



**group of
companies**

PRESS KIT

About Us

Asticom Group of Companies is a Philippine-based shared service company under the Ayala conglomerate. As a partner, we are focused on providing a superior customer experience through the consistent delivery of high-quality responsive services. This is made possible by innovative co-created value-driven solutions that are tailor-made to fit the client's business needs.

Our Vision

To contribute to the economic recovery of the Philippines by supporting businesses and providing opportunities to the Filipinos through our diverse portfolio.

Our Mission

We exist to improve people's lives. We do this by providing the best people, the right technology and responsive service that help fulfill our client's aspirations for a better future.

Our Values

We believe in:

- Doing the right thing even when no one is looking
- Making the customer at the center of what we do
- Focusing resources to what can change the future
 - Welcoming and nurturing ideas
- Building and genuinely caring for passionate teams



Our Companies

Staffing Solutions



Asticom Technology Inc.

Launched in 2015

Asticom Technology Inc. is a Philippine-based shared service company under the Ayala conglomerate. As a partner, the company is focused on providing superior customer experience through the consistent delivery of high-quality responsive services. It provides Staffing Services, General Services, and IT Services - innovative, co-created, and value-driven solutions tailored to fit the client's needs.

Asticom believes in bridging people and fueling passions

- General Services
(Finance & Admin, Sales & Retail, Digital Marketing & Creatives)
- IT Services

100+

Clients from the Telecommunications, IT, Logistics, E-commerce, and Finance/Banking

1,500+

Employees



www.asticom.com.ph



[@asticominc](https://www.facebook.com/asticominc)



[@asticominc](https://www.instagram.com/asticominc)



[Asticom Technology Inc.](https://www.linkedin.com/company/asticom-technology-inc)



Our Companies

Business Services and Digital Solutions



Asti Business Services Inc (ABS I)

Launched in January 2021

Asti Business Services Inc. (ABS I) is a business process solutions company offering managed services with Centers of Expertise in Customer Experience, Corporate Services, Finance, Human Resources, and Information Technology to help improve client business performance and internal culture of transformation.

Through Above and Beyond Service Innovation, ABS I aims to become the number one shared service provider in the Philippines and in Asia by 2029.

- Customer Experience
- Finance
- Admin
- IT Managed Services
- Human Resources

60+

Clients from
Telecommunications, IT,
Banking, Finance, Logistics,
and E-commerce industries

1,500+
Employees

1

New company acquisition:
HCX Technology Partners
Inc.



www.absi.ph



[@weareabsi](https://www.facebook.com/weareabsi)



[ABS I](https://www.linkedin.com/company/absi)



Our Companies

HR Business Solutions



HCX Technology Partners Inc.

Launched in November 2021

A subsidiary of ABSI, HCX Technology Partners Inc. is a business solutions provider company committed to delivering high-powered tech solutions and services in human resources, customer relationship management, and digital solutions. Guided by values of People-centricity, Excellence and Innovation, HCX aims to become the preferred Technology Partner of the Philippine market.

- Tech Platforms and Solutions
- Digital Solutions
- Managed Services

40+

Customers

80+

Employees



<https://hcx.com.ph/>



[@hcxtechnologypartners](https://www.facebook.com/hcxtechnologypartners)



[HCX Technology Partners Inc.](https://www.linkedin.com/company/hcx-technology-partners-inc)

Our Companies

Engineering and Technology Solutions



Fiber Infrastructure and Network Services Inc. (FINSI)

Launched in October 2021

Fiber Infrastructure and Network Services Inc. (FINSI) is the first local engineering service provider to major telecommunication companies in the Philippines. FINSI helps telcos accelerate their fiber rollout and provides end-to-end solutions for construction, building, installation and maintenance.

FINSI bridges the gap in connectivity with its leading edge local solutions to help both businesses and Filipinos thrive in the digital age.

- Engineering Services
- Enablement and Advisory Services

87,000+

Fiber lines built

1,500+

Employees

60+

Build Teams



<https://finsi.com.ph/>



[@wearefinsi](#)



[FINSI](#)

Our Companies

Logistics



BRAD Warehouse and Logistics Services Inc.

Launched in December 2021

BRAD Warehouse and Logistics Services Inc. is a tech-enabled logistics solutions provider catering to small, medium and large businesses in the Philippines. It offers fast, reliable and safe logistics solutions to deliver amazing customer experience for enterprises and consumers. Locally owned and operated, BRAD aims to become the nation's most advanced, efficient, and impactful tech-enabled logistics solutions provider.

- Enterprise and SMEs
(Food & Beverages, Pharmacy, Grocery, Parcel, Messengerial, Tools of Work)
- Consumer

40+

Merchants (corporate and SMEs) in portfolio

100+

Riders servicing various localities



<https://www.brad.ph/>



@[bradbettereveryday](#)



[BRAD PH](#)

Our Clients

Our expertise is trusted by clients from several industries including telecommunications, technology, finance, IT, health and wellness, food and beverage, and e-commerce. With our highly-skilled manpower and innovative solutions, we have helped businesses grow and thrive in a fast-paced and highly dynamic environment.



“Asticom has been a trusted partner of Globe for the past five years and once again, they have proven to be crucial to Globe’s operations during the pandemic.

Their focus on relentless innovation while prioritizing health and safety of our people has helped us adapt to the ever-changing work conditions. They continue to add value to the entire Globe Group not only by supplying highly-skilled talent, but by finding new ways of managing end to end operations for some of our most critical functions.

With Asticom’s digital solutions and new logistics services, we are alongside a very capable and long-term partner who can help us rise to any challenges and unlock bigger opportunities ahead of us.

Asticom’s proven track record with Globe is shown in their commitment to excellence through their people who continuously perform above and beyond our service expectations.”

Renato Jiao, Chief Human Resource Officer
Globe Telecom Inc.

Our Milestones

Hit 2B revenue in just six years of operations

Grew to over 5,000+ employees

Served over 200 clients

Our Awards and Recognitions



Gold Winner
Stevie Awards 2022

*Innovation in Human Resources
Management, Planning &
Practice*



Gold Winner
Stevie Awards 2022

*Innovative Use of Technology in
Human Resources*



Silver Winner
Stevie Awards 2022

Innovative Achievement in Growth



Gold Winner
Titan Business Awards 2022

Best Health & Wellbeing Strategy



Gold Winner
Titan Business Awards 2022

*Company & Organization
Category*



Gold Winner
Titan Business Awards 2022

IT Category

Our Awards and Recognitions



Manage HR Network
Top 10 Professional Employer Organization Award in APAC



Bronze Winner
Stevie Awards 2021
Most Valuable Corporate Response
Most Exemplary Employer Stevie Awards 2021
Under COVID-19 Response Category



HRD Asia 2021
Employer of Choice
For enterprises with more than 1,000 employees

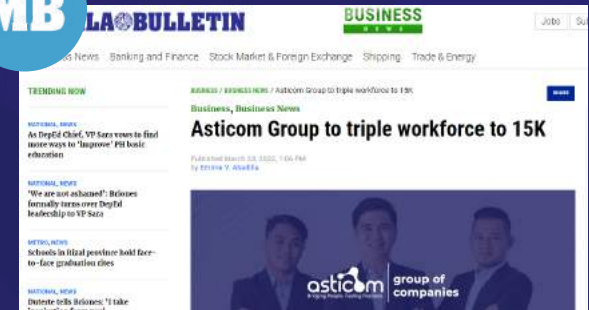


Social Media Award
Star Brand

In the News



Globe says unit Asticom posted P2 billion in revenues in 2021



Asticom Group to triple workforce to 15k



Empowered women in workplace behind Asticom's growth



Globe's Asticom Group sets sights on international expansion for shared services

Our Leadership



Mharicar Castillo-Reyes

President and CEO



Mharicar Castillo-Reyes is a seasoned leader whose expertise in HR and shared services spheres brought growth and success to companies.

On top of having a degree in Psychology from the Philippine Normal University, Mharicar is also a chartered business administrator and has earned several HR certifications in compensation and benefits, Labor Relations and Talent Acquisition. She also completed the Ayala Group Leader's Program under Harvard Business School and Digital Business Strategies under Columbia Business School.

Mharicar began her career in an HR consulting and headhunting firm. Ten years later, she rose to become its Chief Operating Officer. Equipped with a wealth of experience in HR, she then moved on to head the Talent Acquisition group of Globe Telecom, a leading telecommunications company in the Philippines. Later on, she became Director of HR Shared Services of the said company, serving for almost five years. In 2015, she took over Asticom Technology Inc. as General Manager and three years later, became President and CEO of Asticom Group of Companies up to the present.

With Mharicar as its chief, Asticom has seen vigorous growth within six years of operations: it spawned three subsidiaries, acquired a new company, and reached its 2 billion revenue mark. A visionary and people-focused leader, she brings Asticom's purpose to life: supporting businesses in their growth and creating opportunities for Filipinos through its diverse business portfolio.

Our Leadership

Melissa Tecson has been leading business operations and local teams in IT and Business Services Outsourcing industries for several years. Her wealth of experience comes from working with global clients across key industries including manufacturing, government, aviation, and financial services. Her expertise extends to Emerging Technologies, Custom Solutions, and Technology Consulting.

An engineering graduate from De La Salle University, Melissa went on to finish her postgraduate studies at Carnegie Mellon University in Australia. She returned and stayed in the Philippines after completing her studies, and has since then made an impact on businesses in the IT industry. For years, she has helped clients reduce costs by optimizing their IT processes while advising startups on market entry strategies, growth, and implementation.

Driven by her passion to uplift local talents, Melissa aims to help Filipinos establish an international reputation in the IT and BSO industries through ABSI.



Melissa Tecson

General Manager *Managing Director*



Marc Kerveillant

General Manager



Marc Kerveillant is a telecommunications solutions expert with more than 15 years of experience leading business operations of companies from various industries. Before joining Asticom, he was a Consultant for Globe Telecom's Premium Tech Squad service, a team of experts dedicated to provide end-to-end support for intelligent devices, wifi coverage and home entertainment. Prior to this, he oversaw operations and development in a US IP-based telecom company. A proven leader, Marc has also managed operations of businesses in the call center and hospitality industries for several years.

With his long-standing leadership and expertise in telecom and tech, Marc is expected to steer FINSI into the direction of a leading local solutions provider for telecommunications and technology industries in the Philippines. In heading FINSI, Marc hopes to continue his mission and passion in creating value and making a positive impact for Filipinos.

Our Leadership

Armed with more than two decades of experience in sales and distribution, Richie Santos has accelerated growth and development of several businesses in the FMCG and telecom industries. He has a proven track record in building distribution businesses both locally and internationally, and serving a multitude of channels. For the majority of his career, Richie headed the Retail Sales division of Globe Telecom, formed external partnerships and drove revenue growth. He has led business operations and strategy for several companies and achieved impactful and long-term results during his years of tenure.

Richie brings with him a wealth of tactical expertise and business acumen necessary to propel BRAD forward. At the helm of a newcomer to the logistics industry, Richie seeks to create growth opportunities for Filipino businesses, helping them thrive and adapt to rapidly changing market environments.



Richie Santos

General Manager



Melboy Pangan

Head of Strategy & Marketing

A strategist at heart, Melboy Pangan has worked with local and international companies delivering and executing impactful business strategies.

With a bachelor's degree in International Business and Economics, Melboy then finished his postgraduate studies in Strategic Management at the Rotterdam School of Management in the Netherlands.

Years prior to joining Asticom Technology Inc., Melboy led strategy for companies based in the Netherlands and the Philippines. His wide-ranging experience encompasses various industries, including management consulting, human resources, and tech start-ups. His expertise in corporate strategy, business development, and marketing helped companies level up their competitiveness in their respective industries.

With a passion for building businesses and the right capabilities to complement them, Melboy contributes to bridging Asticom to greater opportunities. And through Asticom, create an ideal and thriving environment for Filipino businesses to grow and develop.





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Reach out to us.



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