



110072011000996



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
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### Company Information

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SEC Registration No. 0000108476

Company Name PHIL. SEVEN CORP.

Industry Classification

Company Type Stock Corporation

### Document Information

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Document Type Statement of Changes in the Beneficial Ownership

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Remarks REPORTING PERSON : ASIAN HOLDINGS CORPORATION

**COVER SHEET**

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S.E.C Registration Number

PHILIPPINE  
SEVEN  
CORPORATION

(Company's full Name)

7th Flr. The Columbia Tower  
Ortigas Ave. Mandaluyong City

(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 . B  
FORM TYPE

0 7 3<sup>rd</sup> Thursday  
Month Day  
Annual Meeting

**STATEMENT OF CHANGES IN  
BENEFICIAL OWNERSHIP OF  
SECURITIES**

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

SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines

FORM 23-B

REVISED

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Check box if no longer subject to filing requirement

| 1 Name and Address of Reporting Person (Last, First, Middle Initial)<br>Asian Holdings Corporation<br>4th Floor, Unit-011 Building, Ayala Alabang<br>Muntinlupa City |  | 2 Issuer Name and Trading Symbol<br>SEVN Shares |  | 3 Tax Jurisdiction<br>Filipino  |  | 4 Relationship of Reporting Person to Issuer (Check all applicable)<br>Director <input type="checkbox"/> Officer <input type="checkbox"/> (give title below) |  | 5 Nature of Interest Beneficial Ownership <input checked="" type="checkbox"/> (Specify below) |  |
|--|--|---|--|---|--|--|--|---|--|
| 6 (City) (Province) (Postal Code)  |  | 7 Transaction Date (Month/Day/Year)             |  | 8 Securities Acquired (A) or Disposed of (D)<br>Amount (A) or (D) Price |  | 9 Amount of Securities Owned at End of Month<br>N Number of Shares   |  | 10 Ownership Form Under (1) or (f) of Item 10   |  |
| Common Shares  |  |   |  |   |  | 37,109,718<br>as of 30 Sept 10   |  | D   |  |
| 15% Stock Dividend   |  | 9/13/2011                                       |  | 5,565,458 A   |  | 42,675,176<br>as of 30 Sept 11   |  | D   |  |

If the change in beneficial ownership is 50% of the previous shareholdings or is equal to 5% of the outstanding capital stock of the issuer, provide the disclosure requirements set forth on page 2 of this form.

10-10-11  
 1. Report on a separate line for each class of equity securities beneficially owned directly or indirectly:  
 (1) A person's direct or indirect beneficial ownership of any equity security with respect to which the use of 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 not 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.

(Print or Type Response)



**DISCLOSURE REQUIREMENTS  
IN CASE OF MATERIAL CHANGES IN BENEFICIAL OWNERSHIP  
(50% INCREASE/DECREASE OR EQUIVALENT TO 5% OF THE OUTSTANDING CAPITAL STOCK OF ISSUER)**

**Item 1. Security and Issuer**  
Common Shares of Philippine Seven Corporation

**Item 2. Identity and Background**  
a. Name: Asian Holdings Corporation  
b. Residence or business address: 4th Floor, Uni-Oil Building, Ayala Alabang  
c. Present principal occupation or employment: Holding Corporation  
d. Not convicted in a criminal proceeding for the last five (5) years.  
e. Not a party to a civil proceeding of a judicial or administrative body of competent jurisdiction, domestic or foreign, for the last five (5) years  
f. Citizenship: Filipino

**Item 3. Purpose of the Transaction**  
The acquisition of securities of the issuer by virtue of a stock dividend declaration.

**Item 4. Interest in Securities of the Issuer**  
a. State the aggregate number and percentage of the class of securities identified pursuant to Item 1 beneficially owned (identifying those shares which there is a right to acquire within thirty (30) days from the date of this report) by each person named in Item 2. The abovementioned information should also be furnished with respect to persons who, together with any of the persons named in Item 2, comprise a group. - N/A  
b. For each person named in response to paragraph (a), indicate the number of shares as to which there is sole power to vote or to direct the vote, shared power to vote or to direct the vote, sole or shared power to dispose or to direct the disposition. Provide the applicable information required by Item 2 with respect to each person with whom the power to vote or to direct the vote or to dispose or direct the disposition is shared. - N/A  
c. Describe any transaction in the class of securities reported on that were effected during the past sixty (60) days by the persons named in response to paragraph (a). The description shall include, but not necessarily be limited to: (1) the identity of the person who effected the transaction; (2) the date of the transaction; (3) the amount of securities involved; (4) the price per share or unit; and (5) where or how the transaction was effected. - N/A  
d. If any other person is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of such securities, a statement to that effect should be included in response to this item and, if such interest relates to more than five (5%) percent of the class, such person should be identified. - N/A  
e. If the filing is an amendment reflecting the fact that the reporting person has ceased to be the beneficial owner of more than five (5%) percent of the class of securities, state the date on which such beneficial ownership was reduced. - N/A

**Item 5. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer**  
None.

**Item 6. Material to be Filed as Exhibits**  
N/A

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of \_\_\_\_\_ on \_\_\_\_\_ 20\_\_\_\_\_.

By \_\_\_\_\_  
ASIAN HOLDINGS CORPORATION