

COVER SHEET

C S 2 0 0 5 0 8 3 8 6  
SEC Registration Number

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

[Empty grid for company name continuation]

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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

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LCU

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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. April 18, 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

1113  
Postal Code:

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**

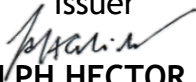
Please see attached Press Release.

**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

**April 18, 2024**

April 18, 2024



## Balai ni Fruitas enters agreement to acquire 40-year old legacy brand Sugarhouse



*"Memorandum of Agreement Signing. Photo shows (from left to right): Representatives present during the signing included Mr. Ramon C. Santos and Ms. Pebbles Marie S. Santos - Golden Spatula Corporation; Mr. Shaun Aldrich G. Si-Chief Marketing Officer and Investor Relations Officer and Ms. Madelene T. Sayson - Director, Balai ni Fruitas"*

Balai ni Fruitas Inc., a leading Philippine counter service bakery operator listed on the Philippine Stock Exchange under the symbol "BALAI", signed a Memorandum of Agreement to acquire the 40-year old legacy brand and various assets related to the Sugarhouse business on April 18, 2024.

Sugarhouse started in 1983, offering delectable baked goods and pastries to its customers. Sugarhouse is known for its cake offerings, including its iconic Chocolate Truffle and French Apple Pie. It has also expanded its menu to include a wide array of breads, pastries, and meals.

The acquisition of Sugarhouse will allow BALAI to expand its product offerings, particularly in the cake category and tap a broader customer base. BALAI will also gain additional production capacity to fuel its growth. BALAI also anticipates significant synergies with its existing brands.

The acquisition includes assets such as intellectual property, technical know-how, delivery, commissary and store equipment. BALAI will also take over the catering business of Sugarhouse. Completion is expected to take place on or before May 1, 2024.

"In line with our aim of delivering shareholder value, we are complementing our organic growth with a key acquisition that will allow us to serve more products to more Filipinos. We are excited with this new acquisition and believe this will integrate well into our brand line-up. Similar to the past acquisitions of the House

of Fruitas, we will invigorate the brand and seek to bring it to new heights,” stated Mr. Lester Yu, BALAI President and Chief Executive Officer.

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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. 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.*