

AGATEP ASSOCIATES INC.

Integrated Marketing & Corporate Communications

Unit 1605 Robinsons-Equitable Bank Tower, ADB Avenue cor. Poveda St. Ortigas Center, Pasig City 1605

TO : Asian Formula 3 Corporation
ATTN : Mr. Eddie Peña
RE : Accomplishment Report
December 2005
COPIES : Mark Goddard
Audrey General
Charlie Agatep
SUBJECT : AF3 December 2005 Accomplishment Report

Key Highlights:

- Print Publicity (Philippines) for **December 2005** totaled **672 col/cms** with a total advertising value of **P 360,000.00** and total media value of **P 2,520,000.00**

Stories focused on:
 - Post-publicity article for the final race of AF3 in BRC (November)
 - * AF3 Golf Tournament, AF3 Press Conference, BRC Coverage, AF3 Awards Night and Ms. AF3 2005
 - * Through AF3's Media Partner, *Celebrity Connect Magazine*.
- Print Publicity through Autosport Magazine (2005) totaled **136 col/cms** with a total advertising value of **P 154,000.00** and total media value of **P 3,080,000.00**
 - AF3 News Releases in Autosport Magazine on the following issues:
April 14, 2005, June 23, 2005, August 25, 2005, September 22, 2005, November 3, 2005 and November 10, 2005.

AF3 2005 Cumulative – Print and Broadcast Efforts (January – December)

Total Col/Cms (Print Publicities): 54,806 col/cms

Total Air Time (Broadcast): 72,678 secs

AF3 Total Advertising Value – P 203,853,786.12

AF3 Total Media Value – P 285,600,000.00

I. Print Publicity

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	December – January Issue	Celebrity Rituals	Celebrity Connect Magazine	20	168	90,000.00	630,000.00	80,000
2	December – January Issue	Asian Formula 3 Philippine Grand Prix	Celebrity Connect Magazine	89-90	336	180,000.00	1,260,000.00	80,000
3	December – January Issue	Miss AF3 2006	Celebrity Connect Magazine	122	168	90,000.00	630,000.00	80,000
			TOTAL		672	P 360,000.00	P 2,520,000.00	

AF3 Print Publicities

Total col/cms: 672 col/cms

Total Advertising Value of Print Publicity Efforts: P 360,000.00

Total Media Value of Print Publicity Efforts: P 2,520,000.00

II. AF3 News Releases for 2005 in Autosport Magazine

No	Date	Article	Publication	Page	Col/Cms	Advertising Value	Media Value	Circulation
1	April 14, 2005	ASIAN FORMULA 3	Autosport Magazine		16	22,000.00	440,000.00	
2	June 23, 2005	ASIAN FORMULA 3	Autosport Magazine		16	22,000.00	440,000.00	
3	August 25, 2005	ASIAN FORMULA 3	Autosport Magazine		16	22,000.00	440,000.00	
4	September 22, 2005	ASIAN FORMULA 3	Autosport Magazine		16	22,000.00	440,000.00	
5	November 3, 2005	ASIAN FORMULA 3	Autosport Magazine		24	22,000.00	440,000.00	
6	November 10, 2005	ASIAN FORMULA 3	Autosport Magazine		24	22,000.00	440,000.00	
7	November 10, 2005	ASIAN FORMULA 3	Autosport Magazine		24	22,000.00	440,000.00	
			TOTAL		136	P 154,000.00	P 3,080,000.00	

Total AF3 Print Publicity Efforts

***Total Col/Cms - Print Publicity Efforts (December 2005) – 808 col/cms**

***Total Advertising Value - Print Publicity Efforts (December 2005) – P 3,170,057.44**

***Total Media Value –Print Publicity Efforts (December 2005) – P 22,842,491.20**

Compared to previous months – AF3 Print Publicities – 2005

Month	Number of Stories	Number of Publications	Col/ Cms	Advertising Value	Media Value
Print					
January	8	7	333	P 80,774.00	P 352,644.00
February	7	3	603	P 214,214.00	P 1,879,873.60
March	38	10	2,468	P 790,899.16	P 5,454,371.92
April	83	11	8,219	P 3,247,944.18	P 24,418,761.42
May	58	10	5,776	P 7,982,717.63	P 65,549,644.38
June	75	15	7,849	P 5,394,075.37	P 35,000,866.59
July	11	8	792	P 290,142.60	P 2,176,132.20
August	75	20	5,322	P 1,477,015.49	P 9,799,117.49
September	109	30	9,379	P 19,801,141.18	P 103,635,947.89
October	62	13	3,906	P 1,339,398.61	P 9,608,188.42
November	127	15	9,351	P 3,170,057.44	P 22,842,491.20
December	10	2	808	P 514,000.00	P 5,600,000.00
YTD			54,806	P 44,310,379.66	P 285,600,000.00

Compared to AF3 Print Publicities – December 2004

Month	Number of Stories	Number of Publications	Col/ cms	Advertising Value	Media Value
Print					

February	34	11	1,521	460,452.90	3,183,805.70
March	23	11	911	245,757.60	1,623,032.40
April	52	11	4,035	1,338,545.01	10,012,822.42
May	50	11	3,471	1,209,633.81	9,609,497.24
June	17	9	1,056	590,421.40	3,943,411.00
July	15	6	823	278,856.60	1,934,790.00
August	44	13	2,865	990,940.45	6,800,634.40
September	19	10	783	222,957.41	1,509,813.80
October	36	11	2,348	701,446.40	4,650,704.20
November	15	10	365	73,765.95	387,760.80
December	41	11	3,367	3,075,730.44	10,079,223.00
YTD	379		20,922	6,112,777.53	43,656,271.96

AF3 Print Publicity December 2005 vs. AF3 Print Publicity December 2004
Percentage Comparison

Col/cms: 24%
Advertising Value: 17%
Media Value: 56%

***AF3 Print Publicities - December 2005 decreased as compared to December 2004. Reason for this is that press releases was picked-up last November 2005, which is a race month.**

December 2005: AF3 Broadcast Exposure:

Total AF3 Broadcast Exposure: -
Total Advertising Value of Broadcast Efforts: -

Compared to previous months – AF3 Broadcast Publicities – 2005

Month	TV/Radio program	Air Time	Advertising Value
Broadcast			
January	-	-	-
February	-	-	-
March	-	-	-

April	Radio AF3 AOBs: Jam 88.3, K-Lite 103.5, Wave 89.1, RT 99.5, Magic 89.9; AF3 Teaser – Studio 23, AF3 Race – Studio 23, Pipol – ABS-CBN, WRR, DZMM Sports Talk, ABC 5 – PBA, Studio 23 Digital Tour, Sports TV	15,446	30,991,830.16
May	GDTV – Asian Formula 3 – China Broadcast	4,116	28,829,299.99
June	GDTV – Asian Formula 3 – China Broadcast	3,662	30,516,666.66
July	Dado Peña Guesting Gamezone Weekender – Studio 23	851	1,843,833.33
August	LATIVI – Asian Formula 3 (Race 1); LATIVI – Asian Formula 3 (Race 2)	11,424	5,174,054.31
September	LATIVI – Asian Formula 3 (Race 1); LATIVI – Asian Formula 3 (Race 2); RJTV – Jojo A. All The Way!	13,163	6,623,220.98
October	ANC 21 - Gamezone Weekender – Tyson SY. ANC 21 – Gamezone Weekender – Mark Goddard Studio 23 – Sports TV – Tyson Sy	1,179	2,554,500.00
November	AF3 Teasers – Studio 23 AF3 Radio Partners AOBs AF3 Race – Studio 23	22,837	53,010,000.00
December	-	-	-
YTD		72,678 secs	159,543,406.46

Compared to AF3 Broadcast Publicities – November 2004

Month	TV/Radio program	Air Time	Advertising Value
Broadcast			
February	Sports TV, Studio 23, Top Story, ANC 21, MUB Weekend	45 mins	2,361,960.00
March	NU Rock 107 w/DJ Trish, Sweat Factor RX Monster Radio 93.1	50 mins	350,000.00
April	NU Rock radio guesting with DJ Francis Brew and DJ Trish/DZBB Phone	90 mins	770,000.00
May	DZSR Sports Radio DZRJ Radyo Bandido RJTV NU Rock 107.5 Sports TV DZMM- <i>Sikap Pinoy</i> ANC News	490 mins	13,142,500.00
June	Emergency – GMA 7	11mins.	869,946.00
July	-	-	-
August	-	-	-
September	-	-	-
October	-	-	-
November	DZRJ NU107 DZMM Jam 88.3	45 mins	460,000.00
December	Sports TV AF3 Race – AM Show AF3 Race – PM SHow	192 mins	15,120,000.00
YTD		1,183 mins	61,874,406.00

**AF3 Broadcast Publicity December 2005 vs. AF3 Broadcast Publicity December 2005
Percentage Comparison**

Airtime (in secs): 0 %
Advertising Value: 0%

*** Broadcast efforts were focused on November 2005, which is the schedule of the final race (November 6, 2005)**

III. Monitoring

Agency monitored and sent to client agency-generated releases and industry/competitive articles related to AF3.

Agency man-hours spent eighty (80.0).

IV. Meetings & Teleconferences

Agency discussed with client regarding various reports. Client also discussed with agency the following:

- AF3 November activities: Golf Tournament, AF3 Press Conference, AF3 Race, Ms. AF3 2005 and AF3 Awards night.

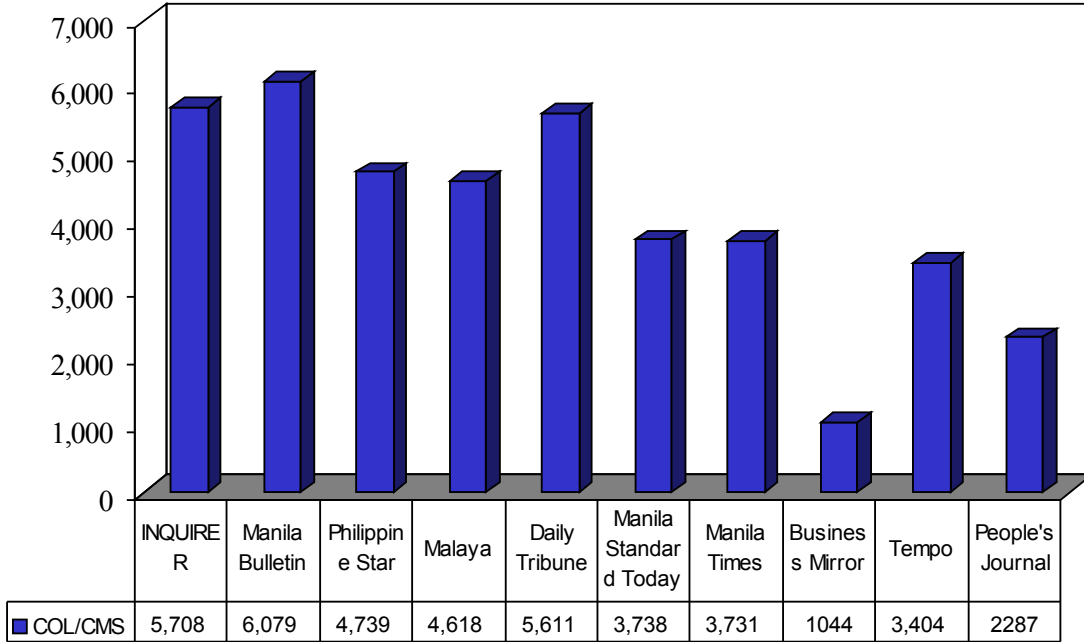
Client also discussed with agency Autosport National Editor Richard Asher will cover the final race on November 6.

Agency called, texted and e-mailed client on developments of AF3 activities and for latest AF3 pick-ups.

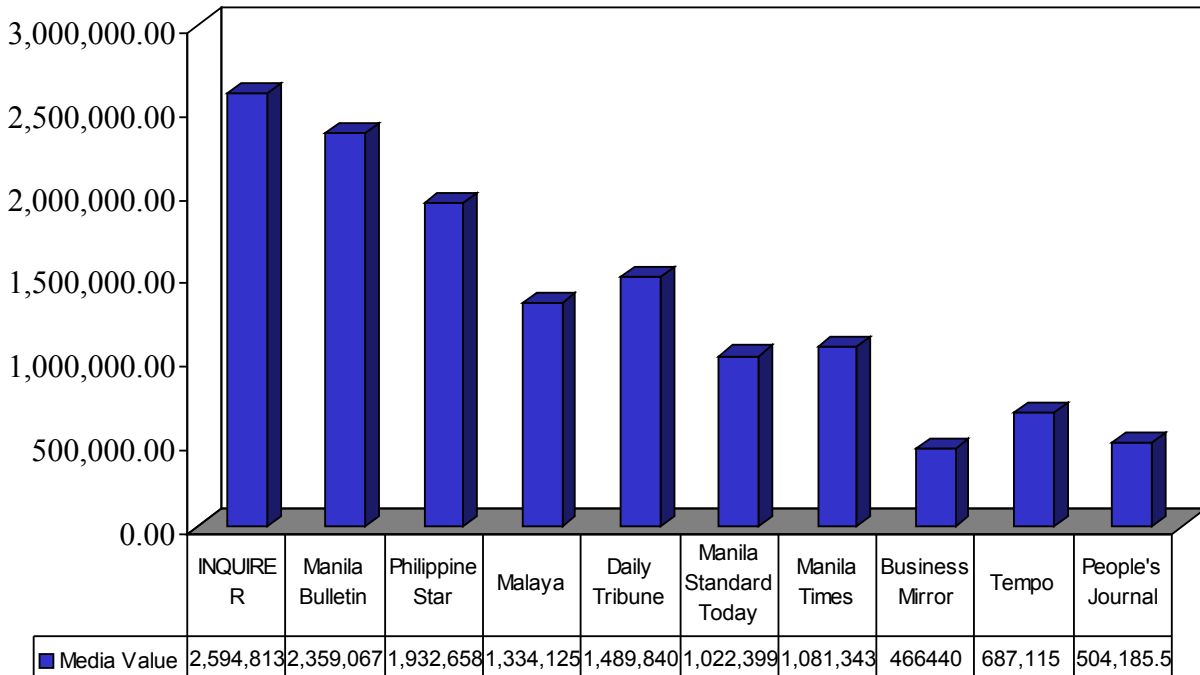
Agency man-hours spent: forth five (45.0)

VIII. PSA Performance Analysis: AF3 2005

AF3 –2005 –TOTAL COL/CMS



AF3 – 2005 – ADVERTISING VALUE



VIII. Summary of Quality Man-hours spent December 2005

(Charlie Agatep, Writer Nathaniel Frialde, Media Relations Officers Frances Crisol, Theresa Paduit, Creative Director Julius Punzalan, Joey Rafanan, Air Urquiola and Rebs Rebillon of Accounts Servicing):

Monitoring of news releases.....	80
Meetings.....	35
Activities	<u>195</u>
TOTAL QUALITY MANHOURS	310

Prepared by:

Noted by:

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