



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

September 14, 2011

PHILIPPINE STOCK EXCHANGE, INC.

Philippine Stock Exchange Center,
Exchange Road, Ortigas Center
Pasig City

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

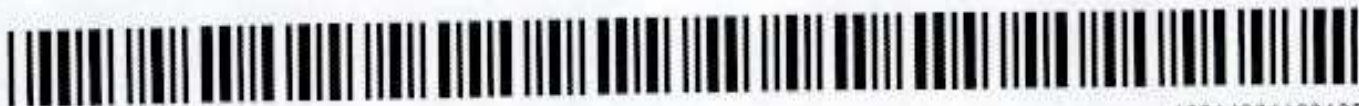
Dear Ms. Encarnacion:

Attached is the copy of the Current Report SEC Form 17-C Re: Update on Shareholdings of Directors and Corporate Officers submitted to Securities and Exchange Commission.

Thank you.

Very truly yours,


ATTY. EVELYN S. ENRIQUEZ
Corporate Secretary



109142011001229



SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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Company Information

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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

1 7 - C

FORM TYPE

0 7

Month Annual Meeting

3rd Thursday

Day

UPDATE ON SHAREHOLDINGS OF DIRECTORS AND CORPORATE OFFICERS

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 : September 14, 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 : 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

Number of Shares of Common Stock

Shares Outstanding – Common	346,642,966
Units – Warrants	0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

1. Pursuant to the 15% stock dividend declaration of the Philippine Seven Corporation's (the "Corporation") Board of Directors on July 21, 2011, which was approved by the Corporation's Stockholders representing at least 2/3 of the outstanding capital stock of the Corporation in its meeting on July 21, 2011, the stock dividends were distributed to qualified stockholders on September 13, 2011 (the payment date).
2. After the said distribution, the shareholdings of the officers and directors of the Corporation entitled to the said distribution are as follows:

	Position	Before Dividend Distribution		15% Stock Dividend	After Dividend Distribution	
		No. of Shares	%		No. of Shares	%
Mr. Vicente T. Paterno	Chairman	1,270,501	0.42%	190,575	1,461,076	0.42%
Mr. Jose Victor P. Paterno	President and CEO	11,096,656	3.68%	1,664,498	12,761,154	3.68%
Yen-Sen Yang	Vice Chairman & Director	1	0.00%	0	1	0.00%
Chung-Jen Hsu	Director	1	0.00%	0	1	0.00%
Chien-Nan Hsieh	Director	1	0.00%	0	1	0.00%
Wen-Chi Wu	Director	1	0.00%	0	1	0.00%
Nan-Bey Lai	Director	1	0.00%	0	1	0.00%
Diana Aguilar	Director	1	0.00%	0	1	0.00%
Jorge Araneta	Director	1	0.00%	0	1	0.00%
Michael B. Zalamea	Independent Director	1	0.00%	0	1	0.00%
Antonio Jose U. Periquet, Jr.	Independent Director	1	0.00%	0	1	0.00%
		634,036 (beneficial ownership lodged with PDTC)	0.21%	95,105	729,141 (beneficial ownership lodged with PDTC)	0.21%
Atty. Evelyn S. Enriquez	Corporate Secretary	2,350	0.00%	352	2,702	0.00%

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:


EVELYN S. ENRIQUEZ
 Corporate Secretary