

COVER SHEET

SEC Registration Number

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

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(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

Month Day Fiscal Year

FORM TYPE

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

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. July 29, 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 Expands Exclusive Partnerships and  
Distributes Another Legacy Brand in Cebu and Zamboanga**

BALAI sealed an agreement with D' Famous Red Box Corporation for BALAI to exclusively distribute the iconic Polland Hopia brand in Cebu and Zamboanga. Polland Hopia has been cherished by Filipinos since 1966. Renowned for its authentic mung bean cakes (Hopia), Polland Hopia offers a delightful array of flavors including the beloved Mongo Special Hopia, Black Mongo Hopia, Chocolate Fudge Hopia, and Ube Hopia. BALAI is confident that securing distribution rights for Polland Hopia in Cebu and Zamboanga will not only expand revenue stream but also foster deeper

consumer loyalty. In addition, Polland Hopia will be available in Balai Pandesal community stores on a non-exclusive basis.

This is in addition to the exclusive distributorship agreement with the Bukidnon Milk Company (BMC) for premium farm-fresh dairy products distributed by the group in Metro Manila.

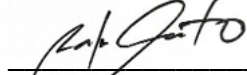
### SIGNATURES

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



29 July 2024

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Ralf E. Sarmiento  
Compliance Officer

29 July 2024

## **Fruitas Holdings Expands Exclusive Partnerships and Distributes Another Legacy Brand in Cebu and Zamboanga**

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, achieved a major milestone by securing another exclusive distributorship through its subsidiary, Balai ni Fruitas Inc. (BALAI).

BALAI sealed an agreement with D' Famous Red Box Corporation for BALAI to exclusively distribute the iconic Polland Hopia brand in Cebu and Zamboanga. Polland Hopia has been cherished by Filipinos since 1966. Renowned for its authentic mung bean cakes (Hopia), Polland Hopia offers a delightful array of flavors including the beloved Mongo Special Hopia, Black Mongo Hopia, Chocolate Fudge Hopia, and Ube Hopia. BALAI is confident that securing distribution rights for Polland Hopia in Cebu and Zamboanga will not only expand revenue stream but also foster deeper consumer loyalty. In addition, Polland Hopia will be available in Balai Pandesal community stores on a non-exclusive basis.

The agreement with D' Famous Red Box Corporation expands FRUIT's list of exclusive partnerships. FRUIT had previously entered an agreement with Bukidnon Milk Company (BMC) to exclusively distribute BMC's products in Metro Manila. BMC is renowned for its premium farm-fresh dairy products sourced from Bukidnon, including its acclaimed premium whole milk, delectable chocolate milk, and diverse yogurt series. BMC's offerings complement FRUIT's flavorful and fresh fruit juices, providing consumers with an expanded selection of healthy and thirst-quenching drink options.

"I am immensely proud and delighted for the Fruitas Group, as these exclusive distribution agreements underscore the trust and confidence that other brands place in us. At the same time, this reflects our unwavering commitment to deliver wholesome, high-quality products that resonate deeply with Filipino consumers, much like Fruitas itself. We look forward to introducing even more innovative offerings from Fruitas in the future," remarked Mr. Lester Yu, President and CEO of 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 small-footprint food and beverage retail stores 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, and Sabroso Lechon. 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 babotsmart.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.*