

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. **August 6, 2015**
Date of Report
2. SEC Identification Number **19073** 3. BIR Tax Identification No. **000-288-698-000**
4. **FIRST PHILIPPINE HOLDINGS CORPORATION**
Exact name of issuer as specified in its charter
5. **Metro, Manila, Philippines** 6. (SEC Use Only)
Province, country or other jurisdiction of Industry Classification Code:
incorporation
7. **6th 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
Total Outstanding Shares	553,799,817 shares (As of July 31, 2015)
Total Outstanding Preferred Redeemable Shares	3,600,000 shares (As of July 31, 2015)

11. Indicate the item numbers reported herein: **Item No. 4**

Item No. 4

First Philippine Holdings Corporation (FPH) has appointed today the following officers:

- Mr. Joaquin E. Quintos IV has been appointed as Senior Vice President. He is a shareholder of Prople Limited, a privately held, global business process services company specializing in Finance and Accounting, Human Resources (HR), and Information Technology (IT). He joined Prople as President and CEO in September 2009 after retiring from a successful 27-year career at IBM Philippines. In IBM, he was the Chairman and Country General Manager of IBM Philippines Inc. and headed all of IBM's wholly owned subsidiaries in the Philippines.

He is a graduate of the University of the Philippines with a Bachelor of Science degree in Industrial Engineering, cum laude.

- Mr. Renato A. Castillo has been appointed as Senior Vice President and Chief Risk Officer. He is currently Senior Vice President and Chief Risk Officer of First Gen Corporation, a position he has held since 2011, and Risk Management Officer of FPH since 2013. Prior to joining First Gen, he was President and Chief Executive Officer of Manila North Harbour Port, Inc. from 2010 to 2011. Before this he held key positions in several financial institutions, the most recent being EVP and Chief Credit Officer of Philippine National Bank (2005-2010).

He holds a Bachelor of Science in Commerce, Major in Accounting, from De La Salle University.

- Ms. Gemma Rose C. Roque has been appointed as Vice President. She was appointed Comptroller and Head of the Comptrollership Group of First Philippine Holdings last month. Prior to this, she was Deputy Comptroller at FPH and served as a Vice President for Strategy Management at First Philippine Electric Corporation from 2010 to 2014 under the Office of the President. Before joining the group, she was at SGV & Co as an Audit Executive.

She has completed the General Management Program at Harvard Business School (2014) and has an Executive Masters in Business Administration from the Asian Institute of Management (2000), graduating With Distinction (Class Valedictorian). She is a Certified Public Accountant (1989), and placed second in the Philippine CPA Licensure Exam. She holds a B.S. Business Administration and Accountancy degree from the University of the Philippines where she graduated Magna cum Laude and Most Outstanding Accounting Student in 1989.

- Mr. Alwin S. Sta. Rosa has been appointed as Vice President. He is currently seconded to Asian Eye Institute as Vice President and General Manager, a position he has held since 2012. He led the expansion of Asian Eye through the launch of its Alabang satellite, introduction of the mid-market brand EyeSite (located in the Ayala Group's QualiMed ambulatory clinics), and its first hospital-based operation with St. Cabrini Medical Center in Batangas.

He joined FPH in 1997 as Management Information Systems Manager under the Comptrollership Group. He holds a Master in Technology Management degree from the University of the Philippines and was named Outstanding Graduate in 2003. He also has a Bachelor's degree in Accountancy from the Polytechnic University of the Philippines where he graduated Cum Laude in 1986. He is also Vice President of the Knowledge Management Association of the Philippines.

- Mr. Charlie R. Valerio has been appointed as Vice President and Chief Information Officer. He has been a Vice President and Chief Information Officer of First Gen Corporation since 2012, where he professionalized the IT function by putting in place global standard processes, a new governance and organizational structure, and IT competence development program. He also coordinated information technology initiatives at the FPH Group.

He was previously with Royal Dutch Shell, Procter and Gamble and PNOC-EDC. He has extensive knowledge and experience in IT management, including positions held in all IT disciplines and in local, regional (Asia-Pacific) and global capacities, and has been exposed to a wide variety of IT technologies and systems.

He holds a B.S. Computer Science degree from De La Salle University (1988) and a Project Management Professional Certification (PMP) from the Project Management Institute.

- Ms. Shirley C. Hombrebueno has been appointed as Vice President and Chief of Staff, Office of the Chairman. She is currently a Vice President of First Gen Corporation. She has served as Executive Assistant to the company's Chairman & CEO, Mr. Federico Lopez, since July 2007. In this role, she manages the Office of the Chairman and CEO and acts as liaison to the senior management teams of the various FPH subsidiaries. She also coordinates external relations efforts, oversees special projects and events, and collaborates with the various foundations supported by FPH. She also oversees First Gen's Corporate Social Responsibility (CSR) Department.

She has a Bachelor of Science degree in Economics from the University of the Philippines, Diliman where she graduated cum laude in 1990.

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


ESMERALDO C. AMISTAD
Asst. Corporate Secretary

August 6, 2015