A199904864

SEC Registration Number

BLOOMBERRY RESORTS CORPORATION

(Company's Full Name)

THE EXECUTIVE OFFICES, SOLAIRE RESORT & CASINO, ASEAN AVENUE, ENTERTAINMENT CITY, BARANGAY TAMBO, PARAÑAQUE CITY

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

LEO VENEZUELA

(Contact Person)

8838920

(Company Telephone Number)

12 **31**

Month *Day*

(Fiscal Year)

17-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

Total Amount of Borrowings

79
(as of 31 December 2014)

Total No. of Stockholders

N/A	**N/A**
Domestic	Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

S T A M P S

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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. **18 March 2015**
   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

   1701
   Postal Code

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	Number of Shares Outstanding and Amount of Debt Outstanding
Unclassified Shares	11,032,998,225 *(as of 31 December 2014)*

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

Please see attached press release of BLOOM in connection with its 2014 yearend results.

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: 18 March 2015

Bloomberry posts EBITDA of over P10 billion
Over 800% year-on-year increase

Highlights:

- Substantial revenue growth coupled with significant cost-reductions and improved operational efficiencies have resulted in an 802% increase in EBITDA from P1.118 billion in 2013 to P10.083 billion
- Gross gaming revenues and non-gaming revenues hit record levels at P30.387 billion and P1.071 billion, respectively
- Net profit of P4.072 billion is a significant turnaround from the P1.315 billion net loss in the previous year
- Improved profitability resulted in P1.55 billion in retained earnings thereby reversing the P2.489 billion deficit at the beginning of the year

Bloomberry Resorts Corporation (BLOOM), owner and operator (through its subsidiaries) of the Solaire Resort & Casino, reported much improved audited consolidated financial results for the year ended December 31, 2014.

The Company's total revenues nearly doubled to P24.122 billion, from P12.344 billion in the previous year. On the other hand, total expenses increased by just 31 percent year-on-year, from P13.504 billion to P17.640 billion. The massive turnaround in profitability resulted in a P4.072 billion net profit, a reversal from the P1.315 billion net loss in the previous year.

The Company generated strong operating leverage and reaped the benefits of improved operating efficiencies resulting in Bloomberry's Earnings Before Interest, Depreciation and Amortization (EBITDA) rising by more than nine times to P10.083 billion from the previous year's P1.118 billion. Furthermore, the Company's strong earnings momentum was able to generate P1.55 billion in retained earnings, effectively reversing the P2.489 billion deficit at the beginning of the year.

Enrique K. Razon Jr., Bloomberry chairman and chief executive officer, says: "We are elated by the 2014 yearend results. Our initiatives to grow our market, to increase revenues and to curb operational excesses have enabled us to make a remarkable turnaround in just two years. Now, we will focus on even surpassing that."

Gross gaming revenues and non-gaming revenues for the year hit all-time highs of P30.387 billion and P1.071 billion, respectively. On a year-on-year basis, these grew by 103 percent and 39 percent, respectively, as all gaming and non-gaming segments continued to enjoy substantial growth.

Deducting P7.538 billion in promotional allowances, discounts, rebates paid through gaming promoters, progressive jackpot liabilities, and points earned in customer loyalty programs from the P30.387 billion in gross gaming revenues, net gaming revenues were at P22.849 billion. Net gaming revenues grew by 99 percent, from P11.464 billion in the previous year.

Revenues continued to come mostly from gaming. From the Company's total revenues of P24.122 billion, gaming contributed 95 percent while hotel, food and beverage accounted for 4 percent. The balance of 1 percent came from retail and others and interest income.

Bloomberry's total expenses for the year reached P17.640 billion, 31 percent higher than the P13.504 billion incurred in the previous year. Total expenses grew substantially slower than the 103 percent and 99 percent year-on-year growth rates of its gross gaming and net gaming revenues, respectively.

The Company's 2014 EBITDA grew to P10.083 billion, nine times more than the P1.118 billion generated in 2013. With expenses growing at a slower rate than revenues as a result of improvements in operating leverage, Bloomberry's EBITDA margins more than quadrupled year-on-year, from 9 percent in 2013 to 42 percent.

Total capital expenditures last year reached P14.028 billion with the completion of the Sky Tower expansion last November 2014. With Sky Tower's opening, Bloomberry has exceeded the US$1 billion minimum investment requirement under its provisional gaming license.

The Company reported Earnings per Share (EPS) of P0.382 for the year, a complete turnaround from the P0.124 loss in 2013.

Bloomberry Resorts Corporation is the owner and operator (through its subsidiaries) of the Solaire Resort & Casino. Solaire is the first property to open in PAGCOR's Entertainment City. Solaire became the first Integrated Resort in Entertainment City with the opening of Sky Tower last November 2014. Aside from a 312-key all-suite five star hotel, Sky Tower will feature other non-gaming amenities such as The Theatre, a 1,760-seat Broadway-style theatre; The Macallan, a luxury cigar and whisky bar; 2,000 sqm of meeting space in The Forum; a high-end retail area with a gross floor area of approximately 10,000 sqm, an expansive night club, a karaoke bar, as well as additional gaming facilities.