

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. **July 9, 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	553,797,460 shares (As of June 18, 2015)
Total Outstanding Preferred Redeemable Shares	3,600,000 shares (As of June 18, 2015)

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

Item No. 4

The board approved the appointment today of Ms. Gemma Rose C. Roque as Comptroller and Head of the Comptrollership Group. Prior to this, she was Deputy Comptroller at FPH. She served as a Vice President at First Philippine Electric Corporation from 2010 to 2014 at the Office of the President and Strategy Management. Before joining the group, she was at SGV & Co (currently Ernst & Young Manila) from 1989 to 1996 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) placing second in the Philippine CPA Licensure Exam and holds a B.S. Business Administration and Accountancy degree from the University of the Philippines where she graduated in 1989 as Magna cum Laude and was the Most Outstanding Accounting Student.

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. Compliance Officer

July 9, 2015