

## MEMORANDUM

To : OPERATIONS, AUDIT, MARKETING DEPARTMENT  
Date : September 5, 2023  
Subject : AMENDMENT OF MARKETING COLLATERAL GUIDELINES

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This is to amend the Marketing Collateral Guidelines released by Marketing Department last February 23, 2022.

Effective September 15, 2023, Failure to comply with our guidelines (Proper Display of Monthly Promo Pop) will be automatically penalized.

A fine of Php 1,000 will be charged to the Branch Head/s or OIC. In case there is an Assistant Branch Manager in the branch, fines will be equally divided to the Branch Manager and Assistant Branch Manager and Php 700 will be charged to the Area Operations Manager (AOM), Php 500 will be charged to the Regional Operations Manager (ROM) and Php300 will be charged to the Regional Operations Director ((ROD) for non-compliance.

**Set up 1 – NO Branch Manager/s or OIC**

A fine of Php 1000 will be charged to the AOM, Php 500 will be charged to the ROM and Php500 will be charged to the ROD.

**Set up 2 – NO Area Operations Manager**

A fine of Php 1000 will be charged to the Branch head/s or OIC, and Php 700 will be charged to the ROM and Php300 will be charged to the ROD.

**Set up 3 – NO Regional Operations Manager**

A fine of Php 1000 will be charged to the Branch head/s or OIC, and Php 700 will be charged to the AOM and Php300 will be charged to the ROD.

In the event that non-compliance is discovered before the Audit visit, **Operations Director (OD), ROD and ROM** have the right to impose the monetary penalty on their respective AOM and Branch Head/s or OIC.

Marketing Head/s, CCO, Audit will also be on top of this.

For your strict compliance.

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