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### SECURITIES AND EXCHANGE COMMISSION

SECBuilding, EDSA, Greenhills, Mandaluyong City, Motro Manila, Philippines Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Fmail: mis@sec.gov, ph

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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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REPORTING PERSON: ASIAN HOLDINGS CORPORATION

### **COVER SHEET**

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### SECURITIES AND EXCHANGE COMMISSION stro Manila, Philippines

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FORM 23-B

Cress box of no larger subject to filing requirement.

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Field purposes to Section 25 of the Securities Regulation Code

Name and Address of Reporting Person	SEVN Shares	ading Symbol			/ R@addrish	20	(Check all application)	
(1997) (Alaban) Alb Floor (Int-Oil Building Avalla Alabang	3 Tax Isan/Mcalch Number		5 Statement for Hoodly/Year	Sep-11	11	Officer (give the below)	3	Other Characty below)
Smart Muntiniupa City	Filipino		5 If Amendment Date of	Date of				
(Cay) (Profiles) (Profil Cade)				Table 1 - Equ	ily Securities	Sable 1 - Equity Securities Ber eficially Owned		
1 Outs of Equity Security	2 Transaction	4 Securities Acquired (A) or Deposed of (D)	red (A) or Deposed	4(0)	of Month	7	Ownership com	6. Nature of Indirect Beneficial Ownership
	(Mountaine)	Assession	(A) o/ (D)	Pike	*	Humber of Shares		100
Common Shares						37,109,718		
Continuous States of					12.31%	as of 30 Sept 10	D	
						42,678,176		
15% Stock Dividend	9/13/2011	5,566,458	A	par value 1.00	12.31%	as of 30 Sept 11	D	
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Report or a separate tire for each class of equity securibes beneficially owned directly or widestry.

If the change in beneficial ownership is 50% of the previous shareholdings or is equal to 5% of the outstanding capital stock of the issuer, provide the disclosure requirements set forth on page 2 of this form.

(Print or Type Responses)

- K person is discitly at softectly the despitual owner of any equity security with respect to which he has or shares:
   (A) Young power which includes the power to vote, or to check the voting or, such security, and/or
   (B) Investment power which includes the power to dispose of a cb disposition of, such security

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- A period will be deemed to have an indirect construct impreed in any equity security which is
   (b) held by manctors of a period's immediate lendy thering the same household.
   (c) held by manctors of a period's immediate lendy thering the same knowledge.
   (c) held by a patient ship in which such period is a garded partner.
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   (d) subject to any context, amengement or unbroadening which gives such period is grown or investment power with respect to such the cutty.

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tiche File Buse (3) copies of this form one of which must be manually signed Attach additional sheets if space provided is multicaint.

Explanation of Responses

ASIAN HOLDINGS CORPORATION Signature of reporting person

By

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## DISCLOSURE REQUIREMENTS (56% INCREASE/DEGREASE OR EQUIVALENT TO 5% OF THE OUTSTANDING CAPITAL STOCK OF ISSUER) IN CASE OF MATERIAL CHANGES IN BENEFICIAL OWNERSHIP

### item 1. Security and issues

Common Shares of Philippine Seven Corporation

### Item 2. Identity and Background

- a Name: Asian Holdings Corporation
- Residence or business address. 4th Floor, Uni-Oil Building, Ayala Alabang
- 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; Filipino

## Item 3. Purpose of the Transaction

The acquisition of securites of the Issuer by virtue of a stock dividend declaration.

# tent 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 persons who, together with any of the persons named in item 2, comprise a group - NIA 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
- 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 whom the power to vote or to direct the vote or to dispose or direct the disposition is shared -N/A or to direct the vote, so a or shared power to dispose or to direct the disposition. Provide the applicable information required by Item 2 with respect to each person with
- 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) of securities involved; (4) the price per share or unit, and (5) where or how the transaction was effected. - N/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
- 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
- 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
- Rem 6. Material to be Flied as Exhibits

Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

liem 5.

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 00

ASIAN HOLDINGS CORPORATION

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