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SECURITIES AND EXCHANGE COMMISSION

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Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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Industry Classification
Company Type Stock Corporation

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 18-A

REPORT BY OWNER OF MORE THAN FIVE PERCENT

Check the appropriate box:

Initial Filing

Amendment

Item/s amended by the Filing Item 4

1. Exact Name of Registrant as Specified in its Charter PHILIPPINE SEVEN CORPORATION

a. 7/F The Columbia Tower, Ortigas Avenue, Mandaluyong City 1501, Philippines
Address of Principal Offices Postal Code

b. SEC Identification Number 108476

c. (SEC Use Only)
Industry Classification Code

d. BIR Tax Identification Number 000-390-189-000

2. ASIAN HOLDINGS CORPORATION

Name of Reporting Person

a. 3/F Uni-Oil Building Bldg., Ayala, Alabang, Muntinlupa City Postal Code
Address of Reporting Person

b. 809-83-81
Telephone Number of Reporting Person

c. Filipino
Citizenship or Place of Organization of Reporting Person

ELIZABETH PARDO ORBETA

3/F Uni-Oil Building Bldg., Ayala, Alabang, Muntinlupa City

809-83-81

Name, Address and Telephone Number of person authorized to receive notices and communications if reporting person is a partnership, corporation or other legal entity



Item 1. Security and Issuer

The subject shares are common shares of Philippine Seven Corporation ("PSC") which has principal office at the 7/F, The Columbia Tower, Ortigas Avenue, Mandaluyong City 1501.

Item 2. Identify and Background

(a) Asian Holdings Corporation ("AHC") was incorporated under the laws of Philippines. It is majority owned and controlled by Filipino nationals.

(b) The principal office of AHC is located at 3/F Uni-Oil Bldg., Ayala, Alabang, Muntinlupa City.

(c) AHC is engaged in the business of a holding corporation.

(d) The current directors and executive officers of AHC are as follows:

Name	Nationality	Position
Marilyn Pardo	Filipino	Chairman
Elizabeth Orbeta	Filipino	President
Diana Aguilar	Filipino	Treasurer
Ignacio Pardo	Filipino	Director
Barbara Tiangco	Filipino	Corporate Secretary

(e) Neither AHC nor any of its directors and executive officers has, during the last 5 years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors)

(f) Neither AHC nor any of its directors and executive officers has, during the last 5 years, been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction, domestic or foreign, which resulted in any order, judgment, or decree permanently or temporarily enjoining, barring, suspending, or otherwise limiting involvement in any type of business, securities, commodities and banking.

(g) Citizenship: Filipino

Item 3. Purpose of Transaction

The transaction involves the acquisition and/or receipt by AHC of 4,000,566 PSC common shares pursuant to the 15% stock dividend declaration by PSC.

Item 4. Interest in Securities of the Issuer

AHC is the direct beneficial owner of 30,671,003 common shares or 6.69% of the outstanding capital stock of PSC.

The additional 4,000,566 PSC common shares were acquired/ received pursuant to the declaration of 15% stock dividend by PSC and its distribution on September 09, 2013, the payment date.

Item 5. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

N/A

Item 6. Material to be Filed as Exhibits

N/A

SIGNATURE

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.....

PASIG CITY

SEP 12 2013

By:


ELIZABETH PARDO ORBETA
President

SEP 12 2013

SUBSCRIBED AND SWORN to before me this day of 20..... affiant(s) exhibiting to me his/their Tax Identification Number, as follows:

NAME	ID NO.	DATE OF ISSUE	PLACE OF ISSUE
ELIZABETH PARDO ORBETA	TIN No. 116-078-139		

.....
Notary Public



ATTY. RAMON L. CARPIU
NOTARY PUBLIC
UNTIL DEC. 31, 2013

IBP # 915003 11/2/13
ROLL # 22, 172 TIN 106-918-897
MCLE # IV-0006300, 6/19/12 PASIG CITY
CTP # 9410191, 11/2/13 PASIG CITY

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SERIES OF 2013

SECRETARY'S CERTIFICATE

REPUBLIC OF THE PHILIPPINES)
) SS
PASIG CITY

I, BARBARA PARDO TIANGCO, of legal age, Filipino, and with office address at 3/F Unioil Bldg., 1222 Acacia corner Commerce Ave., Madrigal Business Park, Ayala, Alabang, Muntinlupa City, after being duly sworn in accordance with law, depose and state that:

- 1. I am the duly appointed Corporate Secretary of ASIAN HOLDINGS CORPORATION (the "Corporation"), a Corporation duly organized and existing under and by virtue of the laws of the Philippines, with principal office at 3/F Unioil Bldg., 1222 Acacia corner Commerce Ave., Madrigal Business Park, Ayala, Alabang, Muntinlupa City;
2. At the special meeting of the Board of Directors of the Corporation held on April 25, 2012, at 3/F Unioil Bldg., 1222 Acacia corner Commerce Ave., Madrigal Business Park, Ayala, Alabang, Muntinlupa City, during which a quorum was present and acting throughout, the following resolutions were unanimously passed:

"RESOLVED, that the Board of Directors of ASIAN HOLDINGS CORPORATION (AHC or the "Corporation"), hereby names, constitutes and appoints MS. ELIZABETH PARDO ORBETA, the Corporation's President, as the Corporation's authorized representative to transact business with PHILIPPINE SEVEN CORPORATION ("SEVN") in connection with the Corporation's changes in the ownership of SEVN securities for filing and submission with the Securities and Exchange Commission (SEC) or such other appropriate govern agency or instrumentality;

RESOLVED FURTHER, that MS. ELIZABETH PARDO ORBETA, be as she is hereby, empowered and authorized to negotiate, sign, execute, endorse and deliver, for and on behalf and in the name of the Corporation, any applicable forms, documents, papers, contracts and instruments, necessary or appropriate to proceed with, implement and effect the foregoing authorities, and to do and perform every and all acts as may be necessary or proper, or incidental thereto."

IN WITNESS WHEREOF, I have hereunto set my hand this MAY 07 2012 day of 2012 at PASIG CITY

Signature of Barbara Pardo Tiangco
BARBARA PARDO TIANGCO
Corporate Secretary

SUBSCRIBED AND SWORN to before me in PASIG CITY this MAY 07 2012 day of 2012, affiant exhibiting to me her Passport No. XX0985214 issued on April 19, 2008 at Manila, Philippines.

NOTARY PUBLIC
ATTY. RAMON L. CARPIO
NOTARY PUBLIC
UNTIL DECEMBER 31, 2012
ROLL No. 22, 172 JIN 100-910-897
MCLE No. III-100-4306
PTR No. 7514306 ISSUED ON
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