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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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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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

2 3 . A
FORM TYPE

0 7 3rd Thursday
Month Day
Annual Meeting

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP

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

FORM 23-A

SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person Chen Jui-Tang (Last) (First) (Middle) cto PRESIDENT CHAIN STORE (LABUAN) HOLDINGS Level 7 (E), Main Tower (Street) Financial Park, Labuan, Malaysia		2. Date of Event Requiring Statement (Month/Day/Year) Nov-12		5. Issuer Name and Trading Symbol PHILIPPINE SEVEN CORPORATION (SEVN)	
3. Tax Identification Number		4. Citizenship Taiwanese		6. Relationship of Reporting Person to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> Officer <input type="checkbox"/> Other (Specify below)	
7. Class of Equity Security Common Shares at P1.00 Par Value		8. Amount of Securities Beneficially Owned 1		9. Ownership Form: Direct (D) or Indirect (I) D	
10. (City) (Province) (Postal Code)		11. Nature of Indirect Beneficial Ownership		12. If Amendment, Date of Original (Month/Day/Year)	
Table 1 - Equity Securities Beneficially Owned					

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.
(Print or Type responses)

(1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or 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 will be deemed to have an indirect beneficial interest in any equity security which is:
 (A) held by members of a person's immediate family including 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.

(Over)

Table II - Derivative Securities Beneficially Owned (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security (Direct (D) or Indirect (I))	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date				

Explanation of Responses:

Intentional misstatements or omissions of facts constitute Criminal Violations under the RSA
 Note: File five (5) copies of this form, one of which must be manually signed. Attach additional sheets if space provided is insufficient

(Print or Type Responses)


 Signature of Reporting Person
 Nov. 13, 2012
 Date