

**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 10, 2024**

Date of Report (Date of earliest event reported)

2. SEC Identification Number **CS201320778** 3. BIR Tax Identification No. **008-647-589**

4. **CENTURY PACIFIC FOOD, INC.**

Exact name of issuer as specified in its charter

5. **Metro Manila**

Province, country or other jurisdiction of
incorporation

6. (SEC Use Only)

Industry Classification Code:

7. **7th Floor, Centerpoint Building, Julia Vargas
Ave., Ortigas Center, Pasig City 1605**

Address of principal office

8. **(632) 8633.8555**

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 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

3,542,258,595

11. Item 4 - Resignation, Removal or Election of Registrant's Directors or Officers

Please be informed of the appointment of Mayette Siasoco as the Corporation's Vice President and General Manager - Canned Meat Division

10 July 2024

SECURITIES AND EXCHANGE COMMISSION

7907 Makati Avenue, Salcedo Village
Brgy. Bel-Air, Makati City, 1209

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**
Markets and Securities Regulation Department

PHILIPPINE STOCK EXCHANGE, INC.

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

Attention: **Norberto T. Moreno, Jr.**
OIC - Disclosure Department

RE: Promotion of Vice President and General Manager

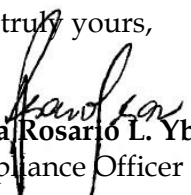
Ladies and Gentlemen:

Please be informed of the promotion of Mayette Siasoco from Marketing Director – Canned Meat Division to Vice President and General Manager – Canned Meat Division effective August 1, 2024.

Ms. Siasoco has been with the CPFI family since 2012. Since then, she has worked with the team and has led multiple innovations and brand building efforts that have resulted to almost a 3x increase in revenue for our domestic business for Canned Meat. More importantly, she has helped not just grow the category through deeper penetration and frequency of consumption for Canned Meat categories but has also grown market share by 500 bps over that period, cementing market leadership. She has achieved strong market leadership for both Argentina Corned Beef and Lucky 7 in their respective categories while achieving an optimized brand portfolio and spearheading product innovations such as Argentina Pork Giniling, with the latter achieving 12% penetration of households in Luzon in a short time. Ms. Siasoco has consistently demonstrated strong leadership of the marketing team while fostering cross-functional collaboration and teamwork with other departments. This new role will also allow Ms. Siasoco to expand beyond marketing function, to now lead the entire BU's strategy and operations, including Finance, Supply chain, HR, product development, and supplier management.

Canned Meat is one of our core and large BU's, it is critical that we have strong and dedicated leadership and team to lead this BU as we look to further expand and grow. Ms. Siasoco has proven that she is this leader. Together with the Canned Meat leadership team, we are confident that they will bring the business to greater heights.

Very truly yours,


Maria Rosario L. Ybanez
Compliance Officer