

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)
May 25, 2017
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) 841-5100
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	386,327,841
PREFERRED STOCK	32,786,885

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 "Ginebra reports strong Q1 income and revenue growth".

Background/Description of the Disclosure

Please see attached

Other Relevant Information

None

Filed on behalf by:

Name	Conchita Jamora
Designation	General Counsel and Assistant Corporate Secretary



25 May 2017

NEWS RELEASE

Ginebra reports strong Q1 income and revenue growth

Ginebra San Miguel Inc. (GSMI), the hard liquor unit of San Miguel Corporation, continued to make gains this year following a return to profitability in 2016.

GSMI revenues for the first quarter of 2017 rose 31% to P5.1 billion as volumes grew 32%. Net income for the same period more than doubled to P129 million from P54 million.

“We are confident that we will continue this growth trajectory for the rest of the year as we build on our inherent assets – strong, relevant brands and highly effective routes to market,” GSMI president Bernie Marquez said.

He added: “Our marketing efforts are geared towards solidifying our hold on core consumers. We also continue to implement measures to capture the new and more sophisticated market through our complementary brands GSM Blue, Ginebra San Miguel Premium Gin and Primera Light Brandy.

For the full year 2016, GSMI reported a consolidated revenue of P18.6 billion, an increase of 12% from the prior year. Net income reached P361 million, a reversal from the prior year’s P386 million net loss. ##

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