



 Globe Telecom, Inc.  
The Globe Tower  
32nd Street corner 7th Avenue,  
Bonifacio Global City,  
Taguig, Philippines 1634  
 [www.globe.com.ph](http://www.globe.com.ph)

22 October 2024

**SECURITIES AND EXCHANGE COMMISSION**

The SEC Headquarters, 7907 Makati Avenue  
Barangay Bel-Air, Makati City 1227

Attention: **Atty. Oliver O. Leonardo**  
Director, Markets and Securities Regulation Department

**Atty. Rachel Esther J. Gumtang-Remalante**  
Director, Corporate Governance and Finance Department

**THE PHILIPPINE STOCK EXCHANGE, INC.**

5<sup>th</sup> Avenue corner 28<sup>th</sup> Street  
Bonifacio Global City, Taguig City  
Philippines 1634

Attention: **Atty. Stefanie Ann B. Go**  
Officer-in-Charge, Disclosure Department

Gentlemen/Mesdames:

We disclose the appointment of Mr. Carl Raymond R. Cruz as our Deputy Chief Executive Officer, with effect from 01 January 2025. Mr. Cruz has also been nominated as a member of our Board of Directors for election at our 2025 Annual Stockholders' Meeting (ASM), as well as President and Chief Executive Officer (CEO) for election at the Organizational Meeting of our Board of Directors following our 2025 ASM.

Mr. Cruz, 54, is a seasoned leader with over 30 years of experience in the fast-moving consumer goods (FMCG) industry, particularly in general management and marketing. Mr. Cruz is currently the CEO and Managing Director (MD) of Airtel Nigeria, one of the largest and most significant Airtel operations in Africa. Before this, Mr. Cruz was the Managing Director of Unilever West Africa and MD/CEO of Unilever Nigeria, where he led operations in Nigeria, Ghana, and Francophone Africa. Mr. Cruz's career at Unilever spanned 30 years across various countries, including the Philippines, India, Thailand, Sri Lanka, and West Africa, and is recognized for his expertise in leading and transforming organizations in developing and emerging markets. Mr. Cruz holds a Bachelor of Science in Marketing Management from De La Salle University.

As Deputy Chief Executive Officer, Mr. Cruz will report to Mr. Ernest L. Cu, who will continue as President and CEO until our 2025 ASM.

Going forward, Mr. Cu will continue to hold Chairmanship for 917Ventures, Globe Fintech Innovations Inc. (Mynt), which is the holding company of GCash, Kickstart Ventures Inc., and STT GDC Philippines.

We submit this information in accordance with our corporate governance standards and pertinent disclosure rules and regulations.

Thank you very much.

Very truly yours,

  
**ATTY. MARISALVE CIOacson-Co**

Chief Compliance Officer, Senior Vice President –  
Legal and Compliance, and Assistant Corporate Secretary