

# 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)  
Aug 5, 2021
2. SEC Identification Number  
142312
3. BIR Tax Identification No.  
000-083-856-000
4. Exact name of issuer as specified in its charter  
Ginebra San Miguel Inc.
5. Province, country or other jurisdiction of incorporation  
Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
3rd and 6th Floors, San Miguel Properties Centre, St. Francis Street, Ortigas Center,  
Mandaluyong City  
Postal Code  
1550
8. Issuer's telephone number, including area code  
(+632) 8841-5100
9. Former name or former address, if changed since last report  
N/A
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 STOCK	286,327,841
11. Indicate the item numbers reported herein  
Item 9. Other Events

*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.*



**Ginebra San Miguel, Inc.**  
**GSMI**

**PSE Disclosure Form 4-31 - Press Release**  
***References: SRC Rule 17 (SEC Form 17-C)***  
***Section 4.4 of the Revised Disclosure Rules***

**Subject of the Disclosure**

Press release entitled "GSMI poised for further growth, H1 earnings up 66% to P2.1B".

**Background/Description of the Disclosure**

Please see attached SEC Form 17-C, which was filed today, August 5, 2021, with the Securities and Exchange Commission through e-mail at [ictdsubmission@sec.gov.ph](mailto:ictdsubmission@sec.gov.ph) and [msrd\\_covid19@sec.gov.ph](mailto:msrd_covid19@sec.gov.ph). and to be filed through SENS.

**Other Relevant Information**

None

**Filed on behalf by:**

<b>Name</b>	Francis Joseph Cruz
<b>Designation</b>	General Counsel and Assistant Corporate Secretary

# COVER SHEET

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S. E. C. Registration Number

G	I	N	E	B	R	A													
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(Company's Full Name)

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M	A	N	D	A	L	U	Y	O	N	G		C	I	T	Y				

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

FRANCIS JOSEPH A. CRUZ	8841-5100
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Contact Person Company Telephone Number

1	2	3	1	SEC Form 17-C			
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Month Day FORM TYPE Month Day Annual Meeting

Secondary License Type, If Applicable

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Dept. Requiring this Doc. Amended Articles Number/Section

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Total No. of Stockholders Total Amount of Borrowings Domestic Foreign

To be accomplished by SEC Personnel concerned

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File Number LCU

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE (SRC)  
AND SRC RULE 17(b)(3) THEREUNDER

1. **August 5, 2021**  
Date of Report (Date of earliest event reported)
2. SEC Identification No. **142312**
3. BIR Tax Identification No. **TIN 000-083-856-000**
4. **GINEBRA SAN MIGUEL INC.**  
Exact name of registrant as specified in its charter
5. **Philippines**  
(Province, country or other jurisdiction of  
Incorporation)
6. (SEC Use Only)  
Industry Classification Code
7. **3<sup>rd</sup> and 6<sup>th</sup> Floors, San Miguel Properties Centre, St. Francis Street, Ortigas Center,  
Mandaluyong City**  
(Address of principal office)
8. **(+632) 8841-5100**  
(Registrant's telephone number, including area code)
9. **N/A**  
(Former name or former address, if change since last report)  
The Registrant has not changed its address since its last report to this Honorable  
Commission.
10. Securities registered pursuant to Sections 8 and 12 of SRC

Title of each Class	Outstanding Capital Stock as of July 31, 2021
COMMON STOCK	286,327,841

11. Indicate the item numbers reported herein:

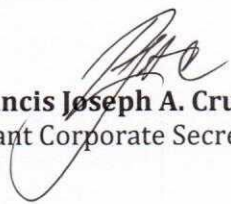
Item 9. Other Events

Please see attached press release entitled "GSMI poised for further growth, H1 earnings up 66% to P2.1B".

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

**GINEBRA SAN MIGUEL INC.**

**By:**

  
**Francis Joseph A. Cruz**  
Assistant Corporate Secretary

August 5, 2021.





**Ginebra San Miguel Inc.**  
**Business Affairs & Communications**

**MEDIA RELEASE**

05 August 2021

**GSMI poised for further growth, H1 earnings up 66% to P2.1B**

Proving its resilience to the pandemic's disruption, Ginebra San Miguel, Inc. (GSMI) posted a 66% growth in net income to P2.1 billion in the first six months of the year. Revenues rose 36% to P20.2 billion while operating income ended 45% higher to P2.6 billion. The company is set to pay out in September another special dividend of P1.00 on top of the regular dividend of P0.25 per common share.

GSMI's marketing campaigns, wider market distribution and sustained operational efficiencies during the crisis created new opportunities and helped push the company's recovery even further.

Volumes for the first semester rose 21 percent year-on-year, boosted by the strong performance of core brand Ginebra San Miguel.

The marketing campaigns and programs implemented during the first semester helped drive volumes.

The launch of the new campaign "Bagong Tapang sa One Ginebra Nation," which highlighted the Filipinos' courage and strength in overcoming the challenges of the COVID-19 pandemic, was complemented by the jersey and cap collection national consumer promo wherein proceeds benefitted communities supported by non-profit organization Gawad Kalinga.

"Our efforts to adapt to the challenges of the pandemic – strengthening our sales distribution network and continuously promoting our core brands –gained momentum as quarantine travel restrictions gradually eased before end of the first half to allow for more mobility across the country and to support our economy's recovery," GSMI President Ramon S. Ang said.

Despite losing sales amid the lockdowns early in the pandemic in 2020, GSMI heeded the call to help in the fight against COVID-19 by retooling its facilities to manufacture disinfectant alcohol that were in short supply at the time. San Miguel Corporation (SMC) and GSMI donated a total of 1.3 million liters of San Miguel Ethyl Alcohol to almost 3,700 critical facilities and communities nationwide.

"Even when the pandemic hit us the hardest, we did not lose sight of doing the right thing, and we are committed more than ever to help boost the economy and

support sectors and communities that continue to be impacted by this health crisis," Ang added.

GSMI is the producer of Ginebra San Miguel, the world's largest-selling gin according to leading global drinks journal Drinks International. GSMI's other quality distilled spirits include GSM Blue Light Gin; GSM Blue Flavors Mojito, Margarita and Gin Pomelo; Ginebra San Miguel Premium Gin; 1834 Premium Distilled Gin, Antonov Vodka, Don Enrique Mixkila, Anejo Gold Rum, Primera Light Brandy and the Philippines' no. 1 Chinese wine Vino Kulafu.

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