

Receiving

COVER SHEET

0 2 3 2 6 9
S.E.C. Registration Number

F I R S T M E T R O I N V E S T M E N T C O R P O R A
T I O N A N D S U B S I D I A R I E S

(Company's Full Name)

4 5 T H F L O O R G T T O W E R I N T E R N A T I O
N A L A Y A L A A V E N U E C O R N E R H V D E
L A C O S T A S T R E E T M A K A T I C I T Y

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

DANILO G. OLONDRIZ
Contact Person

8 4 0 - 5 7 1 0
Company Telephone Number

1 2 3 1
Month Day
Fiscal Year

SEC FORM 23-B
Form Type

Not later than last week of
April
Month Day
Annual Meeting

IHU - GSED
Secondary License type, if applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

1,489
Total No. of Stockholders

Total amount of Borrowings
Domestic Foreign

To be Accomplished by SEC Personnel concerned

File Number

D _____
LCU

Document I.D.

Cashier

Remarks = Pls. use black ink for scanning purposes.

SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

FORM 23-B

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES
Filed pursuant to Section 23 of the Securities Regulation Code

Check box if no longer subject to filing requirement

1. Name and Address of Reporting Person FIRST METRO INVESTMENT CORP.		2. Issuer Name and Trading Symbol CEBU HOLDINGS, INC. (CHI)			7. Relationship of Reporting Person to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Tax Identification Number 000-551-890-000	5. Statement for Month/Year 11/2010	<input type="checkbox"/> Director Officer (give title below)	<input checked="" type="checkbox"/> 10% Owner Other (specify below)		
45th Flr. G.T, Tower International, Ayala Ave., (Street)			4. Citizenship Filipino	6. If Amendment, Date of Original (Month/Year) N/A				
cor. H.V. Dela Costa St., Makati City (City) (Province) (Postal Code)								
Table 1 - Equity Securities Beneficially Owned								
1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)			3. Amount of Securities Owned at End of Month		4. Ownership Form: Direct (D) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares		
Common Shares	11/3/2010 ✓	120,000 ✓	A	2.4000				
	11/4/2010 ✓	117,600 ✓	A	2.4000				
	11/5/2010 ✓	120,000 ✓	A	2.4000				
	11/8/2010 ✓	120,000 ✓	A	2.4000				
	11/9/2010 ✓	119,000 ✓	A	2.3800				
	11/10/2010 ✓	104,720 ✓	A	2.3800				
	11/15/2010 ✓	71,400 ✓	A	2.3800				
	11/18/2010 ✓	9,520 ✓	A	2.3800				
	11/19/2010 ✓	120,000 ✓	A	2.4000				
	11/22/2010 ✓	119,000 ✓	A	2.3800				
	11/23/2010 ✓	223,450 ✓	A	2.3771				
	11/24/2010 ✓	128,520 ✓	A	2.3800				
	11/25/2010 ✓	128,520 ✓	A	2.3800				
	11/26/2010 ✓	127,440 ✓	A	2.3600				
	11/30/2010 ✓	127,440 ✓	A	2.3600				
					11.62%	223,032,364 ✓	D	

(Print or Type Responses)

If the change in beneficial ownership is 50% of the previous shareholdings or is equal to 5% of the outstanding capital stock of the issuer, provide the disclosure requirements set forth on page 3 of this form.

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
 - (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
 - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.
- (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
 - (A) held by members of a person's immediate family sharing the same household;
 - (B) held by a partnership in which such person is a general partner;
 - (C) held by a corporation of which such person is a controlling shareholder; or
 - (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., warrants, options, convertible securities)

1. Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)		6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Form of Derivative Security; Direct (D) or Indirect (I)	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
(NOT APPLICABLE)												

Explanation of Responses:


ROBERTO JUANCHITO T. DISPO
 Executive Vice-President
 (Signature of Reporting Person)

December 3, 2010
 (Date)

Note: File three (3) copies of this form, one of which must be manually signed.
 Attach additional sheets if space provided is insufficient.