

25 September 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.
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

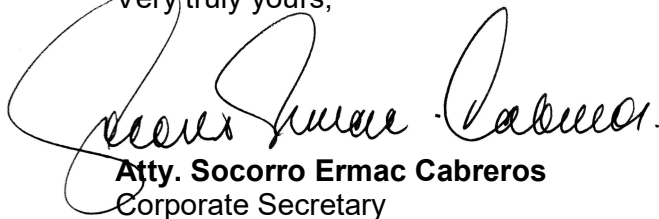
Atty. Marie Rose M. Magallen-Lirio
Head - Issuer Compliance and Disclosure Department (ICDD)

Sir and Mesdames:

We would like to submit the attached Press Release entitled "**Phoenix earns 3 nods at 17th International Business Awards**".

Thank you and warm regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

Phoenix earns 3 nods at 17th International Business Awards



Homegrown company, Phoenix, earns two gold and one silver Stevie trophies at the recently concluded 17th International Business Awards for its successful campaigns for Phoenix SUPER LPG, FamilyMart, and corporate social responsibility—marking the company’s third consecutive year of winning at the prestigious Oscars of business.

Phoenix Petroleum, the country’s fastest-growing oil company, continues its annual winning streak at the prestigious International Business Awards, having bagged a total of three trophies from the awards organization this year.

The company added to its list of awards two Gold Stevies through Phoenix SUPER LPG’s ‘Sarap Pala Magluto’ nationwide campaign and FamilyMart’s Coffee Creations introduction, and one Silver Stevie from its ‘Tulong Para Sa TaaI’ corporate social responsibility campaign.

“This recognition came at a time when everyone can use some motivation, given the impact of the pandemic. Because of these recognitions from the International Business Awards, we are more motivated to do even better and create campaigns that will not only bring corporate excellence but also bring positive impact to the communities we serve,” Phoenix Petroleum President Henry Albert Fadullon said.

‘Sarap Pala Magluto’ is the nationwide campaign of Phoenix SUPER LPG that aims to encourage millennials to discover the joys of cooking through its German-made SRG regulator that offers a SAFE, SIGURADO, SIMPLE cooking experience. The campaign, which also introduces Sarah Geronimo as

brand ambassador, has successfully increased the brand's market share and brand awareness, even topping the Twitter trend list on its launch day.

Another Gold winner, FamilyMart's Coffee Creations, was recognized for its achievements in sales since its launch. From selling only seven cups a day, Coffee Creations drastically increased FamilyMart's coffee sales to an average of 70 cups a day. The project was attributed for the overall revenue of FamilyMart in 2019.

Meanwhile, the 'Tulong Para Sa Taal' campaign, which earned a Silver recognition from the IBA for PR Campaign of the Year-Corporate Social Responsibility category, impressed the judges with its comprehensive and centralized approach, utilizing all of Phoenix brands, products, stakeholders, and partners in bringing immediate help to over 10,000 affected families.

These new IBA trophies bring the total Stevies trophies of Phoenix to six since it first joined the competition in 2017.

The IBA or Stevies is the world's premier business awards created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. With a panel of jurors composed of industry professionals worldwide, it is considered as the Oscars of business.