



MEMORANDUM

MEA - No. 2015-0010

THE PHILIPPINE STOCK EXCHANGE, INC.

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Trading | <input type="checkbox"/> Public Advisory |
| <input type="checkbox"/> Disclosure | <input type="checkbox"/> Administrative/Technology Matters |
| <input type="checkbox"/> Listing | <input checked="" type="checkbox"/> Others: 2015 PSE BULL RUN |

TO : ALL TRADING PARTICIPANTS, LISTED COMPANIES AND THE INVESTING PUBLIC

DATE : January 6, 2015

SUBJECT : 11TH PSE BULL RUN

The Philippine Stock Exchange, Inc. (PSE) would like to invite you to its annual fun run, the **2015 PSE Bull Run** on January 25, 4:00 AM at the Bonifacio Global City in Taguig. The 2014 edition raised Php487,600.00 for the affected communities of super typhoon Yolanda. The amount raised contributed to the school building program executed by the PSE Foundation, Inc. (PSEF) with SM Foundation and Philam Foundation.

Similar to last year's fundraiser, the PSE Bull Run is dedicating this edition to more youth-oriented, and school building projects in the Philippines. A portion of each registered runner's race fee will be collected to form a fund to be remitted to the PSEF.

The PSE Bull Run has four competitive divisions: 21K, 10K, 5K and 3K, open to both male and female participants. All registered runners will receive race packets that include the singlet, timing chip and race bib. Runners in the 21K race will also get a finisher's shirt and medal on race day.

The following non-refundable entry fees will be collected from interested participants:

Event	Fee
21K	Php 800.00
10K	Php 700.00
5K	Php 600.00
3K	Php 500.00

To register, submit the official entry form to the Bull Run Team at the Investors Lounge located at 27/F Tower One, Ayala Triangle, Ayala Avenue, Makati City. The registration booth will be open starting January 6 from 11:00 AM to 7:00 PM. Interested participants can also register online at www.adeventsmanila.com.

Duly registered participants may claim their race packets beginning January 15 until January 24. The run has limited slots only and registration is good as long as race kits are available.

CTD / HRAD	MOD / TD	IRD	CMDD / CPIRD	OGC / CGO	COO
Tel. No. 688-7561 / 688-7562	Tel. No. 891-4430 / 688-7480	Tel. No. 688-7510	Tel. No. 688-7534 / 688-7529	Tel. No. 688-7411 / 688-7471	Tel. No. 688-7413



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You are encouraged to take an active part in this event. The PSE Bull Run will feature a Stockbroker and a Listed Company Division in the Biggest Delegation awards. For sponsorship opportunities, you may call the Market Education Department at 688-7538 and 39 for available options and packages.

Thank you very much.

HANS B. SICAT
President and CEO

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01. 25. 2015

4:00 AM | BONIFACIO GLOBAL CITY

21K | 10K | 5K | 3K

REGISTRATION FEE

21K - P800 | 10K - P700

5K - P600 | 3K - P500

Event Partner



Platinum Sponsors



Media Partners



Major Sponsors



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January 25, 2015
Bonifacio Global City

OFFICIAL ENTRY FORM

RACE CATEGORY
Non-refundable entry fee

☐ 21K
(P800.00)

☐ 10K
(P700.00)

☐ 5K
(P600.00)

☐ 3K
(P500.00)

☐ PSE

☐ Broker

☐ Listed Company

☐ Running Club

RACE KIT CLAIMING OPTION

☐ For Pick-up

☐ Courier (for Metro Manila only)
Add P100.00

RUNNER'S INFORMATION (please print clearly and fill out ALL fields):

Last Name: _____ First Name: _____ Middle : _____

Home/Business/Email Address: _____

Occupation: _____ Birthdate: _____

Home/Business/Mobile Number: _____ Gender: ☐ Male ☐ Female

Emergency Contact Person: _____

Emergency Contact Number: _____

Company/School/Running Club: _____

Company/School/Running Club Address: _____

How did you learn about the PSE Bull Run 2015?

☐ PSE Website/PSE Academy ☐ Social Media ☐ Print/Newspapers ☐ Others, please specify _____

Do you invest in stocks? ☐ Yes ☐ No

Singlet size ☐ XS ☐ S ☐ M ☐ L ☐ XL ☐ XXL ☐ XXXL

WAIVER OF LIABILITY AND DECLARATION

I hereby declare that I understand the conditions of the PSE Bull Run 2015 (Activity) which I have entered and will abide by its rules and guidelines. All details that I have provided in the Official Entry Form are true and correct. I am aware and acknowledge that all participants enter and join the Activity at their own risk. Accordingly, on behalf of my heirs, my executors, administrators, assigns and myself:

I hereby waive and irrevocably release all rights or claims for damages, any illness(es), injury, damage, loss or even death against The Philippine Stock Exchange, Inc. and AdEvents Manila, their agents, representatives, sponsors, contributors, successors, assigns, directors, officers, stockholders and employees as a consequence of my participation in the PSE Bull Run 2015.

Furthermore, I hereby irrevocably release and forever discharge them from any and all actions, sums of money, accounts, damages, claims and demands whatsoever which in law or in equity, I had, now have or hereafter may have by reason of any matter, cause or thing whatsoever or which could have been directly or indirectly adjudged arising out of, connected with, related/incidental to, or as a result of my participation in the said Activity.

I hereby clarify that I am physically fit to participate in the Activity and that my fitness has been certified by a licensed physician. In the event that my fitness to participate in the Activity has not been certified by a licensed physician, then my participation in the activities of the PSE Bull Run 2015 is entirely of my own volition and at my sole risk.

I hereby agree that I am not entitled to refund my entry fee in the event of race cancellation due to rain, storm, inclement weather or any unforeseen condition or event, or any force majeure or for any cause beyond the reasonable control of the Organizers.

Finally, I hereby certify that I voluntarily executed this WAIVER OF LIABILITY AND DECLARATION and that I have fully read and understood the contents and consequences.

Participant's/Parent's/Guardian's Signature over Printed Name

Date

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2015 PSE BULL RUN
Bonifacio Global City
January 25, 2015

PROGRAM

3:00 AM	Assembly of runners
3:45 AM	Start of Program
	Welcome Remarks
	Photo Opportunity with VIPs and Guests
	Ringling of the PSE Trading Bell
4:00 AM	Start of the 21K Run
4:30 AM	Start of 10K Run
5:00 AM	Start of 5K Run
5:05 AM	Start of 3K Run
6:00 AM	Confirmation of race winners
7:00 AM	Awarding Ceremony
8:00 AM	End of Program

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RULES AND REGULATIONS

1. A non-refundable entry fee of Five hundred pesos (P500.00) for the 3K, Six hundred pesos (P600.00) for the 5K, Seven hundred pesos (P700.00) for the 10K, Eight hundred pesos (P800.00) for the 21K division, must accompany each form. Race packet includes the dri-fit jersey and RFID shoe tag.
2. Deadline for registration shall be strictly followed on January 23, 2015, or until supplies last.
3. Any misrepresentation is valid ground for disqualification. The organizer reserves the right to verify all submitted information and to reject or disqualify any entry at its discretion. All fields in the registration form must be properly filled-up.
4. Participants below 18 years old must have their entry forms signed by a parent or legal guardian.
5. Protests should be accompanied by evidence and filed in writing within thirty (30) minutes after the race. A non-refundable filing fee of fifty percent (50%) of the amount of the prize being contested shall be paid.
6. The organizer reserves the right to reject and/or ban any runner from joining this event as it deems necessary. Organizer may also ask for proof of identification of any runner.
7. Entries may be submitted at the following locations. Other details will be posted at www.adeventsmanila.com and www.facebook.com/adeventsmnl.

27/F PSE PLAZA, AYALA TRIANGLE, AYALA AVENUE, MAKATI CITY

(from January 6, 2015, Monday – Friday, 12NN to 7:00 PM) until supplies last

Tel. No. 688.7538

8. Race kit claiming.
 - 8.1 Option 1 – Runner will pick-up the race kit. Adevents will inform the runner through SMS when and where to claim.
 - 8.2 Option 2 – Race packet will be delivered through courier. Only those who live in Metro Manila may avail of this service. An additional fee of P100.00 will be charged to the runner. Participants who live outside the Metro Manila area will have to claim their packet at the BGC venue on January 24th from 1:00pm onwards.
9. On top of the 21K, 10K, 5K and 3K categories, runners can participate in the following events.
 - 9.1 Longest Distance Challenge
A group run open to corporate teams, running clubs and schools with the winner having the longest cumulative distance ran by team members.
 - 9.2 21K Team Category Competition
Open to groups with a minimum of ten (10) paying runners; a cash prize will be awarded to the 21K team with the lowest or fastest aggregate chip time.
 - 9.3 Biggest Group Award
Open to groups with a minimum of twenty five (25) runners each; a cash prize will be given to the following categories:
 1. Running club
 2. Stockbroker
 3. Listed company
10. To qualify for all group awards, participants must submit and register their entries at the same time.
11. All 21K finishers will receive finisher's shirts and medals.
12. For updates, check www.adeventsmanila.com and www.facebook.com/adeventsmnl.

ADVISORY

1. Make sure you are physically fit and have secured clearance from your physician before participating in The PSE Bull Run 2015 : Takbo Para Sa Ekonomiya.
2. You have sufficiently trained for this event.
3. Wear the appropriate sports gear.
4. Listen to your heart. Listen to your body. If you feel you're running too fast, slow down. Walk or rest if needed. If you cannot finish the race and need medical attention, inform any route marshal to call medics.
5. Experts say you should re-hydrate as needed. Water stations will be made available along the route.

INSTRUCTIONS

PRE-RACE CHECK-IN

- The race starts at exactly 4:00 AM for the 21K, 4:30 AM for the 10K, 5:00 AM for the 5K, and 5:05 AM for the 3K.
- Assembly time is 3:00 AM.
- Have your race number marked and recorded by an official checker. This will be proof that you started at the designated starting point.
- Once your race number is marked, **DO NOT LEAVE** the cordoned area.
- Runners should familiarize themselves with the race route provided inside the race packet OR enlarged route map on site.
- Race route may change on race day as the organizers deem necessary. However, the organizer shall ensure that the needed measures shall be taken to inform the runners of the changes.

RACE NUMBER

- Your race number is non-transferable.
- Pin it in front of your running shirt. **YOUR RACE NUMBER MUST BE CLEARLY VISIBLE AT ALL TIMES.**

LOOP CORD

- A loop cord will be given to every runner at the halfway point. **WITHOUT THIS, A RUNNER WILL BE DISQUALIFIED AND WILL NOT BE CONSIDERED AS HAVING FINISHED THE RACE.**

WATER / AID STATIONS

- Water for drinking and/or dousing will be provided at the start/finish area and along the route. After using, please dispose of cups at the designated receptacles;
- Medical assistance will be roving in the 3K/5K/10K/21K route and at the finish area. **CONSULT OUR MEDICAL TEAM ON ANY PROBLEM REQUIRING IMMEDIATE ATTENTION.**

CHECKPOINTS

- Checkpoints along the route and at turning points will be set up to ensure that every runner travels the correct distance. **OFFICIALS WILL RECORD YOUR RACE NUMBER AT THESE POINTS.**

FINISH LINE

- Runners should enter the appropriate chute for their specified distance category. A violation may be grounds for disqualification.
- Organizer's decision is final.
- Giveaways will be given to all finishers. Claim it together with the finisher's certificate from the processing officials by showing your race number.

OFFICIAL RESULTS

- Official results of the race will be posted at www.adeventsmanila.com as soon as they are available.
- All questions/ clarifications / complaints / comments regarding race results shall be directed to <http://myrunti.me>

PROTESTS

- Protests with regard to any aspect of the race involving officials and/or runners will be accepted only in written form. A non-refundable filing fee of fifty percent (50%) of the amount of the prize being contested shall be paid.

IMPORTANT NOTICE TO RACE PARTICIPANT

Make sure the Bib Number and the Number found on your race packet are the same. If the numbers do not match, you must call us immediately to correct the situation. Do not wait for race day to report the error.

If you run with the wrong race bib, your timing and data will not be recorded correctly. Race Bib should be worn on the front top center of your shirt/jersey and must be visible at all times.

Remove the Giveaway Tab of your race bib and hand it to the processing officials in the claiming area.

WAIVER OF LIABILITY AND DECLARATION

Your registration and participation is an indication that you are physically and mentally fit to join the event and that you agree to the conditions stated below.

I hereby declare that I understand the conditions of the PSE Bull Run 2015 (Activity) which I have entered and will abide by its rules and guidelines. All details that I have provided in the Official Entry Form are true and correct. I am aware and acknowledge that all participants enter and join the Activity at their own risk. Accordingly, on behalf of my heirs, my executors, administrators, assigns and myself :

I hereby waive and irrevocably release all rights or claims for damages, and illness(es), injury, damage, loss or even death against the Philippine Stock Exchange, Inc., and Adevents Manila, their agents, representatives, sponsors, contributors, successors, assigns, directors, officers, stockholders and employees as a consequence of my participation in the PSE Bull Run 2015.

Furthermore, I hereby irrevocably release and forever discharge them from any and all actions, sums of money, accounts, damages, claims and demands whatsoever which in law or in equity. I had, now have or hereafter may have by reason of any matter, cause or thing whatsoever or which could have been directly or indirectly adjudged arising out of, connected with, related/incidental to, or as a result of my participation in the said Activity.