

Item No. 4

First Philippine Holdings Corporation (FPH) has appointed Mr. Ferdinand Edwin Sy Co Seteng as Senior Vice President. Prior to joining FPH, Mr. Co Seteng was an Executive Vice President of LF Logistics based in Hongkong, where he headed the international logistics and freight forwarding business with offices in Bangladesh, Cambodia, China, Hongkong, India, Malaysia, Pakistan, Singapore, Thailand, US & UK.

Mr. Co Seteng is a BS Electrical Engineering graduate from the University of the Philippines and holds a Master of Business Administration with Distinction from the Johnson Graduate School of Management, Cornell University, New York USA.

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


FRANCIS GILES B. PUNO
Chief Information Officer

November 4, 2011