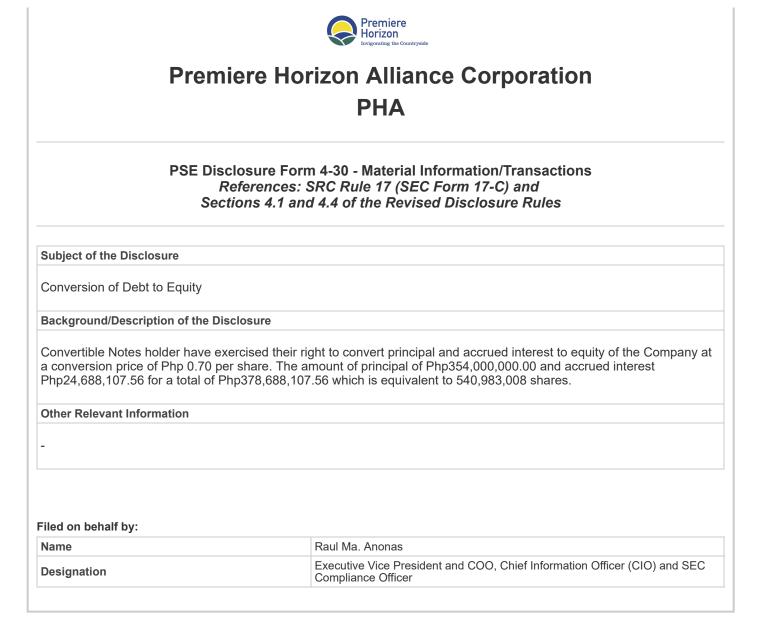
SECURITIES AND EXCHANGE COMMISSION

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 earlies	st 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 spec	ified in its charter
Premiere Horizon Allliance	Corporation
5. Province, country or other juris	sdiction of incorporation
Philippines	
6. Industry Classification Code(S	SEC Use Only)
7. Address of principal office	
Unit 1705, East Tower, Phil	ippine Stock Exchange Centre, Exchange Road, Ortigas
Center, Pasig City	
Postal Code 1605	
1005	
8. Issuer's telephone number, in	cluding area code
(02) 8632-7715	
	es, if changed since last report
9. Former name or former addre	ss, il changed since last report
Not Applicable	
10. Securities registered pursual	nt 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 re	ported 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.





July 20, 2021

Ms. Janet A. Encarnacion Head, Disclosure Department 6/F Philippine Stock Exchange Tower 28 Street Cor. 5th 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
TOTAL	540,983,008

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.



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,

Raw m. J. annor RAUL MA. F. ANÓNAS

Exec. Vice Pres. /Corp. Info. Officer

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