

**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. **November 4, 2010**  
Date of Report
2. SEC Identification Number **19073**                      3. BIR Tax Identification No. **350-000-288-698**
4. **FIRST PHILIPPINE HOLDINGS CORPORATION**  
Exact name of issuer as specified in its charter
5. **N/A**    6.  (SEC Use Only)  
Province, country or other jurisdiction of      Industry Classification Code:  
incorporation
7. **6<sup>th</sup> Flr., Benpres Bldg., Meralco Ave. cor. Exchange Road, Pasig City**                      **1600**  
Address of principal office    Postal Code
8. **2-631-8024**  
Issuer's telephone number, including area code
9. **N/A**  
Former name or former address, if changed since last report

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
<b>Total Outstanding Shares</b>	<b>581,443,916 shares</b> (As of Oct. 29, 2010)
<b>Treasury Shares</b>	<b>16,994,330 shares</b>
<b>Preferred Shares</b>	<b>43,000,000</b>

11. Indicate the item numbers reported herein: **Item No. 9**

The Board of Directors of First Philippine Holdings Corporation approved today the declaration of cash dividends as follows:

Cash Dividend (Common Shares)

Cash	-	₱1.00 per share
Record Date	-	November 19, 2010
Payment Date	-	On or before December 15, 2010

Cash Dividend (Series B Preferred Shares)

*First Semester*

Rate	-	8.7231% per annum
Cash	-	₱4.36155 per share
Record Date	-	January 10, 2011
Payment Date	-	January 31, 2011

*Second Semester*

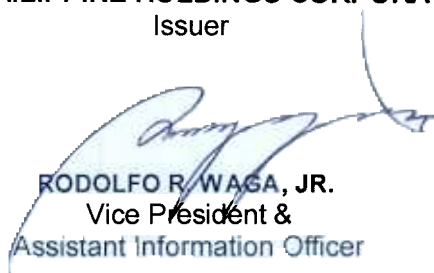
Rate	-	8.7231% per annum
Cash	-	₱4.36155 per share
Record Date	-	July 11, 2011
Payment Date	-	August 1, 2011

**SIGNATURES**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**FIRST PHILIPPINE HOLDINGS CORPORATION**

Issuer



RODOLFO R. WAGA, JR.  
Vice President &  
Assistant Information Officer

November 4, 2010