



3/L Starmall Las Piñas, CV Starr Avenue, Pamplona, Las Piñas City 1746UGF
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July 2, 2012

PHILIPPINE STOCK EXCHANGE
3rd Floor Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosures Department

Subject : Starmalls Inc.: **Initial Statement of Beneficial Ownership (Hero Holdings Corp.)**

Gentlemen:

Please see attached SEC Form 23-A filed today with the Securities and Exchange Commission.

We hope you find everything in order.

Truly Yours,

A handwritten signature in black ink, appearing to read "Jo L. Ilijay", is written over a faint circular stamp.

Jo L. Ilijay
Officer-In-Charge



107022012001259



SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

Barcode Page

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Company Representative

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Company Information

SEC Registration No. 0000039587
Company Name POLAR PROPERTY HOLDINGS CORP.
Industry Classification
Company Type Stock Corporation

Document Information

Document ID 107022012001259
Document Type Initial Statement of Beneficial Ownership
Document Code 23A
Period Covered June 22, 2012
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Remarks FILED BY : HERO HOLDINGS CORPORATION

COVER SHEET

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S.E.C. Registration Number										

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C	O	R	P	.																					

(Company's Full Name)

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P	I	N	A	S	,		C	V		S	T	A	R	R		A	V	E	N	U	E	,		
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P	A	M	P	L	O	N	A	,		L	A	S		P	I	N	A	S		C	I	T	Y	

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

Jo L. Ilijay
Contact Person

871-4001
Company Telephone Number

1 2	3 1
<i>Month</i>	<i>Day</i>
Calendar Year	

23-A
FORM TYPE

<i>Month</i>	<i>Day</i>
Annual Meeting	

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings	
Domestic	Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

FORM 23-A

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person HERO HOLDINGS CORPORATION (Last) (First) (Middle) 3F Starmall, CV Starr Avenue, Phillamlife Village, (Street) Pamplona, Las Pinas City, 1740 (City) (Province) (Postal Code)		2. Date of Event Requiring Statement (Month/Day/Year) 22-Jun-12	5. Issuer Name and Trading Symbol "STR" (Formerly, "PO") STARMALLS, INC. (Formerly, Polar Property Holdings Corp)	6. Relationship of Reporting Person to Issuer Director <input checked="" type="checkbox"/> 10% Owner Officer <input type="checkbox"/> Other <input type="checkbox"/> (give title below) (specify below)	7. If Amendment, (Month/Day/Year)
3. Tax Identification Number 005-129-923		3. Ownership Form: Direct (D) or Indirect (I) D			
4. Citizenship FILIPINO		4. Nature of Indirect Beneficial Ownership			
Table 1 - Equity Securities Beneficially Owned					
1. Class of Equity Security		2. Amount of Securities Beneficially Owned		3. Ownership Form: Direct (D) or Indirect (I)	
COMMON		%	Number		
		16.64%	1,402,278,726		

If the reporting person previously owned 5% or more but less than 10%, provide the disclosure requirements set forth on page 3 of this Form.

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

(Print or Type Responses)

(1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:

- (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
- (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.

(2) A person will be deemed to have an indirect beneficial interest in any equity security which is:

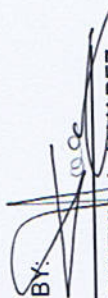
- (A) held by members of a person's immediate family sharing the same household; held by members of a person's immediate family sharing the same household;
- (B) held by a partnership in which such person is a general partner;
- (C) held by a corporation of which such person is a controlling shareholder, or held by a corporation of which such person is a controlling shareholder, or
- (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

FORM 23-A (continued) **Table II - Derivative Securities Beneficially Owned** (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Not applicable							

AFTER REASONABLE INQUIRY AND TO THE BEST OF MY KNOWLEDGE AND BELIEF, I CERTIFY THAT THE INFORMATION SET FORTH IN THIS REPORT IS TRUE, COMPLETE AND ACCURATE. THIS REPORT IS SIGNED THIS 02 JULY 2012 AT MANDALUYONG CITY

HERO HOLDINGS CORPORATION

BY: 
CYNTHIA J. JAVAREZ
 Senior Vice-President

(Print or Type Responses)