

COVER SHEET

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S.E.C. Registration Number

		V	I	T	A	R	I	C	H		C	O	R	P	O	R	A	T	I	O	N			

(Company's Full Name)

M	A	R	I	L	A	O	-	S	A	N		J	O	S	E		R	O	A	D	,		S	T	A	.		
R	O	S	A		I	,		M	A	R	I	L	A	O	,		B	U	L	A	C	A	N					

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

Atty. Mary Christine Dabu-Pepito

Contact Person

(+632) 8843-30-33

Company Telephone Number

1	2	-	3	1
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Month Day

Fiscal Year

1	7	-	C	
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Form Type

**Last Friday of
June**

0	6		
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Month Day

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Secondary License Type. If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number / Section

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Total No. of Stockholders

	Total Amount of Borrowings	
Domestic	Foreign	

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I. D.

Cashier

STAMPS

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. **July 29, 2024**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **21134**
3. BIR Tax Identification No. **000-234-398**
4. **VITARICH CORPORATION**
Exact name of issuer as specified in its charter
5. **Bulacan, Philippines**
Province, country or other jurisdiction
of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **Marilao San Jose Road, Sta. Rosa I, Marilao, Bulacan** **3019**
Address of principal office Postal Code
8. **(+632) 8843-3033**
Issuer's telephone number, including area code
9. **Not applicable**
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
<u>Common Stock</u>	<u>3,054,334,014</u>
<u>Total Shares Issued and Outstanding</u>	

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

Item 9. Other Events

July 29, 2024 – Vitarich Corporation (PSE: VITA) announces key milestones in its growth strategy, including a major expansion into modern trade channels and e-commerce. These initiatives underscore VITA’s commitment to innovation, market expansion, and meeting the evolving needs of consumers.

Attached is the full Press Release of Vitarich Corporation.

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.

Registrant - **VITARICH CORPORATION**

By:



ATTY. MARY CHRISTINE DABU-PEPITO
Assistant Corporate Secretary, Corporate
Information Officer and Compliance Officer

Date: July 29, 2024

PRESS RELEASE

Vitarich drives growth with expanded retail presence



July 29, 2024 – Vitarich Corporation (PSE: VITA) announces key milestones in its growth strategy, including a major expansion into modern trade channels and e-commerce. These initiatives underscore VITA's commitment to innovation, market expansion, and meeting the evolving needs of consumers.

CEO Rocco Sarmiento stated, “These developments mark an important step in our journey to better serve our customers. By improving our presence in both physical stores and online platforms, we are bringing greater value to consumers and developing a deeper level of engagement with them. Our team’s dedication and hard work have made these achievements possible, and we are confident in our continued growth.”

Expansion into modern trade channels

- **New retailer partnerships:** VITA recently added 290 retail locations to carry its fresh and frozen chicken products, partnering with leading supermarkets across Greater Manila Area including SM Hypermarket, SM Supermarket, SM Savemore, Puregold, and AllDay, among others. Its products are now available in over 340 outlets, with more locations to be added in the year.
- **Increased opportunities:** With this broader accessibility, VITA aims to give customers more choices and convenience. The company also expects to improve the profitability of the business as it reduces reliance on volatile open markets and stabilizes profit margins.

Launch of Cook’s brand on e-commerce

- **New online marketplaces:** In addition to Cook’s offerings in Rare Food Shop, BuiltMart, and Pacific Bay, the brand recently opened its official stores in Lazada, Shopee, TikTok Shop, GrabMart, and Pick.A.Roo. These platforms offer enhanced features such as responsive design for mobile devices, personalized product recommendations, multiple secure payment options, and high-quality product images and videos. Customers get exclusive



access to year-round deals and offers, including special prices and free branded merchandise for qualified purchases.

- **Expanded digital presence:** By using advanced e-commerce technologies, VITA enhances the customer experience through user-friendly navigation, real-time order tracking, and live chat support. These improvements not only streamline the shopping process but also increase marketing efficiency and customer engagement.

Sold under the Cook's brand, VITA offers an innovative and distinctive selection of fresh and ready-to-cook chicken products, including *Fresh Whole Chicken*, *Freshly Frozen*, and *Flavor Origins*, which comes in three flavors: Mediterranean Roast, South African Roast, and French Roast.

About Vitarich Corporation

Vitarich Corporation (PSE: VITA) is a leading poultry integrator and manufacturer of animal feeds and food products in the Philippines. Certified to international standards for sanitation, food safety, and quality, VITA operates in three primary industry segments: feeds, foods, and farms—forging livelihood and nourishing lives. For more information, visit vitarich.com or contact ir@vitarich.com.

Forward-looking statements

This disclosure contains forward-looking statements that are, by their nature, subject to risks and uncertainties. Such forward-looking statements are made based on management's current expectations or beliefs as well as assumptions made by, and information currently available to, management. Because actual results may differ from those contemplated in the forward-looking statements, undue reliance must not be placed upon them.