

ATTY. ELMER B. SERRANO

Mr. Serrano's strong M&A experience spans over two decades, having advised and provided strategic advice and solutions on several of the largest bank mergers and acquisitions in the Philippines. Mr. Serrano counseled BDO Unibank, Inc. in its merger with Equitable PCI Bank, Inc. in 2007, one of the largest consolidations in recent banking history. Mr. Serrano has likewise acted as counsel on previous and succeeding acquisitions in the banking and finance sector, the acquisition of American Express Bank Philippines, Inc. and its credit card business, the 31-branch GE Money Bank as well as the banking businesses, assets and networks of 60-branch First e-Bank and United Overseas Bank and, most recently, 30-branch Rural Bank of San Juan.

Mr. Serrano has been recognized by Asia Legal 500 in the field of Banking and Finance.

Mr. Serrano's keen commercial instinct and ability to navigate through difficult legal issues to get the deal done has proven valuable as well to clients outside the banking sector. Mr. Serrano recently closed a pioneering cooperation and operating agreement for an integrated gaming and entertainment facility of listed Belle Corporation and Premium Leisure and Amusement, Inc. with MCE Leisure (Philippines) Corporation, an indirect subsidiary of Melco Crown Entertainment Limited, a company listed in the Hong Kong Stock Exchange. Mr. Serrano has also been involved in noteworthy acquisitions in the real estate, energy and mining sectors.

In the area of securities, banking and finance, BDO Unibank, Inc. has also tapped Mr. Serrano as adviser to its recent US\$1.0 Billion Rights Offering, its issuances of a total of US\$600.0 Million senior notes in the international market, the Php43.0 Billion aggregate subordinated debt from 2007-2011, and Php15.0 Billion worth of long-term negotiable certificates of time deposit from 2012-2013.

Prior to joining the firm in 2006, Mr. Serrano was a senior officer of BDO Unibank, Inc., handling investment banking, corporate finance and M&A. His extensive banking experience included a stint with Equitable PCI Bank, Inc. from 1997 to 2002. He is also a graduate of the Trust Institute of the Philippines, the academy of trust practitioners in the Philippines. He was a partner at the law office of Oreta & Berenguer until 1995.

Education

- Ateneo de Manila University, Juris Doctor (1992)
- Ateneo de Manila University, B.S. Legal Management (1988)

Affiliations

- Member, Integrated Bar of the Philippines