

Superbrands



AN INSIGHT INTO MANY OF THE STRONGEST
AND MOST VALUABLE BRANDS IN THE PHILIPPINES
VOLUME VIII

A BONNE'



THE MARKET

"I long to see the day, when every Filipino uses A Bonne, for that day, beauty is at its best!" - Rungtip Prasert, Managing Director of A Bonne'. "And that goes for metro-sexual men as well." Our personal appearance can be crucial, so many of us want to ensure that our skin and hair look and feel just right. But how many of us want to pay the hidden price of these efforts? Those with sensitive skin—particularly pregnant women—often react badly to ordinary skin and hair care products with additives such as chemical fragrances and botanical extracts.

Hair and skin care company A Bonne' from Thailand successfully addresses this concern with its milk products, which are far from ordinary, allowing men and women of all ages to benefit from the moisturizing richness of farm-fresh milk. Washing is no longer just a way to get clean. It's a ritual that lets us uplift ourselves. A wellness and beauty product so innovative, so unique that our products at A Bonne' have necessitated a demand amongst the Filipino without too much fan-fare for an awareness campaign other than the discovery of our products on the shelves.

Discerning consumers know that A Bonne' quality products are an innovative way to keep their skin and hair looking and feeling healthy. A Bonne' all-natural products are made for individuals with sensitive skin and are safe for everyone, including pregnant women. All A Bonne' skin care, facial care and hair care products are developed to high standards and have been clinically tested by dermatologists.

A Bonne' has established an excellent reputation among consumers from varied walks of life. Generally, consumers of A Bonne' products are

modern, educated, conscious of their image and health, and rational buyers. Around 70 percent are female, including students, career women and housewives. A Bonne' products also appeal to metro-sexuals, trendy men who include students and professionals. And their appeal is spreading to a growing range of consumers.

Filipino Consumer preference have stayed loyal to the A Bonne' brand the past decade. In spite of the counterfeits and copy-cats, A Bonne' has withstood the piracy simply because the consistent delivery of the brand promise remains solely on the A Bonne' products generating an integrity enjoyed by the consumer making it the brand, the Superbrand! These would-be imitators used ineffective formulas and low-quality production technology. As a result, they eventually retreated from the market, leaving A Bonne' as the established marked leader with its Spa Milk Salt Scrub.

ACHIEVEMENTS

A Bonne' Thai takes pride in the loyalty of the many consumers who have validated its well-deserved reputation for quality. The outstanding reputation of the A Bonne' range earned it recognition in 2000 by the Department of Export Promotion of the Royal Thai Government's Ministry of Commerce as a Thailand Brand with quality products suitable for export. Beyond that, A Bonne' Thai has proudly displayed the Superbrands seal of excellence since 2010. A Bonne' is distributed by Federal Marketing in the Philippines.

HISTORY

A Bonne' Thai began making its own bath and body products in 1999, when the company

discovered the holistic solutions of milk. It's very first product, the Spa Milk Salt Scrub was quickly recognized by consumers and soon became the best-selling salt scrub in Thailand. The company began expanding in 2005, building on the success of A Bonne' Spa Milk Salt Scrub and eventually extending its range to include other skin care, hair care and facial care products. All are made to the same standard of excellence as the original Spa Milk Salt Scrub. To keep pace with the keen demand for its products, in 2006 the company opened a new factory and warehouse in the Bueng Kio Industrial Operation Zone in Thailand.

THE PRODUCT

A Bonne' products are based on the philosophy that milk is an important and effective element for promoting inner and outer health and beauty. They combine natural ingredients and the latest of innovations. A Bonne' offers a wide range of products infused with natural herbs and vitamins to restore and protect all skin types. The range includes exfoliating products such as spa milk salt and fruit yogurt; skin care products such as milk power lightening lotion, intensive white lotion, white and slim shower cream, and spa yogurt milk soap; and hair products such as milk power hair serum vitamin, milk power hair treatment spray, milk power hair treatment wax and hair spa treatment.

The gentle benefits of fresh milk combined with the moisturizing properties of collagen and allantoin are featured in a unique line of skin care products from A Bonne'. These products benefit from the most effective formulas of active ingredients and high-standard processes, ensuring excellent quality. A Bonne' Spas are



defined as products that provide a portable power solution for all spa cosmetics. They are convenient, easy to use and provide a power source for enjoyment (sight/skin) and security (health/safety). The company's newest product is the A Bonne Miracle Spa- a powerful whitening line with three major ingredients; Nano White Glutathione, Lycopene, and Kojic Acid. A Bonne Miracle Spa is available in lotion, body scrubs, shower gel, and facial wash.

RECENT DEVELOPMENTS

With the exceptional leadership of Ms. Rungtip Prasert, Managing Director of A Bonne, the brand swept into the global market by expanding in several countries like Malaysia, Singapore, Indonesia, Brunei, Cambodia, Vietnam, Myanmar, Bangladesh, Pakistan, India, U.A.E, Egypt and Australia. There are 12 more countries in the process of negotiation for expansion. These are Japan, Korea, China, Hong Kong, Sri Lanka, Iraq, Saudi Arabia, Algeria and some countries in Africa. A Bonne' products are approved by the Philippine Food & Drug Authority each countries.

PROMOTION

A Bonne' products are available in many East Asian countries—including the Philippines, Thailand, Indonesia, Singapore and Vietnam—

and in the Middle East. A Bonne' Spa Milk Salt Scrub is now the top-selling salt scrub product in all distribution channels in the Philippines. A Bonne' consumers are walking advertisements for A Bonne' products because of the health and appearance of their skin or hair. The gentle action of A Bonne' products make consumers more than happy to share the secret of their healthy and attractive skin and hair with anybody who compliments them—and they do receive plenty of compliments.

While A Bonne' is already a household name in hair and skin care, the company continues to build brand recognition by distributing point-of-sale promotional materials like brochures, premium tee shirts and gift sets through trade channels such as beauty shops, wholesalers and exhibition stands, and through the company's own sales representatives. The company regularly takes part in exhibitions at home and abroad, in conjunction with the Thai Department of the Export Promotion. The company also promotes the brand by sponsoring prominent events in the industry.

A Bonne' Thai's main website www.abonethai.com offers tips on skin care and beauty to help customers achieve soft, radiant and young-looking skin. The website also allows customers to see details of the A Bonne' product line and easily contact the company.

BRAND VALUES

A Bonne' Thai strives to satisfy its customers by making products that meet global standards. And it succeeds fabulously. Market surveys show that consumers regard A Bonne' as a high-quality reliable and effective brand. A consumer preference is what keeps the A Bonne' brand on the market shelves, without a doubt. Although the company has grown over the years, A Bonne' Thai still makes its products the same way it did at the outset—in small batches, with strict attention to quality.

The company takes extra care to ensure the good health and safety of its customers. The A Bonne' collection uses only natural, functional ingredients, with minimal preservatives to keep the products farm fresh. A Bonne' products are dermatologically tested to ensure they are safe and friendly to your skin. A Bonne' Thai takes seriously its responsibility to keep the planet a safe and pleasant place to live. The company offers only earth-friendly products containing no harsh ingredients that could pollute the environment or harm the ozone layer. That's why A Bonne' Thai is a Superbrand!



THINGS YOU DIDN'T KNOW ABOUT A BONNE'

- The A Bonne' collection uses pure milk. Milk improves the appearance and condition of your skin by eliminating dead skin cells and adding essential moisture. Milk contains vitamins A and D, which soften and strengthen the skin. The lactic acid in milk has natural beta hydroxyl acids, which not only exfoliate your skin but also soothe it. Milk is beneficial to hair because it seals up the small scales on your hair follicles that can cause hair to look dull.
- A Bonne' products range from 90 percent to 100 percent natural. They are not tested on animals.
- The salt in the A Bonne' Spa Milk Salt is so uniquely fine that it is used as is, with no grinding needed.



THE MARKET

“Human nature is like water. It takes the shape of its container.” (Wallace Stevens). But to many people, drinking water is not enough to just drink any kind of water, there are considerations. They need to be sure that their drinking water is clean, pure, safe, and yes, even healthy. This is the advocacy AquaHealth maintains. As a water refilling company, AquaHealth is known for having a strong water purification process. AquaHealth is always committed to research and the continuous development of the latest water treatment technology. We at AquaHealth care about your health!

AquaHealth is a pioneer in the alkaline ionized water business. Our clients are nationwide; our consumers from residential and commercial areas value the quality of our water they drink and not just the price it is purchased. They are health conscious individuals who are committed that drinking alkaline ionized water will make them healthier.

AquaHealth provides safe drinking water to thousands of households nationwide. The company uses an improved process that retains all the healthy minerals found in water and yet removes the harmful contaminants. AquaHealth's customers attest that alkaline ionized water not only tastes better than other types of purified or distilled drinking water but is richer in the much needed minerals we require from it. Our price is without a doubt affordable. More important, our consumers get a healthful of benefits in drinking alkaline ionized water.

Growth in the alkaline ionized water business is growing. Alkaline water moves stealthily into the market share of regular purified water vendors as more consumers become health conscious and aware of the quality of the water they drink.

ACHIEVEMENTS

Since its establishment in 1997, AquaHealth, Inc. has shown profitable operations and excel-

lent growth in sales due mainly to consistent franchise royalties and sales. The company has remained debt-free and has grown primarily through internally-generated funds.

In 2013, AquaHealth Pure Drinking Water, Inc. opened new franchises in the following places:

- Dasmariñas, Cavite
- Subic
- San Carlos City, Negros Occidental
- Iligan
- Malagasang, Cavite
- Ormoc City
- Xavierville

AquaHealth received its ISO 9001:2008 Certification last January 7, 2014. The ISO 9000:2008 Certification is a system of quality management awarded to organizations and companies that are able to meet the international standards published by the International Organization for Standardization (ISO). This recent achievement is another feather on the cap of AquaHealth and will definitely inspire the people behind the company to maintain excellence in service and production.



HISTORY

The first AquaHealth water refilling station was opened in St. Francis Village, Cainta, Rizal in October 1997. Through Mr. Roderick S. Agustin's creative innovations and business acumen in the water purification technology together with his wife Mrs. Annalou P. Agustin's likewise an entrepreneur, AquaHealth gained a significant presence in the water refilling industry and has expanded over the years, nationwide mostly operated by franchisees.

From 1997 to 2002, AquaHealth branches were mostly found in the areas of Rizal such as Cainta, Antipolo and Taytay. In 2003, the company focused its expansion efforts in the NCR area, including Quezon City, Manila, Makati, Marikina, and Pasig. Beginning 2004, it opened branches in provincial areas in Luzon, Visayas and Mindanao. AquaHealth offered its customers Mineral Water in 1997, and then started to sell Alkaline ionized Water in 2001. The Japanese and Koreans started the production of alkaline water. However, AquaHealth did not simply import the equipment. They looked at foreign technology, studied and researched some more, and then put up their own fabrication facility to develop original machines that will produce alkaline water of the same quality as its foreign counterparts. The business itself is driven by the vision of providing water that will promote good health among Filipinos, and of helping the government by providing clean potable water in communities. The main business drivers of AquaHealth are the growth in water volume sold, growth in the franchise network, and the capacity to keep abreast with the latest water purification technology innovations.

THE PRODUCT

AquaHealth produces alkaline water. It is the healthy water because it flushes out toxins from the body and eliminates acid build-up that



causes aging and disease. AquaHealth uses a modern water treatment technology that converts ordinary water to alkaline water. This end product is great tasting water that's not "over-killed"— meaning, all the healthful minerals remain in the water while all harmful contaminants are removed.

The pH level of AquaHealth alkaline ionized water is above 7, which makes it alkaline. The pH level of other commercially-available water is below 6, which makes the water acidic. Acidity in our bodies is not good for the health. AquaHealth alkaline ionized water has: minerals essential to good health; like calcium, magnesium, sodium and potassium, proven to have a disinfecting effect the capability to boost your immune system. The distinctive good taste has been proven to neutralize harmful acid in the body's anti-aging power to have been proven to be safer even for babies. This excellent, natural anti-oxidant scavenges free radicals before they oxidize our cell tissues.

Aside from being healthy, the water is also clean, refreshing, affordable and conveniently available. AquaHealth is the only franchisor in the water refilling industry that gives free technology upgrades and full warranty on selected spare parts within the whole duration of the franchise period. The company also extends free maintenance service, free monthly water analysis, and yearly physical chemical water analysis to franchisees. The company uses a water purification system that is easy to operate and maintain. This technology is environment-friendly and cost-efficient because it does not waste water. Franchisees will get 99% recovery of water production.

RECENT DEVELOPMENTS

AquaHealth has always been committed to the continuous improvement of its product and business system. In line with this, the company has established its Quality Management System and was awarded by Certification International Philippines its ISO 9001:2008 Certification.

AquaHealth Pure Drinking Water, Inc. is committed to comply with the ISO 9001:2008 standards and to take into consideration the standards and needs of its its customers. It is likewise committed to continuously improving

the effectiveness of the Quality Management System for the absolute satisfaction of its customers.

PROMOTION

AquaHealth has been aggressively promoting its product on TV shows like Kris TV, Minute to Win It, and The Voice. It has also appeared on billboards along NLEX and has sustained online marketing activities with Entrepreneur, The Yellow Pages and other local partners.

While AquaHealth believes in the effectiveness of advertising, it has put a bigger premium on product and service quality. Word of mouth and feedback of its customers are more important as this can make or break the brand, depending on the satisfaction of its clients.

BRAND VALUES

Most people think of a brand as a tool for communicating who they are and what they do. AquaHealth, however, goes one step further. It

thinks of its brand as a promise. The company believes that a promise does more than define the company. A promise indicates to its partners — whether they are a customer, business partner or employee — what they can expect from the company in exchange for their money and time. The consistent delivery of the brand promise with AquaHealth generates the integrity we enjoy in the marketplace making us the brand, the superbrand!

AquaHealth is guided by a strong philosophy, strong values and high ethical standards that are applied in its daily operations. In everything that it does, the company strives to help people live healthier lives. AquaHealth assures its customers that the alkaline ionized water available in all AquaHealth water refilling stations has passed the stringent standards of the Department of Health in terms of water quality, and has also been certified clean and pure by the company's accredited laboratories.



THINGS YOU DIDN'T KNOW ABOUT AQUAHEALTH

- The founders of AquaHealth, Inc. give back to the community by donating a portion of their company's monthly income to the medical and dental missions that benefit the poor. They founded a charitable institution called Tabitha Helping-hand Foundation, which exhibits the true spirit of volunteerism and relies on the selflessness of many medical professionals and corporate partners. The Agustins give their support by donating additional funding to sustain the operational activities of the foundation.

Asahi

THE MARKET

The Climate of the Philippines is tropical and maritime. It is characterized by relatively high temperature, high humidity and abundant rainfall. It is similar in many respects to the climate of the countries of Central America. Temperature, humidity, and rainfall, which are discussed hereunder, are the most important elements of the country's weather and climate. Based on the average of all weather stations in the Philippines, excluding Baguio, the mean annual temperature is 26.6o C. The coolest months fall in January with a mean temperature of 25.5oC while the warmest month occurs in May with a mean temperature of 28.3oC. Latitude is an insignificant factor in the variation of temperature while altitude shows greater contrast in temperature. The difference between the mean annual temperature of the southernmost station in Zamboanga and that of the northern most station in Laoag is insignificant. In other words, there is essentially no difference in the mean annual temperature of places in Luzon, Visayas or Mindanao measured at or near sea level.

Humidity refers to the moisture content of the atmosphere. Due to high temperature and the surrounding bodies of water, the Philippines has a high relative humidity. The average monthly relative humidity varies between 71 percent in March and 85 percent in September. The combination of warm temperature and high relative humidity's give rise to high sensible temperature throughout the archipelago. It is especially uncomfortable during March to May, when temperature and humidity attain their maximum levels.

It is for this very reason; what better place to sell electric fans than in the Philippines? In a land with two seasons — dry and wet, both of which are warm — fans are a joy, quietly whispering the gentle breezes that keep us cool and comfortable. And with the rising cost of electricity, air conditioners are shrinking and being supplemented by Asahi fans, whose comprehensive offering continues to make our lives just that much more comfortable.

ACHIEVEMENTS

Asahi products are Philippine-made and have been recognized with the PS Mark logo, which signifies that Asahi products adhere to the quality guidelines set forth by the Bureau of Product Standards of the Department of Trade and Industry.

High quality has also won Asahi awards from prestigious and national consumer groups. The company was recognized as the Outstanding Manufacturer of Electric Fans by the Consumers' Union of the Philippines for five consecutive years from 2003 to 2007. This achievement alone made Asahi a Hall of Famer in the Philippines. These

accolades result from Asahi's aggressive quality control and its long time loyalty to the company's motor supplier of 30 years. Loyalty and attention to detail have achieved a .0003 warranty claim rate. Fans are assembled both in the Philippines and in China, with 10 to 20 of every thousand fans assembled in China completely knocked down to make sure they meet Asahi's exacting standards. Thanks to many years of continuous growth in quality, Asahi has again been awarded the Superbrand seal for 2012-2013. Asahi won its first Superbrand seal of excellence in 2005.

HISTORY

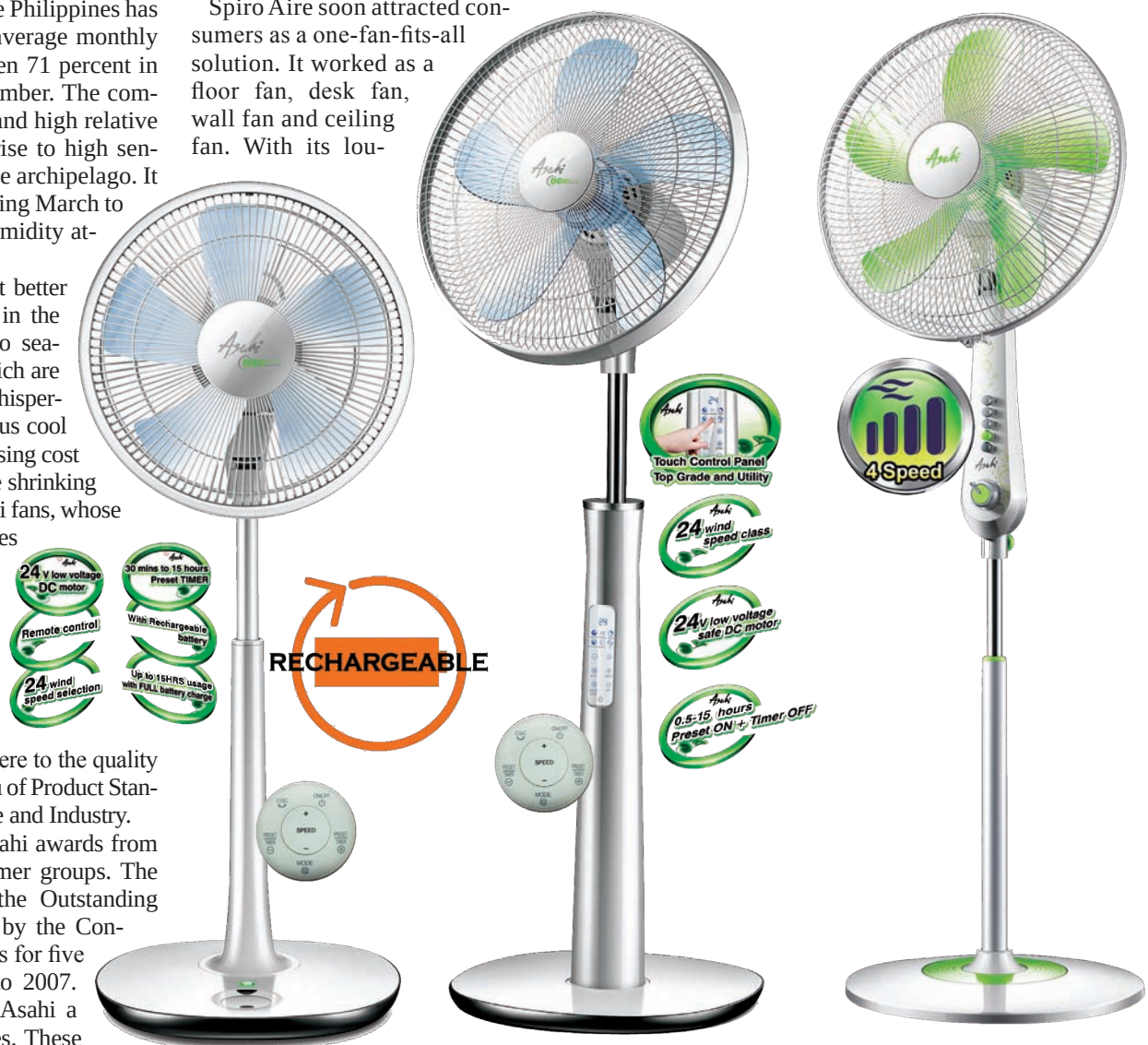
Mike Chokee Sy gathered a few local and foreign business partners in 1982 to establish Asahi Electrical Manufacturing Corporation. The goal was to give Filipino consumers an alternative choice in home appliances, especially electric fans. Three or four brands dominated the market at the time and their prices were high. Mr Sy, Asahi's president and chairman, thought consumers deserved something better—something they could afford. So he and his associates started with one product, the Spiro Aire electric fan.

Spiro Aire soon attracted consumers as a one-fan-fits-all solution. It worked as a floor fan, desk fan, wall fan and ceiling fan. With its lou-

vered front, giving the appearance of a box fan, Spiro Aire captured the market, boasting convertibility, ease of use, durability and, of course, affordability.

Unrelenting, Asahi prospered in its first two years but, as with the rest of the country, it faced frenzy and instability during the People Power Revolution in 1986. Downsizing and belt tightening were the order of the day and the company offices were moved to the residence of one of the owners. This problem was complicated by the plunge in the Peso exchange rate. Asahi's investors, local and foreign, opted to drop out and sell their shares to Mr Sy. The company had to start all over again. But even faced with these difficulties, Asahi never faltered, adding new products to meet demand in the market for small appliances.

The company operated on a small scale for several years, working out of a three-storey building in San Juan. Business was steady, but to allow growth, Asahi moved its plant to Pasig City in 1992, which afforded ample warehousing and greater space. The company's workforce grew from only four employees in the beginning to over 100, producing more than 1,500



home appliances daily. The company now has 300 employees and is still growing. In 1996, to cater to growing demand in the Visayas, the company set up a depot in Cebu City. A similar warehouse has also been set up in Davao City.

Asahi is a 100 percent Filipino-owned family corporation, which has become a market leader in the small appliance industry, with the focus on electric fans. Growth has been steady, averaging 10 percent per annum for several years. Just as when it started out, Asahi continues to produce consistently high-quality home appliances at affordable prices.

While the pricing strategy is to remain affordable, high quality is where Asahi chooses to compete, exhibiting superior workmanship and garnering extraordinarily few warranty claims. High quality and worry-free use justify the higher cost with loyal Asahi customers.

THE PRODUCT

Asahi sells more than 800,000 appliances a year. Its range of products is wide, with the focus on fans. Every fan and other appliance from Asahi is manufactured in strict compliance with government and international specifications. All efforts are concentrated on meeting established standards for quality and safety.

With high quality leading the way as the company's standardization regarding all its product, Asahi produces more than 40 models of electric fans. Asahi fans are not ordinary. Many boast unique high-tech features. Customers choose Asahi fans for their bright colors and user-friendly designs. And, more important, customers come back to Asahi fans for their next purchase because of the faultless, silent performance delivered by its aluminum motors. Featuring Japanese-quality magnetic wire windings, a carbon steel shaft, brass bushings and carbon steel rotor and stator, an Asahi motor delivers safe, worry-free performance for many years. It is no surprise that Asahi motors carry a five-year warranty. Other makers guarantee five years for selected models. With Asahi, it's all models.

Outstanding quality and socially responsible features come to mind when discussing Asahi fans and the company's other appliances. Asahi was the first company to introduce the Ionizer electric fan, answering demand for products that promote health and wellness. The Ionizer fan produces ions, which fight pollution with elements that combat airborne allergens. These anti-pollution elements help prevent allergic reactions such as bronchial asthma, atopic dermatitis and allergic rhinitis. Laboratory tests

reveal that ionizers are effective in converting stagnant air into the fresh air we enjoy in a morning breeze or by a waterfall. And we don't even have to get off the couch to enjoy it.

Ordinary fans merely blow dirty air around. Ionizer fans remove the dirt and blow clean air.

Another first for Asahi was the introduction of an ice and water cooling fan. It is not an air conditioner, as it has no compressor, but it lowers room temperature by one to two degrees centigrade. It does this simply with water and ice.

Electricity is a big issue and will only get even more expensive while Asahi filters the opportunity to reduce our utility cost. To this end, the company improved the timer feature in high-end, remotely controlled electric fans. Ordinary timers merely switch off the fan at a specified time. Asahi's programmable timer does more. Yes, it not only switches off at a specified time, but it also can be set to switch on at a specified time. With this feature, consumers can coordinate times for air conditioning to switch off and the Asahi fan to switch on. And it all happens while they sleep.

RECENT DEVELOPMENTS

A significant innovation found in Asahi high-end fans is an artificial intelligence function. Based on a built-in LED temperature sensor, this function causes the fan to spin faster or slower, depending on the ambient temperature. And Asahi motors, with their aluminum housing, run cool—48 hours continuously and longer.

Innovation never ends at Asahi. The company rolled out a Tower Fan in 2008 with three oscillating motions, one that covers 360 degrees. It also has a fan that has three selections are left and right, up and down, and infinite oscillation that combines the first two selections.

The following year, 2009, was also a banner year for innovative products, one of which became the company's best seller. This industrial stand fan features plastic banana-shaped blades and became a consumer favorite. Another new Asahi product in 2009 was an all-stainless-steel rice cooker, which answered modern consumer demand for appliances that are attractive and easy to clean. More new products appeared in

2010, all with especially designed features. The company also has Twingo, a double-headed stand fan, a desk fan with double blades, and a cooling fan that produces refreshingly cool air without the need for water or ice. Beyond fans, Asahi also has a new Mosquito Killer that zaps dengue mosquitoes after attracting them with ultra-violet light, then sucking them in with a fan to be zapped by grills. It is unique in the industry.

PROMOTION

Asahi lets its products speak for themselves. The quality, reliability and affordability of Asahi fans are the best advertisement the company can have. And the reputation Asahi fans

enjoy among people that use them is priceless. Customers just keep on coming back for more. And they bring in new buyers through word-of-mouth testimonials:

"You want a fan, buy Asahi".

Even so, not every consumer can keep up with the pace of innovation in Asahi products, so the company likes to keep the public informed. One way it does this is by using its large stable of "promodisers" assigned to large appliance stores across the country. ("Promodiser" is a contrived word used in the Philippines. It combines "promo" with "merchandise", so you can guess what a promodiser does.)



BRAND VALUES

Asahi is a Japanese word that means Rising Sun. The name represents the optimism and growth that characterizes the company's vision. The Asahi brand has become a byword for growth of the home appliance industry.

The name symbolizes the company's forward-looking approach and the need to continually look for new ways to improve. Indeed, Asahi is widely recognized to be synonymous with high technology, and to be associated with efforts to introduce the latest know-how and methods in home appliance manufacturing.

Asahi also lives to serve, with an after-sales service program that is continuously being updated and improved. Asahi parts and service centers can be found far beyond Metro Manila, covering Luzon, the Visayas and major cities in Mindanao. Things rarely go wrong with Asahi appliances, but when they do, technicians are on call and parts are available to put things right. Parts are replaced and units are repaired and returned as good as new, as soon as possible.

Asahi is a Superbrand with its consistent delivery of the brand promise, making it the brand as it is. Integrity is what we are all about.



THINGS YOU DIDN'T KNOW ABOUT ASAHI

- Having achieved a warranty claims rate as low as 0.0003 percent, the company's Quality Assurance Department still works double time to improve quality and meet all objectives.
- Asahi also offers many other home appliances. These include LPG stoves, electric stoves, rice cookers, hotdog waffle makers, oven toasters, electric kettles, blenders and flat irons. The company even makes weighing scales and pressure cookers. And don't forget the dengue mosquito killer.

Atienza Naturale

THE MARKET

To quote: "Wellness is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. It has been used in the context of alternative medicine using the phrase high level wellness in the 1950s. The modern concept of wellness did not, however, become popular until the 1970s. This is consistent with a shift in focus away from illness in viewing human health, typical of contexts where the term wellness is used. In other words, wellness is a view of health that emphasizes the state of the entire being and its ongoing development. The dimensions of wellness may include mental, physical, spiritual, social, occupational and environmental health conditions; with wellness being the result of personal initiative, seeking a more optimal, holistic and balanced state of health and well-being across multiple dimensions. Understanding wellness is the state of optimal well-being that is oriented toward maximizing an individual's potential. This is a life-long process of moving towards enhancing your physical, intellectual, emotional, social, spiritual, and environmental well-being. "Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being." Wellness is an active process of becoming aware of and making choices toward a more successful existence.

Having said this who actually adheres to the concept of wellness?

- MALE/FEMALE
- WORKING INDIVIDUALS
- LACTATING MOTHERS
- NATURALISTS
- BASICALLY EVERYONE WHO IS INTO NATURAL ALTERNATIVES... YOU!

ACHIEVEMENTS

Our Mission/ Vision at the Atienza Natural:
TO HELP EVERY FILIPINO LIVE A HEALTHY LIFE.
FREE FROM SICKNESSES,
FREE FROM HARM AND
FREE TO LIVE THE LIFE THAT
GOD HAS INTENDED FOR THEM
TO LIVE.

HISTORY

When we speak of wellness the concept emanates not necessarily strictly from the East where alternative medicine today challenges Western medicine for cures but a lifestyle enjoyed by many who have adapted the culture of being sell and staying well. To date the wellness concept is a hot contemporary issue adhered to by a broad spectrum in society all over the world. Wellness centers are sprout-

MALUNGgay
The
Wonder
Gulay
MORINGA OLEIFERA



The Wonder Gulay!® Superbrands

"Gram-for-gram Malunggay (Moringa oleifera) leaves contain More Vitamin A than Carrots, More Calcium than Milk, More Iron than Spinach, More Vitamin C than Oranges, and More Potassium than Bananas." Trees for Life International (www.treesforlife.org)

Atienza Naturale Malunggay (Moringa Oleifera)

Now you can get all the health-giving benefits of Malunggay without the hassle of gathering leaves and preparing dishes. Each capsule of Atienza Naturale contains only pure and fresh Malunggay leaves so you can be sure of getting only the nutrients and minerals that will give your body the health boost and protection it needs.

Vegetable Capsules
Encapsulated in vegetable capsules not in animal-based substances.

MALUNGAY The Wonder Gulay! MORINGA OLEIFERA

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NO APPROVED THERAPEUTIC CLAIMS
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A Breakthrough in Skincare

Adsorb impurities. Cleanse the skin. Keep it healthy. Make it beautiful.

Atienza Naturale
ACTIVATED CARBON SKINCARE PRODUCTS

Atienza Naturale Superbrands

MALUNGAY SOAP

The Wonder Gulay nourishes your Skin, too!

Malunggay (Moringa Oleifera) is more than just a plant that provides health benefits because it is rich in vitamins, nutrients and antioxidants.

Now it also provides protection and care for the skin. Introducing, Atienza Naturale Malunggay Soap.

Made with real and natural Malunggay leaves, Atienza Naturale Malunggay Soap contains some of the health-giving properties of the herbal wonder that enriches your skin making it soft and smooth.

It can also help provide protection from infections and other skin-damaging elements like pollution and bacteria that may cause dryness and aging.

Bathe yourself daily in its luxurious lather and have a healthy, radiant and young-looking skin. And its fresh scent will keep you smelling good all day long.

MALUNGAY The Wonder Gulay! MORINGA OLEIFERA

Atienza Naturale
MALUNGAY SOAP

For orders, please call our Sales Office: (02) 5645628 / 0916 4636485 **www.atienzanaturale.com**

ing all over the globe so much so innovations and science meet where history and ancient cultures no longer clash but adapt towards a common good, the wealth and health of man. Western medicine has likewise adapted to this new concept so much so in hospitals and clinics today they indulge setting up centers. Wellness spas are definitely on the rise especially in the Philippines where spas are almost at every corner be it in the cities or municipalities all over. The concept engages Wellness Coaching to Body-Mind-Spirit Health omnipresent in women's magazines to vitamins peddled in multiple purpose stores. Understanding the concept behind the systems of medicine that possessed a sophisticated understanding of the principles necessary to promote and maintain human health and well-being focuses on the whole person; understanding the balance of good health of mind, of spirit. From hereon in we now enter the realm of holistic medicine most popular today in Asia. Attaining balance through proper sleep, moderation on all things, exercise, ethical behaviour, etc.

THE WONDER GULAY

MALUNGAY CAPSULES used initially to cater for breastfeeding and lactating Moms is now an expanded theory.

**They take MALUNGAY CAPSULES to enhance lactation. *This used to be taken only by Moms via a direct prescription from their doctors.*

In 1995 when "Kuya Kim" Atienza was still a counselor in Manila, his project under "NUTRITION" was to promulgate and disseminate free MALUNGAY capsules to the different barangays in his district. During this time, MALUNGAY was not yet well known. He was assisted by DOST in developing the product. He wanted to make sure that what he offers to his community, was the best. He gave it for free to public schools as well in order to ensure that the children in his district are not undernourished - that they are strong and healthy. Every month, the children were weighed and monitored to see if they were well-nourished and are developing the way they should - true enough, "Kuya Kim" today's well known TV personality and celebrity would get reports that truly; Malung-

gay has helped these children perform better in school. He kept this project for 9 years until the end of his term.

THE PRODUCT

- 500 mg @ only Php8/pc
- Fresh MALUNGAY leaves (color)
- Checked for LEAD and HEAVY METALS
- Air dried in a cavern
- Vegetable-based capsule
- See through-capsule in order to guarantee freshness and chlorophyll
- FDA approved
- US FDA approved
- No preservatives, no saturated fat and no sodium (unlike the other oil-based products in the market)

RECENT DEVELOPMENTS

- It is considered our NATIONAL Vegetable
- It has grown in popularity as a potent source of valuable vitamins and nutrients.
- It has replaced the role of chemically produced multivitamins in the market.
- It is supported by naturalists, homeopaths and Mothers to ensure that their families are healthy and with a strong immune system

In 2012, ATIENZA NATURALE MALUNGAY capsules were distributed only in small specialty stores such as Echo store, Pepper jack stores and other "organic" stores/expo. In June 2013, Mercury Drugs accepted the A.N. Malunggay in all their branches nationwide. In July 2013, Watsons accepted A.N. in all their branches nationwide. In January 2014, Rose Pharmacy welcomed A.N. Malunggay in their MM and Cebu branches.

In February 2014, A.N. Malungays were sent to California, Japan, and Australia via international dealers.

PROMOTION

We know the value of Marketing and how it can create brand awareness therefore we used the tri-media mix when we launched our product last June 2013, we used all platforms that we could use in order to create awareness.

We also know the value of in-store promotions therefore, we used a "Kuya Kim" mascot in each outlet to explain what the product is about and how it can help each individual/our market.

At the end of the day, whatever marketing mix you launch, if your product is sub-standard, people will stop patronizing the brand/product therefore ATIENZA NATURALE INC ensures that the MALUNGAY CAPSULES are best in quality and the price is very much economical.

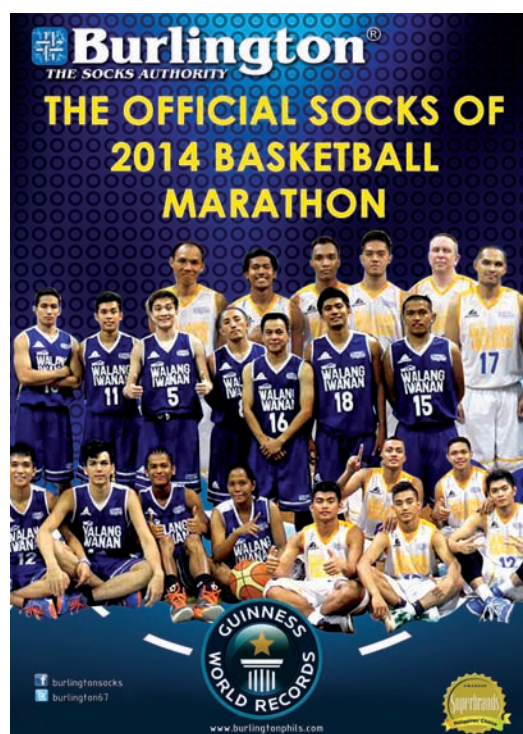
BRAND VALUES

ATIENZA NATURALE INC encourages people to live life to the fullest by ensuring that they are physically and spiritually healthy. Every week, wellness seminars are held at the BUHAY building in Opalo St Manila for free. Every month, spiritual seminars are held in the same venue. ATIENZA NATURALE MALUNGAY is PRO-LIFE, PRO-FAMILY and PRO-PHILIPPINES.

ATIENZA NATURALE MALUNGAY is a multivitamin supplement but it has other great benefits that can help each family.

THINGS YOU DIDN'T KNOW ABOUT ATIENZA NATURALE

- It is good for lactating moms since it stimulates lactation and it makes her milk nutritious for the baby.
- It is also a good source of fiber, so it helps each pregnant woman in dealing with constipation
- It is good for Erectile Dysfunction thus, it may help couples make children.
- It is good in boosting children's immune system without affecting the organs of the body
- ATIENZA NATURALE INC. only produces only Philippine-made products.
- A percentage of A.N. sales are given to Home for the Angels. A shelter for abandoned babies that was built by Mayor Lito Atienza during the 1990's.



THE MARKET

People judge you not by the size of your feet, but by whether your socks match. Burlington socks always match. And more.

We don't notice our feet unless they cause us pain. We tend to take them for granted knowing they're simply there. And as long as our socks are without holes, they, too, get little notice. Shoes without socks put our feet at peril from blisters and other maladies, so we need to choose our socks with care. Comfort, hygiene, fashion, protection and freshness are the attributes Burlington socks are best known for.

While there are multiple varieties of socks as fashion may have only two distinct categories really exist. Be it for sports and dress socks. Burlington was the esteemed Socks Authority and to date stands as the Socks Authority, period. Burlington has mastered the art (the science) of combining quality weave and comfort into hosiery. We take for granted innovations with socks over the decades, but few companies can weave together all the essentials for excellence in manufacturing socks. Beyond that is a Burlington for every look and use—sports, casual, high fashion, school and work—and for every foot—man, woman or child. Burlington has expanded its products to include foot accessories and shoe care.

Burlington is the trusted trademark owner of three Philippine brands of socks: Burlington The Socks Authority, BioFresh Antimicrobial Socks, and Camp Socks. Beyond those are Puma Sports Socks and Bally Dress Socks, two international brands trademarked by the company. This range makes Burlington a one-stop hosiery shop, giving it right to call itself The Socks Authority.

ACHIEVEMENTS

The meticulous approach to weaving high quality socks into every pair is reflected in the array of accolades the company has garnered over the years.

Most recently, Burlington was The Official Socks of 2014 Basketball Marathon.

HISTORY

Mil-Oro Manufacturing Corporation, the fore-runner of Burlington, was incorporated in 1967 when the owners envisaged a business that would lead the socks industry. Patiently and with diligence, management laid the foundations for a company that would in time reach number one in quality. In 1992, company expansion put into action the results of meticulous studies by introducing innovative manufacturing machines into the industry. To date Burlington boasts of 200 stores nationwide with no mergers or acquisitions concentrating on its core competence and responsibility.

First was the new brand, Burlington Industries Philippines Inc., which followed a comprehensive modernization program, including the automation of manufacturing processes. Burlington now operates a fully computerized phalanx of Italian-made machines. The company's research and development also aggressively pursued innovation with sensitivities finely tuned to detect ever changing consumer preferences. The team's finely honed skills enabled the company to respond to market changes by developing products to satisfy consumer demand.

THE PRODUCT

The company prides itself in offering the widest range of hosiery and foot care products.

Aside from its signature Burlington socks, the company specially developed its unique sports line labelled XT Premier last 2013. The XT Premier collection comprises of basic and unique designs that will keep your feet comfortable and protected as you do your favorite sports. It has compression garter for snug fit, cushion for comfort and support, impact protection and moisture absorption.

Burlington stockings – The brand also carries a wide range of hosiery. Be it knee-highs or pantyhose, Burlington carries it all. Recently, the brand also launched its very first Do-It-Yourself stockings. Customers can be bold and express their mood - their imagination is their limit. No matter how you design it, no run will happen.

Biofresh – BioFresh MICROAIR antimicrobial socks are made of microfibers that are spun together to give the perfect comfort and fit. Unlike the traditional cotton, microfiber is made up of fine threads to form a single thread. It captures and releases dirt & moisture leaving the surface clean and dry. Designed with AIR-COOL technology, it gives extra breathability and allows for faster evaporation of odor and sweat. BioFresh MICROAIR eliminates bacteria and micro-organisms that cause bad odor.

Compression Health Stockings (BioFresh Stockings) – As part of the company's corporate culture in providing satisfaction to the consumers, BioFresh launched COMPRESSION HEALTH STOCKINGS to further improve one's health condition and reinstate the health promise of the brand. Biofresh Compression Health Stockings are woven in a special way so that they are tighter near the feet and gradually become loose as they go up the leg. The steady

compression helps blood flow out of the leg, veins and back towards the heart.

The company's passion for innovating and developing new products roots from their desire to take good care of their customers. They take the effort to satisfy all its customers by offering a variety of products made with utmost quality and innovation.

Burlington is ISO certified.

BURLINGTON IS A SUPERBRAND!

RECENT DEVELOPMENTS

In its 47th year of producing excellent quality hosiery and accessories, Burlington has extended its product line to meet the demands of evermore trendy wear. There is a consistent upgrade of equipment and machines sourcing the latest in innovations.

With its very new partnership with Microban, the number one built-in antimicrobial treatment in the US, Burlington will be coming out with its best product yet. Burlington with Microban socks works continuously to help prevent the growth of odor causing bacteria, mold and fungus. Microban keeps the socks cleaner, fresher for longer, protecting your feet 24/7. It is targeted to launch this end of 2014.

The BioFresh underwear collection has now introduced new sets of designs that perfectly fit consumers who want to feel clean and fresh within. The brand is the first and only underwear on the market treated with antimicrobial technology. The latest scientific studies of antimicrobial technology confirm the technology used in BioFresh Socks to be the safest of all, for people and the environment alike. The technology complies with EU BPD and US EPA regulations.

With the evolution of digital media, Burlington, Biofresh and Puma launched their new website integrated with an online store. With this ap-

proach, online shoppers can now access the latest collections anytime and from anywhere. Discounts, freebies and free shipping accompany a minimum purchase.

The expansion products into shoe care is the all new exciting product line designed to complement their core competence. With their partnership with Shucare Australia, Burlington now offers a wide range of high quality, affordable and easy to use shoe care products. With benefits such as bees wax and silicone, Burlington Shucare can gently help keep your shoes and leather goods looking brand new. The eco-friendly line includes leather cleansers, creams and polish, suede and nubuck cleansers, water proofers and a lot more.

PROMOTION

Modern life comprises increasing enthusiasm for sports as people seek a healthy way of spending leisure time and an outlet for their energy. Burlington supports this healthy life style and joins in promoting sports at all levels, from the highest pinnacles to the grass roots of society.

Print ads and an online campaign on social networking sites, in-store promotions to out of home advertising have been strategic platforms utilized. The XT Premier campaign launched the raffle draw and print advertisement for awareness. Biofresh enjoys a TV ad campaign launched at the all popular noon time show "Eat Bulaga" while the Biofresh Pink Collection launched a Fashion Show at the SM North Edsa successfully received by the density of fans and loyal consumers.

There is a concerted and sustaining effort to stay relevant on-line through the multiple social networking sites (updates), the traditional print ads, event sponsorships and ABL/BTL marketing.

BRAND VALUES

The consistent delivery of our brand promise over the decades has brought Burlington the integrity needed to make us the brand. Burlington is undoubtedly the Socks Authority in the Philippines. Burlington socks are the embodiment of principles highly valued by the company. These principles include commitment to the development of human resources and constant innovation.

The company uses advanced equipment to manufacture socks in large quantities and employs modern technologies to maintain superior quality.



The company supports various youth and sports programs by providing financial aid through scholarships, holding sports clinics and helping people care for their feet with Burlington socks.

Burlington's claim as The Socks Authority is uncontested. A glance at the homegrown range of Burlington socks confirms that Burlington offerings are 100 percent world class.

NEW!!!



BioFresh
ANTIMICROBIAL TECHNOLOGY

Medical Compression Stockings

- ✓ Kills 99.9% of odor causing microbes
- ✓ Hypoallergenic
- ✓ With silicon band to prevent roll downs

Helps increase blood circulation. Reduce swelling and leg fatigue.

www.facebook.com/biofreshtech www.biofreshtech.com



THINGS YOU DIDN'T KNOW ABOUT BURLINGTON

- Burlington has already produced more than 15,000 different designs over the years.
- There are Burlington outlets in almost all cities across the Philippines, from Cagayan in the north to Zamboanga in the south, from Palawan in the west to Samar in the east.
- Burlington uses more than 100 different shades of colors to produce its designs.

BusinessWorld™

INCREASE YOUR BUSINESS INTELLIGENCE™

The country's leading business newspaper represents four decades of professional economic journalism.

HISTORY

Founded by Ramon Magsaysay Awardee for Journalism, Literature and Creative Communication Arts **Raul L. Locsin**, BusinessWorld traces its roots to **BusinessDay**, Southeast Asia's first business daily, which had its maiden issue in February 1967. In its maiden issue, the paper pledged "competent and responsible reporting of the news."

BusinessDay made its transition to BusinessWorld in **July 27, 1987**.

Unlike its predecessor, **BusinessWorld** has had to compete from the very start with other business dailies and several other papers with expanded business sections. But the paper managed to position itself comfortably in the overcrowded industry. Indeed, not all business papers are created equal.

AT PRESENT

In September 16, 2013, BusinessWorld became a part of the MVP Group of Companies through **Media Quest**.

The business paper comes out Monday through Friday (with a Saturday exclusive online edition) with national circulation of more than 100,000 as of February 28, 2014.

THE READERS

Its readers and subscribers are trendsetters and decision-makers -- leaders in business, industry and government, both here and of governments and corporations abroad that are keen on Philippine business updates.

Coming from socio-economic classes A, B, and upper C, BusinessWorld's readers are mostly male (55%) aged between 25-65 years old; are better educated: 80% are college grads, 6% have Masters; are professionals, executives, office workers, and entrepreneurs.

74% of the readers are residing and working in National Capital Region (NCR), while 25% are in key provincial cities. The rest are foreign subscribers.

RECENT ACHIEVEMENTS & DEVELOPMENTS

General broadsheets included, **BusinessWorld** ranks fourth in the industry in terms of advertising revenues. This, despite its five days a week frequency compared to the seven days of the other papers. BusinessWorld is also the "most read business daily in the country" according to the Nielsen's Consumer & Media View Study Q4 of 2012.

To cater to the growing number of readers using smartphones to access BusinessWorld, in 2011, **BusinessWorld's mobile site** (m.bworldonline.com) was launched during the BusinessWorld's 24th anniversary party.

BusinessWorld has been a constant Superbrands awardee for Business Newspaper since 2009.

THE PRODUCT

BusinessWorld has extended its coverage to meet the growing demands of today's sophisticated readers. Today's BusinessWorld comes with monthly and annual companion publications:

High Life magazine, the award-winning monthly magazine that features the lifestyle of interesting people whose uncommon lives of affluence and influence have impacted on business, art, and/or society.

Top 1000 Corporations, the annual publication released every November, covers the financial data from the Philippines' leading corporations.

Anniversary Report, another annual publication released every July, features topics of economic and business significance.

BW Files, is a monthly insert containing a compilation of the latest government regulations such as executive orders, administrative orders, memorandum circulars and proclamations of the President of the Philippines and of government departments, including relevant Republic Acts passed into law by Congress and tax-related regulations issued by the Bureau of Internal Revenue.

BusinessWorld
INCREASE YOUR BUSINESS INTELLIGENCE™

HIGH LIFE
BusinessWorld

BusinessWorld
TOP 1000
CORPORATIONS IN THE PHILIPPINES

BusinessWorld
files

Her
Word.com

C O D E X
BusinessWorld News Archives

BusinessWorld also publishes **Special Reports**, **Special Features**, **Entrepreneur**, and **Health Guide**.

For the highly mobile and technologically inclined market, there is **BusinessWorld Online** (<http://bworldonline.com>), the electronic version of the newspaper which delivers up-to-date business news even on weekends; and **Herword.com** (<http://herword.com>), the online female community that provides information on everything a woman could possibly need, want and more. **Codex**, its electronic archives, is one of the Philippines' most extensive banks of the country's business news and information, published since 1994.

In addition, BusinessWorld also stages learning events for its readers and advertisers:

BusinessWorld Best Practices Forum Series, a bi-annual event (since 2006) where BusinessWorld subscribers may interact with key figures in government and the private sector who will impart best practices in their respective company and industry.

BusinessWorld Entrepreneurs Forum, another bi-annual event (since 2005) which aims to further raise the awareness of Filipinos of the contribution of the SMEs to economic growth and the subsequent reduction in poverty.

Ladies Who Lunch: The BusinessWorld Female Forum, is a gathering of accomplished and empowered women every March and October (since 2007) where insightful thoughts and experiences on the topic/theme are tossed over a sumptuous lunch prepared especially for the ladies.



BusinessWorld Student Forum is the newspaper's way of reaching out to the students (4th yr college and graduate school) to provide them additional learning beyond their textbooks and classroom discussions.

Raul L. Locsin Invitational Golf Tournament (every July, since 2010) and **The BusinessWorld Cup** (every December, since 2002), the two annual golf tournaments for friends and clients.

BRAND VALUES

BusinessWorld, the country's premier business paper, is poised to take on the next phase of print and online media's evolution. The future will see the company in continuous pursuit of new projects, introducing new publications, forging strategic partnerships, and giving its readers total business solution.

Despite change, BusinessWorld's success over the years has constantly been anchored on a firm belief that **a newspaper is a public trust**. The company has been flexible enough to introduce new sections to meet the market's rapidly changing needs.

HerWord.com

HerWord.com

In 1995, BusinessWorld Publishing Corporation saw the potential of the Internet. As a pioneer in online newspaper publishing in the Philippines, it cast its lot in what was then uncharted territory. But while the potential of the Internet may have been apparent to matters of business and the economy,

how the Internet would affect the everyday lifestyles and concerns of people was not yet obvious. In spite of all these preconceived notions people had of this strange new medium, BusinessWorld launched websites that catered to specific subjects. HerWord.com was born thanks to that foresight.

That the Internet would be something that would touch the lives of the Filipina became apparent early on. The response was overwhelmingly positive and clearly, HerWord.com opened a new avenue for both the Internet and for Filipino women.

In 2001, the first pages of HerWord.com were put online, offering advice on health, training the spotlight on Filipina achievers and letting readers know the latest in entertainment, food and travel. It recruited experts as columnists and encouraged readers to participate in creating a website that truly spoke to the Filipina. Everyday, women with everyday concerns wrote in to give a piece of their mind on issues of the day. With each update of the page, a clearer picture of what is on the Filipina's mind became clearer.

They want to be inspired. Putting a face to HerWord.com are the many extraordinary Filipinas that have been featured on the site. Women who have made it to the top of the corporate world, women who pioneer social enterprises, trailblazers in art, women trying to make a difference in politics and society—they all find a place in HerWord.com through the *Workbook* section.

They want help. The most popular sections of HerWord.com offer practical advice and useful information on the business of life. Readers log in to the *Healthdesk* section to get health advice on everything from how to deal with post-partum depression to the pros and cons of cosmetic surgery. They educate themselves about women's rights, and some find comfort in knowing that they are not alone or helpless when it comes to domes-

tic violence and spousal abuse through the *Her Rights* section.

They want to make themselves better. With the increased number of Filipino women in the workforce, coupled with their traditional role of keeping the purse of the family, financial advice has never been as relevant. HerWord.com supplies a steady stream of practical financial advice through *Her Money*, a section dedicated to personal finance. In addition, HerWord.com also keeps its readers updated with select features on entertainment, leisure, fashion and food—all the little things that make life a little more interesting — *through sections Living, Pantry, Tester, Unwind and Her-o-scope*.

They want to be heard. Understanding women begins with listening to what they have to say. HerWord.com engages readers to participate in the website through essays posted on the *Her Words* section to comments boxes, and social networking sites Facebook and Twitter, where they voice out their opinions or share their personal stories.

They want to reach out. Even from its inception, HerWord.com saw the importance of connecting with its community. Over the last 10 years, it has organized events and fora documented on the website's *Forum* section that aimed to stimulate discussion on the issues that matter to the Filipina, be it health, career, or relationships.

THINGS YOU DIDN'T KNOW ABOUT BUSINESS WORLD

- In September 1988, the BusinessWorld Top 500 Corporations in the Philippines was released. It has since become one of BusinessWorld's most anticipated annual publications, now known as the **Top 1000 Corporations** in the Philippines.
- To keep up with the times BusinessWorld, in October 1995, ventured into on-line publishing making it the first newspaper in the Philippines—and one of the first newspapers in East Asia—to be available on the Internet, thus the birth of **BusinessWorld Online**.
- With its remarkable growth in 1991, BusinessWorld inaugurated **World Press, Inc.**, a wholly-owned printing subsidiary.



CHERUBIN RUBBER CORPORATION



MARKET

Cherubin Rubber Corporation (CRC) is the first exclusive rubber balloon company in the Philippines. The company has stood through the test of time and has been able to specialize in producing party balloons in various sizes and colors.

Cherubin Rubber Corporation's customers can be found throughout the archipelago. It is a fact that the Filipinos are fond of parties and celebrations. Small to medium enterprises, and even large commercial establishments from Luzon to Mindanao sell, distribute and/or use Cherubin balloons. Our balloons also reach our Filipino communities abroad, from the Middle East to America, through balikbayan boxes.

Quality has always been an important factor for Cherubin Rubber Corporation in manufacturing balloons, that our customers are drawn to be loyal to, supporting and patronizing of it. In addition, the company focuses on customer concerns, inquiries and recommendations, all for the purpose of improving the product and our services, and creating strong customer relationships.

Cherubin Rubber Corporation is continuing to improve its manpower and machineries as there is still room for growth in the market through reaching other areas or provinces in and out of the country. Usage of party balloons has always expanded through the creative minds of the user: from the birth of a child, to birthday celebrations and to debut and weddings. Bal-

loons are also used in various experiments and have captivated ideas even in movies - with a noteworthy example of an animated film where they tried to fly a house using party balloons. There is abundant room for an entrepreneur to enter and start a balloon business.

ACHIEVEMENTS

In 2013, Cherubin Rubber Corporation celebrated its 27th year in manufacturing rubber balloons. It started back on 1986 as simple plant with a makeshift store. It was located in Malabon and it distributes balloons to customers on Divisoria, Manila for them to try and sell. Now, the company has a wide range of customers, distribution channels and customers scattered throughout the country.

Cherubin Rubber Corporation is certified by the International Organization for Standardization for Quality Management System (ISO 9001:2008). It is also proud to have earned Superbrand status (Volume VIII), a Seal of Excellence in the industry.



HISTORY

Cherubin Rubber Corporation (CRC) started as a backyard industry with family members (LEE-BARRANDA) as incorporators. It started in Malabon, on an old rented warehouse with a small cubicle serving as the makeshift laboratory. After several years, CRC transferred to Grace Park, Caloocan to have the capacity for increase production. The first seven years of the company's operation was filled with hardships and sacrifices, but passion and faith motivated the family and its employees to persevere.

In 1998, CRC transferred to its new site in Meycauayan City, Bulacan to again cope with the increasing demand for the product and to be better fit on competing globally. CRC then acquired automated machines despite the economic crisis that plagued the country at that time. The company grew slowly but surely. In 2007, CRC expanded its operations with a second plant located opposite its first one to further cater to the increasing demand for balloons in the country.

CRC is spearheaded by Mr. Allan B. Lee, a Mechanical Engineer Grad-



uate with a Masteral Degree in Business Administration. He is a businessman and manufacturer of plastic toys. He initiated this business venture as a personal challenge from his late father, Mr. Dai Yew Lee (D.Y. Lee), who dreamt of owning a balloon factory as a legacy to his children.

Quality balloons have been the sole product that led to the success of the business. Further, the commitment to use quality raw materials has earned CRC the recognition of being one of the leading party balloon manufacturers in the country.

What the company has achieved is the result of the combined effort of each individual in the organization who was working toward common objectives, led by its President and CEO, Mr. Allan B. Lee and inspired by its honorary Chairman, Mr. D.Y. Lee.

In its continual quest for better quality, CRC has developed and implemented Quality Management System (QMS) to standardize company procedures, improve product quality and customer satisfaction, prevent nonconformance, and increase profitability. In recognition of the company's compliance with the standards of the QMS, it is certified with ISO 9001:2008 by Certification International Philippines. The Certification affirms and validates the Company's unwavering commitment to our customers and partners as a responsible leader in the balloon manufacturing industry.

Cherubin Rubber Corporation is not only for financial gain, but also responsible for the good of the society. We share our blessings and concern for safety and the betterment of the environment through various Corporate Social Responsibility activities.



Participated in Philippine Red Cross Million Volunteer Run



THE PRODUCT

Cherubin Rubber Corporation offers a wide variety of balloon color and sizes fit for all occasions. The variety includes: Size 10, Size 5, Size 16 (numbers correspond to the balloon's size in inches when inflated), Heart-shaped, Long Balloon and Multi-colored balloon. They are available in Red, Dark Blue, Light Blue, White, Yellow, Dark Green, Light Green, Orange, Pink and Purple for both regular and transparent shades. Size 10 balloons are the balloons regularly seen printed with designs during parties, placed on sticks or on a string. Size 5 balloons are commonly used as balloon centerpieces or floor balloons to spur up parties. Size 16 balloons or Mother Balloons are used on balloon bursting events. Heart shaped balloons are the perfect alternative for flowers on Valentine's Day. Long balloons are used at sporting events and in balloon crafting to make animals, flowers and the likes. Multi-colored balloons are unique because of their colorful appearance. The innovative approaches towards new product lines are geared to developments of the marketplace and consumer preferences. The product is not just the balloons, but also the employment generation we serve and to the budding entrepreneurs who are our partners.

Balloons are packed in hundreds (100s) and fifties (50s), and can be on solid (one color per bag) or in assorted colors. Cherubin balloons have been the preferred brand for balloon decorations, from balloon arc, pillars and even table centerpieces. An important feature of Cherubin balloons is that it can be used for both indoor and outdoor events, with its quality and durability allowing it to last for several days.

RECENT DEVELOPMENTS



Cherubin Rubber Corporation, with the continuous blessing of the Lord, was able to renew its bond with two premiere achievements. After being included in the 7th Volume of Superbrands, CRC was awarded its second certificate from that organization after landing on Superbrands Volume VIII last December 11, 2013. Blessings were bountiful, as a second certificate from the Certification International Philippines (CIP) was also received, with the company receiving a renewed ISO 9001:2008 Certification valid from December 16, 2013 up to December 15, 2016.

PROMOTION

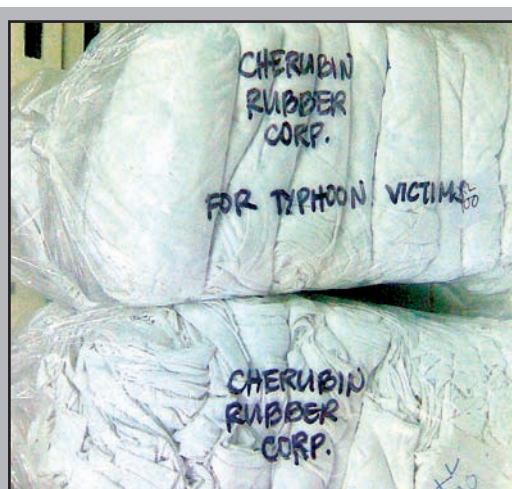
Cherubin Rubber Corporation's advertising campaign is implemented on multiple platforms it pursues in television, newspapers, and magazines and on the internet. In addition, flyers, streamers and tarps are also distributed and placed all over the country, especially to our customers as their tools to guarantee their Customers that they are using "Quality balloons from Cherubin Rubber Corporation." We also have our own website and social media campaign.

Cherubin Rubber Corporation regularly conducts a seminar entitled "Learn the Business and Basic Training of Balloon Craft for FREE" to aspiring Entrepreneurs who would like to start a balloon business. Basic balloon decorations, guide and start-up procedures are taught during the Seminar.



BRAND VALUES

Cherubin Rubber Corporation has always been known for producing premium quality balloons, and for maintaining a harmonious relationships with its stakeholders (customers, suppliers and employees). Cherubin balloons, together with its logo of a Smiling Angel, has become a household name when talking about balloons. The values of Humility, United, Belief, Excellence and Social Responsibility form the foundation of the company's management philosophy. Cherubin Rubber Corporation, through its balloons, will continue to aim to bring joy and light, and be the centerpiece of every party. We are, after all, a Superbrand.



Corporate Social Responsibility
1,000 pcs T-shirt donation for
"Typhoon Yolanda Survivors" through
Philippine Red Cross.



THINGS YOU DIDN'T KNOW ABOUT CHERUBIN RUBBER CORPORATION

- Cherubin Rubber Corporation is the first and exclusive rubber balloon manufacturing company in the Philippines.
- Cherubin Rubber Corporation conducts training or seminars on the balloon business FREE for aspiring entrepreneurs.
- Cherubin Rubber Corporation is a partner of various non-government organizations like the Philippine Red Cross, and it supports various community projects through donations to schools and other institutions, as part of Corporate Social Responsibility.



THE MARKET

When you are stuck with the usual, the ordinary and the conventional, everything becomes dull and boring. Everything looks the same, everything tastes the same, everything becomes generic and everything offers no point of difference.

So what do you do when everyone behaves as if everything is written in stone? It's time to break away and change the rules of the game.

Change the rules. Reinvent the game. Turn the tables. Take the lead. That's exactly what the maverick team of Chooks-To-Go did, starting from day One.

Ronald Mascariñas, President of Bounty Agro Ventures, Inc. (BAVI), under which Chooks-To-Go is one of its flagship brands, believes the room for growth in the industry is still immense and market opportunities are as big as his vision for the brand.

With him at the helm, the company underwent massive modernization and studied common problems faced by players in developed countries, including those that have folded up in the country. And so, the Philippine market welcomed the birth of Chooks-To-Go, the delicious roasted chicken brand that eventually became word-of-mouth among chicken lovers.

ACHIEVEMENTS

What's now known as Chooks-To-Go successfully emerged in the pilot-test of the brand in November 2007 with ten roasted-chicken outlets in the Visayas (Central Philippines).

the years, the brand has become famous for its unique-tasting goodness: "Masarap Kahit Walang Sauce".

HISTORY

BAVI was incorporated as a member of the Bounty Fresh Group of Companies in 1997. It embarked on a full-scale expansion in 2002 to cover provincial Luzon and the whole of Visayas and Mindanao. At the same time, sister company Bounty Fresh Food Inc. (BFFI) covered Metro Manila and Central Luzon, thereby bringing the Bounty Fresh Chicken brand to the entire Philippines.

In 2009, BAVI ventured into the oven-roasted chicken business under the "Chooks-To-Go" brand name, completing the entire integration cycle of the poultry operations from the farm to the dinner table.

The first store under the Chooks-to-Go brand name opened in Pampanga in February 2009. Its unique selling proposition of being "masarap kahit walang sauce!" is its main differentiator, and this led to the overwhelming enthusiastic acceptance of consumers.

The success of the brand is credited to its forward-looking management team. BAVI Chairman and BFFI President, Tennyson G. Chen, revolutionized the broiler chicken production



BAVI embarked on a full-scale expansion by the second half of 2008. The stores were named Chooks-To-Go in 2009, and the new brand was officially launched nationwide with a tri-media campaign. By 2010, Chooks-To-Go gained market leadership with a network of more than 500 stores.

Today, the brand has close to 1,000 stores nationwide, enjoying word-of-mouth popularity from millions of satisfied consumers.

Sales growth has been phenomenal, making it the dominant leader in its category. Through

industry and pioneered many of the systems now being used by the country's poultry integrators. He was named Entrepreneur and Master Entrepreneur of the Year in 2010 in the highly prestigious SGV Foundation's Ernst & Young Entrepreneur of the Year Awards.

BAVI President, Ronald R. Mascariñas, was the trailblazer and game changer of the company. A product of the country's premier agri-business and business management institutions (UP Los Baños and Asian Institute of Management), he led the company to surge forward. And he is not stopping yet as he has a penchant of seeing opportunities in seeming obstacles and challenges.

THE PRODUCT

One of the many surprising facts about Chooks-to-Go, aside from it being delicious even without the sauce, is that it is the only roasted chicken brand that offers two flavors— Sweet Roast and Pepper Roast. Chooks-to-Go also offers a wide range of chicken products. Aside from oven-roasted chicken, they also offer fresh chicken bought per kilo and fresh and marinated chicken cut-ups.

The brand has become popular among Filipino chicken lovers in the Philippines, offering ten (10) delicious chicken favorites:

- **Sweet Roast** – The classic roast chicken flavor with a hint of honey that's so great even without sauce.

- **Pepper Roast** – The right hint of pepper and special spices sets this savory oven-roasted chicken flavor apart.

- **Fried Chooks** – It's the favorite Chooks-to-Go oven-roasted chicken that's made even more irresistible by deep-frying! The flavor sinks deep into the chicken, from the crispy skin all the way to the juicy meat.

- **Juicy Liempo** – It's the Filipino's favorite roast pork belly that is made even juicier and tastier with a special blend of spices by Chooks-to-Go.

- **Chooksie's Dressed Chicken** – Chooksie's Fresh Chicken is the one that fits everyone's budget perfectly. With three sizes to choose from (Lite, Regular, and Jumbo), anyone can enjoy the chicken that matches the budget of every Filipino family. Chooksie's quality is assured due to its Bounty Fresh heritage that is considered Asia's Best.

- **Chooksie's Chicken Cut-Ups** – Chooksie's chicken that is cut into different parts that is perfect for any classic Filipino chicken dish and sold at 600g packs.

- **Chooksie's Marinado** – Pre-seasoned Chooksie's cut-ups that can be cooked anytime, anywhere. Available in Classic Sweet, Spicy and Pepper Flavors.

- **Chooksie's Spicy Necks** – Marinated in a unique and delicious spicy blend, Spicy Necks is perfect as a viand and finger food.

- **Disney Chicken Nuggets** – Crispy, crunchy, golden Chicken Nuggets served with tangy barbecue sauce. Customers can choose between Mickey and Heart shaped nuggets.

- **Disney Chicken Hotdog** – Delicious and nutritious Disney-themed chicken hotdogs. Perfect for kids' school snacks or packed lunches.

PROMOTIONS AND RECENT DEVELOPMENTS

BAVI embarked on an ambitious advertising campaign in 2009 with thematic TV and radio efforts with a Cumulative +3 Reach of 82%. Also, Chooks-To-Go used serial 15 second-TVCs with the same central message but with different storylines to generate attention and further establish that Chooks-To-Go is the only roast chicken that is "Masarap kahit walang sauce!"

To maximize radio monies, direct buys with over 50 local radio stations nationwide were done, thereby reducing total radio spending by 60%. The use of six translations in various Filipino dialects was also an innovation because all six dialects were aired in all stations nationwide, thereby adding to the "makulit" and "kwela" equities of Chooks-To-Go, as well as reaching out to the various ethnicities dispersed in all corners of the country.

"Asia's Best Chicken" Campaign

In November of 2009, BAVI together with its sister company BFFI won the Asian Livestock Industry Award, the most prestigious award in poultry and participated by thousands of industry professionals in Asia. This became a launching pad for Bounty Fresh Chicken's tri-media campaign in May 2010 to establish Bounty Fresh as a premier poultry brand in the Philippines.

With the iconic Lea Salonga as the new brand ambassador, Bounty Fresh was able to introduce itself as a premium quality and highly credible chicken brand. A 111% increase in chicken sales ensued after the TVC airing.

As a result of Chooks-To-Go's 30s and 15s TVC materials, Chooks-To-Go's store sales achieved a 21% increase in its average daily sales.

"Gulat Ka Noh?" Campaign

In March 2014, Chooks-to-Go launched its first-ever celebrity endorser, Richard Yap. Richard Yap's appeal to moms across all market segments made him the perfect choice to endorse the brand. Richard Yap's endorsement was launched through out-of-home advertising and PR campaigns.

The campaign "Gulat Ka Noh?!" was launched with the objective of surprising roasted chicken consumers with Chooks-to-Go's developments and product and service offerings.

BRAND VALUES

Chooks-To-Go is excellence, heartwarming served to millions of Filipino households. From the farm to your dining table, the country's favorite puts the consumer at the very center of everything it does. In the words of its President, Ronald Mascariñas,

"We not only feed people; we give them the most delicious and best chicken-eating experience. We also provide employment, help the needy, and contribute our fair share in nation building. Through it all, we strive to maintain focus on our goals. While the work of the professional is never done, we can choose to make it fulfilling with integrity and social responsibility."

The company invests in the growth and development of its team members. It is commit-



ted to building a team that does the right thing for communities, shareholders and, above all, to its consumers.

BAVI is likewise engaged in several advocacy themes like improvement of general public welfare, partnering in production of public awareness films ("HIV" and Dengue Awareness program of DOH) and PGH fund-raisers to help PGH patients.

It has participated in several cause-worthy projects such as helping the urban poor, the CHILD House Project with Ms. Earth, Lingap-Kapwa's feeding program and vaccination, and Anti-Drugs campaign through the production and public screening of the antidrug film "Tulak" nationwide.

THINGS YOU DIDN'T KNOW ABOUT CHOOKS-TO-GO

- "Chooks" is the Australian term for "chicken", so the direct English translation of "Chooks-to-Go" is "Chicken-to-Go".
- Chooks-To-Go was listed as the number 1 restaurant in the Philippines that serves chicken. This was according to a survey conducted by Entrepreneur Magazine in May 2012, beating big fast food chains such as Jollibee and MangInasal.
- Chooks-to-Go's fanpage is the most liked roasted chicken brand on Facebook with 478,309 fans as of June 23, 2014.
- In 2010, Chooks-to-Go launched "Sayaw Fever", a nationwide dance competition to search for the group with the best chicken dance interpretation. In this competition, BAVI gave away P1,000,000 to the grand winner. So far, this is the biggest cash prize recorded in the history of dance competitions in the Philippines.





SINCE 1937



THE MARKET

Consumers' needs and preferences are continuously changing as a result of modern trade, however; the demand for quality and affordable goods still holds true. It is in this regard that Columbia International Food Products, Inc.'s (CIFPI) confectionary, snacks, and beverage creations appeal to both the Filipino consumers' taste and budget.

Filipinos' love and attraction for all things sweet are undeniable which is why the company continues to explore and develop new treats and excite consumers' palates. The company's diverse product-line effortlessly caters to the whole family and across different market class. Consumers from all walks of life equally enjoy the delectable products of Columbia. With the remarkable success of Columbia's confectionery line, the company has later expanded its business to producing beverage and snack products.

Being a family-owned business throughout gives the company the advantage to manage and maintain its high level of product quality and sincere commitment to uplifting the lifestyle of the Filipinos. It is said that several generations of Filipinos grew up with their Columbia candy & snack favorites.

The company's commitment to producing world-class quality treats at a price affordable to Filipinos translates to consumers' continued patronage. The company shall continue to thrive with its innovative and creative marketing strategies, as well as its continuing product research and development here and abroad. It will stay true to its commitment in making

daily life more enjoyable for millions of Filipinos and in providing the best for generations to come.

ACHIEVEMENTS

In a country where majority of consumers have a strong fascination for foreign brands, it is a challenge for local brands to be recognized. However, this did not prevent Columbia from winning the hearts of Filipino consumers. Indeed, Columbia has become a household name and a brand that Filipinos have come to love and trust.



Since its debut in 1937, the company has developed into a corporation that caters to a broad and diverse market segment and is now the largest local confectionery in the Philippines. From its humble beginnings selling only candies and gums, Columbia today manufactures and markets more than 30 product-types; ranging from chewy candies, hard candies, gummy candies, lollipops, beverages and biscuits. It has produced over 90 SKUs (Stock Keep-

ing Unit) of candies, and as it being the primary product sold by the company, consumers can only count on the number to grow even further.

For over 75 years, Columbia has made sure that consumers get no less than the best ingredients, taste, and value; hence, the company has received numerous awards from several reputable institutions, such as Superbrands. The company is grateful for its achievements and recognitions, but more importantly for the trust and loyalty of the Filipino people to the brand.

HISTORY

Columbia was established in 1937, founded by Don Go Peng Kuan. The founder himself personally produced candies and sold them in different part of the country. From such inauspicious beginnings, Filipinos soon developed a love for Columbia's quality sweets, resulting in the company's steady growth. Today, Columbia invests in state-of-the-art equipment and applies international manufacturing processes using advanced formulations acquired from all over the world, which are also constantly being upgraded.

Under the stewardship of its President, Mr. Reynaldo Go, the company is now recognized as a key player in the market producing world-class confections, snacks and beverages. The president himself travels around the globe to observe market trends and conduct substantial research in order to find the finest ingredients and the tastiest treats to develop locally and offer at a more reasonable cost.



THE PRODUCT

The company at present has more than 100 product variants, all meticulously created to meet global standards. Brands like Potchi, VFresh, iCool (Gum and Chewy), Yakee, Pintoora, Monami, Frutos, Frooty and Champi have won the trust and respect of the satisfied consumers in the country. Likewise, the company's more recent beverage (Chocquik and My Juiz) and biscuit (So Lucky, Otso, Bida, Kokola and So Waffly) brands have equally received a warm reception and support from consumers.

RECENT DEVELOPMENTS

Columbia's biscuit line is the company's most recent venture and in less than a year, it has already made quite an impression in the market. Consumers are starting to discover and love Columbia's delicious & healthy biscuit products such as: So Lucky (soda cracker), available in plain or with chocolate, butter or lemon filling; Otso chocolate sandwich cookie with cream filling (chocolate/vanilla/hazelnut); Bida cracker, plain or sandwich with cream filling (peanut butter/cheese); Kokola cream filled biscuits, available in chocolate, strawberry & queso de bola; and My Bida Cracker Sandwich, available in Chocolate, Mocha and Peanutbutter.

With expansion plans, another major milestone is the inauguration of its new office, the Columbia Centre in Pasay City; a privately owned building of Columbia.

PROMOTION

Columbia has been consistently aggressive in both mainstream and below-the-line approaches to introduce and promote its various brands like Vfresh, iCool, Potchi, Frooty and Chocquik among others.

Some of the more recent promotions are:

- Tropang Potchi — an educational game and variety show for kids which was originally being aired on QTV11 then later moved to GMA 7. The show won special citation for Best Children & Youth Program in the recent 33rd Catholic Mass Media Award (CMMA). It was also nominated as Best Children Show in the 25th PMPC Star Awards for TV.

- So Lucky "Hating Kaibigan, Hating Kapatid" — originally a short film produced by GMA 7 in cooperation with Columbia as part of GMA 7's mini-Christmas series, later, converted to 30-second commercials for the brand. So Lucky. The short film made it as finalist in the 2012 Ad Stars International Advertising Festival and will compete for the Ad Stars Grand Pix at the Busan Exhibition and Convention Center in Haeundae in South Korea on August 23 to 25, 2012. Similar to the previous ad campaigns of Columbia, the So Lucky ad material promotes good values such as compassion and sensitivity for the less fortunate.



BRAND VALUES

Quality and value for money are what comes to mind when you mention Columbia. Consumers have come to trust the brand for its capability to provide affordable quality treats. Hence, whenever people see the Columbia red and white logo, they automatically think of the delicious sweets that they grew up with. Consumers can't help but feel proud, for it is a brand which they consider their own, a truly Pinoy brand.

It is an honor to once again receive Superbrands award. This achievement will serve as a driving force for the company to advance further for product excellence and consumer satisfaction.

AWARDS & RECOGNITIONS

- 2005 National Shopper's Choice Annual Awards: No.1 Confectionery Company (National)
- Parangal sa Pamilyang Pilipino Family Products and Services Excellence Awards: Best Family-Oriented Confectionery Products Manufacturer
- 2005 Philippine Business Excellence Awards: No.1 Candy Manufacturer



- 2005 Philippine Business Achievers Award: Most Outstanding Confectionery Company
- 2004 Philippine Marketing Excellence Awards: Most Outstanding Confectionery Company (National Awards)
- 2005 National Products Quality Excellence Awards: CHOCQUIK, Best Instant Choco Malt Drink (National Awards)
- 2005 National Product Quality Excellence Awards: iCool Mint Bubble Gum, Best Mentholated Gum (National Awards)
- 2005 National Shoppers' Choice Annual Awards: CHOCQUIK, No.1 Instant Choco Malt Drink (National)
- 2005 National Shoppers' Choice Annual Awards: FRUTOS. No.1 Chewy Candy (National)
- 2005 Philippine Marketing Excellence Awards: CHOCQUIK, Most Outstanding Choco Malt Drink (National Awards)
- Superbrands status 2005/2006 Certificate: FRUTOS Chewy Candy (September 27, 2005)
- 2004 Philippine Marketing Excellence Awards: FRUTOS, Most Outstanding Chewy Candy (National Awards)
- 2004 Philippine Marketing Excellence Awards: iCool Mint Bubble Gum, Most Outstanding Mentholated Gum (National Award)

THINGS YOU DIDN'T KNOW ABOUT COLUMBIA CANDY

- Columbia's first factory covering an area of 1,000 square meters, was located at Bilbao Street Tondo, Manila. Today, the company's plant in Navotas is 21,500 square meters in size.
- Columbia's first machine-operated candy wrapping machines produced 150 pieces a minute. Today, the company's advanced machinery produces over 1,000 per minute.



THE MARKET

"There is no love sincerer than the love of food."—George Bernard Shaw, Man and Superman.

Food is taken to sustain life. Many plants or plant parts are eaten as food. There are around 2,000 plant species which are cultivated for food, and many have several distinct cultivars. Seeds of plants are a good source of food for animals, including humans, because they contain the nutrients necessary for the plant's initial growth, including many healthful fats, such as Omega fats. In fact, the majority of food consumed by human beings are seed-based foods. Edible seeds include cereals (maize, wheat, rice, et cetera), legumes (beans, peas, lentils, et cetera), and nuts. Oilseeds are often pressed to produce rich oils - sunflower, flaxseed, rapeseed (including canola oil), sesame, et cetera.

Bakpia (Chinese: 肉餅; Pèh-ōe-jī: bah-piá"; literally "meat pastry") or hopia (Chinese: 好餅; Pèh-ōe-jī: hó-piá"; literally "good pastry") is a popular Indonesian and Philippine bean-filled pastry originally introduced by Fujianese immigrants in urban centres of both countries around the turn of the twentieth century. It is a widely available inexpensive treat and a favoured gift for friends and relatives.

Hopia is taken to enrich life. No trip to Philippine Chinatown would be complete without a stop at an Eng Bee Tin store for a pack or two of hopia, a deliciously baked, sweet mung bean-filled Chinese pastry. For over 100 years, Eng Bee Tin has reigned as the premier maker of the most delectable Chinese treats in the country. Its signature product, hopia ube, is a healthy, flavorful, premium pastry with pure purple yam filling. Cooked in corn oil, the Eng Bee Tin hopia is the all-time favorite treat for Filipinos, here and abroad. Loved by both Chinese and non-Chinese alike, Eng Bee Tin hopias scrumptious, satisfying, affordable and readily available. Over the years, Eng Bee Tin has churned out more hopia varieties and a wider product line than all competitors, capturing a market encompassing all social segments.

The company to date continues to innovate, improve on its products while introducing a wide variety of products, always giving its patrons something new to look forward to every time they visit an Eng Bee Tin outlet.



ACHIEVEMENTS

For 100 years, Eng Bee Tin has mastered the art of creating the most delectable hopia in the Philippines. Merely the mention of Eng Bee Tin hopia brand conjures up an image of this delicious, flaky delicacy. Eng Bee Tin, which began as a plain hopia maker, now offers other premium and equally delicious Chinese snacks and native delicacies in various forms—frozen, ready-to-eat, bottled and vacuum-packed—all exquisitely prepared from the finest ingredients. From its original stall in the heart of downtown Binondo in Manila, Eng Bee Tin has added three branches in Chinatown and nine outlets in malls around Metro Manila. Eng Bee Tin hopia is also found through dealers in mainland United States, Canada, Italy, Dubai, Hawaii, Australia, Saudi Arabia and Asian countries.

Eng Bee Tin was awarded the Best Consumers Choice Award and National Shoppers Choice Award for providing outstanding goods and services to Filipino consumers. And because of its overall achievements, it has been awarded a sustaining Superbrand seal of excellence.

Today's Eng Bee Tin is run by a third-generation Chua, living proof of the brand's resiliency and great success in the ever competitive modern business.

HISTORY

The Eng Bee Tin story started in Binondo in 1912 when Chua Chiu Hong, a Chinese immigrant, decided to make and sell hopiang Hapon, a pastry of soft dough filled with sweetened red mung beans (monggo). Using only empty steel drum containers and charcoal, he moved

on to make hopiang monggo and hopiangbaboy, which would later become the bakery's staple products. Chua was hard-working, but he was also disposed to gambling unfortunately. Consequently, the business took a slump in spite of its successful product. None of his six children were interested in the business, so it fell upon his youngest son, Benito, to continue the hopia bakery. Benito knew little about hopia-making and even less about running a business. Eng Bee Tin eventually lost to the competition. Its hopia was insignificantly promoted, lacking in flavor and hard as a rock. And to make matters worse, suppliers and staff slipped away when Benito could no longer pay them.

Gerry, the eldest of Benito's children, saved Eng Bee Tin through his street smarts. At 16, Gerry set out to make Eng Bee Tin hopia delicious, soft and different. He was able to develop an Eng Bee Tin unique hopia with the help of a Taiwanese teacher, but it did not click at the time. Gerry's inspiration to make hopia ube (purple yam) came from a casual conversation with a grocery saleslady. She told him that the most sought after ice cream flavor was ube. Before long, he found himself in Pam-panga learning from the experts on how to cook the ideal balayan gube (purple yam jam) as filling for his hopia. Success didn't come easy however. Eng Bee Tin was a one-man show for a time, with Gerry buying the ingredients, cooking and selling hopia to public markets in Manila. There was no one to rely on. He traveled as far as Laguna and Cavite to sell his hopiang ube. Gerry even took his hopia, along with fried siopao, to cock fighting arenas in Manila. Hopia sales remained rather poor, but with a strong belief in the superiority of his own products, his perseverance paid off and Gerry was aspired to export them. He approached a US-based Chinese-Filipino exporter to help him market Eng Bee Tin hopia in the land of milk and honey. Gerry's offer was initially turned down because Eng Bee Tin was not a brand. His persistence and persistence to offer his hopia for free, however, helped bring the first 20 packs of Eng Bee Tin hopia to US shores. A few years later, Gerry was tending his store when a lady came in with an empty Eng Bee Tin hopia ube wrapper. She asked if it came from his store. Gerry said yes and asked the lady where the wrapper was from. She said it was sent from the US. It was then that Gerry knew that Eng Bee Tin hopia had tickled



taste buds in America. Eng Bee Tin remained a struggling business but, through it all, Gerry remained confident. He knew that, given the taste and quality of his Hopia Ube, it was only a matter of time before success came his way. The turning point for Eng Bee Tin came in 1988 when it was featured on the television travel show Citiline, hosted by Cory Quirino. The feature was Cory's show of gratitude to Gerry for patiently guiding her and her crew for a shoot in Chinatown weeks earlier. The TV exposure for Eng Bee Tin Hopia Ube marked the beginning of its extraordinary popularity in the country.

Gerry's innate altruism, coupled with his ingenuity, thrust Eng Bee Tin to unexpected heights. The company now reigns supreme in the highly competitive hopia-making industry.

THE PRODUCT

The ever-expanding Eng Bee Tin line of products is led by its specialty hopia ube, a melt-in-the-mouth pastry whose creamy, tasty, purple yam filling is far thicker than its crust. Each Eng Bee Tin hopia boasts premium ingredients that blend perfectly to tantalize the taste buds of the most discerning hopia connoisseur. Other much-loved products, which add pride to the Eng Bee Tin brand, are hopia mon-go, hopia baboy, hopia ube dice and tikoy, a sweet, sticky delicacy made from glutinous rice. Eng Bee Tin also makes choice Chinese breads and cakes, frozen and ready-to-eat fried meat and seafood products, crackers and flakes, and other Filipino native delicacies.

The significant appeal of Eng Bee Tin products is their innovativeness and variety. Take Eng Bee Tin tikoy, for example, which also comes in plain white, brown, sugar-free, whole, rolls and balls. Never failing to surprise and delight its customers, Eng Bee Tin concocted tikoy, with such flavors as corn, pandan, strawberry, ube, peanut, mocha and banana.

Now an international brand with a growing customer base, Eng Bee Tin assures quality with modern manufacturing practices. Beyond a state-of-the-art food X-ray machine, it has in place a 5S and HACCP-compliant operation system to guarantee consistently wholesome and safe food products.

RECENT DEVELOPMENTS

In 2007, Eng Bee Tin launched its combi hopia, which combines two flavors in a single piece, hence the name. Pioneer combi flavors included ube-langka (purple yam-jackfruit), ube-keso

(purple yam-cheese), buko-pandan and ube-pastillas (purple yam-milk). In 2008, Eng Bee Tin introduced avant-garde but equally tempting flavors such as mocha-chino and choco-peanut.

A recent product offering from the popular hopia maker is Ube Pao, a steamed, violet-colored bun with Eng Bee Tin's signature ube filling. The company has also come up with Honey Spicy Roast Pork Pao, loaded with flavorful and succulent roast pork, which is both nutritious and satisfying.



Hopia Mochipia which comes in 3 variant -
New Products:

- Ube-Macapuno ; Ube -Pandan; Mongo-Ube (With glutinous rice cake filling)
- Hopia Mongo Supreme (with salted duck egg yolk)
- Hopia Custard Classic
- Hopia Custard Ube
- Hopia Lite Mongo
- Hopia Lite Ube

PROMOTION

Eng Bee Tin is a year-round participant at major trade fairs in the country. To showcase its products, Eng Bee Tin offers hopia and tikoy at no cost in medical missions, at alumni homecomings and during the observance of Holy Week. The company also advertises through newspapers, magazines, television and social media. Eng Bee Tin has, for many years, operated a text brigade to update customers on products and promos through

short messaging service (SMS). In the last quarter of 2008, Eng Bee Tin launched its first ever VIP Card to reward loyal patrons. With the VIP Card, accumulated points earned from each purchase allow customers to buy more Eng Bee Tin products, get discounts and freebies from partner establishments and receive free email alerts on in-store promotions and events.

BRAND VALUES

Its unending pursuit of excellence and innovation has made Eng Bee Tin the most trusted, trend-setting hopia brand in the Philippines. Upholding its slogan, "Quality you can taste," the hopia company has left no stone unturned to ensure extraordinary products. Testimony to success, Filipinos go out of their way just to sample authentic Eng Bee Tin hopia in the heart of Chinatown, even at a premium price.

Through perseverance, creativity, clear understanding of the Filipino customer's taste and good will, Eng Bee Tin has rightfully earned its place as a globally recognized Superbrand. The consistent delivery of the brand promise has generated for Eng Bee Tin the integrity to enjoys today making it the brand, the Superbrand.



THINGS YOU DIDN'T KNOW ABOUT ENG BEE TIN

- Eng Bee Tin is translated as Ever Beauty Precious in Chinese.
- Eng Bee Tin's hopia ube first gained popularity in the US before it was recognized in the Philippines.
- Eng Bee Tin is the First hopia maker in the country to use a food X-ray machine to ensure all its hopia products are free from any impurities.
- The brightly lit Eng Bee Tin stall on Ongpin Street in Binondo is the same spot of the original stall built in 1912.
- Gerry Chua broke the tradition when he donated ten purple - colored fire trucks, symbolizing the color of Eng Bee Tin's popular hopia.
- With the success of hopia ube, Gerry Chua is now also called Mr. Ube, incidentally the same name of his rice and noodle house.
- Eng Bee Tin is the innovator of the most Chinese delicacies which led to multiple flavors of hopia and tikoy among of which are the hopia combi, mochipia, and hopia custard series.
- We were the first to also introduce innovative packing like pillow packing, foil packing for hopia and also vacuum packing for tikoy.



FERN-ACTIV

FERN-C®

THE NON-ACIDIC VITAMIN C

FERN-D

THE MARKET

In today's fast-paced world, proper nutrition has become a priority for many. The focus on health is now higher than ever, as it is essential for maintaining quality of life. Good health is also needed to continue our daily activities such as work and school, as well as spend time with our loved ones.

In order to boost the immune system, people constantly look for ways to supplement their daily food intake with essential vitamins and minerals.

Recently, the younger generation has grown more health conscious and started embracing the fit and healthy lifestyle. Today, it is not uncommon for young professionals to take dietary supplements to augment their nutritional needs, to work out at gyms and fitness centres, and engage in various sporting events such as fun runs and triathlons. This demographic includes BPO or call center agents who work late and irregular shifts know that vitamins and food supplement intake are crucial in maintaining their health. This well-educated clique is more product-conscious and aware that for their well-rounded nutritional needs—FERN-C, FERN-D and FERN-ACTIV are their ideal choice.

FERN-C®

THE NON-ACIDIC VITAMIN C

Studies prove that vitamin C (ascorbic acid) is essential for a healthy life. Everybody needs protection from the elements, and vitamin C does just that. Vitamin C also strengthens the immune system and helps prevent us from catching diseases, while hastening the healing of wounds and damaged cells.

However, due to its acidic nature, excessive ascorbic acid may be harmful. Too much ascorbic acid may lead to gastric irritation, bloating, and intestinal bleeding. FERN-C addresses this problem, since it is the first non-acidic Vitamin C to be introduced to the Philippine market.

FERN-C is made with Quali-C sodium ascorbate from DSM of Switzerland, and may be taken in elevated doses without the aforementioned dangers. Being in capsule form, FERN-C eliminates the need for starch binders that reduce absorption and efficacy of vitamins.



ACHIEVEMENTS



FERN-C carries DSM's "Quali-C" trademark, which guarantees peace of mind for consumers.



HALAL

FERN-C, FERN-D and FERN-ACTIV are certified as Halal by the Office on Muslim Affairs. This means that

the processes and ingredients used in producing these supplements follows the strict practices and beliefs of Islamic Law.



The Official Vitamin of the PBA

FERN-C has been the Official Vitamin of the Philippine Basketball Association (PBA) since 2009.

MIMS

Since 2007, FERN-C has been part of the Master Index of Medical Specialties (MIMS). This comprehensive prescribing guide provides doctors key information about medical products.

Superbrands

In recognition of a brand that embodies market dominance and market acceptance, among other strengths, FERN-C was awarded as a "Superbrand" from 2008 up to the present.



In 2014, FERN-D and FERN ACTIV have also received the honor of this recognition.

FDA Certified

Having passed the highest requirements and standards of registration for pharmaceutical products, FERN-C has been issued the Food and Drug (FDA) Certificate of Product Registration (CPR) No. DRHR-1009.

On the other hand, FERN-ACTIV has been issued the CPR No. FR- 105813, while FERN-D, DR-XY41342.

RECENT DEVELOPMENTS

FERN-C recently expanded into the mainstream retail market — thus making stronger immunity accessible to more people.

Today, FERN-C is available in packs of 10s and 30s at leading drugstores nationwide for as low as 6.50 Php per capsule.

FERN-C can also be purchased online through www.fern-c.com

In 2012, FERN launched its international wing, **i-fern**. Gearing towards the global arena, i-fern launched a roster of world-class quality products **with two of them already Superbrands** — FERN-ACTIV and FERN-D

FERN-D

Recent discoveries on the benefits of vitamin D go beyond bone health. Vitamin D is essential in keeping the muscular, skeletal and immune systems in optimal shape. The cardiovascular system also benefits from vitamin D intake by keeping the heart healthy and the blood pressure in check.

The human body has evolved to produce 10,000 IU (250mg) of vitamin D3 everyday through sun exposure. However various factors such as pollution, skin pigmentation, age, weather, lifestyle and some religious practice prevent the body from absorbing the required amount of vitamin D. Though vitamin D is available through exposure to sunlight, staying under the heat of the sun for long periods is impractical, uncomfortable, and even poses the risk of sunburn or even skin cancer.

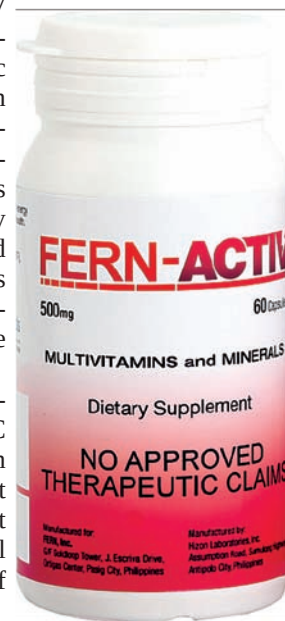
By taking FERN-D, one gets the recommended dose of vitamin D even without sun exposure.



FERN-ACTIV

FERN-ACTIV contains B vitamins, non-acidic vitamin C, vitamin D3, zinc and calcium which provides the benefits of increased energy levels, enhanced mental alertness and boosted immunity levels in one multivitamin!

It's unique Quali-Blends and Quali-C formulation from DSM helps boost immunity against stress and the cell damaging effects of free radicals.



PROMOTION

As the leading sodium ascorbate brand, FERN-C has made the public aware of its edge in terms of quality and market share through the “Millions C Differently” campaign.

FERN-C’s marketing campaigns include event sponsorships, exhibits, leaflet and flyer distribution, website and internet advertising (website, Facebook, and Twitter), signages, seminars, and word of mouth from users who can attest to the efficacy of the product.

FERN-C was launched to the BPO market through office tours, health & wellness activities and social media promos. Because of working the late shifts, employees involved with the BPO industry suffer from weakened immune systems thus making them more prone to infectious diseases. Through the FERN-C BPO Tour— a roaming caravan that visits call centers, BPO employees are educated about the benefits of FERN-C while getting the chance to win awesome prizes in the games and activities.

As a brand that believes in and promotes a healthy and active lifestyle, FERN-C has partnered with and sponsored active lifestyle events such as basketball (FERN-C is the Official Vitamin of the PBA), dragonboat competitions (rowing), fitness (fun runs and marathons), and motorsports (drifting and karting).

With the popularity of social media, FERN-C’s advocacy of sharing good health has grasped a larger audience. Through Facebook and Twitter, people can learn lifestyle and health tips.



Through FERN-Cs website (www.fern-c.com), those who wish to rip the benefits of a stronger immune system can now purchase FERN-C anytime, anywhere while enjoying loyalty treats.

To promote FERN-ACTIV and FERN-D, i-fern launched the Mighty Mini Sampler Set. These mini bottles are aimed at giving the public their chance to sample and experience the benefits of these world-class quality products.

BRAND VALUES

FERN Inc. is a no-frills company with a firm belief in a strikingly simple but effective concept:

Improving and maintaining good health for the Filipino.

This philosophy has made quality health products accessible to millions.

Made of only the finest world-class quality materials, FERN-Cs edge over competitor brands is clear. Now, Million's C Differently.



FERN-C released its first TV commercial in 2014.



FERN-C heads to the BPOs to spread the news about the edge of having a stronger immunity.

MILLIONS NOW C DIFFERENTLY

FERN-C®

THE NON-ACIDIC VITAMIN C

Premium vitamins by DSM
www.qualityforlife.com
Quali-C is a trademark of DSM

www.fern-c.com fernonline FERNincOfficial

A QUALITY PRODUCT OF:

THINGS YOU DIDN'T KNOW ABOUT FERN-C, FERN-ACTIV & FERN-D

FERN-C by FERN

- Because it is non-acidic, you may take up to 2 capsules of FERN-C even on an empty stomach.

FERN-C provides your daily dose of added immunity, making it ideal for people who wish to maintain an active, high-resistance lifestyle, including: BPO agents and others who work the night shift; mothers who cannot afford to get sick; and Doctors and health practitioners who are constantly exposed to infectious diseases.

FERN-D by i-fern

- Even for a tropical and sunny country like the Philippines, Vitamin D3 deficiency is a growing problem. Osteoporosis, rickets, depression, obesity are among the symptoms of deficiency.
- Avoid Vitamin D deficiency by supplementing your diet with FERN-D! This is essential for people from all walks of life.

FERN-ACTIV by i-fern

- FERN-ACTIV provides the highest percentage for a person's Recommended Energy and Nutrient Intake (RENI).
- FERN-ACTIV's spectrum of vitamins and minerals give the body the energy boost it needs! This supplement is thus highly recommended for those who live in stressful conditions, or are engaged in an active lifestyle.



THE MARKET

Throughout the years, the FLC company has provided the highest level of quality and value to consumers through department stores, retail stores, and wholesalers nationwide. Some of our more notable customers are the SM Group of Stores, Robinson's Department Stores, Landmark, and other major department stores in Metro Manila. Also, we provide goods for the larger parts of Visayas and Mindanao through notable retailers which include the Gaisano's among others. What sets us apart from other brands is our capability to provide a high level of quality and value to the consumer continuously and consistently throughout the years due to our experience the vast network of facilities and partners. Our company and products embody our desire to provide (and to be recognized by) consumers with the best quality and value so that people will no longer have to choose between quality and price.

FLC is committed in its expansion in terms of store sales and outlets, which is achieved through close and fruitful relationships with its business partners made possible by FLC being one of the leaders in terms of sales contributions in their respective stores. It's part of FLC's commitment to the buying public to provide our high quality goods and services to as many Filipinos as possible.

HISTORY

Our company started in trading and distribution of general merchandise. But throughout the years, we have concentrated more and more on home based products, and now, FLC prides on being one of the leading providers of home linen in the Philippines through our nationwide network of retail partners and wholesalers. We continuously and passionately strive to achieve

and improve our position in the market, providing home linens and products that offer the best in terms of consistent high quality, availability, and value for money to the consumers. All of this is achieved also by fostering strong business relations with our numerous retail partners by consistently providing high performance products that drive the sales of their respective stores. It is our aim to be the top provider of home linens and products to the Filipino people and be recognized by all people in all walks of life as a brand they trust and enjoy.

Linen products are nothing new, but FLC continues striving to break new ground in terms of quality and value, while also providing consumers with fresh and exciting new products. Some of the more notable examples in recent times are microfiber towels, (which are made of synthetic fibers that provide enhanced performance in terms of absorbency and durability as compared to traditional cotton)

and bamboo fiber towels (which is friendlier to the environment as it uses renewable resources, and at the same time offers better comfort, absorbency, and durability). As you can see, we pride on offering premium goods not only to the exclusive premium market, but also to the masses by making our products the best, not only in quality, but also in terms of value. Through this we hope to provide comfort and reliability that not only enhance but also enrich our everyday way of living.

Innovations:

In these fast-paced times, things move really quickly. Markets change swiftly and things are no different in our industry. As we strive to maintain our position in the market, we plan to introduce and offer more new products that will give our consumers even choices for their home needs.





In anticipation of ever growing demand of quality products at reasonable prices, FLC prepares for both increase in demand in terms of present consumer base and also, future consumers such as ones of the premium and luxury brackets. Plans are already on the way to launch some products that will use better and ultra-premium cotton fiber materials to further upgrade our quality levels into the upper echelons of consumer tastes and requirements. Also, products that will provide better “anti-bacterial” properties, just to name a few, are also in the works. Other home related fabric-based products are also planned for the near future, as we’d like to expand our brand to other items so that more consumers will benefit from and enjoy our products. Of course all these products come with our usual “Best Value for Money” consumer philosophy, with our promise to the consumers that they are getting the best product from FLC all the time, anytime.

THE PRODUCT

First Linen Commercial / FLC is a family-owned distribution and manufacturing company located at 1185 Bambang Street, Tondo, Manila. FLC has been successfully in business for more than 25 years dealing mainly in general cotton goods and textile products, specifically fabric-based products and various linens for the home such as towels, bed sheets and covers, kitchen linens, wipes, etc.

We as a company pride ourselves in providing high quality goods and services embodying our own core family values such as honesty, trust, and integrity. It is

through these everyday values that we instill not only in ourselves, but in the products and services that we provide as well.

Linen is a textile made from the fibers of the flax plant, “*Linum usitatissimum*”. When made into garments, it is valued for its exceptional coolness and freshness especially in hot weather. Many products are made of linen: aprons, bags, towels (swimmer’s, bath, beach, body and wash towels), napkins, bed linens, linen tablecloths, runners, chair covers, and men’s & women’s wear.

The collective term “linens” is still often used generically to describe a class of woven and even knitted bed, bath, table and kitchen textiles. The name linens is retained because traditionally, linen was used for many of these items. In the past, the word “linens” was also used to mean lightweight undergarments such as shirts, chemises, waistshirts, lingerie (a word also cognate with linen), and detachable shirt collars and cuffs, which were historically made almost exclusively out of linen. The inside cloth layer of fine composite clothing garments (as for example jackets) was traditionally made of linen, and this is the origin of the word “Lining”.

FLC’s featured brands are the “Bath Essentials” and “Bed Essentials” which been widely accepted and is made available in all major department stores nationwide for years now and continuously providing consumers with high quality goods that satisfy both the consumers’



discerning tastes and appreciation for value, which our products most passionately embody.

BRAND VALUES

Our brand thrives on the fact that we are giving consumers the best quality with the best value, which we feel is very important in our lives today. It is very important for the modern Filipino family today to get the most out of their money, so that more meaning and value can be enjoyed in their lives.

No longer we have to sacrifice good quality in order to live within our budget. No longer do we have to overpay for goods that will satisfy the high standard of living that everyone deserves. Our products will always come with the promise that anyone will be able to get the most out of life through our products and that everyone deserves only the best when it comes to living and the things that we use in our daily lives.

THINGS YOU DIDN'T KNOW ABOUT FIRST LINEN COMMERCIAL

- Linen is a textile made from the fibers of the flax plant, “*Linum usitatissimum*”. When made into garments, it is valued for its exceptional coolness and freshness especially in hot weather.
- Throughout the years, the FLC company has provided the highest level of quality and value to consumers through department stores, retail stores, and wholesalers nationwide.



FORTRESSTM ADMIXTURES



**FORTRESSTM
ADMIXTURES**

**Your choice for
QUALITY!**

Tile Adhesive

Stone Adhesive

Skim Coat

Jointing Compound

**FAST AND EASY
JUST ADD WATER...**

FREE SAMPLES!

THE MARKET

The economic data reports are booming with real estate on the rise with buildings and homes sustaining the economy. With builders always looking for quality materials to make sure their products can withstand the test of time, the demand for quality products have become a necessity. Technology advancement and innovations however always play an important role with new products introduced in the marketplace. Often overlooked however as the alternative to ordinary cement. While Tile and Stone Adhesive have become popular among developers and home builders, it is all about the performance they give in fastening tiles and stone panels in reliable fashion.

“With emphasis on green and natural products, we have seen resurgence in the use of natural stones in commercial and residential applications. Since natural stones are denser, harder and heavier than ceramic or porcelain tiles, you would need a stronger adhesive than just plain cement to anchor the stone to the surface”. Fortress Stone adhesives tackle this issue with excellent bonding strength with an exceptional elasticity for walls and floors. “Just use Fortress Stone Adhesive to fasten properly your finishing materials onto the surface. You will have a happy and contented client,” adds Engr. Castilo.

ACHIEVEMENTS

Stone claddings and tiles are often the basic building blocks for the finishing of your dream home. Adhesives became popular when it was found out that they perform much better than ordinary cement. “You will need the right adhesives when you are installing your tiles”, says Raul, “cement hardens over time and when you have walls that micro shifts and moves, the cement you use cracks which results in poor adhesion and loose tiles”. Installed for both walls and floors, these normal occurrences are often associated with poor workmanship as “kapak”,



or loose fillings and air gaps underneath the tiles. When tested, they usually give a hollow sound when tapped.

"When cement hardens, all the water inside the mix migrates to the nearest opening. These are found at the edge of the tile installed. If grouted too early, the excess water cannot escape and is left inside between the tile and the cement mix, loosening the adhesion. With Adhesives, the mix remains flexible enough to carry the excess moisture without allowing for hardness to set it. "Elasticity is also necessary when walls and floors micro-shifts during the span of the super structure", adds Raul, "adhesives have the properties to protect the tiles from movement and loss of adhesion."

"It is an honor and privilege for us to be awarded 'Superbrands' status, a recognition that is admired and accepted both by local consumers and recognized by the international community. It goes to show that we are on the right track when it comes to providing consumers only the best quality and value-for-money products available," states Fortress Marketing Manager Engineer. Raul Castillo.

With the sustaining SUPERBRAND status, Fortress is able to gain entry in accreditation and acceptance by local builders, contractors, architects and specifiers. "The technology and formulations used by our products are updated and are designed to save money for the installers", adds Engineer Raul, "with improved bonding strength, increased elasticity and low shrinkage, our tile adhesives line protects the surface throughout its lifespan. The quality of our product gives assurance to the consumer that they are buying the right materials for their installation works. As a SUPERBRAND, we have proven the reliability and consistency of our products."

THE PRODUCT

FORTRESS Admixtures offers admixtures such as tile and stone adhesive, skim coat and jointing compounds to save you time and money for all your masonry installations and projects. Formulated to give you total control for all installations, Fortress admixtures are manufactured using premium binders, natural sand fillers and chemical additives. Fortress Tile and Stone adhesives are used to fasten ceramic, porcelain, granite and all different kinds of stones onto floors and walls. "We recommend to use Fortress Tile Adhesive on floor installations", says Engineer Raul, "with a thin bed application, you will need less materials and you will still get good prevention of tile-bond failure and tile cracks because our adhesives are more flexible when there is movement in the flooring."

"For vertical installations, especially large tiles and stones, we highly recommend to use Fortress StoneAdhesives", adds Raul, "the stone adhesives offer heavy duty adhesive strength needed to fasten tiles. With its one step application, you just need to mix the water and you are ready to use. Contractors and builders find our adhesives to be reliable especially if the tiles they are installing are expensive and cannot be damaged."

RECENT DEVELOPMENTS

Fortress Skim Coats and Jointing Compounds, on the other hand, are new products designed for the finishing masonry industry. Skim coats are used to smooth the cement walls and cover pinholes, cracks and chipping. Fortress Skim Coat actually reduces your painting costs since its white finish hides the gray cement finish completely. "In fact", says Raul, "we have builders who use our skim coat as a painting alternative. It is very durable and can be used inside and outside as well. They use it on hous-

NEW!

STONE WORKS
ADMIXTURES & SEALERS

Total Control for all Installation...

We introduce our newest admixture product, FORTRESS SKIM COAT SUPERFINE GRAY. Complementing our Superfine white, the Superfine gray delivers same result at a LOW COST!

Coverage (approx): 20 sqm
Packaging: 1 Bag



SKIM COAT

WATER BASED SEALER



High Performance Acrylic Sealer that provide heavy duty protection for natural and manufactured stones. Improves abrasion resistance. One component solution makes easy to use for all finishing works.

Coverage (approx): 5.00 to 8.00 sqm
Packaging: 1 Liter Container

Coverage (approx): 20.00 to 32.00 sqm
Packaging: 4 Liters Container

SOLVENT SEALER



Penetrates surface to form a "wet look" protective barrier to prevent discoloration, stains and mold formation. Formulated with advance fluoropolymers to protect surface while allowing it to breathe and release moisture vapors.

Coverage (approx): 5.00 to 8.00 sqm
Packaging: 1 Liter Container

Coverage (approx): 20.00 to 32.00 sqm
Packaging: 4 Liters Container

Coverage (approx): 100 sqm
Packaging: 18 Liters Container

ACRYLIC SEALER



An acrylic sealer that provides heavy duty protection for natural and manufactured stones.

Coverage (approx): 4.00 to 8.00 sqm
Packaging: 1 Liter Container

ing projects so the finish of the walls is white and smooth and the end user can just top it off with a color of their choice."

Jointing Compounds are used on Fiber Cement and Gypsum boards. They are used to fill, smoothen and cover the joints between boards. Fortress Jointing Compounds also provide elasticity that minimizes cracks caused by movements of the ceiling and wall boards. They also offer a higher bonding strength, fast setting and low shrinkage. Fortress Jointing Compounds are preferred by developers and constructors because of their reliability and ease of use.

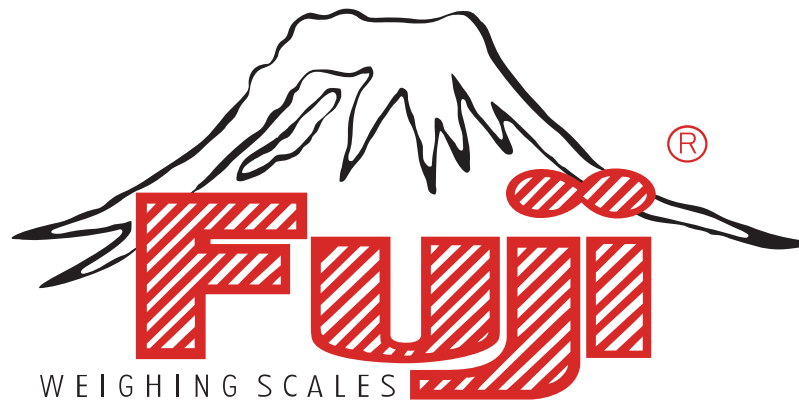
BRAND VALUES

With an image of a strong, impenetrable and dependable barrier, the Fortress Admixture is becoming accepted in the local market as one of the premier suppliers of quality tile and stone adhesives. Readily available in many areas throughout Luzon, Visayas and Mindanao, Fortress Admixtures gives added protection and assurance to contractors and homeowners alike to make sure that their tile and stone installations will last for a long, long time.

With Fortress Adhesive the consistent delivery of our brand promise have provided us the integrity in the marketplace making Fortress Adhesives the brand, the SUPERBRAND.

THINGS YOU DIDN'T KNOW ABOUT FORTRESS ADMIXTURE

- Previously, ordinary cement was used for all types of tiles. However, we now know that using cement to fasten tiles is not enough. With the advent of technology and advance chemical additives, Fortress offers increased performance in their adhesives due to superior adhesion and elasticity.



THE MARKET

Measurements are a requirement for trade either way we look at it. Commerce dictates prudence towards measurement or one can easily be short changed. Measurement in other words is crucial and serious business. This is the business of



(FPSI) promoting the **FUJI WEIGHING SCALES** which is proudly made in the Philippines. With the **Fuji Weighing Scales** brand, its consistent delivery of the brand promise over decades have secured for itself the integrity, the brand has enjoyed making it the “brand” the Superbrand!

Through the years, First Philippine Scales Inc. (FPSI) have earned its integrity with a majority share of the marketplace due to its complete facilities towards innovative designs, development, manufacturing and assembling all types of scales as well as for those customized systems.

FPSI have been continuously supplying the FUJI brand weighing scales, specifically for commercial, industrial, agricultural, health and medical sector throughout the country. Each scale produced by FPSI goes through a stringent quality control process to ensure that all of its features are working properly and built to last. Technology advancement has placed FPSI to successfully develop special features while customizing its scales, which are designed to meet the requirements of its customers. Features assist the customer to use the scales with ease. It is difficult and often frustrating to obtain the exact measurement of just any scale made available in the market. The FUJI brand guarantees its measurements.

The company’s commitment to uphold the highest quality standard for its products is in direct relationship and consequence for the consumer preference it enjoys, as FPSI also provides for their consumers first-rate services.

ACHIEVEMENTS

Throughout decades various international and local awards were bestowed to **FPSI** and **FUJI WEIGHING SCALES**.

International Awards includes : Best Trade Name (Madrid, Spain – 1990) and the Trophy for Quality (France –1991).

Local awards likewise were presented to FPSI namely: The Philippine Experimental Educational Research Society, Inc., Dangal ng Bayan Award for **Best in Quality Product (2003)**; National Shoppers’ Choice Annual Awards (2004) for its **excellence in product quality, company reputation, brand recognition and consumer services**.

In 2012, FPSI garnered the **Best Quality Weighing Device (National Awardee)** in Star Brands Philippines for Business Excellence Awards. Meanwhile FUJI Weighing Scales bagged two more local awards (in the same year) in the following categories: **Best Weighing Scale Brand** in the 32nd Annual Seal of Excellence & People’s Choice Awards; **No. 1 Weighing Scale in the Philippines** in the 20th Asia Pacific Excellence & Asian Achiever Awards.

In 2013, Fuji Weighing Scales received the **Best Innovative Weighing Scale Brand** at the National Product Quality Excellence Awards; while FPSI was granted the **Best Weighing Scales Manufacturer** at the Golden Globe Annual Awards for Business Excellence.

And of course, the **Superbrands status from 2007 to 2014**.

FPSI completed the **ISO 9001:2008** certification for **Quality Management System**. The company was certified for its compliance to demonstrate consistency in providing customer requirement and enhance customer service through: effective application of the system, including processes for continual improvement of the system; and assuring the conformity to customer statutory and regulatory requirements.



HISTORY

FPSI President and founder Mrs. Amparo Policarpio, simple as she has contained herself over the decades has been the driving force, and corner stone of what seemed to have started as a vision now became the leading brand for its success in manufacturing business in the Philippines. **FPSI is one hundred percent Filipino owned with local ingenuity with its commitment to stay the market through its consistent innovations and sensitivity for best quality.**

The virtue of perseverance is distinctive to Mrs. Policarpio, who through her experiences provided the discipline to stay resilient no matter the challenge. When disaster struck and fire devastated her home in the province, determined to help her parents, Mrs. Policarpio pursued the path to become an educator. Eventually, teaching brought her to Manila. She engaged herself in re-packing squash seeds, selling popcorn, face powder, ceramic crockery bought from Chinese traders and wholesaling rice in order to augment her income. Aside from these, she exerted time and effort towards tutoring, offering board & lodging to her kababayans and sewing blouses. With these experiences she eventually morphed into trading setting up her own firm.

Entrepreneurship came natural for her later endeavors. Mrs. Policarpio then started importing various types of weighing scales from Taiwan, Japan and the United States. Opportunity in disguise came, when the Taiwan dollar depreciated in 1974 with orders placed prior to the depreciation. Although, the scales that were ordered must be shipped out customarily within a month, the items weren’t served for more than three months. Because of the delay, customers decided to purchased some items from other suppliers, and rejected the delivered orders. Many scales were left unsold and resulted to loss of profit. This triggered Mrs. Policarpio, to start manufacturing her own weighing scales.

Initially, predicaments came pouring as she did not possess the technical skills for this endeavor and the financial resources as well. Yet, her passion and determination to pursue this dream led





ACCURATE



DEPENDABLE



ECONOMICAL

her to venture into multiple product expansion : from washers to bottle openers, from window hinges to folding beds, relaxable and kiddie chairs to strollers, baby walkers and even foldable stools. The income which she gradually earned from these, served as capital to provide and sustain the financial and materials need in weighing scales.

Finally in 1978, Mrs. Policarpio was able to materialize her dream --- Fuji Weighing Scales was born. She lowered the production of other products and focused on the production of scales.

In 1983, the company was invigorated with its new company name, **First Philippine Scales Industry**. Production was transferred from Caloocan to Malabon City to efficiently cater to the growing demands of its clients.

In 1984, Mrs. Policarpio focused her full attention to the scale production all other products totally stopped producing. In 1989, the company emerged as **First Philippine Scales Incorporated (FPSI)**.

FPSI, subsequently opened its doors to provincial customers with branches in Davao City (2000), General Santos and Cagayan de Oro (2011).

RECENT DEVELOPMENTS

Research and development pursued while the manufacture of high quality weighing scales stayed in focus.



The **HJP Price Computing Hanging Scale** is just one of the recent addition to the Fuji Scales roster. With a built-in rechargeable battery and 21-key control pad, this digital scale offers fast, convenient weighing especially in produce markets. All you have to do is enter the price of your product and it will automatically calculate the price of what's on the scale.

Meanwhile, **Truck Scales** for heavy product payloads led to its innovation, which was traditionally mounted permanently on concrete foundations, but now the flexibility to weigh the entire vehicle apart from its contents has stayed the norm. By weighing the vehicle both empty and loaded, the load carried by the vehicle can be calculated. FPSI has recently made a hefty capital expenditure towards enhancing its truck scale for manufacture. While there are more affordable versions in the market, the innovations opened up a demand for high quality, reliable truck scales that can stand the test of time.

THE PRODUCT

FPSI's complete list of products and services is best viewed through its website: www.timangan.com.



Other than the Fuji Weighing Scales, the company also carries formidable international brands like: Tanita (Japan), Vibra (Japan), Virtual Measurements & Control (USA), Tru-Test (New Zealand) and Ishida. The company's products are available in mechanical and the electronic types, fit for various application and based on the client's requirements. This includes Table and Hanging scales, Hog & Cow Scales, Loadbars & Load Cells, Analytical & Precision Balances, Waterproof Indicators, Household Scales, Health and Medical Scales, Office and Household Scales, Truck scales and the Axle Weigher. **All FUJI Weighing Scales come with a one-year warranty for parts and services.**



What sets FPSI apart is the fact that it has its **own in-house calibration laboratory**, called **1st Lab**, for weights, balances and belt-weighers. The company's goal is to produce accurate weighing devices with its commitment towards quality. FPSI's calibration facility is traceable to DKD Germany, which is the prototype of the "Kilogram" in France. Enjoying the integrity of its products and services, the company has been accredited with its calibration laboratory granted by the Department of Trade & Industry (DTI). FPSI is also accredited by the Department of Public Works and Highways (DPWH), the Bureau of Research and Standards (BRS) to undertake calibration / verification of balances for weighing scales in batching plants for supply materials for the construction of roads and bridges. **It is noteworthy to mention that FPSI's Calibration Services is also ISO/IEC 17025:2005 accredited.** FPSI is currently exporting its manufactured weighing scales to international customers including in Mauritius, Japan and New Zealand.



PROMOTION

FPSI's products are not susceptible to its competition or the requirement of awareness campaign, because the word of mouth from satisfied users dictates over the decades its presence in the marketplace. However, an umbrella awareness campaign is sustaining for its brand presence. After all, it is FPSI's objective to supply high quality scales to all cities and provinces.

The company have been actively promoting its product line through participation in exhibitions. FPSI, in close coordination with the Department of Agriculture was able to raise awareness, and brought forth education dissemination regarding the company's products and other available services, in various places from Luzon, Visayas and Mindanao via the MakinaSaka Roadshow. The company catered to weighing scale requirements from farmers, poultry and hog breeders and rice cooperatives whether small or medium enterprises.

Meanwhile, the World Trade Center in Pasay City and SMX Convention Center in SM Mall of Asia have been like a second showroom to FPSI, as these venues became witnesses to the array of exhibits which the company have partaken over the years.

BRAND VALUES

First Philippine Scales, Inc. is the preferred supplier for accurate and dependable weighing systems. The company is committed to keep its brand status while improving and innovating. The multiple processes and its line of products using applicable technologies are made to fit customer applications to improve: teamwork; creativity; accountability; and a reliability for quality, efficiency and a productivity to develop a strong alliance with its business partners while complying to national standards & regulations.

FPSI is determined to provide top-quality weighing devices by enhancing its manufacturing capabilities to continue rendering first rate services to their customers. Quality products and customer service are the company's primary objectives, and these attributes are synonymous with the Fuji Scales brand.

The word "Fuji" has been often associated with different products and services. In the Philippine weighing scales industry there can be only one and that is **FUJI WEIGHING SCALES**.

THINGS YOU DIDN'T KNOW ABOUT FIRST PHILIPPINE SCALES INC.

- FPSI President, Mrs. Amparo Policarpio, visited Japan and saw Mt. Fuji. Because of its famous name and majestic view, she was then inspired to name her scales as "Fuji Weighing Scales", which have been the carrying brand of FPSI.
- FPSI also renders the following available services :
 - Repair of all types of scales
 - Conversion from mechanical to electronic scale
 - Calibration
 - Automation, Systems Integration and Software Development
 - Customization



Dental Implants Cosmetic Dentistry General Dentistry

THE MARKET

While every human being requires some type of dental care and service, the practice of dentistry, however, is not necessarily a priority for many due to economic constraints.

Dentistry is the art and science of professional care for the teeth, from basic to complex dental procedures. It is a branch of medicine that is involved in the study, diagnosis, prevention, and treatment of diseases, disorders and conditions of the oral cavity, the maxillofacial area and the adjacent and associated structures, and their impact on the human body.

For most people, dentistry is perceived as a practice primarily focused on human teeth; although this is not strictly limited to this. The practice of dentistry is considered necessary for a person's complete overall health. Doctors who practice dentistry are known as dentists. The dentist's supporting team – which includes dental assistants, dental hygienists, dental technicians, and dental therapists – aids in providing oral health services.

GAOC offers:

Dental Implants

A dental implant surgery is a procedure that replaces tooth roots with metal, screw-like posts and replaces damaged or missing teeth with artificial teeth that look and function much like real ones. Dental implant surgery can offer a welcome alternative to dentures or bridgework that does not fit well.

Cosmetic Dentistry

This branch of dentistry focuses on improving the appearance of the mouth (teeth and gums) while also considering treatment of disease and its restorative function. Common procedures include teeth whitening, tooth bonding, veneers, crowns, and reshaping and contouring gums and teeth.

General Dentistry

General dentists are the primary dental care providers for patients of all ages. The general dentist takes responsibility for the diagnosis, treatment and overall coordination of services to meet your oral health needs. If one needs to have a specialized dental procedure performed, the general dentist may work with other dentists to make sure the patient gets the care he needs.

GAOC

State-of-the-Art facilities are commonly preferred by clients who wish to secure better dental services available. At GAOC, we utilize only the latest technological advances for dental ser-



vices utilizing only the extraordinary skills and expertise of the country's best local dentists and, if necessary, foreign-trained practitioners. We provide the best services by offering exacting competence and the most advanced equipment necessary to complete any procedure based on world-class standards. Then of course, there is our personalized customer relationship that we are globally known for.

Growth in dental business is very promising. A lot of people realize the importance of good oral health. Moreover, people discover that cosmetic dentistry is one quick step in having a perfectly bright smile and in bringing back their youthful glow.

ACHIEVEMENTS

Dr. Steve Mark Gan started his practice in the late nineties with one dental chair in his Binondo clinic. In 2001, he partnered with other oral surgeons and helped pioneer the practice of dental implantology at St. Luke's Hospital in Quezon City. A few years later, the brand "Gan Advanced Osseointegration Center," or GAOC, was born. With only eight dentists working with him, they raised the dental industry to a higher level in the public consciousness.

As more and more people acknowledged the importance of healthy gums and white teeth, GAOC expanded in Quezon City and established a satellite clinic at the Trinoma Mall. To

date, GAOC operates three branches; the latest is the surgical suite at The Residences at Greenbelt. The company is looking at opening three more branches within the next two years.

While GAOC may be new to the market, it has undoubtedly become the overnight success it has enjoyed to date with the reputation for engendering world-class practices with the highest standards, attracting the crème de la crème of Manila's society.

HISTORY

In 1998, fresh from an intensive training and residency in the United States, Dr. Steve Mark Gan began his dental practice in a modest clinic in Binondo, Manila. With a growing list of patients, he pioneered the concept of a "dental implant group practice" at the St. Luke's Hospital in Quezon City, with illustrious dental practitioners Dr. Dennis Andigan, Dr. Ricardo Gutierrez, and Dr. Paul Achacoso. Realizing that there was a big market for mid-range to high-end dental services, he established the Gan Advanced Osseointegration Center (GAOC) in 2001, catering to the A&B market – a bold career move at that time.

Word-of-mouth referrals made his clientele grew to include local celebrities, diplomats and government officials. Hence, when it garnered a solid reputation for quality service bolstered by the use of latest technology, GAOC was one of





the first clinics to explore the concept of Medical Tourism and became one of its early proponents in the Philippines.

In 2006, to accommodate a growing market, GAOC inaugurated its second office in Medical Plaza, Makati City. Four years later, in 2010, it opened its Trinoma Mall branch in Quezon City. Since then, GAOC has been in a continuous pursuit of raising the bar of excellence in the dental profession. Every GAOC branch maintains an excellent group of in-house dental practitioners and is equipped with a full laboratory, high-tech scanning equipment and latest surgical apparatus, making the GAOC group the most progressive dental center in this side of the Asia-Pacific region.

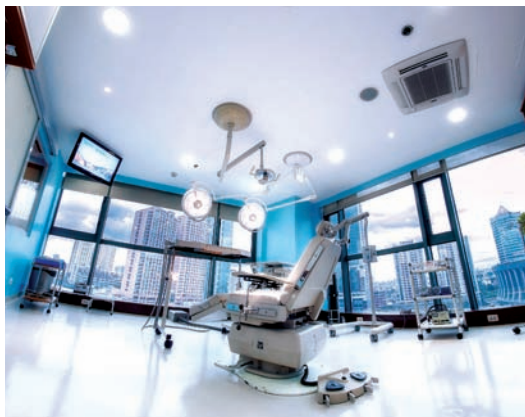
Expansion

- 1998 – Binondo Manila
- 2001 – Gan, Cruz Associates – 17th floor Medical Plaza Makati
- 2006 – Gan Advanced Osseointegration Center – 12th floor Medical Plaza Makati
- 2010 – Gan Advanced Osseointegration Center – 3rd Floor Trinoma Mall
- 2011 – Gan Advanced Osseointegration Center – The Residences at Greenbelt
- 2014 – Gan Advanced Osseointegration Center – St. Luke's Medical Center, Global City
- 2014 – Gan Advanced Osseointegration Center – Robinson's Magnolia

The driving force for expansion is non-other than Dr. Steve Mark Gan, Founder and Chairman of GAOC.

It offers the following general services:

- Dental Implants
- Cosmetic Dentistry
- Prosthodontics
- Endodontics
- Orthodontics
- Periodontics
- Pedodontics
- Oral Surgery
- General Dentistry



Every GAOC branch ensures that each patient is treated like a VIP as soon as he/she enters its doors. The reception area is welcoming, cozy and very spacious. The dental equipment and facilities are state-of-the-art, no less than world class standards. GAOC has an on-site dental laboratory, making prosthodontic cases quick and easy. On top of all these, we proudly offer exceptional customer service and patient care.

RECENT DEVELOPMENTS

In a serious effort to ensure quality care for each patient, every GAOC practitioner undergoes a continuous and sustaining education program. In GAOC, dentists who train abroad are a common practice.

GAOC's Surgical Suite at The Residences in Greenbelt was recently opened to cater to a more discriminating clientele. More branches are expected within the next two years (St. Luke's Global and Robinson's Magnolia). The CT Scanners and CAD-CAM machines are just two from among many of our technologically-advanced equipment available today.

PROMOTION

While GAOC recognizes that personal referrals are a general norm in attracting clients to clinics, we also recognize the growing power of mass media and social networking sites in today's consumer-obsessed generation. In the last few years, GAOC has gained tremendous brand awareness by utilizing multimedia ads and social networking sites. Traditional media, such as billboards, posters are also essential toward generating awareness for GAOC.

Located in the heart of Makati's Central Business district – an area exclusive to successful businessmen and women as well as professionals – GAOC enjoys enormous brand value as the clinic to go to when people look for world-class dental services.



BRAND VALUES

GAOC Founder Dr. Steve Mark Gan has established himself as the country's premier "Dentist to the Stars," where patients go for their legendary "Hollywood Smiles." It is through Dr. Gan's sterling reputation in the dental industry that initially carried the GAOC brand. Today, through a tenacious resolve in putting people and equipment over and above anything, GAOC currently enjoys tremendous goodwill as the country's premier dental center.

"It's not just a smile, it's a statement."

THINGS YOU DIDN'T KNOW ABOUT GAOC

- GAOC pioneered Dental Tourism in the country and is one of the first dental centers which passed the stringent requirements of Medical Tourism by the Department of Tourism.
- GAOC offers concierge services for international patients which includes flight bookings, hotel accommodations, and hotel-airport transfers via limousine service.
- Every year, GAOC dentists and dental nurses are sent abroad for continuing professional education and professional development to keep them abreast with the latest technological advances in the field of dentistry.
- The GAOC logo represents the titanium screw that is anchored into one's jaw bone to hold the implant or a replacement artificial tooth. The "S" symbol surrounding the screw represents the living bone cells (osteoblasts) that grow and wrap around the screw in a process called Osseointegration.
- The name of GAOC was influenced by Dr. Steve Mark Gan's mentor and teacher in the United States, Dr. Peter K. Moy of West Coast Center for Osseointegration.
- GAOC is known for its teeth-whitening treatments, which uses plasma arc blue light technology that activates a specially formulated gel to whiten teeth.
- GAOC uses a high-end CT scan machine, the first of its kind in Luzon, which provides an accurate high-resolution image for dentists to assess the best treatment for patients.
- GAOC is also one of the first to introduce X-ray machines that do not need film (much like desktop publishing nowadays) and other advanced equipment that administer painless anesthesia and endodontic therapy.



GT STONE WORKS™

Designed for the World around you...



THE MARKET

The Filipino's home is his castle. He has worked long and hard and often has to travel all over the world in search of his career to fulfill a lifelong dream: to own his own house. As one aspires to have bigger and better things in life, so has the selection of choices of homes and dwellings. No

longer contented with just the normal four walls and simple finishes, the Filipino's home today is a product of their experiences and increasing sophistication in the ever changing world.

One such product that determines the beauty and essence of a home is the façade. From the front, you will see how form and function intertwines to reveal the inspiration each homeowner gets when he sees his dream home.

An important material used to complement the façade is natural stones. Previously, the choices and colors of these stones were limited only to beige, off white, green and rust and to such material as marble, mactan stone, araal, ado-

be and woodstone. These stones were often crudely cut and hard to install owing to their heavy weight and irregular sizes.

Thankfully, engineered stones came along that replicated the various profiles of natural stone and the colors became more exciting and complimented the mood of the façade it.

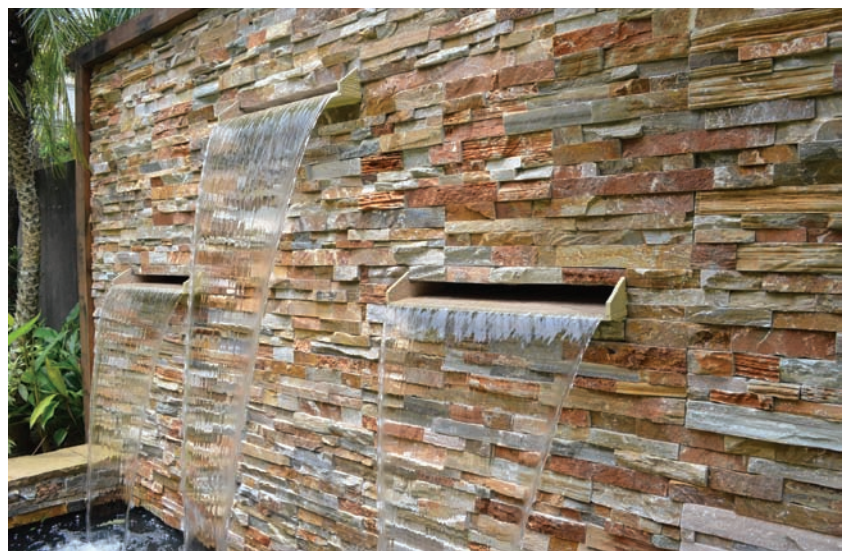
Slowly, commercial applications of stones for stores, buildings, resorts and hotels became popular. Becoming easily available, builders and architects were now able to design and execute beautiful facades within budget and deadline. With the backlog of housing units for low, medium and high end market still growing, the demand and popularity for decorative stones has been increasing.

ACHIEVEMENTS

GT Stoneworks, one of the leading producers of engineered stone wall claddings and decorative concrete stamping has a host of products that would brighten any bleak façade and bring life to any dreary wall and floor. "Stones are versatile building materials that speak a rich visual language of texture, color, and pattern. It evokes strength, performance, and endurance not found in other materials," explains Marketing Manager Jennifer Cerilles.

GT Stoneworks has been manufacturing stonewall claddings and through the years have accumulated fifty different profiles in unlimited colors designed to suit the needs for indoor and outdoor stone wall finishing. Using natural clay products, hardened with lightweight aggregates and a ceramic binder, the company does not deplete sources of natural stones by resorting to quarrying. The finished products are used in residential and commercial applications and have been featured as one of the most innovative product lines in Southeast Asia.

THE growing popularity of engineered stone is entirely understandable. Engineered stones offer qualities that not many natural stones could match.





Aside from being durable, lightweight and easily installed, engineered stones can be manufactured in many different unique colors and patterns.

“Moreover, engineered stones have no fissures, veins or other imperfections that may compromise the strength of natural stones. Also, engineered stones no longer make it hard for installers to match seams or slab edges,” explained GT Stoneworks marketing manager Jennifer Cerilles.

GT Stoneworks has been a popular choice among home builders because their engineered stone products possess color and design consistency that few real stones could offer.

THE PRODUCT

GT Stoneworks products include Engineer Stone Wall Claddings, Decorative Concrete Stamping System, Paving Blocks System and our newest product; All-Weather Outdoor Furniture.

RECENT DEVELOPMENTS

For floors, GT Stoneworks offers the Concrete Stamping System. Acquiring the manufacturing

and distribution rights for the South East Asian Territories of Matcrete USA products, a North American company that specializes in Decorative Concrete Stamping for the past 30 years, GT Stoneworks has found the right partner who can supply the right materials and technology for their Floor Stamping Operations.

Decorative concrete is an attractive and economical alternative to paving blocks or plain poured concrete. Different colors and profiles of natural stones can be achieved by using GT Stoneworks superior color hardeners, release agents and texture mats.

Durability and variety of colors and profiles are often cited as reasons for using Concrete Stamping on many commercial and residential projects. “Concrete Stamping adds value to any project”, adds Kris, “its vibrant colors and natural stone patterns makes any concrete floors come alive. With emphasis now on natural landscapes, concrete stamping business is growing in the U.S. as well as in Asia.

“We have been conducting seminars and orientations to many construction companies and developers who wish to learn about our Concrete Stamping System,” says Jennifer, “most

of them are surprised to learn that the material and installation works comes out cheaper and more durable than other finishes such as natural stone, paving blocks and tiles.”

GT SToneworks has launched their newest product lines, GT Designworks. Offering all weather outdoor furniture in modern designs, our furniture is made with high grade lightweight aluminum bars and weatherproof plastic fibers. Inspired by master craftsmen and weavers from Cebu City, our modern designs are available at all Wilcon supply and depot outlets nationwide.

With emphasis towards supplying homes, hotels, restaurants and resorts with the right outdoor furniture, GT Stoneworks is offering quality pieces at reasonable prices. “Our designs are world-class and the workmanship is comparable to any pieces you will find in European and American furniture stores,” says Jennifer, “In fact, we export to countries such as Australia, Spain, Canada, Greece and Portugal, and they are aware that Philippine made furniture are among the best in the world.”

BRAND VALUES

GT Stoneworks is one of the most recognizable brands in the engineered stone category for the construction finishing industry. The brand represents quality, consistency, reliability for decorative stone and concrete products. GT Stoneworks prides itself in continuously developing and innovating new profiles, colors and product lines to give the Filipino homeowner more choices for their dream homes.



THINGS YOU DIDN'T KNOW ABOUT GT STONEWORKS

- GT Stoneworks is a product proudly made in the Philippines. Although the profiles and colors looks imported, all are designed, developed and manufactured here. It is a testament to the creativity of our Designers who share a common passion to creating new stone profiles for the local market.



THE MARKET

Consumer trends tend to change being that change is the only thing that remains constant. Some decades back the “trend” was all about vitamins only to be replaced with “beauty and wellness” products today. The marketing strategies have likewise taken a turn with the introduction of “networking” vis-à-vis “over the counter” products usually peddled in drug stores. Consumer habits have likewise taken a turn with preferences and behavior no longer compatible with composition of what the target market consumer professional marketers were used to.

Glutathione is actually fairly popular in Asian countries like Japan and China, particularly with women. Glutathione is typically used for skin whitening, and as a product, that’s where it really shines but, it can be very helpful with a number of other skin issues as well. If you’re considering using skin whitening products but you’re afraid of potential side effects, you should give Glutathione some consideration. It’s effective when it comes to whitening the skin quickly, and it’s widely regarded as a safe way to whiten the skin. Glutathione is a substance produced naturally by the liver. It is also found in fruits, vegetables, and meats.

Traditionally, people take glutathione by mouth for treating cataracts and glaucoma, preventing aging, treating or preventing alcoholism, asthma, cancer, heart disease (atherosclerosis and high cholesterol), hepatitis, liver disease, diseases that weaken the body’s defense system (including AIDS and chronic fatigue

syndrome), memory loss, Alzheimer’s disease, osteoarthritis, and Parkinson’s disease. Glutathione is also used for maintaining the body’s defense system (immune system) and fighting metal and drug poisoning.

Yet, there is room for growth. Skin care business is growing at 6.6% reaching P31.0 billion in 2012. Whitening products continue to drive sales in skin care and is considered as an important feature of facial care. More importantly, Filipinos place a high value on fair skin because it is considered as a measure of true beauty in the Philippines.

ACHIEVEMENTS

Year Our Brands were Launched
 GlutaMAX – year 2008
 GlutaMAX Slim – year 2011
 VitaMAX C – year 2013
 Nice Day Coffee – year 2014

HISTORY

Healthwell Nutraceuticals, Inc was founded in year 2007 at Quezon City, Philippines.
 Chairman : Mr. Robert Nazal II
 President : Mr. Jose Paulo N. Legaspi

THE PRODUCT

GlutaMAX’s clientele are mostly women who place a high importance on taking good care of themselves. They know that choosing to patronize GlutaMAX mean not just a glowing, healthy and lighter skin but also having a “beauty from within”.

Nice Day Coffee Slim/White and Cleanses’s clientele prioritize on having a healthier lifestyle and positive well-being. They are determined to maintain their preference of being fit, whiter and healthy.

Vitamax-C Calcium Ascorbate’s clientele are health-conscious, active people. Because they engage themselves in physical and sports activities to maintain physical health, they prefer to take VitaMAX C to enhance their energy levels and build up their body’s immunity to support an active lifestyle.

“Our products are proven effective and of high-quality. With our vast experience in marketing and product development, Healthwell Nutraceuticals, Inc. is not afraid to think out of the box and explore opportunities

with new product concepts” – Mr. Robert Nazal II & Mr. Jose Paulo Legaspi

Health and Wellness value sales growth in the Philippines was higher in 2012 compared to the previous year owing to healthy economic growth. The 2012 performance was strong due to increased disposable incomes, advertisements, and consumers’ increasing priority for health.

RECENT DEVELOPMENTS

January 2014 – Launching of GlutaMAX Instant White Lotion, Underarm/Inner Thigh cream, Feminine Wash 150 ml & 50 ml and Facial Wash.

The growing market of consumers that are constantly in need for high-quality and innovative products that are good for the body and the whole well-being served as an inspiration for Healthwell Nutraceuticals, Inc. in the creation of GlutaMAX, GlutaMAX Slim, Nice Day Coffee and VitaMAX-C.

Healthwell Nutraceuticals, Inc. saw the need in providing these types of products to help in making Filipinos to be beautiful and healthier:

GlutaMAX Glutathione Capsule 500mg - Reduced Glutathione capsule preserves and protects the body against damage caused by free radicals.

GlutaMAX Lightening Soap with Glutathione 135g - is best for all skin types. It removes dirt and excess oil, eliminates dead skin cells and other skin blemishes while gently lightening the skin tone through mild exfoliation.

GlutaMAX Lightening Lotion with Glutathione & SPF 15 100 ml - gently and effectively lightens skin tone while deeply moisturizing the skin. It contains SPF 15 to protect the skin from harmful UV rays of the sun.

GlutaMAX Deodorant and Anti-perspirant with Glutathione 50ml - gently and effectively lightens dark underarms while protecting it against body odor and sweating.

GlutaMAX Lightening Cream with Glutathione SPF 15 30g - gently lightens uneven skin tone and discolorations on the face such as freckles, age spots and pigmentations. GlutaMAX Lightening Cream with Glutathione SPF 15 nourishes the skin to improve its overall texture and restore youthful vibrancy.

GlutaMAX Underarm & Inner Thigh Cream is the ultimate solution for lightening your dark spots! Powered by an advance and premium formulations from top dermatologists, GlutaMAX



Underarm and Inner Thigh Cream is safe to use.

GlutaMAX Light & Firm Facial Wash (With Cell Active Micro Scrub Technology) has the combination of skin lightening and firming ingredients to promote a healthy, smooth and youthful skin.

GlutaMAX Light & Tight Feminine Wash - is carefully formulated by the experts to safely provide maximum results. GlutaMAX White & Tight Feminine Wash makes the skin lighter and tighter while maintaining the right pH level.

GlutaMAX Instant White Lotion with Glutathione Advance (with Cell Active White

Technology) is an advanced product that has only the premium skin lightening essentials, formulated by top dermatologists to safely provide skin lightening in an instant!

GlutaMAX Slim reduces Weight, Prevents Fat Regain, Promotes Good Health, Radiates and Lightens the Skin!

Nice Day Coffee Cleanse 10 in 1 Coffee Mix - This 10 in 1 Coffee Mix is a master composition of all the health beneficial sourced from Ganoderma, Grape Seed, Goji Berry, Cranberry, Silymarin, Spirulina, and Coconut Sugar to provide detoxification and prevent various diseases.

Nice Day Coffee Slim 6 in 1 Coffee Mix - has CLA Fat Burner that helps in shrinking the fat that is stored around the abdomen (belly fat) and thigh areas. L-Carnitine burns the fat and converts it into energy.

Nice Day Coffee White 5 in 1 Coffee Mix - is a safe and effective coffee mixture that contains Glutathione and Collagen to radiate and lighten the skin.

VitaMAX-C - is a Calcium Ascorbate based vitamin c. It provides Anti-Oxidant Protection and is Tummy Friendly, Alkaline based and offers Maximum Absorption.

This year, Healthwell Nutraceuticals Inc. continues to be at the forefront of new

product innovations. As Research and Development has always been a priority for the company in terms of resources, exciting new brands are on the way. They are set to penetrate the huge hair grower market with Anagen, a complete hair grower system with a line of shampoo, tonic, and hair wax. Likewise, Suntastic, a revolutionary sun protection range of products with a unique anti-jellyfish sting feature, will be launched very soon.

To further expand the business and product range, Healthwell Nutraceuticals Inc. is also very aggressive in providing product solutions to institutional accounts such as direct selling companies, and pursuing export opportunities, not only in Asia but across the globe.

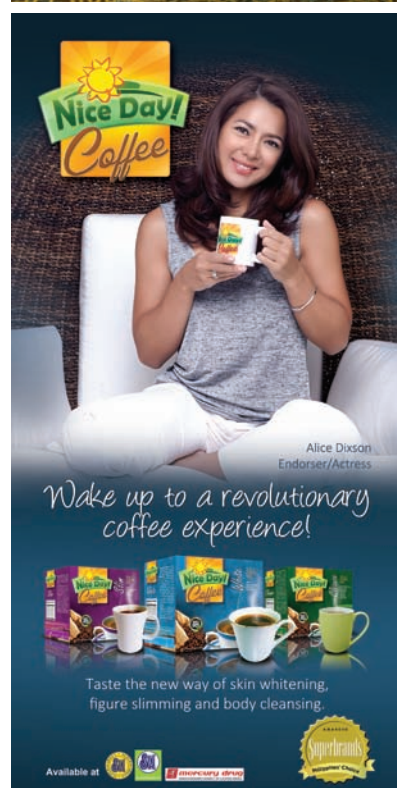
PROMOTION

Healthwell Nutraceuticals Inc. has invested in both advertising and promotional campaigns over the years. TV, Radio, Print, Outdoor Ads, Billboards, social media and special events are just a few of the strategic platforms utilized. In recent times, they have signed up Celebrity Endorsers like Ms. Gretchen Barretto for GlutaMAX, Ms. Alice Dixon for Nice Day Coffee & GlutaMAX, Ms. Ellen Adarna for Nice Day Coffee, and top athletes like Azkals Team Captain Chieffy Caligdong for VitaMAX-C.

BRAND VALUES

The public sees our brands as an innovator in providing High-Quality, effective Nutraceutical products and Consumer goods that deliver solution for Aesthetic Needs, Preventive Health and Overall Wellness. Our products are proven effective in evenly lightening the skin. GlutaMAX products lighten and at the same time deeply moisturize the skin. It likewise improves the skin's overall texture.

When it comes to the delivery of our brand promise coupled with consistency – GlutaMAX, Nice Day Coffee and VitaMAX – C are the brands of the future!



THINGS YOU DIDN'T KNOW ABOUT GLUTAMAX, NICE DAY COFFEE & VITAMAX-C

- Aside from being effective in lightening the skin, the Glutathione in all GlutaMAX products, have an Anti-Aging affect on the body; Can be a treatment for heavy metal poisoning; Scarring of the Lungs, Parkinson's disease, Cancer and Sickle Cell Anemia; Can increase effectiveness and reduces the toxicity of Cisplatin – a chemo drug used to treat Breast cancer; lowers Blood pressure in patients with Diabetes; increases Male Sperm counts in humans and animals.
- GlutaMAX Instant White Lotion: Break-through product because it makes skin lighter in an instant upon application.
- Other Uses of the Sucralose in Nice Day Coffee - Aside from being an artificial sweetener, the Sucralose in Nice Day Coffee is recommended for use by the whole family including children and women who are pregnant or nursing and is beneficial even to people with diabetes.
- The Calcium Ascorbate in VitaMAX – C is reasonably well absorbed by the body because it is alkaline based and one capsule is equivalent to 11 oranges.

健美 ivi RYO CORPORATION



is but the sheer beginning to something greater with innovations tirelessly pursued. Product innovation and improvement is a never ending journey for the company as we aim to continuously give our clients the best that we can ever give.

ACHIEVEMENTS

Ivi Premium Collagen was launched into the market July of 2010. After its successful launch of its first product in July of 2010, Ivi Premium Collagen launched 6 other products under this brand for a total of 7 brands under the Ivi brand. Interestingly enough there has not been a strenuous force outside our group challenging the status and success of the Ivi line of products. Ivi Ryo Corp. has been the sole founder, owner, and distributor of Ivi Premium Collagen products in the Philippine market.

The hard work and creativity of the minds behind the brand pushed Ivi to achieve great heights in its market. The visibility of the products nationwide and presence in popular social media sites helped push the brand even more. Now Ivi is available in Mercury Drugstore, Watsons, and other leading drug-stores nationwide. Ivi also has over 190,000 fans on Facebook.

THE PRODUCT (includes Service)

Ivi Premium Collagen Powder Drink

- Targets the source of aging skin.
- Each sachet contains 5,000mg of pure collagen – the required amount foreffective collagen replenishment.

THE MARKET

Premium products in the marketplace are not necessarily made for the mass market but for a niche target group willing to experiment to source what they personally require for their wellness and beauty. Anti-aging solutions such like the Ivi Premium Collagen Drink (in ready-to-drink) bottles as well as in powder offer this unique solution for the meticulous consumer who is sensitive and knows the measure of the product he or she purchases. The Ivi Premium Moisturizing Body Wash together with the Ivi Premium Anti-Aging Day and Night Creams, the Ivi Premium Moisturizing Facial Foam Wash not to leave out the Make-up Remover are the products so specialized for the knowledgeable consumer.

Women between ages 25 and above are more discerning with their wellness and beauty products so much so they require the consistent delivery of the brand promise. To stay beautiful, healthy and with youthful skin is the measure of efficacy which they receive with the Ivi Premium product line. Ivi is the pioneer in Collagen-based Anti-Aging products introduced in the Philippines. The consistent delivery of the brand promise provided the integrity required to stay the brand, the Superbrand!

This innovation is manufactured in Japan with sensitivities that that created its market consumer.

Ivi is not about an awareness it has generated but the success of the products delivery that grows its market. Brand loyalty has been nurtured and carefully serviced throughout the years. What is delivered today by the Ivi group of products

HISTORY

The brand started in June of 2010 with founders Vanessa Ongsiako Patillas from Manila, Philippines.

- June 2010 – Launch of the Ivi Premium Collagen Powder Drink
- September 2012 – Launch of the Ivi Premium Collagen Drink (in RTD bottles)
- February 2013 – Launch of the first topical product, Ivi Premium Moisturizing Body Wash
- June 2013 Launch of the advanced anti-aging line: Ivi Premium Collagen Day & Night Cream
- October 2013 – Launch of the cleansing line: Ivi Premium Collagen Moisturizing Facial Foam Wash, and the Ivi Premium Collagen Makeup Remover



- Infused with vitamins and antioxidants, it is a potent mix of regenerative, health-promoting ingredients that will bring back your skin's glow.

- This unique powdered formula is proven to be more effective than capsules or tablets because drinking collagen in its purest form penetrates the skin deeper.

Ivi Premium Collagen Drink

- Twice the Collagen content vs Ivi Premium Collagen Powder Drink at 10,000mg of Hydrolyzed Marine Collagen

- This unique powdered formula is proven to be more effective than capsules or tablets because drinking collagen in its purest form penetrates the skin deeper.

Ivi Body Wash

- Made with hydrolyzed marine collagen, Ivi Premium Moisturizing Body Wash is the first topical & cleansing product from the Ivi family. It is designed to support your body's collagen supply which is being replenished by Ivi Premium Collagen Drink. It is 500ml of supreme skin moisturization. formulation is optimized by hydrolyzed marine collagen to provide protection for your body's collagen supply, C0Q10 & Vitamin E anti-oxidants to protect skin against free radicals, & Olive Oil to protect skin's elasticity.

Ivi Day Cream

- Formulated with Collagen and fruit /plant extracts, The Day Cream repairs damaged cells. Making skin soft & smooth with every use. While SPF protects skin from harmful UVB and UVA rays to keep skin safe from early aging.

Ivi Night Cream

- Designed to moisturize & repair your skin while you sleep. A Collagen infused night cream that is rich in anti-oxidants. It will smoothen skin, reduce fine lines & wrinkles to give you a soft and youthful complexion.

Ivi Facial Foam Wash

- Gently cleanses skin, moisturizes with collagen, and exfoliates with the 5 plant extracts.

- It has all the exfoliating effects of a scrub and the moisturizing effects of foam.

Ivi Makeup Remover

- This collagen-infused makeup remover is gentle on the skin. It's formulation is specially made to keep skin moisturized during and after the cleansing process.

Our main edge is the innovative usage of Collagen in all of our products. We harness the premium kind of Collagen sourced in Japan to continuously improve the effects of our products. This effective product line becomes our unique selling proposition.

RECENT DEVELOPMENTS

In the past two years, Ivi has launched 7 products under the Ivi line, all focusing on giving the market youthful-looking and healthy skin.

Ivi has been available to penetrate the Mercury drugstores, Watsons, and other leading drugstores nationwide.

PROMOTION

Ivi has traditional advertising campaigns as well as support from on-ground sampling and events. Over the years we have launched several print campaigns and TV Commercials. Our original major campaign which had support on TV, radio, and print was for the Ivi Premium Collagen Drink (in ready-to-drink bottles). Our Campaign emphasized the healthy, young-looking "skin is the best" foundation for beauty. The Ads feature Ms. Gretchen Baretto as the face of Ivi Premium collagen Drink was very successful.

Succeeding campaigns still focused on the importance of healthy skin in achieving beauty, but the product featured is Ivi Premium Collagen Powder Drink. Again, this features Gretchen Baretto as the face of IviCollagen Drink. Through Traditional advertising, social media presence, below the line advertising, and on ground activation did we succeed to generate the product awareness.

BRAND VALUES

Our current clientele view Ivi as a part of their daily regimen in anti-aging and as their partner in achieving beautiful, healthy skin, and ultimately their partner in achieving happiness in their lives.

To those who have yet to discover Ivi, word of mouth and by personal endorsement has proven to be the best strategy. The Ivi logo is unique. It has the softness that imbibes beauty and elegance at the same time.

The brand name has already established credibility in the market through its premium quality and the effectiveness of the products. We build our clientele's trust with our continuous effort to give them only the best of what we can provide. In return, our clients speak for the brand and continuously support our products.



ivi
PREMIUM COLLAGEN POWDER DRINK

Younger looking skin starts in 7 days.*

Reduced lines, increased collagen, smoother and more moisturized skin.

Start looking younger today!

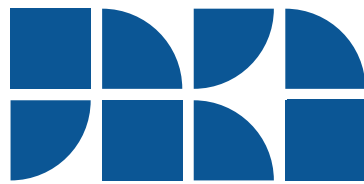
www.ivi.com.ph
MADE IN JAPAN

*based on a study conducted by Clinical Trial Management & Testing Associates, Inc.



THINGS YOU DIDN'T KNOW ABOUT IVI PREMIUM COLLAGEN

- Each IVI product undergoes stringent testing to comply with our standards as well as that of Japan's Ministry of Health and Welfare.



JAKA

Distribution Incorporated



THE MARKET

One of the more basic commodities we require in the Philippines is easily for matches. Be it to lite the flames that will bring light, for food to cook with, to attract fish for the catch if even to lite our habits. This is but one of the many products the JAKA Group manufactures and distributes nationwide. While it has not been easy to manufacture these matches through the years requiring a thorough and comprehensive strategy towards sourcing the wood it requires. Nevertheless this very basic commodity brings us down to the grass roots that measure the population now at some 100 million Filipinos.

The other basic commodities JAKA provides are cotton rolls (for both balls and buds), mosquito coils, tissue-paper and now even canned goods that do not necessarily require electricity for the more remote areas in the country.

The many various trade channels have been the traditional strategies for distribution such like the supermarkets, groceries, convenient stores (now in fashion), the wholesalers, independent distributor, market stalls and even down to the sari-sari store (the local corner store).

JAKA over the years has earned the integrity in the marketplace for its products that it distributes through its product innovations and technology advances, its competitive pricing and most of all its high level of service provided. Growth is exponential as our population expands.

JAKA has been a part of every Filipino home for generations. Safety matches like Royal, Guitar and EMI, produced by the JAKA Equities Corporation (JEC), are household staples in the Philippines. People have also come to trust cotton brands like Charm, Angel Soft, Softwhite as well as the mosquito coil brand EMI Katol, all of which are marketed and distributed by JAKA Distribution Incorporated (JDI).

Brands under the JAKA Food Group, such as Delimondo and Sunripe, are well known both locally and abroad. Delimondo Food Specialties retails a line of products that include deli meats, sausages, pasta sauces, drizzling oils, cooked food, marinades, pate, canned meats, dips and spreads. Delimondo is the JAKA Food Processing Corp's flagship business in the food industry. Sunripe, under Pacific Royale Basic Foods Inc. (PRBFI), is the preferred desiccated coconut partner by food industry giants in the US and Europe.

ACHIEVEMENTS

By the mid-1990s to the year 2000, JEC's offering of match products held a 70 percent market share. In 2003,

with the introduction of Fuego, a water resistant safety match, JEC continues to dominate the market.

In 2007, JAKA Distribution, Inc. was awarded the National Consumers Quality Awards, Organization for Peace and Progressive-Oriented, Inc., as well as the National Consumers Affairs for providing excellent in-house packaged paper, cotton, and numerous personal care products.

Unwavering passion to deliver quality and excellence in product and services is the JAKA Group's driving force to keep pace with the dynamic state of global business. And it is this passion and dedication to excellence that led Superbrands Inc. to award the Superbrands seal of excellence to the JAKA Group.

Since JAKA's inception the company has stayed the course be it for its ownership and direct management style. We have not suffered corporate misdeeds or any mismanagement over the decades to stay sensitive to the brand and not necessarily just the trade.

HISTORY

The JAKA Group started with the creation of the JAKA Investments Corporation (JIC) in 1974, a privately held investment management company responsible for overseeing and managing the diversified interests of the JAKA. Its first move was to acquire a matchmaking plant in 1977. As a result, the JAKA Empire is built on matches. JEC was JAKA's first business venture and it produces the country's most popular brands of water-resistant and safety matches.

Built on its success in the match industry, JAKA ventured into other areas. JAKA's Food Group is one of its popular ventures, comprising Pacific Royal Basic Foods, Incorporated (PRBFI) and Delimondo. PRBFI was established in 1986 to operate a newly rehabilitated desiccated coconut factory in Candelaria, Quezon. It began exporting desiccated coconut products directly to

consumers in North America and Europe. Delimondo was launched November 13, 2006 and its delicacies were first introduced in the Petra & Pilar restaurant (also a JAKA Affiliate under the food group).

JAKA is also a major player in the distribution and logistics industry. JAKA Distribution, Inc. (JDI) offers contract marketing and a distribution network for in-house and third party products. It was started as a distribution firm in 1991.

THE PRODUCT

Safety Match—Jaka safety matches are made of high quality softwood material that passes through the strict standards of Bureau of Product Standards (BPS) every year. JAKA provides this government agency with actual samples straight from the production line. This ensures that JAKA provides high quality safety matches.

Cotton Rolls, Balls and Buds—JAKA's top of the line affordable premium cotton products, personal hygiene doesn't need to be expensive. Made of imported high quality cotton materials, customers' can choose from the complete assortment of cotton balls, cotton rolls, cotton pads, and cotton buds. All JAKA cotton lines are DOH-FDA approved.

Mosquito Coil—Emi and Royal are the pioneer in scented mosquito coils having introduced a variety of fragrance-infused products. JAKA's premium line of mosquito coils can repel even the toughest mosquitoes, and protection against malaria and dengue. All JAKA mosquito coils are registered with FDA – Philippines, which ensure that the products are effective and safe to use.

Tissue Paper—JAKA's tissue paper is one of the major players in the Visayas and Mindanao region, Charm bathroom tissue is strong yet soft for the skin.

Canned Goods—JDI is distributing Delimondo's best-selling product, the Delimondo corned beef. Deli-





mondo's corned beef is made from 100% shredded pure cattle beef, cured and seasoned to perfection to bring out the meat's rich flavors.

High quality products, Continuous product innovation, Competitive pricing are key to JAKA's success.

RECENT DEVELOPMENTS

By producing high quality products with competitive prices and superior service, the JAKA has been awarded the Superbrands Seal of Excellence, specifically, to four affiliate companies: JAKA Distribution Incorporated (JDI); JAKA Equities Corporation (JEC); Delimondo, under the JAKA Foods Processing Corporation (JFPC); and Pacific Royal Basic Food Corporation (PRBFI).

JAKA Equities Corporation (JEC)—JEC, under the JAKA Lights & Woods Group, oversees the operation of a safety match manufacturing facility in Agusan del Norte, which manufactures the country's most popular brands of water resistant and safety matches, such as: Royal, Royal Flame, Guitar, EMI, and Baby Star.

JEC also introduced a new line, using new technology, Fuego, water resistant matches. It is popularly used in camping areas, at the seaside, and other wet places—no more fear of soggy, useless matches. They are distributed nationwide, particularly in coastal towns and provinces.

Delimondo is a line of high-quality, specialized products covering deli meats, bottled cooked food, and canned meats. JAKA Food's flagship brand, Delimondo caters to the premium market and is widely distributed in major supermarkets. Its top-grade meat products have made Delimondo the brand of choice.

Offerings include:

- **Corned Beef**—made from 100 percent shredded cattle beef, cured and seasoned to perfection to bring out the meat's rich flavors. This bestselling product comes in Ranch Style, and Garlic and Chili variants.

- **Luncheon Meat**—a combination of select pork and beef meats that are cured and seasoned with a special blend of spices. Comes in Original, Cheese and Pimiento, and Spicy flavors.

- **Deli Meats**—features products that include different kinds of bacon and pastrami.

- **Dips and Spreads**—gourmet products that are perfect on bread or in a dish. Come in Dulong in Olive Oil, Tomato Eggplant Pate, and Spicy Tinapa in Tomato Sauce.

- **Drizzling Oils**—flavor infused gourmet drizzling oils that can be used for pasta.

- **Marinades**—gourmet mixtures that infuse rich and exquisite flavors into any kind of meat. Come in Iberian

Chicken Mix, Guava Jelly and Coffee Lamb Marinade, and Universal Sauce.

- **Paté**—comes in Chicken Liver and Batido de Sardinas varieties.

- **Pasta Sauces**—come in Bolognese, Puttanesca, and Pesto.

- **Cooked Food**—comes in a wide variety of traditional gourmet Spanish recipes with a twist.

- **Sausages**—made from ground meat of beef, pork or chicken, cured in spices and smoked for extra flavor. Delimondo has a wide range of sausages, from Kielbasa and Hungarian sausages to local favorites like Longanisa and Chorizo Bilbao.

Pacific Royal Basic Food Incorporated (PRBFI)—PRBFI, makers of the Sunripe desiccated coconut products, likewise made the Food Group one of the



dominant suppliers of desiccated coconut products in the world. Sunripe is widely distributed and marketed through Desico International Incorporated in the US, and Sunripe Europe Limited in Europe. Sunripe desiccated coconut products come in various cuts: Fine, Medium, Flakes, Chips, Shreds, and Tenderized.

JAKA Distribution Incorporated (JDI)—JDI, with both distribution and logistics services, offers nationwide warehousing and forwarding of more than 40 consumer product lines. The company's initial success was in the distribution and marketing of JAKA's brand of safety matches through such varied trade channels as supermarkets, groceries, convenience stores, wholesalers, distributors, market stalls, sari-sari stores, drug stores, warehouse clubs and other retailers. Soon, other JAKA products became part of the product line.

- **Cotton**—These include cotton, which comprise Softwhite, Softips and Angelsoft. Cotton Softwhite is premium quality cotton made from high-grade cotton fibers and Cotton Softips are soft, gentle buds for

personal use. Angelsoft is an affordable, quality cotton product made from high-grade cotton fibers.

- **Mosquito Coils**—JDI also distributes mosquito coils, one of which is Royal, a premium quality mosquito coil that can last up to nine hours. Royal is also the pioneer in scented mosquito coils, available in Regular and Scented (Citronella). EMI is a high-quality mosquito coil that can last up to eleven hours, available in Regular and Scented (Lavender).

- **Tissue Paper**—Then add tissue paper. Beyond all that, JDI also distributes JEC and Delimondo products.

PROMOTION

BTL Activities which includes trade marketing promotions like product bundling, sampling, seasonal events, in-store promotions such like seasonal promotions, push & pull activities and mailers are some strategies employed for the saturation and Penetration Drives

All JAKA products must be able to penetrate the market through extensive promotional activities via print, TV and radio ads.

Delimondo conducts sampling sessions at supermarkets and actively participates in food trade shows. In the past two years it has seen expansion in distribution and visibility, specifically in select supermarkets in Metro Manila.

JAKA Equities Corp. in partnership with JAKA Distribution Inc. distribute all products nationwide.

BRAND VALUES

JAKA Equities safety matches are perceived as the leading brand for safety matches. In addition, our other products are known as the better alternative to leading brands.

Delimondo is perceived as a premium corned beef brand, on par with the best-imported brands. All of our products are known for high quality and convenience. The JAKA logo elicits instant recognition and Delimondo's predominantly white packaging with the Delimondo logo in black grabs attention on supermarket shelves.

The JAKA Group strives to offer the highest quality items that people can buy. We take pride in what we do, and push to be at par with and exceed global standards for quality and excellence. That's why we are a Superbrand.

THINGS YOU DIDN'T KNOW ABOUT JAKA

- JAKA was the first company to introduce scented mosquito coils in the market. The first scented mosquito coils came in lemon and lavender scents.



MET TATHIONE



THE MARKET

More than a story of success, this is a story of a great beginning.

It started with Met Tathione: created to answer a real need in the Filipino market. From the founder's experience, entrepreneur Vanessa Ongsiako-Patillas saw that she needed healthful beauty products with dramatic results. More so, she felt there was no local product for women with the highest standards for quality. She then partnered with Lorelie Espiritu, who came on board to really push the brand and the passion for beauty into the Filipino Market. With their combined efforts, these passionate women helped the company grow to the Met we know now.

As it happens, only women know what women want. And so they decided to continue to develop products that fit the level of excellence she expected as a consumer. Their collaboration and partnership with Rolando Espiritu, Ryan Jay Patillas, and Margareth Acuña started White Beauty Corp. They intended to be the force behind the movement of creating a new generation of beauty products that exceed the industry standard. And from then on, they acted like it.

Ingredients and suppliers were carefully selected, procedures were meticulously checked, and processes extensively studied. Their passion for beauty and wellness shaped their instincts. And their standards for product quality remained top-notch. As setbacks urged them to take the easy way out, they maintained headstrong, compelled by ego and obsession, to keep doing what they intended to do in the manner they wanted to, no matter how difficult.

Since the company White Beauty Phils. Co. was founded in 2002, it has progressed and merged with the Ivi brand to become Ivi Ryo Corporation. And so within a decade, their collective efforts created the corporation that now makes the top brand in the glutathione market today.

ACHIEVEMENTS

We are a company of individuals with a passion for great work. We have a strong sense of purpose to deliver top quality products that is at par with our personal standards. Our target customer is ourselves.

That is why we are the pioneers of this industry. Whatever the standard, we aim above it. Whatever is acceptable, we exceed. Because we aim to please not just the average customer but especially those who seek superior quality and dramatic results.

We are a people who seek to prove and improve our high standards for our products. We believe in the need to respond to change, to adapt to our market, and to strive for perfection.

So we have channeled this passion in the way we work. We reject the bandwagon of mass production, avoiding cheap, substandard end products. Instead, we partnered with a very reputable manufacturer in Japan. Highly skilled and vastly knowledgeable, we believe that we share the same moral standard in business.

HISTORY

While the Met Tathione brand of excellence and consistency is rooted from our quality products, the success of the Ivi Ryo Corporation comes from the work of these driven individuals.

- 2002 - Vanessa Ongsiako-Patillas founded White Beauty Trading Phils. with the creation of their flagship product Met Tathione.
- 2003 - The equally passionate Lorelie Ramos-Espiritu became a partner of the company.
- 2006 - White Beauty Trading Phils. changed its name to White Beauty Corporation.
- 2013 - The company merged the Met Tathione product line with the Ivi product line under the Ivi Ryo Corporation.

THE PRODUCT

When premium-grade reduced glutathione is reinforced with imported new ingredient Alga-trium®, it can only be Met Tathione. It is an anti-oxidant dietary supplement with health and cosmetic benefits. With its recent product innovation, the patented anti-oxidant Alga-trium®, Met has been proven to be three times more effective. That is, in both its health and cosmetic properties.

Its strength as a product lies in the combination of its ability to promote good health and another surprising benefit: Met Tathione also lightens the skin and evens out skin tone. It is this duality as a health and beauty supplement that won Met users all over the country.

In fact, 80% of glutathione consumption in the local market is that of Met Tathione. Since the birth of the brand, it has continued to gain a loyal following for its potency and long-lasting results.

What is Met Tathione?

Met, the pioneering brand of glutathione, brings you the latest in skin beautification: Alga-trium. Our new product innovation makes Met Tathione bring out that radiant glow in your skin.

It works from the inside out, giving you evenly toned and healthier, glowing skin in as little as two weeks. One capsule contains a potent formula of reduced glutathione and an imported antioxidant called Alga-trium.

MET also helps strengthen the immune system, removes toxins from the liver, boosts sexual potency, and protects the body from free radical damage.

All our products are completely sourced and manufactured in Japan under strict quality control. Expect only the highest quality from the leading glutathione supplement that is trusted by many.

Take two Met Tathione capsules daily after a meal.

Glutathione:

Reduced glutathione is the main ingredient in Met Tathione products. It is the safe and most potent form of glutathione that we need in our bodies.

Glutathione is often referred to as the master antioxidant. It has many benefits that prevent oxidative stress in cells.

In fact, glutathione supplementation is necessary to keep healthy. The Met glow is not just from the skin but also from the overall benefit of glutathione throughout the body. Having low glutathione levels makes you more prone to cancer, multiple sclerosis and Parkinson's disease.

Glutathione is naturally occurring in the body but is slowly depleted through aging. So a daily dose of Met Tathione with reduced glutathione and Algatrium can complete your beauty regimen from the inside out.

Algatrium:

Algatrium is a patented antioxidant found only in Met Tathione. This product innovation is the first in the country.

Our new ingredient got good results from people who tested it for three months. Test subjects showed that after a mere 15 days, DNA damage by active oxygen drastically decreased and remained low for the rest of the testing period months after.

Another thing Algatrium is good at is producing more glutathione that is naturally occurring in the body. So skin lightening could be greatly improved. Laboratory tests prove that Algatrium can even triple glutathione production.

We are constantly striving to achieve perfection. This product innovation is the first in the country. With the help of Algatrium, signs of a healthy, lighter, and glowing skin will start showing with just two to three weeks use.

RECENT DEVELOPMENTS

We seek perfection in our products so we have patterned the way we work in doing so. Aided by the passion to distribute the highest quality products to our consumers, we have sought the expertise of our partners abroad. Met Tathione is meticulously formulated & produced in Japan and is especially made for Asian skin.

Each Met Tathione product undergoes stringent testing to comply with our standards as well as that of Japan's Ministry of Health and Welfare. It is our protocol to have our products tested in Japan and upon its arrival here. SGS S.A. (formerly Société Générale de Surveillance), the Swiss world leader in quality testing, subjects every batch of our products to microbial and heavy metal testing to guarantee that our products are safe and pure. We also have them monitor the exact amount of ingre-

dients per batch to maintain the highest level of quality we often profess.

As it is shipped to the Philippines, our sophisticated data logging technology tracks the temperature of our products every hour to ensure the best quality every time. In fact, though government standards require FDA testing every two to three years, we still have our products tested per monthly shipment.

It is through this that we prove our passion for premium quality. We believe this is why we are the number one brand for glutathione supplements recommended by dermatologists nationwide.

PROMOTION

Met Tathione has been regularly promoting the brand by having a veritable media blitz that highlight the glowing endorsements that celebrities give for its equally glowing products. This coupled with real life testimonials of everyday Filipinos who credit the brand with the transformations they have experienced. These endorsements have allowed an integrity we enjoy in the market place to date.

Beyond the big media campaigns that the brand is known for, Met Tathione has reached out to consumers through in-store promotions made possible through tie-ups with Mercury Drug and Watsons. Product education is key.

BRAND VALUES

Met Tathione, under the Ivi Ryo Corporation, wants to continue being the number one glutathione skin whitener in the market. We embrace the Japanese philosophy of Kaizen, which is the belief in the constant pursuit of perfection. Through integrity and innovation, Met will continue to be a name that inspires Filipino men and women to care for their health and skin through the daily intake of Met Tathione products.

CHANGE YOUR IDEA OF WHITENING

The NEW MET TATHIONE

now 3x more effective

with Glutathione + Algatrium®

Superbrands



THINGS YOU DIDN'T KNOW ABOUT MET TATHIONE

- Our patented new ingredient, ALGATRIUM, is actually imported from Spain. It boosts the body's glutathione content by 300%.



THE MARKET

Driven by the desire to allow customers to have the genuine Filipino spa experience which they can find nowhere else, **Mont Albo Wellness Corp.** started a spa trend through **Mont Albo Massage Hut** – an entity genuinely dedicated to wellness and Hilot (Filipino traditional massage). A spa that is unimimidating and has a feel of a warm Filipino traditional home, the Nipa hut.

A first of its kind in the Philippines, Mont Albo Massage Hut is a no-frills spa. Its unpretentious and modest vibes, coupled with the strong presence of the Filipino culture, drew the interest of Filipinos looking for traditional massage at a homely place resembling that of the *bahay kubo*, making them feel heart-felt welcome and more relaxed. Of course, the truly warm and hospitable staff provide a high-quality and genuine service to the guests.

Mont Albo Wellness Corp. believes that every hard working individual should experience an easy and restful time after a hard day's work. Part of the company's mission is to promote affordable spa wellness treatments to each and every one – not just for beauty and relaxation, but also as means of prevention and therapy for several common ailments of the body, mind and spirit. Without the need to spend too much on a relaxing and invigorating massage or other body therapy solutions, Mont Albo Massage Hut offers quality and industry-standard services that are very budget-friendly fit for the price conscious hard working Filipino.

ACHIEVEMENTS

Since Mont Albo successfully expanded its business, the company has always aimed to share this success to local entrepreneurs. The growth of the brand and the business equate with more people getting the opportunity to achieve their entrepreneurial goals as well. Recognizing the company's efforts and sharing the same objectives with them, BPI Family Savings Bank included Mont Albo Massage Hut in its continuously growing Ka-Negosyo Franchise Best List. This award recognizes the stability and financial soundness of a brand. Especially designed for franchising businesses, BPI Family Ka-Negosyo Franchising Loan allows potential entrepreneurs to start their franchise business with affordable and easy financing.

The owner, Dr. Nol, was also awarded the Mansmith Young Market Masters 2014 for the Entrepreneurial Marketing category. An award not expected for a medical doctor.

Mont Albo Wellness Corp. has recently tied up with ABS-CBN Lingkod Kapamilya Foun-

who have written success stories of their own like **Dr. Nol Montalbo** know that very well.

For Dr. Nol, it takes determination, hard work, wisdom, and even a fair share of life's failures to build a strong entrepreneurial spirit, which is evident in his multi-million spa franchise business

today, **Mont Albo Massage Hut of Mont Albo Wellness Corp.**

Putting up this business was no walk in the park for Dr. Nol, who only had **P1,500** on hand when he decided to venture into soap making. This was not even favored by the people around him since they deemed it senseless for a Medicine degree holder to not pursue his career in the medical field, and instead, make soaps for a living. He would hear insults and harsh judgments from people calling him a penniless doctor.

Dr. Nol, however, faced all the consequences of his decisions. Despite lacking in capital, he maximized all his resources and seriously focused on his entrepreneurial goals—he even had to pawn his watch to fund his business.

It was also the time when Nol was in dire need of money to support his family, who were then suffering from financial difficulties. This motivated him even more knowing that he had to save his family from being completely broke.

He continued to perfect his soap-making craft and make use of it to earn his much-needed income. From marketing his products to selling them door-to-door, he poured all blood, sweat and tears to make both ends meet.

But he wouldn't be deterred by these challenges. With commitment, creativity and resilience, he was able to turn his small investment into an impressive business. His luck turned when he was asked to supply 70,000 pieces of soaps to a

client who owns several cosmetic stores in malls.

The success wouldn't stop there. After getting a taste of successful entrepreneurship, he then spotted a need for affordable spa services so that people could de-stress and feel relaxed for a few hours after a tiring day. This and more through the healing method he grew up with, *Hilot*.

With his background in Medicine, he did further research on massage and the spa industry to be able to provide higher quality of services to customers. For him to develop his expertise in massage therapy, he even topped the Department of Health Licensed Massage Therapist (LMT) Exam.



dation to procure Virgin Coconut Oil from Brooke's Point in Palawan. This is considered a huge achievement since the company is very passionate in supporting indigenous communities, thus providing sustainable living – a step towards fulfilling its mission of creating a wealthy nation through wellness.

HISTORY

Many aspiring entrepreneurs would think that money matters the most when starting a business. While a big pile of cash is really essential in launching a venture, it doesn't really make for a solid foundation of a business, and businessmen

With the money he earned from his soap business, he then decided to open his very first spa in 2007, just a few months after his first entrepreneurial venture. A modest facility equipped with only four beds and 10 staff members in a modest apartment space in Makati, Dr. Nol named it Mont Albo Massage Hut.

He was also able to expand the business by opening another branch in Makati after only seven months. As he saw a greater business potential, he opened another facility in Malate in 2009, and ventured into franchising a year after. Since then, the company grew and became unstoppable. From a humble seed the company has become a well known and sought-after spa brand in the Philippines.



PROMOTION

Aside from the very strong presence of the brand in all media platforms, the company has always believed that the best promotion is from the execution of the service itself. The highest form of service can never be reached without politeness and excellence in manners. The company promotes the willingness to ask and the generosity to provide what is really needed by clients beyond the availed treatment itself – to personalize and individualize service as called upon. Moreover, it is instilled within everyone in the company that to be treated with respect and dignity, they should serve and be courteous at the same time, at all times.

THE PRODUCT

Now with 35 branches, Mont Albo Massage Hut offers services that are based on traditional Filipino healing practices such as *hilot*, *bentosa* and *suob* (herbal steam), and other similar forms of treatments and therapy. Starting from P55 to P380, customers are guaranteed a very relaxing and therapeutic massage experience.

Keeping the Mont Albo brand true to its Pinoy roots, it offers customers the Filipino culture of healing, the *Hilot*. It is something that Mont Albo customers keep coming back for. They especially feel more relaxed and comforted as they feel the slow and careful strokes, which remove the blockages or "*lamig*". This treatment also relieves upper back aches and stress-related pains and anxiety. Giving it a more traditional and local feel, banana leaves and virgin coconut oil are also included as key elements in this treatment. *Bentosa* or placement of suctioning cups is recommended as well.

The spa was also famed for using locally made organic materials for their services, which the owner originally formulated. A signature product of Mont Albo is the Coffee Energizing Scrub Coffee Energizing Scrub, using Kape Barako as its key element, something close to the owner's heart as it is a specialty of his hometown, Batangas.

Treatments also consist of indigenous and traditional massages and other full-body treatments set in the modern spa setting provided by well-trained, dedicated and licensed massage therapists.

RECENT DEVELOPMENTS

Seeing the need for a more indulging spa treat, the company levelled-up the Filipino spa concept and created **Ginhawa Spa & Dining**, a Filipino Colonial-themed spa that serves Filipino history, cuisine and traditional healing, together in one treasured experience. This is where customers will feel the old Spanish charm and project like a Señorito or Señorita in their own spa mansion.

Guests can choose from a wide array of spa treatments exclusively available at Ginawa Spa & Dining. For a royal pampering, clients get more pampered as they enjoy spa services and treatments, in Spanish or historical names, such as facials, massages, body scrubs, hand and foot care, and combinations of these services all in the comfort of a Private Room (*Cuartos*) with bathroom, Couple's Room (*El Oriente*) and Personal Sauna. Included in the spa journey is a sumptuous complimentary four-course Spa Cuisine prepared by a dedicated and passionate wellness Chef. This again separates this new upscale spa brand from competitors.

BRAND VALUES

Though the company admits that challenges are a constant part of running an original and authentic business, it continues to permeate a solid Filipino culture within its entire organization—a culture that led it to all this success after all. Beyond making huge profits, it also makes sure that it gets to share this success with others. Part of the company's mission for growing the business is to provide more jobs for Filipinos which will, in turn, contribute to the economic growth of the country. Of course, the winning factor of the business also came from the love for local traditions and culture that led them to promote *Hilot*.



THINGS YOU DIDN'T KNOW ABOUT MONT ALBO

- Mont Albo Massage Hut has been utilized as Shooting venue for TV shows and movies by major networks.
- Dr. Nol was invited as a speaker to talk about the Philippine Spa Industry in New York by UPMASA (UP Medical Alumni Society of America) in 2012. He was the youngest invited speaker from the Philippines.
- The green gradient in the logo represents the "dawning of Hilot". The color moves up for every achieved target location. It will occupy the whole backdrop when Hilot is already present worldwide.



THE MARKET

With the Filipino culture being mostly centered on social harmony, kinship and interpersonal interaction, it is little wonder why mobile technology become an instant hit in the Philippines. Mobile devices, which bridge geographical distance and enable communication, immediately captured the hearts of the Filipino community whose close knit circles foster the need for constant communication.

With all these trendsetting innovations offered in affordable prices, it is not surprising that MyPhone totally changed the Pinoys' view of mobile phones from being luxury items to affordable everyday gadgets. Filipinos welcomed the MyPhone brand warmly, and it didn't take long for it to thrust ahead of the bigger foreign cell phone brands in the market.

ACHIEVEMENTS

More than improving the technological aspects of its products, MyPhone's aim is more focused on developing products that will elevate the lives of its users, the Filipinos. MyPhone boasts its exclusive Pinoy Apps, pure-Filipino contents which are consist of bugtong, trivia, prayers, and other religious and cultural contents that are purely Filipino.

With this special feature, MyPhone was able to bag several recognitions from different award-giving bodies. Among which is the Pope John Paul II award given by the Catho-

lic Mass Media Awards in 2012. MyPhone was the first company to receive such award because of its MyFaith feature in its mobile devices which contains prayers, bible verses, religious songs, and other religious contents. It was also given a Superbrand title in the same year, a proof that MyPhone is paving its way to be a product as competitive as those in the global market.

HISTORY

In its first year, MyPhone had only three phone models distributed by 15 dealers nationwide. But in a span of only six years, the company grew exponentially. From selling only 68,000 units in 2008 to more than three million phones in 2013, MyPhone has indeed established its brand in the Filipino market.

MyPhone is currently selling its products in more than 300 concept stores and booths, and is available to more than 1,000 multi-brand cell phone stores nationwide. And what used to be 15 dealers has grown to a pool of 250 dealers who has joined MyPhone in its success.

THE PRODUCT

This vision is perfectly reflected in the logo of the brand, solid heart with the Philippine Flag inside. It is meant to remind the company, its management, and its consumers of what the core values of the company – uplifting Filipino pride, dignity, and love for the country.

Indeed, MyPhone has never once strayed away from its values. The brand has been known for relevant innovations to Filipinos through its vast series of MyPhone hand-sets that are undeniably customized for the Filipino lifestyle.

- Recognizing Filipinos' need of using multiple networks, MyPhone **introduced DUAL-SIM mobile technology** in the country;
- Knowing the Filipinos' fondness in watching television, MyPhone was **the first brand to offer mobile phones equipped with mobile TV**;
- Keeping its promise of promoting Filipino values, MyPhone became the **first in the country and in the world to have prayer phones**;
- Being the first Filipino cell phone brand, MyPhone also **started the trend of using Filipino endorsers for mobile phones**;
- Aiming to promote original Pinoy Music, MyPhone also developed the **first music album phone** for one of its singer endorsers.

RECENT DEVELOPMENTS

What is MyPhone's key to success? It is constant innovation and consistency. Over the years, MyPhone has mastered the art of constantly improving their technology while remaining consistent with their goals as a Filipino company.

In keeping with its being a pioneer of innovations, MyPhone introduced its strong line of smartphones in the country in 2012—a

P12,999 only

PROCESSOR
1.7GHz Octa-Core
Android 4.2 Jelly Bean
Dual micro SIM

DISPLAY
5" FULL HD IPS
Corning Gorilla Glass 2
Wireless Display

CONNECTIVITY
3G
USB | HSPA+

CAMERA
16MP Main
8MP Front

MEMORY
16GB ROM
2GB RAM

BATTERY
2350mAh

experience the future

introducing

INFINITY

the smartphone with infinite capabilities.

TRUE Octa CORE

www.myphone.com.ph
www.facebook.com/myphone
www.twitter.com/myphoneofficial

move that was once again welcomed warmly by its patrons.

But MyPhone smartphones are more than just its more sophisticated features. Just as its basic phones were loaded the Pinoy Phone App, MyPhone smartphones were also made more relevant to Filipinos with its wide range of applications relevant and functional to Filipinos.

- MyPhone pre-embedded social networking applications most popular among Filipinos in their smartphones so users don't have to download them,

- MyPhone pre-embedded relevant applications like the Bible App for Catholics and Christians who make up most of the Filipino populace; MMDA App, Easy-Taxi App, and Click-the-City App to facilitate convenience among those in the metro.

- MyPhone developed the My|Load App which makes loading any time and in any place much more convenient among MyPhone users;

- MyPhone also came up with its My|Karaoke App in response to Filipinos' fondness of sing-alongs;

- MyPhone introduced the TARA Application, an anti-theft technology which helps users render their smartphones useless in case of theft.

PROMOTION

More than embedding Filipino applications and contents in their products, MyPhone also honors the country's rich culture is by mounting events that support traditional festivities. In

2010, MyPhone started its MyPhone MyParty Invasions, an all-year-round series of events that tours around the country. The parties' aim is two-pronged: to reach out and reward supporters of the brand through entertaining shows, prizes and giveaways, and to celebrate Filipinos' unique cultural festivities.

Aside from celebrating Filipino culture, the Filipino mobile phone brand is also supportive of the Filipino talents. MyPhone has always been consistent in using Filipino endorsers. Their ambassadors include Janine Gutierrez, Devon Seron, Karen Reyes, Ryan Boyce, Tom Rodriguez, Dennis Trillo, Daniel Padilla, and Coco Martin.

MyPhone is going towards a more colorful theme for this year. With the release of MyPhone Rio series, a line-up of mobile phones with interchangeable colorful back covers, MyPhone did create a nationwide buzzin all media – strengthening its position as the top Filipino mobile phone brand in the country.

BRAND VALUES

The brand is keen in supporting home grown Filipino artists and athletes. In fact, in 2013 alone, MyPhone exemplified its mission promoting Filipino pride by supporting various teams who competed locally and globally.

Among these Filipino teams and acts MyPhone supported are the Secondwind Triathlon Team; Team Philippines of Homeless World Cup 2013; 2013 World Hip-Hop International Mega Crew Division bronze medallists, Up Streetdance Club; and the FIBA-ASIA Silver

medallist and FIBA World Cup 2014 qualifier, Gilas-Pilipinas.

But for MyPhone, its Pinoy Heart isn't all about celebrating with Filipinos in time of festivities and merriment or silently supporting these world-class Filipinos in their step to pride and glory. It is also shown in how MyPhone responds to the calls of time, especially times of need.

In 2013, when Super typhoon Yolanda hit the country, MyPhone was one of those who immediately act upon the true spirit of Christmas, and gathered all its artists for a benefit concert for the afflicted.

MyPhone is definitely not just a Filipino company in the mobile phone business; it has a purpose that transcends its business purposes. And it has both the numbers and a good track record of business integrity and goodwill to show why this Filipino company is a "Superbrand".



THINGS YOU DIDN'T KNOW ABOUT MY|PHONE

- During its first year, MyPhone only had five employees running its operations. All of them worked hard hand-in-hand to market, sell, and develop the very first Filipino dual-SIM phone in the country



Organique

It's not just a drink, it's a lifestyle.

THE MARKET

A closer analysis of the market segments do not necessarily lend credence to which target market health, wellness and beauty products belong. Be it for necessity cross boundaries are most often the case. After all where and when can we identify a necessity vis-à-vis impulse or aspiration.

We enjoy today's consumerism in the Philippines experiencing phenomenal growth be it for the rabid increase in our population the past six decades or together if not compliment to the gregarious economic activity we have witnessed the past five years. Either way there is a growing affluence within the marketplace for niche products within our consuming society. The psychographics to date can no longer be limited to the levels of income one is associated with other than the aspirations generated wherein consumers today purchase quality products that deliver brand promises they require especially in the fields of health and wellness. The marketplace is scored by a consuming society who cross boundaries of distinctions to purchase what they need and not necessarily what they only want.

ACHIEVEMENTS

Organique™, Inc. was conceptualized in September of 2008 in Yorba Linda, California by its founders. With the stringent regulation on food safety in California, the founders thought it would benefit the consumers in other regions outside USA. By this concept, Organique™ was born. Using state of the art equipment and highest possible standard in manufacturing process.

HISTORY

A Cebu-based company established in September 2008 in California, USA distributes the famous, much touted ACAI BERRY – a nutraceutical food and beverage products now sold through direct selling in the Philippines. The company, which was founded by couple Joseph and Catherine Salimbangon, both saw the need for an alternative health drink which will truly help improve the Filipino's diet and enable him to achieve a healthy lifestyle.

Through the relentless efforts of Catherine Salimbangon, herself a health advocate, being a registered nurse and practitioner in the medical field, she and her very supportive partner for life, left no stone unturned just so this miracle food can be made available to millions of sickly, undernourished and malnourished Filipinos. Now we can enjoy the superior and proven health benefits of Acai Berry. Indeed Cathy's maverick strides and indefatigable concern has earned for her, and rightly so the title "Queen of Acai" in the Philippines, which the company's Ambassadors of Wellness Ms. Cory Quirino had proudly affirmed. Cory happily attests to the highly superior, remarkable nutritious con-

tents of Organique Acai Berry which is now very much a part of her staple diet.

ORGANIQUE Inc. forged a partnership with the distinguished California-based company, considered a leader in "Proprietary Flavor and Aseptic Technology for Functional Foods and Nutritional Products" and introduced to the Philippine market in April of 2009 the ORGANIQUE AÇAÍ PREMIUM BLEND (Açaí Berry Energy Concentrate) – acclaimed phenomenal Superfood Juice health supplement.

THE PRODUCT

Omega-3 Chewable, Chai T and ISO Sports are all formulated and manufactured in the California, USA

It is imported and distributed exclusively in the Philippines by Organique, Inc.

Organique™ Açaí Premium Blend Food Supplement (UPC-A 898427002116) - Organique™ Açaí Premium Blend is our flagship product. One of the best tasting health drink on the market. Considered the most potent Açaí Juice Concentrate with over 14,000mg of Acai per 30mL serving. Each BOTTLE of Organique™ Açaí Premium Blend is 946mL in size good for 30 servings. SUITABLE FOR ALL AGES.

Made from the finest all natural ingredients blended to perfection without preservatives and artificial additives. Take 30mL (2 tablespoon) every day in the morning before breakfast.

Our Organique™ Açaí products have gone through extensive research. Our products are made of natural, wild harvested Açaí berries from the Belém region in the State of Pará, where Brazil produces its "cream of the crop" Açaí (depending on the region it is harvested, the nutritional values and taste may vary). We manufacture and distribute a full line of pure Açaí berry products formulated to the ideal standards of native Brazilians.

Our manufacturing facility is located in California, which is known for its stringent regulation on food safety. We have been a leader in the development of Nutraceutical and Functional products using Proprietary Aseptic Technologies and Flavor Systems, which is supported by experienced and trained R&D Chemists and Microbiologists that are continuously developing products using the freshest ingredients, and latest processing innovations.

We aim to make Organique™ Açaí one of the best in the market. We strive to make our products as healthful as possible to ensure that our consumers can nourish and strengthen their bodies in the best possible way.

We, at Organique, Inc., believe that in order to maintain a healthy lifestyle, we have to: "keep it simple, drink healthy purple!"

RECENT DEVELOPMENTS

Organique™ Açaí Premium Blend has the whole country excited with what it can offer!

We are very excited to share with you probably the most nutritious and healthiest beverage in the planet as of to date. Manufactured in California, USA and distributed in the Philippines for now. We will soon distribute in other Southeast Asian countries. With our background in the flavor business, we have found a formula that taste like no other, delicious Acai blend. Try it now and see why it's called the #1 Superfood!





PROMOTION

Point of Sale promotional materials are made available at our distribution outlets of which we are proud to mention being the Watson's Drug stores, Mercury Drug, the South Star, Pure Pharmacy, the Health Express and the Robinsons Supermarkets.

There is the need for a broad range of high quality and competitive beauty, health and wellness products we provide.

A wide ray of locations and accessibility that will assure consumers to shop and buy anywhere at their convenience is strategic however elusive outside the metropolis. We enjoy aggressive marketing support with excellent customer service that promote customer loyalty.

BRAND VALUES

We are a Cebu based company with the Concept and intent of bringing to the Filipino a one of kind product combining health, beauty and wellness products under one roof underscoring the company's mission to be the Leader in functional food and beverage company in Asia. It has been our objective to be available locally and globally by giving credence to its vision to promote an authentic and high quality health, beauty wellness line capable of competing in the international market. Established September 2008, we are expanding rapidly in Y2010 targeting to increase sales and its market by 100% per annum.

THINGS YOU DIDN'T KNOW ABOUT ORGANIQUE

- Organique™ Açai Premium Blend is our flagship product. One of the best tasting health drink on the market. Considered the most potent Açai Juice Concentrate with over 14,000mg of Acai per 30mL serving.
- We have been a leader in the development of Nutraceutical and Functional products using Proprietary Aseptic Technologies and Flavor Systems, which is supported by experienced and trained R&D Chemists and Microbiologists that are continuously developing products using the freshest ingredients, and latest processing innovations.



THE MARKET

Don't throw away an old bucket unless you know whether the new one holds water. Swedish people live by this proverb and OROCAN lives up to its advice. As a maker of Plastic Houseware, OROCAN makes sure your pails, basins, and pitchers hold water or any other liquid you might put in them. The company also makes organizer boxes, drawers, cabinets, dish drainers and insulated products like cooler jugs.

OROCAN solves your basic household problems—pails for transport or collection of water, basins to wash clothes, drawers and cabinets to organize your bedrooms, organizer boxes to keep your homes uncluttered, pitchers for your drinks, and dish organizers for the kitchen. All these products are produced with an emphasis on originality and quality. Beyond being functional, OROCAN's innovative designs also please our aesthetic preferences.

As homes get smaller, needs increase for the solutions we provide, so our market continues to grow. OROCAN space saving products not only achieve their purpose, but improve the aesthetics of the home. They are designed to look nice as well as be functional. Our latest product, the MAJESTIQUE, is a full sized cabinet made to hold clothes that need to be hung together with garments that are best folded. We design products to fit the modern lifestyle, which guarantees continued growth. Helping people solve their space problems remains a viable and growing business.

ACHIEVEMENTS

The brand name was coined in 1984. ORO, which is gold in Spanish, signifies value or something precious. CAN, which is English for



container, refers to the company's beginnings as a maker of pails and plastic drums. The Brand OROCAN comes from the combination of these words, which describes a line of products that are valuable to own. A direct translation would be GOLD CAN or GOLD CONTAINER.

OROCAN started out by making pails and basins to address the omnipresent water crises in cities. It then introduced other household items like pitchers, insulated products, and dish organizers. In 1997, the company launched its CAHA DE ORO line of drawers and cabinets. The company now makes flexi-boxes or organizer boxes as well.

HISTORY

The OROCAN brand was officially developed in 1984 by Mr. Ko Hu Que, the founder, and Ramon Go, who has been the President and General Manager since foundation. In the beginning, there was no factory, just design and sales activities. In 1994, the company rented its first factory and introduced its KOOLIT insulated products, DIMPLE PITCHERS, DISHGARD, AND RICE GARD. In 1996, operations moved to a new factory, this time owned by OROCON. Beyond that, machines were doubled from seven to fourteen, greatly increasing manufacturing capability. CAHA DE ORO DRAWERS joined the family in 2008, followed by the CAHA DE ORO MAJESTIQUE Multiple Cabinet in 2010. All expansions were implemented to find creative solutions to the daily problems we all face.

THE PRODUCT

OROCAN is proud of its innovative approaches to product design, with unique functionalities designed into individual wares:

The DIMPLE PITCHER, introduced in the 90s, boasts a handle design that allows it to be shipped efficiently while providing ergonomic properties to the shape of the product. The open-ended handle design enabled us to nest the pitchers together into a tube for shipping, saving at least 30 to 40 percent in shipping costs. This, of course, translates to cost effective pricing for consumers.

The DISHGARD provides consumers with a modern rendition of a dish drainer. The CAHA DE ORO ROYALE was designed for the cabinet and drawers to be placed side by side, offering the consumer multiple ways to store all their



clothes in one space. There is also the CAHA de ORO IMAGE DRESSER with locks & keys, clock and vanity mirror. We also have CAHA de ORO KIDSTUFF Chest & Drawers with locks and keys, and even CAHA de ORO BAMBINO for your new addition to the family. These are all original OROCAN concepts and designs.

The MAJESTIQUE is another original concept and design of OROCAN that puts ergonomics in the storage and retrieval of clothes. It has a small cabinet with a shelf on top to put folded clothes and a full hanging cabinet at the bottom. The idea is to remove the need to crouch down to the bottom drawer to retrieve or store clothes. Consumers can select their garments from the top cabinet while standing with their collection in full view. And to access their hanging wardrobe, they need only bend slightly. Fewer motions and less stress in storing and retrieving clothes is the welcome result.

OROCAN also produces PLASTIC RIGID MATTING, which is ideal for poultry and canine cages. And then there are CONVEE POULTRY CRATES and CONVEE EGG CRATES. And here's a surprise, SUPER FOOD KEEPERS and OASIS pitchers with faucet and ladle included.

OROCAN fills household needs for plastic ware with products designed to be rugged and long lasting—longer lasting than those of our competitors.



RECENT DEVELOPMENTS AND PROMOTIONS

Most recently we launched the CAHA DE ORO ROYALE and MAJESTIQUE lines. And more variants are in the works. We continue to advertise on Radio and now cable TV, creating sustainable awareness of our brand. Current conditions do not allow

us to do major campaigns, but we do have small campaigns like Bombo Radyo and Cat TV. We also have point of sales billboards to enhance our brand image.

BRAND VALUES

We are perceived as a maker of good and durable plastic products, although not cheap. The OROCAN name is now a local colloquialism, equating the brand with quality and innovation. We continually improve our offerings, and while we may not have the entire spectrum of products the market needs, we are the best in the categories we are in.

In our latest product, the MAJESTIQUE, we have introduced into the Philippines the first cabinet with an intrinsically pleasing scent. This adds the dimension of Smell to household wares, adding to the existing dimensions of Form and Feel. We lead the industry and are proud to be awarded the right to display the Superbrand seal of excellence. We are, after all, a Superbrand.



THINGS YOU DIDN'T KNOW ABOUT OROCAN

- OROCAN is coined from two words: ORO for Gold and CAN for container. OROCAN the "goldcan", the precious container. OROCAN is already an existing word in the Filipino colloquial dictionary.

PAPERTECH, INC.



have gained the trust of its users due its brand quality and competitive pricing.

By now, Papertech Inc.'s distribution reach extends not only in the Institutional and Modern Trade Sector but has expanded to the grass root levels of the General Trade segment.

Papertech has achieved Superbrand status for 2014 to 2016 joining the worldwide family of Superbrands International.

*Awarded Superbrand for Volume VIII.

THE PRODUCT

Historically paper is a thin material produced by pressing together moist fibers, typically cellulose pulp derived from wood, rags or grasses, and drying them into flexible sheets. Paper is a versatile material with many uses. Whilst the most common is for writing and printing upon, it is also widely used as a packaging material, in many cleaning products, in a number of industrial and construction processes, and even as a food ingredient – particularly in Asian cultures.

THE MARKET

The Philippine population now stands at close to a hundred million people. The cities are expanding while new found cities acquire cityhood likewise due to its increasing population. Our GDP has a sustained growth as the economy pushes forward with the soon to be integration with the rest of the Asean.

Traditional ways and lifestyles have had upward mobility as more acquire more affluent lifestyles. Advertising on Television, Radio and Print have expanded to new found platforms such like the internet with social media sites other than static websites. Events management or what we call below-the-line as well as road-shows has become so popular consumers today has the opportunity to actually handle products and services offered in the marketplace.

Through education and the new found affluence, Filipinos have become more discerning with their sanitation requiring new developments on products made available.

Such like the products offered by Papertech.

ACHIEVEMENTS

Papertech has brought its products closer to its consumers, incessantly bringing the product manufactured to its target customers other than the traditional distribution strategies.

Keeping up with the corporate thrust of constant availability, accessibility and visibility, Papertech managed to bring forth its brands to each and every household. "Toily" Brand, for instance, since its introduction to the market late 2007, has been widely accepted and patronized by the consuming public and now has become a brand name to contend with. Likewise, its "Extra" Jumbo BT is widely accepted for its quality specification and the only BT roll with its distinct height among other players. Whereas, "Hello" Precut is a great success among all other table napkins in the industry, which Papertech has introduced. The first pre-cut table napkins in its category which performance is envied by many.

True to its commitment, Papertech has continuously serving the need of its loyal and prospective customers through the other brands – Babyfit Wet Tissue and Extra Cotton- that





Paper, and the pulp papermaking process, was said to be developed in China during the early 2nd century AD, possibly as early as the year 105 A.D., by the Han court eunuch Cai Lun, although the earliest archaeological fragments of paper derive from the 2nd century BC in China.

The modern pulp and paper industry is global, with China leading production and the United States behind it.

Paper can be produced with a wide variety of properties, depending on its intended use:

- For packaging: corrugated box, paper bag, envelope, wrapping tissue, Charta emporetica and wallpaper

- For cleaning: toilet paper, handkerchiefs, paper towels, facial tissue and cat litter core material in composite materials, paper engineering, construction paper and paper clothing.

Papertech caters Hygiene, thus offers disposable packaged paper products most popularly known as Tissue paper.

Papertech produces a wide range of paper products from the simplest to the most sophis-

ticated and therefore can create the hygiene paper in various packs and sizes most suitable to your needs. Their research and development department constantly strives to improve the physical characteristics of their tissues, from the standard paper grades to the most technically demanding grades.

BRAND VALUES

Without a doubt Papertech is all about the best value of paper product money and service can buy. The availability as much as its deliverables are so intertwined offering the very best quality Papertech offers. It is all about the consistent delivery of the brand promises that generates the integrity in the marketplace making the brand, the Superbrand.

Product developments and innovations in the paper industry have never stayed static. Over the decades new product lines and services are being offered. New machinery is being engineered for developing lifestyles are forever the challenge with changing patterns and trends leading the way.



THINGS YOU DIDN'T KNOW ABOUT PAPERTECH

- Papertech Inc. has over 20 solid years of business management expertise in the Tissue Industry Sector, and handles all its internal manufacturing processes, thus could quickly respond to physical distribution demands.
- Customer servicing capabilities include – Direct Retail Accounts Management, Distributor Trading Partnership, Institutional Accounts Servicing and Private Label Toll Packing – allowing an extensive nationwide product distribution of its corporate brands.



PHILFLEX®

W I R E S & C A B L E S

THE MARKET

Cable wires today be it for residential or industrial use for electric power requirements are mostly taken for granted other than the basic compliance. All considering, the increased cost of power over the years dictate that the conduits for this electrical power plays a major role on consumption and efficiency not to mention safety. Without these cable wires there is no conduction to allow electricity to power up one's house, one's office or even our industries and streets. Through the ubiquitous plain-looking, covered threads of wires which powers up gadgets and appliances, living in this ultra-modern world has become so conveniently possible. And all communities require wire and cable to power up for electricity and today's telecommunications.



Enter PHILFLEX

World-Class Wires and Cables such like PHILFLEX have played a major role in accelerating the country's economic and technological growth. Now reaching its fifth decade of service to the country, PHILFLEX has made life convenient and more progressive for residential and industry use. We have been serving the power, construction, electronics, electrical and the telecommunication sectors for the local and even for the international markets. A wire for every need compliment of its high standard with the many variants on necessity has allowed our consumers to trust in our brand. The PHILFLEX Brand delivers with consistency the brand promise having generated integrity over the decades making it the brand, the Superbrand!

PHILFLEX has delivered its promise of not only for durability, innovation and safety but with a firm resolve to do this consistently to achieve its integrity, now a brand trusted by the Filipino people and today the world over. Through its strategic alliances with world renowned Japanese technological providers, PHILFLEX rightfully earned the reputation of being the country's leading provider of quality first-rate wires and cables. This responsibility to lead has made PHILFLEX sensitive to the demands of a growing community with innovations never ceasing to stay at the forefront of your requirements.



ACHIEVEMENTS

PHILFLEX coming to life in 1969 stays at the forefront to date on the wire and cable manufacturing industry after a string of triumphant innovations throughout the decades. Our variants and expansions made available to the market have allowed our consumers for residential and commercial, industrial and technological use to enjoy the consistent delivery of our products. Our unrelenting pursuit to excellence has led to the fruition of our feats! The cutting-edge manufacturing facility established initially in Cavite and now also in China has allowed our growth with a prudent expanse to ensure that quality and service to our consumers come first and foremost over capital growth. Through the years, throughout the decades our unprecedented growth has only made us more sensitive to our customer's needs and always striving to serve the customer first. PHILFLEX has endured the many business and economic challenges by staying the course over the decades in spite of the lure to transfer elsewhere or to go on the cheap. The consistency of our deliverables remains our priority.

HISTORY

PHILFLEX was organized and launched in 1969 by the joint families of the Sia and Que after the purchase of a small bankrupt wire factory. The two families endured to buy more machines to reproduce the wire and cables. The venture proved viable with the stable customer base coming from the provinces. The loyal customer base proved invaluable over the decades prompting the families to invest heavily on innovations and technology to satisfy not only their initial consumers but an expanded customer base. The immense drive and aspirations of the Sia and Que families to succeed was relentless over the decades so much so that the technological alliance with the Kuhara Seishakusko Co. Ltd. of Japan came to fruition.

The quantum leap was the introduction of its magnet wires in 1971 with competitive pricing just as demand was on the rise. In no time did PHILFLEX dominate the market! Never settling for sheer leadership, in 1972 PHILFLEX introduced the flatcords and the portable cords for pumps and heavier appliances. Also in the same decade the introduction of power cables and aluminum became the crowning glory. Telecommunications at the time was well on the rise with the increased demand for the small telephony wires to drop wires which PHILFLEX accommodated. Calling this "serendipity" the up-grade of its facilities coupled with the introduction to the Taiyo Electric Wire and Cable Company of Japan brought about rigorous training and technology sharing for the Philippine manufacturing company allowing PHILFLEX to pass all the stringent Certifications of the Japanese ministry of Trade and Investment enabling PHILFLEX to parallel its production lines with world-class standards. Our foothold on the growth of the telecoms industry allowed us to build the manufacturing facility in Cavite by 1994. Boasting of this modern facility, today the plant can yield over 3,000 tons of copper per month.

In 2003 PHILFLEX launched its China factory in its quest to tap the vast and robust demands of the Chinese economy. PHILFLEX now exports to Japan, Malaysia, Vietnam, South Korea, the Middle East and even the USA. Most importantly, through its success and expansion, the dynamic collaboration of the entire PHILFLEX team has inevitably pushed the company forward and beyond all its achievements towards nation building.

THE PRODUCT

PHILFLEX offers the widest range of wires and cables addressing the growing demands of virtually all essential industries in the Philippines today. The roster of products includes building wires, telecommunication cables, power cables as well as aluminum wires and cables. The vari-

ants are expansive to the industries requirements coming in multiple sizes, power voltage sensitivity comprising automotive, networking, marine, construction, heating and the electronics industry. Truly a Nation Builder PHILFLEX stands proud to be Filipino. All our products are 100% grade virgin copper, which gives 100% conductivity and polyvinyl chloride (PVC) that are lead-free, cadmium-free, low in smoke and toxic-free.

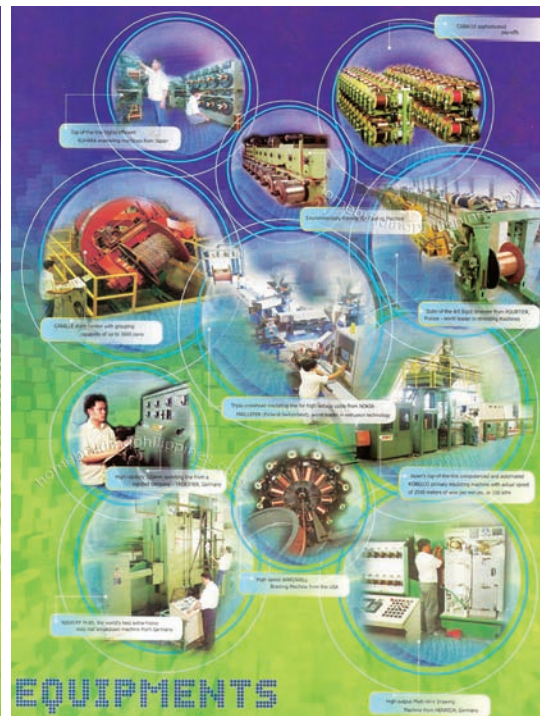
Today PHILFLEX has invested in world-class machines originating from all over the world; made in Europe, the USA and Japan. The PHILFLEX brand of products are known to comply with the most rigorous electrical, mechanical, physical and performance requirements of international quality standards such as the Australian standard (AS), the American Society for Testing and Materials (ASTM), the British Standard (BS), International Electrotechnical Commission (IEC), the Japanese Industrial Standard (JIS), the National Electrical Manufacturers Association (NEMA), the Rural Electrification Administration (REA), the Philippine National Standards (PNS) and the Underwriters' Laboratory (UL) while implementing the ISO 9001 series of quality Standards. Passing all demanding industry specifications has allowed PHILFLEX to produce extremely high-performance and practically defect-free products.

RECENT DEVELOPMENTS

In 2006, PHILFLEX introduced the fiber-optic telecommunications cables using lightwave or soundwave used in today's most sophisticated



transmission of voice, video and data over longer and wider distances thru the internet and call mobile services now in use all over the country. We also manufacture the local area networking (LAN) cables. We are the only company offering the widest range of products for computer networking cables now supplying the growth of the Business Process Outsourcing companies commonly known as the call centers.

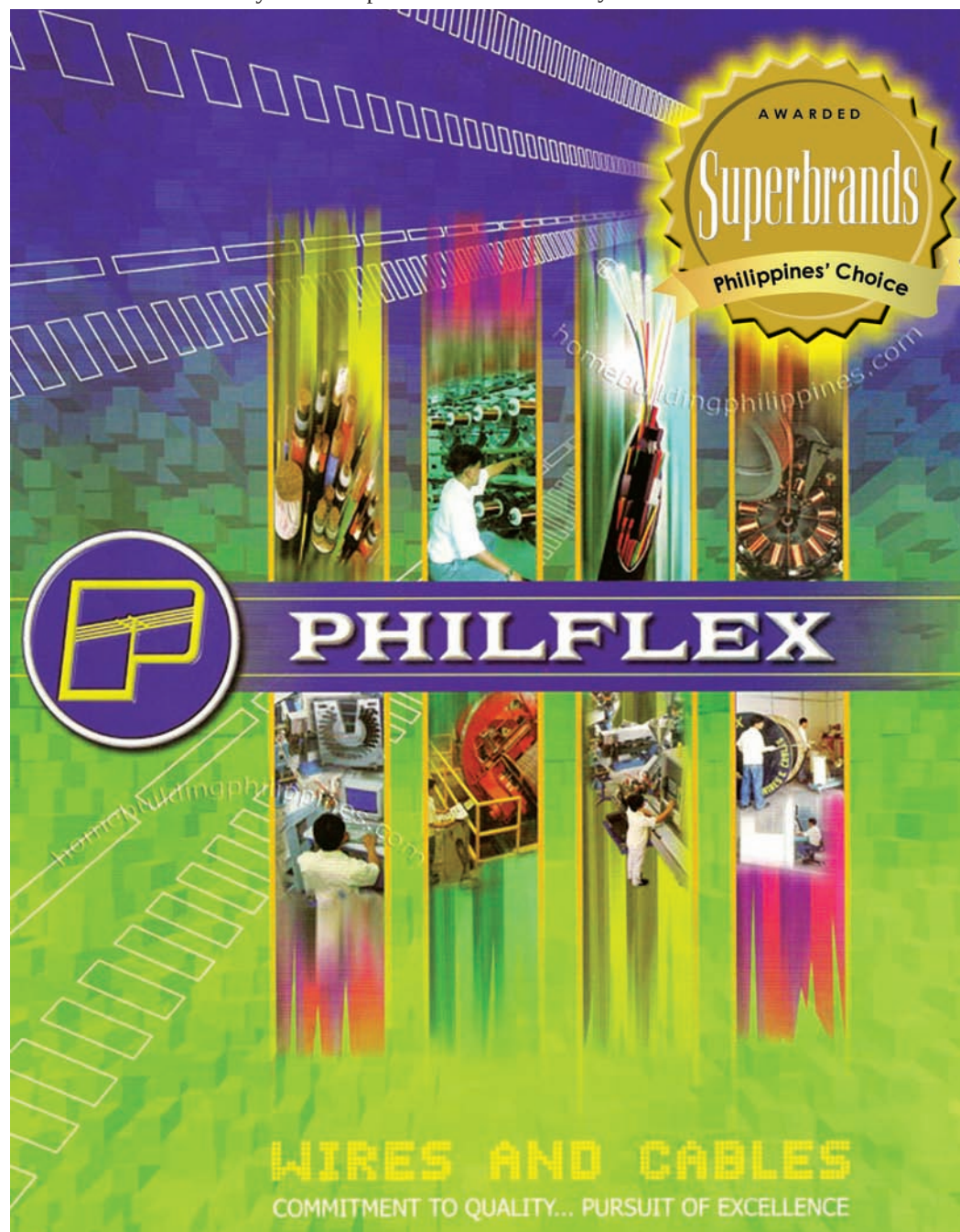


PROMOTION

PHILFLEX actively participates in the multiple trade fairs offering its products to the industries. The delivery of the brand promise is complete with a consistency to generate an integrity called the PHILFLEX brand. We stand proud on our product deliveries, our successes and our commitment to Nation Building. PHILFLEX has participated once again in 2012 in the International renowned branding forum proud to be known as the: "Philippines' Choice" with Superbrands.

BRAND VALUES

Product quality with extreme high standards adhering to international quality standards have been our brand values over the decades. PHILFLEX is relentless in delivering its positive brand values together with our CSR and our attention and sensitivity of our management team, the staff and production team pursuing growth and stability in our effort towards Nation Building.



THINGS YOU DIDN'T KNOW ABOUT PHILFLEX

- PHILFLEX product are all subjected to rigid fire testing using the vertical flame and smoke chamber testing facilities. Wires and cables exposed to extreme heat and fire for up to 20-minutes. This rating requires cables to self-extinguish prior reaching the top of 8 feet trays to prevent fire from spreading thru cables. A UL building try rated cable must meet the test.
- Certified 100% electromagnetic field (EMF) shielded chamber for testing high voltage cables.
- PHILFLEX produces a wire thinner than a single strand of human hair.
- PHILFLEX insulating machine can insulate wires at a speed of 2400 meters per minute (fastest in the industry).
- 100% Filipino owned with an added manufacturing facility outside the country.
- We developed the Co-Axial Cable used for your Televisions cable interconnection 100% shielded providing us with crystal clear viewing enjoyment
- PHILFLEX copper wires are sought after as craft wire for wire sculpture, wire jewelry and wire basketry because of its ductility, strength and resistance to corrosion.
- PHILIFLEX is a sustaining SUPERBRAND!



THE MARKET

In Asia as in the Philippines, the family remains the singular most important unit of society. For without it, there is no such thing as community or nationhood. Ask any Filipino why he or she works tirelessly day in and day out, and the most likely answer is to provide their loved ones with a decent and comfortable life. This is the reason our Overseas Foreign Workers continue to send monies back to their families regardless of the hardships abroad propping up the Philippine economy to present day. Financial security, therefore, is a top priority in Philippine households.

Life insurance is a product that enables individuals and their chosen beneficiaries to financially prepare for unfortunate events and circumstances. It is meant to provide financial stability and protection during times of sudden need, particularly when death or a debilitating accident occurs. Planning for the future is essential for the security of the family.

In the Philippines, one of the most trusted and reputable life insurance companies is Philippine Prudential Life Insurance Company, Inc. (Philippine Prudential). Established in 1963, the 100% Filipino-owned Company has steadily grown in size each year, continuously expanding its reach across the country. It is regulated by the Insurance Commission and guided by the Insurance Code, which safeguards the margin of solvency, security fund, and asset values, as well as restricts the Company's investments.

ACHIEVEMENTS

The capability to serve over 1.8 million policyholders and their families remains one of Philippine Prudential's main accomplishments. This is a testament to the Company's financial stability, due mostly to the massive growth and expansion it has undergone in recent years.

The Company has seven strong distribution channels performing at optimal levels. Its

youngest distribution channel — Medical Insurance — offers a comprehensive healthcare program and is affiliated with experienced medical practitioners in the most modern healthcare facilities in the country.

Philippine Prudential's growing clientele is composed of both individual and group policyholders. Most of the individual accounts are acquired through the Company's retail and telemarketing channels, while the bulk of the Company's group clients come from its partnerships with rural banks.

A firm supporter of the low-income sector, Philippine Prudential has also been active in building a network within the Microinsurance industry. For its valuable contributions and efforts in the field of Microinsurance, the Company received a special recognition during the "*Gabi ng Parangal at Pasasalamat sa mga Tagapagtaguyod ng Microinsurance*" in early 2012.

HISTORY

The Philippine Prudential Life Insurance Company, Inc. was founded in 1963 by the late businessman and philanthropist, Daniel L. Mercado Sr. It is now among the Top 15 life insurance companies in the country, and among the Top 5 Filipino-owned life insurance companies in the country.

Gregorio D. Mercado, the founder's grandson, presently serves as President and Chief Executive Officer. Known in the industry as "George," Mr. Mercado has been an active member of the Philippine Life Insurance Association (PLIA) since 1999, serving as Director, Past President (2008 and 2012) and Vice President (2011). He was also the Vice Chairman of the Insurance Institute for Asia and the Pacific (IIAP) (2011), Director of the Pacific Insurance Conference (2011), a Chief Delegate of the East Asian Insurance Congress (2008-2010), former Vice President and Director of the Payroll Deduction Insurance Asso-

ciation (2004) and a member of the Philippine Insurer's Club.

Philippine Prudential's total assets have grown from just under Php 500,000.00 in 1963 to more than Php 950 Million by the end of 2012. In recent years, the Company has seen a significant jump in its Gross Premium Income, which grew to Php 1.030 Billion in 2012.

Currently, total investments are recorded at Php 465 million and total claims paid in 2012 are recorded at over Php 170 million.

THE PRODUCT

Philippine Prudential is committed to serve the Filipinos by designing diverse and reliable products that efficiently address their top financial priorities. Presently, the Company offers group, healthcare and individual plans in varying degrees of affordability and coverage, and with attachable riders that complement and enhance product benefits. These products are readily available through the Company's seven distinct distribution channels, which are made accessible through sales offices nationwide.

RECENT DEVELOPMENTS

Philippine Prudential is constantly looking for ways to innovate and grow. Backed by more than 50 confident and productive years in the industry, the Company is even more ardent in pursuing opportunities that would drive the business forward and, more importantly, improve its service to its valued Filipino clientele.

In 2011, the Company partnered with CQGQI, led by renowned wellness expert Cory Quirino, for the first-ever Miss World Philippines (MWP) Pageant. The partnership proved worthwhile, as it not only led to heightened media exposure for the Company, but a widened business network as well. Philippine Prudential's ties with Miss World Philippines were renewed in 2012, and it produced truly





winning results, with Queneerich “Queenie” Rehman, hailed Miss Philippine Prudential, bagging the title of Miss World Philippines 2012. In 2013, the Company continued to be The Official Life Insurer of the MWP for the third straight year.

To bring quality life insurance products closer to Filipinos outside of Metro Manila, Philippine Prudential inaugurated more sales offices in key provinces around the country, namely Davao, Cagayan de Oro and Naga. Further to its expansion efforts, the Company also launched its new Medical Insurance Sales Channel, which provides high-quality and dependable health insurance, as well as access to a vast network of trusted hospitals and clinics all over the country.

The exciting changes that Philippine Prudential has recently undergone have not taken focus away from the Company’s Corporate Social Responsibility, which it considers another form of extending service to Filipino families everywhere. In 2011, Philippine Prudential strengthened its ties with the Gawad Kalinga Community Development Foundation, Inc. (GKCDFI) by pledging 24 houses for the first Philippine Prudential – AMPAPP GK Village in Camarin, Caloocan City. The village celebrated its first anniversary on July 27, 2012 with a special event that involved employees and policyholders alike. The policyholders who volunteered were joined by families and friends. This was the Company’s first time to organize a building activity with clients, and it yielded rewarding results for all who participated. By the Company’s 50th year, the village had grown to a sizeable 50 households, and with plans for the construction of a multi-purpose hall underway.

The Philippine Prudential – AMPAPP GK Village also serves as a venue for employees and agents to carry out their volunteerism activities. Aiming to ignite the same spirit of bayanihan among its growing workforce, Philippine Pru-

dential has implemented a unique volunteer leave system that grants every employee three paid volunteer leaves a year, to be spent at the Camarin community.

Beyond its ties with GK, the Company continues to participate in various relief operations for the benefit of victims of natural disasters, such as the ones for Typhoon Sendong in 2011 and Typhoon Yolanda in 2013.

PROMOTION

Relentless in its efforts to stay ahead, Philippine Prudential has pushed the envelope further, embarking on a rebranding campaign in mid-2012 and supporting it with full-scale print advertising and PR efforts in major broadsheets and tabloids. A significant part of the campaign was the creation of a new Corporate Logo that boasts of several definitive features, each of which signifies what the institution represents as a life insurance provider. Three spontaneous strokes signify both the Company’s three main businesses — Life Insurance, Group Insurance, Medical Insurance — as well as who it has committed to protect — the Filipino family. A curve is another main element of the logo, and graphically represents an embrace, a fitting symbol for the caring and protective character of the company.

Philippine Prudential remains active in the online realm, allowing customers timelier updates and easier access to important information. Social media sites like Facebook and Twitter have helped enhanced



the way Philippine Prudential communicates with its clients, especially when it comes to responding to customer concerns and queries.

BRAND VALUES

Just as it was in 1963, Philippine Prudential remains steadfast in its commitment to protect the Filipino. During its 48th Anniversary in February 2011, Philippine Prudential launched its new Company Vision, Mission and Values (VMV). Moving forward, the revitalized Company, guided by the VMV, strives to set the bar even higher in all areas of its business, with strong emphasis on Customer Service and Care.

Philippine Prudential’s actions are motivated by the desire to provide its policyholders and partners with the best financial advice and a diversified set of products, coursed through its multiple and accessible distribution channels. All these are supported by the Company Values of Integrity, Trustworthiness, Customer Delight, Prudence, Teamwork, Accountability and being God-Fearing. It is without a doubt, the consistent delivery of the brand promise that has made Philippine Prudential a certified Superbrand.



THINGS YOU DIDN'T KNOW ABOUT PHILIPPINE PRUDENTIAL

- As an industry innovator, Philippine Prudential was a pioneer in Mortgage Redemption Insurance, which later evolved into Credit Life Insurance.



THE MARKET

PLAYBOY Philippines is reflection of the PLAYBOY way of life, going beyond the usual take on sex, the magazine is all about sophistication and a discerning taste for and on women. After all, Hugh Hefner time and again affirms that PLAYBOY is never quite a sex magazine, but a lifestyle magazine in which sex was one important ingredient.

Demographically, PLAYBOY readers are mostly men aged 25 and above in the mid to high socio-economic class. In terms of disposition, they enjoy the latest and greatest in entertainment and culture. They are a well-rounded, well-read group who exudes leadership and dynamism. The magazine also attracts a certain breed of female readers. These women are empowered individuals who are strong and confident in their femininity and sexuality.

PLAYBOY has been pushing the right buttons and is a testament to the times. Aside from being a recognizable brand, and an indissoluble guide for the modern man, it is a stronghold that reminds its audience to live out and outlive our complexities.

There is always growth in the market of being an indispensable guide for modern gentlemen and well-read individuals. As new gentlemen come of age and content-hungry intellectuals increase, so shall expand PLAYBOY Philippines' market.

ACHIEVEMENTS

PLAYBOY traces its roots in 1953, when Hugh Hefner's decided to gamble his personal investment in his very own men's magazine. With his vision and rogue determination, he sought to quell the sexual repression during those times. Meanwhile, driven to provide the Filipino readers with an inclusive look at an exclusive world, PLAYBOY Philippines launched its maiden issue in April 2008. The PLAYBOY Philippines franchise is licensed under the SCBC8 Printing and Publishing Corp., with PLAYBOY Philippines President and CEO Sam Cu at the helm.

With a print run of 15,000, PLAYBOY Philippines is a well circulated magazine. Available on all 7/11, Booksale, Fullybooked, and Oddyssey outlets nationwide, the magazine is never out of its reader's reach.

HISTORY

The Playboy Playmate - The Cover Girls may be the temptation but the Playmates are the seductresses. The Playmates are another contribution to pop culture by Playboy. Enjoying a long history filled with controversy, Playmates are the models readers expect to go all nude. These are the girls that centerfolds (and fantasies) are made of.

The Asian Beauties of PLAYBOY Philippines - Asian women have long held a reputation for being exotic, mysterious and enigmatic. In this section, PLAYBOY Philippines showcases some of the most beautiful girls this continent has to offer.

International Woman - Even the local edition of Playboy magazine needs a little international flavor to spice things up. This section features





Playmates and models from different international editions of the magazine.

Becoming Attraction - Everybody has to start somewhere. The ladies of Becoming Attraction are the as-yet undiscovered beauties. These women have, pun intended, very becoming attractions that makes one sit up and take notice.

Playground and Style - A playboy is not truly a playboy without the rakish details and style. Here, we list down the things a man needs in his arsenal to truly live the lifestyle; from the latest music, movies, TV shows, books and more to the habiliments needed to look the part.

INFLUENTIAL

Man of the Month - A section exclusive to PLAYBOY Philippines, the Man of the Month is a trailblazer; an innovator that has used his knowledge, his skills and his reputation to be an influential leader whose opinions and expertise are held in high esteem.

The Playboy Interview – Classic and Contemporary - While the girls may take center stage, Playboy interviews have equally captured the public's interest. Since 1962, Playboy has been running interviews of notable movers and shakers, thinkers and doers, filmmakers and musicians as well as leaders and revolutionaries that have shaped the global social scene as we know it today.

20Q - This is where Playboy goes wild and crazy. This is the sections where the rebels, the non-conformists, the mavericks and the irreverent thrive. Twenty intrepid questions, twenty equally nifty answers.

People - Every issue has a theme. Every theme has an archetype. In this section, Playboy features a group of people that have distinguished themselves in their field, based on the issue's theme. From the award winners to the ambitious up and comers, these are the names that you know and the names that you have to watch out for.

Modern Playboy - The Modern Playboy goes beyond than just being a bon vivant. He may maintain a lavish lifestyle but his love for things luxurious and expensive is tempered by his responsibilities to himself, his job, his craft, his family and, at times, to society.

INTELLECTUAL

The Playboy Desk

The Forum - The Forum section is a commentary on issues, both light and heavy, that plague the nation. Forum pieces are meant to enlighten the reader as well as giving the writer a chance to opine, to rant and to rave.

Infographic - An infographic, as the name suggests, is a visual representation of data or informa-

tion. In Playboy definitions, the infographic is the visual representation of the pulse of the nation. This can refer to social issues, the political landscape or, on some occasions, just good old fun.

Fiction - Playboy has a long-standing history with fiction writers, making it one of only a select few of men's magazine with this editorial tradition. Great novelists and novice authors alike are given free rein to exercise their creativity while making their work more accessible to a wider audience.

THE PRODUCT

As a magazine, PLAYBOY Philippines have many sections that cater to the needs and preferences of its readers. Given the franchise's iconic role in the history of men's magazine publication, PLAYBOY Philippines follows PLAYBOY US' tradition of high quality articles and content, along with its tastefully artistic and indulgent pictorials. Unlike its competitors, PLAYBOY Philippines puts a premium on expanding its reader's minds and not just entertaining them.

INDULGENT

Our Cover Girls

Beyond sensuality, the Playboy cover girls exude charisma, strength and just the right blend of independence and vulnerability. These women may have already made a name for themselves or are just beginning on the path to stardom but one thing is for sure, on the cover of Playboy, these lovely ladies are all confidence and allure.

PROMOTION

Though PLAYBOY Philippines has been in the social media for quite a few years, the editorial changes in 2013 has brought about a rekindled online presence for the brand. In fact, the brand's Facebook fanbase has exponentially grown in a few months. From less than 100,000 in June 2013 to more than 1.8 million in February 2014, these active followers of the Facebook fan page help spread awareness and information about the magazine through their interactions, comments, shares, etc. With three or more posts per day, PLAYBOY Philippines ensures that these post help incite interest and drum up curiosity about the brand by keeping them current and relevant. From sneak peeks, previously unpublished photos, behind the scenes looks, relevant articles, and in depth social/political commentaries, these social media posts in Facebook, Twitter, and Instagram all help in promoting the brand to the public.

BRAND VALUES

In 1953, when Hugh Hefner first rolled out Playboy, the sexual revolution was just in its nascent stages. The first edition, featuring a very sultry Marilyn Monroe, was risqué, shocking and certainly liberal at its core. Through the years, the publication has had its fair share of supporters and critics, yet there is no denying that it is a brand that has maintained its popularity by adhering to the standards set down by that very first publication. The brand's strength as a men's magazine is proven by the fact that the term 'playboy' is now a part of the global lexicon to define a man that oozes charm and sophistication and has a taste for the finer things in life.

Perhaps one of the most recognizable and iconic logo of any brand in history, the PLAYBOY Bunny head is easily recognized by PLAYBOY readers and general public alike. To use the bunny as a logo was the cheeky brainchild of founder Hugh Hefner. The rabbit's reputation for being a sex-starved animal appealed to his naughty sense of humor. The bunny head, depicted and stylized by Playboy's then Art Director Art Paul, was clad in a tuxedo to represent sophistication. Nowadays, the bunny head is a pop culture icon that brings to mind hot women, suave men and the luxury that all men and women aspire for.

THINGS YOU DIDN'T KNOW ABOUT PLAYBOY/PLAYBOY PHILIPPINES

- In 2009, PLAYBOY US featured Marge Simpson, a fictional character from the iconic animated series The Simpsons, as a cover for the November issue.
- The first covergirl and centerfold model for the magazine is Marilyn Monroe. Much of PLAYBOY's early success is attributed to Monroe. In fact, Hugh Hefner bought the crypt right beside Monroe's as a sign of deep admiration and gratitude despite the fact that they never met personally.
- People really do read PLAYBOY for the articles. In 1986, blind rights organizations successfully won a case against the Library of Congress for ceasing the publication of the braille editions of PLAYBOY. With no ads and pictures, these braille editions were fully paid for and made available by the US government.
- Hugh Hefner has an endangered rabbit named after him. Found only in the Florida Keys, the *Sylvilagus palustris hefneri* named after the PLAYBOY editor-in-chief because the PLAYBOY Foundation helped fund the study about it.



THE MARKET

Computers have stayed the norm for every office, be it for communications, accounting, graphics and design. Computers have likewise served through the mainstay of the world-wide-web information at our fingertips as if having the general library in front of the computer screens. Its presence in the office have likewise invaded our homes for multiple purposes as its mobility became essential. They come in multiple sizes, weights and colors as the operating systems platforms offered choices.

Isaac Asimov once said, "I do not fear computers. I fear the lack of them." Personal computers have been everyone's standard in data processing and communication for the last two decades. In almost every institution and corporation, PCs are essential to operations while the young rely on PCs and the internet for their study and research.

REDFOX foresaw the ability of the then-emerging technology industry to meet the needs of various markets. From being a mere distributor of PC components under the management of Asian Technologies Computer Corporation (AsianTech), REDFOX transformed itself into the first Filipino manufacturer of full PC systems, with a range that caters to broad segments of the market.

In 2012, REDFOX entered the record books as the first Filipino-owned IT company to take part in the Consumer Electronics Show (CES) in Las Vegas. Considering the significance of CES and how it has been dominated by multinationals since 1967, REDFOX's inclusion was certainly a welcome development that paved the way for other Filipino IT company's future participation.

REDFOX now produces PC systems for gamers, corporate employees, government and educational institutions. REDFOX computers are also for homes. For the on-the-go market, notebooks, netbooks and tablets comprise part of the REDFOX family of products. In 2010, REDFOX pursuing innovations, became more cost-effective with its solutions platforms, indicating expansion of the brand's target market and an extension of its focus from functionality to lifestyle. REDFOX today continues to satisfy the demands of its consumers while striving for ceaseless innovation.

ACHIEVEMENTS

AsianTech, its exclusive local distributor is closely knit to the REDFOX successes throughout the years.

From the company's inception in 1993, it has pursued an aggressive marketing strategy other than manufacturing to deliver the brand promise with consistency making it the brand it is today. Our reputation and the integrity we enjoy in the marketplace has been phenomenal. We provide high-quality hardware and solutions, all genuine and revolutionary. The entry of REDFOX into the Philippine market began in 1998. By 2004, REDFOX's reputation in the local IT industry was burnished when AsianTech won the coveted Annual

Year-End Excellence Award for Top Computer Distributor in the Philippines. That following year, the company captured other national accolades, including: the National Shopper's Choice Award, the People's Choice Award, the Asian Star Brand award, the Phil Star Brand award and the Philippine National Quality Excellence Award.

REDFOX, AsianTech's flagship brand, has also won multiple awards such like the "Vengeance64 Power Workstation" that collected a Silver Award from Hardwarezone and the Best Gaming Setup accolade in the 2005 Gadgets of the Year awards. The REDFOX Wizbook was given Five Star status by T3 Magazine in 2008.

From 2010 to 2014, REDFOX was awarded Superbrand status, capping AsianTech's 19 years of providing top-quality computer products and exceptional service that continue to achieve the company's vision of being a pacesetter in the IT industry. The consistent delivery of the brand promise provides the integrity required to make it the brand.

HISTORY

When AsianTech opened in 1993, its founders—Andy Te, Benson Abella and RicSitosta—envisaged an IT leader with high-quality products backed up by dependable technical support and reliable customer service. The REDFOX brand was introduced in the Philippines in 1998, eventually catapulting AsianTech to the forefront of the local IT industry. With the distribution of REDFOX motherboards, video cards, small form factor PCs, PC accessories, UPSs and monitors, and other computer assemblies, AsianTech began offering complete REDFOX PC systems

running on AMD processors. These products provided dependable PCs to people from all walks of life. In 2008, REDFOX launched a new product line boasting the REDFOX Wizbook, a 10-inch netbook, and the REDFOX Wizbook800, an eight-inch laptop. These products embody just the right combination of specifications that end users crave. Apart from customary retail channels, systems integrators and corporate resellers, REDFOX was able to penetrate specialized consumer electronics channels, such as Robinsons Appliance and SM Appliance Center outlets. October 2008 saw the launch of the REDFOX Wizbook 1020i, the first Intel offering from REDFOX. This was followed by the Wizbook 8001x with its AMD-based processor for the netbook market. Beyond products and services, the pioneering efforts of the company were resolute in reaching its goal while continuously expanding and developing the company's marketing efforts in a globally competitive market.



THE PRODUCT

The need for brilliant solutions to address consumer requirements is what drives REDFOX in manufacturing products and computer solutions that cater to tech-driven lifestyles. The offering includes PC systems that sport a stylish look with compliment intense colors, slim and smart notebooks and netbooks, and a new range of lifestyle gadgets and innovative solutions. These include tablet PCs, e-book readers and multi-point PC systems. REDFOX creates products specifically directed for the end-user. All REDFOX PCs are customized to carry a mixture of features and product specifications for particular purposes, such as gaming, home use or business use. The company also carries laptops and gadgets of assorted colors and sizes tailored to individual customer tastes and requirements.

REDFOX is a brand that remains sensitive towards cost effectiveness, allowing both first-time PC users and business enterprises to get the best value for their budgets. REDFOX Multi-learner station uses one CPU for five to 10 workstations, saving on energy, licenses and overall cost. REDFOX also uses LED monitors for a number of its PC systems; these consume less energy than regular LCD screens.

In 2010, REDFOX offered a new range of innovative solutions. Apart from the usual PC



systems and laptops, this range included the first Filipino brand of e-book reader, an all-in-one PC, and even a tablet PC. REDFOX was launched in June 2012 at the Computex which was staged in Taiwan. Featured were the Razor Line of laptops and the Multi-User Solution. The Razor Ultrabook distinguishes itself from the competition by being elite yet accessible. It delivers the experience of owning an incredibly light and truly mobile laptop packed with the latest features (such as an Intel Core processor) minus the unreasonable price tag. REDFOX proudly launched it as the Philippine's first Ultrabook. Razor Ultralite rises above other laptops with its edgy yet light form factor (weighing 1.3 kg), while Razor Defianz breaks the rules with its ultrathin casing and large capacity hard disk drive. The Multi-User Solution, which extends the power of one desktop to 7 stations, reduces the total cost of investment by 50%.

RECENT DEVELOPMENTS

In line with the emergence of new PCs and laptops from REDFOX, the brand continues to increase awareness among Filipino and even foreign customers. It has participated in several campus and mall events, and in dealer product updates and seminars.

REDFOX opened its doors to the general market with the inauguration of its two concept stores at the SM Marikina and SM North EDSA Cyberzones. These concept stores showcase all REDFOX products for the mall-goers to see and try for themselves. The opening of these stores helped boost sales of REDFOX products and increase the number of partner retailers.



In the third quarter of 2010, REDFOX prepared innovative technology solutions set to amaze the public. The soft launch was held at the InnoTech lab of the Commission on Information and Communications Technology on the University of the Philippines Diliman campus.

Aligning itself with the education sector, focusing on interactive classroom learning, REDFOX introduced the MultiLearner Station, which features several PC workstations with just one central processing unit powered by the Microsoft Multipoint Server OS. Another innovation is the REDFOX IQBoard with its touch recognition feature bundled with interactive learning software. With this innovation, teachers or lecturers can easily demonstrate applications while students are working independently.

The company was also featured at the Ms. Philippines Earth 2012 beauty pageant.

Other innovative solutions include the

REDFOX Interactive Whiteboard, the e-book reader WizLib, the WizPad

tablet PC, the REDFOX eVolve all-in-one PC, the Wizview Pocket Projector and the low-cost iCitizen PC and notebook.

2013 REDFOX continued its support for Philippines Earth 2013 as part of their SAVE M.E (MOTHER EARTH) advocacy. REDFOX was once again the official hardware IT partner and provided the laptops as well as a tabulation software for scoring which made the judges work a lot easier.

REDFOX also joined in the annual Computex held in Taipei which was followed shortly by their very own tech expo entitled MY WORLD MY GAME EXPO 2013 which show-cased the fiercer and smarter gadgets REDFOX had to offer.

PROMOTION

REDFOX remains resolute that the best form of promotion is to let customers experience the products "hands-on". Present and future products are displayed freely at concept stores and showrooms, and at seminars, training sessions and other events. REDFOX also advertises in technology and lifestyle magazines and engages in strategic alliances. The REDFOX website showcases its products and solutions. It is linked through online channels such as social networking sites, blogs and advertisements.

The company has a REDFOX fan page on Facebook, which has gained over 8,000 fans. The fan page continues to pull in customers and offers loyalty rewards through contests such as the REDFOX Moment, Shout Out for REDFOX and Blog About REDFOX. Naturally, winners of these online competitions receive REDFOX gadgets as prizes.

REDFOX uses its distribution channels sensibly by maximizing resources. Beyond engag-

ing in road shows and events, it also enters into partnerships with government institutions to promote tech solutions. Press launches are done regularly to keep the company's media partners in the know about new products. Demonstration units are lent to media partners for product reviews and press releases.

The company also works with strategic partners who are aligned with the REDFOX vision. Broadband providers relay their preference for REDFOX products in meeting various PC requirements.



BRAND VALUES

REDFOX is one of today's fastest-growing PC vendors. It strives always to stay ahead of the competition. It is a Filipino brand that participates in the international arena because it always ensures the delivery of high-quality and innovative computer products, the availability of technical support and a good relationship that comes from attentive customer service and strong ties with all those involved in the business.

The fox was chosen to represent the brand because the fox is clever and bold, and exudes an attractive aura of mystery.

REDFOX products are designed to embody the characteristics of their fox logo. The company believes that when people use a product they trust, they identify with it. The company wants its users to be like the REDFOX—clever, bold and attractively mysterious—in the face of any challenge.

THINGS YOU DIDN'T KNOW ABOUT REDFOX

- First to introduce the black and colored casing for desktops in the Philippine market
- First to introduce netbooks with HDD and expansion ports in the Philippine
- First motion-sensored gaming gadget called the wizbar
- First to bring in to the market the keyboard pc called the Terminator
- First to introduce the AIO – All In One pc
- First to introduce the coin up machine
- First to bring in a gaming 64 bit gaming desktop called the Vengeance Series
- First to introduce an innovative Multi-Learner Station which connects several pc stations to One powerful CPU



THE MARKET

Regus is the world's largest provider of flexible workspace with over 2,000 locations in 103 countries. Regus offers fully-furnished serviced offices, *Virtual Offices*, meeting rooms alongside video communication facilities and comprehensive workplace recovery solutions. For the avid business traveller, Regus also provides business lounges and *Businessworld* membership. to access our business centres.

Products and Services:

- **Fully-equipped serviced offices:** For a fraction of the price, rent office space in prime locations at your terms ranging from a couple of hours to a few years. This is exceptionally popular for both large and small-medium enterprises looking to establish themselves in their respective markets.

- **Virtual Offices:** This package includes a functional business address, a mail-handling and telephone-answering service.

- **Business Lounges:** Conveniently located near airports and hotels, Regus provides conducive work environments with a free and stable Internet connection, unlimited supply of coffee, tea and water, and on-site support services.

- **Meeting Rooms:** Keep overhead costs low by booking Regus meeting rooms only when you need them. Meeting rooms can be booked for the entire day, half a day and even by the hour. It is served by a dedicated support team and includes free Internet usage, flipcharts, whiteboards, water and writing pads.

- **Video Conferencing Facilities:** For a green alternative to unnecessary traveling, Regus can help by providing a video conferencing service. We have the largest network of video conferencing suites in the world for cost-effective meetings.

- **Workplace Recovery:** In this day and age, businesses cannot afford to stop because of a natural disaster or man-made error, or risk ceasing operations altogether. Regus will help keep you in business by providing you with the support needed to resume operations instantly.

Regus serves 1.3 million customers per day worldwide. Along with Fortune 500 companies, we count a rising number of small-medium enterprises as our clients.

According to research done by the International Data Corporation (IDC), there will be 1.3 billion mobile workers worldwide by 2015. Regus



Philippines is seeing a strong demand for "flexible workspaces" because of the substantial foreign direct investment made in the Philippines, and this demand is made stronger because of the growing entrepreneurial sentiment in the country.

HISTORY

The business started in 1989 when entrepreneur Mark Dixon noticed the number of businessmen who had to work out of poorly-equipped business centers and cafés in Brussels, Belgium. He saw a need to transform the way businessmen work when they are away from their home country. Mark wanted to transform the way companies worked by persuading them to outsource their workplace requirements to a specialist provider.

After the first Regus Center was launched, the increase in demand for flexible workspaces was exponential. Within a few years, Regus had established a global network of fully equipped, furnished and staffed offices that businesses could use on flexible terms that fulfilled their unique needs. Regus went public with IPO on the London Stock Exchange in 2000. Regus further expanded its global position and has since opened business centers in Europe, USA, Middle East, Africa and Asia. In 2012, Regus exceeded 1 million customers and later in 2014,

expanded to 2,000 locations in 750 cities in 103 countries.

Global Milestones

- 1989: Business founded in Belgium by Mark Dixon
- 1990: Expanded to the 2nd country in Netherlands, Amsterdam
- 2000: Floats on London Stock Exchange
- 2004: Acquired HQGlobal Workplaces in the USA
- 2006: Repurchased majority shareholding of UK business
- 2008: *Businessworld* membership launched. The *Businessworld* membership is Regus' exclusive programme offering four levels of service. It gives access to Regus' business lounges, shared and private office spaces. With *Businessworld*, one can hold meetings, print, email and more in professional surroundings and with business support from the Regus center teams resulting to greater productivity.
- 2010: Doubled business in the last 3 years, exceeding 800,000 customers; opened central global management center in Geneva
- 2011/2012: Exceeded 1M customers. Introduction of Regus Express services & transport hubs
- 2013/2014: 2000 locations in 750 cities in 103 countries and growing





In the Philippines, Regus started operations in 1999 at The Enterprise Center in Makati.

Regus now has 11 existing business centers with 10 locations in Metro Manila and 1 in Cebu City. It will open two more in the third quarter of 2014 at Gateway Tower Cubao and Times Plaza building in Manila.

Regus Philippines History in Detail

- 1999 – 2008: Open in The Enterprise Center Makati, Philamlife Tower Makati and Net Cube Global City, Taguig
- 2011: Open in Joy Nostalg Ortigas, Pasig City
- 2012: Open in Net Lima Global City, Taguig, Zuellig Building Makati, Cyber One Eastwood Quezon City and BPI Buendia Makati
- 2013: Open in Apple One Equicom Tower, Cebu Business Park, Cebu City
- 2014: Open in One E-com, Mall of Asia Complex in Pasay; Filinvest One, Northgate, Alabang; Gateway Tower, Cubao, Quezon City; and Times Plaza, Malate Manila

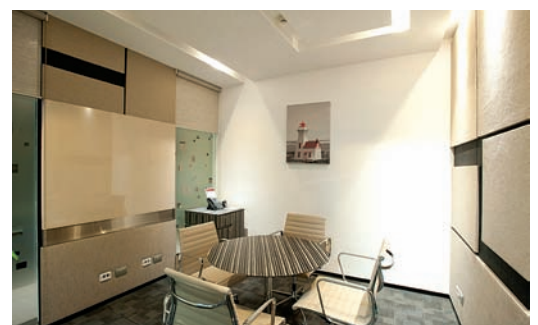
New Outlets:

- May 1, 2014: One E-com Center, Mall of Asia Complex, Pasay City
- May 1, 2014: Filinvest One, Northgate, Cyberzone, Filinvest City, Alabang
- August 2014: Gateway Tower, Cubao, Quezon City
- September 2014: Times Plaza, United Nations corner Taft Avenues, Manila

RECENT DEVELOPMENTS

According to Regus Philippines Country Manager, Mr. Lars Wittig, “The Philippines is becoming a more attractive location for foreign investors. We are seeing more companies and investors looking for office space here”. The demand for flexible workspace solutions is growing as a result of the “flexible workspace revolution,” especially in the Philippines. “We will continue our network expansion in support of the economic development in the Philippines,” explained Mr Wittig, pointing out that the country has maintained strong growth these last 5 years.

Through robust marketing initiatives, demand for Regus’ flexible working spaces in the Philippines has quadrupled in



less than two years and the number of business locations tripled to about a dozen and is still growing - including the first outside Metro Manila in the city of Cebu.

At present, Regus operates 10 business centers in Metro Manila and one in Cebu City. By the fourth quarter of 2014, two more business centers will be operational: Regus Gateway Tower in Cubao, Quezon City and Regus Times Plaza in United Nations, Manila. This will take the number of business centers in the country to 13 by year-end 2014.

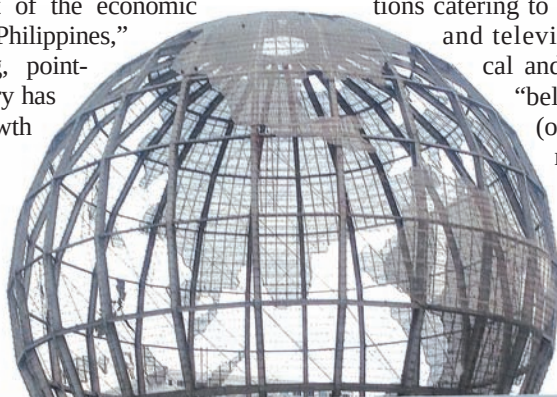
PROMOTION

Regus Philippines actively promotes its products and services via “above-the-line” advertising activities (print advertisements on national newspapers/broadsheets and business publications catering to the A, B and C markets and television advertorials – local and foreign TV channels); “below-the-line” advertising (outdoor/mobile advertisements – unique “Regus mobile office”/roving truck advertisements, lamp post banners, building signages, flyer inserts, flyer distribution); corporate events for commercial marketing partners and Regus clients such as the recent “Regus Business Forum on Business & Brand Leadership” on June 2, 2014, at the Ayala Museum, Makati; online marketing activities, active participation in the events of foreign chambers of commerce and business clubs; and participation in trade exhibitions like the “Office Expo and Business Start-Up Exhibit & Conference” at the SM Megatrade Hall at SM Megamall, Mandaluyong.

BRAND VALUES

Regus is regarded as the global leader in providing flexible workspace solutions for the Fortune 500 companies, small and medium-scale enterprise and business start-ups. It allows businessmen to work wherever, whenever and keeps them productive even on the move.

Regus’ position as the global leader with the largest network of flexible workspace solutions with its impressive reach of 2,000 locations in 750 cities across 103 countries, it cements its position in the industry, making it a SUPERBRAND.



THINGS YOU DIDN'T KNOW ABOUT REGUS

- Did you know that the first Regus Business Center was in Brussels, Belgium?
- Did you know that Regus is present in 330 locations in Asia Pacific?
- Did you know that Regus has expanded into retail locations, airports and shopping malls?
- Did you know that Regus is the leading provider of flexible office space solutions globally?
- Did you know that Regus is present in 13 locations in the Philippines and has the widest network of flexible office space solutions in the country?



B E D

THE MARKET

A wise man once said that a good pair of shoes and a high quality mattress are two of the best things to invest on. The good shoes will keep the feet in a prime shape during the day, while a great mattress will provide the comfort requisite for sound sleep. These two are the most basic requirements there is for comfort, making it necessary to ensure that one gets the best kinds there is when it comes to shoes and mattress.

With a growing economy, the Philippines require some of the best investment-worthy mattresses there is. This is where the Salem Oceanic Industries Corporation comes in. By recognizing the need for the best surfaces for sleep, Salem has developed into a world class manufacturer, offering a wide range of products geared towards providing a Salem bed for every Filipino home. Each Salem mattress is a great investment, not only because of its comfort, but also of its guarantee of great quality and durability.

For decades, Salem has worked hard to provide the best quality sleep to the local market, and so far, it has done a great job as proven by its glowing reviews, a long list of awards, and a loyal following.

ACHIEVEMENTS

From the very start, Salem had nowhere to go but up. From its inception in a cramped quarter within founder Tiu Kim Chuan's La Loma, Quezon City home, Salem has developed from producing Kapok stuffed mattresses to the finest spring and foam mattresses in the Philippine market today. What started out as a small operation has developed into a highly acclaimed company, proud not only of its roots, but also of its excellent workforce that serves as its magnificent backbone.

From its humble beginnings, Salem expanded greatly in just a few decades. It was able to take home awards, not only locally, but internationally as well. Aside from becoming ISO 9001:2008 and ISO 9001:2000 Certified, Salem has been recognized as the Most Outstanding Bed Manufacturer by several award

giving bodies like the Consumer Union of the Philippines (7th-9th Annual Consumers' Choice Awards), People's Choice Seal of Excellence Awards (2009), Consumers' League of the Philippines Foundation (2009), National Consumers' Affairs Foundation (28th Annual Consumers Quality Awards), Parangal ng Bayan Foundation (2004 National Consumers Excellence Annual Awards),. Salem has also been recognized as an Outstanding Bed Brand by the Family and Consumers' Choice Awards (2003)

HISTORY

Salem's story started out in the late 1960s when Mr. Tiu Kim Chuan started crafting his own products. He first created a mattress stuffed with Kapok, a locally grown natural lightweight fiber, right within his home in La Loma, Quezon City. Brave enough to expand his small business, Mr. Tiu dared to try his luck in the growing business district of Binondo, Manila. Mr. Tiu's audacity paid off grandly, as he soon found himself in need of a larger operation with the



Line specific honors for Salem's quality products were also received by the company in the recent years. In 2005, the National Product Quality Excellence Awards declared Salem as the Best Luxury Bed Brand. The Philippine Marketing Excellence Awards also noted Salem as the Most Outstanding Value Elegant Bed, Hi-density Foam Manufactured, and Top of the Line Mattress Bed in 2004 and as the Most Outstanding Manufacturer of Foam in 2006. Salem also takes pride in receiving the International Recognition of Efficiency and the International Gold Star for Quality from the Business Initiative Directions in Texas, USA. They are also a proud holder of the Gold Brands status, the Ultimate Seal of Consumers Approval: Readers' Digest's Gold Trusted Brand badge from 2010 to 2012, as well the Superbrand status for a few years now.

surge of market demand. In just a couple of years, he was able to purchase properties in Bulacan (now Karuhatan, Valenzuela), followed by another in Canumay, also in Valenzuela City. When his eldest son inherited the company, its growth was unstoppable. A successful marketing campaign was brought to life, wherein they enlisted the help of an actual, live elephant to demonstrate the durability of the product. Shot in Thailand, the elephant played, trampled, and actually laid down on a Salem mattress to showcase its high grade materials, excellent craftsmanship, and tremendous quality. The iconic elephant serves as an identifiable branding material for the company until today. True to the family tradition, Salem's management was passed on in 1998 to the youngest Tiu son, Mr. Benjamin Tiu. Under his helm, Salem continued to grow, but now more focused in production. Additional plants in Visayas (Cebu and Ilo-ilo) and Mindanao (Cagayan de Oro) were set up in order to meet the consistently growing demands and create an ease for the operations. The company was also able to purchase several heavy machineries, which has made the company more self-sufficient in terms of developing the bulk of its own raw materials.

With strong management and great perseverance, Salem pushes forward to a promising future of materializing a wonderful vision of "a Salem bed in every Filipino home."





THE PRODUCT

The recent years saw the release of a number of new product lines from Salem beds. From what was once a line of regular spring coil mattresses, Salem now offers various kinds of beds that will provide all the options the consumers will need in their search for the perfect bed. In just the early half of 2014, Salem was able to release two new upscale lines: the Renascence and new Elite collections, which aim to offer luxurious sleeping experience to the local market.

What makes the Salem brand so special, though, is its unwavering commitment to quality. This guarantees that each and every mattress produced has gone through meticulous research and development, allowing the company the chance to offer the latest in sleep technology.

Proudly Filipino made, Salem also stands out for continuously finding ways to use locally sourced materials, like the abaca and coco fiber, to incorporate eco-friendly components in each Salem bed. While everyone else in the industry has already moved towards the use of synthetic materials, Salem stayed true to tradition and continuously takes advantage of naturally available materials in creating luxurious mattresses.

RECENT DEVELOPMENTS

New efforts in establishing Salem as a world class, high quality brand is currently on the

way. The company has recently introduced the new face of the upscale Elite Collection, international model Tania Onishchenko, through a fresh campaign and a launching event held in the SM Aura Atrium. VIPs, A-listers, and socialites stood witness to this momentous event in the company's history and were amazed by the lavish product line.

Salem has also recently opened up to social media and is now active in Facebook, Wordpress, Instagram, and Twitter. A new website with more surprises and additional services is also set to be launched within the year, which will open even more venues to get in touch with clients and customers. Continuous promotion and marketing strategies are also in the works, as well as more partnerships that are geared toward better brand visibility.

Aside from mattresses, Salem is also a distributor of Chang Ya Ran, a line of affordable home furniture. With the great promise distributing has offered the company, it is also currently developing its very own furniture collection, designed to compliment the marvelous mattress lines Salem presently carries.

PROMOTION

Being a traditional company, Salem continues to make use of print ads and media to promote its ever growing product line. Its iconic elephant continues to be used for commercials, while its classic jingle still plays on

the local AM and FM frequencies. Newspaper and magazine features, as well as segment features on lifestyle shows like ABS-CBN's Umagang Kay Ganda and ANC's Trending Now are also done occasionally.

Salem is also gaining waves in online. Taking advantage of the internet's capability to directly connect brands to its consumer, the company now has a strong following in its various social media accounts. These platforms are then used to post marketing materials and announcements, as well as provide quality customer service to its clients.

BRAND VALUES

Distinguished as the "Hari ng Tibay" for decades, Salem is famous for its capability of building beds that last. Customers are known to remark that they have had their beds for a decade or so, which is a lot longer than what most other bed brands' lifespan can go. Not only are these words very flattering for the whole Salem family, but it also inspires the company to work even harder in creating the best mattresses possible.

Being the only bed brand in the Philippines to become a Superbrand, Salem only aims to take things further in the bed manufacturing industry. As it enjoys being in the forefront of the game, consumers can only expect of wondrous comfort and more great things to happen.



THINGS YOU DIDN'T KNOW ABOUT SALEM

- The highly effective marketing campaign in the '80s that propelled Salem to the peak of its brand recognition actually featured a live elephant during its shooting. Salem was confident enough that their product will be able to withstand the weight of a real Indian elephant through its superior grade materials and exquisite craftsmanship, and it actually did. The mattress survived, and established the company's legacy of providing outstanding products - ICONIC indeed.

SANTÉ BARLEY



The Grass Is Greener At Santé Barley.



THE MARKET

One of Mother Nature's best kept secrets, Barley or *Hordeum vulgare* is considered a reliable health and beauty regimen of the ancient times. Today, many of us have come across the word barley, yet only a few have actually seen the plant. Much fewer are those who are aware of the wide array of surprising facts about it that can benefit many of those who have certain health conditions.

Santé International believes in helping people live better lives. The message is quite simple and yet it resonates with people from all walks of life. Our barley-based organic products help our consumers experience a better quality of life while our distributors, branch operators and franchisees achieve an improvement in their financial capacity as they promote our products.

There have been quite dramatic health-related and financial testimonials from our consumers, distributors, branch operators and franchisees alike. Quite surprisingly, many of them came to give their testimonials out of their own initiative.

Proving to be quite competitive, our compensation plan composed of attractive incentives such as local and international trips for top performing distributors and branches is only one of the many reasons that geared up our successful partners to testify to the media how Santé Barley has changed their lives.

ACHIEVEMENTS

Pure Barley Grass helps lower bad cholesterol levels. Recent data suggest that Barley Grass has hypcholesteromic properties that act to improve cardiovascular health by reducing total cholesterol and low-density lipoproteins (LDLs or bad cholesterol) in mildly hyperlipidemic patients.

It has been observed that there is a modest inverse association between dietary fiber intake and cardiovascular disease. With this in mind, a fiber called Glucan that is reported to be responsible for lowering cholesterol levels can be found in Barley.

In a clinical study involving men with high LDL and total blood cholesterol levels, the daily intake of 15 grams of barley extract proved to significantly lower cholesterol levels. In addition, HDL, which is commonly referred to as "happy" or "good" cholesterol, was increased.

Source: Liu WC, Tsai CE. Young Barley Leaf Prevents LDL Oxidation in Humans. *Food Science and Agricultural Chemistry [published by The Chinese Institute of Food Science and Technology]* Vol. 4 (3): 110-116 (2002).

HISTORY

"Santé" is a French word that literally translates to "health" in English. The French usually say it as "à votre santé" meaning "[a toast] to your health!" As a company, Santé International Inc., strongly believes in helping people build better lives. We believe in challenging the status quo. We are relentless in our pursuit of overall well-being.

BARLEY HEALTH BENEFITS

Pure Barley Grass helps lower blood sugar. In a 2010 medical study, barley grass powder was selected because of its reported benefits. Supplementing with barley grass powder caused a significant fall in the fasting blood sugar level of the experimental group. There was a 5.1% reduction in overall cholesterol levels after two months. The researchers also noted that the risk of coronary heart disease was significantly reduced in the diabetics who took barley grass supplements.

Source: Yu YM, Chang WC, Chang CT, Hsieh CL, and Tsai CE. Effects of barley leaf extract and antioxidative vitamins on LDL oxidation and free radical scavenging activities in type 2 diabetes. *Diabetes Metab* Vol. 28 (2): 107-114 (2002).



By harvesting the new leaf blades of barley grass, all of the carbohydrate energy and amino acids - which have accumulated in preparation for the plant's transition from a vegetative phase to a reproductive phase - can be extracted. People who are into sports and individuals who need more energy than average have used barley grass to supply their body with energy-building nutrients.

THE PRODUCT

Established in 2008, Santé International is a network marketing company for organic barley-based products. Advocating overall wellness, we produce and distribute a wide array of barley-based products from nutritional supplements and health beverages to bath & body care products. We now have over 100 branches in the Philippines and are still open to franchise requests within the country. We also have started operations in countries outside the Philippines, such as Taiwan, Dubai and Singapore.

The demand to open more branches and more Santé offices in Southeast Asia, Europe, Middle East and the United States have been coming in as well. Santé's immediate goal is to expand its venture of international markets across Asia.

Loading everyday products with the powerful benefits of barley grass, we want people to immerse in the goodness of barley grass - which is widely known for boosting immunity, aiding digestion and delaying aging - while luxuriating in the product experience. To let our consumers enjoy our products to the fullest, we use only young barley grass. Between the process of harvesting and the drying of fresh barley leaves, great care is ploughed into every step as to seal in the vitamins, minerals, enzymes, and amino acids.

To ensure the consistent superiority of our products, our barley grass ingredients are directly hailed from New Zealand's one and only organic barley grass producer, with whom we have secured exclusive distribution rights. Certified organic by BioGro New Zealand, all our barley products are free from unsafe levels of heavy metal, herbicide and insecticide. Through this network marketing business, Santé hopes to help people live better lives by enjoying good health while capitalizing on the business opportunity. For those looking for greener pastures, Santé International presents the grounds for opportunities and fields of possibilities.

The grass is greener at Santé Barley.

RECENT DEVELOPMENTS

In 2013, our partner in New Zealand acquired additional 85 hectares of organic land to ensure the company meets the market's growing demand. 2014 saw the launch of Santé's Bath and Body Series which showcased barley-based personal care products such as our Anti-Aging and Sports Detox soap, Anti-Hair Fall shampoo, Anti-Hair Fall Styling Cream, as well as Whitening and Sports Deodorant. We also have extended our Health Beverage series to cater to our fitness-conscious market with the launch of Santé Whey Barley and Santé Green Tea with L-Carnitine. Constantly on the lookout for new and innovative barley-based products, our Product Development Team shall set the new standard in the wellness business.



PROMOTION

Our distributors are 100,000-strong in the Philippines and continues to grow even more with each day passing. Heightened by television, radio, print and social media presence, the "I'm on grass!" campaign is a proud identification of one's use of Santé Barley products; a badge of good health and overall wellness.

BRAND VALUES

What makes Santé a SUPERBRAND is that we have certified organic barley grass. Knowing that 'Not every farm that claims to be organic is organic', Santé is one of the few trusted companies to provide only organic barley. This is certified by BioGro NZ which is New Zealand's leading organic certification agency and is also duly recognised upon international organic standards.

The BioGro NZ certificate assures us that there are no unsafe levels of heavy metal, herbicide, and insecticide residues. NZ farms cannot be "certified organic" if unsafe residues are found upon residue testing.

The young Barley leaves of organic barley are harvested when they are below 30cm in

height. Only the barley tops, where nutrients are concentrated, are harvested. No second or third harvest of young barley leaves are in any of Santé Barley Pure products. We harvest only once and only the young barley leaves.

THINGS YOU DIDN'T KNOW ABOUT SANTE BARLEY

- Did you know that Santé employees are engaged in one sport or another? 10% have finished at least one 5K run, while the majority -- 90% -- have completed at least one 10K or 21K run. Our very own Chief Executive Officer is an active triathlete with numerous triathlon races under his belt. He has completed the 2014 Full Ironman Melbourne last March. We all relentlessly pursue our passion for clean-living, good health and overall well-being. This is who we are. This is what we believe in.
- Did you know that Santé's barley grass comes from the Canterbury Plains? Situated in New Zealand's South Island, it is the ideal place for producing green barley or barley grass powder. The alluvial soils are young and fertile, the irrigation water is fresh and pure, the air is clean and unpolluted. Coupled with the high UV light, our barley leaves grow deep, green, chlorophyll rich, leaves. Our organic green barley is rich in chlorophyll, the phytochemical that gives leaves, plants and algae their green hues. New Zealand's organic green barley provides high levels of vitamins and minerals, all in good taste.

I'M ON GRASS



THE MARKET

Comfort as described as a noun;

“a state of physical ease and freedom from pain or constraint,”

“things that contribute to physical ease and well-being,”

“prosperity and the pleasant lifestyle secured by it,”

“ease, relaxation, repose, serenity, tranquility, contentment, coziness;

“luxury, opulence, prosperity”

Are all the perfect examples that can be described of a market that requires the above in furniture they aspire for. While the brand delivers the consistent delivery of its promise, only San Yang furniture delivers with consistency all of the above.

It is such a good feeling knowing one can go home and immediately lie down in a soft and comfortable sofa after the long day's work — this setting is what everyone wants to experience. The thought of being able to invest in your needs is pleasurable! But the truth of knowing these things are obtainable is even more astounding! San-yang Furniture has long-been existing and providing consumers affordable yet quality furniture. It is a brand prudently helping people complete the aspiration of their dream houses with memories to be kept forever.

San-Yang Intertrade Corporation is a proud pioneer of knock-down furniture. The company takes pride in its wide-array of house and office furniture that cater to the middle-income market. Aspirational Yet, Affordable! The first clientele of the brand started with homeowners that needed simple but sturdy and functional home furniture. Over the years it eventually grew to include early nesters that need an entire bedroom, living room and dining room set for their newly bought house; and corporate offices that look for cost efficient items. Currently the company includes interior designers, student-designers and property managers among its growing patrons.

ACHIEVEMENTS

From its humble beginnings, San-Yang Furniture's market reach now expands to all corners of the country. Its steadfast determination has brought the company to a lot of open doors. Transactions were pulled through due to ardent persistence to make the brand prevalent. San-yang eventually grew through concession setups in department stores and supermarkets. Major clients include SM, Puregold, Robinsons, Abenson Homeplus and Gaisano. The company also opened its own stores at Market Market, Uniwide, Festival Alabang and Limketkai Cagayan. The purpose of

making it nationwide was abruptly attained. All of these are result of ambitious and aggressive faith of making it big in the furniture business.

In 2012, the company is awarded Superbrand status in recognition of its excellence in its particular industry and commitment to quality product and service to its customers.

HISTORY

It was the year 1996 that marked the humble beginnings of this furniture company. It was then called AAA Commercial, which started with mini closets and small plastic drawers as product lines. It was after three years in business that the company saw the need to respond to the growing demand for plastic products. In 1999, it diversified into importation of knock-down furniture, which includes cabinets, bookshelves, and wardrobes. After some time, the company eventually brought to the country high-end pieces from Southeast Asian countries and China. These top-of-the-line pieces include dining sets, living room and entertainment sets and also bedroom furniture. It was in 2001 that the name San-Yang Intertrade Corporation was born.

Spearheaded by business partners Mr. Tomas Cua and Mr. Tony Sy, the company established its commitment of providing customer satisfaction through quality and affordable furniture products.



The leaders remained driven and steadfast to their commitment throughout the years. The strong leadership supported by a motivated workforce was the key to the undeniable success of the company. With the birth of the Asean Integration, Sang Yang stands to lead by example to stay the brand to command its market to sustain its Superbrand status.

THE PRODUCT

San-Yang Furniture is a product that fills in the typical Filipino home. It aims to provide furniture at truly affordable prices. The promise of affordability however does not compromise quality. Affordability plus quality is the success formula of San-Yang. It firmly believes that these two can ensure customer satisfaction, which the company value the most.

Today, the brand offers diverse types of furniture for your living room – the simple but elegant beach-type sala set, normally made of solid wood with foam for the back and seat while arms are left naked; dining room – the classic simple curves, subtle yet appealing dining set which is perfectly versatile for any type of home interior; bedroom – the clean-cut wooden bed frame, which was popular during the 90's. From classic to modern, from simple to sophisticated, the brand definitely adheres to your need and taste. San-Yang perceives and understands its consumers. Hence, you can expect San-Yang to offer only good and functional pieces.

RECENT DEVELOPMENTS

San-Yang Furniture is now open for franchise nationwide! This is open to all entrepreneurs who can meet our qualifications. This strategy is one of many ways we are expanding to service the needs of our consumers.

San-Yang Furniture is also now receiving and servicing "On-Line Selling" through the net. There are already two (2) on-line sites that carry San-Yang Furniture's. However we are still in the process of negotiating for more "on-line sellers" which we are bullish to complete year end.

San-Yang Furniture is continuously expanding. New stores have opened and there are

more possible concessions being studied and reviewed. The company is responding to the growing needs of the market. Hence, investing for new equipment to better its service is what it focuses at this point in time. San-yang's delivery team was invested with additional trucks. The demand for warehouses was up as the newly purchased knock-down items reached the country. The company ensures it is never lost in giving innovative and suitable furniture pieces. Hence, new items were introduced.

Recently, the number of employees grew tremendously due to the increasing demands of new store concessions. Trainings are consistent to give the best service possible.

PROMOTION

In the event of its 16th year this 2012, the company decided to be more aggressive in promoting its brand and secured Ms. Jennylyn Mercado and her son, Alex Jazz Mercado, as its celebrity endorsers. Ms. Jennylyn Mercado's strong filial love and

values endeared her to millions of fans and is an eloquent ambassador for the qualities that San-Yang Furniture stands for. Consistent with this thrust, in the same year the company also partnered with local television outfit TV5 as one of the partner-sponsors of its reality TV show, Extreme Makeover Home Edition (Philippines). The brand supported the program's orientation toward helping deserving but less fortunate individuals in achieving their dream home.

Ms. Mercado and son now grace the marketing collaterals and all advertising campaigns of the brand to bring to the fore San-Yang Furniture's mark in the Philippine furniture industry as officially a Superbrand in its own right.

BRAND VALUES

The new catch phrase to date is "Ma San-Yang bahay, Magandang buhay."

We emphasis on providing a comfortable home for every family, consistent to our first tag line. High-end Living without the High Cost is the catch phrase for San-Yang Furniture. As a household item, this promise can be seen and

tested on the flexibility of the furniture to be dressed up or dressed down; to be part of the bedroom or the sala; depending on the aesthetic or functional demand of the time.

As a brand, San-Yang Furniture's commitment is shown on its craftsmanship and affordability. Owning a San-Yang furniture will not cost you an arm nor a leg yet it gives beauty, quality and convenience at a price that makes you smile.

Perhaps of all the qualities that make the brand enduring all these years and more competitive in the market is its commitment to quality service, during and after sales. San-Yang Furniture personnel are always ready to assist the customer in their choices, deliveries and special arrangements extending the company's commitment to value from product to service.

THINGS YOU DIDN'T KNOW ABOUT SAN-YANG FURNITURE

- If you have a knock-down furniture at home, there's a huge chance it's San-Yang
- Most of San-Yang's products are made of particle board, also known as engineered wood; particle board is made of small pieces of wood particles (wood chips, shavings, and/or sawdust) and a synthetic resin; it is marketed as an eco-friendly wood, manufactured mainly in Thailand and Malaysia
- San-Yang stands for "three ocean"; it is a name depicting the three huge bodies of water bordering the Philippines; the name plotted the company's vision, which is to be available in the whole archipelago



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THE MARKET

The Home Shopping Network, Inc. takes pride in being the pioneer and leading home shopping company in the Philippines, offering a wide selection of high-quality, authentic lifestyle products. It caters to just about anyone whose needs and whims are met with the revolutionary and one-of-a-kind items seen on its 24-hour channel, Shop TV. These trend-setting products falling under four categories, namely: Food and Home, Health and Fitness, Beauty and Beyond, and Entertainment. These products are not only revolutionary, authentic, and unique but are also every bit easy-to-use, reliable, and effective. These are the features that are on every viewer's or consumer's checklist for a must-have product. These are the very components that come handy as they go about in their every day routine, making the mundane into marvelous, dull into delightful. The Home Shopping Network, Inc., over the years has maintained a trust-worthy relationship with suppliers from around the globe, making the company an exclusive and sole distributor of many of their fast-moving products. Not only that, HSNI has also been generous to home-grown companies, opening its business and setting the stage

for proudly Philippine-made products. One's shopping-crazy soul is definitely bound to find something, and dialling 817-7000 the very next minute. Housewives, foodies, fitness buffs, career-driven women, gadget-nerds—name it they turn to HSNI and Shop TV for convenient shopping from home.

And in true DRTV fashion, *"but wait, there's more!"*

It is not only the genuine products that keep the consumers coming back for more and viewers tuning in to Shop TV day in and day out. Being in the business of "changing the way you shop," HSNI makes it a point its services are customer-friendly and customer-focused. Next-day nationwide delivery, 24-hour customer service, after-sales services, and product warranties ensure the customers that their trust and confidence is HSNI's top-of-mind.

ACHIEVEMENTS

From a modest beginning of a little over 20 items, HSNI now shelves over 200 ingenious products that have been a great and useful addition into the homes of many. And its growth doesn't stop with the products procured and introduced to the Philippine market. Every year, the company grows and widens its reach

as it acquires more cable operators, eventually bringing Shop TV into every nook and cranny of the country.

Since 2009, Home Shopping Network, Inc. and Shop TV have been Superbrand awardees. This seal of excellence asserts that the company has reached its goal, yet continues to soar past expectations. Through its commitment to a 24/7 pleasant, engaging, and fulfilling home shopping experience, the company still pursues to expand the business and its services.

For a brand that is revolutionary in itself, Home Shopping Network, Inc. and Shop TV are certainly bound to change the way everybody shops.

HISTORY

It was in October 2003 when a family of entrepreneurs took the risk of introducing to the Philippine market an idea that has been well embraced at different parts of the world. Banking on its potential, a new company was given life—designing it from ground, up with the intention of ultimately running a 24/7 shopping channel.

In November 2005, Shop TV first went on-air for 12 hours a day. But it wasn't long enough for the 24/7 shopping channel to become a real-

ity. By August 2006, Shop TV became the Philippines's first 24-hour DRTV channel.

Fast-forward to 2014, the groundbreaking decision proved to be worth laying the cards on the table. Home Shopping Network, Inc. through Shop TV has continued to bring forth the mission of providing authentic, trend-setting, high quality lifestyle products through convenient shopping from home and delivered direct at the customer's doorstep. With over 300 cable operators carrying the channel into the homes of more than 4 million viewers across the country and

introducing over 30 products every year, HSNI indeed has altered the way the Philippine market views TV home shopping. Through the company's efforts to deliver the best quality services and products, it has given the direct-television industry credibility, authenticity, and longevity.

THE PRODUCT

For over a decade now, the Home Shopping Network, Inc. has been the source of a multitude of unique and innovative local and imported products. The company sees to it that products seen and sold over Shop TV have been meticulously chosen, carefully tested, and proven effective.

Fitness buffs or even those who have made the decision to adopt a healthy lifestyle get their much needed head start with HSNI's different exercise equipment. The company presents to its viewers the freedom to choose, offering different workout machines for their varied needs. Consumers can break a sweat and be healthy all year long in an all-in-one exercise machine or through a carry-me-everywhere slimming device.

For the tech-savvy, world-class speakers and ultra useful powerbanks are up for grabs! The company continues to source out more entertainment items to suit the growing demands of its market.

No one can contest the beautiful benefits of HSNI's products for women, when it is endorsed by real women who got real results. Instead, one becomes a walking testimony of its incredible claim. There's always something for all body figures and hair types that can lead women to look and feel amazingly good about themselves.

Now, one can't say Home Shopping Network, Inc. without home in it—durable kitchen wares and useful home and garden appliances also tip the scale in terms of volume and sales. A few of its well-loved products are the Jack LaLanne's Power Juicer, Ceramicore, Steam Gourmet, PaintZoom, X-Hose, Smart Pen, and of course how can one forget the Miracle Blade series.



From the latest in fitness to the best in kitchenware, to what's on-trend with beauty and fashion, and even to what's hip and happening in the world of gadgets and gizmos, the Home Shopping Network, Inc. has it all!

PROMOTION

Being a front-runner, the Home Shopping Network Inc. continues to tap the right channels to keep its top position. The company continues to promote itself not just through television and print media, but through events and the social media as well.

HSNI has been an avid partner of two of the country's top annual cable conferences, the PCTA Convention and the FICAP Convention. Through these gathering of cable operators from across the country, the company is able to maintain good graces with existing cable carriers and at the same time meet and acquire new operators.

In 2008, it sponsored the Philippine Gourmet Team that competed in Hong Kong. The said delegate eventually brought home the bacon after showcasing exemplary culinary expertise.

To further its presence on-air, HSNI has acquired block times from its sister company, Solar Entertainment's channels. Solar Sports, 2nd Avenue, Jack TV, Solar News TV, and BTV air an hour's worth of call from your home shopping convenience thru Shop TV every day.

Not to be left behind, HSNI has kept up with the times and is now online. Its loyal followers, repeat customers, and potential buyers can now take a peek and get updates on what's new thru Facebook, Twitter, and Instagram.

BRAND VALUES

Through the years the company's logo of a rooftop with signal rays against a blue background has become synonymous with innovative and revolutionary products. While the channel's logo, the four-colored bars has become the mark of value, quality, trust, and hassle-free shopping. Likewise, the hotline 817-7000, has become the go-to seven digits for items and gift ideas for any occasion or need. Truly worthy of being tagged as a Superbrand, HSNI now shares the market with other TV shopping channels and its products imitated by many. As the saying goes, the sincerest form of flattery is imitation—what better brand to imitate than a Superbrand?

As the leading TV shopping company of the country, the Home Shopping Network, Inc stays committed to its corporate social responsibility and continues to find ways to better the lives of Filipinos.

THINGS YOU DIDN'T KNOW ABOUT HOME SHOPPING NETWORK, INC.

- HSNI offers same-day delivery for Metro Manila residents.



Solignum

THE MARKET

"I-SOLIGNUM MO!"... the only termite solution option!

This familiar phrase is what you will hear from carpenters, engineers, architects or even homeowners as a solution for termite infestation. This is because Solignum is the first brand of choice when it comes to wood preservation. It is the solid partner of Filipinos in preserving their homes and cultural heritage. Solignum has been serving the Global market for more than 100 years, and the Philippine market for over 60 years. Solignum is synonymous with quality wood preservation. That is why, Solignum has become a generic term that one would easily quip, "I-Solignum mo."

ACHIEVEMENTS

TRIED! TESTED! TRUSTED!

Even after 60 years, Solignum continues to strengthen its mark as a leading brand in the country with more than a 90% market share.

Over the years, Solignum has launched several products using the most updated and upgraded technology, not only for timber protection but even for soil treatment and decorative products with the objective of providing the best quality products that will care for the Filipino homes.

This year, Solignum once more proved its leadership position in timber protection when it introduced its most advance wood preservative to date- Solignum Exterior and Solignum Interior.

HISTORY

For us Filipinos, nothing counts as much as family. And Filipinos value family, so it comes as no surprise that an ultimate Filipino dream is to own a house, where memories of a lifetime will be shared with loved ones. Whether building a dream house or repairing and renovating it, Filipino homeowners have made Solignum a part of this dream for more than 60 years.

THE PRODUCT

Solignum Wood Preservative is a UK-brand distributed by Jardine Distribution, Inc. in the Philippines. The product has been a global leader for 100 years. In the Philippines, it can be found just about everywhere.

Solignum Colourless AZ is used for exposed wood that can be painted such as decks, eaves, floor



boards, and wood ceilings. Solignum Brown, on the other hand, is used for wood that does not need to be painted such as fascia, trusses, and wall frames. All Solignum products ensure maximum protection. They do not swell or distort wood, nor is there a need for long drying period.

Another breakthrough and first in the market was the launch of Solignum Colourless AZ Aerosol variant. This product features the same tried, tested and trusted Solignum wood preservative—packaged as a ready to use spray that offers extraordinary convenience. Solignum Colourless AZ Aerosol is ideal for homeowners who want to do the job themselves, and for wood that requires less application like cabinets, doors, furniture, and hard to reach areas.

With the growing need of the market for quality products, Solignum being a genuine wood protection and preservation product, continue to provide the market with innovations that will surely make wood last longer.

Solignum also has wood stains called Solignum Timbertone and Solignum Decking Stain. These

wood stains do not only beautify and enhance the color of the wood, but also give protection from UV light, moulds, scuffing and flaking.

Both Timbertone and Decking Stain are in microporous formulation allowing the timber to breathe; therefore, preventing flaking which makes the natural beauty of wood last longer.

Timbertone is suitable for both internal and external - timber furniture, joinery, windows and doors. While Decking Stain is suitable for outdoor application or to wood that are exposed to weather such as deck and fences. Decking Stain additional feature is its water repellent protection.

Total Termite Solution

To complete Solignum's anti-termite campaign, the company introduced Soilguard, its soil termiticide brand, to the market in 2009. Solignum and Soilguard complete the company's Total Termite Protection campaign, which educates the market on the importance of protecting homes from termites, inside and out.

The Newest Innovation:

Most Advanced Wood Preservative

TRIED, TESTED, TRUSTED WOOD PRESERVATIVE NOW MORE ENVIRONMENT FRIENDLY, AND NO IRRITATING SMELL





Solignum Exterior is the same tried, tested, and trusted Solignum in reduced odor formula—best for outdoor application as it is easier and more convenient to apply, and friendlier to the environment. It has both insecticide and fungicide giving protection to the wood against termites, wood borer and fungi.

Solignum Exterior is specially formulated using the micro emulsion technology. It is designed to penetrate well into timber providing long-lasting protection against termites and wood borer without the irritating smell. No irritating smell, yet effective.

Solignum Exterior is best to use for above ground exterior wooden parts such as decks, fences, eaves, floor boards and trellis.

Solignum Interior is best to use for interior wooden parts such as doors and cabinets.

CORPORATE SOCIAL RESPONSIBILITY

Solignum is exclusively distributed by Jardine Distribution, Inc., a giant in marketing and distribution in the Philippines. Jardine has extensive market knowledge and expertise in the construction and agriculture industries. Brands distributed by Jardine Distribution lead the market segments they serve.

As part of its Corporate Social Responsibility program, Jardine and Solignum work with the National Historical Commission to preserve and restore historical sites like the Aguinaldo Shrine in Cavite and the Mabini Shrine, now located in the PUP Sta. Mesa Manila campus.

Shrine, now located in the PUP Sta. Mesa Manila campus.

BRAND VALUES

Solignum as a brand represents quality, reliability, credibility and trustworthy solution to termite problems, wood borers and fungi. Solignum has built this image over its many years of serving the Filipino home owners.

THINGS YOU DIDN'T KNOW ABOUT SOLIGNUM

- Solignum derives from the Latin words “Sol” meaning sun and “ignum” meaning timber.
- Solignum’s recent product development is the launch of its most advanced wood preservative Solignum Exterior which is in micro emulsion formula. It penetrates well into the timber, more environment friendly and has no irritating smell.





MARKET

“We work with a singular goal in mind: to bring the best that the world offers into the hands of every Filipino”. Fueled by the increasing consumer demands in the Philippines, Tan & Tan Mega Innovations, Inc. (TTMI) aims to establish a strong presence in the categories of food and beverage, personal care and hygiene, infant and baby care among others. The company’s roster of brands include Coffee Malaysia 3 in 1 White Coffee, Honest Tea® USDA Organic Bottled Tea, EG™ MosRepel® Anti-Mosquito Bands, Orange and Peach® Breastmilk Storage Bags, Orange and Peach® Nasal Aspirator, Jinggo Disposable Urine Bags, and Flips™ flip flops. Having successfully and consistently delivered a wide array of diversified products across different retail store formats is a testament to TTMI’s unparalleled and single-minded dedication to live up to its mission.

ACHIEVEMENTS

Established only in 2010, TTMI through its aggressive marketing and distributing efforts already has a significant presence across 3,000 stores nationwide from drug store chains and convenience stores to independent specialty retail stores. More than its increasing presence in outlet stores across the Philippines, it is the warm and encouraging patronage of a diversified consumer base constantly on the lookout for healthier alternatives that proves to the company that it is on the right track. The growing market



Because your break time should be perfect every time

share of TTMI’s brands against dominant market leaders is but a small step in its journey to building better lives.

HISTORY

A zest for entrepreneurship and a passion to succeed in the field of marketing and distribution resulted in the birth of TTMI. The company was founded by a newly married couple who have a knack for entrepreneurial ventures. Mr. Mark Anthony Tan and Ms. Jasslyn Joanne Tan founded and built the company together by utilizing their strengths and talents to the full-

est. While one founder is a natural at distribution and logistics, the other is an expert in sales and marketing. This perfect tandem has worked wonderfully in making TTMI the powerhouse that it is today. Currently, TTMI would like to maintain its focus on the niche market while aggressively scouting for the next product to be included in its portfolio. Ultimately, the company’s driving force in to the future remains to be the dynamic, discerning and ever changing consumer wants and needs.

THE PRODUCT

TTMI’s products are sourced from all over the world including Taiwan, Hongkong, China, Malaysia, Singapore, USA, and Italy.

Coffee Malaysia 3 in 1 White Coffee originated from the town of Ipoh



Worry-free, Sticky-free, Mosquito Protection for the Whole Family!



in Malaysia, known for producing the best white coffee in the world. This super creamy 3 in 1 white coffee in three flavors; original, hazelnut, and light sugar is roasted using premium coffee beans to bring about an unforgettable coffee experience.

Honest Tea® USDA Organic Bottled Tea is one of the best-selling organic teas in the U.S. The line of organic beverage is said to be a favorite of U.S. President Barack Obama while on his campaign. Honest Tea® is certified USDA Organic and Gluten Free.



EG™ MosRepel® Anti-Mosquito Bands is an innovative range of anti-mosquito products that help repel mosquitoes away from children and adults. MosRepel® is made of all-natural deet-free ingredients and is also CE and US EPA approved. Instead of applying and reapplying sticky lotions and sprays on the body, MosRepel® offers a waterproof band that is effective for up to 180 hours or seven days. It is highly recommended for use in swimming, hiking or camping.

Orange and Peach® Breastmilk Storage Bags ushers in a convenient and affordable way to breast feeding in the country. The use of breastmilk storage bags allows working moms to continue breast feeding even when they have gone back to work. With its pre-sterilized, double zip-lock, and leak-proof breastmilk storage bags, Orange and Peach® is sure to keep Filipina moms' breastmilk fresh and safe for their babies.



Orange and Peach® Nasal Aspirator is a convenient device to bring comfort to a child especially when they are experiencing colds and flus. This Nasal Aspirator assists adults in clearing the nasal passages of babies and children by manually removing excess mucus from the baby's nostrils. This method has been proven to be the most effective in bringing relief to babies and children.

Jing-go Disposable Urine Bags provides relief to motorists anytime, anywhere. Perfect for people who are always on the go, this unique urine bag is equipped with a technology that turns liquid into gel for a hygienic disposal of human waste.

Flips™ flip flops is a Singaporean brand of flip flops recognized for its supreme comfort and functionality. Its non-skid and non-slip design ensures a great flip flop experience. Flips flip flops are made of 100% natural unadulterated rubber that is eco-friendly.

RECENT DEVELOPMENTS

To cater to the demand of consumers all over the country, the company is currently involved in establishing an e-commerce website. In addition to this, the company has also launched a new variety of **EG™ MosRepel® Anti-Mosquito Bands** catered especially to children ages three and up. **EG™ MosRepel® Anti-Mosquito Band-Kids** includes a plastic clip that will allow children to accessorize their band with different designs.

PROMOTION

TTMI uses a variety of marketing promotions specifically designed to

communicate its products effectively and efficiently to its target market. The company utilizes different communication mediums including print, social media, in-store promotions, sampling activities, events, and sponsorships. Most recently, the company has been focusing on targeted promotions to drive awareness, curiosity and trial of its products. A notable effort is advocating the benefits of breast feeding to all mothers with new-born babies. Partnerships and tie-ups with hospitals have been established to successfully implement this advocacy.

BRAND VALUES

TTMI will continuously strive to offer premium and innovative products to Filipino consumers all around the country. The company and its products will live by the values of integrity, quality, and innovation in delivering the brand promise to its consumers. As a company, TTMI will continue to be a brand known for quality products aimed to improve the lives of Filipino people. Ultimately, the company will live by its mission to "improve everyday life".

THINGS YOU DIDN'T KNOW ABOUT TAN & TAN MEGA INNOVATIONS, INC.

- The reason behind the name Tan & Tan Mega Innovations, Inc. is the result of the two founders having the same family names.
- Consumers of *Coffee Malaysia 3 in 1 White Coffee* generally prefers to split one sachet of 3 in 1 Coffee into two servings. Each sachet contains 40 grams of coffee mix.
- TTMI advocates continuous breast-feeding in spite of calamities because the company believes that in times like these, the nutrients from a mother's milk are most essential. To continue breast-feeding, *Orange and Peach® Breastmilk Storage Bags* were donated to breast milk donors and victims of calamities.
- BPA stands for Bisphenol A which is a compound found in plastics that may be harmful to babies. It is important that mothers choose products that are BPA-Free such as *Orange and Peach® Breastmilk Storage Bags* and *Orange and Peach® Nasal Aspirator*.
- *Flips™* flip flops is coated with silicone to help prevent the rubber from oxidizing for a longer-lasting flip flop experience.



Trusted since 1898

The Manila Times

THE MARKET

The Manila Times, as its faithful readers know, has been “Trusted since 1898.” Today, the motto dressed in bright red takes up a prominent space in the uppermost corner of the paper.

The newspaper, which had encountered various adversities including caused by dictatorial officials and financial upheavals, still stands firm, surviving 15 governmental administrations of the Philippines.

The newspaper served as a catalyst of change during the years when the country was in disarray after different political conflicts.

In August 2001, Mr. Dante A. Ang, acquired The Times and gave it new vigor and a renewed sense of mission. Now, The Times is going on its 116 years this October 2014.

Decision-makers and young business professionals comprise the majority of The Manila Times readers. These readers belong mainly to middle-income families although the daily also enjoys a proportionately larger share of readers from the Class “A” bracket.

They are drawn to The Times’ fair and incisive treatment of news. Although inspired by its wide following among the young professionals, The Times is determined to expand its market. It continues to introduce new editorial content and services to attract more women readers, aged 40 and older, who belong to the A and B income brackets.

ACHIEVEMENTS

After its relaunch in 2001, The Times became the fourth-largest newspaper in the country, based on surveys. In a recent poll, The Times ranks number three in the Visayas region. The Times has been winning new readers for being an independent, reliable and hard-hitting newspaper.

Since Mr. Dante Ang brought The Manila Times in 2001, the paper has raised its standards. It has received recognition from the Jaime Ongpin Awards for Excellence in Journalism and the Philippine Press Institute for its columns and



its balanced news content. The Times has been a 10-year Superbrand awardee since 2005.

To promote excellence, the news organization established The Manila Times School of Journalism (now CHED-recognized and known as The Manila Times College). The school offers a Bachelor’s degree in Journalism as well as Junior College and Senior College programs. It also offers Intensive Apprenticeship for Communication Arts Students and Certificate Courses in Journalism Plus, Acting for Film and TV, Film Production and Nursing Board Review.

The Manila Times College also offers Dual Diploma Degree Partnership with Emilio Aguinaldo College, National University, Baliaug University, Manuel L. Quezon University, and Lyceum of the Philippines University.

On the other hand, Asia Pacific Colleges, Don Bosco Technical Institute and the Manila Times College are partners in the K to 12 program of the Department of Education.

Moreover, The Manila Times College signed a Memorandum of Understanding with Goethe University in Germany and Thammasat University in Thailand to collaborate efforts to establish, develop and facilitate the exchange of students to undertake on-the-job training, apprenticeship, enhancement studies, or similar activities in the areas of journalism, creative writing, and cultural studies.

The Manila Times College is the only journalism school that offers on-the-job training

to students from Day One; the only educational institution in the country that is run by professional media practitioners. Under the leadership of veteran writer and educator Isagani R. Cruz, The Manila Times College School of Journalism is quickly becoming the most innovative and responsible center of journalism education in the Philippines.

Meanwhile, The Manila Times College Subic offers Bachelor of Science in Medical Technology and Bachelor of Science in Nursing. It will also offer other courses, like AB Journalism, soon.

HISTORY

The Manila Times first hit the street on October 11, 1898, a few weeks after the Treaty of Paris took effect, and the country fell to American hands. The American community in the Philippines grew, and so did the demand for an English paper. Thomas Gowan, an Englishman, sought to address those demands by founding The Manila Times.

In 1898, George Sellner, The Times business manager, bought the paper from Gowan, sold it to a group of American businessmen in 1902, then re-acquired it three years later. In 1907, Thomas C. Kinney bought the paper from Sellner.

Filipinos started to join the former all-American staff sometime in 1918. The Times roster of Filipino journalists included luminaries such as Maria Kalaw-Katigbak, Jose P. Bautista, Jose Luna Castro, Luis Serrano, Benjamin Osias, Jose L. Guevara, Estrella Alfon, Cita Trinidad, Consuelo G. Abaya, Carlos P. Romulo, and Benigno Aquino Jr.

After the Second World War, the heirs of Don Alejandro Roces Sr. reopened the paper in 1945. The new Manila Times would reign in the in-





dustry until September 1972, when President Ferdinand Marcos declared martial law and closed down the paper.

The Roces family revived The Times on February 5, 1986, a day before the ouster of Marcos but after three years, the family sold the newspaper to tycoon John Gokongwei Jr.

Early in his administration, then President Joseph Estrada sued the newspaper for P101 million for publishing a story that called him an “unwitting godfather” to a suspected fraud. This prompted the management to print an apology “but not a retraction,” according to then Publisher Ermin Garcia Jr. Eventually, The Times under Gokongwei printed its last issue on July 23, 1999.

The Times got back on its feet following its acquisition by Dr. Dante Ang, with the August 8, 2001 issue carrying his pledge to reclaim the greatness of the newspaper.

“A window on the past and a door to the future,” is how Dr. Ang, now the newspaper’s Chairman Emeritus, describes The Manila Times as it flourishes under his watch.

He continues: “Our mission, then, is to inform clearly and accurately, to reflect on great decisions and events, to arouse the intellect, to excite curiosity and wonder, to honor the past and pave the way to the future, but always with the aim of sharing with our readers and advertisers the joys and sorrows, the triumphs and the defeats that are the stuff of our daily lives.”

Dr. Ang recognizes that there is still a long way to go, but declares that “we will get there.” He reiterates that commitment: “Recording, storing, perpetuating the national memory was the principal vocation of the old Manila Times. We intend to regain that distinction.”

THE PRODUCT

The Manila Times is a daily broadsheet with sections that carry news, opinion, business, sports, and lifestyle sections. The Times is also a vehicle for the weekly publication, Sunday Times Magazine that features Filipino champions, Life and Times, Literary and Cultural pages. Other weekly specials are Tech Times and Fast Times (Motoring) sections.

The Opinion Pages contain analyses of major news events, incisive columns by opinion writers and comments from readers. In 2013, Opinion Section of The Times proved to be one of the strongest sections of the newspaper when former Ambassador Rigoberto Tiglao joined The Times as one of its hard-hitting columnists and the same time, consultant of the paper. Joining him are other esteemed writers and columnists like Yen Makabenta, Rene Saguisag, Felino Palafox Jr., Ricardo Saludo, Atty. Dodo Dulay, Dr. Leonor Briones, among others. One of the country’s most astute analysts of the political economy, Juan T. Gatbonton, writes almost every month for the paper.

The Times business section updates readers on the latest local and foreign economic news. It also carries the highly useful classified ads section. In 2013, it launched its new sub-sections called Property Times, Finance Times, and Energy Times. Business columnists Emeterio Perez, Ben Kritiz, E. J. Lopez, Ben Teehankee, Mike Wootton and experts of the Rural Bankers Association, among others, provide the business and industrial community with savvy and advanced readings of economic and practical business trends.

The Life and Times section discusses arts, culture, glamor and glitz and the “finer things in life.” The section also showcases practical tips on such topics as home improvement and health and medical care. Business and life-

ambassadors and other newsmakers of the day. The roundtable discussions are reported as news and features.

In 2012, The Times and The Manila Times College launched the Voice of Asia Speech Competition, a contest that aims to encourage the youth of Asia to take part in intercultural discussions, share ideas regarding education and represent their country through the use of the English language.

BRAND VALUES

The Manila Times is one of the most recognizable brand names in the Philippines. Most people in leadership positions in business and government grew up reading The Times. It will continue to have a special place in Filipino homes, schools, government and business offices because, as the surveys have reported, the new generation of business leaders forms the paper’s current readership base.

The strength of the brand may be attributed to the people who put it together. The Times’ alumni roster is a virtual Who’s Who in Philippine history. The current pool of editors and writers are veterans in the industry. The section editors and reporters are professionals in the business. The news section offers comprehensive, nuance and objective stories while analyses, outspoken editorials and incisive opinion essays reflect on the meaning of the news and their impact on the national life. One testament to the strength of The Manila Times brand is its ties to the education industry. The Manila Times College is growing, having outstanding graduates now fielded in various mass media of the country.

The Times has made a successful inroad into the Internet, the medium of the future. The Times is one of the first Philippine newspapers to develop an Internet edition (www.manilatimes.net). Today, it is one of the top two most popular newspaper websites in the country.



style are highly regarded for their well-written stories and specialized approach to presenting information and the issues of the day.

The Times Sports section offers a comprehensive coverage of local and international sports events. In 2013, the Sports section launched its Fight Times sub-section.

The Motoring section (Fast Times) offers a rich source of information on automobile trends. It also adds glitter to the newspaper when it clinched all the major automotive journalism awards given by prestigious organizations in 2010, 2011, and 2012.

On the other hand, Tech Times presents IT issues and information on the latest technologies primarily for those who formulate IT strategies and make buying decisions for their companies.

PROMOTION

For most of the modern period, The Manila Times was the number one newspaper in the Philippines. The proclamation of martial law in 1972 put an end to that distinction. The Times was shut down until the Marcos government fell in 1986.

Dr. Dante Ang bought the paper to restore its old glory. The new management, headed by Dante “Klink” Ang II as President and CEO and Executive Editor, is keeping to that same strategic objective.

To increase its market share, The Times is constantly improving its layout and editorial content. The Times also organizes active promotions and advertising campaigns.

The Times also builds and strengthens networks and linkages with business and government leaders. It conducts regular roundtable interviews with CEOs, Cabinet secretaries,

THINGS YOU DIDN'T KNOW ABOUT THE MANILA TIMES

- The Manila Times’ first issue had four pages and two leaves, measuring about 12 by 8 inches divided into two columns. First page consist of announcements and advertisements, while the second page was the editorial and important news of the day. The third page had cable news from Europe and the United States, with reportage on the Spanish-American War.
- The Times bore the flagship “Pioneer American daily in the Far East,” and underneath it said, “Published everyday since 1898.” This rang true to the day that the paper burned down in 1928.



COMFORT FOR LIFE



URATEX: A Pillar in the Foam Industry

Uratex. The immediate mention of the name immediately brings several words to the mind of the Filipino consumer. Trustworthiness. Durability. Innovation. Value for money. And most of all, excellence. Since its establishment in 1968, Uratex has grown to become the leader in the foam industry in the Philippines, and has branched its services to gain equal recognition in parallel industries in Southeast Asia.

Uratex is the country's largest manufacturer and marketer of commercial and automotive polyurethane foam products. It has provided millions of Filipinos quality and comfort when it comes to their sleeping needs. Hotels and resorts in the tourist industry have relied on Uratex foam to create a more serene, restful atmosphere for their guests. Yet the company as a producer of foam has quietly but steadily become a dominant supplier for other products beyond the mattress.

Thus, it is fair to say that millions of Filipino consumers and organizations throughout generations have made Uratex an integral, functional part of their lives and their businesses.

Uratex is the flagship brand of an even larger umbrella organization, namely the RGC Group of Companies, which is composed of the RGC Textile Manufacturing Corporation; Roberts Automotive and Industrial Parts Manufacturing Corporation; and Inoac Philippines, a joint venture with Inoac of Japan, and the RGC Foam Group, composed of Polyfoam-RGC International Corporation, Multiflex RNC Philippines, Inc., and Multimax Industries. These companies and its 16 world-class plants are responsible for bringing to the Philippine market high-quality and high value-for-money foam and other products nationwide.

THE MARKET

The market reach and appeal of Uratex products are both wide and diverse. Its products can be found in both commercial establishments,

non-profit organizations, and residential homes. Families and couples as well as hotels and resort are the ones that frequently seek out and purchase Uratex foam and mattresses. Sofas, chairs, and other furniture using Uratex foam can be found in Filipino homes and buildings.

The wide assortment of Uratex foam, mattresses and other sleep products cater across different market segments.

The scope of the market of Uratex products is almost universal, yet at the same time it has found a place among families and couples who have tried, tested, and proven its products. Decision-makers who handle operations and office support count themselves among the brand's most loyal customers.

ACHIEVEMENTS

The awards and forms of recognition that Uratex has received in its almost 50 years of existence are a testament to its commitment to excellence, passion for innovation, and heart in ensuring that its many customers come first.

Since 2008, Uratex has been winning for six

consecutive years the Reader's Digest Trusted Brands Platinum Award. The Reader's Digest Trusted Brands Awards cover 42 products and services categories, and the winners come from diverse industries such as food and beverage, personal products, finance, motoring, consumer electronics, health and personal care, household products, retail, education, transport, travel and communications. Winners are chosen based on their trustworthiness and credibility, quality, value, understanding of customer needs, innovation, and corporate social responsibility.

Mrs. Natividad "Naty" Cheng, who co-founded the company along with her late husband Robert G. Cheng, has received one of the highest distinctions given to entrepreneurs: the prestigious "MVP Bossing 2012" Award, sponsored by prominent business tycoon Manuel V. Pangilinan.

The acquisition and use of cutting-edge technology that has set Uratex's standards heads above its industry peers have enabled it to accomplish greater things. Its "Quali 5 Cellular Technology" ensure that all Uratex foams are produced with a high degree of product superiority and world-class quality. With an exhaustive "quality assurance" system in place that observes strict International Organization for Standardization (ISO)-based standards, consistency is achieved to ensure that the products continue to be reliable and dependable at all times.

It has to be noted that Uratex is the only the second brand in the world that uses the Hennecke Multiflex technology from Germany, which is used by the world's best foam-makers that conforms to the strictest global standards.

HISTORY

The company that would be identified with Uratex started with the establishment of the Polyfoam Chemical Corporation by 21-year-old entrepreneur Robert G. Cheng in 1968. Robert and his wife Naty had a vision for producing for the Filipino consumer a value-for-money foam that would keep mattresses from sagging or crushing within a very high 5-year to 15-year





time period. What made it more remarkable was the guarantee spanning those number of years that came with a purchase. The Chengs then were still growing in their technical know-how. Neither did they have an infinite supply of cash for their business. Initially, banks were wary of lending them because of their relative newness in the industry.

Still, the couple persevered, and the product found its market. The Chengs did not stop there, however, but widened their market by exploring untrod territory. Through the success of Uratex Foam, Polyfoam Chemical Corporation has then evolved into manufacturing other products like plastics, springs, fabrics, food containers, metal engineered products.

As stated above, the Polyfoam Chemical Corporation grew to become what is now known as the RGC Group of Companies. The continuous growth of RGC Group of Companies has provided the market with the latest and innovative products and has also been recognized in the international scene because of its strong partnership with companies in different countries like Japan, Germany, Switzerland, Norway and more.

RECENT DEVELOPMENTS

Uratex has launched many innovations to meet the continuing demands of its market as clients too evolve, change, and grow, whether as organizations, professionals, or homemakers.

One such innovation is the Uratex Senso Memory Foam that is made for mattresses and is designed to sense the body's weight and temperature while conforming to its specific shapes and contours. Made of high-quality foam developed by scientists from the National Aeronautics and Space Administration (NASA) in the US to reduce the extreme pressure on astronauts during take-off, the Uratex Senso Memory Foam is a visco-elastic foam on top a polyurethane base that conforms to the body's shape to help ease pressure and deliver a superbly comfortable feel. All Uratex Premium Mattresses are treated with

Sanitized, which provides safe and effective protection against bacteria, fungi, dust mites, mold, mildew, and unpleasant odor.

Uratex's Nuovoluxe Foam uses "Ultracel," a revolutionary polyurethane technology from Bayer Material Science that strengthens both sofa and mattress, providing exceptional support, superior comfort, long-lasting resiliency, enduring beauty, and outstanding durability.

Uratex Airlite's 3D Spacer Fabric provides 3-dimensional ventilation around the mattress. The constant airflow inside and outside it keeps the sleeping surface cool, dry, and very comfortable. The technology allows for heat and moisture to be dispersed away from the body, controlling the temperature of the mattress that will make one feel even more rested throughout his sleep.

The most recent development, another first in the Philippines is the Hydra Gel Memory Foam which represents a new science in memory foam with an infusion of gel beads technology for an excellent comfort, support, temperature regulation, and durability. The gel beads technology enhances airflow and dissipates heat away from your body for a more comfortable sleep.

To keep pace with advancements all over the world, Uratex's Foam Research and Development (R and D) and Process Engineering Departments are constantly trained by world-class and renowned industry experts.

PROMOTION

Uratex makes its products known through the dissemination of its messages through traditional media and online platforms such as blogs and social media. It also holds events that allow its customers and other potential clients an opportunity to engage with Uratex specialists and experience

Mula noon..

hanggang ngayon

Tulog ay mahimbing. Masarap ang gising.

Uratex FOAM COMFORT FOR LIFE

Quali 5 Cellular Technology

Get better sleep solutions from us:

www.uratex.com.ph fb.com/UratexPhilippines @uratexfoam 888-6800

the products, in order to further their knowledge on how to benefit from them as well as vital related information such as essential sleeping habits, the sleep cycle, health, and wellness. It pioneered the use of Pressure Imaging Technology in choosing the right mattress for you.

This campaign brings the best of Uratex to where the consumers are. It creates a cozy bedroom environment within an air-conditioned van, designed to teach adult guests the principles of sleep hygiene as gleaned from sleep experts. The simulation likewise effectively imparts the advantages and benefits of a good night's sleep.

BRAND VALUES

Uratex brand has become synonymous with trust, reliability, and excellence. Longevity and durability are other key phrases associated with it. These pertain to the brand's lasting value for quality, innovation and customer service, defining it as one that has and will increase its value over time, to the increasing satisfaction of its customers. This is a rare quality seldom found in an era characterized by trends and new hits that do not prove their sustainability over time.

THINGS YOU DIDN'T KNOW ABOUT URATEX

- Robert G. Cheng, founder of Uratex is known to the world as a rags-to-riches businessman story. For those who knew him personally, he is known to be a very kind and generous man. Even when Corporate Social Responsibility or CSR was not yet in fashion, Mr. Cheng has already practiced it. It is in this spirit of kindness, compassion and generosity, institutionalized in Uratex's culture, that we carry out our business, including our CSR activities.
- His wife, Naty Cheng, has always been a benefactor of education, she has a scholarship program for Caddies' children and deserving children of RGC Group employees.





THE MARKET

MEGAFIBER, GOUTRITIS and BrainMaster are the latest brand additions to Whealth, Inc.'s range of innovative all-natural products that include ABW Leaves of Life and CranUTI - all created to address common health problems of Filipinos through preventive health care. Since the introduction of its first 100% natural dietary fiber supplement in early 2000, Whealth has continued to serve a growing population of health conscious individuals who choose to adopt a healthy lifestyle and recognize the value of preventive health care.

MEGAFIBER - The new standard in food fiber.

MEGAFIBER is made from 100% pure psyllium fiber and offers the original natural quality and health benefits of arguably the best food fiber in the world while giving more value for your money. It is packed with more fiber goodness because every jar and sachet of MEGAFIBER has 50 percent more fiber content but at cheaper retail prices than other brands. Hailed as the new standard for psyllium fiber, MEGAFIBER appeals to both current psyllium fiber users looking for a better value for money, as well as, first-time users looking to adopt a healthier lifestyle by increasing their fiber intake.

GOUTRITIS - Gout and Arthritis Relief

Gout must be the most painful form of arthritis. A gout attack is said to be one of the most agonizing experiences, characterized by swelling and severe, debilitating pain that emanates from a joint due to the formation of uric acid crystal deposits caused by too much uric acid build-up in the body. GOUTRITIS comes to the aid of individuals suffering from this condition that makes the body so sensitive to touch that even the slight brush of a bed sheet on the inflamed area can cause a surging burning pain and elicit screams of anguish. GOUTRITIS promptly reduces the inflammation and promptly provides gout patients with natural relief and regular intake prevents recurring attacks. In addition, GOUTRITIS is gaining popularity among gout sufferers in the wake of increasing concern over the side effects from the constant use of prescriptive drugs, notably liver disease.

BrainMaster - For "Senior Moments", what a brilliant idea!

Poor memory is commonly experienced by people advanced in years. The body's capacity to produce the chemicals and nutrients that the brain cells need to maintain mental wellness and alertness declines over the years. BrainMaster helps elders avoid "Senior Moments" by providing the vital natural nutrients the brain needs to function normally and help prevent or minimize forgetfulness. While BrainMaster is primarily positioned to senior citizens, the product also helps people who need to increase their ability to concentrate, focus and remember. These include those preparing for the Board or Bar exams and other professional regulatory tests.

ACHIEVEMENTS

Since making its debut in August 2012, MEGAFIBER has enjoyed a growing customer base that includes shifters and first-time users of psyllium fiber.

With its introduction, GOUTRITIS made available to the public all the natural benefits of tart cherries in one capsule. These include the ability to block gout pain and prevent inflammation, reduce levels of uric acid, fight free radicals, maintain proper kidney function; while at the same time being a source of Vitamin C and fiber.

From the time it was launched, BrainMaster remains to be the first and only product in the market that combines proven and time-tested Ayurvedic and herbal treatment together with proven B-complex vitamins B6 and B12, which are known as brain food. Bacopa Monnieri is an Ayurvedic herb used in India for centuries as a memory enhancer while Ginkgo Biloba is one of the most popular



memory enhancing herbs in Chinese Traditional Medicine Traditional Chinese Medicine (TCM) known to improve blood circulation in the brain.

Both GOUTRITIS and BrainMaster were launched in early 2013. All three brands are approved by the Food and Drug Administration (FDA).

HISTORY

In 2001, Albert MG Garcia identified a product gap and started to create a market niche. He made available to the local market the first Philippine branded fiber supplement from 100% pure psyllium fiber, acknowledged as the best food fiber in the world. This also got him started in educating the consumers about the importance of maintaining a healthy lifestyle and the benefits of preventive health care.

To this day, Garcia and his team from Whealth, Inc., where he serves as President and CEO, have carried on with what he had started over a decade ago. Through the years, the company has formulated innovative, all-natural health products that address common health issues among Filipinos.

These include ABW Leaves of Life, the first-of-its-kind powerful supplement combining the benefits of alfalfa, barley and wheatgrass to help strengthen the immune system; CranUTI, an alternative all-natural way to treat and prevent urinary tract infection that is made from cranberry; and the latest additions - MEGAFIBER, GOUTRITIS and BrainMaster.



MEGAFIBER® assists and contributes to the success of health programs aimed to achieve weight loss.

Psyllium fiber, the only ingredient in MEGAFIBER® Food Supplement is a natural fat absorber that captures fat from food which is excreted during regular bowel movement. It provides a feeling of fullness, reducing hunger pangs. Take daily and experience a positive change in your bowel movement within 3-5 days for starters.



MEGAFIBER® the new standard for Psyllium Fiber. More value for money. Manufactured in the Philippines by the people who originally brought you Psyllium Fiber, Allw Cases of Life and Goutitis.

Imported ingredient manufactured for Whealth Inc. For more info visit www.megafiber.com.ph or www.facebook.com/Megafiber

MEGAFIBER® CUSTOMER SERVICE HOTLINES:
(02) 5246549, 3542208 to 09 and 09474890262

FDA APPROVED FR-99160 NO APPROVED THERAPEUTIC CLAIMS
This supplement is not intended to replace doctors' prescribed medication.

GOT GOUT? TAKE GOUTRITIS®

Tart cherry (the active ingredient in GOUTRITIS® Herbal Supplement) has antioxidants which helps reduce inflammation associated with gout. Tart Cherry has properties that lower uric acid levels thus preventing gout attacks by inhibiting the activity of Xanthine oxidase, the culprit "bad" enzyme which causes the production of uric acid.



GOUTRITIS® IS AVAILABLE OVER THE COUNTER FROM **mercury drug** and other major drugstores nationwide

DISTRIBUTED BY: **PHILUSA CORPORATION**

For more info visit www.goutritis.com or call CUSTOMER SERVICE HOTLINES: (02) 5246549, 3542208 to 09 and 09474890262

FDA APPROVED FR-97166 NO APPROVED THERAPEUTIC CLAIMS. This supplement is not intended to replace doctors' prescribed medication.

SENIORS TEXTING CODES

Young people have theirs, now Seniors have their own texting codes:

ATD - At The Doctor's	GOPBL - Gotta Go, Placemaster Battery Low
BFF - Best Friends Forever	GSA - Got Heartburn Again
BTF - Bring The Weather	HGBM - Had Good Bowel Movement
BYOT - Bring Your Own Teeth	LMOD - Laughing My Dentures Out
CBM - Covered By Medicine	LOL - Living On Lipitor
QUATSC - See You At The Senior Center	ORAG - Oh My Gummy Gals
DMW - Driving While Incontinent	TOT - Talking On Toilet
PWW - Forgot Where I Was	WATTT - Why Am I Talking To?

Hope these help:
GOLKI (Gotta Go, Laxative Kicking In!)

A PUBLIC INFORMATION SERVICE COMPLEMENTS OF

Brain Master® FOR SENIOR MOMENTS®

"What a brilliant idea!"

For more info visit www.brainmaster.com.ph or www.facebook.com/BrainMasterSupplement

BUY DIRECT FROM THE IMPORTER
CALL (632) 5246549 / 3542208 to 09 and 09474890262

THE PRODUCT

MEGAFIBER - A multi-tasking all-natural fiber supplement that packs more fiber, MEGAFIBER has set a new standard in food fiber. It offers a wide-range of health benefits for overall well-being at more value for your money.

MEGAFIBER promotes digestive health and ensures regular bowel movement. It fights both constipation and diarrhea, helps regulate blood sugar and uric acid, reduces cholesterol, and assists in weight management. It is available in Mercury Drug outlets, Landmark Supermarket in Makati and Trinoma and selected Rustan's Supermarkets in 7.5g sachets, travel pack of 30 sachets, 300g jars at existing retail prices of other brands. It is also offered in half-kilo family size packs.

MEGAFIBER does not contain additives, sweeteners, preservatives, artificial colors or flavoring. It is also cholesterol-free, yeast-free and gluten-free. It is nothing but 100% pure psyllium fiber, nature's best and most efficient source of natural dietary fiber.

Product information on MEGAFIBER may be obtained through email info@megafiber.com.ph, from the website www.megafiber.com.ph or via facebook www.facebook.com/Megafiber

GOUTRITIS - A relief for people suffering from gout, GOUTRITIS is an all-natural food supplement that contains tart or sour cherries, which have a high content of anthocyanins, antioxidants and potassium. All these natural nutrients combine to effectively and safely reduce inflammation and contribute to alkalizing the body, which is helpful in reducing pain associated with gout.

Because GOUTRITIS is an all-natural herbal dietary supplement, it provides relief from the swelling and pain without the side effects commonly associated with prescription drugs such as drug-induced liver disease. GOUTRITIS is now available in Mercury Drug outlets in jars of 90 capsules, blister packs of 10 capsules and remedial packs of 100 capsules (10 blister packs). It is a safe and effective alternative to

common pain relievers and anti-inflammatories such as NSAIDs, colchicines and steroids. As such, more and more gout patients are turning to GOUTRITIS to help manage their condition.

Product information on GOUTRITIS may be obtained through email info@goutritis.com, from the website www.goutritis.com or via facebook at www.facebook.com/GoutritisSupplement.

BRAINMASTER - As a senior citizen himself, Garcia admits constantly needing to delve deep into memory recesses to extract information that he knows exists but is unable to recall - a short term memory issue. This prompted research on what supplements, minerals, vitamins and herbal supplements are available to regenerate brain cells that control memory. The result is the 100% natural BrainMaster.

No other product in the market contains the different "brain food" combined in BrainMaster - the memory enhancer Bacopa Monnieri, Ginkgo Biloba known to improve blood circulation in the brain, plus B-complex vitamins B6 and B12 which studies have shown to help those with mild cognitive impairment combined with high homocysteine levels that is linked to an increased risk of Alzheimer's and a faster rate of brain shrinkage in the elderly.

Product information on BrainMaster may be obtained through email info@brainmaster.com.ph, from the website www.brainmaster.com.ph or via facebook at www.facebook.com/BrainMasterSupplement.

RECENT DEVELOPMENTS

This year, GOUTRITIS and BrainMaster look to expand its distribution by tapping selected Mercury Drug outlets for a nationwide reach and to accommodate the growing demand for both brands initially available directly from Whealth, Inc.

Whealth has likewise established partnerships with senior citizen groups and local governments to support efforts that promote the welfare of the elderly through its brands, primarily MEGAFIBER, GOUTRITIS and BrainMaster.

For better customer relations and to accommodate product inquiries, Whealth has also opened the service hotlines 524-6549, 354-2208 to 09 and 09474890262.

PROMOTION

Keeping in step with current happenings and maximizing the power of the World Wide Web, Whealth, Inc. has added online media to the traditional print and broadcast as part of its medium of communicating with its consumers and the public in general.

Whealth also maintains an email, website and Facebook page for each of its brands.

Whealth, Inc. has strong presence in events aligned with its brands' benefits and the company's advocacy on preventive health care. These include health and wellness exhibits, employee wellness fairs of various companies, and activities of government agencies on health specific issues. Such events provide opportunities to promote better health and well-being and the multi-health benefits of each brand.

BRAND VALUES

From the very start until now, with MEGAFIBER, GOUTRITIS and BrainMaster, Whealth continues to deliver what its products promised to offer. This is a must for Garcia and his team. It is the primary criterion before a product is approved. "Brand integrity results in loyal users and create powerful word-of-mouth referrals and testimonies of satisfied clients," he says.

The name Whealth is also synonymous with "all-natural" products. "It should be 100% natural. We want to give people the assurance that the ingredients are traditionally and historically good for their bodies," says Garcia.

THINGS YOU DIDN'T KNOW ABOUT WHEALTH, MEGAFIBER, GOUTRITIS & BRAINMASTER

- The name Whealth is an acronym for Wealth is Health.
- Whealth Inc owns and markets only its own brands and are copyright protected.
- Whealth Inc still owns the C-Lium Fibre brand outside of the Philippines and actively exports the brand.
- All brand names are devised and created by Albert M G Garcia.
- Albert M G Garcia is known as the "Philippine's Mr Fiber" the man responsible for introducing psyllium fiber to the country.
- MEGAFIBER is the cheapest food fiber supplement in the Philippines on a per gram basis.
- MEGAFIBER is a multi tasking fiber.
- GOUTRITIS is made from tart cherry which contains natural anti inflammatory properties.
- GOUTRITIS it takes 52 pounds of fresh tart cherries to make one pound cherry powder.
- BRAINMASTER is good for all ages, but positioned towards Senior Citizens, for marketing purposes.
- BRAINMASTER contains Vitamins B6 and B12 both essential for brain maintenance.





THE MARKET

"He who has health has hope and he who has hope, has everything!" Yakult known the world over is about cultured milk that has been delivering on this proverb, providing enhanced healthy lifestyle since the 1930's in Japan and since 1978 in the Philippines. The keyword here is healthy lifestyle. Yakult works on the tenet of "Prevention Above Cure", opting for the principles of preventive medicine rather than taking medicine when sick. And with the continued growth in public interest in wellness, the market will continue to grow. By the year 2000, the demands of the market had enabled the corporation to grow beyond all expectations. Paid-up capital grew 30 fold by 2000 and doubled again in 2003, reaching P600 Million and P1.8 Billion in 2014. And today the growth continues. Daily production, which had grown to 1.6 million bottles in 2009, was boosted to 2.5 million bottles in 2014. After 35 years serving the Philippines, the company is solidly positioned to promote health throughout the archipelago, both in good times and bad.

ACHIEVEMENTS

Our greatest achievement in operations covering 27 Distributors, 108 Sales Centers in Provincial areas and 38 Sales Centers in Metro Manila and 35 years of continued growth is in delivering good health to Filipinos with Yakult Cultured Milk. Dr. Minoru Shirota, the company's founder, dreamt of contributing to the health of as many people as possible. Success in the Philippine market has helped further his dream.

Over the years, the company has received many awards, including the Cleanest Plant Award in 1989, the Outstanding Industrial Plant Factory in 1999, the Most Outstanding Health Drink in 2002, the Top Health Drink Brand in 2003. In 2006, it was awarded the Most Outstanding Family Health Drink, the Best Cultured Milk Brand, the Most

Outstanding Nutritional Cultured Milk Drink, and the Golden Cart Award. Yakult was again awarded the Superbrands seal of excellence. We will continue to proudly display this seal as we serve the Filipino people with good health based on Shirotaism and Probiotics—preventive medicine through a healthy intestinal tract.



HISTORY

The Yakult story began when Dr. Shirota studied the use of intestinal lactobacilli to prevent disease at a time that curative medicine represented the main stream approach in medical research. Microbiology had yet to be accepted by the scientific community. Dr. Shirota succeeded in culturing the fortified strain 27 years after Dr. Metchnikoff, a Russian Nobel Prize Laureate, revealed his theory that yogurt was the key to perennial youth and long life. Dr. Shirota emphasized preventive medicine and a healthy intestinal tract. He wanted people to build healthy bodies that would avoid disease in the first place.

Yakult Honsha Co., Ltd. of Japan was founded on Dr. Shirota's philosophy in the 1930s and, in 1977, Yakult Philippines Inc. (YPI) and Yakult Marketing Corp. (YMC) were established in the Philippines. Construction of the Yakult plant in Bo, Makiling, Calamba City began that year and operations started the following year with a daily output of 11,500 bottles. Dr. Shirota visited Yakult Philippines in 1978 and the provincial dealership in Cebu began operations followed by another in Iloilo City in 1980. The 1980s saw many implementations and expansions, with centers, supermarkets, and distributors launching throughout the country. Daily production capacity reached 215 thousand bottles. The 1990s were also a busy time, with marketing enhancements and the dissemination of scientific information through films shown at barangays, schools, and public institutions. New Shrink Pack packaging and two-colored bottles were also introduced. The plant production project of 1993 boosted daily production to 310 thousand bottles a day. Production capacity was increased again in 1998 to 400 thousand bottles a day. In 2000, production capacity was again boosted to one million bottles a day. The company also partnered with the Department of Health that year to fight "poliomyelitis". Other significant events in the 2000's include a production capacity expansion in 2002 to 1.6 million bottles a day and various ad series and social promotions to continue developing the company's commitment to Corporate Social Responsibility (CSR).

THE PRODUCT

Yakult Cultured Milk is the product, preventive medicine and good health are the goals. The product is based on Dr. Shirota's discovery of the Lactobacillus casei Shirota Strain. This live lactic acid bacteria, which can survive in the intestinal tract, promotes well-being and good health with as many as 8 billion of the strain.



Here's how it works. Microorganisms have to conquer various physiological barriers if they are to remain alive in the human intestinal tract. These barriers—gastric juice and bile—are strongly bactericidal and kill most of the microorganisms that invade the human intestinal tract. The Lactobacilli in Yakult, however, is resistant to gastric acid and bile, and is able to reach the intestines alive. Once in the intestines, they act to exert various beneficial activities, which retain and promote intestinal health. More than one hundred million of these beneficial intestinal lactic acid bacteria, *L. casei*, are maintained alive in as little as one milliliter of Yakult.

Sold as individual bottles and in five-packs, this healthful drink maintains intestinal health and helps prevent disorders. It is favored by the young and old alike, as it contains beneficial bacteria that may prevent aging.

The Cultured Milk is distributed and sold throughout the Philippines by the company itself and through twenty-seven exclusive provincial distributors. Yakult Marketing Corporation is the biggest marketing arm of YPI, covering Metro Manila and the suburbs, while the other distributors cover the provinces with well-planned territorial jurisdictions. They implement the successful Yakult Lady System as a primary selling strategy to closely propagate the product's healthful features to direct consumers. Direct Selling to big store outlets is a secondary sales strategy to reach consumers not covered by the Yakult Ladies.

PROMOTION

Yakult Philippines continues to build on the success of its recent advertising campaigns, which have led to increases in both sales and production. The "Ok ka ba Tiyan?" series that began in 2002 is now answered in the affirmative with "Sigurado Ka Tiyan!". With materials such as "Kasal", "Hula", and "Santa", this campaign speaks directly to the uniquely Filipino sense of wit. And by connecting with the previous series, "Sigurado Ka Tiyan!", it further reinforces both brand recall and serves as a down-to-earth reminder of the importance of maintaining good digestive health.

A tactical campaign was also conceived to respond to the common belief that Yakult was a drink meant only for children, which is the general perception in the Philippines when it comes to milk-related products. The advertisements "Parent" and "Butas" helped explain to adults how they would benefit from the inclusion of Yakult as a regular part of their diet.

In 2011 to boost the morale of Yakult Ladies, due to struggles in their day to day expenses, a new ad material was developed to create stronger pull to convince our target market to buy Yakult.

The central figure in "Malena" commercial is a Yakult Lady who is selling Yakult house to house and is hospitably welcomed in neighbourhood by her customers.

Realizing the importance of symbolism, the marketing campaign also introduced hand symbols, drawing the shape of the Yakult bottle. This was shown to have lasting impression among customers who identify the Yakult product with the unique shape of its bottle.



The "Rooster" and "Date" commercial further emphasize the marketing slogan of taking Yakult after every meal every day and was expected to have a positive multiplier effect on sales.

The overall thrust of the marketing campaign is to enhance and maintain the goodwill and image of the Yakult brand among customers through creative materials and effective iconic shape.

In 2013, with the objective to position YAKULT as an essential product for everyday health. Two new ad campaigns with different strategies were conceptualized.

The "TBT" materials selling idea is to convince lapse users to start drinking YAKULT again. It's about reminiscing with old friends and stumbling upon childhood photograph of them drinking Yakult. It aims to impart that you drank Yakult before. You should do the same for you and your family today.

"Dinner Guest" materials selling idea implies that over-all wellbeing begins in the digestive system. And that bad bacteria is something you can eliminate from your gut. Its goal is to get rid of bad bacteria in the tummy with a bottle of Yakult everyday.

Promoting good health has always been the objective of the company. Other than advertising and marketing efforts, there are school program activities, film showing and plant tours.

In the past, the material or materials all came from Japan and other countries. We then felt the need to have our local own material.

With the objective of promoting our product further – especially to young kids – we created our own material entitled "Tommy Tiyan".

In keeping with the slogan "Bringing good health to everyone who longs for it, at an affordable cost comparable to the price of a postcard," the company also focuses on public elementary schools. The programs allow students to experience Yakult in multiple ways. Yakult has also produced a study workbook for integration into the student curriculum, putting just as much emphasis on high standards and quality for the workbook as it does on the product itself. It is no wonder, then, that the Department of Education has three times given the workbook the distinction of Best Teaching Material.

The company also promotes public school tours and student interaction through skit and play performances. Yakult programs have proved so successful that the number of participating schools has increased more than six-fold since its pilot year of 2004. From an initial set of nine schools, the number of participants now totals more than sixty public schools, with plans for continued expansion already in place.

BRAND VALUES

The Yakult Brand, for more than 35 years in the Philippines, has been synonymous with good health at an affordable price. To maintain this hard won image, the company strives to increase public awareness and understanding of Probiotic and preventive medicine, knowing full-well that this knowledge will lead to the changes in lifestyle that lead to better health.

The Yakult Lady System remains the key component of distribution and most powerful advertising tool for the company. It has been so since the first Yakult Ladies in the Philippines were trained in 1979. Nearly 3000 Yakult Ladies are actively engaged in the delivery of Yakult Cultured Milk. Their work covers almost all islands and islets of our archipelago, whether from Ilocos Norte in the north and Zamboanga City in the south. For Yakult customers, the Yakult Lady's daily visit competes in popularity with that first cup of coffee for the caffeine addicted. If it's not there, it is sorely missed.

Yakult will continue to strengthen the health of the entire nation, one Filipino body at a time. We are, after all, a Superbrand



THINGS YOU DIDN'T KNOW ABOUT YAKULT

- Roles of Lactobacillus Casei Shirota Strain
 - Maintains or increases the level of Bifidobacterium, another beneficial member of the intestinal bacteria
 - Suppresses the intestinal putrefactive fermentation in the intestine
 - Absorbs potent mutagens and suppresses mutagenesis
 - Known to exhibit anti-tumor activity
 - Protects against infections
 - Protects against systemic listeria infection in the liver and spleen
 - Protects using lipoteichoic acid derived from the Yakult Strain