

## BUILDING OUR FUTURE

Can an institution BUILD FOR THE FUTURE and do well today? According to James C. Collins & Jerry I. Porras in their book "Built to Last", yes it can. "Managers build first and foremost for the long-term while simultaneously holding ourselves to highly demanding short-term standards."

Asiatrust Bank is celebrating its 49<sup>th</sup> anniversary this October, 2009. We have lasted this long and we plan to stay longer by continually building for the future.



### The President's Message

Dear Employees and Valued Clients:

Asiatrust Bank will celebrate its 49<sup>th</sup> Anniversary this October. We thank all of you for being part of our success, for the trust and confidence that you have given us. We assure you of the Bank's continuing effort to provide our clients with the best customized banking products/services. Our service commitment is likewise ongoing and continuous. We are proud to say that all our Metro Manila branches are fully operational and we have strived to keep them online as well immediately after the typhoon.

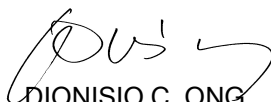
Please allow me to share with all of you the most recent ADB economic outlook.

In summary:

- The Philippines can expect to see economic recovery in 2010.
- But recovery and growth will be slower than expected because Asia can't drive its growth alone; global demand is needed for recovery.
- There are downside risks from untimely exit from fiscal and monetary stimuli:
  - If too long, it may be an unsustainable recovery,
  - If withdrawn too soon, it may lead to double dip recession.

Here's looking forward to BUILDING OUR FUTURE with all of you.

Very truly yours,

  
DIONISIO C. ONG  
President & CEO

