

# 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)  
Sep 24, 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  
PHILIPINES
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	5,096,541,496
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 4-31 - Press Release**  
**References: SRC Rule 17 (SEC Form 17-C)**  
**Section 4.4 of the Revised Disclosure Rules**

### Subject of the Disclosure

Premiere Horizon Plans to Partner with Bengga Corp for Play2earn Gaming Platform

### Background/Description of the Disclosure

Premiere Horizon Alliance Corporation (PHA) plans to take a stake in the booming play2earn gaming industry through a partnership with a Filipino company, Bengga Corporation, through its app, Bengga. PHA signed a Memorandum of Understanding on 22 September 2021 with Bengga for a partnership in developing a gaming platform in the play2earn gaming category dubbed "PHlay". PHA will be undertaking this project with Bengga through its subsidiary, PH Big Bounty Entertainment, Inc. (PHBB), subject to final negotiation of the terms and condition of the agreement and approval of the PHA Board of Directors.

PHA and Bengga will conduct a mutual 30-day due diligence to assess each other's operations and to evaluate opportunities through a commercial proof of concept with the intent of entering into a joint venture agreement. Terms and conditions of a binding exclusive implementing agreement will be finalized after the due diligence period. The aim is to create a joint venture company that will be majority-owned by PHBB at seventy percent and thirty percent to be owned by Bengga.

The project will be a gaming platform in the play2earn gaming category. This will be a hypercasual gaming platform that earns users rewards. It is a means to reach an audience and influence their behavior while monetizing engagements. The partnership with Bengga will provide PHA an immediate implementable technology as the gaming platform and app are already available for customization and rollout. The business model will be a relevant and timely focus in the high-growth and profitable play2earn sector. This is in line with PHA's direction of exploring opportunities in the technology sector to complement the offerings and services of SquidPay Technology Inc. (SPT).

Bengga, a Filipino-developed play2earn company, is an app that aims to reward users with real life rewards daily. Currently, Bengga has a roster of over 300 games, which change daily between its four "channels." Users are able to play against other players through either a leaderboard style tournament or against each other, and play games by themselves. A vast selection of tangible rewards such as digital coupons and cryptocurrencies await both winning and/or effort-driven players.

### Other Relevant Information

None

### Filed on behalf by:

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