

SOCIAL AND RELATIONSHIP CAPITAL

Making it Count for Our Communities



Belle Kaagapay, the corporate social responsibility arm of Belle Corporation (Belle), has been at the forefront of promoting volunteerism, empowering citizens and uplifting the quality of lives in host communities. As part of its advocacies on education, health and the environment, it took part in various events last year for good social causes.

Belle Group Champions Volunteerism at Brigada Eskwela

The Belle Group reaffirmed its commitment to volunteerism and community service by actively participating in the Brigada Eskwela 2025, the Department of Education’s annual initiative to prepare public schools for the new academic year.

Undeterred by heavy rains, employee volunteers from Belle Corporation (Belle), Premium Leisure Corp., PremiumLeisure & Amusement, Inc., and Pacific Online Systems Corporation rolled up their sleeves for a two-day volunteer effort in Mabalacat City, Pampanga.

On June 10, Belle President and CEO Armin Raquel Santos personally led volunteers at Dau Elementary School, where the team cleaned, repainted hallways, and improved facilities to create a more inspiring and welcoming environment for students. Meanwhile, a second team of volunteers brought the same spirit of bayanihan on June 11 to Duquit Elementary School, where they donated materials, painted classrooms, and helped pave parts of the school grounds identified by School Head Lily Ann Lacanlale as a critical improvement area.

“Supporting education is one of the most meaningful ways we can serve our communities. It’s a responsibility we embrace with heart,” said Mr. Raquel Santos, who also joined in painting the school’s walls.

Belle, PLAI, Pacific Online Support Annual Coastal Cleanup



Keeping the spirit of volunteerism alive at this year’s International Coastal Cleanup. Photo shows volunteers and sustainability champions from Belle Corporation and subsidiaries Pacific Online Systems Corporation and PremiumLeisure & Amusement, Inc. consolidating, weighing and transferring their haul of waste as part of a united effort to rid the oceans of pollution as part of the International Coastal Cleanup (ICC) 2025 held on September 20, 2025 at SM By the Bay.

Special Feature: Catching up with Belle Scholars Turned Professionals



The Belle Sustainability team virtually sat down and caught up in 2025 with two former Belle scholars who are now working within the SM Group. The two SM professionals shared their respective stories, how they are now helping others in need and paying it forward at the workplace. Their virtual question and answer are featured on the Belle TV and the corporate intranet. Currently, Belle is supporting five scholars through the SM Foundation, Inc., which conducted an Impact Study employing the Social Return of Investment methodology for its College Scholarship Program. The results indicate that Php7.19 is the value return per Php1 investment, among other promising outcomes cited in the study.

Belle Group 2025 Corporate Social Responsibility Highlights



Php1,161,670

spent for CSR activities and community investments



10

CSR programs, activities and advocacies supported



5

current Belle scholars through the SM Foundation, Inc.