

February 26, 2010

**Issuer Regulation Division**

The Philippine Stock Exchange  
4<sup>th</sup> Floor PSE Center  
Exchange Road, Ortigas Center  
Pasig City, Metro Manila

Attention: **ATTY. ROEL A. REFRAN**  
Vice President and Head & General Counsel  
Head, Issuer Regulation Division

Subject: Report on Disbursements made from the proceeds of the Splash Corporation (SPH) IPO as of December 31, 2009

Gentlemen:

Please be advised that as of December 31, 2009, out of the net proceeds from the primary offering of Splash Corporation (SPH) amounting to **ONE BILLION SIX HUNDRED EIGHT MILLION ONE HUNDRED EIGHTY TWO THOUSAND THREE HUNDRED FORTY SEVEN AND 67/100 (PHP1,608,182,347.67)**, a total of PHP THREE HUNDRED TWENTY MILLION FIVE HUNDRED THOUSAND (PHP320,500,000) was disbursed. The balance of SPH's net IPO proceeds and the details of disbursements as of December 31, 2009 follow:

<b>Net IPO Proceeds</b>		<b>Php1,608,182,347.67</b>
<b>Less: Disbursements</b>		
(a) Part of proceeds used for Advertising and promotional activities		
1 <sup>st</sup> quarter of 2008	Php50,000,000	
4 <sup>th</sup> quarter of 2008	50,000,000	
3 <sup>rd</sup> quarter of 2009	80,000,000	
(b) Part of proceeds used for Research and Development		
2 <sup>nd</sup> to 3 <sup>rd</sup> quarter of 2009	20,000,000	
(c) Part of proceeds used for acquisition of a brand		
4 <sup>th</sup> quarter of 2009	100,000,000	
(d) Part of proceeds used for new products and expansion of distribution		
4 <sup>th</sup> quarter of 2009	20,500,000	
<b>Total Disbursements</b>		<b>320,500,000.00</b>
<b>Balance of Net IPO proceeds as of December 31, 2009</b>		<b>Php1,287,682,347.67</b>

Thank you.

Very truly yours,



Veneranda M. Tomas  
Compliance officer