

COVER SHEET

2 1 6

S.E.C Registration Number

M A B U H A Y V I N Y L C O R P O R A T I O N

(Company'S Full Name)

3 / F P H I L A M L I F E S A L C E D O C E N T E R
1 2 6 L . P . L E V I S T E S T . S A L C E D O
V I L L A G E , M A K A T I C I T Y

(Business Address: No. Street City/Town/Province)

Mr. Felix V. Tiongson, Jr./
Attys. Lory Anne P. Manuel-McMullin

Contact Person

8178971/
8159071

Company Telephone Number

1 2

Month

3 1

Day

SEC FORM 23-A
MR. ROMEO G. DELA CRUZ

FORM TYPE

April 30

Month Day
Annual Meeting

Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

2,691 as of 30 April 2009

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS





**FOR REPORTING PERSONS WHO ARE**  
**DISCLOSURE REQUIREMENTS - N/A**

**Item 1. Security and Issuer**

State the title of the class of equity securities to which this Form relates and the name and address of the principal executive offices of the issuer of such securities.

**Item 2. Identity and Background**

If the person filing this Form is a corporation, partnership, syndicate or other group of persons, state its name, the province, country or other place of its organization, its principal business, the address of its principal office and the information required by (d) and (e) of this Item. If the person filing this statement is a natural person, provide the information specified in (a) through (f) of this Item with respect to such person(s).

- a. Name;
- b. Residence or business address;
- c. Present principal occupation or employment and the name, principal business and address of any corporation or other organization in which such employment is conducted;
- d. Whether or not, during the last five years, such person has been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors) and, if so, give the dates, nature of conviction, name and location of court, any penalty imposed, or other disposition of the case;
- e. Whether or not, during the last five years, such person was a party to a civil proceeding of a judicial or administrative body of competent jurisdiction, domestic or foreign, and as a result of such proceeding was or is subject to any order, judgment or decree, not subsequently reversed, suspended or vacated, permanently or temporarily enjoining, barring, suspending or otherwise limiting involvement in any type of business, securities, commodities or banking; and
- f. Citizenship.

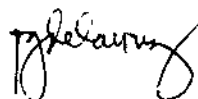
**Item 3. Purpose of Transaction**

State the purpose or purposes of the acquisition of securities of the issuer. Describe any plans or proposals which the reporting persons may have which relate to or would result in:

- a. The acquisition by any person of additional securities of the issuer, or the disposition of securities of the issuer;
- b. An extraordinary corporate transaction, such as a merger, reorganization or liquidation, involving the issuer or any of its subsidiaries;
- c. A sale or transfer of a material amount of assets of the issuer or of any of its subsidiaries;
- d. Any change in the present board of directors or management of the issuer, including any plans or proposals to change the number or term of directors or to fill any existing vacancies on the board;
- e. Any material change in the present capitalization or dividend policy of the issuer;
- f. Any other material change in the issuer's business or corporate structure;
- g. Changes in the issuer's charter, bylaws or instruments corresponding thereto or other actions which may impede the acquisition of control of the issuer by any person;
- h. Causing a class of securities of the issuer to be delisted from a securities exchange;
- i. Any action similar to any of those enumerated above.

**Item 4. Interest in Securities of the Issuer**

- a. State the aggregate number and percentage of the class of securities identified pursuant to Item 1 beneficially owned (identifying those shares which there is a right to acquire within thirty (30) days from the date of this report) by each person named in Item 2. The abovementioned information should also be furnished with respect to persons who, together with any of the persons named in Item 2, comprise a group.
- b. For each person named in response to paragraph (a), indicate the number of shares as to which there is sole power to vote or to direct the vote, shared power to vote or to direct the vote, sole or shared power to dispose or to direct the disposition. Provide the applicable information required by Item 2 with respect to each person with whom the power to vote or to direct the vote or to dispose or direct the disposition is shared.



- c. Describe any transaction in the class of securities reported on that were effected during the past sixty (60) days by the persons named in response to paragraph (a). The description shall include, but not necessarily be limited to: (1) the identity of the person who effected the transaction; (2) the date of the transaction; (3) the amount of securities involved; (4) the price per share or unit; and (5) where or how the transaction was effected.
- d. If any other person is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of such securities, a statement to that effect should be included in response to this Item and, if such interest relates to more than five (5%) percent of the class, such person should be identified.
- e. If the filing is an amendment reflecting the fact that the reporting person has ceased to be the beneficial owner of more than five (5%) percent of the class of securities, state the date on which such beneficial ownership was reduced.

**Item 5. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer**

Describe any contract, arrangement, understanding or relationship among the person named in Item 2 and between such persons and any person with respect to any securities of the issue, including but not limited to transfer or voting of any of the securities, finder's fees, joint ventures, loan or option arrangements, puts or calls, guarantees of profits, division of profits or loss, or the giving or withholding of proxies, naming the person with whom such contracts, arrangements, understandings or relationships have been entered into. Include such information for any of the securities that are pledged or otherwise subject to a contingency the occurrence of which would give another person voting power or investment power over such securities except that disclosure of standard default and similar provisions contained in loan agreements need not be included.

**Item 6. Material to be Filed as Exhibits**

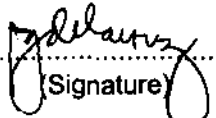
Copies of all written agreements, contracts, arrangements, understandings, plans or proposals relating to:

- a. the acquisition of issuer control, liquidation, sale of assets, merger, or change in business or corporate structure or any other matter as disclosed in Item 3; and
- b. the transfer or voting of the securities, finder's fees, joint ventures, options, puts, calls, guarantees of loans, guarantees against losses or the giving or withholding of any proxy as disclosed in Item 5.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of Makati on **29 May 2009**.

SIGNATURE

By:

.....  
  
(Signature)

**ROMEO G. DE LA CRUZ/Assistant Vice President-Marketing**  
(Name/Title)

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## ROMEO GASPAR DELA CRUZ



Address : Lot 36, Block 8B, Area 3, Phase 2 Kaunlaran Village, Malabon  
Telephone numbers :  
    Residence : (+63)287 5832  
    Office : (+63)817 8971 / 817 1830  
Mobile Number : (+63) 917 841 7801  
Email address : [rgdcruz@mvc.com.ph](mailto:rgdcruz@mvc.com.ph)

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## WORK EXPERIENCE

Has stayed with the Organization for the last twenty years. As a result was entrusted with varying and increasing levels of responsibility allowing for the intensive acquisition of business knowledge and acumen.

### Positions held:

- ❖ **Assistant Vice President for Marketing, *May, 2008 to present***
- ❖ **Deputy Quality Management Representative, *February 2004 to present.***  
Responsible for the corporate-wide Marketing function reporting directly to the President/COO, including operation of various depots nationwide. In February, 2004 was tasked by Management to become the Company's Deputy Quality Management Representative.
  
- ❖ **Area Sales Manager, Luzon, *January, 1998 to April, 2008***  
Assumed regional sales and marketing management function and accountability for all account executives in Luzon and set company's sales growth objectives and implements strategies for its attainment; handled concurrently the position as Distribution Manager, from the period of January, 1995 to January, 2004
  
- ❖ **Distribution Manager, *January, 1995 to January 2004***  
As Distribution Manager was tasked to plan, direct and organize the activities of the Distribution Department. The Distribution Department is responsible for controlling inventory of the Company's products in all of its geographic location.

- ❖ **Corporate Planning Engineer/Technical Specialist, July 1993 to December 1994**  
Responsible for the preparation of project feasibility studies, coordination of their implementation, rendering technical assistance to other departments, and for advising and making recommendations to the VP-Business Development and Corporate Planning on matters related to policy programs and procedures where corporate strategies are concerned.
  
- ❖ **Marketing Technical Assistant. July 1991 to June 1993**  
Responsible to the VP-Marketing for the preparation of feasibility studies (marketing of new products, trading operations, distribution of products) and systems improvement studies; provides technical assistance to customers; and leases with the plant.
  
- ❖ **Market Researcher/Technical Services Assistant, June 1989-Jun 1991**  
Responsible to the AVP-Marketing for the gathering and documentation of marketing data needed for market feasibility studies; reports routine and special market information; and provide technical assistance to customers.

## **ACADEMIC ACHIEVEMENTS**

- Won a scholarship from the **National Economic Development Authority** for a diploma course for Marketing Services at the **Maastricht School of Management in Netherland in 1999.**
  
- Completed the academic requirements for his Masters in Business Administration, in De La Salle University.
  
- Completed the degree of Bachelor of Science in Chemical Engineering in Mapua Institute of Technology in 1989.
  
- Took the **Chemical Engineering Licensing Examination in November, 1989** and in the **top 15** given by the Professional Regulation Commission of the Philippines.