

**SECURITIES AND EXCHANGE COMMISSION**  
**SEC FORM 18-AS**  
**SHORT FORM REPORT BY CERTAIN INSTITUTIONAL**  
**OWNERS OF MORE THAN FIVE (5%) PERCENT**

Check the appropriate box:

Initial Filing

Amendment

Items Amended by the Filing .....

1. Report is Filed for the Fiscal Year Ended 2018

2. Exact Name of Registrant as Specified in its Charter **ABS-CBN Holdings Corporation**

(a) **4<sup>th</sup> Floor Benpres Building, Exchange Road cor. Meralco Ave, Pasig City** **1600**  
Address of Principal Offices Postal Code

(b) SEC Identification Number **A1999-04544**

(c)  (SEC Use Only)  
Industry Classification Code

(d) BIR Tax Identification Number **203-420-423**

3. **Pru Life Insurance Corporation of U.K.**  
Name of Reporting Person

(a) **9/F, Uptown Place Tower 1, 1 East 11th Drive, Uptown Bonifacio, Taguig City, Merto Manila** **1634**  
Address of Reporting Person Postal Code

(b) **Refer to telephone number of person authorized to receive notices and communications**  
Telephone Number of Reporting Person

(c) **The Philippines**  
Citizenship or Place of Organization of Reporting Person

**Lee C. Longa**

**Pru Life Insurance Corporation of U.K.**

**7/F, Uptown Place Tower 1, 1 East 11th Drive, Uptown Bonifacio, 1634 Taguig City, Merto Manila**  
**+632 6839201**

Name, Address and Telephone Number of person authorized to receive notices and communications if reporting person is a partnership, corporation or other legal entity.

### Item 1. Identity of the Issuer

State the name of the issuer and the address of the issuer's principal executive offices.

Security – Philippines Depository Receipts (the "PDRs")  
Issuer – ABS-CBN Holdings Corporation ("Issuer")  
Principal Office Address – 4<sup>th</sup> Flr Benpres Building, Exchange Road cor. Meralco Ave, Pasig City 1600

Each PDR grants the PDR holders, as permitted by Philippine law, upon payment of the exercise price of P0.10 and subject to certain other conditions, the delivery of one ABS-CBN Corporation share or the sale and delivery of the proceeds of such sale of one ABS-CBN Corporation share.

### Item 2. Identity of Person Filing

- (a) Pru Life Insurance Corporation of U.K. ("Pru Life U.K.") at 9/F, Uptown Place Tower 1, 1 East 11<sup>th</sup> Drive, Uptown Bonifacio, Taguig City, Merto Manila 1634, The Philippines.
- (b) PDRs
- (c) Insurance company subject to the supervision of the Insurance Commission
- (d) Not Applicable

### Item 3. Ownership

(a) Provide the following information as of December 31 of the year covered by this Form:

(1) Amount beneficially owned (identifying those shares which there is a right to acquire);  
**20,108,540 PDRs**

(2) Percent of Class; **6.28%**

(3) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote; **0**

(ii) shared power to vote or to direct the vote; **0**

(iii) sole power to dispose or to direct the disposition of; **0**

and

(iv) shared power to dispose or to direct the disposition of. **20,108,540 PDRs**

**Pru Life U.K. is the registered legal owner of the PDRs on behalf of the different policyholders of its investment-linked fund and has the power to direct the disposal of the PDRs. Pru Life U.K. sets the policy and guidelines of the fund. Eastspring Investments Singapore Limited, the designated fund manager of the fund, may also dispose of the PDRs in accordance with the fund's policy and guidelines.**

(b) Not Applicable

**Item 4. Notice of Dissolution of Group**

**Not Applicable.**

**SIGNATURE**

*By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect.*

*After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this report is true, complete and correct. This Report is signed in the City of .....  
.....on ....., 20 .....*

By: .....  
(Signature)  
**LEE C. LONGA**  
Executive Vice President and Chief Financial Officer

The original report shall be signed by each person on whose behalf the report is filed or his authorized representative. If the report is signed on behalf of a person by his authorized representative (other than an executive officer or general partner of the filing person), evidence of the representative's authority to sign on behalf of such person shall be filed with the report. The name and title of each person who signs the report shall be typed or printed beneath his signature.

**FEB 13 2019**

**SUBSCRIBED AND SWORN** to before me this ..... day of ..... 20..... affiant(s)  
exhibiting to me his Passport, as follows:

**MAKATI CITY**

<u>NAME</u>	<u>PASSPORT NO.</u>	<u>DATE OF ISSUE</u>	<u>PLACE OF ISSUE</u>
Lee C. Longa	EC7659308	May 10, 2016	DFA NCR SOUTH

.....  
Notary Public

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Book No. 878  
Series of 2019

**RUBEN M. T. RAMIREZ**  
**NOTARY PUBLIC**  
**UNTIL DEC. 31, 2019**  
IBP NO. 058333 / CY 2019 APPT. NO. M 127  
ROLL NO. 28947 MCE-4 NO. 0006324/11 22 17  
PTR NO. MKT 133572/1-3-18 MAKATI CITY