

COVER SHEET

C S 2 0 1 5 0 3 0 1 4  
SEC Registration Number

F R U I T A S H O L D I N G S , I N C .

[Empty grid]

[Empty grid]

[Empty grid]

(Company's Full Name)

N O . 6 0 C O R D I L L E R A S T .

B R G Y . D O N A J O S E F A Q U E Z O N C I T Y

(Business Address: No., Street City / Town / Province)

RUSHELL A. SALVADOR  
Contact Person

+(632) 8731-8886  
Company Telephone Number

SEC FORM 17-C

1 2 3 1  
Month Day  
Fiscal Year

FORM TYPE

0 7 2 5  
Month Day  
Annual Meeting

[Empty box]

Secondary License Type, If Applicable

[Empty box]

Dept Requiring this Doc  
Section

[Empty box]

Amended Articles Number /

[Empty box]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box]

Domestic

[Empty box]

Foreign

To be accomplished by SEC Personnel concerned

[Empty box]

File Number

\_\_\_\_\_  
LCU

[Empty box]

Document ID

\_\_\_\_\_  
Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes

\_\_\_\_\_

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. October 2, 2023  
Date of Report (Date of earliest event reported)
2. SEC Identification Number- CS201503014
3. BIR Tax Identification No.- 008-961-476-000
4. **FRUITASHOLDINGS INC**  
Exact name of issuer as specified in its charter
5. PHILIPPINES  
Province, country or other jurisdiction  
of incorporation
6.  (SEC Use Only)  
Industry Classification Code
7. 60 CORDILLERA ST. COR. E. RODRIGUEZ SR. AVE. QUEZON CITY 1113  
Address of principal office Postal Code:
8. (02)8243-1741  
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 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>Common</u>	<u>2,133,680,000</u>

11. Indicate the item numbers reported herein: ITEM 9- OTHER EVENTS

**House of Fruitas acquires Foodpanda's kitchen equipment to accelerate its own Fly  
Kitchen (cloud kitchen) business**

Fly Kitchen Inc., recently acquired subsidiary of Fruitas Holdings Inc. purchased top-notch cloud kitchen equipment which were formerly owned by Foodpanda, a well-known leader in food delivery services in more than 40 countries across 5 continents.

With the advanced kitchen technology, Fly Kitchen is now able to expand its menu with new methods, processes, and flavors. The use of cutting-edge equipment allows the company to streamline every aspect of its operations, from food preparation to presentation, resulting in even higher service and product quality. Additionally, the advanced kitchen equipment will give Fly Kitchen the freedom to experiment with new recipes which will excite the taste buds of its loyal consumers and new customers. Finally, the kitchen equipment will open the door for the company to collaborate with and prepare third-party brands which would fit well with its present cloud kitchen operations.

The acquisition price is below materiality level and paid from the Company's internal cash.

Attached is the Press Release for the said transaction.

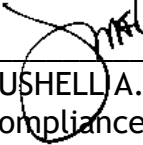
## SIGNATURES

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.

**FRUITAS HOLDINGS INC.**

Issuer

Date

  
\_\_\_\_\_  
RUSHELL A. SALVADOR  
Compliance Officer

02 October 2023



October 2, 2023

## **House of Fruitas acquires Foodpanda's kitchen equipment to accelerate its own Fly Kitchen (cloud kitchen) business**

Manila, Philippines – Through its wholly-owned subsidiary, Fly Kitchen Inc., leading food and beverage community store and kiosk operator Fruitas Holdings Inc., listed on the Philippine Stock Exchange under the symbol "FRUIT," purchased top-notch cloud kitchen equipment which were formerly owned by Foodpanda, a well-known leader in food delivery services in more than 40 countries across 5 continents. The Company's dedication to superior quality and creativity in the cloud kitchen market is expected to be accelerated by this strategic initiative.

The dedication to pushing the limits of gourmet experiences and a passion for culinary artistry have been repeatedly displayed by Fly Kitchen through the various brands it had established such as Hatid Pinoy, Jade Express, Kanin at Sabaw, and more. The Company is prepared to expand its capabilities with the acquisition of the culinary equipment which Foodpanda previously utilized.

With the advanced kitchen technology, Fly Kitchen is now able to expand its menu with new methods, processes, and flavors. The use of cutting-edge equipment allows the company to streamline every aspect of its operations, from food preparation to presentation, resulting in even higher service and product quality. Additionally, the advanced kitchen equipment will give Fly Kitchen the freedom to experiment with new recipes which will excite the taste buds of its loyal consumers and new customers. Finally, the kitchen equipment will open the door for the company to collaborate with and prepare third-party brands which would fit well with its present cloud kitchen operations.

"We are pleased to announce this tactical purchase of top-quality kitchen equipment from Foodpanda. This decision reflects our dedication to providing outstanding gastronomic experiences to our patrons," said Mr. Lester Yu, Fruitas Holdings President and Chief Executive Officer.

###

Fruitas Holdings Inc., listed on the Philippine Stock Exchange under the symbol FRUIT, is the leading community store and kiosk operator in the Philippines. From a single Fruitas stall opened in 2002, the group now operates over 25 brands in its portfolio, which includes well-loved food concepts Fruitas Fresh from Babot's Farm, Buko Loco, Buko ni Fruitas, De Original Jamaican Pattie, Johnn Lemon, Juice Avenue, Black Pearl, Friends Fries, The Mango Farm, 7,107 Halo Halo Islands, Tea Rex, Kuxina, SHOU La Mien Hand-Pulled Noodles, Sabroso Lechon, Soy & Bean, and Ling Nam. It recently launched Fruitas dairy-based ice cream and the Soy & Bean soy product line, including Soy & Bean soy-based ice cream, and is opening a number of Babot's Farm, Soy & Bean and Balai Pandesal community stores. Certain Fruitas products are available for delivery in Metro Manila through CocoDelivery, accessible by reaching 0961 309 0909 via Viber, dialing the following numbers: (02) 8330 2889 (PLDT), 0961 308 0808 (Smart), and through [www.balaimart.com](http://www.balaimart.com), and in Metro Cebu. For more information, visit: <http://fruitasholdings.com/>

The foregoing disclosure contains forward-looking statements that are based on certain assumptions of Management and are subject to risks and opportunities or unforeseen events.

Actual results could differ materially from those contemplated in the relevant forward-looking statement and FRUIT gives no assurance that such forward-looking statements will prove to be correct or that such intentions will not change. This Press Release discloses important factors that could cause actual results to differ materially from FRUIT's expectations. All subsequent written and oral forward-looking statements attributable to the FRUIT or persons acting on behalf of the Group are expressly qualified in their entirety by the above cautionary statements.