

COVER SHEET

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S.E.C. Registration Number

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(Company's Full Name)

A	B	O	I	T	I	Z	C	O	R	P	O	R	A	T	E	C	E	N	T	E	R				
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(Business Address: No. Street City / Town / Province)

LEAH I. GERALDEZ

Contact Person

(032) 411-1804

Company Telephone Number

Current Report

1	2		3	1
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Month Day

Fiscal Year

1	7	-	C
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FORM TYPE

0	5		1	7
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Month Day

Annual Meeting

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Secondary License Type, if Applicable

S	E	C
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Dept. Requiring this Doc

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Amended Articles Number/Section

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Total No. of Stockholders

X

Domestic

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Foreign



To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS

Remarks = pls. Use black ink for scanning purposes

SECURITIES & EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE (SRC)
AND SRC RULE 17.2(c) THEREUNDER

1. June 28, 2010
Date of Report (Date of earliest event reported)

2. SEC Identification Number CE02536 3. BIR TIN 003-828-269-V

4. ABOITIZ EQUITY VENTURES, INC.
Exact name of registrant as specified in its charter

5. Cebu City, Philippines 6. 
Province, country or other jurisdiction of incorporation Industry Classification Code

7. Gov. Manuel A. Cuenco Ave., Kasambagan, Cebu City 6000
Address of principal office Postal Code

8. (032) 411-1800
Registrant'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 (as of March 31, 2010)
<u>Common Stock P1 Par Value</u>	<u>5,521,871,821</u>
<u>Amount of Debt Outstanding</u>	<u>P91,812,843,111</u>

11. Indicate the item numbers reported herein: 2

Item 9. Other Events

Aboitiz Equity Ventures, Inc. (AEV) has appointed **ROBIN PATRICK SARMIENTO** as Assistant Vice President for Strategy.

Before joining AEV, Mr. Sarmiento was an Investment Analyst of ATR Kim Eng Securities. He was also Strategic Finance and Analysis Manager of American Golf Corporation in California. He earned his degree in Bachelor of Interdisciplinary Studies: Management and Communications from Ateneo de Manila University.

SIGNATURE (S)

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ABOITIZ EQUITY VENTURES, INC.

By



LEAH I. GERALDEZ

Assistant Corporate Secretary

Date: June 28, 2010