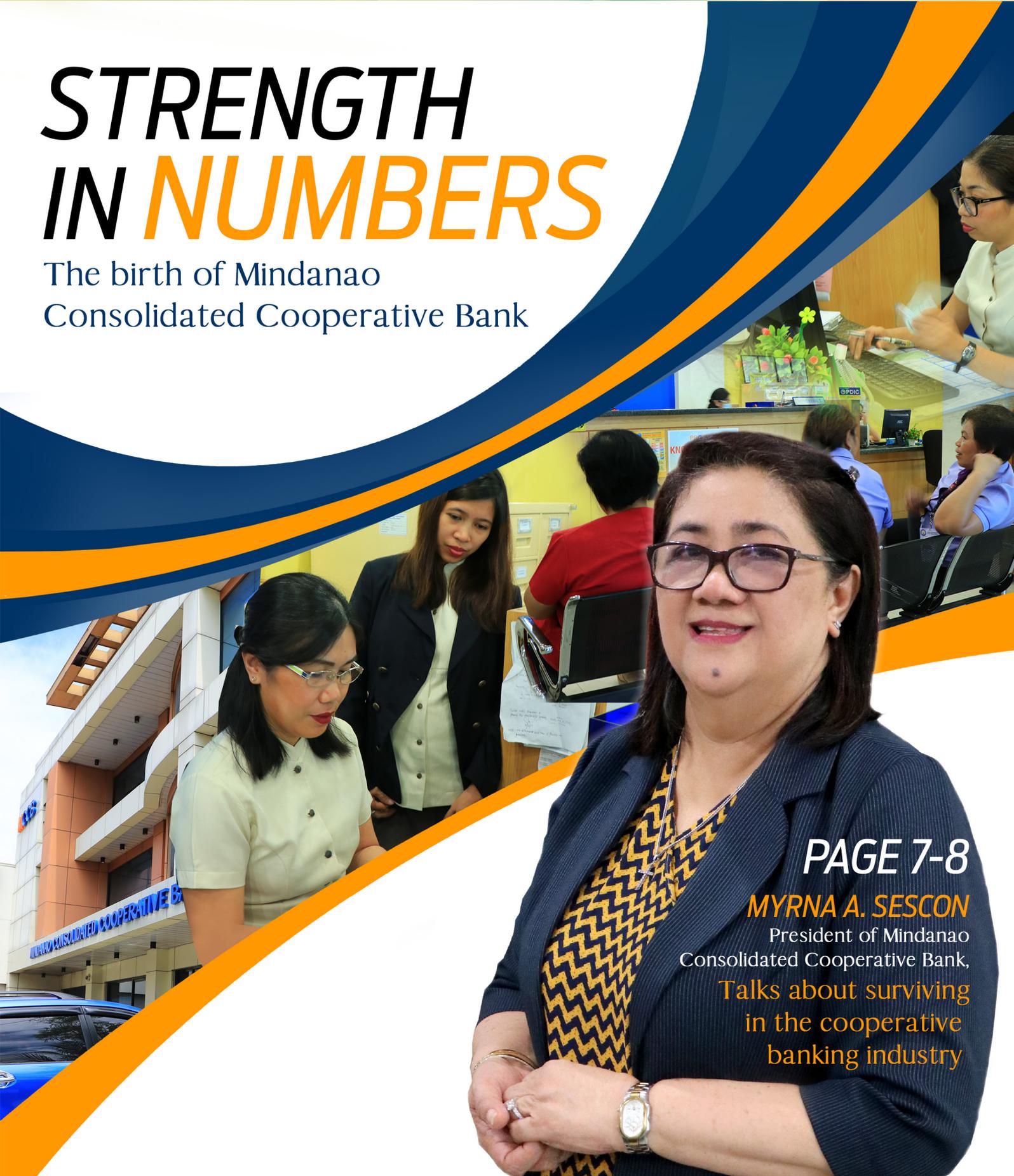


# HARVEST

A quarterly publication for LANDBANK Clients and Partners  
Vol. XIII, No. 1 April 2018

## **STRENGTH** **IN NUMBERS**

The birth of Mindanao  
Consolidated Cooperative Bank



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**MYRNA A. SESCON**

President of Mindanao  
Consolidated Cooperative Bank,

Talks about surviving  
in the cooperative  
banking industry

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## OVERSEAS FILIPINO BANK LAUNCHED



## MYRNA A. SESCON TALKS ABOUT SURVIVING IN THE COOPERATIVE BANKING INDUSTRY



## LANDBANK REACHES OUT TO MARAWI

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# LETTER FROM THE EDITOR

In this issue, we take stock of a few highlights of the journey LANDBANK has taken in 2017, fulfilling its promise of always helping the country grow.

This month of March saw the culmination of two significant client programs -- the Client Appreciation Celebration and Financial Inclusion (FI) Caravan.

Both of these months-long efforts that kicked off during the Bank's 54th year in 2017 are becoming part of our anniversary tradition. They also help us bring to light our immense gratitude to all our valued clients, and further the cause of building a financially sound nation through basic banking activities and education in the countryside. We are proud to say that these initiatives have given us recognition to be thankful for, with the FI Caravan winning at the recent Anvil Awards.

Equally important to our success is how our clients and partners are growing along with us. We visited Mindanao to know how one group of veteran countryside movers came to be the Mindanao Consolidated Cooperative Bank and how it plans to uphold a new identity in the industry.



CATHERINE ROWENA B. VILLANUEVA  
Editor-in-Chief  
First Vice President for Corporate Affairs



## ABOUT THE COVER

With cooperatives proving as one of the most important partners in bringing financial inclusion to the countryside, we take a look at how the Mindanao Consolidated Cooperative Bank came to be and its plans to ride the challenging landscape of the cooperative banking industry.

## LANDBANK FINANCIAL INCLUSION CARAVAN

### TAKES SILVER AT 53RD ANVIL AWARD



Validating the collective efforts toward bringing more Filipinos into the financial fold, LANDBANK was conferred with the Silver Anvil Award for its Financial Inclusion Caravan at the recent 53rd Anvil Awards of the Public Relations Society of the Philippines held at the Shangri-la Hotel in Taguig City last March 23, 2018.

Turn to page 6 for details on the culminating leg of the LANDANK FI Caravan held in Sorsogon.

## Harvest Magazine Editorial Staff

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# PAVING THE WAY HOME FOR FILIPINOS WORLDWIDE

Setting the tone at the start of 2018 for what awaits Filipinos stationed across the globe, Philippine President Rodrigo Roa Duterte led the ceremonial launch of the Overseas Filipino Bank (OFBank) in Liwasang Bonifacio, Manila.

Held on January 18, 2018, the event signalled the efforts toward the fulfilment of the President’s promise to create a bank dedicated to the needs of Overseas Filipino Workers (OFWs).

This is pursuant to Executive Order No. 44 signed by the President on September 28, 2017, approving LANDBANK’s acquisition of the Philippine Postal Savings Bank and its conversion into the Overseas Filipino Bank to serve as a “policy bank dedicated to provide financial products and services tailored to the requirements of overseas Filipinos”.

While OFBank is the fruition of a promise President Duterte made to OFWs, it will also benefit all Filipinos abroad,

including immigrants and those with resident visas. Thus the bank is named Overseas Filipino Bank.

The creation of OFBank, as a wholly-owned Savings Bank subsidiary of LANDBANK that will cater to the needs of the sector, will strengthen the government’s presence in the remittance market and eventually influence lower costs of bank remittance.

OFBank will be a collaborative effort among various government agencies, including the Department of Finance, the Department of Labor and Employment, and the Department of Foreign Affairs.



President Rodrigo R. Duterte (center-left), LANDBANK President and CEO and Overseas Filipino Bank Chairman Alex Buenaventura (center-right), with (from left to right) Department of Labor and Employment Secretary Silvestre Bello III, Department of Foreign Affairs Secretary Alan Peter Cayetano, Executive Secretary Salvador Medialdea, OFBank President Renato Eje and Department of Finance Secretary Carlos Dominguez III during the unveiling of the OFBank marker in Liwasang Bonifacio, Manila.



OFBank President Renato Eje



(From left) Bureau of Internal Revenue Department Caesar Dulay, Department of Labor and Employment Secretary Silvestre H. Bello III, Bangko Sentral ng Pilipinas Governor Nestor Espenilla, Department of Finance Secretary Carlos Dominguez III, Department of Foreign Affairs Secretary Alan Peter Cayetano, LANDBANK President and CEO and Overseas Filipino Bank Chairman Alex Buenaventura, OFBank President Renato Eje (from back left) LANDBANK Board Directors Virgilio Robes and Jesus Hinlo, Jr..

## BANKING PRODUCTS AND SERVICES

OFBank will soon offer a wide range of banking products – from deposits, loans and investments, to remittance and payment services – that match the needs of Overseas Filipinos.

“Through the Overseas Filipino Bank, we give back what is due our kababayans abroad through a bank specially dedicated to servicing their banking and financing requirements,” said President Duterte, who underscored the government’s continuing commitment to protect and uphold the welfare of the country’s modern-day heroes and their families.



President  
Rodrigo R. Duterte



LANDBANK President and CEO and Overseas Filipino Bank Chairman Alex Buenaventura



(From left) LANDBANK Corporate Services Sector EVP and OFBank Director Julio Climaco, Jr., OFBank Director Bituin Salcedo, Bangko Sentral ng Pilipinas Governor Nestor Espenilla, OFBank President Renato Eje, and OFBank Director Leticia Damasco.



(From left) Corporate Services Sector EVP Julio Climaco, Jr., LANDBANK Board Directors Crispino Aguelo and Virgilio Robes, LANDBANK President and CEO Alex Buenaventura, Albay Governor Al Francis Bichara, and Legazpi Mayor Noel Rosal.

# LANDBANK CLIENT APPRECIATION EVENT ENDS IN LEGAZPI CITY

The LANDBANK Client Appreciation event held at The Oriental in Legazpi City helped bring the months-long celebration to a close, ending its run which began as part of the Bank's 54th anniversary in August 2017.

Headed by LANDBANK President and CEO Alex Buenaventura and members of the Board of Directors and top management, LANDBANK welcomed clients and guests to the March 9 lunchtime event that also saw the turnover of financial aid to guest of honor Governor Al Francis Bichara, along with other special guests in attendance including Legazpi Mayor Noel Rosal and other mayors and local government officials from surrounding municipalities, like Sto. Domingo, Daraga, Camalig, Ligao City, Guinobatan, Tabaco City, Malilipot, and Bacacay.

The donation will be utilized toward providing basic needs

for affected families currently housed in evacuation centers. LANDBANK also reminded attendees of its existing lending programs such as the LANDBANK Calamity Rehabilitation Support or CaReS Program to help with rebuilding and rehabilitation efforts.

This 8th leg is the final of a series of events that began in September last year in the cities of Iloilo, followed by Cebu, then Cagayan de Oro, Manila, Davao, Baguio, and Tagaytay. Ms. Issa Litton hosted the final event, with entertainment provided by the Whiplash dancers and Jazz trio Baihana.





# FINANCIAL INCLUSION MAKES FINAL STOP IN SORSOGON

**O**n the same weekend, LANDBANK travelled to the town of Pilar, Sorsogon for the 8th and final stop of the Bank's Financial Inclusion (FI) Caravan.

Focusing on helping residents in remote areas be aware of and take part in basic banking activities, the caravan is the Bank's way of helping promote the Bangko Sentral ng Pilipinas' initiatives for financial inclusion across the country. LANDBANK officers and staff from the Sorsogon Branch and Pilar LEAF helped organize the event, with assistance from personnel from the Department of Social Welfare and Development, and local government. Participants were given seminars about basic money matters and opportunity to open a LANDBANK savings account on site and free of charge.

The FI Caravan was staged at the Municipal Gym beside the Municipal Hall of the Pilar LGU on March 10, and was attended by more than 500 participants. From this group, 406 accounts were opened.

LOCATION	ACCOUNTS OPENED	LOCATION	ACCOUNTS OPENED
<b>Barotac Nuevo, Iloilo</b> September 23, 2017	<b>331</b>	<b>Braulio Dujali, Tarlac</b> November 11, 2017	<b>300</b>
<b>Argao, Cebu</b> October 7, 2017	<b>215</b>	<b>Kiangan, Ifugao</b> November 25, 2017	<b>370</b>
<b>Sugbongcogon, Misamis Oriental</b> October 21, 2017	<b>398</b>	<b>Quenca, Batangas</b> January 20, 2018	<b>284</b>
<b>Moncada, Tarlac</b> November 4, 2017	<b>440</b>	<b>Pilar, Sorsogon</b> March 10, 2018	<b>406</b>
<b>TOTAL ACCOUNTS OPENED AS OF MARCH 14, 2018</b>			<b>2,744</b>





# ENDURING FOR STRENGTH, GROWING IN CHANGE

## THE STORY OF MINDANAO CONSOLIDATED COOPERATIVE BANK

**M**s. Myrna Sescon started working as a cashier at the Cooperative Bank of Misamis Oriental (CBMO) in 1979. Rising through the ranks in a span of 39 years, she found herself facing yet another big challenge – to steer the operations of the Mindanao Consolidated Cooperative Bank or MCCB as President of this newly created entity.

MCCB was born out of the consolidation of three cooperative rural banks operating in Mindanao – the Bukidnon Cooperative Bank (BCB), the Cooperative Bank of Agusan del Norte (COBAN), and the CBMO which is the lead bank. MCCB officially started operating as a consolidated entity in June 2017.

Running the MCCB is more challenging, Ms. Sescon said, “especially now that our operations extend to almost the entire of Mindanao.” MCCB has 17 branches and two Other Banking Offices or OBO. The former Head Office of the CBMO in Cagayan De Oro City has now become the Head Office of MCCB. To spread the word among its clients and the general public, MCCB conducted a tri-media campaign and went town-to-town to announce the consolidation. Now, we are working on our adoption of a new and consolidated IT system, Ms. Sescon said. MCCB is doing these while serving and strengthening both its clients and stockholders.

The consolidation was already being mulled as far back as 2011. In the years leading to this move, the plan was taken up in the constituent co-op banks’ respective general assemblies. Steps were laid out and fine-tuned, and the necessary authorizations from the Cooperative Development Authority (CDA) and the Bangko Sentral ng Pilipinas (BSP) were secured.

“The three co-op banks consolidated in order to survive,” Ms. Sescon said. “By fusing into the MCCB, we hope to address capital deficiency as well as improve our competitiveness.” It now has assets amounting to P1.5 billion, and authorized capital of P800 million. “Our clients are mainly small farmers, fishers, market vendors and other micro-entrepreneurs,” Ms. Sescon said. They avail of MCCB’s various loan products including financing for agricultural and livestock production, agribusinesses, trading of agricultural products and other goods, and acquisition of vehicles for hauling and transport

services. It also extends consumer loans, including salary loans for providential and livelihood purposes.

“For our shareholders, our goal is to help rehabilitate the weak ones,” Ms. Sescon shared. The members of the Board of the MCCB themselves are going around these co-ops, providing them updates as well as guidance on their operations. Meanwhile, among its top shareholders are the Oro Integrated Cooperative, ACDI Multipurpose Cooperative, Microbankers Cooperative, Gabayan sa Kaugmaon Multi-Purpose Cooperative (GASAKA MPC), and DMPI-Employees’ and Community Credit Cooperative.

In the near future, MCCB targets to establish five additional branches or offices. “We are currently studying the feasibility and locations,” Ms. Sescon said. The expansion is expected to extend MCCB’s reach to more clients, including the underserved and unbanked in the far-flung areas of Mindanao.

As the MCCB’s goals are congruent with LANDBANK’s thrusts of countryside development and financial inclusion, the Bank continues to be one of the latter’s reliable allies. Even before the consolidation, and as early as 1985, MCCB’s constituent co-op banks have been LANDBANK’s depositors and borrowers. LANDBANK has also provided support by way of the Capital Infusion Program.

Ms. Sescon said that MCCB today faces the challenge of sustaining its operations. It also commits to continue developing and enhancing products that suit the needs of its customers.

Through its valued partnerships with institutions like LANDBANK that are supportive of the MCCB’s mission, the co-op bank is hopeful of being able to continue serving its growing number of clients and expanding community.



Together we can.

# MCCCB

MINDANAO CONSOLIDATED COOPERATIVE BANK

**(Consolidation of Co-op Bank of Misamis Oriental (CBMO), Bukidnon Co-op Bank (BCB), and Co-op Bank of Agusan del Norte (COBAN))**



Provincial Capitol Compound, Gen. A. Luna St., Cagayan de Oro City

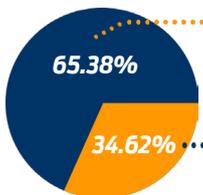


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#### LOANS

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#### OTHER SERVICE CHARGES

Processing Fee, Commission Income, Assets Disposal, Others-Miscellaneous

### MAJOR CLIENTS/MARKETS



**NO. OF LOCAL BRANCHES (MINDANAO) 17**

**OTHER BANKING OFFICE (MINDANAO) 2**



**MYRNA A. SESCON**

President  
Mindanao Consolidated  
Cooperative Bank



# HELPING THE COUNTRY GROW LANDBANK REACHES

**L**ess than two months after resuming banking operations with the re-opening of the Marawi Branch, LANDBANK continues to fulfil its commitment to help restore normalcy in the city and neighboring communities by making a host of assistance programs available to residents/survivors of the armed conflict.

Supporting the government's recovery and rehabilitation efforts during the turnover of transitional homes built for affected families in Sagonsongan, Marawi led by President Rodrigo Duterte and the Housing and Urban Development Coordinating Council, LANDBANK, as led President and CEO Alex Buenaventura, stressed the importance of providing access to financial and other assistance programs.





(From left) Agricultural and Development Lending Sector SVP Joselito Gutierrez, LANDBANK President and CEO Alex Buenaventura, Provincial Engineer Farouk Balindong, Provincial Treasurer Gonoranao Mapandi Jr., and LANDBANK Head for Marawi Branch Achmad Mamacotao (from back left) LANDBANK Physical Security Office VP Efren Tedor and LANDBANK First VP for West Mindanao Branches Group Khurshid Kalabud.

# ES OUT TO MARAWI

“While we each do our part to contribute to the Bangon Marawi program, now is the time for us to truly come together and unify our efforts to ensure the effective implementation of recovery programs,” Buenaventura said. These programs include the following:

## LANDBANK CaReS for Marawi

LANDBANK Calamity Rehabilitation Support (CARES) Program for Marawi and other LGUs in Lanao del Sur makes it possible for existing clients to avail of loan restructuring, while new clients may avail of loans at a lower interest rate and with longer payment tenor.

## HARVEST Program

The HARVEST (Harnessing Agribusiness Opportunities through Robust and Vibrant Entrepreneurship Supportive of Peaceful Transformation) Program will provide concessional loans to agribusiness enterprises, farmers’ cooperatives, MSMEs, and similar organizations for their capital investments, operations, expansion initiatives and agriculture-related projects.

A Php1.76 billion official development assistance from the Japan International Cooperation Agency, the program will help create more investments and jobs in Marawi and other conflict-affected areas in Mindanao.



## Other Assistance Programs

LANDBANK also turned over 60 units of water filtration systems to select barangays to benefit around 6,000 residents to accommodate displaced Marawi residents in need of potable water. These portable water filtration systems can filter up to 1,000,000 gallons of water and can last for five to 10 years.

More than 700 books were also distributed to help Marawi children recover from the trauma of war.

The Bank likewise donated a total of P15 million to the Provincial Government of Lanao del Sur and the City Government of Marawi to augment their funds for rehabilitation.



The **Gawad Kaagapay** puts the spotlight on clients and partner medium and large corporations, and large enterprises in the private sector whose substantial operations figure into the successful attainment of the Bank's developmental thrust, as well as an avenue for promoting lasting relationships across industries. The Gawad Kaagapay is now on its sixth year.



The **Gawad Countryside Financial Institution** or **Gawad CFI** is a salute to the Bank's partner thrift, rural and cooperative banks. This year marks its 20th year of celebrating trustworthy credit providers who continue to empower the marginalized members of the agrarian and fisheries sectors.



# THE SE IS C THE LAND CLIENT REC PROG

**N**ominations to the various recognition programs under the Agricultural and Development Lending Sector are now underway!

LANDBANK client and partner cooperatives, small and medium-sized enterprises, small to large corporations, large enterprises, non-government organizations with microfinancing thrusts are invited to participate in a showcase of the country's outstanding movers in countryside development. Highlighting the remarkable work towards elevating the standard of living for our fellow Filipinos across the nation, these awards pay tribute to the commitment as well as the resiliency of the people and communities who move to make a positive impact in the lives of others in need.



The **Gawad sa Pinakatanging Kooperatiba** or **Gawad PITAK** has been pioneering in the Bank's thrust to instill commitment, and commend the country's cooperatives, farmers and fishers who have worked tirelessly to pursue development in the countryside for more than two decades. The Gawad PITAK is now on its 28th year.



The **Gawad Small and Medium Enterprise** or **Gawad SME** honors those who have demonstrated strong leadership, ingenuity and perseverance to make a difference, finding success even with relatively limited resources, or founded in the grassroots level. This is the 15th year for the Gawad SME.

# RESEARCH ON! LAND BANK 2018 COGNITION PROGRAMS



The **Gawad Microfinance Institution** or **Gawad MFI** is on its third year of recognizing non-government organizations that consciously create conducive spaces for the poor to pursue their dreams outside a life of poverty.

As part of the upcoming 55th anniversary of LANDBANK this coming August 2018, winners will be announced during the awarding ceremonies for the various recognition programs, namely: Gawad PITAK, Gawad SME, Gawad Kaagapay, Gawad CFI, and Gawad MFI.

**LANDBANK** clients and partners interested to join should get in touch with their respective LANDBANK Lending Centers for details.

**Deadline of submission is on the 4th of May 2018.**

# ATTENTION LANDBANK MASTERCARD CREDIT CARD HOLDERS



Make sure that your mobile number is up to date to ensure successful receipt of your 3D Secure One-Time Password (OTP) whenever you use your LANDBANK credit card online.

For updating and inquiries, please send an email to [customercare@mail.landbank.com](mailto:customercare@mail.landbank.com), or call the 24/7 Customer Care Center at 405-7000 or 1-800-10-405-7000 (PLDT Domestic Toll Free).

## LANDBANK 3D SECURE OTP

The LANDBANK 3D Secure OTP is an SMS-based password authentication process wherein a specific number code will be sent to the mobile number of the credit cardholder every time there is an attempt to use the credit card to make purchases, transfer funds, and inquire about account details online.

As a supervised financial institution of the Bangko Sentral ng Pilipinas, this is part of the adoption of multi-factor authentication techniques for certain transactions under existing BSP guidelines. The OTP implementation is part of continuous efforts to curb cyber-attacks involving various financial transactions through online channels.

## LANDBANK ADDS LBC TO LIST OF REMITTANCE PICK-UP SERVICE PARTNERS

LANDBANK and LBC signed a partnership agreement allowing LANDBANK clients to pick up cash remittances through any of LBC's 1,277 outlets all over the country. This latest arrangement brings the Bank's network for an anywhere cash pick-up service to a total of at least 4,916 pick-up points.



(From left) LBC Money Express Corporate and Key Accounts Sales Manager Eduardo Ibazeta, LBC Express Philippine Retail Operations SVP Oliver Valentin, LANDBANK Assistant VP and OIC for OFW Remittance Group Jose James Figueras, and Assistant VP for Overseas Remittance Marketing and Support Department Atty. Reo Andarino.



# **LANDBANK** **Link.BizPortal**

Experience **hassle-free, secure, and easy BIR tax payment.**

LANDBANK account holders can now pay their taxes without the hassle of queuing especially during the tax season rush.

The LANDBANK Link.BizPortal is a payment option open to all active LANDBANK ATM Cardholders (LANDBANK Visa Debit and Regular ATM) who have already filed their tax returns through eBIRForms in the BIR website.

This is yet another platform to facilitate tax collection in line with LANDBANK's continuing effort to help streamline payment of government fees and promote ease of doing business.

**TAXPAYERS NEED TO FILE THEIR TAX RETURNS THROUGH eBIR FORMS IN THE BIR WEBSITE BEFORE PAYING ONLINE WITH THESE SIMPLE STEPS:**

- STEP 1** Go to [www.landbank.com](http://www.landbank.com) and click on **LANDBANK Link.BizPortal**
- STEP 2** Select **BIR** as merchant
- STEP 3** Choose **Tax Payment** as transaction type
- STEP 4** Fill-out **Transaction Details** and review provided information
- STEP 5** Select **LANDBANK ATM** as payment method
- STEP 6** View/Print **Payment Confirmation**

For more information, go to [www.landbank.com](http://www.landbank.com) or you may call our Customer Care Center at **(02) 405-7000** or **1-800-10-405-7000** (PLDT Domestic Toll Free).



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