



PHILIPPINE SEVEN CORPORATION

7th Floor, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1550 Philippines
Telephone Nos. (632) 724-44-41 to 53 / 705-52-00
www.7-eleven.com.ph

July 24, 2012

PHILIPPINE STOCK EXCHANGE, INC.

3rd Floor, PSE PLAZA, Ayala Triangle
Ayala Avenue, Makati City

Attention: **JANET A. ENCARNACION**
Head, Disclosure Department

Dear Ms. Encarnacion:

Attached is the copy of the Current Report SEC Form 17-C to be filed with Securities and Exchange Commission.

Thank you.

Very truly yours,


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary

COVER SHEET

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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

1 7 . C

FORM TYPE

0 7

Month

3rd Thursday

Day

Annual Meeting

**INCREASE IN AUTHORIZED
CAPITAL STOCK AND
DIVIDEND DECLARATIONS**

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

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 : July 25, 2012
2. SEC Identification Number : 108476
3. BIR Tax Identification No. : 000-390-189-000
4. Exact Name of Issuer as specified in its charter : Philippine Seven Corporation
5. Province, Country or other jurisdiction : PHILIPPINES
6. Industry Classification Code: (SEC Use only)
7. Address of principal office : 7th Floor, The Columbia Tower
Ortigas Avenue, Mandaluyong
City 1501
8. Issuer's Telephone number, including area code : (632) 724-4441 to 51
9. Former name of 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

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Shares Outstanding – Common	346,642,966
Units – Warrants	0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

The Board of Directors of PHILIPPINE SEVEN CORPORATION, in its Special Meeting of July 24, 2012 held at Boardroom 1 5/F, Business Center Oakwood Premier Joy-Nostalg Center Manila, Topaz Road, Ortigas Center, Pasig City, there being a quorum, the Board of Directors during said meeting has approved and adopted the following acts:

1. Increase in Authorized Capital Stock (ACS)

- Increase in ACS from Four Hundred Million Pesos (P400,000,000.00) to Six Hundred Million Pesos (P600,000,000.00), the increase of Two Hundred Million Pesos (P200,000,000.00) to consists of an additional Two Hundred million Shares (200,000,000) with a par value of One Peso (P1.00) per share.
- Amendment of Article Seventh of the Corporation's Amended Articles of Incorporation to reflect the capital increase, so that the said article, as herein amended, shall henceforth read as follows:

SEVENTH. – that the authorized capital stock of the Corporation is Six Hundred Million Pesos (P600,000,000.00), in lawful money of the Philippines, and the said capital stock is divided into Six Hundred Million (600,000,000) shares with a par value of One Peso (P1.00) per share.

2. Stock Dividend Declaration.

- Stock Dividend Declaration of 15% of the outstanding capital stock of 346,642,966 shares or equivalent 51,996,445 common shares.
- Issuance of 51,996,445 common shares with par value of P1.00 per share from the authorized and unissued capital stock of the Corporation for distribution as stock dividend.
- Any fractional shares resulting from the stock dividend shall be rounded off to the nearest one (1), following the rules on rounding off.
- Record Date for Entitlement to Stock Dividend will be set by the Securities and Exchange Commission (SEC) in connection with its approval of the Corporation's application for increase in authorized capital stock.
- Payment Date to be set not later than the 18th trading day after the Record Date.

3. Cash Dividend Declaration.

- Cash dividend declaration of Ten Centavos (Php0.10) per share. The record date for entitlement to said cash dividend shall be on August 22, 2012 and the payment date shall be on September 14, 2012.

SIGNATURE

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 duly authorized for the purpose.

PHILIPPINE SEVEN CORPORATION

By:


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary