

COMPANY PROFILE:



Continuous Promotion for Consumers, Inc.

Introduction:

Servicing the country's top corporations since 1972, Continuous Promotion for Consumers, Inc. (CPC, Inc.) is the recognized pioneer and leader in Philippine's Promotional Products and Advertising Specialties Industry. CPC, Inc. was founded in 1972 as CPC Manufacturing Company, a small garments factory and specializing in advertising T-shirts. Through expansion, establishment of manufacturing/marketing alliances and our growing network of contacts, the company soon became the first true Advertising Specialties Company in the Philippines able to develop and supply a wide range of traditional giveaway products like bags, umbrellas, mugs, key chains, caps, jackets and of course t-shirts.

1986 saw the end of Martial Law in the Philippines, this year was a major turning point for the country as well as for CPC, Inc., which was incorporated in 1986. Armed with fresh capital, a diversified board of directors, fresh US trained managers and an ambitious but pragmatic new business plan, the company embarked on a massive expansion program including the revitalization of existing manufacturing facilities and the creation of new facilities in Paranaque, Binan and Santo Tomas, Batangas.

1988 saw another major advancement in our products and services. While we have been importing products since 1975, the opening of our first international buying office in Hong Kong in 1988 manifests our new objective of tapping the rich source of new products, ideas and concepts initially from South-East Asia, later the scope would be global. Imported products now accounts for over 60% of our business.

While our company has diversified into many fields, the main focus of our company are still advertising specialties, corporate gifts, premiums and promotional products. CPC Inc. remains.....

"Your Global Source for the Best in Promotional Products"

CORPORATE INFORMATION

Head Office: #009 Evangelista Street
Santolan, Pasig City, 1610 Philippines

Postal Address: PO Box 13455, Ortigas Center
Pasig City, Philippines 1600

Telephones: 681-2233 • 681-2266 • 681-2219 • 681-2907 • 646-7031

Fax Number: + (632) 681-6683

Internet: URL: www.cpcinc.com.ph
Email: cpc@cpcinc.com.ph

Tax Account Numbers:

TAN C5354-G1786-A-5
VAT No. 32-4-005483
Certificate of Business Name
SEC Registration No. 133809
Community Tax Certificate

TIN # 000-112-388V
Vat Registration Date: August 13,1991
No. 0390554, August 31, 1996
Dated July 17, 1986
CCC 19900175083

Operating Officers:

Douglas T. Yu
Cynthia C. Yu
Marilou I. Guzman
Cynthia F. Reyes
Imelda A. Espinosa
Claire E. Uchida
Isabelita delos Reyes
Ruth Quimbo

President
Vice-President/Treasurer
General Manager
Public Relations Manager
MIS Manager
Administrative Manager
Production Manager
Chief Accountant

Professional Consultants:

Atty. Vicente Ocampo
Atty. Christopher Lim
Atty. Francisco Figura
Atty. Poon Kai Hong
Rachael Escobar & Asso.
Richard Toyer & Associates

Corporate Secretary/ Chief Legal Counsel
Legal Counsel, Trademarks & Patents
Legal Counsel
Solicitor, Hong Kong/China
Auditors - Philippines
Auditors – USA

Professional Affiliations:

Promotional Products Association International - Member
Dun & Bradstreet, Hong Kong - Subscriber
Hong Kong Trade Development Council - Member
Meat Importers & Traders, Asso. - Member
Hotel & Restaurant Association of the Philippines - Member

Capitalization: P6,000,000.00, at incorporation in 1986

Bankers:

Rizal Commercial Banking Corporation
Head Office, Sen. Puyat, Makati
Account No. 1-000-65724-3

Citibank NA
Head Office, Paseo de Roxas, Makati
Php Account No. 602960003
USD Account No. 602960013

Allied Banking Corporation
Binondo Branch, Metro Manila
Account no. 0001-13058-1

Banco de Oro
Mangahan Branch
E. Rodriguez, Pasig City
Account No. 1110005383

Bank of America
Lynnwood Branch
Lynnwood, WA USA
Account No. 70146709

PRODUCTS AND SERVICES:

Direct Manufacturing:

- Bags – all types
- T-shirts
- Jackets
- Baseball Caps
- Sweaters
- Plastic Products (Injection), House, Bath & Kitchenware
- Plastic Injection Moulds

Importation and Import Services:

Importation has become the prime component of our business. We expect continued growth in this area as the global marketplace continues to shrink and the principles of GATT and the WTO are steadily enforced.

- **Specialties:** We are particularly proud of our imported products, offering exceptional price and quality on the following product lines:
 - Umbrellas – Beach, Folding, Standard Automatics
 - Pens – From Mont Blanc's to low cost generics, we have all types
 - Electronics – Calculators, TV Sets, PDAs, Cameras, PlayStation II, etc.
 - Clocks & Watches
 - Kitchen Wares and Appliances
 - Toys & Novelties (Premiums)
 - Stainless Steel Products
 - Corporate Gifts: Brass Keyholders, Executive Desk Sets
 - Bags: Made by our manufacturing partners in China
- **Freight Forwarding (Inbound):** From our foreign offices, we handle any inbound freight from anywhere in the world. These are done through individual contracts and agreements and can range freight in cubic feet to weekly High Cube containers. Our foreign offices are located in Yiwu (near Shanghai), Hong Kong and Seattle, USA. We handle all type of goods from foodstuff, commodities to Divisoria merchandise.
- **Air Freight:** We handle inbound air-freight from Hong Kong.
- **Other Import Services:** Indented Merchandise, Contract Purchases, Sourcing, Buying Representation and Consultancy.

Local Manufacturers Representatives:

For local products we don't produce ourselves or import, we have numerous sole marketing agreements, joint ventures, and exclusive manufacturing arrangements with patented products including such products as ceramics, porcelain, towels, brass ware, leather goods, and others. Our prices for these products are not unlike those offered by manufacturers directly.

Services:

- **Printing Services** – We have state of the art printing equipment from Europe and USA, we are capable of the finest quality silk-screen printing, pad printing, hot foil and pressure stamping.
- **Artwork Preparation** – We are well known to have the most advance computer graphic systems and engineers, conceptualizing and producing work at par with

expensive advertising agencies. Our expertise in this area, cuts the time required to develop a program considerably. Many smart product managers has learned to utilize this free service.

▪ **Other Products & Services**

Our company has diversified into many areas such as Importation, Forwarding, Distribution, providing products and services as: indented importation; door to door forwarding; distribution of US Beef products; OEM appliances; wholesale general merchandise for department stores and Divisoria; and distribution of sports and scuba diving equipment.

This diversity of services actually complements our primary business – Promotional Products, by providing us with economies of scale and buying power; improves our negotiating position with suppliers; and provides us with a truly global network of tried and dependable sources.

ASSETS AND RESOURCES

Total Employees:

18	Administration
6	International Business Managers
<u>99</u>	Supervisors, Rank & File
123	Permanent Staff

Note: Our total employees are variable, we are capable of swelling our ranks into several hundreds on 2 days notice.

Fixed Assets:

Delivery Equipment:

2	Mitsubishi Canter Closed Van
1	Mitsubishi Canter Thermo King, Reefer Truck
2	Mitsubishi L-300 Closed Vans
2	Mini Van & AUV

Production Equipment:

3	5-thread Machines
1	Punching Machine
2	10" Cutting Machines
54	High Speed Single Needle Sewing Machines
2	Double Needle / Edging Machines
2	Adler Piping Machine
2	Heat/High Pressure Sealing
2	Hot / Foil Stamping Machine

1	GPE Automatic Silk Screen Printing Machine
2	Multi-Pad Printer
1	Photo-Metal Plate Making Equipment
1	16 Ounce Injection Machine
2	8 Ounce Injection Machine
2	6 Ounce Injection Machine
1	4 Ounce Injection Machine
5	Crusher, Mixers & Hooper Dryer

Computer Equipment:

State of the art branded equipment from Compaq, Acer, Toshiba, Hewlett Packard, etc. Our web site <http://www.cpcinc.com.ph/> has existed since 1993, one of the earliest web sites in the country, created and maintained entirely in-house. We are pioneers in the use of information technology in Philippines.

Software Expertise:

We use only original licensed software, including: Corel Draw Version 10; Microsoft Windows 2000 Professional; QuickBooks Pro Network Version; Microsoft Office XP Professional Plus; Adobe Illustrator, Page Maker, Photo Shop and others.

International Offices:**Hong Kong:**

Continuous Promotions Company (H.K.) Ltd.
Flat M, 8/F, Phase III, Kwun Tong Industrial Center
448 – 458 Kwun Tong Road, Kwun Tong,
Kowloon, Hong Kong SAR
Telephones: (852) 2369-2652 • 2367-1874
Fax: (852) 2311-0759
Email: info@action-quest.com
Contacts: Mr. Lee Wing Loy
Mr. Frank Lee
Mr. Sam Ho

CHINA

CPC International / SPT Trading
No. 391 Chou Zhou Road
Yiwu City, Zhejiang, 322000 China
Telephones: (86)579-5313139 • (86)13655895074
Fax: (86)579-5313039
Email: ywspt@public.ywptt.zj.cn
Contacts: Mr. Ty Hang Chiu
Mr. Owa Ty

USA

Continuous Promotion for Consumers, Inc.
5720 – 154th Place SW
Edmonds, Washington 98026 USA
Telephones: 1(425)787-3320 • 1(206)419-1876
Fax: 1(425)742-5760
Email: dougyu@att.net

Contact: Ms. Christina Yu

Manufacturing Locations and Warehouses:

- #009 Evangelista Street, Santolan Pasig City
Area : 1400 sqm
- 379 Cambaog, Bustos, Bulacan
Area : 1000 sqm
- 185 Quirino Highway, Baesa Quezon City
Area : 800 sqm
- Cold Storage Facilities:
Copacabana Apt. Hotel, 264 EDSA Extension, Pasay City
Area : 440 sqm

References:

Available upon request.

Private & Confidential Material
Please file when not in use.
Updated: November, 2001
Continuous Promotion for Consumers, Inc.