

Strategic Objectives	Measures	Target 2020	Initiatives
<b>Perspective: MEMBERS' SATISFACTION</b>			
<i>Strategic Question: What benefits can we provide to our members? How do our members see us?</i>			
To provide protection and investment responsive to the members' needs	Number of insurance products	9 (EP, SGTI, BGTP, BAB, E-56, CLI, HIB, Term Endowment, Whole Life Plan)	Product Development Program
	Number of loan facilities	7 (PL, SL, EL, CL, Multipurpose loan, Car loan, Housing loan)	
	Maximum Loanable Amount	PL - 90% of EV SL/EL/CL - combined total max of P500K	
To offer members opportunities for fiscal independence	Allocation of company funds for Members CSR Fund * % of Members CSR Fund to total PSMBFI CSR Fund	50%	Corporate Social Responsibility Program for Members
	* Distribution of Members CSR Fund	Financial assistance - 30% / Calamity assistance - 30% / Educational assistance - 30% / Other assistance - 10%	
	Members' Satisfaction Index (MSI)	* All insurance needs provided to members * Financial assistance available at all times * Other benefits provided	Member Satisfaction Monitoring Program
		* Better benefits given in comparison to other providers	
<b>Perspective: SOCIAL IMPACT</b>			
<i>Strategic Question: What impact do we like to achieve for the industry and community?</i>			
To become a model of good governance among its peers	Compliance with regulatory requirements	100% compliant	Corporate Governance Program
	Industry ranking - stability, corporate governance scorecard	No. 1	
To significantly improve the quality of life of Members	Community * % of CSR for community to total PSMBFI CSR Fund	10%	Corporate Image Building Program
	* Type of CSR activities to community	Environmental projects	
To be regarded by PNP, and other public safety practitioners as a reliable partner	Partner Agencies * % of CSR for partner agencies to total PSMBFI CSR Fund	40%	
	* Type of involvement in activities of the PNP and other member agencies	Partner in culture change	



Strategic Objectives	Measures	Target 2020	Initiatives
<b>Perspective: FINANCE</b>			
<i>Strategic Question: How do we grow our resources and optimize returns?</i>			
To expand the membership base to a size that supports consistent growth in revenues	Sectors covered	PNP, PNP-NUP, PNP-Retired, BFP, BJMP, OTS, Coast Guard, DDB, PSMBFI Employees	<b>Insurance Program</b>
	Total Number of Members	170,000	
	Total Premium from all plans	P500 million	
	Percentage of Equity Plan 1 vs. Equity Plan 2	EP 1 - 62% / EP 2 - 38%	
To optimize the return on investments	Investment Policy * Degree of compliance with IC approved guidelines	100% compliance to IC guidelines	<b>Investment Program</b>
	* Alignment of Investment Policy	100% compliance as specified in the Investment Policy	
	Loans Portfolio * % to Total Assets	49%	
	* Total Loan Portfolio	P11 billion	
	* Total Interest Income	P2 billion	
	* % Past due loan accounts vs. portfolio (receivable)	3% for SL/EL/CL	
	Fixed Income Securities * % to Total Assets	32%	
	* Total Balance of Fixed Income Securities	P7 billion	
	* Total Interest Income	P200 million	
To achieve cost-efficiency aligned with the vision-mission	Cost Management * Return on Assets	10%	<b>Cost Management Program</b>
	* Total Expenses (PS+MOE) to Total Revenue	14%	
	* % of Loan Selling Expense vs. Loan Interest Income	Not to exceed 15%	
	Financial Reports	Management Information System in place	<b>Financial Monitoring and Risk Management Program</b>



## PSMBFI'S CORPORATE GOVERNANCE SCORECARD

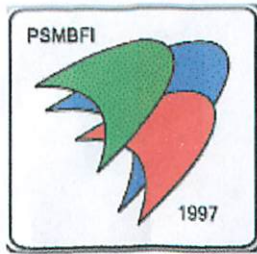
Strategic Objectives	Measures	Target 2020	Initiatives
<b>Perspective: LEARNING AND GROWTH</b>			
<b>Strategic Question: How do we empower our workforce and develop it into an important asset?</b>			
To build a customer-oriented workforce that is highly motivated, professional and productive	Organizational structure	Aligned with business operations	<b>Organization Development Program</b>
	Salary structure	Competitive compensation and benefits package at par with industry standards	
	Manpower	* Professional, highly-skilled and capable workforce * 100% fill up of critical management positions * Succession plan and employee career management system in place * Performance-based incentive system in place	
	Internal customer satisfaction rating	Above average - 80%	
	Employee satisfaction index	Above average - 80%	
<b>Perspective: INTERNAL PROCESS</b>			
<b>Strategic Question: What improvements in systems and processes are necessary to accelerate growth and achieve operational excellence?</b>			
To develop a dynamic integrated system of policies, processes, procedures and internal control that promotes fast, efficient and effective delivery of services	IT Infrastructure	Fully automated and integrated Operational, maintained, and updated Secured and updated Nationwide, real-time, high-speed, secured, and stable	<b>IT Infrastructure Management Program</b>
	* Systems		
	* Hardware/Software		
	* Data Base		
	* Network/Connectivity	<b>Process Improvement Program</b>	
	Insurance Benefits Processing		Release of cash advance for death benefits within 15 minutes from receipt of report Release of full payment for death benefits within 1 hour from receipt of complete documents
	Loans Processing		Release of loan proceeds within 15 minutes from receipt of application
	Cash Management		Efficient fully automated cash management system (receipts, disbursements, cash position)
	Billing and Collection		100% billing efficiency 97% collection efficiency
	* Collection thru Automatic Salary Deduction and thru Individual Modes of Payment		Not more than 3% of loans portfolio and other collectibles
* Past Due Loan Accounts			
Document Management	100% electronic files and document management system in place		



## PSMBFI'S STRATEGIC OBJECTIVES

Strategic Questions	Strategic Objectives	Productivity	Revenue Growth	Relevance to Members and Community
<b>Learning &amp; Growth:</b> <i>How do we empower our workforce and develop it into an important asset?</i>	To build a customer-oriented workforce that is highly motivated, professional and productive			
<b>Internal Process:</b> <i>What improvements in systems and processes are necessary to accelerate growth and achieve operational excellence?</i>  <i>In what processes should we excel?</i>	To develop a dynamic integrated system of policies, processes, procedures and internal control that promotes fast, efficient and effective delivery of services			
<b>Finance:</b> <i>How do we grow our resources and optimize returns?</i>	To expand the membership base to a size that supports consistent growth in revenues			
	To optimize the return on investments			
	To achieve cost-efficiency aligned with the vision-mission			
<b>Members' Satisfaction:</b> <i>What benefits can we provide to members?</i>  <i>How do our members see us?</i>	To provide protection and investment responsive to the members' needs			
	To offer members opportunities for fiscal independence			
<b>Social Impact:</b> <i>What impact do we like to achieve for our members' lives, the community, and the industry?</i>	A model for good governance among its peers			
	Members' quality of life significantly improved			
	Regarded as a reliable partner by the PNP and other public safety agencies			





# PSMBFI STRATEGY ROADMAP 2013-2020

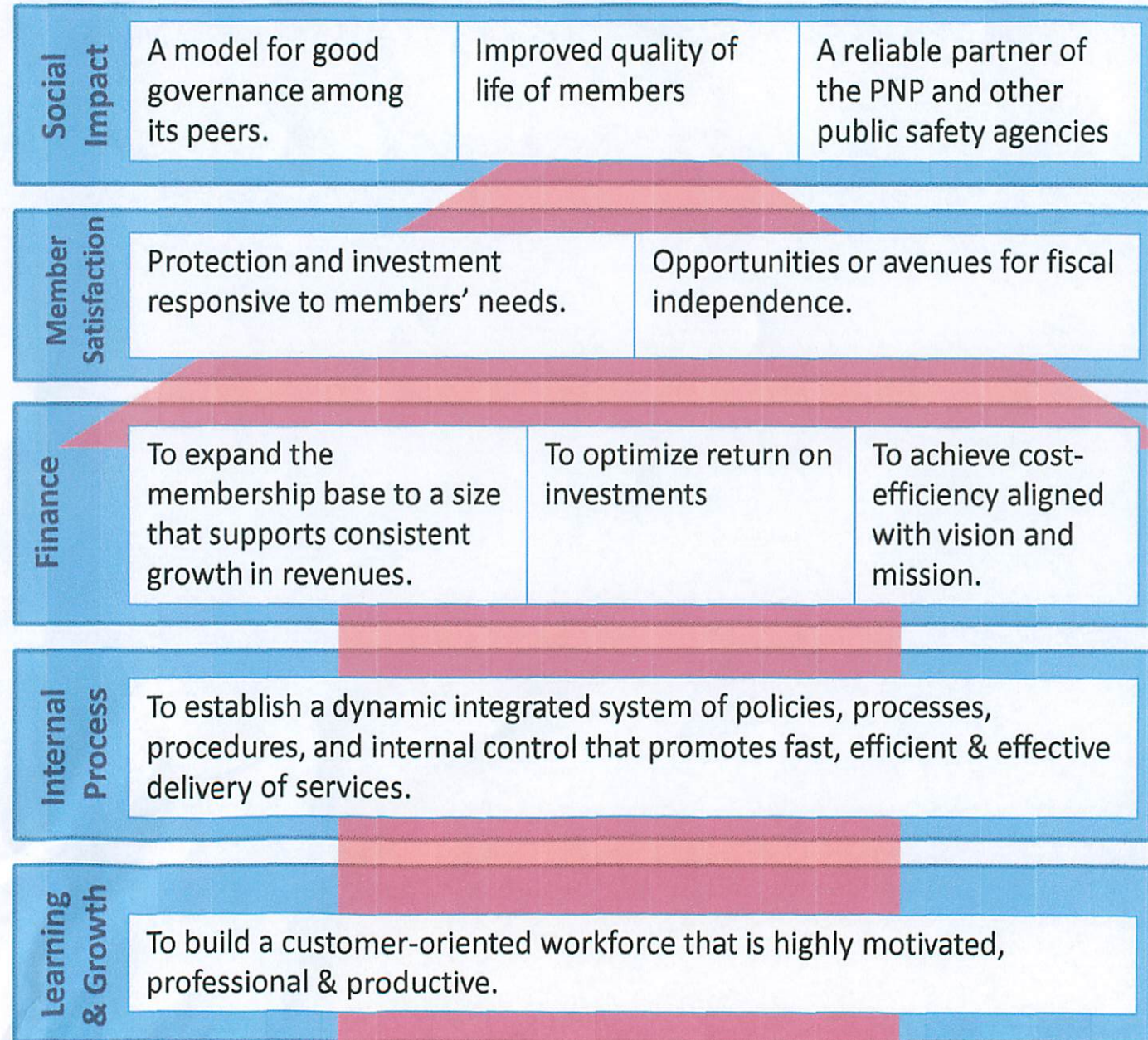
**VISION** By 2020, PSMBFI shall be a progressive and stable mutual benefit association extending benefits and services that are highly responsive to the needs of members.

## MISSION

- To provide timely financial and material aid & comfort to public safety practitioners & their families.
- To enhance the work environment that will further develop competent, committed, trustworthy, and service-oriented personnel.
- To embark on projects that will improve mutual assistance & foster camaraderie among members.

## CORE VALUES

- Loyalty
- Ethics
- Accountability and Integrity
- Professionalism
- Service Excellence







**PUBLIC SAFETY MUTUAL BENEFIT FUND, INC.**  
318-320 Santolan Road corner 2nd Street West Crame, San Juan City  
Tel. Nos. 726-8070 • 726-1675 • Telefax: 726-72-50

October 25, 2012

**PDG NICANOR A BARTOLOME**

Chairman of the Board  
Public Safety Mutual Benefit Fund, Inc.  
PSMBFI Building, Bonny Serrano Ave.  
West Crame, San Juan City

Dear PDG Bartolome:

Greetings!

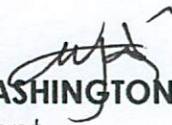
Attached is the PSMBFI Strategy Roadmap 2013-2020 document for approval and adoption by the Board of Trustees.

The development of this document was jumpstarted with the conduct of the joint Corporate Board Retreat (CBR) and Strategic Planning Workshop that was held last July 25-26, 2012 in Tagaytay City. Members of the Board of Trustees and the Department Managers participated in the 2-day session that was facilitated by the Institute for Corporate Directors (ICD).

The objective of the CBR was to create a strategy roadmap towards achieving its long-term vision, mission, and goals as part of PSMBFI's corporate governance and accountability initiative. The roadmap is explained through five perspectives, namely Learning and Growth, Internal Process, Finance, Members' Satisfaction, and Social Impact.

Management respectfully recommends that the PSMBFI Roadmap 2013-2020 be adopted and applied in identifying the long-term business priorities of the Fund.

Very truly yours,

  
**DIR WASHINGTON M JAVIER**  
President



**PUBLIC SAFETY MUTUAL BENEFIT FUND, INC.**  
No. 318-320 Boni Serrano Ave., cor 1<sup>st</sup> & 2<sup>nd</sup> West Sts., San Juan City  
Telephone No. 726-8070, Fax No. 726-7250

**Resolution No. 2012 – 123**

**ADOPTION OF THE PSMBFI STRATEGIC ROADMAP FOR CY 2013 - 2020**

  
**DIR ROLANDO A PURUGGANAN**  
Treasurer

  
**DIR ROGELIO V. QUEJADA**  
Assistant Treasurer

  
**DIR ROQUE G RAMIREZ**  
Trustee

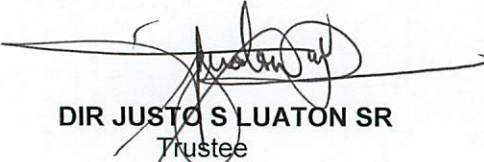
  
**DIR ERIC Q JAVIER**  
Trustee

  
**DIR ELPIDIO Z DE ASIS**  
Trustee

  
**DIR GEORGE Q PIANO**  
Trustee

  
**DIR TEOFILO S MELLIZA JR**  
Trustee

  
**DIR RODOLFO A TOR**  
Trustee

  
**DIR JUSTO S LUATON SR**  
Trustee

  
**DIR ROMEO P CRISTOBAL**  
Trustee

  
**DIR AUGUSTO P MONTEALEGRE**  
Trustee

Attested by:

  
**ATTY CLARENCE V GUINTO, CEO VI**  
Corporate Secretary





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**Resolution No. 2012 – 123**

**ADOPTION OF THE PSMBFI STRATEGIC ROADMAP FOR CY 2013 - 2020**

**Whereas**, the Board of Trustees and the Management embarked on a Corporate Board Retreat / Strategic Planning in July 2012;

**Whereas**, the objective of the Corporate Board Retreat was to create a strategy roadmap towards achieving long-term vision, mission, and goals as part of PSMBFI's corporate governance and accountability initiative;

**Whereas**, as a result of the activity which was further evaluated and improved by the Management, a roadmap was crafted which is explained through five (5) perspectives, namely Learning and Growth, Internal Process, Finance, Members' Satisfaction, and Social Impact;

**Whereas**, the Executive Committee during its meeting on October 25, 2012 approved the adoption of PSMBFI strategic roadmap for approval of the Board;

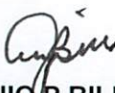
**Now, therefore, be it resolved, as it is hereby resolved**, that the Board approves the adoption of the PSMBFI Roadmap for CY 2013 -2020 (attached);


**Be it resolved further**, that the roadmap will be adopted by the management in the lay-out of its activities for the succeeding years and in identifying the long-term business priorities of PSMBFI; and

**Be it resolved finally**, that the copies of this Resolution be furnished the Chairman and Vice Chairman, Board of Trustees, for their reference, and likewise the President and Vice President, PSMBFI for the information of all concerned.

Done in San Juan City this 30<sup>th</sup> day of October 2012.

**DIR NICANOR A BARTOLOME**  
Chairman

  
**DIR ANTONIO P BILLONES**  
Vice Chairman

  
**DIR WASHINGTON M JAVIER**  
President

  
**DIR RIZALDO A TUNGALA JR**  
Vice President

