

K. INVESTORS RELATIONS PROGRAM

- 1) **Discuss the Company’s external and internal communications policies and how frequently they are reviewed. Disclose who reviews and approves major company announcements. Identify the committee with this responsibility, if it has been assigned to a committee.**

The Investor Relations Division is a strategic, executive function of corporate management. It combines the disciplines of marketing, finance and communication to provide present and potential investors with an accurate portrayal of the Company’s performance and prospects. It aims to preserve and enhance the Company’s credibility while positively affecting the Company’s value relative to that of the over-all market and cost of capital.

Its responsibilities include the development and maintenance of its leadership image in the industry.

- 2) **Describe the company’s investor relations program including its communications strategy to promote effective communication with its stockholders, other stakeholders and the public in general. Disclose the contact details (e.g. telephone, fax and email) of the officer responsible for investor relations.**

	Details
(1) Objectives	1. To promote sustained investor interest in the company’s stock – a. Valuation; b. Liquidity and c. Access to capital markets; 2. To ensure consistency and strengthen the credibility of the messages of each company in the Group by highlighting their successes and how STI Holdings is instrumental in helping the companies under its umbrella flourish; and 3. To have “ear-to-ground” access to financial market developments and industry performance
(2) Principles	To reach out to all shareholders and fully inform them of corporate activities, and to formulate a clear policy for accurately, effectively and sufficiently communicating and relating relevant information to the Company’s stakeholders as well as to the broader investor community.
(3) Modes of Communications	Corporate Advertising, Corporate Publications, Internet, Market Intelligence, Media Relations and Website
(4) Investor Relations Officer	Franchini Vina Z. Cordova , Investor Relations Office Telefax: 844-9553; Email address: bing.cordova@stiholdings.com.ph info@stiholdings.com