

## 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)  
Aug 6, 2018
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  
02-6327715
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  
Not Applicable

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

Premiere Horizon Signs Up Leechiu Property Group

#### Background/Description of the Disclosure

Premiere Horizon Alliance Corporation (PHA), through its tourism estate subsidiary West Palawan Premiere Development Corporation (WPP), recently signed a memorandum of agreement with real estate services firm Leechiu Property Consultants, Inc. (LPC) to be WPP's exclusive marketing agent for its 850-hectare masterplanned township in the West Palawan corridor in Puerto Princesa City. The agreement stipulates that LPC will assist WPP in identifying and selecting the ideal strategic partner for this new tourism hub with unspoiled beaches, a mere 30 minute ride from the Puerto Princesa international airport.

Distinguished by its deep bench of seasoned real estate consultants, LPC believes that tourism opportunities in Palawan have yet to be fully tapped given the upswing in arrivals in this province named by global travel icons as one of the best islands in the world the last 5 years. Moreover, the newly renovated International airport has begun receiving direct flights from Taiwan, China and Korea, which has provided further impetus for the tourism boom in the island.

WPP's beach front property in Nagtabon is masterplanned as an integrated tourism community that will feature the future site of the first global hotel brand in Palawan. Horwath HTL, a global leader in tourism consulting has confirmed in a study conducted in the Nagtabon area, that global hotel brands are interested in seeking opportunities in Palawan and has specifically cited Nagtabon beach as an ideal location for a 5-star hotel brand.

As part of WPP's development plans, it has also signed an agreement with MEDIPASS, Inc. a Japanese marketing company and a subsidiary of ND Software, a publicly-listed company in the Tokyo Stock Exchange, to be its exclusive marketing partner for the Nagtabon tourism development. Ongoing talks are being finalized as to the product that will be developed in the Nagtabon beach area that will cater to the Japanese market.

WPP is expected to generate more than Php500 million in revenue next year from lot sales and development.

#### Other Relevant Information

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#### Filed on behalf by:

<b>Name</b>	Raul Ma. Anonas
<b>Designation</b>	CIO/ COO