

January 23, 2015

PHILIPPINE STOCK EXCHANGE, INC. 3rd Floor, PSE PLAZA, Ayala Triangle Ayala Avenue, Makati City

Attention:

JANET A. ENCARNACION Head, Disclosure Department

Dear Ms. Encarnacion:

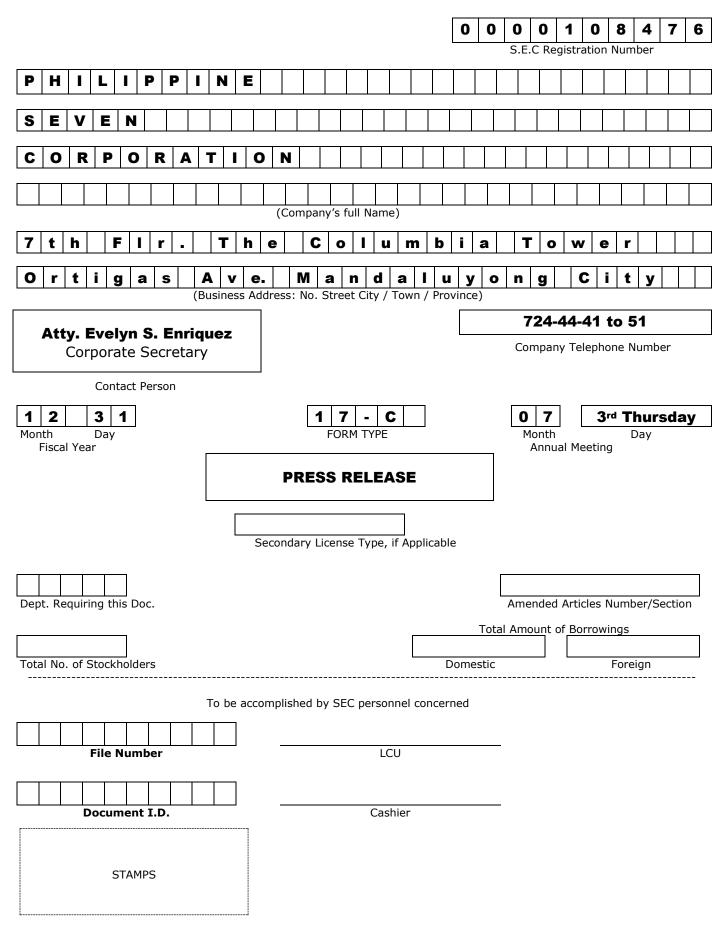
Attached is the copy of the Current Report SEC Form 17-C Re: Press Release.

Thank you.

Very truly yours,

EVELYN S. ENRIQUEZ ATTY **Corporate Secretary**

COVER SHEET



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 :	J	January 23, 2015
2.	SEC Identification Number :	1	108476
3.	BIR Tax Identification No. :	C	000-390-189-000
4.	Exact Name of Issuer as specified in its charter :	F	Philippine Seven Corporation
5.	Province, Country or other jurisdiction :	F	PHILIPPINES
6.	Industry Classification Code:	(SEC Us	se only)
7.	Address of principal office :	C	^{rh} Floor, The Columbia Tower Ortigas Avenue, Mandaluyong City 1550
8.	Issuer's Telephone number, including area code :	(632) 724-4441 to 51
9.	Former name of former address, if changed since last report :	r	ı/a
10.	Securities Registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8		
	Number	of Share	es of Common Stock

Shares Outstanding – Common	458,435,323
Units – Warrants	0

11. Indicate the item number reported herein :

Item 9. Other Events

Item 9. Other Events

Please see attached Press Release.

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.

By:

PHILIPPINE SEVEN CORPORATION

man ATTY. EVELYN S. ENRIQUEZ

Corporate Secretary



January 23, 2015 – Philippine Seven Corporation (PSE:SEVN) – Total number of new stores and 2015 capital expenditures

PHILIPPINE SEVEN CORPORATION

7-Eleven stores in the Philippines reached 1,282 at the end of 2014

Philippine Seven Corporation (PSC), the local licensee of 7-Eleven Convenience Stores, ended the year 2014 with a total of 1,282 stores all over the country. This represents a net increase of 273 stores or 27 percent compared with the end-2013 count of 1,009 stores. PSC opened 286 new stores and closed down 13 stores last year.

Jose Victor Paterno, President and CEO, stated that the long-term growth prospects are favorable and he believes that the organization can sustain its momentum to meet earnings and store expansion goals. "PSC has taken steps to protect and expand its leadership in light of increased competition, recognizing that rewards for market share are especially strong in the convenience store sector."

For this year, the Company will be increasing its capital expenditures budget by more than fifty percent to P3.0 billion to support its accelerated store expansion strategy.

Philippine Seven Corporation (PSE:SEVN) operates the largest convenience store network in the country. It acquired from Southland Corporation (now Seven Eleven Inc.) of Dallas, Texas the license to operate 7-Eleven stores in the Philippines in December 1982. It was listed in the Philippine Stock Exchange on February 4, 1998.

Signed:

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Lawrence M. De Leon Head, Finance and Accounting Division

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