

**GROWTH THROUGH  
OPERATIONAL EXCELLENCE  
AND QUALITY CUSTOMER SERVICE**



  
**METRO**  
RETAIL STORES GROUP, INC.





## MISSION - **VALUES**

To delight our customers with products and services that give the best value for money in exciting ways.

**M**ake our **CUSTOMERS** happy.

**E**ngage with our **COMMUNITIES**.

**T**ake Care of our **ENVIRONMENT**.

**R**eturns for our **SHAREHOLDERS**.

**O**ur **PEOPLE** are our partners.







## VISION STATEMENT

By 2025, we will be an agile retail-based company in the Philippines that provides best-in-class customer experience through operational excellence.



## HONORING OUR HERITAGE

In 1982, Victor Gaisano and his wife Sally built the first Gaisano Metro Department Store and Supermarket in Colon, Cebu City. They started the business from very humble beginnings with their children, Margaret, Jack, Edward, and Frank.

Eventually, Gaisano Metro was renamed Metro Gaisano, and through the years evolved into what is now known as Metro Department Store and Supermarket. Metro remains at the forefront as the premier home grown retailer from Cebu. Much more than the capital that started the business, the core values set forth by its patriarch serve as the foundation of the business, which has advanced from a start up to the present professional organization.

Consequently, an aggressive expansion brought Metro to major cities outside Cebu and the Visayas region. Metro established its presence in Central Luzon, National Capital Region, Calabarzon, and the Bicol region.

Today, Metro Retail Stores Group, Inc. has transformed itself into a company encompassing multiple store formats: Metro Department Store, Metro Supermarket, Super Metro Hypermarket; and has grown into a company with over 60 stores.

It has been an eventful 40 years of operations from the time Metro started as Gaisano Metro, to Metro Gaisano, and to the present Metro Retail Stores Group, Inc. And it has all been for the good.

Victor Gaisano and his family proved that good products and good services can only go so far, but a good name built on hard work and trust, is what wins loyalty in customers.

The second-generation Gaisano siblings are never remiss in looking back at where their parents, Victor and Sally, started. Their businesses are a testament to hard work and perseverance backed by two generations of successful entrepreneurs led by their parents.

For some, having a good business sense is a gift. But most of the time, good business sense is simply a long-term vision of greater things ahead. And that is exactly what Victor and Sally Gaisano had for Metro.



*“From day one, we have sought to provide the best shopping experience to our CUSTOMERS. Trusting us to deliver on our promise, our customers remain our bosses, fueling our passion to serve and delight.”*

- Mr. Victor Gaisano



# FRANK S. GAISANO

## CHAIRMAN AND CEO

Frank S. Gaisano is the Chairman and CEO of the Metro Retail Stores Group, Inc. (MRSGL). Before his appointment, he served as the company's Director from 2003 to 2011.

As the Chairman and Chief Executive Officer of Metro Retail Stores Group, Inc., Frank Gaisano is widely recognized as one of the country's innovative and forward-looking leaders in the retail industry.

Working closely together with siblings Margaret, Jack and Edward, Frank Gaisano has been instrumental in leading the move of Metro towards professionalizing the leadership and in navigating the aggressive expansion growth of MRSGL. Gaisano and his three siblings have played a pivotal role in the growth of Metro, and their conscious decision to not only benchmark their systems and processes against the best in class in the Philippine retail industry but to also complement themselves with top-notch professionals who will help them in their aggressive growth that has catapulted METRO's ranking today as among the top retail chains in the country.

Frank is also actively involved in the financial development of MRSGL. His approach to retailing, in which all customers and suppliers large and small are valued, is that which he describes as "fundamental".

His knowledge in all areas of retail comes from close to four decades of retailing experience and proactive involvement. The company's defined heritage and history, outstanding growth and consistent performance with Frank Gaisano at the helm are what set it apart from other retail chains.

Concurrently, Frank sits as chairman of the boards of Pacific Mall Corporation and Vicsal Investment, Inc. He also holds director posts for Vicsal Development Corporation, Taft Property, AB Capital and Investment, Filipino Fund, Inc., Taft Punta Engaño Property, Inc., and Direct Model Holdings, Inc.

He received his Bachelor of Science degree in Civil Engineering from the Cebu Institute of Technology, and has completed the Strategic Retail Management Course at Harvard Business School, as well as several courses at the Institute of Corporate Directors.





## MANUEL C. ALBERTO

### PRESIDENT AND COO

Manuel C. Alberto is the President and Chief Operating Officer of the Metro Retail Stores Group, Inc. (MRSGL). Before his appointment, he served as the company's Chief Merchandising and Marketing Officer.

He played a key role in ensuring that Metro Retail Stores offer a wide assortment of quality products at the best prices – a value proposition that the company has always been proud of. He also led merchandising improvements and operational efficiencies.

A seasoned retail executive, Alberto's career spans more than two decades, most of which he spent handling key leadership positions in top companies that included Philippine Familymart Inc., Rustan's Supercenter Inc., Avon Cosmetics Inc., and Jollibee Foods Corporation, to name a few.

Over the years, Alberto has built expertise in retail strategy, store operations, franchise development and relations, merchandising, food safety, supply chain, organizational and systems development, and loss prevention.

He is recognized as a strategic and results oriented leader with a consistent track record of achieving sales and profit targets, cost savings, business development, and implementation of brand strategies for start-up, turn-around, and market-leading companies. He is also adept in site selection as well as store design and development.



Alberto received his Bachelor of Arts degree in Communication from Santa Clara University in California, USA, and has completed his Master's degree from the Asian Institute of Management in Metro Manila, Philippines.



## STORE FORMATS

Responsive to the needs and changing lifestyles of Filipinos, Metro Retail Stores is a trusted provider of quality merchandise and a wide assortment of products featuring both local and international brands at competitive prices. On top of these, Metro is known for its efficient customer service and dedication to deliver a great shopping experience for everyone.



From basic personal necessities to stylish buys, shoppers find their every need under one roof at Metro Department Store. Affordable and up-to-date general merchandise await the customers.







Customers come regularly to Metro Supermarket for its wide range of products: from the freshest-of-the-fresh produce, meat, poultry, and seafood, to household supplies and its complete selection of international products. A world-class shopping experience is guaranteed in our supermarkets across the country that all adhere to global safety standards.







Super Metro Hypermarket offers utmost ease and convenience, complementing the on-the-go lifestyle of today's shoppers. With especially designed one-stop shop providing an expansive selection of general merchandise, groceries, and food items; Super Metro Hypermarket is the choice of many smart shoppers who want to get the best value for their money.





## ANCILLARY BUSINESS

Metro's complementary outlets enable shoppers to enhance their overall shopping experience.



### FOOD AVENUE

Showcases a wide selection of delicious and affordable meals that can be enjoyed in a comfortable, vibrant, and modern food court ambience.

### SUISSE COTTAGE

Prepares freshly baked breads, cakes, and pastries for any occasion, all handmade using the finest quality ingredients.



## **METRO** CAFE

A dine-in café that offers gourmand sandwiches, and a curated selection of pastas, soups, and short orders.



## **METRO** PHARMACY

Serves the needs for health and wellness products with its competitively priced branded and generic medicines from top pharmaceutical companies.





## Metro Department Store

### NCR

Metro Alabang Town Center  
Metro Market! Market!  
Metro Feliz Pasig

### SOUTH LUZON

Metro Imus  
Metro Legazpi  
Metro Lucena

### CENTRAL LUZON

Metro Marquee Mall Angeles

### CENTRAL VISAYAS

Metro Ayala Center Cebu  
Metro Colon  
Metro Danao  
Metro Mandaue  
Metro Toledo

### EASTERN VISAYAS

Metro Baybay  
Metro Tacloban

### WESTERN VISAYAS

Metro Bacolod

## Super Metro Hypermarket

### SOUTH LUZON

Super Metro Antipolo  
Super Metro Naga Camsur  
Super Metro Tagaytay

### EASTERN VISAYAS

Super Metro Calbayog  
Super Metro Maasin

### WESTERN VISAYAS

Super Metro Talisay Negros  
Occidental

### CENTRAL VISAYAS

Super Metro Bogo  
Super Metro Carcar  
Super Metro Colon  
Super Metro Lapu Lapu  
Super Metro Mambaling Cebu  
Super Metro Naga Cebu

## Metro Supermarket

### NCR

Metro Alabang Town Center  
Metro Binondo Lucky Chinatown  
Metro Market! Market!  
Metro Newport Pasay  
Metro Shaw Mandaluyong  
Metro Feliz Pasig  
Metro Fresh 'N Easy Lawton Taguig

### SOUTH LUZON

Metro Imus  
Metro Legazpi  
Metro Lucena  
Metro Value Mart Lancaster

### CENTRAL LUZON

Metro Marquee Mall Angeles

### CENTRAL VISAYAS

Metro Ayala Center Cebu  
Metro Banilad  
Metro Canduman  
Metro Carmen  
Metro Colon  
Metro Danao  
Metro IT Park  
Metro LG Garden Walk Mactan  
Metro Mandaue  
Metro Paseo  
Metro Toledo  
Metro Fresh 'N Easy Mactan  
Metro Fresh 'N Easy Minglanilla  
Metro Fresh 'N Easy Punta  
Metro Fresh 'N Easy Tabok  
Metro Fresh 'N Easy Tabunok  
Metro Fresh 'N Easy Umapad  
Metro Wholesalemart Colon  
Metro Value Mart Gun-ob

### EASTERN VISAYAS

Metro Alangalang  
Metro Baybay  
Metro Hilongos  
Metro Tacloban

### WESTERN VISAYAS

Metro Bacolod  
Metro Sum-ag

#### CEBU PRINCIPAL OFFICE

Vicsal Building corner of C.D. Seno  
and W.O. Seno Streets, Guizo  
North Reclamation Area, Mandaue City  
Cebu, Philippines 6014  
Tel. No.: (+63 32) 236-8390  
Fax No.: (+63 32) 236-9516



#### MANILA CORPORATE OFFICE

6F Metro Market! Market! McKinley Parkway  
Bonifacio Global City, Taguig City  
Metro Manila, Philippines 1634  
Tel. Nos.: (+63 2) 8843-0099  
(+63 2) 8843-0032  
Telefax: (+63 2) 8836-8172