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## Premiere Horizon Alliance Corporation PHA

**PSE Disclosure Form 17-7 - Statement of Changes in Beneficial  
Ownership of Securities**  
**References: SRC Rule 23 and  
Section 17.5 of the Revised Disclosure Rules**

<b>Name of Reporting Person</b>	AUGUSTO ANTONIO C. SERAFICA, JR
<b>Relationship of Reporting Person to Issuer</b>	PRESIDENT & CEO

### Description of the Disclosure

Statement of Changes in Beneficial Ownership of Securities of Mr. Augusto Antonio C. Serafica, Jr.

### Filed on behalf by:

<b>Name</b>	Raul Ma. Anonas
<b>Designation</b>	Executive Vice President, Chief Operating Officer, Chief Information Officer (CIO) and SEC Compliance Officer

# COVER SHEET

1 4 7 5 8 4

SEC Registration  
Number

P R E M I E R E   H O R I Z O N   A L L I A N C E  
C O R P O R A T I O N

(Company's Full Name)

U N I T   1 7 0 5   1 7 T H   F L O O R ,   E A S T T O  
W E R   P H I L I P P I N E   S T O C K   E X C H A N G E  
C E N T R E ,   E X C H A N G E   R O A D   O R T I G A S  
C E N T E R ,   P A S I G   C I T Y

RAUL MA. F. ANONAS

Contact Person

Tel No. 8632-7715

Company Telephone Number

**SEC FORM 23-B**

Augusto Antonio C. Serafica, Jr

1 2      3 1

Month      Day  
Fiscal Year  
Meeting

FORM TYPE

0 5     

Month      Day  
Annual

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 ID

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes

**SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines**

**FORM 23-B**

**REVISED**

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 23 of the Securities Regulation Code

Check box if no longer subject to filing requirement

1. Name and Address of Reporting Person <b>SERAFICA, JR. AUGUSTO ANTONIO C.</b> <small>(Last) (First) (Middle)</small>		2. Issuer Name and Trading Symbol <b>PREMIERE HORIZON ALLIANCE CORP</b>			7. Relationship of Reporting Person to Issuer <small>(Check all applicable)</small>			
Unit 1705, East Tower, Philippine Stock Exchange Ctr. <small>(Street)</small>		3. Tax Identification Number <b>102 097 338 000</b>			5. Statement for Month/Year <b>August-21</b>			
Ortigas Center, Pasig City <b>1605</b> <small>(City) (Province) (Postal Code)</small>		4. Citizenship <b>Filipino</b>			6. If Amendment, Date of Original (Month/Year)			
		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 Owned at End of Month		4. Ownership Form: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares		
Previous Month :	Common					116,570,001	D & I	
This Month :	Common							
	08.11.21	200,000,000.00	(A)	0.33		200,000,000	D	Unlisted
	08.11.21	35,000,000.00	(D)	1.34		35,000,000	D	
	08.11.21	20,000,000.00	(D)	1.32		20,000,000	D	
Total to Date :	Common					261,570,001	D & I	

(Print or Type Responses)

**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 3 of this form.**

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

- (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 of 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/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)		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 Form of Derivative Security; Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Not Applicable												

Explanation of Responses:

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

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 Pasig on this 11h day of August 2021

  
AUGUSTO ANTONIO C. SERAFICA, JR.  
President & CEO