

Nexus

THE OFFICIAL NEWS MAGAZINE OF CIVIC MERCHANDISING INC.

*Anniversary
Issue*

Volume 14
March 2015



Celebrating



GLORIOUS YEARS

TO GOD BE THE GLORY

*The Big League:
PhilConstruct Expos in
Manila, Visayas, and
Mindanao*

*61st PMSEA Baguio
Confab Gets Full
Support from Civic
Merchandising*

*Volvo and UD Trucks
Showcased at
2014 Transport and
Logistics Expo*

*Civic Merchandising
Gives Back to the
Community – CSR
Programs*



UD TRUCKS

Quester



MADE TO GO THE EXTRA MILE



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Nexus

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PRESIDENT MESSAGE

Happy New Year everyone!

2014 was a very active year for Civic. The company continued to be the leader in the after-market support activities. Our superior position in the industry stemmed from the total commitment of the entire Civic team, from top management to the other levels in the company.

We welcome the new year with high hopes of a big boost in sales and continuous observance of excellent customer service. 2015 looks very promising—we are very optimistic that with the right combination of hard work and opportunity, this year's potential to be one of the company's best can be fully realized.

Civic is looking forward to the many PPP projects online as well as the Government pump-priming the economy. Even with the myriad of business ventures, now is not the time to be complacent because we will be facing many new challenges especially from competition.

The whole team needs to be always on our toes; ready to move forward regardless of what the year throws in our way. Each and every member of our team needs to be focused on what our customers need from us. Remember that support and concern for customers are the key elements for success in this industry.

Another year, another chance to begin anew and start strong! Together, we can accomplish bigger and better things this 2015.



Sincerely,

ANTHONY L. NGO
President

EDITORS MESSAGE

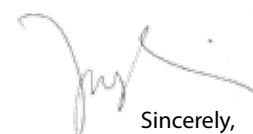
Another brand new year, another brand new start for Civic Merchandising, Inc! As we welcome 2015, let us take a step back to remember the past year's events that have helped shaped the company to what it is today. This issue is about putting value on the things that have come to pass while looking forward to the more exciting things that await us.

2014 heralded Civic Merchandising's 40 years in the industry. I'm sure everyone is delighted continuous growth throughout the years. The 40th anniversary bash was truly an unforgettable and momentous occasion that truly presented the sheer amount of dedication needed to sustain a continually growing company and keeping it strong for four decades.

Civic Merchandising was very active in numerous major expositions this year. From popular local events like the PhilConstruct expos to international gatherings like the massive annual event in Bauma, China, Civic merchandising's exhibits and displays truly were crowd-drawers. Employees also had an amazing chance to tour SDLG's factory in Changsha, China.

This issue also includes the various projects that showed Civic Merchandising's commitment to giving back to the community. The company and its volunteers spearheaded special programs, such as the 3rd Brigada Eskwela and the 10th Gift of Joy for schoolchildren as well as medical and dental missions. Through the 2nd Plant for a Cause, four hundred more trees were planted this year.

I hope everyone enjoys this issue. Cheers!



Sincerely,

MARY LIM-RAMOS
Editor-In-Chief

SDLG Equipment: Paving the Way to a Better Philippines

In the world of Philippine construction and mining, having top-of-the-line equipment is essential for both production and safety. The past few years have been marked with increasing real estate development and production of raw and natural materials, leading to a rise in demand of high quality machinery. Fortunately for local companies, a world-class construction machinery producer has answered the call for bigger and better equipment in the market.

On the Road to Continuous Development

Shandong Lingong Construction Machinery Co. Ltd. or SDLG is making waves in the Philippine market with its classic bestselling equipment as well as its new innovative concept machines. With the wide range of its product lines, SDLG has become the construction machinery production company of choice of various local and international industries.

As the equipment and machinery supplier by some of the country's top construction and development companies, SDLG is helping Filipino industries grow by leaps and bounds. SDLG machines are utilized by various local governments to improve travel conditions and establish safer routes especially in hard-to-reach areas and far-flung barrios. Mining and transport companies benefit from the dependable power and fuel efficiency of SDLG equipment.

Improving Public Services

Perhaps no other sector understands the need for immediate results other

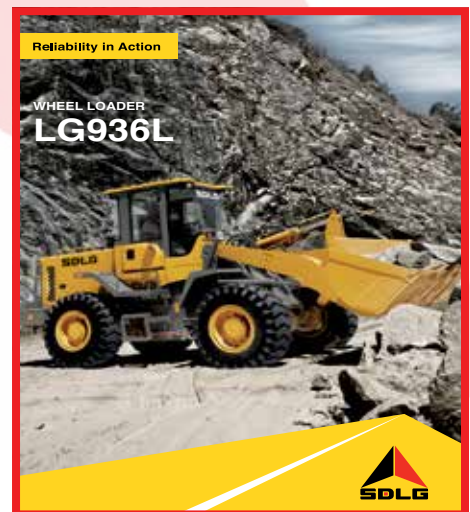
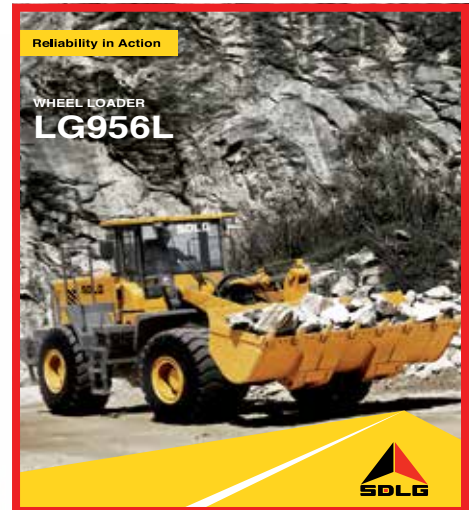
than the local government. When taking the quality of life of an area's constituents into consideration, road enhancement, construction of public buildings, and development of common areas like parks should be completed within the shortest time possible. This is the reason why various provincial governments and the municipalities all over the country chose exceptionally efficient SDLG LG936L and LGG8180 machines.

Building for Quality Living

Having reliable and capable machines is a major component in every construction project. Construction machinery augments the strength and the speed of the available manpower. With today's skyscrapers and massive real estate development projects, construction companies cannot do without high-power machinery with heavy lead capabilities. To ensure that every project is a success, large construction, transport, and land development companies have chosen to fortify their fleet with SDLG wheel loaders and motor graders.

Reliability in Action

Currently ranked 86 among Asia's Top 500 Brands, SDLG continues its unyielding commitment to customer service. Built to be like the people that use them, SDLG machines imbibe the can-do attitude of the local construction and mining industries. You want machines that can deliver the results you need—enabling you to finish the job on time and according to the high standards of your company. Get the best machines from SDLG, because your business deserves only the best.



Thinking Global



UD TRUCKS



Faced with a rapidly changing global market, the product development team at UD Trucks is working hard—and rapidly—on ways to dramatically change how the company will serve a wide variety of customers in many different markets around the globe.

For most of its history, UD Trucks focused on producing trucks in Japan for the Japanese market, and in exporting from Japan to Asia and the rest of the world. While this worked well for many years, today the company finds itself in very different markets, in Asia and elsewhere.

Along with aggressive European and Japanese rivals, new low-cost competitors from China and India have entered the picture. Customers have a whole new range of choices as they try to find the right balance of price, performance and total cost of ownership.

Loïc Mellinand, Senior Vice President, UD Trucks Global Brand, is the man in charge of trying to navigate these challenging waters. Based at UD Trucks' headquarters in Ageo, outside of Tokyo, his responsibilities include building and implementing the global UD Trucks brand, as well as laying out the product strategy for the UD Trucks of the future.

His focus is not exclusively on Japan, but on the global market—or, more accurately, a number of local markets worldwide. The new strategy is a global approach, aimed at developing dedicated products for different markets, and customers with different needs.

"I can promise that these products will be something that we can be proud of offering to our customers." Said by Loïc Mellinand, Senior Vice President, UD Trucks Global Brand
"We have an aggressive growth strategy for

Asia and other fast-growing regions and believe that UD Trucks will be vital for the Volvo Group's ambitions since it already has a good reputation as a dependable truck brand and have been successful in a number of these markets for a long time", says Mr. Mellinand.

The dilemma, as Mr. Mellinand points it out, is the variety of customer needs from a global perspective. It is clear that customers in mature markets with complex legislation, like Australia, Japan and South Korea, have different needs from customers in growth markets like South Africa, China and Indonesia.

"We have taken on this challenge within the UD Trucks brand and started to develop a new truck range several years ago, with the right specifications for customers in growth markets. We are nearly ready for launch."

While Mr. Mellinand is reluctant to reveal details about the coming truck, he is certain of its competitiveness. The team has focused on excelling in fuel efficiency, reliability and uptime—features that are essential to customers' profitability. "The great advantage of being part of a global company becomes fully expressed in an industrial project like this. We can use the local knowledge about our customers to understand their needs, the strength of global production and technology and UD Trucks—a brand with very strong Japanese heritage. We say that our new truck is the best of three worlds."

He emphasizes UD Trucks' strong history—because, he says, you need a clear vision of the past to be able to set out on the road to the future.

The UD Trucks brand was first launched in 2010, although "UD" has been part of the brand

for more than 60 years. "Many of the things we are dealing with today go back far before the Volvo Group became involved in UD Trucks," Mr. Mellinand says. "I see myself and my team today as part of the entire history of the brand."

A key to being able to take part of community development in fast-growing economies is, of course, offering transport and construction companies vehicles and services that are affordable. Accordingly, the new approach also involves a major operational shift from Japan to Asia. Production for Asian markets will be placed in Asia.

"The shift of production is a prerequisite for being able to offer our customers outside Japan and in other mature markets trucks and services designed exactly for their needs," says Mr. Mellinand. He stresses at the same time that this doesn't mean that UD Trucks is ignoring Japan, or moving all of its production out of its home—and largest single—market.

"We do want to have a product that is designed for Japan, so I'm not talking about taking a product that was designed for Asia and bringing it into Japan. Instead, we want to provide a product that meets the expectations of Japanese customers."

Tomorrow will be exciting, Mr. Mellinand promises, for customers as well as for the people who design, build and sell UD trucks. "I can promise that these products will be something that we can be proud of offering to our customers."

"The shift of production is a prerequisite for being able to offer our customers outside Japan and in other mature markets trucks and services designed exactly for their needs."

SDLG Factory in China Gets a Visit from Civic Merchandising, Inc.



SDLG China has made a name for itself in the construction machinery industry by incessantly going above and beyond the expectations of its clients. Civic Merchandising recognizes SDLG's push for excellence and is proud to be one of the participants of the factory tour in China. Our representatives were very excited to witness first-hand the processes entailed in the production of some of the world's finest heavy-duty machineries.

Participants of the SDLG Factory Visit in October 13 to 17, 2014 managed to combine a cultural experience of China with an enriching tour of the construction machinery plant. Civic representatives visited some of the most breathtaking sites in Beijing, such as the Forbidden City and the Great Wall.

After visiting the world-renowned landmarks of China, the participants were treated to the warm hospitality of the SDLG factory management team and employees. A Welcome Ceremony was done followed by a video about SDLG. The whole assembly line was explained along with other important workflow processes. An SDLG meeting with a Q and A forum, a visit to the Excavator Plant and Test Track Yard, and a Gala Dinner caps the highlights of the factory visit.



Civic at the 2014 SDLG Dealer Conference in Shanghai

Dealers from more than 30 countries around the world met for the annual SDLG Conference at the Shanghai Marriot Hotel Luwan in Shanghai, China. Held last November 24 to 28, 2014, the SDLG Dealer Conference was a series of successful exhibitions, forums, and workshops focused on improving the company's services across the board.

SDLG Chairman, Wang Zhizhong, and Executive President, Yu Mengsheng, extended the warmest welcome to the participants of the conference. The theme of last year's conference was the improvement of aftermarket service and support in international markets—a very relevant theme as both SDLG and its dealers are looking forward to continuous growth in overseas market this 2015.

With the current expansions in SDLG's international dealer network, Civic Merchandising can look forward to major improvements in the company's complete product portfolio and aftermarket offering. Our Machine Sales representatives, Mr. Edward Lagman & Mr. Jon Enos Lim, were able to take part in numerous exhibition visits, product launches, annual summary

and work plan, and workshops that not only strengthen our partnership with SDLG, but also our foothold in the construction machinery industry.



Civic Heads to Bauma, China for 4-Day Expo



This year, Bauma China impressed the world market with its massive 4-day event in Shanghai, China. Held last November 25 to 28, 2014 at the Shanghai New International Expo Centre, the annual event featured products from some of the best manufacturers around the globe. From construction vehicles to special systems in construction sites, Bauma China featured components from the equipment, machinery, and building construction industries.

Civic Merchandising is all about being at par with the best in the world—a feat made possible by keeping updated with cutting-edge trends and developments in the industry as well as productive partnerships with the world's finest construction machinery giants. Civic's representatives to Bauma China not only updated the company to the latest in the Asian and global scene, but also showed support to our partners.

Civic employees, together with some of its leading customers, visited the Volvo Construction Equipment Booth and Sany Booth while attending the events at Bauma China. After exploring the exhibits and the displays, the entire group went to a dinner arranged and sponsored by SANY at an authentic Cantonese Restaurant.



Civic Hit the Greens at the 10th Civic-Volvo Golf



Civic has always been a great company and success does not only come within the walls of commitment and hard work of employees, but of course, it's much contributed by the continued patronization of loyal customers in the industry.

As part of customer appreciation, the much awaited 10th Civic-Volvo Golf Tournament was held at Royal Northwoods Golf and Country Club last May 9, 2014. The company's biggest

golf tournament yet drew in players from all corners of the industry. Avid golfers from construction, Mining, & transport industries and more all came for a chance to win the much-coveted top spots and prizes.

The tournament kicked off to a spectacular start as the ceremonial tee off was done by no less than Civic Machine Sales Vice President Mr. Chito Litam, Mr. William Tan of Volvo Construction Equipment, Mr. Parit Ekwattanakit of Volvo

Trucks, and Mr. Peter Pancho of Royal Northwoods.

Although the Hole-in-One Prize continued to elude the many hopefuls, the corresponding cash prize was raffled off to 3 lucky winners. Aside from the excitement on the green and the thrills at the raffle, premium Volvo units, such as the Compact Excavator, Trucks and Motor Grader, were held on display. A lot of Civic Golf Tournament souvenirs were also given away.



Tournament



Cocktails and Entertainment at the Civic Customer Night at Midas Hotel

The Civic Customer Night was held at the Midas Tent 2 of Midas Hotel in Pasay last November 7, 2014. The semi-formal cocktail party not only celebrated four decades of business and success, it also showed appreciation for the continuous support of our esteemed customers. The night was filled with socials and entertainment, as well as an exciting raffle.

Asia's Prime Singing group, The Company, enthralled the guests with their musical renditions. The drinks were free-flowing while the food was certainly a crowd-pleaser. All in all, it was a night of thanksgiving and celebration—truly a wonderful event to remember.



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The Big League:

PhilConstruct Expos in Manila, Visayas, and Mindanao

Manila's Finest

Always a crowd-drawer, last year's PhilConstruct building expo was another resounding success. The 25th Philippine International Construction PhilConstruct expo was held simultaneously at three massive venues: the World Trade Center Manila, Philippine Trade Training Center, and at the SMX Convention Center within the SM Mall of Asia grounds. Running from November 5 to November 8, 2014, the participating companies were able to showcase the finest equipment, building materials, and interior and exterior products to visitors.

PhilConstruct also holds the title for being the longest running construction trade show and it just gets bigger and better every year. Civic Merchandising continues to show its complete support to the expo's organizers, Philconstruct Events, Exhibitions and Conferences Corp. and the Philippine Constructors Association, Inc., by participating in this annual event as a Minor Sponsor.

Two Civic Merchandising booths impressed the crowds with its world-class constructions equipment. The first Civic Merchandising booth featured Volvo Construction Equipment, Volvo Trucks, Doosan Infracore Portable Power, Soosan, Power Paver and UD Trucks while the second booth showcased Sany cranes & concrete equipment.



The Best of Visayas and Mindanao

Philconstruct is also recognized as Cebu's largest construction technology exhibition and conference returns. Held at the Waterfront Cebu City Hotel and Casino last June 5-7, 2014, the expo drew in thousands of visitors and more than 225 exhibitors. Aside from first-rate construction and mining equipment,

machineries, industrial tools, and accessories, there were also plenty of plumbing and ceramics products on display.

A venue for the major players in the constructions industry, PhilConstruct Mindanao was held at the SMX Convention Center in SM Lanang

Premier last September 4 – 6, 2014. Last year's focus was on green building and construction techniques. There were plenty of displays that featured state-of-the-art technology innovations suited for building strong and sustainable infrastructures. Updates in trends of the industry were also discussed in the seminar series, Technoforum Mindanao.



Civic Merchandising, Inc. Sponsors CagayanCon 2014

The 16th annual CagayanCon 2014, a local construction exhibition, was launched last April 4 to 6, 2014 at the Limketkai Mall in Cagayan De Oro City. Philippine Institute of Civil Engineers Misamis Oriental Chapter (PICE MISOR) hosted the event with the theme: Advancing Skills and Technology for Civil Engineer's Competency. The focus of the exhibition was to highlight the trends in the construction industry for both public and professional awareness.

Civic Merchandising joined the event for the third year on a row and patronized the event through sponsorship. All in all, the company's presentation and exhibits were a success, thanks to the efforts of the entire Civic CDO team.



Volvo and UD Trucks Showcased at 2014 Transport and Logistics Expo

The Transport and Logistics Philippines 2014 expo was the ideal stage for Civic to market its selection of Volvo and UD trucks. Fully described as the 2nd International Delivery Vehicles, Trucks, Transport System, Materials Handling & Logistics & Supply Chain Equipment Technology and Service Providers Exhibition Conference, the event was held last October 9 -11, 2014 at the SMX Convention Center in Pasay City.

Aside from the product presentation materials at the Civic booth, we also displayed the GWE 370 6x4 UD Qvester Truck Tractor.



Going the Extra Mile at UD Trucks Quester Launch in Taguig

Last March 28, 2014, Civic Merchandising Inc. launched the much awaited UD Trucks Quester at the Casa Real, Taguig City. This event was the official introduction of the Quester to the Philippine market. It was attended by high-profile guests, and they were all very much pleased by the Quester. Under the scorching heat of the sun, the guests were able to test drive the truck, accompanied by our Civic Trucks Department staffs.

Product presentation was also made possible by our Civic Training Department that enabled the guests to know more on how the Quester will help running their businesses even further. Our partners from Volvo, Volvo AOS Vice President, Mr. Christophe Martin and Volvo Group Thailand President, Mr. Jacques Michel, as well as other company executives also graced the event and welcomed our guests up until the socials in the evening.

Even before the official launch, Nickelbase Incorporated already purchased the Quester, making five brand new units a part of their fleet. The launch was indeed a success based from the inquiries we have recieved and, of course, from the whole team of Civic who have participated in this event. Today, the UD Quester is continuously earning great reviews, leading to a lot of units being sold and a steady growth in demand. Let's go the extra mile together with UD Trucks Quester!



61st PMSEA Baguio Confab

Gets Full Support from Civic Merchandising

The theme of last year's PMSEA Confab is "61 Years of Responsible Mining and Nation Building". Spanning November 11 to 14, 2014 in Baguio City, the event kicked off with a ceremonial tree planting and tee trending event at the Botanical Garden. Members of the mining community spent the day preparing and setting up exhibits and the first day was capped off with welcoming cocktails.

This annual event was organized by Philippines Mine Safety and Environment Association to bring the members of the mining industry together for a series of sports, social, and educational events that are aimed not only to provide an enriching experience for the participating companies, but also to educate the public proper mining.

Civic Merchandising expressed its utmost support to this event by being the Exclusive Sponsor of PMSEA Welcome Cocktails. A couple of Civic Executives also joined the 2014 PMSEA Golf Tourney slated at the Baguio Country Club on November 12. Also showcasing its finest products on the scheduled 2-day exhibits, Civic continually markets an impression of a great product & service provider to any mining requirement.

To finally conclude this event, mining companies and industry professionals received the rewards of their fruitful labors towards better customer service at the Testimonial Dinner and Awards Night at the CAP-John Hay Convention Center.



Prestigious Mining Philippines Expo Held in Pasay

Civic Merchandising showcased its exclusive selection of world-class equipment at the Mining Philippines Conference and Exhibitions 2014. Held last September 16 - 18, 2014 at the Sofitel Philippine Plaza in Pasay, this event was organized by the Chamber of Mines of the Philippines and featured the theme, "Philippine Mining: The Next 25 Years."

This international expo is known as the biggest and most prestigious mining event of the year. Hundreds of delegates from the country and all over the world also presented a myriad of tools, equipments, and services that benefit the trade. Guests of honor, such as VP Jejomar Binay and Sen. Allen Cayetano graced the scene and surveyed the plentiful exhibits from the country's top movers in the local minerals development industry.



Civic Merchandising Inc.: Proudly ISO Certified

Committed to providing clients with only the best services, Civic Merchandising was able to pass the rigid requirements and is now an ISO certified company. Our goal was to improve the processes and systems of the company in order to rise with the needs of a growing industry while upholding world-class quality. By bringing together

a dedicated team that was trained and supported by a premier consultant, FCU and Associates, proper documentation, analysis, and auditing of systems and processes were achieved.

By demonstrating the company's ability to consistently meet customer needs as well as applicable statutory and regulatory

requirements without fail, Civic was able to gain an ISO 9001:2008 Certification for quality management system from the certifying body, TÜV Rheinland. The recent certification brought about a renewed sense of company direction and rise in sales opportunities as Civic is now able to cater to a higher level of client needs.





Years Strong:

Civic Merchandising, Inc.'s
Anniversary Celebration



They say life begins at 40, and it certainly seems that way when it comes to the accomplishments of Civic Merchandising, Inc. The company celebrated 40 long years in the industry last September 25 – 26, 2014 and there were certainly a lot of things to be thankful for. Amidst the industry's ups and downs throughout the years, the company and its employees have stayed strong and Civic Merchandising remains to be one of the country's premier construction equipment, mining, and transport suppliers.

There's every reason to go grander with this year's celebration. With the theme: Civic 40th Anniversary, To God Be The Glory, Civic Merchandising takes a look back at the events that have shaped the company into what it is today while welcoming the new plans that will make its future even brighter. A two-day anniversary party was exactly what everyone needed to have a renewed sense of belongingness within the company and an amplified drive to achieve more in the coming years.

It was a great honor to have the presence of esteemed guests, such as Mr. Christopher Lee, Mr. TJ Baek, and Mr. Peter Kresin of Volvo Construction Equipment; Mr. Guillaume Zimmerman and Mr. Paul Curry of Volvo Trucks/UD Trucks; Mr. Alvin Law of Doosan Infracore Portable Power; and Mr. Fred Bryan of Power Paver. Former employees of the company also graced the anniversary event.

A Day of Thanksgiving and Remembrance

The initial Thanksgiving Ceremony was held at the Civic Service Center on September 25, 2014. Employees arrived from all offices in the country; everyone from Manila, Cebu, Davao, CDO, Surigao, and Isabela were united in making the event as memorable as possible.

After the welcoming remarks, everyone was delighted to start the day's program with a photo shoot. All the departments had the chance to strike a pose in front

of the camera. Mr. Jose Lim, Managing Director, made the introduction for Mr. Roberto Sun's thanksgiving message. Moving on with the program, the winners of the 2014 sportsfest were awarded per event. Aside from the awarding of the event winners, the outstanding players, MVP, All-Star, and Overall Champion players were also announced. A video presentation of the sportsfest games and festivities was presented to guests.

As the event was all about giving, it came as no surprise that there were plenty of opportunities to win the much-coveted raffle items. Popcorn makers, steam iron, jewelry, a Samsung tab—these were just a few of the prizes that lucky individuals got to win from the raffle. There were four raffle events held on the first day of the celebration and 40 winners went home with brand new appliances and gadgets.

Putting a different kind of twist on the usual contests, the Biggest Loser and Biggest Gainer contestants were announced early on in the event. The mechanics and the



prizes were explained prior to the weigh in. There were 7 participants for both the Biggest Loser and the Biggest Gainer contests, respectively. Towards the end of the evening, the winners, Ms. Charito Adan (Biggest Loser) and Ms. Beverly Velez (Biggest Gainer) were awarded by Mr. Jose Edwin Iletto, VP Parts & Service Sales.

Dinner was a sumptuous treat for all those present. While food and drinks were being enjoyed by the crowd, various video presentations were played for entertainment. A well-rehearsed production number from the Head Office newly-hired employees followed shortly.

Civic Merchandising is proud to be a company of people who believe in the importance of their roles and who work tirelessly to attain not only individual success but of the corporation as a whole. One of the highlights of the day was the recognition of promoted employees who went above and beyond their duties. The presentation of the 42 promoted employees was done by Mr. Anthony Ngo, President, and Mr. Scott Ngo, Manager CORDEV. Civic management also honoured former employee, Ms. Ellen Oñate, for her commitment to revive and reorganize CIMELA, the loan association of the company, and showed her that about 400 employees benefited from her previous project.

Announcements were given regarding the next day's programs. The first day of the anniversary celebration capped off with a review of the events of the past year along with a video presentation. The rest of the evening was spent on socializing, with guests mingling and cocktails being served until the end of the event.

A Day of Legacies and Reaching Out to the Future

The second day of the event took place at Megatent Libis, Quezon City. All the guests looked dapper in their cocktail wear and excited for the night's programs. The festive vibe of the evening was complemented by the free-flowing cocktails and a party set-up. There was a huge turnout of guests; branch employees, board members, principals, customers, suppliers, and former employees all took the time to celebrate Civic Merchandising's 40 years in business.

The celebration kicked off with an amazing opening dance performance from BOYZ.com headed by Mr. Paulo Denosta. This was followed by the invocation and the traditional beer-drinking contest participated by Civic employees as well as Paul Curry, Fred Bryan, and Peter Kresin—each were



MAIN FEATURE

appointed as coaches for the teams.

After 40 productive years in the industry, Civic Merchandising is all about reaching brand new heights. A recap of all the important company events and milestones were presented through various video presentations.

One of the highlights of the night was the Service Awards for employees who showed their loyalty to the company throughout the years. The 5, 10, 15, and 20- Year awardees were appreciated with tokens from the company, but the main stage shone when Mr. Eduardo Lim, Senior Vice President, presented Mr. Mel Boncato his award for 25 years of service. While Mr. Anthony Ngo, President, and Mr. Jose Lim, Managing Director, also presented a 35-year service award to Mr. Avel Gutierrez.

For their commitment and service to Civic Merchandising as business partners in behalf of Volvo CE and Volvo Trucks respectively, plaques of appreciation were presented to Mr. Christopher Lee of Volvo Construction Equipment and Mr. Paul Curry of Volvo Trucks/UD Trucks.

A sumptuous dinner was served courtesy of one of the country's top caterers, Hizon's. The crowd also enjoyed the serenade of the 70's inspired band, REO Brothers, followed by a mini-concert by the special guest performer, Ms. Karylle.

For first time in the company's history, a 40-Year service award was bestowed upon Mr. Jose Lim; presented by Mr. Eduardo Lim and Civic's Board of Directors, Mr. Anthony Ngo, Mr. Paulino Lim, Mr. Felix Tan, and Mr. Tomas Co. Mr. Jose Lim's family members joined the company's top figures on stage to congratulate the Awardee.

To end the night with a few words in behalf of the management, Mr. Eduardo Lim delivered his closing remarks highlighting a token of appreciation to the pillars of leadership of Civic Merchandising, Mr. Anthony Ngo and Mr. Jose Lim, for their unwavering commitment and dedication to the company.

Civic Merchandising is thankful of its Board of Directors, partners, and employees, all whose hard work made it possible for the company to reach success and stay as a moving force in the industry. 40 years truly is a milestone for any company, but Civic Merchandising will surely have more years of providing the best service to our clients!





Volvo Eagles Dominate 2014 Sportsfest



Nothing beats the adrenaline brought about by a dose of healthy competition. At the 2014 Sportsfest, Civic Merchandising employees showed their

drive to win. Opening Ceremonies were held last March 15, 2014, the different sporting events also had varied locations, such as Kalayaan Badminton Center, San Lorenzo College Gym, Celebrity Sports Plaza, and the Quezon City Sportsclub. The four teams,

Volvo Eagles, SDLG Tigers, Sany Sharks, and the UD Hornets, were the epitome of fair play and good sportsmanship for Basketball, Shooting, Volleyball, Badminton, Bowling & Billiard events. Last year's overall champion was Volvo Eagles.



Summer Outings and Team Bondings at Morong, Bataan

Who can say no to a relaxed day out on the sun, surf, and sand? Certainly not Civic Merchandising employees as the “Summer Outings, Team Bondings” event turned out to be a great success! The summer outing took place at the scenic Coral View Beach Resort in Morong, Bataan last April 12-13 2014. The event provided the perfect setting in building goodwill and camaraderie among employees. The hot and sunny weather was ideal for all the team activities. During the evening, all the employees enjoyed the acoustic performance, cash prizes, raffles, and the sky lanterns. It was indeed a perfect venue for the employees to unwind and bond with each other.



A Festive Christmas Party at Aberdeen Court

Civic Merchandising, Inc. decked the halls with plenty of holiday cheer at the annual Christmas Party. Employees and their families attended the joyous event held at Aberdeen Court/Great Eastern Hotel last December 21, 2014. Plenty of prizes were raffled off throughout the night and gift bags were given to Civic kids. Children and adults alike watched the guest magician in amazement. Special NALU awards (*No Absent, Late and Undertime*) were also given that night. After the Exchange Gift segment, a speech from Mr. Anthony Ngo capped the Christmas party.



Christmas Fun: Parties at all Civic Branches and Department

Christmas was definitely in the air at Civic Merchandising! The head office as well as the service centers in Quezon City, Cebu, Davao, Cagayan De Oro, and Surigao was alight with festivities. Each department, from Administration to Service, had their respective celebrations and gatherings.



A Tradition of Sharing:

10th GIFT OF JOY - SAN BARTOLOME ELEMENTARY SCHOOL

Civic Merchandising employee volunteers and CIMELA officers were delighted in making it possible for less privileged students to experience the joys and blessing of Christmas at the Gift of Joy event last December 10, 2014. Through gifts like bags, scholastic materials, groceries, rain coats, and other in-kind presents, at least 500 Grade 1 students of San Bartolome Elementary School S.Y. 2014-2015 truly felt that it was the season of giving. The students also had fun with the games and other activities prepared by the Jollibee staff at the Civic Service Center in Novaliches.



2014 Gift of Joy Events

2014 GIFT OF JOY - CHILDREN'S JOY FOUNDATION

Doing its part to answer the call to help feed, clothe, shelter, and send the children to school, Civic Merchandising conducted a Gift of Joy event for the Children's Joy Foundation last December 11, 2014. Scott Ngo and CIMELA officers brought groceries, scholastic materials, bags, and other in-kind presents for the less privileged children and youth to spread the holiday spirit and the Christmas cheer. In return, the orphaned in-house and community children showed their appreciation for the visit by having a talent presentation.

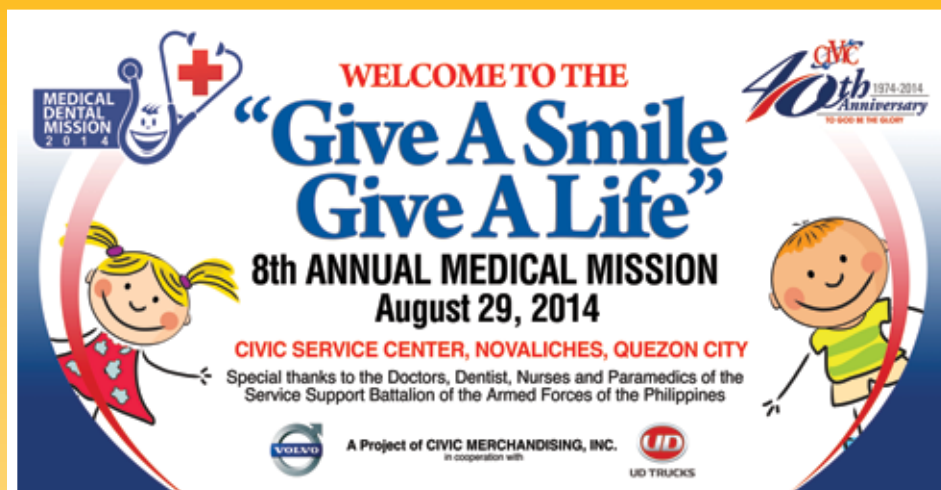


Third Brigada Eskwela Donates School Supplies and More

Civic Merchandising believes that children are the key to a better and brighter future. The 3rd Brigada Eskwela was launched to help improve the schools of indigenous communities as well as to engage participation in preparing the students and teachers for the June 2014 school opening. The event was held at Munting Paaralan ni Mother Ignacia, Barangay Pajo, Meycauayan, Bulacan last June 16, 2014. With the help of CIMELA officers and volunteers, school supplies and groceries were distributed to Junior and Senior Kinder students of the school year 2014 – 2015.



"Give a Smile, Give a Life" 10th Medical & Dental Mission



Giving back to the society has always been one of Civic Merchandising, Inc.'s top priorities. With the "GIVE A SMILE, GIVE A LIFE" medical-dental mission event last August 29, 2014, the company was able to give a healthier, more beautiful smile to Grade 4, 5, and 6 students of San Bartolome Elementary School S.Y. 2014-2015. Held at the Civic Service Center in Novaliches, Quezon City, free medical and dental consultations and assistance among less fortunate students were conducted by the doctors, dentists, nurses, and paramedics of the Service Support Battalion of the Armed Forces of the Philippines. Cimela adviser, Mr. Scott Ngo together with former & recent officers of the organization and volunteers Leizelyn Agoy-agoy, Beverly Velez, Maricel Cantos, Jacq Denosta, Phoebe Zamora, and July De Guzman made this event possible.



Tree Planting Activity: 400 Trees for Civic's 40 Years

To contribute to a greener and healthier environment, Civic Merchandising launched Plant For A Cause: 400 Trees for 40 Years of Celebration. Set in Nuvali-Aurora Properties, Inc. Brgy. Canlubang, Calamba City, Laguna, the tree planting event was held last September 06, 2014. With the special participation of NUVALI's T.R.E.E.(Together Reforesting the Earth Environment), the Civic Merchandising, Inc. volunteers helped raise awareness of the value, benefits, and needs of trees while fostering involvement in tree planting and care within the company.



Civic Merchandising and Red Cross Blood Letting Drive a Success



The first Civic Merchandising Blood Letting activity was held at the Civic Service Center in Novaliches, Quezon City last September 12, 2014. The "Share Life, Donate Blood" event was done in partnership with the Philippine Red Cross to help decrease the insufficiency of blood supply in the country and amplify awareness on the importance of blood donation. Conducted by the Medical Team of Red Cross Valenzuela City Chapter and CIMELA Officers, the project was a definite success and nine thousand four hundred fifty milliliters (9,250ml) of blood was collected from 21 blood donors.

Warm Wishes to Our Civic Newlyweds

Last December 20, 2014, two great people became one amazing couple. Tristan Jerome Chua, Civic Head Office Auditor, married Glaiza Jane Losito, Civic HR Assistant, at the solemn Our Lady of Mt. Carmel Parish Church.

November 29, 2014 was the start of the joyous union of Harold German, Sales Engineer, and Kristine Allen Patricia. The wedding ceremony took place at the historic Barasoain Church in Malolos City, Bulacan.

Cheers to the other grooms Mr. Allain Lim, Sales Engineer; Mr. Jerwin Pagaura, Cebu office; and Mr. Rockrear Suniel, Davao office.

Congratulations from your Civic Merchandising family!



Celebrating the Birth of New Civic Babies

A perfect bundle of love—there is no greater joy than when a baby is welcomed into the world. Civic Merchandising shares the profound joy and excitement of our New Mommies: Sherry Badayos, Louisa Dapon, Leizelyn Agoy-Agoy, Mary Grace Rivero, Mary Grace Ramos, Janelita Racaza, and Marilyn Soque Barrera. May the newest and cutest addition to your families be showered with abundant blessings. Congratulations and we wish you all the best!



The Thanksgiving Prayer

Author: Byron Pulsifer, ©.2012

As we sit together around this table,
We want to say thank you for allowing us
To be together in a world where so many families
Do not have this opportunity to do so.

Give us pause as we celebrate, to count our blessings
For without your blessing, this day would not be counted.
For we have so many thanks to say to you
As we prepare to enjoy the food you have
So bountifully allowed us to share,
And to extend our blessings with one another yet another day.

Lord, it is not that we do not appreciate
Your blessings as each day unfolds
It is only that we do not thank you
As often as each day brings with it your blessings.

Please forgive us for not counting you
As our true friend, our true light
As often as we should, Oh Lord,
For without you, we are lost.

We thank you for showing us our failures
So that we may see more opportunities,
To experience the joy of overcoming obstacles in life
As you daily guide us through each challenge.

And, Oh Lord, thank you for saving us
For without you, we would suffer forever.
It is only through your graces, Oh Lord,
That we sit here today united within our home.
Amen.



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