No. 2018-02-0003[5] to further justify PSALM's exemption from joining the CSP.

19. In relation to Section 2.2.1.5 of the DOE Department Circular No. 2021-09-0030[6] relative to the provision of power supply by PSALM through bilateral contracts and submission of Certificate of Exemption ("COE") from the conduct of CSP, the DOE through its letter dated 07 March 2022, requested PSALM to include as one of its requirements in entering/renewing a CSEE, a letter from the DOE that the DU has a pending application/request for the issuance of a COE" from the conduct of CSP.

20. However, pursuant to the DOE Advisory on the Implementation of DOE Department Circular No. DC2023-06-0021[7] applications for COE-CSP received by the DOE after 18 July 2023 shall no longer be processed. Thereafter, all instances exempted from CSP shall be submitted or applied with the ERC.

COMPLIANCE WITH THE HONORABLE COMMISSION'S PRE-FILING REQUIREMENTS

21. In compliance with Section 2, Rule 6 (Pre-Filing Requirements) of the Honorable Commission's Resolution No. 01, Series of 2021 (the "ERC Revised Rules of Practice and Procedure"), a copy of the instant Application (including its Annexes) will be furnished to the offices of the City Mayor and the Sangguniang Panlungsod of Quezon City and be published (excluding its Annexes) in a newspaper of general circulation.

22. The proof of compliance with the Pre-Filing Requirements, particularly, the service to the Mayor and the Sangguniang Panlungsod of Quezon City as well as the publication of the instant Application, shall be attached to the instant Application as **Annexes "E"** and series, pursuant to Section 3, Rule 6 of the ERC Revised Rules of Practice and Procedure.

PRAYER

WHEREFORE, Applicants POWER SECTOR ASSETS AND LIABILITIES MANAGEMENT CORPORATION ("PSALM") and VISAYAN ELECTRIC COMPANY ("VECO") most respectfully pray that the Honorable Commission ***APPROVE*** the PSALM-VECO CSEE.

Other reliefs just and equitable under the premises are likewise prayed for.

The Commission hereby sets the instant *Application* for hearing for determination of compliance with the jurisdictional requirements, expository presentation, Pre-trial Conference, and presentation of evidence on **05 June 2025 (Thursday)** at **nine o'clock in the morning (9:00 A.M.)** via Microsoft Teams Application, as the online platform for the conduct thereof, pursuant to Resolution No. 09, Series of 2020[8] and Resolution No. 01, Series of 2021[9] (ERC Revised Rules of Practice and Procedure).

Accordingly, PSALM is hereby directed to mirror the virtual hearing to be hosted by the Commission at **VECO's Principal Office at J. Panis Street, Banilad, 6000 Cebu City, Philippines**, as the designated venue for the conduct thereof and ensure that the same is open to the public. Moreover, PSALM shall guarantee that, during the conduct of the expository presentation, the participation of the public shall not be impaired.

Any interested stakeholder may submit its comments and/or clarifications at **least one (1) calendar day** prior to the scheduled initial virtual hearing, via electronic mail (e-mail) at docket@erc.ph, and copy furnish the Legal Service through legal@erc.ph. The Commission shall give priority to the stakeholders who have duly submitted their respective comments and/or clarifications, to discuss the same and propound questions during the course of the expository presentation.

Moreover, all persons who have an interest in the subject matter of the instant case may become a party by filing with the Commission via e-mail at docket@erc.ph, and copy furnishing the Legal Service through legal@erc.ph, a verified Petition to Intervene at **least five (5) calendar days** prior to the date of the initial virtual hearing. The verified Petition to Intervene must follow the requirements under Rule 9 of the ERC Revised Rules of Practice and Procedure, indicate therein the docket number and title of the case, and state the following:

1) The petitioner's name, mailing address, and e-mail address;
2) The nature of petitioner's interest in the subject matter of the proceeding and the way and manner in which such interest is affected by the issues involved in the proceeding; and
3) A statement of the relief desired.

Likewise, all other persons who may want their views known to the Commission with respect to the subject matter of the case may file through e-mail at docket@erc.ph, and copy furnish the Legal Service through legal@erc.ph, their Opposition or Comment thereon at **least five (5) calendar days** prior to the initial virtual hearing. Rule 9 of the ERC Revised Rules of Practice and Procedure shall govern. No particular form of Opposition or Comment is required, but the document, letter, or writing should contain the following:

1) The name, mailing address, and e-mail address of such person;
2) A concise statement of the Opposition or Comment; and
3) The grounds relied upon.

All interested parties filing their Petition to Intervene, Opposition or Comment are required to submit the hard copies thereof through personal service, registered mail or ordinary mail/private courier, **within five (5) working days** from the date that the same were electronically submitted, as reflected in the acknowledgment receipt e-mail sent by the Commission.

Any of the persons mentioned in the preceding paragraphs may access the copy of the *Joint Application* on the Commission's official website at www.erc.gov.ph.

Finally, all interested persons may be allowed to join the scheduled initial virtual hearings by providing the Commission, thru legal.virtualhearings@erc.ph, their respective e-mail addresses and indicating therein the case number of the instant *Joint Application*. The Commission will send the access link/s to the aforementioned hearing platform within five (5) working days prior to the scheduled hearings.

WITNESS, the Honorable Chairperson and CEO **MONALISA C. DIMALANTA** and the Honorable Commissioners **ALEXIS M. LUMBATAN, CATHERINE P. MACEDA, FLORESINDA G. BALDO-DIGAL,** and **MARKO ROMEO L. FUENTES,** Energy Regulatory Commission, this 23rd day of April 2025 in Pasig City.

FOR AND BY AUTHORITY OF THE COMMISSION:

ATTY. KRISHA MARIE T. BUELA
Director III, Legal Service

LS:LPS/JPM/JGGW

[1] ERC Letter entitled, *"In the Matter of Power Sector Assets and Liabilities Management Corporation's Filing of Applications with the Energy Regulatory Commission for Approval of the Contracts for the Supply of Electric Energy and Letters of Agreement with its Customers"* dated 20 June 2024.
[2] Dated 24 October 2017.
[3] Dated 20 September 2021.
[4] Dated 21 July 2021.
[5] Entitled *"Adopting and Prescribing the Policy for the Competitive Selection Process in the Procurement by the Distribution Utilities of Power Supply Agreement for the Captive Market."*
[6] Entitled, *"Amending Certain Provisions of and Supplementing Department Circular No. DC2018-02-0003 on the Competitive Selection Process in the Procurement by the Distribution Utilities of Power Supply Agreement for the Captive Market".*
[7] Entitled, *"Prescribing the Policy for the Mandatory Conduct of the Competitive Selection Process by the Distribution Utilities for the Procurement of Power Supply for their Captive Market".*
[8] A Resolution Adopting the Guidelines Governing Electronic Applications, Filings and Virtual Hearings Before the Energy Regulatory Commission.
[9] A Resolution Adopting the Revised Rules of Practice and Procedure of the Energy Regulatory Commission.

RevAds platform boosts SME visibility with motorcycle ads

By Edg Adrian A. Eva
Reporter

REVADS, the Philippines' first app-based motorcycle ad platform, is helping startups and small and medium enterprises (SMEs) gain visibility in high-traffic areas.

The Pasig-based company, founded in October 2024, aims to level the playing field for smaller businesses by offering out-of-home advertising through motorcycles that travel through high-foot-traffic areas, particularly along the busiest roads of the Philippine capital.

"If you look around for burger brands, for example on the road, I bet you'll just find McDonald's, Jollibee — the bigger ones, right?" Lance Arthur S. Martinez, RevAds founder and chief executive officer, said in an interview.

"Now, we're opening it up for smaller businesses to compete in an area where there are real impressions. Smaller businesses normally have no access," he added.

By mounting advertising panels on the back of motorcycles, businesses can promote their brands while providing drivers with additional passive income as they go about their usual work with other app-based motorcycle services.

RevAds' main product is its rolling billboards, which start at P4,000 a month with no long-term commitment — a more accessible alternative compared with standard billboards along EDSA, which cost P200,000 to P400,000 a month.

REVADS.COM.PH

Mr. Martinez said the platform's affordability and accessibility stem from its app-based model, which allows brands and riders to connect directly.

Through this service, a brand's ad stays on the rider's ad panel uninterrupted for an entire month.

"Your brand can reach homes, hospitals and business districts where only the bigger brands usually compete," he said.

The motorcycle ad company also offers other services such as motorcades for larger ad campaigns.

The out-of-home advertising market in the Philippines is projected to reach $316.47 million this year, with traditional formats such as transit ads and billboards accounting for the biggest share at $198.29 million, according to German data platform Statista.

But for smaller companies with limited resources, advertising is a bigger gamble. To ensure its effectiveness, Mr. Martinez said the RevAds platform strategically selects riders who often travel within the brand's target area.

"We save the riders' location preferences for targeting purposes," he said. "Secondly, we consider the amount of exposure they're generating. Their equipment, as mentioned earlier, includes tracking capabilities."

Brands, companies, and campaigns can also add personalized QR (quick response) codes to make their ads more interactive, allowing viewers to be directly routed to their links.

Mr. Martinez said the company has helped about 600 motorcycle drivers on the RevAds fleet by giving them additional income.

He added that half of the monthly fees paid by businesses, or about P2,000 monthly, is the typical amount a rider earns, provided they reach at least 1,500 kilometers a month.

Mr. Martinez said there has been strong interest, with 10,000 motorcycle riders on their waiting list. They expect to expand their team to 2,500 riders by the end of the year.

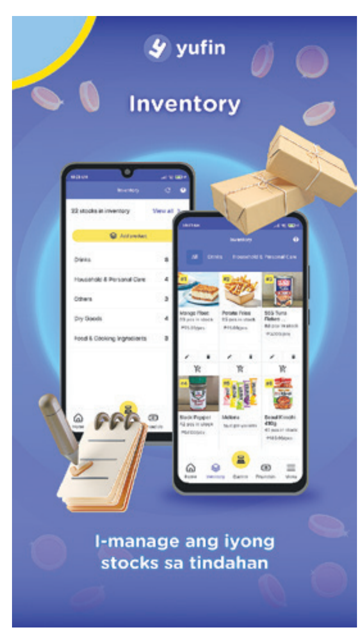
"Our goal really is to make it available across all metropolitan cities in the Philippines because the more we help brands get their message out on the road, the more value we are able to add for our hard-working riders on the streets," he said in mixed English and Filipino.

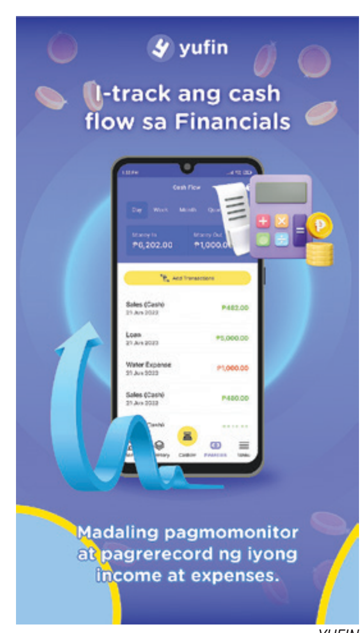
Yufin empowers nano firms with digital tools

YUFIN Philippines, a financial technology platform, is looking to double Philippine households' monthly income by leveraging nano and micro enterprises' financing options.

"Yufin is on a mission to double the monthly income of more than ten million households by empowering the smallest businesses," Shubhrendu Khoche, co-founder and chief executive officer at Yufin Philippines, said in a statement.

"We want to make sure that *sari-sari* (mom-and-pop) store owners, 'solopreneurs' and housewives can grow their businesses with confidence because when they succeed, their communities succeed too," he added.





YUFIN

Nano and micro businesses, run mainly by mom-and-pop store owners, solo entrepreneurs and housewives, face limited access to digital tools, affordable capital and reliable financial services.

Micro enterprises account for 90.43% of Philippine businesses at 1.13 million, while small enterprises account for 8.82% or 109,912, according to the Department of Trade and Industry.

About 8.1 million nano enterprises were operating in the Philippines as of 2022, according to the Social Enterprise Development Partnerships, Inc.

Founded in 2022, Yufin provides digital tools, financial services and income opportunities to empower small firms, and entrepreneurs in tier 2 and 3 cities.

Its key services include digital payments, embedded financing and reselling of in-demand products and services.

Through its distribution as a service (DaaS) model, Yufin turns community-based merchants into digital distribution hubs.

Store owners can use their phones as a point of sale to get insights on their shoppers and supplies, as well as access working capital.

This also lets them resell services such as insurance, over-the-top content like Netflix and Amazon Prime and transport prepaid cards.

Yufin has also integrated intelligent cloud-based solutions to optimize operations, forecast demand and tailor support to its merchant base.

Its wAIs cart — powered by Microsoft tools Azure and Power B — builds a complete, tailored basket for smaller firms for their weekly budget in one click. This helps Yufin analyze real-time trends, streamline supply chains and scale its infrastructure.

"As Yufin prepares for its seed round and pushes forward with its '10x in 6 months' growth plan, its partnership with Microsoft ensures that the platform can keep up with growing demand while staying grounded in its purpose — creating real economic opportunity for those too often left behind," the company said.

To date, Yufin has more than 30,000 registered merchants, with a monthly gross transaction volume and revenue growing by more than 25%. — **Beatriz Marie D. Cruz**

PhilSME eyes franchising expo in November

THE PHILIPPINE SME Business Network (PhilSME) plans to hold another exposition on franchising in November after attracting 12,000 visitors to its 16th Philippine SME Business Expo and Conference this month, according to its top official.

"This is more about business solutions with the major component of franchising opportunities and solutions," Trixie E. Abrenilla, chief executive officer and managing director at the PhilSME, told *BusinessWorld*.

The 16th Philippine SME Business Expo and Conference brought fresh elements with a lineup of powerhouse speakers and the introduction of the Malaysian Pavilion, she told a news briefing on May 9.

"The conference lineup, especially for day one, these are the top businesspeople in their industries," she said. She added that more than 10 Malaysian firms joined this year's expo.

"They came here to collaborate with Filipino companies and offer their own SMEs (small, medium enterprises) so they can also grow," she said.

The two-day expo on May 9-10 featured well-known business figures like Chinkee Tan, Cristalle Belo-Pitt and RJ Ledesma, who shared tips on how SMEs could grow.

More than 120 exhibitors, mostly SMEs, had the opportunity to network with other businesses and potential partners.

The initiative supports MSMEs, which account for more than 99% of businesses in the country and contribute 40% of economic output, PhilSME said in a separate statement.

"We created PhilSME to guide SMEs toward practical, real-world business solutions, and this year, we witnessed powerful exchanges and partnerships take shape right on our expo floor," Ms. Abrenilla said.

She said the event attracted about 12,000 visitors, surpassing their 10,000 target. — **Edg Adrian A. Eva**