



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: October 14, 2009
2. SEC Identification Number: AS091-196206.
3. BIR Tax Identification No: 001-096-221
4. Exact name of issuer as specified in its charter: Splash Corporation
5. Province, country or other jurisdiction of incorporation:
6. Industry Classification Code: (SEC Use Only)
7. Address of principal office: 3F HBC Corporate  
Centre Mindanao  
Avenue, Quezon City  
1116
8. Issuer's telephone number, including area code: (02) 984-5555
9. Former name or former address, if changed since last report: NA
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA
- |   | <u>Number of Shares of Common Stock</u> |
|---|---|
| Common Shares listed in the Philippine Stock Exchange | 223,848,107 common shares               |
11. Indicate the item numbers reported herein:
- RE: SPH's Public Ownership Report as of September 30, 2009

**SIGNATURE**

Pursuant to the requirement of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned duly authorized for the purpose

**SPLASH CORPORATION**

By:



**ATTY. MA. LOURDES B. RODRIGUEZ**  
*Compliance Officer*



October 14, 2009

**PHILIPPINE STOCK EXCHANGE, INC.**

PSE Centre, Exchange Road  
Ortigas Centre, Pasig City

Attention: **Ms. Janet A. Encarnacion**  
Head, Disclosure Department

Subject: Public Ownership Report as of September 30,  
2009

Gentlemen:

Attached is a copy of the Public Ownership Report of Splash Corporation (SPH) as of September 30, 2009.

After reasonable inquiry to the best of my knowledge and belief. I certify that the information set forth in this report is true, complete and accurate. This report is signed in Quezon City on October 14, 2009.

Thank you very much.

Very truly yours,

A handwritten signature in black ink, appearing to read "Atty. Ma. Lourdes B. Rodriguez".

**ATTY. MA. LOURDES B. RODRIGUEZ**  
Compliance Officer



## ANNEX A

**SPLASH CORPORATION**  
**Computation of Public Ownership as of September 30, 2009**

	Number of Shares			
	A	B	Total	
Number of Issued Shares	746,160,357	0	746,160,357	
Less: Number of Treasury Shares (if any)	54,870,031	0	54,870,031	
<b>Number of Issued and Outstanding Shares</b>	<b>691,290,326</b>	<b>0</b>	<b>691,290,326</b>	
Less:				
	<u>% to total</u>			
	<u>I/O Shares</u>	<u>A</u>	<u>B</u>	<u>Total</u>
<b>Directors*</b>				
Dr. Rolando B. Hortaleza				
Direct	0.0000 %	1	0	1
Dr. Rosalinda A. Hortaleza				
Direct	0.0000 %	1	0	1
Allue Krisanne A. Hortaleza				
Direct	0.0000 %	1	0	1
Maurice P. Ligot				
Direct	0.0014 %	10,000	0	10,000
Sinforoso Jesus R. Soriano				
Direct	0.0029 %	20,000	0	20,000
Rizalino D. Rivera				
Direct	0.0022 %	15,000	0	15,000
Jimmy T. Yaokasin				
Direct	0.0036 %	25,000	0	25,000
<b>Sub-total</b>	<b>0.0101 %</b>	<b>70,003</b>	<b>0</b>	<b>70,003</b>
<b>Officers*</b>				
Ramon G. Trajano				
Direct	- %	0	0	0
Eric Roel E. Domagas				
Direct	- %	0	0	0
Maria Regina S. Gavino				
Direct	- %	0	0	0
Maria Chiara D. Miraflores				
Direct	- %	0	0	0
Atty. Ma. Lourdes B. Rodriguez				
Direct	- %	0	0	0
Grace D. Del Rosario				
Direct	- %	0	0	0
Noel T. Macaya				
Direct	- %	0	0	0
Pedro G. Picornell				
Direct	- %	0	0	0
Joseph B. Mutuc				
Direct	- %	0	0	0
Fernando M. Manotok				
Direct	- %	0	0	0
Vicci Tomas				
Direct	- %	0	0	0
<b>Sub-total</b>	<b>- %</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Principal/Substantial Stockholders*</b>				
Splash Holdings Inc.				
Direct	71.1726 %	492,009,214	0	492,009,214
Abacus Securities Corporation				
Indirect	8.2493	57,026,270		57,026,270
<b>Sub-total</b>	<b>79.4218 %</b>	<b>549,035,484</b>	<b>0</b>	<b>549,035,484</b>
<b>Affiliate*</b>				
	0 %	0	0	0
<b>Sub-total</b>	<b>0 %</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Others*</b>				
<i>Government*</i>	0 %	0	0	0
<i>Banks*</i>	0 %	0	0	0
<i>Employees*</i>	0 %	0	0	0
<i>Lock-Up Shares*</i>	0 %	0	0	0
<b>Sub-total</b>	<b>0 %</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>	<b>79.43 %</b>	<b>549,105,487</b>	<b>-</b>	<b>549,105,487</b>
<b>Total Number of Shares Owned by the Public</b>		<b>0</b>	<b>-</b>	<b>142,184,839</b>

**PUBLIC OWNERSHIP PERCENTAGE**  
**Total Number of Shares Owned by the Public**

<u>142,184,839</u> shares	=	<b><u>20.57%</u></b>
691,290,326 shares		
Number of Issued and Outstanding Shares	=	<b>746,160,357</b>
Number of Outstanding Shares	=	<b>746,160,357</b>
Number of Treasury Shares	=	54,870,031
Number of Listed Shares	=	<b>691,290,326</b>
Number of Foreign-Owned Shares	=	<b>93,526,500</b>
Foreign Ownership Level (%)	=	<b>13.53%</b>
Foreign Ownership Limit (%)	=	<b>40%</b>

**Note: Please observe the same cut-off date.**

\* See Annex A for Guidelines and Definitions