

DANIEL PADILLA

Joins MYPHONE

MyPhone to help
Boto Mo'
Patrollers
for Election 2013

New milestone with
MyPhone
Outlet Store
Openings

new endorsers
Karen & Ryan

MyPhone
A888 Duo

Sleek & Superb
3G Android Phone

MyPhone Takes
'Superbrand'
Status



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Message from the Vice-President




Kevin Lim Tan
Vice President, MyPhone

Foremost, let me express my warmest greetings for the holidays.

As what the elders and the wise say, Christmas is not only a time for celebration; it is also the season to give praise and thanks.

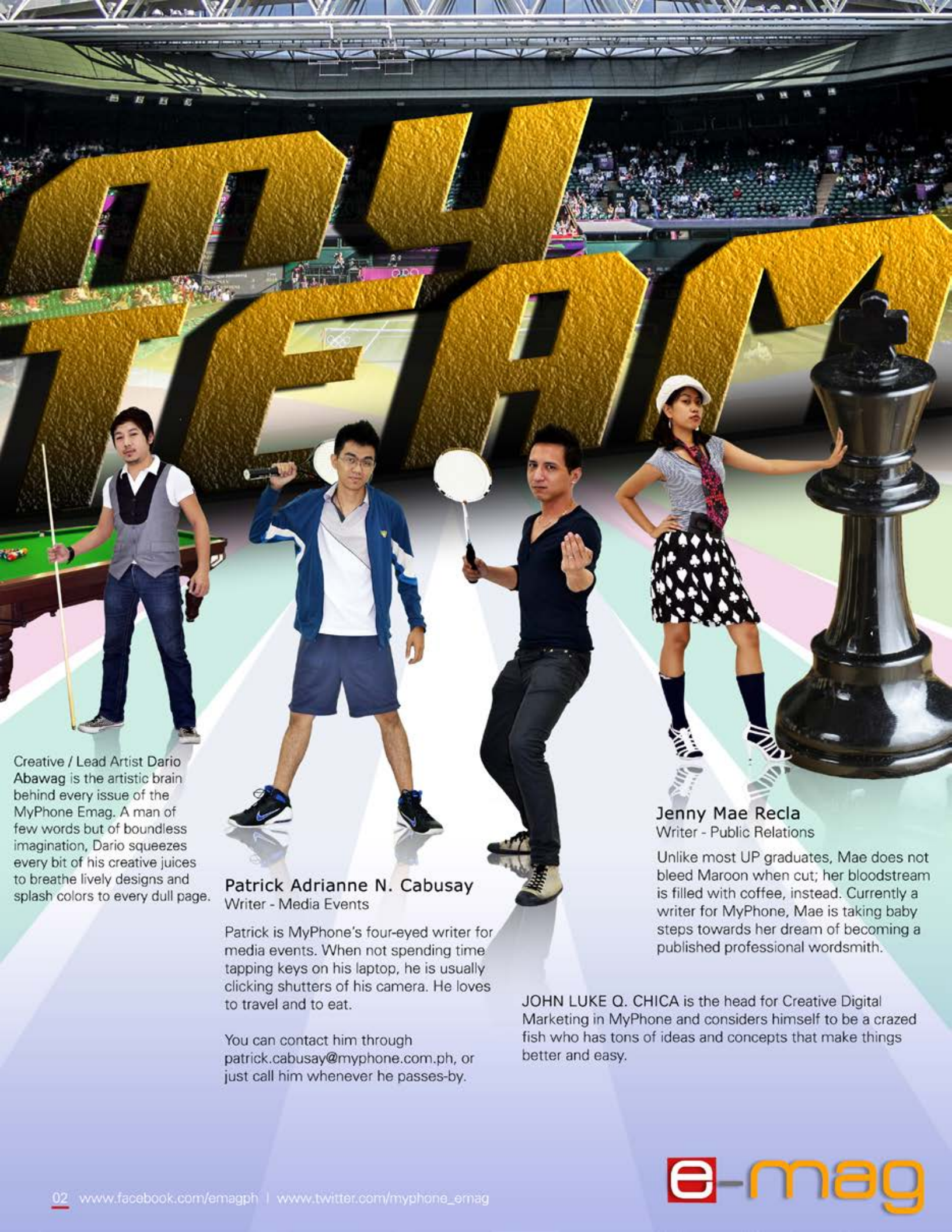
For MyPhone, the past months have given us a lot more reason to be joyful and thankful. We have recently opened new stores and outlets in several locations in the country. We even topped previous years' records as our newly-opened stores set even higher sales. We have also welcomed new endorsers—Daniel Padilla, Karen Reyes, Ryan Boyce and Coco Martin—as part of our growing family. We have forged new partnerships with the Philippine Basketball Association (PBA) and Crystal Plus Global Philippines Inc. We took part in the worthy advocacies of the Miss Earth pageant and the ABS-CBN's Bayan Mo, i-Patrol Mo campaign.

But on top of all these milestones, happenings and accomplishments, we have one very special reason to celebrate and be grateful –YOU!

Next to the heavenly Father's grace, you –our partners, customers and our people—are the ones whom our praises and thanks are due, for not one of the aforementioned would have been possible without your trust and support.

Thus, on our celebration of our fifth Christmas together, you have my sincerest thanks and warmest greetings. Thank you for the five years of unwavering faith and support you bestowed us. A lot has speculated 2012 to be the end, but from where I am, I could only see just the beginning of an even better, grander and more enduring bond between us in the days to come.

Cheers for the holidays and the many more we'll be sharing in the future!



Creative / Lead Artist Dario Abawag is the artistic brain behind every issue of the MyPhone Emag. A man of few words but of boundless imagination, Dario squeezes every bit of his creative juices to breathe lively designs and splash colors to every dull page.

Patrick Adrianne N. Cabusay
Writer - Media Events

Patrick is MyPhone's four-eyed writer for media events. When not spending time tapping keys on his laptop, he is usually clicking shutters of his camera. He loves to travel and to eat.

You can contact him through patrick.cabusay@myphone.com.ph, or just call him whenever he passes-by.

Jenny Mae Recla
Writer - Public Relations

Unlike most UP graduates, Mae does not bleed Maroon when cut; her bloodstream is filled with coffee, instead. Currently a writer for MyPhone, Mae is taking baby steps towards her dream of becoming a published professional wordsmith.

JOHN LUKE Q. CHICA is the head for Creative Digital Marketing in MyPhone and considers himself to be a crazed fish who has tons of ideas and concepts that make things better and easy.

LAST HOORAH FOR 2012!

The final two months of 2012 have been nowhere near ordinary for MyPhone. To say we have been busy will be quite an understatement for as we inch closer to the Christmas season, our calendars get as crowded as the Christmas bazaar streets. Yet in between the yuletide season bustles and the 2013 preparations, the MyPhone team manages to stay on our toes and relish the eventful but enjoyable ride through the months of November and December 2012.

Here's a run through what made the past two months extra bigger, better and brighter

BIGGER with New Stores. November was marked by ribbon-cuttings and new store openings in various locations in the country. Customers, all eager to find out what MyPhone has in store for them, flocked in the opening of our new stores in Ormoc, Bacolod, Laguna and Batangas. By December, we also opened new outlet stores in Batangas and Pampanga. And MyPhone did not disappoint them with the great deals it offered. MyPhone now stands bigger as we continue to expand to serve our Ka-MyPhones better.

BETTER with New Products. Not only did we open new stores, we also introduced new phones in our strong Android phone line up—the MyPhone A848, A848i, A919 and the A888 Duo. We also came up with the first ever Crystal Phones which are especially made for Crystal Plus members. It is another addition to MyPhone's series of firsts.

BRIGHTER with New Endorsers. This 2012, MyPhone shines even brighter as our family grows even bigger. The newest addition to our celebrity endorsers? No less than the dashing teen heartthrob and recording artist, Daniel Padilla! We also welcome the Twitter-rific loveteam of Karen Reyes and Ryan Boyce last November 20. And before the year ends, Coco Martin joins our family just in time for the Christmas season.



(from left) MyPhone's Brand Marketing Head, Carlo Umali; MyPhone President Jaime Alcantara; Superbrands Managing Director Larry Brouhard; MyPhone's Brand Marketing Specialist, Karen Balce; and MyPhone's Vice President, Kevin Lim Tan at the Superbrands' Tribute Night, November 14, 2012.

Once again, MyPhone was recognized for its brand integrity and market excellence as it became the only Filipino mobile phone brand to make it to the roster of this year's Superbrands Philippines.

For MyPhone, the Superbrand status accolades the brand's successful market positioning in the mobile communications landscape. Within just five years, MyPhone was able to prove that Filipino brands are capable of producing products with globally competitive quality, but minus the tall price tags. To date, MyPhone holds the distinction of being the first and leading Filipino mobile phone brand in the country.

"Being awarded as a Superbrand gives a local brand like MyPhone an opportunity to showcase world-class quality at an affordable price. MyPhone believes that this achievement will allow the brand and the company to grow more not only in the country but also internationally," says MyPhone President Jaime R. Alcantara.

MYPHONE TAKES 'SUPERBRAND' STATUS

Superbrands Philippines is the first body in the Asean region to recognize brands in the country which has proven excellence in their respective fields. The Superbrand Seal is said to confirm brand integrity and inspire consumer confidence to the successfully identified Superbrands that carry it.

At the Formal GalaTribute Night of Superbrands held in Mandarin Oriental Hotel last November 14, 2012, MyPhone received its signature Superbrands trophy as well a copy of the Superbrands Volume VII book containing insights on the Superbrands in the country. The book and trophy were awarded by Mr. Larry Brouhard, Managing Director of Superbrands.

On the other hand, Mr. Harry Tambuatco, president and CEO of Superbrands Marketing International, Inc. (SMI) which operates Superbrands Philippines in his message says, **"MyPhone's newly-acquired Superbrands badge 'proves that [MyPhone] has what it takes.'"**

EXTENDING RETAIL PRESENCE AND SERVICE TO FILIPINOS:

*MyPhone's Newly Opened Outlet Stores draw
Queues of Eager Patrons*



To further strengthen its commitment to bring quality mobile phones within the reach of the Filipino masses, MyPhone marked 2012 by opening Outlet stores in various parts of the archipelago in addition to its hundreds of concept stores and kiosks nationwide.

However, Jonathan Janorabon, National Sales Manager of MyPhone explained that MyPhone Outlet stores are different from MyPhone concept stores and booths.

"Unlike existing MyPhone stores which offers the current models of the Filipino mobile phone brand, the Outlet Stores bring together previous MyPhone models and sell them at a fraction of their original retail prices," he said.

In a way, an Outlet store functions as a museum for past MyPhone handsets. The only difference is that pieces in museums are priced steep due to valued antiquity, while items in the MyPhone Outlet stores are offered at discounted prices.

"Instead of compromising quality or resorting to second-hand phones, we want to offer the masses good quality phones that are within their budget's reach. Through the Outlet store, those who cannot afford the current models in the market may now have the opportunity to get quality brand new phones for a lower price," Janorabon added.

No wonder MyPhone Outlet store openings in Laguna, Bacolod, Batangas and Pampanga lured thousands eager shoppers and onlookers. There's just no way would one want to miss all the great finds in (Outlet) store for them!

Paseo de Roxas, Laguna

CUSTOMERS started to line up in front of the store as early as 12 midnight. Each is excited to be one of the first 100 customers of the first ever MyPhone Outlet store which opened at the Paseo de Sta. Rosa in Laguna last November 16.

As part of its opening day promo, the first 100 customers of the Outlet store were able to purchase MyPhone B15 for only P 199 from its original price of P 1,599.

“Yung mga binili ko, para sa mga pamangkin ko at sa’kin. Wala kasi akong cellphone. Sabi ko, pagkakataon ko na ‘to, kasi ito lang ang kaya kong bilhin,” (I bought phones for me and my relatives. I told to myself that this is my chance to buy a phone since I currently don’t have one. This is the only unit I can



afford) shared Marites Malustra, one of the very first customers to go to the Outlet store that day.

Malustra narrates that she saw the promo a day prior the event. She told her friends about the news, and

suggested they go to the place as early as 4 in the morning. Her friends insisted that they should reach the place around midnight to avoid the long queue on the opening day. Together, they walked 5 kilometers from Carmen Silang and got to the store at around 12 midnight. Luckily, the guards let them spend the night inside the store.

Though hungry and thirsty from not having food or water, Malustra and her friends stayed in line until they were able to buy their



phones by 11 o'clock in the morning. With the MyPhone cell phones she wants finally at hand, Malustra says waiting in line for almost 12 hours was well worth it.

Aside from the promo for the first 100 customers, other phones were also offered at big discounts that day. MyPhone also raffled away souvenirs to the customers who waited patiently for their turn to avail the great offers.

The Outlet store in Laguna is operated by Greentelcom which is owned by Tess Luna. The opening was also attended by MyPhone core officers headed by their president, Jaime Alcantara.



Bacolod City, Negros Occidental

After the success of the opening of the first Outlet store in Laguna, a queue more than a kilometer long was drawn by the opening of another **MyPhone Outlet** store, this time at the **Eusebio Arcade, Lacson St., Bacolod City**, last November 22.



The overwhelming crowd started to line up at around 3 o'clock in the morning of the opening day of the first and only MyPhone Outlet store in Visayas. The store is operated by the Galleon Telecom Enterprises owned by MyPhone dealers **Reynaldo and Mary Grace Eusebio**.

The Bacolodnons had a huge treat as the MyPhone Outlet store opening kicked off with a grand motorcade participated by PBB teen stars **Ryan Boyce and Karen Reyes**. The popular love team also joined Mr. and Mrs Eusebio for the Outlet store blessing and ribbon-cutting which was also attended by Hon. Jude Thaddeus A. Sayson, Vice Mayor of Bacolod City.

Like in Laguna, early birds were also rewarded for their diligence and patience for waiting in long lines. First 200 customers were offered MyPhone QT7 for only Php499 from the original price of Php3, 999. But customers



just kept coming even after the first 200 customers was served. In fact, school personnel from the nearby private school shared how some of their students were picked up late that day because their guardians were caught in the long queues for the phone.

About 3, 000 people entered and shopped for MyPhone cell phones at the Outlet store in Bacolod on its opening day alone. But the number of store visits did not die down the following day. People continue to line up the next day, all wanting to own good quality MyPhone handsets for an equally good price.

The MyPhone Outlet store in Bacolod is open from Monday to Saturday from 8 in the morning to 6 in the evening.



Batangas City, Batangas



ANYONE who'd see the huge crowd that gathered at the third floor of **Nuciti Mall in Batangas City** on the first of December would probably think some big star is in the place. But these clamoring Batangueños are actually in queue for something else—the big, big discounts they'd get at the

newly-opened MyPhone Outlet store there.

The crowd patiently waited while the blessing and ribbon-cutting for the Outlet store is performed from 7 to 8 in the morning. When the store was officially opened around 9 o'clock, people rushed in, and since then, customers just kept coming until the store closing at 9PM.

Even **MyPhone President Jaime R. Alcantara**, who attended to the Outlet opening with his core officers, was surprised at the warm support of the Batangueños. He later revealed that the Batangas Outlet store set the "highest sales for an opening day".

Indeed, patrons from Batangas did not miss the opportunity to get hold of MyPhone cell phones like: MyPhone B21SC, QT7, QTV20i, BM2, BM3, SB21, SQ21, QV27, QW29, SQ22, TS1, all offered at discounted rates.

Angeles City, Pampanga

MyPhone also recently opened another outlet store in Pampanga, much to the delight of the nearly a thousand kapampangans who flocked the store to avail the store's vast quality mobile phone offering as early as six in the morning.

The new outlet store, located at **Jenra Mall in Angeles City**, was opened to the public at 10 AM last Saturday, December 15, 2012, following the ribbon-cutting and store blessing led by Father Carlson Chu at 9:30 that morning.

In no time, the entire mall get as crowded as a sold out concert scene. The newly-opened store was quick to draw a huge crowd of eager patrons, all wanting to get the MyPhone mobile phone of their choice for unbelievably low prices.

Aside from the up to 75 per cent discount on MyPhone B21SC, QT7, QTV20i, BM2, BM3, SB21, SQ21, QV27, QW29, SQ22, TS1, owners **Carlson and Carlen Chu of Fonerange**—which operates the **MyPhone Outlet store**—also gave special privilege to the first 200 customers who entered the store that day. The lucky 200 were able to buy MyPhone B21 for only Php 190 from its original price of Php 1, 850, and MyPhone QT7 for only Php 590 instead of Php 3, 990.

The MyPhone Outlet store in Pampanga opens daily from 10 AM to 8 PM and offers the same product line up as all other MyPhone Outlet stores in the country.





my|phone &



gives

100,000

Toys
for Kids



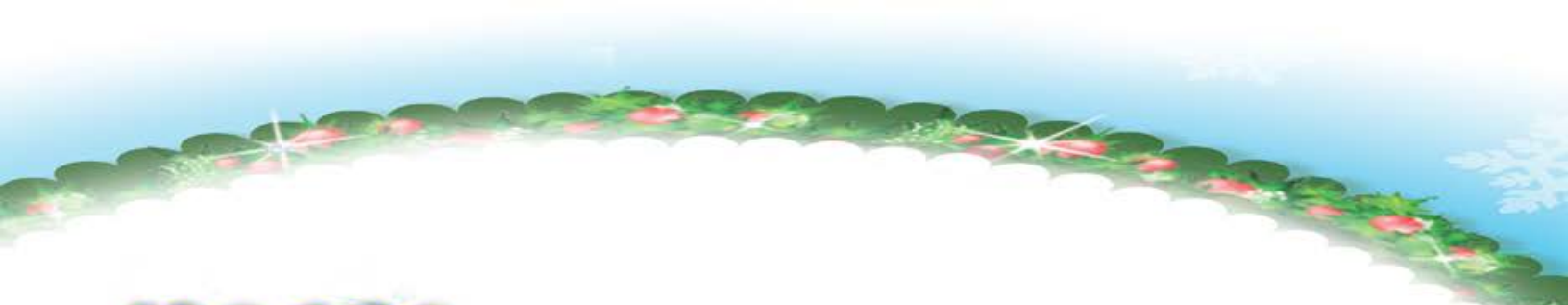
One hundred thousand toys, 100,000 children, and the best of all, 100,000 smiles. That's what the Philippine Basketball Association (PBA) and MyPhone, its official mobile phone, with the help of the Quezon City Government achieved at the Liwasang Aurora, Quezon City Memorial Circle last December 10, 2012.

According to Mr. Richie de Quina, Vice President for Marketing and Business Development of MyPhone, the initiative is the Filipino mobile phone company's way of sharing the spirit of Christmas with the less fortunate.

"It is MyPhone's fifth Christmas as the first and leading Filipino mobile phone brand in the country this year. We feel that we have been blessed so much; we ought to somehow share it. We wanted to take this chance to make Christmas more fun for those who have less in life and I believe the indigent children are the perfect beneficiaries because Christmas is still for the children," he said. Recently, MyPhone, the leading dual-SIM phone brand in the Philippines, became the official phone of the country's biggest sports league, PBA; two kings of their own industries merging to uplift the Filipino sports pride.

It is also through this MyPhone-PBA partnership that the initial agreements regarding the joint charity event were made. Very soon after making MyPhone the **"official phone of PBA,"** Mr. de Quina of MyPhone and Ms. Rose Montreal of PBA were already scheduling the gift-giving activity. Though PBA also does charity projects through the ALAGANG PBA, they believe that the best way to stage a project as big as this [100, 000 toys for 100, 000 kids] is to partner with MyPhone. *"MyPhone is perhaps the best partner PBA ever had and it shares the same big heart [as PBA],"* shares Ms Montreal of PBA.





100,000 Toys for Kids



The search for beneficiaries led MyPhone and PBA to the office of QC Vice Mayor Belmonte who gladly and quickly mobilized her people to search and gather potential beneficiaries for the toys from the different areas in Quezon City. Vice Mayor Belmonte also arranged for logistics and manpower support for the “100, 000 Toys for 100, 000 Kids”.

“I truly feel the Christmas spirit ablaze as we – MyPhone, PBA and the Quezon City government –work hard together for this event to happen. And this is why I know we can make this Christmas so much better for the kids,” concludes Mr. de Quina.



FASHION FORWARD

FIVE YEARS AFTER

MyPhone's Christmas Convention Scores Five Star for Bringing Together Fun, Fame, and Fabulous In One Night

Celebrities strutting stylishly before the crowd, VIPs rocking the runway at their most fashion forward, glasses raised for toasts, people just having genuine entertainment –these are just but a few of the scenes that colored the night of MyPhone's annual Christmas Convention held at Rockwell Tent last December 12, 2012.

Complete with the signature red carpet, runway and the stage, the fashion forward themed event dubbed as **"Five Years After"** would even make one think of an awards night as it brought stars from the largest networks in the country together under one roof. Among those who graced the event were: **Sam Concepcion, Martin del Rosario, Bea Binene, Louise delos Reyes, Krystal Reyes, XLR8, Devon Seron, Enzo Pineda, Ivan Dorschner, Yen Santos, Alden Richards, Jayson Fernandez, Kanta Pilipinas talents**, among many others.

The introduction of **PBB teen stars Ryan Boyce and Karen Reyes**, teen heartthrob and recording artist **Daniel Padilla**, and multi-awarded actor **Coco Martin** as new brand ambassadors of MyPhone also make up one of the highlights of the star-studded event.

The glitter of the stars, the glamour of the guests, and the grand stage for pure merriment –MyPhone sure knows how to bring together a grandeur party! And we can probably expect them to keep doing so 'five years after' and five more years after that. For now though, here's a glimpse to the swanky scenesters who made a statement that evening.

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party
all night
December 13

And just what would you expect from a company who threw successful MyPhone MyParties all over the country the whole year, MyPhone sure knows how to bring together a Christmas party for all its employees to remember. With fail-proof exchange gifts, party games, raffle, special awards, overflowing foods and drinks, and two birthday surprises to boot; there's just no stopping the employees from having fun.

family reunited like it's the end of the world!

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INVADES THE SOUTH

MyPhone, the No.1 Dual-SIM Phone in the Philippines, ended the year 2012 with a blast through its invasion of two major cities in the south.

Armed with guitars, microphones and MyPhone units, the MyPhone team with its army of celebrity endorsers rocked the Davaoeño and Cagayanon crowds with the My-Phone MyParty Davao and CDO Invasion.



DAVAO INVASION



The MyPhone MyParty Davao Invasion rocked the grounds of SM Davao Annex last December 9 featuring its celebrity endorsers and the giving away of brand new MyPhone units.

Guest artists who performed for the crowd were former XLR8 and Viva Records talents MM and MJ Magno and Pio Balbuena, Sta. Maria band vocalist Jason Fernandez and ex-PBB Teen housemate Ryan Boyce.

An opening dance number featuring the MyPhone Online Style remix hyped up the audience's

energy. It was then followed by a performance from the local band Daybreak Davao.

The Davaoeños screamed their hearts out as the Magno twins sang love songs dedicating it to the audience. Jason, on the other hand, gave mixed emotions as he rocked their spirits up with 90's alternative rock music and then serenaded the crowd. Both young and young at heart cheered up as former PBB teen housemate Ryan Boyce mingled with his fans.

A photo opportunity with the celebrities followed.





my|phone

INVADES THE SOUTH



CAGAYAN DE ORO INVASION

For the first time, the MyPhone team brought the Party to the City of Golden Friendship, Cagayan de Oro last December 21 and 22.

MyPhone's early Christmas gift to the Cagayanons was a mall show attended by former XLR8 member Caleb Santos, TV actress and former PBB teen housemate Devon Seron, Sta. Maria band vocalist Jason Fernandez, and the RyRen loveteam Ryan Boyce and Karen Reyes.



The crowd filled up every floors of the Limketkai Center to warmly welcome the whole MyPhone team.

Of course, MyPhone gave away mobile units to the audience as prizes for the games. But the fun did not stop there. The endorsers also performed and partied all night of December 22 at the CDO Capitol Grounds.

The Street Party began with a dance performance with another new mix of the MyPhone Online Style tune, where hip-hop dancers and fire dancers owned the dance floor side by side. The Freeminds band also performed that night.

The MyPhone MyParty is set to invade more cities and provinces for the upcoming 2013 as a sign of gratitude to the Filipinos who supported the brand in its 5 years in the business.



EMPOWERING PROMISE AND POSSIBILITIES

*President Jaime Alcantara's
Transformative Leadership
As MyPhone President*

“I’m a hands-on president because I started as a sales agent. I’ve been there, from below, so I know what it is like to be just starting. I know that the most I could do to motivate those who are just starting is to help them rise up too”

Story by: Jenny Mae Recla
Photos by: Patrick Cabusay

WHO'S THE BOSS?

Previously, (in this Emag's First Issue) we featured MyPhone President Jaime Alcantara as an engineer who is better 'wired' for leading people. We learned about how his career advanced alongside the mobile phone technology, as well as how he turned the tides, and triumphed over the difficulties together with the MyPhone brand, and the people he works with.

Now, for the promised second part of his profile, we delve deeper into the person the president really is by learning straight from the people who can describe him best—his team.

"He's kind and very approachable, but firm in his decision"

Daryl Araya
(Acct. Exec)

"Sir Jaime is very hands on. Usually, when you think of a president, you envision a man who's unreachable to a common employee, but Sir Jaime is far from this stereotype; he's very approachable and open to everyone's ideas because he knows and puts value on every employee. He lets us grow in and with the company by pushing us to do our best and improve as individuals"

-Loveleen Villanueva
(Marketing Assistant)

"He's a motivator among Sales Agents. He helps us improve both as agents and as a person. And you can approach him anytime."

Rex Pabelo
(Acct. Exec)

"He's not just a boss, to us, he's also a mentor"

Joan Ang
(Operations and Procurement Head)

"As a boss, he is demonstrative and strong-willed on what he wants to achieve. He is a deep thinker, and at the same time, decisive on what he believes needed to get done."

Jason Horca
(Customer Service Supervisor)

"He shows concern for his employees. He wants them to grow by challenging them. He's fun to be with and a great boss"

JC Tesorio
(HR Asst.)

"Sir Jaime is a hands-on President. He's probably the most workaholic among us and he's a good motivator. He's very approachable. His door is always open for us; he even makes himself available through texts and calls."

Alvin Dee
(Key Acct. Manager)

"He's a GREAT BOSS and a RESPECTED PEER. He's cool and approachable. He even reaches out to us and welcomes our ideas"

Cris Go
(Web Developer)

"Usually, when you think of a president, you envision a man who's unreachable to a common employee, but Sir Jaime is far from this stereotype; he's very approachable and open to everyone's ideas because he knows and puts value on every employee"—this is how Marketing Assistant Loveleen describes Mr Jaime Alcantara.

Indeed, if you ever step into the MyPhone office expecting to be led to a waiting room by the secretary who'd tell you to wait for who-knows-how-many-hours just to meet the president, you would be disappointed (or perhaps, "glad to be proven wrong" is a better way to describe it).

The 'Hands-on President'

For starters, MyPhone president Jaime Alcantara—or simply "Sir Jaime" to most of the MyPhone employees—does not have a secretary (or at least he doesn't have one yet). He is also far from being the executive in a barong tagalog or business suit whose large office remains inaccessible to the non-VIPs. Instead, it is very common to see him walking along the office hallways, and talking with almost anyone in the company. Yes, he knows everyone at MyPhone: from the accountants to the maintenance workers, even the newly-hired employees. The door to his office is also always wide open and very welcoming to whoever feels the need to talk to him.

The concept of a **"mere employee"** simply does not exist in Jaime's vocabulary. To him, everyone in the company plays an important role; thus, he values each of them. He is more than willing to listen to what his people think, and even go as far as soliciting their ideas and opinions on matters that concern them most. As how web developer Cris Go puts it, **"he [Jaime] even reaches out to us [employees] and welcomes our ideas."** It is therefore not surprising why most of his employees describe him as the "hands-on president."

"I'm a hands-on president because I started as a sales agent. I've been there from below; so, I know what is like to be just starting. I know that the most I could do to motivate those who are just starting is

to help them rise up too," quips Jaime when asked about his hands-on management style.

Inspiring Professional and Personal Growth

Jaime makes sure he does not only know the employees by name, but that he's aware of their work, too. It appears that in Jaime's long list of duties and responsibilities as the company president, he reserves a special spot to being sensitive to what his people needs. He is willing to talk to them to know what's keeping them from performing their best so that he could help everyone grow not only as an employee, but also as an individual.

Perhaps, because he had his own share of beating the odds with his successful underdog battle as MyPhone president, Jaime is known for his firm belief that "everything is possible." The adage is even stamped as part of Jaime's signature in his email—serving as a word of encouragement to his team, and motivating them to be bold in their dreams so they, too, may excel in their own rights.

"My policy is to not tell you how you do things; I prefer to just motivate you to do the things you have to do, in your own way. I believe through that, you can grow," Jaime explains.

Jaime is able to strike a healthy balance in giving his employees enough independence at work without inciting complacency among them. Through his leadership style, he is able become an appreciated mentor and motivator, and a demonstrative boss at the same time.

"I really want to see everyone grow," he said. ***"I think that's why they say I am a motivator. But for me, it is but natural. I believe helping others grow with the company is what I can consider my greatest contribution, my legacy, not only to the company but also to the people I work with."***

Changed Man, Change Maker

Jaime also claims that his leadership and management style are heavily inspired by MyPhone owner, Mr David Lim, and the company itself. He says one

of the reasons why he joined MyPhone is that he was moved by its owner's vision and way of life.

"Even I was changed by it," the humble president remarked while enumerating the many good things he appreciates about MyPhone. Indeed, Jaime has come a long way: from being the engineer who was first lured to salesmanship by the sparkle of commissions, he now stays in MyPhone "not for the money" but for the people in it, and his belief in Mr David Lim's advocacy.

He shares: *"I joined David because I was moved by his unselfish vision. He's all for the betterment of the masses. And that was something I rarely see among people as wealthy as he is. And you could see how MyPhone handsets are really intended to uplift the life and the lifestyle of the mostly financially-challenged public."*

Jaime treats his stint as MyPhone President as an opportunity to indirectly help uplift the lives of Filipinos through technology and innovation.

Citing his conversation with a parish priest who praised MyPhone for promoting the word of God through the MyPhone My|faith App, Jaime also shares that he himself is among those who get evangelized through the prayers in the phone: *"I don't normally pray a lot, nor do I know how to pray the rosary by heart, but at least through this phone I could pray it."*

Humility, love for Filipinos, and faith in God are just some of the many corporate values at MyPhone which cascade down to the employees. Other than these, Jaime also boasts of the company's clean records. He claims that the company's honesty is what inspires him the most.

"The company's honesty inspires me. We declare our income, and pay our taxes 100 percent. So, I'd rather work in here than other bigger companies where values are put in jeopardy in search for bigger sales or wealth," says Jaime. And of course, Jaime believes he can inspire the same uprightness in his team. In the confident words of the MyPhone president himself: *"values are contagious in the company."*

THE NEXT BIG THING



A man with short dark hair and glasses, wearing a black button-down shirt over a light blue collared shirt and black trousers, stands with his hands clasped in front of him. He is positioned in the center of the frame. Behind him is a large graphic of a target with a red outer ring and a grey center. The background is a solid purple color. To the right of the man, the text 'RALF REVELO' is written in large, white, bold, sans-serif capital letters. Below this, in a black rectangular box, is the text 'Best Account Executive for 2012 Shares His Sales Secret & Tales' in blue and white. At the bottom left, a quote is written in white. At the bottom right, the author and photographer credits are listed. The overall design is modern and professional.

RALF REVELO

**Best Account
Executive for
2012 Shares
His Sales
Secret & Tales**

**"It's not always
about hard sell.
In sales, you should
make sure your real
target is the mutual
growth of your client
and yourself"**

**Story by: Jenny Mae Recla
Photos by : Patrick Cabusay**



Take time to have a little chat with Ralf Revelo, and you are sure to find yourself deeply immersed in a humor-filled conversation moments later. Ralf seems to have been born to become a salesman, with his ability to engage people in conversations coming out very naturally for him. And even when the man loves throwing jokes every once in a while, he makes no joke of his job at MyPhone. Ralf admittedly calls himself a “hyper worker” —a reference not only to his boundless energy, but also to his unrestrained drive to keep on working. He even finds no trouble working late, and sending emails at two in the morning.

So learning that he is actually MyPhone’s Best Account Executive for 2012 isn’t that much of a surprise.

Salesmanship: The Unthought-of Path

Actually, a bigger surprise is when Ralf admitted that he never thought of being a salesman. Salesmanship was never his dream, nor did he realize he has talent for it until the opportunities just came knocking on his door.

Early in his life, Ralf thought of becoming a priest. He has served as an acolyte in their church since he was seven. Ralf confessed he’s a very religious person, and that he still keeps his strong faith at present, long after he realized that priesthood is not his true calling. In fact, he believes his strong belief in God is one of the reasons why he is being blessed.

“Malakas ako sa Itaas,” (The Lord above favors me well) he would say.

And Ralf has good reasons to believe in God’s grace at work in his life. It appears that even though Ralf never thought of becoming a salesman himself, the heavens conspired to make him one.

His career in sales started in a cable company. He was hired as a contractual account executive then. But while most people would feel discouraged from the lack of benefits and discrimination that go with contractual employment, Ralf took all these as a challenge to prove himself. In no time, his self-drive paid off: it only took him six months (instead of the standard one year) to have his own area assignment and another two

months to become a regular employee. His sales record continued to please his employers that even when their company underwent a merger with Sky Cable, he was one of the few who retained the position as territorial manager.

But when retrenchment came, Ralf decided to file for an early retirement. Back then, he intended to just work abroad. He used to work as a waiter in Japan back in his younger years and though he finds it difficult to work in a foreign land, and be away from his family, he believed there's more opportunity out there than in the Philippines. Sadly, his application got denied. He soon started to feel worried about his future. Ralf is well-aware that job opportunities in the Philippines were limited especially for ageing workers like him.

But he was blessed enough to find work. And twice in a row, he's back to working as a salesman—first in a wireless broadband company, then in a real estate firm. However, his dissatisfaction at work in both companies only strengthened his resolve to find work in a foreign land. But it seems that the heaven has different plans for him.

At the manpower agency where he filed his application for work abroad, Ralf stumbled upon the opportunity to work for Mr Jaime Alcantara of Brightstar –and once again, as a salesman.

Salesmanship: Embracing the Fated Profession

This time around, Ralf no longer opted to walk away from the path to salesmanship. Ralf's decision to choose Mr Alcantara's offer of a probationary employment in sales over the opportunity to work abroad surprised many (especially those who knew his history of leaving his earlier sales jobs).

"Maganda naman 'yung offer ni Sir Jaime. At tsaka naisip ko nu'h, bakit pa ako mag-aabroad kung pwede naman dito, hindi pa ako malalayo sa pamilya ko," (Sir Jaime's offer then was good, and I thought: why would I opt to go abroad when I can work here and stay with my family) he explained.

And Ralf never came to regret his decision. In fact, to this day, he's thankful he made the choice and stayed with Mr Alcantara since Brightstar days, until now that they're already with MyPhone.

Salesmanship: Finding Joy in the Profession

At present, he could only speak fondly about his work as an Account Executive at MyPhone. He claims that he especially loves working at the Filipino mobile phone company because he likes the way the company is run, and he enjoys being with the company of the people he works with.



But how can someone who never intended to go to sales in the first place excel in the field?

"I just enjoy my work. No matter how good you are, you can't excel at work if you don't enjoy what you do," the exceptional salesman said.

However, Ralf explains that he doesn't just count on recognitions like being the Best Account Executive for the year as basis for his performance, although he admits that recognitions do make him happy knowing he had contributed to the company.

Salesmanship: Ralf's Winning Attitude

"I don't really think you can study sales. Because sure, theoretical knowledge can help you; but at the end of the day, it all boils down to your commitment," explains Ralf.

Commitment or what he calls the "big C" has always guided Ralf at work. He says that part of his commitment to work is to always deliver results expected of him. So behind the "hyper worker" in him is Ralf's commitment which, according to him, may come with some sacrifices.

"I think it is a given: the company trusted me when they employed me, so of course I have to deliver the expected

results even when I have to do some sacrifices in the process," says Ralf.

But aside from his commitment to work, Ralf also has his personal commitments which he strictly fulfils.

"Aside from the company's target, I also set a personal target. My competition is always with my self because my target is to always do better than my previous record," remarks Ralf.

With this attitude of always setting the bar higher each time, Ralf also experiences disappointments.

"Disappointments are part of work as a salesman. Hindi naman laging pasko sa sales," (In sales, not every day is Christmas) he said.

So instead of wallowing in disappointment, Ralf makes it a point to forgive himself, but only after he has learned his lessons well.

Ralf had also shared another secret in his craft which he claims to have learned in MyPhone.

"It's not always about hard sell. In sales, you should make sure your real target is the mutual growth of your client and yourself," concludes the hyper salesman.





The man who started it all...

by:
Patrick Cabusay



Mr. Roy Garcia

GROWING UP with a simple family, not so blessed with luxurious things, Mr. Roy Garcia strived hard to improve the life he had been living in the province of Iloilo.

Upon finishing his Economics degree, Sir Roy travelled to Manila by water to look for a brighter future. For his 2-day trip, he equipped himself with a maleta full of clothes, a recommendation letter from his father to his uncle in Manila, and a strong will to test his luck on unfamiliar grounds of the city.

When he reached Manila, he was employed as a planning assistant in a fertilizer company through his uncle's recommendation. As a planning assistant, he was tasked to take down notes during business planning meetings. Through this, he was able to familiarize himself with how business works. Months later, he moved up the corporate ladder, promoted to a supervisor position.

After gaining enough experience, he landed another job handling the logistics operations of a cement company. He was then assigned to Davao, leaving his family in Manila.

Six months after, he went back to Manila. He was again living with the fast paced world of Manila. It was then that he realized the kind of environment he would like to live in. He decided to settle down in Davao with his family.

"Life in Davao was more laid back than in Manila, like the one I got used to in Iloilo. Davao also has the usual amenities a city has. It was a perfect mix," explains Roy.

Since Roy also resigned in his job in Manila, he needed to find a source of income in Davao. He decided to go into business. With the money he was able to save while under employment, he put up a pet shop business.

"I did not expect to be engaging into business. Some people just stumble into something. It is like a turtle being thrown into the water. Then you will realize na ito pala yung calling mo," said Roy.

It was in 2001 when a friend introduced him to the Telco industry. He invested his money to put up his very first cellphone shop in Gaisano Mall, the **"Mobile Networks."** The business went well and they were able to expand to 10 branches around Davao within 7 years.

In 2007, the management of Gaisano Mall decided that every shop should be converted into a concept store, including the very first branch of Mobile Networks. With no international brands left to partner with, he chanced upon Mr. Jaime Alcantara who was then handling the operations of the first dual-SIM phone in the Philippines, MyPhone. He asked Alcantara to partner with him in putting up a store that will cater mostly MyPhone products; thus, the first ever MyPhone concept store was formed.

A lot of changes happened to Roy's life thereafter. He then met Mr. David Lim, President of the Solid Group. Roy shared that ***"MyPhone and Mobile Networks get along well until now because of the values the company has."*** What worked for him was the rapport he has with Jaime and the philosophy he shares with David.

Some people consider only profit when engaging into business, but Roy is more concerned with how the profit is earned. He gives premium on how the company operates. ***"If you go into [a business] just because of profit, a certain downtime will just frustrate you... always put your heart into it,"*** he shared.

MyPhone products combined with the values of its employees, will lead to the company's success, and he is certain that he wants to be a part of this gig.

"Another clincher is its products. MyPhone is very different from any other mobile company. What sets it aside from other brands is its Pinoy Apps, especially the prayers," he said. And that, according to him is the essence of the product. ***"May pride ka sa business,"*** he added.

MyPhone continues to develop Filipino values through its products, and Roy was one of the people whose lives were affected by that. He sees his involvement in the company as a blessing.

When he entered the partnership with MyPhone, it was only him and his wife, Celia, who were involved with Mobile Networks. But as his children grew up, they get to know the business and decided to also get involved. Currently, his two daughters and son handle some of Mobile Networks' operations around the country.

"The business tightened the bond of our family. And it is one thing why I am thankful for MyPhone," shared Roy.

Being thankful to the brand for the success it gave him in the five years of partnership, he already gave his loyalty to MyPhone. With his 60 branches of Mobile Networks around the country, he never had any concept store of other brands.

When asked why MyPhone is the brand he chose to partner with through the years, he just answered ***"faith"*** - faith in its products and faith in its people.



MyProfile:

From the Front Lines

From Sorrows To Smiles

LEAH SIMBAJON'S STORY



Mananatili ako sa MyPhone hangga't gusto nila akong maglingkod dito dahil sa laki ng pasasalamat ko sa kanila. Mabuti po 'yung trato nila sa akin bilang empleyado at napakalakj po ng nagawa nila sa buhay ko para mataguyod ko ang sarili ko.

(I'll stay in MyPhone for as long as they need and want me to serve here because I am deeply indebted to the company. They treated me very well as an employee and I owe them for turning my life around so I can stand on my own).

Look at Leah Simbajon and you will see a bubbly lady with seemingly never-ending energy. With a smile never seeming to leave her face, one could hardly tell that behind the cheerful persona is a woman who has been to a series of heartaches.

Fast fact:

Last November 6, 2012 was Leah Simbajon's first year anniversary as a front liner for MyPhone. Cheers!

LIFE BEFORE MYPHONE: Scarred Child, Sorrowed Widow

Leah grew up in a family where affection was nearly never shown. Her father rules the house with an iron fist—strictly disciplining Leah and her eight other siblings through a definite set of unbreakable rules.

Oddly enough, her father has a rule against the children playing with their neighbors, making noises while eating, and even just having fun among themselves. They were also severely punished for the slightest mistakes they make. As a result, Leah did not get close enough to either her siblings or her parents to feel familial love.

"Kaya nga po 'yung kakulitan ko ngayon, nilalabas ko nalang dahil noong kabataan ko po ay hindi ganoon kasaya dahil hindi kami nasanay na napapakitaan ng pagmamahal," (You see, I am all jolly now because now is the only time I can be really cheerful. I did not have a happy childhood because back then, I was not used to feeling my family's affection) says Leah.

Leah could not recall a time when their family celebrated birthdays, graduation parties and other special occasions but she can recount many occasions when she doubted her parents' love for her. She confesses that she often thinks she was just adopted as she often feels her parents love her less than her siblings.

Thus, Leah recalls her childhood to be rather unhappy. And perhaps wanting to run away from their unhappy home in Bohol, she married early at age 19. At 20, she gave birth to her child.

Unfortunately, Leah's marriage was not as successful as she wished it would be. Their marriage was constantly on the rocks, as financial and fidelity issues become prevalent source of conflict.



Leah is best known for her cheery personality; her smile almost never leaves her face.

She left her child to the care of her mother-in-law, and swallowing the littlest pride she has, moved to her eldest sister's house.

Leah did not feel comfortable living with her sister, so she eventually decided to move to her father's place instead.

The small space her father is renting in Manila can only accommodate one bed. Thus, her father had to sleep on the floor since Leah moved to his place. This became another source of discomfort for Leah, well aware that his father is still supporting her mother and other siblings in Bohol by meagre means. His little income comes from reselling pandesal every morning, and with Leah living under his care, whatever little he earns is further lessened.

TURNING POINT: Brave, Bold, Unyielding Soul

It is then that Leah decided she needed to find a job for herself. But employment was an elusive entity to her. She couldn't find work however hard she tried.

Instead, Leah found herself working as a "volunteer" barangay tanod (watchman) at the Pavi-Paco Outpost (volunteer only by virtue of the fact that she assumed the position without official appointment from rightful authorities).

At first, being a volunteer was only an excuse for Leah to get free meals and a place to stay (since the barangay outpost is a comfortable space to be in). But she eventually enjoyed her stint there. Soon enough, she met and gained many friends in the barangay, and it was only a matter of time until one of them informed her of the opening at MyPhone.

When a fellow guard convinced her to apply for work to one of MyPhone's account executives, Mr. Ronald Navarro, Leah wasted no second.

With a bio-data at hand, Leah rushed to see Mr. Navarro, unmindful of the time.

It was 2 A.M. when Leah assertively submitted her application to Mr. Navarro.

Amused, Mr. Navarro could only ask her, "why are you submitting your application at this time?" But Leah did not give Mr. Navarro a chance to reject her application. She was assertive enough to convince Mr. Navarro to give her a part time work as one who gives away flyers.

THE DISCOVERY: Hard Worker, Radiating with Potential

Leah was enormously grateful for the opportunity to work. Giving out flyers is one thing, giving one's best for work is another. Leah did both. She went beyond just doing her job. Even with very little knowledge of the phones of MyPhone, she tried her hardest to entertain questions from potential customers. Most of Leah's responses though were merely based on her self-study of the phones' specifications as indicated by the printed manuals, posters and tarpaulins. But matched with her unparalleled dedication and drive, she was not only able to make it through; she did very well too!

Perhaps the officer-in-charge, Ms. Rona from MyPhone store in Robinson's Manila, saw Leah's diligence in work. She asked Leah to try applying for a front liner post in MyPhone.

But Leah was not as lucky when she tried for the front liner post, at least not on her first try.

Her resume then was poorly made. She wasn't properly dressed up for the interview. Lastly, she was so tensed; she stuttered a lot during the actual interview. Thus, her application was rejected, and she went home broken hearted.

When Mr. Navarro got wind of this though, he asked Leah to try once again. And she did. In a week's time, Leah's is back at the interview desk. Across her was a new interviewer, Miss Jeck Marcelo.

This time, she was more fortunate. Although she didn't get hired as a front liner yet, Miss Jeck gave her a chance by hiring her as an exhibitor for Market! Market! Mall.

Excited and determined to prove herself, Leah was at her best during her first duty at Market! Market! Mall. She was able to sell a lot at the expense of her voice (since her continuous shouting to call people's attention to the MyPhone booth made her throat swell). But all her efforts were not in vain.

Fast fact:

A MyPhone exhibitor is also a part time front liner who is often asked to report during MyPhone events. He or she assists in the event's ingress and egress.



Leah Simbajon works extra hard as an exhibitor for MyPhone

After a very commendable performance as an exhibitor, Leah was officially accepted to be a front liner for MyPhone on November 6, 2011. She was assigned to a MyPhone store in Robinson's Manila where she used to do flyering. But when she arrived at the store, she noticed that there is still a front liner assigned in the area. Afraid that she may be taking away somebody else's job, she lied when asked which store was she assigned.

Eventually, she was called to report to duty at Robinson's Place Manila by the management. Leah was half-hearted about the news. She was happy to be finally hired as a front liner of MyPhone, but was also feeling guilty that her employment may have meant the other frontliner's lost.

Thus, she was very grateful when she found out that the original front liner in Robinson's was merely reassigned to a different location.

LIFE WITH MYPHONE: Renewal and Rebuilding

Presently, Leah still works at MyPhone where she just celebrated her first year anniversary last November 6. She's currently assigned at the MyPhone kiosk in Isetann Mall in Recto, Manila.

Leah proudly shared that she can now support herself. All smiling now, she says she can now afford to buy clothes, make-up and other necessities she could hardly afford before. Little by little she's rebuilding her confidence and her life as a whole. The scars and insecurities she had since childhood is slowly healing as she can now help her father support their family in Bohol—all thanks to her income as an employee of MyPhone.

In return for the life-changing opportunity MyPhone has given her, Leah says she could only promise her loyalty and dedicated service.

"Mananatili ako sa MyPhone hangga't gusto nila akong maglingkod dito dahil sa laki ng pasasalamat ko sa kanila. Mabuti po 'yung trato nila sa akin bilang empleyado at napakalaki po ng nagawa nila sa buhay ko para mataguyod ko ang sarili ko."

(I'll stay in MyPhone for as long as they need and want me to serve here because I am deeply indebted to the company. They treated me very well as an employee and I owe them for turning my life around so I can stand on my own), she said.

To which, she further added, *"Masuwerte po akong sa MyPhone ako napasok. Kasi handa akong makipag-away sa mga naninira sa MyPhone, eh. Alam ko naman kasing hindi ako mapapahiya sa mga customers dahil talaga naming maganda ang produkto ni MyPhone. At hindi ko matiis na sinisiraan nila 'yung kumpanyang pinagtatrabahuan at pinagkakautangan ko ng loob."*

(I am lucky to be in MyPhone. I am willing to fight those who malign MyPhone's reputation. I know MyPhone's products are of excellent quality and I just can't take it when people speak ill of the company I work for, the company whom I owe a lot).

Leah's long term wish is to be able to save enough for her and her child's future. Once she earns and saves enough, she hopes to take her child from her mother-in-law so they can be together. With her diligence at work, we say this won't stay a distant wish.



MyPhone Supports MISS EARTH's 'Beautiful Cause'

There's nothing more beautiful than coming together for a special cause—this was what representatives of MyPhone and MISS EARTH have to say about their newly-sealed partnership, as contracts were signed at the Carousel Productions, Inc. last November 12, 2012.

MyPhone, the country's first and leading dual SIM phone brand's affinity with the MISS EARTH is a sign of its support for the environmental causes which the pageant advocates.

"We are proud to be a partner of the MISS EARTH which promotes 'beauty for a cause', not only to the Philippines where it originated, but also to the world," explains Richie de Quina, VP for Marketing and Business Development of the MyPhone brand.



MyPhone President Jaime R. Alcantara (left), Carousel Productions' Executive Vice President Lorraine Schuck (center), and MyPhone's VP for Marketing and Business Development Richie de Quina while signing the MyPhone-MISSEARTH contract

The MISS EARTH beauty pageant was launched by Carousel Productions, Inc. in Manila in 2001. Now on its twelfth year, it continues to be the most prestigious and relevant beauty pageant in the world that

pushes for the promotion and protection of Mother Earth.

MyPhone has been an active supporter of the MISS PHILIPPINES-EARTH since the early years of the pageant, and according to **MyPhone's president Jaime Alcantara**, supporting the pageant's international counterpart is a much welcomed step-up.

Each year, MISS EARTH brings together some 80 to 90 gorgeous environment ambassadors from all over the globe to compete for the prestigious crown.

As one of the pageant's partners, MyPhone awarded prizes, as well as a special Miss MyPhone award on pre-pageant activities of the candidates.

Miss Lorraine Schuck, Executive Vice President of Carousel Productions (the organizers of the environment-driven beauty contest) expressed her gratitude for MyPhone's belief and support to MISS EARTH and its advocacy.

When asked what she can say about MyPhone as a partner, Ms. Schuck shared, **"MyPhone, just like MISS EARTH, is a Filipino brand. We've always thought it best to work with brands of our own, and as a partner, MyPhone has always been wonderful. We are very grateful for their support."**



MyPhone to Help 'Boto Mo' Patrollers

MyPhone, the country's first and leading dual-SIM phone brand, will extend a hand in helping citizens keep a watchful eye come Election 2013 by supporting ABS-CBN's Boto Mo, I-Patrol Mo: Tayo Na (BMPM) campaign.

ABS-CBN's Boto Mo, I-Patrol Mo which kicked-off earlier this September, is a ten-month campaign which seeks to urge Filipinos to actively engage in the promotion of clean and fair elections by harnessing the power of new media—internet and mobile phone technology. Through this campaign, anyone, from a public official to a young student may assume the title of "citizen patrol" and report cases of both good and bad political practices using the internet and their mobile phones.



MyPhone and ABS-CBN Bayan Mo, iPatrol Mo executives shake hands after the contract signing at the ABS-CBN building last November 19, 2012.

In their contract signing at the ABS-CBN Building last November 19, MyPhone President Jaime R. Alcantara personally expressed his support to the BMPM initiative which he calls *"a very relevant, timely and worthy campaign"*.

"As a company that is in the business of both mobile communications and the promotion of everything good about the Filipinos and the Philippines, we are pleased to partner with ABS-CBN in helping our people realize that whoever they may be, they can do so much for our country, starting with choosing the right leaders." Richie de Quina, MyPhone's VP for Marketing and Business Development also said.

MyPhone will be providing mobile phones to be used by Boto patrollers as they keep vigilant eyes before, during, and after the 2013 elections.

"It makes us all proud to think that our products may be used as weapons for change. Like we always say, MyPhone has the Filipino heart and it is in our best interest to have our product used for the betterment of the country." MyPhone President Alcantara further notes.



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According To You!



Blogger MyMaria's 'MyPhone Experience'

All Photos courtesy of MyMaria of www.bastaigatsikat.com

posted an hour ago *



A cliché in brand experience says “when you’re happy or satisfied, you tell 10 people about it; when you’re mad or dissatisfied, you tell everyone about it.” But such is not the case with a blogger’s experience with MyPhone. An enjoyable experience with the brand has actually prompted blogger MyMaria to tell not just 10 people about it, but everyone through her MyPhone blog entries at her site www.bastaigatsikat.com.

In her first MyPhone experience blog in 2008, MyMaria’s list of the things she loves about her Q21 ranges from the phone’s design to its functionality. The QWERTY, dual-sim Q21 phone that this blogger had loved warranted a blog-entry-slash-good-review from MyMaria. She further gives a thumbs-up to the Pinoy apps in the phone and even lauded the addition of the social networking apps that were made available in the newer version of the phone which was released after she got hers.



* posted 2 hours ago



For a phone that is not so pricey, the customer in MyMaria notes of getting so much value. “I love this phone so much because it’s QWERTY, it’s dual-sim, and it’s really cheap,” she quips. Two and a half years later, MyMaria let go of her Q21, but only for a new MyPhone: the QT7. In her blog entry “Still rocking a MyPhone”, she once again gave her new QT7 a good review. This time, she was even more captivated by the phone’s wider set of features (which by the way got a good load of interest from her blog followers).



Rocking her new QT7, she added a few more notes in her already-long list of the things she loves about MyPhone. For MyMaria, MyPhone is “a real Pinoy Phone with all the social networks in it.” With what she regards as improvements from her previous phone model that are in QT7, this blogger could guarantee that MyPhone is the phone for the social Pinoy.



my|phone



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According To You!



Blogger MyMaria's 'MyPhone Experience'

All Photos courtesy of MyMaria of www.bastaigatsikat.com

posted 3 hours ago ✱



She also did not miss the chance to mention the addition of features such as mycountry, myfaith, and the symbolic Philippine map at the back of the phone.

With so much enthusiasm for the MyPhone brand, MyMaria attests to what the brand has to offer. "I do believe in the quality of a MyPhone," shares MyMaria in one of her MyPhone-related entries.

In a market where competition among local and foreign brands is steep, quality indeed plays key. And MyPhone finds a testament to the brand's quality in the blogger MyMaria who recently wrote, "Before, I've never really had a phone that lasted me over a year! But my Q21 went past the one-year mark!"

As someone who also tried other mobile phone brands, MyMaria is also well able to compare the local MyPhone brand to what foreign phone brands have to offer. Both in terms of features and in price, she sure does place MyPhone in a competitive rank alongside foreign brands.

posted 4 hours ago ✱



Fast forward to 2012, MyMaria continues to support MyPhone. She has witnessed, and blogged about how locals flocked at the recent MyPhone Concept store opening in Ormoc City.

Capturing what she fondly described as "*a wicked and wild crowd*" both in words and in photographs, MyMaria's most recent entry shows not only her own but also a lot of people's enthusiasm for MyPhone.

With all the good feedback she openly shares through her blog, MyPhone is glad to have been able to satisfy customer MyMaria.

"I do enjoy your product that's why I wrote a number of posts regarding my MyPhone experiences," says MyMaria.

Well, MyPhone is happy and proud to serve customers like you, MyMaria!

Exuding confidence and the all-too-familiar Padilla charm, Daniel Padilla faced the press for his launch as the newest endorser of the first and leading Filipino dual-SIM phone brand in the country—MyPhone.

Since his debut in the show business through the youth-oriented show, *Growing Up*, Daniel's popularity continues to rise exponentially. He was already able to make a name for himself, outside the Padilla's influence and is currently one of the hottest teen heartthrob and recording artist in the industry.

In his launch as MyPhone endorser, Daniel was warmly welcomed by no less than the MyPhone owner, Mr. David S. Lim and MyPhone President Jaime R. Alcantara themselves.

"It is our pleasure to welcome Daniel Padilla in the MyPhone family. He is one of the brightest stars of his generation. And since our company has much hope in the Filipino youth, we believe Daniel will be of great help in espousing our campaigns and advocacy among people his age," says Mr. Alcantara.

The Filipino mobile phone company prides itself not only for being a market leader in the local mobile communications landscape, but also for its advocacy of promoting Pinoy pride. Thus, the decision to pick Daniel as its newest brand ambassador goes beyond strengthening MyPhone's hold to the youth market in which the young actor and recording artist's impact is undeniably huge.

"We believe that Daniel is the personification of what Pinoys should be: confident, smart, talented and proud to be a pure-blooded Filipino," says Richie de Quina, MyPhone's VP for Marketing and Business Development.



Upon becoming a MyPhone brand ambassador, Daniel Padilla now joins his loveteam partner Kathryn Bernardo, and fellow *Princess and I* actor, Enrique Gil. Also among MyPhone endorsers are Kapamilya stars Julia Montes, Martin del Rosario, Sam Concepcion; Kapuso celebrities Janine Gutierrez, Derrick Monasterio, Bea Binene, Barbie Forteza, and many more.

DANIEL PADILLA JOINS MYPHONE FAMILY

Ryan



Karen

MyPhone's Most Twitter Requested New Endorsers

#RyanAndKarenAsNewEndorsersOfMyPhone

It all started with that famous hashtag #RyanAndKarenAsNewEndorsersOfMyPhone on that fated Friday of October 12, 2012. It was an online clamor that took the MyPhone team by surprise. This nationwide trending topic in Twitter requested for teen stars Karen Reyes and Ryan Boyce to become MyPhone's new endorsers.



Nobody could tell who or what started it at that time, but fans continued to put in effort to keep it trending nationwide that MyPhone could not simply ignore it. Within just a little over a week, Karen and Ryan were warmly welcomed as new endorsers of the number one Filipino mobile phone brand!

"It's what the fans want, so we gladly oblige. It is also our way of letting them know that we listen to what our market say or demand," says MyPhone's VP for Marketing and Business Development Richie de Quina.

Karen and Ryan themselves say even they were surprised by the sudden turn of events and could only express much gratitude for the overwhelming love and support of their fans. *"Sobrang thankful po namin na meron kaming ganoong klaseng fans na kahit malayo ay sobrang active po sa pagsuporta sa'min. Nakakaoverwhelm po 'yung pagmamahal at all-out support na binibigay nila sa amin"* says the bubbly Karen Reyes. To which, Ryan adds, *"sana tuloy-tuloy pa rin po ang suporta niyo sa'min. Mahal na mahal po namin ang mga fans namin."*

To show their thanks, Karen and Ryan each signed MyPhone cell phones which will be given away to two very lucky fans.

The loveteam also thanked MyPhone for trusting them with the endorsement. They also promised not to disappoint MyPhone or their fans who requested for the endorsement.



Karen



Reyes

MyPhone's Most TwitterRequested New Endorsers

#RyanAndKarenAsNewEndorsersOfMyPhone

Known to many as the feisty former female teen housemate from the popular reality TV show, Pinoy Big Brother: Teen Edition, Karen Reyes admits her strong personality and fighter attitude often lead to her being misunderstood.

Well aware that she earned a lot of haters from viewers during the first weeks of her stint as a housemate for the reality TV show, Karen says most people mistake her for being maldita or mataray because of her aura, but she's happy that "towards the end of the edition, I've proven them wrong.

And she obviously did. Karen did not only place second in the competition, she (along with her loveteam Ryan) is also one of the few teen stars who could stir a nationwide trend in the Twitter realm.

Now outside the popular house, Karen shares there's more to her than what viewers have seen on TV. When asked to describe herself, her quick response was a simple "ako po ay isang baklang babae" which is very much akin to the character she plays in the afternoon drama show, Angelito : Ang Bagong Yugto.

Like most teens, Karen is also a techie, so she knew about MyPhone even before the fans started campaigning for her to be an endorser of it. Interestingly though, it was her mommy Claire who introduced MyPhone to her.

"My mom is a MyPhone user. She has a touchscreen phone which she finds very useful both for its prayers and dual-SIM function," shares the lovely young lass.

finally endorsing the MyPhone brand as requested by their fans, Karen says she is just excited to try out her new **MyPhone A919**.

About Karen:

1. She loves doing graphic design. Karen also has an artistic side to her. This self-confessed techie enjoys creating T-shirt designs via Photoshop both as a hobby and as favor to friends.
2. She's fond of charm bracelets. Her wrists are always adorned with her lucky charm bracelets which she sometimes gives to fans.
3. Her dream project is with Kris Aquino. Karen refuses to name her dream leading man but confesses that she has always wanted to work with the Queen of All Media.

Still a bit shaken by the pleasant surprise of

Ryan



Boyce

MyPhone's Most TwitterRequested New Endorsers

#RyanAndKarenAsNewEndorsersOfMyPhone

Ryan Boyce was not dubbed as the Pilyong binatilyo for no reason. This sixteen year old, half-British football player admits he's been quite the bad boy in the past (with bars and girls as his early vices) but says he has changed a lot after his stay in the popular PBB house. "I'm a good boy now," Ryan quips while friskily giving meaningful glances to his loveteam partner (and love interest?) Karen.

While Karen may be a bit reluctant to agree that Ryan has turned away from his womanizing ways, she is quick to concede that her loveteam partner is very kind, even going as far as saying he can be "too kind" when referring Ryan's patience.

Behind the camera, Ryan describes himself as a friendly joker. "Patawa po ako at mahilig po akong mamansin ng mga tao kahit hindi ko kilala," he said.

During tapings when most of the cast and crew are all tired from work, you could expect Ryan to set a lighter mood with his good-humored remarks and antics. He says it is just within his character and that he enjoys sharing his energy with the team. This quality of his is undeniably very Filipino in spite of his British blood.

"I'm half-Brit but Filipino at heart," Ryan said.

He further notes that what piqued his interest about the MyPhone brand even before he becomes an endorser of it is the fact that it is a Filipino brand. "That's what MyPhone and I have in common—the Filipino heart," he said.

convenient for texting but also has huge memory for his music downloads. Well, we're sure his new **MyPhone A919** has both that and more.

About Ryan:

1. He's almost an Azkal. Ryan tried out for Azkals but was not able to push for it after he got into a car accident while performing a drift in January 2010.
2. Karen kept his phone for 3 days. They did not disclose the reason but Ryan actually let Karen keep his cell phone for 3 days. Hmmm...
3. His dream project is with Karen Reyes. Yup. When asked who his dream leading lady is, Ryan named his love team partner, Karen.

Ryan says he wants a phone which is not only

FRESH FROM THE BOX:

Introducing MyPhone's 'Crystal' Phones

Smartphones are getting all the attention these days. But with so many phone models available in the market, all boasting to have the best features, making a smart choice may not come as easy. That is until you come across a phone that is made exactly for you and your needs. Such is the case with members of Crystal Plus Global Philippines, Inc.

The company recently unveiled the product of its partnership with MyPhone –the new Crystal phones. Designed to make the work of their members easier, the Crystal phone line up delighted many, if not all of those present in its launch last November 9, 2012.



What is Crystal Plus?

Crystal Plus is a multi-level marketing company that "caters to the aesthetic needs and desires of customers" through their huge product offering of beauty and body essentials. Members of the company earn commissions for successful sale of products which they usually offer customers through printed catalogs.

Unbreakable Duo Formed

But selling through printed catalogs is bound to change as Crystal Plus pairs up with the leading Filipino dual-SIM phone brand in the country—MyPhone. Together, the two formed an "unbreakable duo," as what the partnership is called, and launched the Crystal Phones to Crystal Plus member and stockies (lead representatives of Crystal Plus).

The Crystal Phone

Crystal Plus' President and CEO, Mr. Joselito Manlongat proudly announced that Crystal Plus is the first and only multi-level marketing company to have specially customized MyPhone Android phones for its members to use, in the form of MyPhone Crystal phones.

"The partnership itself is a breakthrough in Multi-level Marketing. It is the first in the industry and in the phone technology. We are proud that we are the first and the only one to have it," he said.

Representatives from MyPhone were also invited to make a live demonstration of the phones.

MyPhone President Jaime R. Alcantara wowed the crowd with his presentation of the customized features of the Crystal phone. With the help of Mr. Kirt Ugas, MyPhone's Business Development Manager, he used the TV Out feature of the handset to demonstrate the unique Crystal Plus application embedded in the MyPhone Crystal phones.

Mr. Eric Ericson, Head of Crystal Plus' Sales Team also helped share the many benefits of the phone to users.



Embedded E-catalogue: No more of bulky clear books with printed catalogs since MyPhone's Crystal phones are already embedded with the Crystal Plus website and product e-catalogs. And with the Wi-fi features of the Crystal Phones, downloading updates on these catalogs is also made easy.

Pocket-size Convenience: The use of e-catalog is not new. Many other multi-level marketing companies promote the use of gadgets like tablets and laptops, but then again, how many can afford those gadgets? On the contrary, almost everyone have a cellular phone which they hardly leave out of sight. Mobile phones are much convenient to bring and use, too as they fit well in the pocket.

Presenting In-Style: Most people now practically mastered the art of avoiding anyone who looks like a salesman (especially those who carry catalogs in binders, folders and clear books) in fear that they'll be talked to buying anything unnecessary. These instances could be avoided if you have nothing but a mobile phone at hand. And with the right ice breaker, you're on your way to doing the sales talk, presenting in-style with a MyPhone Crystal Phone.

Accessible Genealogy Chart:

Understanding how crucial genealogy chart of members is for multi-level marketing, the Crystal phones are engineered to have the members' genealogy chart accessible through the handset.

Motivating Wallpaper: All Crystal phones also come with Crystal Plus wallpapers. In the words of Crystal Plus' Eric Erico himself, "waking up and seeing such images on your phone daily is enough to keep you motivated to work."

Crystal phone is available in four MyPhone models: A618, A818, A848 and A878.



To cap the night, MyPhone also gave away some of the crystal phones to lucky raffle winners.

What's more, the head honchos of both Crystal Plus and MyPhone both promised that the unbreakable duo will continue to enhance the crystal phones' features to be of better use to the Crystal plus members and stockies.



Lucky winner cheerfully shows off her new MyPhone Crystal Phone.



MyPhone A919

All the Great Stuff in BIG Packaging

With various smartphone models being introduced in the market recently, it is no wonder most people simply shrug them off as being all the same. But every once in a while there are those that simply break away from pack and literally stand out in the already cluttered smartphone market. Most of the time, it is the product's spectacular specs, other times, it is the modest tag prize that sets the difference. In the case of **MyPhone A919 Duo**, it is both.



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The Bigger, the Better with 5.0” FWVGA 480x854 IPS Capacitive Display

Some say “great things come in small packaging” but when it comes to mobile phone entertainment, bigger is still better. This is probably why MyPhone recently came up with what they tag as their “latest and BIGGEST Android Offering”—the MyPhone A919. Fully loaded with the latest Android 4. 0. 4. (ice cream sandwich) operating system (OS) and beaming with a 5” wide screen, this new model from MyPhone certainly won’t disappoint Android aficionados who are on the lookout for upsized entertainment.

While it is a given that by virtue of its Android ICS OS, the phone gives access to the hundreds of thousands of applications in the Android market, what truly makes this phone different from other smartphones out there is its 5 inches, IPS capacitive screen with FWVGA 480x854 display resolution.

Any fan of big screen smartphone would understand how the 5” screen is already a big step up from the average mobile phone screen size. With MyPhone A919, we’re not just talking about high-definition movie viewing, but an overall grander display.

Its screen is also of the capacitive type so it is snappy and responsive to user’s every touch. Also a big plus is the IPS (In-Plane Switching) LCD technology used for the phone. With this latest technology, color display of the phone is the same from all viewing angles. Moreover, IPS technology has very clear display and none of those after-image-blurs that you see when operating on other touchscreen phones with a different technology for its LCD.



Photos shared by: www.facebook.com/MyPhoneAndroidfans

TV-Out Function

But if you are sharing the movie you're watching with a group of friends, the 5" screen is of course not enough. Still you could max out the fun with a use of the phone's TV-Out function. Simply use an RCA jack to connect MyPhone A919 to a TV screen, and voila! You can share your mobile phone contents to your audience. TV-Out function is best used for games. And what do you know... this feature may be extremely useful with presentations, too!

Grand Slam Mobile Phone Cam of 8MP plus a Front Cam, Too!

Now on to the mobile phone's camera or cameras since it has two—each for front and back. Of course, the wide screen works best when paired with just as great camera features, and on that note, the MyPhone A919 does not disappoint.

MyPhone A919 has an 8 megapixels back camera that is complete with a face detector, a continuous shot option and even a panoramic shot mode. With all these astounding features, you don't just get to capture moments into photographs with your phone; you can also create stop-motion videos using the continuous shot option.

Taking wide-angled shots is also a must-try with the phone's panoramic shot mode. Not many mobile phones—even among the high-end ones—offer this feature and MyPhone did a good job at making it a user-friendly option in its A919. Panoramic shots are perfect for capturing beautiful landscapes and sceneries. And thanks to MyPhone's A919 having an 8 megapixels Autofocus camera with dual LED flash, all pictures are sure to come out crisp, clear and simply breathtaking.

The phone also has a front camera that is needless to say, best for video calls.



A True Biggie with 3G Connectivity

The functionality of the front camera is underscored by the fact that A919 comes with 3G. The 3G is a big leap from its 2G predecessor in terms of speed and connectivity. It means faster data-transmission and better network capacity using your phone.

Thus, MyPhone A919 is excellent for video calls especially through Skype and other pre-installed social networking sites in the phone such as Facebook, Twitter and even the Viber App. A special note on the Viber is that it allows users to call, chat and send messages to any fellow Viber users in their phonebook free of charge for as long as they are connected to the internet. It's plain and cool as that.

I can go on and on with the many other powerful features that make the A919 a true smartphone stunner, but as there are so many of them, I think I'll run out of space. So I'd just end it with the reinstatement of what I already mentioned in the beginning—MyPhone A919 is a marriage of both outstanding specs and modest tag price. For only Php7, 990, it is hard to find any other that comes close enough to compare with MyPhone's A919. Check and compare the spec cards, and be the judge yourself.

MyPhone A888 Duo

The 3G Android Phone that is Slim and Stuffed

Whether you've got a knack and passion for photography or you're simply someone who points and shoots for a hobby, the new MyPhone A888 must be the compact phone that will cater your digital photo needs.

Take photos like a pro with an 8 megapixel camera that comes along with a dual LED flash for low-light scenes. Its 720 pixels HD video recording capability may also come in handy for recording minutes of very special moments. Its 1.3 megapixel front cam is also a plus for easier self-shots.

Its 4.5" high definition IPS screen complements the crispiness of photos and videos taken from this phone. Users can also watch their movie collection installed in the larger 2GB internal storage, or in a compatible microSD card with a capacity of up to 32GB.

You can stay connected to the online community anytime and anywhere with the convenience of a wi-fi connection or via 3G. You will never miss out a single tweet and status update of your loved ones and friends.

The MyPhone A888 Duo can cope with your multi-tasking needs with its dual core 1GHz processor, so you don't have to worry about logging videos and games. It's up to date Android 4.0.4 OS will never give you the hassle of application

compatibility issues, and will surely give you the most out of your Android phone experience. All the best things stuffed in an 8.9mm slim body.

This 3G-powered phone is MyPhone's ace in the mobile phone camera category, and is definitely a bang for the buck!



Introductory price
P7,499.⁰⁰



Android 4.0.4
Ice Cream Sandwich



Big Screen
4.5" IPS
Capacitive Screen



8MP Camera
w/ Flash and
Auto Focus



1GHz
Dual Core
2X Faster
processor speed



3G
Connection

Other Features: Dual SIM, Tri-band, EDGE, HSDPA, HSUPA, 1.3MP Front Camera, GPS, WIFI Connection, TV-Out, Motion Sensor, FM/MP3/MP4 Player, Dual Mic Noise Reduction, Proximity and Light Sensor, 32GB microSD Slot, HD 720p Video Recording, Turn to mute function, Bluetooth 4.0, micro USB, 3.5mm Audio Jack, PINDY PHONE APP



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