subject to compliance of closing conditions and operational requirements. BSRI is a company that operates eight (8) Shiseido stores and two (2) Benefit stores in various leading malls in Metro Manila, Cebu and Davao. The acquisition includes the right to sell Shiseido and Benefit cosmetics products under a distribution agreement with Luxasia Inc., a leading distributor of world renowned fragrance and cosmetics brands in the Philippines and L Beauty Luxury Asia, Inc., distributor of prestigious LVMH beauty brands in the country.

The acquisition is in line with Robinsons Retail's strategy of expanding into new retail segments. The 10 cosmetics stores will add to Robinsons Retail's store network which now totals over 1,000 stores upon completion of the closing requirements.

Benefit Cosmetics LLC is a US based manufacturer of cosmetics headquartered in San Francisco, California and founded in 1976 by twins Jean and Jane Ford. Benefit was initially founded as a beauty boutique that specialized in quick-fix products for beauty dilemmas but has grown into a global beauty brand now selling at over 2,000 counters in more than 30 countries. It differentiated its make up products on its quirky packaging with different products having their own individual humorous design which make the products stand out.

Shiseido Company, Limited, a Japanese hair care and cosmetics producer, is the largest cosmetics firm in Japan and the fourth largest cosmetics company in the world. Shiseido currently has 25,000 store outlets worldwide. The Shiseido brand of products offers the highest quality products in skincare, makeup, and fragrance and is backed by more than 130 years of cutting edge skincare and color technology.

Signed:



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