

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

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

October 28, 2024

**THE PHILIPPINE STOCK EXCHANGE**  
3rd Floor, Philippines Stock Exchange Plaza  
Ayala Triangle, Ayala Avenue, Makati City



Attention: **Atty. Stefanie Ann B. Go**  
Officer-in-Charge, Disclosure Department

Gentlemen:

Reference to the inquiry regarding the news article published on Inquirer.net dated October 28, 2024, which discusses FruitAs Holdings Inc.'s potential acquisition of Mang Bok's Lechon Manok quoting the following article:

*"Months after venturing into the cake business, FruitAs Holdings Inc. will soon enter the chicken category by acquiring legacy brand Mang Bok's Lechon Manok, further diversifying its product offering.*

*A source familiar with the matter confirmed to the Inquirer that FruitAs, the holding firm led by businessman Lester Yu that operates bakery brand Balai Ni FruitAs, will close the deal to take over the 20-year-old roasted chicken producer by the end of November.*

....

*FruitAs was able to negotiate a deal that would allow it to buy Mang Bok's at an 'unbelievably low' price.*

*'We will open around three new branches this year and put Mang Bok's in good locations,' the source said, hinting that the new branches will be opened in Metro Manila.*

*'We hope to revive and build the reputation of legacy brands,' the source explained.*

...."

We wish to note that the Company is not the source of the news article.

At this time, we would like to clarify that FruitAs Holdings Inc. has not entered into any definitive agreements related to the acquisition of Mang Bok's Lechon Manok. While we continue to explore potential opportunities to expand and diversify our portfolio, no binding commitments have been made. Should there be any material developments or finalized agreements, we will promptly make the necessary disclosures in compliance with PSE regulations.

We appreciate the importance of transparency and will ensure that all relevant information is communicated to our stakeholders as soon as it is confirmed.

Very truly yours,

  
**Marvin C. Yu**  
Corporate Secretary

**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 28, 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. BRGY. DONA JOSEFA, QUEZON CITY  
Address of principal office
8. (02)8243-1741  
Issuer's telephone number, including area code
9. N/A  
Former name or former address, if changed since last report

1113  
Postal Code:

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

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We appreciate the importance of transparency and will ensure that all relevant information is communicated to our stakeholders as soon as it is confirmed.

## 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

  
Ralf E. Sarmiento  
Compliance Officer

28 October 2024