

PHC PERSPECTIVE



Landmark Signing Event Celebrates Emapta's Expansion at PNB Makati Center

MAKATI CITY, PHILIPPINES – Global outsourcing leader Emapta is further growing its footprint in the Philippines with the addition of a new office space at PNB Makati Center, strengthening its presence in one of the country's premier business locations.

This milestone was marked by a ceremonial signing event on February 26, 2025, where Emapta formalized its lease agreement with PNB Holdings Corporation to secure the 8th floor of the landmark building.

With this expansion, Emapta builds on its presence in PNB Makati Center, where it currently operates across six floors. This move will also contribute to the company's global network, which currently includes 20 offices across multiple countries.

The decision highlights Emapta's commitment to providing top-tier workspaces for its teams, designed to enhance employee satisfaction. With access to state-of-the-art facilities, Emapta's outsourced team members are empowered to deliver high-quality support to over 900 global clients.

More than just an expansion, the lease agreement underscores the company's long-standing partnership with PNB Holdings Corporation. Renowned for its commitment to creating world-class business spaces, the leading property developer exemplifies this through the PNB Makati Center.

The 13-story PNB Makati Center, designed by esteemed architect Carlos Arguelles, is known for its iconic brutalist architecture and prime location in the heart of Makati's central business district. Situated along Ayala Avenue, the building offers excellent accessibility to major public transportation hubs, as well as proximity to top hotels, restaurants, and commercial establishments. This vibrant setting aligns with Emapta's people-first culture, ensuring convenience and an enriched work experience for employees.



"This expansion at PNB Makati Center reflects our dedication to creating high-quality workspaces that empower our teams to thrive," said Nina AVECILLA, Sr. Director of Operations, Emapta. "We are excited to boost our presence in one of Makati's premier business hubs, furthering our mission to support the success of our employees and clients."

"We are thrilled to witness Emapta's continued expansion within PNB Makati Center," said Joselito R. Consunji, Chief Operating Officer of PNB Holdings Corporation. "This partnership highlights our strong commitment to delivering exceptional spaces that drive innovation and inspire excellence," added Consunji.

The ceremonial signing event included esteemed attendees from both companies. Representing PNB Holdings Corporation was Ms. Karlu T. Say, President, and Mr. Joselito R. Consunji, Chief Operating Officer. Emapta was represented by Mr. Tim Vorbach, Founder and CEO, and Mr. Roy Figueroa, Executive Director.



Karlu T. Say (PHC) and Tim Vorbach (Emapta)

Iconic Brutalist structures around Metro Manila – and how to make one your business address



MANILA, Philippines — After World War II and past the peak of Art Deco, Brutalist architecture reached the Philippines. The movement aimed to use raw, unadorned materials like exposed concrete to create functional yet aesthetic structures. It then became a symbol of hope and strength during the reconstruction period.

National Artist Leandro Locsin was one of the most influential Brutalist architects in Southeast Asia, designing iconic structures such as the Cultural Center of the Philippines (CCP) and Makati Stock Exchange.

In Metro Manila, buildings featuring Brutalist and International Style—marked by massive, sleek and clean, geometric shapes—continue to stand the test of time, housing famous landmarks and powerful government and business offices.

These structures not only represent resilience, functionality and timelessness, but also offer modern businesses well-designed space that inspire growth. Among these are the PNB Financial Center in Pasay and PNB Makati Center in Makati.

PNB FINANCIAL CENTER

Located on Diosdado Macapagal Avenue, the PNB Financial Center has been a strategic hub for businesses, as well as both government and

non-government institutions, including the Philippine National Bank, and the U.S. Peace Corps, for many years. The 11-story structure offers versatile office and retail spaces catering to various organizations of all sizes.



With the area's improving transportation system and Pasay City reclaiming its position among Metro Manila's central business districts (CBDs), the PNB Financial Center has never been in

higher demand among institutions and companies.

“As one of the landmark structures in the Bay area, the PNB Financial Center continues to provide a dynamic and well-connected environment for businesses to thrive. PNB Holdings Corporation remains committed to providing quality commercial spaces that meet the evolving needs of our tenants,” said Joselito Consunji, chief operating officer of PNB Holdings Corporation.

PNB MAKATI CENTER

Situated on Ayala Avenue, the PNB Makati Center’s Brutalist architecture has become an iconic symbol of Makati CBD’s vibrancy. Its prestigious address, paired with its thoughtful and timeless layout, continues to attract renowned business from multinational companies and organizations.



To cater to modern enterprises—and not just architecture enthusiasts—the PNB Makati Center also offers flexible office solutions. Tenants enjoy seamless access to the district’s financial and cultural hotspots, while being backed by an architecturally rich legacy.

BRUTAL CHARM

Far from the misconception that Brutalist architecture is cold and authoritarian, the style was also inspired by the creation of community-oriented buildings. Step inside one of these monumental buildings and you might be surprised to find a warm-lit, cozy coffee place.

In fact, here are six charming architectural masterpieces that you may not have realized were Brutalist:

MANILA PENINSULA

While not purely Brutalist, this luxury hotel in Makati City incorporates elements of Modernism and Brutalism, as shown in its concrete finish and imposing façade.

L.V. LOCSIN BUILDING

Named after Leandro Locsin, this 19-story office building at the corner of Ayala and Makati Avenues is a notable example of Brutalist structures. It is famous for Locsin’s signature floating volumes with no corner columns.

CULTURAL CENTER OF THE PHILIPPINES (CCP)

Currently under renovation, the five-decade-old CCP is a home to world-class performing arts, museums and exhibition galleries—all dedicated to preserving and promoting Filipino arts and culture. Its stark, geometric design is also visible at the D. L. Umali Hall in University of the Philippines Los Baños in Laguna.

PHILIPPINE INTERNATIONAL CONVENTION CENTER (PICC)

Seven years after the CCP opened, PICC surprised the public with another massive concrete façade reflecting the clean lines characteristic of Brutalist architecture. It has hosted countless international events—including IMF-World Bank Meeting, Miss Universe Pageant and APEC Summit, and remains a cultural and business hub in the Metro.

YOUR ADDRESS SPEAKS VOLUMES

Choosing a Brutalist address reflects an organization’s commitment on strength, resilience and forward-thinking design. Whether in Makati or Pasay City, your choice of building can position your company as part of Metro Manila’s prime business landscape.

With PNB Financial Center and PNB Makati Center, business are offered not only a prime location but a space that fosters growth, innovation and legacy.

Visit www.pnbholdings.com.ph for more details.

H.R. BEAT

PHC Employees Strengthen Teamwork and Trust at Batangas Team-building Event



Anilao, Batangas – On March 6 and 7, our team gathered at the picturesque Altamare Dive and Leisure Resort in Anilao, Batangas, for an enriching team-building activity. The event was facilitated by Project Purpose, led by their experienced facilitator, Boris Joaquin.

The two-day event was designed to strengthen trust among team members, a crucial element for any high-performing team. Through a series of engaging activities and insightful sessions, participants were encouraged to open up, communicate effectively, and build stronger bonds.

Gladys K. Uy, Vice President for Human Resources and Administration, shared her thoughts on the experience. "This team-building activity was a fantastic opportunity for us to connect on a deeper level. Trust is the foundation of any successful team, and these sessions have helped us understand and appreciate each other's strengths and perspectives," said Uy.

The team-building session included various trust-building exercises, such as trust-focused activities, group problem-solving tasks, and open discussions. These activities were designed to break down barriers and foster a sense of unity and mutual respect among team members.

Joselito R. Consunji, Chief Operating Officer, echoed this sentiment, emphasizing the importance of teamwork. "The activities facilitated by Project Purpose were not only fun but also very impactful. Working with the team in these exercises showed us how trust can significantly enhance our collaboration and overall performance. It's amazing to see how much more we can achieve when we trust and support each other," said Consunji.

On top of the sessions, PHC employees had the chance to explore the beauty of nature through various engagement activities the following day that included island hopping, diving lessons, swimming, crystal kayaking, and snorkeling. These activities not only provided a refreshing break but also further strengthened the bonds among team members.

As PHC employees move forward, they are reminded that trust is not built overnight. It requires continuous effort and commitment from every team member. With the foundation of trust now strengthened, PHC is poised for greater success in the future.

Valentine's with a Purpose: Spreading Love and Malasakit in Porac, Pampanga



Porac, Pampanga - Valentine's Day is often celebrated with grand gestures, chocolates, and flowers—but at PNB Holdings, love took on a more profound meaning this year. In the heart of Porac, Pampanga, we embraced the season by sharing joy and building meaningful connections with the Aeta community, proving that love is an action.

With every smile exchanged and every hand held, we reaffirmed our commitment to inclusivity, compassion, and malasakit, values that define not only our projects but also our purpose. As a real estate company, we believe that legacy is not just about the structures we build but also about the lives we uplift.

This special Valentine's outreach wasn't just about giving; it was about being present, listening to stories, and fostering a sense of belonging. Beyond properties, we are in the business of building better communities—where no one is left behind.

More Than Real Estate, It's Real Impact

For PNB Holdings COO Joselito Consunji, this initiative is a testament to the company's unwavering dedication to corporate social responsibility.

"At PNB Holdings, malasakit is at the core of everything we do. It goes beyond business—it's about extending care and making a real difference in the communities we serve. This Valentine's initiative is a reflection of our mission to build not just properties, but a brighter, more inclusive future for all."

As we continue to shape skylines and spaces, we also strive to shape a world where compassion, kindness, and shared humanity remain at the forefront. Because in the end, the greatest things we can build aren't just structures—they're hope, smiles, and lasting impact.

Special Thanks: A heartfelt thank you to our committed volunteers from various departments who brought happiness to the Aeta Community in Porac: Marvin M. Javier, Joseph T. Borja, and Rogelio B. Reynon

[SPOTLIGHT] Dr. Lucio Tan: Heart of the Filipino



By Jose Paolo S. dela Cruz

For this taipan, being Filipino wasn't just a matter of birth. It was a way of life, a calling to greatness.

Many stories have been told about the man. Still, this anecdote from Taipan: Stories about Lucio C. Tan seems to sum up a great deal of who he is, away from the scrutiny of public life. On one occasion, Carmen, Lucio's wife, decided to give him a Rado watch with big numbers and black hands. While appreciative of the gift, the businessman expressed reservations that the diamond studs on the watch made him feel uncomfortable, and left him worried of losing it. *"My mind and heart are held captive when you give me an expensive gift,"* he told her. Lucio eventually lost that watch, but never his affinity for the low key.

Lucio, valued at \$4.1 billion by Forbes, has always been described by his peers as simple. But he was never small.

He wasn't small even when he was earning about P120 a day for him and his family as a college student at the Far Eastern University (half went to his father, the other half for all his expenses). He wasn't small, even when all he could afford to enjoy back then was a meal of pan de sal with condensed milk (later including bihon when he could afford it). He wasn't small because he always had vision.

Whether it's in the way he set up Fortune Tobacco in 1966, or how he bought the ailing Genbank (renamed Allied Bank then Philippine National Bank) and turned it around in 1977, Lucio has proven, time and again, that he is a giant among businessmen. But cold business will always have warmer undertones for Lucio, whose motivation is more than just money.

Taking flight

Though born in China, Lucio has grown to fully embrace being Filipino. And it is in his business interests that he expresses his patriotism.

Such indefatigable passion glares when one looks at the ties that bind Lucio and the nation's flag carrier, the Philippine Airlines. *"PAL, through all its ups and downs, is a way of repaying my country for all the opportunities I've been blessed with. My family migrated to the Philippines from Fujian, China when I was a boy. And from humble beginnings, with hard work, I was able to build a successful business enterprise. I am forever grateful to be a Filipino, and if I can be of service by shepherding my country's flag carrier to a sunnier future, then I value and appreciate that chance,"* he says.

PAL, now 75 years old, is the first airline in Asia; and perhaps, one of the few beacons left from the golden ages of the Philippine economy. But by the time Lucio's group acquired it from the government in 1997, it has grown into what he described as a sluggish and bloated company. It was burdened with debt and consistently losing money, overstaffed with 15,000 employees despite just having 40 aircraft units. And then of course, there's the Asian crisis, which was particularly unkind to big-capital businesses such as airlines.

[SPOTLIGHT] Dr. Lucio Tan: Heart of the Filipino

"Despite difficulties, we overcame the challenges," reminisces Lucio. *"The crisis laid the groundwork for PAL's rehabilitation and eventual renaissance as the largest airline in the country today by revenue, fleet size and destinations served. We harnessed the airline's pool of dedicated and passionate workers and officers. We purchased an all-new aircraft fleet with standardized cabins and cockpits; cut off several loss-making routes; and eventually underwent a painful but necessary restructuring program. These efforts transformed PAL into a leaner, more dynamic enterprise and put us back on the road to profitability,"* he shares.

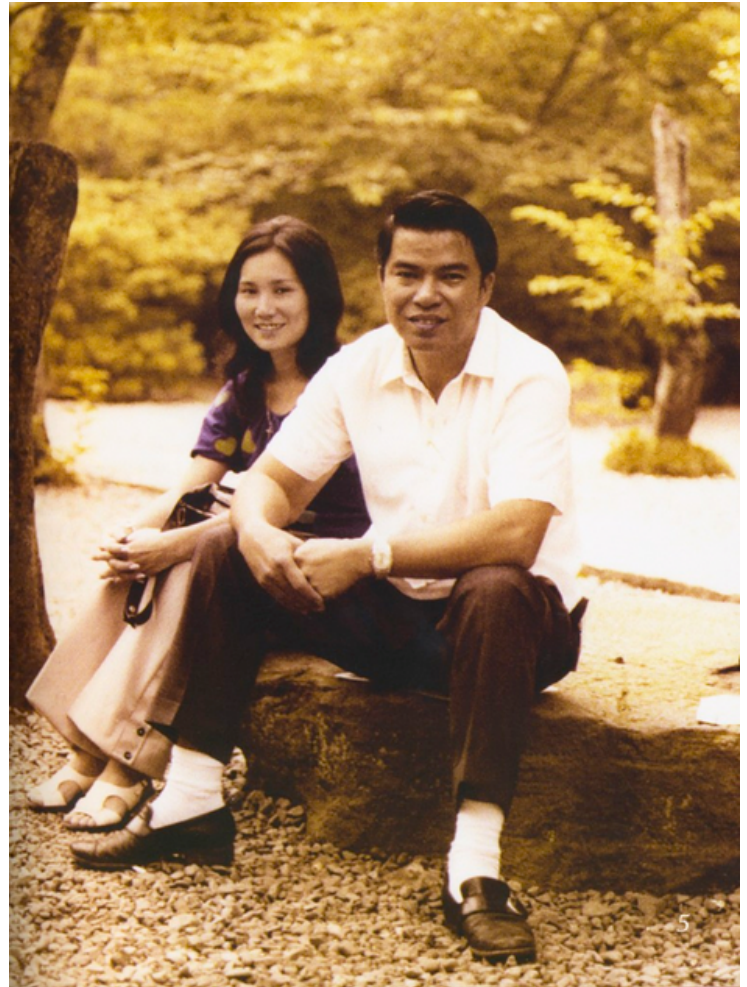
The airline company continues to achieve traffic growth of around six to seven percent. Its on-time performance track record is good, with flights operating on time more than 90 percent of the time, except for delays caused by external factors (like airport congestion).

During difficult, turbulent times for the airline, one wonders why a businessman of Lucio Tan's stature didn't just simply hang his coat and move on. To this, he says, *"Philippine Airlines is an icon of Filipino pride, dignity and aspirations. As the national carrier flying the flag of the Republic, PAL occupies a special place in the hearts and minds of Filipinos around the world. But beyond its iconic status, PAL is one of the true pillars of the Philippine economy."*

As PAL celebrates its 75th year in March 2015, Lucio vows that passengers will be front and center of this momentous celebration. And aside from strengthening full five-star services and other perks that come with flying PAL, PeopleAsia also learns that the next years will be about celebrating the heart of the Filipino.

Lucio's heartbeat

Speaking of heart, the iconic taipan was shaped by a man named Tan Yan Kee, the father whom he regards as his greatest mentor. *"He taught my siblings and I the value of education, perseverance and hard work. The most important nugget of wisdom he imparted to me is that Great achievements are attained only through discipline, hard work and dedication."*



Carmen Tan describes the relationship as one founded on a great respect and reverence. After the cremation rites, Lucio was carrying the urn that had the ashes of his father. He asked his brother Harry, and me, to join him in the helicopter, she further shares in the same book.

Once up in the air, Lucio broke his silence and said, "My father always wanted a helicopter ride. He could not have it in his lifetime because he was bedridden. Now I give him his helicopter ride."

To those who witnessed this man's ascent, it's easy to see that the media hasn't always been kind to Lucio. His name made headlines, not just for his successes, but also for unjust accusations. But despite the hurt, Lucio never dwells on being beleaguered. He chooses to move on, and ultimately lets kindness rule his heart.

Lucio's long-time friend and PR counsel, Tony Carrion, shared how during the 1984 Olympics, the businessman promised the Filipino athletes a P1 million pot if they bagged gold.

[SPOTLIGHT] Dr. Lucio Tan: Heart of the Filipino

"Though the athletes missed the medal, he visited the entire athletic and coaching team in Los Angeles and treated them to a meal in a restaurant, in celebration of their efforts."

"In 1988 at the Seoul Olympics, he made the same promise. There were no gold medals still in the Olympic events, but the Philippine team scored a gold in bowling (a non-Olympic event). Lucio gave the money anyway. He practices kindness with generosity. I have not seen anyone who came to him for help and was not given help. I have seen how he had helped, even his detractors," shared Tony.

And of course, there is his trademark humility.

As previous PeopleAsia Lifetime Achievement Awardee Washington SyCip says, *"I think Lucio is a very kind man. It has always amazed me how he manages to remain simple in many ways."* Washington SyCip, who is also a trustee of the Lucio Tan Group of Companies philanthropic arm, the Tan Yan Kee Foundation, shares an anecdote of Lucio visiting him in his New York apartment. *"On his way back to the airport, I was expecting that he had a limo waiting for him. Instead, I saw him standing by the side of the street, hailing a cab,"* recounts Washington.

These days, Lucio's heart continues to evolve as a husband, father, grandfather, golfer, avid reader and history buff. He also loves to travel, meet people and make new friends. Ever addicted to knowledge, he confesses that he aims to learn at least 10 percent of anything that interests him, whether it's medicine, astronomy or geography.

And having already proven his mettle in business, it seems that Lucio Tan, who holds a number of doctorate degrees in various fields, is focusing more on his advocacies. *"As much as I can, I lead our group's philanthropic endeavors through the Tan Yan Kee Foundation and the Foundation for Upgrading the Standard of Education (FUSE). I feel most fulfilled when I'm able to share the fruits of our enterprise to those in need. Often, my friends at the Filipino Chinese Chambers of Commerce and Industry, Inc. and I are among the first responders in many calamity areas in the country. We go there not just to bring relief goods but to see first-hand how we can be of assistance in rebuilding lives and communities,"* he concludes.

*"He taught my siblings and I the value of education, perseverance and hard work. The most important nugget of wisdom he imparted to me is that **Great achievements are attained only through discipline, hard work and dedication.**"*

Dr. Lucio C. Tan

Chairman, PNB Holdings Corporation

