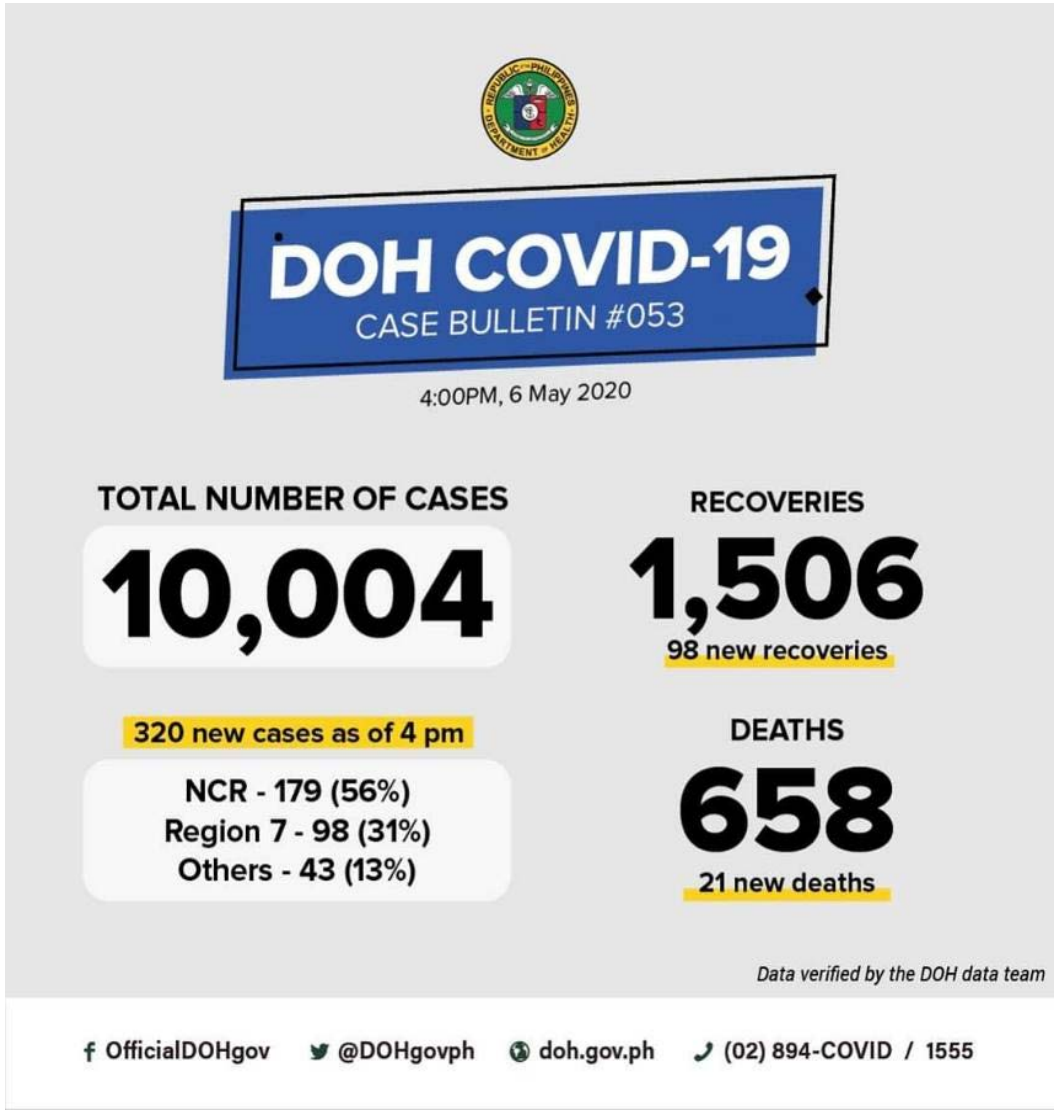
PRIME

BUSINESS CONTINUITY IN THE ERA OF COVID-19

LIZA B. SILERIO
VICE PRESIDENT
ARISE PHILIPPINES SECRETARIAT

NATIONAL GOVERNMENT RESPONSE



- ❑ Treatment of COVID 19 patients
- ❑ Benefits for health workers

- ❑ Emergency Subsidy:
  USD $100 - USD $160

Mandatory grace period for:

- ❑ Loans
- ❑ Residential rent
- ❑ Taxes

Supporting Measures

- ❑ Private hospitals / clinics
- ❑ Public transportation
- ❑ Contract for materials and services

Source: DOH, 2020. https://www.doh.gov.ph/covid-19/case-tracker Source: https://www.plm.edu.ph/news/special-reports/infographic-bayanihan-to-heal-as-one-act-a-summary/

NATIONAL / LOCAL GOVERNMENT UNITS

FOUR PILLARS OF THE PHILIPPINE GOVERNMENT
Socioeconomic Strategy

$23.4B
(Php 1.17T)

Emergency Support
18M Low Income Familie
$6.1B

Resources
Healthcare System
$714.4B

Emergency Support
Securities, Banks, Taxes
$16.6B

Economic Bounce Back Plan
Recovery Plan

Source: Department of Finance: https://www.dof.gov.ph/govt-raising-additional-funds-for-economic-bounce-back-plan/

LGU INNOVATIVE RESPONSES

- ❑ Mobile applications
- ❑ CT scan analysis system
- ❑ Enhanced Screening Areas
- ❑ Drive thru COVID-19 testing site
- ❑ Disinfection drones
- ❑ DIY PPEs / Protective Suits
- ❑ Online “wet” markets
- ❑ Market-on-wheels/mobile palengke
- ❑ Anti-hoarding ordinances
- ❑ Soup Kitchens

Source: https://www.lguvscovid.ph/all-inspirations

PRIVATE SECTOR COVID-19 RESPONSE

Ayala Group* $48M	Project Ugnayan $34M	San Miguel Corp* $22.9M	National Grid Corporation of the Phils $20M	Bloomberry $12M	Alliance Global Group $8M
SM Group* $5.4M	Globe Telecom $5.1M	Asian Development Bank $5M	Jollibee Group $4.4M	Metro Pacific Investments $4.2M	Metrobank, GT Capital Group $4M
Coca-Cola Philippines $3M	POGO Companies $3M	Aboitiz Group $2.92M	ICTSI $2.04M	Gokongwei Brothers Foundation $2M	Lopez Group $2M
Zuellig Family Foundation $2M	Ramon Aboitiz Foundation $1.16M	City of Dreams $1M	Resorts World Manila $1M	Okada Manila $1M	Tiktok $1M
Riway International $700K	PRIVATE SECTOR DONATIONS USD $196M (Php 9.8B)				Phinma $500K

Source: CNN Philippines (as of April 13, 2020) https://www.cnnphilippines.com/news/2020/4/8/COVID-19-response-money-trail.html?fbclid=IwAR2p7f83HTLlhZW93cNNxO7Usvy6NqJXd5_1YKtSdDGxufYWt8pXXgAyDH8; *CTTO

ARISE PHILIPPINES LOCAL NETWORK

ARISE Five (5) Commitments

- ❑ Raise Awareness
- ❑ Influence
- ❑ Share Knowledge
- ❑ Catalyze
- ❑ Implement

150 Private Sector Members

PUBLIC-PRIVATE PARTNERSHIP

PRE-AGREEMENT CONTRACTS

1M pcs of 500ml Bottled Water
$40,000 (Php 2M)

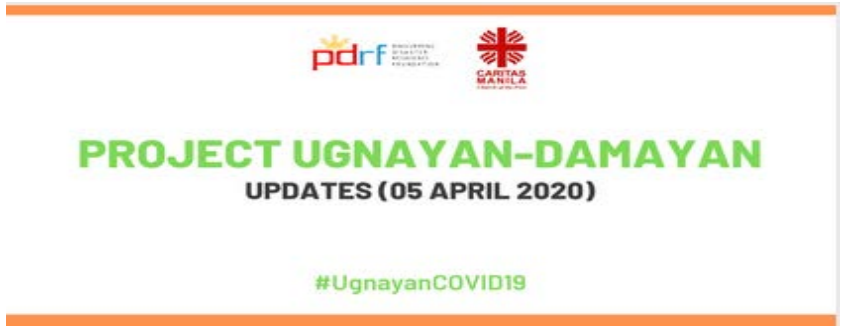
Hygiene / Sleeping Kits
$420,000 (Php 21M)

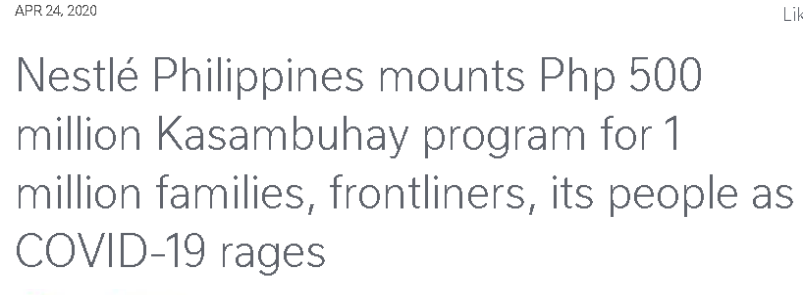
ARISE PHILIPPINES MEMBERS

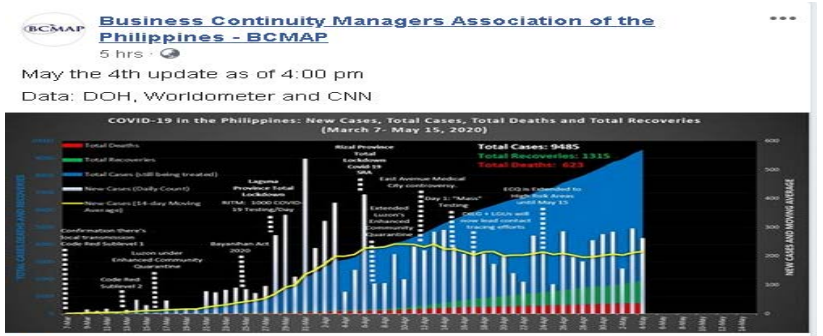
KNOWLEDGE SHARING

- ❑ Resilience, Public Health and Human Security
- ❑ Pandemic Public Safety and Security
- ❑ Voice from the Frontline: Bayanihan in Action
- ❑ The Fight Against COVID 19: Lessons from Taiwan

ARISE PHILIPPINES MEMBERS







Food Donation

Relief and Assistance

Customer and Tenant

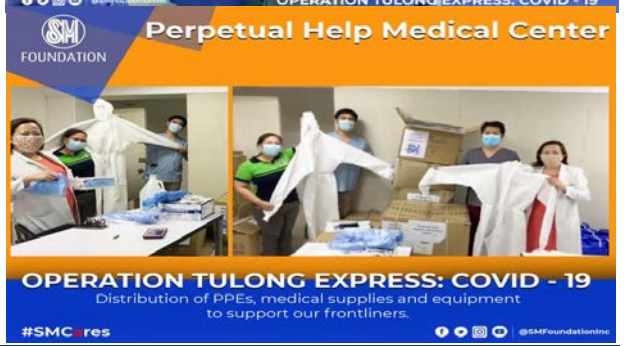
SM PRIME

SM GROUP $5.4M (PHP 270M)

SM donates PCR test kits to Baguio City

Camp Crame

Test Kits & Ventilators



Medical Supplies

Quarantine Facilities

ABS-CBN News
@ABSCBNNews

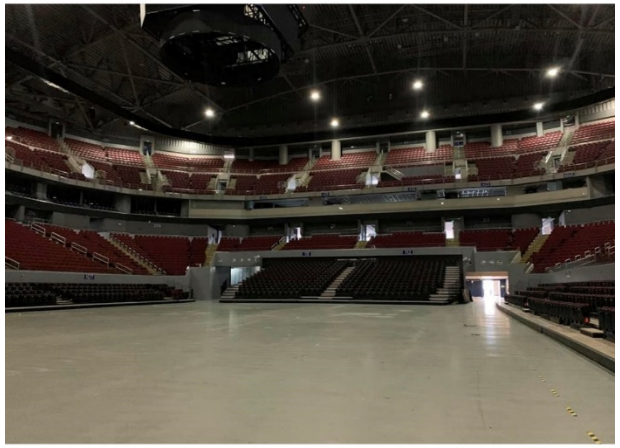
BCDA says the government will put up mega swabbing centers.

In Metro Manila, these will be located in the Philippine Arena Complex (North), MOA Arena (South), Enderun Tent McKinley Hill (East), Palacio Tent, Roxas Blvd. (West). | via @VivienneGulla #COVID19

16 11:45 AM - Apr 30, 2020

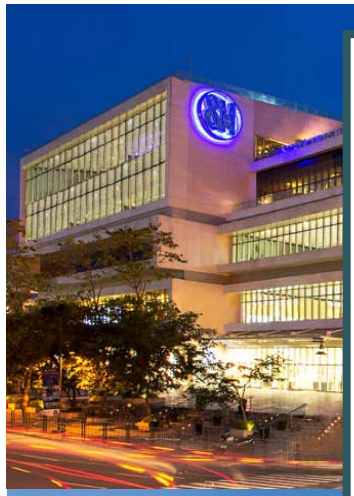
Mark Villar
Yesterday at 8:05 PM ·

Thank you SM and Sy Group of Companies for allowing the national government to use MOA Arena as a Mega Swabbing Facility. #WeHealAsOne #COVID19PH



Swabbing Facility

SM PRIME HOLDINGS INC

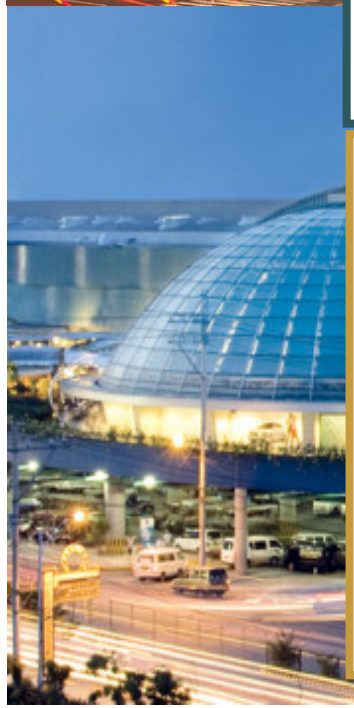


MALLS

9.8 Million sqm Gross Floor Area
74 Malls in the Philippines
7 Malls in China

OFFICES

12 Office Buildings
695,263 sqm Total Gross Floor Area



RESIDENCES

70 Residential Projects
140,066 Residential Units

HOTELS & CONVENTION CENTERS

8 Hotels
1,961 Rooms
4 Convention Centers
3 Trade Halls

BUSINESS CONTINUITY PLAN (BCP)

Supported by:

SM PRIME PREPAREDNESS

- ✓ Business Recovery Plans (BCP)
- ✓ Emergency Response Team (ERT)
- ✓ Incident Command System

Address natural calamities such as typhoons, flood, earthquakes, volcanic eruption and other manmade calamities such as fire, equipment breakdown, etc.

FOCUS

- ❑ Safety and welfare of personnel
- ❑ Protection of equipment and facilities
- ❑ Availability of essential goods / services
- ❑ Quick recovery process
- ❑ Reputational risk

Supported by other partners: National Resilience Council, UPSSI, BCMAP, PWC and Government partners

PROTECT THE WORK FORCE

Medical Assistance

- ❑ Provision of health kits (alcohol, vitamins, and face masks)
- ❑ Employee health monitoring
- ❑ Care and emotional support for COVID-19 cases
- ❑ Health insurance

Learning and Development

E-learning

- ❑ Mobile training site
- ❑ Functional webinars
- ❑ IEC

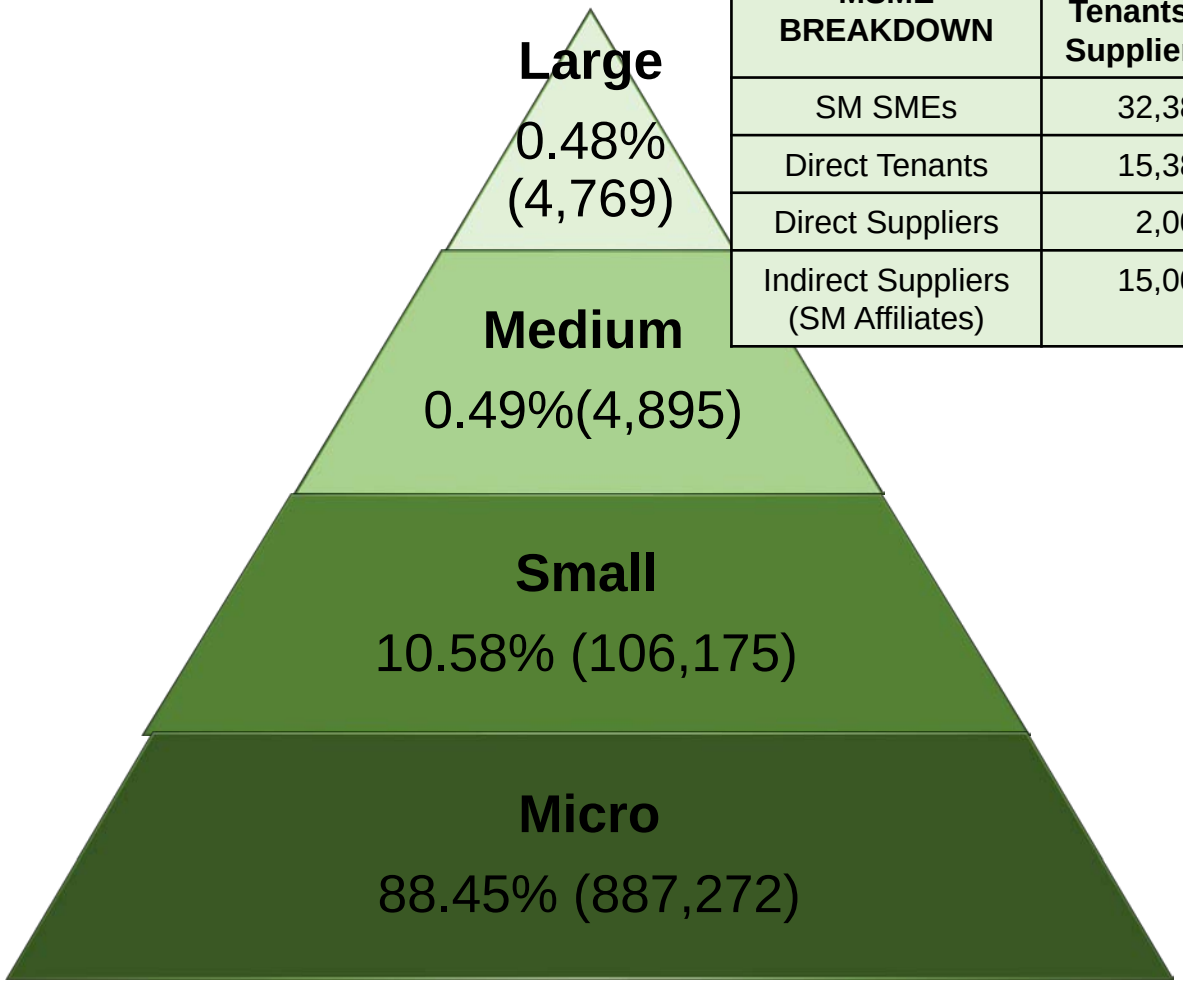
Preventive Measures

- ❑ Self -distancing practices
- ❑ Thermal checks
- ❑ Regular sanitation
- ❑ Wearing of masks

ASSIST 3RD PARTY SERVICE PROVIDERS AND SUPPLIERS

- **17,400** 3rd party service providers (Security, Janitorial and Maintenance Personnel)
- USD $100 (Php5K) financial assistance
- Modifying terms of contracts
- Approval of interim payment proposals
- Accelerating payment practices
- Providing meal allowances and premium pay
- Temporary accommodation
- Provided transportation

ASSISTANCE TO PARTNERS / STAKEHOLDERS



MSME BREAKDOWN	# of Tenants / Suppliers	%
SM SMEs	32,380	29%
Direct Tenants	15,380	48%
Direct Suppliers	2,000	6%
Indirect Suppliers (SM Affiliates)	15,000	46%

- **21,200 Tenants**
  (Long Term/Short Term)
- Waived rental fees equivalent to **$200M (Php 10B)**
- BCP Data Storage Program **Free 5GB** storage

BREAKDOWN OF TENANTS	# of Tenants	%
SMEs	16,000	75%
Large Enterprises	5,200	25%

Source: Republic of the Philippines, DEPARTMENT OF TRADE AND INDUSTRY, Trabaho, Negosyo, Konsyumer

HR ESSENTIAL SERVICES & DIGITAL TRANSFORMATION

HR ESSENTIAL SERVICES

Total Rewards
- Digital & Dependable Compensation and Benefits Administration
- Accurate & Timely Payroll

Medical Assistance
- Provision of Health Kits (alcohol, vitamins, face masks)
- Employee health monitoring
- HMO with teleconsult services
- Care and emotional support for COVID-19 cases

Compliance
- Health and safety standards

DIGITAL ENABLEMENT AND ENGAGEMENT

Recruitment
- Digital sourcing & employer branding

Organizational Development
- Organizational re-design
- Performance Management (functional plans)
- Upskilling and repurposing of talents

Learning & Development
- E-learning
- Mobile training site
- Functional webinars

Engagement
- Engaging SM LIFE initiatives
- Online HR BEAT Newsletter
- 360 Wellness with focus on Mental Health
- HR Connect (videos, gratitude wall, etc)

INTERNAL COMMUNICATION

Crisis Management
- COVID-19 Advisory

Change Management
- New Ways of Working roadmap

Sustainability

WORKPLACE PREVENTIVE MEASURES

Safe Distancing Practices
- Thermal checks
- Disinfectant dispensers
- Regular sanitation
- Social distancing markers in canteens, elevators, etc.
- Open stairwells
- Workspace configuration
- Rotational Manning (Team A, Team B)
- Flexible shift schedules
- Flexible workplace
- Differentiated lunch breaks & promote packed meals

Productivity-based Work From Home Arrangements
- Online channels & work tools
- KPI trackers

ENHANCED BASIC OPERATIONAL REQUIREMENTS

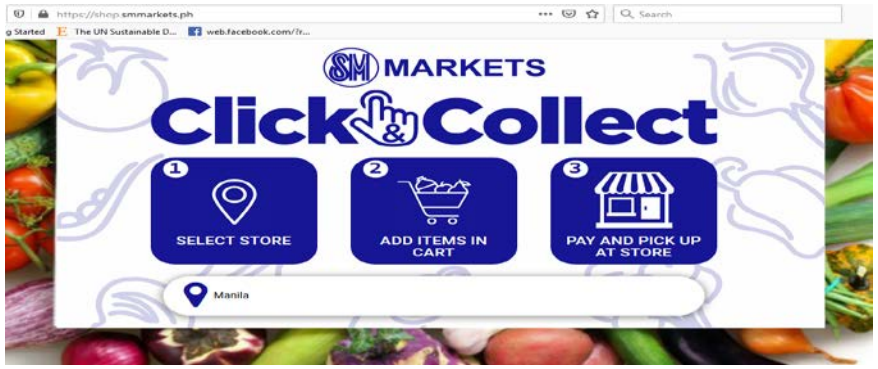
- Standard Operating Procedures, adapt to the safety and health protocols mandated by the government
- Implementation of strict Public Health Social Measures i.e. Social distancing, handwashing and wearing of face masks
- Revisit social contracts, protect the people and organize response

MALL OPERATIONS: GUIDELINES

- Malls which will be allowed to open next month are those in areas under general community quarantine
- Only certain sections of malls such as supermarkets, drugstores, banks, laundry services, restaurants for takeout and delivery, and hardwares are allowed to resume.
- Mall goers will be prohibited from "lingering."
- Temperature or air-conditioning shall be set to 26 degrees Celsius and free wifi will be removed to discourage the public from flocking inside malls.
- The government also set an age limit of mall goers as only those aged 21 to 59 years old with ID and "not looking sickly" are allowed to enter.
- Temperature check, wearing of masks, and use of alcohol are mandatory.
- Mall operators were required to provide gloves and masks to their staff.

PRIME

RENEWED MARKETING APPROACH



TARGET MARKET DEFINITION

- ❑ Address the shifting of customer behavior
- ❑ Activate delivery and take out services
- ❑ Technology and digital transformation
- ❑ E-commerce / digital shopping
- ❑ Automation of services
  - ❑ Contactless pick up / drive
  - ❑ Personal shopper or courier
  - ❑ Localized marketing
  - ❑ Develop a virtual mall

STRENGTHEN ORGANIZATIONAL RESILIENCE

- ❑ BCMS
- ❑ Social Resilience
- ❑ IT Infrastructure
- ❑ Unhampered Supply Chain
- ❑ Risk Management and Insurance
- ❑ Compliance Audit

In these trying times, we are in unchartered territories. Let's be one with each other, united in the spirit of service. Let's be mindful of our front liners and help with their need to be alert so they can continue to do their best in working for the safety and health of our communities.
Hans T. Sy
SM Prime Holdings, Inc.
UNDRR
UN Office for Disaster Risk Reduction
arise

WE WILL RISE AS ONE.
#HEALPH