

# 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 30, 2024
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 reports strong Q1 on flagship brand's 190 years".

**Background/Description of the Disclosure**

Please see attached SEC Form 17-C, which was filed today, May 30, 2024, with the Securities and Exchange Commission through e-mail.

**Other Relevant Information**

None

**Filed on behalf by:**

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

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S. E. C. Registration Number

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I	N	C	.																	

(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)

<b>FRANCIS JOSEPH A. CRUZ</b> <small>Contact Person</small>	<b>8841-5100</b> <small>Company Telephone Number</small>
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Annual Meeting

Secondary License Type, If Applicable

  
Dept. Requiring this Doc.  
Amended Articles Number/Section  
Total No. of Stockholders

Total Amount of Borrowings

<small>Domestic</small>	<small>Foreign</small>

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 To be accomplished by SEC Personnel concerned

  
File Number

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Cashier

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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 30, 2024**  
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) 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 April 30, 2024
<b>COMMON STOCK</b>	<b>286,327,841</b>

11. Indicate the item numbers reported herein:

Item 9. Other Events

Please see attached press release entitled "GSMI reports strong Q1 on flagship brand's 190 years".

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

May 30, 2024.





Ginebra San Miguel Inc.  
Business Affairs & Communications

**MEDIA RELEASE**  
30 May 2024

## **GSMI reports strong Q1 on flagship brand's 190 years**

Ginebra San Miguel Inc. (GSMI), the hard liquor arm of San Miguel Corporation (SMC), reported a solid first quarter performance, sustaining its momentum of continuous growth in the last ten years and strengthening the company's position in the market.

GSMI, which is commemorating its 190<sup>th</sup> year, opened the first three months of 2024 with P15.1 billion in consolidated revenues, a 17% increase from the same period in the prior year, and income from operations of P2.3 billion, 40% higher versus last year. Net income was at P1.9 billion, 25% lower compared to the previous year, due to a one-time income in March 2023. Excluding this one-time gain, net income would have been higher by 38%.

First quarter sales grew on the back of higher sales volumes, which improved 8%, due largely to the effectiveness of the "Lamang ang May Tapang" campaign, and the ongoing "Lamang ang Panalo" consumer promo.

For the full year 2023, GSMI revenues reached P53.6 billion, 13% higher than the previous year, driven by strong sales volumes and higher selling prices.

Income from operations reached P6.8 billion, 14 percent higher than in 2022. Net income jumped 66% to P7 billion, the highest for the company. The one-time gain from the sale of Don Papa Rum rights further boosted the company's performance.

GSMI stock price significantly improved by 28%, closing at P168.7 per share at the end of December 2023 to P215.8 as of May 28, 2024.

As part of the flagship brand's 190<sup>th</sup> anniversary celebration, GSMI has lined up activities such as the month-long celebration of World Gin Day in June, as well as Ginumanfest concerts featuring top musical artists and GSMI brand ambassadors.

GSMI is the producer of Ginebra San Miguel, the world's largest-selling gin, according to the leading global drinks journal, Drinks International. GSMI's other quality distilled spirits include GSM Blue, Ginebra San Miguel Premium Gin, 1834 Premium Distilled Gin, Antonov Vodka, Añejo Gold Rum, G&T Ultralight Spirit Drink (Gin & Tea), Primera Light Brandy, and the Philippines' no. 1 Chinese Wine Vino Kulafu.

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