

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)
Jan 21, 2021
2. SEC Identification Number
147584
3. BIR Tax Identification No.
043-002-727-376
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 Center, Exchange Road, Ortigas
Center, Pasig City
Postal Code
1605
8. Issuer's telephone number, including area code
(02) 8632-7715
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	2,254,117,253

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

Subject of the Disclosure

Premiere Horizon enters the AgriTech Sector

Background/Description of the Disclosure

Premiere Horizon Alliance Corporation (PHA) announced today that it will be pursuing opportunities in the AgriTech sector through its existing subsidiary, PH Agriforest Inc. PHA aims to leverage on the fintech expertise of its new partners, the principals of SquidPay Technology, Inc, in the use of technology in agriculture, forestry and aquaculture, to maximize yields and efficiency. Instead of traditional agriculture practices, PHA will utilize proven Agritech methodologies that focus on comprehensive data collection, analytics and models, and other technological innovations which seek to achieve faster planting, better harvest, lower production cost and optimized market acceptance of products. The proposed projects of PH AgriForest are envisioned to involve large tracts of land initially focused on food production, rubber and bamboo plantation. As importantly, the Company will also embark on organic fertilizer production that will promote sustainable farming in conjunction with the various programs of the Department of Agriculture.

PHA's entry into the AgriTech sector is in line with its vision of countryside development through pioneering technologies and innovative business models. Beyond profitability, the Company subscribes to the triple bottom line philosophy of sustainable business with positive social and environmental impact.

Other Relevant Information

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Filed on behalf by:

Name	Raul Ma. Anonas
Designation	Executive Vice President, CIO/ COO