

# Mark palecpec irm bdo unibank, inc.

Business



MARK PALECPEC IRM BDO Unibank, Inc. commonly known as Banco de Oro and BDO is a major bank in the Philippines.

It is owned by the SM Group of Companies, one of the country's largest conglomerates and owner of the SM chain of malls. Following the Banco de Oro-Equitable PCI Bank merger, the bank has since become Banco de Oro Unibank, Inc. ----- HISTORY Banco de Oro had its humble beginnings on January 2, 1968, when it started off as a thrift bank called Acme Savings Bank. With two branches in Metro Manila, Acme was one of the smallest banks in the Philippines at the time. In November of 1976, Acme was acquired by the Sy Group, the group of companies currently owned by retail magnate Henry Sy, and renamed Banco de Oro Savings and Mortgage Bank.

In December of 1994, BDO became a commercial bank. To reflect the bank's new status, BDO was renamed Banco de Oro Commercial Bank, and in September of 1996, BDO became a universal bank, which led to the bank's name being changed to the current Banco de Oro Universal Bank. It is one of the many banks owned by a Chinese-Filipino in the Philippines (others include Metrobank and Chinabank). BDO eventually became involved in insurance services in 1997 (it is a banc assurance firm) by establishing a subsidiary called BDO Insurance Brokers. In 1999, BDO expanded its insurance services through partnerships with Assicurazioni Generali s.

p. a. , one of the world's largest insurance firms, and Jerneh Asia Berhad, a member of Malaysia's Kuok Group. Later, BDO partnered up with its insurance affiliates, which are Generali Pilipinas Life Assurance

Company and Generali Pilipinas Insurance Company, in March of 2000.

CORPORATE PROFILE BDO Leasing ; Finance, Inc. s a BDO Unibank subsidiary that has distinguished itself to be on the leasing edge of the leasing and finance industry.

Reputed for exceptional service and innovation, it has strengthened its market leadership year after year. Healthy financial results, increased marketing capability, and the trust of a continuously growing client base make BDO Leasing strongly positioned to remain strides ahead of competition. VISSION STATEMENT We shall be at the forefront of the leasing and financing industry in the Philippines and in the Asia Pacific Region. We shall have the Most Extensive Market Reach and shall be composed of highly trained, technically competent, and upright professionals working as a team and contributing to the growth of the nation and the communities we serve. Recognizing that the customer is the focus of our activities, we shall lead the industry by providing modern and relevant financial services which exceed his expectations. MISSION STATEMENT \* We are in business for our customers, shareholders, and employees.

We shall deliver creatively innovative products and cross-sell the BDO Unibank Group's Services supported by procedures, systems, and processes which will ensure utmost customer satisfaction; \* We shall recognize and reward excellence in our employees and shall provide an environment conducive to maximizing their potentials as we work cohesively as a team; \* We shall generate consistently high returns for our shareholders; \* We shall maintain a prestigious and professional corporate image and shall actively fulfill our social responsibility;

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