



ABS-CBN Corporation

Sgt. Esguerra Avenue, Quezon City, Philippines

29 March 29, 2019

Philippine Dealing and Exchange Corporation
37th Floor, Tower 1, The Enterprise Center
6766 Ayala Avenue corner Paseo de Roxas
Makati City

Attention: Atty. Joseph B. Evangelista
Head – Issuer Compliance and Disclosure Department (ICDD)

Subject: Joint Ventures – ABS-CBN and Ever Bilena Cosmetics Inc


Dear Atty. Evangelista,

This is to inform you that ABS-CBN and Ever Bilena Cosmetics, Inc. (EBCI) will invest in a joint venture corporation to engage in the business of manufacturing, production, trading and sale, on wholesale or retail cosmetics, including purchase and importation of raw materials, finished goods, packaging materials and machinery and equipment necessary for said business.

The joint venture corporation will initially have an authorized capital stock of Ten Million Pesos (P10,000,000.00), of which One Million Two Hundred Fifty Thousand Pesos (P1,250,000.00) will be subscribed by ABS-CBN.

Thank you,

Very truly yours,


Melanie G. Teodoro
Deputy Corporate Information 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. Date of Report (Date of earliest event reported)

Mar 28, 2019

2. SEC Identification Number

1803

3. BIR Tax Identification No.

000406761000

4. Exact name of issuer as specified in its charter

ABS-CBN Corporation

5. Province, country or other jurisdiction of incorporation

Metro Manila

6. Industry Classification Code(SEC Use Only)

7. Address of principal office

ABS-CBN Broadcasting Center, Sgt. Esguerra Ave. cor. Mother Ignacia Street Quezon
City
Postal Code
1103

8. Issuer's telephone number, including area code

(632) 415 2272

9. Former name or former address, if changed since last report

Not Applicable

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common Shares	862,192,581
Fixed Rate Bonds	6,000,000,000

11. Indicate the item numbers reported herein

9

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



ABS-CBN

ABS-CBN Corporation

ABS

PSE Disclosure Form 4-22 - Joint Ventures
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Joint Venture with Ever Bilena Cosmetics for new cosmetics brand

Background/Description of the Disclosure

ABS-CBN and Ever Bilena Cosmetics, Inc. (EBCI) will invest in a joint venture corporation to engage in the business of manufacturing, production, trading and sale, on wholesale or retail cosmetics, including purchase and importation of raw materials, finished goods, packaging materials and machinery and equipment necessary for said business.

The joint venture corporation will initially have an authorized capital stock of Ten Million Pesos (P10,000,000.00), of which One Million Two Hundred Fifty Thousand Pesos (P1,250,000.00) will be subscribed by ABS-CBN.

Date of Approval by Board of Directors

Mar 28, 2019

Date of Approval by Stockholders, if applicable

TBA

Description and nature of the transaction including the timetable for implementation, and related regulatory requirements

ABS-CBN and EBCI entered to a 50/50 joint venture. From conceptualization to commercial launch, parties agreed to a 54-76 weeks to complete and execute all agreed milestones.

Industry-specific licenses and permits include but not limited to, License to Operate from Food and Drugs Administration, and import permits from the Bureau of Customs.

Rationale for the transaction including the benefits which are expected to be accrued to the Issuer as a result of the transaction

The two industry leaders aim to provide consumers with cosmetic products that are affordable and with good quality.

Terms and conditions of the joint venture

Amount of investment and/or interest by the parties involved

ABS-CBN and EBCI entered to a 50/50 joint venture. The JV Company will initially have an authorized capital stock of Php 10,000,000.

Provisions on profit-sharing, arrangements on management and operations

Profit sharing shall be in accordance to the 50/50 ownership. The JV Company shall have its own management with EBCI providing support in product development, logistics and retail distribution.

Conditions precedent to closing of transaction, if any

None.

Other salient features of the joint venture agreement

Obligation to comply with regulatory requirements.

Identity and/or corporate background of the parties to the transaction, including the following

Name	Nature of Business	Nature of any material relationship with the Issuer, their directors/officers or any of their affiliates
ABS-CBN Corporation	Media and Entertainment	None
Ever Bilena Cosmetics Inc.	Cosmetics	None

Effect(s) on the business, financial condition and operations of the Issuer, if any

Leveraging the strengths and resources of both companies where expertise of EBCI on production development, logistics and distribution and expertise of ABS-CBN on marketing promotions and talent development are utilized to launch a cosmetics brand.

Other Relevant Information

None.

Filed on behalf by:

Name	Ricardo Tan, Jr.
Designation	Corporate Treasurer, Corporate Information Officer and Compliance Head