

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
Address of Reporting Person Postal Code

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. Identity 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 disposal by AHC of 113,610 PSC common shares.

Item 4. Interest in Securities of the Issuer

AHC is the direct beneficial owner of 26,670,437 common shares or 6.69% of the outstanding capital stock of PSC.

The 113,610 shares were disposed last December 05, 2012 at Php76.50 per share through the Philippine Stock Exchange.

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.....

By: 
ELIZABETH PARDO ORBETA 8/2/13
President

SUBSCRIBED AND SWORN to before me this AUG 02 2013 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. CAMON L. CAMPAL

TYPE NO. 382
PAGE NO. 77
BOOK NO. EX
SERIES OF 2013

NOTARY PUBLIC - 897
NOTARY PUBLIC - PASIGI
AUG 12/13 PASIGI CITY

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 athe 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 herby, 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 _____ day of MAY 07 2012 2012 at PASIG CITY

Handwritten 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. RANDOL C. CARPIO
NOTARY PUBLIC
UNTIL DECEMBER 31, 2012
ROLL No. 22, 172 JIM 106-910-897
MCLE No. III-100-4306
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