

COVER SHEET

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SEC Registration Number

B A L A I N I F R U I T A S , I N C .

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(Company's Full Name)

6 8 D A T A S T . B R G Y . D O N M A N U E L ,

Q U E Z O N C I T Y

(Business Address: No., Street City / Town / Province)

RALPH HECTOR ADRICULA
Contact Person

+(632) 8731-8886
Company Telephone Number

SEC FORM 17-C

1 2 3 1
Month Day
Fiscal Year

FORM TYPE

0 8 1 5
Month Day
Annual Meeting

[Empty box for Secondary License Type]

Secondary License Type, If Applicable

[Empty box for Dept Requiring this Doc Section]

Dept Requiring this Doc Section

[Empty box for Amended Articles Number]

Amended Articles Number /

[Empty box for Total No. of Stockholders]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box for Domestic Borrowings]

Domestic

[Empty box for Foreign Borrowings]

Foreign

To be accomplished by SEC Personnel concerned

[Empty box for File Number]

File Number

LCU

[Empty box for Document ID]

Document ID

Cashier

STAMPS

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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. July 29, 2024
Date of Report (Date of earliest event reported)
2. SEC Identification Number- CS200508386
3. BIR Tax Identification No. - 237-383-045-000
4. BALAI NI FRUITAS INC.
Exact name of issuer as specified in its charter
5. PHILIPPINES
Province, country or other jurisdiction
of incorporation
6. (SEC Use Only)
Industry Classification Code
6. 68 DATA ST. BRGY. DON MANUEL QUEZON CITY
Address of principal office
- Postal Code: 1113
7. (02)8243-1741
Issuer's telephone number, including area code
9. N/A
Former name or former address, if changed since last report
10. Securities registered pursuant to 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 1,495,005,000.00
11. Indicate the item numbers reported herein: **Item 9- Other Events**

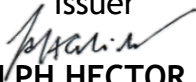
Please see attached Press Release.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BALAI NI FRUITAS INC.

Issuer



RALPH HECTOR P. ADRICULA
Compliance Officer

Date

July 29, 2024

July 29, 2024



Fruitas Holdings Expands Exclusive Partnerships and Distributes Another Legacy Brand in Cebu and Zamboanga

Manila, Philippines – Fruitas Holdings, Inc., the leading operator of multi-format food and beverage stores, listed on the Philippine Stock Exchange under the symbol FRUIT, achieved a major milestone by securing another exclusive distributorship through its subsidiary, Balai ni Fruitas Inc. (BALAI).

BALAI sealed an agreement with D' Famous Red Box Corporation for BALAI to exclusively distribute the iconic Polland Hopia brand in Cebu and Zamboanga. Polland Hopia has been cherished by Filipinos since 1966. Renowned for its authentic mung bean cakes (Hopia), Polland Hopia offers a delightful array of flavors including the beloved Mongo Special Hopia, Black Mongo Hopia, Chocolate Fudge Hopia, and Ube Hopia. BALAI is confident that securing distribution rights for Polland Hopia in Cebu and Zamboanga will not only expand revenue stream but also foster deeper consumer loyalty. In addition, Polland Hopia will be available in Balai Pandesal community stores on a non-exclusive basis.

The agreement with D' Famous Red Box Corporation expands FRUIT's list of exclusive partnerships. FRUIT had previously entered an agreement with Bukidnon Milk Company (BMC) to exclusively distribute BMC's products in Metro Manila. BMC is renowned for its premium farm-fresh dairy products sourced from Bukidnon, including its acclaimed premium whole milk, delectable chocolate milk, and diverse yogurt series. BMC's offerings complement FRUIT's flavorful and fresh fruit juices, providing consumers with an expanded selection of healthy and thirst-quenching drink options.

"I am immensely proud and delighted for the Fruitas Group, as these exclusive distribution agreements underscore the trust and confidence that other brands place in us. At the same time, this reflects our unwavering commitment to deliver wholesome, high-quality products that resonate deeply with Filipino consumers, much like Fruitas itself. We look forward to introducing even more innovative offerings from Fruitas in the future," remarked Mr. Lester Yu, President and CEO of Fruitas Holdings, Inc.

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Balai ni Fruitas Inc. is a 75% -owned subsidiary of Fruitas Holdings Inc. Since the acquisition of certain assets of Balai Pandesal in June 2021, the Company has grown the Balai Pandesal store network from 5 to more than 50 as of December 31, 2023. The company has 3 well-loved brands in its portfolio, which includes Balai Pandesal, Buko ni Fruitas, and Fruitas House of Desserts. Balai ni Fruitas currently has more than 100 active stores spread among the 3 brands. It completed the acquisition of Sugarhouse assets in May 2024. For more information, you may visit: <http://balainifruitas.com/>.

The foregoing disclosure contains forward-looking statements that are based on certain assumptions of Management and are subject to risks and opportunities or unforeseen events.

Actual results could differ materially from those contemplated in the relevant forward-looking statement and BALAI gives no assurance that such forward-looking statements will prove to be correct or that such intentions will not change.

This Press Release discloses important factors that could cause actual results to differ materially from BALAI's expectations. All subsequent written and oral forward-looking statements attributable to BALAI or person acting on behalf of the Group are expressly qualified in their entirety by the above cautionary statements.