

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



20 February 2020

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

Ms. Janet A. Encarnacion
Head, Disclosure Department
Philippine Stock Exchange

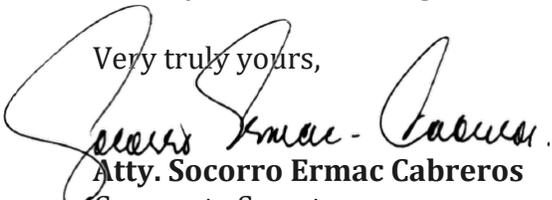
Atty. Marie Rose M. Magallen-Lirio
Head, Issuer Compliance and Disclosure Department (ICDD)
Philippine Dealing & Exchange Corp.

Sir and Mesdames:

We would like to submit the attached Press Release for your reference.

Thank you and warm regards.

Very truly yours,


Atty. Socorro Ermac Cabreros
Corporate Secretary

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Phoenix offers P20/liter fuel



Phoenix Petroleum is offering P20 per liter on all of its fuel variants today for a limited time only in ten select stations nationwide in celebration of its win as the Marketing Company of the Year at the 40th Agora Awards.

Phoenix Petroleum is offering all its fuel variants at a special discounted price of P20 per liter this February 20, 2020, from 10am to 12pm at ten of its gas stations across the country.

Called 'Twenty on Twenty', Phoenix launched the promo as a way to thank its customers and celebrate its win after being hailed as the 'Marketing Company of the Year' at the 40th Agora Awards.

"For the past years, Phoenix Petroleum has been achieving great business results, and attracting more and more partners and clients nationwide. We credit our growth to the hard work of our employees, the trust of our customers, and our continuous pursuit for improvement and excellence in our products and services. As we aim for greater goals this year, we want to give back to our customers and treat them with a very special promo. As a homegrown brand that made its way up and competes toe-to-toe with big and established

multinationals, we want to share this win to the people we serve, the Filipino motorists, who choose to trust and patronize local brands such as ours,” said Phoenix Petroleum Chief Operating Officer Henry Albert Fadullon.

The discounted pump prices are available at Phoenix stations in Lanang 1 in Davao, SRP Talisay in Cebu, C3 Road in Caloocan, Marcos Highway in Antipolo, Bahay Toro and Dahlia in Quezon City, San Pablo 2 in Laguna, Sucat Skyway in Paranaque, Lalaan in Cavite, and Malvar in Batangas.

All Phoenix fuel variants (Diesel, Super Regular, Premium 95, and Premium 98) are blended with Phoenix PULSE Technology, a world-class fuel additive introduced by Phoenix Petroleum in 2018, upgrading the quality of Phoenix fuels without any additional cost. When used continuously, Phoenix PULSE Technology is proven to help result in better fuel economy due to its advanced cleaning and protection properties that bring enhanced power and acceleration to the vehicle.

Earlier this year, the prestigious Agora Awards recognized the positive impact Phoenix PULSE Technology brought to Filipino motorists through its launch and promos. Along with Phoenix SUPER LPG’s German-made SRG Regulator, these innovations led the company to win Agora’s top award—the Marketing Company of the Year. Considered as the most prestigious marketing citation in the country, the recognition was bestowed by the Philippine Marketing Association.

In 2017, in celebration of its 10th listing anniversary, Phoenix Petroleum made headlines when it offered its fuels for only P10 per liter at select stations nationwide. The blockbuster one-day promo attracted throngs of motorists, and introduced Phoenix as a credible alternative brand that offers high-performing fuels at the best value.