

# 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 29, 2019
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 Centre, Exchange Road, Ortigas  
Center, Pasig City  
Postal Code  
1605
8. Issuer's telephone number, including area code  
(02) 632-7715
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	1,990,480,889
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 4-32 - Reply to Exchange's Query

#### Subject of the Disclosure

Sama Global Investment and PHA's planned use of proceeds

#### Description of the Disclosure

This is in reply to the Exchange's Query dated January 29, 2019 as a follow-up to PHA's January 22 PSE Disclosure on the MOA between PHA and Sama Global Investment.

#### Information Requested

About Sama Global Investment

Sama Global Investment is a privately-owned investment company incorporated in Doha, Qatar on May 11, 2017. The cornerstone of Sama Global's investment framework is its ability to seize opportunities all over the world and introduce future initiatives for its portfolio companies with the end in view of improving overall value of these companies. One of Sama Global's projects is Hoteles Marina D'Or SL, the biggest holiday resort in Oropesa del Mar, Castellon in Spain. Premiere Horizon is Sama Global's first partnership in Asia.

Sama Global's investment philosophy focus on the three pillars of lasting investment horizon, disciplined development and robust organizational culture. The company believes that investing successfully means taking upon the long-term view of portfolios. They seek to identify projects that can do well over several years by using financial analysis and paying close attention to valuations.

Sama Global Investment is managed by a Board of Directors, consisting of a Chairman, a Vice Chairman and a number of members appointed by the Chairman. The members are experts in the field of trading, contracting, real estate, hospitality, technology, manufacturing, construction, transportation, travel & tourism, media and education, in addition to their qualification in the investment field. Sama Global's Chairman is Mr. Abdullah Al-Mutawwa. Vice Chairman is Mr. Essa Saad Al-Kaabi. Other officers and board members are Mr. Shahzada Khurram, the Executive Finance Officer/Board Member and Mr. Haluk Dizdarlar, Associate Finance Officer.

The CEO, Shahzad Ahmad Mughal, also a Board Member, is responsible to execute and oversee the overall investment strategies of the company. He is also responsible for the day-to-day management of Sama Global Investment. The CEO is supported by the Management Team, consisting of highly qualified individuals.

PHA Application of Proceeds

Premiere Horizon Alliance Corporation has the following initial plans for the application of the proceeds from the funding facility.

For immediate implementation this 1st and 2nd quarter of 2019, the company will be doing organizational strengthening, housekeeping and subsidiaries consolidation. This is in order to increase company profitability and bolster the management and execution team for sustainable organizational growth.

Starting 2019 until 2021, the company will begin the development and execution of its Palawan masterplan with the commencement of the initial phase in Nagtabon beach that is anchored on the development of two hotels and a 4-phased commercial center. This development will take advantage of Nagtabon beach's proximity to the Puerto Princesa International Airport, making it one of the premier beach destination spots in Puerto Princesa. The second phase of implementation is the North Cove Development plan that is anchored on two five-star hotel developments on North Cove's private beaches. An initial 100 hectares will be developed in partnership with a global resort brand looking to expand to the Philippines. And finally, the third phase of implementation is the Midlands project where a businessman's hotel and a convention center is being planned to cater to the very strong M.I.C.E. market in Puerto Princesa.

In the next two years, Premiere Horizon will also be focusing on the acquisition of companies engaged in real estate and tourism hospitality to provide PHA with short-term and medium-term recurring income base while awaiting the development of the Palawan projects.

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