

28 February 2020

Securities & Exchange Commission

Secretariat Building, PICC Complex
Roxas Blvd, Metro Manila

Philippine Stock Exchange

Disclosure Department
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Philippine Dealing & Exchange Corp.

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

Ms. Janet Encarnacion
Head - Disclosure Department
Philippine Stock Exchange


Atty. Marie Rose M. Magallen-Lirio
Head - Issuer Compliance and Disclosure Department (ICDD)

Sir and Mesdames:

We would like to submit the following Press Releases for your information and reference.

Thank you and warm regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

Phoenix rolls out another P20/liter promo



Phoenix kicks off the month of March with another P20/liter promo for its fuels, running for two hours only in ten of its stations nationwide.

Phoenix Petroleum is giving more motorists a chance to avail of a price slash as it rolls out another P20 per liter offering for any of its fuel variants on March 1, 2020 from 9am to 11am only. A thanksgiving promo in celebration of Phoenix Petroleum winning the Marketing Company of the Year award at the 40th Agora Awards, the discounted rate will be available at ten participating stations around the country.

The two-hour promo will be offered at Phoenix stations in Parklane Square Almanza Dos, Las Piñas; DRT Highway in Sabang and Tangos, Baliuag, Bulacan; Centennial Road, Tabon I, Kawit, Cavite; Mabini, Bauan, Batangas; Pagsawitan, Pagsanjan, Laguna; Pitogo, Consolacion, Cebu; Naga-Naga, Tacloban; Barra Opol, Misamis Oriental; and Marbel, South Cotabato.

“We have received overwhelming responses and requests from Filipino motorists who wish to avail of our fuels at a very low price after we implemented our first P20 per liter promo, thus, we are offering a second round, this time, at other locations to reach other communities and on a weekend to give opportunities for those who were unable to gas up during the weekday run,” Phoenix Petroleum Chief Operating Officer Henry Albert Fadullon said.

On February 20, 2020, Phoenix Petroleum implemented its first P20 per liter promo on its fuels at ten participating Phoenix stations nationwide for a limited time only. About 4,000 motorists were able to avail of our promo offer for Phoenix fuels blended with Phoenix PULSE Technology.

“This special treat is meant to celebrate how we rose to be a credible alternative brand over the years because of the support of our loyal customers, and consequently, show them how committed we are to continue to be their indispensable partner in their journey,” Fadullon added.

The discount was launched after the company’s big win at the prestigious 40th Agora Awards where Phoenix Petroleum was hailed as the Marketing Company of the Year. The top award recognized the company for its positive impact on the Filipino community through its innovative products, particularly the Phoenix PULSE Technology fuel additive and Phoenix SUPER LPG’s German-made SRG Regulator.