

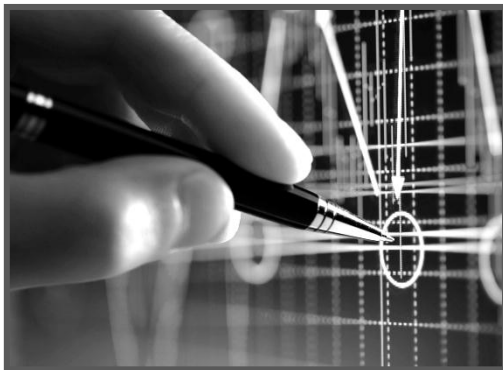
In the business of trust.  
**1H13 Results**



# INVESTOR PRESENTATION HIGHLIGHTS



## COMPANY OVERVIEW



## FINANCIAL AND OPERATING HIGHLIGHTS

## GROWTH OUTLOOK

# COMPANY OVERVIEW

Established and licensed by the SEC in 1999

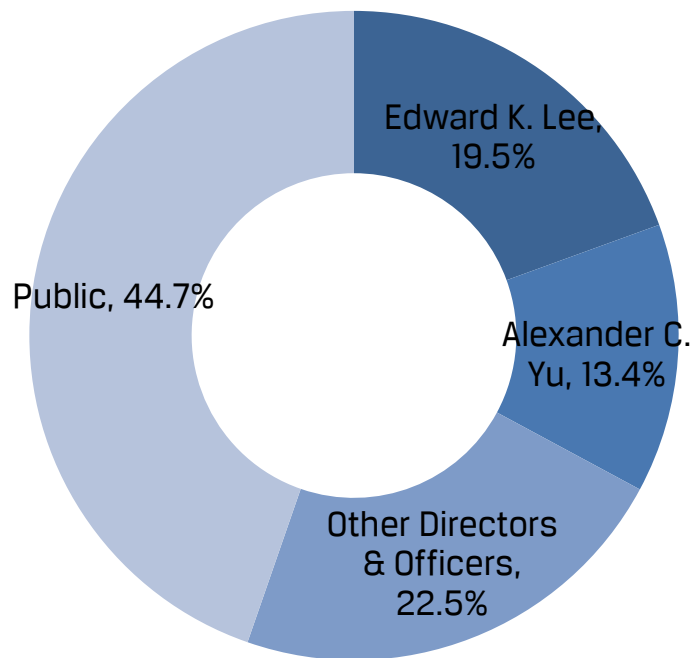
The leading and fastest-growing online stockbroker in the Philippines

Focused on tapping the underserved retail investor base in the stock market

Founder (Edward K. Lee) retains 19.5% stake and actively manages the Company.



# OWNERSHIP STRUCTURE



<b>Outstanding Shares</b>	<b>468.7Mil</b>
Free Float	209.4Mil
Market Cap*	Php8.9BII

*\*As of end of June 2013*

## BUSINESS OBJECTIVE

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To be the preferred source of financial services, a trusted provider of guidance and investment and a strong organization committed to delivering great value to its customers.

**“ OUR GOAL IS TO BE THE CHAMPION  
OF THE FILIPINO INVESTOR ”**

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# LEADING & FASTEST GROWING ONLINE STOCKBROKER IN THE PHILIPPINES IN TERMS OF NUMBER OF ACCOUNTS

2012 Rank	Broker Name	Total Accounts		% Change	% of Total Accounts Online
		2011	2012		
1	<b>COL Financial</b>	<b>27,969</b>	<b>46,444</b>	<b>66.1%</b>	<b>59.4%</b>
2	BPI Securities	16,543	19,721	19.2%	25.2%
3	First Metro	4,217	6,638	57.4%	8.5%
4	Accord Capital	2,184	2,870	31.4%	3.7%
	Others	1,837	2,543	38.4%	3.3%
	<b>Total</b>	<b>52,750</b>	<b>78,216</b>	<b>48.3%</b>	<b>100.0%</b>

SOURCE: PSE

# AND IN TERMS OF VALUE AND VOLUME OF ONLINE TRANSACTIONS

Rank		Broker Name	Value T0 (Php Bil)			% of Online Value T0	No. of Trades ('000)			% of Online Transactions
Value T0	No. of Trades		2011	2012	% Change		2011	2012	% Change	
1	1	<b>COL Financial</b>	<b>121.9</b>	<b>150.4</b>	<b>23.3%</b>	<b>76.8%</b>	<b>1,242.2</b>	<b>2,664.5</b>	<b>114.5%</b>	<b>82.2%</b>
2	2	BPI Securities	23.3	24.5	5.3%	12.5%	287.5	331.1	15.2%	10.2%
3	3	First Metro	11.4	15.1	32.1%	7.7%	117.6	140.8	19.7%	4.3%
4	8	F. Yap	4.1	2.3	-43.2%	1.2%	5.4	6.4	19.1%	0.2%
5	4	Accord Capital	1.9	1.4	-29.7%	0.7%	28.8	57.3	99.3%	1.8%
		Others	2.1	2.1	0.5%	1.1%	26.8	41.2	53.6%	1.3%
		<b>Total</b>	<b>164.8</b>	<b>195.7</b>	<b>18.8%</b>	<b>100.0%</b>	<b>1,708.3</b>	<b>3,241.4</b>	<b>89.7%</b>	<b>100.0%</b>

SOURCE: PSE

# ALSO AMONGST THE BIGGEST PHILIPPINE-BASED BROKERS

2011 Rank	2012 Rank	Broker Name	Value Turnover (Php Mil)	2012 % Total
2	1	Deutsche Regis Partners Inc.	382,244	10.80
4	2	UBS Securities Phil.	355,272	10.03
3	3	CLSA Phils. Inc	304,177	8.58
1	4	Maybank ATR KimEng Securities, Inc.	259,447	7.32
5	5	Macquarie Securities (Phil), Inc.	221,661	6.26
6	6	Phil. Equity Partners, Inc.	157,126	4.43
<b>8</b>	<b>7</b>	<b>COL Financial Group, Inc.</b>	<b>150,354</b>	<b>4.24</b>
11	8	DBP- Daiwa Capital Markets Phil. Inc.	143,930	4.06
9	9	J.P Morgan Securities Phil. Inc.	119,981	3.39
13	10	SB Equities	104,119	2.94
<b>Total PSE Value Turnover</b>			<b>3,543,422</b>	

SOURCE: PSE



# CORPORATE MILESTONES

## MARCH 2001

The COL PH online trading platform became operational.

## APRIL 2002

Citiseconline HK Ltd. (COL HK) became a trading participant of the HK Exchange.

## MAY 2002

The COL HK platform was launched.



## JANUARY 2008

Received the PSE Outstanding Domestic IPO Award for 2006 and special recognition for Active Investor Education. COL was ranked by the PSE as the #1 Online Stockbroker in the Philippines for most number of trades transacted.

## AUGUST 2008

Launch of the COL Easy Investment Program.

## FEBRUARY 2009

COL operates its seat at the PSE.

## FEBRUARY 2012

Launched the Relationship Manager services for high value customers.

## MARCH 2012

SEC approves the change in the corporate name to COL Financial Group, Inc.

## APRIL 2012

Launch of the new COL website with streaming data.

## DECEMBER 2012

Awarded the first Bell Award on Good Governance by the PSE



1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

## AUGUST 1999

Became licensed by the SEC to conduct business as a broker and dealer of securities in the Philippines.



## NOVEMBER 2005

The COL PH Trading platform was officially launched to the public.

## JULY 2006

COL listing in the PSE via initial public offering (IPO).



## NOVEMBER 2006

The COL Investor Education Series comprised of free basic and advanced technical seminars was launched.

Margin Financing was launched.

## DECEMBER 2006

PSE approved COL's application as a trading participant of the PSE.

## APRIL 2010

Launch of the full-service independent advisory team called the Private Clients Group (PCG).

## DECEMBER 2010

COL PRO, the first real-time, customizable, all-in-one trading application, was provided to high-value customers for more efficient transacting.

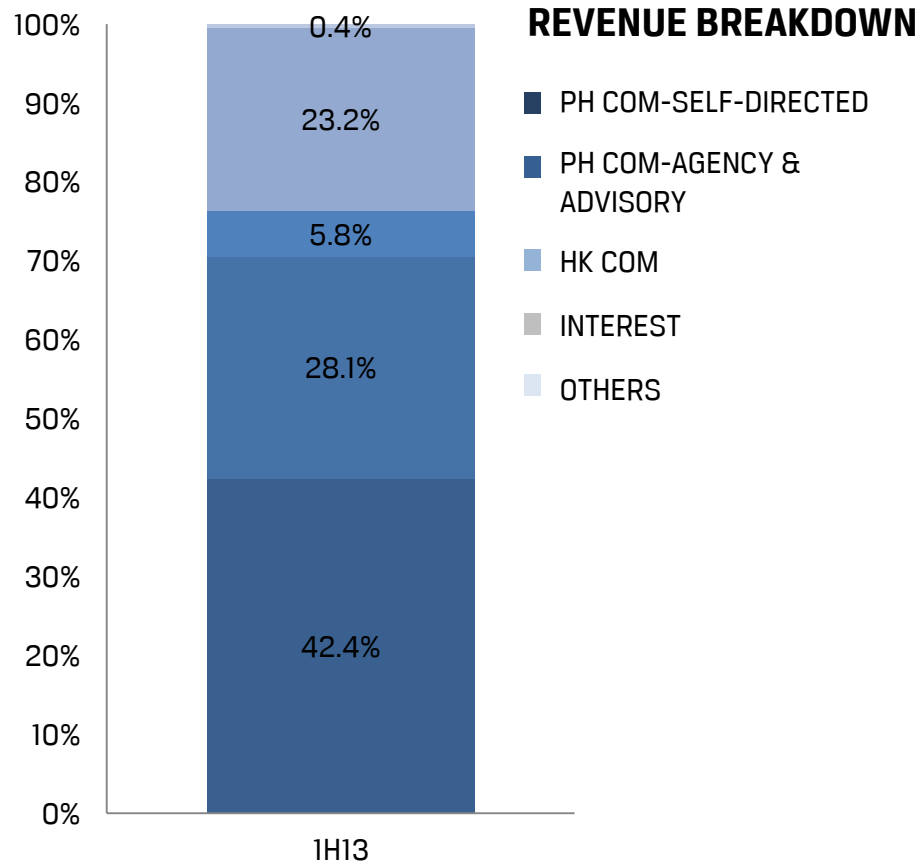


## JULY 2011

Opening of the COL Business and Data Center in Ayala Triangle Tower 1, Makati.

# BULK OF REVENUES GENERATED FROM PHILIPPINE OPERATIONS

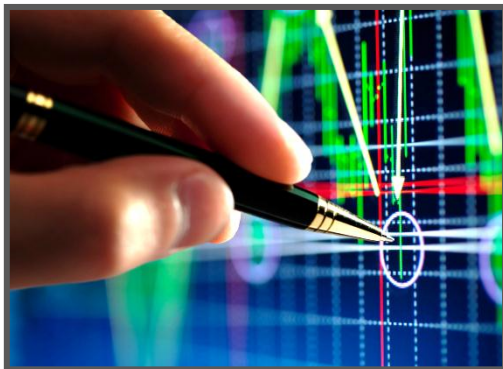
- COL's Philippine operations account for 94.0% of revenues, while its HK operations account for the balance.
- Commissions from both Philippines and HK account for 76.1% of revenues.
- Interest income from margin loans and cash account for 23.1% of revenues.



# INVESTOR PRESENTATION HIGHLIGHTS



COMPANY OVERVIEW



**FINANCIAL AND OPERATING HIGHLIGHTS**

GROWTH OUTLOOK

# KEY HIGHLIGHTS

## Positives

- Profits up 6.3%
- Double digit growth in revenues and pre-tax profits
- Operating margins up
- Strong growth in new accounts and net new asset flows
- Increased market share in terms of local value T/O
- ROAE increased to 35.5%
- Asset base grew to Php5.9 Bil as of end June

## Negative

- HK revenues down Y/Y

## Consolidated Income Statement (in PhpMil)

# 1H13 NET INCOME UP BY 6.3%

- Consolidated net income rose 6.3% Y/Y to Php222.2 Mil. Pre-tax profits, which is a better indication of operating performance jumped by 29.2% to Php273.7 Mil.
- Consolidated revenues grew 24.6% largely driven by the significant growth of commission revenues and the double digit increase in interest income.
- Operating expenses grew at a slower pace of 17.8% to Php169.7 Mil due to cost cutting measures in HK and as COL benefited from economies of scale in the Philippines.
- Provision for taxes normalized to Php51.4 Mil during 1H13 as the amount of stock options exercised dropped significantly.

	1H12	1H13	Change	
			Amount	%
<b>INCOME</b>				
Commissions	261.5	338.6	77.1	29.5%
Interest	92.5	102.9	10.4	11.2%
Other income	1.9	1.9	0.0	2.6%
<b>Total</b>	<b>355.9</b>	<b>443.4</b>	<b>87.5</b>	<b>24.6%</b>
<b>EXPENSES</b>				
Commission expenses	47.8	72.5	24.6	51.5%
Personnel costs	31.8	31.3	-0.5	-1.6%
Professional fees	13.1	9.2	-4.0	-30.2%
Stock exch. dues a & fees	9.4	12.5	3.1	32.8%
Communication	11.3	12.0	0.6	5.6%
Rentals & utilities	7.6	7.7	0.1	1.1%
Depreciation	8.6	7.9	-0.7	-8.0%
Advertising & marketing	1.7	5.1	3.4	202.6%
Others	12.7	11.6	-1.1	-8.4%
<b>Total</b>	<b>144.0</b>	<b>169.7</b>	<b>25.7</b>	<b>17.8%</b>
<b>PRE-TAX INCOME (LOSS)</b>	<b>211.9</b>	<b>273.7</b>	<b>61.8</b>	<b>29.2%</b>
<b>TAXES</b>	<b>2.8</b>	<b>51.4</b>	<b>48.6</b>	<b>1730.3%</b>
<b>NET INCOME (LOSS)</b>	<b>209.1</b>	<b>222.2</b>	<b>13.2</b>	<b>6.3%</b>
<b>EPS - Basic</b>	<b>0.45</b>	<b>0.47</b>	<b>0.02</b>	<b>4.4%</b>
<b>EPS - Fully diluted</b>	<b>0.44</b>	<b>0.47</b>	<b>0.03</b>	<b>6.8%</b>

# PHILIPPINES DRIVES REVENUE GROWTH

- Revenues rose by 24.6% to Php443.4 Mil driven by the 29.4% growth in Philippine revenues to Php416.9 Mil. Meanwhile, revenues from HK dropped by 21.2% to Php26.5 Mil.
- Philippine commissions rose 37.2% to Php312.7 Mil as COL benefited from the strength of the market and the growth of its client base.
- Interest income from local operations rose by 11.2% to Php102.9 Mil as margin utilization by clients and COL's cash position increased. This was partly offset by lower yields on cash placements.

## Revenue Breakdown (in PhpMil)

	1H12	1H13	Change	
			Amount	%
<b>Philippines</b>				
Commission	227.9	312.7	84.9	37.2%
<i>Self-directed</i>	149.4	188.2	38.8	26.0%
<i>Agency &amp; advisory</i>	78.5	124.5	46.0	58.6%
Interest	92.5	102.9	10.4	11.2%
Others	1.9	1.3	-0.6	-31.8%
<b>Philippine Revenues</b>	<b>322.3</b>	<b>416.9</b>	<b>94.6</b>	<b>29.4%</b>
<b>Hong Kong</b>				
Commission	33.6	25.8	-7.8	-23.2%
Interest	0.0	0.0	0.0	-100.0%
Others	0.0	0.7	0.7	-100035.9%
<b>Hong Kong Revenues</b>	<b>33.6</b>	<b>26.5</b>	<b>-7.1</b>	<b>-21.2%</b>
<b>Consolidated Revenues</b>	<b>355.9</b>	<b>443.4</b>	<b>87.5</b>	<b>24.6%</b>
<b>Revenue Share</b>				
Philippines	90.6%	94.0%		
HK	9.4%	6.0%		
Self-directed	65.6%	60.2%		
Agency & advisory	34.4%	39.8%		

# PHILIPPINES DRIVES REVENUE GROWTH

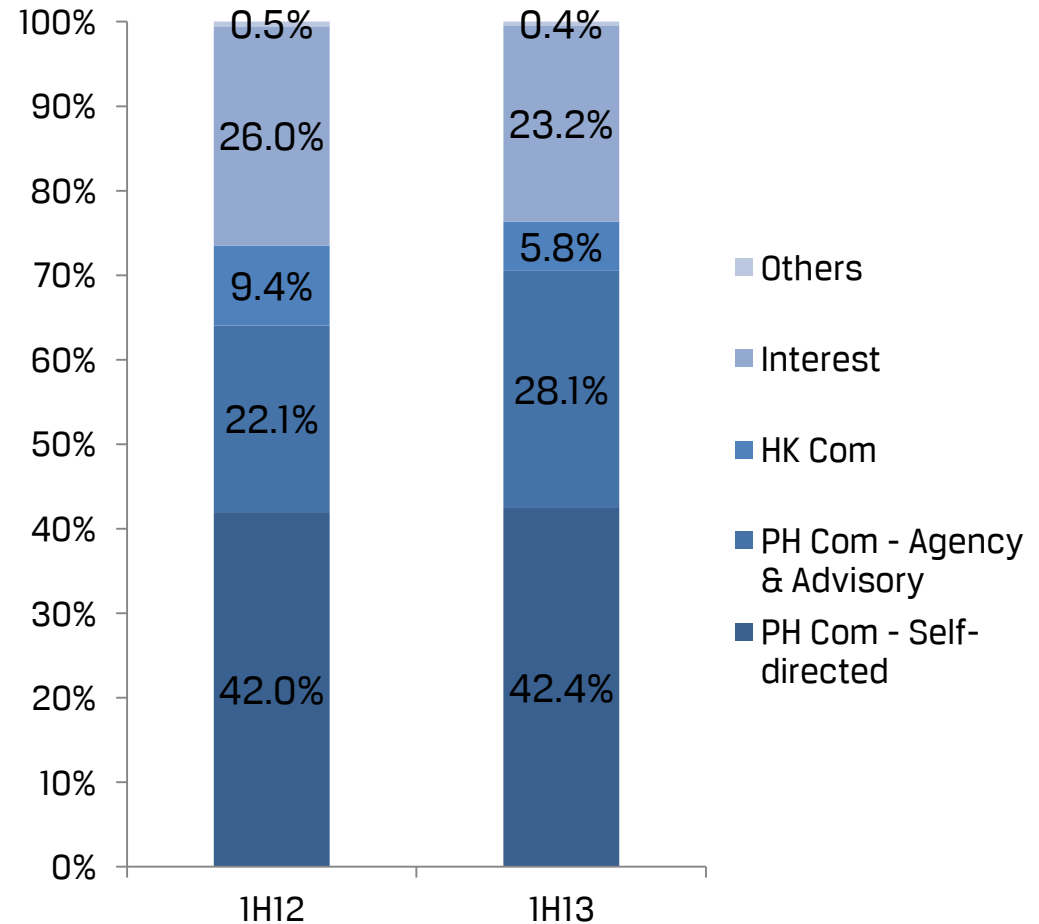
- Commission from HK fell 23.2% to Php25.8 Mil due to the weak performance of the HK market.
- Philippines now accounts for 94.0% of total revenues as the share of HK shrank to 6.0% from more than 90% in 2008.

## Revenue Breakdown (in PhpMil)

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# PHILIPPINE COMMISSIONS ACCOUNT FOR A GROWING SHARE OF REVENUES

## Revenue Breakdown





# ROAE IMPROVED TO 35.5%

- Operating profits rose by 29.2% to Php273.8 Mil despite the continuous weakness of HK as the Philippines accounted for a larger share of operations.
- Operating margin improved to 62.8% from 61.1% as margin of Philippines improved while that of HK was flat.
- Operating margin from Philippine operations increased from 61.1% to 62.8% due to economies of scale.
- Operating margin from HK operations was flat despite the weakness in revenues due to cost cutting measures.

## Selected Financial Indicators

	1H12	1H13	Change	
			Amount	%
<b>Operating Profits</b>				
Philippines	196.8	262.0	65.2	33.1%
Hong Kong	15.1	11.8	-3.2	-21.5%
<b>Total</b>	211.9	273.8	62.0	29.2%
<b>Operating Margins</b>				
Philippines	61.1%	62.8%		
Hong Kong	44.8%	44.7%		
<b>Consolidated</b>	59.5%	61.8%		
<b>EBITDA Margin</b>	64.4%	63.6%		
<b>Net Margin</b>	58.7%	50.1%		
<b>Asset Turnover*</b>	18.8%	17.5%		
<b>Asset/Equity</b>	3.4	4.8		
<b>ROAE*</b>	33.6%	35.5%		
<i>*Annualized</i>				

# ROAE IMPROVED TO 35.5%

- ROAE improved to 35.5% from 33.6%. Aside from the growth in profits, COL benefited from increased leverage as its asset base continued to grow in line with its expanding client base.

## Selected Financial Indicators

	1H12	1H13	Change	
			Amount	%
<b>Operating Profits</b>				
Philippines	196.8	262.0	65.2	33.1%
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<b>Asset/Equity</b>	3.4	4.8		
<b>ROAE*</b>	33.6%	35.5%		
<i>*Annualized</i>				

# EXPENSES REMAINED IN CHECK

- Total expenses grew by only 17.7% to Php169.7 Mil as fixed operating expenses fell.
- Trading related expenses jumped by 48.4% to Php85.0 Mil as value of transactions handled by COL increased, and as the share of the agency and advisory business expanded.
- Fixed operating costs fell 2.6% to Php84.7 Mil largely due to the drop in professional fees paid.
- Professional fees were down 30.2% to Php9.2 Mil due to renegotiation of contracts with consultants in HK.

## Breakdown of Expenses

	1H12	1H13	Change	
			Amount	%
<b>Trading Related Expenses</b>				
Commission expenses	47.8	72.5	24.6	51.5%
Stock exchange dues & fees	9.4	12.5	3.1	32.8%
	<b>57.3</b>	<b>85.0</b>	<b>27.7</b>	<b>48.4%</b>
<b>Fixed Operating Costs</b>				
Personnel costs	31.8	31.3	(0.5)	-1.6%
Professional fees	13.1	9.2	(4.0)	-30.2%
Communication	11.3	12.0	0.6	5.6%
Rentals & utilities	7.6	7.7	0.1	1.1%
Depreciation	8.6	7.9	(0.7)	-8.0%
Advertising & marketing	1.7	5.1	3.4	202.6%
Others	12.8	11.6	(1.2)	-9.5%
	<b>86.9</b>	<b>84.7</b>	<b>(2.2)</b>	<b>-2.6%</b>
<b>TOTAL EXPENSES</b>	<b>144.1</b>	<b>169.7</b>	<b>25.5</b>	<b>17.7%</b>

# STRONG AND HIGHLY LIQUID BALANCE SHEET

- COL's balance sheet remained strong, with high levels of cash and no debts.
- Total assets grew by 39.7% for the year to date period to Php5.9 Bil largely driven by the 39.5% jump in COL's cash position.
- Receivables increased by 43.6% to Php2.1 Bil largely due to the higher utilization of margin loans.
- Trade payables grew by 60.4% to Php4.6 Bil due to the strong growth in COL's client base. As of end 1H13, total cash of clients amounted to Php4.3 Bil, up 60.6% compared to end 2012 level of Php2.7 Bil.

## Consolidated Balance Sheet (In PhpMil)

	12/31/12	6/30/13	Change	
			Amount	%
<b>ASSETS</b>				
Cash & equivalents	2,647.3	3,693.9	1,046.6	39.5%
Receivables	1,444.3	2,073.3	629.0	43.6%
Other current assets	10.1	15.4	5.3	52.6%
Property & equipment - net	38.4	41.8	3.4	8.9%
Other non-current assets - net	88.9	83.9	-5.0	-5.6%
<b>TOTAL ASSETS</b>	<b>4,229.0</b>	<b>5,908.4</b>	<b>1,679.4</b>	<b>39.7%</b>
<b>LIABILITIES &amp; STOCKHOLDERS' EQUITY</b>				
Trade payables	2,859.9	4,586.9	1,727.0	60.4%
Dividend payable	11.6	0.0	-11.6	-
Other current liabilities	64.9	87.6	22.7	35.0%
Non-current liabilities	10.7	10.7	0.0	0.2%
<b>Total Liabilities</b>	<b>2,947.0</b>	<b>4,685.2</b>	<b>1,738.2</b>	<b>59.0%</b>
<b>Total Stockholders' Equity</b>	<b>1,282.0</b>	<b>1,223.2</b>	<b>-58.8</b>	<b>-4.6%</b>
<b>TOTAL LIABILITIES &amp; STOCKHOLDERS' EQUITY</b>	<b>4,229.0</b>	<b>5,908.4</b>	<b>1,679.4</b>	<b>39.7%</b>
BVPS	2.74	2.61		

# STRONG AND HIGHLY LIQUID BALANCE SHEET

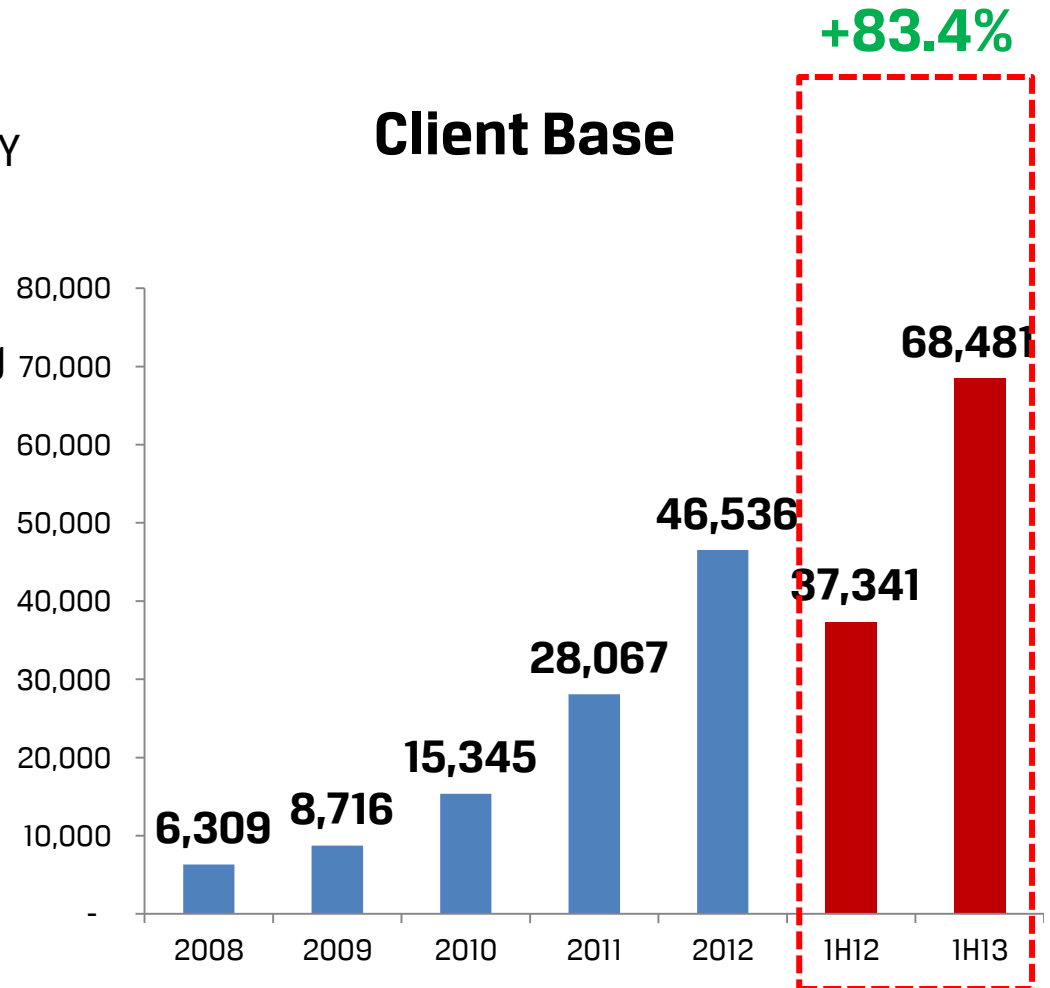
- Stockholders' equity fell 4.6% largely due to payment of Php295.2 Mil worth of cash dividends, partly offset by the booking of Php222.2 Mil worth of profits.
- BVPS dropped to Php2.61/sh as of end June 2013 from Php2.74/sh as of end 2012.

## Consolidated Balance Sheet (In PhpMil)

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BVPS	2.74	2.61		

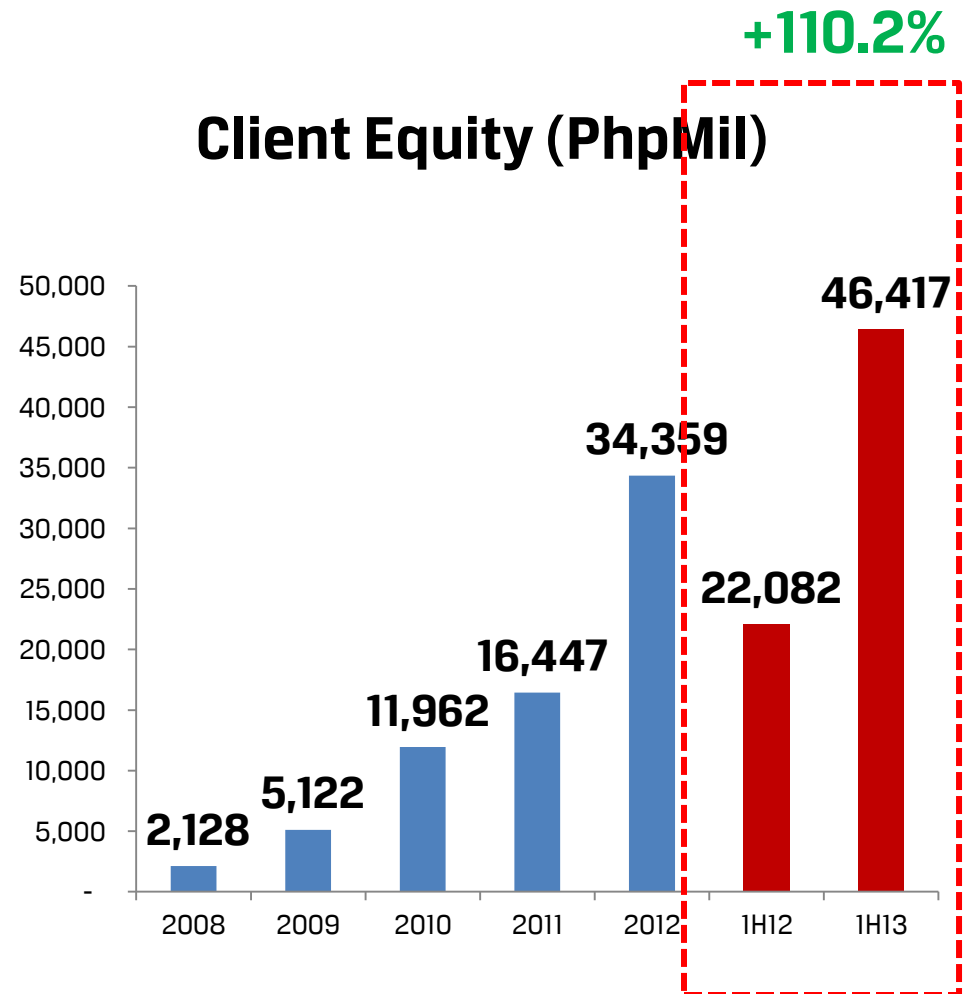
# SUSTAINED CUSTOMER GROWTH

- COL's client base grew by 83.4% Y/Y to 68,481 as of end June 2013.
- Average monthly additions accelerated to 3,657 clients during 1H13 from 1,545 clients during 1H12 and 1,539 clients in 2012.



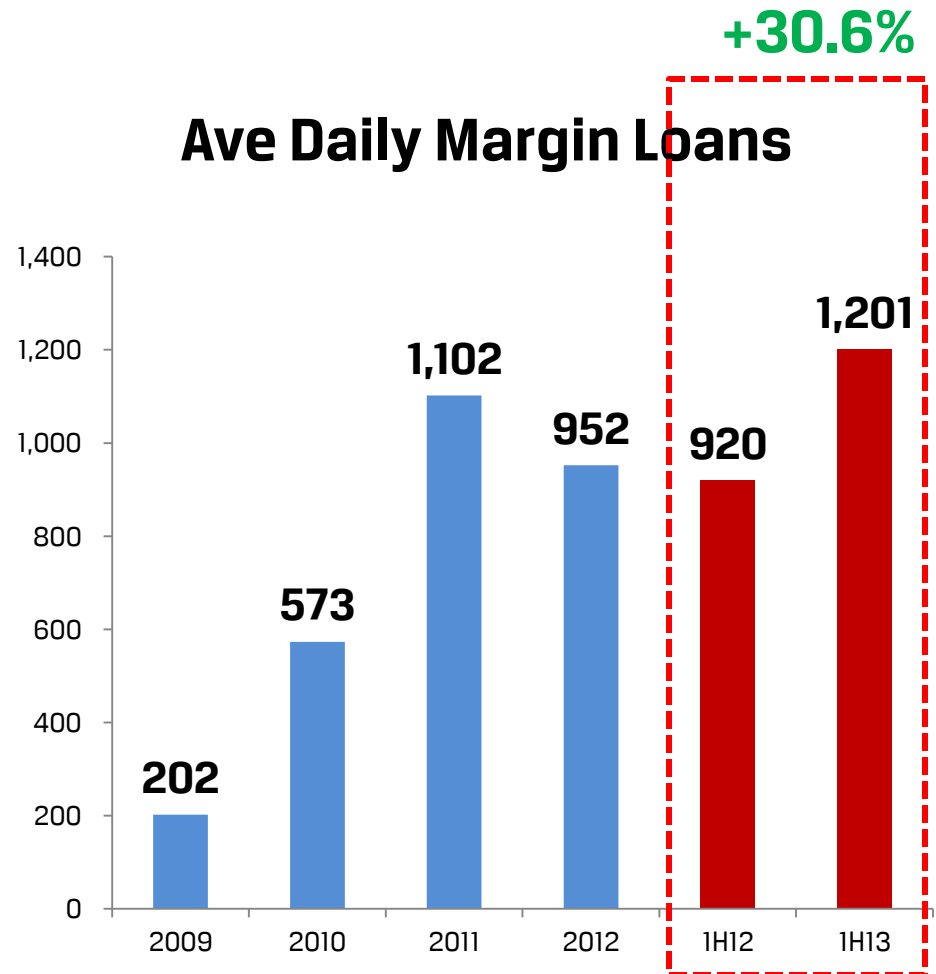
# SUSTAINED CUSTOMER GROWTH

- Client equity grew more significantly, by 110.2% Y/Y to Php46.4 Bil.
- Out of the Php24.3 Bil increase in client equity, Php17.5 Bil or 72% of the total was due to net new flows. Php6.8 Bil or 28% was due to capital appreciation.
- For 1H13 alone, net new flows reached a record amount of Php13.1 Bil.



# MARGIN LOANS CONTINUED TO RECOVER

- Average daily margin loans increased by 30.6% Y/Y to Php1.2 Bil.
- As of end June 2013, the total number of approved margin accounts reached 1,036, up 17.5% Y/Y.
- Meanwhile, 31.3% of approved margin accounts utilized their margin lines during 1H13, up from 29.9% during 1H12.





# MARKET SHARE FURTHER IMPROVED

- COL's average daily turnover grew by 37.8% Y/Y to Php939.7 Mil.
- Although this is slower compared to the 50.6% growth in the average daily turnover of the PSE, this is still faster compared to the 23.9% Y/Y growth in average daily turnover attributable to local investors.
- During 1H13, value turnover of foreign investors jumped 80.8%, increasing the share of foreign investors to the PSE's total value turnover to 52.1% in 1H13 vs. 42.7% in 1H12.
- COL's market share in terms of value turnover attributable to local investors improved to 8.5% in 1H13 from 7.8% in 1H12.
- COL also improved its market share in terms of number of transactions handled to 24.5% from 23.4%, allowing it to maintain its dominant leadership position.

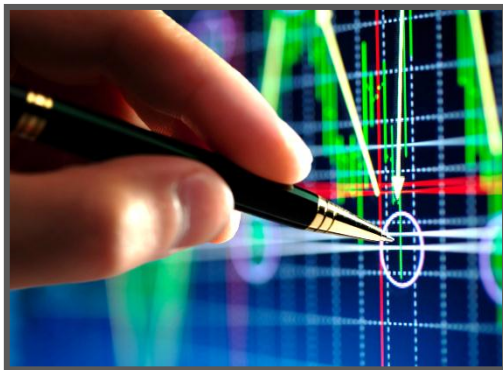
## Comparative Performance (COL Vs. PSE)

	1H12	1H13	Amount	%
PSE Ave. Daily T/O (PhpMil)	7,643.0	11,511.4	3,868.4	50.6%
COL Ave. Daily T/O (PhpMil)	682.0	939.7	257.6	37.8%
<i>COL Market Share</i>	4.5%	4.1%		
PSE Ranking	7	8		
No. of Transactions - PSE ('000)	6,118.8	7,795.8	1,676.9	27.4%
No. of Transactions - COL ('000)	1,435.0	1,906.9	471.9	32.9%
COL Market Shares	23.4%	24.5%		
PSE Ranking	1	1		

# INVESTOR PRESENTATION HIGHLIGHTS



COMPANY OVERVIEW



FINANCIAL AND OPERATING HIGHLIGHTS

**GROWTH OUTLOOK**

# EQUITY INVESTMENTS IN AN EXPANSION PHASE

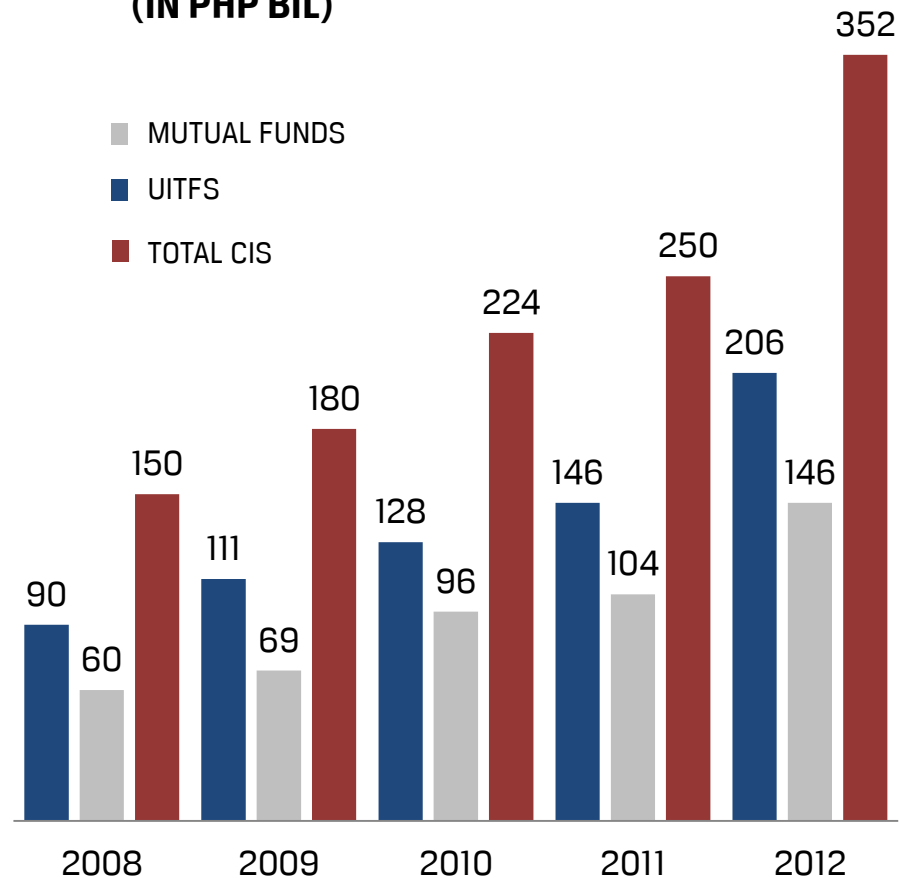
- Total investments in CIS have increased by a CAGR of 23.7% from 2008 to 2012.
- Growth was driven by the 23.0% and 24.9% CAGR of investments in UITFs and mutual funds.

## TOTAL COLLECTIVE INVESTMENT SCHEMES IN THE PHILIPPINES (IN PHP BIL)

	2008	2009	2010	2011	2012
UITF	90	111	128	146	206
Mutual Funds	60	69	96	104	146
Total CIS	150	180	224	250	352
Growth	-36.2%	20.0%	24.4%	11.6%	40.7%

SOURCE: TOAP, BSP

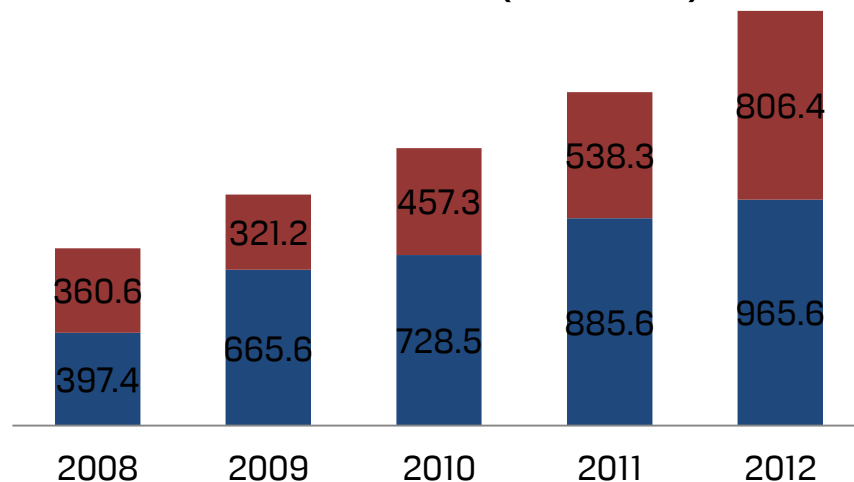
## TOTAL CIS IN THE PHILIPPINES (IN PHP BIL)



# EQUITY INVESTMENTS IN AN EXPANSION PHASE

- Value turnover in the PSE also increased by a CAGR of 23.6% from 2008 to 2012.
- Growth in value turnover of local investors (24.8% CAGR) outpaced that of foreign investors (22.3% CAGR).

**PSE VALUE TURNOVER (IN PHP BIL)**

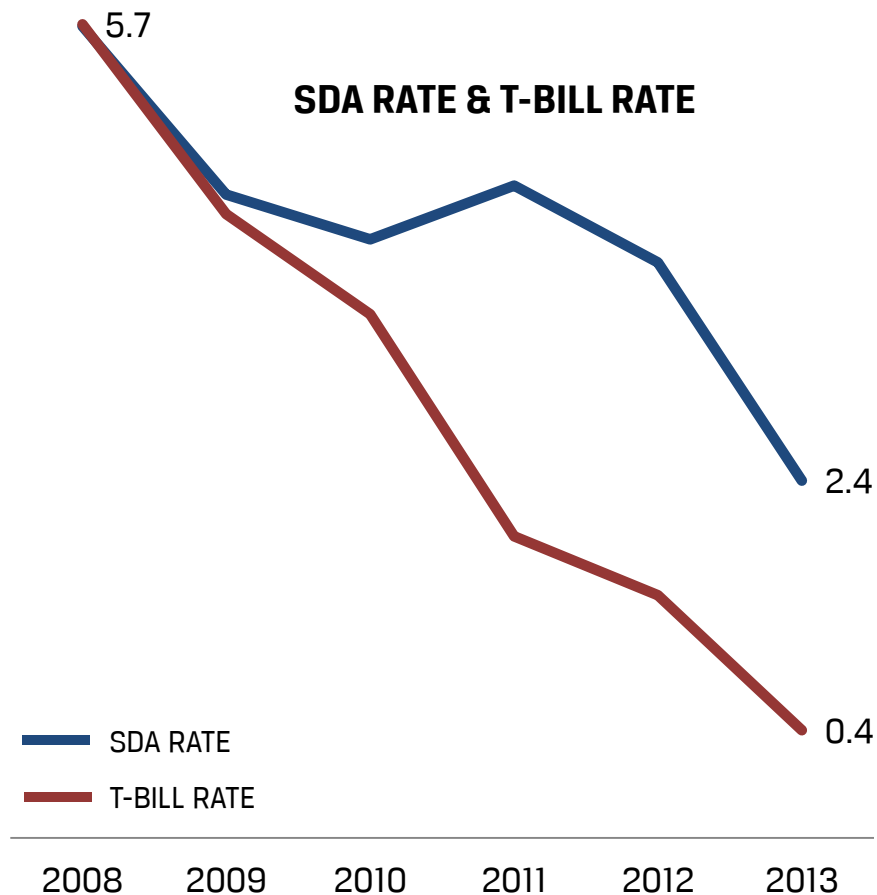


	Local		Foreign		Total	
	Value	Change	Value	Change	Value	Change
2008	397.4	-40.5%	360.6	-45.2%	758.0	-42.9%
2009	665.6	67.5%	321.2	-10.9%	986.8	30.2%
2010	728.5	9.4%	457.3	42.4%	1,185.8	20.2%
2011	885.6	21.6%	538.3	17.7%	1,423.9	20.1%
2012	965.6	9.0%	806.4	49.8%	1,772.0	24.4%

SOURCE: PSE, BLOOMBERG

# DRIVEN BY LOW INTEREST RATES

- Interest rates are on a downtrend, with the average SDA and 91-day T-bill rates falling from 5.7% in 2008 to 2.4% and 0.4% during the first seven months of 2013.
- The drop in interest rates was driven by improving government finances, benign inflation, ample domestic liquidity and the upgrade of Philippines' credit rating to investment grade.
- While rates may already have bottomed given the anticipated tapering of the US Fed's bond buying program, the return of interest rates to its level five years ago is also not expected.

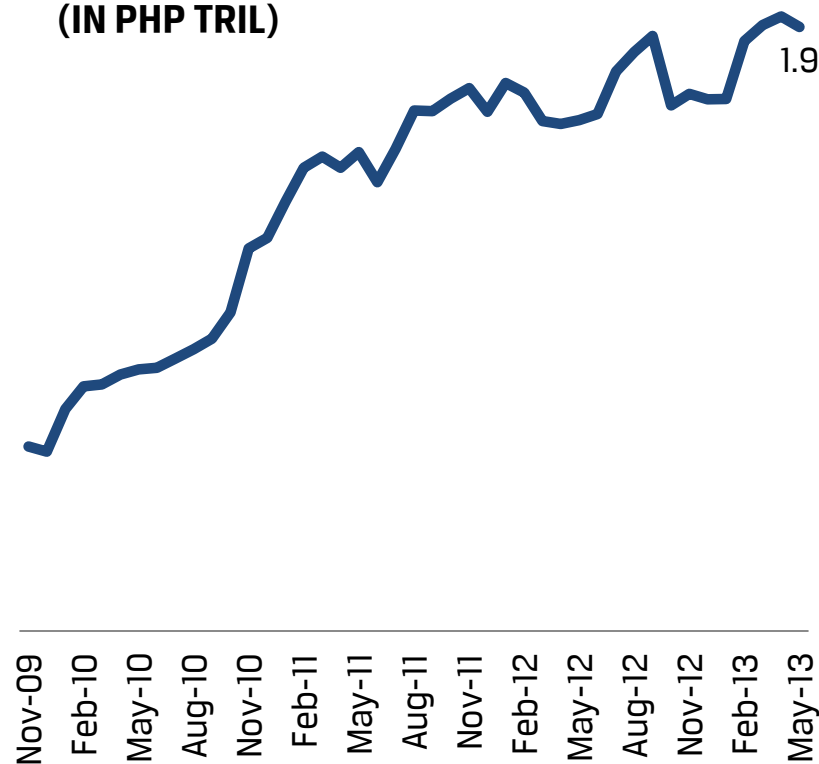


SOURCE: BLOOMBERG

# REMOVAL OF NON-TRUST ENTITIES' ACCESS TO SDA TO ACT AS A CATALYST FOR MORE EQUITY INVESTMENTS

- The central bank recently issued a circular removing access to SDA among non-trust entities effective November 2013, beginning with a 30% reduction by end July.
- As of end May, non-trust entities accounted for an estimated Php1.4 Tril of the Php1.9 Tril parked in the said facility.
- Assuming that Php140 Bil or 10% of the said amount flows into stock market investments, this would be enough to cover 46% of the net foreign buying in the PSE since April of 2009.

**FUNDS PARKED IN SDA  
(IN PHP TRIL)**



SOURCE: BSP

# REMOVAL OF NON-TRUST ENTITIES' ACCESS TO SDA TO ACT AS A CATALYST FOR MORE EQUITY INVESTMENTS

- Fund flows into managed accounts grew as a result of falling SDA rates.
- While fund flows slowed down in June and July due to volatile market conditions, they remained positive.

**SDA RATE VS. FUND FLOWS (IN PHP MIL)**

Date	Ave. SDA Rate	Mutual Fund Net Sale
Jan-13	3.0%	7,253
Feb-13	3.0%	9,759
Mar-13	2.5%	8,437
Apr-13	2.0%	12,255
May-13	2.0%	13,214
Jun-13	2.0%	2,333
Jul-13	2.0%	5,336

*SOURCE: PIFA*

# GROWTH POTENTIAL REMAINS SIGNIFICANT

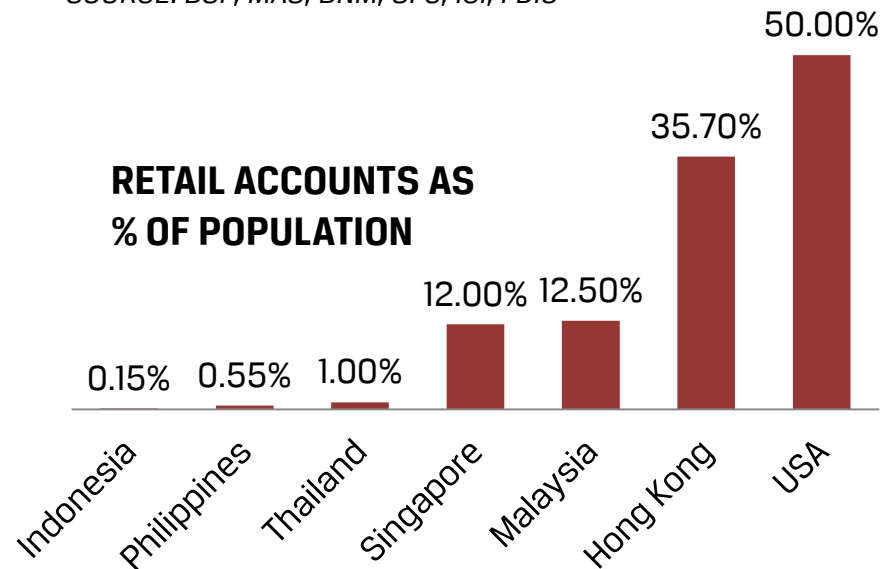
- In the Philippines, the amount invested in CIS only represents 5.9% of total deposits.
- Meanwhile, based on the number of retail accounts as a percentage of the population only 0.55% of the population is currently invested in the stock market.
- The two numbers are much less than those in other countries.

## CIS AS PERCENTAGE OF DEPOSITS

Philippines	5.9%
Singapore*	6.6%
Malaysia	20.8%
Hong Kong*	104.0%
US*	123.7%

\*AS OF END 2011, OTHERS AS OF END 2012  
SOURCE: BSP, MAS, BNM, SFC, ICI, FDIC

## RETAIL ACCOUNTS AS % OF POPULATION



SOURCE: PSE



# ONLINE BROKERAGE BUSINESS IN A SECULAR UPTREND

- Market share of online brokers in terms of client base grew from 4.3% in 2008 to 14.9% in 2012.
- Market share in terms of value turnover also grew from 2.0% in 2008 to 6.7% in 2012.

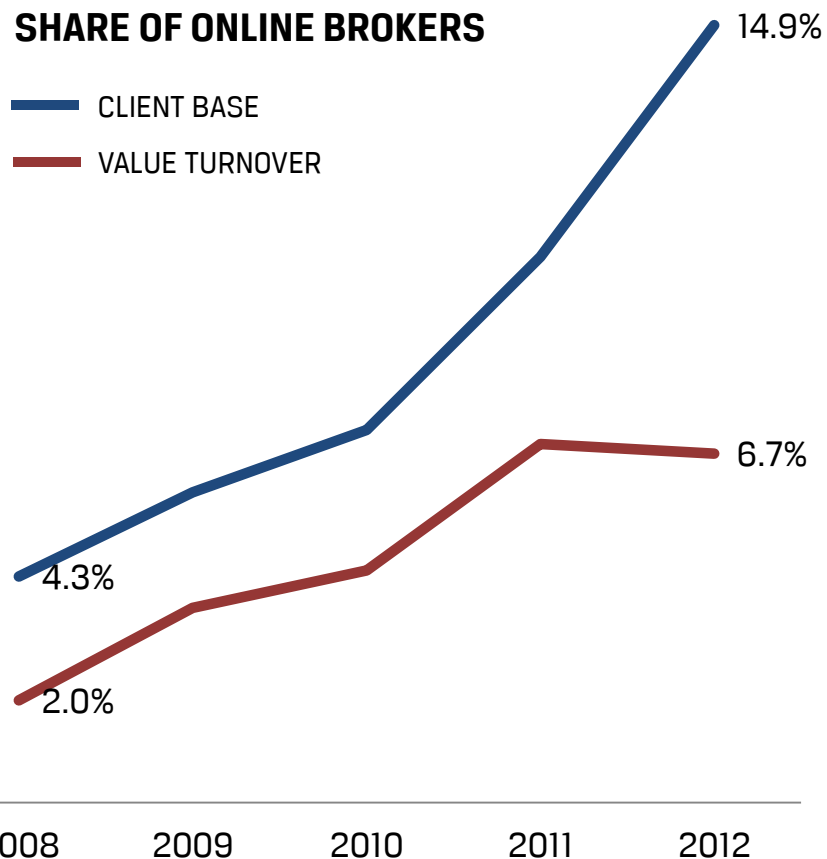
## SHARE OF ONLINE/TOTAL

	2008	2009	2010	2011	2012
Client Base	4.3%	5.9%	7.1%	10.4%	14.9%
Value Turnover	2.0%	3.7%	4.4%	6.9%	6.7%

## SHARE OF ONLINE BROKERS

— CLIENT BASE

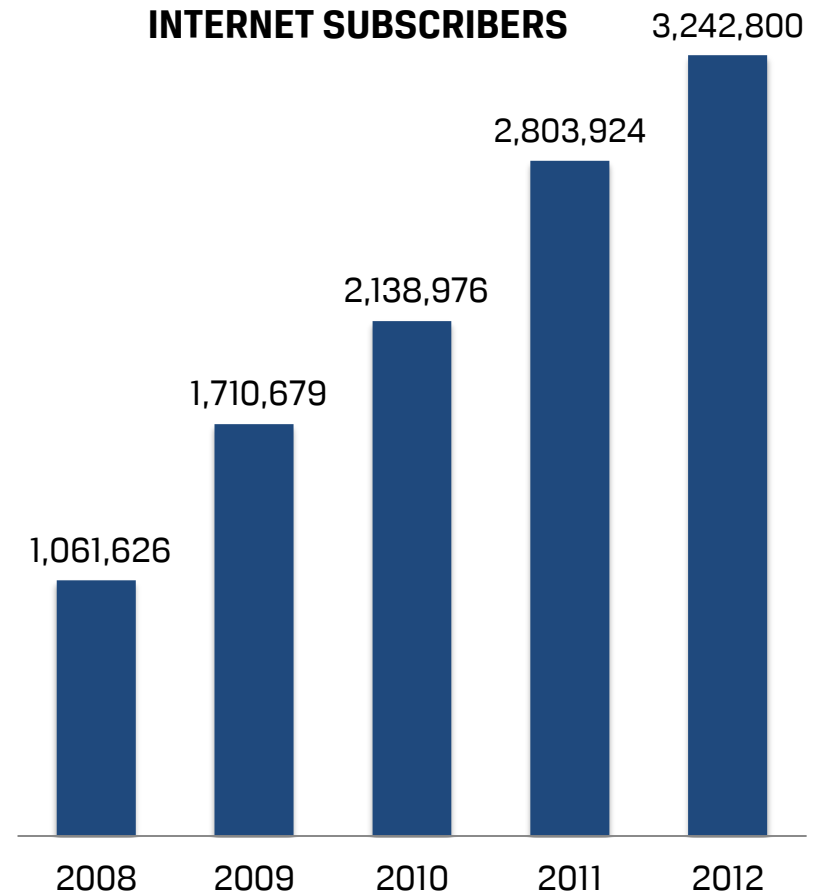
— VALUE TURNOVER



SOURCE: PSE

# ONLINE BROKERAGE BUSINESS IN A SECULAR UPTREND

- Growth expected to continue, driven by growing number of internet subscribers in the country.
- From 2008 to 2012, total number of internet subscribers increased by a CAGR of 32.2%.



SOURCE: PHILIPPINE TELCOS

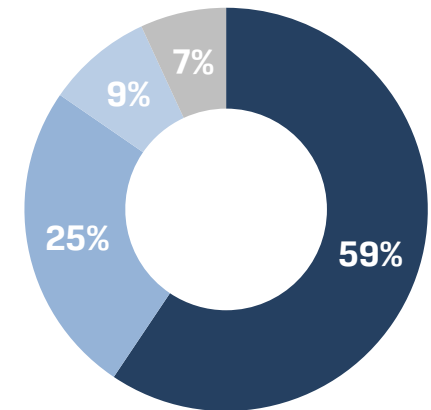
# HIGHLY GEARED TOWARDS THE EXPANDING RETAIL INVESTORS BASE

- COL is currently the dominant market leader among online stockbrokers in the Philippines in terms of number of clients and value turnover.
- Market share has consistently increased since 2008.

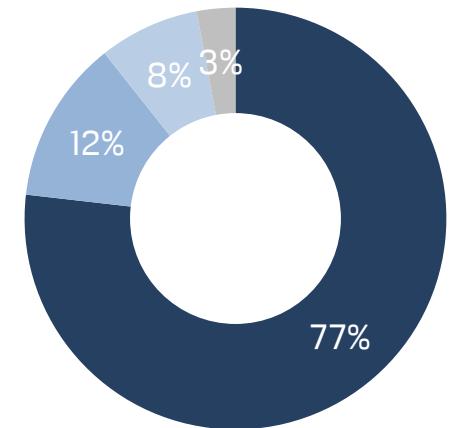
## COL'S MARKET SHARE (AMONG ONLINE STOCKBROKERS)

	2008	2009	2010	2011	2012
Client Base	32.8%	30.8%	43.2%	53.2%	59.5%
Value Turnover	69.7%	62.8%	72.8%	74.0%	76.8%

### CLIENT BASE



### VALUE TURNOVER

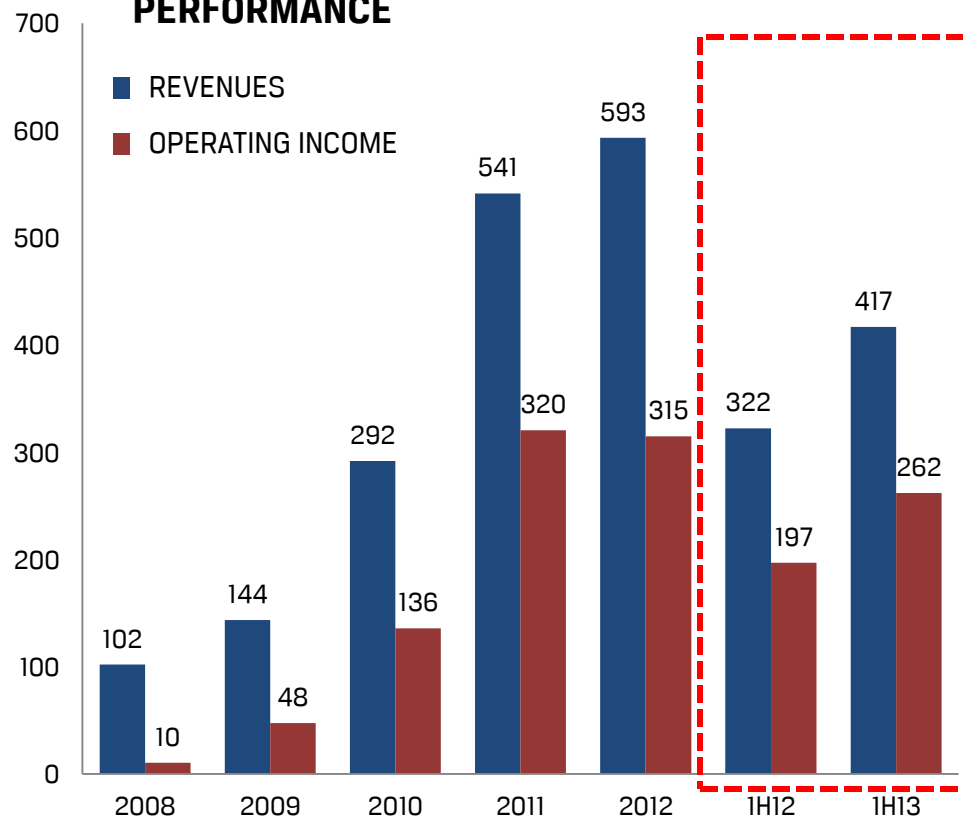


SOURCE: PSE

# HIGHLY GEARED TOWARDS THE EXPANDING RETAIL INVESTORS BASE

- The growth in COL's market share is clearly evident in the strong performance of its Philippine operations.
- From 2008 to 2012, revenues from Philippines increased by a CAGR of 55.3%
- Operating income increased by a CAGR of 134.5%
- Revenue and operating profits continued to reach record levels during 1H13.

## PHILIPPINES OPERATING PERFORMANCE



# GROWTH PLANS

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## Leverage on Strong Brand Equity

### Offer more products

- Offer flexible margin rate scheme
- Distribute third party funds
- Review other products and services that will cater to the growing needs of existing and new clients

### Expand market reach

- Build investor centers in key business areas
- One investor center in 2013 and three in 2014

## De-emphasize HK Business

### Reduce operating expenses to maintain profitability

Thank You.