



PULSE DIGITAL NETWORK CORPORATION

Company Profile

Who We Are

Pulse Digital Network Corporation (PDNC) is a young information technology (IT) company with a vision to become the leading provider of information and computer systems in Southeast Asia.

We provide IT solutions that will INCREASE EFFICIENCY and REDUCE COST.

In a short period, PDNC already made its presence felt in the local arena and is working its way to the international scene. With our young and energetic workforce, our relentless efforts will determine which new worlds we can conquer.

Facts & Figures

Pulse Digital Network Corporation (PDNC) is a Filipino-owned corporation duly registered at the Philippine Securities and Exchange Commission (SEC) on 23 April 2003 with sale of computer components and provision of related services as its main line of business. PDNC's headquarters is at #46 Gregorio St. PH-6-A4 Pacita I San Pedro, Laguna, Philippines.

PDNC has a staff complement of 30 motivated individuals deployed in its network of five branches and two business centers, all located in the two huge provinces of Quezon and Laguna. Both provinces belong to the CALABARZON, a bustling industrial zone adjacent to Manila.

When PDNC started in 2003, its asset base was less than a million Philippine pesos. In a span of just three years, its assets grew by twenty-fold. A remarkable two thousand four hundred percent (2,400%) three-year growth. PDNC keeps its external debts at a minimum. This only means that the increase in equity is largely due to revenues from projects.

PDNC's operations grew enormously in the last two years. It felt the need to team up with a commercial bank that has over a billion dollars in resources, to provide financial guarantee in anticipation



of even bigger projects that would require huge economic exposures.

Because of its impressive growth and reach, PDNC's efforts did not go on unrecognized. Recently, the burgeoning company was awarded the title *Premier Partner* by Sun Microsystems through its authorized Philippine distributor, Wordtext Systems Incorporated (WSI). PDNC is the only local company south of Manila to acquire such stature.

PDNC has found a reliable partner in Sun Microsystems with its innovative and cutting-edge technologies in server design to further its locally developed globally competitive Wyred System.

PDNC's current project portfolio is close to thirty million Philippine pesos (PhP30M). Capitalizing on inner strength and with the help of its newfound partners, the company is optimistic of making its portfolio three-fold by the end of 2006.

History

PDNC started its operation by selling computer hardware and rendering services such as computer repair and assembly. It sold its first computer hardware when it was renting office space at Agapita Complex, a small commercial facility in Los Baños in 2003.

In its early years, PDNC served institutions such as the University of the Philippines Los Baños (UPLB), Colegio de Los Baños (CDLB), Divine Word College-Mindoro (DWCM) and electronics giant NEC Philippines. It also accommodated individual clients during that time.

A major turnaround for PDNC was its strategic partnership with the Laguna State Polytechnic College (LSPC) in 2003 which gave the corporation opportunity to expand its operations covering several campuses of the state-owned college. In exchange for physical space and at an agreed lease value, PDNC provided a computer center for each of the campuses deploying over 600 units for its computer laboratories and internet needs.

Since then, the company began taking on more challenging projects such as the computerization of LSPC, a three-phase project aimed to ease the burden of both students and school staff especially during registration. This covers the computerization of registrar, accounting, cashier, administration, guidance, supply, library,



research and extension departments. Considered a bold step for the state college, the project aims to streamline operations and eliminate bureaucratic procedures. Its completion is much anticipated as this project will revolutionize the way state colleges are run at the administrative level.

Locations

Main office and business center

PULSE DIGITAL NETWORK CORPORATION (PDNC)
#46 San Gregorio St., Phase 6-A4, Pacita Complex-I
San Pedro, Laguna, PHILIPPINES
Tel: (63-2) 869 1145 | Telefax: (63-2) 869 2178
URL: <http://www.pdncorp.com.ph> | Email: info@pdncorp.com.ph

Business center

PDNC Los Baños
Laguna State Polytechnic College (LSPC)
Malinta, Los Baños, Laguna, PHILIPPINES
Tel: (63-49) 827 2926

Branches

PDNC Los Baños
LSPC, Malinta, Los Baños, Laguna, PHILIPPINES
Tel: (63-49) 827 2926

PDNC San Pablo
LSPC, Wawa, San Pablo City, PHILIPPINES
Tel: (63-49) 800 4132

PDNC Sta. Cruz
LSPC, Bubukal, Sta. Cruz, Laguna, PHILIPPINES
Tel: (63-49) 810 4102

PDNC Siniloan
LSPC, Siniloan, Laguna, PHILIPPINES

PDNC Lucban
Southern Luzon Polytechnic College (SLPC)
Lucban, Quezon Province, PHILIPPINES
Tel: (63-42) 911 1879



Organization

PDNC is headed by Dr. Josefina G. Fleischner, president and chief executive officer. The company is run primarily by the Vice President for Operations, Mr. Samuel E. Estrella.

The technical aspect of its operation is handled by Mr. Cesar G. Macaraig, technical manager while program development and research falls under the responsibility of Mr. Genfil Q. Villahermosa.

PDNC organizational chart (please see attached)

Contact

THE VICE PRESIDENT FOR OPERATIONS
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Current and Previous Projects/Clients

COLEGIO DE LOS BAÑOS
Los Baños, Laguna, Philippines

DIVINE WORD COLLEGE
Oriental Mindoro, Philippines

INGENIUM TECHNOLOGY, INC.
Makati City, Philippines

LAGUNA STATE POLYTECHNIC COLLEGE (five campuses)
Laguna, Philippines

MAQUILING SCHOOL INTERNATIONAL
Los Baños, Laguna, Philippines

NEC PHILIPPINES, INC.
Calamba, Laguna, Philippines

SOUTHERN LUZON POLYTECHNIC COLLEGE
Lucban, Quezon, Philippines



TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
(TESDA) REGION IV
Taguig, Metro Manila, Philippines

TERRA CONCEPTS, INC.
Los Baños, Laguna, Philippines

UNIVERSITY OF THE PHILIPPINES LOS BAÑOS (UPLB)
Los Baños, Laguna, Philippines

UPLB COLLEGE OF DEVELOPMENT COMMUNICATION
Los Baños, Laguna, Philippines

UPLB DEPARTMENT OF PLANT PATHOLOGY
Los Baños, Laguna, Philippines

UPLB FARMING SYSTEMS AND SOIL RESEARCH INSTITUTE
Los Baños, Laguna, Philippines

UPLB INSTITUTE OF BIOLOGICAL SCIENCES
Los Baños, Laguna, Philippines

UPLB LIBRARY
Los Baños, Laguna, Philippines

New Projects/Clients

LAGUNA STATE POLYTECHNIC COLLEGE (LSPC)
Laguna, Philippines
Project: Computerization of its five campuses. A contract entered into in 2006 to provide all LSPC campuses a computerized registration system and automation of other administrative departments. It is considered a major undertaking for both parties.

GCH INTERNATIONAL MERCANTILE, INC. (GCHI)
Makati City, Philippines
Project: Computerization and corporate web site development

PALAWAN STATE UNIVERSITY
Palawan, Philippines
Project: Computerization