

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 .

(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

Secondary License Type, If Applicable

Dept Requiring this Doc  
Section

Amended Articles Number /

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

\_\_\_\_\_  
LCU

Document ID

\_\_\_\_\_  
Cashier

STAMPS

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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. July 04, 2022  
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<br>Outstanding and Amount of Debt<br>Outstanding |
|---------------------|---|
| <u>Common</u>       | <u>2,133,680,000</u>  |

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

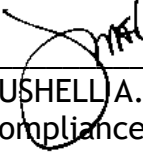
**SIGNATURES**

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

04 July 2022

July 4, 2022

**THE SECURITIES AND EXCHANGE COMMISSION**

Markets and Securities Regulation Department  
Secretariat Building, PICC Complex  
Roxas Boulevard, Pasay City, 1307



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 : **FRUIT- SEC Form 17-C Material Information**

Dear Director Felizmenio and Ms. Wong:

We hereby submit the SEC Form 17-C for the Material Information/Transaction of Fruitas Holdings Inc. ("FRUIT") in relation to the Initial Public Offering of FRUIT's subsidiary, Balai Ni Fruitas Inc ("Balai").

The Initial Public offering of Fruit's subsidiary, Balai Ni Fruitas Inc. last June 30, 2022 has raised about P203.8 million in net primary proceeds for BALAI (The Company) and minimum gross proceeds of P35 million for FRUIT, with additional proceeds potentially coming after the price stabilization period.

FRUIT is expected to book a one-time gain on the sale of existing shares in Balai ni Fruitas, which will result in an increase of its equity. Proceeds at the FRUIT level will be deployed into new strategic initiatives, including the acquisition of "Ling Nam Wanton Parlor and Noodle Factory since 1950" which was disclosed last July 1, 2022.

FRUIT aims to replicate the organic expansion that it has done for other small acquisitions such as de Original Jamaican Pattie, Sabroso Lechon, The Tofu Store (re-branded into Soy & Bean) and successfully integrated them into its ecosystem. Through the Balai IPO, Fruitas continues its objective to be a ubiquitous food and beverage company with increased penetration and scalability in the market.

As of June 2022, Balai Pandesal stores is at 38 while being present in 54 stores within FRUIT's network, while BALAI recorded P60.6million of revenues and P6.4million of net within 1Q2022; already at 41% of Full year 2021.

Attached is the PSE Disclosure Form 4-30 - Material Information/Transactions for your reference.

We trust that you will find everything to be in order.

Very Truly Yours,

Very Truly Yours,  
*FRUITAS HOLDINGS INC.*

By:

A handwritten signature in black ink, appearing to read 'Lester C. Yu', written over a faint rectangular stamp.

Lester C. Yu  
President and Chief Executive Officer

**Fruit** Holdings, Inc.  
**FRUIT**

**PSE Disclosure Form 4-30 - Material Information/Transactions**  
**References: SRC Rule 17 (SEC Form 17-C) and**  
**Sections 4.1 and 4.4 of the Revised Disclosure Rules**

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**Subject of the Disclosure**

Balai ni Fruitas Baking for the Future

**Background/Description of the Disclosure**

The Initial Public offering of Fruit's subsidiary, Bali Ni Fruitas Inc. last June 30, 2022 has raised about P203.8 million in net primary proceeds for BALAI (The Company) and minimum gross proceeds of P35 million for FRUIT, with additional proceeds potentially coming after the price stabilization period.

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**Other Relevant Information**

N/A