

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

SEC FORM 17-C

1 2 3 1
Month Day
Fiscal Year

Public Ownership Report as of December 31, 2023
FORM TYPE

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

January 15, 2024

**THE SECURITIES AND EXCHANGE COMMISSION**

Markets and Securities Regulation Department

17/F SEC Headquarters

7907 Makati Avenue, Salcedo Village,

Barangay Bel-Air, Makati City, 1209



Attention : **Director Vicente Graciano P. Felizmenio, Jr.**  
Markets and Securities Regulation Department

**THE PHILIPPINE STOCK EXCHANGE**

3rd Floor, Philippines Stock Exchange Plaza

Ayala Triangle, Ayala Avenue, Makati City

Attention : **Ms. Alexandra D. Tom Wong**  
Officer-in-Charge, Disclosure Department

Subject : **SEC FORM 17C-Public Ownership Report as of  
December 31, 2023**

Gentlemen:

We report to you herewith the Sec Form 17-C for the Public Ownership level of Fruititas Holdings Inc. ("FRUIT") for the quarter ending December 31, 2023.

As of December 31, 2023, FRUIT has a public float of 40.75%. The public ownership report and its computation is attached for your reference.

**Very truly yours,**

**FRUITAS HOLDINGS INC.**

By:   
Ralf F. Sarmiento  
Compliance Officer

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 15, 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

We hereby submit the SEC Form 17C for the Public Ownership Report ("POR") of Fruitasholdings Inc. ("FRUIT") as of the quarter ended December 31, 2023. As of December 31, 2023. FRUIT has a public float of 40.75%. Attached is detailed POR for your reference.



## 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

A handwritten signature in black ink, appearing to read "Ralf F. Sarmiento", is written over a horizontal line.

**RALF F. SARMIENTO**  
Compliance Officer

15 January 2024

The PSE makes no representation on the accuracy, validity, correctness and completeness of the information stated in the respective PORs of listed companies. The PSE shall use the information contained in the POR submitted by the company in computing a company's weight in the index and this may be updated or adjusted consistent with the policy of the Exchange in managing the PSEI and sector indices.



## Fruititas Holdings, Inc. FRUIT

### PSE Disclosure Form POR-1 - Public Ownership Report Reference: Amended Rule on Minimum Public Ownership

#### Report Type

- Monthly  
 Quarterly  
 Others

Report Date	Dec 31, 2023
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#### Computation of Public Ownership

Number of Issued Common Shares	2,133,680,000
Less: Number of Treasury Common Shares, if any	-
Number of Outstanding Common Shares	2,133,680,000

#### Less :

##### A. Directors

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
LESTER C. YU*	126,117,000	1,127,500,010	1,253,617,010	58.75
ROGELIO M. GUADALQUIVER	500,000	0	500,000	0.02
CALVIN F. CHUA	4,150,000	59,000	4,209,000	0.2
MADELENE T. SAYSON	1,500,000	0	1,500,000	0.07
SHIRLEY O. TAN	10,000	90,000	100,000	0
DENNIS T. BENG HUI	10,000	0	10,000	0
BAMBI MAUREEN E. DONATO	10,000	0	10,000	0
	132,297,000	1,127,649,010	1,259,946,010	59.04

##### B. Officers

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
ROSELYN A. LEGASPI	3,319,000	0	3,319,000	0.16
MARVIN C. YU	1,030,000	0	1,030,000	0.05
	4,349,000	0	4,349,000	0.21

##### C. Principal/Substantial Stockholders

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
LUSH PROPERTIES INC.**	0	0	0	0
LESTER C. YU	0	0	0	0
	0	0	0	0

##### D. Affiliates

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

##### E. Government

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

**F. Banks**

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

**G. Employees**

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

**H. Lock-Up Shares**

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

**I. Others**

Name	Direct	Indirect	Total direct & indirect shares	% to Total Outstanding Shares
-	0	0	0	0
	0	0	0	0

<b>Number of Listed Common Shares</b>	2,133,680,000
<b>Total Number of Non-Public Shares</b>	1,264,295,010
<b>Total Number of Shares Owned by the Public</b>	869,384,990
<b>Public Ownership Percentage</b>	40.75

**Other Relevant Information**

The indirect shares of Mr. Lester C. Yu\* of 1,127,500,010 includes 1,127,500,000 shares owned by Lush Properties Inc.\*\* (52.84% to FRUIT's total outstanding shares and 97% owned by Mr. Yu) and 10 shares owned by Mr. Yu's relative in the same household.

While indirect shares of Mr. Calvin F. Chua and Ms. Shirley O. Tan, 59,000 shares and 90,000 shares, respectively, is owned by a family member in the same household.