

LANDBANK SERVES

CHRONICLES OF GROWTH



LANDBANK

SERVING THE NATION

January 2024 Issue

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Digital Financial Inclusion Caravan rolls out simultaneously in 11 sites, LANDBANKasama launches in remote areas

LANDBANK continues to serve the nation by financially empowering Filipinos nationwide with the roll-out of the “Bilis Ipon: Digital Financial Inclusion Caravan” on January 18, 2024 with simultaneous events in 11 sites nationwide in the provinces of Batanes, Tarlac, Quezon, Oriental Mindoro, Camarines Sur, Bohol, Negros Occidental, Leyte, Cagayan de Oro City, Davao del Norte, and Sulu.

“The LANDBANK Digital Financial Inclusion Caravan represents our steadfast commitment to fostering financial inclusion and empowering the underserved. We will continue to leverage on meaningful partnerships and digital technology to reach and serve even the farthest corners of the country,” said LANDBANK President and CEO Lynette V. Ortiz.

During the Program, LANDBANKasama Partners in the sites were onboarded to better serve their communities. These Partners tapped sites added to the Bank’s 1,113 accredited local partners operating 1,870 cash-out terminals as of December 2023.

LANDBANKasama are local players—client cooperatives, associations, rural banks, local government units (LGUs), micro, small and medium enterprises (MSMEs), and private entities, among others—that the Bank entered into a strategic partnership with to provide basic banking services on behalf of the Bank to the most remote and underserved areas and those local communities classified by the Department of Social Welfare and Development (DSWD) as Geographically Isolated and Disadvantaged Areas (GIDA).

Meanwhile, local government officials and DSWD Regional Directors and Representatives also participated in the conduct of the nationwide caravan held in their respective localities.

Watch Now!

LANDBANKasama: Serbisyong Matipid, Mabilis, at Sigurado sa Bawat Sulok ng Bansa!



I-scan ang QR code para sa kumpletong listahan ng LANDBANKasama.



Mayroong

LANDBANKasama

sa buong bansa

1,113*

Accredited Local Partners

1,870*

Cash-Out Terminals

**As of December 2023*



LANDBANK

BILIS IPON

Digital Financial Inclusion Caravan



Pitogo, Bohol



San Narciso, Quezon



Cagayan de Oro City, Misamis Oriental



Braulio E. Dujali, Davao del Norte



Bacolod, Negros Occidental



Basco, Batanes



Milaor, Camarines Sur



Calapan City, Oriental Mindoro



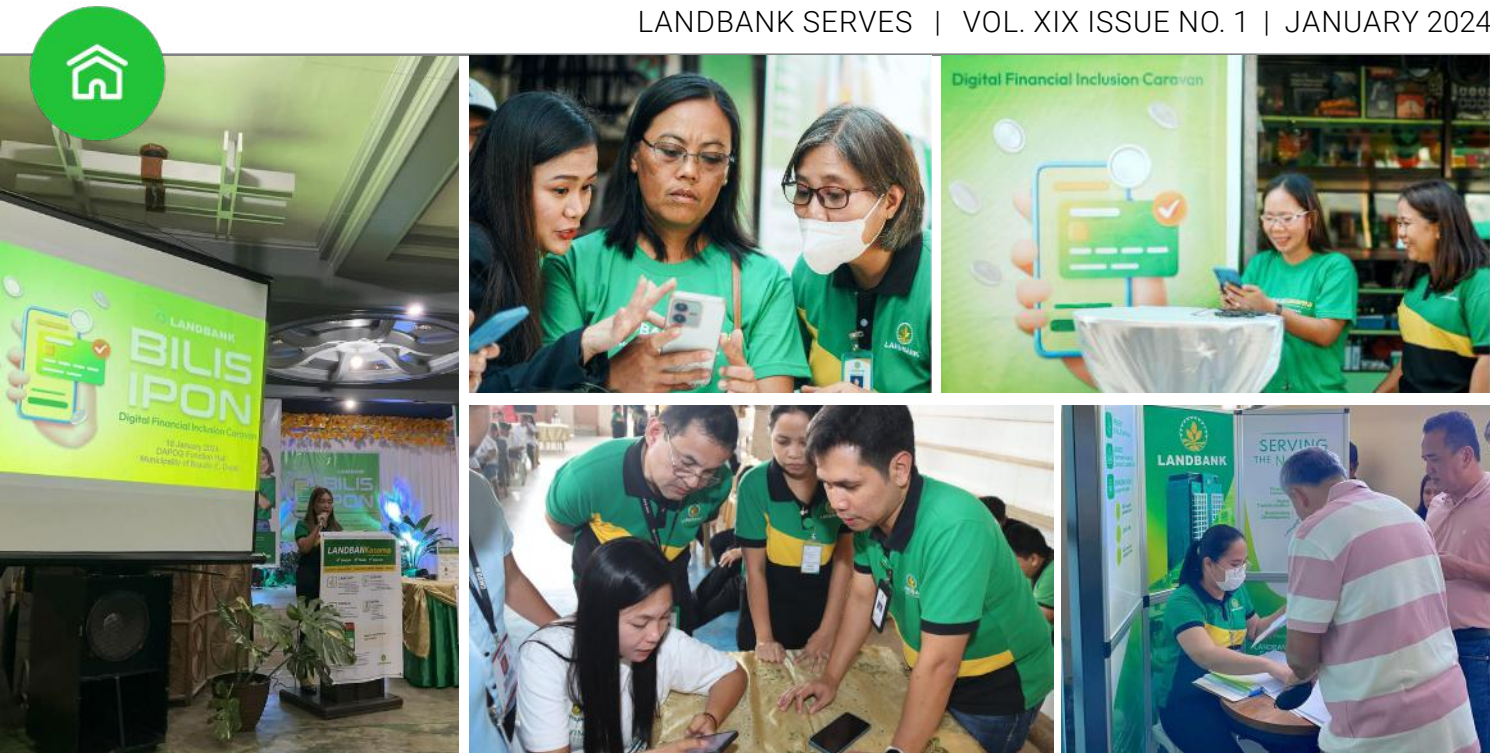
Mayantoc, Tarlac



Patikul, Sulu



Abuyog, Leyte



Landbankers assist clients in opening a PISO Plus Account during the Digital Financial Inclusion Caravan.

The Caravan also featured LANDBANK PISO Plus among the Bank’s latest digital products, as well as promoted the habit of saving through the convenience of digital banking platforms such as the LANDBANK Mobile Banking App (MBA).

The LANDBANK PISO Plus is a basic deposit account that was first offered to attendees during the event. Customers opened their accounts online via MBA.

With no maintaining balance required, opening a LANDBANK PISO Plus account provides customers instant access to the Bank’s other digital banking services. These include fund transfers, bills payment, e-commerce

transactions, and cardless withdrawals through the MBA.

There is also no required average daily balance for the account to earn interest. Alongside a virtual Visa Debit Card, customers can opt to obtain a physical card for a nominal fee.

There were also cash-out demonstrations by LANDBANKasama Partners for 4Ps beneficiaries cash grants and also demonstration on how to enroll their PISO Plus in MBA.

Onsite LANDBANKasama Partners also demonstrated to 4Ps beneficiaries on how to withdraw their cash grants through the POS terminal and enroll their PISO Plus through MBA.

LANDBANK
BILIS
IPON



NO Minimum Initial Deposit
Minimum Maintaining Balance
Minimum Balance to Earn Interest

P50,000
Maximum Outstanding Balance
Monthly Aggregate Credit/Deposit Limit

LANDBANK backs Iloilo market vendors with cashless QR payments



In line with its commitment to make cashless transactions more accessible, LANDBANK has equipped Iloilo City's public market store owners with the capacity to accept digital payments.

Jasmin Mangalisan, a vegetable vendor at the Iloilo Terminal Market, is grateful for the increased security and efficiency in her digital transactions since adopting the use of QR technology powered by LANDBANK.

"Ang cashless nga pagbayad sa akon dako nga bulig sa adlaw-adlaw namon nga negosyo, labi na gid sa mga holiday. Wala na sang peke nga kwarta mabaton, gamay nga sinsilyo na lang kag hapos magbayad sa akon nga mga suppliers gamit ang online transfers," Jasmin said.

("Cashless payment has become a game-changer in our day-to-day business, especially during the holidays. No more fake money scares, less bulky loose change to manage, and it's easier to pay my suppliers through online transfers")

Aside from the improved security, Jasmin noted the significant convenience that QR payment has afforded her since the recent rollout of PalengQR Ph Plus in Iloilo City.

"Ang kwarta na ginabayad sa akon mahapos magamit tungod sa akon LANDBANK account. Kag sa akon nga LANDBANK ATM kag Mobile Banking App, ang pagsulod kag kuha sang kwarta, mahapos na lang," she added.

("My collections are readily accessible through my LANDBANK account, and with my ATM card and Mobile Banking App, cash in and out is a breeze.")

The Paleng-QR Ph Plus program is spearheaded by the Bangko Sentral ng Pilipinas (BSP) and the Department of the Interior and Local Government (DILG), which aims to promote the use of QR Ph, the national standard for electronic payments, through QR codes.

"LANDBANK is leveraging the transformative power of digitalization to advance cashless transactions across local markets nationwide. In partnership with the BSP and DILG, we are empowering store owners like Jasmin, as we continue to promote financial freedom for all," said LANDBANK President and CEO Lynette V. Ortiz.

The Bank's active participation in the PalengQR Ph Plus program nationwide extends beyond Iloilo City. Since August 2022, the Bank has facilitated on-the-spot accounts opening for market vendors, customers, and public transport drivers in various localities all over the country.



"My collections are readily accessible through my LANDBANK account, and with my ATM card and Mobile Banking App, cash in and out is a breeze."

Jasmin Mangalisan, a vegetable vendor at the Iloilo Terminal Market, now accepts cashless payments via QR code powered by LANDBANK.



(seated) LANDBANK President and CEO Lynette V. Ortiz (3rd from right) and Ayala Healthcare Holdings (AC Health) and Healthway Cancer Care Hospital (HCCH) Chairman Paolo Maximo Borromeo (4th from right) formalized a P500-million loan agreement in support of HCCH on Jan. 10, 2024 in Taguig City. LANDBANK Executive Vice President Ma. Celeste A. Burgos (2nd from right) and Senior Vice President Lucila E. Tesorero (rightmost), Healthway Medical Network (HMN) and HCCH President and CEO Jaime E. Ysmael (5th from right) and AC Health and HCCH Chief Finance Officer Ruby P. Chiong (leftmost) joined them as witnesses.

Healthway secures P500-M LANDBANK loan for cancer patients’ care

LANDBANK has granted a P500-million loan to the newly inaugurated Healthway Cancer Care Hospital (HCCH) in Arca South, Taguig City. HCCH is under AC Health’s hospitals and clinics arm, the Healthway Medical Network (HMN), and is the first dedicated comprehensive cancer hospital in the Philippines.

The loan will fund the Hospital’s general corporate requirements, which includes acquisition of essential medical equipment, to enhance the hospital’s capacity to provide the best care to patients battling cancer. This is in line with enhancing access to quality and affordable cancer treatment in the country.

“Healthcare is a very important pillar to us at LANDBANK. And this P500-million transaction to boost the operations of Healthway Cancer Care Hospital will go a long way towards providing responsive and accessible cancer care. We hope that this is the start of a fruitful and meaningful partnership that will span many years,” said LANDBANK President and CEO Lynette V. Ortiz.

HCCH offers a range of treatment modalities, including chemotherapy, radiation, surgery, and diagnostics, catering to a broad base of patients.

“The involvement of LANDBANK underscores the power of partnerships in creating a

sustainable model that addresses the immediate challenges of cancer care while contributing to the larger mission of improving the overall health landscape in the Philippines – allowing us to sustain our facility, to deliver world-class cancer care and implement innovative solutions that drive down costs. LANDBANK’s support is an endorsement of our vision of transformative, inclusive healthcare,” said AC Health and HCCH Chairman Paolo Maximo Borromeo.

HMN and HCCH President and CEO Jaime E. Ysmael added, “The generous support extended by LANDBANK has not only provided us with the necessary resources to keep turning our dream into reality but has also reinforced the belief that, when fighting cancer, we are not alone. This support goes beyond monetary value; it reflects a shared commitment to help others.”

HMN is a subsidiary of AC Health, which is a wholly-owned subsidiary of the Ayala Corporation.

By fostering collaboration and investing in critical healthcare infrastructure, LANDBANK is strengthening the country’s healthcare system and promoting healthier and more fulfilling lives for Filipinos.



LANDBANK bags five Philippine Quill Awards for Communications Skills and Communication Management Divisions



LANDBANK Corporate Services Sector Head/Executive Vice President Alex A. Lorayes, Corporate Affairs Group (CAG) Head/Senior Vice President Catherine Rowena B. Villanueva, West Visayas Branches Group Head and former CAG Head/First Vice President Vivian M. Cañonero, and other LANDBANK Officers received the Philippine Quill Awards of Excellence.

LANDBANK took home five recognitions at the 20th Philippine Quill Awards from the International Association of Business Communicators (IABC) Philippines during its awarding ceremony last Jan. 23, 2024 at Marriott Grand Ballroom in Newport City, Pasay City.

The Serving the Nation Institutional Video, the #MyTestimony, and the Information Security Awareness Campaigns were given Awards of Excellence under the Audio/Visual and Social Media Categories. Meanwhile, LANDBANK’s Flag Ceremony and the Serving the Nation Multi-Media Campaign bagged Merit Awards

under the Internal Communication Category and Marketing, Advertising and Brand Category, respectively.

LANDBANK Executive Vice President Alex A. Lorayes, Senior Vice President Catherine Rowena B. Villanueva, and the First Vice President Vivian M. Cañonero received the Bank’s awards with other representatives from the Bank’s Corporate Affairs Group.

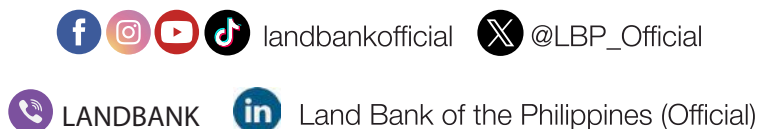
The Philippine Quill is one of the country’s most prestigious awards programs in the field of business communication.



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