

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. **September 1, 2011**
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**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **6th Flr., Benpres Bldg., Meralco Ave. cor. Exchange Road, Pasig City**
Address of principal office
- 1600**
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
Total Outstanding Shares	556,665,646 shares (As of August 31, 2011)
11. Indicate the item numbers reported herein: **Item No. 9**

Item No. 9

At the regular meeting of the Board of Directors of First Philippine Holdings Corporation ("FPHC") held today, September 1, 2011, the promotions of the following officers were approved:

From Senior Vice President to *Executive Vice President*:

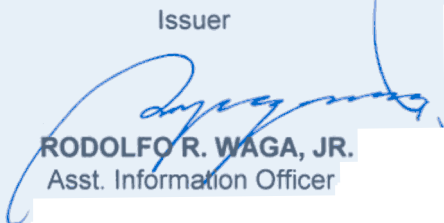
Francis Giles B. Puno
Richard B. Tantoco

From Vice President to *Senior Vice President*:

Anthony M. Mabasa
Perla R. Catahan
Victor Emmanuel B. Santos.

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.
Asst. Information Officer

September 1, 2011