



**THE MUTUAL FUND**  
MANAGEMENT COMPANY OF THE PHILIPPINES, INC.  
ATR KIMENG GROUP

## **PRESS RELEASE**

October 15, 2007  
Makati City, Philippines

### **MF MCP INAUGURATES FIRST RETAIL BRANCH AT FARMERS PLAZA**

**The Mutual Fund Management Company of the Philippines, Inc. (MF MCP)**, a member of **The ATR KimEng Group**, launched this month its new Investor Relations Center (IRC) located on the fourth level of the Farmers Plaza Mall at the Araneta Center in Quezon City.

The event was graced by media celebrities **Edu Manzano** and **Atom Araullo**, who both opened mutual fund accounts, as well as by senior officials and employees of MF MCP and the ATR KimEng Group, friends and investor-customers.

MF MCP President and CEO Phillip F. S. Hagedorn said: “This IRC is but the first in a **network of mall-based branches** which we plan to open across the country during the next few years. After more than a decade of catering mainly to institutional investors, we have made a strategic decision to open our doors to the consumer market – and to literally **keep those doors open even on weeknights and weekends in order to better serve the mall-going public.**”

ATR KimEng Group Chairman Ramon B. Arnaiz added: “We have planted our flag at the crossroads of the EDSA MRT and LRT 2 lines, because we believe in the broad affordability of our well-performing fund products. Our required **minimum initial investment level is only P 5,000**. This puts us in a great position to serve the A, B and C crowds – which together comprise about half of the population.”

MF MCP’s IRC is open seven days a week, from 10:00 a.m. to 7:00 p.m. The company is preparing to open additional IRCs in **Alabang, Binondo** and **Cebu** in the coming months.

### **About MFMCP and its Funds**

Established in July 1995, **MFMCP** is the investment adviser, principal distributor, and administrator of three locally-distributed mutual funds, namely: **The Kabuhayan Fund**, **The ATR KimEng Equity Opportunity Fund**, and **The ATR KimEng Money Market Fund**. In 2006, The Kabuhayan Fund and the ATR KimEng Equity Opportunity Fund were both ranked by the **Investment Company Association of the Philippines** among the country's best-performing mutual funds in the balanced and equity fund categories, respectively. The Kabuhayan Fund posted a return on investment of 38% in 2006, while The ATR KimEng Equity Opportunity Fund rose 45.5% in the same period, beating the Philippine Stock Exchange Index's increase of 42% for that year.

In May 2007, MFMCP was proud to be selected as investment adviser for **The MFMCP-Aizawa Trust Philippine Fund**, a country fund being marketed solely to retail investors in Japan. This fund is the first and only Philippines-focused country fund – managed by a Filipino asset management firm – to be distributed in Japan.

MFMCP serves more than 2,600 investors in its local funds, and manages about PHP 1.75 billion worth of assets for all its four funds. For more details on MFMCP and its funds' performance, please visit the company's website: [www.mutualfund.com.ph](http://www.mutualfund.com.ph).

### **About ATR KimEng Group**

The **ATR KimEng Group's** business operations encompass corporate finance and advisory services (equity IPOs and secondary offers, bond underwriting, mergers and acquisitions, debt restructuring); stockbroking and equity research; life and general insurance underwriting and distribution, and insurance broking; asset management (mutual funds and trust fund management); foreign exchange and fixed income broking; and real estate development.

Group parent **ATR KimEng Financial Corporation** is a diversified financial services holding firm listed on the Philippine Stock Exchange. Its wholly-owned subsidiary, **ATR KimEng Capital Partners, Inc.**, is one of the country's largest investment houses, and is the direct majority parent of **MFMCP**. Another wholly-owned subsidiary, **ATR KimEng Securities, Inc.**, is the leading Filipino-controlled stock brokerage. ATR KimEng Securities ranked sixth in total trading volume on the PSE in 2006, and remains by far the leading Filipino-controlled broker in terms of both trading volume and awards from international finance magazines such as *FinanceAsia* and *The Asset*.

Through minority shareholder **Kim Eng Holdings Ltd.** of Singapore, the Group enjoys equity distribution access throughout East Asia, Europe and North America. For more details, please visit [www.atrkecapital.com](http://www.atrkecapital.com) and [www.kimeng.com](http://www.kimeng.com).

### **MFMCP Sales:**

#### **Head Office and Institutional Sales**

Ms. Loretta Ann Gustilo-Alcid, Manager - Institutional Sales

E-mail: [loretta\\_alcid@mutualfund.com.ph](mailto:loretta_alcid@mutualfund.com.ph)

17th Floor Tower One and Exchange Plaza, Ayala Triangle, Ayala Avenue, 1200 Makati City, Philippines

Trunk: +632-848-1381 thru -1384

Fax: +632-841-0315

Website: [www.mutualfund.com.ph](http://www.mutualfund.com.ph)

#### **Investor Relations Department**

Ms. Gigi T. Tavanlar, Head - Investor Relations

E-mail: [gigi\\_tavanlar@mutualfund.com.ph](mailto:gigi_tavanlar@mutualfund.com.ph)

Mr. Gerard D. Jorolan, Manager - Retail Sales

E-mail: [jojo\\_jorolan@mutualfund.com.ph](mailto:jojo_jorolan@mutualfund.com.ph)

Ground Floor, Morning Star Center, 347 Senator Gil J. Puyat Avenue, 1200 Makati City, Philippines

Direct: +632-896-3734 & 896-3750

Telefax: +632-890-3827

IRD Mobile: +63-917-525-2558

HK Direct: +852-3641-1335

Department E-mail: [ird@mutualfund.com.ph](mailto:ird@mutualfund.com.ph)

**Investor Relations Center – Farmers Plaza**

Fourth Level, Farmers Plaza, Araneta Center, 1109 Quezon City, Philippines

Direct.: +632-911-3637, 911-2792 & 911-3584

Telefax: +632-911-2901

**Media Contact:**

Mr. Gerald D. Baldivia, Executive Director - Marketing

E-mail: [gerald\\_baldivia@mutualfund.com.ph](mailto:gerald_baldivia@mutualfund.com.ph)

**PHOTOS FROM THE EVENT**



Left to right: ATR KimEng Financial Corp. (ATRKEFC) Vice Chairman Manuel N. Tordesillas, celebrity guest Edu Manzano, MFMCP President & CEO Phillip F. S. Hagedorn, celebrity guest Atom Araullo, ATRKEFC Director Lorenzo T. Roxas, and ATRKEFC Chairman Ramon B. Arnaiz. ATRKEFC is the group parent firm within the ATR KimEng Group, and its shares of stock are publicly traded on the Philippine Stock Exchange (symbol: ATRK).

Messrs. Manzano and Araullo were presented plaques of appreciation for their attendance at the MFMCP branch's inauguration; the plaques also mark their initial investments of P 5,000 each in The Kabuhayan Fund.



Messrs. Tordesillas, Hagedorn, Roxas, Manzano and Arnaiz in front of the branch.