



May 6, 2009

- **Aboitiz Equity appoints Chief Reputation Officer**

Aboitiz Equity Ventures, Inc. (AEV) announced today, the appointment of Mr. Sebastian Richards Lacson as First Vice President - Chief Reputation Officer of AEV. The Office of the Chief Reputation Officer (CRO) is a new position created under the corporate reorganization approved by AEV's Board of Directors last February 11, 2009.

As CRO of AEV, Mr. Lacson will be responsible for the overall corporate reputation strategy and management within and across the core industries of the Aboitiz Group.

Mr. Lacson is the Vice President for Administration of AEV affiliate, Visayan Electric Company Inc. Before joining the Aboitiz Group, he held various positions in the Union Fenosa Group. He was concurrent Corporate Director of Union Fenosa Panama and Technical Secretary to the Chairman of Union Fenosa Central America, and Financial Analyst -Management Control of Union Fenosa Internacional in Madrid, Spain. He was also Country Managing Director of Euro Pacific Holdings, Manila, Philippines, and Finance Manager of Lacson & Lacson Insurance Brokers, Inc., Manila, Philippines.

Mr. Lacson graduated from the Ateneo de Manila University with a Bachelor of Arts in Interdisciplinary Studies. He obtained his Masters in Business Administration and Economics at the University of Navarre in Barcelona, Spain.



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