

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. October 9, 2023
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A1997-13456** 3. BIR Tax Identification No. **005-029-401-000**
4. **Concepcion Industrial Corporation**
Exact name of issuer as specified in its charter
5. **Metro Manila, Philippines**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **308 Sen. Gil Puyat Ave. Makati City, Philippines**
Address of principal office
8. **02-87721819**
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 Shares	397,912,491

11. Indicate the item numbers reported herein: Item 9. Other Events.

Concepcion Industrial Corporation (CIC) announces today that it has entered into an exclusive distribution agreement for the sale and distribution of “Shark” and “Ninja” branded products in the Philippines.

Please refer to the attached press release for full details.

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.

Concepcion Industrial Corporation
Issuer

October 9, 2023
Date


Omar C. Taccad
Chief Compliance Officer



FOR IMMEDIATE RELEASE

Concepcion Industrial Corporation announces partnership with SharkNinja to bring innovative home appliances to the Philippines

MANILA, October 9 — Concepcion Industrial Corporation (CIC), the leading home and building & industrial solutions provider in the Philippines, is thrilled to announce a strategic partnership with JS Global APAC Pte Ltd., for the exclusive distribution of “Shark” and “Ninja” branded products in the Philippines. Shark and Ninja are globally recognized brands known for innovative and high-quality home appliance products.

This collaboration marks a significant milestone in the company's commitment to delivering cutting-edge and high-quality products to the Philippine market.

SharkNinja is renowned for its dedication to reimagining everyday household appliances and creating products that make life easier, more efficient, and more enjoyable. Similar to CIC, SharkNinja's legacy dates back several decades. Behind SharkNinja is a proud history of being a pioneer in small household appliances in America, which grew into a portfolio of trusted and global home appliance brands driving rapid growth and innovation across multiple categories in the US and UK markets.

Concepcion Industrial Corporation Chairman & CEO, Raul Joseph A. Concepcion expressed excitement about the partnership, saying, "We are delighted to partner with JS Global APAC to bring their innovative products to the Philippines. Our commitment to improving the lives of Filipino consumers is perfectly aligned with JS Global APAC's mission to redefine home appliances that offer real solutions for real life."

The introduction of SharkNinja products to the Philippine market is expected to revolutionize the way consumers approach home maintenance and cooking. The upcoming product range covers three key areas of daily life – hair styling, kitchen tasks, and home cleaning. With innovative technology and user-friendly design, these products promise to elevate life experiences at home.

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About Concepcion Industrial Corporation (CIC):

Concepcion Industrial Corporation (CIC) is the leading home, building and industrial solutions provider in the Philippines. With a history spanning over 60 years, CIC has established itself as a trusted name in the industry, dedicated to improving the lives of Filipino consumers through innovative and reliable products.

About SharkNinja:

SharkNinja is a globally recognized brand specializing in innovative home appliances. JS Global Trading HK Limited holds the exclusive legal rights to the Trademarks for the brand names “Shark” and “Ninja” in connection with the licensed products in APAC region. It is a company incorporated in Hong Kong and is a wholly owned subsidiary of JS Global Lifestyle Company Limited, a world-leading small household appliances group operating major brands including Shark and Ninja.