



05 January 2021

Securities & Exchange Commission
Secretariat Building, PICC Complex
Roxas Blvd, Metro Manila

Philippine Stock Exchange
Disclosure Department
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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

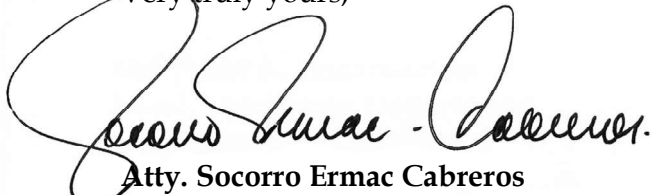
Atty. Marie Rose M. Magallen-Lirio
Head - Issuer Compliance and Disclosure Department (ICDD)

Sir and Mesdames:

We would like to submit the attached Press Release entitled "**Phoenix strengthens thrust for digital with online flash sale**".

Thank you and warm regards.

Very truly yours,



Atty. Socorro Ermac Cabreros
Corporate Secretary

Phoenix strengthens thrust for digital with online flash sale

Phoenix Petroleum further reinforced its push for the digital platform by offering discounted fuel vouchers through Limitless, an app-based loyalty program. Last December 28, Phoenix fuel vouchers in P1,000, P500, and P100 denominations were offered on the Limitless app at 80% off during the independent oil player's first digital flash sale.

"As our brand further evolves, we have also innovated the way we offer our products and conduct our promos. Incorporating e-commerce into our business has been pivotal, especially this year when safety has been of prime concern," said Phoenix President Henry Albert Fadullon. "By partnering with Limitless and offering our discounted vouchers online, our customers were treated to a big discount without them having to line up at the stations. It's safer, and also more convenient because the vouchers can be redeemed anytime," he added.

Exclusive to Limitless members, the online sale gave customers the chance to avail of discounted vouchers, which have no expiry, and can be used at participating Phoenix retail stations upon refueling. Over P1 million worth of Phoenix fuel vouchers were sold during the flash sale, which is estimated to have attracted over 2,200 new Limitless members in the course of two days.

"Unlike other fuel discounts offered in the past, the Limitless flash sale eliminated the need to queue at stations, making the process easier. For further convenience and safety, those who were able to take advantage of the sale only need to show the vouchers on their Limitless app when they gas up so the transactions are contactless. Made possible through a digital channel, it's an ideal innovation that perfectly suits our current circumstances, and customers can expect more regular promos on the app," said Celina Matias, Phoenix Vice President for Integrated Marketing and Strategies. She also added that the e-gift feature on the app has been especially useful during the holidays stating, "It allowed users to buy and give vouchers without leaving home."

Since the start of community quarantine measures caused by the COVID-19 pandemic, Phoenix introduced several digital-based initiatives to sustain business operations. These include the implementation of cashless payment at its fuel stations, the introduction of its fuel delivery service for SMEs, and the launch of online ordering and delivery services for its LPG business.

In June, the company announced its partnership with Limitless, which has since offered its members points for valid purchases at partner establishments including Phoenix. Limitless now has more than 100,000 members who have access to perks and other exclusive privileges.