

# GROWTH THROUGH OPERATIONAL EXCELLENCE AND QUALITY CUSTOMER SERVICE



**METRO**

RETAIL STORES GROUP, INC.



## MISSION - **VALUES**

To delight our customers with products and services that give the best value for money in exciting ways.

**Make our CUSTOMERS** happy.

**Engage with our COMMUNITIES.**

**Take Care of our ENVIRONMENT.**

**Returns for our SHAREHOLDERS.**

**Our PEOPLE** are our partners.





## VISION STATEMENT

By 2025, we will be an agile retail-based company in the Philippines that provides best-in-class customer experience through operational excellence.



## HONORING OUR HERITAGE

In 1982, Victor Gaisano and his wife Sally, built the first Gaisano Metro Department Store and Supermarket in Colon, Cebu City. They started the business from very humble beginnings with their children, Margaret, Jack, Edward, and Frank.

Eventually, Gaisano Metro was renamed Metro Gaisano, and through the years evolved into what is now known as Metro Department Store and Supermarket. Metro remains at the forefront as the premiere home grown retailer from Cebu. Much more than the capital that started the business, the core values set forth by its patriarch serve as the foundation of the business, which has advanced from a start up to the present professional organization.

Consequently, an aggressive expansion brought Metro to major cities outside Cebu and the Visayas region. Metro established its presence in Central Luzon, Southern Luzon, National Capital Region, Calabarzon, and the Bicol region.

Today, Metro Retail Stores Group has transformed itself into a company encompassing multiple store formats: Metro Department Store, Metro Supermarket, Super Metro Hypermarket; and has grown into a company of over 9,000 employees with 55 stores serving the needs of over 250,000 shoppers a day.

It has been an eventful 38 years of operations from the time Metro started as Gaisano Metro, to Metro Gaisano, and to the present Metro Retail Stores Group. And it has all been for the good.

Victor Gaisano and his family proved that good products and good services can only go so far, but a good name built on hard work and trust, is what wins loyalty in customers.

The second-generation Gaisano siblings are never remiss in looking back at where their parents, Victor and Sally, started. Their businesses are a testament to hard work and perseverance backed by two generations of successful entrepreneurs led by their parents.

For some, having a good business sense is a gift. But most of the time, good business sense is simply a long-term vision of greater things for something presently small. And that is exactly what Victor and Sally Gaisano had for Metro.

*“From day one, we have sought to provide the best shopping experience to our CUSTOMERS. Trusting us to deliver on our promise, our customers remain our bosses, fueling our passion to serve and delight.”*

- Mr. Victor Gaisano



## STORE FORMATS

Responsive to the needs and changing lifestyles of Filipinos, Metro Retail Stores is a trusted provider of quality merchandise and a wide assortment of products featuring both local and international brands at competitive prices. On top of these, Metro is known for its efficient customer service and dedication to deliver a great shopping experience for everyone.



From basic personal necessities to stylish buys, shoppers find their every need under one roof at Metro Department Store. Affordable and up-to-date general merchandise await the customers.





Customers come regularly to Metro Supermarket for its wide range of products: from the freshest-of-the-fresh produce, meat, poultry, and seafood, to household supplies and its complete selection of international products. A world-class shopping experience is guaranteed in our supermarkets across the country that all adhere to global safety standards.





Super Metro Hypermarket offers utmost ease and convenience, complementing the on-the-go lifestyle of today's shoppers. With especially designed one-stop shop providing an expansive selection of general merchandise, groceries, and food items; Super Metro Hypermarket is the choice of many smart shoppers who want to get the best value for their money.



## ANCILLARY BUSINESS

Metro's complementary outlets enable shoppers to enhance their overall shopping experience.



### FOOD AVENUE

Showcases a wide selection of delicious and affordable meals that can be enjoyed in a comfortable, vibrant, and modern food court ambience.

### SUISSE COTTAGE

Prepares freshly baked breads, cakes, and pastries for any occasion, all handmade using the finest quality ingredients.





## **METRO** GOURMET

A dine-in café and deli offering an assortment of international meats and cheeses, gourmand sandwiches, and curated selection of pastas, soups, and short orders.

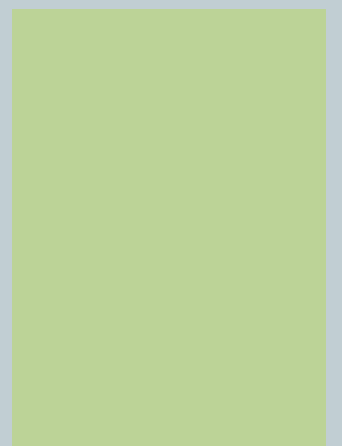


## **METRO** PHARMACY

Serves the needs for health and wellness products with its competitively priced branded and generic medicines from top pharmaceutical companies.

# CORPORATE **SOCIAL** RESPONSIBILITY

Beyond operating just a chain of stores, Metro Retail Stores embraces Corporate Social Responsibility (CSR), aiming to positively transform lives and communities while ensuring the safety and well-being of Filipinos. The company continues to work towards uplifting lives through community outreach and increased opportunities in education, livelihood and employment as well as environmental efforts. These CSR programs enhance the company's long-term social value for its stakeholders, from the management and employees to its customers and host communities.



## Metro Department Store

### NCR

Metro Alabang Town Center  
Metro Market! Market!  
Metro Store Pasig

### SOUTH LUZON

Metro Store Imus  
Metro Legazpi  
Metro Lucena

### CENTRAL LUZON

Metro Marquee Mall Angeles

### CENTRAL VISAYAS

Metro Colon  
Metro Mandaue  
Metro Toledo

### EASTERN VISAYAS

Metro Store Bacolod  
Metro Baybay

## Super Metro Hypermarket

### SOUTH LUZON

Super Metro Antipolo  
Super Metro Calamba  
Super Metro Naga  
Super Metro Tagaytay

### EASTERN VISAYAS

Super Metro Calbayog  
Super Metro Maasin

### WESTERN VISAYAS

Super Metro Talisay Negros Occidental

### CENTRAL VISAYAS

Super Metro Bogo  
Super Metro Carcar  
Super Metro Colon  
Super Metro Lapu Lapu  
Super Metro Mambaling Cebu  
Super Metro Naga

## METRO Supermarket

### NCR

Metro Alabang Town Center  
Metro Binondo Lucky Chinatown  
Metro Shaw Mandaluyong  
Metro Market! Market!  
Metro Store Pasig  
Metro Newport Pasay  
Metro Fresh 'N Easy Lawton Taguig

### SOUTH LUZON

Metro Store Imus  
Metro Legazpi  
Metro Lucena

### CENTRAL LUZON

Metro Marquee Mall Angeles

### CENTRAL VISAYAS

Metro Ayala Center Cebu  
Metro Canduman  
Metro Carmen  
Metro Colon  
Metro Mandaue  
Metro Toledo  
Metro IT Park  
Metro Banilad  
Metro Fresh 'N Easy Basak  
Metro Fresh 'N Easy Mactan  
Metro Fresh 'N Easy Minglanilla  
Metro Fresh 'N Easy Punta  
Metro Fresh 'N Easy Tabok  
Metro Fresh 'N Easy Tabunok  
Metro Fresh 'N Easy Umapad  
Metro Wholesalmart Colon

### EASTERN VISAYAS

Metro Atria  
Metro Ayala Capitol Bacolod  
Metro Baybay

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