

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)

Nov 13, 2017

2. SEC Identification Number

147584

3. BIR Tax Identification No.

002-727-376-000

4. Exact name of issuer as specified in its charter

PREMIERE HORIZON ALLIANCE CORPORATION

5. Province, country or other jurisdiction of incorporation

PHILIPPINES

6. Industry Classification Code(SEC Use Only)

7. Address of principal office

Unit 1705, East Tower, Philippine Stock Exchange Centre, Exchange Road, Ortigas
Center, Pasig City

Postal Code 1605

8. Issuer's telephone number, including area code

(02) 632-7715

9. Former name or former address, if changed since last report

Not applicable

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON STOCK P 0.25 PAR VALUE	1,990,480,889

11. Indicate the item numbers reported herein

Item No.9 Other Item

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



Premiere Horizon Alliance Corporation

PHA

PSE Disclosure Form 4-30 - Material Information/Transactions
References: SRC Rule 17 (SEC Form 17-C) and Sections 4.1 and 4.4 of the Revised Disclosure Rules

Subject of the Disclosure
Summary update on current businesses of PHA and prospects for 2018
Background/Description of the Disclosure
Summary update on current businesses of PHA and prospects for 2018
Other Relevant Information
-

Filed on behalf by:

Name	Raul Ma. Anonas
Designation	CIO/ COO

November 13, 2017

To the Shareholders of Premiere Horizon Alliance Corporation:

Please allow us to proactively apprise you on the current state of affairs of your Company given the 15% decrease in the PHA share price in the last two trading days of last week. On this note, we would like to mainly reassure you that Premiere Horizon has and continues to have strong financial fundamentals.

We, in management, are equally bothered by the price decline even if the total traded volumes was just 13 million shares or equivalent to around Php5 million. In context, these levels were last seen in 2013 way before we sold our gaming business in 2014.

Much has changed since then. Our fundamentals have actually grown in leaps and bounds. Our consolidated assets, in fact, have grown 4.7x, from Php748.17 million in 2014 to Php4.24 billion in mid 2017.

Specifically, at the same price range of 0.325 to 0.39 in 2013, we had just one gaming subsidiary, Digiwave, compared to the present where we have 3 operating subsidiaries focused on tourism, real estate and natural resources development.

And more importantly, PHA has been regularly submitting reports to both the SEC and PSE. The company has always been diligent in the disclosure of any material information as evidenced by our disclosure records, where we pride ourselves in the practice of proper corporate governance being a listed company for more than 20 years.

Financial Results for H1 2017

We would also like to re-appraise you of the facts as regards our 17-Q for the First Half of 2017 as disclosed in the PSE on August 14, 2017. At the end of the H1 2017, total Assets of the company grew 14% to Php4.24 billion from Php3.72 billion on December 2016. PHA posted total revenues of Php335.1 million from real estate sales and hauling services. Gross Profit was Php131.8 million and EBITDA amounted to Php56.72 million. The company registered a net loss after tax of Php38.56 million, which was mainly due to the lower revenues from both real estate and mining-related services. Redstone Construction and Development Corporation (RCDC) registered lower revenues because of the mining season where there was no operation during the first quarter. For Goshen Land Capital, the lower real estate revenues were mainly because the higher percentage of completion will still be realized in the fourth quarter of 2017. Although the company registered a net loss for the first half, we expect to end the year on a positive note.

PHA revenues are expected to improve by the end of the year with Goshen Land scheduled to complete five vertical projects and West Palawan Premiere Development Corporation (WPP), the visionary developer of our more than 500-hectare tourism estate in Puerto Princesa City, Palawan, where it has completed its development master plan done by AECOM, the world's leading land use design firm, will begin the land development for Phase 1 in Nagtabon Beach. WPP will also start moving its inventory of properties as the economy in Puerto Princesa begins to improve after the opening of the Puerto Princesa International Airport last May.

Prospects for 2018

Anchored on our focus on countryside development, we are in an unprecedented position to increase PHA's intrinsic values more than ever starting in 2018. This will be underpinned by the continued growth of the Philippine economy and its positive impact on our ongoing businesses. Sustained by the expanding real estate, construction, mineral resource management sectors and the growing tourism landscape, the prospects for the industries we are in are brighter than ever.

By early 2018, we will be completing four of the biggest vertical projects of Goshen. RCDC will be transitioning to an infrastructure company with future partners and WPP will continue to book sales from its inventory of properties for the first two phases of its masterplan; where we believe the realized market values of these properties will have a positive impact on the company's intrinsic value.

We are also looking at new projects in renewables and infrastructure aligning with the Build Build Build thrust of the Duterte administration.

We hope that this information shared to you, our shareholders, who continue to trust us with your investments and savings, will help you understand and appreciate where PHA is now and the exciting prospects for the years ahead, and we look forward to celebrating this success with all of you in the coming years.

Very truly yours,

(signed)

Augusto Antonio C. Serafica, Jr.
President & CEO