

# **CENTRO ESCOLAR UNIVERSITY**

(Company's Full Name)

**9 Mendiola Street  
San Miguel, Manila**

(Company's Address)

**735-6861 to 71**

(Telephone Numbers)

## **PRELIMINARY INFORMATION STATEMENT SEC FORM 20-IS**

**Pursuant to SRC RULE 20**

**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 20-IS**  
**INFORMATION STATEMENT PURSUANT TO SECTION 20**  
**OF THE SECURITIES REGULATION CODE**

1. Check the appropriate box:  
 Preliminary Information Statement  
 Definitive Information Statement
2. Name of Registrant as specified in its charter **CENTRO ESCOLAR UNIVERSITY**
3. Province, country or other jurisdiction of incorporation or organization **Philippines**
4. SEC Identification Number **1093**
5. BIR Tax Identification Code **000-531-126-000**
6. Address of principal office **9 Mendiola Street  
San Miguel, Manila 1005**
7. Registrant's telephone number, including area code **(02) 735-6861**
8. Date, time and place of the meeting of security holders **July 24, 2018, 2:00 P.M.  
Information Science Center  
Mezzanine Floor  
9 Mendiola Street  
San Miguel, Manila**
9. Approximate date on which the Information Statement is first to be sent or given to stockholders **July 3, 2018**
10. In case of Proxy Solicitation, Name of Person Filing the Statement/Solicitor Address and Telephone Number
11. Securities registered pursuant to Sections 8 and 12 of the Code or Sections 4 and 8 of the RSA (information on number of shares and amount of debt is applicable only to corporate registrants):
- | Title of Each Class | Number of Shares of Common Stock Outstanding or Amount of Debt Outstanding |
|---------------------|--|
| <b>Common Stock</b> | <b>372,414,400</b>   |
12. Are any or all of registrant's securities listed on a Stock Exchange?  
Yes  No
- If yes, disclose the name of such Stock Exchange and the class of securities listed therein:

Philippine Stock Exchange, Inc.

# **CENTRO ESCOLAR UNIVERSITY**

## **SEC Form 20-IS**

### **PART I. INFORMATION REQUIRED IN INFORMATION STATEMENT**

#### **A. GENERAL INFORMATION**

##### **Item 1. Date, time and place of meeting of security holders.**

- |    |  |  |
|----|--|--|
| a) | Date of Meeting  | July 24, 2018  |
|    | Time of Meeting  | 2:00 P.M.  |
|    | Place of Meeting   | Information Science Center<br>Mezzanine Floor<br>9 Mendiola St.,<br>San Miguel, Manila |
|    | Registrant's Mailing Address   | 9 Mendiola St.,<br>San Miguel, Manila 1005   |
| b) | Approximate Date when the Information Statement is first to be sent or given to security holders | July 3, 2018   |

##### **Item 2. Dissenters' Right of Appraisal.**

There are no corporate matters or actions that will entitle dissenting stockholders to exercise their right of appraisal as provided in Title X of the Corporation Code.<sup>1</sup>

##### **Item 3. Interest of Persons in or Opposition to Matters to be Acted Upon.**

a. The incumbent directors and officers have no substantial interest in any matter to be acted upon other than their election to office.

b. No director has informed CEU in writing that he intends to oppose any action to be taken by CEU at the annual meeting.

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<sup>1</sup> The right of appraisal means the right of a dissenting stockholder to demand payment of the fair market value of his shares in the instances provided under the Corporation Code. In such instances the right may be exercised by any stockholder who shall have voted against the proposed action by making a written demand to the corporation within 30 days after the date on which the vote was taken for payment of the fair market value of his shares. Failure to make the demand shall be deemed a waiver of such right.

## B. CONTROL AND COMPENSATION INFORMATION

### Item 4. Voting Securities and Principal Holders Thereof.

a) As of May 31, 2018, the University has 372,414,400 issued and outstanding common stock at ₱1.00 per share. All the shares of stock are entitled to vote.

b) Only stockholders of record at the close of business on June 28, 2018 are entitled to notice and to vote at the Annual Stockholders' Meeting.

c) A stockholder entitled to vote at the meeting shall have the right to do so in person or by proxy. With respect to the election of directors, in accordance with Section 24 of the Corporation Code of the Philippines, a stockholder may vote the number of shares held in his name in the University's stock and transfer book as of June 28, 2018, and may vote such number of shares for as many persons as there are directors to be elected or he may cumulate said shares and give one candidate as many votes as the number of his shares shall equal, or he may distribute them on the same principle among as many candidates as he shall see fit: Provided, That the total number of votes cast by him shall not exceed the number of shares owned by such stockholder as shown in the stock and transfer book multiplied by the total number of directors to be elected.

#### d) Security Ownership of Certain Record and Beneficial Owners and Management

##### 1. Security Ownership of Certain Record and Beneficial Owners

Owners of record of more than five percent (5%) of the University's shares of stock as of May 31, 2018 are as follows:

Title of Class	Name & Address of Record Owner* & Relationship with Issuer	Name of Beneficial Owner & Relationship with Record Owner	Citizenship	Number of Shares Held	Percent (%)
Common	USAUTOOCO, INC. 1000 United Nations Ave., Ermita, Manila Authorized Representative – Basilio C. Yap Relationship to Issuer - Stockholder	USAUTOOCO, INC. Authorized Representative – Basilio C. Yap Position -President	Filipino	126,620,891	34.00%
Common	U.S. Automotive Co., Inc. 1000-1046 United Nations Ave., cor. San Marcelino, Ermita, Manila Authorized Representative – Basilio C. Yap Relationship to Issuer - Stockholder	U.S. Automotive Co., Inc. Authorized Represen- tative – Basilio C. Yap Position - President	Filipino	55,963,803	15.02%

\*Authorized representative has voting power over the shareholdings of the corporate stockholder.

Common	PCD Nominee Corp. – Filipino	Alejandro C. Dizon Beneficial Owner	Filipino	50,033,412	13.43%
Aggregate Number of Shares and Percentage of All Beneficial/Record Owners As a Group				<u>232,618,106</u>	<u>62.46%</u>

The Board of Directors generally has the power to vote on behalf of their respective corporations. A proxy is usually designated to attend the meeting and cast the vote for the corporation.

The proxies designated by each stockholder will be known by July 13, 2018.

## 2. Security Ownership of Management

The following tables show the security ownership of CEU's directors and officers as of May 31, 2018 are as follows:

Title of Class	Directors	Amount and Nature of Beneficial Ownership	Citizenship	Percent of Class
Common	Basilio C. Yap (Chairman)	1001 (d)	Filipino	0.0002
Common	Ma. Cristina D. Padolina (Vice Chairman/President)	38,316 (d)	Filipino	0.0102
Common	Angel C. Alcala*	1 (d)	Filipino	Nil
Common	Emil Q. Javier *	1 (d)	Filipino	Nil
Common	Benjamin C. Yap	800 (d)	Filipino	0.0002
Common	Alejandro C. Dizon**	50,033,412 (d)	Filipino	13.4349
Common	Emilio C. Yap III	344,833 (d)	Filipino	0.0925
Common	Corazon M. Tiongco (Assistant Treasurer)	10,115,604 (d)	Filipino	2.7162
Common	Johnny C. Yap	1,000 (d)	Filipino	0.0003
	Total	60,534,968 (d)		16.25%

Title of Class	Officers	Amount and Nature of Beneficial Ownership	Citizenship	Percent of Class
Common	Ma. Cristina D. Padolina	38,316 (d)	Filipino	0.0102
Common	Cesar F. Tan	19,735 (d)	Filipino	0.0053
Common	Ma. Flordeliza L. Anastacio	1,302 (d)	Filipino	0.0003
Common	Maria Clara Perlita Erna V. Yabut	4,000 (d)	Filipino	0.0011
Common	Olivia M. Limuaco	12,153 (d)	Filipino	0.0033
Common	Teresa R. Perez	3,226 (d)	Filipino	0.0009

\* Independent Director.

\*\* Dr. Alejandro C. Dizon has 51,837 shares registered in his name in addition to 49,981,575 shares lodged with PCD Nominee Corporation.

Title of Class	Officers	Amount and Nature of Beneficial Ownership	Citizenship	Percent of Class
Common	Corazon M. Tiongco	10,115,604 (d)	Filipino	2.7162
Common	Bernardita T. Traje	753 (d)	Filipino	0.0002
-	Ma. Rolina S. Servitillo	0 (d)	Filipino	0
-	Carlito B. Olaer	0 (d)	Filipino	0
-	Rhoda C. Aguilar	0 (d)	Filipino	0
-	Jericho P. Orlina	0 (d)	Filipino	0
-	Bella Marie L. Fabian	0 (d)	Filipino	0
Total (excluding shares of Ma. Cristina D. Padolina, Corazon M. Tiongco)		41,169 (d)		0.0110
Aggregate Number of Shares and Percentage of all Security Ownership of Management as a Group		60,493,799 (d) =====		16.24 =====

3. There is no voting trust or similar agreement with respect to any portion of the outstanding shares, nor any agreement which may result in a change in control of the University.

#### **Item 5. Directors and Executive Officers.**

a. 1. The following are the incumbent directors and officers of the University:

#### **DIRECTORS<sup>2</sup>**

BASILIO C. YAP, 68 years old, Filipino, was elected Board member and Chairman of the Board of Directors of the University on April 25, 2014. In 1972, he graduated from De La Salle University with the degree of Bachelor of Science in Commerce major in Accounting, (*cum laude*). He is a Certified Public Accountant. In 1978, he earned his masters degree in Business Management from Asian Institute of Management. He is also the Chairman, President and Director of U.S. Automotive Co. Inc., USAUTOCO Inc., Philtrust Realty Corporation, Manila Prince Hotel, Cocusphil Development Corporation, U.N. Properties Development Corporation and Seebreeze Enterprises, Vice Chairman of Philtrust Bank, Chairman and Director of Manila Hotel Corporation, Chairman of the Board of Manila Bulletin Publishing Corporation. He is also the Chairman of Centro Escolar University Hospital, Inc. and Centro Escolar Las Piñas, Inc.

MA. CRISTINA D. PADOLINA, 72 years old, Filipino, is the President, Vice Chairman and Chief Academic Officer of the University. She was elected as a member of the Board of Directors and President of the University on August 18, 2006, and as Vice Chairman on July 25, 2008. She graduated from the University of the Philippines with the degree of Bachelor of Science in Chemical Engineering. She also holds a degree of Master of Science (Chemistry) from the Ateneo de Manila University and the degree of Doctor of Philosophy (Inorganic Chemistry) from the University of Texas at Austin. On secondment from her post as Professor of Chemistry at UP Los Baños, she served as Chancellor of the Open University from 1995 to 2001 and as Commissioner of the Commission on Higher Education from 2001 to 2005.

<sup>2</sup> All directors hold office for one (1) year and until their successors are elected and qualified. All directors, except for the independent directors, are nominated on the floor.

She is Professor Emeritus of the University of the Philippines, Los Baños. She is also a Director of Centro Escolar University Hospital, Inc., Centro Escolar Integrated School and Vice-Chairman and President of Centro Escolar Las Piñas, Inc.

ANGEL C. ALCALA, 89 years old, Filipino, is an independent director. He became a member of the Board of Directors of the University on July 22, 2008. He is currently a member of the University's Audit Committee. He graduated from Silliman University with a degree in B.S. Biology (*magna cum laude*), and obtained his M.A. Biological Sciences and Ph.D., Biological Sciences from the Stanford University. He received a Doctor of Humanities (*Honoris Causa*) degree from Xavier University. He was formerly the President of Silliman University; Deputy Executive Director of Philippine Council for Aquatic and Marine Research and Development, Department of Science and Technology (DOST); Secretary of Department of Environment and Natural Resources (DENR); and Chairman of the Commission on Higher Education (CHED). He is presently the Chairman of the Silliman University-Angelo King Center for Research and Environmental Management (SUAKCREM), PATH Foundation Philippines, National Network of Quality Assurance Agencies, Inc., Professor Emeritus, Siliman University, Member, Board of Trustees, Silliman University and President of Cap College, Makati.

EMIL Q. JAVIER, 77 years old, Filipino, is an independent director. He became a member of the Board of Directors of the University in July 2002. He is currently the Chairman of the University's Audit Committee and a member of the Nomination Committee. He graduated from the University of the Philippines, Los Baños with a degree of B.S. Agriculture (*cum laude*). He also holds a degree of M.S. Agronomy from the University of Illinois and Ph.D. in Plant Breeding from Cornell University. He is Chairman of the Coalition for Agricultural Modernization in the Philippines, a Trustee of the Asia Rice Foundation, Head Advisor of the Biotech Coalition of the Philippines and Academician of the National Academy of Science and Technology (Phil.). He is likewise a Board Member of the International Service for the Acquisition of Agri-Biotech Applications (South East Asia Center), and Chairman, Nutrition Center of the Philippines. He is also an Independent Director of Centro Escolar University Hospital, Inc., Centro Escolar Las Piñas, Inc. and Independent Director of Del Monte Pacific Ltd. and Member, Advisory Committee of Japan International Cooperation Agency (JICA), Philippines.

BENJAMIN C. YAP, 72 years old, Filipino, was elected as a member of the Board of Directors on July 22, 2014. He graduated from University of the East with a degree of Bachelor of Science in Business Administration. He is currently the President and Chairman of the Board of Benjamin Favored Son, Inc., Chairman of the House of Refuge, Director of USAUTOOCO, Inc. and Director of Manila Hotel Corporation. He is also a Director of Centro Escolar University Hospital, Inc.

ALEJANDRO C. DIZON, 57 years old, Filipino, was elected as a member of the Board of Directors on August 31, 2007. Dr. Dizon graduated from the UERMMMM College of Medicine and passed the Philippine Medical Licensure Examination in 1986. He finished his residency in General Surgery at St. Luke's Medical Center and passed his Specialty Board Examination in General Surgery to become a Diplomate of the Philippine Board of Surgery, Inc. in 1992. He took his postgraduate fellowship training as a G.B. Ong Surgical Scholar at the Queen Mary Hospital, University of Hong Kong. He is a fellow and President of the Philippine College of Surgeons, a Fellow of the American College of Surgeons, Charter Fellow of the Philippine Society of General Surgeons Inc., and Examiner and member of the Board of Directors and Governors of the Philippine Board of Surgery Inc. He is currently the Vice President for Quality and Patient Safety and Chief Quality Officer and an Active Consultant in the Institute

of Surgery of the St. Luke's Medical Center Quezon City and Global City. He holds an Assistant Professor position in the faculty of UERMMMC College of Medicine.

EMILIO C. YAP III, 46 years old, Filipino, was elected as a member of the Board of Directors on September 1, 2009. He graduated from De La Salle University with the degree of Bachelor of Science in Accountancy. He was conferred with the degree of Doctor of Philosophy in Journalism, *honoris causa* by Angeles University Foundation on March 1, 2009, and Doctor of Business Administration, *honoris causa* by the Pamantasan ng Lungsod ng Maynila on April 16, 2010. He is currently the Chairman of the Board of Manila Prime Holdings, Inc., Director and Vice Chairman of the Board of Manila Bulletin Publishing Corporation, and Director of Manila Hotel, Philtrust Bank and US Automotive Co., Inc.

CORAZON M. TIONGCO, 68 years old, Filipino, has been a member of the University's Board of Directors since 2000. She has been the Assistant Treasurer since August 12, 2005. She obtained her Bachelor of Arts degree from the College of the Holy Spirit. She is currently a member of the Nomination Committee, Head of the Purchasing Committee and the Purchasing Department. She is also a Director of Centro Escolar University Hospital, Inc.

JOHNNY C. YAP, 45 years old, Filipino, was elected as a member of the Board of Directors on October 26, 2007. He graduated from De La Salle University with the degree of Bachelor of Science in Management of Financial Institutions. He was conferred with the degree of Doctor of Philosophy in Humanities, *honoris causa* by Foundation University on March 21, 2010. He is presently the Vice Chairman and Treasurer of Euromed Laboratories, Philippines, Inc., Chairman of the Board of Café France Corporation, Board member of Philtrust Bank, and Director of Centro Escolar Las Piñas, Inc.

The Securities Regulation Code (SRC), and the Revised Code on Corporate Governance require any corporation with a class of equity shares listed for trading in an Exchange is required to have at least two (2) independent directors. Presently, CEU's incumbent independent directors are Angel C. Alcala and Emil Q. Javier.

The nomination, pre-screening and election of independent directors will be made in accordance with Rule 38 of the Amended Implementing Rules and Regulations of the Securities Regulation Code and Section 7, Article 1 of the University's By-laws and Manual on Corporate Governance.<sup>3</sup>

The deadline for submission to the Nomination Committee<sup>4</sup> of recommendations for nominees for independent directors is on June 11, 2018. The date was set by the Nomination Committee during its meeting on May 25, 2018.

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<sup>3</sup>Section 7, Article 1 of the By-laws provides that the University is required to have at least two (2) independent directors or at least 20% of the board size, whichever is the lesser. The Chairman of the Meeting shall inform all stockholders in attendance of the mandatory requirement of electing independent director/s. In case of failure of election for independent director/s, the Chairman of the Meeting shall call a separate election during the same meeting to fill up the vacancy.

<sup>4</sup>The Nomination Committee is composed of Dr. Ma. Cristina D. Padolina, chairman; Dr. Emil Q. Javier, Ms. Corazon M. Tiongco and Atty. Sergio F. Apostol, members.



## **OFFICERS**

SERGIO F. APOSTOL, 83 years old, Filipino, was elected as the University's Corporate Secretary and Compliance Officer on February 26, 2010. He graduated from Letran College with the degree of Associate in Arts, Bachelor of Laws at Ateneo de Manila University. He is a member of the Board of Directors of Manila Hotel and Chairman and Chief Executive Officer of Kaytrix Agri-Aqua Corporation. He is a member of the Audit and Nomination Committee of Centro Escolar University. He is a Member of the House of Representatives 16<sup>th</sup> Congress.

CESAR F. TAN, 63 years old, Filipino, was elected as Treasurer on April 11, 2006 and is a member of the Procurement Committee. He graduated from the Far Eastern University with a degree of B.S.C. Accounting and is a career service professional. He was formerly Assistant Treasurer and Assistant Vice President of Liwayway Publishing, Inc. He is also the Treasurer of Centro Escolar Integrated School, Centro Escolar University Hospital, Inc. and Centro Escolar Las Piñas, Inc.

TERESA R. PEREZ, 56 years old, Filipino, is the Vice President for Academic Affairs. She is a member of the Procurement Committee. She graduated from CEU with the degree of B.S. Biology. She holds a Master's degree in Biology and a doctorate degree in Curriculum and Supervision, both from CEU. She has been a faculty member of the University since 1982 and also Vice President of Centro Escolar Integrated School.

MARIA CLARA PERLITA ERNA V. YABUT, 52 years old, Filipino, is the Vice President for Research and Evaluation. She graduated from the University of the Philippines with the degree of B.S. Secondary Education, major in Mathematics. She obtained a Master's and a doctorate degree in Mathematics Education, both from CEU. She has been with the University since 1990.

OLIVIA M. LIMUACO, 62 years old, Filipino, is the Vice President for Makati and General Dean of Studies. She graduated from CEU with the degree of Bachelor of Science in Pharmacy (*cum laude*). She obtained a Master's degree in Pharmacy and a doctorate degree in Science Education both from CEU. She has been a faculty member of the University since 1977 and holds the rank of University Professor. She became the Head of Science Laboratories from 1981 to 1990. She was appointed Dean of the School of Pharmacy from 1991 to July 2013. She is the Vice President of the Federation of Asian Pharmaceutical Association (FAPA) from 2014 to 2018. She was the Treasurer of PPhA from 2012 to 2014 and was elected as the President of Philippine Pharmacists Association from July 2014 to June 2016. She is also a member of the Council of Advisers of Philippine Association of Colleges of Pharmacy (PACOP).

MA. FLORDELIZA L. ANASTACIO, 58 years old, Filipino, is the Vice President and Dean of Studies of CEU Malolos. She earned her Bachelor's Degree in Accounting from La Consolacion College Manila. She is a Certified Public Accountant. She finished her MBA, PhD in Educational Management and Post Doctoral Course in Total Quality Management in Higher Education from Centro Escolar University Manila. She is the President of the International Academy of Accountants for Business, Research and Education (IAABRE) and the former National President of the Philippine Society for Educational Research and Evaluation (PSERE) and the Philippine Council of Deans and Educators in Business (PCDEB). She is an International Visiting Professorial Fellow, Research Fellow and Senior Fellow in Accountancy of the Royal Institute of Singapore. She completed her Post Doctoral Program in International

Deans' Course (IDC) in Germany as a DAAD Scholar. At present, she is one of the 3 IDC Mentors/Experts of Southeast Asia.

CARLITO B. OLAER, 54 years old, Filipino, is the Vice President for Student Affairs. He served as the Head of the Religion Department and was the Campus Minister of CEU before his appointment as VP for Student Affairs. He holds the degree of A.B. Philosophy (*magna cum laude*) from the Dominican House of Studies and Bachelor of Sacred Theology (*cum laude*) from the University of Santo Tomas. He obtained his Masters in Theology (*magna cum laude*) from San Sebastian College and his doctoral degree in Educational Management from CEU (*with the highest academic distinction*). He has been with the University since 1991.

MA. ROLINA S. SERVITILLO, 49 years old, Filipino, is the Vice President for Administration and Accounting. She earned a degree of Bachelor of Science in Commerce, major in Accounting (*cum laude*) from the Centro Escolar University, Malolos Campus. She is a Certified Public Accountant (CPA) and former Head, Internal Audit Department of the University.

JERICHO P. ORLINA, 51 years old, Filipino, is the Assistant Vice President for Business Affairs. He graduated from Ateneo de Naga University with the degree of Bachelor of Science in Commerce, major in Accounting. He is a Certified Public Accountant. He completed the Post-Graduate Management Development Program of Asian Institute of Management. He is a member of Philippine Institute of Certified Public Accountants (PICPA) and Institute of Internal Auditors.

BELLA MARIE L. FABIAN, 55 years old, Filipino, is the Assistant Vice President for Administration. She graduated from University of the East with a degree of Bachelor of Science in Business Administration-Accounting. She obtained her Masters degree in Business Administration-Management and doctorate degree of Doctor of Philosophy in Business Management.

RHODA C. AGUILAR, 45 years old, Filipino, is the University Registrar. She is a member of the Administrative Council. She graduated from CEU with the degree of BSE major in Mathematics (*magna cum laude*). She obtained her Master's degree in Mathematics Education and doctorate degree in Curriculum and Supervision. She is a career service professional (exempted given to honor student) and the Professional Board Examination for Teachers (*8<sup>th</sup> place*).

BERNARDITA T. TRAJE, 57 years old, Filipino, is the University's Assistant Controller. She served as Assistant Treasurer from August 2001 to August 2006. She graduated from the Polytechnic University of the Philippines. She is a Certified Public Accountant (CPA). She has been with the University since 1980.

## 2. Significant Employees

All employees are expected to make reasonable contribution to the success of the business of CEU. There is no "significant employee" as defined in Part IV(A)(2) of the SRC Rule 12 (i.e., a person who is not an executive officer of the registrant but who is expected to make a significant contribution to the business).

### 3. Family Relationships

Mr. Basilio C. Yap and Mr. Benjamin C. Yap are relatives within the second degree of consanguinity likewise Dr. Emilio C. Yap III and Dr. Johnny C. Yap are relatives within the second degree of consanguinity. Mr. Basilio C. Yap and Mr. Benjamin C. Yap who are relatives within the second degree of consanguinity and Dr. Emilio C. Yap III and Dr. Johnny C. Yap who are also within the second degree of consanguinity are relatives within the third degree of consanguinity.

### 4. Pending Legal Proceedings

The University is not aware of any legal proceeding in the past five (5) years to date involving its directors and officers that are material to the evaluation of the ability and integrity of any director or officer of the University.

No director or officer has been convicted by final judgment during the last five (5) years up to the present of any offense punishable by Philippine laws or by the laws of any other country.

CEU has no knowledge of pending legal proceedings against any of its directors or executive officers involving: (a) any bankruptcy petition filed by or against any business of which its directors or executive officers is subject; or (b) any judgment or decree permanently or temporarily limiting or suspending their involvement in any type of business, securities, commodities or banking activities; or, (c) any violation of a securities or commodities law or regulation and the judgment has not been reversed, suspended or vacated.

### 5. Certain Relationships and Related Transactions

The University entered into a 25-year lease contract with Philtrust Bank on July 29, 2004. The lease covers the use of Philtrust Bank's land, building and improvements thereon located at 259-263 Sen. Gil Puyat Avenue and Malugay Street, Makati City. The lease commenced on January 1, 2005 for the operation of the CEU-Makati Extension Campus for school year 2005-2006. Lease of the building from Philtrust Bank is for the exclusive purpose of maintaining and operating an extension campus in Makati City, and to conduct therein all such activities necessary to provide adequate educational instruction and other services to its students, including authorized extra-curricular activities. The consideration for the lease was principally based on the valuation of the property by Asian Appraisal, Inc. and on the financial advisory by Buenaventura, Echauz and Partners. Except for the respective parties' covenants under said lease contract between CEU and Philtrust Bank, there is no further contractual or other commitment resulting from the arrangement that would pose any risk or contingency. There are no other parties involved in this transaction.

The University, in line with its expansion program and for marketing purposes, avails of advertising services of Manila Bulletin Publishing Corporation. The terms of said advertising transactions are based on terms similar to those offered to non-related parties.

The University rented rooms and facilities of Manila Hotel, an affiliate of the University, as venue for commencement exercises.

For a detailed discussion on related party transactions, please see Note 21 of the 2018 Audited Financial Statements.

b. There is no director who has declined to stand for re-election to the Board of Directors since the date of the last annual stockholders' meeting because of disagreement with the University on matters relating to operations, policies and practices.

#### Item 6. Compensation of Directors and Officers

1. The aggregate compensation paid or accrued during the last two (2) fiscal years and to be paid in the ensuing calendar year to the University's President and five (5) most highly compensated executive officers as a group are as follows:

<u>Name and Position</u>	<u>Fiscal Year</u>	<u>Annual Salary</u>	<u>Bonus</u>	<u>Other Annual Compensation</u>	<u>Total Compensation</u>
Dr. Ma. Cristina D. Padolina, President					
Dr. Erna V. Yabut, Vice President for Research and Evaluation					
Dr. Olivia M. Limuaco, Vice President for Makati	2016-2017	₱11,004,308.45	₱1,557,422.45	N.A.	₱12,561,730.90
	2017-2018	₱10,806,381.88	₱1,573,957.29	N.A.	₱12,380,339.17
	2018-2019***	₱10,806,381.88	₱1,573,957.29	N.A.	₱12,380,339.17
Dr. Teresa R. Perez, Vice President for Academic Affairs					
Dr. Ma. Flordeliza L. Anastacio, Vice President for Malolos					

2. The aggregate compensation paid or accrued during the last two (2) fiscal years and to be paid in the ensuing calendar year to all other officers and directors as a group are as follows:

<u>Name and Position</u>	<u>Fiscal Year</u>	<u>Annual Salary</u>	<u>Bonus</u>	<u>Other Annual Compensation</u>	<u>Total Compensation</u>
All Officers and Directors as a Group	2016-2017				₱30,373,126.49
	2017-2018				₱33,793,677.35
	2018-2019***				₱33,793,677.35

\*\*\*Figures are estimated amounts.

3. The Directors do not receive compensation for services provided as a director other than reasonable per diems for attendance at meetings of the Board or any of its committees.<sup>5</sup>

4. There are no bonus, profit sharing stock options warrants, rights of other compensation plans or arrangements with directors or officers that will result from their resignation, retirement, termination of employment or change in the control of the University.

The duties and responsibilities of the elected corporate officers are specified in the University's By-laws and/or Manual of Corporate Governance.

Other officers whose duties and responsibilities are set by Management are considered regular employees of the University.

5. There are no outstanding warrants or options held by the University's President, executive officers and directors.

#### **Item 7. Independent Public Accountants.**

The accounting firm of Sycip, Gorres, Velayo & Co., Inc. (SGV) served as the University's external auditors for the last fiscal year. The handling partner of SGV is Ms. Djole S. Garcia. There was no change in or disagreement with the external auditor on accounting and financial disclosures.

The University's Manual on Corporate Governance and SRC Rule 68 provide that the University's external auditor shall either be rotated or the handling partner changed every five (5) years or earlier.<sup>6</sup> The University is in compliance with SRC Rule 38, par 3(b)(iv).

The Board, upon recommendation of the Audit Committee<sup>7</sup> proposed the appointment of SGV as the external auditor for fiscal year ending 2016. The approval of the appointment of SGV as external auditors for the current year will be one of the matters to be undertaken during the annual meeting.

SGV representatives will be present during the stockholders' meeting and will have an opportunity to make a statement if they desire to do so. It is also expected that the attending representatives will be able to respond to appropriate questions.

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<sup>5</sup>During the stockholders' meeting on July 27, 2004, the stockholders approved the grant of annual medical allowance and related bonuses to the members of the Board of Directors.

<sup>6</sup>SGV has served as the University's external auditor since 2000, with Mr. Arnel F. de Jesus (2000-2005), Mr. Ramon D. Dizon (2006-Feb. 2009), Ms. Janet Alvarado-Paraiso (March 2009-July 2013) and Mr. Christian Lauron (Aug. 2013-Sept. 2014), Ms. Josephine Adrienne A. Abarca, (Oct. 2014-March 2018) Ms. Djole S. Garcia (April 2018 up to present) as handling partner.

<sup>7</sup>The Audit Committee is composed of Dr. Emil Q. Javier, chairman, Dr. Angel C. Alcala, Dr. Alejandro C. Dizon and Atty. Sergio F. Apostol, members.

## **D. OTHER MATTERS**

### **Item 15. Action with Respect to Reports**

The approval of the minutes of the annual stockholders' meeting held on July 25, 2017 will be taken up during the meeting.

Agenda for annual stockholders' meeting on July 24, 2018:

1. Call to Order
2. Proof of Notice and Quorum
3. Approval of the Minutes of the Annual Stockholders' Meeting on July 25, 2017
4. Chairman's Address
5. Approval of the Annual Report of the Board of Directors
6. Election of Directors
7. Appointment of External Auditor
8. Other Matters
9. Adjournment

There are no specific acts of the Board of Directors and Management for ratification by the stockholders.

### **Item 19. Voting Procedures**

- a. The vote required for approval or election

Sec. 24 of the Corporation Code provides that at all elections of directors, there must be present, either in person or by representative authorized to act by written proxy, the owners of majority of the outstanding capital stock. Candidates receiving the highest number of votes shall be declared elected.

Article I, Section 3 of the By-laws provides that in case of election of directors, every stockholder entitled to vote shall have the right to cumulate his shares, and give one candidate as many votes as the number of directors to be elected, multiplied by the number of his shares shall equal.

- b. The method by which votes will be counted

Article I, Section 3 of the By-laws provides that except as otherwise provided by the Corporation Law, at each meeting of the stockholders, every stockholder entitled to vote thereat shall be entitled to one (1) vote in person or by proxy for each share of stock of the University subscribed for by him or held by him and registered in his name on the books of the University.

The Professional Stock and Transfer, Inc. will assist in the counting of votes.


**PART III  
SIGNATURE PAGE**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this report is true, complete and correct. This report is signed in the City of Manila on June 19, 2018.

**CENTRO ESCOLAR UNIVERSITY**

By:



**SERGIO F. APOSTOL**  
Corporate Secretary



## CERTIFICATION OF INDEPENDENT DIRECTOR

I, **ANGEL C. ALCALA**, Filipino, of legal age and a resident of Silliman Park, Dumaguete City, Negros Oriental, after having been duly sworn to in accordance with law do hereby declare that:

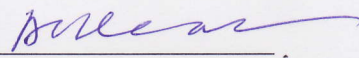
1. I am an independent director of Centro Escolar University Board of Directors.
2. I am affiliated with the following companies or organizations:

Company/Organization	Position/Relationship	Period of Service
Silliman University-Angelo King Center for Research & Environmental Management	Chairman	2010
Silliman University	Professor Emeritus	2007
Cap College, Makati	President	Since 2010
Silliman University	Member, Board of Trustees	2010-2014
PATH Foundation Philippines	Chairman	2013 up to present
National Network of Quality Assurance Agencies, Inc.	Chairman	2014 up to present

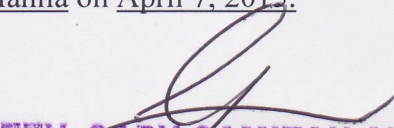
3. I possess all the qualifications and none of the disqualifications to serve as an Independent Director of Centro Escolar University, as provided for in Section 38 of the Securities Regulation Code and its Implementing Rules and Regulations.
4. I shall faithfully and diligently comply with my duties and responsibilities as independent director under the Securities Regulation Code.
5. I shall inform the corporate secretary of Centro Escolar University of any changes in the abovementioned information with five days from its occurrence.

Done, this \_\_\_\_\_ day of \_\_\_\_\_, at Manila.

JUN 19 2018

  
\_\_\_\_\_  
**ANGEL C. ALCALA**

SUBSCRIBED AND WORN to before me this JUN 19 2018 day of \_\_\_\_\_ at Manila, affiant personally appeared before me and exhibited to me his Philippine Passport No. EC3866446 issued at DFA, Manila on April 7, 2015.

  
**ATTY. GARY CAMITAN AURE**  
NOTARY PUBLIC, ROLL NO. 60777

PTR No. 7006124 Issued on Jan. 12, 2018 Until Dec. 31, 2018 Manila  
IBP Lifetime No. 014589 Issued on Feb. 2, 2016  
Commission No. 2018-72 Issued on Feb. 28, 2018 Until Dec. 31, 2019 Manila  
MCLE No. V-0014541 Issued on March 1, 2016 Valid Until April 14, 2019  
Office Address: Room 306 3F NFWC Bldg. Escoda Corner San Marcelino St. Ermita, Manila  
TIN No. 188-331-246

Doc. No. 82  
Page No. 11  
Book No. 1X  
Series of 2018.



## CERTIFICATION OF INDEPENDENT DIRECTOR

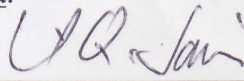
I, **EMIL Q. JAVIER**, Filipino, of legal age and a resident of 9941 Mt. Makiling St., Los Baños Subd. College, Los Baños, Laguna, after having been sworn to in accordance with law do hereby declare that:

1. I am an independent director of Centro Escolar University Board of Directors.
2. I am affiliated with the following companies or organizations:

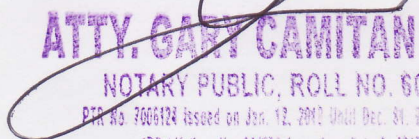
Company/Organization	Position/Relationship	Period of Service
National Academy of Science and Technology Phils.	Academician	1982 to date
Asia Rice Foundation, Inc.	Trustee	1999 to date
Biotech Coalition of the Phils.	Head Advisor	2004 to date
International Service for the Acquisition of Agri-Biotech Applications (South East Asia Center)	Board Member	2000 to date
Nutrition Center of the Phils.	Chairman	2017 to date
Centro Escolar University Hospital	Independent Director	2008 to date
Del Monte Pacific Ltd.	Independent Director	2007 to date
Japan International Cooperation Agency (JICA)-Philippines	Member, Advisory Com.	2011 to date
Coalition for Agricultural Modernization in the Phils. (CAMP)	Chairman	2015 to date
Centro Escolar Las Piñas, Inc.	Independent Director	April, 2016

3. I possess all the qualifications and none of the disqualifications to serve as an Independent Director of Centro Escolar University, as provided for in Section 38 of the Securities Regulation Code and its Implementing Rules and Regulations.
4. I shall faithfully and diligently comply with my duties and responsibilities as independent director under the Securities Regulation Code.
5. I shall inform the corporate secretary of Centro Escolar University of any changes in the abovementioned information with five days from its occurrence.

Done, this 19 day of JUN 2018, at Manila.

  
**EMIL Q. JAVIER**

SUBSCRIBED AND WORN to before me this 19 day of JUN 2018 at Manila, affiant personally appeared before me and exhibited to me his Philippine Passport No. P4047095A issued at DFA, Manila on August 15, 2017.

  
**ATTY. GARY CAMITAN AURE**  
 NOTARY PUBLIC, ROLL NO. 60777  
 PTR No. 7006124 Issued on Jan. 12, 2010 Until Dec. 31, 2018 Manila  
 IBP Lifetime No. 014330 Issued on Feb. 8, 2016  
 Commission No. 2018-72 Issued on Feb. 20, 2018 Until Dec. 31, 2019 Manila  
 MCLE No. V-0014561 Issued on March 1, 2016 Valid Until April 14, 2019  
 Office Address: Room 306 3F NFWC Bldg. Escoda Corner San Marcelino St. Ermita, Manila  
 TIV No. 188-331-246

Doc. No. 51  
 Page No. 11  
 Book No. IX  
 Series of 2018.






# CENTRO ESCOLAR UNIVERSITY

Office of the Corporate Secretary


## CERTIFICATION

I, **SERGIO F. APOSTOL**, Corporate Secretary of Centro Escolar University (CEU), a corporation duly registered under Philippine laws, with address at 9 Mendiola Street, San Miguel, Manila certify that none of the Directors and Officers of the University work in government or any government agency.

June 19, 2018, Manila.

  
**SERGIO F. APOSTOL**  
Corporate Secretary

ATTESTED BY:

  
**DR. MA. CRISTINA D. PADOLINA**  
President and Vice Chairman

SUBSCRIBED AND SWORN to before me this 19 day of June 2018 at the City of Manila, affiant exhibiting to me his Philippine Passport No. EC7889755 issued on February 6, 2016 at Manila.

  
**ATTY. GARY CAMITAN AURE**

NOTARY PUBLIC, ROLL NO. 60777

PTC No. 7006124 Issued on Jan. 12, 2018 Until Dec. 31, 2018 Manila

IBP Lifetime No. 014509 Issued on Feb. 2, 2016

Commission No. 2018-72 Issued on Feb. 26, 2018 Until Dec. 31, 2019 Manila

MGLE No. V-0014541 Issued on March 1, 2016 Valid Until April 14, 2019

Office Address: Room 366 3F NFWC Bldg. Escoda Corner San Marcelino St. Ermita, Manila

TIN No. 180-331-246

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MANILA CAMPUS

MANILA AND MALOLOS CAMPUSES



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# **CENTRO ESCOLAR UNIVERSITY**

(Company's Full Name)

**9 Mendiola Street  
San Miguel, Manila**

(Company's Address)

**735-6861 to 71**

(Telephone Numbers)

## **MANAGEMENT REPORT TO STOCKHOLDERS**

**For the fiscal year ended March 31, 2018  
in accordance with SRC Rule 20.4**

**MANAGEMENT REPORT TO STOCKHOLDERS  
UNDER SRC RULE 20.4**

## **Item 1. Financial Statements**

The audited consolidated financial statements are hereto attached.

## **Item 2. Changes in and Disagreements with External Accountants on Accounting and Financial Disclosure**

There was no change in nor disagreement with External Accountants on accounting and financial disclosures.

## **Item 3. Management's Discussion and Analysis (MD&A) or Plan of Operation**

### **Financial Performance (2017-2018; 2016-2017)**

Tuition and Other School Fees decreased by 17.50% to ₱1,266,435,353 from the previous year's ₱1,535,004,059 and 9.27% decrease from ₱1,691,890,018 in 2016. This account consists of Tuition Fees, Other Fees, and Income from Other School Services. Other fees are comprised of fees for electricity, registration materials, miscellaneous classroom expenses, laboratory materials, health services fees, library fees and development fees. Income from Other School Services comprise of fees for diploma and certificates, transcript of records, entrance examinations and various collections for specific items or activities. Interest income were reported at ₱2,690,146 in 2018 and ₱3,721,167 in 2017.

The total revenues decreased to ₱271,477,797 in 2018 from ₱1,580,353,686 last year and ₱1,733,656,306 in 2016. While the Operating Expenses were reported at ₱1,242,053,333 in 2018 from ₱1,291,748,297 last year and ₱1,374,404,542 in 2016.

Net income of the University for 2018 was ₱98,522,510 from ₱263,449,832 last year and ₱345,171,764 in 2016.

The decrease in tuition and other school fees resulted to a net income of ₱98,522,510 or 62.6% lower than last year amounting to ₱263,449,832.

### **Financial Condition**

The University reported a healthy cash position as of March 31, 2018. Cash and cash equivalents were at ₱233,488,266 as compared to last year's balance of ₱435,796,757 and ₱366,434,352 in 2016. Tuition and other receivables were at ₱169,163,199 as compared to ₱87,039,659 last year and ₱62,377,048 in 2016. The University's receivables consist of tuition receivables, interest receivables, and employee and lessee receivables (classified as Other Receivables). There are no receivables from unconsolidated subsidiaries or related parties.

Inventories, consisting of materials, uniforms and supplies, were at ₱12,034,348. Other current assets, which consist largely of Prepayments stood at ₱16,638,036.

Available for Sale (AFS) Investments, reported under Other Assets in 2018, had a market value of ₱524,829 as compared to ₱524,829 last year. Other Assets also include Advances to Suppliers and Contractors at ₱16,638,036 compared to ₱22,984,316 last year.

The current assets of the University as of fiscal year ended March 31, 2018 were ₱431,323,850 as compared to ₱541,528,185 for March 31, 2017.

Property and Equipment were reported at ₱3,270,983,535 as revalued amount which was same as last year's, and at cost amounting to ₱1,337,278 from ₱1,337,278,704 last year.

Total non-current assets were at ₱98,264,573 and Total Assets were at ₱395,332,446 at the end of the fiscal year.

Accounts payable and accrued expenses decreased to ₱376,411,021 from ₱280,606,407 last year and ₱332,915,525 in 2016. Dividends payable were at ₱107,787,993 compared to ₱108,225,615 last year and ₱110,877,745 in 2016. Income tax payable of this year was reported at ₱9,118,826 compared to none in 2017 and ₱9,953,732 in 2016. Total current liabilities were at ₱398,785,754 at fiscal year end.

Total non-current liability as of March 31, 2018 increased to ₱420,420,935 from ₱412,431,405 last year and ₱379,611,054 in 2016. Because schools are allowed to claim 10% of its capital as an advanced tax credit, it can no longer claim the depreciation on these capital assets as tax deduction. Instead, the unamortized portion of these tax credits are lodged under deferred tax liability, and is amortized yearly in congruence with the depreciation of the capital assets. Deferred tax liabilities were at ₱246,246,618. Retirement liability refers to the portion of the Retirement Fund that needs to be funded over the course of the expected working lives of the employees. As of March 2018, retirement liability was at ₱174,174,316.

The University's stockholder's equity stood at ₱3,048,703,495 as of March 2018 as compared to ₱3,009,043,862 in March 2017.

### Key Performance Indicators

Key	2018	2017	2016	Manner of Computation	Significance
Revenue Growth	-17.5%	-9.27%	2.02%	Difference between current and last year's tuition and other school fees divided by last year's revenues	Measures Revenue growth
Return on Revenue	8%	17%	20%	Net income divided by Tuition and other school fees	Shows how much profit is derived from every pesos of tuition and other school fees
Dividend Pay-out Ratio	76%	28%	43%	Dividends divided by net income	Indicates how earnings support dividend payment

Return on Equity	3%	9%	13%	Net income divided by average total stockholder's equity	Measures extent of profit earned
Return on Assets	2%	7%	9.54%	Net income divided by average total assets	Measures use of assets to generate income

## Liquidity

The University relies on internally generated cash to fund its working capital needs, capital expenditures and cash dividends. It can satisfy the cash requirements and have no plan to raise additional funds.

Cash flows provided by operating activities were at ₱79,034,638 for fiscal year ended March 31, 2018 as compared to cash flows provided by operating activities of ₱291,366,968 for the previous fiscal year and ₱455,918,820 in March in 2016.

Cash used in investing activities was ₱152,751,487 during fiscal year ended March 31, 2018, as compared to cash used in investing activities of ₱105,405,494 for previous fiscal year and ₱354,127,088 in March 2016.

Cash used in financing activities was at ₱74,482,000 during the current fiscal year. This was primarily used for the payment of dividends as well as the payment of the loan installment for the purchase of the CEU-Makati Legaspi Village building. Cash used for financing activities was at ₱117,135,010 for fiscal year ended March 31, 2017 and ₱252,190,991 in fiscal year ended March 31, 2016.

## Segment Reporting

The University operates in four geographical segments – Mendiola, Malolos, Makati-Gil Puyat and Legaspi campus. The financial information on the operations of these segments are disclosed in terms of segment assets, segment property and equipment (net), segment liabilities, segment revenues, operating expenses and net income/loss.

The segment report is included in **Note 20** of the financial statements.

## Known Trends

### Effect of Government Regulation with Respect to Increase in Tuition Fees

The Commission on Higher Education (CHED) promulgates guidelines to be followed by Higher Education Institutions (HEIs) intending to increase their tuition and other fees. Notable among them follows:

“A Certificate of Intended Compliance (COIC) stating that (70%) of the proceeds to be derived from the tuition fee increase shall be used for the payment of the salaries, wages, allowances and other benefits of its teaching and non-teaching personnel and other staff x x x.

“The 20% shall go to the improvement of the following:

1. Modernization of buildings
2. Equipment
3. Libraries
4. Laboratories
5. Gymnasium and similar facilities and
6. Payment of other cost of operations.

“Only 10% is left for return on investment.”

### **Education Trends**

**For school year 2016-2017, the University registered downward trends in enrollment due to K-12 program of the government.**

**For school year 2015-2016, The University registered upward trends in Dentistry, Pharmacy and Medical Technology while nursing course continued to experience downward enrollment due to lesser demand in the United States and United Kingdom.**

### **Key Variable and Other Qualitative and Quantitative Factors**

Currently, there are no known trends, events, or uncertainties that have a material impact on the University’s liquidity.

The Registrant does not know of any event that will trigger any director or contingent financial obligation that may be material to the company, including default or acceleration of an obligation.

There are no known material off-balance sheet transactions, arrangements, or obligations (including contingent obligations), and other relationships of the company with unconsolidated entities or other persons created during the reporting period.

**For school year 2017-2018, there are commitments for capital expenditures such as improvements and renovations of existing laboratories, repairs and repainting of administration offices, improvements and maintenance of information and communications technology and procurement of computer for Computer Education Department and different offices which is being done every year which funding shall be derived from the increase in tuition fees in accordance with the guidelines of the Commission of Higher Education (CHED).**

Currently, there are no known trends, events or uncertainties that have material impact on sales, aside from downward enrollment on nursing course, tourism and hotel and restaurant management courses.

All income is derived from the normal course of operations or through interest income on money market placements. There are no significant elements of income or loss.

**Material changes from FY 2016 to FY 2017 include a decrease of 8.84% in total revenues which resulted from the 9.27% decrease in total tuition and other school fees and 8.58% increase in miscellaneous income. In addition, a 46.33% decrease in interest income was reported due to lower placements and lower interest rates. For costs and expenses, posted was a decrease of 8.74% in costs of services due to lower employee benefits such as incremental proceeds because of decrease in enrollment. General and administrative expenses increased by 16.82% due to increases in repairs and maintenance for the building and facilities in Las Piñas, janitorial services and provision for credit losses. A decrease of 78.60% in interest expenses resulted from the settlement of long-term debt in July 2016. There was an increase of 37.22% in foreign exchange gains because of higher currency exchange rate. A decrease of 33.86% in loss on retirement of assets was due to the value of condemned furniture and equipment. These material changes resulted to a decrease of 23.68% in net income after tax.**

### **New Accounting Standards**

The University presented its consolidated financial statements to comply with accounting principles generally accepted in the Philippines (Philippine GAAP) as set forth in Philippine Financial Reporting Standards (PFRS). New and revised accounting standards, consisting of Philippine Accounting Standards (PAS) and PFRS became effective for financial reporting purposes.

The consolidated financial statements include the financial statements of the University, Centro Escolar University Hospital, Inc. (the hospital), a wholly owned subsidiary, Centro Escolar Integrated School (CEIS) and Las Piñas College (LPC), a newly acquired business, (collectively referred to as the Group).

The financial statements of the Hospital are prepared for the same reporting year as the University.

Subsidiary is consolidated when control is transferred to the Group and ceases to be consolidated when control is transferred out of the Group. Control is presumed to exist when the University owns more than 50% of the voting power of an entity unless in exceptional cases, it can be clearly demonstrated that such ownership does not constitute control. The consolidated financial statements are prepared using uniform accounting policies for the like transactions and other events in similar circumstances. All intercompany balances and transactions, intercompany profits and unrealized gains and losses have been eliminated in the consolidation.

### **Changes in Accounting Policies and Disclosures**

The accounting policies adopted are consistent with those of the previous financial year except for the adoption of the following amendments to existing standards, which became effective beginning April 1, 2016. Unless otherwise indicated, the adoption of these amendments did not have any impact of the Group.

- Amendments to PFRS10, PFRS 12 and Philippine Accounting Standards (PAS) 28, *Investment Entities: Applying the Consolidation Exception*



- Amendments to PFRS 11, *Accounting for Acquisitions of Interests in Joint Operations*
- PFRS 14, *Regulatory Deferral Accounts*
- Amendments to PAS 1, *Disclosure Initiative*
- Amendments to PAS 16 and PAS 38, *Clarification of Acceptable Methods of Depreciation and Amortization*
- Amendments to PAS 16 and PAS 41, *Agriculture: Bearer Plants*
- Amendments to PAS 27, *Equity Method in Separate Financial Statements*
- Annual Improvements to PFRSs 2012-2014 Cycle
  - Amendments to PFRS 5, *Changes in Methods of Disposal*
  - Amendments to PFRS 7, *Servicing Contracts*
  - Amendment to PFRS 7, *Applicability of the Amendments to PFRS 7 to Condensed Interim Financial Statements*
  - Amendment to PAS 19, *Discount Rate: Regional Market Issue*
  - Amendment to PAS 34, *Disclosure of Information 'Elsewhere in the Interim Financial Report'*

The Registrant has no knowledge of any seasonal aspects that had a material effect on the financial condition or results of the operations.

The University engaged the services of Sycip, Gorres, Velayo & Co. (SGV) in SY 2007-2008 to undertake the external quality assessment review of its internal audit activity in compliance with the International Standards for the Professional Practice of Internal Auditing (ISPPIA), specifically Standard 1312 - External Assessments. The purpose of said external quality assessment review was to determine and, as appropriate, to improve the internal audit activity's compliance with ISPPIA.

SGV completed the external quality assessment review of the University's internal audit activity last January 28, 2008 and rendered the overall opinion that "the internal audit activity of CEU *Partially Complies* to the Standards. 'Partially Complies' means that the activity is making good-faith efforts to comply with the requirements of the individual Standard or element of the Code of Ethics, section or major category, but falls short of achieving some major objectives. These will usually represent significant opportunities for improvement in effectively applying the Standards or Code of Ethics and/or achieving their objectives. Some deficiencies may be beyond the control of the activity and may result in recommendations to senior management or the board of the organization."

The audit was completed in the last fiscal year and the University is committed to move in the direction of the risk-based auditing process. The plan will be set forth by the University's Quality Management Systems Group along with the Internal Audit Department.

## **Information on Independent Accountant**

### **Audit Fees and Related Fees**

The appointment of Sycip, Gorres, Velayo and Co. (SGV) as external auditor of the University for the fiscal year ending March 31, 2018 was approved by the stockholders during the annual meeting on July 25, 2017.

**In compliance with Securities Regulation Code (SRC) Rule 68, Ms. Josephine Adrienne A. Abarca was designated as partner in-charge in FY 2016 and 2017, while Mr. Christian Lauron was designated as partner in-charge in FY 2014. Ms. Janet Alvarado-Paraiso has been the partner in-charge for five years. Her appointment started in 2009.**

**In 2017 and 2016**, the University paid **₱924,000 and ₱880,000** respectively, VAT exclusive, to Sycip, Gorres, Velayo and Co. (SGV) for the audit of the University's annual financial statements, as well as assistance in the preparation of the annual income tax returns.

There is no other assurance and related services by the external auditor that are reasonably related to the performance of the audit or review of the University financial statements.

#### **Tax Fees**

In 2011, the University paid ₱240,000, VAT exclusive to Sycip, Gorres, Velayo and Co (SGV) for the performance of a tax compliance review for the fiscal year ended March 31, 2010 covering income tax, expanded withholding tax, fringe benefit tax and withholding tax on wages. The review involved a study of the University's opposition and practices and procedures in relation to specific tax laws, regulations and rulings. The objectives were to determine whether or not the tax position, practices and procedures adopted and maintained are in compliance with the tax laws and regulations; to identify areas where non-compliance are noted and quantify, if possible, the extent of the University's exposure thereon, and to provide recommendations to improve or correct the University's tax practices and procedures in compliance with the tax laws and BIR regulations.

#### **Other Fees**

There are no other services provided by the external auditor, other than the services reported.

#### **Audit Committee Pre-approval Policy**

CEU's Audit Committee is composed of the Chairman, Dr. Emil Q. Javier, (independent director) and members, Dr. Angel C. Alcala, Dr. Alejandro C. Dizon and Atty. Sergio F. Apostol.

The Audit Committee is required to pre-approve all audit and non-audit services rendered and approve the engagement fees and other compensation to be paid to the external auditor.

The Audit Committee found the services and fees for external audit reasonable and approved the same following a conference with the external auditors and the University's financial officers to clarify the scope, extent and details of the audit.

#### **Item 4. Description and General Nature and Scope of the Business**

Centro Escolar University, an institution of higher learning established in 1907 by Librada Avelino and Carmen de Luna, is committed to the furtherance of its founders' philosophy *Ciencia y Virtud* (knowledge and virtue), and aims to cultivate the mind, the spirit, and the body for service to God, country and the family.

In pursuit of this goal, it seeks to educate students:

1. to develop wholesome values and attitudes;
2. to be proficient in their chosen vocations; and
3. to be involved in the promotion of progressive nationalism within the context of one world.

CEU, a stock corporation, was first incorporated in 1932 to exist for 50 years, or until 1982. On March 31, 1982 the corporate life was extended for another 12 years to last until 1994. On March 31, 1994, the Articles of Incorporation was amended extending the life of CEU for another 50 years.

There was no bankruptcy, receivership or similar proceeding that happened to the corporation.

A stock split was approved by SEC on March 31, 2000, effectively reducing the par value from ₱100 to ₱1 per share. PSE correspondingly adjusted the par value on August 3, 2000.

#### **Business Development During the Past Three Fiscal Years (2015-2018)**

##### **School Year 2015-2016**

###### *Student Enrolment*

The University had an enrolment of 22,055 for the first semester and 20,993 for the second semester of school year 2015-2016. the total enrolment for the three campuses for both the First and Second semesters decreased by 3.06% and 2.13%, respectively compared to that of SY 2014-2015. The total first year (freshmen, transferees) enrolment decreased by 6.29% as compared to the enrolment of the previous school year.

###### *Foreign Student Enrolment*

Foreign student enrolment for SY 2015-2016 was at 650 and 576 for the first and second semesters, respectively. A decrease of 18.95% and 22.27% for the first and

second semesters, respectively, was noted compared to that of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

Making excellence as its culture, CEU has proven once again its commitment to provide world-class quality education as its graduates garnered top spots in different licensure examinations conducted by the Professional Regulation Commission (PRC). Optometry graduates took the top 9 spots in the licensure examination, Medical Technology graduates snatched the 1<sup>st</sup> and the 10<sup>th</sup> places, a total of eight (8) Dentistry graduates placed in the top 10 of Dentistry Licensure Examination for June and December, and one (1) each from the Psychometrician, Nursing and Education Licensure Examination.

CEU Makati Medical Technology program was awarded as the 2<sup>nd</sup> Top Performing School on the Licensure Examination for Medical Technologists. Furthermore, College of Optometry was given a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous year.

### Accreditation and Recognition

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. The University successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Biology, Hotel and Restaurant Management, Pharmacy, Dentistry, Tourism Management and Business Administration programs.

The Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) awarded CEU for being the institution with the highest number of Level IV accredited programs and the CEU College of Optometry received a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The Education program was awarded the CHED Center of Excellence for Teachers Education. Meanwhile, the School of Accountancy and Management and the College of Optometry were designated as a Center of Development (COD) in Business and Administration, and Optometry, respectively.

Likewise, CEU Makati's Business Administration – major in Management, Computer Science, Hotel and Restaurant Management and Tourism Management programs were granted Level 1 accreditation status by PACUCOA as certified by the Federation of Accrediting Association of the Philippines (FAAP).

The Bachelor of Accountancy program in CEU Manila was visited by the PACUCOA for its Level 1 accreditation.

Centro Escolar University was awarded a Plaque of Excellence for Outstanding Performance by First Place, Inc., the University's accredited partner for work and travel program in the United States, in promoting the ideals and vision of cultural exchange with students and graduates for CEU Manila.

### International Linkages

Dr. Julieta Dungca, Dean of the School of Science and Technology, together with Dr. Luzviminda Cruz, attended the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty, with the theme "New Frontiers in Natural Products for Health and Longevity." This paved way for Dean Dungca to establish linkages with Assoc. Prof. Dr. Surapol Natakankutkul, President of the Society of Cosmetic Chemists of Thailand, and a faculty of Pharmacy of Chiang Mai University, and Assoc. Prof. Paiboon Daosodsai, Dean, Faculty of Pharmaceutical Sciences, Khon Khaen University. Dr. Surapol promised to assist the CEU BSD cosmetic Science students in looking for industry partners for their Practicum, while Dean Daosodsai assured the CEU team of opening the doors for a future tie-up through the Sandwich/Exchange program for both the faculty and the graduate students.

The University established a linkage with Dr. Thimon Bune, Executive Manager-TASD of the Department of Higher Education of Papua New Guinea. He assisted Dr. Rhoda Aguilar and Dr. Pearly Lim in giving entrance examinations to 72 registrants.

Five (5) Indonesian students from Budi Luhur Institute of Health Sciences under Credit Transfer Program were enrolled this Second Semester of 2015-2016 in the School of Nursing. The said institute also expressed interest in Research Collaboration titled "Comparison of Nursing Education Curriculum in Pediatric Nursing subject in Indonesia and Philippines". This will be led by Mrs. Joylyn Mejilla and Dr. Sofia Magdalena Robles. Two Indonesian schools, Polytechnic University of Semarang and Nahdlatul Ulama University of Surabaya expressed interest in the credit transfer program of the University.

Also, Stikes Buleleng Singaraja requested the School of Nursing to conduct Research and Diabetes Educators capability trainings for their faculty on June 6-17, 2016. This is part of the faculty research collaboration between the two schools. Memorandum of Agreement from both institutions were forged.

The College of Optometry is affiliated with the Association of Schools and Colleges of Optometry in USA and the Asia Pacific Council of Optometry in Hongkong.

The School of Science and Technology has existing linkages with University of Malaya (UM), University of Nottingham and Monash University in Malaysia, Naresuan University and Prince of Songkla University both in Thailand, Malaysia, and Green Tech Advanced Solution, Osaka, Japan. MOA for UM and Green Tech Advanced Solution was forged.

The School of Accountancy and Management developed linkages with the PICPA Dubai Chapter through the International Academy of Accountants for Business and Research during the CPA board examination passers' oath taking ceremonies and research presentation.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on August 5, 7 and 18, 2015 for Makati, Malolos and Manila, respectively. The same activity was also held for 7S evaluators on July 6, 2015. Orientation for 7S evaluation was also conducted last July 6, 2015 and was followed by orientation of data and document custodian on July 23 for Manila and Makati and July 24 for Malolos.

SGS surveillance visit was conducted on April 14-15, 2015 and the auditors recommended the continuation of the certified status.

### Faculty Achievements

The Professional Regulation Commission (PRC) awarded Dr. Teresita Roda I. Barcelo, Dean of the School of Nursing as Outstanding Professional Nurse for 2015. Dr. Olivia M. Limuaco, Vice President for CEU Makati, received the 2015 Outstanding Accredited professional Organization for Philippine Pharmacists Association where she is the current President. Special citations were given to Dr. Carmencita H. Salonga, Head of the Guidance and Counseling Department, in the field of Guidance and Counseling, and Dr. Milagros L. Borabo, Head of the Professional and Continuing Education, in the field of Teaching.

Centro Escolar University's research on "CEU's Transformation Through 35 Years of Voluntary Accreditation", the entry to PACUCOA's Search for the Best Research paper, was named the Best Research. The awarding ceremonies took place on December 1, 2015 during the 26<sup>th</sup> General Assembly of the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) at the City of Dreams. Dr. Erna V. Yabut, Vice President for Research and Evaluation presented the paper and received the award on behalf of the researchers. Besides Dr. Yabut, other researchers are Dr. Aileen Patron, Dr. Avelina Raqueño, Ms. Heidi Albano and Dr. Ma. Dolores Delacruz.

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is the President of the Philippine Pharmacists Association (PPhA) for 2014-2016. She is also one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the Secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, was elected Business Manager of Philippine Association of Administrators of Student Affairs (PAASA).

Dr. Lolita D. Pablo, Program Head of the CEU Social Work Program and of the CEU Community Outreach Department, is the elected President of National Association of Social Work Inc., (NASWEI).

The Dean of the School of Nursing, Dr. Teresita I. Barcelo, is the elected Treasurer of Philippine Nurses Association Manila Chapter. Faculty members from the School of Nursing were also elected/appointed in several positions in national organizations. Dr. Pearl Ed Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is a Board member and Secretary of the Association of Diabetes Nurse Educators of the Philippines (ADNEP). Mrs. Mejilla is also a member of the core group on Patient Safety in Nursing (Academic Institutions), UP-Manila and WHO Collaborating Centers. Besides, Mrs. Mejilla, Mrs. Anjanette de Leon, and Mrs. May Mendinueto are Diabetes Nurse Health Educators of ADNEP and Philippine Association of Diabetes Educators (PADE).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippines Society of Research (PSERE), Inc. and the Treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Dean of the School of Pharmacy, Dr. Cecilia D. Santiago, is the present Treasurer of the Philippine Association of Colleges of Pharmacy (PACOP) and is also a PACUCOA accreditor.

Ms. Aleli V. Lozano, Head of the Physical Sciences Department, is the current Auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the Secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the Assistant Treasurer.

Dr. Shirley S. Wong, Program Head of Dentistry at CEU Malolos and Dr. Desiree May D. Villamayor, a faculty member of the same campus, passed the written and practical examinations for Basic Life Support Course given by the American Heart Association (AHA).

Dr. Penuel David, a faculty member from CEU Malolos Pharmacy program won as Best Oral Presenter during the 3<sup>rd</sup> International Conference on Interdisciplinary Research Innovation.

### Student Achievements

A student from the College of Medical Technology and President of the Honors Society was successfully chosen as one of the official delegates to the prestigious Ayala Young Leaders Congress (AYLC) 2016.

The USC President was awarded as one of the 10 Outstanding College Students of Manila.

CEU Singers Manila was named the 2015 Aliw Awards Best Choral Group. The singers represented NCR for the choir category at the National Music Competitions for Young Artists at the Cultural Center of the Philippines in November 2015.

The School of Dentistry continues to excel in various academic researches in 2015. Two (2) of their students received the IADR-SEA Division Young Investigator Travel Award during the 29<sup>th</sup> Annual Scientific Meeting of the IADR-SEA held at Bali, Indonesia. Among the five (5) undergraduate researches that participated for the Unilever Junior Travel Award, two of them were included in the top 10 and competed for the travel award competition.

School of Accountancy and Management joined the 2015 Business Idea and Development Award (BIDA) Competition sponsored by the Philippine Chamber of Commerce and emerged as the Grand Winner in the Non-Food Category.

Two (2) research papers and three (3) researches from the School of Nursing participated in the podium presentation and poster presentation, respectively during the 8<sup>th</sup> National Nursing Research Conference organized by the Philippine Nursing Research Society, Inc. held in Bayfront Hotel, Cebu City.

Cosmetic Science students' research works were presented as posters during the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty held in Pullman Hotel, Khon Kaen, Thailand.

Dentistry students' research works were accepted for poster presentation during the 29<sup>th</sup> Annual Scientific Conference and International Association of Dental Research-Southeast Asia Division (IADR-SEA) held in Bali, Indonesia from August 11-14, 2015.

Students from the Schools of Accountancy and Management and Dentistry attended the 6<sup>th</sup> University Leadership at the HongKong Polytechnic University from August 1-7, 2015. The conference theme was "Enrich, Educate, Enlighten."

Two Mass Communication students from the School of Education, Liberal Arts, Music and Social Work (SELAMS) were qualified to compete at the World Championship of the Performing Arts (WCOPA), a prestigious California-based International Competition for singing, dancing, acting and variety arts.



Centro Escolar University was crowned as the Overall champion of the 45<sup>th</sup> Season of Women's National Collegiate Athletic Association last August 21, 2015 at the Rizal Coliseum. With three first places, second and third places and one fifth place from different sporting events, the lady athletes brought home the trophy as the Overall Champions.

CEU Scorpions copped its third straight National Athletic Association of Schools, Colleges and Universities (NAASCU) Seniors basketball championship by defeating archrival Saint Clare College of Caloocan Saints and sweeping the best-of-three-series last October 3, 2015. Likewise, the Lady Scorpions captures the Women's Division title over the Rizal Technological University (RTU) Lady Thunder. CEU Street Squad was declared the 2016 NAASCU and MNCAA hip-hop champions. CEU also won in the table tennis and badminton categories in the MNCAA. Also, the CEU Pep Squad bagged the championship title in the 46<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) Cheerleading Competition held last February 20, 2016 at the Rizal Memorial Stadium. The University also won in the basketball, swimming and badminton.

CEU Makati and CEU Malolos students are as competitive as those from CEU Manila.

During the Dentsply contest held at the University of Baguio on July 2015, Dentistry students from CEU Makati won 1<sup>st</sup> and 2<sup>nd</sup> places in poster presentation and 2<sup>nd</sup> place in the Oral presentation. Another student from CEU Makati won as Best Paper Presenter during the International Tourism and Hospitality Students Convention in Baguio City and another student from the same campus bagged the 1<sup>st</sup> place for the Pagsusulat ng Sanaysay during the 36<sup>th</sup> Philippine Association of Campus Students Advisers (PACSA) Annual Convention.

At CEU Malolos, students from the College of Management and Technology won in the 4 categories during the National Marketing Management Students Conference and Competition conducted by the Association of Marketing Education (AME) in January 2016. They got the 2<sup>nd</sup> runner-up in Marketing Research, 6<sup>th</sup> place in Export Marketing and in the Digital Marketing. Furthermore, students from the college received "Provincial Gintong Kabataan Award Para sa Paglilingkod sa Pamayanan.

Dentistry student from CEU Malolos won 2<sup>nd</sup> place in the Dentsply CERAMX Contest, an esthetic contest and a skill competition, held last September 2015. Another Dentistry student from the same campus won 3<sup>rd</sup> place in the Dentsply Student Clinician Program which is a research competition held last March 2016.

Students' entry "Upas" from the College of Education, Liberal Arts and Science won 7 awards in the CINEMAPUA 2016 Film Festival. These include Best Film, Best Screenplay, Best Actor, Best Supporting Actor, Audience Choice, and Best Production. The same film is CEU's entry in the Singkwento International Film.

## **School Year 2016-2017**

### **Student Enrolment**

The University had an enrolment of 17,532 for the first semester and 16,632 for the second semester of school year 2016-2017. The total enrolment for the three campuses for both the first and second semester decreased by 20.51% and 20.77%, respectively compared to that of SY 2015-2016. The total first year (freshmen, transferees) enrolment decreased by 91.18% as compared to the enrolment of the previous school year due to the K-12 transition.

### Foreign Student Enrolment

Foreign student enrolment for SY 2016-2017 stood at 500 and 461 for the first and second semesters, respectively. A decrease of 23.08% for the first and 19.97% for the second semester was noted compared to the enrolment of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

The sterling performance of Centro Escolar University graduates in the licensure examinations given by the Professional Regulation Commission (PRC) defines CEU's pursuit of academic excellence and conviction to continually raise up its academic programs to the standards of the world's best.

Escolarians dominated the Optometry Board Examination with six graduates in the top 10 in the July 2016 licensure examination. Meanwhile, the School of Dentistry proved its superiority as the school produced three top placers (1<sup>st</sup>, 2<sup>nd</sup>, 6<sup>th</sup>) in the June 2016 board examination and another two from CEU Makati in the December 2016 licensure examination.

Another accolade to CEU was brought by the School of Pharmacy graduates grabbing the sixth place in the June 2016 Pharmacy board examination. On the other hand, CEU Malolos ranked 5<sup>th</sup> in the September Licensure Examination for Teachers.

In February 2017 Medical Technology licensure examination, one of their graduates ranked 9<sup>th</sup>.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous years. Programs such as the Nutrition-Dietitian, Library Science, Elementary Education as well as Dentistry in the practical phase of the licensure examination posted a remarkable 100% passing rate.

The brilliant performance of CEU graduates is a testament to the University's quest for academic excellence and quality education. Along with exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

In its mission to provide quality education, Centro Escolar University Nursing and Social Work programs were granted Level III accreditation status from 2017-2021 by the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) and certified by the Federation of Accrediting Agencies of the Philippines (FAAP) last December 2016.

Centro Escolar University Accountancy program was granted Level 1 formal accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) last October 2016. The accredited program was also endorsed for certification to the Federation of Accrediting Agencies of the Philippines (FAAP).

CEU Malolos embarked on Level II PACUCOA accreditation for the Dentistry, Pharmacy, Nursing, Hotel and Restaurant Management and Tourism programs. Level I accreditation of the Information Technology program, and Preliminary Visit for the Education program.

PACUCOA awards Centro Escolar University for producing graduates who obtained the highest rating (topnotcher) in the Optometrists board examination and the highest rating (topnotcher) in the Dentistry board examination 2016.

The Commission on Higher Education (CHED) granted Centro Escolar University Malolos a three-year autonomous status that runs from April 1, 2016 until May 31, 2019. The Certificate of Autonomous status was awarded to CEU during the CHED awarding ceremony held last May 16, 2016.

Meanwhile, CEU School of Law and Jurisprudence (CEU-SLAJ) received awards during the Legal Education awards in the upcoming Legal Education awards night of the Legal Education Board. CEU-SLAJ is one of the 15 highest ranked Law schools in overall passing rate and one of the 15 highest ranked Law schools in the passing rate for first-time examinees.

The CEU School of Optometry reaped the title as this year's top performing school in the licensure examination with their overall rate of 92.06. School of Medical Technology Manila campus was also named as the 5<sup>th</sup> Top Performing school with a rating of 89.37% rating along with CEU Makati Medical Technology department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology board examination.

CEU Manila Pharmacy program had its 1<sup>st</sup> re-accreditation visit for Level 4 last January 12-13, 2017.

CEU Makati Pharmacy and Nursing programs were awarded with Level 1 in August and September 2016, respectively by PACUCOA. Meanwhile, its Doctor of Dental Medicine and Information Technology programs were given candidate status for Level I.

Meanwhile, programs of the CEU Graduate School had their preliminary/consultancy visit last September 29-30, 2016 and January 13-14, 2017 for the Pharmacy program.

### International Linkages

In its continues effort to strengthen international ties, Centro Escolar University is now the first Philippine university to have a partnership with the Paradise Suites and the Paradise Hotel and Cruises in Halong Bay, Vietnam. The partnership is under the Student Internship Abroad Program (SIAP) of the Commission on Higher Education (CHED). CEU sent nine Tourism Management students as on-the-job trainees last January 2017.

The School of Nursing sent 6 Level IV Nursing students to Buleleng Institute of Health Sciences, Bali, Indonesia on January 7-21, 2017. This is the second time that the School of Nursing sent students to Indonesia. The students exchange program aims to provide opportunities for the senior nursing students to broaden students experience in giving nursing care in a community setting in another country like Indonesia and apply the concept of transcultural nursing.

CEU School of Nursing in collaboration with Sekolah Tinggi Llum Kasehatan Buleleng recently conducted a 5-day Diabetes Capability Training in Buleleng Region in Bali, Indonesia. Furthermore, School of Nursing in coordination with the CEU-PACE conducted the 5<sup>th</sup> batch of the four-day training on Stroke Management to 25 Nursing students of Budi Luhur Institute of Health Sciences, Bandung, Indonesia and the members of the Budi Luhur International Network for Education (BIN for Edu).

CEU School of Science and Technology sent three of its incoming senior students for the on-the-job training in Bangkok, Thailand. The three students are required to complete 300 hours of their practicum in the three institutions: North Chiang Mai University, Manose Health and Beauty Research Center, and Bangkok Laboratory and Cosmetic Center, Ltd from April 6 to May 28, 2017. These academic, research and industry partners are generous enough to provide the three Escolarians free accommodation, in addition to the experiential training that will be given to them. Another group of Biology students went to University of Malaya in Kuala Lumpur, Malaysia for their practicum under the tutelage of Dr. Veeranoot Nissappatorn, a long time research collaborator of Dr. Julieta Dungca, Dean of the School of Science and Technology.

Ten students from 4 different schools of CEU Manila joined the Global Exchange Student Internship Program held at Daegu Health College in Daegu, South Korea on January 7-22, 2017. On the other hand, 10 students from Daegu Health College joined the Global Exchange Student Internship Program in CEU last February 12-25, 2017. The said program aims to widen international relationship of the university and provide high quality global training for participating student through hands-on training on the facilities and equipment of different prestigious hotels, hospitals, dental, and optometry clinics in Korea such as Kyungpook National University Medical Center which focuses on diagnosis and treatment of cancer.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained Level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and in the CEU Internal Customer Survey Instrument from internal clients/students.

Since the University applied of ISO 9001:2015, an orientation for Data and Document Custodian was conducted last June 17, 22 and 28 for Malolos, Manila and Makati, respectively. To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on July 8, 21 and 22, 2017 for Manila, Malolos and Makati, respectively. The same activity was also held for 7ñ evaluators on July 6, 2017. Orientation for 7S evaluation was also conducted last October 3, 4 and 7 at CEU Malolos, Makati and Manila, respectively. An orientation for ISO 9001:2015 version, SWOT and Risk Assessment Workshop were also conducted last August 19 and September 9, 2016. Several activities were conducted in preparation for the transition to ISO 9001:2015 version such as the stakeholders needs, SWOT and Risk assessment. Submission of work-area based stakeholders needs, SWOT and Risk and communication plan was on October 24, 2016. Alignment workshop was also conducted on February 11, 2017 and was continued on March 8, 2017. The institutional stakeholders needs, SWOT and Risk assessment was held last March 30, 2017 and the cluster was conducted last April 17, 2017.

SGS surveillance visit was conducted on March 15-17, 2017 and the auditors recommended that Centro Escolar University be certified with ISO 9001:2015 standard.

### Faculty Achievements

CEU Manila School of Dentistry, Dr. Aaron Neal Y. Lu garnered 1<sup>st</sup> place in the Poster Presentation for his research titled "Periodontal Changes During Orthodontic Tooth Movement After Exposure to Mocha and Water: A Comparison at the 10<sup>th</sup> Biennial National Ortho Congress conducted by the Association of Philippine Orthodontists on August 2, 2016. The same research also garnered second place in Oral Presentation for Research Category for the Asia Pacific Ortho Congress held in Indonesia on September 1-3, 2016. Dr. Lu also garnered first place in Oral Presentation, Clinical Category for his research on "Treatment of Temporomandibular Joint Dysfunction Using Orthodontics and Orthodontic Mechanics" during the 1<sup>st</sup> Orthodontic Resident's forum conducted by the Association of Philippine Orthodontics. On the same forum, Dr. Lorena C. Balacanao also won first place on Oral Presentation, Research Category for her research "The Effect of Orthodontic Adhesive on MC-7 Breast Cancer Cell".

Mr. Vincent Raphael V. Manarang and Dr. Pearl Ed Cuevas placed first in Podium Presentation-Professional Category under Stream 1 Nursing and Academe during the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016.

Also won the highest rank in the Podium Presentation-Professional Category under Stream 2 Nursing and Caring were Ms. Anjanette S. de Leon and Dr. Josephine M. de Leon.

Dr. Ligaya C. Picazo, a CEU Medical Technology faculty-lecturer, placed 3<sup>rd</sup> in the oral presentation during the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

Dr. Maria Flordeliza Anastacio, Vice President for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, is the current President of the Philippine Association of Administrators of Student Affairs (PAASA)

Dr. Elvira L. Urgel, Dean of the School of Nursing, is a COMELEC member of the Philippine Nursing Association. Other faculty members of the School of Nursing holding important positions in the different Nursing professional organizations are Dr. Pearl Ed Cuevas, Mrs. Joylyn Mejilla, Mrs. Anjanette de Leon, Mrs. May Mendinueto, and Dr. Josephine de Leon. Dr. Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is the President of the Association of Diabetes Nurse Educators of the Philippines (ADNEP), Mrs. May Mendinueto is the treasurer of ADNEP while Dr. Josephine de Leon is the assistant secretary.

Dr. Teresita I. Barcelo, Dean of the Graduate School, is the Vice President of the Philippine Nursing Research Society (PNRS).

Dr. Cecilia D. Santiago, Dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy and an accreditor of PACUCOA.

Ms. Socorro Alma F. Gammad, a lecturer from the School of Nutrition and Hospitality Management, was awarded by the Philippine Association of Nutrition, Inc. (PAN) as Fellow Awardee (Community Nutrition) on July 7, 2016.

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippine Society of Research (PSERE), Inc. and the treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Head of the Planning and Monitoring Department, Dr. Dolores Delacruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, Head of the Physical Science Department, is the current auditor of the Philippine Association of Chemistry Teachers (PACT).

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### Student Achievements

CEU senior Medical Technology student and the First Vice President of the University Student Council qualified as one of this year's Top 40 Future Professionals of the Philippines on September 2, 2016 at the US Embassy, Manila. The event was in partnership with United States Embassy and Young Southeast Asian Leaders Initiative (YSEALI). He is also one of the 2016 Ayala Young Leaders Initiative selected amongst the thousands.

Two Escolarians bagged the highest awards (1<sup>st</sup> and 3<sup>rd</sup> places) in a Poster Making Contest spearheaded by the Food and Drug Administration (FDA) during an Educational Seminar held last November 23, 2016 at the Librada Avelino Auditorium at CEU Manila.

CEU Manila Dentistry students also soared high on different clinical competitions. One of their students garnered first place on the Ceram-X Contest launched by the Dentsply Philippines last September 15, 2016. The same clinical work took the second place in the Ceram-X contest held in Hongkong on November 11, 2016 by the Dentsply-Asia-Pacific Region. Another Dentistry placed third in the Endo Case Contest by the Dentsply Philippines last September 16, 2016. Another Dentistry student received an Excellence in Research Awardee in the 5<sup>th</sup> China-ASEAN Forum on Dentistry held at Nanning, China on October 25-28, 2016. Another research by a group of Dentistry students was granted Jury's award at the Student Prevention Table Clinician Competition by the SEAADE-GC Dental Asia held in Ho Chi Minh, Vietnam on September 8-9, 2016. Meanwhile, Dentsply Philippines and IADR-SEA awarded a Dentistry student 2<sup>nd</sup> place in the Student Clinician Research Program Country Level.

CEU School of Nursing takes pride in winning four research awards in the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016. The research of Nursing students bagged the second place in the podium presentation

student category under stream 2 Nursing and Healing. Another group of students won second place in the poster presentation for the stream.

Pharmacy students won 2<sup>nd</sup> place in the Search for the Outstanding Undergraduate Thesis in Herbal Medicine 2016 by DOST PCIEERD-Gruppo Medica Award in Palawan.

From the School of Nutrition and Hospitality Management, a Nutrition and Dietetics student was named Outstanding Nutrition and Dietetics Student 2016 by the Philippine Association of Nutrition (PAN), Inc. on July 7, 2016. In the same activity, a group of Nutrition and Dietetics students won 2<sup>nd</sup> place in the PAN Student Digital Video Contest. A research group from the same program won 3<sup>rd</sup> place in the Undergraduate Student Research Competition (Nutrition Category) by the Food and Nutrition Research Institute on July 7, 2016.

The student research from the School of Medical Technology bagged the 1<sup>st</sup> place for the poster presentation in the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

A senior Mass Communication-Broadcast student of the School of Education, Liberal Arts, Music and Social Work (ELAMS) seized the second place during the 2<sup>nd</sup> Student Speech Competition held in Daegu, South Korea on August 12-13, 2016. She was pitted against 38 other contestants from other countries – Australia, Japan, Bangladesh, Indonesia, Thailand, Korea, and other Asian countries.

Meanwhile, a student from the CEU Malolos Pharmacy Department was elected the Assistant Secretary of the Federation of Junior Chapters Philippine Pharmacists Association.

Centro Escolar University once again showed its prowess in athletic meets. The CEU athletes proved their dominance in the 47<sup>th</sup> season of WNCAA (Women's National Collegiate Athletic Association) and 13<sup>th</sup> season of MNCAA (Men's National Collegiate Athletic Association) held at San Beda, Alabang last February 5 and 6, 2017. CEU Women's Badminton team was hailed as the champion this year and the player from the School of Dentistry grabbed the Most Valuable Player Award. The Escolarian athletes also bagged the title for the Women's Swimming competition. The Women's Taekwondo team also copped the Championship in this season and the player from the School of Pharmacy bagged the MVP Award. The Women's table tennis team also brought home the bacon as the Champion and named MVP is an athlete from the School of Dentistry.

Likewise, the CEU male athletes couldn't be outdone. The Men's Badminton team managed to win during the 13<sup>th</sup> season of MNCAA. The Men's Table Tennis team placed 1<sup>st</sup> runner-up.

Furthermore, Centro Escolar University Scorpions claimed the first-ever Universities and Colleges Basketball League (UCBL) championship title last December 8, 2016 at the Olivarez Sports Center. Consistently victorious in basketball leagues, the Scorpions were also this year's 5<sup>th</sup> National Collegiate Basketball League (NCBL)



champion held at the Technological Institute of the Philippines-Manila gym on September 20, 2016.

## **School Year 2017-2018**

### Student Enrolment

The University registered an enrolment of 12,929 for the first semester and 12,046 for the second semester of school year 2017-2018. The total enrolment for the three campuses for both the First and Second semesters decreased by 26.25% and 27.57%, respectively compared to that of SY 2016-2017. The decrease is due to the implementation of the K-12 wherein, the SY 2017-2018 has no first and second year students.

### Foreign Student Enrolment

Foreign student enrolment for SY 2017-2018 stood at 370 and 315 for the first and second semesters, respectively. A decrease of 26.15% for the First and 31.82% for the second semester was noted compared to the enrolment of the school year 2016-2017. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

Escolarians ruled anew in the 2017 licensure examinations administered by the Professional Regulation Commission. The consistent outstanding performance of the graduates in the PRC exams affirms CEU's determination and commitment to an unrelenting pursuit of its vision to be the University of first choice, as well as indicative of its sincere effort and high intention to provide quality education among its clientele.

For three consecutive times, the CEU School of Dentistry has consistently set an excellent record of producing graduates who obtained the highest rating (topnotcher) in the 2017 Dentistry Licensure Examination. CEU Manila School of Dentistry scored five (5) spots (1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 7<sup>th</sup> placers) in the May 2017 Board Exam and 4<sup>th</sup> placer in the December 2017-January 2018 Board Exam.

The CEU Medical Technology of CEU Manila and the Medical Technology program of CEU Makati both reaped the title as this year's two top performing schools in the licensure examination with their overall ratings of 92.06%. School of Medical Technology Manila campus was named as the 5<sup>th</sup> Top Performing School with a rating of 89.37% rating along with CEU Makati Medical Technology Department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology Board Examination. Furthermore, the School, both in Manila and Makati, was chosen by the Professional Regulation Commission as one of the ten (1) Medical Technology schools in the Philippines, where Philippine registered Medical Technologists can be qualified to attain U.S.D. professional visa. This implies that Medical Technologists from CEU will be allowed by the Hawaii Department of Health to obtain the Hawaii Medical Technologists license though they have not complied with the mandatory one (1) year work in a U.S. clinical laboratory.

CEU Manila graduate of Bachelor of Science in Nursing ranked 10<sup>th</sup> out of 5,875 board passers in the November 2017 Board Examination. A Nursing graduate from the same campus ranked 9<sup>th</sup> in the June 2017 Nursing Board Examination.

The CEU School of Optometry posted an excellent performance grabbing five (3<sup>rd</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>) of the top ten spots. The passing percentage of CEU graduates of 88.46% was higher than the national passing percentage of 81.66%.

The sterling performance of CEU graduates is an indication of the University's quest for academic excellence and quality education. Along with the exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

CEU's adherence to its quality objectives and principles, as well as its compliance to documentary requirements, urges the academic community to seek for continuous improvement.

For CEU Manila, the University's Business Administration program was granted its Level IV First Reaccreditation status, but still awaiting the results of the first reaccreditation for Level IS of the following programs: Doctor of Dental Medicine and B.S. Nutrition and Dietetics both held on November 8-10, 2017. Furthermore, the B.S. Computer Engineering, B.S. Information Technology, and B.S. Computer Science programs visited last August 8-9, 2017 were likewise granted accreditation status for Level 1.

Centro Escolar University Pharmacy program was granted Level IV Re-accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) as certified by the Federation of Accrediting Agencies of the Philippines (FAAP).

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. On January 29-31, 2018, four programs were subjected to AUN-QA accreditation. The university successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Nursing, Nutrition and Dietetics and Optometry programs.

This recognition serves as another testament to the University's commitment to quality and excellence.

### International Linkages

CEU Manila School of Dentistry, is the first dental school peer reviewed by the SEAADE Peer Review Committee which reported areas of "Best Practice Situation". Reports of SEAADE Peer Review Committee on their evaluation of the CEU in their official website. School of Dentistry established a linkage with the International

Association for Dental Research-SEA (IADR-SEA) and the China ASEAN Forum on Dentistry (CAFD).

Six senior nursing students of Centro Escolar University joined the 3rd International Student Exchange Program of the School of Nursing with STIKEs Budi Luhur in Cimahi, West Java, Indonesia from November 11 to 26, 2017. As part of their Intensive Nursing Practice, the students performed the complete family nursing process to selected families in Batujajar, Indonesia. They also participated in the International Competition wherein the CEU nursing students achieved several awards including third place in the Talent Competition, second in the CPR/BLS competition, first place in the Health Promotion Competition and first and second place in the Oral Presentation Competition. A cultural presentation capped the two-week student exchange program in Bandung, Indonesia where all participants had the opportunity to showcase their talent and respective national dances.

The Tourism Management Program of the School of Nutrition and Hospitality Management (SNHM) of the University has established International connections with different countries such as United States of America, Malaysia, Thailand and Vietnam, and CEU has been sending students for their international practicum training in conjunction with its goal of reinforcing the global competency of CEU students. The two of the Paradise group sectors, Paradise Suites and Paradise Hotels and Cruises, warmly received the second batch of interns from CDEU Manila for their on-board training from November 2017 to April 2018. Paradise Suites and Paradise Hotels and Cruises, the most recognized and diverse hospitality groups, expressed continued assistance to CEU students and graduates becoming world-class service providers in the tourism industry.

Six (6) Tourism Management students were accepted by the premier hospitality group in Vietnam, with joint efforts of Paradise Group Vietnam's General Manager Mr. Edgar Cayanan, CEU Tourism Management Coordinator, Ms. Janelle Villamor, and with the recommendation of SNHM Dean, Dr. Cecilia C. Uncad and the University President, Dr. Ma. Cristina D. Padolina. CEU's international internship program is in accordance to the guidelines under the Student Internship Abroad program (SIAP) of the Commission on Higher Education.

The Psychology Department is presently doing a research on Forgiveness in collaboration with Dr. Enright who represents the Department of Educational, University of Wisconsin.

The School of Medical Technology has an active Memorandum of Agreement with Daegu Health College, Daegu, South Korea, Khon Kaen University, Khon Kaen, Thailand and Kumamoto Health Science University, Kumamoto, Japan. Part of their linkage collaboration is an international symposium which is held on rotation among the four (4) countries. Likewise, research collaboration is one of the outputs.

### Quality Assurance

CEU earned anew an International Organization for Standardization (ISO) 9001:2015 certification. The certification applies to all academic and support services functions in CEU-Manila campus excluding School of Medicine and Senior High School,

as well as all academic and support services and functions of the organization in CEU Makati and CEU Malolos campuses excluding Senior High School and CEIS, respectively. The ISO 9001:2015 certification granted to CEU attests that the University's sustained quality assurance system is in compliance with the SGS requirements and standards.

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee: Management Review, 7S, Quality Circle, Customer Feedback, CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and the CEU Internal Customer Survey Instrument from internal clients/students was administered.

Risk assessments, updates on the stakeholders needs and SWOT analysis was conducted last April 17, 2017 as inputs in the management review and strategic planning.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientations was held last July 31, August 1 and 2, 2017 for Manila, Makati, and Malolos, respectively. The yearly orientation for Data and Document Custodian was conducted last October 9, 13 and November 21, 2017 for CEU Makati, Manila and Malolos respectively. The same activity was also held for 7S evaluators.

### *Faculty Achievements*

Dr. Ma. Cristina D. Padolina received the prestigious Juran Medal for promoting quality and excellence during the 2017 International Quality Conference Awards Night at Okada Manila Hotel. The Juran Medal Award is a tribute to Dr. Joseph Juran, renowned for his significant contributions in the promotion and advancement of quality management. This award is presented to a senior executive with remarkable contributions in promoting quality and quality management in the country. The Philippine Society for Quality (PSQ) chose to award the 2017 Juran Medal to Dr. Padolina to honor her exemplar quality and excellent management.

Dr. Erna V. Yabut, Vice-President for Research and Evaluation, is the current president of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, the Vice President for Student Affairs is the present president of the Philippine Association of Administrators of Student Affairs, Inc. He is also the regional coordinator for ASIA and a contributor of the International Association of Student Affairs.

Vice-President for CEU-Makati and Dean of Studies, Dr. Olivia Limuaco is one of the five Vice-Presidents of FAPA for 2014-2018.

The dean of the School of Accountancy and Management (AM), Mr. Melito Salazar was awarded with the Golden Star Academic and Educational Excellence Award in Malaysia; World Association of Small and Medium Enterprises (WASME) for Outstanding Contribution in Service of SEMs at Miami, Florida, USA, Most Distinguished Alumnus in Government by UPCBA, and Professional Award in Business Administration –Management by UPA. At present, he is the President of the Philippine Association of Collegiate Schools of Business (PACSB). Dr. Rosemarie So, the Assistant Dean of the School of AM is a fellow in Business Education and a board member of the PACSB. Dr. Leny Dellosa, Dr. Zenaida Diola, and Mr. Edgar Tichepco are the National Winner in the Search for Outstanding PETRON-PCDEB, National Winner in the Search for Outstanding PETRON-PCDEB Business Educator in Marketing, and Regional Winner in the Search for Outstanding PETRON-PCDEB respectively. Dr. Rowell Antonio, a professional course teacher, is the chair of the Entrepreneurship of Wadhvani Foundation.

CEU Manila School of Dentistry School Dean Dr. Pearly Lim was elected Councilor of the International Association of Dental Researchers (IADR-SEA), Dr. Stephen Almonte is the Executive Vice President of the Philippine Dental Association, Dr. Joann Joven and Dr. Marie Fullante are elected Vice President and the Assistant Secretary of the Philippine Prosthodontic Society respectively; Dr. Aaron Neal Lu is the Board of Director of the Philippine Academy of Esthetic Dentistry, and Dr. Antonio Mirador is the P.R.O. of the Philippine College of Oral and Maxillofacial Surgeons.

The Head of the Guidance and Counseling Department, Dr. Carmencita Salonga is the elected P.R.O. of the Philippine Guidance and Counseling Association and the treasurer of the Psychological Association of the Philippines.

Centro Escolar University School of Medical Technology Dean, Dr. Charito Bermido represented the Philippines in the panel discussion on the Accreditation of Medical Technology/Medical Laboratory Science (MT/MLS) programs and certification of graduates during the recent 2017 ASEAN Medical Laboratory Science Education Stakeholders Summit and Research Conference at Sofitel Philippine Plaza, Pasay City on November 29-December 1, 2017. Mr. Rogelio Cruz, a faculty member of the same school is a member of the Board of Directors of the Philippine Association of Schools of Medical Technology and Public Health Inc. (PASMETH).

Dr. Maria Flordeliza Anastacio, VP for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the Chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Mrs. Luzette T. Mijares, the program head of Hotel and Restaurant Management of CEU Makati is elected as one of the Board of Trustees for the Hospitality and Tourism Council of Deans and Program heads (Host Code) by the CHED-NCR.

Dr. Teresita I. Barcelo, dean of the Graduate School is the chair of the Arbitration Commission of the Philippine Nurses Association, Inc., while Dr. Maricar Ching, the assistant to the dean of the Graduate School is a board member of the DOST-PCHRD Scholars' Society and the elected secretary of the NRCP-Division 3 Medical Sciences. Dr. Eden Kelemen, a faculty member, is the director of the Philippine Association for Graduate Education, NCR.

Dr. Julieta Z. Dungca, dean of the School of Science and Technology is the elected secretary of the Philippine Society of Educational Research and Evaluation (PSERE) and treasurer of the Philippine Society of Parasitology, Inc. (PSP). The head of the Biological Sciences Department, Dr. Zenaida Los Baños, is a board member of the Philippine Association of Laboratory Animal Science. Dr. Agnes Magnaye is a board member of the Biology Teachers Association of the Philippines and Mrs. Marilou Lanto is the board member of the Philippine Society for Developmental Biology.

Dr. Cecilia D. Santiago, dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

The Head of the Planning and Monitoring Department, Dr. Dolores Dela Cruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, head of the Physical Sciences Department, is the current auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc., (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### *Student Achievements*

CEU Singers Malolos scored three (3) silver awards and certificates in the Sacred Music, Mixed Choir and Mixed Voice categories in the 10<sup>th</sup> Orientele Cententus Chorale Competition in Singapore. The group's outstanding performance in Singapore earned them a Plaque of Recognition from the Mayor of the City of Malolos, Hon. Christian Natividad, a Resolution of Recognition from the City Council, and the Governor and Board Members of the province of Bulacan for their contribution in promoting Philippine culture and arts and more importantly, bringing honor to the City of Malolos and the province of Bulacan. Before their stint in Singapore, which was their first international feat, CEU Singers Malolos under the baton of Mr. German de Guzman has won numerous awards and citations from national chorale competitions such as NAMCYA and MBC, and musical festivals in Bulacan and other Central Luzon provinces.

Two (2) graduate school students was awarded Best Paper and an honorable mention in the 2<sup>nd</sup> ASEANale 2018 and 2<sup>nd</sup> International Symposium on ASEAN Studies held at the University of the Philippines on February 28-March 2, 2018 for their paper entitled “Finding Foucault in the Rohingya Discourses” and Examining the Philippine’s State in the 21<sup>st</sup> Century Maritime Silk Road: A Competition of Old and New Financial Players” respectively.

A Computer Engineering student from the School of Science and Technology was proclaimed as one of the Most Outstanding International Students in the Philippines for academic year 2017-2018 during the 48<sup>th</sup> Search for Three Most Outstanding International Students in the Philippines . This is organized by the Philippine Friendship International and Understanding Association (PIFUA).

CEU Manila School of Dentistry students research entry entitled “Characteristics of Sodium Bentonite as A Possible Root Canal Sealer” bagged first runner-up of the SIBOL(Creative Research) College Category 2017 Regional Invention Contest and Exhibits (RICE) organized by the Department of Science and Technology (DOST) held at Technological Institute of the Philippines, Quezon City. Finalist during the said activity is the research on “Nano-hydroxyapatite from Pink Salmon (*Oncorhynchus gorbuscha*) Fish Bone as a Direct Pulp Capping Material. During the Dentsply Sirona Asia University Country Level conducted at Dentsply Headquarters, Makati, Dentistry student won 1<sup>st</sup> place and 3<sup>rd</sup> place in the Clinical Case Contest Restorative Dentistry Case and Endodontic Case Contest respectively.

From the School of Nutrition, Hospitality and Management Philippine Association of Nutrition-DELTA (PAN-Delta Chapter) was awarded as the 2017 Most Outstanding PAN Student Chapter by the Philippine Association of Nutrition, Inc. Furthermore, a BS Nutrition and Dietetics student was named as the Outstanding Nutrition and Dietetics Student by the same professional organization.

A School of Accountancy and Management student was one of the finalists in the Business Leadership Program by the American Chamber of Commerce of the Philippines (AmCham).

Bachelor of Science in Psychology students hold position as the auditor of the Psychological Societies Association in Mental Health, Treasurer of the Tatsulok-Alyansa ng mga Mag-aaral sa Sikolohiyang Pilipino, Director for Human Resource Training for Youth for Mental Health Coalition and National Executive Committee for Membership for Junior People Management Association of the Philippines.

A student of BS Pharmacy from CEU Manila was awarded as the champion of the 2017 Poster Making during the FDA National Consciousness Week. Another student won 1<sup>st</sup> Place during the PAAW Antimicrobial Resistance Quiz Bee and 2<sup>nd</sup> Place during the 5<sup>th</sup> Intercollegiate Quiz Bee organized by San Beda College of Medicine. Students from the same school won 2<sup>nd</sup> Place in the FJCPPhA’s Paligsahan 2018-Badminton and 3<sup>rd</sup> place in the volleyball.

The home of achievers, CEU athletes bagged numerous awards in the recently concluded 47<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) and 13<sup>th</sup> Men's National Collegiate Athletic Association (MNCAA) sports tournaments. In the WNCAA Athletics category, CEU teams were all hailed Champion in Badminton, Swimming and Taekwondo. For the individual recognitions, CEU students were named the Most Valuable Player (MVP) for Badminton, MVP for Swimming, and MVP for Taekwondo. CEU Badminton Team for the Men's National Collegiate Athletic Association (MNCAA) also nabbed the Championship Award with Delos Santos as MVP.

Centro Escolar University Lady Scorpions remained undefeated with its 7-peat victory in the recent Women's National Collegiate Athletic Association (WNCAA) Seniors Basketball tournament held at the Rizal Memorial Coliseum.

For CEU Malolos, 2<sup>nd</sup> year students won as the overall champion for the Search for Radio Veritas Best Campus School Program, Best Program Counselling Segment and Best Anchor Person (Male).

#### **Item 5. Directors and Executive Officers**

Please refer to pages 6 to 11 of the Definitive Information Statement submitted to the Securities and Exchange Commission.

#### **Item 6. Market Price and Dividends**

The University's common equity is traded at the Philippine Stock Exchange. Following are the high and low prices for each quarter within the last two (2) fiscal years:

		High	Low
<b>Fiscal Year Ended 2017</b>			
April 2016 – June 2016	First Quarter	₱ 9.90	₱ 9.03
July 2016 – September 2016	Second Quarter	10.18	9.00
October 2016 – December 2016	Third Quarter	10.22	9.50
January 2016 – March 2017	Fourth Quarter	10.96	8.52
<b>Fiscal Year Ended 2018</b>			
April 2017 – June 2017	First Quarter	₱ 10.50	₱ 9.52
July 2017 – September 2017	Second Quarter	10.02	8.05
October 2017 – December 2017	Third Quarter	9.38	8.20
January 2018 – March 2018	Fourth Quarter	9.14	8.62

The closing price per share of the University's common shares as of June 30, 2018 was ₱ \_\_\_\_.

#### **Holders**

As of June 30, 2018, there are 1,026 common shareholders. The name of the top twenty (20) shareholders and the number of shares and the percentage of total shares outstanding held by each are as follows:

Stockholder	Number of Common	Percentage of
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	Shares Held	Total Shares (%)
1. USAUTOCO, INC.	126,620,891	34.0000
2. PCD Nominee Corp. – Filipino/Others	88,520,366	23.7693
3. U.S. Automotive Co., Inc.	55,963,803	15.0273
4. Jose M. Tiongco	13,439,614	3.6088
5. Corazon M. Tiongco	10,115,604	2.7162
6. Erlinda T. Galeon	9,252,982	2.4846
7. Generosa T. Cabrera	9,190,225	2.4677
8. Marie T. Sands	9,186,138	2.4666
9. Security Bank Corp. TA# 1090	8,072,299	2.1676
10. Alvin Anton C. Ong	1,344,308	0.3610
11. Fredrick C. Ong	1,000,000	0.2685
12. Maria Concepcion I. Donato	994,465	0.2670
13. Emma de Santos Oboza	758,190	0.2036
14. Alicia de Santos Villarama	758,190	0.2036
15. Estate of Trinidad V. Javellana	713,666	0.1916
16. Manuel M. Paredes	650,107	0.1746
17. Amado R. Reyes	650,107	0.1746
18. Ma. Alexa J. Intengan	634,621	0.1704
19. Leland and/or Melita Villadolid	560,523	0.1505
20. Angelo A.S. Suntay	453,186	0.1217

There are no transactions that relate to an acquisition, business combination or other reorganization which will affect the amount and percentage of shareholdings of any of the University's directors, officers (as a group) or any person owning more than 5% of the University's outstanding capital stock.

### **Dividends**

Dividends declared for the two most recent fiscal years, i.e., Fiscal Year ended March 31, 2016 and Fiscal Year ended March 31, 2017, are as follows:

#### **Fiscal Year Ended March 31, 2017**

(April 1, 2016 – March 31, 2017)

1. Cash dividend of ₱0.20 per share was declared on July 26, 2016 in favor of stockholders of record as of August 16, 2016, payable on September 9, 2016.

#### **Fiscal Year Ended March 31, 2018**

(April 1, 2017– March 31, 2018)

1. Cash dividend of ₱0.20 per share was declared on September 29, 2017 in favor of stockholders of record as of October 20, 2017, payable on November 17, 2017.

Dividends shall be declared only from retained earnings.

There are no restrictions that limit the ability to declare dividends on common equity.

## **Recent Sale of Unregistered or Exempt Securities**

The University did not sell any unregistered or exempt securities in the past three (3) years.

## **Item 7. Compliance on Corporate Governance**

The University has complied with the provisions of its Manual on Corporate Governance. Continuous monitoring is being done by the Compliance Officer, Audit Committee, President, Chief Financial Officer and Internal Auditor to assure compliance.

On October 17, 2015, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 17, 2016, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 30, 2017, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

CEU adheres to governance principles and best practices to attain its objectives. A system has been established to monitor and evaluate the performance of the University and its Management and CEU is committed. The University is committed to consistently abide by and ensure improved compliance with the requirements of good corporate governance.

## **UNDERTAKING**

**A copy of the University's annual report in "SEC Form 17-A (2018)" as amended, may be provided to any stockholder upon written request addressed to:**

**Office of the Corporate Secretary  
Centro Escolar University  
9 Mendiola Street  
San Miguel, Manila**

**At the discretion of Management, a charge may be made for exhibits, provided such charge is limited to reasonable expenses incurred by the registrant in furnishing such copies.**

# **CENTRO ESCOLAR UNIVERSITY**

(Company's Full Name)

**9 Mendiola Street  
San Miguel, Manila**

(Company's Address)

**735-6861 to 71**

(Telephone Numbers)

## **MANAGEMENT REPORT TO STOCKHOLDERS**

**For the fiscal year ended March 31, 2018  
in accordance with SRC Rule 20.4**

**MANAGEMENT REPORT TO STOCKHOLDERS  
UNDER SRC RULE 20.4**

## **Item 1. Financial Statements**

The audited consolidated financial statements are hereto attached.

## **Item 2. Changes in and Disagreements with External Accountants on Accounting and Financial Disclosure**

There was no change in nor disagreement with External Accountants on accounting and financial disclosures.

## **Item 3. Management's Discussion and Analysis (MD&A) or Plan of Operation**

### **Financial Performance (2017-2018; 2016-2017)**

Tuition and Other School Fees decreased by 17.50% to ₱1,266,435,353 from the previous year's ₱1,535,004,059 and 9.27% decrease from ₱1,691,890,018 in 2016. This account consists of Tuition Fees, Other Fees, and Income from Other School Services. Other fees are comprised of fees for electricity, registration materials, miscellaneous classroom expenses, laboratory materials, health services fees, library fees and development fees. Income from Other School Services comprise of fees for diploma and certificates, transcript of records, entrance examinations and various collections for specific items or activities. Interest income were reported at ₱2,690,146 in 2018 and ₱3,721,167 in 2017.

The total revenues decreased to ₱271,477,797 in 2018 from ₱1,580,353,686 last year and ₱1,733,656,306 in 2016. While the Operating Expenses were reported at ₱1,242,053,333 in 2018 from ₱1,291,748,297 last year and ₱1,374,404,542 in 2016.

Net income of the University for 2018 was ₱98,522,510 from ₱263,449,832 last year and ₱345,171,764 in 2016.

The decrease in tuition and other school fees resulted to a net income of ₱98,522,510 or 62.6% lower than last year amounting to ₱263,449,832.

### **Financial Condition**

The University reported a healthy cash position as of March 31, 2018. Cash and cash equivalents were at ₱233,488,266 as compared to last year's balance of ₱435,796,757 and ₱366,434,352 in 2016. Tuition and other receivables were at ₱169,163,199 as compared to ₱87,039,659 last year and ₱62,377,048 in 2016. The University's receivables consist of tuition receivables, interest receivables, and employee and lessee receivables (classified as Other Receivables). There are no receivables from unconsolidated subsidiaries or related parties.

Inventories, consisting of materials, uniforms and supplies, were at ₱12,034,348. Other current assets, which consist largely of Prepayments stood at ₱16,638,036.

Available for Sale (AFS) Investments, reported under Other Assets in 2018, had a market value of ₱524,829 as compared to ₱524,829 last year. Other Assets also include Advances to Suppliers and Contractors at ₱16,638,036 compared to ₱22,984,316 last year.

The current assets of the University as of fiscal year ended March 31, 2018 were ₱431,323,850 as compared to ₱541,528,185 for March 31, 2017.

Property and Equipment were reported at ₱3,270,983,535 as revalued amount which was same as last year's, and at cost amounting to ₱1,337,278 from ₱1,337,278,704 last year.

Total non-current assets were at ₱98,264,573 and Total Assets were at ₱395,332,446 at the end of the fiscal year.

Accounts payable and accrued expenses decreased to ₱376,411,021 from ₱280,606,407 last year and ₱332,915,525 in 2016. Dividends payable were at ₱107,787,993 compared to ₱108,225,615 last year and ₱110,877,745 in 2016. Income tax payable of this year was reported at ₱9,118,826 compared to none in 2017 and ₱9,953,732 in 2016. Total current liabilities were at ₱398,785,754 at fiscal year end.

Total non-current liability as of March 31, 2018 increased to ₱420,420,935 from ₱412,431,405 last year and ₱379,611,054 in 2016. Because schools are allowed to claim 10% of its capital as an advanced tax credit, it can no longer claim the depreciation on these capital assets as tax deduction. Instead, the unamortized portion of these tax credits are lodged under deferred tax liability, and is amortized yearly in congruence with the depreciation of the capital assets. Deferred tax liabilities were at ₱246,246,618. Retirement liability refers to the portion of the Retirement Fund that needs to be funded over the course of the expected working lives of the employees. As of March 2018, retirement liability was at ₱174,174,316.

The University's stockholder's equity stood at ₱3,048,703,495 as of March 2018 as compared to ₱3,009,043,862 in March 2017.

### Key Performance Indicators

Key	2018	2017	2016	Manner of Computation	Significance
Revenue Growth	-17.5%	-9.27%	2.02%	Difference between current and last year's tuition and other school fees divided by last year's revenues	Measures Revenue growth
Return on Revenue	8%	17%	20%	Net income divided by Tuition and other school fees	Shows how much profit is derived from every pesos of tuition and other school fees
Dividend Pay-out Ratio	76%	28%	43%	Dividends divided by net income	Indicates how earnings support dividend payment

Return on Equity	3%	9%	13%	Net income divided by average total stockholder's equity	Measures extent of profit earned
Return on Assets	2%	7%	9.54%	Net income divided by average total assets	Measures use of assets to generate income

## Liquidity

The University relies on internally generated cash to fund its working capital needs, capital expenditures and cash dividends. It can satisfy the cash requirements and have no plan to raise additional funds.

Cash flows provided by operating activities were at ₱79,034,638 for fiscal year ended March 31, 2018 as compared to cash flows provided by operating activities of ₱291,366,968 for the previous fiscal year and ₱455,918,820 in March in 2016.

Cash used in investing activities was ₱152,751,487 during fiscal year ended March 31, 2018, as compared to cash used in investing activities of ₱105,405,494 for previous fiscal year and ₱354,127,088 in March 2016.

Cash used in financing activities was at ₱74,482,000 during the current fiscal year. This was primarily used for the payment of dividends as well as the payment of the loan installment for the purchase of the CEU-Makati Legaspi Village building. Cash used for financing activities was at ₱117,135,010 for fiscal year ended March 31, 2017 and ₱252,190,991 in fiscal year ended March 31, 2016.

## Segment Reporting

The University operates in four geographical segments – Mendiola, Malolos, Makati-Gil Puyat and Legaspi campus. The financial information on the operations of these segments are disclosed in terms of segment assets, segment property and equipment (net), segment liabilities, segment revenues, operating expenses and net income/loss.

The segment report is included in **Note 20** of the financial statements.

## Known Trends

### Effect of Government Regulation with Respect to Increase in Tuition Fees

The Commission on Higher Education (CHED) promulgates guidelines to be followed by Higher Education Institutions (HEIs) intending to increase their tuition and other fees. Notable among them follows:

“A Certificate of Intended Compliance (COIC) stating that (70%) of the proceeds to be derived from the tuition fee increase shall be used for the payment of the salaries, wages, allowances and other benefits of its teaching and non-teaching personnel and other staff x x x.

“The 20% shall go to the improvement of the following:

1. Modernization of buildings
2. Equipment
3. Libraries
4. Laboratories
5. Gymnasium and similar facilities and
6. Payment of other cost of operations.

“Only 10% is left for return on investment.”

### Education Trends

**For school year 2016-2017, the University registered downward trends in enrollment due to K-12 program of the government.**

**For school year 2015-2016, The University registered upward trends in Dentistry, Pharmacy and Medical Technology while nursing course continued to experience downward enrollment due to lesser demand in the United States and United Kingdom.**

### Key Variable and Other Qualitative and Quantitative Factors

Currently, there are no known trends, events, or uncertainties that have a material impact on the University’s liquidity.

The Registrant does not know of any event that will trigger any director or contingent financial obligation that may be material to the company, including default or acceleration of an obligation.

There are no known material off-balance sheet transactions, arrangements, or obligations (including contingent obligations), and other relationships of the company with unconsolidated entities or other persons created during the reporting period.

**For school year 2017-2018, there are commitments for capital expenditures such as improvements and renovations of existing laboratories, repairs and repainting of administration offices, improvements and maintenance of information and communications technology and procurement of computer for Computer Education Department and different offices which is being done every year which funding shall be derived from the increase in tuition fees in accordance with the guidelines of the Commission of Higher Education (CHED).**

Currently, there are no known trends, events or uncertainties that have material impact on sales, aside from downward enrollment on nursing course, tourism and hotel and restaurant management courses.

All income is derived from the normal course of operations or through interest income on money market placements. There are no significant elements of income or loss.

**Material changes from FY 2016 to FY 2017 include a decrease of 8.84% in total revenues which resulted from the 9.27% decrease in total tuition and other school fees and 8.58% increase in miscellaneous income. In addition, a 46.33% decrease in interest income was reported due to lower placements and lower interest rates. For costs and expenses, posted was a decrease of 8.74% in costs of services due to lower employee benefits such as incremental proceeds because of decrease in enrollment. General and administrative expenses increased by 16.82% due to increases in repairs and maintenance for the building and facilities in Las Piñas, janitorial services and provision for credit losses. A decrease of 78.60% in interest expenses resulted from the settlement of long-term debt in July 2016. There was an increase of 37.22% in foreign exchange gains because of higher currency exchange rate. A decrease of 33.86% in loss on retirement of assets was due to the value of condemned furniture and equipment. These material changes resulted to a decrease of 23.68% in net income after tax.**

### **New Accounting Standards**

The University presented its consolidated financial statements to comply with accounting principles generally accepted in the Philippines (Philippine GAAP) as set forth in Philippine Financial Reporting Standards (PFRS). New and revised accounting standards, consisting of Philippine Accounting Standards (PAS) and PFRS became effective for financial reporting purposes.

The consolidated financial statements include the financial statements of the University, Centro Escolar University Hospital, Inc. (the hospital), a wholly owned subsidiary, Centro Escolar Integrated School (CEIS) and Las Piñas College (LPC), a newly acquired business, (collectively referred to as the Group).

The financial statements of the Hospital are prepared for the same reporting year as the University.

Subsidiary is consolidated when control is transferred to the Group and ceases to be consolidated when control is transferred out of the Group. Control is presumed to exist when the University owns more than 50% of the voting power of an entity unless in exceptional cases, it can be clearly demonstrated that such ownership does not constitute control. The consolidated financial statements are prepared using uniform accounting policies for the like transactions and other events in similar circumstances. All intercompany balances and transactions, intercompany profits and unrealized gains and losses have been eliminated in the consolidation.

### **Changes in Accounting Policies and Disclosures**

The accounting policies adopted are consistent with those of the previous financial year except for the adoption of the following amendments to existing standards, which became effective beginning April 1, 2016. Unless otherwise indicated, the adoption of these amendments did not have any impact of the Group.

- Amendments to PFRS10, PFRS 12 and Philippine Accounting Standards (PAS) 28, *Investment Entities: Applying the Consolidation Exception*



- Amendments to PFRS 11, *Accounting for Acquisitions of Interests in Joint Operations*
- PFRS 14, *Regulatory Deferral Accounts*
- Amendments to PAS 1, *Disclosure Initiative*
- Amendments to PAS 16 and PAS 38, *Clarification of Acceptable Methods of Depreciation and Amortization*
- Amendments to PAS 16 and PAS 41, *Agriculture: Bearer Plants*
- Amendments to PAS 27, *Equity Method in Separate Financial Statements*
- Annual Improvements to PFRSs 2012-2014 Cycle
  - Amendments to PFRS 5, *Changes in Methods of Disposal*
  - Amendments to PFRS 7, *Servicing Contracts*
  - Amendment to PFRS 7, *Applicability of the Amendments to PFRS 7 to Condensed Interim Financial Statements*
  - Amendment to PAS 19, *Discount Rate: Regional Market Issue*
  - Amendment to PAS 34, *Disclosure of Information 'Elsewhere in the Interim Financial Report'*

The Registrant has no knowledge of any seasonal aspects that had a material effect on the financial condition or results of the operations.

The University engaged the services of Sycip, Gorres, Velayo & Co. (SGV) in SY 2007-2008 to undertake the external quality assessment review of its internal audit activity in compliance with the International Standards for the Professional Practice of Internal Auditing (ISPPA), specifically Standard 1312 - External Assessments. The purpose of said external quality assessment review was to determine and, as appropriate, to improve the internal audit activity's compliance with ISPPA.

SGV completed the external quality assessment review of the University's internal audit activity last January 28, 2008 and rendered the overall opinion that "the internal audit activity of CEU *Partially Complies* to the Standards. 'Partially Complies' means that the activity is making good-faith efforts to comply with the requirements of the individual Standard or element of the Code of Ethics, section or major category, but falls short of achieving some major objectives. These will usually represent significant opportunities for improvement in effectively applying the Standards or Code of Ethics and/or achieving their objectives. Some deficiencies may be beyond the control of the activity and may result in recommendations to senior management or the board of the organization."

The audit was completed in the last fiscal year and the University is committed to move in the direction of the risk-based auditing process. The plan will be set forth by the University's Quality Management Systems Group along with the Internal Audit Department.

## **Information on Independent Accountant**

### **Audit Fees and Related Fees**

The appointment of Sycip, Gorres, Velayo and Co. (SGV) as external auditor of the University for the fiscal year ending March 31, 2018 was approved by the stockholders during the annual meeting on July 25, 2017.

**In compliance with Securities Regulation Code (SRC) Rule 68, Ms. Josephine Adrienne A. Abarca was designated as partner in-charge in FY 2016 and 2017, while Mr. Christian Lauron was designated as partner in-charge in FY 2014. Ms. Janet Alvarado-Paraiso has been the partner in-charge for five years. Her appointment started in 2009.**

**In 2017 and 2016**, the University paid **₱924,000 and ₱880,000** respectively, VAT exclusive, to Sycip, Gorres, Velayo and Co. (SGV) for the audit of the University's annual financial statements, as well as assistance in the preparation of the annual income tax returns.

There is no other assurance and related services by the external auditor that are reasonably related to the performance of the audit or review of the University financial statements.

#### **Tax Fees**

In 2011, the University paid ₱240,000, VAT exclusive to Sycip, Gorres, Velayo and Co (SGV) for the performance of a tax compliance review for the fiscal year ended March 31, 2010 covering income tax, expanded withholding tax, fringe benefit tax and withholding tax on wages. The review involved a study of the University's opposition and practices and procedures in relation to specific tax laws, regulations and rulings. The objectives were to determine whether or not the tax position, practices and procedures adopted and maintained are in compliance with the tax laws and regulations; to identify areas where non-compliance are noted and quantify, if possible, the extent of the University's exposure thereon, and to provide recommendations to improve or correct the University's tax practices and procedures in compliance with the tax laws and BIR regulations.

#### **Other Fees**

There are no other services provided by the external auditor, other than the services reported.

#### **Audit Committee Pre-approval Policy**

CEU's Audit Committee is composed of the Chairman, Dr. Emil Q. Javier, (independent director) and members, Dr. Angel C. Alcala, Dr. Alejandro C. Dizon and Atty. Sergio F. Apostol.

The Audit Committee is required to pre-approve all audit and non-audit services rendered and approve the engagement fees and other compensation to be paid to the external auditor.

The Audit Committee found the services and fees for external audit reasonable and approved the same following a conference with the external auditors and the University's financial officers to clarify the scope, extent and details of the audit.

#### **Item 4. Description and General Nature and Scope of the Business**

Centro Escolar University, an institution of higher learning established in 1907 by Librada Avelino and Carmen de Luna, is committed to the furtherance of its founders' philosophy *Ciencia y Virtud* (knowledge and virtue), and aims to cultivate the mind, the spirit, and the body for service to God, country and the family.

In pursuit of this goal, it seeks to educate students:

1. to develop wholesome values and attitudes;
2. to be proficient in their chosen vocations; and
3. to be involved in the promotion of progressive nationalism within the context of one world.

CEU, a stock corporation, was first incorporated in 1932 to exist for 50 years, or until 1982. On March 31, 1982 the corporate life was extended for another 12 years to last until 1994. On March 31, 1994, the Articles of Incorporation was amended extending the life of CEU for another 50 years.

There was no bankruptcy, receivership or similar proceeding that happened to the corporation.

A stock split was approved by SEC on March 31, 2000, effectively reducing the par value from ₱100 to ₱1 per share. PSE correspondingly adjusted the par value on August 3, 2000.

#### **Business Development During the Past Three Fiscal Years (2015-2018)**

##### **School Year 2015-2016**

###### *Student Enrolment*

The University had an enrolment of 22,055 for the first semester and 20,993 for the second semester of school year 2015-2016. the total enrolment for the three campuses for both the First and Second semesters decreased by 3.06% and 2.13%, respectively compared to that of SY 2014-2015. The total first year (freshmen, transferees) enrolment decreased by 6.29% as compared to the enrolment of the previous school year.

###### *Foreign Student Enrolment*

Foreign student enrolment for SY 2015-2016 was at 650 and 576 for the first and second semesters, respectively. A decrease of 18.95% and 22.27% for the first and

second semesters, respectively, was noted compared to that of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

Making excellence as its culture, CEU has proven once again its commitment to provide world-class quality education as its graduates garnered top spots in different licensure examinations conducted by the Professional Regulation Commission (PRC). Optometry graduates took the top 9 spots in the licensure examination, Medical Technology graduates snatched the 1<sup>st</sup> and the 10<sup>th</sup> places, a total of eight (8) Dentistry graduates placed in the top 10 of Dentistry Licensure Examination for June and December, and one (1) each from the Psychometrician, Nursing and Education Licensure Examination.

CEU Makati Medical Technology program was awarded as the 2<sup>nd</sup> Top Performing School on the Licensure Examination for Medical Technologists. Furthermore, College of Optometry was given a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous year.

### Accreditation and Recognition

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. The University successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Biology, Hotel and Restaurant Management, Pharmacy, Dentistry, Tourism Management and Business Administration programs.

The Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) awarded CEU for being the institution with the highest number of Level IV accredited programs and the CEU College of Optometry received a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The Education program was awarded the CHED Center of Excellence for Teachers Education. Meanwhile, the School of Accountancy and Management and the College of Optometry were designated as a Center of Development (COD) in Business and Administration, and Optometry, respectively.

Likewise, CEU Makati's Business Administration – major in Management, Computer Science, Hotel and Restaurant Management and Tourism Management programs were granted Level 1 accreditation status by PACUCOA as certified by the Federation of Accrediting Association of the Philippines (FAAP).

The Bachelor of Accountancy program in CEU Manila was visited by the PACUCOA for its Level 1 accreditation.

Centro Escolar University was awarded a Plaque of Excellence for Outstanding Performance by First Place, Inc., the University's accredited partner for work and travel program in the United States, in promoting the ideals and vision of cultural exchange with students and graduates for CEU Manila.

### International Linkages

Dr. Julieta Dungca, Dean of the School of Science and Technology, together with Dr. Luzviminda Cruz, attended the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty, with the theme "New Frontiers in Natural Products for Health and Longevity." This paved way for Dean Dungca to establish linkages with Assoc. Prof. Dr. Surapol Natakankutkul, President of the Society of Cosmetic Chemists of Thailand, and a faculty of Pharmacy of Chiang Mai University, and Assoc. Prof. Paiboon Daosodsai, Dean, Faculty of Pharmaceutical Sciences, Khon Khaen University. Dr. Surapol promised to assist the CEU BSD cosmetic Science students in looking for industry partners for their Practicum, while Dean Daosodsai assured the CEU team of opening the doors for a future tie-up through the Sandwich/Exchange program for both the faculty and the graduate students.

The University established a linkage with Dr. Thimon Bune, Executive Manager-TASD of the Department of Higher Education of Papua New Guinea. He assisted Dr. Rhoda Aguilar and Dr. Pearly Lim in giving entrance examinations to 72 registrants.

Five (5) Indonesian students from Budi Luhur Institute of Health Sciences under Credit Transfer Program were enrolled this Second Semester of 2015-2016 in the School of Nursing. The said institute also expressed interest in Research Collaboration titled "Comparison of Nursing Education Curriculum in Pediatric Nursing subject in Indonesia and Philippines". This will be led by Mrs. Joylyn Mejilla and Dr. Sofia Magdalena Robles. Two Indonesian schools, Polytechnic University of Semarang and Nahdlatul Ulama University of Surabaya expressed interest in the credit transfer program of the University.

Also, Stikes Buleleng Singaraja requested the School of Nursing to conduct Research and Diabetes Educators capability trainings for their faculty on June 6-17, 2016. This is part of the faculty research collaboration between the two schools. Memorandum of Agreement from both institutions were forged.

The College of Optometry is affiliated with the Association of Schools and Colleges of Optometry in USA and the Asia Pacific Council of Optometry in Hongkong.

The School of Science and Technology has existing linkages with University of Malaya (UM), University of Nottingham and Monash University in Malaysia, Naresuan University and Prince of Songkla University both in Thailand, Malaysia, and Green Tech Advanced Solution, Osaka, Japan. MOA for UM and Green Tech Advanced Solution was forged.

The School of Accountancy and Management developed linkages with the PICPA Dubai Chapter through the International Academy of Accountants for Business and Research during the CPA board examination passers' oath taking ceremonies and research presentation.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on August 5, 7 and 18, 2015 for Makati, Malolos and Manila, respectively. The same activity was also held for 7S evaluators on July 6, 2015. Orientation for 7S evaluation was also conducted last July 6, 2015 and was followed by orientation of data and document custodian on July 23 for Manila and Makati and July 24 for Malolos.

SGS surveillance visit was conducted on April 14-15, 2015 and the auditors recommended the continuation of the certified status.

### Faculty Achievements

The Professional Regulation Commission (PRC) awarded Dr. Teresita Roda I. Barcelo, Dean of the School of Nursing as Outstanding Professional Nurse for 2015. Dr. Olivia M. Limuaco, Vice President for CEU Makati, received the 2015 Outstanding Accredited professional Organization for Philippine Pharmacists Association where she is the current President. Special citations were given to Dr. Carmencita H. Salonga, Head of the Guidance and Counseling Department, in the field of Guidance and Counseling, and Dr. Milagros L. Borabo, Head of the Professional and Continuing Education, in the field of Teaching.

Centro Escolar University's research on "CEU's Transformation Through 35 Years of Voluntary Accreditation", the entry to PACUCOA's Search for the Best Research paper, was named the Best Research. The awarding ceremonies took place on December 1, 2015 during the 26<sup>th</sup> General Assembly of the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) at the City of Dreams. Dr. Erna V. Yabut, Vice President for Research and Evaluation presented the paper and received the award on behalf of the researchers. Besides Dr. Yabut, other researchers are Dr. Aileen Patron, Dr. Avelina Raqueño, Ms. Heidi Albano and Dr. Ma. Dolores Delacruz.

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is the President of the Philippine Pharmacists Association (PPhA) for 2014-23016. She is also one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the Secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, was elected Business Manager of Philippine Association of Administrators of Student Affairs (PAASA).

Dr. Lolita D. Pablo, Program Head of the CEU Social Work Program and of the CEU Community Outreach Department, is the elected President of National Association of Social Work Inc., (NASWEI).

The Dean of the School of Nursing, Dr. Teresita I. Barcelo, is the elected Treasurer of Philippine Nurses Association Manila Chapter. Faculty members from the School of Nursing were also elected/appointed in several positions in national organizations. Dr. Pearl Ed Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is a Board member and Secretary of the Association of Diabetes Nurse Educators of the Philippines (ADNEP). Mrs. Mejilla is also a member of the core group on Patient Safety in Nursing (Academic Institutions), UP-Manila and WHO Collaborating Centers. Besides, Mrs. Mejilla, Mrs. Anjanette de Leon, and Mrs. May Mendinueto are Diabetes Nurse Health Educators of ADNEP and Philippine Association of Diabetes Educators (PADE).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippines Society of Research (PSERE), Inc. and the Treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Dean of the School of Pharmacy, Dr. Cecilia D. Santiago, is the present Treasurer of the Philippine Association of Colleges of Pharmacy (PACOP) and is also a PACUCOA accreditor.

Ms. Aleli V. Lozano, Head of the Physical Sciences Department, is the current Auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the Secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the Assistant Treasurer.

Dr. Shirley S. Wong, Program Head of Dentistry at CEU Malolos and Dr. Desiree May D. Villamayor, a faculty member of the same campus, passed the written and practical examinations for Basic Life Support Course given by the American Heart Association (AHA).

Dr. Penuel David, a faculty member from CEU Malolos Pharmacy program won as Best Oral Presenter during the 3<sup>rd</sup> International Conference on Interdisciplinary Research Innovation.

### Student Achievements

A student from the College of Medical Technology and President of the Honors Society was successfully chosen as one of the official delegates to the prestigious Ayala Young Leaders Congress (AYLC) 2016.

The USC President was awarded as one of the 10 Outstanding College Students of Manila.

CEU Singers Manila was named the 2015 Aliw Awards Best Choral Group. The singers represented NCR for the choir category at the National Music Competitions for Young Artists at the Cultural Center of the Philippines in November 2015.

The School of Dentistry continues to excel in various academic researches in 2015. Two (2) of their students received the IADR-SEA Division Young Investigator Travel Award during the 29<sup>th</sup> Annual Scientific Meeting of the IADR-SEA held at Bali, Indonesia. Among the five (5) undergraduate researches that participated for the Unilever Junior Travel Award, two of them were included in the top 10 and competed for the travel award competition.

School of Accountancy and Management joined the 2015 Business Idea and Development Award (BIDA) Competition sponsored by the Philippine Chamber of Commerce and emerged as the Grand Winner in the Non-Food Category.

Two (2) research papers and three (3) researches from the School of Nursing participated in the podium presentation and poster presentation, respectively during the 8<sup>th</sup> National Nursing Research Conference organized by the Philippine Nursing Research Society, Inc. held in Bayfront Hotel, Cebu City.

Cosmetic Science students' research works were presented as posters during the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty held in Pullman Hotel, Khon Kaen, Thailand.

Dentistry students' research works were accepted for poster presentation during the 29<sup>th</sup> Annual Scientific Conference and International Association of Dental Research-Southeast Asia Division (IADR-SEA) held in Bali, Indonesia from August 11-14, 2015.

Students from the Schools of Accountancy and Management and Dentistry attended the 6<sup>th</sup> University Leadership at the HongKong Polytechnic University from August 1-7, 2015. The conference theme was "Enrich, Educate, Enlighten."

Two Mass Communication students from the School of Education, Liberal Arts, Music and Social Work (SELAMS) were qualified to compete at the World Championship of the Performing Arts (WCOPA), a prestigious California-based International Competition for singing, dancing, acting and variety arts.



Centro Escolar University was crowned as the Overall champion of the 45<sup>th</sup> Season of Women's National Collegiate Athletic Association last August 21, 2015 at the Rizal Coliseum. With three first places, second and third places and one fifth place from different sporting events, the lady athletes brought home the trophy as the Overall Champions.

CEU Scorpions copped its third straight National Athletic Association of Schools, Colleges and Universities (NAASCU) Seniors basketball championship by defeating archrival Saint Clare College of Caloocan Saints and sweeping the best-of-three-series last October 3, 2015. Likewise, the Lady Scorpions captures the Women's Division title over the Rizal Technological University (RTU) Lady Thunder. CEU Street Squad was declared the 2016 NAASCU and MNCAA hip-hop champions. CEU also won in the table tennis and badminton categories in the MNCAA. Also, the CEU Pep Squad bagged the championship title in the 46<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) Cheerleading Competition held last February 20, 2016 at the Rizal Memorial Stadium. The University also won in the basketball, swimming and badminton.

CEU Makati and CEU Malolos students are as competitive as those from CEU Manila.

During the Dentsply contest held at the University of Baguio on July 2015, Dentistry students from CEU Makati won 1<sup>st</sup> and 2<sup>nd</sup> places in poster presentation and 2<sup>nd</sup> place in the Oral presentation. Another student from CEU Makati won as Best Paper Presenter during the International Tourism and Hospitality Students Convention in Baguio City and another student from the same campus bagged the 1<sup>st</sup> place for the Pagsusulat ng Sanaysay during the 36<sup>th</sup> Philippine Association of Campus Students Advisers (PACSA) Annual Convention.

At CEU Malolos, students from the College of Management and Technology won in the 4 categories during the National Marketing Management Students Conference and Competition conducted by the Association of Marketing Education (AME) in January 2016. They got the 2<sup>nd</sup> runner-up in Marketing Research, 6<sup>th</sup> place in Export Marketing and in the Digital Marketing. Furthermore, students from the college received "Provincial Gintong Kabataan Award Para sa Paglilingkod sa Pamayanan.

Dentistry student from CEU Malolos won 2<sup>nd</sup> place in the Dentsply CERAMX Contest, an esthetic contest and a skill competition, held last September 2015. Another Dentistry student from the same campus won 3<sup>rd</sup> place in the Dentsply Student Clinician Program which is a research competition held last March 2016.

Students' entry "Upas" from the College of Education, Liberal Arts and Science won 7 awards in the CINEMAPUA 2016 Film Festival. These include Best Film, Best Screenplay, Best Actor, Best Supporting Actor, Audience Choice, and Best Production. The same film is CEU's entry in the Singkwento International Film.

## **School Year 2016-2017**

### **Student Enrolment**

The University had an enrolment of 17,532 for the first semester and 16,632 for the second semester of school year 2016-2017. The total enrolment for the three campuses for both the first and second semester decreased by 20.51% and 20.77%, respectively compared to that of SY 2015-2016. The total first year (freshmen, transferees) enrolment decreased by 91.18% as compared to the enrolment of the previous school year due to the K-12 transition.

### Foreign Student Enrolment

Foreign student enrolment for SY 2016-2017 stood at 500 and 461 for the first and second semesters, respectively. A decrease of 23.08% for the first and 19.97% for the second semester was noted compared to the enrolment of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

The sterling performance of Centro Escolar University graduates in the licensure examinations given by the Professional Regulation Commission (PRC) defines CEU's pursuit of academic excellence and conviction to continually raise up its academic programs to the standards of the world's best.

Escolarians dominated the Optometry Board Examination with six graduates in the top 10 in the July 2016 licensure examination. Meanwhile, the School of Dentistry proved its superiority as the school produced three top placers (1<sup>st</sup>, 2<sup>nd</sup>, 6<sup>th</sup>) in the June 2016 board examination and another two from CEU Makati in the December 2016 licensure examination.

Another accolade to CEU was brought by the School of Pharmacy graduates grabbing the sixth place in the June 2016 Pharmacy board examination. On the other hand, CEU Malolos ranked 5<sup>th</sup> in the September Licensure Examination for Teachers.

In February 2017 Medical Technology licensure examination, one of their graduates ranked 9<sup>th</sup>.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous years. Programs such as the Nutrition-Dietitian, Library Science, Elementary Education as well as Dentistry in the practical phase of the licensure examination posted a remarkable 100% passing rate.

The brilliant performance of CEU graduates is a testament to the University's quest for academic excellence and quality education. Along with exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

In its mission to provide quality education, Centro Escolar University Nursing and Social Work programs were granted Level III accreditation status from 2017-2021 by the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) and certified by the Federation of Accrediting Agencies of the Philippines (FAAP) last December 2016.

Centro Escolar University Accountancy program was granted Level 1 formal accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) last October 2016. The accredited program was also endorsed for certification to the Federation of Accrediting Agencies of the Philippines (FAAP).

CEU Malolos embarked on Level II PACUCOA accreditation for the Dentistry, Pharmacy, Nursing, Hotel and Restaurant Management and Tourism programs. Level I accreditation of the Information Technology program, and Preliminary Visit for the Education program.

PACUCOA awards Centro Escolar University for producing graduates who obtained the highest rating (topnotcher) in the Optometrists board examination and the highest rating (topnotcher) in the Dentistry board examination 2016.

The Commission on Higher Education (CHED) granted Centro Escolar University Malolos a three-year autonomous status that runs from April 1, 2016 until May 31, 2019. The Certificate of Autonomous status was awarded to CEU during the CHED awarding ceremony held last May 16, 2016.

Meanwhile, CEU School of Law and Jurisprudence (CEU-SLAJ) received awards during the Legal Education awards in the upcoming Legal Education awards night of the Legal Education Board. CEU-SLAJ is one of the 15 highest ranked Law schools in overall passing rate and one of the 15 highest ranked Law schools in the passing rate for first-time examinees.

The CEU School of Optometry reaped the title as this year's top performing school in the licensure examination with their overall rate of 92.06. School of Medical Technology Manila campus was also named as the 5<sup>th</sup> Top Performing school with a rating of 89.37% rating along with CEU Makati Medical Technology department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology board examination.

CEU Manila Pharmacy program had its 1<sup>st</sup> re-accreditation visit for Level 4 last January 12-13, 2017.

CEU Makati Pharmacy and Nursing programs were awarded with Level 1 in August and September 2016, respectively by PACUCOA. Meanwhile, its Doctor of Dental Medicine and Information Technology programs were given candidate status for Level I.

Meanwhile, programs of the CEU Graduate School had their preliminary/consultancy visit last September 29-30, 2016 and January 13-14, 2017 for the Pharmacy program.

### International Linkages

In its continues effort to strengthen international ties, Centro Escolar University is now the first Philippine university to have a partnership with the Paradise Suites and the Paradise Hotel and Cruises in Halong Bay, Vietnam. The partnership is under the Student Internship Abroad Program (SIAP) of the Commission on Higher Education (CHED). CEU sent nine Tourism Management students as on-the-job trainees last January 2017.

The School of Nursing sent 6 Level IV Nursing students to Buleleng Institute of Health Sciences, Bali, Indonesia on January 7-21, 2017. This is the second time that the School of Nursing sent students to Indonesia. The students exchange program aims to provide opportunities for the senior nursing students to broaden students experience in giving nursing care in a community setting in another country like Indonesia and apply the concept of transcultural nursing.

CEU School of Nursing in collaboration with Sekolah Tinggi Llum Kasehatan Buleleng recently conducted a 5-day Diabetes Capability Training in Buleleng Region in Bali, Indonesia. Furthermore, School of Nursing in coordination with the CEU-PACE conducted the 5<sup>th</sup> batch of the four-day training on Stroke Management to 25 Nursing students of Budi Luhur Institute of Health Sciences, Bandung, Indonesia and the members of the Budi Luhur International Network for Education (BIN for Edu).

CEU School of Science and Technology sent three of its incoming senior students for the on-the-job training in Bangkok, Thailand. The three students are required to complete 300 hours of their practicum in the three institutions: North Chiang Mai University, Manose Health and Beauty Research Center, and Bangkok Laboratory and Cosmetic Center, Ltd from April 6 to May 28, 2017. These academic, research and industry partners are generous enough to provide the three Escolarians free accommodation, in addition to the experiential training that will be given to them. Another group of Biology students went to University of Malaya in Kuala Lumpur, Malaysia for their practicum under the tutelage of Dr. Veeranoot Nissappatorn, a long time research collaborator of Dr. Julieta Dungca, Dean of the School of Science and Technology.

Ten students from 4 different schools of CEU Manila joined the Global Exchange Student Internship Program held at Daegu Health College in Daegu, South Korea on January 7-22, 2017. On the other hand, 10 students from Daegu Health College joined the Global Exchange Student Internship Program in CEU last February 12-25, 2017. The said program aims to widen international relationship of the university and provide high quality global training for participating student through hands-on training on the facilities and equipment of different prestigious hotels, hospitals, dental, and optometry clinics in Korea such as Kyungpook National University Medical Center which focuses on diagnosis and treatment of cancer.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained Level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and in the CEU Internal Customer Survey Instrument from internal clients/students.

Since the University applied of ISO 9001:2015, an orientation for Data and Document Custodian was conducted last June 17, 22 and 28 for Malolos, Manila and Makati, respectively. To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on July 8, 21 and 22, 2017 for Manila, Malolos and Makati, respectively. The same activity was also held for 7ñ evaluators on July 6, 2017. Orientation for 7S evaluation was also conducted last October 3, 4 and 7 at CEU Malolos, Makati and Manila, respectively. An orientation for ISO 9001:2015 version, SWOT and Risk Assessment Workshop were also conducted last August 19 and September 9, 2016. Several activities were conducted in preparation for the transition to ISO 9001:2015 version such as the stakeholders needs, SWOT and Risk assessment. Submission of work-area based stakeholders needs, SWOT and Risk and communication plan was on October 24, 2016. Alignment workshop was also conducted on February 11, 2017 and was continued on March 8, 2017. The institutional stakeholders needs, SWOT and Risk assessment was held last March 30, 2017 and the cluster was conducted last April 17, 2017.

SGS surveillance visit was conducted on March 15-17, 2017 and the auditors recommended that Centro Escolar University be certified with ISO 9001:2015 standard.

### Faculty Achievements

CEU Manila School of Dentistry, Dr. Aaron Neal Y. Lu garnered 1<sup>st</sup> place in the Poster Presentation for his research titled "Periodontal Changes During Orthodontic Tooth Movement After Exposure to Mocha and Water: A Comparison at the 10<sup>th</sup> Biennial National Ortho Congress conducted by the Association of Philippine Orthodontists on August 2, 2016. The same research also garnered second place in Oral Presentation for Research Category for the Asia Pacific Ortho Congress held in Indonesia on September 1-3, 2016. Dr. Lu also garnered first place in Oral Presentation, Clinical Category for his research on "Treatment of Temporomandibular Joint Dysfunction Using Orthodontics and Orthodontic Mechanics" during the 1<sup>st</sup> Orthodontic Resident's forum conducted by the Association of Philippine Orthodontics. On the same forum, Dr. Lorena C. Balacanao also won first place on Oral Presentation, Research Category for her research "The Effect of Orthodontic Adhesive on MC-7 Breast Cancer Cell".

Mr. Vincent Raphael V. Manarang and Dr. Pearl Ed Cuevas placed first in Podium Presentation-Professional Category under Stream 1 Nursing and Academe during the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016.

Also won the highest rank in the Podium Presentation-Professional Category under Stream 2 Nursing and Caring were Ms. Anjanette S. de Leon and Dr. Josephine M. de Leon.

Dr. Ligaya C. Picazo, a CEU Medical Technology faculty-lecturer, placed 3<sup>rd</sup> in the oral presentation during the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

Dr. Maria Flordeliza Anastacio, Vice President for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, is the current President of the Philippine Association of Administrators of Student Affairs (PAASA)

Dr. Elvira L. Urgel, Dean of the School of Nursing, is a COMELEC member of the Philippine Nursing Association. Other faculty members of the School of Nursing holding important positions in the different Nursing professional organizations are Dr. Pearl Ed Cuevas, Mrs. Joylyn Mejilla, Mrs. Anjanette de Leon, Mrs. May Mendinueto, and Dr. Josephine de Leon. Dr. Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is the President of the Association of Diabetes Nurse Educators of the Philippines (ADNEP), Mrs. May Mendinueto is the treasurer of ADNEP while Dr. Josephine de Leon is the assistant secretary.

Dr. Teresita I. Barcelo, Dean of the Graduate School, is the Vice President of the Philippine Nursing Research Society (PNRS).

Dr. Cecilia D. Santiago, Dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy and an accreditor of PACUCOA.

Ms. Socorro Alma F. Gammad, a lecturer from the School of Nutrition and Hospitality Management, was awarded by the Philippine Association of Nutrition, Inc. (PAN) as Fellow Awardee (Community Nutrition) on July 7, 2016.

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippine Society of Research (PSERE), Inc. and the treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Head of the Planning and Monitoring Department, Dr. Dolores Delacruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, Head of the Physical Science Department, is the current auditor of the Philippine Association of Chemistry Teachers (PACT).

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### Student Achievements

CEU senior Medical Technology student and the First Vice President of the University Student Council qualified as one of this year's Top 40 Future Professionals of the Philippines on September 2, 2016 at the US Embassy, Manila. The event was in partnership with United States Embassy and Young Southeast Asian Leaders Initiative (YSEALI). He is also one of the 2016 Ayala Young Leaders Initiative selected amongst the thousands.

Two Escolarians bagged the highest awards (1<sup>st</sup> and 3<sup>rd</sup> places) in a Poster Making Contest spearheaded by the Food and Drug Administration (FDA) during an Educational Seminar held last November 23, 2016 at the Librada Avelino Auditorium at CEU Manila.

CEU Manila Dentistry students also soared high on different clinical competitions. One of their students garnered first place on the Ceram-X Contest launched by the Dentsply Philippines last September 15, 2016. The same clinical work took the second place in the Ceram-X contest held in Hongkong on November 11, 2016 by the Dentsply-Asia-Pacific Region. Another Dentistry placed third in the Endo Case Contest by the Dentsply Philippines last September 16, 2016. Another Dentistry student received an Excellence in Research Awardee in the 5<sup>th</sup> China-ASEAN Forum on Dentistry held at Nanning, China on October 25-28, 2016. Another research by a group of Dentistry students was granted Jury's award at the Student Prevention Table Clinician Competition by the SEAADE-GC Dental Asia held in Ho Chi Minh, Vietnam on September 8-9, 2016. Meanwhile, Dentsply Philippines and IADR-SEA awarded a Dentistry student 2<sup>nd</sup> place in the Student Clinician Research Program Country Level.

CEU School of Nursing takes pride in winning four research awards in the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016. The research of Nursing students bagged the second place in the podium presentation

student category under stream 2 Nursing and Healing. Another group of students won second place in the poster presentation for the stream.

Pharmacy students won 2<sup>nd</sup> place in the Search for the Outstanding Undergraduate Thesis in Herbal Medicine 2016 by DOST PCIEERD-Gruppo Medica Award in Palawan.

From the School of Nutrition and Hospitality Management, a Nutrition and Dietetics student was named Outstanding Nutrition and Dietetics Student 2016 by the Philippine Association of Nutrition (PAN), Inc. on July 7, 2016. In the same activity, a group of Nutrition and Dietetics students won 2<sup>nd</sup> place in the PAN Student Digital Video Contest. A research group from the same program won 3<sup>rd</sup> place in the Undergraduate Student Research Competition (Nutrition Category) by the Food and Nutrition Research Institute on July 7, 2016.

The student research from the School of Medical Technology bagged the 1<sup>st</sup> place for the poster presentation in the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

A senior Mass Communication-Broadcast student of the School of Education, Liberal Arts, Music and Social Work (ELAMS) seized the second place during the 2<sup>nd</sup> Student Speech Competition held in Daegu, South Korea on August 12-13, 2016. She was pitted against 38 other contestants from other countries – Australia, Japan, Bangladesh, Indonesia, Thailand, Korea, and other Asian countries.

Meanwhile, a student from the CEU Malolos Pharmacy Department was elected the Assistant Secretary of the Federation of Junior Chapters Philippine Pharmacists Association.

Centro Escolar University once again showed its prowess in athletic meets. The CEU athletes proved their dominance in the 47<sup>th</sup> season of WNCAA (Women's National Collegiate Athletic Association) and 13<sup>th</sup> season of MNCAA (Men's National Collegiate Athletic Association) held at San Beda, Alabang last February 5 and 6, 2017. CEU Women's Badminton team was hailed as the champion this year and the player from the School of Dentistry grabbed the Most Valuable Player Award. The Escolarian athletes also bagged the title for the Women's Swimming competition. The Women's Taekwondo team also copped the Championship in this season and the player from the School of Pharmacy bagged the MVP Award. The Women's table tennis team also brought home the bacon as the Champion and named MVP is an athlete from the School of Dentistry.

Likewise, the CEU male athletes couldn't be outdone. The Men's Badminton team managed to win during the 13<sup>th</sup> season of MNCAA. The Men's Table Tennis team placed 1<sup>st</sup> runner-up.

Furthermore, Centro Escolar University Scorpions claimed the first-ever Universities and Colleges Basketball League (UCBL) championship title last December 8, 2016 at the Olivarez Sports Center. Consistently victorious in basketball leagues, the Scorpions were also this year's 5<sup>th</sup> National Collegiate Basketball League (NCBL)



champion held at the Technological Institute of the Philippines-Manila gym on September 20, 2016.

## **School Year 2017-2018**

### Student Enrolment

The University registered an enrolment of 12,929 for the first semester and 12,046 for the second semester of school year 2017-2018. The total enrolment for the three campuses for both the First and Second semesters decreased by 26.25% and 27.57%, respectively compared to that of SY 2016-2017. The decrease is due to the implementation of the K-12 wherein, the SY 2017-2018 has no first and second year students.

### Foreign Student Enrolment

Foreign student enrolment for SY 2017-2018 stood at 370 and 315 for the first and second semesters, respectively. A decrease of 26.15% for the First and 31.82% for the second semester was noted compared to the enrolment of the school year 2016-2017. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

Escolarians ruled anew in the 2017 licensure examinations administered by the Professional Regulation Commission. The consistent outstanding performance of the graduates in the PRC exams affirms CEU's determination and commitment to an unrelenting pursuit of its vision to be the University of first choice, as well as indicative of its sincere effort and high intention to provide quality education among its clientele.

For three consecutive times, the CEU School of Dentistry has consistently set an excellent record of producing graduates who obtained the highest rating (topnotcher) in the 2017 Dentistry Licensure Examination. CEU Manila School of Dentistry scored five (5) spots (1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 7<sup>th</sup> placers) in the May 2017 Board Exam and 4<sup>th</sup> placer in the December 2017-January 2018 Board Exam.

The CEU Medical Technology of CEU Manila and the Medical Technology program of CEU Makati both reaped the title as this year's two top performing schools in the licensure examination with their overall ratings of 92.06%. School of Medical Technology Manila campus was named as the 5<sup>th</sup> Top Performing School with a rating of 89.37% rating along with CEU Makati Medical Technology Department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology Board Examination. Furthermore, the School, both in Manila and Makati, was chosen by the Professional Regulation Commission as one of the ten (1) Medical Technology schools in the Philippines, where Philippine registered Medical Technologists can be qualified to attain U.S.D. professional visa. This implies that Medical Technologists from CEU will be allowed by the Hawaii Department of Health to obtain the Hawaii Medical Technologists license though they have not complied with the mandatory one (1) year work in a U.S. clinical laboratory.

CEU Manila graduate of Bachelor of Science in Nursing ranked 10<sup>th</sup> out of 5,875 board passers in the November 2017 Board Examination. A Nursing graduate from the same campus ranked 9<sup>th</sup> in the June 2017 Nursing Board Examination.

The CEU School of Optometry posted an excellent performance grabbing five (3<sup>rd</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>) of the top ten spots. The passing percentage of CEU graduates of 88.46% was higher than the national passing percentage of 81.66%.

The sterling performance of CEU graduates is an indication of the University's quest for academic excellence and quality education. Along with the exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

CEU's adherence to its quality objectives and principles, as well as its compliance to documentary requirements, urges the academic community to seek for continuous improvement.

For CEU Manila, the University's Business Administration program was granted its Level IV First Reaccreditation status, but still awaiting the results of the first reaccreditation for Level IS of the following programs: Doctor of Dental Medicine and B.S. Nutrition and Dietetics both held on November 8-10, 2017. Furthermore, the B.S. Computer Engineering, B.S. Information Technology, and B.S. Computer Science programs visited last August 8-9, 2017 were likewise granted accreditation status for Level 1.

Centro Escolar University Pharmacy program was granted Level IV Re-accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) as certified by the Federation of Accrediting Agencies of the Philippines (FAAP).

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. On January 29-31, 2018, four programs were subjected to AUN-QA accreditation. The university successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Nursing, Nutrition and Dietetics and Optometry programs.

This recognition serves as another testament to the University's commitment to quality and excellence.

### International Linkages

CEU Manila School of Dentistry, is the first dental school peer reviewed by the SEAADE Peer Review Committee which reported areas of "Best Practice Situation". Reports of SEAADE Peer Review Committee on their evaluation of the CEU in their official website. School of Dentistry established a linkage with the International

Association for Dental Research-SEA (IADR-SEA) and the China ASEAN Forum on Dentistry (CAFD).

Six senior nursing students of Centro Escolar University joined the 3rd International Student Exchange Program of the School of Nursing with STIKEs Budi Luhur in Cimahi, West Java, Indonesia from November 11 to 26, 2017. As part of their Intensive Nursing Practice, the students performed the complete family nursing process to selected families in Batujajar, Indonesia. They also participated in the International Competition wherein the CEU nursing students achieved several awards including third place in the Talent Competition, second in the CPR/BLS competition, first place in the Health Promotion Competition and first and second place in the Oral Presentation Competition. A cultural presentation capped the two-week student exchange program in Bandung, Indonesia where all participants had the opportunity to showcase their talent and respective national dances.

The Tourism Management Program of the School of Nutrition and Hospitality Management (SNHM) of the University has established International connections with different countries such as United States of America, Malaysia, Thailand and Vietnam, and CEU has been sending students for their international practicum training in conjunction with its goal of reinforcing the global competency of CEU students. The two of the Paradise group sectors, Paradise Suites and Paradise Hotels and Cruises, warmly received the second batch of interns from CDEU Manila for their on-board training from November 2017 to April 2018. Paradise Suites and Paradise Hotels and Cruises, the most recognized and diverse hospitality groups, expressed continued assistance to CEU students and graduates becoming world-class service providers in the tourism industry.

Six (6) Tourism Management students were accepted by the premier hospitality group in Vietnam, with joint efforts of Paradise Group Vietnam's General Manager Mr. Edgar Cayanan, CEU Tourism Management Coordinator, Ms. Janelle Villamor, and with the recommendation of SNHM Dean, Dr. Cecilia C. Uncad and the University President, Dr. Ma. Cristina D. Padolina. CEU's international internship program is in accordance to the guidelines under the Student Internship Abroad program (SIAP) of the Commission on Higher Education.

The Psychology Department is presently doing a research on Forgiveness in collaboration with Dr. Enright who represents the Department of Educational, University of Wisconsin.

The School of Medical Technology has an active Memorandum of Agreement with Daegu Health College, Daegu, South Korea, Khon Kaen University, Khon Kaen, Thailand and Kumamoto Health Science University, Kumamoto, Japan. Part of their linkage collaboration is an international symposium which is held on rotation among the four (4) countries. Likewise, research collaboration is one of the outputs.

### Quality Assurance

CEU earned anew an International Organization for Standardization (ISO) 9001:2015 certification. The certification applies to all academic and support services functions in CEU-Manila campus excluding School of Medicine and Senior High School,

as well as all academic and support services and functions of the organization in CEU Makati and CEU Malolos campuses excluding Senior High School and CEIS, respectively. The ISO 9001:2015 certification granted to CEU attests that the University's sustained quality assurance system is in compliance with the SGS requirements and standards.

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee: Management Review, 7S, Quality Circle, Customer Feedback, CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and the CEU Internal Customer Survey Instrument from internal clients/students was administered.

Risk assessments, updates on the stakeholders needs and SWOT analysis was conducted last April 17, 2017 as inputs in the management review and strategic planning.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientations was held last July 31, August 1 and 2, 2017 for Manila, Makati, and Malolos, respectively. The yearly orientation for Data and Document Custodian was conducted last October 9, 13 and November 21, 2017 for CEU Makati, Manila and Malolos respectively. The same activity was also held for 7S evaluators.

### *Faculty Achievements*

Dr. Ma. Cristina D. Padolina received the prestigious Juran Medal for promoting quality and excellence during the 2017 International Quality Conference Awards Night at Okada Manila Hotel. The Juran Medal Award is a tribute to Dr. Joseph Juran, renowned for his significant contributions in the promotion and advancement of quality management. This award is presented to a senior executive with remarkable contributions in promoting quality and quality management in the country. The Philippine Society for Quality (PSQ) chose to award the 2017 Juran Medal to Dr. Padolina to honor her exemplar quality and excellent management.

Dr. Erna V. Yabut, Vice-President for Research and Evaluation, is the current president of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, the Vice President for Student Affairs is the present president of the Philippine Association of Administrators of Student Affairs, Inc. He is also the regional coordinator for ASIA and a contributor of the International Association of Student Affairs.

Vice-President for CEU-Makati and Dean of Studies, Dr. Olivia Limuaco is one of the five Vice-Presidents of FAPA for 2014-2018.

The dean of the School of Accountancy and Management (AM), Mr. Melito Salazar was awarded with the Golden Star Academic and Educational Excellence Award in Malaysia; World Association of Small and Medium Enterprises (WASME) for Outstanding Contribution in Service of SEMs at Miami, Florida, USA, Most Distinguished Alumnus in Government by UPCBA, and Professional Award in Business Administration –Management by UPA. At present, he is the President of the Philippine Association of Collegiate Schools of Business (PACSB). Dr. Rosemarie So, the Assistant Dean of the School of AM is a fellow in Business Education and a board member of the PACSB. Dr. Leny Dellosa, Dr. Zenaida Diola, and Mr. Edgar Tichepco are the National Winner in the Search for Outstanding PETRON-PCDEB, National Winner in the Search for Outstanding PETRON-PCDEB Business Educator in Marketing, and Regional Winner in the Search for Outstanding PETRON-PCDEB respectively. Dr. Rowell Antonio, a professional course teacher, is the chair of the Entrepreneurship of Wadhvani Foundation.

CEU Manila School of Dentistry School Dean Dr. Pearly Lim was elected Councilor of the International Association of Dental Researchers (IADR-SEA), Dr. Stephen Almonte is the Executive Vice President of the Philippine Dental Association, Dr. Joann Joven and Dr. Marie Fullante are elected Vice President and the Assistant Secretary of the Philippine Prosthodontic Society respectively; Dr. Aaron Neal Lu is the Board of Director of the Philippine Academy of Esthetic Dentistry, and Dr. Antonio Mirador is the P.R.O. of the Philippine College of Oral and Maxillofacial Surgeons.

The Head of the Guidance and Counseling Department, Dr. Carmencita Salonga is the elected P.R.O. of the Philippine Guidance and Counseling Association and the treasurer of the Psychological Association of the Philippines.

Centro Escolar University School of Medical Technology Dean, Dr. Charito Bermido represented the Philippines in the panel discussion on the Accreditation of Medical Technology/Medical Laboratory Science (MT/MLS) programs and certification of graduates during the recent 2017 ASEAN Medical Laboratory Science Education Stakeholders Summit and Research Conference at Sofitel Philippine Plaza, Pasay City on November 29-December 1, 2017. Mr. Rogelio Cruz, a faculty member of the same school is a member of the Board of Directors of the Philippine Association of Schools of Medical Technology and Public Health Inc. (PASMETH).

Dr. Maria Flordeliza Anastacio, VP for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the Chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Mrs. Luzette T. Mijares, the program head of Hotel and Restaurant Management of CEU Makati is elected as one of the Board of Trustees for the Hospitality and Tourism Council of Deans and Program heads (Host Code) by the CHED-NCR.

Dr. Teresita I. Barcelo, dean of the Graduate School is the chair of the Arbitration Commission of the Philippine Nurses Association, Inc., while Dr. Maricar Ching, the assistant to the dean of the Graduate School is a board member of the DOST-PCHRD Scholars' Society and the elected secretary of the NRCP-Division 3 Medical Sciences. Dr. Eden Kelemen, a faculty member, is the director of the Philippine Association for Graduate Education, NCR.

Dr. Julieta Z. Dungca, dean of the School of Science and Technology is the elected secretary of the Philippine Society of Educational Research and Evaluation (PSERE) and treasurer of the Philippine Society of Parasitology, Inc. (PSP). The head of the Biological Sciences Department, Dr. Zenaida Los Baños, is a board member of the Philippine Association of Laboratory Animal Science. Dr. Agnes Magnaye is a board member of the Biology Teachers Association of the Philippines and Mrs. Marilou Lanto is the board member of the Philippine Society for Developmental Biology.

Dr. Cecilia D. Santiago, dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

The Head of the Planning and Monitoring Department, Dr. Dolores Dela Cruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, head of the Physical Sciences Department, is the current auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc., (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### *Student Achievements*

CEU Singers Malolos scored three (3) silver awards and certificates in the Sacred Music, Mixed Choir and Mixed Voice categories in the 10<sup>th</sup> Orientele Cententus Chorale Competition in Singapore. The group's outstanding performance in Singapore earned them a Plaque of Recognition from the Mayor of the City of Malolos, Hon. Christian Natividad, a Resolution of Recognition from the City Council, and the Governor and Board Members of the province of Bulacan for their contribution in promoting Philippine culture and arts and more importantly, bringing honor to the City of Malolos and the province of Bulacan. Before their stint in Singapore, which was their first international feat, CEU Singers Malolos under the baton of Mr. German de Guzman has won numerous awards and citations from national chorale competitions such as NAMCYA and MBC, and musical festivals in Bulacan and other Central Luzon provinces.

Two (2) graduate school students was awarded Best Paper and an honorable mention in the 2<sup>nd</sup> ASEANale 2018 and 2<sup>nd</sup> International Symposium on ASEAN Studies held at the University of the Philippines on February 28-March 2, 2018 for their paper entitled “Finding Foucault in the Rohingya Discourses” and Examining the Philippine’s State in the 21<sup>st</sup> Century Maritime Silk Road: A Competition of Old and New Financial Players” respectively.

A Computer Engineering student from the School of Science and Technology was proclaimed as one of the Most Outstanding International Students in the Philippines for academic year 2017-2018 during the 48<sup>th</sup> Search for Three Most Outstanding International Students in the Philippines . This is organized by the Philippine Friendship International and Understanding Association (PIFUA).

CEU Manila School of Dentistry students research entry entitled “Characteristics of Sodium Bentonite as A Possible Root Canal Sealer” bagged first runner-up of the SIBOL(Creative Research) College Category 2017 Regional Invention Contest and Exhibits (RICE) organized by the Department of Science and Technology (DOST) held at Technological Institute of the Philippines, Quezon City. Finalist during the said activity is the research on “Nano-hydroxyapatite from Pink Salmon (*Oncorhynchus gorbuscha*) Fish Bone as a Direct Pulp Capping Material. During the Dentsply Sirona Asia University Country Level conducted at Dentsply Headquarters, Makati, Dentistry student won 1<sup>st</sup> place and 3<sup>rd</sup> place in the Clinical Case Contest Restorative Dentistry Case and Endodontic Case Contest respectively.

From the School of Nutrition, Hospitality and Management Philippine Association of Nutrition-DELTA (PAN-Delta Chapter) was awarded as the 2017 Most Outstanding PAN Student Chapter by the Philippine Association of Nutrition, Inc. Furthermore, a BS Nutrition and Dietetics student was named as the Outstanding Nutrition and Dietetics Student by the same professional organization.

A School of Accountancy and Management student was one of the finalists in the Business Leadership Program by the American Chamber of Commerce of the Philippines (AmCham).

Bachelor of Science in Psychology students hold position as the auditor of the Psychological Societies Association in Mental Health, Treasurer of the Tatsulok-Alyansa ng mga Mag-aaral sa Sikolohiyang Pilipino, Director for Human Resource Training for Youth for Mental Health Coalition and National Executive Committee for Membership for Junior People Management Association of the Philippines.

A student of BS Pharmacy from CEU Manila was awarded as the champion of the 2017 Poster Making during the FDA National Consciousness Week. Another student won 1<sup>st</sup> Place during the PAAW Antimicrobial Resistance Quiz Bee and 2<sup>nd</sup> Place during the 5<sup>th</sup> Intercollegiate Quiz Bee organized by San Beda College of Medicine. Students from the same school won 2<sup>nd</sup> Place in the FJCPPhA’s Paligsahan 2018-Badminton and 3<sup>rd</sup> place in the volleyball.

The home of achievers, CEU athletes bagged numerous awards in the recently concluded 47<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) and 13<sup>th</sup> Men's National Collegiate Athletic Association (MNCAA) sports tournaments. In the WNCAA Athletics category, CEU teams were all hailed Champion in Badminton, Swimming and Taekwondo. For the individual recognitions, CEU students were named the Most Valuable Player (MVP) for Badminton, MVP for Swimming, and MVP for Taekwondo. CEU Badminton Team for the Men's National Collegiate Athletic Association (MNCAA) also nabbed the Championship Award with Delos Santos as MVP.

Centro Escolar University Lady Scorpions remained undefeated with its 7-peat victory in the recent Women's National Collegiate Athletic Association (WNCAA) Seniors Basketball tournament held at the Rizal Memorial Coliseum.

For CEU Malolos, 2<sup>nd</sup> year students won as the overall champion for the Search for Radio Veritas Best Campus School Program, Best Program Counselling Segment and Best Anchor Person (Male).

#### **Item 5. Directors and Executive Officers**

Please refer to pages 6 to 11 of the Definitive Information Statement submitted to the Securities and Exchange Commission.

#### **Item 6. Market Price and Dividends**

The University's common equity is traded at the Philippine Stock Exchange. Following are the high and low prices for each quarter within the last two (2) fiscal years:

		High	Low
<b>Fiscal Year Ended 2017</b>			
April 2016 – June 2016	First Quarter	₱ 9.90	₱ 9.03
July 2016 – September 2016	Second Quarter	10.18	9.00
October 2016 – December 2016	Third Quarter	10.22	9.50
January 2016 – March 2017	Fourth Quarter	10.96	8.52
<b>Fiscal Year Ended 2018</b>			
April 2017 – June 2017	First Quarter	₱ 10.50	₱ 9.52
July 2017 – September 2017	Second Quarter	10.02	8.05
October 2017 – December 2017	Third Quarter	9.38	8.20
January 2018 – March 2018	Fourth Quarter	9.14	8.62

The closing price per share of the University's common shares as of June 30, 2018 was ₱ \_\_\_\_.

#### **Holders**

As of June 30, 2018, there are 1,026 common shareholders. The name of the top twenty (20) shareholders and the number of shares and the percentage of total shares outstanding held by each are as follows:

Stockholder	Number of Common	Percentage of
-------------	------------------	---------------



	Shares Held	Total Shares (%)
1. USAUTOCO, INC.	126,620,891	34.0000
2. PCD Nominee Corp. – Filipino/Others	88,520,366	23.7693
3. U.S. Automotive Co., Inc.	55,963,803	15.0273
4. Jose M. Tiongco	13,439,614	3.6088
5. Corazon M. Tiongco	10,115,604	2.7162
6. Erlinda T. Galeon	9,252,982	2.4846
7. Generosa T. Cabrera	9,190,225	2.4677
8. Marie T. Sands	9,186,138	2.4666
9. Security Bank Corp. TA# 1090	8,072,299	2.1676
10. Alvin Anton C. Ong	1,344,308	0.3610
11. Fredrick C. Ong	1,000,000	0.2685
12. Maria Concepcion I. Donato	994,465	0.2670
13. Emma de Santos Oboza	758,190	0.2036
14. Alicia de Santos Villarama	758,190	0.2036
15. Estate of Trinidad V. Javellana	713,666	0.1916
16. Manuel M. Paredes	650,107	0.1746
17. Amado R. Reyes	650,107	0.1746
18. Ma. Alexa J. Intengan	634,621	0.1704
19. Leland and/or Melita Villadolid	560,523	0.1505
20. Angelo A.S. Suntay	453,186	0.1217

There are no transactions that relate to an acquisition, business combination or other reorganization which will affect the amount and percentage of shareholdings of any of the University's directors, officers (as a group) or any person owning more than 5% of the University's outstanding capital stock.

### **Dividends**

Dividends declared for the two most recent fiscal years, i.e., Fiscal Year ended March 31, 2016 and Fiscal Year ended March 31, 2017, are as follows:

#### **Fiscal Year Ended March 31, 2017**

(April 1, 2016 – March 31, 2017)

1. Cash dividend of ₱0.20 per share was declared on July 26, 2016 in favor of stockholders of record as of August 16, 2016, payable on September 9, 2016.

#### **Fiscal Year Ended March 31, 2018**

(April 1, 2017– March 31, 2018)

1. Cash dividend of ₱0.20 per share was declared on September 29, 2017 in favor of stockholders of record as of October 20, 2017, payable on November 17, 2017.

Dividends shall be declared only from retained earnings.

There are no restrictions that limit the ability to declare dividends on common equity.

## **Recent Sale of Unregistered or Exempt Securities**

The University did not sell any unregistered or exempt securities in the past three (3) years.

## **Item 7. Compliance on Corporate Governance**

The University has complied with the provisions of its Manual on Corporate Governance. Continuous monitoring is being done by the Compliance Officer, Audit Committee, President, Chief Financial Officer and Internal Auditor to assure compliance.

On October 17, 2015, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 17, 2016, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 30, 2017, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

CEU adheres to governance principles and best practices to attain its objectives. A system has been established to monitor and evaluate the performance of the University and its Management and CEU is committed. The University is committed to consistently abide by and ensure improved compliance with the requirements of good corporate governance.

## **UNDERTAKING**

**A copy of the University's annual report in "SEC Form 17-A (2018)" as amended, may be provided to any stockholder upon written request addressed to:**

**Office of the Corporate Secretary  
Centro Escolar University  
9 Mendiola Street  
San Miguel, Manila**

**At the discretion of Management, a charge may be made for exhibits, provided such charge is limited to reasonable expenses incurred by the registrant in furnishing such copies.**

# **CENTRO ESCOLAR UNIVERSITY**

(Company's Full Name)

**9 Mendiola Street  
San Miguel, Manila**

(Company's Address)

**735-6861 to 71**

(Telephone Numbers)

## **MANAGEMENT REPORT TO STOCKHOLDERS**

**For the fiscal year ended March 31, 2018  
in accordance with SRC Rule 20.4**

**MANAGEMENT REPORT TO STOCKHOLDERS  
UNDER SRC RULE 20.4**

## **Item 1. Financial Statements**

The audited consolidated financial statements are hereto attached.

## **Item 2. Changes in and Disagreements with External Accountants on Accounting and Financial Disclosure**

There was no change in nor disagreement with External Accountants on accounting and financial disclosures.

## **Item 3. Management's Discussion and Analysis (MD&A) or Plan of Operation**

### **Financial Performance (2017-2018; 2016-2017)**

Tuition and Other School Fees decreased by 17.50% to ₱1,266,435,353 from the previous year's ₱1,535,004,059 and 9.27% decrease from ₱1,691,890,018 in 2016. This account consists of Tuition Fees, Other Fees, and Income from Other School Services. Other fees are comprised of fees for electricity, registration materials, miscellaneous classroom expenses, laboratory materials, health services fees, library fees and development fees. Income from Other School Services comprise of fees for diploma and certificates, transcript of records, entrance examinations and various collections for specific items or activities. Interest income were reported at ₱2,690,146 in 2018 and ₱3,721,167 in 2017.

The total revenues decreased to ₱271,477,797 in 2018 from ₱1,580,353,686 last year and ₱1,733,656,306 in 2016. While the Operating Expenses were reported at ₱1,242,053,333 in 2018 from ₱1,291,748,297 last year and ₱1,374,404,542 in 2016.

Net income of the University for 2018 was ₱98,522,510 from ₱263,449,832 last year and ₱345,171,764 in 2016.

The decrease in tuition and other school fees resulted to a net income of ₱98,522,510 or 62.6% lower than last year amounting to ₱263,449,832.

### **Financial Condition**

The University reported a healthy cash position as of March 31, 2018. Cash and cash equivalents were at ₱233,488,266 as compared to last year's balance of ₱435,796,757 and ₱366,434,352 in 2016. Tuition and other receivables were at ₱169,163,199 as compared to ₱87,039,659 last year and ₱62,377,048 in 2016. The University's receivables consist of tuition receivables, interest receivables, and employee and lessee receivables (classified as Other Receivables). There are no receivables from unconsolidated subsidiaries or related parties.

Inventories, consisting of materials, uniforms and supplies, were at ₱12,034,348. Other current assets, which consist largely of Prepayments stood at ₱16,638,036.

Available for Sale (AFS) Investments, reported under Other Assets in 2018, had a market value of ₱524,829 as compared to ₱524,829 last year. Other Assets also include Advances to Suppliers and Contractors at ₱16,638,036 compared to ₱22,984,316 last year.

The current assets of the University as of fiscal year ended March 31, 2018 were ₱431,323,850 as compared to ₱541,528,185 for March 31, 2017.

Property and Equipment were reported at ₱3,270,983,535 as revalued amount which was same as last year's, and at cost amounting to ₱1,337,278 from ₱1,337,278,704 last year.

Total non-current assets were at ₱98,264,573 and Total Assets were at ₱395,332,446 at the end of the fiscal year.

Accounts payable and accrued expenses decreased to ₱376,411,021 from ₱280,606,407 last year and ₱332,915,525 in 2016. Dividends payable were at ₱107,787,993 compared to ₱108,225,615 last year and ₱110,877,745 in 2016. Income tax payable of this year was reported at ₱9,118,826 compared to none in 2017 and ₱9,953,732 in 2016. Total current liabilities were at ₱398,785,754 at fiscal year end.

Total non-current liability as of March 31, 2018 increased to ₱420,420,935 from ₱412,431,405 last year and ₱379,611,054 in 2016. Because schools are allowed to claim 10% of its capital as an advanced tax credit, it can no longer claim the depreciation on these capital assets as tax deduction. Instead, the unamortized portion of these tax credits are lodged under deferred tax liability, and is amortized yearly in congruence with the depreciation of the capital assets. Deferred tax liabilities were at ₱246,246,618. Retirement liability refers to the portion of the Retirement Fund that needs to be funded over the course of the expected working lives of the employees. As of March 2018, retirement liability was at ₱174,174,316.

The University's stockholder's equity stood at ₱3,048,703,495 as of March 2018 as compared to ₱3,009,043,862 in March 2017.

### Key Performance Indicators

Key	2018	2017	2016	Manner of Computation	Significance
Revenue Growth	-17.5%	-9.27%	2.02%	Difference between current and last year's tuition and other school fees divided by last year's revenues	Measures Revenue growth
Return on Revenue	8%	17%	20%	Net income divided by Tuition and other school fees	Shows how much profit is derived from every pesos of tuition and other school fees
Dividend Pay-out Ratio	76%	28%	43%	Dividends divided by net income	Indicates how earnings support dividend payment

Return on Equity	3%	9%	13%	Net income divided by average total stockholder's equity	Measures extent of profit earned
Return on Assets	2%	7%	9.54%	Net income divided by average total assets	Measures use of assets to generate income

## Liquidity

The University relies on internally generated cash to fund its working capital needs, capital expenditures and cash dividends. It can satisfy the cash requirements and have no plan to raise additional funds.

Cash flows provided by operating activities were at ₱79,034,638 for fiscal year ended March 31, 2018 as compared to cash flows provided by operating activities of ₱291,366,968 for the previous fiscal year and ₱455,918,820 in March in 2016.

Cash used in investing activities was ₱152,751,487 during fiscal year ended March 31, 2018, as compared to cash used in investing activities of ₱105,405,494 for previous fiscal year and ₱354,127,088 in March 2016.

Cash used in financing activities was at ₱74,482,000 during the current fiscal year. This was primarily used for the payment of dividends as well as the payment of the loan installment for the purchase of the CEU-Makati Legaspi Village building. Cash used for financing activities was at ₱117,135,010 for fiscal year ended March 31, 2017 and ₱252,190,991 in fiscal year ended March 31, 2016.

## Segment Reporting

The University operates in four geographical segments – Mendiola, Malolos, Makati-Gil Puyat and Legaspi campus. The financial information on the operations of these segments are disclosed in terms of segment assets, segment property and equipment (net), segment liabilities, segment revenues, operating expenses and net income/loss.

The segment report is included in **Note 20** of the financial statements.

## Known Trends

### Effect of Government Regulation with Respect to Increase in Tuition Fees

The Commission on Higher Education (CHED) promulgates guidelines to be followed by Higher Education Institutions (HEIs) intending to increase their tuition and other fees. Notable among them follows:

“A Certificate of Intended Compliance (COIC) stating that (70%) of the proceeds to be derived from the tuition fee increase shall be used for the payment of the salaries, wages, allowances and other benefits of its teaching and non-teaching personnel and other staff x x x.

“The 20% shall go to the improvement of the following:

1. Modernization of buildings
2. Equipment
3. Libraries
4. Laboratories
5. Gymnasium and similar facilities and
6. Payment of other cost of operations.

“Only 10% is left for return on investment.”

### **Education Trends**

**For school year 2016-2017, the University registered downward trends in enrollment due to K-12 program of the government.**

**For school year 2015-2016, The University registered upward trends in Dentistry, Pharmacy and Medical Technology while nursing course continued to experience downward enrollment due to lesser demand in the United States and United Kingdom.**

### **Key Variable and Other Qualitative and Quantitative Factors**

Currently, there are no known trends, events, or uncertainties that have a material impact on the University’s liquidity.

The Registrant does not know of any event that will trigger any director or contingent financial obligation that may be material to the company, including default or acceleration of an obligation.

There are no known material off-balance sheet transactions, arrangements, or obligations (including contingent obligations), and other relationships of the company with unconsolidated entities or other persons created during the reporting period.

**For school year 2017-2018, there are commitments for capital expenditures such as improvements and renovations of existing laboratories, repairs and repainting of administration offices, improvements and maintenance of information and communications technology and procurement of computer for Computer Education Department and different offices which is being done every year which funding shall be derived from the increase in tuition fees in accordance with the guidelines of the Commission of Higher Education (CHED).**

Currently, there are no known trends, events or uncertainties that have material impact on sales, aside from downward enrollment on nursing course, tourism and hotel and restaurant management courses.

All income is derived from the normal course of operations or through interest income on money market placements. There are no significant elements of income or loss.

**Material changes from FY 2016 to FY 2017 include a decrease of 8.84% in total revenues which resulted from the 9.27% decrease in total tuition and other school fees and 8.58% increase in miscellaneous income. In addition, a 46.33% decrease in interest income was reported due to lower placements and lower interest rates. For costs and expenses, posted was a decrease of 8.74% in costs of services due to lower employee benefits such as incremental proceeds because of decrease in enrollment. General and administrative expenses increased by 16.82% due to increases in repairs and maintenance for the building and facilities in Las Piñas, janitorial services and provision for credit losses. A decrease of 78.60% in interest expenses resulted from the settlement of long-term debt in July 2016. There was an increase of 37.22% in foreign exchange gains because of higher currency exchange rate. A decrease of 33.86% in loss on retirement of assets was due to the value of condemned furniture and equipment. These material changes resulted to a decrease of 23.68% in net income after tax.**

### **New Accounting Standards**

The University presented its consolidated financial statements to comply with accounting principles generally accepted in the Philippines (Philippine GAAP) as set forth in Philippine Financial Reporting Standards (PFRS). New and revised accounting standards, consisting of Philippine Accounting Standards (PAS) and PFRS became effective for financial reporting purposes.

The consolidated financial statements include the financial statements of the University, Centro Escolar University Hospital, Inc. (the hospital), a wholly owned subsidiary, Centro Escolar Integrated School (CEIS) and Las Piñas College (LPC), a newly acquired business, (collectively referred to as the Group).

The financial statements of the Hospital are prepared for the same reporting year as the University.

Subsidiary is consolidated when control is transferred to the Group and ceases to be consolidated when control is transferred out of the Group. Control is presumed to exist when the University owns more than 50% of the voting power of an entity unless in exceptional cases, it can be clearly demonstrated that such ownership does not constitute control. The consolidated financial statements are prepared using uniform accounting policies for the like transactions and other events in similar circumstances. All intercompany balances and transactions, intercompany profits and unrealized gains and losses have been eliminated in the consolidation.

### **Changes in Accounting Policies and Disclosures**

The accounting policies adopted are consistent with those of the previous financial year except for the adoption of the following amendments to existing standards, which became effective beginning April 1, 2016. Unless otherwise indicated, the adoption of these amendments did not have any impact of the Group.

- Amendments to PFRS10, PFRS 12 and Philippine Accounting Standards (PAS) 28, *Investment Entities: Applying the Consolidation Exception*



- Amendments to PFRS 11, *Accounting for Acquisitions of Interests in Joint Operations*
- PFRS 14, *Regulatory Deferral Accounts*
- Amendments to PAS 1, *Disclosure Initiative*
- Amendments to PAS 16 and PAS 38, *Clarification of Acceptable Methods of Depreciation and Amortization*
- Amendments to PAS 16 and PAS 41, *Agriculture: Bearer Plants*
- Amendments to PAS 27, *Equity Method in Separate Financial Statements*
- Annual Improvements to PFRSs 2012-2014 Cycle
  - Amendments to PFRS 5, *Changes in Methods of Disposal*
  - Amendments to PFRS 7, *Servicing Contracts*
  - Amendment to PFRS 7, *Applicability of the Amendments to PFRS 7 to Condensed Interim Financial Statements*
  - Amendment to PAS 19, *Discount Rate: Regional Market Issue*
  - Amendment to PAS 34, *Disclosure of Information 'Elsewhere in the Interim Financial Report'*

The Registrant has no knowledge of any seasonal aspects that had a material effect on the financial condition or results of the operations.

The University engaged the services of Sycip, Gorres, Velayo & Co. (SGV) in SY 2007-2008 to undertake the external quality assessment review of its internal audit activity in compliance with the International Standards for the Professional Practice of Internal Auditing (ISPPIA), specifically Standard 1312 - External Assessments. The purpose of said external quality assessment review was to determine and, as appropriate, to improve the internal audit activity's compliance with ISPPIA.

SGV completed the external quality assessment review of the University's internal audit activity last January 28, 2008 and rendered the overall opinion that "the internal audit activity of CEU *Partially Complies* to the Standards. 'Partially Complies' means that the activity is making good-faith efforts to comply with the requirements of the individual Standard or element of the Code of Ethics, section or major category, but falls short of achieving some major objectives. These will usually represent significant opportunities for improvement in effectively applying the Standards or Code of Ethics and/or achieving their objectives. Some deficiencies may be beyond the control of the activity and may result in recommendations to senior management or the board of the organization."

The audit was completed in the last fiscal year and the University is committed to move in the direction of the risk-based auditing process. The plan will be set forth by the University's Quality Management Systems Group along with the Internal Audit Department.

## **Information on Independent Accountant**

### **Audit Fees and Related Fees**

The appointment of Sycip, Gorres, Velayo and Co. (SGV) as external auditor of the University for the fiscal year ending March 31, 2018 was approved by the stockholders during the annual meeting on July 25, 2017.

**In compliance with Securities Regulation Code (SRC) Rule 68, Ms. Josephine Adrienne A. Abarca was designated as partner in-charge in FY 2016 and 2017, while Mr. Christian Lauron was designated as partner in-charge in FY 2014. Ms. Janet Alvarado-Paraiso has been the partner in-charge for five years. Her appointment started in 2009.**

**In 2017 and 2016**, the University paid **₱924,000 and ₱880,000** respectively, VAT exclusive, to Sycip, Gorres, Velayo and Co. (SGV) for the audit of the University's annual financial statements, as well as assistance in the preparation of the annual income tax returns.

There is no other assurance and related services by the external auditor that are reasonably related to the performance of the audit or review of the University financial statements.

#### **Tax Fees**

In 2011, the University paid ₱240,000, VAT exclusive to Sycip, Gorres, Velayo and Co (SGV) for the performance of a tax compliance review for the fiscal year ended March 31, 2010 covering income tax, expanded withholding tax, fringe benefit tax and withholding tax on wages. The review involved a study of the University's opposition and practices and procedures in relation to specific tax laws, regulations and rulings. The objectives were to determine whether or not the tax position, practices and procedures adopted and maintained are in compliance with the tax laws and regulations; to identify areas where non-compliance are noted and quantify, if possible, the extent of the University's exposure thereon, and to provide recommendations to improve or correct the University's tax practices and procedures in compliance with the tax laws and BIR regulations.

#### **Other Fees**

There are no other services provided by the external auditor, other than the services reported.

#### **Audit Committee Pre-approval Policy**

CEU's Audit Committee is composed of the Chairman, Dr. Emil Q. Javier, (independent director) and members, Dr. Angel C. Alcala, Dr. Alejandro C. Dizon and Atty. Sergio F. Apostol.

The Audit Committee is required to pre-approve all audit and non-audit services rendered and approve the engagement fees and other compensation to be paid to the external auditor.

The Audit Committee found the services and fees for external audit reasonable and approved the same following a conference with the external auditors and the University's financial officers to clarify the scope, extent and details of the audit.

#### **Item 4. Description and General Nature and Scope of the Business**

Centro Escolar University, an institution of higher learning established in 1907 by Librada Avelino and Carmen de Luna, is committed to the furtherance of its founders' philosophy *Ciencia y Virtud* (knowledge and virtue), and aims to cultivate the mind, the spirit, and the body for service to God, country and the family.

In pursuit of this goal, it seeks to educate students:

1. to develop wholesome values and attitudes;
2. to be proficient in their chosen vocations; and
3. to be involved in the promotion of progressive nationalism within the context of one world.

CEU, a stock corporation, was first incorporated in 1932 to exist for 50 years, or until 1982. On March 31, 1982 the corporate life was extended for another 12 years to last until 1994. On March 31, 1994, the Articles of Incorporation was amended extending the life of CEU for another 50 years.

There was no bankruptcy, receivership or similar proceeding that happened to the corporation.

A stock split was approved by SEC on March 31, 2000, effectively reducing the par value from ₱100 to ₱1 per share. PSE correspondingly adjusted the par value on August 3, 2000.

#### **Business Development During the Past Three Fiscal Years (2015-2018)**

##### **School Year 2015-2016**

###### *Student Enrolment*

The University had an enrolment of 22,055 for the first semester and 20,993 for the second semester of school year 2015-2016. the total enrolment for the three campuses for both the First and Second semesters decreased by 3.06% and 2.13%, respectively compared to that of SY 2014-2015. The total first year (freshmen, transferees) enrolment decreased by 6.29% as compared to the enrolment of the previous school year.

###### *Foreign Student Enrolment*

Foreign student enrolment for SY 2015-2016 was at 650 and 576 for the first and second semesters, respectively. A decrease of 18.95% and 22.27% for the first and

second semesters, respectively, was noted compared to that of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

Making excellence as its culture, CEU has proven once again its commitment to provide world-class quality education as its graduates garnered top spots in different licensure examinations conducted by the Professional Regulation Commission (PRC). Optometry graduates took the top 9 spots in the licensure examination, Medical Technology graduates snatched the 1<sup>st</sup> and the 10<sup>th</sup> places, a total of eight (8) Dentistry graduates placed in the top 10 of Dentistry Licensure Examination for June and December, and one (1) each from the Psychometrician, Nursing and Education Licensure Examination.

CEU Makati Medical Technology program was awarded as the 2<sup>nd</sup> Top Performing School on the Licensure Examination for Medical Technologists. Furthermore, College of Optometry was given a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous year.

### Accreditation and Recognition

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. The University successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Biology, Hotel and Restaurant Management, Pharmacy, Dentistry, Tourism Management and Business Administration programs.

The Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) awarded CEU for being the institution with the highest number of Level IV accredited programs and the CEU College of Optometry received a special citation for producing a graduate who obtained the highest rating (topnotcher) in the Optometry board examination.

The Education program was awarded the CHED Center of Excellence for Teachers Education. Meanwhile, the School of Accountancy and Management and the College of Optometry were designated as a Center of Development (COD) in Business and Administration, and Optometry, respectively.

Likewise, CEU Makati's Business Administration – major in Management, Computer Science, Hotel and Restaurant Management and Tourism Management programs were granted Level 1 accreditation status by PACUCOA as certified by the Federation of Accrediting Association of the Philippines (FAAP).

The Bachelor of Accountancy program in CEU Manila was visited by the PACUCOA for its Level 1 accreditation.

Centro Escolar University was awarded a Plaque of Excellence for Outstanding Performance by First Place, Inc., the University's accredited partner for work and travel program in the United States, in promoting the ideals and vision of cultural exchange with students and graduates for CEU Manila.

### International Linkages

Dr. Julieta Dungca, Dean of the School of Science and Technology, together with Dr. Luzviminda Cruz, attended the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty, with the theme "New Frontiers in Natural Products for Health and Longevity." This paved way for Dean Dungca to establish linkages with Assoc. Prof. Dr. Surapol Natakankutkul, President of the Society of Cosmetic Chemists of Thailand, and a faculty of Pharmacy of Chiang Mai University, and Assoc. Prof. Paiboon Daosodsai, Dean, Faculty of Pharmaceutical Sciences, Khon Khaen University. Dr. Surapol promised to assist the CEU BSD cosmetic Science students in looking for industry partners for their Practicum, while Dean Daosodsai assured the CEU team of opening the doors for a future tie-up through the Sandwich/Exchange program for both the faculty and the graduate students.

The University established a linkage with Dr. Thimon Bune, Executive Manager-TASD of the Department of Higher Education of Papua New Guinea. He assisted Dr. Rhoda Aguilar and Dr. Pearly Lim in giving entrance examinations to 72 registrants.

Five (5) Indonesian students from Budi Luhur Institute of Health Sciences under Credit Transfer Program were enrolled this Second Semester of 2015-2016 in the School of Nursing. The said institute also expressed interest in Research Collaboration titled "Comparison of Nursing Education Curriculum in Pediatric Nursing subject in Indonesia and Philippines". This will be led by Mrs. Joylyn Mejilla and Dr. Sofia Magdalena Robles. Two Indonesian schools, Polytechnic University of Semarang and Nahdlatul Ulama University of Surabaya expressed interest in the credit transfer program of the University.

Also, Stikes Buleleng Singaraja requested the School of Nursing to conduct Research and Diabetes Educators capability trainings for their faculty on June 6-17, 2016. This is part of the faculty research collaboration between the two schools. Memorandum of Agreement from both institutions were forged.

The College of Optometry is affiliated with the Association of Schools and Colleges of Optometry in USA and the Asia Pacific Council of Optometry in Hongkong.

The School of Science and Technology has existing linkages with University of Malaya (UM), University of Nottingham and Monash University in Malaysia, Naresuan University and Prince of Songkla University both in Thailand, Malaysia, and Green Tech Advanced Solution, Osaka, Japan. MOA for UM and Green Tech Advanced Solution was forged.

The School of Accountancy and Management developed linkages with the PICPA Dubai Chapter through the International Academy of Accountants for Business and Research during the CPA board examination passers' oath taking ceremonies and research presentation.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on August 5, 7 and 18, 2015 for Makati, Malolos and Manila, respectively. The same activity was also held for 7S evaluators on July 6, 2015. Orientation for 7S evaluation was also conducted last July 6, 2015 and was followed by orientation of data and document custodian on July 23 for Manila and Makati and July 24 for Malolos.

SGS surveillance visit was conducted on April 14-15, 2015 and the auditors recommended the continuation of the certified status.

### Faculty Achievements

The Professional Regulation Commission (PRC) awarded Dr. Teresita Roda I. Barcelo, Dean of the School of Nursing as Outstanding Professional Nurse for 2015. Dr. Olivia M. Limuaco, Vice President for CEU Makati, received the 2015 Outstanding Accredited professional Organization for Philippine Pharmacists Association where she is the current President. Special citations were given to Dr. Carmencita H. Salonga, Head of the Guidance and Counseling Department, in the field of Guidance and Counseling, and Dr. Milagros L. Borabo, Head of the Professional and Continuing Education, in the field of Teaching.

Centro Escolar University's research on "CEU's Transformation Through 35 Years of Voluntary Accreditation", the entry to PACUCOA's Search for the Best Research paper, was named the Best Research. The awarding ceremonies took place on December 1, 2015 during the 26<sup>th</sup> General Assembly of the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) at the City of Dreams. Dr. Erna V. Yabut, Vice President for Research and Evaluation presented the paper and received the award on behalf of the researchers. Besides Dr. Yabut, other researchers are Dr. Aileen Patron, Dr. Avelina Raqueño, Ms. Heidi Albano and Dr. Ma. Dolores Delacruz.

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is the President of the Philippine Pharmacists Association (PPhA) for 2014-23016. She is also one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the Secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, was elected Business Manager of Philippine Association of Administrators of Student Affairs (PAASA).

Dr. Lolita D. Pablo, Program Head of the CEU Social Work Program and of the CEU Community Outreach Department, is the elected President of National Association of Social Work Inc., (NASWEI).

The Dean of the School of Nursing, Dr. Teresita I. Barcelo, is the elected Treasurer of Philippine Nurses Association Manila Chapter. Faculty members from the School of Nursing were also elected/appointed in several positions in national organizations. Dr. Pearl Ed Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is a Board member and Secretary of the Association of Diabetes Nurse Educators of the Philippines (ADNEP). Mrs. Mejilla is also a member of the core group on Patient Safety in Nursing (Academic Institutions), UP-Manila and WHO Collaborating Centers. Besides, Mrs. Mejilla, Mrs. Anjanette de Leon, and Mrs. May Mendinueto are Diabetes Nurse Health Educators of ADNEP and Philippine Association of Diabetes Educators (PADE).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippines Society of Research (PSERE), Inc. and the Treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Dean of the School of Pharmacy, Dr. Cecilia D. Santiago, is the present Treasurer of the Philippine Association of Colleges of Pharmacy (PACOP) and is also a PACUCOA accreditor.

Ms. Aleli V. Lozano, Head of the Physical Sciences Department, is the current Auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the Secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the Assistant Treasurer.

Dr. Shirley S. Wong, Program Head of Dentistry at CEU Malolos and Dr. Desiree May D. Villamayor, a faculty member of the same campus, passed the written and practical examinations for Basic Life Support Course given by the American Heart Association (AHA).

Dr. Penuel David, a faculty member from CEU Malolos Pharmacy program won as Best Oral Presenter during the 3<sup>rd</sup> International Conference on Interdisciplinary Research Innovation.

### Student Achievements

A student from the College of Medical Technology and President of the Honors Society was successfully chosen as one of the official delegates to the prestigious Ayala Young Leaders Congress (AYLC) 2016.

The USC President was awarded as one of the 10 Outstanding College Students of Manila.

CEU Singers Manila was named the 2015 Aliw Awards Best Choral Group. The singers represented NCR for the choir category at the National Music Competitions for Young Artists at the Cultural Center of the Philippines in November 2015.

The School of Dentistry continues to excel in various academic researches in 2015. Two (2) of their students received the IADR-SEA Division Young Investigator Travel Award during the 29<sup>th</sup> Annual Scientific Meeting of the IADR-SEA held at Bali, Indonesia. Among the five (5) undergraduate researches that participated for the Unilever Junior Travel Award, two of them were included in the top 10 and competed for the travel award competition.

School of Accountancy and Management joined the 2015 Business Idea and Development Award (BIDA) Competition sponsored by the Philippine Chamber of Commerce and emerged as the Grand Winner in the Non-Food Category.

Two (2) research papers and three (3) researches from the School of Nursing participated in the podium presentation and poster presentation, respectively during the 8<sup>th</sup> National Nursing Research Conference organized by the Philippine Nursing Research Society, Inc. held in Bayfront Hotel, Cebu City.

Cosmetic Science students' research works were presented as posters during the 6<sup>th</sup> International Conference on Natural Products for Health and Beauty held in Pullman Hotel, Khon Kaen, Thailand.

Dentistry students' research works were accepted for poster presentation during the 29<sup>th</sup> Annual Scientific Conference and International Association of Dental Research-Southeast Asia Division (IADR-SEA) held in Bali, Indonesia from August 11-14, 2015.

Students from the Schools of Accountancy and Management and Dentistry attended the 6<sup>th</sup> University Leadership at the HongKong Polytechnic University from August 1-7, 2015. The conference theme was "Enrich, Educate, Enlighten."

Two Mass Communication students from the School of Education, Liberal Arts, Music and Social Work (SELAMS) were qualified to compete at the World Championship of the Performing Arts (WCOPA), a prestigious California-based International Competition for singing, dancing, acting and variety arts.



Centro Escolar University was crowned as the Overall champion of the 45<sup>th</sup> Season of Women's National Collegiate Athletic Association last August 21, 2015 at the Rizal Coliseum. With three first places, second and third places and one fifth place from different sporting events, the lady athletes brought home the trophy as the Overall Champions.

CEU Scorpions copped its third straight National Athletic Association of Schools, Colleges and Universities (NAASCU) Seniors basketball championship by defeating archrival Saint Clare College of Caloocan Saints and sweeping the best-of-three-series last October 3, 2015. Likewise, the Lady Scorpions captures the Women's Division title over the Rizal Technological University (RTU) Lady Thunder. CEU Street Squad was declared the 2016 NAASCU and MNCAA hip-hop champions. CEU also won in the table tennis and badminton categories in the MNCAA. Also, the CEU Pep Squad bagged the championship title in the 46<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) Cheerleading Competition held last February 20, 2016 at the Rizal Memorial Stadium. The University also won in the basketball, swimming and badminton.

CEU Makati and CEU Malolos students are as competitive as those from CEU Manila.

During the Dentsply contest held at the University of Baguio on July 2015, Dentistry students from CEU Makati won 1<sup>st</sup> and 2<sup>nd</sup> places in poster presentation and 2<sup>nd</sup> place in the Oral presentation. Another student from CEU Makati won as Best Paper Presenter during the International Tourism and Hospitality Students Convention in Baguio City and another student from the same campus bagged the 1<sup>st</sup> place for the Pagsusulat ng Sanaysay during the 36<sup>th</sup> Philippine Association of Campus Students Advisers (PACSA) Annual Convention.

At CEU Malolos, students from the College of Management and Technology won in the 4 categories during the National Marketing Management Students Conference and Competition conducted by the Association of Marketing Education (AME) in January 2016. They got the 2<sup>nd</sup> runner-up in Marketing Research, 6<sup>th</sup> place in Export Marketing and in the Digital Marketing. Furthermore, students from the college received "Provincial Gintong Kabataan Award Para sa Paglilingkod sa Pamayanan.

Dentistry student from CEU Malolos won 2<sup>nd</sup> place in the Dentsply CERAMX Contest, an esthetic contest and a skill competition, held last September 2015. Another Dentistry student from the same campus won 3<sup>rd</sup> place in the Dentsply Student Clinician Program which is a research competition held last March 2016.

Students' entry "Upas" from the College of Education, Liberal Arts and Science won 7 awards in the CINEMAPUA 2016 Film Festival. These include Best Film, Best Screenplay, Best Actor, Best Supporting Actor, Audience Choice, and Best Production. The same film is CEU's entry in the Singkwento International Film.

## **School Year 2016-2017**

### **Student Enrolment**

The University had an enrolment of 17,532 for the first semester and 16,632 for the second semester of school year 2016-2017. The total enrolment for the three campuses for both the first and second semester decreased by 20.51% and 20.77%, respectively compared to that of SY 2015-2016. The total first year (freshmen, transferees) enrolment decreased by 91.18% as compared to the enrolment of the previous school year due to the K-12 transition.

### Foreign Student Enrolment

Foreign student enrolment for SY 2016-2017 stood at 500 and 461 for the first and second semesters, respectively. A decrease of 23.08% for the first and 19.97% for the second semester was noted compared to the enrolment of the previous school year. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### Performance in Board Examination

The sterling performance of Centro Escolar University graduates in the licensure examinations given by the Professional Regulation Commission (PRC) defines CEU's pursuit of academic excellence and conviction to continually raise up its academic programs to the standards of the world's best.

Escolarians dominated the Optometry Board Examination with six graduates in the top 10 in the July 2016 licensure examination. Meanwhile, the School of Dentistry proved its superiority as the school produced three top placers (1<sup>st</sup>, 2<sup>nd</sup>, 6<sup>th</sup>) in the June 2016 board examination and another two from CEU Makati in the December 2016 licensure examination.

Another accolade to CEU was brought by the School of Pharmacy graduates grabbing the sixth place in the June 2016 Pharmacy board examination. On the other hand, CEU Malolos ranked 5<sup>th</sup> in the September Licensure Examination for Teachers.

In February 2017 Medical Technology licensure examination, one of their graduates ranked 9<sup>th</sup>.

The passing percentage of CEU graduates was higher than the national passing percentage in almost all licensure examinations taken by the graduates in the previous years. Programs such as the Nutrition-Dietitian, Library Science, Elementary Education as well as Dentistry in the practical phase of the licensure examination posted a remarkable 100% passing rate.

The brilliant performance of CEU graduates is a testament to the University's quest for academic excellence and quality education. Along with exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

In its mission to provide quality education, Centro Escolar University Nursing and Social Work programs were granted Level III accreditation status from 2017-2021 by the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) and certified by the Federation of Accrediting Agencies of the Philippines (FAAP) last December 2016.

Centro Escolar University Accountancy program was granted Level 1 formal accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) last October 2016. The accredited program was also endorsed for certification to the Federation of Accrediting Agencies of the Philippines (FAAP).

CEU Malolos embarked on Level II PACUCOA accreditation for the Dentistry, Pharmacy, Nursing, Hotel and Restaurant Management and Tourism programs. Level I accreditation of the Information Technology program, and Preliminary Visit for the Education program.

PACUCOA awards Centro Escolar University for producing graduates who obtained the highest rating (topnotcher) in the Optometrists board examination and the highest rating (topnotcher) in the Dentistry board examination 2016.

The Commission on Higher Education (CHED) granted Centro Escolar University Malolos a three-year autonomous status that runs from April 1, 2016 until May 31, 2019. The Certificate of Autonomous status was awarded to CEU during the CHED awarding ceremony held last May 16, 2016.

Meanwhile, CEU School of Law and Jurisprudence (CEU-SLAJ) received awards during the Legal Education awards in the upcoming Legal Education awards night of the Legal Education Board. CEU-SLAJ is one of the 15 highest ranked Law schools in overall passing rate and one of the 15 highest ranked Law schools in the passing rate for first-time examinees.

The CEU School of Optometry reaped the title as this year's top performing school in the licensure examination with their overall rate of 92.06. School of Medical Technology Manila campus was also named as the 5<sup>th</sup> Top Performing school with a rating of 89.37% rating along with CEU Makati Medical Technology department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology board examination.

CEU Manila Pharmacy program had its 1<sup>st</sup> re-accreditation visit for Level 4 last January 12-13, 2017.

CEU Makati Pharmacy and Nursing programs were awarded with Level 1 in August and September 2016, respectively by PACUCOA. Meanwhile, its Doctor of Dental Medicine and Information Technology programs were given candidate status for Level I.

Meanwhile, programs of the CEU Graduate School had their preliminary/consultancy visit last September 29-30, 2016 and January 13-14, 2017 for the Pharmacy program.

### International Linkages

In its continues effort to strengthen international ties, Centro Escolar University is now the first Philippine university to have a partnership with the Paradise Suites and the Paradise Hotel and Cruises in Halong Bay, Vietnam. The partnership is under the Student Internship Abroad Program (SIAP) of the Commission on Higher Education (CHED). CEU sent nine Tourism Management students as on-the-job trainees last January 2017.

The School of Nursing sent 6 Level IV Nursing students to Buleleng Institute of Health Sciences, Bali, Indonesia on January 7-21, 2017. This is the second time that the School of Nursing sent students to Indonesia. The students exchange program aims to provide opportunities for the senior nursing students to broaden students experience in giving nursing care in a community setting in another country like Indonesia and apply the concept of transcultural nursing.

CEU School of Nursing in collaboration with Sekolah Tinggi Llum Kasehatan Buleleng recently conducted a 5-day Diabetes Capability Training in Buleleng Region in Bali, Indonesia. Furthermore, School of Nursing in coordination with the CEU-PACE conducted the 5<sup>th</sup> batch of the four-day training on Stroke Management to 25 Nursing students of Budi Luhur Institute of Health Sciences, Bandung, Indonesia and the members of the Budi Luhur International Network for Education (BIN for Edu).

CEU School of Science and Technology sent three of its incoming senior students for the on-the-job training in Bangkok, Thailand. The three students are required to complete 300 hours of their practicum in the three institutions: North Chiang Mai University, Manose Health and Beauty Research Center, and Bangkok Laboratory and Cosmetic Center, Ltd from April 6 to May 28, 2017. These academic, research and industry partners are generous enough to provide the three Escolarians free accommodation, in addition to the experiential training that will be given to them. Another group of Biology students went to University of Malaya in Kuala Lumpur, Malaysia for their practicum under the tutelage of Dr. Veeranoot Nissappatorn, a long time research collaborator of Dr. Julieta Dungca, Dean of the School of Science and Technology.

Ten students from 4 different schools of CEU Manila joined the Global Exchange Student Internship Program held at Daegu Health College in Daegu, South Korea on January 7-22, 2017. On the other hand, 10 students from Daegu Health College joined the Global Exchange Student Internship Program in CEU last February 12-25, 2017. The said program aims to widen international relationship of the university and provide high quality global training for participating student through hands-on training on the facilities and equipment of different prestigious hotels, hospitals, dental, and optometry clinics in Korea such as Kyungpook National University Medical Center which focuses on diagnosis and treatment of cancer.

### Quality Assurance

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee. These are Management Review, 7S, Quality Circle, Customer Feedback, and CEU STARS. The majority of CEU work areas in the 3 campuses attained Level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and in the CEU Internal Customer Survey Instrument from internal clients/students.

Since the University applied of ISO 9001:2015, an orientation for Data and Document Custodian was conducted last June 17, 22 and 28 for Malolos, Manila and Makati, respectively. To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientation was held on July 8, 21 and 22, 2017 for Manila, Malolos and Makati, respectively. The same activity was also held for 7ñ evaluators on July 6, 2017. Orientation for 7S evaluation was also conducted last October 3, 4 and 7 at CEU Malolos, Makati and Manila, respectively. An orientation for ISO 9001:2015 version, SWOT and Risk Assessment Workshop were also conducted last August 19 and September 9, 2016. Several activities were conducted in preparation for the transition to ISO 9001:2015 version such as the stakeholders needs, SWOT and Risk assessment. Submission of work-area based stakeholders needs, SWOT and Risk and communication plan was on October 24, 2016. Alignment workshop was also conducted on February 11, 2017 and was continued on March 8, 2017. The institutional stakeholders needs, SWOT and Risk assessment was held last March 30, 2017 and the cluster was conducted last April 17, 2017.

SGS surveillance visit was conducted on March 15-17, 2017 and the auditors recommended that Centro Escolar University be certified with ISO 9001:2015 standard.

### Faculty Achievements

CEU Manila School of Dentistry, Dr. Aaron Neal Y. Lu garnered 1<sup>st</sup> place in the Poster Presentation for his research titled "Periodontal Changes During Orthodontic Tooth Movement After Exposure to Mocha and Water: A Comparison at the 10<sup>th</sup> Biennial National Ortho Congress conducted by the Association of Philippine Orthodontists on August 2, 2016. The same research also garnered second place in Oral Presentation for Research Category for the Asia Pacific Ortho Congress held in Indonesia on September 1-3, 2016. Dr. Lu also garnered first place in Oral Presentation, Clinical Category for his research on "Treatment of Temporomandibular Joint Dysfunction Using Orthodontics and Orthodontic Mechanics" during the 1<sup>st</sup> Orthodontic Resident's forum conducted by the Association of Philippine Orthodontics. On the same forum, Dr. Lorena C. Balacanao also won first place on Oral Presentation, Research Category for her research "The Effect of Orthodontic Adhesive on MC-7 Breast Cancer Cell".

Mr. Vincent Raphael V. Manarang and Dr. Pearl Ed Cuevas placed first in Podium Presentation-Professional Category under Stream 1 Nursing and Academe during the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016.

Also won the highest rank in the Podium Presentation-Professional Category under Stream 2 Nursing and Caring were Ms. Anjanette S. de Leon and Dr. Josephine M. de Leon.

Dr. Ligaya C. Picazo, a CEU Medical Technology faculty-lecturer, placed 3<sup>rd</sup> in the oral presentation during the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

Dr. Maria Flordeliza Anastacio, Vice President for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Vice President for CEU Makati and Dean of Studies, Dr. Olivia M. Limuaco is one of the five Vice Presidents of FAPA for 2014-2018.

Dr. Erna V. Yabut, Vice President for Research and Evaluation, is the current President of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, Vice President for Student Affairs, is the current President of the Philippine Association of Administrators of Student Affairs (PAASA)

Dr. Elvira L. Urgel, Dean of the School of Nursing, is a COMELEC member of the Philippine Nursing Association. Other faculty members of the School of Nursing holding important positions in the different Nursing professional organizations are Dr. Pearl Ed Cuevas, Mrs. Joylyn Mejilla, Mrs. Anjanette de Leon, Mrs. May Mendinueto, and Dr. Josephine de Leon. Dr. Cuevas is the present Secretary of the Gerontology Nurses Association of the Philippines (GNAP); Mrs. Joylyn Mejilla is the President of the Association of Diabetes Nurse Educators of the Philippines (ADNEP), Mrs. May Mendinueto is the treasurer of ADNEP while Dr. Josephine de Leon is the assistant secretary.

Dr. Teresita I. Barcelo, Dean of the Graduate School, is the Vice President of the Philippine Nursing Research Society (PNRS).

Dr. Cecilia D. Santiago, Dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy and an accreditor of PACUCOA.

Ms. Socorro Alma F. Gammad, a lecturer from the School of Nutrition and Hospitality Management, was awarded by the Philippine Association of Nutrition, Inc. (PAN) as Fellow Awardee (Community Nutrition) on July 7, 2016.

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Julieta Z. Dungca, Dean of the School of Science and Technology, is the elected secretary of the Philippine Society of Research (PSERE), Inc. and the treasurer of the Philippine Society of Parasitology (PSP), Inc.

The Head of the Planning and Monitoring Department, Dr. Dolores Delacruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, Head of the Physical Science Department, is the current auditor of the Philippine Association of Chemistry Teachers (PACT).

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc. (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### Student Achievements

CEU senior Medical Technology student and the First Vice President of the University Student Council qualified as one of this year's Top 40 Future Professionals of the Philippines on September 2, 2016 at the US Embassy, Manila. The event was in partnership with United States Embassy and Young Southeast Asian Leaders Initiative (YSEALI). He is also one of the 2016 Ayala Young Leaders Initiative selected amongst the thousands.

Two Escolarians bagged the highest awards (1<sup>st</sup> and 3<sup>rd</sup> places) in a Poster Making Contest spearheaded by the Food and Drug Administration (FDA) during an Educational Seminar held last November 23, 2016 at the Librada Avelino Auditorium at CEU Manila.

CEU Manila Dentistry students also soared high on different clinical competitions. One of their students garnered first place on the Ceram-X Contest launched by the Dentsply Philippines last September 15, 2016. The same clinical work took the second place in the Ceram-X contest held in Hongkong on November 11, 2016 by the Dentsply-Asia-Pacific Region. Another Dentistry placed third in the Endo Case Contest by the Dentsply Philippines last September 16, 2016. Another Dentistry student received an Excellence in Research Awardee in the 5<sup>th</sup> China-ASEAN Forum on Dentistry held at Nanning, China on October 25-28, 2016. Another research by a group of Dentistry students was granted Jury's award at the Student Prevention Table Clinician Competition by the SEAADE-GC Dental Asia held in Ho Chi Minh, Vietnam on September 8-9, 2016. Meanwhile, Dentsply Philippines and IADR-SEA awarded a Dentistry student 2<sup>nd</sup> place in the Student Clinician Research Program Country Level.

CEU School of Nursing takes pride in winning four research awards in the Philippine Nursing Research Society (PNRS) 9<sup>th</sup> National Nursing Research Conference held at Punta Villa Resort, Arevalo in Iloilo City last November 23-25, 2016. The research of Nursing students bagged the second place in the podium presentation

student category under stream 2 Nursing and Healing. Another group of students won second place in the poster presentation for the stream.

Pharmacy students won 2<sup>nd</sup> place in the Search for the Outstanding Undergraduate Thesis in Herbal Medicine 2016 by DOST PCIEERD-Gruppo Medica Award in Palawan.

From the School of Nutrition and Hospitality Management, a Nutrition and Dietetics student was named Outstanding Nutrition and Dietetics Student 2016 by the Philippine Association of Nutrition (PAN), Inc. on July 7, 2016. In the same activity, a group of Nutrition and Dietetics students won 2<sup>nd</sup> place in the PAN Student Digital Video Contest. A research group from the same program won 3<sup>rd</sup> place in the Undergraduate Student Research Competition (Nutrition Category) by the Food and Nutrition Research Institute on July 7, 2016.

The student research from the School of Medical Technology bagged the 1<sup>st</sup> place for the poster presentation in the 2016 Medical Technology International Summit held at the University of Santo Tomas on September 8-9, 2016.

A senior Mass Communication-Broadcast student of the School of Education, Liberal Arts, Music and Social Work (ELAMS) seized the second place during the 2<sup>nd</sup> Student Speech Competition held in Daegu, South Korea on August 12-13, 2016. She was pitted against 38 other contestants from other countries – Australia, Japan, Bangladesh, Indonesia, Thailand, Korea, and other Asian countries.

Meanwhile, a student from the CEU Malolos Pharmacy Department was elected the Assistant Secretary of the Federation of Junior Chapters Philippine Pharmacists Association.

Centro Escolar University once again showed its prowess in athletic meets. The CEU athletes proved their dominance in the 47<sup>th</sup> season of WNCAA (Women's National Collegiate Athletic Association) and 13<sup>th</sup> season of MNCAA (Men's National Collegiate Athletic Association) held at San Beda, Alabang last February 5 and 6, 2017. CEU Women's Badminton team was hailed as the champion this year and the player from the School of Dentistry grabbed the Most Valuable Player Award. The Escolarian athletes also bagged the title for the Women's Swimming competition. The Women's Taekwondo team also copped the Championship in this season and the player from the School of Pharmacy bagged the MVP Award. The Women's table tennis team also brought home the bacon as the Champion and named MVP is an athlete from the School of Dentistry.

Likewise, the CEU male athletes couldn't be outdone. The Men's Badminton team managed to win during the 13<sup>th</sup> season of MNCAA. The Men's Table Tennis team placed 1<sup>st</sup> runner-up.

Furthermore, Centro Escolar University Scorpions claimed the first-ever Universities and Colleges Basketball League (UCBL) championship title last December 8, 2016 at the Olivarez Sports Center. Consistently victorious in basketball leagues, the Scorpions were also this year's 5<sup>th</sup> National Collegiate Basketball League (NCBL)



champion held at the Technological Institute of the Philippines-Manila gym on September 20, 2016.

## **School Year 2017-2018**

### *Student Enrolment*

The University registered an enrolment of 12,929 for the first semester and 12,046 for the second semester of school year 2017-2018. The total enrolment for the three campuses for both the First and Second semesters decreased by 26.25% and 27.57%, respectively compared to that of SY 2016-2017. The decrease is due to the implementation of the K-12 wherein, the SY 2017-2018 has no first and second year students.

### *Foreign Student Enrolment*

Foreign student enrolment for SY 2017-2018 stood at 370 and 315 for the first and second semesters, respectively. A decrease of 26.15% for the First and 31.82% for the second semester was noted compared to the enrolment of the school year 2016-2017. The programs where most of the foreign students enrolled are in Dentistry and Graduate School.

### *Performance in Board Examination*

Escolarians ruled anew in the 2017 licensure examinations administered by the Professional Regulation Commission. The consistent outstanding performance of the graduates in the PRC exams affirms CEU's determination and commitment to an unrelenting pursuit of its vision to be the University of first choice, as well as indicative of its sincere effort and high intention to provide quality education among its clientele.

For three consecutive times, the CEU School of Dentistry has consistently set an excellent record of producing graduates who obtained the highest rating (topnotcher) in the 2017 Dentistry Licensure Examination. CEU Manila School of Dentistry scored five (5) spots (1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 7<sup>th</sup> placers) in the May 2017 Board Exam and 4<sup>th</sup> placer in the December 2017-January 2018 Board Exam.

The CEU Medical Technology of CEU Manila and the Medical Technology program of CEU Makati both reaped the title as this year's two top performing schools in the licensure examination with their overall ratings of 92.06%. School of Medical Technology Manila campus was named as the 5<sup>th</sup> Top Performing School with a rating of 89.37% rating along with CEU Makati Medical Technology Department as the 10<sup>th</sup> place with 80.26% rating in the Medical Technology Board Examination. Furthermore, the School, both in Manila and Makati, was chosen by the Professional Regulation Commission as one of the ten (1) Medical Technology schools in the Philippines, where Philippine registered Medical Technologists can be qualified to attain U.S.D. professional visa. This implies that Medical Technologists from CEU will be allowed by the Hawaii Department of Health to obtain the Hawaii Medical Technologists license though they have not complied with the mandatory one (1) year work in a U.S. clinical laboratory.

CEU Manila graduate of Bachelor of Science in Nursing ranked 10<sup>th</sup> out of 5,875 board passers in the November 2017 Board Examination. A Nursing graduate from the same campus ranked 9<sup>th</sup> in the June 2017 Nursing Board Examination.

The CEU School of Optometry posted an excellent performance grabbing five (3<sup>rd</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>) of the top ten spots. The passing percentage of CEU graduates of 88.46% was higher than the national passing percentage of 81.66%.

The sterling performance of CEU graduates is an indication of the University's quest for academic excellence and quality education. Along with the exceptional ratings, CEU provides a training ground for its students to become globally competent imbued with character and wit.

### Accreditation and Recognition

CEU's adherence to its quality objectives and principles, as well as its compliance to documentary requirements, urges the academic community to seek for continuous improvement.

For CEU Manila, the University's Business Administration program was granted its Level IV First Reaccreditation status, but still awaiting the results of the first reaccreditation for Level IS of the following programs: Doctor of Dental Medicine and B.S. Nutrition and Dietetics both held on November 8-10, 2017. Furthermore, the B.S. Computer Engineering, B.S. Information Technology, and B.S. Computer Science programs visited last August 8-9, 2017 were likewise granted accreditation status for Level 1.

Centro Escolar University Pharmacy program was granted Level IV Re-accreditation status by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) as certified by the Federation of Accrediting Agencies of the Philippines (FAAP).

Centro Escolar University continues to build up its status as an institution of higher learning and as the University of first choice by bringing its academic standards on par with internationally recognized accrediting agencies. On January 29-31, 2018, four programs were subjected to AUN-QA accreditation. The university successfully earned the ASEAN University Network-Quality Assurance (AUN-QA) accreditation of Nursing, Nutrition and Dietetics and Optometry programs.

This recognition serves as another testament to the University's commitment to quality and excellence.

### International Linkages

CEU Manila School of Dentistry, is the first dental school peer reviewed by the SEAADE Peer Review Committee which reported areas of "Best Practice Situation". Reports of SEAADE Peer Review Committee on their evaluation of the CEU in their official website. School of Dentistry established a linkage with the International

Association for Dental Research-SEA (IADR-SEA) and the China ASEAN Forum on Dentistry (CAFD).

Six senior nursing students of Centro Escolar University joined the 3rd International Student Exchange Program of the School of Nursing with STIKEs Budi Luhur in Cimahi, West Java, Indonesia from November 11 to 26, 2017. As part of their Intensive Nursing Practice, the students performed the complete family nursing process to selected families in Batujajar, Indonesia. They also participated in the International Competition wherein the CEU nursing students achieved several awards including third place in the Talent Competition, second in the CPR/BLS competition, first place in the Health Promotion Competition and first and second place in the Oral Presentation Competition. A cultural presentation capped the two-week student exchange program in Bandung, Indonesia where all participants had the opportunity to showcase their talent and respective national dances.

The Tourism Management Program of the School of Nutrition and Hospitality Management (SNHM) of the University has established International connections with different countries such as United States of America, Malaysia, Thailand and Vietnam, and CEU has been sending students for their international practicum training in conjunction with its goal of reinforcing the global competency of CEU students. The two of the Paradise group sectors, Paradise Suites and Paradise Hotels and Cruises, warmly received the second batch of interns from CDEU Manila for their on-board training from November 2017 to April 2018. Paradise Suites and Paradise Hotels and Cruises, the most recognized and diverse hospitality groups, expressed continued assistance to CEU students and graduates becoming world-class service providers in the tourism industry.

Six (6) Tourism Management students were accepted by the premier hospitality group in Vietnam, with joint efforts of Paradise Group Vietnam's General Manager Mr. Edgar Cayan, CEU Tourism Management Coordinator, Ms. Janelle Villamor, and with the recommendation of SNHM Dean, Dr. Cecilia C. Uncad and the University President, Dr. Ma. Cristina D. Padolina. CEU's international internship program is in accordance to the guidelines under the Student Internship Abroad program (SIAP) of the Commission on Higher Education.

The Psychology Department is presently doing a research on Forgiveness in collaboration with Dr. Enright who represents the Department of Educational, University of Wisconsin.

The School of Medical Technology has an active Memorandum of Agreement with Daegu Health College, Daegu, South Korea, Khon Kaen University, Khon Kaen, Thailand and Kumamoto Health Science University, Kumamoto, Japan. Part of their linkage collaboration is an international symposium which is held on rotation among the four (4) countries. Likewise, research collaboration is one of the outputs.

### Quality Assurance

CEU earned anew an International Organization for Standardization (ISO) 9001:2015 certification. The certification applies to all academic and support services functions in CEU-Manila campus excluding School of Medicine and Senior High School,

as well as all academic and support services and functions of the organization in CEU Makati and CEU Malolos campuses excluding Senior High School and CEIS, respectively. The ISO 9001:2015 certification granted to CEU attests that the University's sustained quality assurance system is in compliance with the SGS requirements and standards.

The continuous improvement program of CEU includes various programs coordinated by its Quality and Risk Management System Committee: Management Review, 7S, Quality Circle, Customer Feedback, CEU STARS. The majority of CEU work areas in the 3 campuses attained level 4 compliance in a scale of 5, in each component of the 7S program (Sort, Sweep, Systematize, Standardize, Safety, Security, Self Disciplined). To further improve service to various clientele, Customer Feedback was incorporated in the visitor's form to obtain feedback from external clients and the CEU Internal Customer Survey Instrument from internal clients/students was administered.

Risk assessments, updates on the stakeholders needs and SWOT analysis was conducted last April 17, 2017 as inputs in the management review and strategic planning.

To calibrate internal auditors' knowledge, skills and attitude, an Internal Quality Audit orientation and re-orientations was held last July 31, August 1 and 2, 2017 for Manila, Makati, and Malolos, respectively. The yearly orientation for Data and Document Custodian was conducted last October 9, 13 and November 21, 2017 for CEU Makati, Manila and Malolos respectively. The same activity was also held for 7S evaluators.

### *Faculty Achievements*

Dr. Ma. Cristina D. Padolina received the prestigious Juran Medal for promoting quality and excellence during the 2017 International Quality Conference Awards Night at Okada Manila Hotel. The Juran Medal Award is a tribute to Dr. Joseph Juran, renowned for his significant contributions in the promotion and advancement of quality management. This award is presented to a senior executive with remarkable contributions in promoting quality and quality management in the country. The Philippine Society for Quality (PSQ) chose to award the 2017 Juran Medal to Dr. Padolina to honor her exemplar quality and excellent management.

Dr. Erna V. Yabut, Vice-President for Research and Evaluation, is the current president of the Philippine Society for Educational Research and Evaluation, Inc. (PSERE), chair of the University Belt Consortium Research and Extension Linkages and the secretary of the National Research Council of the Philippines Research Foundation, Inc.

Dr. Carlito B. Olaer, the Vice President for Student Affairs is the present president of the Philippine Association of Administrators of Student Affairs, Inc. He is also the regional coordinator for ASIA and a contributor of the International Association of Student Affairs.

Vice-President for CEU-Makati and Dean of Studies, Dr. Olivia Limuaco is one of the five Vice-Presidents of FAPA for 2014-2018.

The dean of the School of Accountancy and Management (AM), Mr. Melito Salazar was awarded with the Golden Star Academic and Educational Excellence Award in Malaysia; World Association of Small and Medium Enterprises (WASME) for Outstanding Contribution in Service of SEMs at Miami, Florida, USA, Most Distinguished Alumnus in Government by UPCBA, and Professional Award in Business Administration –Management by UPA. At present, he is the President of the Philippine Association of Collegiate Schools of Business (PACSB). Dr. Rosemarie So, the Assistant Dean of the School of AM is a fellow in Business Education and a board member of the PACSB. Dr. Leny Dellosa, Dr. Zenaida Diola, and Mr. Edgar Tichepco are the National Winner in the Search for Outstanding PETRON-PCDEB, National Winner in the Search for Outstanding PETRON-PCDEB Business Educator in Marketing, and Regional Winner in the Search for Outstanding PETRON-PCDEB respectively. Dr. Rowell Antonio, a professional course teacher, is the chair of the Entrepreneurship of Wadhvani Foundation.

CEU Manila School of Dentistry School Dean Dr. Pearly Lim was elected Councilor of the International Association of Dental Researchers (IADR-SEA), Dr. Stephen Almonte is the Executive Vice President of the Philippine Dental Association, Dr. Joann Joven and Dr. Marie Fullante are elected Vice President and the Assistant Secretary of the Philippine Prosthodontic Society respectively; Dr. Aaron Neal Lu is the Board of Director of the Philippine Academy of Esthetic Dentistry, and Dr. Antonio Mirador is the P.R.O. of the Philippine College of Oral and Maxillofacial Surgeons.

The Head of the Guidance and Counseling Department, Dr. Carmencita Salonga is the elected P.R.O. of the Philippine Guidance and Counseling Association and the treasurer of the Psychological Association of the Philippines.

Centro Escolar University School of Medical Technology Dean, Dr. Charito Bermido represented the Philippines in the panel discussion on the Accreditation of Medical Technology/Medical Laboratory Science (MT/MLS) programs and certification of graduates during the recent 2017 ASEAN Medical Laboratory Science Education Stakeholders Summit and Research Conference at Sofitel Philippine Plaza, Pasay City on November 29-December 1, 2017. Mr. Rogelio Cruz, a faculty member of the same school is a member of the Board of Directors of the Philippine Association of Schools of Medical Technology and Public Health Inc. (PASMETH).

Dr. Maria Flordeliza Anastacio, VP for CEU Malolos, holds position as the Board of Adviser of the International Academy of Accountants for Business, Research, and Education (IAABRE) as well as the Treasurer of the Philippine Society for Educational Research and Evaluation (PSERE). Dr. Nilo V. Francisco, Dean of the College of Management and Technology at CEU Malolos is the Chairman of the Bulacan Chamber of Commerce and Industry, Inc. (BCCI) and he is also the Board of Adviser of the People Management Association of the Philippines-Bulacan Chapter (PMAP-Bulacan).

Mrs. Luzette T. Mijares, the program head of Hotel and Restaurant Management of CEU Makati is elected as one of the Board of Trustees for the Hospitality and Tourism Council of Deans and Program heads (Host Code) by the CHED-NCR.

Dr. Teresita I. Barcelo, dean of the Graduate School is the chair of the Arbitration Commission of the Philippine Nurses Association, Inc., while Dr. Maricar Ching, the assistant to the dean of the Graduate School is a board member of the DOST-PCHRD Scholars' Society and the elected secretary of the NRCP-Division 3 Medical Sciences. Dr. Eden Kelemen, a faculty member, is the director of the Philippine Association for Graduate Education, NCR.

Dr. Julieta Z. Dungca, dean of the School of Science and Technology is the elected secretary of the Philippine Society of Educational Research and Evaluation (PSERE) and treasurer of the Philippine Society of Parasitology, Inc. (PSP). The head of the Biological Sciences Department, Dr. Zenaida Los Baños, is a board member of the Philippine Association of Laboratory Animal Science. Dr. Agnes Magnaye is a board member of the Biology Teachers Association of the Philippines and Mrs. Marilou Lanto is the board member of the Philippine Society for Developmental Biology.

Dr. Cecilia D. Santiago, dean of the School of Pharmacy is the Executive Vice President of the Philippine Association of Colleges of Pharmacy (PACOP).

Dr. Regina Jazul from CEU Malolos Pharmacy Department is the auditor of the Philippine Association of Colleges of Pharmacy (PACOP).

The Head of the Planning and Monitoring Department, Dr. Dolores Dela Cruz, is the present secretary of the Philippine Society for Quality (PSQ).

Ms. Aleli V. Lozano, head of the Physical Sciences Department, is the current auditor of the Philippine Association of Chemistry Teachers.

Dr. Christopher Jay Cortado is the secretary of the Speech Communication Organization of the Philippines, Inc., (SCOP), and Mr. Dante Gabano is the assistant treasurer.

### *Student Achievements*

CEU Singers Malolos scored three (3) silver awards and certificates in the Sacred Music, Mixed Choir and Mixed Voice categories in the 10<sup>th</sup> Orientele Cententus Chorale Competition in Singapore. The group's outstanding performance in Singapore earned them a Plaque of Recognition from the Mayor of the City of Malolos, Hon. Christian Natividad, a Resolution of Recognition from the City Council, and the Governor and Board Members of the province of Bulacan for their contribution in promoting Philippine culture and arts and more importantly, bringing honor to the City of Malolos and the province of Bulacan. Before their stint in Singapore, which was their first international feat, CEU Singers Malolos under the baton of Mr. German de Guzman has won numerous awards and citations from national chorale competitions such as NAMCYA and MBC, and musical festivals in Bulacan and other Central Luzon provinces.

Two (2) graduate school students was awarded Best Paper and an honorable mention in the 2<sup>nd</sup> ASEANale 2018 and 2<sup>nd</sup> International Symposium on ASEAN Studies held at the University of the Philippines on February 28-March 2, 2018 for their paper entitled “Finding Foucault in the Rohingya Discourses” and Examining the Philippine’s State in the 21<sup>st</sup> Century Maritime Silk Road: A Competition of Old and New Financial Players” respectively.

A Computer Engineering student from the School of Science and Technology was proclaimed as one of the Most Outstanding International Students in the Philippines for academic year 2017-2018 during the 48<sup>th</sup> Search for Three Most Outstanding International Students in the Philippines . This is organized by the Philippine Friendship International and Understanding Association (PIFUA).

CEU Manila School of Dentistry students research entry entitled “Characteristics of Sodium Bentonite as A Possible Root Canal Sealer” bagged first runner-up of the SIBOL(Creative Research) College Category 2017 Regional Invention Contest and Exhibits (RICE) organized by the Department of Science and Technology (DOST) held at Technological Institute of the Philippines, Quezon City. Finalist during the said activity is the research on “Nano-hydroxyapatite from Pink Salmon (*Oncorhynchus gorbuscha*) Fish Bone as a Direct Pulp Capping Material. During the Dentsply Sirona Asia University Country Level conducted at Dentsply Headquarters, Makati, Dentistry student won 1<sup>st</sup> place and 3<sup>rd</sup> place in the Clinical Case Contest Restorative Dentistry Case and Endodontic Case Contest respectively.

From the School of Nutrition, Hospitality and Management Philippine Association of Nutrition-DELTA (PAN-Delta Chapter) was awarded as the 2017 Most Outstanding PAN Student Chapter by the Philippine Association of Nutrition, Inc. Furthermore, a BS Nutrition and Dietetics student was named as the Outstanding Nutrition and Dietetics Student by the same professional organization.

A School of Accountancy and Management student was one of the finalists in the Business Leadership Program by the American Chamber of Commerce of the Philippines (AmCham).

Bachelor of Science in Psychology students hold position as the auditor of the Psychological Societies Association in Mental Health, Treasurer of the Tatsulok-Alyansa ng mga Mag-aaral sa Sikolohiyang Pilipino, Director for Human Resource Training for Youth for Mental Health Coalition and National Executive Committee for Membership for Junior People Management Association of the Philippines.

A student of BS Pharmacy from CEU Manila was awarded as the champion of the 2017 Poster Making during the FDA National Consciousness Week. Another student won 1<sup>st</sup> Place during the PAAW Antimicrobial Resistance Quiz Bee and 2<sup>nd</sup> Place during the 5<sup>th</sup> Intercollegiate Quiz Bee organized by San Beda College of Medicine. Students from the same school won 2<sup>nd</sup> Place in the FJCPPhA’s Paligsahan 2018-Badminton and 3<sup>rd</sup> place in the volleyball.

The home of achievers, CEU athletes bagged numerous awards in the recently concluded 47<sup>th</sup> Women's National Collegiate Athletic Association (WNCAA) and 13<sup>th</sup> Men's National Collegiate Athletic Association (MNCAA) sports tournaments. In the WNCAA Athletics category, CEU teams were all hailed Champion in Badminton, Swimming and Taekwondo. For the individual recognitions, CEU students were named the Most Valuable Player (MVP) for Badminton, MVP for Swimming, and MVP for Taekwondo. CEU Badminton Team for the Men's National Collegiate Athletic Association (MNCAA) also nabbed the Championship Award with Delos Santos as MVP.

Centro Escolar University Lady Scorpions remained undefeated with its 7-peat victory in the recent Women's National Collegiate Athletic Association (WNCAA) Seniors Basketball tournament held at the Rizal Memorial Coliseum.

For CEU Malolos, 2<sup>nd</sup> year students won as the overall champion for the Search for Radio Veritas Best Campus School Program, Best Program Counselling Segment and Best Anchor Person (Male).

#### **Item 5. Directors and Executive Officers**

Please refer to pages 6 to 11 of the Definitive Information Statement submitted to the Securities and Exchange Commission.

#### **Item 6. Market Price and Dividends**

The University's common equity is traded at the Philippine Stock Exchange. Following are the high and low prices for each quarter within the last two (2) fiscal years:

		High	Low
<b>Fiscal Year Ended 2017</b>			
April 2016 – June 2016	First Quarter	₱ 9.90	₱ 9.03
July 2016 – September 2016	Second Quarter	10.18	9.00
October 2016 – December 2016	Third Quarter	10.22	9.50
January 2016 – March 2017	Fourth Quarter	10.96	8.52
<b>Fiscal Year Ended 2018</b>			
April 2017 – June 2017	First Quarter	₱ 10.50	₱ 9.52
July 2017 – September 2017	Second Quarter	10.02	8.05
October 2017 – December 2017	Third Quarter	9.38	8.20
January 2018 – March 2018	Fourth Quarter	9.14	8.62

The closing price per share of the University's common shares as of June 30, 2018 was ₱ \_\_\_\_.

#### **Holder**

As of June 30, 2018, there are 1,026 common shareholders. The name of the top twenty (20) shareholders and the number of shares and the percentage of total shares outstanding held by each are as follows:

Stockholder	Number of Common	Percentage of
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	Shares Held	Total Shares (%)
1. USAUTOCO, INC.	126,620,891	34.0000
2. PCD Nominee Corp. – Filipino/Others	88,520,366	23.7693
3. U.S. Automotive Co., Inc.	55,963,803	15.0273
4. Jose M. Tiongco	13,439,614	3.6088
5. Corazon M. Tiongco	10,115,604	2.7162
6. Erlinda T. Galeon	9,252,982	2.4846
7. Generosa T. Cabrera	9,190,225	2.4677
8. Marie T. Sands	9,186,138	2.4666
9. Security Bank Corp. TA# 1090	8,072,299	2.1676
10. Alvin Anton C. Ong	1,344,308	0.3610
11. Fredrick C. Ong	1,000,000	0.2685
12. Maria Concepcion I. Donato	994,465	0.2670
13. Emma de Santos Oboza	758,190	0.2036
14. Alicia de Santos Villarama	758,190	0.2036
15. Estate of Trinidad V. Javellana	713,666	0.1916
16. Manuel M. Paredes	650,107	0.1746
17. Amado R. Reyes	650,107	0.1746
18. Ma. Alexa J. Intengan	634,621	0.1704
19. Leland and/or Melita Villadolid	560,523	0.1505
20. Angelo A.S. Suntay	453,186	0.1217

There are no transactions that relate to an acquisition, business combination or other reorganization which will affect the amount and percentage of shareholdings of any of the University's directors, officers (as a group) or any person owning more than 5% of the University's outstanding capital stock.

### **Dividends**

Dividends declared for the two most recent fiscal years, i.e., Fiscal Year ended March 31, 2016 and Fiscal Year ended March 31, 2017, are as follows:

#### **Fiscal Year Ended March 31, 2017**

(April 1, 2016 – March 31, 2017)

1. Cash dividend of ₱0.20 per share was declared on July 26, 2016 in favor of stockholders of record as of August 16, 2016, payable on September 9, 2016.

#### **Fiscal Year Ended March 31, 2018**

(April 1, 2017– March 31, 2018)

1. Cash dividend of ₱0.20 per share was declared on September 29, 2017 in favor of stockholders of record as of October 20, 2017, payable on November 17, 2017.

Dividends shall be declared only from retained earnings.

There are no restrictions that limit the ability to declare dividends on common equity.

## **Recent Sale of Unregistered or Exempt Securities**

The University did not sell any unregistered or exempt securities in the past three (3) years.

## **Item 7. Compliance on Corporate Governance**

The University has complied with the provisions of its Manual on Corporate Governance. Continuous monitoring is being done by the Compliance Officer, Audit Committee, President, Chief Financial Officer and Internal Auditor to assure compliance.

On October 17, 2015, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 17, 2016, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

On September 30, 2017, the Board of Directors attended seminar on Corporate Government conducted by the Institute of Corporate Directors.

CEU adheres to governance principles and best practices to attain its objectives. A system has been established to monitor and evaluate the performance of the University and its Management and CEU is committed. The University is committed to consistently abide by and ensure improved compliance with the requirements of good corporate governance.

## **UNDERTAKING**

**A copy of the University's annual report in "SEC Form 17-A (2018)" as amended, may be provided to any stockholder upon written request addressed to:**

**Office of the Corporate Secretary  
Centro Escolar University  
9 Mendiola Street  
San Miguel, Manila**

**At the discretion of Management, a charge may be made for exhibits, provided such charge is limited to reasonable expenses incurred by the registrant in furnishing such copies.**