

FINANCIAL EXECUTIVES INSTITUTE OF THE PHILIPPINES (FINEX)

President's Report

October 15, 2025

By EDMUND ALAN "EJ" A. QUA HIANSEN

On January 27, 2025, the FINEX Board and I were formally inducted into office by Mr. Ramon R. del Rosario, Jr., Chairman and CEO of PHINMA Corporation, at the Makati Diamond Hotel. That moment marked the beginning of an exciting journey—one filled with opportunities, challenges, and a shared commitment to advancing the mission of FINEX.

FINEX has played a significant role in both my professional and personal growth. I aspired to become a CFO only after joining FINEX and attending the CFO of the Year Award. The FINEX Academy's Senior Finance Leadership Program helped shape the kind of CFO I wanted to be.

This year, your Board adopted the theme "Shaping The Future: Leadership and Innovation in Philippine Business." It mirrors our shared vision of a future that goes beyond individuals or institutions—a collective journey of leadership, teamwork, and innovation. In today's volatile and rapidly changing environment, we stay focused on the essentials: our ability to lead organizations effectively and to foster meaningful innovation. This continues the theme from last year, Achieving Transformational Growth through Sustainability, Diversity, and Digitalization.

As finance executives, we are called to guide our organizations through complex times. It is our duty to harness our collective experience and influence to steer toward growth, resilience, and shared prosperity.

To boost engagement and organizational effectiveness, FINEX restructured its committees this year—a plan initially formulated in 2024 based on the Long-Term Planning Committee’s proposal from 2023. From 26 committees last year, we now have 12: Advocacy, Elections, Membership, GMM, CFO of the Year, FINEX Week, Media Affairs and Communication, Professional Development, Ethics and Governance, Partnerships, and Finance and Audit. Our strategic programs continue under this new structure, supported by dedicated Liaison Directors and Committee Chairs. This is part of a long-term strategy to better serve our members and ensure efficient governance.

We also reached out to members to understand their priorities for the year. Their responses centered on three key areas: advocacy on national issues, professional development, and networking. Guided by these insights, the Board and our committee leaders worked to align programs accordingly. We partnered with various industry groups to advance policy positions vital to our capital markets and economy. We organized short courses, seminars, and forums on timely topics to expand our professional perspectives. And through our in-person meetings, we rekindled camaraderie and connection among members.

As I present this report on FINEX's activities for the year, I do so on behalf of the Board of Directors, our committees and subcommittees, their chairs, vice-chairs, and members. Before going into the details, I wish to extend my sincere gratitude to the Council of Past Presidents for their invaluable guidance and counsel during our meeting on February 6, 2025. I had the privilege of sharing our plans and priorities for the year and greatly appreciated their insights, which have helped refine and strengthen our initiatives.

MEMBERSHIP

By the end of September 2025, we had successfully inducted 49 new members into FINEX, bringing our total membership to 740. We are on track to meet our recruitment goals and remain dedicated to welcoming more professionals before the year ends. These new members not only strengthen our expanding community but also help ensure the sustainability of our programs and initiatives. It is crucial for FINEX to continue attracting both esteemed and respected finance leaders, as well as the next generation of finance professionals who will carry our mission forward.

We are taking active steps to refine our recruitment strategy by driving membership engagement through our activities. Our goal is to maintain the high standards that define FINEX membership while remaining inclusive and relevant to emerging professionals in the finance sector.

In response to members' feedback, we have launched several initiatives to enhance engagement and networking opportunities, including the following:

- March 21, Social Night, Project Vino Poblacion Makati, with 13 participants
- March 29, Calamba Tour (Bahay ni Rizal), with 8 participants
- April 26, FINEX Padel Clinic, Play Padel Mandaluyong City, with 15 participants
- June 19, FINEX Sip and Paint, Dry Brush Gallery at SM MOA, with 7 participants
- September 12, FINEX Bowling Night and Socials, Studio 300 Makati, with 18 participants
- An exclusive tour was organized by STT GDC for FINEX members in their Makati Data Center last September 11 with 20 participants.

Looking ahead, the following activities are lined up for the remainder of the year to keep members connected and involved:

- October 22, FINEX Pickleball Clinic, Activate One at One Ayala
- November 05, Meet the Industry Captain feat Robina Gokongwe-Pe, venue TBD
- November 22, FINEX Parangal Golf Tournament in honor of BSP Governor Eli Remolona, venue TBD
- December 01, FINEX Year End Party, Denim and Diamonds, at Narra Hall - Shangri-La the Fort, BGC
- December 06, 25th Interfinancial Golf Tournament, venue TBD

To close the year, we are excited to invite everyone to our face-to-face Christmas Party on December 1 at Shangri-La at the Fort.

It will be a time to celebrate the year's successes, reconnect with colleagues and friends, and enjoy an evening of good food, great company, and a fun raffle. We look forward to seeing you all there.

GENERAL MEMBERSHIP MEETINGS

Attendance at this year's General Membership Meetings (GMMs) has shown a positive trend, thanks to the exceptional guest speakers and the dedication of our sponsoring committees. All our GMMs were held in person. While we have not yet reached pre-pandemic attendance levels, we are optimistic that more members will continue to join future gatherings. Each meeting was thoughtfully designed around this year's theme and focused on current, significant, and relevant issues.

Throughout the year, we held the following GMMs:

January 27, Makati Diamond Residences

Induction Ceremonies

Speaker & Inducting Officer: Mr. Ramon Del Rosario Jr.,
Chairman and CEO, PHINMA Corporation

Attendance: 173 participants

February 19, Manila Polo Club

Ripples of the Second Trump Presidency: Preparing for Impact

Speaker: Amb. Jose Cuisia Jr., Former Philippine Ambassador to
the United States

Reactor: Dr. Maria Socorro Bautista, Professor Emeritus, UP
School of Economics

Attendance: 125 participants

March 5, New World Makati Hotel

Unraveling the 2025 National Budget - A Special GMM

Speaker: Sec. Florencio "Butch" B. Abad, Former Secretary,
Department of Budget and Management

Attendance: 53 participants

March 28, Makati Shangri-La Hotel

Beyond Budget: Priorities, Challenges, and the Road Ahead

Speaker: Hon. Amenah Pangandaman, Secretary, Department of
Budget and Management

Attendance: 79 participants

April 23, Discovery Primea Makati Hotel

How to Have an AI Edge: Driving Innovation, Growth, and
Investment for Philippine Companies

Speakers:

Hon. Nylah Bautista, Assistant Secretary, Department of Trade
and Industry

Ms. Marie-Claude Ferland, APAC AI Strategy Leader, Ernst &
Young

Attendance: 108 participants

May 16, Fairmont Makati

The Anti-Agricultural Economic Sabotage Act: Fostering a
Competitive Agricultural Sector

Speaker: Hon. Marian Ivy Reyes-Fajardo, Associate Justice, Court
of Tax Appeals

Reactor: Dr. Adriano Fermin, Former Secretary, Department of
Agriculture

Attendance: 75 participants

June 18, Fairmont Makati

Philippine Economic Outlook: Policy Shifts and Market Reactions
After the 2025 Elections

Speakers:

Hon. Neil Adrian Cabiles, Assistant Secretary, Department of
Finance

Mr. Diwa Guinigundo, Advisory Panel Member, ASEAN
Macroeconomic Research Office

Mr. Nicholas Mapa, Economist, Metrobank

Attendance: 110 participants

July 23, Fairmont Makati

Quest for Good Governance

Speaker: Hon. Benjamin Magalong, Mayor, City of Baguio / Lead
Convener, Mayors for Good Governance

Attendance: 102 participants

August 15, Makati Shangri-La Hotel

Integrity: Inspiring Progress and Growth

Speakers:

Atty. Francisco Lim, Chairman, Securities and Exchange
Commission

Dr. Jesus Estanislao, Chairman Emeritus, Institute of Corporate
Directors

Atty. Alexander Cabrera, Chairman, Integrity Initiative, Inc.

Ms. Heidi Mendoza, Good Governance Advocate

Attendance: 146 participants

September 17, Fairmont Makati

9th Ayala-FINEX Finance Summit - Transforming Philippine Business Through Leadership and Innovation

Speakers:

Mr. Adrian Fisher, Partner and Asia Head of TMT, Linklaters Singapore

Ms. Maria Cristina Go, Consumer Banking Head, BPI

Mr. Carlo Malana, President and CEO, STT GDC Philippines

Mr. Karl Kendrick Chua, Data and Analytics Head, Ayala Corporation

Dr. Kevin Santos, Strategy and Transformation Officer, Healthway Cancer Care Hospital

Mr. Michael Wan, Senior Currency Analyst, MUFG Global Markets Research Asia

Mr. Eric Francia, President and CEO, AC Health

Ms. Sharon Almanza, National Treasurer of the Philippines

Mr. Isaac Lee, Sustainable Finance Solutions APAC Lead, Bloomberg

Ms. Pia Roman-Tayag, Assistant Governor and Chief Sustainability Officer, Strategy Innovation and Sustainability, Bangko Sentral ng Pilipinas

Attendance: 116 participants

October 15, Manila Polo Club

Capital Markets in the Age of Maharlika - Unlocking Strategic Investment for National Growth

Speaker: Mr. Stephen Cu-unjieng, Independent Director, Maharlika Investment Corporation

Panelist: Mr. Kheed Ng, Vice President and Chief Investment Officer, Maharlika Investment Corporation

Looking ahead, our final GMM for the year will be held on November 19 at Fairmont Makati, in conjunction with the 19th ING FINEX CFO of the Year Awards Ceremony.

ADVOCACIES

FINEX continues to be one of the country's most dynamic and influential business organizations. This year, we have been particularly active on a national level, issuing statements and position papers, as well as co-signing joint declarations addressing key issues impacting business, finance, and the economy.

Below are the statements and position papers that FINEX has either jointly signed or solely issued this year:

Official Statement	Type of Statement	Date
A call for a transparent and accountable budget process	Joint Statement	February 05, 2025
Impeachment proceedings against Vice-President Sara Duterte	FINEX Statement	June 12, 2025
Konektadong Pinoy Bill	FINEX Statement	June 30, 2025
Unified action to strengthen the	Joint Statement	July 10, 2025

implementation of K to 12		
Call for an end to the shameful, unabated, continuing and excessive corruption in government's public works and other projects	Joint Statement	September 04, 2025
Filipinos call for systemic reform after the flood control scandal	Joint Civil Society Statement	September 08, 2025

FINEX attended meetings this year through the Advocacy Committee, as follows:

- TWG Meetings in May via Zoom, covering topics such as the Digital Economy, Project Management, Legal, Information Systems, and Large Taxpayer Service.
- Private Sector Alignment and Plenary Meetings for BIR-PMSG
- BIR Public Consultation on the Draft Revenue Regulations to implement RA No. 12214 (CMEPA)

FINEX also joined the ICD-led Capital Market Focus Group Discussions (FGDs). Results of the FGD will be endorsed to the Capital Market Development Council, which is led by Secretary Recto and SEC Chairman Lim.

FINEX is actively participating as well with the SEC CAMPAIGN Network, regularly attending its quarterly Partners Meeting.

This year, we also paid courtesy calls to select government agency leaders, and organization and media partners to meet and discuss how FINEX can support their objectives:

- with Philippine Insurers and Reinsurers Association (PIRA) on April 7
- with DBM Secretary Amenah Pangandaman on June 11
- with Manila Bulletin's Chairman Basilio Yap and President Emil Yap on June 26
- with BSP Monetary Board Member Benjamin Diokno on June 30
- with SEC Chairperson Francis Lim on July 14
- with WomenBizPH on August 5
- with FFCCCII on August 6
- with BusinessWorld on August 18
- with The Manila Times on September 30

The Tax and Legal Subcommittee had released a special issue on the amendments to the Tax Code introduced by Republic Act No. 12214 or the Capital Markets Efficiency Promotion Act (CMEPA). The special issue was courtesy of P&A Grant Thornton and released in July.

We maintain active columns in Manila Bulletin, BusinessWorld, BusinessMirror, Pilipino Mirror, and The Manila Times, where FINEX members share timely and insightful perspectives on business, finance, and economic issues. One notable initiative is

the Pera Pera Project in Pilipino Mirror, which allows members to write in the vernacular—helping promote financial literacy and inclusion among Filipino communities.

PROFESSIONAL DEVELOPMENT

Our various committees have demonstrated a strong commitment to providing meaningful and relevant training programs, seminars, forums, and conferences aimed at supporting the professional development needs of our members and their teams.

To enhance our role as effective stewards within our organizations, these committees have focused on keeping members informed about significant financial and economic issues and concerns.

Below is a list of the sessions we conducted this year:

- March 13, Tax Seminar with theme: How to Avoid Pitfalls in Your ITR, P&A Grant Thornton at the Enterprise Center, with 32 onsite participants
- September 17, 9th Ayala-FINEX Finance Summit with theme: Transforming Business through Leadership and Innovation, with 111 participants

FINEX CONFERENCE

I am extremely proud of our recently concluded FINEX Conference last October 6 to 10, with the theme “Driving Transformative Leadership and Innovation.” This would have not

been successful without the tireless efforts of the FINEX Week Committee and the support of our sponsors.

In a rapidly evolving environment, leaders are called to do more than respond. They are expected to lead with clarity, take bold but responsible steps, and ensure that innovation delivers not only efficiency but also long-term value for people and communities. FINEX Week 2025 fostered this mindset by providing a platform for a dialogue, critical thinking, and exchange of ideas.

- October 06, Stop and Salute, Finance with a Purpose, Leading the Nation, Honoring the Flag, The Gallery - Luneta Park, with 15 in-person participants and 19 online participants
- October 06, Sustainability as Strategy: Leading with Purpose in a Changing World, SGV Museum, with 10 in-person participants and 73 online participants
- October 07, Driving Leadership through Compliance: SEC and NPC Regulatory Insights, P&A Grant Thornton Samal Training Room, with 19 in-person participants and 114 online participants
- October 07, The Next Frontier: Economic Outlook for the Philippines and Asia, P&A Grant Thornton Samal Training Room, with 14 in-person participants and 101 online participants
- October 09, Digitalization: Supporting Innovation and Transforming Business, Penthouse KMC Armstrong, with 21 in-person participants and 75 online participants

- October 09, Leading Green: Transforming Business through Innovation and Sustainability, SGV Museum, with 30 in-person participants and 43 online participants
- October 09, Partners' and Sponsors' Night, Jade Garden - Glorietta Makati, with 33 participants
- October 10, Driving Transformative Leadership and Innovation, Bonifacio Hall - Shangri-La the Fort BGC, with 164 in-person participants and 3 online speakers
- October 10, FINEX Night, FINEX Friday Finale: Future Funk, Bonifacio Hall - Shangri-La the Fort BGC, with 81 in-person participants

The day concluded with networking cocktails and the much-anticipated FINEX Night, featuring entertainment from Ouvre Band. This social gathering brought together 81 participants, fostering camaraderie and connection among finance professionals with overflowing raffle prizes.

AWARDS

The search for the 19th ING-FINEX CFO of the Year is on-going. The awarding ceremonies will be held on November 19, 2025, at Fairmont Hotel, Makati City. Details of which will be announced to all of you accordingly. FINEX thanks ING Bank for its continuing partnership in this most prestigious event throughout all these years.

WAYS AND MEANS

The activities, projects, and advocacies of FINEX rely heavily on the financial support of our sponsors. This year, we adopted a more strategic approach to sponsorships by aligning our requests and sending out a consolidated request to potential sponsors at the start of the year. On behalf of FINEX, I would like to sincerely thank our year-round sponsor for their ongoing generosity and support for our cause.

Platinum: PHINMA Corporation
NOAH Business Applications
Ovialand Inc.

Diamond: Romulo Mabanta Buenaventura Sayoc and Delos Angeles

Gold: Bank of the Philippine Islands
KPMG RG Manabat & Co.
PwC Isla Lipana & Co.
SGV & Co.

Patron: Asticom Technologies, Inc.
Robinsons Land Corp.
San Miguel Corp.

FINEX Week Sponsors:

Diamond:
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Deloitte Philippines
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BioEssence
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FTI Consulting Inc
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Minor Sponsors:
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KMC Solutions
MPower
Pinnacle Cold Storage

Other sponsors that supported our projects:
Sprout Solutions
St. Peter
Royal Asia

OTHERS

The Media Affairs Committee is consistently releasing the improved monthly FINEX Focus and quarterly FINEX Digest. The FINEX Directory was timely released in June with art cover by Yoni Emmanoelle Fabro of NU Dasmaringas. Yoni is the winner of the 2025 FINEX Directory: Your Art, Our Cover Contest.

"Ethics: Enduring or Evolving?" Book Distribution was held at PUP Sta. Mesa last July 29. Around 300 students attended the event and listened to the short talk by SGV Partner, Ms. Katrina Pena. A Q&A followed with contributor-authors Wilma Miranda, Rey Lugtu, Jing Arellano and Rey Abilo as panelists.

Through our Partnerships Committee, we continue to maintain our strong relationships with FINEX Cebu, International Association of Financial Executives Institutes (IAFEI), Brotherhood of Christian Businessmen and Professionals, Canadian Chamber of Commerce of the Philippines, Davao City Chamber of Commerce and Industry, Inc., Federation of Filipino Chinese Chamber of Commerce and Industry, Inc., Guild of Real Estate Entrepreneurs and Professionals, Philippine Insurers and Reinsurers Association, and Women Business Council Philippines.

Last August 8, FINEX and FINEX Cebu conducted a joint general membership meeting at Cebu Sports Club which was followed by a tour of southern Cebu the next day.

On October 17, almost 20 FINEX members will join the IAFEI Day in Taipei City, Taiwan. Yours truly will be one of the panelists.

We continue to strengthen our Secretariat to improve FINEX's organizational structure, strengthen the capabilities of our

Secretariat, and make our Secretariat more efficient in its work. We hope that this will improve FINEX's delivery of value-added services and activities to you, our members and stakeholders.

All of these projects and activities will not be possible without the support and active participation of the Committee Chairs, Co-Chairs, Vice Chairs and members.

Membership	Co-Chairs	Janis Maghinay and Everlene Lee
	Acceptance Subcom Chair	Jose Albert Alba
	Recruitment & Orientation Subcom Chair	Nenette de Jesus
	Fellowship Subcom Chair	Jane Lorraine Lim
	Retention Subcom Chair	Joel Dabao
	Sports Project Lead	Aldie Garcia
	WIF Project Lead	Ma. Rizza Gillegan
	Arts Project Lead	Joweehlyn Liao
	YFO Project Lead	Joel Dabao
	LM Project Lead	Jose Jerome Pascual III
FINEX Week	Co-Chairs	Brian Trias and Nenette de Jesus

	Technical Session Subcom Chair	Michael Arcatomy Guarin
	Ways and Means Subcom Chair	Aldie Garcia
	Publications Subcom Chair	Joel Dabao
	Physical Arrangements Chair	Rosalinda Pasco
	FINEX Night Subcom Chair	Eric Manuel
CFO of the Year	Chair	Ma. Mignon Ramos
	Search & Selection Chair	Roberto Borrromeo
GMM	Co-Chairs	Jacqueline Villar & Cyril Valencia
Elections	Chair	Augusto Bengzon
Advocacy	Chair	Vicente Julian A. Sarza
Professional Development	Co-Chairs	Atty. Eleanor Roque & RJ Angeles
Partnerships	Chair	Domingo Go
Ethics and Governance	Co-Chairs	Reynaldo Abilo & Catherine Ang
Media Affairs & Communications	Chair	Carlos Rheal B. Cervantes
	Directory Chair	Blanquita Mercado

	Focus & Digest Chair	Aproniano Sabio III
	Publications Chair	Joseph Albert Gamboa
	Legal Adviser	Everlene Lee
Finance	Chair	B. Grant Cheng
Audit	Chair	Enrique Victor Pampolina
	Vice Chair	Kristopher Catalan

They are the real workhorses of our organization.

Likewise, I would like to thank our dynamic and supportive Board of Directors, namely, EVP Cai Reyes, VP for Internal Affairs Mignon Ramos, VP for External Affairs Bing Matoto, Corporate Secretary Joey Gomez, Treasurer Carlo Lazatin, Jing Arellano, Paolo Azurin, Toti Bengzon, Mai Bisnar, Gema Cheng, Edith Estacio, Tonyboy Ongsiako, Benny Soliven, and Tiffi Zulueta, for their dedication in ensuring that FINEX remains the preeminent organization for finance executives in the country.

FINEX is very fortunate that it has a strong and engaged membership base.

Maraming salamat at Mabuhay ang FINEX!