

23 October 2020

**Securities & Exchange Commission**

Secretariat Building, PICC Complex  
Roxas Blvd, Metro Manila

**Philippine Stock Exchange**

Disclosure Department  
6/F PSE Tower, 28<sup>th</sup> Street Cor. 5<sup>th</sup> 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

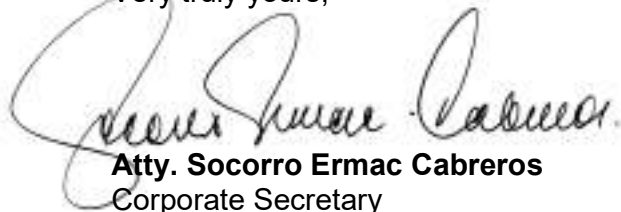
**Atty. Marie Rose M. Magallen-Lirio**  
Head - Issuer Compliance and Disclosure Department (ICDD)  
Philippine Dealing & Exchange Corp.

**Sir and Mesdames:**

We would like to submit the attached Press Release entitled “**Konnichiwa, Bai: FamilyMart Goes to Cebu**”

Thank you and warm regards.

Very truly yours,



**Atty. Socorro Ermac Cabreros**  
Corporate Secretary

## Konnichiwa, Bai: FamilyMart Goes to Cebu



*FamilyMart opens three new compact stores in Cebu, offering a unique customer experience in response to the effects of the COVID-19 pandemic.*

Heads up, Cebuanos! FamilyMart is opening in Cebu with three new unique outlets offering the best and newest of its Japanese food selection in a safer and more accessible way.

Starting October 28, new FamilyMart stores at Phoenix V. Rama, Phoenix Banilad stations, and a stand-alone outlet in Banawa, will be offering FamilyMart Philippines' best-selling products, including onigiri, ramen, Japanese sandwiches, and the Coffee Creations line.

“There has been a clamor from our loyal customers in Cebu. After we have successfully built UP the brand in Metro Manila with the opening of generation 2 stores, and our shift to food service, we are now ready to bring the best of FamilyMart to the Queen City of the South. Made possible through our franchisees, we will innovatively showcase our blockbuster products to Cebuanos in the most convenient and safest format possible,” FamilyMart Philippines General Manager Bernard Suiza said. “This is our way of providing our business partners another channel for added revenue, while offering more value to customers as we bring our stores closer to more communities,” he added.

To address safety concerns and help prevent the spread of the COVID-19 virus, FamilyMart is adopting a unique customer experience for its Cebu stores with a new retail format. Featuring compact stores ideal for get-and-go transactions, customers who wish to avail of any of its Japanese food offerings and premium-quality convenience store items only need to shop through the window, while motorists do not even need to get out of their cars as Phoenix and FamilyMart personnel will assist them throughout their transactions.

The opening of the stores inside strategic Phoenix locations also provides more convenience to customers as they may easily complete their daily errands—gassing up, buying food and convenience store products—all in one place. For added convenience, FamilyMart stores in Cebu will also cater to the bills payment needs of Cebuanos through the Possible devices available to accommodate safe and convenient digital payment transactions.

FamilyMart Philippines is a subsidiary company acquired by Phoenix Petroleum Philippines, Inc. in 2017. Last year, the brand opened the biggest FamilyMart store in the Philippines in Udenna Tower, BGC, Taguig where it introduced new Japanese snack onigiri and meals like ramen and donburi. Also in 2019, it launched its award-winning coffee line in partnership with another Japanese brand, UCC, called Coffee Creations. This year, it has introduced FamilyMart on Wheels and an online ordering and delivery system to cope with the effects of the pandemic.