

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 9, 2018**  
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. **6<sup>th</sup> Flr., Rockwell Business Center Tower 3, Ortigas Ave., Pasig City**                      **1604**  
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>549,392,239 shares</b> (As of July 26, 2018)
<b>Total Outstanding Preferred Redeemable Shares</b>	<b>3,600,000 shares</b> (As of July 26, 2018)

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

**Item No. 4**

At its meeting today, the Board appointed Ms. Milagros D. Fadri as Vice President of First Philippine Holdings Corporation ("FPH"). She is Head of Compensation and Benefits (C&B) Management for FPH and handles key executive C&B management for seven FPH subsidiaries. Prior to leading C&B for FPH, she handled HR Operations for FPH, including C&B, performance management, employee relations, and recruitment.

She joined FPH in August 1990 and was an Assistant Vice President in the Human Resources Management Group prior to this appointment. She holds a B.S. Psychology degree from the University of the Philippines (1983).

**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**  
VP & Asst. Compliance Officer

August 9, 2018