



# 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 27, 2012

**PHILIPPINE STOCK EXCHANGE, INC.**

3<sup>rd</sup> Floor, PSE PLAZA, Ayala Triangle  
Ayala Avenue, Makati City

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

Dear Ms. Encarnacion:

We are forwarding herewith the notarized/consularized copy of SEC Form 23-A of Arisaig Asia Consumer Fund Limited.

Thank you.

Very truly yours,

  
**ATTY. EVELYN S. ENRIQUEZ**  
Corporate Secretary

To : Mr Justina L. Cellarosa  
Company : Securities & Exchange Commission  
Fax No : (652) 564 5990 / (632) 725 5293  
Email : [ris@sec.gov.ph](mailto:ris@sec.gov.ph)

Cc : Ms. Janet A. Encarnacion  
Company : Head of Disclosure Department  
Philippine Stock Exchange  
Fax No : 632 638 0809 /  
(632) 891 9004 (General line)  
Email : [disclosure@pse.com.ph](mailto:disclosure@pse.com.ph)

Cc : Atty. Evelyn S. Enriquez  
Company : Philippine Seven Corporation  
Fax No : 632 735 5209 / 632 705 5229  
Email add : [psc-corp@7-eleven.com.ph](mailto:psc-corp@7-eleven.com.ph)

Cc : Judith Seow  
Company : ISBC Institutional Trust  
Fax No : 6424 8591

From : Chua Chae Seng

Date : 26 September 2012

No of pages : 7 (including cover sheet)

ARISAIG PARTNERS (ASIA) PTE LTD  
7A LORONG 1 ELOK  
SINGAPORE 019019

TEL: (65) 6532 3378  
FAX: (65) 6532 0618

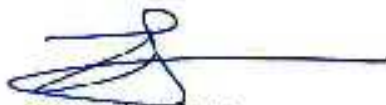
Dear Sirs,

**DISCLOSURE FOR PHILIPPINE SEVEN CORPORATION – SEC FORM 23-A  
ARISAIG ASIA CONSUMER FUND LIMITED**

Please find attached a duly signed, notarised and consularised copy of the SEC Form 23-A

Should you require any clarification, please contact Ms Clare Koh at +(66) 6417 0627 (email: [clares@arisaig.com.sg](mailto:clares@arisaig.com.sg)).

Yours sincerely,



Chua Chae Seng  
Director



**FOREIGN SERVICE OF THE  
REPUBLIC OF THE PHILIPPINES**

EMBASSY OF THE PHILIPPINES )  
Consular Section ) S.S.  
Singapore )

**CERTIFICATE OF AUTHENTICATION**

I, **VICTORIO MARIO M. DIMAGIBA JR., Consul** of the Republic of  
the Philippines in Singapore, duly commissioned and qualified, do hereby certify that  
**WILSON YIP**

before whom the annexed instrument has been executed to wit

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

was at the time he/she signed the same A Notary Public in Singapore and that  
his/her signature affixed thereto is genuine.

The Embassy assumes no responsibility for the contents of the annexed document

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Embassy of  
the Philippines in Singapore, this 29th day of SEPTEMBER 2012



**VICTORIO MARIO M. DIMAGIBA JR.**  
Consul

Service Charge 0031  
Fee Paid 50  
OR NO 37

## NOTARIAL CERTIFICATE

TO ALL TO WHOM THESE PRESENTS SHALL COME

I, **WILSON YIP** Notary Public duly authorised and appointed practising in the Republic of Singapore **DO HEREBY CERTIFY AND ATTEST** that the document "**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**" herewith annexed was signed and executed by **CHUA CHEE SENG** holder of Singapore Identity Card No. **S7602888L** and the person named and mentioned in the said document for and on behalf of **ARISAIG ASIA CONSUMER FUND LIMITED**.

**IN FAITH AND TESTIMONY**  
**WHEREOF** I have herewith subscribed  
my name and affixed my seal of office this  
24th day of September 2012



SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines

FORM 23-A

REVISED

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person ARISAIG ASIA CONSUMER FUND LIMITED CRAIGMUIR CHAMBERS, P.O. Box 71 ROAD TOWN, TORTOLA BRITISH VIRGIN ISLANDS		2. Date of Event Requiring Statement 21 September 2012		5. Issuer Name and Trading Symbol Philippine Seven Corporation		7. If Amendment, Date of Original (Month/Day/Year)	
		3. Tax Identification Number		6. Relationship of Reporting Person to Issuer (Check all applicable) Director <input type="checkbox"/> x 10% Owner <input type="checkbox"/> Officer <input type="checkbox"/> Other <input type="checkbox"/> (give title below) _____ (specify below)			
		4. Citizenship BVI					
Table 1 - Equity Securities Beneficially Owned							
1. Class of Equity Security		2. Amount of Securities Beneficially Owned		3. Ownership Form: Direct (D) or Indirect (I) *		4. Nature of Indirect Beneficial Ownership	
Common Shares		10.39		36,000,000 D		Portfolio Management	

If the reporting person previously owned 5% or more but less than 10%, provide the disclosure requirements set forth on page 3 of this Form.

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 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 inwa to such security.

FORM 23-A (continued) Table E - Services Provided (e.g., assembly, etc.) - Available

1. Therapist Facility	2. Task, Exercise and Population Size (Max. 30 days)	3. Title and Amount of Service Provided (Under the Descriptive Service)	4. Description of Economic Program, Service, Activity	5. Number of Active Service Providers	6. Number of Related Licensed Contacts
N/A					

**FOR REPORTING PERSONS WHO PREVIOUSLY OWNED 5% OR MORE BUT LESS THAN 10%  
DISCLOSURE REQUIREMENTS**

**Item 1.**

**Security and Issuer**

State the title of the class of equity securities to which this Form relates and the name and address of the principal executive offices of the issuer of such securities.

**Common Shares**

Philippine Seven Corporation  
7th Floor, The Columbia Tower  
Ortigas Avenue  
Mandaluyong City  
Philippines

**Item 2.**

**Identity and Background**

If the person filing this Form is a corporation, partnership, syndicate or other group of persons, state its name, the province, country or other place of its organization, its principal business, the address of its principal office and the information required by (d) and (e) of this Item. If the person filing this statement is a natural person, provide the information specified in (a) through (f) of this Item with respect to such person(s).

- a. Name; **ARISAIG ASIA CONSUMER FUND LIMITED**
- b. Residence or business address; **CRAIGMUIR CHAMBERS, P.O. Box 71, ROAD TOWN, TORTOLA, BRITISH VIRGIN ISLANDS**
- c. Present principal occupation or employment and the name, principal business and address of any corporation or other organization in which such employment is conducted;
- d. Whether or not, during the last five years, such person has been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors) and, if so, give the dates, nature of conviction, name and location of court, any penalty imposed, or other disposition of the case; **N/A**
- e. Whether or not, during the last five years, such person was a party to a civil proceeding of a judicial or administrative body of competent jurisdiction, domestic or foreign, and as a result of such proceeding was or is subject to any order, judgment or decree, not subsequently reversed, suspended or vacated, permanently or temporarily enjoining, barring, suspending or otherwise limiting involvement in any type of business, securities, commodities or banking; and **N/A**
- f. Citizenship. **BVI**

**Item 3.**

**Purpose of Transaction**

State the purpose or purposes of the acquisition of securities of the issuer. Describe any plans or proposals which the reporting persons may have which relate to or would result in:

- a. The acquisition by any person of additional securities of the issuer, or the disposition of securities of the issuer; **PORTFOLIO MANAGEMENT**
- b. An extraordinary corporate transaction, such as a merger, reorganization or liquidation, involving the issuer or any of its subsidiaries; **N/A**
- c. A sale or transfer of a material amount of assets of the issuer or of any of its subsidiaries; **N/A**
- d. Any change in the present board of directors or management of the issuer, including any plans or proposals to change the number or term of directors or to fill any existing vacancies on the board; **N/A**
- e. Any material change in the present capitalization or dividend policy of the issuer; **N/A**
- f. Any other material change in the issuer's business or corporate structure; **N/A**
- g. Changes in the issuer's charter, bylaws or instruments corresponding thereto or other actions which may impede the acquisition of control of the issuer by any person; **N/A**
- h. Causing a class of securities of the issuer to be delisted from a securities exchange; **N/A**
- i. Any action similar to any of those enumerated above. **N/A**

**Item 4.**

**Interest in Securities of the Issuer**

- a. State the aggregate number and percentage of the class of securities identified pursuant to Item 2 and beneficially owned (directly or indirectly) by the issuer or any of its subsidiaries or any of its officers, directors, or persons who, together with any of the persons named in Item 2, constitute a group. **Ansalg Asia Consumer Fund Limited owns 36,000,000 shares representing 10.30% of the total outstanding shares of Philippine Seven Corporation (issuer).**
- b. For each person named in response to paragraph (a), indicate the number of shares in 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 from whom the power to vote or to direct the vote or to dispose or to direct the disposition is shared. **36,000,000 shares**
- c. Describe any transaction in the class of securities mentioned in 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.  
**Ansalg Asia Consumer Fund Limited purchase 32,000,000 shares on 10 September 2012, at 70 PHP each share, through the Philippine Stock Exchange.**
- 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**

Describe any contract, arrangement, understanding or relationship among the issuer named in Item 2 and between such persons and any person with respect to any securities of the issuer, including but not limited to transfer or voting of any of the securities, first lien fees, joint ventures, loan or option arrangements, rights or calls, guarantees of profits, division of profits or loss, or the giving or withholding of proxies, naming the person with whom such contracts, arrangements, understandings or relationships have been entered into. Include such information for any of the securities that are pledged in reliance on subject to a contingency the occurrence of which would give another person voting power or investment power over such securities except that disclosure is required only with respect to securities used in loan arrangements need not be included. **N/A**

**Item 6.**

**Material to be Filed as Exhibits**

Copies of all written agreements, contracts, arrangements, understandings, plans or proposals relating to:

- a. the acquisition of issuer control, liquidation, sale of assets, merger, or change in business or corporate structure or any other matter as disclosed in Item 3; and **N/A**
- b. the transfer or voting of the securities. Include fees, joint ventures, options, puts, calls, guarantees against costs of buying or withholding of any proxy as disclosed in Item 5. **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 **SINGAPORE** on **24 September 2012**.

By:   
.....  
**CHUA CHEE SENG, DIRECTOR**

Public Attestation







