

COVER SHEET

SEC Registration Number CS201503014

FRUITAS HOLDINGS, INC.
(Company's Full Name)

NO. 60 CORDILLERA ST.
BRGY. DONA JOSEFA QUEZON CITY
(Business Address: No., Street City / Town / Province)

RUSHELL A. SALVADOR
Contact Person

+(632) 8731-8886
Company Telephone Number

1 2 3 1
Month Day
Fiscal Year

SEC FORM 17-C
MATERIAL INFORMATION
FORM TYPE
Annual Meeting

0 7 2 5
Month Day
Annual Meeting

Secondary License Type, If Applicable

Dept Requiring this Doc

Amended Articles Number / Section

Total No. of Stockholders

Total Amount of Borrowings
Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

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. April 17, 2024
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

**Fruitash Holdings successfully completes maiden private placement
of Php200 million corporate notes**

FRUIT has successfully completed its first private placement of Php200 million corporate notes, arranged by RCBC Capital Corporation, on April 16, 2024.

The notes were issued to Qualified Individual or Institutional Buyers (QIBs) and not more than 19 primary institutional lenders. The proceeds will be used for working

capital requirements and general corporate purposes.

The warm reception of the notes issuance, as reflected by the full take-up of the maximum amount set by the Company, speaks volumes about investors' confidence in House of Fruitas' promising prospects.

The notes issuance further diversifies House of Fruitas' financing sources. In the last few years, the Company successfully completed its initial public offering (IPO) and the IPO of its subsidiary, Balai ni Fruitas. It has likewise expanded its list of relationship banks, which have increased their credit lines for the Company and its subsidiaries. This has allowed Fruitas Holdings to firmly establish itself as a leader in food and beverage stores across multiple formats, expand its production capacity, and complete several transformational acquisitions.

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


Ralf E. Sarmiento
Compliance Officer

Date

17 April 2024



April 17, 2024

Fruitas Holdings successfully completes maiden private placement of Php200 million corporate notes

Manila, Philippines – Fruitas Holdings, Inc., the leading operator of multi-format food and beverage stores, listed on the Philippine Stock Exchange under the symbol FRUIT, successfully completed a maiden private placement of Php200 million corporate notes, arranged by RCBC Capital Corporation, on April 16, 2024.

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“This milestone represents a significant step forward for Fruitas Holdings, signifying our increasing prominence in the market. We express our utmost gratitude to the investors which subscribed to our notes. We will reciprocate this confidence by delivering on our strategic initiatives. This notes issuance provides a new financing source which will empower House of Fruitas to expand its product offerings and access a broader customer base,” stated Mr. Lester Yu, President and Chief Executive Officer, Fruitas Holdings Inc.

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Fruitas Holdings Inc., listed on the Philippine Stock Exchange under the symbol FRUIT, is the leading operator of multi-format food and beverage stores in the Philippines. From a single Fruitas stall opened in 2002, the group now operates over 30 brands in its portfolio, which includes well-loved food concepts Fruitas Fresh from Babot's Farm, Buko Loco, Balai Pandesal, Buko ni Fruitas, De Original Jamaican Pattie, Johnn Lemon, Juice Avenue, Black Pearl, Friends Fries, Sabroso Lechon, Ling Nam, and Fly Kitchen. 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 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