



## COMPANY PROFILE

### A HISTORY OF LEADERSHIP

Manila Broadcasting Company (MBC) is the largest radio network in the Philippines under the umbrella organization of Fred J. Elizalde Group of Companies. MBC network covers virtually every city, province, town and municipality in the Philippine archipelago. MBC operates under seven (7) different programming formats namely: **DZRH, Love Radio, Yes FM, Easy Rock, Hot FM, Aksyon Radyo** and **Radyo Natin**.

Its flagship AM station, DZRH is the Philippines' 1st and the oldest radio station. It is also the only nationwide, via satellite, AM station in the country, while its flagship FM station, Love Radio is the current #1 FM station in radio ratings in Metro Manila and several key cities around the country. Love Radio, YES FM and Easy Rock are the three top-rated FM network in the country today. Love Radio utilizes an adult contemporary music format, which combines new chart-topping hits with familiar songs that are acknowledged as timeless favorites in order to attract listeners from virtually every age and economic background. On the other hand, Hot FM is the Company's provincial pop format FM station. It commands a solid following among the youth market. Aksyon Radyo is a radio network of provincial AM stations that focuses in news/talk format as provincial AM stations in key cities using predominantly local dialects. The company also operates Radyo Natin, the largest network of community radio stations with over 100 small FM stations throughout the country.

As part of MBC's integrated media approach, the longest running AM radio station is now on television. **RHTV** is a 24-hour cable news channel that can be seen on several cable TV affiliates nationwide as well as on live internet TV streaming.

Everyday, millions of Filipinos tune in to the MBC network, for the freshest news, hard hitting commentaries, award winning entertainment, timely and educational information and the most popular music hits.



MBC's mission is to inform, educate, entertain and empower its diverse audience towards positive action. As such, MBC constantly strives not only to meet but even to exceed and redefine existing standards in the Philippine radio industry. More than simply airing a wide variety of programs, MBC constantly plays an active role in improving every aspect of Filipino life.

## **HUMBLE BEGINNINGS**

MBC traces its roots back to "the voice of the Philippines" – KZRH, the oldest radio station in the Philippines which first went on air on June 15, 1939, formerly owned and operated by H.E. Heacock, KZRH was then 1,000 watt radio station along Escolta, the bustling financial district of pre war Manila. KZRH was so successful that within two years of operation, it opened a sister station in Cebu City – DYRC.

World War II shut down both KZRH and DYRC as the Philippines yielded to the Japanese occupation. After liberation, KZRH and DYRC dusted off their old microphones under the leadership of two prominent businessmen Ambassador JM Elizalde and his brother Manuel, who christened the new network as Manila Broadcasting Company.

Infused with a new capital, KZRH became the first station to go nationwide simulcast from Basco to Jolo as early as July 15, 1949. Later that year, under the directive of the Swiss Radio Communication, the "K" in all radio stations was replaced with the letter "D", thus, DZRH was born.

After establishing a position on the AM band, MBC crossed over to FM band with the opening of DZMB, known as Love Radio Network playing adult contemporary music.

Over the years, MBC has focused on expanding the reach of its network. Back in 1996 the vision "One Nation, One Station" was conceived by current MBC Chairman Fred J. Elizalde.

Under his grand plan, DZRH expanded its footprint to cover an unprecedented 97 percent of the Philippine Archipelago. To date, DZRH is the only station in the country which is broadcasting in stereo quality simulcast nationwide via satellite thru its relay stations strategically located in key provincial cities.



The 90's saw MBC further expanding its network with the addition of Yes FM, Radyo Natin, Hot FM and Aksyon Radyo.

MBC marked another milestone in the history of Philippine radio through its acquisition of DWRK (popularly known as Easy Rock) in October, 2008. Easy Rock's entry into the MBC family is viewed as an even bigger boost to the network's over-all audience share.

In the same year 2008, DZRH began its interactive radio/cable TV channel. It was first called TV Natin, then DZRH RadyoVision. It was later changed to DZRH Television or RHTV.

## **CORPORATE INFORMATION**

MBC was registered with the Securities and Exchange Commission (SEC) on June 12, 1946, primarily to engage in the business of radio and television broadcasting on a commercial and/or sustaining basis, in all its various forms and processes such as cable TV, pay TV, MMDS, using such means or systems of transmission and distribution of signals that are existing or that may be developed in the future. The registered office address and principal place of the Company is MBC Building, V. Sotto St., CCP Complex, Pasay City.

The Company is listed in the Philippine Stock Exchange (PSE) and has been included in the PSE composite index since October 8, 1949.



## **MISSION AND VISION**

The minds of the people comprise an unlimited market. Our rapid growth and success in this limitless market is determined by our creativity, effort and skills.

We will achieve this by providing people with the best fun and entertainment which is world class.

This is our focus in generating core business in areas such as media, real estate, merchandising and leisure.



## COMPANY DIRECTORS AND OFFICERS

### DIRECTORS:

Fred J. Elizalde (Chairman)  
Ruperto S. Nicdao, Jr.  
Julio Manuel P. Macuja  
Eduardo G. Cordova  
Juan Manuel Elizalde  
Thalassa G. Elizalde  
Rudolph Steve F. Jularbal  
George T. Goduco (Independent  
Director)  
Gary C. Huang (Independent Director)

### OFFICERS:

Fred J. Elizalde	- Chief Executive Officer
Ruperto S. Nicdao, Jr.	- President
Julio Manuel P. Macuja	- EVP - Treasurer
Eduardo G. Cordova	- SVP - Chief Financial Officer
Juan Manuel Elizalde	- VP - Operations
Jose M. Taruc	- VP - DZRH
Rudolph Steve F. Jularbal	- VP - Legal & Corporate Secretary
Robert A. Pua	- VP - Controller / Compliance Officer
Irving A. Lisondra	- VP - Creative Services
Ellen C. Fullido	- VP - Human Resources
Carlea C. Miranda	- VP - Treasury
Jonathan E. Decena	- VP - Radyo Natin
Elpidio Macalma	- AVP - DZRH



Jose Ma. T. Parroco  
Wilfredo Espinosa Jr.  
Albert M. Songco

- AVP - Sales
- AVP - FM Programming
- AVP - Engineering