

# PHC PERSPECTIVE



## A World of Solicitude

PHC successfully launched its corporate social responsibility campaign aimed at Building Better Communities for Filipinos.

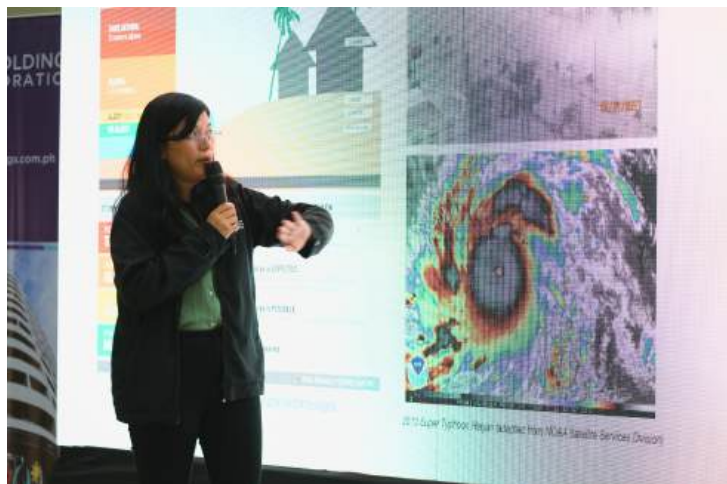
## “Project Solitude” Launched as PHC Ramps Up Corporate Social Responsibility Efforts

**Makati City, Philippines** - As PNB Holdings Corporation shifts its gears towards building the country's next iconic structures, the company successfully launched its corporate social responsibility initiatives called “Project Solitude,” aimed at “Building Better Communities” for underprivileged Filipinos.

Throughout the third quarter of 2024, the company implemented four CSR programs in partnership with seven internal and external organizations: the LT Group Inc., Department of Natural Resources - East Manila Environment Office, UP Resilience Institute, National Council on Disability Affairs, Philippine Foundation for the Rehabilitation of the Disabled, and the Autism Society Philippines.

In celebration of National Disaster Resilience Month in July, PHC launched the “Palaging Handa Caravan” at its properties to ensure that all corporate stakeholders, property tenants, and occupants are prepared in case of major natural disasters and calamities.

“We now live in a world where disasters, both natural and man-made, are increasingly becoming a part of our daily lives. This initiative is part of our ongoing commitment to strengthen the resilience of our communities,” said Joselito R. Consunji, PHC Chief Operating Officer.



*Dr. Likha Minimo of UP Resilience Institute during the Palaging Handa Caravan at PNB Makati Center*

The company also championed accessibility and inclusion through its first-ever Disability Awareness and Sensitivity Workshop called “Access For All,” urging all tenants and stakeholders to be more accommodating to persons with disabilities and to learn new approaches in dealing with them with kindness and respect.



*NCDCA's Jayme Marino talking about Accessibility Laws and Programs of the Government*

Hundreds of employees and tenants of PNB Financial Center and PNB Makati Center joined together to save lives by donating blood to the Philippine Red Cross in September.



*PHC blood donors Angelica Morse and Jun Reynon posing for a photo op with their Red Cross Blood Donation Card*

PHC, along with other Lucio Tan Group of Companies, also participated in International Coastal Cleanup Day, where 350,000 kilograms of various types of waste and debris were collected across cleanup sites in the Philippines. [cont...]



*PHC volunteers, led by Ms. Maryknoll B. Zamora, PHC Chief Financial Officer, during the International Coastal Cleanup Drive at the Marikina River*

Through the various CSR programs of PHC, 447 stakeholders were engaged in contributing to Building Better Communities.

The company hopes to launch more programs that enhance the lives of underprivileged Filipinos, particularly in communities where we are present.

## PHC taps delaware PH as SAP ERP Implementation Partner for Business Transformation Initiatives



**Makati City, Philippines** – In anticipation of its future growth, PNB Holdings Corporation (“PHC”), a real estate developer backed by the Lucio Tan Group, has partnered with delaware Philippines for a strategic collaboration aimed to transform PHC’s business processes through the implementation of SAP S/4HANA GROW.

PHC sought to implement an automated computerized accounting system (CAS) by year-end, in compliance with the Bureau of Internal Revenue (BIR) requirement for large taxpayers. SAP S/4HANA GROW Enterprise Resource Planning (ERP) solution will improve and automate the company’s financial, procurement, and inventory processes.

According to Ms. Karlu T. Say, PHC President, collaborating with delaware Philippines made it easy for the company to embark on a journey to modernize its back-end and front-end Real Estate operations and embrace digital transformation.

“The adoption of SAP S/4HANA is poised to yield significant benefits for PHC. With automated processes that would minimize the likelihood of human error, the new system will enhance operational efficiency and facilitate better decision-making. Moreover, we will have a “future-ready” ERP system capable of adapting to evolving business requirements, ensuring long-term sustainability and growth,” Ms. Say said.

“With delaware as the implementation partner, we adopted SAP S/4HANA Public Cloud (GROW with SAP) as a solution to these requirements. By implementing this technology, we are confident that we will have a robust and flexible ERP system that simplifies our internal processes and positions us for future success,” said PHC Chief Financial Officer Maryknoll B. Zamora.

Looking ahead, PHC’s roadmap includes addressing its Real Estate operational requirements this year, further leveraging SAP S/4HANA to drive innovation and accelerate business growth.

“We are proud to have successfully deployed CAS as Phase 1 of the SAP S/4HANA Public Cloud implementation for PHC within the committed timeframe. The implementation, completed in just 26 weeks, reflects delaware’s dedication to delivering results efficiently and effectively,” said Partner and Delivery Head of delaware Rosette Carrao.

Simone Pigason, delaware Senior Vice President for Customer Success, emphasized the project continues to prove their excellence in helping Real Estate businesses unlock their full potential.

“For us in delaware, our collaboration with PHC and the successful implementation of SAP S/4HANA GROW represent a pivotal moment in their pursuit of operational excellence. We are proud to have played a key role in this transformative journey and look forward to continuing our collaboration to drive innovation and sustainable growth,” said Pigason.

## HR BEAT

### PHC recognized as Best Employer Brand Finalist at LinkedIn’s Talent Awards 2024

PNB Holdings Corporation (PHC) has been honored as a finalist in the Best Employer Brand category at the LinkedIn Talent Awards 2024. This prestigious recognition highlights PHC’s dedication to fostering a workforce that is not only skilled but also deeply committed to creating the country’s next iconic architectural landmarks.

The accolade underscores PHC’s strategic efforts in employer branding, showcasing our commitment to employee engagement, development, and satisfaction. By prioritizing a positive and inclusive workplace culture, PHC has successfully attracted and retained top talent in the industry.

In the same category, Philippine Airlines emerged as the Best Employer Brand 2024 winner, setting a high benchmark for excellence in employer branding.

As PHC continues to grow and contribute to the nation’s architectural landscape, this recognition serves as a testament to our unwavering commitment to excellence in employer branding and workforce development.



## PHC employees celebrate Family Fun Day with loved ones at Enchanted Kingdom



**Sta. Rosa City, Laguna** – PNB Holdings Corporation (PHC) hosted its much-anticipated Family Fun Day at Enchanted Kingdom in Sta. Rosa City, Laguna on September 20, 2024. This event provided an opportunity for PHC employees to bond with their families and loved ones, unwind, and enjoy a variety of fun activities within the theme park.

The day was filled with laughter and joy as employees and their families explored the park's attractions, from thrilling rides to entertaining shows. The event was designed to foster a sense of community and teamwork, reflecting PHC's commitment to creating a workplace that values family and work-life balance.

Ms. Gladys K. Uy, Vice President for Human Resources and Administration, said "this Family Fun Day event is a proof to our dedication to our employees' well-being. We believe that a happy and balanced life outside of work translates to a more productive and harmonious workplace." "This event is just one of the many ways we show our appreciation for our employees and their families," Ms. Gladys added.

PHC's Family Fun Day 2024 also served as a celebration of the company's core values. By providing a platform for employees to connect with their families and colleagues in a relaxed setting, PHC continues to promote a supportive and inclusive workplace for them to thrive both personally and professionally.

## PHC shines at SAP Customer Excellence Awards



**Singapore, July 24, 2024** – PHC has been honored with the prestigious Rising Star Award at the SAP Customer Excellence Awards for South East Asia, held at the Raffles City Convention Centre. This award recognizes organizations that exhibit a strong commitment to digital transformation through the Grow with SAP approach and the adoption of SAP S/4HANA Public Cloud Edition.

The Rising Star Award is a testament to PHC's innovative mindset and dedication to leveraging advanced technology to drive growth and efficiency. By embracing SAP's cutting-edge solutions, PHC has positioned itself as a leader in digital transformation within the region.

The event, which brought together industry leaders and innovators, celebrated the achievements of companies that are setting new standards in their respective fields. PHC's recognition highlights its proactive approach to adopting new technologies and its unwavering commitment to excellence.

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