

MINUTES OF THE SPECIAL MEETING OF THE BOARD OF DIRECTORS

25 April 2025, Friday | 2:00 P.M.

MEMBERS OF THE BOARD PRESENT:

Ms. MARIA JESUSA B. VIRAY

Mr. MARC JASON M. JALANDONI

Atty. ARVIN A. MACEDA

Atty. MA. KARLA DENISE M. FRIAS

Atty. MANOLETTE DINSAY

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

Ms. JOANNA LHUILLIER

I. CALL TO ORDER

The meeting was called to order at 2:09 P.M. by the Chair, Mr. Michael L. Lhuillier. A motion was made to allow Atty. Ma. Karla Denise M. Frias to preside over the meeting. Atty. Arvin A. Maceda seconded, said motion and with no objection it was approved

II. APPROVAL OF THE MINUTES OF THE SPECIAL MEETING OF THE BOARD OF DIRECTORS

Atty. Frias read the minutes of the special meeting held last September 18, 2024. Atty. Frias made minor corrections to the minutes of the meeting and moved for a motion to approve the minutes. Ms. Viray approved the motion, seconded by Mr. Maceda. With no objections, the minutes were approved.

III. PERFORMANCE UPDATES

a. Sales Update

Mr. Jalandoni reported a significant growth in sales membership, with a year-to-date increase of 26% and an 89% rise in member retail sales. ER Guard, in particular, saw remarkable growth of 492%. MPI plans to expand its retail presence in 2025 by launching new sales channels, including Surely, Hati, Health Carousel, and beep, while also enhancing online sales through Shopee and Lazada.

b. Operational Updates

Mr. Jalandoni outlined the company's corporate sales strategy for 2025, focusing on expanding the agent network through an "agent get agent" program targeting mid-tier companies. Retail sales strategies include increasing M Lhuillier's sales per branch per month and expanding the number of retail partners. Keralty Clinics exhibited growth: Festival Mall sales increased by 38%, Gateway Mall by 11%, MegaClinic by 58%, and overall clinic performance improved by 17%.

The VidaCure brand is set to launch its first branches in Gateway and Festival Mall by late November 2024, with an additional MegaClinic location opening once a new site is secured. MPI is also forming partnerships with top aesthetic and longevity clinics from Thailand, Japan, Korea, and Singapore to introduce premium healthcare services.

Operationally, MPI and PharmaCare have expanded their office space, now occupying two floors in Orient Square Tower to accommodate a larger team of member benefit officers and a new call center. The Medicare Plus App is also undergoing enhancements to align with retail sales initiatives.

IV. ADJOURNMENT

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

☐ Certified True and Correct:


ARVIN A. MACEDA
Corporate Secretary