

THE PHILIPPINES



A SPECIAL PRODUCTION OF: bridges by Synergy Media Specialists

www.sms-bridges.com

Japan-Philippines: A bright and dynamic relationship

A statement from Kazuhiko Koshikawa, ambassador of Japan to the Philippines

Defined by diverse and grounded ties, Japan and the Philippines stand at the “Golden Age” of their bilateral relations. Both countries have worked hand in hand and through close cooperation and friendship to reach this remarkable state of relations, and it continues to show promise for the future.

On top of the milestones we have accomplished, our bilateral

ties consistently open new avenues for our linkages to grow even stronger. As more welcome developments unfold today, we journey steadfastly towards the path of progress as strategic partners. Therefore, it is essential to have a future-oriented perspective in further strengthening our bilateral relations.

Envisioning the future of the Japan-Philippines relations continues to be bright

and dynamic. Sharing universal values and principles of freedom, democracy and the rule of law has led our ties to vibrant collaborations. Over the years, our bilateral cooperation has achieved many triumphs. Our economic ties are an outstanding model, with Japan being the Philippines’ top ODA (overseas development assistance) source and major trade and investment partner. These are

also buttressed by the strong people-to-people ties we share.

An opinion survey in 2022 revealed that almost 80% of Filipinos trust Japan — an excellent manifestation of our dynamic cultural intersections and human connections. With the Filipinos’ talent, warmth and hospitality, I trust that our relations are in good hands for the foreseeable future. ♦

www.ph.emb-japan-go.jp



Kazuhiko Koshikawa, Japanese Ambassador to the Philippines

Ayala Land: Forging ahead with communities in mind

Successful businesses have adapted to changes in society, embraced new technologies and recognized the modern landscape has shifted in terms of the ways in which people are living.

One of the Philippines’ leading property developers, Ayala Land Inc. is forging ahead with its vision to enrich people’s lives by creating progressive community developments.

“When considering a location, we think about how we can add value to the local economy and existing investments and infrastructure to provide people with a more comfortable and enjoyable way of life,” said Bobby Dy, president of Ayala Land.

“Our mixed-use developments have a positive impact on communities and we create something unique in all of our locations.”

With 34 years of experience, Ayala Land has created thriving communities across the Philippines, including in Makati, Alabang, Nuvali and Cebu.

Ayala Land developments have created sustainable ecosystems in 47 growth centers across the country, and plans are in place to launch two large estates this year.

Fostering communities

In bustling urban districts, parks serve as oases. A key consideration in building sustainable developments and green spaces is to ensure land and utilities are not excessively stressed by modernization.

Offices built by the company provide dynamic places to work,



The iconic Makati CBD, the first central business district in the Philippines, epitomizes life, work and play with its developments, events and greenery.

and its malls offer visitors shopping and dining experiences. Ayala Land’s hotels and resorts meanwhile offer residents and tourists world-class hospitality. These components are conveniently connected by a network of pedestrian walkways and public mobility systems.

Driving economic growth

Ayala Land also contributes to the growth of local economies by creating jobs and encouraging investment.

In addition to employment opportunities at the company’s offices, hotels, resorts and other businesses, owners of small- and midsize businesses are hosted by its estates and malls through the Alagang Ayala Land program.

Transforming with the times

Today people have a desire to physically engage with one

another. Ayala Land’s new initiatives elevate experiences to create diverse communities.

“The tried and tested components of estate development remain and consistency is key in building these communities,” Dy said.

“Today we have added new components, supported by digitalization, to enhance the customer experience.”

Insights gained in recent years have reinforced the concept of estate living and helped Ayala Land become more agile. In the meantime, its developments continue to increase in value.

As Ayala Land continues to respond to consumer needs, strengthen products and services and venture into complementary businesses, the company remains committed to contributing to the nation’s progress. ♦

www.ayalaland.com.ph

RCBC thriving on partnerships and innovations, banking on a sustainable future

It is in the DNA of the Rizal Commercial Banking Corp. to nurture business and social partnerships on a rock-solid platform of sustainability.

Ranked as the sixth-largest private bank in the Philippines, RCBC is in the best position to help investors, multinationals, conglomerates and the banking public in general to thrive in the Philippine market.

“We are all about building relationships and a sustainable future,” said Helen Yuchengco Dee, chairperson of RCBC.

Over the years, the bank has maintained purposeful relationships with its partners while continuously forging synergies that present viable opportunities. All these while ensuring trade partners and investors benefit from RCBC’s depth of expertise.

For one, RCBC’s firm commitment toward sustainability assures investors that investment proceeds go to green and social projects that will ensure



Helen Yuchengco Dee, Chairperson of RCBC

a healthy environment for future generations.

The bank has led, advised and arranged major projects in the Philippines’ power, infrastructure, water and transportation sectors, among others. It has taken the lead as sole lender for a number of landmark transactions, such as the 330-megawatt solar power project of Ayala-led AC Energy in partnership with the BIM Group in Vietnam, which would be the largest solar

power project in Southeast Asia upon completion. Another one is The Quang Binh Windfarm in Vietnam with an installed capacity of 210 MW upon completion and featuring turbines with hub heights of 145 meters. The bank was tapped as mandated lead arranger and sole lender.

Furthermore, RCBC’s asset collection process is guided by its Sustainable Finance Framework, which is aligned with recognized green, social and sustainability bond guidelines, green loan principles and the Association of Southeast Asian Nations’ green, social and sustainability bond standards.

RCBC’s sustainable portfolio has moved toward a 70-30 mix in terms of the ratio of the green-to-social portfolio as of the end of 2021, versus a 60-40 mix in 2020. This is indicative of the bank’s stronger support for green projects after it declared that it would no longer fund the construction of new coal power plants from December 2020.

RCBC has also established and maintained tie-ups with other partner banks and financial institutions in other Asian markets, allowing clients to facilitate trade, remittance and other transactions in the Philippines involving their home countries.

In the first half of 2022, consolidated asset size grew by 19% to 1 trillion Philippine pesos (\$18.3 billion).

The path toward a sustainable future included a massive digital transformation agenda formed before the pandemic, that clients and other stakeholders have reaped tremendous benefits from.

“To become a formidable player, we must remain a forward-thinking bank that harnesses new technologies to satisfy our customers’ needs for financial health, wealth, trust and security with a new level of online, mobile and omnichannel services,” Dee said.

Among the many groundbreaking solutions the bank has

introduced are the Diskartech app, the country’s first financial inclusion superapp, and RCBC Digital, which offers a comprehensive suite of banking solutions.

Using data science and predictive analytics, the bank is able to tailor its products and services to the right segments, boost cross-selling opportunities, mitigate risks and threats to the business, such as money laundering, and create scores for its customers based on their digital footprint or engagement with RCBC.

With all these initiatives, RCBC has won more than 40 digital awards over the past two years. Among them are back-to-back Best Digital Bank accolades from Asiamoney.

“Our strong brand reputation, consistent track record of growth, capabilities, culture and commitment to sustainability allow us to look to the future with confidence,” Dee added. ♦

www.rcbc.com

YUCHENGCO GROUP OF COMPANIES

The power of synergy. The Yuchengco Group of Companies continues to make great strides, fulfilling the dreams and changing needs of Filipinos. In banking, financial services, insurance, education, health, automotive, and nation-building – the legendary vision of service of our founder, Ambassador Alfonso T. Yuchengco, continues. In the face of current challenges, we’re locked in even tighter to serve you better, safer.



Plus over 40 subsidiaries and affiliates

THE PHILIPPINES

bridges Connecting countries. Bridging business. www.sms-bridges.com

Federal Land at 50: Creating luxurious spaces, building partnerships

As one of the leading real estate developers in the Philippines, Federal Land Inc. has been committed to developing well-built and innovative residential homes, commercial and retail spaces, modern office buildings, world-class hotels and integrated communities for 50 years.

Federal Land is best known for contributing many firsts to the Philippine skyline and elevating the country's property development standards. These include the iconic five-star hotel Grand Hyatt Manila, along with luxurious Grand Hyatt Manila Residences in Bonifacio Global City.

Global partnership with Orix

These first-of-their-kind projects are made possible through Federal Land's long history of collaborating with trusted global firms. These strategic alliances allow Federal Land to bolster its property development expertise and help the company deliver real estate solutions that elevate the living experience of customers.

One of the most significant partners of Federal Land in its mission is Orix Corp. One of Japan's leading financial firms, Orix teamed up with Federal Land to bring to life The Grand Midori Makati, Grand Hyatt Manila, Grand Hyatt Manila Residences and The Grand Midori Ortigas.



An artist's perspective of the Grand Hyatt Manila Residences South Tower (left), Grand Hyatt Manila (center), and the Grand Hyatt Manila Residences

Filipino luxury living

Raising Filipino luxury living to greater heights, Federal Land's Grand Hyatt Manila Residences South Tower is the highly anticipated addition to

Grand Central Park, Federal Land's master-planned community in Bonifacio Global City. Delivering hotel-like living at its finest, the development is the first residential condominium in Southeast Asia to carry the esteemed Grand Hyatt distinction.

Condos equipped for the 'suite' life

With world-class architecture, curated amenities, a central location and distinctive hospitality, discerning residents of Grand Hyatt Manila Residences South Tower can savor a new level of luxury and exclusivity. Each of the 188 residential suites has the ambiance of a hotel, with high ceilings, expansive windows, natural stone flooring, European-branded kitchen appliances and Japanese bidet-type toilets. The wraparound glass facade provides panoramic views of the city skyline and Laguna de Bay.

Health, wellness and recreation are served by a fitness center, yoga room, shower room and sauna, plus a 25-meter heated lap pool, a teen entertainment zone and a children's playground. The library and glass function room are available for remote work and meetings, and a helipad is even available for those who want to arrive in style.

Grand services, Globalist membership

Owning a home at Grand Hyatt Manila Residences extends far beyond the condominium unit. Homeowners can live the Grand Hyatt guest experience every day with access to spa services or explore culinary delights at the Grand Hyatt Manila hotel across the street.

Within their residential suites, homeowners enjoy a variety of a la carte hotel services, including in-residence dining, services of a private chef, professional housekeeping, dry cleaning and transportation services, among others.

Another unique privilege for homeowners is the automatic Globalist membership to the loyalty program, World of Hyatt. The Globalist membership is the highest tier in the program, presenting bearers an exclusive array of benefits, such as complimentary room upgrades, dining discounts and Guest of Honor privileges. www.grandhyattmanilaresidences.com.ph

Zen living: The Grand Midori Ortigas

Fusing Japanese architecture with Filipino sense of community, The Grand Midori Ortigas offers "inspired living from the land of the rising sun." The two-tower residential condominium is a Zen-inspired sanctuary amid the bustling Ortigas central business district, that exhibits the height of Zen living.

Federal Land tapped Tange Associates,



An artist's rendition of The Grand Midori Residences

a world-renowned Tokyo-based Japanese architectural firm known for combining traditional Japanese artistry with modern perspectives, to translate this residential enclave into exactly that, reflecting what its name means.

"Midori means green, the color of fresh shoots, new leaves or young plants," said Federal Land Urban Planning and Design Head Architect Gilbert Berba. "It also connotes beauty and creativity, which describes our residential condominium project in Ortigas perfectly."

The interiors and landscapes take inspiration from the Japanese concepts of *wabisabi* and *miyabi*, which mean the discovery of beauty in imperfection and the expression of elegance and refinement, respectively.

"The Grand Midori Ortigas is a sanctuary in the middle of a thriving business district," concluded Berba. "Our focus is to create a space where our customers can find the balance between home and work life and attain quiet bliss in living spaces that marry simple aesthetics with the modern life." ♦ www.midori.com.ph



The lobby of the Grand Hyatt Manila



Photo of the Grand King Room in the Grand Hyatt Manila Residences

FEDERAL LAND
GT Capital Holdings

To learn more about Federal Land and its projects, email: invest@federalland.ph or visit the website at: www.federalland.ph.

GO

EXCEPTIONAL SERVICE AT HOME OR AT GRAND HYATT MANILA

GRAND

GRAND | HYATT
RESIDENCES

Just like at Grand Hyatt Manila hotel, Grand Hyatt Manila Residences South Tower lets you enjoy having a concierge that takes care of you.

From housekeeping, to laundry, to car rentals, or even tickets to any event, they are at your service.

www.grandhyattmanilaresidences.com.ph

GRAND | HYATT
RESIDENCES



An artist's rendering of The Seasons Residences in Bonifacio Global City

Own a piece of Japan in Bonifacio Global City

Premier Philippine real estate developer Federal Land Inc. is bringing together Filipino hospitality and sense of community with the Japanese traditions of excellence and innovation to deliver a slice of Japanese living in the Philippines.

Inspired by Japan's four seasons, The Seasons Residences is a mixed-use development featuring upscale residences, curated amenities and the first Mitsukoshi in the country. It is a joint venture between Federal Land and leading Japanese firms Nomura Real Estate Development Co. and Isetan Mitsukoshi Holdings Ltd.

Federal Land tapped Tokyo-based architectural firm Nikken Sekkei to create the master plan and conceptual design, while the podium facade concept is from Torafu Architects in collaboration with Asao Tokolo, designer of the 2020 Tokyo Olympic Games logo. The development is also equipped with viscoelastic coupling dampers — a sophisticated seismic-reduction technology from Japanese company PNS Advanced Steel Technology Inc. In doing so, The Season Residences thoughtfully fuses Japanese culture with a contemporary Filipino setting.

BGC: The place to be

The Seasons Residences rises within thriving Bonifacio Global City, one of the leading financial and lifestyle districts in the Philippines. Attracting multinational firms such as JP Morgan Chase, HSBC, Google and Facebook, BGC prides itself on being at the core



An artist's rendering of the supermarket at Mitsukoshi

of a dynamic and well-connected urban city.

It is also the home of top international schools, including International School Manila, British School Manila, and the Manila Japanese School. Important city landmarks include the five-star hotel Grand Hyatt Manila, world-class medical institution St. Luke's Medical Center, several embassies and parks, and of course plenty of shopping and dining experiences to bring people together.

BGC is serviced by a major highway, with roads connecting it to other business hubs, such as Makati Central Business District in the west and Ortigas Center in the north. The opening of the new BGC-Ortigas Road Link, as well as several major infrastructure developments underway, are set to provide BGC residents with better accessibility and more convenient mobility options.

A worthwhile investment

Based on pre-pandemic numbers, Bonifacio Global City properties have a high return on investment potential. Real estate services firm Colliers Philippines reported a 56% increase in residential property prices in 2019 compared with 2009. The report also showed a 28% increase in rental rates in 2019 compared with 2009.

Given the optimistic economic rebound from the pandemic, the Philippine real estate sector is seeing increased interest from investors. A recent report released by Colliers Philippines highlights how the luxury segment remained stable and strong throughout the pandemic and into the new normal. The luxury segment accounted for 26.3% of all condominium

take-ups in in the first half of 2022.

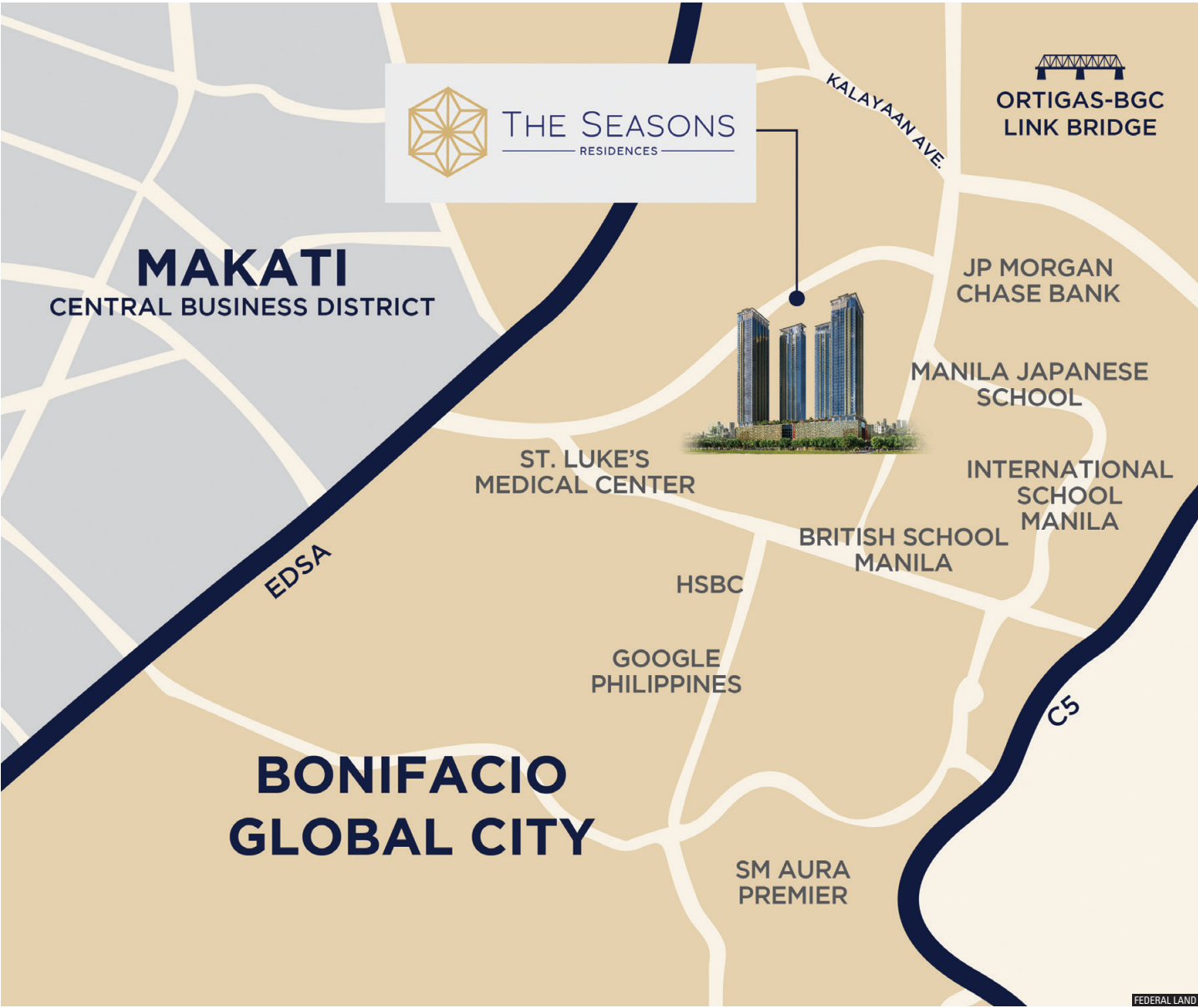
Specifically, only a few units are left in the first two towers of The Seasons Residences, prompting Federal Land to launch early this year the third tower, Aki Tower, in response to growing demand from condo buyers and investors seeking units with distinctly Japanese features.

With The Seasons Residences, living the Japanese way of life in the Philippines will soon become a reality, thanks to Federal Land and its mission to create dynamic communities for generations to enjoy. ♦

To know more about Federal Land and its projects, email: invest@federalland.ph or visit the website at: www.theseasonsresidences.ph



An illustration of the swimming pool at The Seasons Residences



SCAN TO VISIT OUR WEBSITE

JAPAN WITHIN REACH

AKI TOWER
Inspired by the seasons of nature, The Seasons Residences' Tower 3 represents the Creative Autumn of Japan.



THE SEASONS
RESIDENCES

OWN A PIECE OF JAPAN

See the showroom: 7th Ave. corner 34th St., Grand Central Park, North BGC, Taguig City, Metro Manila
Call: +63 998-595-5834

www.theseasonsresidences.ph

HLURB (now DHSUD) LS NO. 033473 | DHSUD NCR AA-2022/ 03-3084
Location: 8th Ave. corner 36th St., Grand Central Park, North BGC, Taguig City, Metro Manila
Completion: December 31, 2027
Owner & developer: Sunshine Fort North Bonifacio Realty Development Corporation

THE PHILIPPINES

bridges Connecting countries.
Bridging business.

www.sms-bridges.com



Nissan Philippines recently introduced Kicks e-Power technology.

Nissan Philippines: Exciting the market through innovation and electrification

In the competitive Philippines automotive sector, Nissan Philippines is driving change through strong electric leadership, exciting innovation and a desire to better serve customers.

Nissan's Ambition 2030 is the company's long-term vision aimed at empowering mobility toward a cleaner, safer and more inclusive world. As innovation and electrification become more accessible to customers, this vision is becoming a reality in the Philippines.

Nissan Philippines recently introduced Kicks e-Power. This game-changing technology combines Nissan's existing electric vehicle technology with an internal combustion engine to charge the battery, resulting in a fuel-efficient, more powerful and quieter vehicle. As a gateway to full electric mobility, customers benefit from a powerful electric experience without the need to plug in.

"Nissan recognizes the important role the Philippines plays in pushing and growing the Nissan brand in the ASEAN (Association of Southeast Asian Nations) region and the Kicks e-Power is bringing electrified mobility closer to our customers across the coun-



Juan Manuel Hoyos, President of Nissan Philippines

try," said Juan Manuel Hoyos, president of Nissan Philippines.

This year saw Nissan launch "Blue Switch." This global initiative is particularly relevant to the Philippines as it aims to harness the power of electric vehicles to solve social issues, such as disaster resilience, energy management, climate change and ecotourism. The Blue Switch initiative maximizes the use of the Nissan Leaf, a 100% electric, zero-emission vehicle that has Vehicle-to-Load technology that enables bidirectional charging to use energy from the car's battery to provide power, especially during emergencies.

Nissan Philippines is also expanding its portfolio to further provide excitement to its customers. In its current lineup are performance cars like the Nissan GT-R and the 370Z, the Almera compact sedan, two sport utility vehicles — the Terra and the Patrol — as well as the Urvan people carrier, the versatile Navara pickup truck and the all-new Livina, the Japanese automaker's newest family car.

"With the Nissan Livina entering the multipurpose vehicle segment, we are challenging one of the fastest-growing segments in the country," Hoyos explained.

"We are committed to the Philippines and will continue to introduce more products to help us achieve a cleaner, safer and more inclusive world. As we bring more innovative products and services to the country, our customers will remain at the very heart of our business." ♦

www.nissan.ph



Better health and a brighter future for Filipinos

Takeda Healthcare Philippines Inc. is helping to improve access to innovative medicines and making an impact on patients and stakeholders.

Bridges: How is THPI contributing to the Philippines' health care sector?

Lo-ann E. Villanueva, THPI country manager: Taking inspiration from the patients we serve, our collective mind-set is that of an organization capable of

providing a holistic approach and an integrated system to ensure Filipino patients have access to treatment and knowledge about their disease. We help patients receive timely consultations, diagnosis and ongoing care.

Which projects and partnerships are you most proud of?

We partnered with five major medical societies and two non-profit organizations and launched the "Spot Lymphoma, Stop

Lymphoma" campaign. A simple checking of lumps on the neck, groin or armpits is a basic strategy to check for lymphoma.

Through our partnership with the Philippine Cancer Society, we provided CD30 screening through 24 hospitals and partnered with Care PH, an NGO (nongovernmental organization) taking the lead in integrating hospital registries for cancer cases. As of today, 42 hospitals have signed up.

To address affordability barriers, we launched our Patient Assistance Program in 2017. This is a means-based assessment program in which patients can access their lymphoma treatment with Takeda's targeted therapy at a price that is based on the patient's financial capacity to pay. We have since made this solution accessible to patients who are unable to pay their treatment in full. We partnered with an NGO to provide training to oncology nurses to enrich their capabilities in educating patients about proper nutrition,



Lo-ann E. Villanueva, Country Manager of Takeda Healthcare Philippines Inc.

psychosocial care and integrative medicine management.

What Philippine-Japanese synergies do you see within your industry?

As our industry evolves, organizations need to practice

sustainability, deliver safe, quality products and services in a timely manner and practice proper governance. Japanese organizations consistently exhibit this approach and have created a benchmark for the industry.

Japan's expertise and experience in implementing a comprehensive health care system to improve the lives of their citizens are meaningful lessons, and the Philippines is gradually addressing barriers to health care through its resourcefulness and creativity.

I am proud that our team is at the forefront of advocating holistic cancer care. We will continue to deliver better health and a brighter future to Filipinos by expanding our product portfolio and launching new innovative access schemes. ♦

www.takeda.com



Takeda Healthcare Philippines is at the forefront of advocating holistic cancer care, says THPI Country Manager Lo-ann E. Villanueva.

Century Pacific Food: Feeding the Philippine nation

Century Pacific Food Inc. (CNPF) is one of the largest branded food companies in the Philippines. Executive Chairman Chris Po spoke with Bridges.

Bridges: What role does CNPF play in the Philippines?

Po: We provide affordable nutrition to our consumers. In a country where 70% to 80% of households belong to the low- to

middle-income socioeconomic bracket, it is critical to have protein sources that are affordable and accessible to ensure food security.

We operate in three key segments — marine, meat and milk — and our emerging businesses are coconut, condiments, plant-based alternatives and pet food. In these segments, we designed a multibrand portfolio that cuts

across different price tiers, from value for money to affordable premium, to cater to varying consumer needs.

Over the years, our brands have become household names in the Philippines, market leaders and strong challengers. In marine and meat, we hold the lion's share as category builders.

Our growth story is strongly linked to our purpose: As we grow the business, so does the extent by which we are able to provide nutrition to Filipinos.

What growth strategies do you have in place?

In the branded business, we have core segments marine and meat, where we are market leaders and tend to grow alongside the Philippine economy. The company has also been diversifying into new and emerging segments through innovation, categories

such as milk, coconut and plant-based alternatives, which deliver faster growth. All these are underpinned by the strengthening of the Philippine middle class.

We likewise see a global opportunity for "unmeat," which is our entry into the developing plant-based alternatives category.

(As an) OEM (original equipment manufacturer), we work with global brands and retailers to produce white label tuna and coconut products for export. The business complements our branded tuna and coconut segments.

Japan is currently one of our largest markets for tuna.

How important is sustainability?

Sustainability is core to our mission and purpose as a company. More and more, our stakeholders — employees and consumers, especially the young ones, and the investing community



Chris Po, Executive Chairman of Century Pacific Food Inc.

— are patronizing brands that are aligned with their values. ESG (environmental, social and governance investment) is essential to our longevity as publicly listed company. ♦

centurypacific.com.ph



Century Pacific Food Inc. is one of the largest branded food companies in the Philippines.