

Society Pass acquires delivery service Mangan.ph

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RVR Award for Nation Building Board of Judges (from left to right): JCI Manila President Richard Lim, Ambassador Jose L. Cuisia, Jr., Metro Pacific Investments Corporation Chairman and President Manuel V. Pangilinan (RVR Awardee 2015), Asian Institute of Management President and Dean Dr. Jikyeong Kang, Former Chief Justice Artemio Panganiban, PHINMA Chairman and CEO Ramon R. del Rosario, Jr., Ambassador Jesus P. Tambunting (RVR Awardee 2010), and PHINMA Chairman Emeritus Oscar J. Hilado.

RVR Award for Nation Building recommences after 2-year COVID hiatus

JCI Manila, PHINMA Corporation, and the Asian Institute of Management RVR Center for Corporate Responsibility reconvened after a 2-year pause to continue its search to recognize outstanding business leaders who have exemplified a strong sense of entrepreneurial spirit and commitment to making lives better through the 11th Ramon V. del Rosario Award for Nation Building.

Launched in 2009, the RVR Award for Nation Building (RVR Awards) is held to honor the life and the contributions of the late JCI Manila founding president and PHINMA founder Ramon V. del Rosario, Sr. (RVR) in the development of modern industries in the country. It has become a platform for honoring tycoons and trailblazers for their outstanding corporate citizenship and passion for nation-building.

Past recipients of the RVR Awards include Dr. Jaime Aristotle Alip (2019), Mr. Diosdado Banatao (2018), Mr. George S.K. Ty (2017), Mr. Henry Sy, Sr. (2016), Mr. Manuel Pangilinan (2015), Mr. Jaime Augusto Zobel de Ayala (2014), Mr. Vicente Paterno (2013), Mr. Washington SyCip (2012), Mr. Oscar Lopez (2011), Mr. Senen Bacani (2010), and Ambassador Jesus Tambunting (2010).

Former Chief Justice Artemio Panganiban and PHINMA Chairman and CEO Ramon R. del Rosario, Jr. led the selection process

through a Board of Judges meeting held at PHINMA Plaza on June 13, 2022, the first face-to-face meeting of the committee since the COVID-19 global outbreak. This year's awardee was selected from short-listed nominees who were judged based on the criteria of Entrepreneurial Spirit, National or Global Impact, and Corporate Citizenship.

Through this year's RVR Awards, the organizing committee aims to inspire and spark hope in our people amid easing lockdown restrictions and recovery from the pandemic. The awarding ceremony will be held on July 25, 2022 at Manila Polo Club from 6:00 to 9:00 in the evening. The event will be broadcasted live and may be viewed via Facebook at the following link: [facebook.com/rvrwards](https://www.facebook.com/rvrwards). More information on the RVR Awards is available on its official website: <http://www.rvrwards.org>.

The Ramon V Del Rosario Awards acknowledges the support of the following companies:

Alibaba Cloud, Naomi Jewelry, Coca-Cola, Starport, Union Phlcement, Union Galvasteel, Pinma Solar, Pinma Hospital, Pinma Education, Pinma Foundation, Pinma Properties.

Catch the live stream on July 25, 2022. 6pm on the following pages: <https://www.facebook.com/rvrwards> & <https://www.facebook.com/JCIManilah>

LOYALTY and analytics platform Society Pass, Inc. (SoPa) has acquired Philippine restaurant delivery service Mangan.ph as part of its expansion efforts in the Philippines and in Southeast Asia.

In a statement on Thursday, Nasdaq-listed SoPa said that Mangan.ph is its second acquisition in the Philippines and its third food and beverage acquisition overall, as it continues to expand its digital ecosystem across the region.

"SoPa creates a one stop food delivery solution in [the] Philippines with both its grocery delivery service, Pushkart.ph, and restaurant delivery service, Mangan," it said.

"With this acquisition, SoPa has now amassed over 2.1 million registered consumers and over 6,700 registered merchants/brands onto its ecosystem. The newly acquired business will be integrated into SoPa's food and beverage vertical, Push Delivery Pte. Ltd., along with Pushkart.ph and #HOTTAB," it added.

According to SoPa, Mangan.ph delivers restaurant food offered by over 1,200 partner restaurants via its 200-rider network. It delivers food to more than 500,000 registered users.

The platform added that Mangan.ph, founded in 2017, has recorded over 100,000 mobile application downloads and over 80,000 social media followers.

"Operating in Pampanga, the culinary capital of Philippines, Mangan's geographic reach extends to 16 other cities including Angeles City, San Fernando, Clark, Dau, Mabala-cat, Guagua, Lubao, Tarlac, Bataan, Magalang, Pasig, Cabanatuan, Baguio,

Lipa Batangas, Antipolo City, Dagupan City," SoPa said.

"Despite the recent reopening of the economy and the easing of multiple restrictions, online home food ordering remains the new normal in the Philippines, similar to trends in other parts of the world. The convenience of ordering-in coupled with the work-from-home set-up and continued preference to avoid crowds encourage patrons to order as often as they did during the past two years," it added.

SoPa Philippines Country Manager Arbie Pagdanganan said that SoPa seeks to double its number of registered users to more than 800,000 and increase app downloads to over 200,000 by the end of 2023.

"SoPa aims to double the number of registered users to over 800,000 and drive app downloads to over 200,000 by the end of 2023. We look forward to building out our next generation loyalty platform as well as opportunistically acquiring market-leading companies in food and beverage, lifestyle, digital advertising and travel verticals in the Philippines for the rest of 2022," Ms. Pagdanganan said.

She added that SoPa is creating a "food delivery behemoth" with its acquisition of Mangan.ph in tandem with Pushkart.ph.

"Combined with Pushkart.ph, which delivers grocery food to consumers in Metro Manila, and Mangan's operating focus in the provinces, SoPa is creating a food delivery behemoth to serve the 115 million people of Philippines," she said.

"We enthusiastically welcome Mangan into SoPa's growing loyalty and data ecosystem. We combine the

robust technology and operational efficiency of Mangan with our own brand building expertise," Ms. Pagdanganan added.

Meanwhile, Mangan.ph Chief Executive Officer Ralph Rile said that the delivery service seeks to expand to other regions across the country.

"We have witnessed tremendous success in our initial goals, and now, aim to expand Mangan beyond Luzon Island to other regions in the Philippines. This is why joining forces with SoPa is our logical next step, and we are excited about the combined capabilities we will now bring to Mangan's partners and customers," Mr. Rile said.

Mangan.ph Chief Technology Officer Louie Alcantara said that the delivery service seeks to increase its gross merchandise value (GMV) by the end of the year.

"Mangan has established a reputation of being the top online local food delivery service, achieving over \$2 million in GMV yearly. Leveraging SoPa's marketing platform and capital, we aim to increase GMV multiple fold by the end of 2022," Mr. Alcantara said.

In February, SoPa acquired grocery delivery service platform Pushkart.ph in a bid to penetrate the online grocery shopping market in the Philippines.

"SoPa's business model focuses on analyzing user data through its Society Pass loyalty platform and circulation of its universal loyalty points or Society Points. The Society Pass loyalty platform drives customer acquisition and retention for merchants," it said. — **Revin Mikhael D. Ochave**

Coca-Cola unit opens Bohol distribution hub

COCA-COLA Beverages Philippines, Inc. (CCBPI), the local bottling arm of Coca-Cola, opened a distribution center in Tagbilaran, Bohol as part of its investment in its long-term growth in the country.

"We are grateful to our associates and partners in Bohol who play significant roles in supporting the success that we see today, and fueling the growth for tomorrow," CCBPI Chief Executive Officer and President Gareth McGeown said in a press release on Thursday.

The new distribution hub will be vital in catering to Coca-Cola's customers and partners in the province of Bohol as it will enable operational and logistical efficiencies that will allow the company to deliver beverages to customers across the province.

"Our first site in Bohol has been here for 70 years — we will continue to serve local communities here and across the Philippines for as long as we can. We are excited about many opportunities and we are glad to be strengthening our partnership with our customers, government partners, and communities through our new distribution center," CCBPI Tagbilaran Plant Manager Ayesha Castellano said.

CCBPI said that it will ensure that every Coca-Cola bottle that reaches the market goes through the strictest manufacturing and safety measures, and the highest sustainability standards.

"We look forward to the amazing things we can accomplish in the years to come through our Tagbilaran Plant and distribution center. CCBPI is forever grateful for your continued trust and support that has always been the anchor of our success," Mr. McGeown added.

Today, the Coca-Cola system in the Philippines has evolved into a total beverage company, offering 19 brands in its beverage portfolio and employing over 10,000 Filipinos in 19 manufacturing facilities and more than 70 distribution centers nationwide.

Through its manifesto #GoBeyondGood, the company supported safe water access programs in over 200 communities, trained and peer mentored over 200,000 women entrepreneurs, and accelerated packaging collection and recycling under its global "World Without Waste" initiative. — **Justine Irish D. Tabile**

CTA affirms real estate firm's canceled tax assessment

THE Court of Tax Appeals (CTA) affirmed the cancellation of the tax assessment on Meridian East Realty & Development Corp. worth P35.67 million inclusive of penalties and interest for the fiscal year 2010.

In a 26-page decision on July 14 and made public on July 18, the CTA full court said the commissioner of internal revenue (CIR) acted in bad faith by failing to prove the company misstated or withheld facts from the Bureau of Internal Revenue (BIR).

"He (CIR) merely alleged that respondent committed misrepresentation and bad faith in obtaining BIR Ruling No. DA-245-05 without even presenting any documentary evidence proving such factual matter," according to the ruling written by CTA Associate Justice Maria Rowena Modesto-San Pedro.

The court ruled that the company did not misrepresent or provide materially different facts in the issuance after the issuance of a BIR ruling.

CIR, the petitioner, is tasked by the government to enforce revenue laws and collect tax in accordance with the country's revenue code.

The respondent is a domestic firm primarily engaged in the

purchasing, selling, and leasing of real estate properties.

It added that the CIR violated the country's revenue code when it retroactively overturned a BIR ruling, which ruled in favor of the real estate company.

Under the BIR ruling, the company is not subject to 10% value-added in cases of conveyance of land and common areas not in connection with a sale.

The CIR then authorized an examination of the company's books of accounting and records for tax deficiencies.

The official argued that retroactive application of BIR rulings may be made if taxpayers acted in bad faith by misrepresenting facts.

"The reversal of the BIR Ruling was merely due to a change of opinion by petitioner on the tax consequences of the same set of facts which respondent presented in obtaining BIR Ruling No. DA-245-05," said the tribunal.

It noted that a taxpayer has the right to rely on the BIR Ruling as long as it did not misrepresent, provide materially different facts, or commit bad faith after the issuance. — **John Victor D. Ordoñez**

BRIEFS

ICTSI recognized as 8th terminal operator globally

LISTED port operator International Container Terminal Services, Inc. (ICTSI) said on Thursday it was named one of the top global terminal operators.

"ICTSI ranked 8th among global terminal operators in terms of equity TEU based on the consolidated 10.1 million twenty-foot equivalent units (TEUs) it handled in 2020," the company said in an e-mailed statement on Thursday, citing the latest Global Container Terminal Operators Annual Review and Forecast of maritime research firm Drewry.

In 2021, ICTSI's consolidated throughput increased by 10% to 11.1 million TEUs as a result of the reopening of markets and improvements in trade amid the global health crisis.

The report also recognized ICTSI, which operates 33 terminals in 20 countries, as "the largest wholly independent port operator with a presence across six continents," the company noted. — **Arjay L. Balinbin**

FULL STORY



Read the full story by scanning the QR code with your smartphone or by typing the link <https://bit.ly/3yYDmhT>

Pangilinan, Tan join public relations congress

MANUEL V. PANGILINAN and Kevin L. Tan will headline the list of business icons who will share their thoughts on the role of communications in shaping the country into the "next normal" during the National Public Relations Congress in September.

The event, hosted by the Public Relations Society of the Philippines (PRSP), is scheduled on Sept. 1 and 2 at The Peninsula Manila in Makati City.

"We are very excited to present a roster of speakers and panelists, not just from the communications industry but also from the business community, who believe that the public relations profession is integral to their organizations' growth and success," said Harold C. Geronimo, PRSP president.

Mr. Pangilinan is the chairman of the MVP group of companies, and Mr. Tan is the chief executive officer of Alliance Global Group, Inc.

FULL STORY



Read the full story by scanning the QR code with your smartphone or by typing the link <https://bit.ly/3IU6gnX>

SMPC wins awards in regional investor poll

SEMIRARA Mining and Power Corp. (SMPC) bagged four awards during the 12th Institutional Investor Corporate Awards of Hong Kong-based *Alpha Southeast Asia* magazine.

The integrated energy firm came out as one of the eight best-managed companies in the Philippines based on a poll of more than 500 investors and analysts across Southeast Asia, United States, and Europe.

SMPC placed third for having the Most Organized Investor Relations, and Most Consistent Dividend Policy, while taking second place as Best Senior Management Investor Relations Support.

FULL STORY



Read the full story by scanning the QR code with your smartphone or by typing the link <https://bit.ly/3yYDRH9>

Launching of voter registration for barangay and SK election in SM Supermalls



SM Supermalls and Commission on Elections (COMELEC) have officially teamed up to provide voters with more registration venues at SM. After signing a Memorandum of Agreement for the Barangay and Sangguniang Kabataan (SK) Election last July 19, 2022 at the Event Center of SM City Manila, COMELEC has opened satellite registration centers in SM Supermalls nationwide.

In attendance were Comelec Commissioner, Hon. Aimee P. Ferolino, Comelec Deputy Executive Director for Operations, Atty. Teopisto E. Elnas Jr., Comelec Director for Election and Barangay Affairs, Atty. Divina E. Blas-Perez, Comelec Director for Education and Information, Mr. James B. Jimenez; SM Supermalls President Mr. Steven T. Tan; and SM Supermalls Senior Vice President for Operations Mr. Bien C. Mateo.

The Launch for the "VOTERS REGISTRATION FOR BRGY & SK ELECTION AND VOTER EDUCATION PROGRAM" urge eligible voters to register for the December 5 Barangay and Sangguniang Kabataan polls.

Which SM Supermalls will participate?

The "VOTERS REGISTRATION FOR BRGY & SK ELECTION AND VOTER EDUCATION PROGRAM" was assured to be supported by all 76 SM Supermalls by providing an accessible and efficient registration experience and comfortable venue for the education of new registrants and currently active electorate. Local Comelec offices would oversee the running of demonstrations within the SM malls, Comelec's sole partner in the VOTER REGISTRATION initiative.

In the National Capital Region (NCR), 23 SM malls were participating, namely SM Megamall, SM North EDSA, SM Mall of Asia, SM Aura, SM Southmall, SM Valenzuela, SM Sangandaan, SM Fairview, SM Novaliches, SM San Jose Del Monte, Cherry Foodarama Congressional, SM Santa Mesa, SM Manila, SM San Lazaro, SM East Ortigas, SM Marikina, SM Center Las Piñas, SM Bicutan, SM Muntinlupa, SM Sucat, SM Hypermarket Lopez, SM BF Parañaque, SM Center Pasig.

In Central Luzon, 13 malls were participating, specifically SM Cabanatuan, SM Tarlac, SM Olongapo, SM Olongapo-Central, SM Pampanga, SM Clark, SM San Fernando, SM Telabastagan, SM Marilao, SM Pulilan, SM Megacentre Cabanatuan, SM Cauayan and SM Baliwag.

In Northern Luzon, 5 malls were participating, particularly SM Baguio, SM Rosales, SM Urdaneta, SM Dagupan and SM Tuguegarao.

In Southern Luzon, 20 malls were participating: SM Molino, SM Dasmariñas, SM Bacoar, SM Marketmall Dasmariñas, SM Center Imus, SM Rosario, SM Trece Martires, SM Santa Rosa, SM San Pablo, SM Calamba, SM Batangas, SM Lipa, SM Lemery, SM Taytay, SM Angono, SM Masinag, SM San Mateo, SM Puerto Princesa, SM Naga and SM Legaspi.

In Central Visayas, 4 malls were participating: SM Cebu, SM Consolacion, SM Hypermarket Lapu-Lapu and SM Seaside Cebu.

In Western Visayas, 3 malls joined the initiative: SM Iloilo, SM Bacolod and SM Roxas.

In Eastern Visayas, 2 malls also joined the initiative: SM Tacloban and SM Ormoc.

And in Mindanao, 6 malls were part of the program: SM Cagayan de Oro, SM CDO Downtown, SM General Santos, SM Davao, SM Lanang Premier and SM Butuan.

When will it occur?

The SM Supermalls that will participate in this activity will hold their Voter Registration from July 17 – 24, 2022 and the Voter's Education will hold from August 1 to November 30, 2022.

This aims to help ease and unburden voter registration traffic in barangays, providing the public a more convenient, faster and safer way to avail of your right to vote. Register now!