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COVER SHEET

1 4 2 3 1 2  
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<sup>RD</sup> A N D 6<sup>TH</sup> F L O O R S ,  
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 ,  
O R T I G A S C E N T E R ,  
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  
Contact Person

841-5100  
Company Telephone Number

1 2  
Month

3 1  
Day

SEC Form 17-C  
FORM TYPE

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 I. D.

Cashier

STAMPS

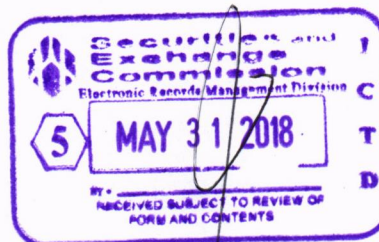
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

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

1. **May 31, 2018**  
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, Philippines**  
(Address of principal office)
8. **(+632) 841-5100**  
(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 April 30, 2018
COMMON STOCK	286,327,841
PREFERRED STOCK	32,786,885

11. Indicate the item numbers reported herein:

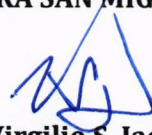
Item 9: Other Events

Please see attached press release entitled "Ginebra San Miguel reports solid first quarter results".

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.

By:

**GINEBRA SAN MIGUEL INC.**



**Virgilio S. Jacinto**  
Corporate Secretary

May 31, 2018.



## **Ginebra San Miguel reports solid first quarter results**

Ginebra San Miguel Inc. (GSMI), the hard liquor unit of San Miguel Corporation, said net income for the first quarter of 2018 almost doubled to P255 million driven by higher volumes in its flagship brand Ginebra San Miguel and Vino Kulafu.

Consolidated revenues grew 24% to P6.4 billion, while operating income rose 58% to P478 million. GSMI attributed its solid results to focused marketing and selling programs that strengthened its brand equity, along with efforts to manage costs.

In 2017, GSMI reported its highest net income in the last seven years--P602 million, a 67% jump from 2016. Consolidated revenues were at P20.9 billion, 12% higher than the previous year, as a result of better volumes.

"2017 was a significant year for us, as we registered higher volumes for the fourth straight year. Our flagship brand's campaign, "Ganado sa Buhay", was received well by consumers. Towards the end of 2017, we launched a new campaign, 'Ginebra Ako' which is currently driving growth. We remain committed to lead the industry and position ourselves to deliver long-term growth for many years to come," says GSMI chairman and CEO Eduardo M. Cojuangco, Jr.

GSMI is looking to expand its portfolio of products to deliver more profitable and durable growth in the years ahead.

Last year, GSMI launched two new gin variants: GSM Blue Flavors Gin Pomelo and GSM Blue Flavors Margarita, which are aimed at the younger market. In addition, GSMI also reintroduced Anejo Gold Medium Rum, a moderate-strength rum product.

GSMI is the producer of one of the world's best selling gin brands, Ginebra San Miguel, and other quality liquor products including GSM Premium Gin, GSM Blue, GSM Blue Flavors, Antonov Vodka, Vino Kulafu, Don Enrique Tequila, Anejo Gold Medium Rum and Primera Light Brandy.

# ***GINEBRA SAN MIGUEL INC.***

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A Subsidiary of:



**SAN MIGUEL CORPORATION**