



# CENTURY PACIFIC FOOD, INC.

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30 June 2021

## SECURITIES AND EXCHANGE COMMISSION

PICC Complex, Roxas Boulevard  
Pasay City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**  
Markets and Securities Regulation Department

Gentlemen:

Please be informed of the following promotions and appointments effective July 1, 2021

1. Promotion of Carlo S. Endaya as Vice President and General Manager - Local Tuna Operations;

Mr. Endaya has been with the company since 2019 as Marketing Director for Marine. He significantly grew CPFI domestic tuna Retail Market Share and Sardines in 2020 through brand building and innovations. Carlo will be reporting to Mr. Banzon in this role.

Mr. Endaya has proven capability in marketing and product development in both telco and consumer goods where he addressed the needs of a diverse local and international customer base. Mr. Endaya's background in Industrial Engineering will be a plus in managing the technical complexities of this business.

2. Appointment of Pyrus A. Dela Cruz as Vice President and General Manager - Snow Mountain Dairy Corporation;

In a highly competitive industry with entrenched and established brands, the key in taking the next leap forward is brand development, diversification and innovation while managing the supply and complexities of the dairy product. Mr. Dela Cruz will be taking on the role of VP-GM of SMDC. He will be reporting to Mr. Banzon in this role.

Mr. Dela Cruz brings with him years of experience in marketing, product innovation and general management from stints as COO of Yellow Cab/Krispy Kreme, Trade Marketing for Wyeth Nutrition, and Product Marketing & Innovation for Coca-Cola. He graduated with

a degree in Chemical Engineering from UP Diliman ('01). Mr. Dela Cruz has been part of the CPFI team for almost a year as Consultant for Innovations and has gained familiarity with our organization.

3. Change in designation of Ronald M. Agoncillo from Vice President and General Manager - Dairy to Vice President and General Manager – Sardines; and
4. Change in designation of Cezar D. Cruz, Jr. from Vice President and General Manager - Sardines, Food Service & Corporate Engineering to Vice President and General Manager - Food Service, Corporate Engineering and Technical Adviser to Sardines BU.

Very Truly Yours,



**Maria Rosario L Ybanez**  
Compliance Officer