

C01881-2017

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)
Mar 31, 2017
2. SEC Identification Number
A200117595
3. BIR Tax Identification No.
214-815-715-000
4. Exact name of issuer as specified in its charter
EMPERADOR INC.
5. Province, country or other jurisdiction of incorporation
PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark, 188 E. Rodriguez Jr.
Avenue, Bagumbayan, Quezon City
Postal Code
1110
8. Issuer's telephone number, including area code
(632)-709-2038 to 41
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 Shares	16,120,000,000
11. Indicate the item numbers reported herein
Item 9(b)

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.



Emperador Inc. EMP

PSE Disclosure Form 4-1 - Acquisition or Disposition of Assets *References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Purchase of Assets

Background/Description of the Disclosure

Bodegas Las Copas, S.L., a 50/50 joint venture company of Grupo Emperador Spain and Gonzales Byass, has completed the acquisition from Pernod Ricard of the Domecq and Pedro Domecq brands, along with the brandy, spirit and wine business linked to those brands around the world.

Date of Approval by Board of Directors

N/A

Rationale for the transaction including the benefits which are expected to be accrued to the Issuer as a result of the transaction

The Issuer only has an equity interest to the joint venture company, through Grupo Emperador Spain. This transaction will enhance the Issuer's equity interest in the joint venture.

Details of the acquisition or disposition

Date

Mar 30, 2017

Description of the Transaction

Asset purchase

Manner

Asset purchase

Description of the assets involved

The purchased assets includes the brands Presidente, Don Pedro and Azteca de Oro, as well as a winery in Baja California.

Terms and conditions of the transaction**Nature and amount of consideration given or received**

€ 80.9 million

Principle followed in determining the amount of consideration

The amount of the consideration represents the fair value for the brands, and valuable production assets and inventory that has been purchased.

Terms of payment

Cash

Conditions precedent to closing of the transaction, if any

The completion of the sale is subject to the authorization from the Mexican Antitrust Authority.

Any other salient terms

None

Identity of the person(s) from whom the assets were acquired or to whom they were sold

Name	Nature of any material relationship with the Issuer, their directors/ officers, or any of their affiliates
Pernod Ricard Mexico S.A. de C.V. and Pernod Ricard Spain S.A.	None

Effect(s) on the business, financial condition and operations of the Issuer, if any

This acquisition will enhance the Issuer's equity interest in Bodega Las Copas.

Other Relevant Information

The authorization from the Mexican Antitrust Authority to proceed with transactions necessary for the completion of the Asset Purchase Agreement was obtained on 14 March 2017.

If the transaction being reported is an acquisition, kindly submit the following additional information:**Source(s) of funds**

The acquisition cost will be sourced through a combination of cash on hand and external financing.

If any asset so acquired by the issuer or its subsidiaries constituted plant, equipment or other physical property, state the nature of the business in which the assets were used by the persons from whom acquired and whether the issuer intends to continue such use or intends to devote the assets to other purposes, indicating such other purposes

The winery asset purchased was being used in the wines business and will continue to be used for such purpose.

Filed on behalf by:

Name	Erika Marie Tugano
Designation	Authorized Representative