

5 October 2015

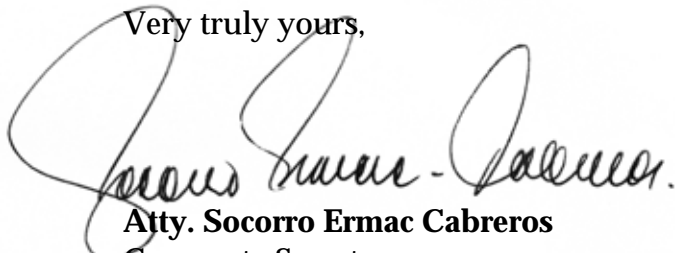
Ms. Janet A. Encarnacion
Head, Disclosure Department
Philippine Stock Exchange
4/F PSE Plaza
Ayala Triangle Plaza
Ayala Ave., Makati City
Metro Manila

Dear Ms. Encarnacion:

We would like to submit and share the attached press statement pertaining the Company's recent award given by the Philippine Franchise Association and the Department of Trade and Industry in cooperation with the Philippine Retailers Association and the Philippine Chamber of Commerce and Industry as the Outstanding Filipino Franchise in Retail – Large Store category, in the recent 2015 Franchise Excellence Awards (FEA).

Thank you and ward regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

Oct. 1, 2015

Phoenix Petroleum awarded as Outstanding Filipino Franchise

Leading independent oil company Phoenix Petroleum Philippines was recently named the Outstanding Filipino Franchise in Retail – Large Store category, in the recent 2015 Franchise Excellence Awards (FEA).

FEA is the most distinguished award in the franchising sector, given to businesses that epitomize excellence in business growth and ethical practices. It is organized by the Philippine Franchise Association and the Department of Trade and Industry in cooperation with the Philippine Retailers Association and the Philippine Chamber of Commerce and Industry.

Phoenix Petroleum was recognized for being a successful and fast-growing homegrown company in an industry dominated by majors, serving as an inspiration that provincial brands can be national players.

From its roots in Davao City with five stations in 2005, Phoenix Petroleum has expanded nationwide to 418 retail stations, with a family of franchisees who share the company's vision to be an indispensable partner in everyone's journey.

"Phoenix Petroleum has always been about fueling dreams and partnerships," said its President and CEO Dennis Uy. "This recognition makes us more inspired to spread a culture of entrepreneurship with our business partners and within the team, so that we continue to be adaptable, determined, and quick to seize opportunities."

Since its first station, Phoenix Petroleum has grown nationwide to build a wide network of retail stations and commercial and industrial clients. Its business covers the trading of refined petroleum products and lubricants to retail and commercial channels, operation of oil depots, storage and transport services, and integrated logistic services.

Phoenix Petroleum is a publicly-listed company on the Philippine Stock Exchange since July 2007, the only oil company to do so after the Oil Deregulation Law was passed in 1998. Ranked 31st in the country's Top 1,000 Corporations as of 2013, Phoenix Petroleum is today the leading independent and fastest-growing oil company in the Philippines.

*To be an indispensable partner in the journey of everyone
whose life we touch.*



The winners of the 2015 Franchise Excellence Awards (FEA) were recognized in formal ceremonies on Sept. 30, 2015 at the Marriott Grand Ballroom, Newport City, Manila.

FEA nominees are judged based on a comprehensive set of criteria, which include the franchise concept's franchise program, sales and marketing program, franchising operating system, corporate social responsibility, and ethical practices and reputation. The deciding factors include the growth and financial performance and profitability of each nominee.

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