



## **MISSION**

Pacifica Holdings Inc. (the “Company”) strives to implement the effective management for diversifying its portfolio of businesses by committing to ethical business practices while aiming for sustainable growth. We aim to deliver superior returns for our shareholders whilst carrying our investment projects and being mindful of our social, economic, and environmental impact to the community.

## **VISION**

The Company believes in developing its stakeholders' trust through building market-leading business practices. This is to be done through ensuring the long-term value for our stakeholders while exploring and tapping new industry sectors and forging strong partnerships with local businesses that contribute to the sustainable and equitable development of the country.

## **KEY VALUES**

The Company’s key values and principles as a holding corporation are as follows:

### **Long-term Vision**

The Company prioritizes long-term sustainability and growth with short-term gains by making essential investments with pertinent growth potential whilst aligning it to its current overall corporate strategies.

### **Diversification**

The Company is actively looking into diversifying its portfolios across different industries in the country. This is to mitigate risks related to economic fall downs or specific challenges across different industries.

### **Financial Stability**

The Company stands firm in including circumspect management of cash flow, debt, and liquidity that can withstand unforeseen market fluctuations or challenges.

### **Compliance to Legal and Regulatory**

The Company ensures that it abides by the applicable laws and corporate governance regulations of the Securities and Exchange Commission, Bureau of Internal Revenue, and other governing

public entities with regard to its reportorial requirements, local government regulations and tax compliance, and/or such other industry-specific compliances.

With these, the Company positions itself for sustained growth, profit, and resilience in the increasingly competitive business environment.