

RETAILER PARTNERS SHINE IN THE SECOND POLARIS GENERAL ASSEMBLY AND AWARDS CEREMONY



Northern Star Energy Corporation honored the achievements and outstanding performance of its Retailer Partners in the 2019 Polaris annual general assembly and awards ceremony held at Marriott Clark Hotel last May 3, 2019.

"We have noticed a remarkable improvement in our overall retail network performance and growth and we only have our business partners to thank," said Northern Star COO Juan Miguel T. Delgado in his Welcome Remarks. He emphasized that in the face of a more competitive market, Northern Star

and its Retailer Partners should "...bring our sites to the highest level, both in terms of the look and feel and service, to improve the overall customer experience. Focusing on just fuel sales targets and product quality are no longer enough."

Mr. Delgado's statements were acknowledged by Louie Zhang, Chevron Philippines, Inc. Country Chairman and General Manager who thanked and congratulated Northern Star for effectively promoting the Caltex brand in its areas of operation.

The Keynote speech was delivered by Regional Director Martin Valera of Region 1 of the Department of Tourism. Director Valera spoke about various tourism projects in Northern Luzon and the business opportunities available to our service stations in terms of providing fuel and related convenience products and services to local and foreign tourists.

The winners in four major categories — the Polaris Grand Award, Top Overall Volume, Rookie Station of the Year and Highest Volume Growth — were awarded with plaques, certificates and an all-expenses-paid trip for two to Hanoi, Vietnam.

Awards were also given to stations with the highest average C-First rating; Mogas and Diesel volume; Percentage Growth; and Site Image rating; as well as those who have completed their 5th year as a member of the Northern Star Network. Along with plaques and certificates, these winners will enjoy an overnight stay at White Rock Hotel in Subic.

During the program, the Grand Winner of the first Polaris edition shared an inspiring testimony about her journey to make her service station a running success.

A ceremonial toast was offered at the conclusion of the program by Dometila B. Posecion, Northern Star Retail Manager who said, "I congratulate everyone here today, not just those who received awards. I know each of us tried our best to live up or exceed Northern Star Standards. May the example of our winners this year and last year serve as a motivation for everyone to aspire for even higher achievements next year and in the future."

NORTHERN STAR CALTEX STATIONS DRIVE FUEL YOUR SCHOOL IN CAGAYAN VALLEY AND CAR

Thirty highest-need public high schools to each get P100,000 in modern learning tools.

Starting June 1 until July 31, all motorists who fuel up in Caltex stations that belong to the Northern Star network in Cagayan Valley and portions of CAR will automatically help the regions' 30 highest-need public high schools purchase much needed 21st century teaching tools. This was announced during the launch of Caltex Fuel Your School on May 29, 2019 in Santiago City, Isabela. Caltex and Northern Star Energy Corporation, committed to match every liter of fuel sales in participating Caltex stations with a one peso donation to raise three million pesos (P3 million).

The total amount will be divided among the 30 public high schools selected based on criteria set by the Department of Education. A total of 40,662 public high school students and 1,638 of their teachers in Cagayan, Isabela, Nueva Vizcaya, Quirino, Kalinga and Ifugao stand to benefit from Caltex Fuel Your School 2019.

There is no minimum fuel purchase required and all three Caltex products with Techron namely, Silver, Platinum, and Techron-D (Diesel) are covered by the fuel-to-donate scheme. Motorists can still use their HappyPlus, Robinsons Rewards Card, or MVP Card to load on points while helping their local public high schools.

This is the second straight year that Northern Star and Caltex, marketed by Chevron Philippines Inc. (CPI), are partnering to help drive education in the country. In 2018, Northern Star leveraged its network of 26 Caltex station in North Western Luzon to generate P3 million for the public high schools in the area. This year, Northern Star is utilizing its 22 Caltex stations in Cagayan Valley to raise the P3 million in two months. Just like last year, Northern Star also donated P2 million pesos directly to Fuel Your School.

"We saw the impact that Caltex Fuel Your School brought our retailers, customers, and host communities together in Northwest Luzon last year. We are bringing the same synergy to our public high schools in the Cagayan Valley and Cordilleras," stated Juan Miguel Delgado, Northern Star COO.

Caltex Fuel Your School started in 2015. Over the last four years, the campaign has been able to help 118 public high schools, 4,781 public high school teachers, and over 1.477 million public high school students in Metro Manila, Davao, Bicol and Ilocos region.



Caltex Fuel Your School has been recognized by various award-giving bodies. It bagged Silver and Gold Anvil Awards from Public Relations Society of the Philippines, a merit recognition from the coveted Quill Awards, and a citation from the American Chamber of Commerce CSR Excellence Awards.

CPI Manager for Corporate Affairs Atty. Raissa Bautista said, "Education is everyone's concern, not just DepEd's or the students' or the teachers'. Most of us here already have careers but that doesn't mean it's not our concern anymore. Education is a vital pillar of a country. A country that's on the road to progress is a country that has a progressive education."

KEEPING UP WITH CHANGE



Technology, age, and economic factors have affected the behavior of internal and external customers faster than we expect. As a technology guru said, "Everything you learned five years ago is old. Everything you learned 10 years ago is obsolete."

A few years from now, even the largest companies may not be able to play on the front-row anymore if they fail to adapt or adjust to the ever-changing world. Corporate survival no longer lies purely on the master craftsman's skill, the efficiency of production lines, the persuasiveness of a salesman or the best mix of marketing tools. The new business paradigm focuses on customer relationship management (CRM), an approach that seeks to create, develop and enhance relationships with carefully targeted customers in order to improve customer value and corporate profitability, thereby maximizing shareholder value.

Northern Star Energy Corporation recently conducted *The Need for Change: Creating New Paradigms with Customer Relationship Management*, a workshop aimed at getting aligned on the definition of CRM, improving current and developing more relevant CRM programs, and committing the different Northern Star business units to collectively deal with current and future changes.

The whole-day workshop held on January 24, 2019 at Diamond Residences in Makati was facilitated by Mr. Jun Salipsip, CRM Consultant with Mike Ortega, Northern Star Customer Experience Manager and the Strategic Marketing and Communications Team. It was attended by 22 representatives from Northern Star Retail, Asset & Property, Commercial & Industrial, Supply Chain, Finance, Fuel Facilities Solutions Inc., GoPetrol and Support Services.

"We are each other's customers," said Juan Miguel T. Delgado, COO of Northern Star, in his Welcome Remarks. "Throughout our history, we have experienced rapid growth in all aspects of our business. We need each other to meet and exceed our customer's expectations as we seek to stay relevant and profitable."

The participants were grouped according to functions to work together on specific CRM-related tasks. Most of the participants see Northern Star to be a much larger organization in the future and identified trends that may either be threats or opportunities. They were then asked to provide CRM-driven solutions to the threats and strategies to take advantage of the opportunities. The recommendations from the groups will be evaluated by the Northern Star senior management team for further development and implementation.

THREE STARS RISE IN FIRST HALF OF 2019

Northern Star Energy Corporation continued its expansion in the first half of 2019 with the opening of three Caltex Stations – one in Alicia, Isabela and another in Calamba, Laguna – and the takeover of an existing site in Makati City.

Caltex Alicia 2 is in a first class municipality that is considered as the largest rice producer with the biggest irrigated rice field in the whole of Region II. Apart from being an agricultural business center, Alicia also attracts local and foreign tourists as the site of the Our Lady of Atocha Church, a 169-year old Spanish style edifice which has officially been declared by the Philippine Department of Tourism as a national religious tourist destination.

Ever since its Grand Opening on February 19, Caltex Alicia 2 has become famous as the service station with the best looking and best maintained restrooms in the area. Designed and developed by Northern Star Retailer Partners Wilson and Josephine Dasig, the Caltex Alicia 2 Restroom Lounge has a waiting area, open indoor gardens inside both Male and Female sections and cubicles for Persons With Disabilities. Dedicated staff assure that the restrooms are always well maintained and stocked with essentials. The steadily growing stream of regular and transient customers attest to the added value that clean restrooms bring to the convenience retailing business. Construction is on-going for spaces suitable for a convenience store and other non-fuel co-locators.

Caltex Calamba is the first Northern Star-operated service station in Southern Luzon. Located in historic Calamba, City – the birthplace of National Hero Dr. Jose Rizal. Calamba is a first class

LUISA, NEL RETAILERS HOLD 2019 Q1 ZONE MEETING

The Retail Department of Northern Star Energy Corporation held the 2019 first quarter zone meeting of its LUISA or Northwest Luzon territory on March 15 at MelSol Hotel, Vigan City, Ilocos Sur and its Northeast Luzon Territory on March 22 at Hotel Roma, Tuguegarao, Cagayan

Retailer partners discussed first quarter 2019 business performance, challenges and opportunities. The meetings were also attended by Northern Star CFO Lino Victorioso, Jr., HR Manager Rachelle Ann Kho, Admin Manager Fanny Reyes and Chevron Philippines Inc. (CPI) Business Consultant Redd Gamboa.

The agenda included sales updates, compliance with CPI Customer First standards, the results of the 2018 Retailer Partner Satisfaction Survey and the new Northern Star Restroom Program. The presentors were Mike Mortel, LUISA Area Assistant Manager;



Dennis Chuidian, NEL Area Assistant Manager; Jomel Pendijito, Retail Standards Officer; Kayselle Gomez, Strategic Marketing Officer; and Mike Ortega, Customer Experience, Strategic Marketing and Communications Manager.

NORTHEAST LUZON TERRITORY NAMED ELITE PARTNER BY CHEVRON PHILIPPINES



Chevron Philippines, Inc. (CPI) classified Northern Star's Northeast Luzon (NEL) territory as a Branded Marketer (BM) Elite Partner in its 2018 BM Optimization Program (BMOP). Under the BMOP, CPI

rates its BM territories nationwide every 6 months based on their accomplishments in three elements strengthening the organization, managing performance and growing the business and classifies them either as BM Plus (90%-95%) or BM Elite (95.1%-100%). The NEL territory scored 96% for the second half of 2018.

"I commend the Retail Team headed by Dometila Posecion, particularly NEL Area Assistant Manager Dennis Chuidian; Site Development Assistant Manager Juanito Selpides; and Retail Coordinator Raizelle Labasbas for working with our NEL Retailer Partners to achieve this recognition," said Northern Star Chief Operating Officer Juan Miguel T. Delgado.

This accomplishment is just one of the epitomes of Northern Star's proven growth strategy. Northern Star looks forward to serving more customers with the quality of service they deserve, together with highest concern for their health and safety. Northern Star is excited about what lies ahead for them this 2019.

NORTHERN STAR JOINS NICKEL INITIATIVE 2019

Northern Star, through its Commercial & Industrial (C&I) Department participated as a sponsor and exhibitor at The Nickel Initiative 2019 – Shaping Tomorrow Together, an event organized by the Philippine Nickel Industry Association. The activity was held on March 18 and 19, 2019 at Shangri-La at the Fort, Bonifacio Global City.

The Nickel Initiative 2019 focused on promoting the importance of nickel in key global industries by discussing and identifying the cross-cutting issues and trends that would make a huge impact among businesses, people and societies. Northern Star's participation was meant to enhance the brand as a leading petroleum product and services supplier to the mining industry and associated businesses.



city known as the Regional Center of and the richest city in CALABARZON. Calamba is famous for its hot spring resorts and thriving manufacturing and industrial establishments.

Caltex Calamba targets both private motorists as well as local transport companies as its market. During the Grand Opening ceremonies on May 10, the service station offered a Php 5/liter discount on gasoline and diesel and distributed free Caltex merchandise to customers. This resulted in long lines of new customers eager to try what the station has to offer. Northern Star Retailer Partners Jeffrey and Maria Perez hope that this trial will eventually turn to customer loyalty, especially once plans to have co-locators in the site come to fruition.

The steady growth of sales since the Grand Opening in the face of stiff competition from more established players in the trading area is an encouraging sign that Caltex Calamba is on its way to becoming one of Northern Star's main sites.

Northern Star further strengthened its presence in Metro Manila by taking over Caltex Arnaiz along Antonio Arnaiz Avenue in Makati City on May 1. Operating 24 hours a day, the sixth Northern Star service station in the metropolis serves the country's premier business district. Plans are afoot to enhance its existing offers with a convenience store and other non-fuel offers in the future.

