



May 9, 2013

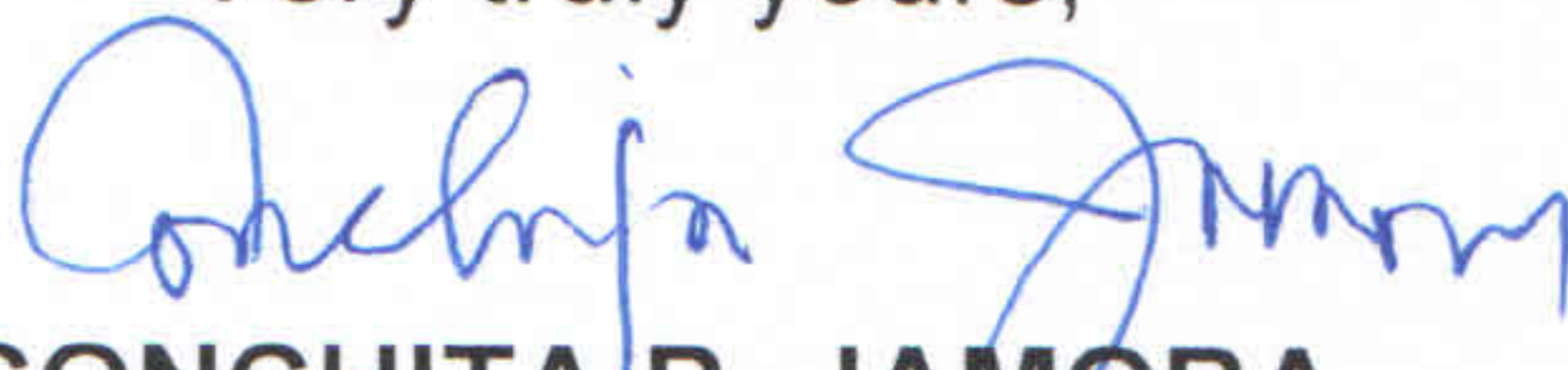
The Philippine Stock Exchange, Inc.
Disclosure Department
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: **Ms. Janet A. Encarnacion**
Head – Disclosure Department

Gentlemen:

We submit herewith the attached Initial Statement of Beneficial Ownership of Securities (SEC Form 23-A) of Joseph N. Pineda.

Very truly yours,


CONCHITA P. JAMORA
Assistant Corporate Secretary

GINEBRA SAN MIGUEL, INC.

3rd & 6th Floors, San Miguel Properties Centre St. Francis Street, Mandaluyong City, Metro Manila, Philippines 1550 Telephone: (632) 689-9100 Fax: (632) 643-2211

COVER SHEET

1	4	2	3	1	2						
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S. E. C. Registration Number

G	I	N	E	B	R	A													
S	A	N		M	I	G	U	E	L										
I	N	C	.																

(Company's Full Name)

3 rd	&	6 th		F	L	O	O	R		S	A	N		M	I	G	U	E	L
P	R	O	P	E	R	T	I	E	S		C	E	N	T	R	E			
S	T	.		F	R	A	N	C	I	S		S	T	R	E	E	T		
M	A	N	D	A	L	U	Y	O	N	G		C	I	T	Y				

(Business Address: No. Street City/Town/Province)

CONCHITA P. JAMORA									
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Contact Person

689-9100									
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Company Telephone Number

1	2
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Month

3	1
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Day

SEC FORM 23-A									
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FORM TYPE

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Month

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Day

Annual Meeting

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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. of Stockholders

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Total Amount of Borrowings

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Domestic

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 AND EXCHANGE COMMISSION
Metro Manila, Philippines**

FORM 23-A

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person Pineda, Joseph N. <small>(Last) (First) (Middle)</small> c/o 40 San Miguel Avenue <small>(Street)</small> Mandaluyong City <small>(City) (Province) (Postal Code)</small>		2. Date of Event Requiring Statement <small>(Month/Day/Year)</small> May 9, 2013 3. Tax Identification Number 106-905-782 4. Citizenship Filipino	5. Issuer Name and Trading Symbol Ginebra San Miguel, Inc. 6. Relationship of Reporting Person to Issuer <small>(Check all applicable)</small> <div style="display: flex; justify-content: space-between;"> <div> <input checked="" type="checkbox"/> Director <input type="checkbox"/> Officer <small>(give title below)</small> </div> <div> <input type="checkbox"/> 10% Owner <input type="checkbox"/> Other <small>(specify below)</small> </div> </div>	
		7. If Amendment, Date of Original <small>(Month/Day/Year)</small>		

Table 1 - Equity Securities Beneficially Owned				
1. Class of Equity Security	2. Amount of Securities Beneficially Owned	3. Percentage (%) Held	4. Ownership Form: Direct (D) or Indirect (I)	5. Nature of Indirect Beneficial Ownership
Common	5,000	0.0000%	(D)	

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

(Over)

(Print or Type Responses)

- * (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
- (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
 - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.
- (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
- (A) held by members of a person's immediate family sharing the same household;
 - (B) held by a partnership in which such person is a general partner;
 - (C) held by a corporation of which such person is a controlling shareholder; or
 - (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

FORM 23-A (continued) Table II - Derivative Securities Beneficially Owned (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security Direct (D) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Explanation of Responses:

Intentional misstatements or omissions of facts is a Criminal Violations under the SRC.

JOSEPH N. PINEDA

5/9/2013

Date

Note: File five (5) copies of this form, one of which must be manually signed by the reporting person, otherwise, attach a copy of a Special Power of Attorney authorizing such other person to sign in behalf of the reporting person.

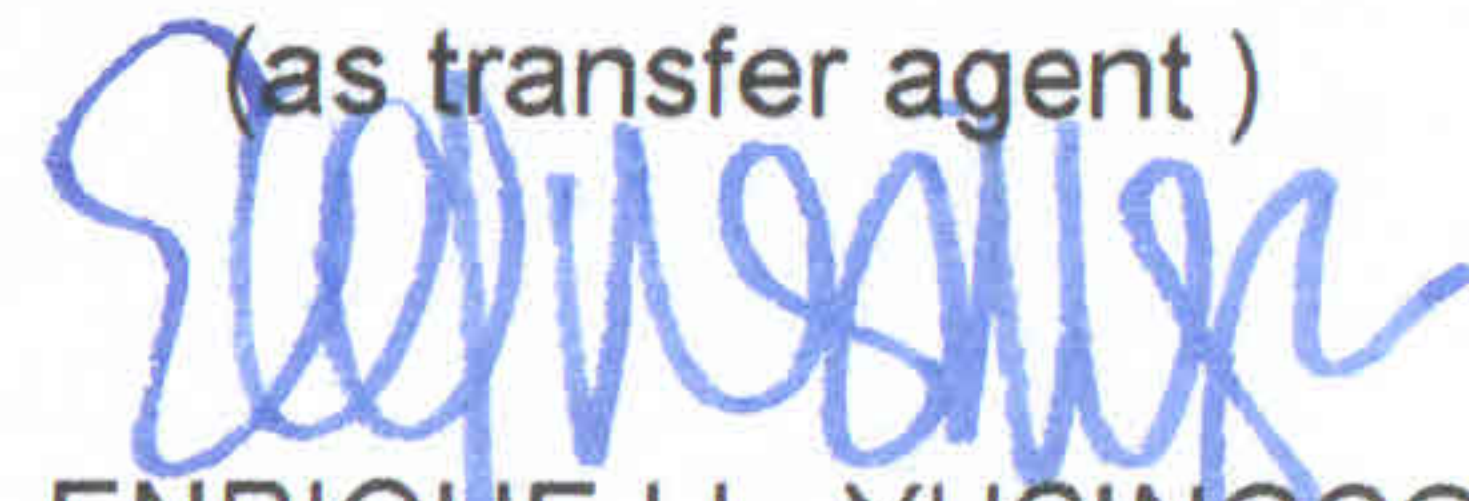
Attach additional sheets if space provided is insufficient.

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(Print or Type Responses)

SMC Stock Transfer Service Corp.

(as transfer agent)


ENRIQUE LL. YUSINGCO
VP & General Manager