Hospital Stocks | Memorial Life Plans | Retirement Villages

OCTOBER-DECEMBER 2019
PhP150

MoneySense

THE PHILIPPINES' FIRST AND ONLY PERSONAL FINANCE MAGAZINE

FAMI CEO **KAREN ROA** ON HER CAREER & INVESTING

BUILD YOUR **INVESTMENT** PORTFOLIO IN YOUR 50s OR 60s

STRATEGIES FOR KEEPING YOUR ASSETS & ESTATE

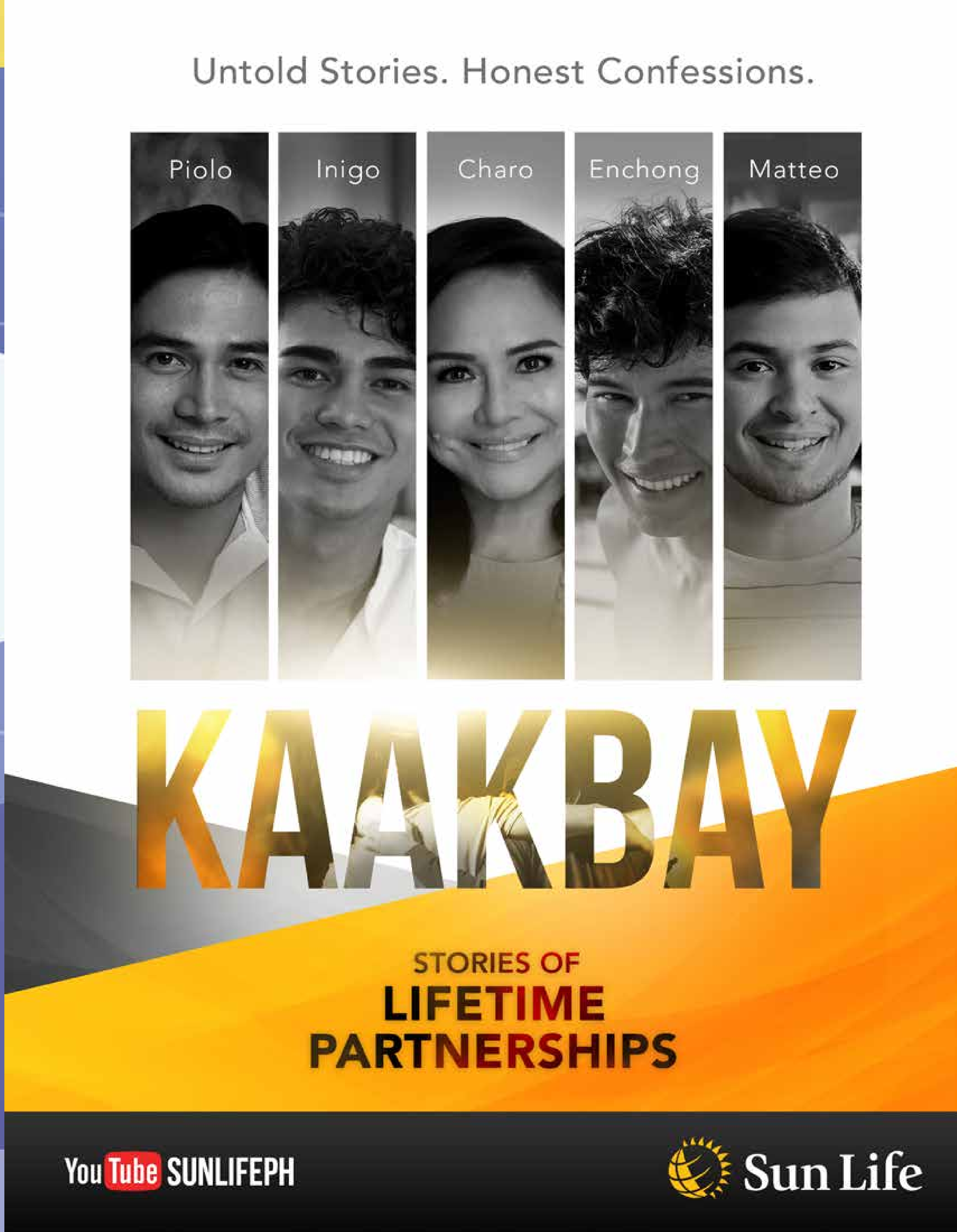
CALCULATE YOUR **RETIREMENT** FUND

INVESTING IN DIVIDEND STOCKS

THE RETIREMENT ISSUE

ISSN 1908-5125


Special 10th Anniversary Edition! 10 Years. 10 Events.
WEALTH, RETIREMENT & ESTATE PLANNING
FORUM
A MONEY SUMMIT EVENT
FEBRUARY 29, 2020
Visit www.money-summit.com for more info.


Untold Stories. Honest Confessions.
Piolo
Inigo
Charo
Enchong
Matteo
KAAKBAY
STORIES OF
LIFETIME
PARTNERSHIPS
YouTube SUNLIFEPH
Sun Life

MoneySense

SAVE. SPEND. AND INVEST WISELY

IN THIS ISSUE

OCTOBER-NOVEMBER 2019

COVER STORIES

PLAN

"**Growing old** is not an option. We don't have a choice. But **we do have choices** that will greatly affect our quality of life for the rest of our life."
– HENRY HEBELER

"As in all **successful ventures**, the foundation of a good retirement is **planning**."
– EARL NIGHTINGALE

"**Preparation** for old age should begin not later than one's teens. **A life** which is empty of purpose until 65 will not suddenly become filled on **retirement**."
– ARTHUR E. MORGAN

"**Choose a work** that you **love** and you won't have to **work another day**."
– CONFUCIUS

"**Retire** from work, but not **from life**."
– M.K. SONI

IN THIS ISSUE

INVEST

SPEND

MoneySense
SAVE. SPEND. AND INVEST WISELY

Chairman of the Board
DR. ROBERTO DE OCAMPO, OBE

Publisher
ELENA TORRIJOS

Editor-in-Chief
HEINZ BULOS

Creative Director
WILLIAM DIZON

Web Administrator
ALEX TORRIJOS

Contributing Photographer
DODIE LEGASPI

Make-Up
KASSANDRA ONGCOY

Contributing Writers
RIENZIE BIOLENA, RFP®, CWA, CFC
JESI BONDOC, RFP®
RICHARD CARVAJAL, RFP®
EXCEL DYQUIANGCO
JOSEFINO GOMEZ, RFP®
EDMUND LAO, RFP®
ATTY. MARIA CHRISTINA TIOSECO-PANOTES, RFP®, CPA
ROSSANA L. UNSON
FITZ GERARD VILLAFUERTE, RFP®

MONEYTREE PUBLISHING CORP.

Chairman of the Board
DR. ROBERTO DE OCAMPO, OBE

President
ELENA TORRIJOS

General Manager
RHODA JIMENEZ

Advertising and Special Projects Director
CRISTINA SAYON

Advertising Account Manager
ELENA DURAN

Account Executive
MERCY ANDAL SANCHEZ

Production Supervisor
ALEX AUSTRIA

Executive Assistant
EDLEN VANEZZA BAYATON-OBISPO

Legal Advisor
ROBERT A. ABADILLA

HOW TO REACH US
MONEYTREE PUBLISHING CORP.
Unit 206 Great Wall Bldg. 136
Yakal Street, San Antonio, 1203 Makati City
Telephone : (02) 844-2868
Telefax : (02) 728-1073
E-mail : info@moneysense.com.ph
Web : https://www.moneysense.com.ph
Facebook : MoneySense Magazine
Twitter : MoneysensePH
Instagram : Moneysenseph

10 Retirement Mistakes—and How to Fix Them

Let's face it, most of us are not very good about retirement planning. So what are the common mistakes people do and how can you fix them before it's too late?

#1. RETIRING TOO SOON. Retiring too early means cutting down the years you can continue to accumulate wealth. And it can get boring after some time if you have nothing else to do but play golf or travel.

THE FIX: Work as long as you can past the mandatory (or, if you ask me, arbitrary) age of 65. The longer you work, the longer you earn and let your investments grow, and the shorter you need to finance your retirement years.

#2. NOT INVESTING EARLY. People don't do this because they think they need a lot of money to invest (they don't) and a thousand pesos a month won't make a dent (it will). The more you delay investing, the more you need to invest just to catch up.

THE FIX: Invest at least 10% of your income, no matter how small it is. If you're middle age, you need to be saving more. And open up PERA (Personal Equity & Retirement) accounts for tax-free income.

#3. PRIORITIZING EDUCATION OVER RETIREMENT
Sending your kids to college is a noble dream, but don't prioritize the education of your children over your own retirement. This may sound controversial but keep in mind that you can (if you really have to) borrow to pay for tuition (think credit cards, personal loans, student loans), but you cannot borrow to fund your retirement.

THE FIX: I'm not saying you should not be saving for education. You should save for both education and retirement. But you need to prioritize by allocating more funds for retirement.

#4. BEING TOO CONSERVATIVE. Putting your savings into low-interest savings accounts and time deposits can never keep up with inflation.

THE FIX: Educate yourself about business, stocks, and real estate (which can potentially outpace inflation over the long run). Get your feet wet with pooled funds like mutual funds, UITFs, and VULs, which offer affordability, diversity, liquidity, and long-term capital appreciation.

#5. TAKING TOO MUCH RISK. On the flip side, some people also become too aggressive with their investments, either by going all in with risky business ventures and potential scams or getting into stock trading or forex as they near (or are already in) retirement.

THE FIX: If you started investing early and regularly, you wouldn't need to be desperate about chasing returns or falling for Ponzi schemes.

#6. NOT DOWNSIZING. Sure, retirement is the time you start spending more on travel and leisure. But you could be overlooking regular expenses that you could otherwise cut, like all the expenses related to maintaining a big house or a fleet of cars you've accumulated over the years.

THE FIX: Once you retire, it's likely you'll also be an empty nester. You can simplify your lifestyle by downsizing to a smaller home, selling extra cars, or moving back to your province where the cost of living is lower.

#7. UNDERESTIMATING EXPENSES. It's true you won't be spending on a lot of things once you retire (lunches with co-workers, daily lattes, gas and parking for the work commute, office wardrobe, etc.). But you could overlook other expenses that will go up, like leisure activities and most especially medical expenses.

THE FIX: You can easily manage leisure expenses, but not medical expenses. In any case, budget for a generous health insurance policy to protect you from the debilitating costs of a debilitating disease or disability.

#8. NOT HAVING A BACKUP PLAN
Unless you're a super-disciplined saver and astute investor, it's very possible you won't have enough set aside to fund your retirement.

THE FIX: If you can, keep your job or your business going. Semi-retire if you want. Be a paid part-time consultant. Keep those income sources flowing.

#9. DEPENDING ON OTHERS
We should not be a financial burden to our children when we retire. We also should not rely on social security or our employer for our retirement.

THE FIX: Take charge of your own retirement by investing for this very purpose.

#10. BLOWING UP YOUR RETIREMENT PROCEEDS. How many stories have you heard of people who recently got a retirement windfall after decades of corporate work only to blow everything up from a new business venture or "investment opportunity"?

THE FIX: Now that you've retired, your focus should be capital preservation. Keep as much of your money as possible by not taking unnecessary risks. MS

Heinz Bulos
Editor-in-Chief
hbulos@moneysense.com.ph

How to Calculate Your Retirement Fund

BY JESI BONDOC, RFP®

Most people seriously think of retirement in detail when they're just a couple of years or even months away from finally bidding goodbye to employment. Retirement planning is not something that has been a staple in our corporate culture, and it is easy to get lost when you're finally ready to tackle it.

Retirement planning is an extensive and ongoing process that needs long term commitment. It involves among others building your retirement nest egg, making it grow and preserving it to sustain you through your retirement years.

One of the most critical building blocks of retirement planning is to know how much retirement fund or nest egg you need to financially sustain you through your retirement years.

Here are the steps to compute for your retirement need:

1 IDENTIFY DESIRED RETIREMENT AGE AND ESTIMATED LIFE EXPECTANCY. The first step is to identify your exact retirement age and how many more years you'd like to enjoy your retirement. This will help you project the size of your retirement fund and the number of retirement years to save for. Let's say that you'll retire at age 65 and you expect to live up to age 80, it is assumed then that you'll need a retirement fund that can sufficiently cover your retirement expenses for 15 years (80 years old less 65 years old).

2 COMPUTE FOR RETIREMENT INCOME. The next step is to estimate how much you need to cover your needs and wants during retirement. Generally, retiring equates to lower expenses. There are no longer home mortgages to pay, education expenses for children, and work-related expenses. As a rule of thumb, it is assumed that you'll only need 80% of your current income at retirement to support a comfortable retirement. Let's say your current monthly income is P40,000 today, following the 80% general rule, you'll be needing P32,000 for your monthly retirement income or P384,000 yearly retirement income.

If you want a more detailed computation, you can do the 'itemized expense method' where you list down all your expenses today from food, rent, entertainment, etc. and cross out the items that you feel will not be part of your retirement expenses like work-related expenses, mortgage, etc. Add all the expense items that are on your list and you'll get your expected retirement need (non-inflation adjusted).

3 CONSIDER INFLATION RATE. The idea is that the value of our money does not stay constant because of inflation. Inflation erodes the purchasing power of our money thus making our money buy less goods and services year after year. For this reason, inflation should be included into your retirement need computation to get a realistic future value of your retirement fund need. For the sake of this computation, we shall use 4% as our average inflation rate.

Let's assume the following variables:

Current Age:	40
Retirement Age:	65
Estimated Life Expectancy:	80
No. of Retirement Years (*Est. Life Expectancy minus Retirement Age*)	15
Present Value of Monthly Retirement Income (PV):	32,000
Present Value of Yearly Retirement Income (PV):	384,000
Inflation Rate:	4%

To get the Future Value (FV) of your retirement income, you can use Excel formula:

=FV(rate,nper,pmt,[pv],[type])

Where:

Rate is your 4% inflation rate

NPER is the number of years left before retirement (65 years old less 40 years old)

PMT is 0 (zero)

PV is the present value of your yearly retirement income = P384,000

Using the above formula, you can compute that by the time you reach your retirement age of 65, the equivalent value of your P384,000 yearly retirement income will become P1,023,581.15

With 4% inflation rate, here's a picture of how your future retirement income looks like:

Future Value of Annual Retirement Income	
65	1,023,681.15
66	1,064,628.40
67	1,107,213.53
68	1,151,502.07
69	1,197,562.16
70	1,245,464.64
71	1,295,283.23
72	1,347,094.56
73	1,400,978.34
74	1,457,017.47
75	1,515,298.17
76	1,575,910.10
77	1,638,946.50
78	1,704,504.36
79	1,772,684.54
80	1,843,591.92
TOTAL	**22,341,361.17**

4 COMPUTE FOR YOUR INVESTMENT AMOUNT. The last step is to compute how much to invest monthly or yearly to fund your retirement need. As shown with the computation above, if you do not invest, you'll be expecting to spend around P22 million to get you through your retirement years.

At this point, you are now going to shop around for investment products that will match your retirement goal and risk appetite. The prudent approach is during your pre-retirement years where you'll be building your retirement fund, it is highly important that you adopt a less conservative approach in investment.

Educate and prepare yourself in investment instruments that are moderate to aggressive in nature. These instruments bear more exposure to market volatility compared to your traditional banking products like savings and time deposits but have great potentials to give you higher yields in the long run. Now, as you approach your retirement year, you need to be on the defensive stance and switch to a conservative investment instrument to preserve your retirement fund.

Let's assume that you've decided to invest in a equity mutual fund averaging 10% return every year for the next 25 years and your plan is to switch your investment to a fixed income fund earning 5% a year prior to retirement age to preserve your retirement fund.

Here's how your investment plan for retirement will look like:

Monthly Savings Required	11,195
Annual Savings	134,337
Est. annual return (pre-retirement)	10%
Est. annual return (post retirement)	5%

Duration	Age	Annual Savings	Beg. Balance	Interest Income	Total Inflows	Annual Retirement Need	Total Savings
1	40	134,337	134,337	13,434	147,770	0.00	147,770
2	41	134,337	282,107	28,211	310,317	0.00	310,317
3	42	134,337	444,654	44,465	489,119	0.00	489,119
4	43	134,337	623,456	62,346	685,801	0.00	685,801
5	44	134,337	820,138	82,014	902,152	0.00	902,152
6	45	134,337	1,036,488	103,649	1,140,137	0.00	1,140,137
7	46	134,337	1,274,474	127,447	1,401,921	0.00	1,401,921
8	47	134,337	1,536,257	153,626	1,689,883	0.00	1,689,883
9	48	134,337	1,824,220	182,422	2,006,642	0.00	2,006,642
10	49	134,337	2,140,978	214,098	2,355,076	0.00	2,355,076
11	50	134,337	2,489,413	248,941	2,738,354	0.00	2,738,354
12	51	134,337	2,872,690	287,269	3,159,959	0.00	3,159,959
13	52	134,337	3,294,296	329,430	3,623,725	0.00	3,623,725
14	53	134,337	3,758,062	375,806	4,133,868	0.00	4,133,868
15	54	134,337	4,268,205	426,820	4,695,025	0.00	4,695,025
16	55	134,337	4,829,362	482,936	5,312,298	0.00	5,312,298
17	56	134,337	5,446,634	544,663	5,991,298	0.00	5,991,298
18	57	134,337	6,125,634	612,563	6,738,198	0.00	6,738,198
19	58	134,337	6,872,534	687,253	7,559,788	0.00	7,559,788
20	59	134,337	7,694,124	769,412	8,463,537	0.00	8,463,537
21	60	134,337	8,597,873	859,787	9,457,661	0.00	9,457,661
22	61	134,337	9,591,997	959,200	10,551,197	0.00	10,551,197
23	62	134,337	10,685,533	1,068,553	11,754,087	0.00	11,754,087
24	63	134,337	11,888,423	1,188,842	13,077,266	0.00	13,077,266
25	64	134,337	13,211,602	1,321,160	14,532,762	0.00	14,532,762
26	65		14,532,762	726,638	15,259,400	1,023,681.15	14,235,719
27	66		14,235,719	711,786	14,947,505	1,064,628.40	13,882,877
28	67		13,882,877	694,144	14,577,021	1,107,213.53	13,469,807
29	68		13,469,807	673,490	14,143,297	1,151,502.07	12,991,795
30	69		12,991,795	649,590	13,641,385	1,197,562.16	12,443,823
31	70		12,443,823	622,191	13,066,014	1,245,464.64	11,820,549
32	71		11,820,549	591,027	12,411,577	1,295,283.23	11,116,294
33	72		11,116,294	555,815	11,672,108	1,347,094.56	10,325,014
34	73		10,325,014	516,251	10,841,265	1,400,978.34	9,440,286
35	74		9,440,286	472,014	9,912,300	1,457,017.47	8,455,283
36	75		8,455,283	422,764	8,878,047	1,515,298.17	7,362,749
37	76		7,362,749	368,137	7,730,886	1,575,910.10	6,154,976
38	77		6,154,976	307,749	6,462,725	1,638,946.50	4,823,779
39	78		4,823,779	241,189	5,064,968	1,704,504.36	3,360,463
40	79		3,360,463	168,023	3,528,486	1,772,684.54	1,755,802
41	80		1,755,802	87,790	1,843,592	1,843,591.92	0

The table indicates that you need to invest around P12,000 monthly or P144,000 yearly to an equity fund earning 10% and switch it to a fixed income fund earning 5% at least a year prior to retirement to meet your retirement goal.

Retirement planning may seem to be a tall order to accomplish but doing nothing to prepare for this important life event can cause tremendous strain not only in your finances but in all aspects of life in the future.

For assistance in computing for retirement fund need you may visit www.rfp.ph for a list of Registered Financial Planners in the Philippines. MS

Jesi Bondoc is a Registered Financial Planner of RFP Philippines. He is the Director of My Wealth MD and Partners, Inc. specializing in investment advisory. You can send your money questions at jesi.rfp@gmail.com or jj_bondoc@yahoo.com and they'll be answered on his next article. For more info about Registered Financial Planner program, e-mail to info@rfp.ph or text <name><e-mail> <RFP> at 0917-9689774.

How to Reinvent Your Career

BY FITZ GERARD VILLAFUERTE, RFP®

Having a successful career takes time. If you stick to one career your entire life, you'll undoubtedly be successful at it. But what if you are about to retire and want to pursue a second post-retirement career? Or what if you're in middle-age and want to reinvent your career?

In his book, Outliers, Malcolm Gladwell wrote about the 10,000-hour rule. This principle alludes to the length of time that he considers to be the key to success in any field. Simply, by practicing a specific task for 20 hours a week for 10 years, you'll attain mastery of it.

Thus, if indeed it takes a decade to be successful in any field, then between the time we start working in our 20s up until our 60s, we would have had multiple opportunities to attain mastery and success in different fields. And that means it is very possible to have a second, third, fourth, or fifth act in your lifetime.

Every now and then, I get to talk to people who are considering changing careers. They have various reasons, but they all have that brewing desire to get out of their comfort zone, try something new, and perhaps pursue a passion they've long had.

I am an engineer by education and worked as one for several years before shifting towards the financial industry. As someone who experienced that type of catharsis, I always say that reinventing myself and my career was one of the best decisions I've made in my life.

Most of the successful people I've met and talked to also didn't really plan to be where they are now right from the start. In fact, their college degrees and first jobs are often unrelated to what they're doing today.

So how do you plan your second act? How did I do mine? Here are some of the most valuable lessons I've learned from my career shift.

KNOW THE HONEST REASON WHY YOU'RE MAKING THE SHIFT. Changing careers is often a life-altering decision. It will affect not just you, but also the people around you. It's the same thing if you want to work post-retirement. So, it's essential to know the honest reason why you're doing it. And most importantly, to realize if it is what you truly want.

Furthermore, your family and friends will certainly ask you about your decision. How would you answer them? If you can come up with a sincere and convincing reply, then that's a good sign that you're well on your way towards a successful second act.

ASSESS YOURSELF AND TAKE INVENTORY OF YOUR RESOURCES. It's impossible to go to a destination if you don't know where you're starting. For this reason, it's essential to become self-aware and do a critical assessment of your knowledge, skills, and talents. Know which of these would help you on your new path and check which ones you'll need to improve on or acquire to succeed.

If you don't have an entrepreneurial mindset and entrepreneurial skills, you may want to reconsider getting into business after working in corporate life for decades. Instead, you can take a look at a consulting career perhaps. If you're shifting careers mid-way, make sure you have developed the knowledge and skills needed to change direction.

"Most of the successful people I've met and talked to also didn't really plan to be where they are now right from the start."

Moreover, take an inventory of your available resources, particularly with your finances. Changing careers will often entail taking a significant pay cut, so make sure that you can survive at least a year on a smaller salary. Or at the very least, have other sources of income that can augment your cashflow.

MAKE A PLAN AND CREATE YOUR IDEAL PATH TO SUCCESS. Now that you know where you're starting, it's time to lay down the blueprint that will take you to your destination. What is your ultimate goal? In an ideal world, how would you achieve it?

Mapping out your best-case scenario will help you pinpoint the minimum required steps you'll need to do as well as the most essential skills and resources you'll need, to succeed. Of course, this is just the first draft of your plan.

Your next step is to ask what could go wrong along the way, and what your provisions would be if they happen. You can never predict the future with certainty, but it's always helpful to prepare for what could happen.

Lastly, it will immensely help if you can create a timeline for your plan. Set up personal milestones to help measure and assess your progress once you start your journey.

GET FEEDBACK FROM TRUSTED AND KNOWLEDGEABLE PEOPLE. This is an important step that many don't realize. Asking for the thoughts of other people will shed light on your blind areas and help you further develop your plan. Keep in mind that you're not asking permission from them, but rather, you're trying to see if there's a point or perspective that you missed or is not seeing.

Talk to people who can give you an honest opinion – be it a positive reinforcement or a constructive criticism of your plans. If you think it's necessary to find a coach or a mentor, then do that to increase your chances of success.

START BUILDING YOUR NETWORK AND MAKE CONNECTIONS. Your network is your net worth. Run through your list and note the people whom you can ask for help if needed. Take advantage of social media and ask to be introduced. Remember that opportunities are always attached to people. So, it's good to establish professional relationships whenever you can.

However, as you expand your social circle, it's important to always be giving. Because networking does not start with asking people to help you, but rather in sharing your value and asking what you can offer that will benefit them.

TAKE THAT LEAP AND FOLLOW YOUR PLAN. Most people reach as far as this stage, but then they hold back and return to their status quo. It can be out of fear, doubts about their plan, lack of self-belief, or sometimes, they simply lose their momentum.

Realize that there's never going to be the right moment and you'll never be perfectly ready to take that leap. So, jump off the cliff and trust that you've done enough to prepare. At this point, there's really only one thing you need to do—and that's to start.

Remember that you will fail and make mistakes along the way, it's guaranteed. But don't readily quit when that happens because it's all a normal part of the second act, and your story continues. March forward and focus on your progress because success also includes the journey and not just about reaching a destination. MS

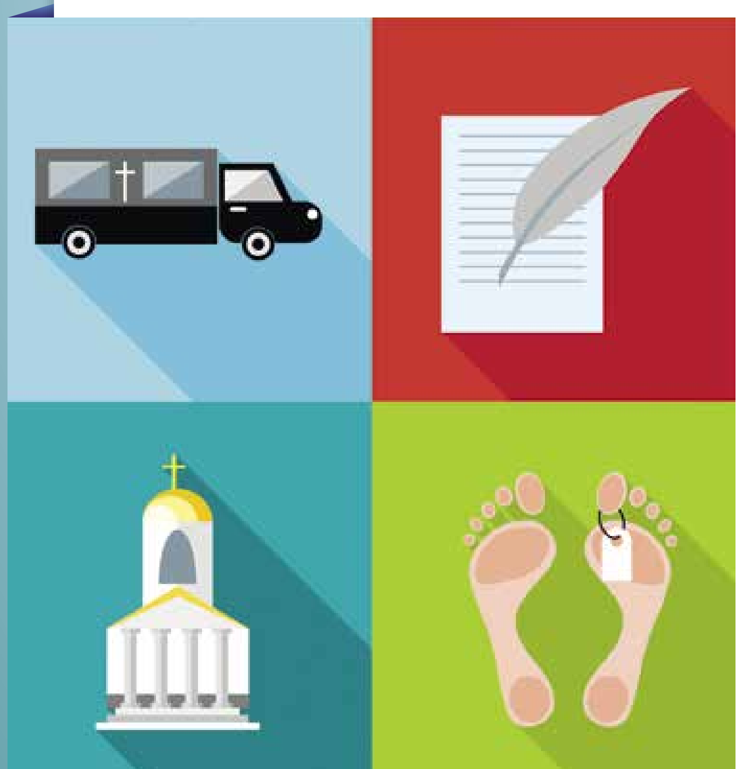
The Best Memorial Life Plans

BY EXCEL V. DYQUIANGCO

Preparing for the future often involves financial instruments such as investments products and insurance policies. But there is one tool that we tend to neglect but gives incredible benefits: a memorial plan.

"Death is inevitable and it is important to consider planning ahead of time as it will help you with your immediate needs and it lessens financial worries and will give people peace of mind," says Pacific Cross Philippines Agency Head Mario Liboon Laigo Jr. "A memorial plan will give you convenience if someone dies in your family. If you have a plan, it is not difficult to look for people or a company when the need arises. I remember when my father died five months ago, we didn't even experience the hassle of looking for a company that will help us arrange his memorial service from the hospital to the mortuary until he was cremated."

So when looking for the best memorial plan for you and your family, Mario says to consider three things – the company, the agent, and the price.



"You have to make sure that the company is legit and registered with the Philippine Insurance Commission," he says. "You may want to shop around so you can choose the best companies offering memorial plans. You may also ask some people who already bought plans and were able to testify that the plan they have acquired came from a legit and reputable company."

Here are some of the best memorial plans in the market today.

ST. PETER LIFE PLANS. One of the most popular names in memorial plans, St. Peter Life Plans offers packages complete with value-added insurance coverage, transferable, and available at easy installment payments. For as low as P825 to P2,280 a month, you can avail of its traditional life plans which include the casket, crucifix, chandeliers, carpet rails, background curtain, lighting effects, flower arrangements, chapel, residence, and outside viewing. St. Peter also gives you a choice if you are comfortable paying monthly, quarterly, semi-annually, or annually.

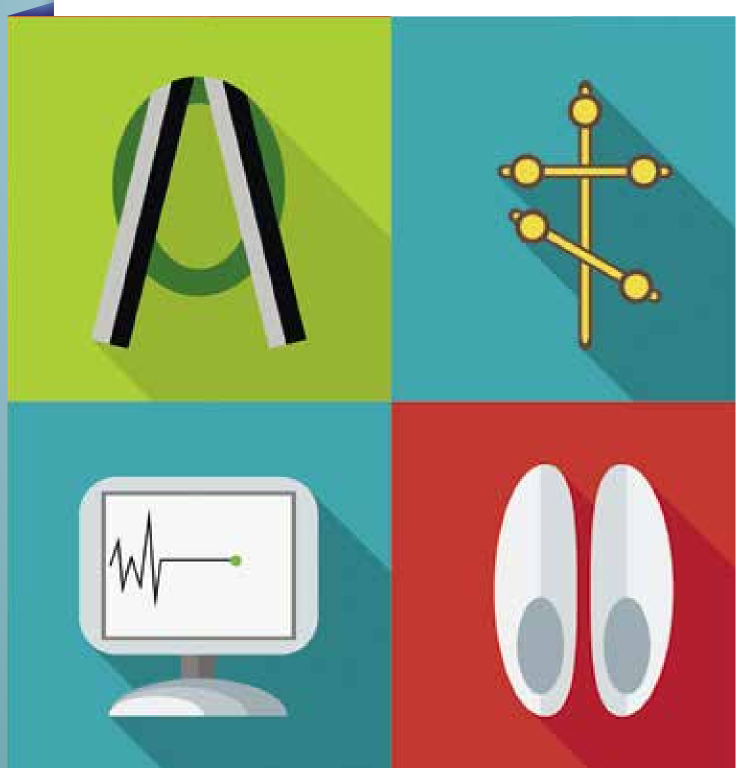
St. Peter Life Plans also offers cremation services if you don't want to put your loved one in a casket. The contract price for an urn is at P66,000. But if you'd like to invest in both casket and urn, the cost is at P99,000.

LOYOLA PLANS. Loyola Plans takes care of everything, from the hospital to the wake. Services include pickup from the hospital/residence within Metro Manila, mortuary services which include embalming and preparation of the deceased, transport service for interment services (25km from the servicing mortuary), use of the chapel for a 3-days, 2-nights viewing, and a casket.

Memorial plans can range from P50,000 to P100,000 for the full service. You can pay semi-annually or annually. If you want to get a discount, pay spot cash.

Loyola Plans also offers cremation services.

PHILPLANS. With an exclusive use of the mortuary and crematory at the Heritage Park, PhilPlans offers different packages for your departed loved one. For as low as P90,000 (contract price), services include assistance from first point of contact, cremation services with urn, processing of permits and certificates, cards and registry, 3 hours use of the regular chapel. This amount is payable in 5 years with at least P20,000 to be paid annually. Those who pay in cash can avail the discounted price of P79,950.



The cost of the memorial packages can go as high as P2 Million with additional services and features on board such as a solid bronze casket, a floral package, a wake for at least 4 days and 3 nights. This price can also be paid within 5 years at P426,400 a year.

Your memorial plan can also be transferable in the near future and is assignable after 30 days from plan approval.

In addition, PhilPlans offers flexible paying options. You can pay your plan in 1, 3 or 5 years. This memorial plan also offers free accidental insurance.

"I would advise people to get a memorial plan as soon as they can," says Mario. "Most times, people only buy because they just feel like buying it without looking at their budget. I know it sounds creepy for others but in reality, we will all die and we don't want to become a burden to our loved ones. Investing in a memorial plan is like buying peace of mind for yourself and your family." MS

Nursing Home vs. Caregiver?

BY EXCEL V. DYQUIANGCO

Since the Philippines prides itself on having close-knit families, only a few turn to nursing homes to have their elderly members taken care of. Many others decide to hire the services of a personal nurse or a caregiver instead.

But between the two, which one should you avail of?

Here are some things to consider when choosing a nursing home for your elderly parent or hiring the services of a caregiver or private nurse. To help you decide, let us first consider the benefits and disadvantages of each.

NURSING HOMES. Nursing homes provide 24/7 services to the recipient, providing the elderly patient with everything he needs. The staff-patient ratio differs across facilities, depending on the requirements of the patient, facility size, and the degree to which services are outsourced for a specific nursing home.

Here are some benefits of nursing homes.

Nursing home care is provided 24 hours. As mentioned, elderly loved ones are cared for round-the clock. This does not only pertain to their medical services but to other services as well such as housekeeping, food service, and laundry care.

Nursing homes have an active social environment. Nursing homes are designed to bring people together. Your elderly loved one can become friends with their neighbours and peers easily. In addition, nursing homes often organize events that allow them to mingle with one another – exercise activities, parties, and yes, even dances.

Nursing homes are safe. When living in a nursing home, the elderly are sure to be protected. This is particularly important, especially when dealing with patients who have dementia. Unlike in your own homes when sometimes the door is unlocked and your elderly patient can go out the door easily, nursing homes provide the best level of security.

Nursing homes provide specialized health care. If the seniors have a serious health risk, there are staff in the nursing homes who are trained to handle such conditions.

Meanwhile here are some disadvantages of nursing homes.

Nursing homes can be expensive. The cost of health-care services in some nursing homes ranges from P35,000 to P50,000 per month. Depending on the accommodation and care, rooms are priced at P40,000 (for a shared room with a fan) or P50,000 (for a private room with air conditioning).

Nursing homes can be gloomy. Many seniors are hesitant to move into nursing homes because they believe that this is the final step before the end of their life. This can lead to loneliness and a sad reality that their loved ones have left them.

Nursing homes can be quite far from where you live. Because nursing homes can be quite few and are strategically located, they are quite a good distance away from the families of seniors. With that, visits to the nursing homes can take quite a toll on each member of the family over time.

HOME CARE SERVICE. Home care services through a caregiver or a personal nurse is quite personal. Because the relationship is just between the nurse and the patient, the care is exclusive and all attention is focused on only one person.

Here are some benefits of home care services.

Home care services provide one-one-one attention. The nature of home care services given by a caregiver or a personal nurse is always personal. Because there is just the two of you, attending to the needs of the patient can be faster and more efficient.

Home care services provide comfort. The environment is quite familiar so the elderly can be more comfortable at home. They can lie down on their own bed, use the same bathroom, sit on the patio or watch television in their living room. No use to adjusting to the room – the patient can simply just go on with his routine.

Home care offers faster recovery. Studies show that the seniors can recover faster when they are in the comfort of their own homes, surrounded by family and friends. In addition, they have less risk of getting infection from germs in a medical facility.

Home care involves the family. Unlike in a nursing home where the elderly is left to the care of the staff in the facility, home care enables your family to become part of the seniors' daily activities. Plus there is a lot of communication and laughter among family members which can help in the faster recovery of the patient.

Home care services are much cheaper. According to a study, caregivers often receive an estimated salary of P15,000 a month, or if per hour, around P50 per hour.

Meanwhile here are some disadvantages of home care service.

Home care doesn't provide the same facilities as that of a nursing home. To accommodate the needs of the elderly, you should revamp your home to include ramps, chairlifts, and railings – which are costly and can be difficult to organize – if you opt for home care service.

Home care service sometimes use different staff at times. When going through an agency, sometimes different staff are used from time to time. This can bring about stress for the elderly patient, especially when he is used to a familiar environment.

Home care services often lack emergency resources. Unlike in a nursing facility where facilities are right at the palm of the hand, home care service doesn't provide a larger team of medical providers, especially when faced with emergencies. For those who are in a home care service, they must wait before help arrives.

Given all of this information, so what should you choose: nursing homes or home care services given by caregivers or personal nurses? Well, it depends really on your need and the need of a patient, and also depends on your budget. If you don't have much money to spare but still want to take care of your aging parent, then go ahead and hire the services of a personal nurse or a caregiver. If you have the budget but you still want to take care of the elderly first-hand, then you can also hire a caregiver.

If, however, you don't have the time to take care of your senior at home, then you can enrol him at a nursing home.

Whatever your choice may be, it is all about providing comfort and ease to your elderly – and both of these options offer just that. MS

Hospital Stocks: Your Alternative Insurance and Investment

BY BY RIENZIE BIOLENA, RFP®, CWA, CFC

I remember a few years ago, when my dear friend was spending the last moments with her dad before he went to his final resting place. Prior to that, she informed us that her dad was in the hospital because of a massive stroke. I asked her how she was and what were the medical bills like. She replied that her family is coping and luckily, she was able to buy stocks in the hospital nearby.

I was thankful that I was able to recommend it to her before. It put a smile in my heart, knowing that I have helped a dear friend with that advice.

And now I am giving the same advice to you, too: Be a hospital shareholder.

Why? Because it can offer numerous benefits for you like:

- Free room
- 50% discount on professional fees
- 50% discount on laboratory and diagnostic procedures
- 25% discount on cardio-pulmonary services and ECG
- 10% discount on pharmacy and room items
- free operating and delivery room fees
- free consultation on dental services
- 30% discount on dental procedures

The good thing about it is that these are not only applicable to you as a stockholder, but to your dependents as well – your children, spouse, and even parents.

This, I think, is one of the best-kept secrets in personal finance. In our world today where the cost of medical services is ever increasing, it makes perfect sense to get our hands on something that can protect us from that rising cost and expand our benefits the most.

Consider retirement for a moment: 20 or 30 years from now, medical costs would have gone up like room rates, medicine, procedures and professional fees (PF). If you become a shareholder, then practically all of those are slashed as much as half the bill. From the doctor's PF alone, the cost savings is already substantial. Multiply the cost savings to the number of times that you will frequent the hospital, then the benefits become more apparent.

BUT WHY IS A HOSPITAL STOCK A GOOD ALTERNATIVE TO INSURANCE? A lot of insurance products today give a fixed rate of hospital income for policyholders. Let's assume that you get P2,500 per day. Today, that means a lot. But should you use it 15 or 20 years from now, that amount, because of inflation, would most probably be not enough. Yet, if you become a shareholder of a hospital, you get a free room and a fixed discount at whatever the prevailing price is. Thus, you automatically ride the inflation of medical bills by locking-in on the discount rate.

Other products also give payouts in the event of diagnosis and illnesses, but the value largely remains constant and does not grow with inflation. Should you have a hospital stock, then the benefits, too, remain the same, whatever the cost.

Hospital stocks can also be seen as an alternative investment too. For as low as P200,000, you can already become a stockholder. This amount, though, can be quite staggering for beginners. But it can be paid on an installment basis, making it more affordable for those who want to avail. Being a stock investment, it also gives additional income in the form of dividends, or you can sell it at a higher price per share and thus earn from it as well.

Different hospitals may give different packages, but they offer almost the same benefits. Should you decide to secure your and your family's future health, drop by the nearest hospital and inquire how you can be one of their stockholders and enjoy a lifetime of benefit.

It is therefore a very cost-effective approach, most especially if you are looking at long-term care. With the ever-increasing cost of medical services, getting hold of hospital stocks would provide protection against inflation.

Just recently, I have spoken to one insurance agent about these benefits and, much to my surprise, he found it quite attractive. I always thought that health insurance would be the thing for him, given the nature of his work. But then again, he ran me an estimate of the health insurance cost for him and his family. Accordingly, it would take at least P50k per person in his family per year to avail of a good health insurance. Multiply that by four for his spouse and parents—not counting his kids—that would already cost P200k per year.

Contrast that to a one-time payment of approximately P250k for a hospital stock that would include all the beneficiaries and benefits, it is already a great bargain.

BUT WHERE DO YOU GET HOSPITAL STOCKS? WHICH HOSPITALS OFFER THEM? Currently, the following major hospitals are allowed by the SEC to sell shares to the public:

- Makati Medical Center
- The Medical City
- United Doctors Services Corporation

These hospitals, though, might be pricey. Makati Medical Center stocks, for instance, are at around P1,600 per share, with a unique benefits package. Investors that have less than 600 shares, for example, are entitled to 10% discount on hospital bills, excluding medicine, supplies and professional fee. Investors with 600 or more shares, for instance, get 20% discount on the same items. This means, though, that for one to get the 20% tier discount, an investor would have to shell out at least P1M for Makati Med. As for The Medical City and United Doctors, share prices can be requested through the Corporate Services (Medical City) or the Legal Department (United Doctors).

Should you as an investor, however, find these hospitals a bit pricey, you can also ask other hospitals nearby. Should the case be that said hospital is not licensed to sell shares to the public, check out if there are existing investors selling their holdings. Usually it is the Finance or Investor Relations Department that have information regarding this.

But whatever the case may be, it is best to be prudent with your investments. Before buying, it is best to check with the SEC if the hospital is registered. If it is actively selling its shares to the public, also check if it has secured a secondary license (with the SEC) to undertake such.

For instance, just a few years ago, in 2013, two hospitals, mainly Diliman Doctors Hospital and Pacific Global Medical Center received a cease and desist order from the SEC as they were actively selling shares of stock to the public without prior authorization from the regulator. This should not, however, be misconstrued that hospitals cannot have investors through stock offerings; it is just that certain requirements should be met first before doing so. As of this writing, the hospitals aforementioned are still not among the list of those who can actively sell shares to the public.

Aside from checking with the SEC, request also a copy of the Prospectus, so you will be familiar with its corporate governance, risk management, as well as where the investment money goes. Moreover, also check the benefits package offered, as these vary per hospital.

As with all financial products, it is recommended to study first and invest with a specific goal in mind. Legal and specialized financial experts can help in this regard to integrate it with your overall financial plan. MS

Learning Through the Difficulties

BY LAWRENCE TAN AS TOLD TO EXCEL V. DYQUIANGCO

Life was very well for us during my early growing up years. The memorable highlights of my younger years were those days how our mom has reared us up. She was strict and always taught us lessons in life. Even though life was okay for us, our mom never let us live luxuriously but she taught us to do house chores, fix our own things, and even commute going to school.

However, our world suddenly turned upside down when our father died just as I was about to graduate in high school. It happened while I was taking my exams. I still remember that my mom did not let me leave the class until I finished my exam. That day, I promised myself that I would always do well in school so that my father would be very proud of me. His death brought about financial difficulty in our family. Life became challenging for us that we had to let go of some of life's conveniences.

As a way to cope, I had to work to sustain our needs. Not only did I work as a freelance model for some clothing companies back then, I also did some buy and sell of RTWs from Divisoria. While at school, I also worked as a student assistant for my allowances.

When I reached university, I became part of this US Work and Travel Program where we were sent to the US to get some work experience. At first, it was challenging for me. When the time came that I had to clean public restrooms, I was near giving up. When I called my mom about it, she reprimanded me and advised me that if I wanted to become successful, I had to start from the bottom. I had to go through this phase so that I would understand the process. With that, I pushed myself to do things I was not used to doing in the Philippines. With determination to pursue my dreams, I worked my way up and then became the F&B assistant supervisor. When I came home, I was awarded as the Most Outstanding Practicumer for the Work and Travel Program.

FROM A HOTELIER TO AN ENTREPRENEUR. After graduating from college, I was offered a job where I had my Work and Travel Program so I came back and became the F&B Assistant Manager and was quickly promoted as F&B Manager. After serving my term abroad, I was offered a job in a hotel in the Philippines. That started my career as a hotelier in the country.

I have opened several hotels in different provinces of the Philippines such as Cebu, Naga, Legazpi, Tacloban, Bacolod, Bataan, Ilocos, Clark, Manila, and Tagaytay. Along with this, I also managed and opened shopping malls and transport terminals in different regions and opened fast food chains simultaneously. All these kept me growing and my creative juices kept flowing, this led me to a different industry where I had the opportunity to invest in The Millennial Concept Factory which is a corporation that specializes in having concepts and millennial trends and museums that is loved by this generation. We named it after the idea that I and my partners had, some of us are Gen Xers, I myself am bridging the generation of Gen X and the Millennials. Always having the unique concepts, we decided that we are actually a factory of unique millennial concepts, hence the name and Lakbay Museo was born.

Of course, we've had our share of challenges. The foremost of which is in bringing the minds together to make it work and creating new ideas for further expansion that still tickles the minds of our clients and keep them happy and loyal amidst strong competitors.

Given that our business is still relatively new, I have learned that it is okay to make mistakes as long as you learn from it and don't make the same mistake twice. You value your people; they know what is going on with your business. Trust them, because they can help you do the operational tasks to allow you to focus on growing your business. Involving your people empowers them to feel the value of their role in your business. Business is not always about the money.

GIVING BACK TO THE COMMUNITY. In the near future, I personally intend to be more active in socio economic projects like that of JCI Makati. That is why I accepted the challenge of being the current EVP of the organization and eventually as the president. It's a way of giving back and paying forward for all the blessings of success that God has given me. Professionally, I aim to continue to grow my business for my employees and eventually be able to be part of governing our nation. Through that, I know I will be able to help more people.

I wish to retire by the age of 40. I want to take the time to enjoy the fruits of my labor. I look forward to spending time with people and just reaching out communities. It's not always about the money but having true happiness and genuine servitude.

MY MONEY LESSONS

Overcoming Obstacles

For those who have gone through disappointments and despair, **Lawrence Tan** gives some advice and tips.

Be realistic. It is not going to be easy so set your goals, so make sure that you set some realistic timeline and objectives.

Keep your mind focused. Stay focused on achieving your goals, and make sure that that's what you want in life.

Always move forward. Similar to riding a bicycle, you need to move forward so that you won't fall flat on your face.

The Beer Maker

BY EDISON SUBALA AS TOLD TO EXCEL V. DYQUIANGCO

I was still a young boy when I started helping out in our family business, Fedmark Ref, Aircon & Electronics Services (formerly Fedmark Enterprises) which is a service provider for air conditioning units and home appliances. Back then, I did significant work such as polishing a refrigerator with sandpaper for body repair. Eventually, my business acumen carried over to my classmates and teachers in school as I began selling coffee beans, gym supplements, and other stuff, which provided for my allowance.

However, by the time I reached my university years, I began to loosen up. Gone were the days of hard work and business ventures and my college life was replaced with this happy-go-lucky guy who just wanted to have fun and who kept on shifting courses. I thought that my life was perfect until one day when my father sat me down. He had a concerned look on his face and his voice was deep and serious. Then he began to speak, and my world crashed altogether. He told me that unless I pulled myself together, he could not afford me to send to school anymore since we were having financial troubles. I was stunned, at first, and when I got back to my room to process everything, tears started falling down my cheeks.

At this point, I knew I had to do something. I told myself that I needed to change and decided to improve my lifestyle right then and there. Of course, I did this by sticking to my degree which was Chemistry, studying hard, and finally finishing college. While reviewing for the board exam, I worked as a laboratory analyst at a small third-party laboratory for cosmetics.

Eventually, I redeemed myself when I passed the Board Exams for Chemists.

LOOKING FOR THE PERFECT BEER. After I got my license, I resigned and applied at an oil company as a laboratory chemist. I worked there for 10 months and subsequently resigned due to health concerns and because I had a falling out with my supervisor. I then transferred and started working for the government as a Science Research Specialist, handling fuels. It was here that I began to seek my purpose and significance. I began asking myself if there was more to life than this.

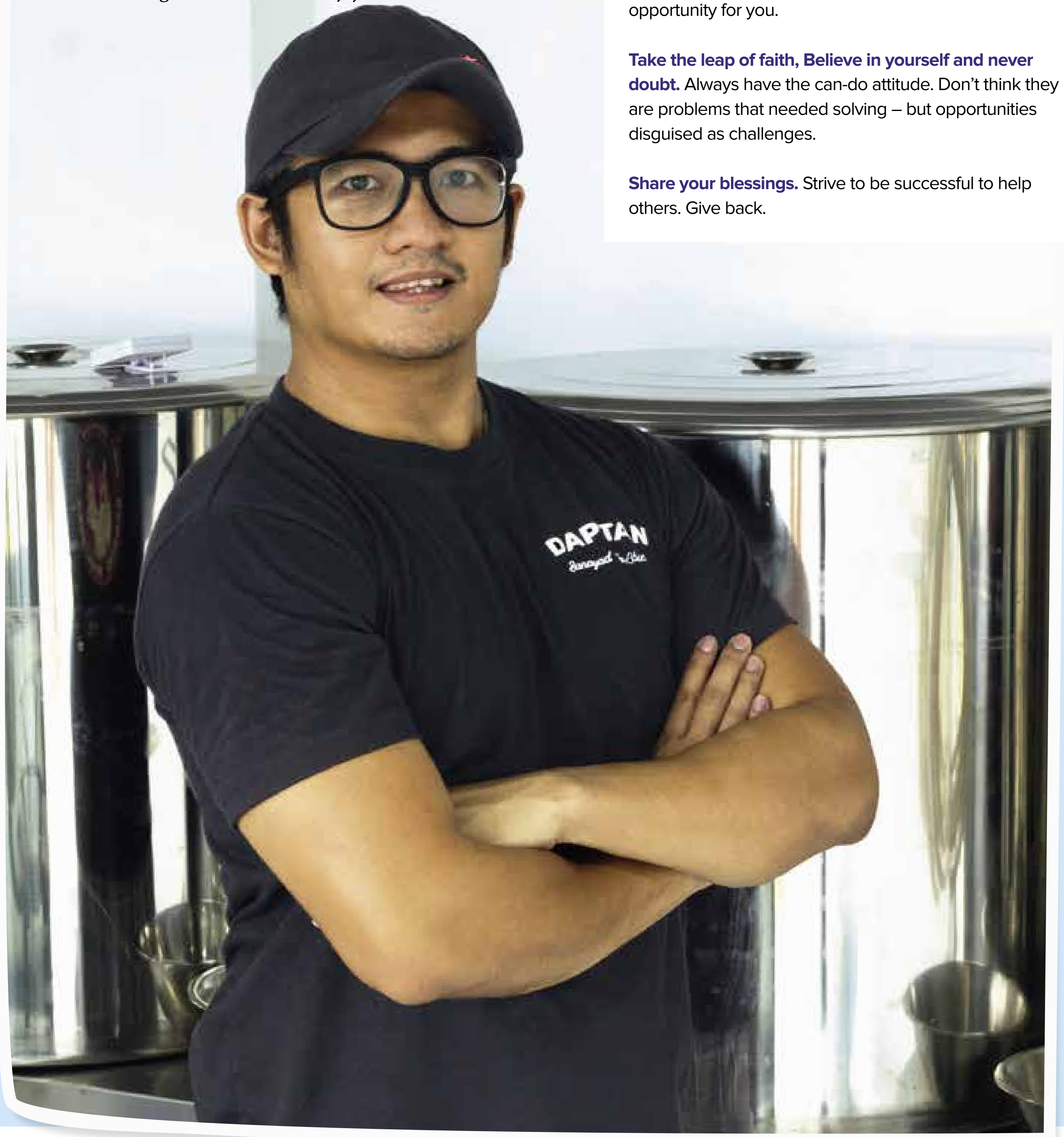
In 2013, my parents decided to move to Batangas and prepare for their retirement. I then saw the opportunity in lambanog and wanted to revive the industry without knowing how to start. So, I did my research and found out that it was too costly to setup such a business venture. I gave up and started looking for another product, which was wine. To prepare, I took up short courses in UPLB to further my research and I also bought my initial equipment and materials. While I was doing some market research, I discovered that my current network and resources were not good enough to take the business to the next level.

Two years later in 2015, I came across an article about craft beer. I immediately got interested and bought my first brewing kit for P5,000 and started brewing. It was a good thing that prior to looking for more business opportunities, I got involved as a brewing apprentice under Kiuchi Brewery, Hitachino Nest Beer in Naka, Japan for a month. I was able to maximize my learning there when I got back and soon, I began to read books and more books, experimented in my free time and bought equipment using my hard-earned income. I didn't have any money left but that was one risk I took. Soon, I began to get confident in what I was doing.

BREWING THE RIGHT MIX. Ed & Son Craft Brewery was born in 2017. It started as a sole proprietorship with a 20L brew house serving 40L per month in a bar in Makati. I got its name from my classmate when I was taking my MBA in UST. We were brainstorming about the name and then realized that I should honor my parents through my business. His name is Eduardo, hence, the name of our business. But it was not easy starting a business. I had to learn many things. From planning to implementation, procurement, inventory, production up to marketing, branding, and even accounting, I have to learn every bit of it. I started everything alone, and for me, that was the main challenge of our business.

To date, it is now a corporation under Ed & Son Brewery Corporation with 100L brew house with a total capacity of 800L per month. We are now in the stage of expanding again to 500L brew house with a total capacity of 4,000-6,000L monthly to serve major hotels and restaurants.

Given the success of our business, sometimes, I toy with the idea of retirement, but the truth is, I plan to retire at 55 with my family by my side, teaching them and sharing them my knowledge and experiences. But I think I will continue to work as long as I can. Besides, I enjoy and love what I do. MS



MY MONEY LESSONS

Brewing a Business

Before reaching the pinnacle of success, **Edison Subala** underwent many challenges. He gives pointers for those who want to start their own business.

Read. Read and read and read. You never know that the next article you will be reading is the next business opportunity for you.

Take the leap of faith, Believe in yourself and never doubt. Always have the can-do attitude. Don't think they are problems that needed solving – but opportunities disguised as challenges.

Share your blessings. Strive to be successful to help others. Give back.

Putting a Smile on Children's Faces

BY KARLO HAIN AS TOLD TO EXCEL V. DYQUIANGCO

I have always been fascinated with animated films and character figures. I remember being glued to our television set for hours, watching cartoons and Disney-inspired movies. These inspired me to collect character toys which brought a smile to my face whenever I played with them.

This fascination didn't wane even while I have become older, even until my college days. I took up BS Accountancy, and eventually shifted to BS Business Administration Major in Marketing. Even before I graduated from college, I was hired and absorbed by a company to work as a marketing assistant with an insurance and reinsurance broker company. I was then hired as financial executive with another insurance company.

While all of these were going on, I collected Kiddie Meal and Happy Meal toys from animated films on the side. That was when I really felt obsessed with collecting and completing the featured toy in every cut off of Kiddie and Happy Meals. I arranged them as if they were in a particular scene in their movie by making a self-made diorama, or other platforms.

EARLY CAREER. So after college, I tried finding other jobs that would help me earn more during weekdays and I eventually became a business administration coach for high school students. While at the same time, I was an administrative assistant to the operations manager of a call center company.

In 2010, I became part of a fast-growing retail company where I served as a management trainee and was promoted several times until I became a full-pledged manager who trained personnel for stores opening in the southern part of the Philippines. During this time, I was exposed again to creating and presenting marketing plans and schemes for the branches I handled. My time here with the company has been challenging, especially with devoting so many hours. I had to spend most of my time with store operations and less time with my family.

GETTING INTO BUSINESS. It was in 2016 a few months after my mom survived from aneurysm that I decided to resign and find a job that would not require me to travel too much. I decided to put up my own business because this would allow me to manage my own time. So that same year, I was able to start a printing business that became a hit since it became very timely due to the local barangay elections.

After I have earned more than enough to cope with my initial capital from my printing business, I ventured into a mascot rental business with the help of my family and closest friends. We invested in the six most requested characters and then eventually grew it to at least one additional character per month. What was challenging then when we first started was how to sell our services. No one wanted to book us because they have not seen an actual performance yet. But how to do that if no one has ever booked us?

Then we had a bright idea. We exposed our characters and performances first through sponsorships or as a gift for friends who had children's parties. After we gathered enough photos and videos, the bookings started to come in.

PLAYING WITH CHARACTERS. Our company's name was originally Bizbuds Party Rentals, which was derived from the words "Business Buddies" and that meant we are your ideal business partner for your events. Its name was introduced as Mascot Rental Laguna to strategically capture market that used its words as keywords on a search engine. It was established in December 2017 and grew to more than 20 characters in less than two years. The company was designed traditionally as a tie-up package for catering services. However, the clients' requirements gave us limitless ideas on how we could present our life-sized toys better. From a traditional appearance dance of two to three songs, our performances became a show of skits and interactions of dance and song numbers that children could relate to.

After some time, competitors started to come in and they became very competitive with their price packages. We then leveled up our performances with the presence of back-up dancers and costumed assistants. The performances became more interactive with dance steps that kids could dance along to. It is our hope that soon, we could also perform on television and stage shows all over the country.

MORE THAN JUST A BUSINESS. Every presentation we give in various events gave us unique unforgettable experiences. But perhaps the most memorable shows we did were actually the benefit shows for kids with cancer and abused kids from a shelter. For us, shows like this give them the additional strength and hope to fight for their lives because they feel they are special and well-loved with the performances we give, especially when they interact with their favorite characters.

Personally, I see and consider this business as just a passion more than an income-generating opportunity. I still believe that everything you give comes back double its value. The blessings I am receiving are more than the show I share with the people around me. I also put in mind that every occasion I get invited to is a once-in-a-lifetime experience, so I always give it my best shot. MS

MY MONEY LESSONS

Starting a Passion Business

Karlo Hain shares a couple of advice to those who want to start their own business.

Follow your passion. Start with something that is close to your heart. Because with something you love, you will give this your best shot. You will never get tired doing what you love to do.

Think of a problem that needs solving. Always think of a problem you know you needed solving. With that mindset, you keep on innovating something that leads your business to grow. Never-ending innovation keeps the business cycle alive.

Have faith. Always keep your faith high and deep. Oftentimes, you don't exactly get what you want but failure in business doesn't mean failure in life. So always have faith and keep on praying.

Female POWER

FAMI President Karen Roa talks about grit, financial literacy, and women empowerment

BY ROSSANA L. UNSON | PHOTOGRAPHY BY DODIE LEGASPI | MAKE-UP BY KASSANDRA ONGCOY

"Okay, so now you are done with college. Here's $500 and a one-way ticket to NYC. Bahala ka na!' That's what my parents basically said when I left for the US after graduating from college." That was the start of many defining moments in Karen Roa's life.

Today, Karen is the first female president of First Metro Asset Management, Inc., a leading investment company known for its high-performing and multi-awarded mutual funds. The firm was established by First Metro Investment Corporation (FMIC) in partnership with the Catholic Educational Association of the Philippines (CEAP) and Marist Brothers Congregation Philippines, Inc. While Karen is indeed an expert when it comes to financial investments, as journeys go, hers wasn't always a straight line nor characterized by being on top.

EARLY LEADERSHIP LESSONS

Early on, Karen has always had a determined spirit. As one of the players for the Ateneo Lady Blue Eagles team during its losing streak era, she would persist in training despite its bottom ranking. But on her senior year and after playing for four years, she was determined to end with a bang and thus, they expanded their reach and joined other leagues where they had better chances. It was on her last year as team captain that the Ateneo Blue Eagles won the Women's National Collegiate Athletic Association (WNCAA) championship, a feat that she recounts ever so fondly and an early lesson in surmounting challenges.

In this, Karen imparts an innate strength in the face of challenges, rising up, and compelling one to continue fighting. She continues, "So the significance for me is whenever you keep on falling and you keep on losing, you need to be able to find other avenues where you'll be successful. Don't quit! Just persist, keep on going and find a different way of doing things." Wise words from the woman who today heads a company that boasts of nine mutual funds and total assets under management of over Php10 billion.

THE START OF HER CAREER

Karen continues to recall the significant moments in her early years: "I'm a Legal Management Major from Ateneo. Right after graduation, I left for the US to begin my career. Wall Street excited me and I always wanted to be in the financial services but the US was in a recession and jobs were hard to come by. I became a secretary and typist here, a receptionist and encoder there, all of these short-term jobs just to get my foot in the door. I had no qualms taking odd jobs. I needed the money and it gave me the freedom to do as I pleased with whatever extra money I had (although hardly any). I knew that somehow, I'll be on track and be able to follow my dream, and that there was always going to be something better. Meanwhile, I just needed to keep plugging away. Then fortunately, a friend of mine said, 'Hey, Karen, there's an opening in Chase Manhattan Bank but it's a rank and file job in the money transfer department.' Not the most glamorous job or department but I grabbed at the opportunity. Forget the role or the pay, I knew this was my start."

Karen worked in Chase for over five years in various positions. On her second year, she noticed a job posting for management trainees. She knew this was going to create career opportunities and vied for the position. She was up against employees who graduated from US schools and those who worked in higher profile departments. Through pure grit, she got the job. It was at this same time that Karen felt she needed to fill her cap with feathers and applied to Fordham University Graduate School of Business.

“**Internally**, we are also staffed with an **amazing team** who are like sponges, who are **willing to learn** and **make a bet** on this new management style that I bring to the table.”

At first, the admissions officer discouraged her from pursuing the degree with only less than two years' work experience; however, she persuaded upon them. Not wanting to let go of her work, she pursued her MBA at night.

Having to go to the US early on to start her life and be on her own toughened and built Karen's character. It was an adventure that had its ups and downs, triumphs and travails, loneliness and uncertainty, as well as overwhelming excitement and fulfillment. She calls it her growing up years. "When you have challenges early on, it pushes you to succeed, to strive harder. These events were quite significant in making me who I am today. I took every opportunity that came, worked harder than the others, gained expertise in whatever job I was given, and always kept a positive outlook," Karen says.

BACK IN THE PHILIPPINES

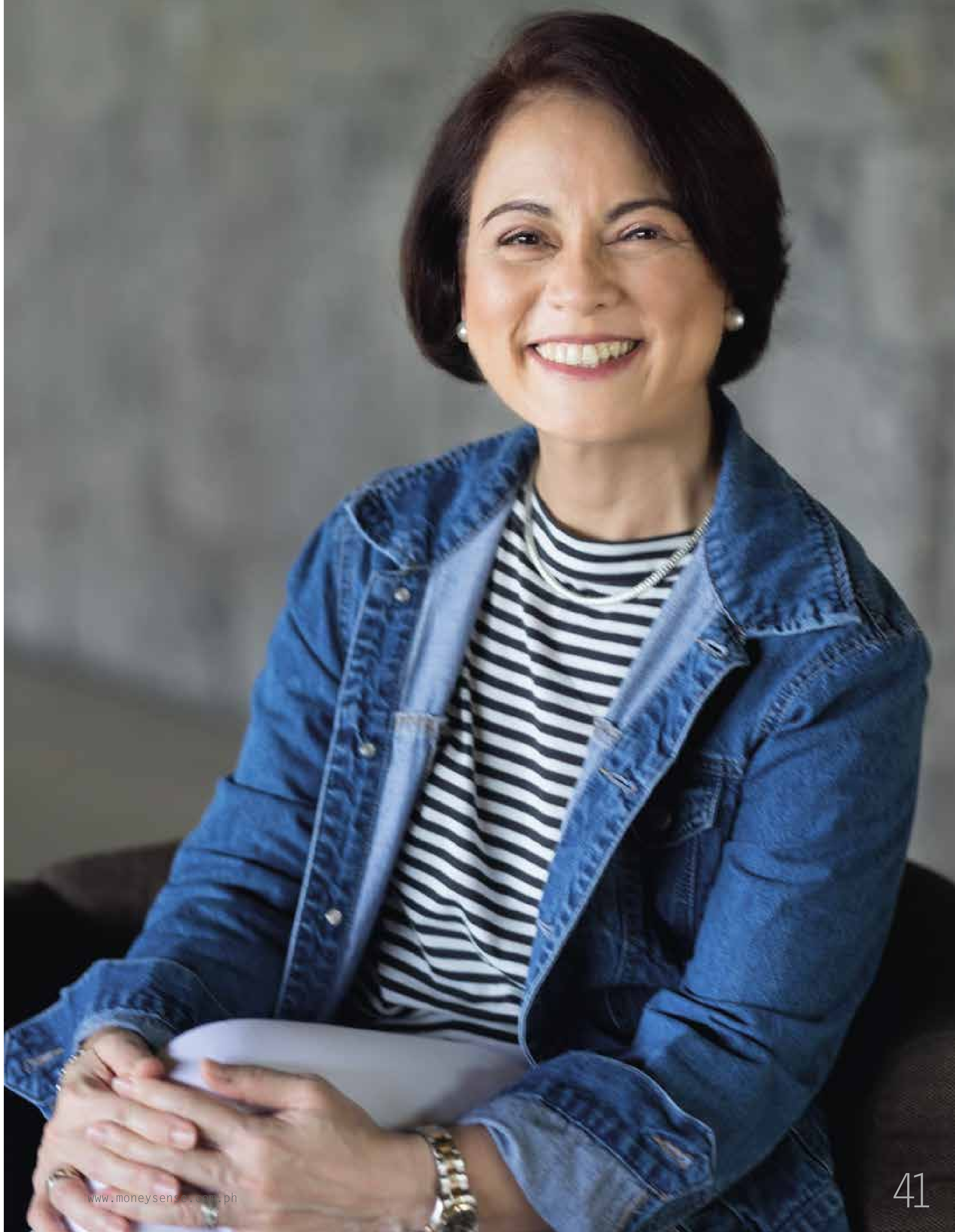
Married with one child, five years with Chase including a management trainee program, and an MBA in tow, Karen was ready to go back home to the Philippines. She was recruited by Citibank and that gave her the technical expertise in asset management, particularly operations and compliance.

Then she moved to the Philam Group which allowed her to develop her management skills as Head of Trust Banking and eventually President & CEO of Philam Asset Management, Inc. Karen says her ascent was due largely to mentors who took notice of her abilities, in which she will always be grateful.

"Before, it used to be all about IQ or intelligence; now it's about character which is shaped by AQ or adversity quotient. It is through adversity that pushes one against a wall, but grit and resilience that allows one to get out of those difficult moments," she shares. In 2014, Karen got off the corporate track, a bit tired and disillusioned. She decided to take a break and go into teaching at two of the country's leading universities. An idealist at heart, she knew that molding young minds was her contribution toward strengthening the values and ethics of those soon-to-be captains of industries. But in 2018, too young to hang the towel permanently, Karen, in fighting form, went back into the realm she only knows too well, as current President of First Metro Asset Management Inc.

THE STRENGTH BEHIND FAMI

So what is First Metro Asset, Inc. or FAMI and how does it make a difference? Karen explains, "The unique partnership already sets First Metro Asset or FAMI apart from all the other players in the financial services sector because of the focus on educators, schools, and parishes. The story



"How **we are positioned** to be able to achieve our **mission** is by using our own brand and **leveraging** on our heritage."

goes that educator-leaders approached FAMI signifying a need to teach teachers how to prepare for their own retirement or how to make them more financially independent. So that's how FAMI began," Karen recounts.

We asked Karen how FAMI grew into one of the leading asset managers in the country, she says, "There are big names, with a rich history, track record, and resources behind it. You've got the Metrobank group, the third largest financial institution in the country with over 55 years of experience, and First Metro Investment Company, the leading investment banking arm of Metro group – how can it not be?"

Aside from the strength behind FAMI, Karen says, "Internally, we are also staffed with an amazing team who are like sponges, who are willing to learn and make a bet on this new management style that I bring to the table." While she can be a firm leader, her openness and hands-on style builds trust. Having almost 30 years in the financial services where more than half were spent in asset, wealth and investment management, Karen has a wealth of knowledge, track record and experience in global companies that she is only more than willing to share.

Karen says, FAMI is on "turbo" growth mode. In less than a year she's been on board, she's already overhauled several processes, upgraded systems, reorganized some functions, restructured products, hired a number of high performing relationship managers, and instituted a number of employee engagement activities. All these and more have resulted in almost doubling net income for 2019 as compared to previous year. "We've gotten the people excited to be a part of an organization that is just starting to wake up," she says. She adds that there are so many low-lying fruits that this is just the beginning, and Karen is equally excited to be at the helm.

PROMOTING INVESTMENT LITERACY

Because of its strong academic relations, the mission of FAMI is tied to education: "As trusted stewards who promote investment literacy, create innovative investment solutions and provide exceptional customer experience, we will transform Filipinos from savers to investors." When asked what their strengths are and how these contribute to fulfilling this mission, Karen replies, "How we are positioned to be able to achieve our mission is by using our own brand and leveraging on our heritage. It certainly helps when you belong to a powerhouse of a financial services conglomerate and can transact in over 900 branches of Metrobank nationwide."

FAMI continues to invest in various strategic development programs that empower communities, primarily in the sector of education and cooperatives. FAMI engages in various financial literacy seminars tackling anything from teaching finance to budgeting exercises. As of September alone, the company rolled out several financial literacy seminars with over 3,000 eager participants, to include a broad audience of varying backgrounds designed to increase financial awareness to make sound investment decisions.

Many Filipinos live day to day and have little left from their salaries after spending for their immediate needs. Hence savings becomes less an option. What needs to be of thought is to begin thinking about one's future, no matter how small one earns, the need to save must start early. Savings is investing in oneself. "For starters, we teach the different investment outlets. We then teach proper financial planning and how much should we have in various asset classes," Karen explains, "it is also critical that savers and investors know what reasonable yields are, that anything that is too good to be true probably is." She adds that investors need to be aware that it's very unlikely to get large benefits from something so little, and that it is important to be critical, to assess and validate. Investing is a process; it's about starting slow but being steady and consistent at it. "Luckily, we've seen a decline in financial scams so far, however, greed transcends power, positions, economic and educational classes, hence at some point you just have to leave it to the divine," she points out.

"For starters, **we teach** the **different investment** outlets. We then teach proper **financial planning** and **how much** should we have in various asset classes."

www.moneysense.com.ph

FINANCIAL EDUCATION AS CSR

Karen continues, "This obviously means that a change of mindset toward investing is much-needed. It's every financial institution's role to continue reaching out to the public and increase awareness on savings and investments. This is our main line of business and it should likewise be our CSR. We need to bring the discussion closer to the people and the language must be more relevant. We should be more accessible, less intimidating. To walk the talk, Karen highly encouraged all FAMI employees to enroll in the company's monthly investment program. By doing so, employees become not only endorsers of the company but clients as well. They benefit from the value of investing and as clients, they feel what other clients feel. They become aware of all the issues surrounding the company, whether it is service, operations or fund performance, they all become truly a part of the company.

Karen says gone are the days where financial services are just about products. In today's environment, products have become homogenous and have less differentiation, with the exception of the exotic instruments, which have inherently higher and possibly hidden risks. Today, the investor is central. Hence, it's all about relationship management, ease of doing business, and reputation. She instills in her team the importance of knowing who their clients are. Karen explains, "Our business is not so much transactional as it is long-term relational. It's about trust, so knowing the client's needs, objectives, and risk appetite is what determines how long the client stays." She instructs her team to ensure risks are explained and doesn't hesitate to refuse a client if their objectives aren't aligned with that of FAMI and its funds.

FAMI, through its seasoned relationship managers, various payment gateways, marketing efforts via digital and traditional, and financial education programs is indeed well positioned to support this new and reinvigorated customer-centric philosophy.

A WOMAN'S ROLE

Aside from her role as a business executive, Karen is also an active advocate for women. She's a member of the Filipina CEO Circle, an association of corporate women who have ascended the corporate ladder through meritocracy alone. According to her, women are better at performing simultaneous tasks and excelling at it. Take for example managing a household, raising children and climbing the corporate ladder. She claims she's a testament to this having reached the top-most position in two organizations while simultaneously raising a family. She has four accomplished daughters. The eldest, Bianca, is a market research analyst soon to follow in her mother's footsteps in pursuing a master's degree abroad. The second, Corinne, is a news reporter for a leading TV network. Margaux is a junior in college while Carmen is in senior high school. The two younger ones though still in school are both award-winning competitive dancers.

Karen adds that women take on life-impacting roles that are more critical than choosing which bonds or equities to buy or where to place one's money. So why is it that many women are afraid to invest? She replies, "I strongly believe that we need to encourage, empower, and guide women into financial independence."

She believes that as more women are enrolling and completing tertiary education and subsequently entering the workforce, women will be taking on lead roles in various sectors of society; hence it is important that they are equipped with the basic financial know-how.

From a recently concluded women's event, Karen shares that their audience were young women who were starting off in their professions and building their families. The attendees were also bloggers, vloggers, and various influencers. It was FAMI's way of achieving several objectives in just one event. But the overall message was: Smart women invest, invest in FAMI, invest in your future.

It has been a long time since Karen took that one-way ticket to New York. But it has proven to be the catalyst in turning her into one of the most successful and impactful female execs in the country today. Whether leading FAMI as its first woman president or advocating for women in the wider community, Karen Roa is indeed the embodiment of female strength. MS

Build Your Investment Portfolio in Your 50 or 60s

BY EDMUND LAO, RFP®

Time flies so fast. I just realized I am in my early 50s. I am just glad that I got into the habit of saving as early as age 10. At that time, I already had P10,000 in my savings account. When I started to earn my income 32 years ago, I made it a point to save as much as half of my income. In three years' time, I was able to save P100,000.

Why was I able to do it? I was single then and I lived with my parents. So, my expenses were only for transportation. I brought my packed lunch to work. In short, I took advantage of my situation and started building my future wealth as soon as I got my first paycheck. Now that the golden year is on the horizon, I have no worry as I have already funded my future. Indeed, time is my friend as I did not need to save a huge amount during my younger years. Had I delayed, I would have been forced to play catch up by investing more just for the same future goal.

Young people often easily fall into the trap of thinking there's no rush to save for retirement. But before they know it, they may find themselves in their 50s or 60s, and nowhere near their retirement savings goal.

THE RIGHT ASSET ALLOCATION. There's no one-size-fits-all investing approach for every 50-year-old. A lot depends on when you expect to retire and how much you have managed to save for retirement thus far. Turning 50 is a good time to get your finances in order in anticipation of retirement. Whether you expect to keep working for a long time or quit working tomorrow, a lot depends on the right asset allocation. A good allocation can ensure that you will have the financial resources you need well into your golden years.

What about the people who were busy during their productive years and forgot to think about their golden years? There is still hope as long as they start saving their income today.

According to the Oxford English Dictionary, middle age is between about 45 and 65. This age is filled with challenges and opportunities. You might be in the thick of paying for college, but sooner or later, all those other costs that come with kids should be gone. Also, while losing a job may be a bigger risk now with age, it will also be your peak earning years.

While you are earning the most, it is also the time you should save or invest (not squander away) the most. According to a study by Hearts & Wallets, successful savers built their nest eggs equivalent to 10 times their pay by saving 15% or more of their incomes for at least 10 years.

If you plan on working until the traditional retirement age of 65, then the most important thing to remember is that even after your 50th birthday, you still have 15 years to go and still have time to access your retirement savings. That gives you more than enough time to maintain an aggressive stance toward your investments. That is especially important if you are a bit behind the race in accumulating retirement savings.

In terms of portfolio allocation, this relatively long timeframe matches a much larger chunk to stocks than to other investments. Broadly speaking, a mix of 85% stocks, 5% bonds, and 10% alternative investments is a prudent way to invest for a 15-year time horizon.

If you are looking to be financially free before you are too old to enjoy being retired, then a more conservative approach might be in order. Within 10 years of retiring, you may want to position yourself to have reliable sources of funds that you'll be able to spend early in retirement without worrying about whether the stock market will go (bull or bear market). That means boosting the allocations to less risky assets like bonds, and it also means focusing more of the stock portion on safer blue-chip companies.

One recommended allocation involves reducing your stock position to about 65% of the portfolio, with 25% invested in bonds and the remaining 10% in alternatives like real estate and commodities.

Most investors who start late need the somewhat aggressive game plans described above because they haven't saved enough by the time they turn 50 to be financially secure. However, if you have the advantage of time, then you don't necessarily need to take on as much risk.

But even if you've saved enough, you should still retain a little stock exposure, because the income from the dividends that some stocks provide is often greater than what bonds pay. Aside from that, stocks also offer growth opportunities that bonds and other alternatives don't. An asset allocation of 55% stocks, 40% bonds, and 5% is a good alternative for those who are comfortable but still hope to get more out of their portfolios in the future. For those who are truly set with their savings, an allocation closer to 60% bonds can be more appropriate.

SAVING FOR RETIREMENT. To put more money away, consider these retirement savings tips to start building your investment portfolio in your 50s:

❶ **Cover your bases.** Before taking on the fancier instruments, make sure that you have your bases covered. Increase the coverage of your insurance and medical plans. Premiums become more expensive as it is directly proportional to age. Without these plans, getting ill will definitely wipe out your retirement fund. Note that healthcare costs get higher as years pass by.

❷ **Invest bonuses and incentives.** Most people treat bonuses as fun money, helping them buy anything they want. Instead, you can use bonuses and incentives to shore up your future. Hearts & Wallets found that the most successful ones saved any income above the norm, like bonuses, raises, and commissions. When middle-aged people start to save, they need to do it in big amounts and with discipline. Bonuses and other incentives can be a source for their nest egg aside from their regular income. By pretending that they have no bonuses, they can catch up and secure their future. A lot of my colleagues spent their bonuses even before reaching their pocket. As for me, forgetting bonuses was my main weapon during my younger years as I invested it all. I treated them as excess income that I have no need to spend.

❸ **Remember your age.** Once you turn 50, you can still catch up on contributions to your retirement plan. Assuming you plans to build P5.5 million by age 60, you can start investing P27,000 monthly for the next 10 years (assuming average return is 10%). If you started investing at 30, you would have only needed to invest P3,000 monthly for the next 30 years. The more you procrastinate, the heavier the price will be. You should start as early as possible.

❹ **Look into the future.** Don't be complacent. Be far-sighted. Begin with the end in mind. Look far into the future because the future will surely come. It is disastrous to retire with no funds to support your financial needs. To stay motivated to save, you should envision yourself in 20 or 30 years. There are a few people who feel connected to their future self and are more willing to wait for a reward. A lot fall victim to instant gratification and even pre-terminate their investments, which was initially intended for their future.

❺ **Contribute more to tax-advantaged retirement plans.** If you're behind in your retirement savings, one great way to catch up is to contribute more to tax-advantaged plans, including a Personal Equity and Retirement Account (PERA). You can enjoy the following benefits:

A. ON YOUR PERA CONTRIBUTIONS/INVESTMENTS: Tax exemption privileges from the earnings of all PERA investments.

5% tax credit from your contributions. In case your employer contributes to your PERA, the qualified employer's contribution to the employee-contributor's PERA shall not form part of the employee-contributor's taxable gross income.

B. UPON RETIREMENT: Upon reaching age 55 and with a minimum of five annual contributions, you have the option to avail of your retirement benefits free of tax or to avail it later. You may choose to avail of your retirement benefit in lump-sum, through regular pensions or a combination thereof.

C. UPON DEATH, DISABILITY OR SICKNESS: In cases of permanent disability or extended sickness lasting more than 30 days, you are allowed to withdraw a part or the entire PERA fund without penalties. Upon your death, PERA withdrawal proceeds to qualified beneficiaries are also exempted from estate taxes.

❻ **Keep hands off the retirement fund.** When needs like college tuition come, that juicy retirement fund looks tempting. The best is to resist and do not think about it. For example, by saving a steady 8% from age 25 (with a salary of P30,000 that rises 2% a year), you could have accumulated P1.3 million at 65. By taking a P10,000 loan at 33, another P10,000 loan at 50, and make a P10,000 early withdrawal at 62, that drops to P930,000. By keeping your hands off your retirement fund, it will continuously work harder and grow faster. It pays to safeguard your nest egg while growing it enough to beat inflation.

❼ **Say no to loans.** It is best to avoid loans which can put to risk your personal financial plan. If it is impossible not to take a loan, a good rule of thumb is "Don't borrow more than you can repay within 10 years or by retirement, whichever is first." Loan companies often offer attractive promos to entice people to avail. Personally, I decline all loans offered to me as I know that the interest charged is not as low as what they present.

8 **Explore ways to cut spending.** One way to boost retirement savings is to cut down on unnecessary expenses now. Start by taking a hard look at the current budget. Budgeting is a function of what's going in and what's going out. It tells where money should wisely go. If you are able to cut out some spending, then with discipline, you can put that money into a retirement savings account instead. Fortunately, some expenses can decrease during retirement, such as commuting costs associated with driving to the office. You might also consider moving to a less expensive home, getting rid of a car, or moving to an area that is more accessible via walking.

9 **Consider working longer or more.** The obvious advantage to working longer is to generate more income to save for retirement. If you choose not to remain in a standard job any longer, consider taking on additional "jobs" through other alternative jobs or side gigs like driving for a ridesharing company or other online freelance work now or during retirement to help push back the date when you start withdrawing from your retirement fund.

10 **Get serious with "extra" money.** If you receive a raise, inheritance, bonus, or tax refund, it pays for you to resist the urge to splurge. Instead, allocate that extra cash to your retirement, preferably into an account with tax advantages. It is best not to miss out on any opportunity to put money to work and help build a secure financial future.

TIPS FOR THOSE IN THEIR 60s. What if you have reached your 60s, and it's pretty clear that your retirement fund is not large enough to enable you to have a full, comfortable retirement? This can come about for a variety of reasons. You may not have been able to make large enough contributions throughout your life, you may have started retirement savings fairly late in life, or investment returns weren't what they should have been. Whatever the situation, time lost cannot be bought back but there are options that you can pursue to make up for lost time:

1 **Delay your retirement.** This is the most effective strategy if your retirement portfolio is not what it should be. By delaying retirement from 65 until 70, you will be able to have five extra years to not only to save up additional funds, but also to continue earning investment income on your portfolio. You will also be able to continue to increase your portfolio and not reduce it by making withdrawals for living expenses. You can also delay the redemption of investments in your portfolio by five years. This type of delay is often what you need to do in order to shore up your retirement portfolio.

2 **Semi-retire for the first few years.** If you have a career or business that you can continue working in retirement, you may be able to set up some sort of semi-retirement that will enable you to earn continuously. This can be a particularly effective strategy because it can enable you to delay drawing down funds from your retirement portfolio. And it will be even easier once you begin collecting your SSS pension. You can retire from being an employee and that is the time you can find ways to have a continuous cash flow.

3 **Cut expenses as much as possible.** Another effort, but one that generally works better in combination with other approaches, is to cut living expenses as much as possible. This will allow you to save more money for retirement, and it will also help you to learn to live on less. Eventually, your retirement portfolio may ultimately be able to provide you with sufficient income to fully retire. It can be especially effective if it's used in combination with a delay in retirement.

4 **Start a business.** Depending upon how short you are in your retirement savings, you may want to consider having some sort of a business venture that you can continue to work in for the rest of your life. Not only will this supplement your income, but you can also set up a retirement plan to attach to the business. In that way, you can continue to build retirement assets, at least until reaching the age of 60, when retirement contributions will no longer be permitted. As an example, day one of my retirement from my job, I immediately opened my signage business and worked as an independent financial advisor as well. I was able to earn better income and at the same time prevented idleness and boredom in retirement. If I can still work until age 65, then it will be a lot better since I can leave my investments to grow more.

WITHDRAWING FROM YOUR RETIREMENT FUND. At age 60, the focus may not be on growing your funds because it is time to crack the nest egg. The idea is to withdraw just enough to provide financial support while holding enough in reserve to finance your needs for the rest of your life. Here are some pointers:

1 **Estimate how long can the savings last.** You can project how long your life can be based on your parents' longevity. Or you can also base it on statistics and compute your daily needs and project in into the future.

2 **Compute your annual expenses.** List down your monthly living expenses and multiply them by 12 to get the annual expenses. You need to make a budget and track your expenses to be able to come up with a realistic number.

3 **Ensure your emergency fund is intact.** Nothing beats having an emergency fund at any point in your life. Emergency strikes at the least expected moment. There will be no need to pre-terminate investments intended for a future need.

4 **Plan withdrawals.** You need to systematize your withdrawals. One idea is to withdraw 4%-5% of the savings balance and then adjust the amount according to the rate of inflation.

5 **Have a safety net.** At this age, it pays to be safe by allocating the money to much safer instruments like CDs, bonds, and a little exposure to stocks. A lot follow this rule of thumb: Subtract your age from 100. The resulting number is the percentage of investment that can be allocated to higher risk investments like stocks. Even at retirement, there is still a need to grow a little portion of your nest egg. You may consider stocks or mutual funds. Then, invest the rest in bonds and money market.

6 **Control spending.** Discipline is crucial. You need to outlive your money. You should always take a look at your spending and decide how much to withdraw annually from your investments. You should stick to that plan and must not be swayed to spend on unnecessary things. It is best is to follow your budget.

7 **Get good financial advice.** Even at retirement, it pays for you to keep in touch with a trusted financial adviser who can help you plan to ensure that your money does not outlive you.

8 **Rebalance your portfolio.** It is a good idea to rebalance your portfolio regularly as over time, investments may perform differently. This may throw you off from your original allocation. By rebalancing, you can restore your portfolio to your original allocation to meet your goals.

If you are between 55 and 64, you still have the time to boost your retirement savings. Whether planning to retire early, late, or never ever, having an adequate amount of money saved can spell a big difference, both financially and psychologically. The focus should be on catching up and building up.

It's never too late to start saving, but the last decade or so before retirement age can be especially crucial. By that time, you will have a pretty good idea of when you can retire, or still have some time to make adjustments if the need arises. MS

Protect Your Wealth: Strategies for Keeping your Assets and Estate

BY ATTY. MARIA CHRISTINA TIOSECO-PANOTES, RFP®, CPA

We all have different motivations for working and earning as much as we can using our unique skills and talents. A majority of us, if not all, accumulate wealth to be able to enjoy our life and provide a good future for ourselves and our family. Regardless of the size of the estate we accumulate, we know that we cannot take these with us to our graves. We will eventually pass these on to our heirs and other loved ones at the end of our lives.

One of the essential components of wealth management is wealth preservation. We need to ensure that we properly protect our assets so we can enjoy it and later on distribute as much of it to our heirs and loved ones. They are the ones who we want to ultimately benefit from all our hard work.

Whether you are new into financial planning or you already have an estate plan in place, here are some strategies to help you keep your assets and estate protected from the different challenges you would encounter as you grow, accumulate and manage your wealth.

HEDGE AGAINST INFLATION. You may have seen this famous restaurant's old menu where the cost of a whole fried chicken was just 6 pesos in the 60s. The same restaurant now sells their whole chicken for almost 400 pesos. That is 6,666% increase in their price over 60 years. Your 6 pesos today is not even enough to buy you a cone of dirty ice cream. The higher prices we now pay for food, transportation, housing and other items we purchase or consume are the result of inflation.

Inflation is the increase in the prices of goods and services over time. It increases the cost of living while it decreases the purchasing power of each unit of currency. It is often referred to as a silent thief. It robs you of the value of your money if you just save it without maximizing its earning potential.

Keep cash to a minimum. To protect your asset from this silent thief, you have to hedge against inflation. Cash asset should be kept to a minimum. Save just enough to sustain your immediate and emergency needs. Any excess cash should be invested in financial instruments that will give you returns of more than inflation rate.

Look for investments with better returns. There are a wide range of investment instruments you can use to make your money earn more for you. In deciding where to invest your money, you need to consider the following factors: your specific financial goals, the date when you will need to fund your goal, and your risk appetite.

Do due diligence. You also need to do some due diligence work. You have to know and understand the specific investment you are getting into. Remember that the higher the return the higher the risk so do not be enticed by the promise of extremely high returns. Do not entrust your hard-earned money to just any institution. To avoid losing your money to scams deal only with authorized and licensed institutions and individuals whose investment instruments are registered with the proper government regulatory agencies, such as the Securities and Exchange Commission, Insurance Commission and Bangko Sentral ng Pilipinas.

CHOOSE THE RIGHT BUSINESS ENTITY. A lot of Filipinos are now venturing into establishing their own business to pursue their passion. There are at least three basic types of legal entities in which you can conduct your business: sole proprietorship, partnership, and corporation. You need to know the advantages and disadvantages of setting up one over the other to determine which entity is best for your particular business.

Generally, in a sole proprietorship and partnership the owner or partner is liable for the debts and liabilities of the business. While in a corporation, being a separate legal entity from its shareholders, the shareholders are liable for the debts and liabilities of the corporation only up to the extent of the shareholders subscribed shares.

Create a limited liability business entity. To protect your personal assets from business liabilities you need to create a limited liability entity to separate your personal assets from those of your business. This will ensure that liabilities for business activities will be limited to the assets of the entity. The failure to separate your assets could cost you everything when a legal dispute is brought against your business, as your personal assets may be seized to pay for your business liabilities.

GET THE RIGHT INSURANCE COVERAGE. Every day we face a lot of uncertainties. No matter how much we may have prepared, there are things that are not under our control and are bound to affect our desired outcome. Insurance is one great tool to manage the different uncertainties or risks we may encounter as we grow our wealth. There are several kinds of insurance available in the market that provides protection for every possible financial loss.

Insure your properties. You may have heard of a businessman who lost everything to fire that gutted his factory building or a homeowner that now had to rent an apartment because his house burned down. Both individuals failed to insure their properties from the perils of fire and other calamities. This could have been avoided if they took out adequate insurance coverage to protect their properties from these accidents.

Insure yourself. Aside from taking out an insurance for your properties it is of primary importance to protect yourself, the one that produces the income. Illness or disability might occur and this will greatly affect your finances. According to the Philippine Statistics Authority the top three leading causes of death in the Philippines are heart disease, stroke, and cancer. We are all aware that medical care in the Philippines is expensive. A triple cardiac by-pass surgery can cause an average of 1 Million pesos. This can put a dent on your finances if you do not prepare for it. Getting a critical illness and disability insurance can help cover these medical expenses.

Death is a certainty that no one among us can escape. What is uncertain is the manner and time of death. Thus, life insurance is a necessity. It can help fulfill the plans and goals you have for your family and business even after you have passed away. The proceeds of your life insurance can fund the education of minor children or can provide your family the income lost due to your death.

MINIMIZE YOUR TAX BURDEN. **Donate now.** There are several ways to minimize estate tax liability. One strategy is to partially distribute your estate to your intended heirs while you are still alive. Use donation as a tool to transfer your estate. You can gift properties to your loved ones on certain occasions like birthday, graduation, or marriage. Donations amounting to 250,000 pesos or less within the calendar year is exempted from donor's tax. However, make sure you leave enough assets in your control so that you do not end up begging your heirs for money when you need it.

Set up a trust. Establishing a Trust is also a good way of minimizing your estate tax liability. It is similar to donation except that the Trustor, the person who establishes the Trust, delivers his property to a Trustee who will administer and manage the property for the benefit of another called the Beneficiary, the person for whose benefit the trust is created. Trust is a good tool for estate planning especially for those with minor children or heirs that do not have the capacity to manage their own finances. The Trustor should choose a Trustee that will manage the properties well.

Donor's tax is applicable for both outright donation and Trust. The rate for estate and donor's taxes is now the same under the TRAIN law. However, depending on the property, its value will be lesser if given earlier by donation than later through succession as a result of the increase in the market value of the property over time. This is particularly true for real properties.

> "You can gift **properties** to your **loved ones** on certain occasions like birthday, graduation, or marriage. **Donations** amounting to **250,000 pesos** or less within the calendar year is **exempted** from **donor's tax.**"

Use life insurance. Life insurance is another tool you can use to save on your estate tax. You can purchase life insurance and designate your heirs as irrevocable beneficiaries. The proceeds of the life insurance will be exempt from estate tax. You may also purchase life insurance in the amount equivalent to your anticipated estate tax liability to ensure that your beneficiaries will have the needed cash to pay for the estate tax. This way, your estate will remain intact for distribution to your intended heirs. Your heirs will not have to sell any of the properties of the estate and can use the insurance proceeds to pay the estate tax. You get a significant savings because the premium you pay for your life insurance is just a fraction of the amount of insurance proceeds your beneficiaries will get upon your demise.

Get tax amnesty. Take advantage of existing tax amnesties. If your family have properties titled in the name of deceased ancestors or relatives who died on or before December 31, 2017 and whose estates have remained unsettled you may avail of the Amnesty on Estate Tax provided under R.A. 11213. Under the law and its implementing rules and regulations the estate tax rate is 6% on the net estate without interest and penalties and is available only until June 14, 2021.

SEEK EXPERT ADVICE. Protecting your wealth is a very important component of financial planning. You have to seek expert advice from several professional fields to come up with a plan and execute it accordingly. You cannot assume that what your friend or relative did for his assets is also applicable to your particular case. You have different goals and objectives. In financial planning, one size does not fit all so seek guidance from experts. MS

Stock Market 101: Investing in Dividend Stocks

BY JOSEFINO R. GOMEZ, RFP®

When Aesop said, "A bird in the hand is worth two in the bush," I think he was talking about dividends.

The concept of receiving checks for passive income for life can be very inspiring. If this sounds appealing to you, then dividend investing may be for you.

A dividend generally is a distribution of income of a company to its shareholders. Corporations give dividends to reward investors. They may be in the form of cash, property, stocks, or all of them. Cash dividends are cash payouts of the corporation to its stockholders. Property dividends are assets given by the company to its stockholders, such as the product it sells, or any divisible asset it owns. Property dividends given are oftentimes shares of its subsidiaries.

Stock dividends are additional shares of stocks given by the company to the stockholders. Issuing stock dividends is a way to signal that a company is reinvesting its income. Investors may decide to hold these shares or sell them in the market to be converted to cash.

Some mutual funds and trust funds are also not allowed to buy non-dividend paying stocks. Because of this, companies try to pay out even a small amount of dividends to be eligible to be part of the funds investible asset.

There are generally two types of shares. One is common shares and the other is preferred shares. Preferred shares usually pay a fixed rate of stated dividends. For this article, we will be talking about dividends from common shares.

Investors buy stocks that pays dividends for a variety of reasons. Some buy them to receive a decent return while waiting for the share prices to go up. An investor doesn't need to sell dividend-paying stocks just to get cash. He only needs to wait for the periodic payout. Because of this, studies show that dividend-paying stocks tend to be less volatile than non-dividend paying stocks as investors can actually afford to hold it during volatile times. A type of investor that will greatly benefit are retirees. Retirees would need dividends for meeting their regular cash flow needs and they would still need a bit of growth in their portfolio to sustain them over their retirement period.

Companies that pay dividends normally means it is profitable. It also signifies a good level of liquidity and a positive financial health. Not all companies though may pay dividends. High growth startup companies may be better off not paying any cash dividends and should rather reinvest their income. Mature companies are more likely to pay a higher dividend as their growth slows down and capital investment requirements goes down.

FINDING GOOD DIVIDEND STOCKS

So how do you find a good dividend stock?

1 Use an online screener. Online screeners can be used to find undervalued stocks and will certainly help you in screening dividend stocks. You can start looking for high dividend yield stock. This is just the first step. You still need to further research on the high yielding stocks. Not all high dividend yield stocks are good investments. If you come across some stocks that gives out a high dividend, you'll need to check whether it is a one-time payment or a recurring one. If it's a regular dividend, you should check whether it is sustainable or if the company is undergoing any current problems. The formula of the dividend yield is annual dividends per share/stock price.

❷ **Do your research.** You should research on these high dividend yield stocks and look at the historical income and dividends. What you want to see is a consistent growth in both earnings per share and dividend per share. If the stock is newly listed, you also want to see their dividend policy. This will give you an idea how much dividends you would receive in the future.

❸ **Look at the payout ratios.** A payout ratio of 50% or less is generally a good sign that the company is earning enough to pay out dividends and it is leaving enough to reinvest in the company to grow it. Companies that pay out all of its earnings might signal that it does not see any growth area in the business that would need investing.

❹ **Check the debt ratios.** You also want to see that the debt of the company is not growing more than needed. Comparing debt equity ratios will be useful. You want to make sure that dividends are from earnings and not from borrowings.

❺ **Review the return on equity (ROE).** ROE is also useful to be able to see if the returns on capital are increasing or at least stable. Lower ROE may mean less income or more capital needed to increase net income. More capital that is needed to sustain ROE could mean lower dividend payouts.

> “Online screeners can be used to find undervalued stocks and will certainly help you in screening dividend stocks. You can start looking for high dividend yield stock.”

There are two very important dates you have to remember in dividends investing:
Ex-date: the cutoff date where an investor loses the right to the declared dividend. So in order to be qualified for a dividend, you have to buy it before the ex-date.
Payment date: the date where you will receive the dividends.

Another way to get exposed to dividends is to buy dividend funds or dividend ETF funds. You can also buy REIT (Real Estate Investment Trust) funds. Hopefully, we'll have our country's very own listed REIT funds soon.

Other things to consider in creating your dividend portfolio are:

Focus on solid companies that historically increase their dividends. Solid companies have an easier time of paying consistent dividends.

Choose the quality of the dividends over quantity. Not all high dividend payout is sustainable.

Look for growth potential. One bird in the hands is good, but if it doubles every three or five years, then it's even better. Look for growing dividends supported by growing income.

Diversify your dividend stocks into different industries or sectors.

Learn to hold or fold. You have to learn to cut your losses if the company fundamental changes.

Some good characteristics of a dividend stock are as follows:
- It has payout ratio of 50% or less
- It pays around 2% to 6% yield.
- It has positive earnings with no losses.
- It has a track record of increasing income and dividends.

A company that consistently increases its income and its dividends will usually see its stock price also go up over time.

Below are some examples:

EXAMPLE 1: SM PRIME HOLDINGS INC. (SMPH)

Year	EPS (Earnings per share)	Dividends per share	Price per share at year end
2014	0.64	0.19	17.04
2015	0.98	0.21	21.70
2016	0.82	0.23	28.35
2017	0.95	0.26	37.50
2018	1.11	0.35	35.80

In Example 1, SMPH a big cap stock and a very liquid one has an EPS of P0.64 in 2014 which increased to P1.11 in 2018. Dividend increased from P0.19 to P0.35. Its price more than doubled from P17.04 to P35.8 over that time.

EXAMPLE 2: PLDT (TEL)

Year	EPS (Earnings per share)	Dividends per share	Price per share at year end
2014	157.51	185	2,906
2015	101.85	152	2,060
2016	92.32	106	1,365
2017	61.61	76	1,480
2018	87.28	64	1,125

In Example 2, TEL, another PSE index member and also a liquid one started with an EPS of P157.51 and ended at P87.28. Its started paying a dividend of P185 per share in 2014, but as its income decreased so has its dividends. It paid only P87.28 in 2018. The price also decreased from P2,906 to P1,125.

EXAMPLE 3: ASIAN TERMINALS INC. (ATI)

Year	EPS (Earnings per share)	Dividends per share	Price per share at year end
2014	0.95	0.35	11.80
2015	0.88	0.41	11.70
2016	0.95	0.41	10.56
2017	1.24	0.43	11.82
2018	1.44	0.45	13.88

If you think that it only applies to liquid and well-known companies, Example 3 shows you otherwise. ATI had an EPS of 0.95 in 2014. By 2018, it grew to 1.44. Dividends also increased from 0.35 to 0.45 per share. Its price therefore increased from 11.80 in 2014 to 13.88 in 2018.

Source: Technistock

Can you now see the connection between EPS, dividends per share, and stock prices? This could be what Benjamin Graham meant when he said that the stock market is a voting machine in the short run but a weighing machine in the long run.

As we have presented above, buying and holding a company that pays increasing dividends due to increasing earnings can be a good investment strategy. Investors get a portion of the company's earnings while at the same time getting good future capital gains. The longer you hold a consistently growing company, the lower your risk over time and the greater your return. As Warren Buffett puts it, time is the friend of the wonderful company and the enemy of the mediocre.

Dividend investing can be a great way to generate income and to grow your portfolio over a long time horizon. And if you add on to your investments regularly or simply reinvest the dividends, even a small amount of investment could turn into a large nest egg due to the power of compounding and the passage of time.

Real Estate 101: Retirement Villages

BY RICHARD THADDEUS CARVAJAL, RFP®

Do you believe in life after…work?

Every working professional across the world, especially those who are facing the curtain call of their career stage gets to answer this question. Let's face it: we Filipinos love to talk about retirement. Even before we landed our first job and started to work on our professional journey, the idea of life after work has already slipped out of our minds somehow.

All of us want to have that ultimate sigh of relief.

Imagine this: sitting by the beach, or on the lawn, watching your favorite TV show or movie, reading a book, or maybe socializing with a community of your liking. Away from stress, from the pressure of coping up, for good. That's what the ideal retirement plan looks like. And anybody who's worked hard enough more than half of his or her life dreams of achieving such living setup.

BUT HOW DO YOU GET THERE? The tough pill to swallow is one where the means to get there comes into question. Not everyone has the same future, and there's no complete luxury retirement package that comes on a silver platter for every single person, not if you have spent a long period planning and working towards it.

Now that may seem like such a chore to do, when all you really want is to relax and settle in a customary lifestyle. But there is more to retiring than simply shutting off from work, or staying in the same house you grew up in. You can't really live the life you love if you didn't at least take a day or two thinking about it in reality.

Luckily in the Philippines, we have an abundance of options for places ideal for retirement. While all retirees are given the freedom to choose a place of their preference, it won't hurt to explore other options for retirement other than the corners of your home.

You can choose to live your life in a retirement village.

WHAT IS A RETIREMENT VILLAGE? Otherwise known as retirement homes, retirement villages are large-scale developments that are built for the purpose of housing the elderly. These villages are typically composed of over a hundred properties that come in varying types, from houses to apartments, or even condominium units.

Intended to capture the essence of relaxation and peace of mind that retirees yearn for, retirement villages are normally located in rural areas where there is no hustle and bustle. The living setup in these villages center on the idea of developing a sense of community and a leisurely lifestyle, as occupants are given access to a multitude of facilities like clubhouses, pools and restaurants, as well as a wide range of social activities.

DO THESE VILLAGES OFFER MEDICAL SUPPORT? While the enjoyment of life after retirement is something you most look forward to, healthcare and medical support should be the top priority.

Real estate properties in retirement villages are generally designed for independent living, but there are those that are equipped with services that could cater to people who need extra care and support. Some retirement villages have onsite medical staff and services that can offer door-to-door help, while some have a center or hub that serves as a separate care home.

That is why in choosing a place to retire, in this case a retirement village, it's important to consider whether or not there is a good access to medical or personal care.

ARE THERE RETIREMENT VILLAGES IN THE PHILIPPINES? Living in a retirement home used to be a Western concept that we Filipinos didn't adapt to until the coming of the 21st century. As the country's economic and social standing developed through time, so did the living conditions and citizen aspirations, thus the creation of retirement villages. So yes, there are a lot of developments in the Philippines that are dedicated for retirement, particularly in areas where a good mix of rural and urban living resides.

Cebu, Tagaytay, and Cavite are among the notable spots deemed perfect for retirement for Filipinos and foreigners alike. Being the home of beautiful and scenic tourist spots and one where a friendly, cooperative community is honed, the Philippines is one of the best countries to retire in terms of sustainable living, according to the 2018 Annual Global Retirement Index where the country ranks 25th.

In fact, there has been an increasing number of foreign citizens who choose to retire in the Philippines, and so the demand for retirement villages has started to pick up. Such trend is influenced by a number of factors:

Cost of living. Compared to highly developed countries like the United States, Japan, or the UK, the cost of living in the Philippines is relatively lower. And so foreign retirees would be more enticed to stay in a place where they get to do much with their retirement money without worrying about the living expenses too much.

Ease of communication. The Philippines is among the top countries in Asia with a high competency level in speaking English, the universal language, which explains why foreigners don't find it hard to socialize with the citizens.

Sense of belongingness. Filipinos are known for having a distinct and strong sense of familiarity and hospitality, making it easier for foreign nationals to call the Philippines their 'second home.' Living life in a retirement village isn't a life lived in solitude because of the citizens' welcoming and reassuring spirit.

HOW CAN FOREIGNERS RETIRE IN THE PHILIPPINES? Like migrating into another country or working abroad, a foreigner who wishes to retire in the Philippines would need to have a special visa to do so, which is the Special Resident Retiree Visa (SRRV). This visa is offered by the Philippine government to legalize a retired or semi-retired foreign national's stay in the country that comes with a host of benefits. Although the stay is indefinite, SRRV holders can still benefit from multiple entries, some tax exemptions, conversion of deposits to investments, entitlement to incentives, discounts, and a lot more.

Of course, foreigners applying for this visa should meet the corresponding requirements and qualifications. The applicant should be at least 35 years old without any criminal record and should meet the medical standards and investment requirement.

The pros and cons of retirement villages

PROS

Community-based living. Living in a retirement village means that you get to be surrounded by a community. So, the fear of 'living alone' will surely be at bay. Aside from the amenities and establishments, you get to take part in engaging activities that promote friendly living.

Home and family visits. The idea of living in a different home may sound too solitary for most retirees. But get this: just because you don't live with your family anymore doesn't mean you're living in solitary. Most retirement villages have guest suites and extra rooms that family members or friends can occupy, so you're still very much in touch with your loved ones.

Facilities. Of course, one of the main perks of living in a retirement village is the number of social and leisure facilities you can use for free. This is part of the 'luxury lifestyle' that these villages offer, which is also included in your monthly or annual payment.

Security. Because you're living within a community, such setup may be more secure than choosing to live alone. Like gated subdivisions, retirement villages have more peaceful surroundings, and are less susceptible to harmful circumstances because of tight security.

CONS

Limits and restrictions. As I've said, not all retirement villages follow the same scheme when it comes to the medical support given to their occupants. Although not many in the Philippines, there are retirement homes that focus on leisure more than medical features, which shouldn't be the case if you're thinking long-term. You'd hear this often in a Filipino household, but 'health is wealth' is something that shouldn't be neglected, especially when you're up for retirement.

Private funding. In acquiring a property in a retirement village, one must do it through private funding. Most retirement village properties are not eligible for public funding, which means that the house or apartment you're planning to occupy should be bought or rented privately.

Cost and charges. Essentially, you would pay more for a luxury setup. But other than that, maintenance and repair of communal areas or the home itself can also be stacked on top of your payment obligations. These costs can get stressful when they pile up without you noticing it. So always be keen to keep an eye on the total cost and charges.

It's never too early to plan for your retirement, particularly where and how you want to do it. The best retirement plan is one that is planned with all the aspects considered. Whether you choose to spend your life after work simply in your house, or in a retirement village, it's best to think beyond the horizon, explore the choices you have, and make the perfect decision. MS

"It's never **too early to plan** for your **retirement**, particularly where and how you want to do it. **The best retirement plan** is one that is planned with all the aspects considered. Whether you **choose to spend your life after work** simply in your house, or in a retirement village, **it's best to think beyond the horizon**, explore the choices you have, and make the **perfect decision.**"

The Best Winter Cruises

BY EXCEL V. DYQUIANGCO

While many opt to travel during the summer months because of its nice and comfortable weather, there are those who choose to see the world during the time of snow and fleet. Especially so when they decide to go on a winter cruise, then they discover unique destinations that ignite the senses.

But with many winter cruises available in the market these days, which one to take? Here is a lowdown on the Best Winter Cruises you and your family can hop into.

NORTHERN LIGHTS CRUISES. Perhaps one of the most popular cruise destinations, the Northern Lights can be viewed anywhere in the far northern hemisphere, including northern England and Scotland. This celestial phenomenon also known as aurora borealis is best experienced during winter months from September to early April where you can see the merging of dawn and twilight, and the shifting of colours.

Cruise Ship: Consider booking with Viking Ocean's 13-night "In Search of the Northern Lights" cruise that begins from London to Bergen, Norway and vice-versa ($4,999 per person); or Hurtigruten's 12-night "Northern Lights," roundtrip from Bergen ($1,575 per person).

Booking Tip: Visit the Northern Lights during the autumnal equinox, so book early around mid-March for a winter cruise.

GREENLAND AND BAFFIN BAY CRUISE. With majestic icebergs and rare polar bears, Baffin Bay – which separates the province of Nunavut, Canada and Greenland – promises a breathtaking view of the Arctic landscapes. While on the ship, you can also learn more about the Inuit culture and the tundra traditions.

Cruise Ship: There are two choices when travelling to Baffin Bay. Either take the the Ponant's 13-night "Baffin Bay Secrets" sailing, roundtrip from Kangerlussuag, Greenland aboard Le Boreal (from $15,610 per person) or the Lindblad Expeditions' 18-night "Exploring Greenland & Canada," from Reykjavik to Kangerlussuag aboard National Geographic Explorer (from $16,700 per person).

Booking Tip: Simply put, travelling to Greenland and Baffin Bay can be costly so better to book early and find the best bargains online.

BELGIUM AND NETHERLANDS TULIP TIME CRUISE. Going on a Belgium and Netherlands Cruise on winter days also allows you to witness the blooming of the hyacinths, tulips, and daffodils. In addition, you can also view the top landmarks and cities, enthralling destinations that can bring alive your senses.

Cruise Ship: Get aboard the MS Royal Emerald ($1,299 per person) or the Vista or Artistry II ($2,198 per person), roundtrip from Amsterdam.

Booking Tip: To get the best deals on a Belgium and Netherlands cruise, book the first one or two seasons in mid or late March. The flowers may not have fully bloomed yet, but you can be sure that your wallet is blooming in savings.

"Visit the **Northern Lights** during the **autumnal equinox**, so **book early around mid-March** for a winter cruise."

> “Like any other cruise lines, **these ones also offer special promotions** such as **onboard credits** or **free air fare.** Try to search for these and make sure that you book early.”

CARIBBEAN CRUISE. Apart from the Northern Lights, cruising the Caribbean is perhaps one of most popular journey to boot. With temperatures that stay between 24°C and 29°C all year round, this destination holds much promise, especially when you visit Barbados which is big on shopping and high-end boutiques; Aruba, Sta. Lucia and Antigua that houses a famous volcano and Antigua's 365 beaches. Don't miss stepping foot at the Nelson's Dockyard National Park which is an English harbour that was once the home of a British fleet.

Cruise Ship: If you are a fan of any Disney character, why not sail through the Disney ships that come from various ports such as Barbados, Jamaica and St. Lucia ($1,019)? Interestingly, most of these ships stop at Castaway Cay - the private line of the cruise ships in the Bahamas – where you can snorkel or swim at the beach.

Booking Tip: Instead of booking on your own, use a travel agent to tell you the best deals. The agent can present you with several choices which are according to your needs.

ALASKA INSIDE PASSAGE CRUISE. What better way to see Alaska's marine life is when you decide to cruise during the winter months? You'll get to see its natural beauty and experience brisk nights and temperatures that are way cooler than you can imagine. While cruising, you can also visit the Alexander Archipelago, a group of over 1,000 coastal islands that bob in the calm Alaskan waters.

Cruise Ship: Choose from the seven-night "Alaska Cruise" roundtrip from Seattle ($899 per person) or the seven-night "Alaskan Cruise" from Vancouver, British Columbia to Anchorage, Alaska via the Royal Princess ($679 per person).

Booking Tip: If you are looking at a December cruise, book from January to March where you can get the best deals and save tons of money.

EUROPEAN CHRISTMAS MARKET RIVER CRUISE. If you are looking to see Christmas come alive in Germany and France or even in the stately capitals of the Danube in Austria and Hungary, book for this European Christmas River Cruise as early as November. Not only is the weather cooler than most but the environment is festive with lights, sounds and merriment. You can do this host of activities such as sipping hot mulled wine and shopping for locally-made handicraft items.

Cruise Ship: Go aboard the U by Uniworld's seven-night "Dashing Through the Danube" from Budapest to Regensburg ($1,799 per person) and AmaWaterways' seven-night Magical Christmas Markets from Nuremberg to Vienna ($2,599 per person).

Booking Tip: Book at least eight months before your trip but sometimes, deals are available on a last-minute basis in September and October.

ANTARCTIC PENINSULA CRUISE. A bit of a warning, though: it is quite expensive when you cruise the seventh continent in the world, Antarctica. Aside from seeing penguins and blue icebergs, the cruise takes you to the Antarctic Peninsula from Ushuaia, Argentina in the months of November to March, and the weather is as chilling as it can get.

Cruise Ship: Take the Ponant ($10,200 per person) or the Silversea ($12,150 per person) roundtrip from Ushuaia.

Booking Tip: Look at the South America itinerary that traverses the Antarctic Peninsula, as well as the Shetland Islands and the Falkland Islands. This cruise cost below $2,000 per person.

ICELAND CIRCUMNAVIGATION. Iceland never gets hot—even during the hottest month—o cruises during the winter season can give you an up close and personal experience with the glaciers and the volcanoes, and even the geothermal wonders. This is one cruise that you surely won't want to miss out on, simply because the climate is ideal for travellers.

Cruise Ship: Check out Windstar's "Around Iceland" ($4,599 per person) or Azamara Club's "Iceland Intense Voyage" ($5,199 per person) aboard the new Azamara Pursuit.

Booking Tip: Like any other cruise lines, these ones also offer special promotions such as onboard credits or free air fare. Try to search for these and make sure that you book early.

CHILEAN FJORDS AND SOUTHERN PATAGONIA CRUISE. South America is always on everyone's mind so a trip around the Chilean Fjords and the Southern Patagonia is a dream come true. Around December to March, the winds are chilly, thanks to the glaciers, the cascading waterfalls and mists that cover the water passageways. There are some cruise lines that cover Punta Arenas, Puerto Montt or Ushuaia.

Cruise Ship: Choose either the "Argentina and Chile Cruise" ($2,099 per person) from Buenos Aires to Chile or the "South America Passage" which takes you to the same route ($1,699 per person).

Booking Tip: Cruising on small ships can get you deeper into the fjords but can cost you an arm and a leg. Larger ships, meanwhile, are not that expensive but can bring you to the ports of Patagonia, and other South American cities. So you need to choose wisely. MS

G2E ASIA @ THE PHILIPPINES DEBUTS, LAUNCHING NEW OPPORTUNITY FOR THE ASEAN GAMING MARKETS

MANILA – G2E Asia @ the Philippines, the newest addition to the Global Gaming Expo (G2E) Asia series of events, makes its official debut December 3-4, 2019 at the Manila Marriott Hotel. The Philippines show is supported by the Philippine Amusement and Gaming Corporation (PAGCOR) and will comprise of an expo, educational conference, and networking opportunities.

"We're excited to expand the G2E Asia brand with this new expo in the Philippines, bringing new opportunities for growth and innovation to the Association of Southeast Asian Nations (ASEAN) emerging markets, including the Philippines, Singapore, Thailand, Malaysia, and Indonesia, gaming-entertainment industry," said Josephine Lee, chief operating officer of Reed Exhibitions Greater China.

Philippine Amusement and Gaming Corporation (PAGCOR) Chairman and CEO Andrea Domingo added, "It is an honor for the Philippines to host this globally renowned event as it reflects the region's exciting and upward growth in gaming and entertainment, while supporting our work to preserve the integrity of the industry."

Featuring nearly 100 exhibitors and sponsors, G2E Asia @ the Philippines will offer exhibitors an effective platform to grow brand awareness. The conference program will provide visitors an industry-exclusive education lineup featuring renowned leaders and influencers, centering around the themes of "ASEAN Market Perspectives: Opportunities and Threats" and "Beyond Gaming."

G2E Asia @ the Philippines will offer ample networking opportunities with gaming operators in the Philippines and neighboring emerging ASEAN markets. While on-site, visitors can utilize the G2E Asia Matchmaking Program, which provides pre-arranged and customized, one-on- one business matchmaking meetings to further maximize time and return on investment. This year's offerings also include:

- The G2E Asia @ the Philippines Product Awards and Gala Dinner will take place the evening of Dec. 3. The awards will recognize excellence and the most popular products in gaming and entertainment among the exhibits. All registered visitors will be eligible to vote for the awards.
- Segmented Industry Networking Events will comprise a series of small, interactive, and industry-specific gatherings. This year's offerings include table game and slots networking, together with gaming investment networking or "GIN," a tailored platform for companies to present new projects to investors.
- The Gaming Executives' Reception is an invitation-only cocktail event for the industry's most prominent stakeholders, offering senior executive networking opportunities and brand exposure at the highest level.

For further information or enquires about G2E Asia @ the Philippines, please visit G2EAsiaPhilippines.com.

ABOUT G2E ASIA. G2E Asia is the international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association and Reed Exhibitions, G2E Asia, held annually in Macau made its debut in 2007, establishing itself as the preeminent show for the Asian gaming-entertainment industry. www.g2easia.com MS

Sabrina Hu | T: +86-755-2383-4527 | E: sabrina.hu@reedexpo.com.cn

SUN LIFE CEO NAMED PLIA PRESIDENT

SUN LIFE Philippines CEO & Country Head Benedict Sison has been named the new president of the Philippine Life Insurance Association (PLIA).

Sison succeeds Troo President and CEO Hanz Loozekoot, who will be taking on a regional position as Ageas' Chief Business Development Officer in Asia.

Sison has been with Sun Life since 2010, handling the overall financial leadership initially for its Philippine businesses, then later for Sun Life Asia and its subsidiaries in Hong Kong, China, Indonesia, Malaysia, Philippines, Vietnam, and India. After a three-year stint in Hong Kong, Sison returned to Sun Life's Philippine office in 2015, this time expanding in scope to include strategy, actuarial, and digital transformation, among others.

PLIA General Manager George Mina expressed confidence that Sison will help steer the life insurance industry toward greater sustainability and development. "With his excellent track record and passion for the industry's mission, Benedict will surely be an asset to our organization," he said.

Meanwhile, Sison thanked PLIA for the opportunity to contribute to the industry. "It's an exciting time to be in the insurance business. With the increasing financial literacy of Filipinos and with digitalization paving the way for more opportunities, there are many exciting possibilities we can pursue," he said. "I look forward to working hand in hand with PLIA member companies and other stakeholders to reinforce our industry's purpose."

PLIA is the association of life insurance companies in the Philippines. Currently with 30 member-companies, it aims to promote the growth of the life insurance industry in the Philippines so it may contribute to the socioeconomic development of the country. MS

Mariquit Lintag | Mobile no: +63928-5050088 | Email: mlint@sunlife.com

CONNECT WITH SUN LIFE FINANCIAL

ABOUT SUN LIFE FINANCIAL. Sun Life is a leading international financial services organization providing insurance, wealth, and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia, and Bermuda. As of June 30, 2019, Sun Life had total assets under management of $1,025 billion. For more information, please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE), and Philippine (PSE) stock exchanges under the ticker symbol SLF.

Note to editors: All figures in Canadian dollars

ONLINE SPEND IN SOUTHEAST ASIA TO OUTPACE THE GROWTH OF DIGITAL CONSUMERS BY A FACTOR OF 3: FACEBOOK AND BAIN STUDY

Online spend in Southeast Asia to outpace the growth of digital consumers by a factor of 3: Facebook and Bain study

New study highlights 'discovery' as a key driver of growth for businesses looking to succeed in the world's fastest-growing digital economy

APPENDIX ONLY

Visual references for data points:

1. Growth in digital consumers (2017 vs 2018)

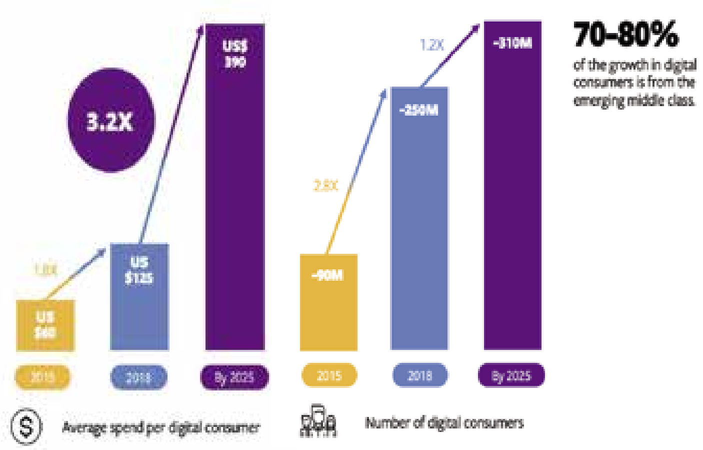
Note: Digital consumers are those who purchased at least one of the categories in the past year: Consumer electronics and accessories; household appliances and furnishings; clothing, footwear and accessories; personal care and beauty; toys and baby care; groceries and food delivery; airline tickets and accommodation; and gaming apps and music

Source: Estimates from: "Passport: Economies and Consumers Annual Data" by Euromonitor International, Jul 2018; "Forrester Analytics: Online Retail Forecast, 2018 to 2023 (Southeast Asia)", by Forrester, Dec 2018; "Digital 2019" by Hootsuite, Jan 2019; "Southeast Asia Digital Consumer Survey" by Bain & Company, June 2015; "Southeast Asia Digital Consumer Survey" by Bain & Company, Jan 2017; "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019.

MANILA – G2E Asia @ the Philippines, the newest addition to the Global Gaming Expo (G2E) Asia series of events, makes its official debut December 3-4, 2019 at the Manila Marriott Hotel. The Philippines show is supported by the Philippine Amusement and Gaming Corporation (PAGCOR) and will comprise of an expo, educational conference, and networking opportunities.

"We're excited to expand the G2E Asia brand with this new expo in the Philippines, bringing new opportunities for growth and innovation to the Association of Southeast Asian Nations (ASEAN) emerging markets, including the Philippines, Singapore, Thailand, Malaysia, and Indonesia, gaming-entertainment industry," said Josephine Lee, chief operating officer of Reed Exhibitions Greater China.

2. Growth in online spend vs number of digital consumers



Source: Estimates from: "Economies and Consumers Annual Data" by Euromonitor International, Jul 2018; "Forrester Analytics: Online Retail Forecast, 2018 to 2023 (Southeast Asia)", by Forrester, Dec 2018; "Digital 2019" by Hootsuite, Jan 2019; "Southeast Asia Digital Consumer Survey" by Bain & Company, June 2015; "Southeast Asia Digital Consumer Survey" by Bain & Company, Jan 2017; "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019.

3. The discovery generation in Southeast Asia and their behaviour

Source: "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019

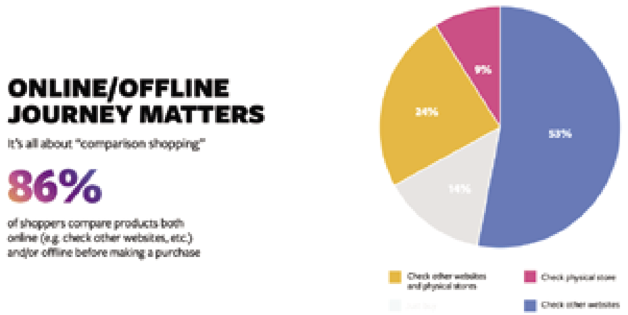
Philippine Amusement and Gaming Corporation (PAGCOR) Chairman and CEO Andrea Domingo added, "It is an honor for the Philippines to host this globally renowned event as it reflects the region's exciting and upward growth in gaming and entertainment, while supporting our work to preserve the integrity of the industry."

Featuring nearly 100 exhibitors and sponsors, G2E Asia @ the Philippines will offer exhibitors an effective platform to grow brand awareness. The conference program will provide visitors an industry-exclusive education lineup featuring renowned leaders and influencers, centering around the themes of "ASEAN Market Perspectives: Opportunities and Threats" and "Beyond Gaming."

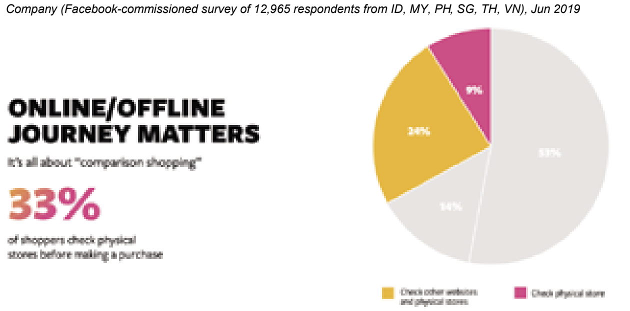
G2E Asia @ the Philippines will offer ample networking opportunities with gaming operators in the Philippines and neighboring emerging ASEAN markets. While on-site, visitors can utilize the G2E Asia Matchmaking Program, which provides pre-arranged and customized, one-on- one business matchmaking meetings to further maximize time and return on investment. This year's offerings also include:

4. Digital consumers are shopping across platforms

Source: "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019

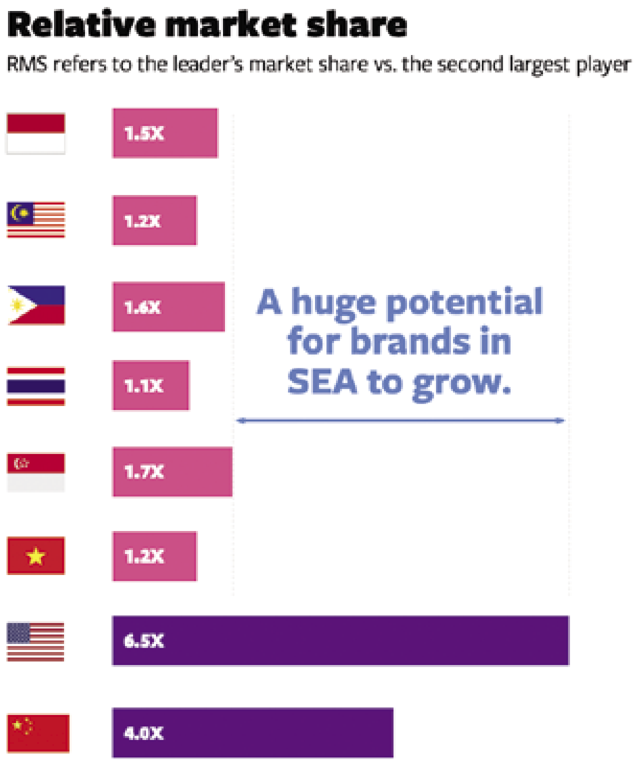


Source: "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019



Source: "Riding the Digital Wave: Capturing Southeast Asia's Digital Consumer in the Discovery Generation" by Bain & Company (Facebook-commissioned survey of 12,965 respondents from ID, MY, PH, SG, TH, VN), Jun 2019

5. There is immense potential to build brand loyalty and growth in Southeast Asia



Source: Bain & Company analysis based on proprietary e-commerce market model

- The G2E Asia @ the Philippines Product Awards and Gala Dinner will take place the evening of Dec. 3. The awards will recognize excellence and the most popular products in gaming and entertainment among the exhibits. All registered visitors will be eligible to vote for the awards.

- Segmented Industry Networking Events will comprise a series of small, interactive, and industry-specific gatherings. This year's offerings include table game and slots networking, together with gaming investment networking or "GIN," a tailored platform for companies to present new projects to investors.

- The Gaming Executives' Reception is an invitation-only cocktail event for the industry's most prominent stakeholders, offering senior executive networking opportunities and brand exposure at the highest level.

For further information or enquires about G2E Asia @ the Philippines, please visit G2EAsiaPhilippines.com.

ABOUT G2E ASIA. G2E Asia is the international gaming trade show and conference for the Asian gaming industry. Organized by the American Gaming Association and Reed Exhibitions, G2E Asia, held annually in Macau made its debut in 2007, establishing itself as the preeminent show for the Asian gaming-entertainment industry. www.g2easia.com MS Sabrina Hu | T: +86-755-2383-4527 | E: sabrina.hu@reedexpo.com.cn

CLOUDERA EMPOWERS BANKS IN ASIA PACIFIC TO COMBAT FINANCIAL CRIMES

SINGAPORE – Cloudera, Inc., (NYSE: CLDR), the enterprise data cloud company, today announced that more than half of the 30 largest banks in Asia Pacific (excluding state-owned banks in China) have chosen Cloudera to enhance their data strategy to accelerate digital transformation, improve customer experiences, and meet regulatory and compliance requirements. Cloudera also counts eight of the top 10 largest banks in Southeast Asia[1] as customers.

With 75% of companies[2] in the Asia Pacific region falling victim to financial crime over the past 12 months, the pressure is on for financial institutions to rely on data, analytics, machine learning and AI technologies to capitalize on the information needed to combat financial crime. Given the complexity and variety of financial and sensitive customer data, many financial institutions have also transitioned to Cloudera's cloud-agnostic platform that is optimized for the scale and complexity of the data that the industry demands.

"Financial crime is one of the greatest challenges for banks as it not only causes monetary losses but also adversely affects reputation and customer relationships," said Mark Micallef, Vice President of Asia Pacific and Japan, Cloudera. "Criminal networks are becoming increasingly creative and ready to exploit any opportunity inside or around the edges of business operations. As the need to overcome the siloed and overwhelming data landscape increases, financial services institutions have to adopt innovative approaches to better leverage data and analytics and protect themselves from known and unknown threats, while keeping up with regulatory changes. We are proud to be chosen by top banks in the region to help them make insights-driven decisions to secure their organizations as they grow."

BANK RAKYAT INDONESIA. PT Bank Rakyat Indonesia (Persero) Tbk (BRI) is one of the largest state-owned banks in Indonesia which engages in the provision of general banking services. It built a big data platform that is powered by Cloudera Enterprise to analyze the massive amount of customer data it gained over the years. This enabled it to analyze five years' worth of historical data and use the derived insights to drive more sales through targeted cross-selling and upselling.

BRI also used Cloudera Data Science Workbench to develop a machine learning model for fraud detection. The new system will process and detect fraud in real time by highlighting anomalies found in the stream of events coming from multiple customer touchpoints such as ATMs and internet banking portals.

"As customers are changing the way they bank and given the sophisticated nature of fraud, banks need to leverage data and take a new approach to grow and protect their business," said Indra Utoyo, Director of IT and Operations, BRI. "Cloudera's scalable, secure, and compliant platform allows us to gain a comprehensive view of customers, enabling us to continually address their ever-changing demands as well as offer services to the underserved in Indonesia. The new platform also enables the use of machine learning to enhance our fraud detection capability, which will help address the mounting concerns around data security."

UNITED OVERSEAS BANK. United Overseas Bank (UOB) is a leading bank in Asia with a global network of more than 500 branches and offices in 19 countries and territories in Asia Pacific, Europe and North America. Working with Cloudera, UOB built an enterprise-wide big data platform from which its analytics teams can access relevant and quality data to improve business processes and develop new solutions based on artificial intelligence and machine learning. For example, to help in the fight against financial crime, one of the machine learning solutions enabled UOB's analysts to reduce false positives of suspected money laundering transactions by 40%.

"At UOB, the use of machine learning and data analytics are now core components of our approach to detecting and preventing money laundering," said Richard Lowe, Chief Data Officer, UOB. "Our collaboration with Cloudera has enabled us to develop solutions that are sharper in identifying patterns and linkages that might signal suspicious transactions and in predicting suspicious activities more accurately."

YES BANK. YES BANK is India's fourth largest private sector bank with a pan-India presence across all 29 states and seven Union Territories of India. By deploying Cloudera Enterprise, the bank is able to develop customized campaigns for customers throughout their customer journeys. The solution also allows the bank to use machine learning and predictive modeling to transform existing processes to detect fraud faster.

"Cloudera empowers us to become an insights-driven organization," said Anup Purohit, Chief Information Officer at YES BANK. "With Cloudera Enterprise, we can mine large volumes of data from financial transactions and create machine learning algorithms. The combination of those capabilities ultimately allows us to grow the business by offering differentiated digital experiences to our customers, while keeping risks to a minimum." MS

Hui Ting Ong | press@cloudera.com | +(65) 68175279 | Cloudera, Inc. | http://www.cloudera.com

ADDITIONAL RESOURCES. For more information about Cloudera's Financial Services Solutions, please visit https://www.cloudera.com/solutions/financial-services.html

ABOUT CLOUDERA. At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. Cloudera delivers an enterprise data cloud for any data, anywhere, from the Edge to AI. Powered by the relentless innovation of the open source community, Cloudera advances digital transformation for the world's largest enterprises. Learn more at Cloudera.com.

Cloudera and associated marks are trademarks or registered trademarks of Cloudera, Inc. All other company and product names may be trademarks of their respective owners.

[1] Source: https://en.wikipedia.org/wiki/List_of_largest_banks_in_Southeast_Asia
[2] Source: https://www.straitstimes.com/business/companies-markets/financial-crimes-hit-82-of-spore-firms-in-past-year-report

THE 8TH FINANCIAL ADVISORS CONGRESS

THE Registered Financial Planner Philippines has always been grateful for the continuous support of MoneySense for Financial Advisors Congress. As this event marks the eighth year of the annual conference, MoneySense once again agreed to be one of our sponsors. The conference was held last October 19, 2018 at JY Campos Hall Bayanihan Center Kapitolyo Pioneer St. Pasig City

Days before the event, MoneySense was included in posters, email blasts and social media/website postings tagged as one of the event's sponsors/partners.

On the day of the event, a table MoneySense was set up inside the venue to display their services. The company was also acknowledged live on stage three times throughout the event.

This is a screenshot from the conference website

Apart from the live acknowledgement, a logo of the company was also included in a video loop that was played before and after the event.

MoneySense will later be mentioned at the post-event press release that will be included in the monthly newsletter that will be disseminated to all RFP Members.

Five Hundred professionals comprising of financial planners and analysts from different companies attended this year's Financial Advisors Congress.

The 8th Financial Advisors Congress is more than an annual gathering of all members of Registered Financial Planners Philippines as this also aims to highlight expanding opportunities in wealth management and investment opportunities. MoneySense' involvement truly made this year's congress an extra special celebration. MS

UOB ASSET MANAGEMENT AND VALUE3 ADVISORY TO LAUNCH AI-ENABLED CREDIT RATING PLATFORM IN ASEAN FOR MORE EFFECTIVE BOND INVESTMENTS

SINGAPORE – UOB Asset Management Ltd (UOBAM) and Value3 Advisory Pte. Ltd. (Value3)[1], a financial technology (FinTech) start-up, today announced their collaboration to launch an artificial intelligence (AI)-enabled credit rating, research and reporting service in ASEAN. Through their collaboration, both organisations aim to help bond investors obtain credit insights in real time so as to make more effective investment decisions. UOBAM will also harness AI to enhance the market research and insights capabilities of its fixed income team.

UOBAM will combine its regional investment expertise with Value3's machine learning and natural language processing technologies for thorough predictive analytics of ASEAN corporate bond issuers' financial and non-financial data collected from diverse sources. UOBAM will also provide regional market and industry insights to help Value3 roll out in ASEAN its proprietary AlgoCRED AI-platform[2], an online portal offering automated credit ratings, research and insights, for the region's corporate bonds, including unrated bonds[3]. Automated quantitative and qualitative assessments will then be conducted to derive credit ratings, to create credit risk indicators with real-time alerts and to generate detailed credit rating reports.

For the first time, asset managers, financial advisory firms and institutional investors will be able to access independent credit ratings[4] for unrated bonds in ASEAN by subscribing to the AlgoCRED AI-platform. This will enable the bond investors to evaluate the issuers' creditworthiness and the issuances' investment merits more accurately.

[1] Value3 is a finalist of the 2019 FinTech Awards at the Singapore FinTech Festival.
[2] Value3's AlgoCRED AI-platform is currently available in Switzerland, covering approximately 1,400 Swiss franc bonds.
[3] Refer to bonds that have not received a credit rating from one or more of the three global rating agencies: Fitch, Moody's and Standard & Poor's.
[4] Corporate bond issuers do not have to pay fees for their issuances to obtain credit ratings on the AlgoCRED AI-platform.

Mr Chong Jiun Yeh, Chief Investment Officer (Equities and Fixed Income) of UOBAM, said, "Across ASEAN, many corporate bond issuers may shy away from seeking ratings for their bond issuances due to the high fees that may be incurred or the time needed to obtain and to maintain the rating. As a result, investors including asset managers such as UOBAM have to rely on internal resources to determine the issuances' investment merits. Greater visibility of credit ratings of bond issuers will also help benefit the corporate debt markets in the region."

Mr Abhinav Mishra, Co-Founder and CEO of Value3, said, "Different financial institutions will typically rely on their own methodology to assign credit ratings to unrated bonds, leading to inconsistent ratings in the market. Through our collaboration with UOBAM, we will bring our proprietary and award-winning AlgoCRED AI-platform to ASEAN to address the demand for standardised credit rating services for unrated bonds. This will help corporate issuers, especially small- and medium-sized enterprises, to be more transparent in their disclosure and to attract more investors for their bonds."

UOBAM will also work with Value3 to embed environmental, social and governance considerations into an exclusive credit rating model on the AlgoCRED AI-platform to facilitate its own responsible investing efforts.

Mr Chong said, "UOBAM has a strong track record[5] in fixed income investing and is committed to using technology to deepen our capabilities. Through our collaboration with Value3, we will tap AI to automate our credit research and assessment processes and be far more efficient in our fixed income evaluation and investment management."

The credit rating, research and reporting service is expected to be launched first in Singapore in December 2019 and subsequently in the other ASEAN markets. MS UOB Asset Management

[5] UOBAM was named best fixed income fund house at various industry awards. Please refer to https://www.uobam.com.sg/about-us/awards.page for the full list of awards.

ABOUT UOB ASSET MANAGEMENT. UOB Asset Management Ltd (UOBAM) is a wholly-owned subsidiary of United Overseas Bank Limited. Established in 1986, UOBAM has been managing collective investment schemes and discretionary funds in Singapore for more than 30 years. We currently manage 56 unit trusts in Singapore and are one of the largest unit trust managers in terms of assets under management. As at 30 September 2019, UOBAM and our subsidiaries manage about S$35 billion (US$25.3 billion) in clients' assets.

UOBAM has an extensive presence in Asia with regional business and investment offices in Brunei, Indonesia, Japan, Malaysia, Singapore, Taiwan and Thailand. Our network includes UOB Alternative Investment Management Pte. Ltd and UOB Islamic Asset Management Sdn Bhd in Malaysia. We have two joint ventures: Ping-An Fund Management Company Limited (China) and UOB-SM DS Asset Management Pte Ltd (Singapore). In addition, we forged strategic alliances with UTI International (India) and Wellington Management Singapore. UOBAM is one of the most awarded fund management companies, winning the 'Asia Fund House of the Year' at the AsianInvestor Asset Management Awards 2019, 'Top Investment Houses in Asian G3 Bonds' - Ranked 4th at The Asset Benchmark Research Awards 2019, 'Best Asset Management Firm Singapore' and 'Best Asia Fixed Income Fund House Singapore' at the International Finance Awards 2018 and 'Best Fixed Income Fund House' award at the Morningstar Awards 2017.

ABOUT VALUE3 ADVISORY. Value3 Advisory Pte Ltd (Value3) is a B2B FinTech company offering a capital market AI-platform for independent, predictive and fully automated credit ratings, research, ESG and analytics.

The platform empowers buy-side investors and risk managers with better decision making with their portfolio selection, risk monitoring and early warning indicators. The sell-side is empowered with the ability to produce better research and gain deeper insights with 80% of their tasks automated in the platform. The platform allows financial institutions, investors and researchers to integrate in-house insights on top of the AI-driven results. The platform also provides capital market investment visibility for SME/MSMEs that are of good quality based on ESG factors and SDG screening criteria.

Value3 combines financial data with unstructured online digital footprints, local and global news, corporate/regulatory events, governance, energy usage, environmental factors, market sentiment, geopolitics, demographics, global inter-linkages, industry trends and patterns of the companies from diverse sources to transform data overload into actionable insights. The platform has the ability to cover both public and private companies of all sizes across more than 30 industries globally. Active clients across Singapore, Europe, and India markets are leveraging the AI-capability of the platform.

Value3 is headquartered in Singapore with presence in Europe and India as well. Value3 is an award winning FinTech and AI company, winning the 'Best FinTech Startup Award' at IMAS Bloomberg Investment Conference 2019 in Singapore, 'Best FinTech Startup under Investment and Wealth Management category' at Nasscom India FinTech Day 2019, 'Most Disruptive FinTech Startup' at Money20/20 Asia 2019 in Singapore, 'Best AI-platform for Capital Markets' at Wealth&Finance 2019 in UK, 'Top-10 Wealth Management solutions' at Banking CIO Outlook 2019 in Europe, and 'Most Innovative FinTech Product Award' at India FinTech Forum 2018.

Ucommune Hosts 4th World INS Conference in Beijing

UCOMMUNE HOSTS 4TH WORLD INS CONFERENCE IN BEIJING, RELEASES FUTURE TRENDS WHITE PAPER

BEIJING – Ucommune, China's largest co-working community operator, recently hosted the 4th World INS Conference in Beijing, China. Designed to facilitate information exchange and cooperation in the innovation economy, this year's conference brought together thousands of entrepreneurs and thought leaders around the theme "The Future of Co-inventing", echoing Ucommune's three core values, "Innovation, Network and Share".

The conference welcomed over 50 experts, scholars, industry leaders, investment institutions, entrepreneurial innovators to discuss a range of trending topics spanning from smart living solutions to innovation and business growth.

"As China's largest co-working operator, it is our responsibility to connect people and facilitate the exchange of ideas to drive innovation," said Dr Daqing Mao, Founder and Chairman of Ucommune. "Now in its fourth year, the INS World Conference brings together the most brilliant minds from across the country to create and share. Enriched with the spirit of innovation, sharing and connection, this conference looks at how future technology trends, creative ideas and cultural developments are transforming our daily life and work."

During the conference, Ucommune announced the findings of their annual "The Future of Co-inventing: Report on Future Trends in 2019" white paper, providing valuable academic insights for data analysts, economic observers and political researchers. The 96-page report includes data from 76 data sets and ten cities to examine how artificial intelligence will shape future homes, public spaces, and businesses across nine scenarios and industries: blockchain technology; 6G; connected family healthcare systems; VR applications; autonomous driving and facial recognition.

For more information, please visit: https://www.ucommune.com/en/

ABOUT UCOMMUNE. Ucommune is China's co-working community operator. As of June 30th, 2019, Ucommune managed 200 co-working spaces in 44 cities in Greater China, Singapore and New York City. Ucommune's offline co-working space services include self-operated models of U Space co-working, U Studio and U Design for customised spaces, as well as asset-light models, U Brand and U Partner. With four years of exploration, Ucommune fosters an intelligent co-working ecosystem on a global scale, where our members can leverage our network to unleash their potential and collectively create maximum value. MS Sara Chen | +86-152-1017-1558 | chenxi@ucommune.com | branding@ucommune.com


Ucommune Releases Future Trends White Paper

UOB ASSET MANAGEMENT AND VALUE3 ADVISORY TO LAUNCH AI-ENABLED CREDIT RATING PLATFORM IN ASEAN FOR MORE EFFECTIVE BOND INVESTMENTS

SINGAPORE – UOB Asset Management Ltd (UOBAM) and Value3 Advisory Pte. Ltd. (Value3)[1], a financial technology (FinTech) start-up, today announced their collaboration to launch an artificial intelligence (AI)-enabled credit rating, research and reporting service in ASEAN. Through their collaboration, both organisations aim to help bond investors obtain credit insights in real time so as to make more effective investment decisions. UOBAM will also harness AI to enhance the market research and insights capabilities of its fixed income team.

UOBAM will combine its regional investment expertise with Value3's machine learning and natural language processing technologies for thorough predictive analytics of ASEAN corporate bond issuers' financial and non-financial data collected from diverse sources. UOBAM will also provide regional market and industry insights to help Value3 roll out in ASEAN its proprietary AlgoCRED AI-platform[2], an online portal offering automated credit ratings, research and insights, for the region's corporate bonds, including unrated bonds[3]. Automated quantitative and qualitative assessments will then be conducted to derive credit ratings, to create credit risk indicators with real-time alerts and to generate detailed credit rating reports.

For the first time, asset managers, financial advisory firms and institutional investors will be able to access independent credit ratings[4] for unrated bonds in ASEAN by subscribing to the AlgoCRED AI-platform. This will enable the bond investors to evaluate the issuers' creditworthiness and the issuances' investment merits more accurately.

[1] Value3 is a finalist of the 2019 FinTech Awards at the Singapore FinTech Festival.
[2] Value3's AlgoCRED AI-platform is currently available in Switzerland, covering approximately 1,400 Swiss franc bonds.
[3] Refer to bonds that have not received a credit rating from one or more of the three global rating agencies: Fitch, Moody's and Standard & Poor's.
[4] Corporate bond issuers do not have to pay fees for their issuances to obtain credit ratings on the AlgoCRED AI-platform.

Mr Chong Jiun Yeh, Chief Investment Officer (Equities and Fixed Income) of UOBAM, said, "Across ASEAN, many corporate bond issuers may shy away from seeking ratings for their bond issuances due to the high fees that may be incurred or the time needed to obtain and to maintain the rating. As a result, investors including asset managers such as UOBAM have to rely on internal resources to determine the issuances' investment merits. Greater visibility of credit ratings of bond issuers will also help benefit the corporate debt markets in the region."

Mr Abhinav Mishra, Co-Founder and CEO of Value3, said, "Different financial institutions will typically rely on their own methodology to assign credit ratings to unrated bonds, leading to inconsistent ratings in the market. Through our collaboration with UOBAM, we will bring our proprietary and award-winning AlgoCRED AI-platform to ASEAN to address the demand for standardised credit rating services for unrated bonds. This will help corporate issuers, especially small- and medium-sized enterprises, to be more transparent in their disclosure and to attract more investors for their bonds."

UOBAM will also work with Value3 to embed environmental, social and governance considerations into an exclusive credit rating model on the AlgoCRED AI-platform to facilitate its own responsible investing efforts.

Mr Chong said, "UOBAM has a strong track record[5] in fixed income investing and is committed to using technology to deepen our capabilities. Through our collaboration with Value3, we will tap AI to automate our credit research and assessment processes and be far more efficient in our fixed income evaluation and investment management."

The credit rating, research and reporting service is expected to be launched first in Singapore in December 2019 and subsequently in the other ASEAN markets. MS UOB Asset Management

[5] UOBAM was named best fixed income fund house at various industry awards. Please refer to https://www.uobam.com.sg/about-us/awards.page for the full list of awards.

ABOUT UOB ASSET MANAGEMENT. UOB Asset Management Ltd (UOBAM) is a wholly-owned subsidiary of United Overseas Bank Limited. Established in 1986, UOBAM has been managing collective investment schemes and discretionary funds in Singapore for more than 30 years. We currently manage 56 unit trusts in Singapore and are one of the largest unit trust managers in terms of assets under management. As at 30 September 2019, UOBAM and our subsidiaries manage about S$35 billion (US$25.3 billion) in clients' assets.

UOBAM has an extensive presence in Asia with regional business and investment offices in Brunei, Indonesia, Japan, Malaysia, Singapore, Taiwan and Thailand. Our network includes UOB Alternative Investment Management Pte. Ltd and UOB Islamic Asset Management Sdn Bhd in Malaysia. We have two joint ventures: Ping-An Fund Management Company Limited (China) and UOB-SM DS Asset Management Pte Ltd (Singapore). In addition, we forged strategic alliances with UTI International (India) and Wellington Management Singapore. UOBAM is one of the most awarded fund management companies, winning the 'Asia Fund House of the Year' at the AsianInvestor Asset Management Awards 2019, 'Top Investment Houses in Asian G3 Bonds' - Ranked 4th at The Asset Benchmark Research Awards 2019, 'Best Asset Management Firm Singapore' and 'Best Asia Fixed Income Fund House Singapore' at the International Finance Awards 2018 and 'Best Fixed Income Fund House' award at the Morningstar Awards 2017.

ABOUT VALUE3 ADVISORY. Value3 Advisory Pte Ltd (Value3) is a B2B FinTech company offering a capital market AI-platform for independent, predictive and fully automated credit ratings, research, ESG and analytics.

The platform empowers buy-side investors and risk managers with better decision making with their portfolio selection, risk monitoring and early warning indicators. The sell-side is empowered with the ability to produce better research and gain deeper insights with 80% of their tasks automated in the platform. The platform allows financial institutions, investors and researchers to integrate in-house insights on top of the AI-driven results. The platform also provides capital market investment visibility for SME/MSMEs that are of good quality based on ESG factors and SDG screening criteria.

Value3 combines financial data with unstructured online digital footprints, local and global news, corporate/regulatory events, governance, energy usage, environmental factors, market sentiment, geopolitics, demographics, global inter-linkages, industry trends and patterns of the companies from diverse sources to transform data overload into actionable insights. The platform has the ability to cover both public and private companies of all sizes across more than 30 industries globally. Active clients across Singapore, Europe, and India markets are leveraging the AI-capability of the platform.

Value3 is headquartered in Singapore with presence in Europe and India as well. Value3 is an award winning FinTech and AI company, winning the 'Best FinTech Startup Award' at IMAS Bloomberg Investment Conference 2019 in Singapore, 'Best FinTech Startup under Investment and Wealth Management category' at Nasscom India FinTech Day 2019, 'Most Disruptive FinTech Startup' at Money20/20 Asia 2019 in Singapore, 'Best AI-platform for Capital Markets' at Wealth&Finance 2019 in UK, 'Top-10 Wealth Management solutions' at Banking CIO Outlook 2019 in Europe, and 'Most Innovative FinTech Product Award' at India FinTech Forum 2018.

NEW FINANCIAL TIMES DOCUMENTARY: DOMINICA IS CARVING A NICHE OF ITS OWN IN ECOTOURISM, RAISING FOREIGN CAPITAL VIA CITIZENSHIP BY INVESTMENT

IN the news release, New Financial Times Documentary: Dominica Is Carving a Niche of Its Own in Ecotourism, Raising Foreign Capital via Citizenship by Investment, issued 13-Nov-2019 by CS Global Partners over PR Newswire, we are advised by the company that the index name in the last paragraph, second sentence, should read "PWM's FT Specialist CBI Index" rather than "FT's CBI Index" as originally issued inadvertently. The complete, corrected release follows:

New Financial Times Documentary: Dominica Is Carving a Niche of Its Own in Ecotourism, Raising Foreign Capital via Citizenship by Investment

A new FT documentary shows how choosing quality over quantity makes investing in Dominica worthwhile. The government applies this principle to its tourism strategy regarding the type of guests it wants to attract, but also to its world-leading Citizenship by Investment, by only allowing highly respected investors to obtain its citizenship, and by carefully shortlisting which luxury hotels qualify as an eligible investment for citizenship.

LONDON – The Commonwealth of Dominica is "carving a niche of its own" in the international tourism industry by establishing an inspiring ecotourism sector, a new Financial Times documentary reveals. Six brand new eco-conscious luxury hotels have already opened or are being developed on the 'Nature Isle of the Caribbean', all of which raise foreign capital via the Citizenship by Investment (CBI) Programme.

Jungle Bay owner and native Dominican Sam Raphael successfully rebuilt the beloved resort after Storm Erika, by attracting select investors seeking second citizenship via the CBI Programme

Through CBI, Dominica allows certain investors and their families to obtain its coveted citizenship in exchange for a minimum investment of USD100,000 into the Economic Diversification Fund or at least USD200,000 into CBI-approved real estate. This creates a sustainable socio-economic ecosystem, not limited to financial reserves. Dominicans can benefit from higher-income jobs, more professional development opportunities, and good prospects for start-ups due to demand from high-spending visitors of the CBI hotels. Importantly, it is vital to reassure the diaspora that Dominica has a promising future beyond the weather challenges.

Professional Wealth Management Editor-in-Chief, Yuri Bender, explains why investing in Dominica is worthwhile: "Luxury hotel brands, such as Kempinski, Hilton and Marriott, have received a warm welcome in Dominica. Boutique eco-friendly resorts, including the recently relocated Jungle Bay and the sustainable Secret Bay, [...] are also carving their own niche. But it's not about the number of tourists here. It's about the quality, and the spend per family, rather than quality."

Recently opened Cabrits Resort and Spa Kempinski Dominica, also a CBI-funded project, came about from a "shared vision" between the developer and the government "to transform Dominica from a 3-star destination to a 5-star destination," says Mr Kamal Shehada, Managing Director of Range Developments, charged with the Kempinski portfolio on the island.

As a respected real estate developer born in Dominica, Ian Edwards, the CEO of Hilton's Tranquility Beach Resort, believes that the CBI Programme is "the best way of raising capital [...] and the entire island will benefit from it." All the CBI-funded resorts prioritise hiring local workforce, improving the infrastructure in the neighbourhood, protecting the environment, sourcing fresh organic produce from local suppliers, and collaborating closely with Dominican tourism businesses. This provides guests with an original, 360 experience, explains Tourism Minister Robert Tongue.

Dominica's rationale for choosing quality over quantity is also a guiding principle in selecting investors whom it accepts as economic citizens. Before making their investment, CBI applicants must first pass all due diligence checks, which PWM's FT Specialist CBI Index values with full marks. The quality-over-quantity principle is part of a cohesive development strategy led by Prime Minister Roosevelt Skerrit. MS CS Global Partners | pr@csglobalpartners.com, www.csglobalpartners.com | +447867942505

AIR FRANCE AND KLM OFFER ONE-STOP FLIGHT FROM MANILA TO PARIS-CHARLES DE GAULLE VIA TAIPEI

MANILA – From 05 November, 2019, Air France and KLM are offering a one-stop flight from Manila to Paris with a faster and smoother connection via Taipei. The service with KLM from Manila to Taipei, now connects KLM from Taipei directly to Amsterdam and Air France seamlessly to Paris-Charles de Gaulle.

The Air France flights from Taipei operate on Tuesday, Thursday and Saturday and from Paris-Charles de Gaulle on Monday, Wednesday and Friday.

Passengers from Manila can now travel to Paris with a new one-stop service from Manila to Paris via Taipei.

Air France is offering its B787-9 from Taipei to Paris-Charles de Gaulle, equipped with the latest travel cabins.

Flight schedule in local time
Winter schedule 5 November, 2019 - 26 March, 2020

MANILA – PARIS (VIA TAIPEI)

FLIGHT	ROUTE	DEPARTURE	ARRIVAL	AIR CRAFT
AF8415 (operated by KLM)	MANILA - TAIPEI	20:35	22:55	B777
AF557 (operated by Air France)	TAIPEI – PARIS-CDG	00:45	07:50	B787-9
AF552 (operated by Air France)	PARIS-CDG – TAIPEI	19:00	14:45+1 day	B787-9
AF8414 (operated by KLM)	TAIPEI – MANILA	17:05	19:20	B777

Special airfares to launch the one-stop flight from Manila to Paris start at USD 680- (All-in return economy class light fare option which includes 1 hand baggage and 1 accessory up to 12kg in total). The special fares are on sale between now and 19 November, 2019 for travel between now and 24 October, 2020.

For more information visit: www.airfrance.com or www.klm.com.ph or contact Air France KLM reservations at +63-2-8588-6900

EXPERIENCE AIR FRANCE'S BEST TRAVEL CABINS ON B787-9. On board the Boeing 787-9 Dreamliner from Taipei to Paris, passengers will benefit from a unique travel experience. The Boeing 787 has the latest Air France cabins, excellence in the sky in the Business Cabin (30 seats) and comfort for all in the new Premium Economy cabin (21 seats) and Economy (225 seats).

The Boeing 787-9 aircraft has windows that are approximately 30% larger than on similar aircraft. It has improved air pressure and humidity levels for greater travel comfort. Wi-Fi is available from 20MB to 200MB for a price varying between EUR5 and EUR30.

Greener, cleaner and quieter, the Boeing 787-9 consumes less fuel and emits 20% to 25% less CO2 than aircraft from a previous generation. Sound emissions are 20% lower.

ABOUT AIR FRANCE-KLM GROUP. A global giant with a strong European base, the Air France-KLM Group's main areas of business are passenger transport, cargo transport and aeronautical maintenance.

It offers its customers access to a network covering 312 destinations in 116 countries thanks to Air France, KLM Royal Dutch Airlines and Transavia. With a fleet of 550 aircraft and 101.4 million passengers carried in 2018, Air France-KLM operates up to 2,300 daily flights, mainly from its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol.

Air France and KLM are members of the SkyTeam alliance. MS

Edith Kraaijeveld | Communication Manager | South East Asia & Oceania | edith.kraaijeveld@klm.com | +65-6715-5033 | KLM | https://www.klm.com/

INVESTMENT CARE TAKES CENTERSTAGE IN CFA SOCIETY PH BEST MANAGED FUND OF THE YEAR AWARDS

THE Chartered Financial Analyst (CFA) Society Philippines recognized institutions which delivered the highest returns to investors, in spite of different volatilities during its 2019 Best Managed Funds of the Year Awarding Ceremony held at the SMX Convention Center Pasay.

Upholding the standards for professionally-managed funds, the annual Best Managed Fund of the Year Awards aims to acknowledge the institutions which have exemplified the global standards in the finance and investment industry.

CARE ASSESSMENT. The winners were assessed by the CFAP Fund of the Year Committee, which reviewed the financial institution's submission of investment information and fact sheets. To know which of the entries had the highest returns, the committee used the Sortino ratio of each fund based on its five-year and three-year track record.

AWARD CATEGORIES AND WINNERS. CFA Society Philippines gave awards in seven categories, both in peso-denominated and dollar-denominated funds. Only the funds accessible to the public or retail investors were considered.

HERE ARE THIS YEAR'S WINNERS:

MEDIUM TERM BOND refer to funds using fair value profile and loss valuation purely (FVPL) with maturity duration up to five (5) years.

Peso Medium-Term Bond – Metrobank, Metro Max 3 Bond Fund
Dollar Medium-Term Bond- Asia United Bank, Gold Dollar Fund

LONG TERM BOND refer to funds using FVPL but with maturity duration greater than five (5) years.

Peso Long-Term Bond – United Coconut Planters Bank, Peso Bond Fund
Dollar Long-Term Bond – Chinabank, Dollar Fund

EQUITIES refer to investments that were kept in cash for liquidity or rebalanced with other portfolios. In this award category, only actively managed equity funds were eligible to participate.

Peso Equity Fund – ATRAM, Alpha Opportunity Fund
Dollar Equity Fund – BPI, Global Equity Fund-of-Funds

BPI also bested others on the Balanced Funds Peso category with its BPI Balanced Fund. The mandate for balanced funds (using FVPL) is to invest in a diversified portfolio of bonds and stocks with investment in stocks up to a maximum of 40 to 60% of the fund.

"True to the vision of CFA Society Philippines to advocate integrity and excellence in the investment industry, we are proud to announce this year's winners for best managed funds", Cristina Arceo, Chairman of CFA Society Philippines affirmed.

"The awards are a testament to institutions which put prime on caring for the public's investments. By continuing to work towards this mission, we help in sustaining the country's economic stability and its drive towards growth," she added.

For more information about the annual awards and CFA Society Philippines, you may visit http://cfasociety.org/philippines or email info@cfasocietyphilippines.org MS

BEST MANAGED FUNDS OF THE YEAR 2019

CFA Society Philippines holds its awarding ceremony for the Best Managed Funds of the Year 2019. In photo: Peso Medium-Term Bond– Metrobank, Metro Max 3 Bond Fund; Dollar Medium-Term Bond – Asia United Bank, Gold Dollar Fund; Peso Long-Term Bond – United Coconut Planters Bank, Peso Bond Fund; Dollar Long-Term Bond – Chinabank, Dollar Fund; Balanced Funds Peso – BPI Balanced Fund; Peso Equity Fund – ATRAM, Alpha Opportunity Fund; and Dollar Equity Fund – BPI, Global Equity Fund-of-Funds.

AIRASIA MARKS NEW ERA WITH BRAND NEW AIRBUS A321NEO

SEPANG – AirAsia officially welcomes the future of its single-aisle fleet with the arrival of its first Airbus A321neo aircraft today, that is set to present the airline group with greater efficiencies and higher capacity.

This is the first of 353 A321neos on order by the AirAsia Group which will eventually replace the existing fleet of A320 and A320neo aircraft throughout the network covering Malaysia, Thailand, Indonesia, the Philippines, India and Japan.

It is now set to become the first A321neo aircraft operating in Malaysia.

With 236 seats - a 27% increase in capacity compared to AirAsia's present fleet of A320 (180 seats) and A320neo (186 seats)—the A321neo will enable AirAsia to serve strong ongoing demand across the network with significant operational efficiencies and open up opportunities to explore new destinations, with more than 10% fuel savings.

AirAsia will initially operate the aircraft from its Kuala Lumpur hub to cities across Asia, with the first destinations including Kuching, Kota Kinabalu, Singapore, Bangkok and Shenzhen.

The new aircraft, with registration number 9M-VAA, was welcomed by Malaysia's Minister of Tourism, Arts and Culture YB Datuk Mohamaddin Ketapi, together with AirAsia's senior management team in a ceremonial event at Sepang Aircraft Engineering (SAE) here today.

AirAsia Group CEO Tan Sri Tony Fernandes said, "We are proud to welcome our first A321neo today as the backbone of our future operations. This new aircraft will be deployed on popular routes delivering growth opportunities to new markets and add extra capacity in existing markets, particularly where there are expansion constraints due to infrastructure or slot availability limitations. Last year AirAsia flew over 90 million guests and now, with significantly improved operational efficiencies and 50 more seats per aircraft, AirAsia can look forward to flying even more people for less. As our cost is reduced we can pass on any savings to our guests in the form of even lower airfares.

"The new generation state-of-the-art aircraft will allow AirAsia to further boost air connectivity to and from Malaysia ahead of Visit Malaysia 2020, at the same time deliver greater opportunities for tourism, business and trade in line with the government's Shared Prosperity Vision 2030," he added.

YB Datuk Mohamaddin Ketapi commented, "With Visit Malaysia 2020 fast approaching, the welcoming of the Airbus A321neo aircraft into Malaysia is great news. AirAsia has contributed significantly towards the growth of tourism in Malaysia and with the addition of the Airbus A321neo, with additional 50 seats as compared to the current Airbus A320neo - AirAsia will continue to enable even more people to fly into Malaysia and experience everything that we have to offer here."

"I would like to express my highest gratitude towards AirAsia, as this indirectly contribute towards the increase of foreign tourist arrivals into Malaysia, especially from the Asean region," added YB Datuk Mohamaddin Ketapi.

Earlier this year, AirAsia converted 253 orders for the A320neo to the larger A321neo version, with a total of 353 aircraft on order, making AirAsia one of the world's largest customer for the A321neo.

The A321neo is a member of the best-selling Airbus A320 Family incorporating the very latest technologies, such as new generation engines and Sharklets which together aim to deliver over 10% in fuel savings.

AirAsia Group currently operates a wholly Airbus Family fleet of aircraft, flying out of its hubs in Malaysia, Thailand, Indonesia, the Philippines, India and Japan. MS Kelly P. Austria | RubyComm-K.Austria | 09175071211 | kelly@rcka.asia

10th from left: President of Airbus Asia-Pacific Patrick de Castelbajac, Airbus' Chief Commercial Officer Christian Scherer, AirAsia Group CEO Tony Fernandes and Minister of Tourism, Arts and Culture Malaysia YB Datuk Mohamaddin Bin Ketapi together with AirAsia Group management team flanked by AirAsia cabin crew.

CANON DEMONSTRATES ITS COMMITMENT TO DRIVE LOCAL BUSINESSES FORWARD WITH 8 NEW INNOVATIONS

Canon Marketing (Philippines), Inc. President & CEO Mr. Kazuhiro Ozawa and Head of Consumer Imaging and Information Division Benny Yu proudly unveiled 8 new innovations, including the PIXMA Ink Efficient GM4070, PIXMA Ink Efficient G7070, and WG7750F Business Inkjet multi-function device.

MANILA – Canon, a leader in digital imaging solutions, announced the latest additions to its ever-expanding product portfolio, including two new high-speed all-in-one ink tank system printers, the PIXMA Ink Efficient G7070 and PIXMA Ink Efficient GM4070, its first-ever A3 Business Inkjet multi-function devices, the new Canon WG7740 and WG7750F, and an all-new range of wireless presenters designed to boost business productivity and performance.

"Through the years, Canon's commitment to helping our customers grow their businesses has never wavered. The launch of our newest printers and wireless presenters builds on that commitment to continuously innovate our products and help our customers find the right gears to drive their businesses to new heights," said Canon Marketing (Philippines), Inc. (CMPI) Head of Consumer Imaging and Information Division Benny Yu. "With these new innovations, we hope to bring laser focus to performance and productivity that will, ultimately, bring businesses and enterprises in the country forward,"

The new PIXMA Ink Efficient G7070 and PIXMA Ink Efficient GM4070 are built with heightened productivity features such as automatic two-sided printing, massive paper feeding capacity, large automatic document feeder, and full network compatibility packed in compact bodies, making them the ideal partners for businesses with high print volume demands.

These new high-speed printers are equipped with a wide range of high-performance printing options from print, copy, scan to fax (exclusive to PIXMA Ink Efficient GM4070) functions packed in compact bodies. With a large 35-sheet automatic document feeder and a two-way paper feed design, users can load up to 350 sheets of paper per batch for uninterrupted printing, scanning, or copying, up to 8,300 black-and-white documents (up to 7,700 pages in color for the G7070) off a single ink bottle refill.

WORK FAST WITH CANON'S FIRST-EVER A3 BUSINESS INKJET MULTI-FUNCTION DEVICES. Canon's first-ever business inkjet devices, the new WG7740 and WG7750F, offer high speed, high volume printing and improved ink technologies for enhanced business performance and productivity at low printing costs.

The new WG7700 series business inkjet printer series are capable of printing up to 70 and 80 pages per minute, respectively, while delivering incredible print performance powered by the new Canon FINE (Full-Photolithography Inkjet Nozzle Engineering). With high capacity ink cartridges, the printers can deliver up to 20,000 pages of uninterrupted printing for monochrome documents, and up to 16,500 colored pages. The printers also support a large automatic document feeder that can load up to 2,250 sheets of paper for more efficient management of paper supplies and continuous print jobs.

On top of its ultra-fast capabilities, the printers are designed for superior user experience with a 5-inch color touchscreen that houses a slick user interface (UI) and are extremely power efficient.

PRESENT WITH CONFIDENCE USING CANON WIRELESS PRESENTERS. Canon also introduced its all-new range of wireless presenters, the PR1100-R, PR100-R, PR500-R, and PR10-G, built with intuitive features in a pen-sized design for confidence and convenience in presenting.

The PR1100-R, PR100-R, and PR500-R feature a bright red laser that is 2x more visible than a standard red laser for an effective range of up to 15m, while the PR10-G is equipped with a high intensity green laser that is 8x more visible for long-range presentations of up to 30m.

Get the new PIXMA G Series Ink-tank High Speed Printers, the new Business Inkjet Multi-Function Printers, and Canon's new Wireless Presenters at Canon dealers nationwide starting November 2019. To know more, visit https://ph.canon. MS

Shayne Gualin | Ogilvy & Mather Philippines – Pulse Communications | Tel: +639178114591 | E-mail: shayne.gualin@pulsephil.com

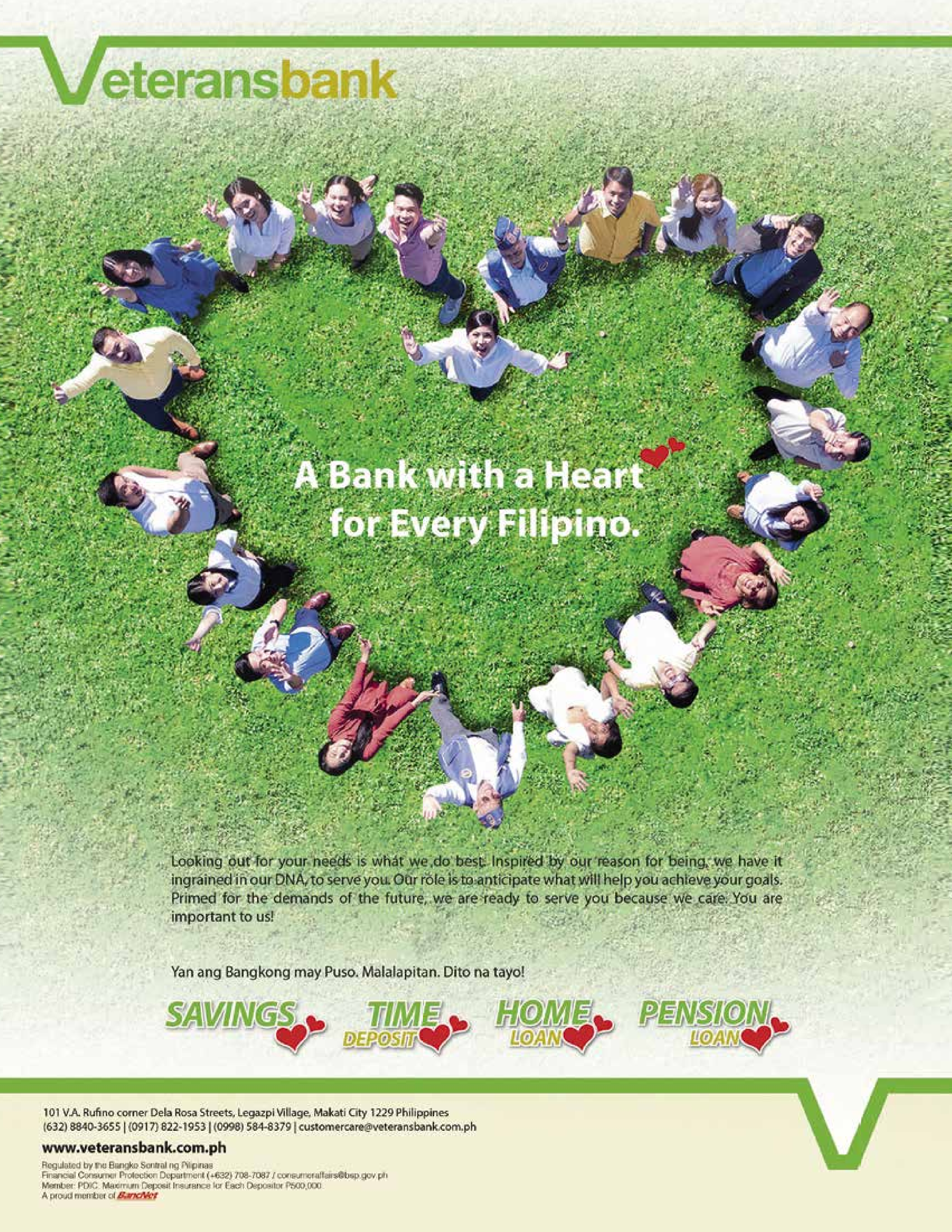
ABOUT CANON IN THE PHILIPPINES. Canon is a multibillion dollar company with one of the most extensive products lines of digital imaging devices.

2018 marks the company's 33rd consecutive year it has been ranked among the top five U.S. patent holders and the 14th consecutive year it has been ranked first among Japanese companies for the number of U.S. patents granted. It continues to enrich lives through technological innovation.

Guided by its commitment to its Kyosei philosophy of living and working together for the common good, Canon provides total imaging solutions to improve personal and professional lives. The brand ranks as one of the top 20 brands in the region according to a 2018 study conducted by Campaign Asia-Pacific and Nielsen thanks to its strong reputation on performance and good corporate citizenship.

Canon Marketing (Philippines), Inc. has offices spread across the Philippine archipelago supported by its vast network of authorized service centers. Recognitions and awards received include the Corporate Award and Gold Bagwis Seal of Excellence for providing distinctive service to customers.

More information and images are available at the Press Center section at https://ph.canon/en/consumer/press.


Veteransbank
A Bank with a Heart for Every Filipino.
Looking out for your needs is what we do best. Inspired by our reason for being, we have it ingrained in our DNA, to serve you. Our role is to anticipate what will help you achieve your goals. Primed for the demands of the future, we are ready to serve you because we care. You are important to us!
Yan ang Bangkong may Puso. Malalapitan. Dito na tayo!
SAVINGS
TIME DEPOSIT
HOME LOAN
PENSION LOAN
101 V.A. Rufino corner Dela Rosa Streets, Legazpi Village, Makati City 1229 Philippines
(632) 8840-3655 | (0917) 822-1953 | (0998) 584-8379 | customercare@veteransbank.com.ph
www.veteransbank.com.ph
Regulated by the Bangko Sentral ng Pilipinas
Financial Consumer Protection Department (+632) 708-7087 / consumeraffairs@bsp.gov.ph
Member: PDIC. Maximum Deposit Insurance for Each Depositor P500,000
A proud member of BancNet