

MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS

22 November 2024, Friday | 2:00 P.M.

6 MEMBERS OF THE BOARD PRESENT:

Ms. MARIA JESUSA B. VIRAY

Mr. MARC JASON M. JALANDONI

Mr. ARVIN A. MACEDA

Atty. MA. KARLA DENISE M. FRIAS

Mr. GERARD SEAN NOEL H. RODRIGUEZ

Ms. JANE CHRISTINE SOCO

ML CAPITAL, INC.

Represented by Mr. Michael L. Lhuillier

Mr. MICHAEL L. LHUILLIER

Mr. MICHAEL JAMES LHUILLIER

Mr. TOBI JOHN SOLIDUM

7 I. CALL TO ORDER

At 3:00 P.M., the Chair, Mr. Michael L. Lhuillier, called the Meeting to order. This was followed by a motion to allow Atty. Ma. Karla Denise M. Frias to preside over the meeting. Ms. Maria Jesusa B. Viray seconded the motion, and there being no objections, the motion was approved.

Atty. Frias then proposed to amend the agenda and made an omnibus motion to approve the suggested amendments. Mr. Arvin Macea seconded the motion. With no objections, the motion was passed.

With the approval of the foregoing motion, the amended agenda was adopted as follows:

1. Call to Order
1. Reading and Approval of the Minutes of the Special Meeting of the Board of Directors
2. Matters Arising from the Previous Board Meeting
3. Performance Updates
 - Sales Update
 - Operational Updates
 - Teleconsultation Update

26 1. Appointment of Atty. Manollette Dinsay
27
28 2. Other Matters
29 3. Adjournment
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31 **II. READING AND APPROVAL OF THE MINUTES OF THE SPECIAL MEETING OF THE BOARD OF
32 DIRECTORS**

33 Atty. Frias read the minutes of the special meeting held last September 18,
34 2024. She made minor corrections to ensure accuracy and clarity. A motion to
35 approve the corrected minutes was made and seconded by Ms. Viray and Mr.
36 Maceda, respectively. With no objections, the minutes were approved.
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38 **III. PERFORMANCE UPDATES**

40 **a. Sales Update**

41 Mr. Jalandoni reported a significant growth in sales membership, with a 26%
42 year-to-date increase and an 89% rise in member retail sales. The ER Guard product
43 recorded an exceptional 492% growth. MPI aims to further expand its retail footprint
44 in 2025 through new sales channels—including Surely, Hati, Health Carousel, and
45 beep—in addition to strengthening online sales via Shopee and Lazada.
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47 **b. Operational Updates**

48 Mr. Jalandoni presented MPI's corporate sales strategy for 2025, focusing on
49 expanding the agent network through an "agent get agent" referral program
50 targeting mid-tier companies. Retail strategies include increasing monthly sales per
51 M Lhuillier branch and expanding partnerships with other retail outlets.
52

53 Growth in Keralty Clinics was highlighted:

- 54 • Festival Mall: 38% increase
- 55 • Gateway Mall: 11% increase
- 56 • MegaClinic: 58% increase
- 57 • Overall clinic performance: 17% improvement

59 MPI also prepares to launch its VidaCure brand, with branches opening in
60 Gateway and Festival Mall by late November 2024, and another branch at MegaClinic
61 once a new site is finalized. Partnerships with top aesthetic and longevity clinics from
62 Thailand, Japan, Korea, and Singapore are underway to introduce premium
63 healthcare services.
64

65 Operational expansion continues as MPI and PharmaCare now occupy two
66 floors in Orient Square Tower to support a growing team of member benefit officers

67 and the new call center. Enhancements to the Medicare Plus App are also ongoing to
68 align with retail sales initiatives.

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70 **c. Teleconsultation Updates**

71 A major development is the launch of a new teleconsultation product in
72 partnership with M Lhuillier. The service will allow patients to schedule consultations
73 daily from 8:00 AM to 7:00 PM, with unused sessions rolling over as long as the
74 subscription remains active. Each of M Lhuillier's 2,500 branches is projected to sell
75 at least ₱2,000 worth of teleconsultation plans per month, with M Lhuillier receiving
76 a 20% commission on all sales.

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78 **IV. APPOINTMENT OF ATTY. MANOLLETTE DIN SAY**

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80 Atty. Frias proceeded to the next agenda item regarding the formal
81 appointment of Atty. Manollete Dinsay. The Board was informed of his professional
82 background, legal expertise, and the value he brings to the organization. After brief
83 deliberation, a motion was made to appoint Atty. Manollette Dinsay as a Independent
84 Director. The motion was seconded, and with no objections, the appointment was
85 approved and ratified.

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87 **V. OTHER MATTERS**

88 Atty. Frias asked if there were any additional matters for discussion. None
89 were raised.

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91 **VI. ADJOURNMENT**

92 There being no other matters to be discussed, the meeting was adjourned at
93 4:00 P.M.

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95 *Certified True and Correct:*

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ARVIN A. MACEDA

Corporate Secretary