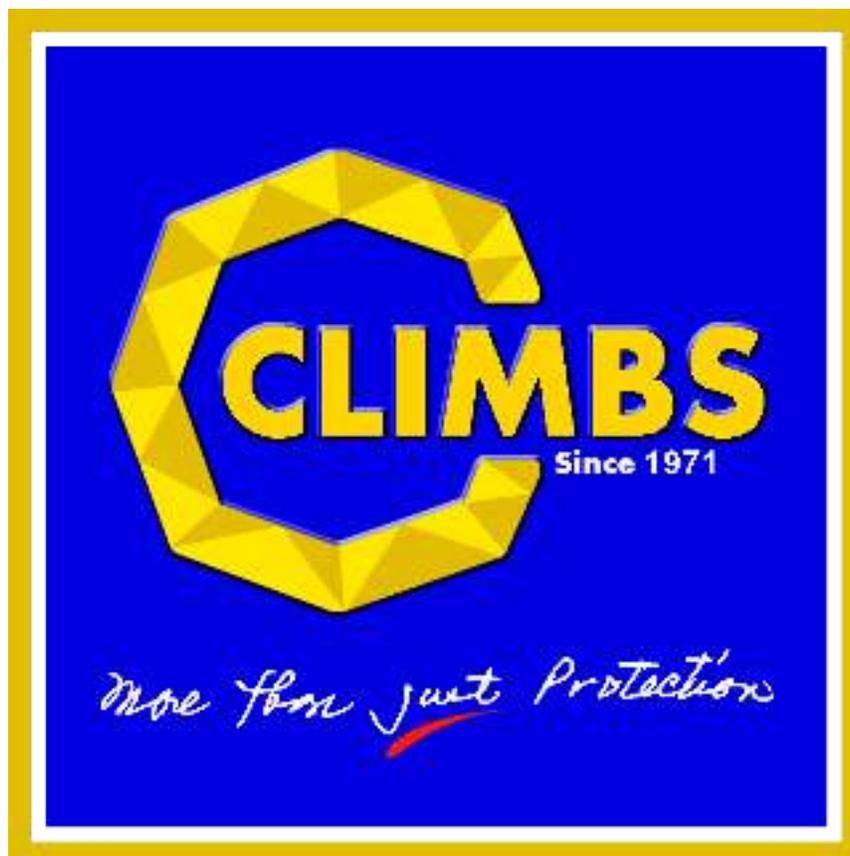


CLIMBS journal

Special Edition





The year 2017 marks the rebirth of CLIMBS new logo.

To rebrand as part of our journey into becoming a complete financial solution enterprise.

To transcend depicting synergy while resonating our mission and goals to our members, partners and society.

To expand our organization solidifying our strategy, commitment and value proposition.

The Story of CLIMBS New Logo

(As approved by CLIMBS Assembly during the 45th Annual General Assembly on April 23, 2017 at the SMX Convention Center, SM Premier Lanang, Davao City)

After two decades and with CLIMBS performance showing that innovation and hard work paid off, the Management proposed for the rebranding of CLIMBS old logo as part of its journey into becoming a complete financial solution enterprise.

The new logo should tell the story and evoke emotion that is relevant to CLIMBS; who we are and what we do is one part of that story combined with the culture of the company, the tone of the product, and the vision of the business.

An octagon which also means “eight”

symbolizes rebirth, transition, determination, totality and infinity.

It also resembles a diamond which connotes lasting qualities.

These attributes of the octagon inspired the design of CLIMBS new logo.

Each side when connected is a semblance of a “roof” or “umbrella” that embodies CLIMBS core business which is protection.

The inner bright and shadowed “roof” like shapes represents CLIMBS first six (6) businesses: life, non-life, marketing agency, institute, mutual fund and asset management and all future projects and endeavours of CLIMBS.

CLIMBS name is then linked to embrace its becoming into a complete and holistic financial solution enterprise.

The typeface also is clear and strong yet simple.

While the color blue is for professionalism, reliability, trustworthiness and authority, the image and letters are in yellow to signify CLIMBS call for success, optimism, warmth and wealth.

As CLIMBS will continue to innovate and diversify its businesses, its logo depicting synergy and infinity will resonate CLIMBS mission and goals to its member-cooperatives, partners and society.



President and CEO Fermin L. Gonzales gave final details on the new logo during the conceptualization stage at CLIMBS Head Office.

CLIMBS *New Logo Trivia*

Mr. Gonzales first gave instructions for the new logo design at Laguindingan Airport over a cup of coffee.

The slogan “More than just protection” as written on the logo is the handwriting of the President and CEO.



Vice Chairperson MGen. Gilbert S. Llanto and President and CEO Fermin L. Gonzales led the unveiling of CLIMBS new logo during the 45th Annual General Assembly.

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ARTICLES

We welcome articles from CLIMBS offices, subsidiaries and affiliates. If you would like to submit or discuss a possible article, please email Blesilda Lagang-Cumba at brandmgt@climbs.coop

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The Power of "We"

Fermin L. Gonzales
Group CEO



"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford.

I believe that it has been a collective obsession among real cooperative advocates in our country to see our cooperatives united, for it is a sine qua non to harness the real strength and power of cooperativism to demonstrate its unquestionable relevance to nation building.

Well, many attempts have been made to merge or consolidate some cooperatives, but it becomes apparent now that such form of unification is not only easier said than done, but it appears to be almost impossible at present.

There are many reasons why earlier efforts to unify cooperatives failed miserably. But let us just let history identify and judge these reasons. In my case, I would like to propose some activities that geared towards attaining unity in the coop movement, just the same.

There are such things as collaboration, complementation, partnership or joint venture. Cooperatives can come together to develop a project with impact. If cooperatives pool their resources together we can go into bigger venture, like for instance, processing of agri- products, supporting SMEs (Small and Medium Enterprise), real state, banking, importation or trading and many others.

Cooperatives of similar types, for example, farmers coop may band together, so that they can for instance directly purchase fertilizers from the factories, to reduce the cost considerably. We may go into trading. For example we may buy medicines from India or Pakistan, because medicines there are very cheap.

But we cannot do that if only one cooperative will go into these ventures. We need to collaborate, complement, go into partnership or joint venture so that we will become strong and competitive.

Our experience at CLIMBS indicated that cooperatives can really work together. Our showcase on this is our mutual fund. In fact, we have already generated around P400 million for this venture, from different cooperatives. We have also a model in cooperative- private sector partnership in our life plan.

So, never mind if cooperatives cannot merge or consolidate, right now, but we can still work together, we can collaborate, or go into partnership for the collective well-being of our cooperatives and our individual members.

We just have to be open-minded and believe in the power of "We".

FALIA taps CLIMBS for microinsurance study

Research and Senior Analyst, Yasutaka Takeuchi of FALIA (The Foundation for the Advancement of Life and Insurance Around the World) met with CLIMBS officers in Quezon City on June 30, 2017, for discussion on microinsurance.

FALIA was conducting a worldwide survey on micro-insurance in selected countries.

In the meeting, Mr. Takeuchi presented the factors affecting the development of micro-insurance and has gathered relevant information on the Philippine context from CLIMBS experience through the years.



CLIMBS is part of the Technical Working Group that developed the Micro-insurance strategy and framework in the country which was organized by the Department of Finance and supported by the German Technical Cooperation Micro-insurance Innovations Program for Social Security (GTZ MIPSS).

Hundreds join stakeholders forum

A total of 700 participants had attended the three-month long Stakeholders Forum that began in March in different key cities nationwide.

CLIMBS President and CEO Fermin L. Gonzales said that the forum was a consortium of CLIMBS subsidiaries which is a good strategy of promoting and educating the member cooperatives of CLIMBS business developments and diverse financial product offerings.

The forum also gave the participants an insight on how they can maximize their investment scheme and how they can link it to their insurance business as well, that will benefit not only the cooperative but also the coop's membership.

Among the more positive responses of the coop leaders who participated in the said forum was their interest, eagerness to learn and encouragement for more related trainings in



CLIMBS joins PH insurance leaders in MEFIN

CLIMBS joins four other executive officers from the country's leading insurance companies, Jean Henry Lhuillier of Cebuana Lhuillier Insurance Solutions (CLIS), Lorenzo Chan Jr of CARD Pioneer Microinsurance Inc., Levy Edwin Ang of Western Guaranty Corporation and Antonio de Roxas of Pru Life UK, as one of the incorporators of the newly formed non-stock and non-profit organization, Mutual Exchange Forum on Inclusive Insurance (MEFIN), Inc.

The project covers Indonesia, Nepal, Mongolia, Pakistan, Philippines and Vietnam. Sri Lanka is the latest member country to join just this month.

MEFIN, Inc., in partnership with GIZ's Regulatory Framework Promotion for Pro-poor Insurance

Markets in Asia (RFPI), will act as the conduit in the sharing of experiences and finding innovative solutions to definitive challenges in terms of regulation, supervision and implementation of business models for a more productive inclusive insurance market.

According to GZI RFPI Asia Programme Director, Dr. Antonis Malagardis, "MEFIN, Inc. has a strategic role in sustaining the gains of inclusive insurance in Asia".

MEFIN, Inc. was launched on July 14, 2017 at the Diamond Hotel Manila.

another time.

The Stakeholder's Forum was spearheaded by the Sales and Marketing Team and was facilitated by CLIMBS Institute of Financial Literacy (CIFL).

It was also graced by President and COO of CLIMBS Investment Management & Advisory Corporation (CIMAC) Jorge G. Lumasag, Jr., and CMO Teddy A. Obsina that presented CLIMBS mutual fund products.

More so, the VP for Compliance Reynaldo G. San Andres was also present to explain and educate the participants on the status of CLIMBS on terms on complying the regulatory requirements and mandate from the Insurance Commission and Cooperative Development Authority.

CLIMBS Management agreed to continue and schedule the same forum as a regular activity every year.



CLIMBS Executive Management Team took a bow in front of the participants at the Stakeholder's Forum in Cebu City last March 2017.

CLIMBS hold first Internal Control System training

Started in June, CLIMBS management conducted the Internal Control System Training among its offices nationwide.

The training, headed by the Office of the EVP and CFO, HRAD and Operations presents the objectives why Internal Control System is a must in every organization and how it affects the efficiency and effectiveness of the business.

EVP and CFO Admarie D. Marcelo explained that a typical organization loses 5% of its annual revenue to fraud. Risk management and internal control systems then play a key role in directing and guiding the company's various activities by continually preventing and managing risks.



Batch 1 of CLIMBS Head Office league pose for the camera after the two-day ICS training in CDOC.

The two-day training included discussions on the Ethical Conduct and Standards and HRAD Policies and Procedures and Travel Policies and Procedures as approved by the Board of Directors and General Assembly.

It also presented the Life and Non-Life Operational Control Processes as to give an overview to the employees how the business is done in different divisions.

The said training also gave time for an open forum by the participants which allows levelling off of expectations versus reality in the actual implementation of the policies.

Ms. Marcelo added that there will be a level 2 on the same training that will include Marketing and Sales Policies.



On June 5, 2017 the Executive Committee of CLIMBS allocated some P300,000.00 for the Marawi City Evacuees Humanitarian Aid and Relief to help the victims of the Marawi Siege.

CLIMBS extends aid to Marawi siege victims

The first release in the form of a check issued to REACT Philippines Inc., amounting to Php 100,000.00 was handed over on June 8, 2017 through the REACT Philippines Inc., team headed by Mr. Romanito delos Reyes.

The other Php 100,000.00 check was released through MSU-Marawi campus

based cooperative: BUKLOD Multi - Purpose Cooperative led by General Manager Mrs. Raquel Macarambon on June 9, 2017 at the Maria Cristina Evacuation Center.

The remaining P100,000.00 worth of goods were delivered by CLIMBS Crisis Team led by VP Corp Plan Engr. Deal Benegrado to Iligan City on the same day and will benefit some 231 families or a total of 1,170 individuals at the said site.

CMO to conduct consultation for CAC improvement

On June 28, CLIMBS Executive Management Team included in their meeting the CMO's proposal for the CAC Re-engineering Program.

VP and CMO Raul M. Pregon said that experience has shown that CAC is one of the most effective tools of CLIMBS in bringing much efficient services to its members and also an excellent marketing strategy to boost its effort of providing an affordable and easy-to-access insurance service to the members.

He added that there should be an independent body to assist the sales team in marketing the product and to improve its CAC production and operations.

The independent body could be the marketing team which would help lessen the responsibilities of the agents and allow them to focus on their primary task which is to produce sales.

As approved by the EMT, a CAC Consultative Assembly will be scheduled nationwide that

will be attended by the CAC Manager, Coop General Manager or CEO and a member of the Board.

It was also agreed that improvement of the awarding /rewards system or program given during CLIMBS Excellence Awards Night in the Annual General Assembly will be part of the agenda.

This will hopefully encourage different partner cooperatives to patronize 100% of CLIMBS life and non-life insurance products.

CIMAC and CSCEIFC held 1st Stockholders Meeting

Conceptualized in the late 2014, the first and only grassroots investing vehicle in the country held its first Stockholder's Meeting on June 22, 2017 at the N Hotel, Cagayan de Oro City after it received its secondary license on May 2017.

CLIMBS Share Capital Equity Investment Fund Corporation (CSCEIFC) and CLIMBS Investment Management and Advisory Corporation (CIMAC) are the first mutual fund operation to be run outside of Metro Manila, the first mutual fund which depth and reach are from the

grassroots and cooperative network and the first to offer minimum subsequent investments of P300 or P500 for a committed period of 60 months.

President and CEO Fermin L. Gonzales said, "Professional management is what the grassroots investors can expect from the CSCEIF. CIMAC will implement global

best practices not only in portfolio management but also in allowing prospective investors to see that investing starts with goals and not with potential returns.

CIMAC will implement the latter through its own brand of personal financial planning never seen before in the mutual fund industry. CIMAC expects that personal investing that is deeply rooted in solid financial planning will make for a stable CSCEIF and afford a greater chance of meeting the long-term needs of

grassroots investors."

Since the CSCEIF and CIMAC project is the brainchild of cooperatives, it is expected to win the confidence of over 4 million cooperative members who are part of the network of CLIMBS.

Consultant Efren Ll. Cruz commented: "Already, the start-up capital of Php290 million has grown to Php350 million and this capital, called in the mutual fund industry as net asset value will grow to the billions within the next few years."



CIFL Course Offering for 2017

January 18-20, 2017 Cagayan de Oro City	Your Management Group: Making the Most out of Them
February 22-24, 2017 Dumaguete City	Productivity Improvement Programs Which Coops Should Start Doing
May 24-26, 2017 Cagayan de Oro City	Activating Investible Funds for Profitable Ventures with Social Impact
June 21-23, 2017 Quezon City	General Manager Training 404: Working on the "Weak Spots" of GMs
August 17-19, 2017 Quezon City	Global Billionaire Cooperatives: How Do They Govern? How Do They Manage?
September 21-23, 2017 Quezon City	Upgrading the Board of Directors
November 09-11, 2017 Luzon	Succession Planning
December 04-05, 2017 Quezon City	The Economic Outlook for 2018



Schedules are subject to change with prior notice and re-runs are possible when pre-arranged.

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- ⑦ MGen. Gilbert S. Llanto (Ret.)
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- ④ Elvira S. Dandan
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Ceveria Grassroots Multipurpose Cooperative
- ㉖ Eric Dixon
Munaf Multi-Purpose Cooperative

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- ㉘ Marlene D. Sindayen
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- ㉙ Dr. Irma E. Cruz
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