

**SUBSCRIPTION TO ISLAND LIVING CHANNEL**

(Advertisement related to the Celebration of the World Investor Protection Week and Investor Protection Week for 2021-1 Package to include: 27 Airports in the Philippine Broadcast Airtime; 6 Seaports in the Philippine Broadcast Airtime TV Feature on the Airports, Seaport and Cable TV for 2 Months)

KNOW ALL MEN BY THESE PRESENTS:

This CONTRACT is entered on this \_\_\_\_ day of \_\_\_\_\_ 2021 in PICC Complex, Pasay City, by and between:

**SECURITIES AND EXCHANGE COMMISSION**, a national government regulatory agency duly created by virtue of Commonwealth Act No. 83, as amended, with official address at Secretariat Building, PICC Complex, Pasay City, represented by its Chief Counsel, Office of the Commission Secretary, **EDHONA C. TANTUAN**, and SEC Information Officer, Office of the Commission Secretary, **GRACE B. LEGUARDA**, duly authorized to sign this Agreement under SEC Resolution No. \_\_\_\_, series of 2021, a copy of which is hereto attached and, marked as Annex "A", hereinafter referred to as the "**SEC**";

AND

**R. CARAM MULTIMEDIA CORPORATION**, a domestic corporation duly organized and existing under the laws of the Republic of the Philippines, doing business under the name and style of **ISLAND LIVING CHANNEL**, with business address at Island Living Corporate Centre, Lacson-Rosario Streets, Bacolod City, Negros Occidental, represented by its Chairman & President **Mr. RADJIE E. CARAM, JR.** hereinafter referred to as "**ISLAND LIVING CHANNEL**";

**WITNESSETH that:**

WHEREAS, in line with the celebration of the 2021 World Investor Protection Week and 2021 Investor Protection Week from October to November, the SEC aspires to promote a more massive advocacy and campaign program to reach more audience. In order to effectively distribute this to targeted audiences, the Commission will be availing the advertising platforms of Island Living Channel to advertise SEC Infomercials to various Philippine airports and seaports with the duration of the advertising services for two (2) months.

WHEREAS, the campaign aims to raise awareness about the Commission's advocacy and campaign programs regarding investor education and protection; to educate the public on investments for the public; to turn the investing public into advocates of financial literacy, among others.

WHEREAS, the Securities and Exchange Commission (SEC) through its Bids and Awards Committee (BAC), undertook an Alternative Method of Procurement through Direct Contracting with RFP No. 2021-DC-35, to include 27 Airports in the Philippine Broadcast Airtime, 6 Seaports in the Philippine Broadcast Airtime, and TV feature on the Airports, Seaports and Cable TV for 2 months, with approved budget for the contract (ABC) of **Six Hundred Seventy-Five Thousand Pesos (P675,000.00)** only inclusive of all applicable taxes, bank charges and other fees as may be incurred in the process, in accordance with Section 50 (c) of the Revised Implementing Rules and Regulations of Republic Act. No. 9184.

WHEREAS, the ISLAND LIVING CHANNEL is the sole distributor in the Philippines that can provide the required advertising and airing in 27 airports and 6 seaports nationwide, and on cable television, and submitted its discounted proposal in the total amount of **Six Hundred Seventy-Five Thousand Pesos only (P675,000.00)**.

WHEREAS, the **Securities and Exchange Commission (SEC)** has approved the recommendation of the Bids and Awards Committee (BAC) in its BAC Resolution No. 2021-062 to award the contract to **Island Living Channel** and the Notice of Award was issued by the duly authorized representatives.

NOW, THEREFORE, for and in consideration of the foregoing premises, the parties agree on the following terms and conditions:

1. ISLAND LIVING CHANNEL shall provide advertising spots on out-of-home media, e.g. television screen deployed in public places, for various SEC infomercials/ audio visual presentations (AVPs) in the following locations:

#### **27 Airports**

1. Bacolod International Airport, Province of Negros Occidental
2. Iloilo International Airport, Province of Iloilo
3. Davao International Airport, Province of Davao
4. Puerto Princesa International Airport, Province of Palawan
5. Laguindigan International Airport, Province of Misamis Oriental
6. Kalibo International Airport, Province of Aklan
7. Laoag International Airport, Province of Ilocos Norte
8. Zamboanga International Airport, Province of Zamboanga del Sur
9. Dumaguete Airport, Province of Negros Oriental
10. Tacloban Airport, Province of Leyte
11. Butuan Airport, Province of Agusan del Norte
12. Surigao Airport, Province of Surigao del Norte
13. Roxas Airport, Province of Capiz
14. Cotabato Airport, Province of Maguindanao
15. Coron Airport, Province of Palawan
16. Siargao Airport, Province of Surigao del Norte
17. Tuguegarao Airport, Province of Cagayan
18. Calbayog Airport, Province of Samar
19. Basco Airport, Province of Batanes
20. Catarman Airport, Province of Northern Samar
21. Naga Airport, Province of Camarines Sur
22. Cauayan Airport, Province of Isabela
23. Pagadian Airport, Province of Zamboanga del Sur
24. Tandag Airport, Province of Surigao del Sur
25. San Vicente Airport, Province of Palawan
26. Bagabag Airport, Province of Nueva Vizcaya
27. Tawi-Tawi Airport, Province of Tawi-Tawi

#### **6 Seaports**

1. Dapdap Port, Province of Northern Samar
2. Matnog Port, Province of Sorsogon
3. Lipata Port, Province of Surigao
4. Liloan Port, Province of Southern Leyte
5. San Isidro Port, Province of Northern Samar
6. Tagbilaran Lite Ferry Ticketing Building, Province of Bohol

2. **PROJECT DURATION** is for two (2) months which is from November to December 2021.

3. **Service Level Agreement are the following:**

- a. TV Advertisement for 2 months
  - 27 Airports at 30 seconds per TVC spot, airing at 20X daily or 600x monthly;
  - 6 Seaports at 30 seconds per TVC spot, airing at 20X daily or 600X monthly;
  - Cable TV at 30 seconds per TVC spot, airing at 20X daily or 600X monthly;
- b. TV feature on 27 airports, 6 seaports and cable TV with 3 minutes TVC running time at 10X daily.

4. Island Living Channel shall be paid on a monthly basis following the submission of accomplishment reports and proof of the airing of the SEC AVPS in the identified locations.

5. The ISLAND LIVING CHANNEL shall pay liquidated damages to the SEC in relation to penalties for late deliveries which is one tenth (1/10) of one (1) percent of the cost of the unperformed portion for every day of delay until actual delivery or performance. Once the amount of liquidated damages reaches ten percent (10%), the procuring entity may rescind or terminate the Contract without prejudice to other courses of action and remedies open to it.

6. All other terms and conditions subsequently agreed upon by the parties after signing of this Contract shall constitute an addendum thereto and form an integral part thereof for all intents and purposes.

IN WITNESS WHEREOF, the parties have hereunto affixed their signatures on the date and at the place first written.

**SECURITIES AND EXCHANGE COMMISSION**

T.I.N. 000-190-308-000

**ISLAND LIVING CHANNEL**

TIN: 006-772-063-000


Signing for, and on Behalf of the Chairperson;

By:

  
**Atty. EDHONA C. TANTUAN**  
SEC Chief Counsel  
Office of the Commission Secretary  
TIN: 418-016-984-000

By:


  
**RADJIE E. CARAM, JR**  
Chairman & President  
TIN: 947-438-204

  
**GRACE B. LEGUARDA**  
End User Representative

SIGNED IN THE PRESENCE OF:

\_\_\_\_\_  
(Witness)

Certified Funds Available:

  
**Atty. DONDE Q. ESGUERRA**  
OIC-Director  
Financial Management Department

ACKNOWLEDGEMENT

REPUBLIC OF THE PHILIPPINES }  
Pasay CITY } S.S.

BEFORE ME, This 24th day of November 2021 personally appeared the following:

**Atty. EDHONA C. TANTUAN**


**TIN: 418-016-984-000**

known to me and to me known to be the same persons who executed this instrument and they acknowledged to me that the same is their free and voluntary act and deed and that of the government agency and corporation which they respectively represent.

I further certify that this instrument refers to a Contract Agreement for the **Subscription to Island Living Channel** and all its Annexes and sealed with my notarial seal.

NOTARY PUBLIC

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Page No. \_\_\_\_\_  
Book No. \_\_\_\_\_  
Series of 2021

  
Atty. JASMINE CHARO L. CALAYCAY-ATIENZA  
Administering Officer  
Asst. Commission Secretary  
Securities and Exchange Commission  
Republic of the Philippines

ACKNOWLEDGEMENT

REPUBLIC OF THE PHILIPPINES }  
BACOLOD CITY } S.S.

25 NOV 2021

BEFORE ME, This \_\_\_\_\_ day of \_\_\_\_\_ 2021 personally appeared the following:

**RADJIE E. CARAM, JR**

**TIN:** 947-438-204

known to me and to me known to be the same persons who executed this instrument and they acknowledged to me that the same is their free and voluntary act and deed and that of the government agency and corporation which they respectively represent.

I further certify that this instrument refers to a Contract Agreement for the **Subscription to Island Living Channel** and all its Annexes and sealed with my notarial seal.

NOTARY PUBLIC

**ATTY. MATEO A. VALENZUELA**  
Notary Public  
Admission Serial No. NP0009-22  
For the Cities of Bacolod and Talisay  
and the Municipalities of Murcia and  
Don Salvador Benedicto, Negros Occidental  
until December 31, 2022, Rm. 210 Yusay Bldg.,  
Araneta Street, Bacolod City, Roll No. 17846,  
PTR No. 8608989 1/4/2021 at Bacolod City  
IBP No. 124308-10/9/2020, Tin No. 113-645-185-00  
MCLE Compliance No. VI-0008776-05/23/2018

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