

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 - B

FORM TYPE

0 7

Month
Annual Meeting

3rd Thursday

Day

**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

Remarks = pls. use black ink for scanning purposes

FORM 23-B

Check box if no longer subject to filing requirement.



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

BY: **CHANG JEN YUN-HUEI**
(First) (Last)

1. Name and Address of Reporting Person
CHANG JEN YUN-HUEI
(Last) (First)

2. Issuer Name and Trading Symbol
SEVN Shares

3. Statement for Month/Year
Jul-10

4. Citizenship
Taiwanese

5. If Amendment, Date of Original (Month/year)

6. Relationship of Reporting Person to Issuer (Check all applicable)
Director Other (specify below) _____
10% Owner _____
Officer (give title below) _____
Director

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)		3. Amount of Securities Beneficially Owned at end of Month	5. Percentage Held	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)			
Common shares at P 1.00 par value				Balance as of 30 June 2010		
			1	Balance as of 31 July 2010	D	

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly. (FIM 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 in 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.

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. Transaction Date (Month/Day/YY)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/YY)	6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Firm of Derivative Security (Direct (D) or Indirect (I)*)	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)		Amount or Title	Number of Shares				

Explanation of Responses:

intentional misstatements or omissions of facts Constituting violations under the FSA.
Note: File five (5) copies of this form, one of which must be manually signed. Attach additional sheets if space provided is insufficient.

YUN-HUII CHANG JEN Date 2010.9.26

Signature of Reporting Person