

08 June 2018

Securities & Exchange Commission

Secretariat Building, PICC Complex
Roxas Blvd, Metro Manila

Philippine Stock Exchange

Disclosure Department
3/F PSE Plaza, Ayala Triangle Plaza
Makati City, Metro Manila

Philippine Dealing & Exchange Corp.

37th Floor, Tower 1, The Enterprise Center
6766 Ayala Ave. corner Paseo de Roxas
Makati, 1226 Metro Manila, Philippines

Attention: Hon. Vicente Graciano P. Felizmenio, Jr.
Director, Market and Securities Regulation Department
Securities & Exchange Commission

Mr. Jose Valeriano B. Zuño III

OIC - Disclosure Department
Philippine Stock Exchange

Ms. Kathlene Anne F. Famadico


OIC-Issuer Compliance and Disclosure Department (ICDD)
Philippine Dealing & Exchange Corp.

Gentlemen and Madam:

We would like to submit the attached Press Release in relation to the Company's retail network expansion.

Thank you and warm regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

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



Phoenix Petroleum expands retail network



Phoenix Petroleum continues to boost its retail network with a series of fuel station openings and upgrades on look and offerings. Halfway through 2018, more Phoenix PULSE Technology-powered stations continue to open in various strategic locations nationwide, bearing the new, sleek station design. (Photo taken at Phoenix West Service Road station in Parañaque)

Leading independent and fastest-growing oil company Phoenix Petroleum continues to strengthen its retail network as it accelerates growth as an emerging major.

The proudly homegrown company started the year strong with an increase in market share and 530 stations nationwide. New stations were opened early this year in locations such as Enrile Avenue, Tuguegarao; West Service Road, Muntinlupa City; San Pablo, Laguna; Mambaling, Cebu; Tanauan, Leyte; Magugpo East, Tagum City and the first Phoenix fuel station in Bohol in Tagbilaran.

Phoenix Petroleum has been aggressively expanding since its first station in 2005 in Davao. In January, the company opened its 100th station that bears the new design – a clean, modern, and sleek look in keeping with its aspiration of becoming the next generation fuel company that caters to the needs of this generation's drivers.

In February, Phoenix launched its Phoenix PULSE Technology, a fuel additive with advanced cleaning and

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protection properties for enhanced power and acceleration. This puts Phoenix fuels at par with the majors, at a better value.

Recently, Phoenix rolled out a promo giving discounts of Php 5 off per liter on gasoline and Php 2 off per liter on diesel at select stations, to help cushion the impact of oil price increases. The promo was launched on May 29-30 in Mega Manila and will be implemented nationwide in the coming weeks.

“We are enhancing our network, products, services, and promotions, all in support of our vision to be an indispensable partner to our customers. We are focused on delivering value and operational excellence as we aim to make Phoenix Petroleum a credible alternative to the bigger players,” said the company’s Chief Operating Officer Henry Albert Fadullon.

Phoenix Petroleum is the leading independent oil company in the Philippines established in 2002. The company was publicly listed on the Philippine Stock Exchange in July 2007 and has since grown to be a national brand from its humble beginnings in Davao. In just 15 years, Phoenix has expanded its network and portfolio from trading and distribution of refined petroleum products to terminaling and hauling services, selling and marketing of liquefied petroleum gas, bitumen, and convenience store retailing—all in pursuit of its vision to be an indispensable partner in the journey of everyone whose life it touches.

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