

# 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 Day  
Annual Meeting

**3<sup>rd</sup> Thursday**

Day

**Financial Briefing**

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 : November 23, 2011
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 : 7<sup>th</sup> 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**

Philippine Seven Corporation (PSC) held a financial briefing on November 23, 2011 at the AIM Conference Center at J.V. del Rosario Bldg., Benavidez corner Trasierra Streets, Legaspi Village, Makati City. During said briefing the following matters were presented:

1. Company Profile
2. Annual Earnings 2005-2010
3. Asia Business Leader Awards nomination of PSC's CEO
4. Highlights of Chairman's message in the 2010 Annual Report
5. Planned Increase in Authorized Capital Stock
6. Forum – Facilitating Small Holder Trading

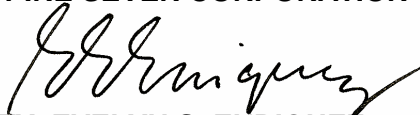
The briefing also discussed how to give assistance to small shareholders in their trading of their SEVN shares.

### **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*