

**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. **January 14, 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. **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>553,564,971 shares</b> (As of Jan. 5, 2015)

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

**Item No. 9**

Further to the disclosure dated 15 December 2014, First Philippine Holdings Corporation (**FPH**) has been advised that it has been selected as the winning bidder in the private bidding for the property located at the Philtown Industrial Park, Tanauan, Batangas, consisting of land and improvements with a total area of 464,961 square meters. This will be subject to the parties' negotiation of, and final agreement on, the transaction documents.

**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

January 14, 2015