

# 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)  
Jul 20, 2021
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) 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

**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

Conversion of Debt to Equity

### Background/Description of the Disclosure

Convertible Notes holder have exercised their right to convert principal and accrued interest to equity of the Company at a conversion price of Php 0.70 per share. The amount of principal of Php354,000,000.00 and accrued interest Php24,688,107.56 for a total of Php378,688,107.56 which is equivalent to 540,983,008 shares.

### Other Relevant Information

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### Filed on behalf by:

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



**Premiere  
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July 20, 2021

Ms. Janet A. Encarnacion  
Head, Disclosure Department  
6/F Philippine Stock Exchange Tower  
28 Street Cor. 5<sup>th</sup> Avenue  
Bonifacio Global City, Taguig City

Dear Ms. Encarnacion:

We advise that on July 20, 2021, the Board of Directors of Premiere Horizon Alliance Corporation (the "Company") approved the issuance of 540,983,008 new shares (the "Convertible Loan Shares") in favor of the following holders of the Company's Convertible Notes who exercised their respective rights to convert their outstanding receivables to shares at the price of Php 0.70 per share:

NAME	NUMBER OF CONVERTIBLE LOAN SHARES
United Coconut Planters Life Assurance Corporation	142,857,142
Asian Alliance Investment Corp.	96,171,578
S.J. Roxas & Co. Inc.	78,667,710
Myka Advisory and Consultancy Services Inc.	15,737,460
PBB Trust and Investment Center	86,184,126
Raul Ma F. Anonas	72,358,591
Tarcisio M. Medalla	14,762,113
Abigail B. Arcilla	14,762,113
Roberto V. San Jose	14,762,113
Jaime I. Cabangis	4,720,062
<b>TOTAL</b>	<b>540,983,008</b>

The issuance of the Convertible Loan Shares will be subject to confirmation of valuation by the Securities and Exchange Commission and will be applied for listing on the Philippine Stock Exchange.



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Following the issuance of the Convertible Loan Shares, the Company's total outstanding shares will be 5,637,524,504 common shares. The exercise by the noteholders of their conversion rights will also result in a reduction of the Company's liabilities by Php 378,688,107.56 and increase in equity by Php 378,688,105.60. As fractional shares may not be issued, the difference of Php 1.96 will be paid to the affected noteholders in settlement of any outstanding amounts due on the Convertible Notes.

Very truly yours,

RAUL MA. F. ANONAS

Exec. Vice Pres. /Corp. Info. Officer