

Philippine Stock Exchange index (PSEi)

6,615.07

▲ 32.69 PTS.

▲ 0.49%

WEDNESDAY, DECEMBER 14, 2022

BusinessWorld

PSEI MEMBER STOCKS

AC Ayala Corp. P700.00 +P15.00 +2.19%	ACEN ACEN Corp. P7.46 +P0.25 +3.47%	AEV Aboitiz Equity Ventures, Inc. P54.85 +P0.45 +0.83%	AGI Alliance Global Group, Inc. P10.18 -P0.06 -0.59%	ALI Ayala Land, Inc. P29.50 +P0.15 +0.51%	AP Aboitiz Power Corp. P34.15 +P0.60 +1.79%	BDO BDO Unibank, Inc. P113.60 +P1.10 +0.98%	BPI Bank of the Philippine Islands P99.00 -P1.00 -1.00%	CNVRG Converge ICT Solutions, Inc. P14.60 +P0.50 +3.55%	EMI Emperador, Inc. P20.50 +P0.10 +0.49%
GLO Globe Telecom, Inc. P2,224.00 +P66.00 +3.06%	GTCAP GT Capital Holdings, Inc. P420.00 +P1.00 +0.24%	ICT International Container Terminal Services, Inc. P207.00 ---	JFC Jollibee Foods Corp. P233.80 -P1.20 -0.51%	JGS JG Summit Holdings, Inc. P48.95 +P0.10 +0.20%	LTG LT Group, Inc. P9.00 +P0.09 +1.01%	MBT Metropolitan Bank & Trust Co. P55.10 +P1.10 +2.04%	MEG Megaworld Corp. P2.18 -P0.05 -2.24%	MER Manila Electric Co. P287.00 +P9.00 +3.24%	MONDE Monde Nissin Corp. P11.40 +P0.16 +1.42%
MPI Metro Pacific Investments Corp. P3.36 -P0.04 -1.18%	PGOLD Puregold Price Club, Inc. P33.10 +P0.60 +1.85%	RLC Robinsons Land Corp. P15.96 +P0.10 +0.63%	SCC Semirara Mining and Power Corp. P33.55 +P0.20 +0.60%	SM SM Investments Corp. P928.00 +P12.00 +1.31%	SMC San Miguel Corp. P94.00 -P0.75 -0.79%	SMPH SM Prime Holdings, Inc. P35.05 -P0.15 -0.43%	TEL PLDT, Inc. P1,610.00 -P49.00 -2.95%	URC Universal Robina Corp. P133.40 -P4.00 -2.91%	WLCON Wilcon Depot, Inc. P30.00 +P0.60 +2.04%

SEC warns against four investment-taking entities

THE Securities and Exchange Commission (SEC) has advised the public not to invest in four investment-taking entities as they have not secured the necessary license to sell investment contracts.

In separate advisories, the SEC identified the entities as Vertex Evo Trading, Gameloot Advertising Services, PH-IGM, and Electronic World Trade Platform-EWTP. Their investment schemes are found on websites, social media posts, and applications.

Vertex Evo has been offering investment packages starting from P500 to P500,000 for a guaranteed profit of 50%, 100% and 200% for a 10-day, 15-day

and 20-day investment term, respectively.

The company also offers a direct referral bonus, which is equivalent to 15%, and a 1% indirect referral bonus.

Gameloot Advertising offers play-to-earn games provided by Gameloot Network. Interested investors can choose from any of the six games with subscription fees ranging from P1,000 to P250,000.

Gameloot Advertising's investors are promised a 50% to 150% profit after eight days or 24 days depending on the games they subscribed to.

The entity also offers a referral bonus of 10% for every subscription, 2% for a party bonus, and a 2.5% cashback bonus.

PH-IGM, which also operates under Inspiration Global Media, was found to be offering investment packages ranging from P200 to P15,000 with 5% daily profit or 1,000% profit for 200 days.

New users who will recharge in the company's application and website are promised a 5% additional cash bonus depending on the top-up amount. They are also offered a 10% commission bonus.

Meanwhile, Electronic World is a mobile application downloadable in Google Playstore. It claims to be a community dedicated to internet information technology that helps solve related problems for free.

Interested investors are required to register and choose from its "Biomedicine" or "VIP Activities." In the first choice, investors will be given 14 types of medical supplies with investment packages starting from P300 to P60,000 with a promised earning of P420 to P720,000.

Under VIP Activities, investors can choose from six VIP levels ranging from P1,000 to P20,000, which can earn P3,000 to P500,000.

The regulator said all four entities are not registered as a corporation, one-person corporation, or a partnership, thus they operate without the necessary license or authority. — **Justine Irish D. Tabile**



SEBASTIAN HERRMANN/UNSPASH

DICT crafts new cybersecurity plan to address more complex threats

JOB OPENING

(3) German Speaking Customer Support Advisor

Entain is one of the world's largest sports betting and gaming groups, operating both online and in the retail sector. With offices across five continents and licenses in more than 20 countries, we operate some of the most well-known and iconic brands in the industry with more than 250 years of combined history — names such as Ladbrokes, partypoker, bwin and Coral.

Are you looking for a great opportunity to develop your skills? Are you a flexible, driven and solution-oriented person with an open mindset? Are you a real people's person with amazing customer service skills?

Seize the opportunity and find out more about us?

We're looking for real team players to be part of Entain and provide professional support to our customers.

Duties and Responsibilities:

- Handling customer inquiries via chat/e-mail/phone, including but not limited to product related (Sports, Casino, Poker) as well as cashier related matters
- Assessing individual issues and taking appropriate action to ensure customer needs are met
- Working in coordination with other teams based at different locations that share similar objectives
- Escalating system anomalies and general issues faced by customers to the relevant party
- Understanding Standard Operating Procedures and delivering service / quality standards to agreed level

Qualification:

- German language skills to a business standard (C1)
- English language skills to a business standard
- Willingness and flexibility to work in shifts and night shifts
- Excellent written and verbal skills as well as high interpersonal skill level
- Calm manner and able to work under pressure and be confident in answering a wide range of customer enquiries
- Ability to perform well in a multi-cultural and ever-changing dynamic environment
- A flexible, creative and driven personality
- General computer knowledge (Ms Office, Internet)
- Interest in Sports, Casino and Poker products would be a benefit, relevant training will be provided

NCH Customer Support Services, Inc.
6th Flr. Tower 3, Double Dragon Plaza, EDSA Extension corner Macapagal Avenue, Barangay OTré, Pasay City
Email: hroperations_manila@entaingroup.com

BW NEWS ONLINE
www.bworldonline.com

JOB OPENING

Company Name and Address: Orico Auto Finance Philippines Inc. Unit 2104, 21F The Podium West Tower, 12 ADB Avenue corner Ortigas, Brgy. Wack-wack, Greenhills East, Mandaluyong City

Contact details of the Company:
Kristine Tomas | kristine.tomas@oafp.ph

Job Position: Planning Sr. Officer

Available Job Vacancy: (1)

Job Description:

- Responsible in drawing a business plan
- Expected to develop budget plan for the assigned company
- In-charge of credible reporting and smooth coordination for the approval process with the parent company / Japan Headquarter
- Expected to conduct viable market research on auto loan
- Duties also includes analysis on new market study
- Responsible in exploring new product introduction

Basic Qualification:

- Must have a Bachelor's Degree in any business related course
- The applicant must have at least two (2) years' work experience in a multinational financing company
- This role strictly requires fluency in both English and Japanese language
- Must possess strong planning, organization, and analytical skills
- Must be competent in doing market research

Monthly Salary Range: PHP 80,000 – PHP 100,000

THE Department of Information and Communications Technology (DICT) is preparing to develop a national cybersecurity plan for 2023 to 2028 to ensure the country is well-prepared to deal with increasingly complicated online threats, it announced on Monday.

"The National Cybersecurity Plan (NCSP) 2023-2028 [also] seeks to ... provide proper and lasting solutions" to cybersecurity threats, DICT Director Adrian Jude G. Echaus said at the launch of the National Cybersecurity Plan 2022 Assessment Survey.

At the same time, it will ensure that the country adheres to internationally accepted standards, protocols, and best practices, he added.

To jumpstart the development of the NCSP 2023-2028, the department launched on Monday its assessment survey for the NCSP 2022.

The goal is to "assess the status, accomplishments, challenges, and gaps of the NCSP 2022 implementation," Mr. Echaus said.

He said the survey is also seen to encourage a participatory approach in the development of the NCSP 2023-2028, "as cybersecurity is a cross-cutting issue of national interest and is not only a whole-of-government approach, but a whole-of-nation approach."

For the new cybersecurity plan, which is targeted to be launched on May 30, 2023, the DICT hopes to formulate updated guidelines and schemes for both public and private sectors' ICT systems or networks.

The Philippines placed third in worldwide ransomware spending in 2021, with local organizations paying

an average of \$1.6 million, doubling the country's average of \$820,000 in 2020, according to cybersecurity firm Sophos.

The NCSP 2022, which was launched in May 2017, was developed to "assure the continuous operation of our nation's critical infrastructures, public and military networks and implement cyber-resiliency measures to enhance our ability to respond to threats before, during and after attacks," the DICT said on its website.

It is also meant to ensure effective coordination with law enforcement agencies and improve cybersecurity awareness.

The plan was updated in 2021 to strengthen the cybersecurity capabilities of both the government and private organizations. — **Arjay L. Balinbin**

US lawmakers unveil bipartisan proposal to ban China's TikTok

WASHINGTON — Republican Senator Marco Rubio on Tuesday announced bipartisan legislation to ban China's popular social media app TikTok, ratcheting up pressure on owner ByteDance Ltd. amid US fears the app could be used to spy on Americans and censor content.

The legislation would block all transactions from any social media company in or under the influence of China and Russia, Mr. Rubio's office said in a news release, adding that a companion bill in the US House of Representatives was sponsored by Republican congressman Mike Gallagher and Democrat Raja Krishnamoorthi.

"It is troubling that rather than encouraging the administration to conclude its national security review of TikTok, some members of Congress have decided to push for a politically-motivated ban that will do nothing to advance the national security of the United States," a TikTok spokesperson said in a statement, adding that the company would continue to brief members of Congress on the plans that are "well underway" to "further secure our platform in the United States."

The bill comes as scrutiny of TikTok has grown in Washington in recent weeks, after a failed bid by the Trump

administration to ban the video-sharing app.

At a hearing last month, Federal Bureau of Investigation Director Chris Wray said TikTok's US operations raise national security concerns, flagging the risk that the Chinese government could harness it to influence users or control their devices.

Alabama and Utah on Monday joined other US states prohibiting the use of TikTok on state government devices and computer networks due to national security concerns.

In 2020, then-President Donald Trump attempted to block new users from downloading TikTok and ban other transactions that would have effectively blocked the apps' use in the United States but lost a series of court battles over the measure.

The US government's Committee on Foreign Investment in the United States (CFIUS), a powerful national security body, in 2020 ordered ByteDance to divest TikTok because of fears that US user data could be passed on to China's communist government.

CFIUS and TikTok have been in talks for months aiming to reach a national security agreement to protect the data of TikTok's more than 100 million users. — **Reuters**

How retailers in the Philippines can leverage 3PLs to scale deliveries during the festive season

By Soham Chokshi

FOR the average consumer, the holiday season is a time to get together, celebrate, and, most of all, shop! Retailers in Southeast Asia should expect a more hectic holiday season this year, according to a survey from MiQ. With the e-commerce market geared to grow into a \$12-billion industry by 2025, according to a report by Google and Temasek, 56% of Filipinos are increasing their spending versus last year, which has given rise to expectations for sales to remain high this festive season.

The apparent solution for retailers to tackle high order volumes would be to scale with third-party logistic (3PL) services. Outsourcing can be a great solution. However, managing high volumes across multiple vendors can be tedious and complex. Let's look at how the right technology partner can help retailers turn this into a competitive advantage.

ENSURE DELIVERY RELIABILITY

Delayed deliveries are a cause of concern for e-commerce players, especially during the peak season. Partnering with the right 3PLs can effectively address this challenge.

Soham Chokshi is the CEO and Co-Founder of Shippy.

FULL STORY



Read the full story by scanning the QR code or by typing the link <https://bit.ly/3V5u2GG>

Initiative Philippines appointed as Media AOR for Maya

MANILA, PHILIPPINES — Initiative, the culturally-driven media agency within IPG Mediabrands, announced their appointment as media agency of record for the Philippines' first-ever all-in-one banking app, Maya. The news comes following a multi-agency pitch in October.

Initiative Philippines has been awarded the integrated mandate that includes business analytics, audience understanding, media strategy, planning, offline and full funnel digital performance activation for the Consumer and Business segments of the total Maya portfolio.

Pepe Torres, Chief Marketing Officer of Maya, commented, "2022 was a tremendous year of brand and business growth as we relaunched from PayMaya to Maya, but the work has only just begun. With even greater ambitions in 2023, we must ensure that all our capabilities across the board are on the cutting edge. Initiative proved to be the right media partner for us. Beyond having the capabilities that we need, they have proven themselves to be just as invested in our success as we are, and very philosophically aligned with their "Cultural Velocity."

Paul Atienza, Managing Partner, Initiative Philippines said, "Maya is a bold tech maverick that continues to stretch the limits and defy conventions in helping Filipinos make bolder financial choices. We could not be more thrilled to partner with them, and drive Cultural Velocity to further protract growth for the Maya brand in years to come."

Melody Laogan, Managing Partner, Initiative Philippines added, "This win is a testament to Initiative's culturally driven and outcome-focused approach to integrated strategic planning. We share the same values with Maya, of being fearless, bold, and progressive. We are excited to raise the bar together."

This win is a demonstration of the strong performance of Initiative Philippines; breaking in to the "High" profile category in the recent 2022 report by the Research Evaluation Company for Media Agencies (RECMA). Initiative Philippines was also awarded the Philippines Media Agency of the Year bronze award at the recently concluded 2022 Campaign Asia Agency of the Year Awards.

Initiative Philippines' appointment to the Maya media business is effective January 2023.