



110072010001079



## 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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SEC Registration No. 0000108476  
Company Name PHIL. SEVEN CORP.  
Industry Classification  
Company Type Stock Corporation

### Document Information

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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

**724-44-41 to 51**  
Company Telephone Number

Contact Person

1 2 3 1  
Month Day  
Fiscal Year

2 3 - B  
FORM TYPE

0 7 3<sup>rd</sup> 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

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SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines

FORM 23-B

Check box for foreign subject  
to filing requirement

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES  
Filed pursuant to Section 23 of the Securities Regulation Code

1 Name and address of reporting person		2 Issuer Name and Trading Symbol		3 Statement for Materiality		4 Period of Reporting Person to Issue		5 Amount of Securities Owned at End of		6 Ownership Form		7 Nature of Interest Beneficial	
(TSX) Asian Holdings Corporation (PRO) 4th Floor, Uni-On Building, Ayala Alabang Muntinlupa City (CITY)		SEVN Shares Tax Identification Number Philippines		Materiality Sep-10		(Check all applicable)		(Check all applicable)		(Check all applicable)		(Check all applicable)	
(Date of Equity Security)		9 Transaction Date (Month/Day/Year)		4 Securities Acquired (A) or Disposed of (D)		5 Amount of Securities Owned at End of		6 Ownership Form		7 Nature of Interest Beneficial		8	
				Amount		%		Number of Shares		(i) or (ii)		Ownership	
Common Shares		9/23/2010		1,767,128		12.31%		37,109,718 as of 30 Sept 10		D		D	
8% Stock Dividend		9/23/2010		1,767,128		12.31%		37,109,718 as of 30 Sept 10		D		D	

(Print or Type Response)

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

- A person is, directly or indirectly, the beneficial owner of any equity security with respect to which he has or shares:
  - Voting 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 a partnership in which such person is a general partner;
  - held by a partnership in which such person is a controlling shareholder of;
  - 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.

**FORM 23-B** (continued)

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

1 Derivative Security	2 Conversion or Exercise Price of Derivative Security	3 Termination Date (Month/Day/Year)	4 Number of Derivative Securities Acquired (A) or Disposed of (D)		5 Date Exercisable and Expiration Date (Month/Day/Year)	6 Title	7 Underlying Securities	8 Price of Derivative Security	9 No. of Derivative Securities Beneficially Owned as of End of Month	10 Ownership Form of Derivative Security (Direct (D) or Indirect (I))	11 Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)							
				***** NO ENTRIES *****							

Expiration of responses

By: *M. Wolf* **ASIS/IN HOLDINGS CORPORATION**  
 Signature of reporting person

Date \_\_\_\_\_

Note: File three (3) copies of this form: one of which must be manually signed. Attach additional sheets if space provided is insufficient.

**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**

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 6. 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 ..... on ..... 20.....

By:

ASIAN HOLDINGS CORPORATION