

Your Role Matters

As a Broker Salesman, you play a critical role in the Philippines' financial system. You are part of a bigger market community that contributes to nation building.

You are the instrument by which private savings can be turned into the fuel that could spur both Government and Corporate Sectors in their development activities.



Our Unifying Thrust: Investor Protection

PDS Group is one with you in developing and reaching out to investors nationwide in a transparent and efficient financial system.

The Philippine Dealing & Exchange Corp. (PDEX) as a Self-Regulatory Organization (SRO) continues its investor protection thrusts by bringing focus on building broker capability. This arms the Broker Community with information and access tools that can assure investors outside the market center of service levels at par with their Metro Manila peers.

The SRO also adopts regulations that seek to reinforce core obligations of the Broker Community. Among these obligations is the Best Execution mandate, which lies at the heart of investor protection, ensuring that service to our public investors is protective of their interests to the highest degree, and that Brokers exercise care and diligence to ensure that investors are serviced at these standards.

Investor Protection in the Fixed Income Market Infrastructure



PUBLIC REPRESENTATION

Retail clients must be served by a Broker Salesman licensed as a public representative.



BEST EXECUTION

Broker salesman is required to execute the trade at a price that is most favourable to an investor under existing market conditions.



STP DELIVERY VERSUS PAYMENT

Thru PDTC, the delivery of securities and payment of cash occurs simultaneously, assuring both parties that they do not part with their cash or security until the equivalent asset is delivered.



LIQUIDITY

There are sufficient entry and exit mechanisms for an investor.



PRICE DISCOVERY & TRANSPARENCY

Broker salesman can access live bids and offers and done trades published on a real-time basis.



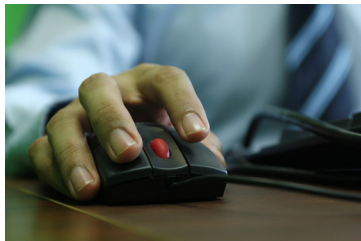
REGULATORY OVERSIGHT

PDEX as SRO ensures an orderly marketplace by monitoring and enforcing its members' compliance with law and regulations.

Our Part in Equipping You To Make a Difference: Broker Empowerment Initiatives

Brokers are enjoined to equip themselves with tools that enable them to service customers on the basis of real time information and to place and execute customer orders with speed and efficiency.

To more fully protect the investors, PDS empowers broker salesmen with the following tools and programs:

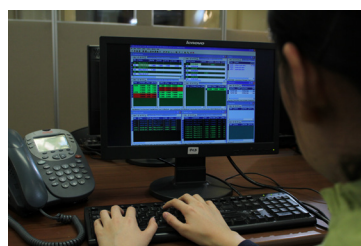


BROKER RECOGNITION/SPONSORSHIP

The Broker Recognition Program will put your customer's accounts at your fingertips, ensuring administration and transaction processing and enhancing risk management.

It renders ease of access to information for Broker and Customer:

- Online and real-time query of balances and transactions
- Daily online transaction and balances reports (pdf)
- Statement of Account (SoA) Rendition
 - Daily (electronically) – online/email
 - Monthly (electronically) – online/email
 - Quarterly (electronically and physically) – online, email, printed



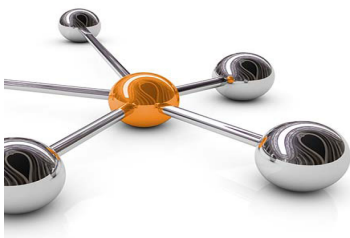
USE OF FI-BROKER WORKSTATIONS AT NO ADDITIONAL COST

PDS Group renders a workstation customized to carry out the brokerage activities of registered representatives of public investors. It has separate electronic books for order and trade execution on behalf of these units' Local and Foreign clients. This will enable broker salesmen across the Philippines to access real-time market information, perform best execution and conduct market surveillance anytime regardless of their location.



TRADE AFFIRMATION

The PDEX trading engine will automatically generate standard electronic affirmations for executed trades, allowing trading participants to provide the needed information in writing to their clients on the day of the transaction, in compliance with the securities regulations.



TAX UNIFICATION

Broker Salesman shall enjoy the benefits of an expanded institutional clientele, as tax-exempt institutions are welcomed into the marketplace, deepening the market's pool of liquidity and investor base.



AUTOMATED SURVEILLANCE SYSTEM

The PDEX SRO is automating its surveillance process through the SMARTSOnline surveillance system. Trading data will be automatically captured, enabling the surveillance team to detect violations on a real-time basis through immediate analysis

of trading behavior. SMARTSOnline is provided by NASDAQ OMX, the provider of the X-Stream trading system, with which it is seamlessly integrated. SMARTSOnline has 36 installations worldwide in national exchanges and regulators in 24 countries. Through SMARTSOnline, the PDEX SRO will enhance order and fairness, and strengthen integrity across multiple markets and asset classes, an active move towards aligning with global standards.



CONTINUING MARKET EDUCATION AND DEVELOPMENT

We are one with you in contributing to the growth of the Philippine capital market. With the growing interest of both big and small market players, we aim to provide learning facilities offering a diversified knowledge base in financial markets.



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