

# Easy Investment Program

User Guide



- ❖ Creating an EIP Schedule
- ❖ Reviewing your EIP Schedule
- ❖ How to Modify your EIP Schedule
- ❖ How to Buy your EIP Shares (Manual Mode)
- ❖ How to Buy your EIP Shares (Auto Mode)
- ❖ COL's Premium Growth Stocks

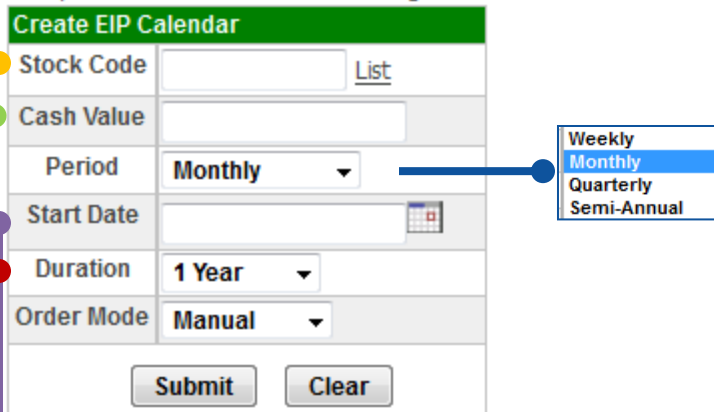
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[Go to the next page to start >>](#)

# How to create an EIP schedule

To create an EIP schedule, kindly click the **TRADE** tab then click the **EIP SCHEDULER** on the right most portion of the submenu. An EIP calendar form would appear for you to fill out. Enter the details for the ff:




**Stock Code** – Indicate the stock you would like to invest in

**Cash Value** – Indicate the fixed amount of money you wish to invest regularly

**Start Date** – Click on the calendar con to select your start date. This will also serve as your Regular Buy Date. If the buy date falls on a weekend or a holiday, you will be able to buy shares on the next trading day.

**Duration** – Choose the duration of your EIP investment which can range from 6-months to 3-Yrs. If you wish to continue beyond 3 years, simply create a new schedule thereafter.

**Order Mode** – You have 2 options for the Order Mode:



**MANUAL MODE** – This would need you to log in to your COL account during every chosen period to trigger a buy request issued by the EIP reminder that will pop up from your portfolio screen. It would ask you to ‘Buy Now’ or ‘Skip’ to the next period.

**AUTOMATIC MODE** – This would activate the EIP scheduler to automatically send a buy order for you. Your account must have the necessary funds available to activate the auto order, and the order is still subject to share availability for matching. Please verify your orders status to confirm a matched/unmatched order.

Click **SUBMIT** when you are done creating a calendar and confirm by typing in your password at the bottom then clicking **OK**.

Order Details	
Stock Code	ALI
Cash Value	5,000.00
Period	MONTHLY
Start Date	10-10-2013
Maximum Period	1 YEAR
Order Mode	Automatic

Important: You are creating an EIP+ calendar. Please review carefully.



# Reviewing your EIP Schedule

After creating an EIP schedule, you may view it by clicking the **TRADE** tab. Then click the **EIP SCHEDULER** followed by the **VIEW EIP SCHEDULES** button.

### NO. OF REMAINING BUY TRADES:

Click the number under the **REMAINING BUY ORDERS** column to see the detailed summary of all your future buy orders.

### SEARCH FILTER:

If you have numerous EIP schedules, you can filter the orders by typing in the Stock Code or choose the Status. Then click the **VIEW EIP+ ORDERS** button.

**Sample View:**

Schedule	Stock	Cash Value	Match Qty	Match Prc
10/04/2013	ALI	5,000	0	0
11/04/2013	ALI	5,000	0	0
12/04/2013	ALI	5,000	0	0
01/04/2014	ALI	5,000	0	0
02/04/2014	ALI	5,000	0	0
03/04/2014	ALI	5,000	0	0
04/04/2014	ALI	5,000	0	0
05/04/2014	ALI	5,000	0	0
06/04/2014	ALI	5,000	0	0
07/04/2014	ALI	5,000	0	0
08/04/2014	ALI	5,000	0	0
09/04/2014	ALI	5,000	0	0

Stock		Status	View EIP+ Orders						
ACTION	No of Remaining Buy Trades	Order Ref	Stock Code	Cash Amount	Start Date	Schedule Option	Next Buy Schedule	Status	Date Entered
<a href="#">CXL</a> <a href="#">CHG</a>	<a href="#">12</a>	43	ALI	5,000	10/4/2013	MONTHLY	11/4/2013	ACTIVE	10/04/2013

### STOCK CODE:

The stock you picked for your EIP investment.

### CASH AMOUNT:

The EIP facility will try to buy as many shares as your cash amount can purchase.

### START DATE:

The first buy date. An email reminder will be sent 48 hours before your start date.

### SCHEDULE OPTION:

The period or intervals of your buying dates.

### NEXT BUY SCHEDULE:

When your next buy date will be. If it falls on a weekend or holiday, your buy date will be on the next trading day.

### DATE ENTERED:

When you created your EIP schedule.

### STATUS:

It will state whether it is ACTIVE or CANCELLED

# How to modify an EIP schedule

To edit your EIP schedule click the **TRADE** tab, click the **EIP SCHEDULER** on the submenu. Then click **VIEW EIP SCHEDULES**.

**ACTION**

Click the **CHG** button on the Action column of your EIP schedule to start editing.

**CXL CHG** ←

Put a check mark  on the first column of the buy schedule you wish to edit that record. Only one record or the entire group record can be edited at a time.

<input type="checkbox"/> Select All	Next Buy Schedule	Stock	Cash Value
<input checked="" type="checkbox"/>	10/04/2013	ALI	5,000

Choose the **SELECT ALL** box to edit the Cash Values and/or Order Modes of all the buying schedules.

<input checked="" type="checkbox"/> Select All	Next Buy Schedule	Stock	Cash Value
<input checked="" type="checkbox"/>	10/04/2013	ALI	5,000
<input checked="" type="checkbox"/>	11/04/2013	ALI	5,000
<input checked="" type="checkbox"/>	12/04/2013	ALI	5,000
<input checked="" type="checkbox"/>	01/04/2014	ALI	5,000
<input checked="" type="checkbox"/>	02/04/2014	ALI	5,000
<input checked="" type="checkbox"/>	03/04/2014	ALI	5,000
<input checked="" type="checkbox"/>	04/04/2014	ALI	5,000

Click the **CHANGE** button when you are done selecting.

→ **Change** **Back**

When modifying your EIP schedule, you can edit three fields:

MODIFY EIP RECORD	
Ref #	749
Stock Code	ALI
Cash Value	<input type="text" value="5000"/>
Buy Schedule	<input type="text" value="10/4/2013"/>
Order Mode	<input type="text" value="Manual"/> ▼
Password	<input type="text"/>
<input type="button" value="Modify"/> <input type="button" value="Cancel"/>	

**CASH VALUE:**

Type in the new cash value that you would like to allot for this buying schedule.

**BUY SCHEDULE:**

Click on the calendar icon to choose a new date when you would like to buy shares. Buy dates can also be chosen and edited one record at a time and not using the Select All Option.

**ORDER MODE:**

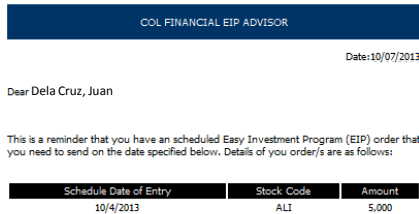
You can alter your order to be pushed Manually or in Automatic action anytime before the scheduled date.

Press the **MODIFY** button when you are done editing.

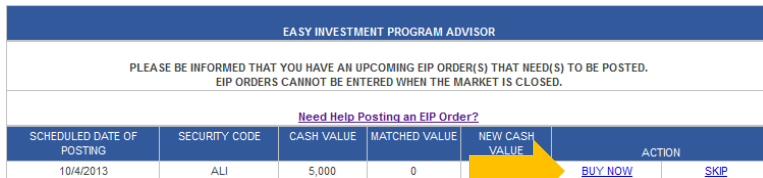
→ **Modify** **Cancel**

# How to buy EIP shares manually

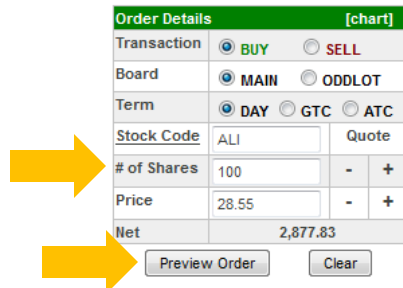
After creating your EIP schedule with Manual Mode, you will receive an EIP reminder email 2 days before your buying schedule.



On your buying scheduled date, log into your COL account and your EIP advisory notice will already appear. Click on the **BUY NOW** link to start the buying process.



An Order Entry Form will appear. The EIP facility will automatically fill in all the details for you. Click the **PREVIEW ORDER** button to proceed.



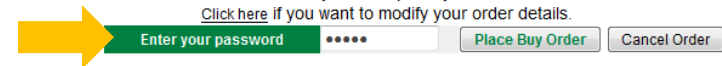
*Note: Check the number of shares indicated. If the value is 0 that means your allocated cash value is not sufficient to buy the minimum number of shares needed.*

Review the buying details to make sure it is correct. When done, type in your **PASSWORD** and click the **PLACE BUY ORDER** button.

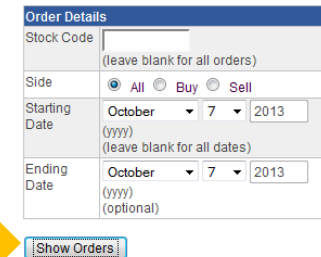
BUYING			
<b>Order Details</b>		<b>Order Charges</b>	
Transaction	Buy/New	Commission	20 PSECharge 0.14
Board	MAIN	Commission VAT	2.40 DSTCharge 0.00
Stock Code	ALI	Transfer Fee	0.00 STaxCharge 0.00
Term	DAY	Cancellation Fee	0.00 SCCPCharge 0.29
Valid Until	10/7/2013	Total Charges: 22.83	
No of Shares	100	Total Order: 2,877.83	
Price	28.5500		
Gross Amt	2,855.00		

**Important: You are placing a main board Buy/New order. Please review carefully.**

NOTE: Click only once to place your order.  
Click here if you want to modify your order details.



To trace your record, click the TRADE tab then click the **TRADING HISTORY** link underneath. Click the **SHOW ORDERS** button to see the status of your order.



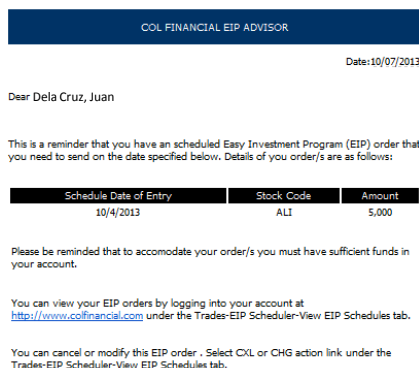
*Status legend:*

- Order Accepted** – your order has been accepted by the COL system
- Posted** – your order is now posted at the PSE
- Partially Executed** – only a portion of your order was matched
- Executed** – your order was fully matched

#	Trx#	Order#	Date	Stock	# of Shares	Matched Shares	Price	Trx Type	Status	Remarks
1	20471	20121016017523	14:39:02	ALI	200	100	23.30	BN	Executed	-
2	20471	20121016017523	14:39:01	ALI	200	100	23.30	BN	Partially Executed	-
3	20471	20121016017523	14:39:01	ALI	200	0	23.30	BN	Posted	-
4	20471	20121016017523	14:39:01	ALI	200	0	23.30	BN	Order Accepted	-

# How to buy EIP shares automatically

After creating your EIP schedule with Automatic Mode, you will receive an EIP reminder email 2 days before your buying schedule.



Make sure that your cash balance is sufficient for your automatic EIP buying schedule.

Cash Balance	
Actual Balance	Buying Power
5,000.00	5,000.00

*Note: Shares will only be automatically bought if you have sufficient cash in your account.*

To track your record click the TRADE tab then click the TRADING HISTORY link on the submenu. Click the **SHOW ORDERS** button to see the status of your order.

**Order Details**

Stock Code:  (leave blank for all orders)

Side:  All  Buy  Sell

Starting Date:    (leave blank for all dates)

Ending Date:    (optional)

[Show Orders](#)

*Status legend:*

- Order Accepted** – your order has been accepted by the COL system
- Posted** – your order is now posted at the PSE
- Partially Executed** – only a portion of your order was matched
- Executed** – your order was fully matched

#	Trx#	Order#	Date	Stock	# of Shares	Matched Shares	Price	Trx Type	Status	Remarks
1	20471	20121016017523	14:39:02	ALI	200	100	23.30	BN	Executed	-
2	20471	20121016017523	14:39:01	ALI	200	100	23.30	BN	Partially Executed	-
3	20471	20121016017523	14:39:01	ALI	200	0	23.30	BN	Posted	-
4	20471	20121016017523	14:39:01	ALI	200	0	23.30	BN	Order Accepted	-

The system will automatically post your order at 3:20pm on your scheduled buying date. The EIP facility will buy at the closing price of the day. If your order is not matched then the EIP facility will report this order on the next trading day till the order will get matched or till your next scheduled buying date.

The New and Expanded Stock List for EIP is a selection of Premium Growth Stocks carefully selected by the COL Research Team that represents listed companies that will continue drive shareholder value in the long-term.

	COMPANY NAME	INCLUSION DATE	PRICE AS OF INCLUSION DATE	NOTES
<b>AC</b>	Ayala Corp. (CONGLOMERATES)	18-FEB-11	Php 335.00	A holding company for diversified interests in banking (BPI), real estate (ALI), and utilities/water distribution (MWC).
<b>ALI</b>	Ayala Land, Inc. (PROPERTY)	01-AUG-08	Php 10.00	Largest and most experienced real estate developer.
<b>AP</b>	Aboitiz Power Corp. (POWER)	18-FEB-11	Php 28.30	Leading player in the Philippine power industry – power generation and distribution in Visayas and Mindanao.
<b>BDO</b>	Banco De Oro (BANK)	18-FEB-11	Php 47.90	One of the largest full-service universal banks with a corporate, retail, investment banking and insurance broking.
<b>BPI</b>	Bank of Philippine Islands (BANK)	01-AUG-08	Php 42.00	One of the largest Philippine universal banks with more than 800 branches in the Philippines, Hong Kong, and the US. It provides commercial and consumer banking services, asset management and trust services, mutual funds, electronic banking, and brokerage services and investment banking services.
<b>DMC</b>	DMCI Holdings, Inc. (INFRASTRUCTURE)	18-FEB-11	Php 34.00	Holding company with businesses engaged in general construction (DMCI), equity investments in infrastructure projects (PDI), heavy fabrication, industrial construction and engineering services (AG&P) and exploration, mining, development and sales of coal resources (SCC).
<b>EDC</b>	PNOC Energy Development Corp. (POWER)	18-FEB-11	Php 5.72	A pioneer in geothermal energy industry involved in the exploration and production of water-based steam power to generation of electricity for commercial use.
<b>FMETF</b>	First Metro Phil. Equity ETF (EXCHANGE TRADED FUND)	01-OCT-14	Php 117.40	A security issued by First Metro that is structured to track the performance of the PSEi. This security allows small investors to enjoy the benefits of diversification at an affordable price.

	COMPANY NAME	INCLUSION DATE	PRICE AS OF INCLUSION DATE	NOTES
<b>GTCAP</b>	GT Capital Holdings (CONGLOMERATES)	01-OCT-14	Php 1,035.00	GTCAP is the holding company for the Ty Family's investments in the banking, real estate, automotive, power and insurance industries through Metrobank, Federal Land, Toyota Motor Philippines, Global Business Power and AXA. The conglomerate is well positioned to benefit from the country's favorable growth outlook given its focus on less defensive but higher growth industries and the synergies that can be generated within the various subsidiaries.
<b>ICT</b>	Int'l Container Terminal Services (PORT OPERATIONS)	18-FEB-11	Php 42.00	Engaged in the management, operation and development of container terminals in Asia, Europe, Middle East, Africa and Americas.
<b>JFC</b>	Jollibee Foods Corp. (CONSUMER)	01-Aug-08	Php 36.50	Develops, operates and franchises quick-service restaurants in the Philippines and overseas under the brand name Jollibee, Chowking, Greenwich, Manong Pepe's and Red Ribbon Bakeshop, Inc.
<b>MBT</b>	Metropolitan Bank & Trust (BANK)	18-FEB-11	Php 59.85	One of the largest Philippine banks providing deposit products, loans and trade finance, domestic and foreign fund transfers, treasury, foreign exchange, trading and remittances and trust services.
<b>MPI</b>	Metro Pacific Investments (INFRASTRUCTURE)	18-FEB-11	Php 3.63	Holding company for investments in real estate and infrastructure projects such as water utilities, toll operations, healthcare, power, port and others.
<b>MWC</b>	Manila Water Company (UTILITIES)	01-Aug-08	Php 15.00	Holds exclusive rights for water delivery, sewerage and sanitation services under a 25-year concession agreement to 6Million residential, commercial and industrial customers.
<b>SM</b>	SM Investments Corp. (CONGLOMERATES)	18-FEB-11	Php 475.40	The holding company of the SM Group of Companies engaged shopping mall development, retail, financial services, real estate development and tourism and hotels and conventions.
<b>RLC</b>	Robinsons Land Corp. (PROPERTY)	01-OCT-14	Php 24.00	RLC is the property arm of JG Summit largely focused on earning rental income from malls, offices, and hotels making it a highly defensive property company. It is currently the 2nd largest mall operator in the country. RLC is also engaged in residential developments, although this segment accounts for only 35% of revenues and around 22% of income.
<b>SMPH</b>	SM Prime Holdings (PROPERTY)	01-Aug-08	Php 10.78	Engaged in developing and operating modern shopping centers with over 40 SM Supermalls in the Philippines and three SM supermalls in China.
<b>TEL</b>	Philippine Long Distance Tel. Co. (TELECOM)	01-Aug-08	Php 2,300.00	Leading telecommunications provider in the Philippines with three principal business groups – fixed line, wireless and information and communication technology.
<b>URC</b>	Universal Robina Corp. (CONSUMER)	18-FEB-11	Php 34.15	Leading branded convenience food and beverage company in the Philippines, and a major player in the Southeast Asian region and greater China.



# Actual Performance of EIP Stocks

**Period Covered:** From EIP launch date of 08/01/08 to 09/30/14 (74 months)

**Monthly Investment:** Php 5,000 – assumes that you fully invested the entire amount every month

	Price as of launch date 8/1/08	Price as of 9/30/2014	Average Purchase Price per Share under EIP	Total Investment	Current Market Value of EIP Portfolio	%Effective Annual Yield
<b>ALI</b>	PHP 9.80	PHP 34.95	<b>PHP 18.79</b>	PHP 370,000	<b>PHP 922,157</b>	<b>29.5%</b>
<b>BPI</b>	PHP 38.66	PHP 98.00	<b>PHP 64.40</b>	PHP 370,000	<b>PHP 704,603</b>	<b>20.7%</b>
<b>JFC</b>	PHP 37.00	PHP 196.00	<b>PHP 97.78</b>	PHP 370,000	<b>PHP 1,005,179</b>	<b>32.5%</b>
<b>MWC</b>	PHP 17.00	PHP 29.50	<b>PHP 21.66</b>	PHP 370,000	<b>PHP 613,430</b>	<b>16.2%</b>
<b>SMPH</b>	PHP 5.84	PHP 17.48	<b>PHP 11.49</b>	PHP 370,000	<b>PHP 692,694</b>	<b>20.1%</b>
<b>TEL</b>	PHP 2,500	PHP 3098.00	<b>PHP 2594.37</b>	PHP 370,000	<b>PHP 559,766</b>	<b>13.2%</b>
	Price as of launch date 3/1/11	Price as of 9/30/2014	Average Purchase Price per Share under EIP	Total Investment	Current Market Value of EIP Portfolio	%Effective Annual Yield
<b>AC</b>	PHP 320.67	PHP 740.00	<b>PHP 488.82</b>	PHP 215,000	<b>PHP 365,905</b>	<b>30.9%</b>
<b>AP</b>	PHP 30.00	PHP 40.75	<b>PHP 34.13</b>	PHP 215,000	<b>PHP 280,537</b>	<b>15.0%</b>
<b>BDO</b>	PHP 46.82	PHP 98.05	<b>PHP 71.13</b>	PHP 215,000	<b>PHP 324,724</b>	<b>23.6%</b>
<b>DMC</b>	PHP 37.35	PHP 78.95	<b>PHP 54.64</b>	PHP 215,000	<b>PHP 354,477</b>	<b>28.9%</b>
<b>EDC</b>	PHP 6.01	PHP 8.09	<b>PHP 6.19</b>	PHP 215,000	<b>PHP 298,100</b>	<b>18.6%</b>
<b>ICT</b>	PHP 41.70	PHP 110.40	<b>PHP 79.38</b>	PHP 215,000	<b>PHP 340,398</b>	<b>26.4%</b>
<b>MBT</b>	PHP 49.38	PHP 86.80	<b>PHP 73.36</b>	PHP 215,000	<b>PHP 274,221</b>	<b>13.6%</b>
<b>MPI</b>	PHP 3.26	PHP 4.90	<b>PHP 4.42</b>	PHP 215,000	<b>PHP 251,854</b>	<b>8.7%</b>
<b>SM</b>	PHP 415.20	PHP 803.50	<b>PHP 652.85</b>	PHP 215,000	<b>PHP 295,614</b>	<b>18.0%</b>
<b>URC</b>	PHP 33.80	PHP 187.00	<b>PHP 92.28</b>	PHP 215,000	<b>PHP 601,893</b>	<b>63.6%</b>

\*Definition of EFFECTIVE ANNUAL YIELD – Annualized interest rate on an investment taking into account the effects of compounding. Past performance may not be indicative of future results