



PBB 21 MORE BRANCHES IN 2014

Philippine Business Bank – the financial arm of the Yao Group of Companies, was recently granted licenses by the BSP to open 21 new branches. The new licenses seek to increase the Bank's footprint in the local and regional market. PBB is keeping its promise to give clients what they need by bringing its products and services in more places in the Philippines and provide better opportunities and benefits to more Filipinos by expanding its presence toward the Visayas and Mindanao regions, particularly in Cebu and Davao.

Presently, PBB has three branches in Cebu and two in Davao. For this year, the branches will increase to six in Cebu and five in Davao.

PBB's niche is the small and medium-scale enterprises (SMEs). Established more than 17 years ago, the bank aims to help build stronger business communities where it operates.

"The vision of the bank is very simple: to build business communities in the places where we are," said PBB President and Chief Executive Officer Rolando R. Avante.

He added "It is a testimony of our continuing commitment to ease access to our products and services while at the same time enhancing customer convenience and experience."

Mr. Avante said they've never failed to communicate with their clients that they are partners in doing business. As a matter of fact, PBB's presence would be felt at the city of Taguig – for our second branch, Taytay, Rizal; Balanga, Bataan; Vigan, Ilocos Sur; Santiago, Isabela and La Trinidad, Benguet. A second branch in San Pedro, Laguna – PBB has three existing branches in Laguna; Calapan, Oriental Mindoro; Iriga, Camarines Sur and Molino, Bacoor for Luzon.

PBB will also set its footprint on Dipolog City, which is the Bank's second branch in Zamboanga; Ozamis in Misamis Occidental and a second branch in General Santos, South Cotabato for Mindanao. Aside from the additional three branches in Cebu, PBB's presence will be found in the Visayas Regions, particularly in Dumaguete, Negros Oriental and a second branch in Aklan - Malay.

"We are making a difference by widening our presence across the country. A total of 100 branches today, we are building 21 more this year to reach more people, more business partners as we can. The Bank will apply five more licenses to restricted areas on the second quarter of this year – two in the City of Manila, two in Quezon City and one in Parañaque City," said Mr. Avante

"We will continue to go where small and medium enterprises thrive. SMEs remain our focus as we increase our market base. PBB's products and customer service raise and redefine standards in terms of availability, reliability and attention to our clients. We come to them with sincere purpose of supporting them in their financial needs." added Mr. Avante

More Filipinos now have a chance to gain financial assistance and growth because PBB believes in a thorough, in-depth analysis of each potential market in identifying branch locations. The new branches are part of the bank's comprehensive and strategic expansion programme that targets both the local market and the region, focused on the SMEs.