

# 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. Date of Report (Date of earliest event reported)  
Feb 28, 2025
2. SEC Identification Number  
13174
3. BIR Tax Identification No.  
000-108-278-000
4. Exact name of issuer as specified in its charter  
DigiPlus Interactive Corp.
5. Province, country or other jurisdiction of incorporation  
Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
Ecoprime Building, 32nd Street corner Ninth Avenue, Bonifacio Global City, Taguig City  
Postal Code  
1635
8. Issuer's telephone number, including area code  
(632) 8634-5099
9. Former name or former address, if changed since last report  
N/A
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	4,407,659,178
11. Indicate the item numbers reported herein  
Item 9

*The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.*

# DigiPlus Interactive Corp. PLUS

PSE Disclosure Form 4-31 - Press Release  
*References: SRC Rule 17 (SEC Form 17-C)*  
*Section 4.4 of the Revised Disclosure Rules*

## Subject of the Disclosure

DigiPlus appoints country manager for Brazil operations

## Background/Description of the Disclosure

DigiPlus Interactive Corp. is solidifying its commitment to Brazil's rapidly expanding iGaming sector with the appointment of industry specialist Graham Tidey as country manager of DigiPlus' operations in Brazil, under its wholly owned subsidiary DigiPlus Brazil Interactive Ltda., effective March 1, 2025.

With nearly 20 years' experience in international trade, investment, and the iGaming sector in Brazil, Tidey brings a wealth of experience in navigating the market's business and regulatory landscape, driving market expansion, and building high-performing teams for top tier B2B and B2C brands. His leadership marks a major step in DigiPlus' strategic expansion in Latin America, reinforcing the company's dedication to delivering world-class gaming experiences in this dynamic market.

Tidey is joining DigiPlus from MarketLaunch, a consultancy firm specializing in iGaming market entry and expansion, where he advised global iGaming names such as DraftKings and Bally's. He was also lead consultant for the International Betting Integrity Association (IBIA) in Brazil, providing regulatory advocacy at the government level, and onboarded both national and international B2C operators as association members. Tidey's deep understanding of Brazil's regulatory landscape, consumer behaviors, and competitive dynamics makes him an ideal leader to drive DigiPlus Brazil.

Tidey's career spans both public and private sectors, including a significant tenure as British consul in Brazil for the UK's Foreign Service, where he supported multinational companies in establishing operations in Brazil, and while developing deep networks with regional and federal positions of power. During his almost fifteen years in Brazil, Tidey has also adopted Brazilian nationality.

DigiPlus recognizes Brazil's potential and is investing in top-tier leadership, local partnerships, and responsible gaming initiatives to ensure long-term success. The appointment of Graham Tidey underscores the company's serious commitment to the market and its determination to set new industry benchmarks in Brazil. As country manager, Tidey's priorities include navigating regulation, fostering strategic partnerships, and building local expertise for DigiPlus Brazil.

"Brazil represents one of the most significant opportunities in global iGaming, and we are investing in the right people to ensure our success," said DigiPlus Chairman Eusebio Tanco. "Graham Tidey's expertise in Latin America, proven leadership in regulatory navigation, and track record in driving strategic growth, make him the ideal choice to lead our expansion. His appointment reinforces our commitment to building a responsible and innovative presence in this market."

"I'm delighted to take on this role at such a pivotal moment for iGaming in Brazil," said Tidey. "Visiting the company's headquarters in Manila gave me every confidence for success. DigiPlus is committed to responsible expansion, and I am looking forward to creating shareholder value by fostering innovation, expanding market reach, and building a strong and sustainable business for DigiPlus in this region."

**Other Relevant Information**

None

**Filed on behalf by:**

<b>Name</b>	Carol Padilla
<b>Designation</b>	Corporate Secretary



**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 17-C**

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SECURITIES REGULATION CODE AND SRC RULE 17 (b)(3) THEREUNDER**

1. February 28, 2025  
Date of Report (Date of earliest event reported)
2. SEC Identification Number 13174
3. BIR Tax Identification No. 000-108-278-000
4. DigiPlus Interactive Corp.  
Exact Name of registrant as specified in its charter
5. PHILIPPINES  
Province. Country or other jurisdiction  
of incorporation
6.                      (SEC Use Only)
7. Ecoprime Building, 32<sup>nd</sup> Street corner Ninth Avenue, Bonifacio Global City,  
Taguig City  
Address of Principal Office
8. (632) 8634-5099  
Registrant'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

Title of Each Class	Number of Shares of Common Stock Outstanding and amount of Debt Outstanding
Common Stock, PhP1.00, par value	4,407,659,178/ Not applicable

11. Indicate the item numbers reported herein:

Item 9.

*Please see attached Press Release.*

#### SIGNATURES

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

DIGIPLUS INTERACTIVE CORP.

Registrant

Date: 28 February 2025

  
**CAROL V. PADILLA**  
*Corporate Secretary*



## **DigiPlus appoints country manager for Brazil operations**

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***About DigiPlus Interactive Corp.***

*DigiPlus Interactive Corp. pioneered digital entertainment in the Philippines. It introduced leading platforms BingoPlus and ArenaPlus, widely known for their engaging experiences in interactive gaming and sports entertainment. DigiPlus also operates PeryaGame and GameZone, with more to come. For more information, visit: [www.digiplus.com.ph](http://www.digiplus.com.ph)*