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

Allan Ace Magdaluyo Contact Person	Lance Control of the	-8631 8890 Telephone Number			
1 2 / 3 1 Month Day Fiscal Year	1 7 - C FORM TYPE	Month Day Annual Meeting			
Se	econdary License Type, if applicable				
M S R D Dept. Requiring this Doc.	Amended Articl	es Number/Section			
	Total Amount of	Borrowings			
		- () -			
Total No. of Stockholders	Domestic	Foreign			
To be acco	omplished by SEC Personnel concerned				
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Remarks = pls. use black ink for scanning purposes

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1	24 October 2024
	002-724-446-000
2.	SEC Identification Number. 31168 3. BIR Tax Identification No
1	A BROWN COMPANY, INC.
	Exact name of issuer as specified in its charter Metro Manila
5.	Province, country or other jurisdiction Industry Classification Code: Xavier Estates Uptown, Airport Road, Balulang, Cagayan de Oro City 9000
7	Address of principal office Liaison Office - (02) 8631-8890 / (02) 8633-3135
8	
9	Former name or former address, if changed since last report
10. RS	. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the SA
	Title of Each Class Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
	Common Stock
	Preferred Stock – Series B
11.	. Indicate the item numbers reported herein: Item No. 4
Ple	ease refer to the attached letter to the Philippine Stock Exchange dated October 24, 2024.
	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.

A BROWN COMPANY, INC.

24 October 2024

ALLAN ACE R. MAGDALUYO
Compliance Officer

Page 2 of 3 pages



24 October 2024

THE PHILIPPINE STOCK EXCHANGE, INC.

28th Street corner 5th Avenue PSE Tower, Bonifacio Global City Taguig City

Attention:

ATTY. STEFANIE ANN B. GO

Officer-in-Charge – Disclosure Department

Re:

Appointment of New Officer

Gentlemen:

Please be advised that at today's meeting of the Corporation's Board of Directors, Angela O. Fraga was appointed as the Vice President – Strategy effective today, October 24, 2024.

Angela Fraga is a seasoned leader in data governance, analytics, and digital transformation, with a proven track record of aligning technology strategies with business goals in top ASX companies. At Transurban, one of the world's leading toll-road operators in Australia and North America, they drove advanced analytics and sustainability initiatives, delivering significant cost savings and operational improvements. In Telstra, Australia's leading telecommunications and technology company, they formalized data strategies and enhanced data literacy at the Belong brand, creating a culture of collaboration and innovation. Their vision is to transform companies into agile, competitive, and digital-first organizations by strategically aligning technology with business objectives and unlocking the value of data and digital assets, ensuring long-term growth and success.

She graduated with a Master of Business Information Systems at Monash University - Caulfield in 2012 and Bachelor of Arts in Comparative Literature at the University of the Philippines – Diliman in 2009.

Thank you for your kind attention.

Compliance/Officer/

ALLAN ACE/R. MAGDALUYO