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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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Company Name PHIL. SEVEN CORP.
Industry Classification
Company Type Stock Corporation

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S.E.C Registration Number

P H I L I P P I N E
S E V E N
C O R P O R A T I O N

(Company's full Name)

7 t h F l r . T h e C o l u m b i a T o w e r
O r t i g a s A v e . M a n d a l u y o n g C i t y
(Business Address: No. Street City / Town / Province)

Atty. Evelyn S. Enriquez
Corporate Secretary

Contact Person

724-44-41 to 51

Company Telephone Number

1 2 3 1
Month Day
Fiscal Year

2 3 . A
FORM TYPE

0 7 3rd Thursday
Month Day
Annual Meeting

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP

Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings
Domestic Foreign

To be accomplished by SEC personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks = pls. use black ink for scanning purposes

FORM 23-A

**SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines**

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person Chung Mao-Chia <small>(Last) (Firs.) (Middle)</small> c/o PRESIDENT CHAIN STORE (LABUAN) HOLDINGS Level 7 (E), Main Tower <small>(Street)</small> Financial Park, Labuan, Malaysia <small>(City) (Province) (Postal Code)</small>		2. Date of Event Requiring Statement <small>(Month/Day/Year)</small> Nov-12		3. Tax Identification Number 4. Citizenship Taiwanese		5. Issuer Name and Trading Symbol PHILIPPINE SEVEN CORPORATION (SEVN)		6. Relationship of Reporting Person to Issuer <small>(Check all applicable)</small> <input checked="" type="checkbox"/> Director <input type="checkbox"/> Officer <small>(give title below)</small> <input type="checkbox"/> 10% Owner <input type="checkbox"/> Other <small>(specify below)</small>		7. If Amendment, Date of Original <small>(Month/Day/Year)</small>	
<p align="center">Table 1 - Equity Securities Beneficially Owned</p>											
1. Class of Equity Security		2. Amount of Securities Beneficially Owned		3. Ownership Form: Direct (D) or Indirect (I)		4. Nature of Indirect Beneficial Ownership					
Common Shares at P1.00 Par Value		1		D							

(Over)

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly
(Print or Type Responses)

- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
 - (A) Voting power which includes the power to vote or to direct the voting of such security; and/or
 - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security
- (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
 - (A) Held by members of a person's immediate family sharing the same household;
 - (B) Held by a partnership in which such person is a general partner;
 - (C) Held by a corporation of which such person is a controlling shareholder; or
 - (D) Subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

FORM 23-A (continued)

Table II - Derivative Securities Beneficially Owned (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security Direct (D) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Explanation of Responses:

Intentional misstatements or omissions of facts constitute Criminal Violations under the RSA.

Note: File five (5) copies of this form, one of which must be manually signed. Attach additional sheets if space provided is insufficient.

Chung, Mao-Chun
 Signature of Reporting Person

Nov. 13, 2012
 Date

(Print or Type Responses)