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SECURITIES AND EXCHANGE COMMISSION

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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 - B
FORM TYPE

0 7 3rd 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

Remarks - pls. use black ink for scanning purposes

SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

Check box if not longer subject to filing requirement

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES
Filed pursuant to Section 29 of the Securities Regulation Code

REVISED

1. Name and Address of Reporting Person Paterno Jose Victor P. (Last) (First) (Middle) 15A Hidalgo Place Hidalgo Drive, Brgy Poblacion, Makati City (Street) (City) (Province) (Postal Code)		2. Issuer Name and Trading Symbol SEVN Shares		3. Relationship of Reporting Person to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> Officer <input type="checkbox"/> None (write "Other" (specify below)) President and CEO	
4. Ownership Filipino		5. Statement for Multi-Year Sep-10		6. If Amendment, Date of	

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	3. Securities Acquired (A) or Disposed of (D)		4. Amount of Securities Owned at End of 4. Comprising Form (a) or (b) or (c)		5. Nature of Interest Beneficial Ownership
		Amount	Unit or (D)	%	Number of Shares	
Common Shares				3.68%	10,568,244 as of 30 Sept 09	D
5% Stock Dividend	9/23/2010	528,412	A	3.68%	11,096,656 as of 30 Sept 10	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 3 of this form.

(Print or Type Responses)

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly

- A person is indirectly or beneficially owner of any equity security with respect to which the holder of shares:
 - holding power which includes the power to vote or to direct the voting of such security, and/or
 - investment power which includes the power to dispose of, or to direct the disposition of, such security.
- A person will be deemed to have an indirect beneficial interest in any equity security which is:
 - held by trustees of a person's irrevocable family trust or the same household;
 - held by a partnership in which such person is a general partner;
 - held by a corporation of which such person is a controlling shareholder; or
 - subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

**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: President Chain Stores (Labuan) Holdings, Inc.
b. Residence or business address: Level 7 (E) Main Tower, Financial Park, Labuan, Malaysia
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: Malaysian

Item 3. Purpose of the Transaction
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 5. 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 07 20

By
JOSE VICTOR P. PATERNÓ
