

11 June 2020

Securities & Exchange Commission

Secretariat Building, PICC Complex
Roxas Blvd, Metro Manila

Philippine Stock Exchange

Disclosure Department
6/F PSE Tower, 28th Street corner 5th Avenue,
BGC, Taguig City, Metro Manila

Philippine Dealing & Exchange Corp.

Philippine Dealing & Exchange Corp.
29/F, BDO Equitable Tower,
8751 Paseo de Roxas, Makati City

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

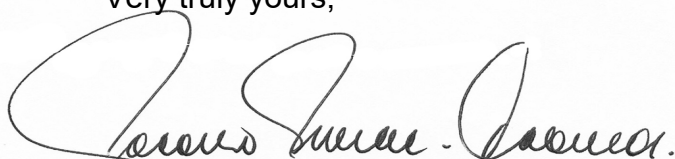
Atty. Marie Rose M. Magallen-Lirio
Head - Issuer Compliance and Disclosure Department (ICDD)

Sir and Mesdames:

We would like to submit the attached Press Release entitled "**LIMITLESS: A New World of Possibilities**".

Thank you and warm regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

LIMITLESS: A New World of Possibilities

DOWNLOAD NOW & UNLOCK LIFE MADE LIMITLESS.

DOWNLOAD THE APP NOW

GET IT ON Google play

Available on the App Store

LIMITLESS
Life with no boundaries

FREE MEMBERSHIP

EARN POINTS

EXCITING GIFTS

AWESOME REWARDS

The advertisement features a central smartphone displaying the LIMITLESS app interface. The app screen shows a balance of 100.00 points, a navigation menu with icons for Home, Communities, Markets, Store Finder, Pay Now, Donation, About Us, FAQs, and Contact Us, and promotional banners for FamilyMart Coffee Creations and 'Top picks for you'. To the right of the phone, four circular icons are connected by a line, each representing a benefit: a person icon for 'FREE MEMBERSHIP', a 'P' icon for 'EARN POINTS', a gift icon for 'EXCITING GIFTS', and a star icon for 'AWESOME REWARDS'. The background is orange with white curved lines.

LIMITLESS is a lifestyle rewards program enjoyed through a free downloadable app that lets users earn and redeem points from participating merchants, and access to exclusive promos and privileges.

Shopping in the new normal just got more rewarding.

Nowadays, when every purchase is crucial not only for its value, but also for the level of safety the shopping experience offers, every peso being spent counts. But how does one make the most bang for their buck? In comes LIMITLESS, a lifestyle rewards program that is equipped with its own mobile application. It offers an array of features to let members enjoy exclusive perks that add more benefits to every transaction with participating merchants.

With LIMITLESS, members can earn points, claim rewards, and have access to exclusive promos and privileges. By downloading the free mobile app from the App Store or from Google Play, users can register to become members of LIMITLESS and instantly be rewarded with 100 points. Members can earn more points through transactions with accredited merchants, such as Phoenix Petroleum and FamilyMart Philippines. For further convenience, members only need to show their QR code on the app upon transaction in order to earn points.

Every P200 worth of purchase earns 1 point, while every point earned is equal to P1, which can be used towards purchases and vouchers. The points can also be donated to a cause, including one that raises funds to acquire ventilators, which will be turned over to a partner medical facility.

The perks don't stop there. Aside from earning, redeeming, and monitoring points, the LIMITLESS app also offers other fun and useful features, including a game that allows members to earn even more points. Making it more convenient, the app also features a store finder for accredited merchants, and a directory of different establishments that offer delivery. These include Phoenix SUPER LPG, FamilyMart, Wendy's, Conti's, Shakey's, and Lalamove. Meanwhile, the 'Communities' function allows members to easily join group chats based on their preferred location for buy-and-sell purposes. True to its name, more features will eventually be added to the app to offer unlimited possibilities.

Joining LIMITLESS is easy as sign-up options include using one's mobile number, Facebook account, or Gmail account, so registration is done with just a few taps.

Earning and redeeming of points currently available in partner establishments in Luzon, coverage will soon expand to Visayas and Mindanao to welcome more Filipinos to a world of possibilities.

Download the app now, and get more out of every purchase with LIMITLESS.