

SPECIAL FEATURE



BPI, as the oldest bank in the Philippines and even Southeast Asia has a distinguished role in the history of banking. For 160 years, BPI has introduced many innovations that have contributed to the growth and development of the banking industry.

On its 160 year, BPI looks back on its rich history as well as looks forward to new and exciting banking and financial solutions for Filipinos anywhere in the world.



Jaime Augusto Zobel de Ayala, author Ma. Teresa Colayco and BPI President Aurelio Montinola during the launching of Enlightened Stewardship.

ENLIGHTENED STEWARDSHIP

In time for its 160th Anniversary, BPI released the much-awaited follow-up on its first publication *A Tradition of Leadership*. Once again authored by Ma. Teresa Colayco, *Enlightened Stewardship* begins in the early 1980s when BPI became a universal bank. It then traces BPI's development into a broad-based financial institution, a pacesetter in electronic banking, truly "at home in the world of the Internet and the multi-faceted service-oriented platforms of the industry". The book was launched in a special event held on August 31 at the Ayala Museum.

THE BPI ANNIVERSARY GALA

To extend appreciation and gratitude for their support, BPI hosted a gala event for BPI officials, partners, and clients at the Makati Shangri-La on August 17. Carrying the theme, Beyond Legacy, the event featured performances that fused classical and contemporary music, highlighting the bank's legacy to Filipinos and to the world, while showing that this legacy remains relevant for the future.

Jaime Augusto Zobel de Ayala, chairman of BPI and Ayala Corporation, noted how the history of BPI is inextricable from the economic history of the country. In fact, the longevity of the bank attests to the continuing trust of Filipinos in the bank and in their country.

"Every time a deposit is made, a remittance is completed, a loan is processed, an insurance policy is paid out, it exemplifies a vote of confidence in a financial industry that has been part and parcel of our history as a nation," JAZA said. "In this sense we also celebrate this milestone with all the others we share in this industry with from the largest institutions to the smallest,

and with all those in government who have given us support and guidance. I find this doubly significant today, at a time when some financial institutions globally have lost trust and relevance. It is a testament to the whole industry in our country that we have survived this period of extreme volatility safely and successfully."





BPI President Aurelio Montinola, Cebu City Mayor Michael Rama, Cebu Governor Gwendolyn Garcia and JAZA lead the inauguration of the museum

BPI MUSEUM OPENED IN CEBU

BPI's and Cebu's partnership can be traced way back in 1924, the year BPI opened its first branch in Cebu. This partnership is even more strengthened with the inauguration of BPI Museum Cebu on September 2011. The main building of the Bank of the Philippine Islands (BPI) in Cebu, declared by the National Historical Commission as a national historic landmark, is the site for the newly inaugurated BPI Museum.

The BPI Museum Cebu showcases memorabilia that dates back to 1861. The collection gives the visitors a glimpse of BPI's rich history, which is linked with the history of banking in the Philippines and the rest of Southeast Asia. Moreover, the museum serves as a venue for Cebuano artists to showcase their works.

As its first art exhibit, the BPI Museum presented *Timeless Modernity: Masterly Visions of Fourteen Cebuano Artists*. The exhibit featured the works of some of the best artists in Cebu. These included Romulo Galicano II, Gabriel Abellana, Publio Briones, Jr., Wilfredo Cañete, Felix Catarata, Ramon de Dios, Carlos Florido, Luther Galicano II, Dennis Montera, Kart Roque, Facundo Tallo, Jose Villacin Jr., Jose Villadolid and Jose Yap Jr.

Present during the inauguration of the museum were BPI Chairman Jaime Augusto Zobel de Ayala, BPI President Aurelio Montinola, government and ecclesiastical officials in Cebu, and other Ayala and BPI officials.



BPI employees are encouraged to adopt and sustain their own community-based programs. One such program is the rehabilitation and clean-up of Siliman Beach in Dumaguete City

STRENGTHENING EMPLOYEE VOLUNTEERISM WITH BPI

The bank also launched a volunteerism program among its employees. Dubbed Bayanihan Para sa Inang Bayan (BPI Bayan), the program aims to enhance team spirit among BPI employees and to improve BPI's relationship with its customers, with the local community where it operates, and with the wider community. More than just one-time volunteer event, BPI Bayan encourages its employees to come up with sustainable projects. In addition, BPI employees are empowered to take initiative not only in conceptualizing and organizing the activities, but in also in taking charge of project expenses. BPI Bayan was officially launched on August 6 in five different locations- Angeles City, Davao, Dumaguete City, Malabon and Pasay City.

CONTINUING SERVICES THROUGH BEA

BPI, an innovation leader in Philippine Banking, recently launched BPI Express Assist (BEA). BEA aims to lower transaction time by as much as 33%, says BPI Senior Vice President Natividad Alejo. This innovation makes use of touch-screen terminals to further improve efficiency in BPI branches all over the country. All clients need to do is enter transaction data on these machines, which also automatically assigns a queue number for them. All the data entered in the terminals are transmitted to the teller, who completes the transaction.



With the help of these machines, BPI Express Assist hopes to further improve service at BPI branches and reduce transaction by 33%

PRESIDENT'S CUP AND OTHER ACTIVITIES

As its way of thanking some of its most faithful clients and partners, BPI organized a special golf tournament at the Sta. Elena Golf Club in Laguna. Dubbed as the President's Cup, the event was held on August 15, with BPI's manning clients as well as corporate banking clients participating in the event. As many as 120 individuals participated in the tournament.

Aside from the President's Cup, BPI also organized a press conference and thanksgiving mass.



BPI's Montinola, Pilipinas Shell's E. Chua, Mitsubishi Motor's K. Sugino and Zuellig's K. Jamias