



GROUP OF COMPANIES  
**Grocery Group Management (GGM)**  
Telno : 501-6300 loc. 1421/1422/1431

**Date** : September 20, 2012

**To and CC** : All Subsidiary Store Managers  
All Subsidiary Grocery Purchasing/Selling Area/Stockroom Supervisors  
All Subsidiary MIS/IAD/Acctg. Supervisors  
WDG Sr. Supervisor  
LDI/DSG Operations Manager  
GDC Manager/Dispatching Sr. Supervisor/MIS Supervisor  
GGM Manager/MIS/Sr. Supervisor  
The Group 1 Navision PM  
The Corp. IT Sysdev Head  
The IAD Head  
The Exec. Asst. to the GM  
The Corp. Audit & Compliance Mgr.  
Corporate Marketing Group  
File: AGC GM

**From** : The General Manager

**Subject** : Policy on Promotional Free Goods Management

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Please be informed of the following mandated guidelines with regards the Promo Free Goods documentation, approval, receiving, releasing, implementing instructions, post promo reporting and audit.

## 1.0 Definition of Terms

Free Goods are designated merchandise for promotional use, by authority of a "Supplier Promotional Letter" (SPL) issued by the initiating supplier.

Free Goods have many uses and can confuse implementers of the promo. Therefore, there is a need to classify the Free Goods as to application, to properly guide all those concerned.

### 1.1 Classification I – For Conversion to Refund Promo Expenses

Upon Supplier Promotional Letter instructions, Free Goods initially received in our Grocery Distribution Center (GDC) can be subsequently released to our subsidiaries for sale. The agreed equivalent revenue amount can now refund the various advances in Cash and other promo items, previously facilitated by the Grocery Group Management (GGM) to activate the promo.

### 1.2 Classification II – For Conversion to Bundling Items

Upon Supplier Promotional Letter instructions, Free Goods received in our GDC can be released to our subsidiaries as bundling items, according to the prescribed promo mechanics, bundling instructions, allocation per subsidiary; among others.

1.3 Classification III – For Conversion to Price-off

Upon Supplier Promotional Letter instructions, Free Goods received in our GDC can be released to our subsidiaries as free or subsidized items for tactical price-off, such as Buy 1 take 1 or expressed as a percent discount like "Less 10%" or expressed in peso value like "Less P1.50 per bottle"; among other bundling tactics.

1.4 Classification IV - Other Forms of Conversions

Upon Supplier Promotional Letter instruction, Free Goods received by our GDC can be released for other applications such as becoming a participating sponsor in "Gusto Mi Hapi U", Christmas support promo; among others.

1.5 POP Materials or "Merchandising Materials" – are materials used to promote specific merchandise inside the store such as price tags, bundling headers, standees, posters, mobiles and others; as provided by the initiating supplier.

1.6 Premium in Pack (PIP) or "Premium Items" - in general, are non-trade items used to promote specific merchandise inside the store such as, tumblers, pitchers, spoons/forks, pencils, food keepers, among others, that are bundled as free or subsidized items.

1.7 Collaterals in General; are materials used to highlight specific promotions of merchandise outside the store such as; billboards, phlanges, streamers, tarpaulins, bannerettes among others. It can also include radio, TV and print broadcast; Internet ads, cinema ads, among other tactical media.

**2.0 Authorized Prior Approval** (see Exhibit 1)

2.1 Only the GGM Manager / Asst. Manager are authorized to negotiate, finalize and approve Promotional activities involving Group 1 subsidiaries.

2.2 All approved negotiations must be specified in the Supplier Promotional Letter, to include:

- a. Promo Title
- b. Promo Mechanics
- c. Promo Period
- d. Promo Implementing guidelines
- e. Government Agency approval as needed, such as DTI, BFAD Clearance; among others
- f. Promo budget
- g. Pre promo, promo and post promo reporting, if needed
- h. Others, please specify.

**3.0 Receiving the Free Goods**

Since the Free Goods can be mistakenly delivered by forwarders to another location, or delivered together with other merchandise inside container vans, there is an imperative to designate one single receiving location for Free Goods.

- 3.1 Only the Grocery DC is authorized to receive all free goods from suppliers. Any previous delivery of free goods to other locations such as the Dampas Warehouse or the LDI DSG stockroom, among others; must immediately be transferred to the GDC.
- 3.2 Any delivery of free goods directly to our subsidiaries without the knowledge of the GGM must be put on hold. Concerned Stockroom/Selling Area Supervisor must immediately inform the GGM of such delivery and wait for further instructions from the GGM.

#### **4.0 Releasing the Free Goods**

Since there are many applications of the free goods as previously discussed, a centralized approval of their release is hereby designated.

- 4.1 Only the GGM can approve a withdrawal of Free Goods thru the issuance of a "Stock Withdrawal Advice Form" (SWAF), see attached exhibit 1. The SWAF is an internal document that specifies the withdrawal details to include the Accounting Instructions and the Implementation Remarks (see Exhibit 2). Accounting instructions must be clear and accurate, so as not to create confusion down the line.
- 4.2 A photocopy of the Supplier Promotional Letter (SPL) must be attached to the original SWAF addressed to the designated subsidiary for proper matching and verification.
- 4.3 The GGM designated representative must present to the GDC Dispatching Supervisor the Original SWAF and the attached photocopy of the SPL, to start the release procedures.

#### **5.0 Free Goods Monitoring (see Exhibits 3 and 4)**

The Corporate IT Retail 1 System Development Group is mandated to install the "Free Goods Monitoring System" (FGMS) in the GDC and all recipients of Free Goods subsidiaries. The FGMS will record all Free Goods receiving/releasing/freshness and accuracy of inventory/reports and audit.

The GDC will designate an MIS encoder and the subsidiaries are likewise mandated to designate a store GGM clerk as their FGMS in charge, who will be trained by the Sysdev Group and who will regularly report to the GGM all details of free Goods monitoring.

#### **6.0 Implementing the Promo Involving the Free Goods**

The GDC recipient subsidiaries must designate a Senior Supervisor who will head the promo implementing team in their location, in order to faithfully follow the promo instructions.

To facilitate Team Performance evaluation, the designated supervisor is required to accurately accomplish the "Promo Execution Report" (PER), see attached exhibit 5. The PER must be submitted to the GGM three (3) days after the end of the promo period.

**7.0 Since POP, PIP and Collateral materials maybe delivered together with other items like the merchandise and free goods, a Central Location for such materials is hereby designated.**

- 7.1 All deliveries of POP, PIP and other promo collaterals, are to be directly received at the LDI DSG Field Office in the CPG North Ave Commissary Compound. Any delivery of such materials to Dampas Warehouse, or to the GDC and other locations must be immediately transferred to the LDI-DSG Field Office.
- 7.2 To record receiving of above mentioned items, a manual procedure using a logbook to post the specific details of delivery documents such as Delivery Receipt and others will be provided and maintained c/o the LDI DSG Field Office In-Charge.
- 7.3 To record releases, a manual form to be issued by the GGM known as the POP-PIP Materials and Collaterals Withdrawal Advise (PPMC-WA), see Exhibit 6, together with the corresponding logbook postings; will record releases of such materials.
- 7.4 The LDI-DSG Field Office In-charge is responsible for receiving, releasing, inventory upkeep and good housekeeping procedures for such materials.

**8.0 Any violation of this Free Goods Policy is subject to disciplinary action. The concerned Senior Supervisor and/or Store Manager are required to report to the HRD any and all violations hereof.**

- 8.1 The Store Managers, WDG Supervisor and DSG OM; being the ultimate implementers of this policy, are assigned the **Command Responsibility** of their implementing group. In cases of multiple and/or continuous violations of this policy, they will be held accountable for their group's non-compliance.

For your guidance and strict compliance.

Prepared by:

  
\_\_\_\_\_  
Grp 1 Nav PM

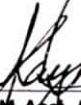
Date 09/26/12

Reviewed by:

  
\_\_\_\_\_  
Corp. IAD Mgr & Compliance Officer

Date 9/26/12

Recommended by:

  
\_\_\_\_\_  
GGM Asst. Manager

Date 9/26/12

Approved by:

  
\_\_\_\_\_  
General Manager

Date \_\_\_\_\_

  
\_\_\_\_\_  
Asst. Head Corp. IT-SysDev't

Date 09-26-12

  
\_\_\_\_\_  
Executive Assistant to the GM

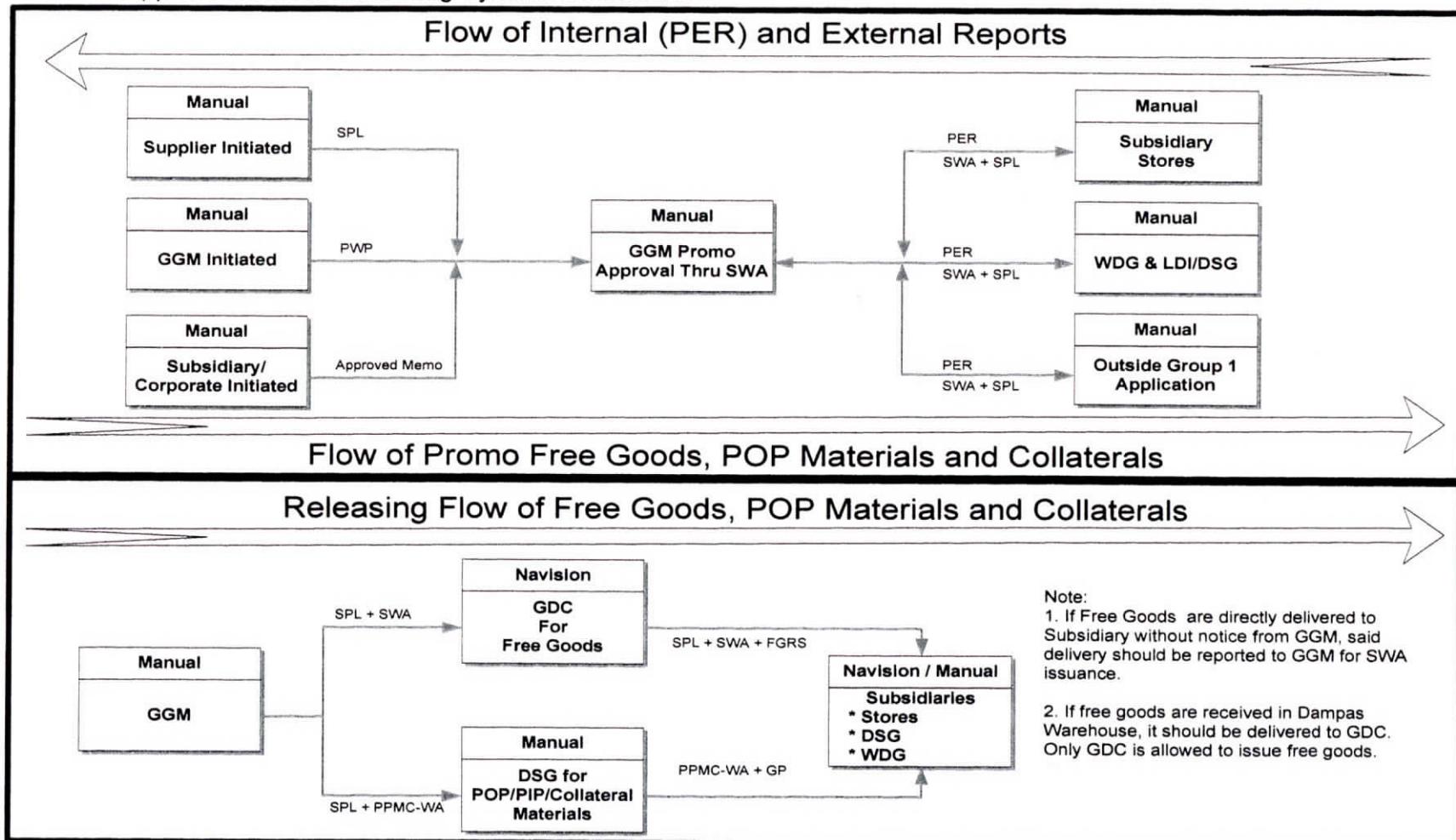
Date 9/26/12

  
\_\_\_\_\_  
GM Manager

Date 9/26/12

# Corporate IT SysDev'

## GGM – Supplier Promotion Monitoring System Architecture

**LEGEND:**

Collaterals - off-premise high light materials  
 DSG - Distribution Sales Group  
 FGRS - Free Goods Releasing Slip  
 GDC - Grocery Distribution Center  
 GGM - Grocery Group Management

GP - Gate Pass  
 LDI - Leonardo Distributors Inc.  
 PER - Promo Execution Report  
 PIP - Premium In Pack  
 POP - Point of Purchase

GP  
 LDI  
 PER  
 PIP  
 POP

- Gate Pass  
 - Leonardo Distributors Inc.  
 - Promo Execution Report  
 - Premium In Pack  
 - Point of Purchase

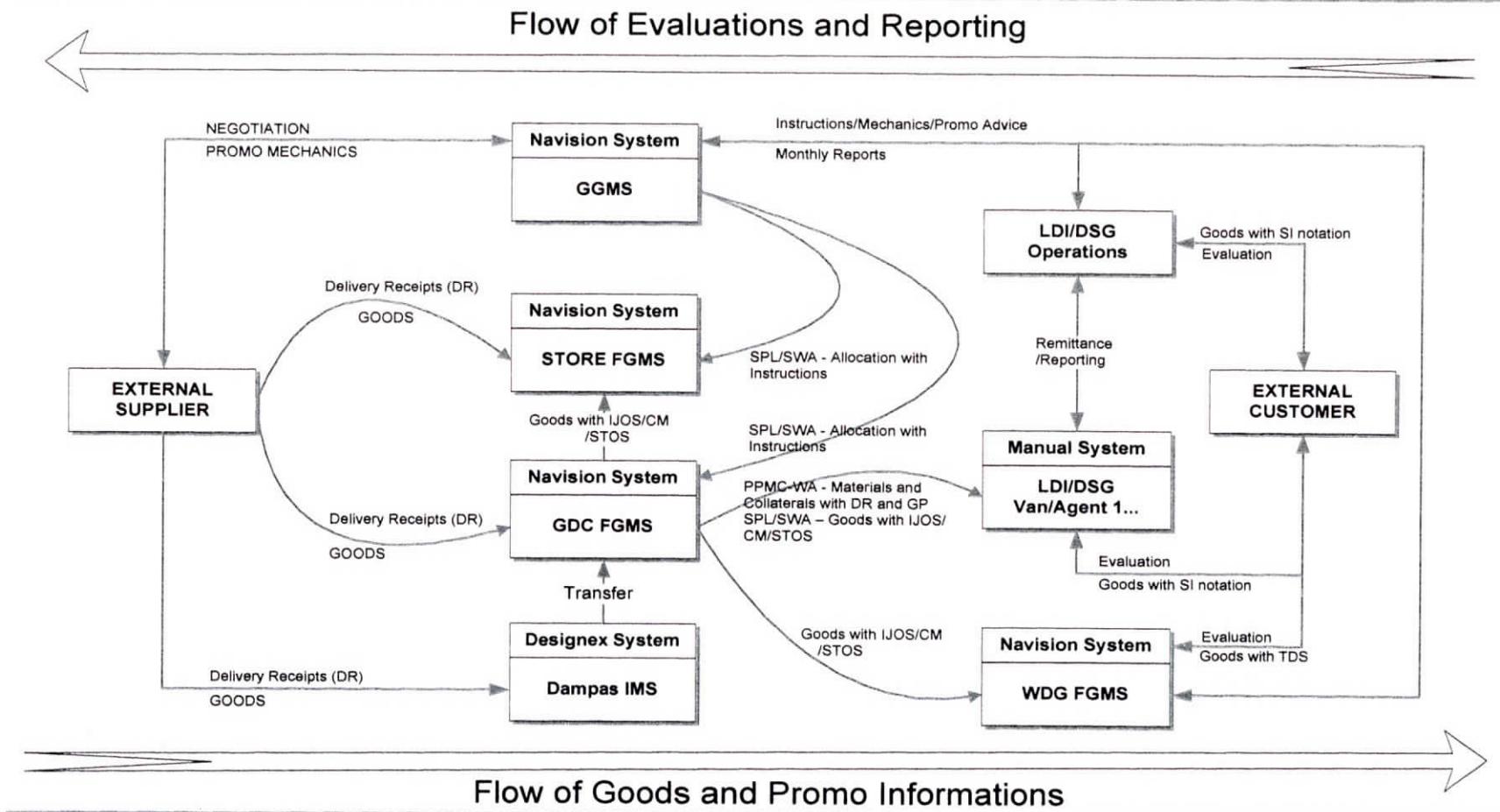
POP Materials  
 PPMC-WA  
 PWP  
 SPL  
 SWA

- In-store Merchandising Materials  
 - POP, PIP Materials & Collaterals Withdrawal Advice  
 - Promo Work Plan  
 - Supplier Promo Letter  
 - Stock Withdrawal Advice

# Corporate IT

## SysDev'l

## GGM – Free Goods Monitoring System Architecture



## LEGEND:

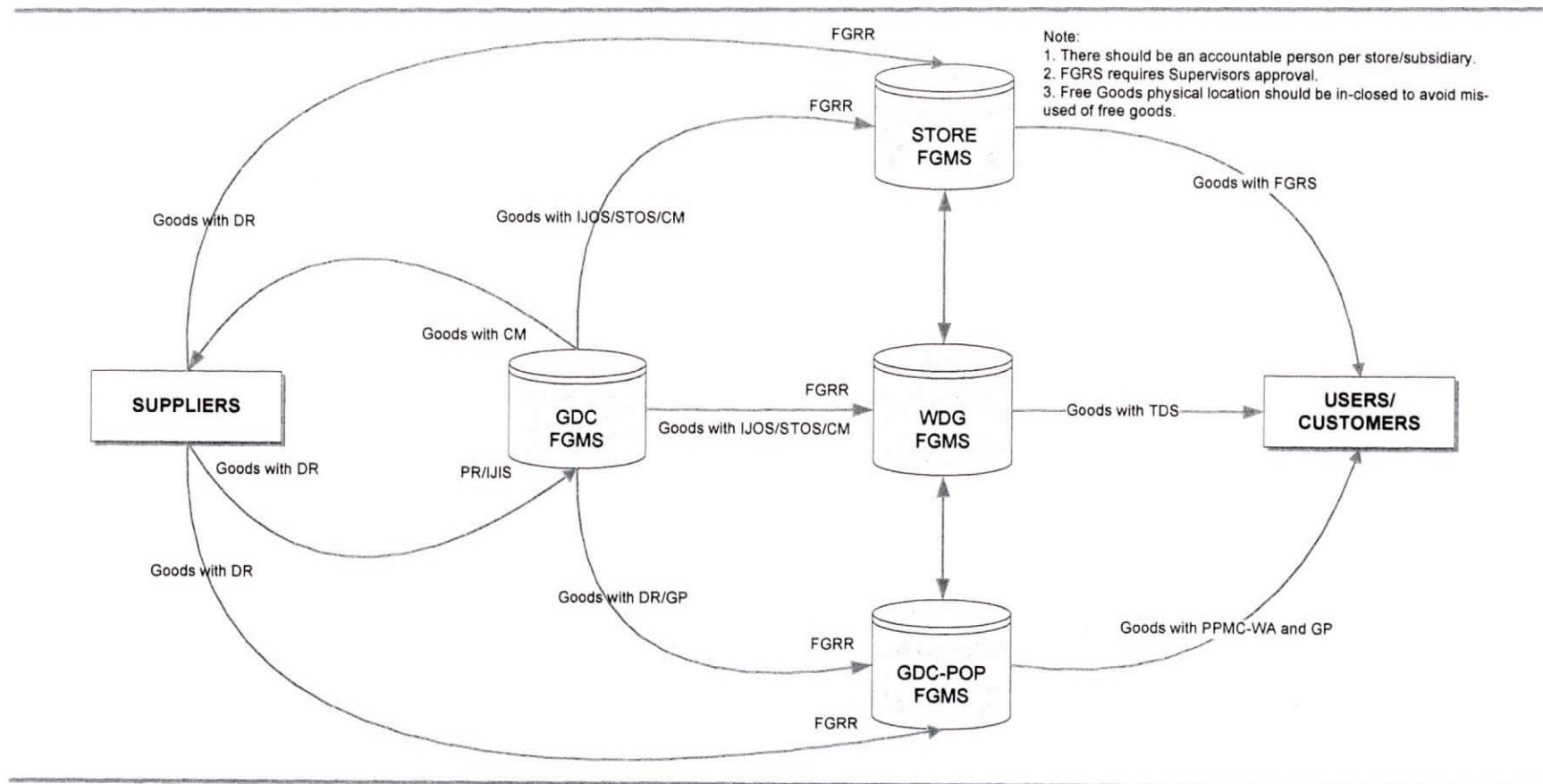
CM - Credit Memo  
 DR - Delivery Receipt  
 DSG - Distributor Sales Group  
 FGMS - Free Goods Monitoring System  
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 IJOS - Item Journal Out Slip  
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 LDI - Leonardo Distributor Inc.  
 SI - Sales Invoice  
 STOS - Stock Transfer Out Slip

TDS - Temporary Delivery Slip

# Corporate IT SysDev't

## GGM – Free Goods Monitoring System Database Architecture


**LEGEND:**

CM	- Credit Memo
DR	- Delivery Receipt
FGMS	- Free Goods Monitoring System
FGRS	- Free Goods Receiving Report
GDC	- Grocery Distribution Center
POP	- Point of Purchase
IJOS	- Item Journal Out Slip
IJIS	- Item Journal In Slip
SI	- Sales Invoice
STOS	- Stock Transfer Out Slip
TDS	- Temporary Delivery Slip

**ALTURAS**  
 GROUP OF COMPANIES  
**Grocery Group Management (GGM)**  
 Telno : 501-6300 loc.#1421/1422/1431

**STOCK WITHDRAWAL ADVICE FORM (SWAF)**

From : <input type="checkbox"/> GDC <input type="checkbox"/> STORE <input type="checkbox"/> WDG <input type="checkbox"/> LDI/DSG <input type="checkbox"/> Others, specify _____					Series No : _____
To : _____					Date : _____
QUANTITY	UNIT	DESCRIPTION	COST PER UNIT	AMOUNT	
					TOTAL >>>

*Declaration of withdrawal:*

SUPPLIER NAME : \_\_\_\_\_

Accounting Instruction : \_\_\_\_\_

Remarks : \_\_\_\_\_

Attach Supplier approved document

REQUESTED BY : \_\_\_\_\_

Full Name & Signature

Date : \_\_\_\_\_

RELEASED BY : \_\_\_\_\_

Full Name & Signature

Date : \_\_\_\_\_

REVIEWED BY : \_\_\_\_\_

Full Name & Signature

Date : \_\_\_\_\_

RECEIVED BY : \_\_\_\_\_

Full Name & Signature

Date : \_\_\_\_\_

APPROVED BY : \_\_\_\_\_

Full Name & Signature

Date : \_\_\_\_\_

Distribution of copies :

Original – Subsidiary

Duplicate – GGM File

Triplicate – IAD

**Promo Execution Report**

Name of Implementing Subsidiary/Business Unit: \_\_\_\_\_ Series No.: \_\_\_\_\_

Promo Title \_\_\_\_\_ Date: \_\_\_\_\_  
 Promo Mechanics \_\_\_\_\_  
 Promo Period \_\_\_\_\_  
 Promo Sponsor \_\_\_\_\_

**\*Allocation of Free Goods, Pop Materials & Collaterals:**

<b><u>QUANTITY</u></b>	<b><u>ITEM DESCRIPTION</u></b>	<b><u>QUANTITY</u></b>	<b><u>ITEM DESCRIPTION</u></b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\*Accounting Instructions:

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\*Execution Remarks:

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**\*Declaration of un-used allocation:**

<b><u>QUANTITY</u></b>	<b><u>ITEM DESCRIPTION</u></b>	<b><u>QUANTITY</u></b>	<b><u>ITEM DESCRIPTION</u></b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\*Promo Execution Summary:

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\*Post-Promo Remarks:

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**Submitted by:**

Name:  
Date:

**Noted by:**  
(GGM/CMG)

Name:  
Date:

Name:  
Date:

**Reviewed by:**  
(Sr. Supervisor/Subsidiary Mgr.)

**Audited by:**  
(IAD)

Name:  
Date:

Name:  
Date:

**Note:** This Promo Execution Report should be accomplished and signed three days after end of promo period. Attach required reports/exhibits.

\* Attach separate sheets if allocated space is not enough.

Distribution of copies: orig\_GGM/CMG dup\_Subsidiary Mgr. trip\_IAD



**ALTURAS**  
GROUP OF COMPANIES  
**Grocery Group Management (GGM)**  
**Telno : 501-6300 loc. 1421/1422/1431**

**Date** : September 20, 2012

**To and CC** : All Subsidiary Store Managers  
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The Group I Navision PM  
The Corp. IT Sysdev Head  
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The Corp. Audit & Compliance Mgr.  
Corporate Marketing Group  
File AGC GM

**From** : The General Manager

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  - Others, please specify.

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Since the Free Goods can be mistakenly delivered by forwarders to another location, or delivered together with other merchandise inside container vans, there is an imperative to designate one single receiving location for Free Goods.

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For your guidance and strict compliance.

Prepared by:

Grp 1 Nav PM

Date 09/26/12

Reviewed by:

Corp. IAD Mgr & Compliance Officer

Date 9/28/12

Recommended by:

GGM Asst. Manager

Date 9/26/12

Approved by:

General Manager

Date \_\_\_\_\_

Asst. Head Corp. IT SysDev't

Date 09.26.12

Executive Assistant to the GM

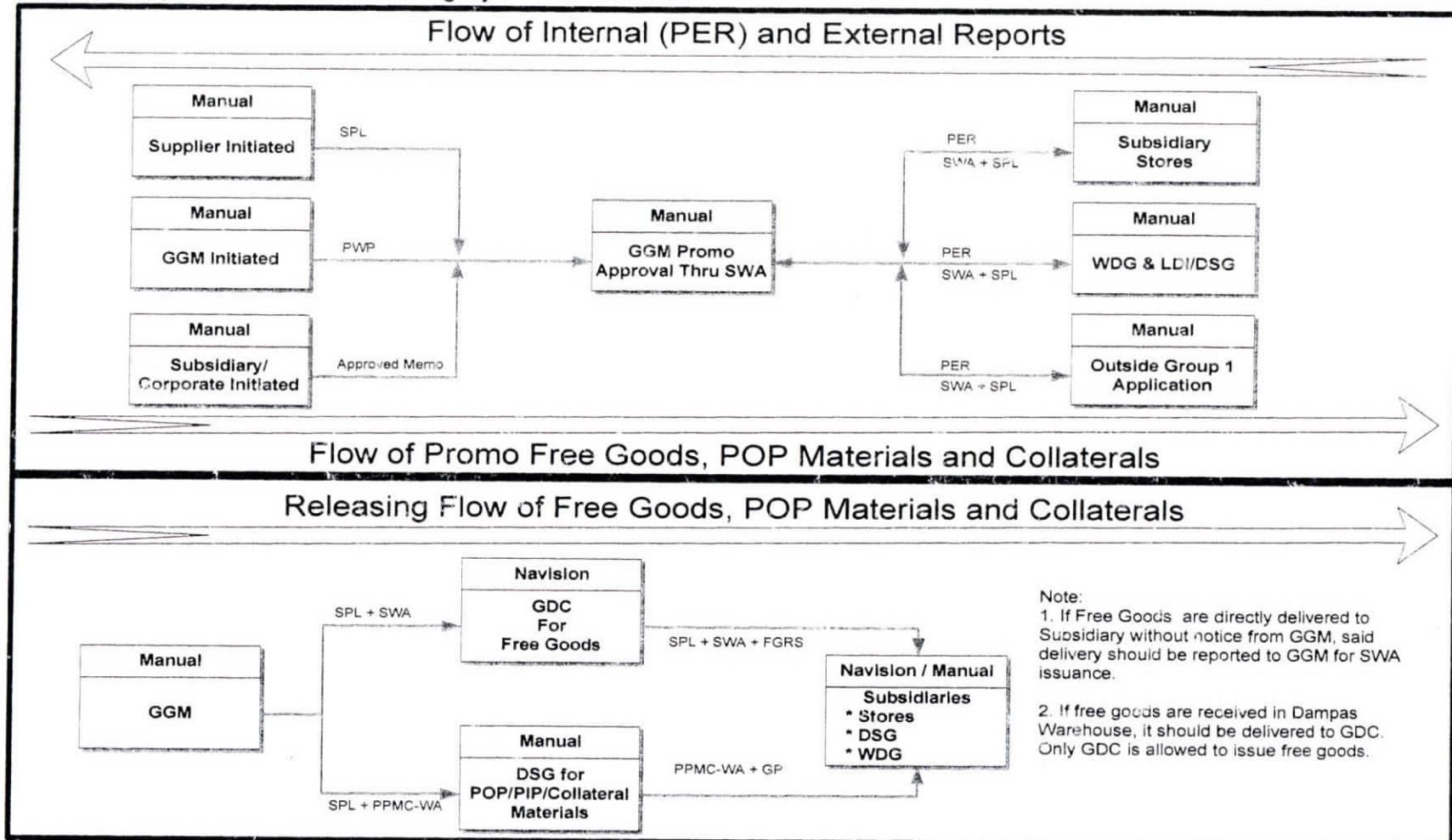
Date 9/28/12

GGM Manager

Date 9/28/12

**Corporate IT**  
**SysDev'1**

## GGM – Supplier Promotion Monitoring System Architecture



## LEGEND:

Collaterals

- off-premise high light materials

DSG

- Distribution Sales Group

FGRS

- Free Goods Releasing Slip

GDC

- Grocery Distribution Center

GGM

- Grocery Group Management

GP

LDI

PER

PIP

POP

- Gate Pass

- Leonardo Distributors Inc.

- Promo Execution Report

- Premium In Pack

- Point of Purchase

POP Materials

PPMC-WA

PWP

SPL

SWA

- In-store Merchandising Materials

- POP, PIP Materials &amp; Collaterals Withdrawal Advice

- Promo Work Plan

- Supplier Promo Letter

- Stock Withdrawal Advice

**ALTURAS**  
GROUP OF COMPANIES  
**Grocery Group Management (GGM)**  
Telno : 501-6300 loc.#1421/1422/1431

## Exhibit 2

## STOCK WITHDRAWAL ADVICE FORM (SWAF)

Telno : 501-6300 loc.#1421/1422/1431

*Declaration of withdrawal:*

SUPPLIER NAME : \_\_\_\_\_

## Accounting Instruction :

### Remarks :

*Attach Supplier approved document*

REQUESTED BY :

*Full Name & Signature*

Date:

RELEASED BY : \_\_\_\_\_

Full Name & Signature

*Full Name & Signature*

**REVIEWED BY :**

*Full Name & Signature*

Date : \_\_\_\_\_

RECEIVED BY

*Full Name & Signature*

*Full Name & Signature*

APPROVED BY :

*Full Name & Signature*

Date:

### Distribution of species

Original Solution

Duplicate - GEM File

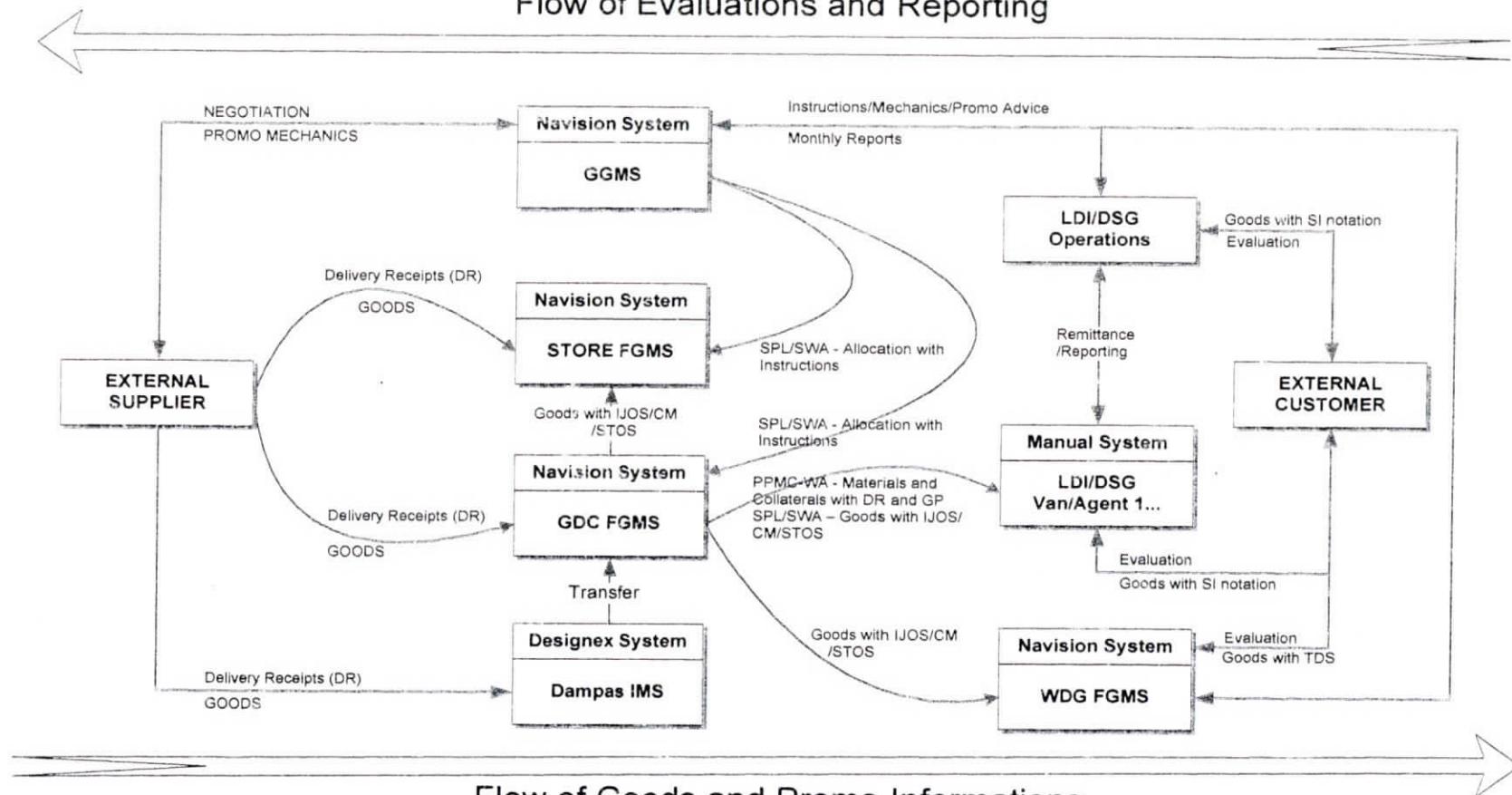
## Duplicate - GGM

# Corporate IT

## SysDev'1

## GGM – Free Goods Monitoring System Architecture

## Flow of Evaluations and Reporting



## Flow of Goods and Promo Informations

## LEGEND:

CM - Credit Memo  
 DR - Delivery Receipt  
 DSG - Distributor Sales Group  
 FGMS - Free Goods Monitoring System  
 GDC - Grocery Distribution Center  
 GGM - Grocery Group Management

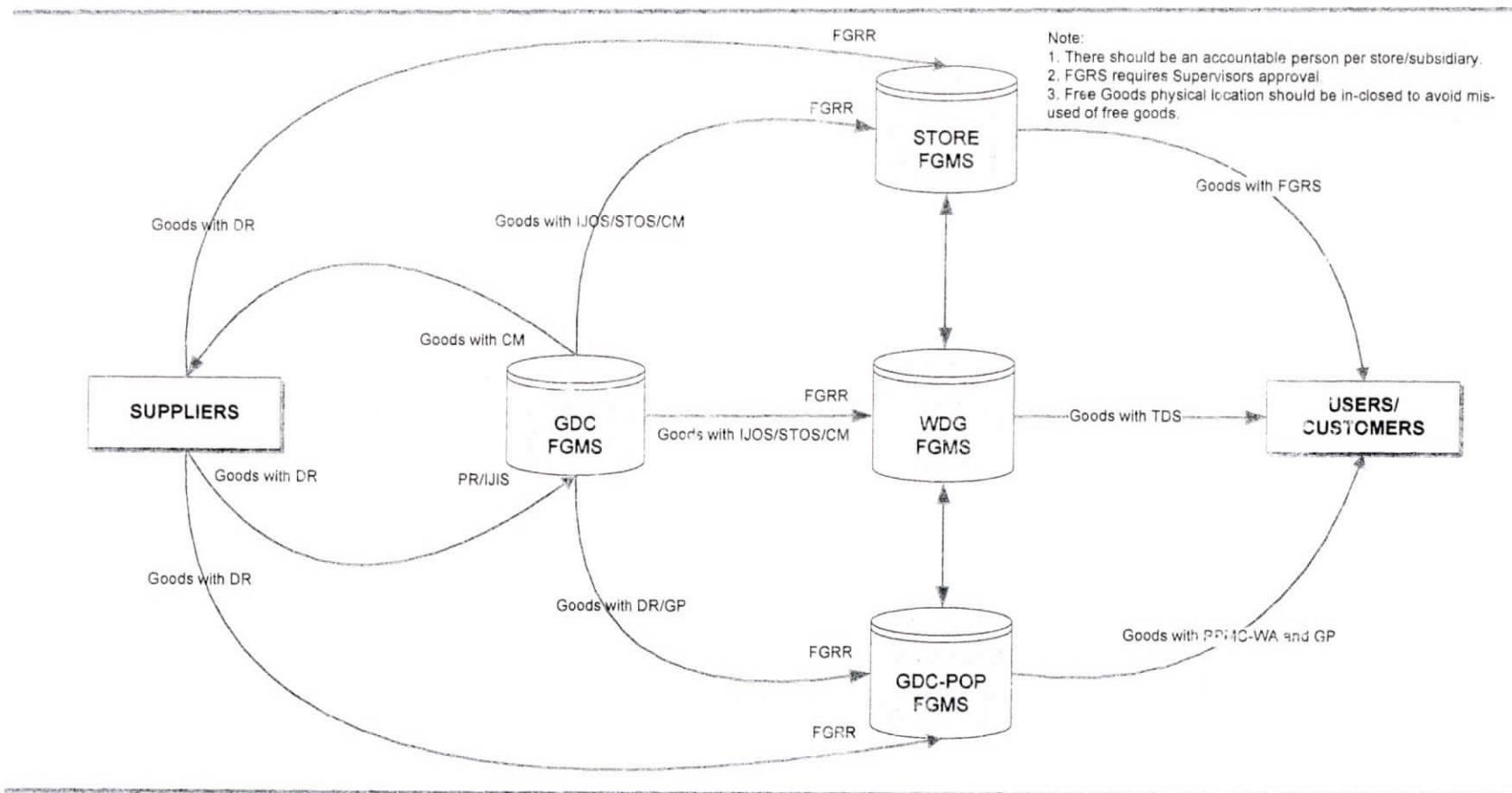
GGMS - Grocery Group Management System  
 IJOS - Item Journal Cut Slip  
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TDS - Temporary Delivery Slip

# Corporate IT

## SysDev'1

### GGM – Free Goods Monitoring System Database Architecture


**LEGEND:**

CM	- Credit Memo	POP	- Point of Purchase
DR	- Delivery Receipt	IJOS	- Item Journal Out Slip
FGMS	- Free Goods Monitoring System	IJIS	- Item Journal In Slip
FGRS	- Free Goods Releasing Slip	SI	- Sales Invoice
GDC	- Grocery Distribution Center	STOS	- Stock Transfer Out Slip
		TDS	- Temporary Delivery Slip

**Promo Execution Report**

Name of Implementing Subsidiary/Business Unit: \_\_\_\_\_ Series No.: \_\_\_\_\_

Promo Title \_\_\_\_\_ Date: \_\_\_\_\_  
 Promo Mechanics \_\_\_\_\_  
 Promo Period \_\_\_\_\_  
 Promo Sponsor \_\_\_\_\_

**\*Allocation of Free Goods, Pop Materials & Collaterals:**

<b>QUANTITY</b>	<b>ITEM DESCRIPTION</b>	<b>QUANTITY</b>	<b>ITEM DESCRIPTION</b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\*Accounting Instructions:

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\*Execution Remarks:

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**\*Declaration of un-used allocation:**

<b>QUANTITY</b>	<b>ITEM DESCRIPTION</b>	<b>QUANTITY</b>	<b>ITEM DESCRIPTION</b>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

\*Promo Execution Summary:

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\*Post-Promo Remarks:

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**Submitted by:**

**Noted by:**  
(GGM/CMG)

Name:  
Date:

Name:  
Date:

**Reviewed by:**  
(Sr. Supervisor/Subsidiary Mgr.)

**Audited by:**  
(IAD)

Name:  
Date:

Name:  
Date:

**Note:** This Promo Execution Report should be accomplished and signed three days after end of promo period. Attach required reports/exhibits.

\* Attach separate sheets if allocated space is not enough.

Distribution of copies: orig\_GGM/CMG dup\_Subsidiary Mgr. trip\_IAD

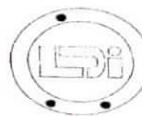


Exhibit 6

## POP/PIP Materials and Collaterals Withdrawal Advice

(PPMC-WA)

To:  Store DSG WDG

Others \_\_\_\_\_

Series No. \_\_\_\_\_

QUANTITY	UNIT	ITEM DESCRIPTION	Date : _____	REMARKS

Requested by: \_\_\_\_\_

Full Name &amp; Signature

Date: \_\_\_\_\_

Released by: \_\_\_\_\_

Full Name &amp; Signature

Date: \_\_\_\_\_

Approved by: \_\_\_\_\_

Full Name &amp; Signature

Date \_\_\_\_\_

Received by: \_\_\_\_\_

Full Name &amp; Signature

Date \_\_\_\_\_

Original - Subsidiary

Duplicate - GGM file

## POP/PIP Materials and Collaterals Withdrawal Advice

(PPMC-WA)

To:  Store DSG WDG

Others \_\_\_\_\_

Series No. \_\_\_\_\_

QUANTITY	UNIT	ITEM DESCRIPTION	Date : _____	REMARKS

Requested by: \_\_\_\_\_

Full Name &amp; Signature

Date: \_\_\_\_\_

Released by: \_\_\_\_\_

Full Name &amp; Signature

Date: \_\_\_\_\_

Approved by: \_\_\_\_\_

Full Name &amp; Signature

Date \_\_\_\_\_

Received by: \_\_\_\_\_

Full Name &amp; Signature

Date \_\_\_\_\_

Original - Subsidiary

Duplicate - GGM file