



MARKETS AND SECURITIES REGULATION DEPARTMENT

IN THE MATTER OF THE : REGISTRATION OF SECURITIES
 PURE ENERGY HOLDINGS CORPORATION : Initial Public Offering
 (Registrant) :
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NOTICE

Notice is hereby given that on 05 December 2016, a sworn Registration Statement ("RS") has been filed with the Securities and Exchange Commission (the "Commission") on behalf of **PURE ENERGY HOLDINGS CORPORATION** (the "Company") for the registration of **Six Billion Two Hundred Forty Million Eight Hundred Seventy Five Thousand (6,240,875,000)** common shares with par value of ten centavos (PhP.10) per share broken down as follows:

Primary Offering <i>(To be offered and sold by way of Initial Public Offering)</i>	930,000,000 common shares	At an initial public offering price of up to □1.62 per share
Over-allotment Option <i>(To be offered and sold pursuant to an Over-allotment Option)</i>	46,500,000 common shares	At an initial public offering price of up to □1.62 per share
Issued and Outstanding Shares <i>(Not included in the Offer and Over-allotment Option)</i>	5,264,375,000 common shares	With par value of □0.10 per share
TOTAL	6,240,875,000 common shares	

According to the documents presented on 05 December 2016, the following persons are the directors and executive officers of the Company:

NAME	POSITION
DEXTER Y. TIU	Chairman and Chief Executive Officer
ERIC PETER Y. ROXAS	Director and Corporate Secretary
FRANCISCO TIU-LAUREL, JR.	Director
GILBERT M. ESPINO	Director, President and Chief Operating Officer
A. BAYANI K. TAN	Director
VICTOR J. LEE	Director, Chief Finance Officer and Investors Relations Officer
ARISTIDES S. ARMAS	Independent Director
LANCE Y. GOKONGWEI	Independent Director
SUSAN BERTULFO-CARISMA	Vice-President for Legal & Corporate Affairs & Chief Information Officer/Compliance Officer
GERTIM G. CHUAHIONG	Treasurer

NEED PAY:
 MO. I.
 DEXTER TIU
 12-14-16

The Registration Statement, its attachments and any amendments therein (collectively referred to as "RS") are open for inspection by interested parties during business hours. Copies thereof, photostatic or otherwise, shall be furnished to every party upon request at such reasonable fees as the Commission may prescribe. Said RS and its updated version may be downloaded from the company's website: www.pureenergy.com.ph.


VICENTE GRACIANO P. FELZMENIO, JR.
Director *MF*