

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) 45th Flr. G.T., Tower International, Ayala Ave.,	(First) 	(Middle) 	3. Tax Identification Number 000-551-890-000	5. Statement for Month/Year 1/2011	<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner	<input type="checkbox"/> Other	
(Street) cor. H.V. Dela Costa St., Makati City			4. Citizenship Filipino	6. If Amendment, Date of Original (Month/Year) N/A	<input type="checkbox"/> Officer (give title below)	<input type="checkbox"/>	<input type="checkbox"/>	
(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 (L) or Indirect (I)	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares		
Common Shares	1/4/2011	277,680.00	A	2.5951				
	1/5/2011	604,760.00	A	2.7869				
	1/6/2011	787,100.00	A	2.9369				
	1/14/2011	243,370.00	A	2.7974				
	1/18/2011	244,750.00	A	2.7500				
	1/20/2011	1,015,400.00	A	2.8050				
	1/28/2011	2,997,562.50	A	2.7375				
					11.83%	227,130,364	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.

