

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. **December 15, 2014**
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	553,564,971 shares (As of Dec. 3, 2014)

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

Item No. 9

The Executive Committee approved today First Philippine Holdings Corporation's ("FPH") participation in the private bidding for the property located at the Philtown Industrial Park, Tanauan, Batangas, consisting of land and improvements with a total land area of 464,961 square meters. The land is owned by Brilliante Realty Corporation while Mitsubishi Motors Philippines Corporation owns the improvements. The bidding has been scheduled for today, December 15, 2014.

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

December 15, 2014

FRANCIS GILES B. PUNO
Chief Information Officer