

A 1 9 9 9 0 4 8 6 4

SEC Registration Number

B L O O M B E R R Y R E S O R T S C O R P O R A T I O N

(Company's Full Name)

T H E E X E C U T I V E O F F I C E S , S O L A I R E
R E S O R T & C A S I N O , A S E A N A V E N U E ,
E N T E R T A I N M E N T C I T Y , B A R A N G A Y
T A M B O , P A R A Ñ A Q U E C I T Y

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

LEO VENEZUELA
(Contact Person)

8838920
(Company Telephone Number)

1 2 3 1
Month Day
(Fiscal Year)

1 7 - C
(Form Type)

any day in June
Month Day
(Annual Meeting)

N/A
(Secondary License Type, If Applicable)

SEC-MSRD
Dept. Requiring this Doc.

N/A
Amended Articles Number/Section

78
(as of 30 June 2014)
Total No. of Stockholders

Total Amount of Borrowings
N/A N/A
Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number
Document ID

LCU
Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

Securities and Exchange Commission
Current Report Under Section 17 of the Securities Regulation Code ("SRC")
and SRC Rule 17.2 (c) Thereunder

SEC FORM 17-C

1. **1 August 2014**
Date of Report
2. SEC Identification Number: **A1999904864**
3. BIR Tax Identification No.: **204-636-102**
4. **Bloomberry Resorts Corporation**
Name of issuer as specified in the charter
5. **Philippines**
Country of Incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **The Executive Offices, Solaire Resort & Casino, Asean Avenue, Entertainment City, Barangay Tambo, Parañaque City**
Address of Principal Office
8. **(02) 8838920**
Registrant's Telephone Number
9. **Active Alliance, Incorporated**
Former name or former address
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Titles of Each Class

Unclassified Shares

**Number of Shares Outstanding and
Amount of Debt Outstanding**

10,589,800,556
(as of 30 June 2014)

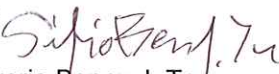
11. Item number reported herein: Item 9 – Other Events

Please see attached press release of BLOOM in connection with its 2Q2014 financial performance.

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.

BLOOMBERRY RESORTS CORPORATION

By:



Silverio Benny J. Tan
Corporate Secretary
Date: 1 August 2014

Bloomberry Resorts continues gains

Posts net profit of P2.3 billion in 1H2014

Bloomberry Resorts Corporation (BLOOM PM), owner and operator (through its subsidiaries) of the Solaire Resort & Casino, reported unaudited consolidated financial results for the first six months of 2014, posting total gross revenues of P14.158 billion, more than three times larger than the P4.473 billion generated in the same period last year; and generating a profit of P2.307 billion, a significant turnaround from the P1.033 billion loss reported in the same period last year.

For the quarter ended June 30, 2014, the Company reported gross revenues of P6.777 billion, 62 percent higher than the P4.175 billion reported in the same period last year with profit growing more than 37 times year-on-year to P847 million from P23 million.

Enrique K. Razon Jr., Bloomberry Chairman and CEO, says: "Strategic management decisions and focus on goals have borne better-than-expected results for Bloomberry Resorts. We expect this momentum to continue from hereon, as we expand our focus towards upcoming opening of Phase 1A."

Gross gaming revenues and non-gaming revenues for the first half of the year hit P13.521 billion and P553 million, respectively. On a year-on-year basis, these grew by more than three-fold and 1.7 times, respectively, owing to substantial growth across all gaming segments and from the non-gaming business.

Gaming continued to be the biggest generator of the Company's total gross revenues in the first half of the year accounting for 95.5 percent of the total followed by Hotel, Food and Beverage as well as Retail and Other at 4.2 percent with the balance of 0.3 percent taken up by Interest Income.

Gross gaming revenues and non-gaming revenues in the second quarter grew on a year-on-year basis to P6.461 billion and P267 million, respectively. Gross gaming revenues for the quarter increased by 66 percent over the same period last year. The improvement was due to

continued improvements in its marketing initiatives to drive revenues as well as to continually bring down costs by increasing efficiencies in its operations.

Stripping out promotional allowances, net gaming revenues in the first half of the year grew 184 percent year-on-year to P10.826 billion. In the second quarter, net gaming revenues grew by 56 percent year-on-year to P5.158 billion.

Net revenues for the first half of the year grew 2.7 times to P11.463 billion. On the other hand, net revenues for the second quarter grew 52 percent to P5.474 billion from P3.598 billion reported in the same period last year.

Bloomberry's total expenses for the first half of the year totaled P8.481 billion, growing 55 percent higher than was incurred in the same period last year. This was substantially slower than the growth in net revenues. Total expenses in the second quarter grew by 8 percent to P3.951 billion from P3.658 billion in the same period last year.

Earnings Before Interest, Depreciation and Amortization (EBITDA) in the first semester grew to P4.511 billion reversing a negative P425 million posted in the same period last year. EBITDA for the second quarter reached P2.357 billion, 3.7 times larger than the P638 million EBITDA posted in the same period last year and 9 percent higher than the P2.154 billion in EBITDA reported in the first quarter of the year.

The Company reported Earnings per Share (EPS) of P0.218 in the first half of the year, a significant reversal from the P0.098 loss in the same period last year. For the second quarter, Bloomberry reported EPS of P0.080, 40 times larger than P0.002 reported in the same period last year.

Bloomberry Resorts Corporation is the owner and operator (through its subsidiaries) of the Solaire Resort & Casino, the first property to open in Entertainment City Philippines. With the opening of Phase 1A by the fourth quarter of this year, Solaire will become a true Integrated Resort driving both local and foreign visitation through the addition of more non-gaming amenities such as a 312-key all-suite five star hotel, a

1,710-seat Broadway-style theater, a high-end retail area of approximately 5,000 sqm, an expansive night club, a karaoke bar, a cigar and whiskey bar, more meeting rooms, as well as additional gaming facilities.