



MACHICA GROUP

Company Profile (2023)

**MACHICA
TAN-CRUZ & Co**
CPAs

- ▲ AUDIT & ASSURANCE
- ▲ TAX & CONSULTING
- ▲ BUSINESS VALUATIONS
- ▲ FORENSICS
- ▲ FINANCIAL ANALYTICS

MAXIN

- ▲ INSURANCE
- ▲ INVESTMENTS
- ▲ HMO / HEALTH
- ▲ FINANCIAL & ESTATE PLANNING
- ▲ RISK CONSULTING
- ▲ WEALTH MANAGEMENT

MG Consulting

- ▲ TRANSFER PRICING ADVISORY
- ▲ BUSINESS PROCESS OUTSOURCING
- ▲ DOMESTIC & INT'L. BUSINESS ADVISORY
- ▲ CORPORATE FORMATION & STRUCTURING
- ▲ LOAN INTERMEDIATION
- ▲ TAX & LEGAL SERVICES

125 PROPERTIES

- ▲ LEASING
- ▲ PROPERTY MANAGEMENT



PinoyChef

CAKES | BREAD & PASTRIES | MEALS



facebook.com/MaxInsure247
facebook.com/AxaAgencyLeaders
facebook.com/MachicaGroup

www.machicagroup.com | www.maxin.com.ph



▲ INTERNATIONAL AFFILIATIONS



Since 2009, Machica Group has been a proud member of the LEA Global which is one of the largest international associations of independently-owned, entrepreneurial accounting and consulting firms in the world. LEA Global consists of 190 independent firms operating in more than 450 offices in over 100 countries, enabling member firms to access the resources of a global professional services organization. All members are specialists in their field. At present, LEA Global members have combined annual revenue of more than US\$3.0 billion with over 2,000 partners + 24,000 staff. LEA Global is based in Illinois, USA, and can be reached at leaglobal.com.



DEZAN SHIRA & ASSOCIATES



Machica FIRM, Inc. through MG Consulting is part of Dezan Shira Asian Alliance. Collectively, the Alliance has presence in Hong Kong, China, Singapore, India, Vietnam, Indonesia, Thailand, Malaysia, and the Philippines. As the host of the Alliance, Dezan Shira and Associates is the publisher of powerful and widely read Asian Briefing, China Briefing, ASEAN Briefing, India Briefing, and Vietnam Briefing chronicling the latest, most up-to-date business intelligence and industry-specific reports. Dezan Shira and Associates can be reached at www.dezshira.com. With the objective of mutual coordination and cooperation, the Alliance is aimed at developing markets for business within Greater Asia and the neighboring Pacific territories.



Aspect Advisory is our partner for global transfer pricing services. Together, we focus on transfer pricing compliance and documentation excellence (www.aspect-advisory.com)

▲ HISTORICAL BACKGROUND



is composed of :



Year founded : 1999

Classification : Privately-owned. **Machica Tan-Cruz & Co.** is a general professional partnership of Certified Public Accountants while **Machica FIRM, Inc.** is a domestic stock corporation. **Machica FIRM, Inc.** operates under trade names,



Founder : Dr. Michael A. Machica

Website : www.machicagroup.com | maxin.com.ph

▲VISION, MISSION, and VALUES



Vision

To be an internationally-recognized service group of socially inspiring leaders and professionals passionately driven by best practices and innovations in delivering optimum value to all stakeholders within the Philippine-ASEAN-Pacific region.

Mission

We shall forge ideal business relationship with business partners and clients.

We shall develop highly motivated, values-driven, and accomplished leaders and professionals.

We shall endeavor consistent leading-edge innovations and organizational excellence.

We shall afford best value to our stakeholders.



CORE VALUES



▲ PARTNERS AND CUSTOMERS EXPERIENCES

"From 2006 to 2021, Machica Tan-Cruz & Co. had been one of our major providers of professional services. They have highly trusted and easy to work team. We are indeed happy and confident with their services, which is why there is longevity in this client relationship."

Antonio P. Tuviera | Former CEO, TAPE, Inc / Eat Bulaga



"The team at Machica Group has given us nothing less than excellent service and advice in financial reporting and tax compliance since we engaged them in 2005. They treat us with utmost care beyond the numbers! Please continue the exceptional help and guidance."

Victor A. Domingo | Founder, DomingoGroup & Cos. / Former Secretary, DPWH

"We are glad to partner with the CPA Firm of Machica Tan-Cruz & Co. for our assurance and audit needs. Dr. Machica, the lead partner, is effectively responsive to our organization needs and affords us with his sound advice. He is ably assisted by his equally competent and dedicated team members in the optimal service delivery."

Anacleta D. Aboyme | Former CEO, Rural Bank of Hindang / Director, R.B.A.P



"We hold MAXIN Insurance Agency in the high regard as far as customer service goes. We are among the agency's early patrons who are happy with the level of service, not only in keeping with our insurance needs, but also in assisting us with claims settlements."

Ms. Leticia Y. Ruiz | Treasurer & Co-Founder, SL Ruiz Group

"The Machica Group's consulting segment is our major professional services provider at our Philippine subsidiary. From incorporating and obtaining corporate licenses, they are with us in providing accounting, tax, regulatory compliance support services, and corporate secretarial functions at very competitive prices."

Mr. Anthony Sewell | Former Executive Director, Scott Chemicals Holdings Ltd.



"Dr. Michael Machica and his team have worked and collaborated with Dezan Shira and Associates (DSA) and other member firms of DSA Asian Alliance for over 5 years, providing business support, advisory, finance, payroll, and tax services. The level of service and professionalism has always been reliable and efficient. In fact, we consider them the key to providing clients' professional services needs in the Philippines. We have always enjoyed working with them, and look forward to continuing this close relationship in the years to come."

Alberto Vettoretti | Managing Partner, Dezan Shira & Associates

"As an ecosystem advocate, I admire Machica Group's business consulting model which promotes and supports environmentally-sustainable client's projects. Its founder, Dr Machica, is the leading figure of the Economy for the Common Good – Asia Pacific Chapter which advocates a more ethical economic model, in which the well being of people and the environment become the ultimate goal of business."

Michael Klammer | 3D Artist / Ecosystem Advocate



▲ SERVICES and CORE COMPETENCE



SPECIALIZED SERVICES

Loan Intermediation

Transfer Pricing

CPD Training Provider

PRC CPD Provider # 2018-185

Risk Consulting

Corporate Board Support

Legal Consulting

In house lawyer:

Atty. Jose Joannes S. Bagulaya, JD

INT'L. & CORPORATE BUSINESS ADVISORY

FDI Advisory

International Business Advisory

Corporate Formation & Structuring

REGULATORY COMPLIANCE

BPO / FINANCE / TAX



AUDIT & ASSURANCE

Financial Statements Audit

Financial Reporting

Transaction Advisory

Due Diligence

Internal and Compliance Audit

Forensic Audit

TAX & CONSULTING

Tax Planning & Advisory

Management Consulting



▲ INSURANCE SERVICES

Life / Variable Insurance

Health Insurance

Non-Life Insurance & Bonds

Retirement Plans

▲ INVESTMENT SERVICES

Mutual Funds Distribution

Investment Consulting

Wealth Consulting

▲ OTHER SERVICES

Risk Consulting

Financial Planning

Medical / HMO

Estate Planning

Transfer Pricing Advisory Services

Our transfer pricing consulting services is centered on assisting clients comply with the requirements of OECD as well as local tax law and regulation; and in maximizing potential returns at each value chain of an economic entity. We provide robust, practical advice on designing, documenting, and defending our clients' pricing of intercompany transactions.

Our practice leader is a highly skilled finance, audit, and tax professional educated to Ph.D. level. Further, he completed his post-doctorate research (as a visiting scholar) in transfer pricing in Vienna. He also has certifications in audit both locally and overseas. He completed Advanced International Tax Program at the Leiden University International Tax Center and Summer Course in International Taxation at JurGrad School of Tax and Business Law of Munster University, and Transfer Pricing Course at IMF Academy, an affiliate of Transfer Pricing Associates of TPA Group.

We have alliance partnerships with foreign transfer pricing firms and practitioners who are experts in transfer pricing, valuation, and customs services in their respective jurisdictions. Together we can support a range of client issues in multiple industries. Finally, Machica Tan-Cruz & Co. is the Philippine member of Aspect Advisory (Transfer Pricing Solution).

International, Corporate, and Tax Services

We have alliance and tie-ups with consultants across the globe in providing business intelligence, advice, and market information to international investors and multi-national enterprises. Further, we have collaboration with local law firms for corporate and tax matters. We also provide corporate governance support such as independent directorship – risk or audit committee, interim corporate governance or administration, and corporate secretarial works.

BPO, Finance & Tax Services

All enterprises – new or established, big or medium-sized, domestic or foreign-owned can leverage on and benefit from our all-encompassing BPO, Finance, and Tax Services manned by trained and licensed accountants and tax advisors. By outsourcing such functions, our clients can focus on their strategic and core business model, and save on cost.

Regulatory Compliance Services

Given the various regulatory agencies which have jurisdiction on each business entity, we support our client with regulatory compliance services such as regulatory reporting, business permit processing, compliance with state health insurance, social security, and housing fund, immigration and work permit assist, among others.

Audit and Assurance Services

We provide audit and assurance services that are value adding. We always keep an open communication with our clients to conclude the engagement in the most efficient manner while addressing clients' unique needs.

Our team's collective capabilities lend to the integrity of our clients' financial information. Our methodology is supplemented by industry-specific standards and quality controls that are relevant and applicable to each engagement.

Other Specialty Services

included; Trainings (as CPD provider), wealth management and financial planning, load intermediation, and online insurance aggregator, legal services.

▲ PHILIPPINE OFFICES



▲ Makati Business Office

Unit 1101 Cityland 10 Tower 1
156 H. V. dela Costa St., Ayala North
Makati City, 1209 Philippines
Telefax No. +63 2 823 5904, 562 8190
Mobile No. +63 917 306 0208
Email: mail@machicagroup.com

▲ Manila Office

2326 A. Marina St., San Andres Bukid,
Sta. Ana, Manila, 1017 Philippines
Telefax No. +63 2 8354 3435 / 553 4617
Mobile No. +63 917 512 6137
Email: manila@machicagroup.com

▲ Tacloban Office

204 P. Burgos Street
Tacloban City, 6500 Philippines
PLDT Tel No. +63 53 832 1782
GlobeTel No. +63 53 523 5122
Mobile No. +63 926 717 5477
Email: mail@machicagroup.com

▲ Cebu Representative Office

Room 320 JSP Mango Plaza
Gen. Maxilom Ave. corner Echavez St.
Cebu City, 6000 Philippines
Tel No. +63 32 231 1880
Mobile No. +63 918 901 8575
Email: mail@machicagroup.com

▲ MACHICA GROUP CORPORATE CENTER

Machica Group Corporate Center

MFI Bldg., 121 Independencia St., Brgy. 51,
Tacloban City, 6500 Philippines
Tel No. +63 53 832 3567 | Mobile No. +63 917 867 6837
Email: mail@machicagroup.com, maxin@machicagroup.com



▲ INT'L LIAISON REPRESENTATIVES



Middle East
(English & Arabic language)

Ms. Manilyn Machica
Flat No. 901 Professional Bldg.,
Najda St., Abu Dhabi,
United Arab Emirates
+971 52832 1199
mail@machicagroup.com



UK & Ireland
(English language)

Ms. Mila M. Delambaca
Apt. 92 Academy Bldg.,
Park West, Dublin 12,
Republic of Ireland
+35 31657 213
mail@machicagroup.com

MAXIN *business partners:*



Court of the Table (COT), 2021-2023

MDRT Qualifier, 2018-2020



▲ ACCREDITATIONS

MTC & Co and its partners are duly accredited with the following government and regulatory offices for tax and audit practice:



▲ CORPORATE MILESTONES



10TH ANNIVERSARY



15TH ANNIVERSARY



20TH ANNIVERSARY

INDUSTRY EXPERIENCE

OUR INTERNATIONAL CLIENTS

Bank & financial services	Hotels & restaurants	BPO / IT companies
Insurance companies, HMOs, & brokers	Hospital & medical services	Importers / Exporters
Energy & electric cooperatives	Consumer goods	Educational / Religious entities
Manufacturing and trading	Shipping / logistics	Chemicals
Entertainment & media	Mining & mining services	Golf & country clubs
Foreign companies (ROHQ, Branch, etc.)	Shared services	Wholesale & retail trade
Holding companies	Foundation / NGOs	Constructions
	Real estate / housing / condominiums	Professional services
	Manning companies	Agri-ventures



▲ AFFILIATIONS and MEMBERSHIPS (institutional and individual)



▲ SELECTED CLIENTS



▲ LEADERS

Dr. Michael A. Machica

Managing Partner & Chairman, **Machica Tan-Cruz & Co**

Chairman & Chief Consultant, **Machica FIRM, Inc**

Chairman, Paytaca, PinoyChef

Email: chairman@machicagroup.com

Skype: michael.machica Mobile: +63-917-306-0208

LinkedIn: ph.linkedin.com/pub/michael-machica

Languages: English, Filipino, Cebuano, and Waray

Int'l exposures: Asia, Europe, U.S., the Pacific, Australia

Specialty

Tax planning and auditing

Business and corporate advisory

Independent directorship

Transfer pricing

Wealth Planning

Insurance & risk consulting

Leadership and Career Profile

Chairman and Managing Director, Machica Group

Former Vice President, Risk Management, BDO Unibank

Former Audit Associate, SGV & Co / Ernst & Young Philippines

Former College Lecturer (part-time), Accountancy Program, EVSU

Awards and Recognitions

Most Outstanding CEO (Business Sector), ACLADEB

Asia Pacific Entrepreneurs Awards, Enterprise Asia

Business Excellence Certificate, World Confederation of Businesses

Governance & Finance Mgt., Elite Leadership Award

Best Filipino Achiever in Business Mgmt., Golden Globe Awards

Outstanding Professional Award, Superbrands

Outstanding Tax & Accounting Consultant, People's Choice Awards

Client's Choice - Tax Law in the Philippines, Legals Finest 200, U.K.

"Achievers of I.A.M.E.", Int'l. Academy of Mgt. & Economics

Outstanding Alumnus, Eastern Visayas State University

Young Achiever in Public Practice, PICPA National Awards

Int'l. Tax Post-graduate Qualifications & Trainings

Post-doctorate Research in Transfer Pricing (visiting scholar),

Institute for Austrian and International Tax Law, WU Vienna

Transfer Pricing Course, IMF Academy, Netherlands

Advanced Int'l. Tax Law, International Tax Center Leiden, NL

Int'l. Taxation (*cum laude*), JurGrad School of Tax & Business

Law, Universitat Munster, Germany

Credits in U.S. Business Law and Tax, University of Guam

Formal Degrees

D.B.A. (*summa cum laude*), American Management University

Ph.D. in Management, with academic and dissertation distinction

(*summa cum laude* equivalent), I.A.M.E.

M.B.A., class valedictorian, outstanding graduate in academics,

& with thesis distinction, I.A.M.E.

B.A. major in accounting, *cum laude* and rank No. 1, E.V.S.U.

Executive Education

Executive Program on Corporate Management, HIDA, Japan

Risk Management for Banking & Financial Services, Indian School

of Business in association with Kellogg School of Management

Leading Professional Services Firms, University of Cambridge

Outstanding Professional Award 2015



Superbrands Marketing International, Inc.



Chairman and Managing Partner

Post-graduate Certificates

Int'l. Governance, Nyenrode Corporate Governance

Institute, Nyenrode Business University, NL

Managing Human Resource of Growing Companies,

Ateneo de Manila University

Professional Certificates / Memberships

Diplomate in International Management, AAEFI

Senior Fellow, Royal Inst. of Accountants, Singapore

Senior Fellow, Royal Inst. of Management, Singapore

ASEAN Chartered Professional Accountant

Certified Public Accountant, Philippines

Certified Investment Solicitor, Philippines

Certified Internal Auditor, IIA, USA

Accredited Quality Validator, IIA, USA

Certified Financial Services Auditor, IIA, USA

Chartered Doctor of Business Admin, CIMS, USA

Life & Non-Life Insurance Underwriter, Philippines

Certified Estate Planner, Philippines

Professional and Academic Involvements

Guest lecturer, MDM program, AIM, March 2013

Former Accountancy Lecturer, EVSU, 1995-1996

Director, Asso. of CPAs in Public Practice, 2011-13

Various Capacities, PICPA, 2005 to 2014

Auditor, Leyte Chamber of Commerce, 2008 –15

Vice President for Visayas, I.A.M.E. Alumni Asso.

Other International Exposures

Alternative Economic and Monetary Systems, Vienna

International Investment Law, Athens

Corporate Credit Analysis, Fitch Learning, HK

Global Entrepreneurship, Handong Global Univ.

31st Kankeiren-India-Japan Mgt. Program, Osaka

Program for Quality Mgt., AOTS - HIDA, Tokyo

Strategic Business Mgt., AF Consult, Sweden



**Joan Tan Cruz, RN****President, MAXIN Insurance Agency / MG Consulting**

Email: joan.machica@machicagroup.com

Mobile: +63-917-892-8998

Languages: English, Filipino, and Waray

International Exposure: Asia

Specialty

Human resource consulting

BPO consulting

Corporate management

Insurance and risk consulting

Joan was elevated to the presidency of Machica FIRM, Inc. in 2011, and is concurrently acting as Finance / HR Head at Machica Tan-Cruz & Co.

She was formerly the vice president and head of the group's administration, finance and human resource department. She started with the Group's insurance division after her 3-year stint in a universal bank. She is licensed for life insurance, non-life insurance, and variable life insurance with the Office of the Insurance Commission. She is also a registered nurse and has earned units in Master in Health Sciences.

President, Machica FIRM, Inc.**Finance / HR Head, Machica Tan-Cruz & Co.**

Since 2009, she has completed trainings on Human Resource at the Ateneo de Manila University School of Business; Best Practices in Crafting HR policies and Contracts, Center for Global Best Practices, Advanced Labor Seminar - Workshop for Management: Strengthening the Company's Labor Management Systems, Procedures and Infrastructures at the Asian Institute of Marketing and Entrepreneurship. At the International Federation of Professional Managers, Joan completed Certified Human Resource Professional Program. CHRP is a global recognition of HR professionals with headquarters in U.K.

Ma. Grace A. Machica, CPA, CrFA, MDPPartner, **Machica Tan-Cruz & Co**

Email: manila@machicagroup.com

Mobile: +63-917-512-6137

Languages: English, Filipino, and Waray

International Exposure: Asia

**Specialty**

Tax planning

Business and corporate advisory

Audit and forensic

Corporate management

At Machica Tan-Cruz & Co, Grace is the Partner-In-Charge of its Manila and Makati Offices where she leads in audit, tax, and BPO-related engagements. She is a CPA, a Certified Forensic Accountant (CrFA), an associate member of CPA Australia, and has completed the Certified Internal Control Auditor program. She is also registered as an ASEAN Professional Chartered Accountant. She is a member of PICPA and ACPAPP and actively participates in Asia - Pacific conferences. Grace had years of professional experience gained from Valdes Abad & Associates, CPAs (formerly Carlos J. Valdes and Associates, CPAs) in Makati City. At that time, the Firm was the local affiliate of RSM International. In her last year at Valdes, she was the overall audit-in-charge. As a Firm scholar, Grace earned her Management Development Program (MDP) at the Asian Institute of Management in April 2014. She completed her BS Accountancy degree from E.V.S.U. with one-term cross-enrollment at the De La Salle University, Manila.

Ma. Melissa Shyr C. Ayles, CPA, CBA

Regular Partner

Email: melissa.ayles@machicagroup.com

Mobile: +63-927-176-6984

Languages: English, Filipino, and Waray

**Specialty**

Tax planning

Business and corporate advisory

Audit

BPO services

After serving the firm as Audit-In-Charge, Melissa is designated as Business Development Head and Regular Partner of the Group's East Visayas practice. Melissa is a CPA and a cum laude graduate in BS Accountancy from St. Paul Business School. She has also completed the Chartered Business Administrator (ChBA) program as a Firm scholar in 2012. She started her career at Alba Romeo & Co. (a member practice of BDO International), as an accounting staff of the Firm's outsourcing services. She moved to Machica Group in October 2009 as an associate handling both tax and audit engagements. In mid-2012, she was seconded to a foreign client to handle the interim comptrollership of its Philippine branch. She completed Supervisory and Managerial Seminar & Performance Management through Coaching and Mentoring given by Router Philippines Market Research and Resource Management in 2011. She was a recipient of "Most Improved Employee of the Year". Recently, she bagged 'Leadership Improvement' award.

Joseph Tan Cruz, CPA, CIA

Consultant (former partner), **Machica Tan-Cruz & Co**
 Mobile: +63-917-543-4857
 Email: mail@machicagroup.com
 Languages: English, Filipino, and Waray
 International Exposure: Asia and Europe

**Specialty**

Internal audit
 Banking and finance advisory
 Continuing professional development

Joseph completed his degree in Accountancy from St. Paul's Business School, summa cum laude, and is a recipient of the highest scholastic trophy award and GM Arroyo leadership award. He placed second in the May 2005 CPA board examinations and also landed in the Top Five of the international certification examination for Certified Internal Auditors given in November 2007. He had previously taught accounting subjects both in the undergraduate courses and in the CPA review. He also served Procter and Gamble Audit Hub of Asia as an internal auditor and had conducted audits in its offices in Vietnam, Singapore, India, Indonesia, France, and Japan. Aside from his involvement with Machica Tan-Cruz & Co as consultant and part-time practice leader for internal audit engagements, Joseph is an Vice President for Corporate Banking Division at a local universal bank.

Willard Aswigui, CPA, EMBA

Consultant, **Machica Tan-Cruz & Co**
 Mobile: +63-917-809-4166
 Email: willard.aswigui@machicagroup.com
 Languages: English, Filipino

**Specialty**

Cash and Treasury Management
 Project / Risk Management
 Financial Accounting
 Corporate Finance
 Tax & Compliance

Willard completed his Executive MBA from Asian Institute of Management. As a licensed CPA, he is a member of PICPA, Institute of Public Accountants, and Financial Executives Institute of the Philippines. He previously served P3OPLE4U, Inc. as Treasurer & CFO. He had participated in professional trainings on accounting, tax and treasury, regulatory, and legal environments across multiple jurisdictions (i.e. Philippines, Hong Kong, BVI and Japan). Aside from his involvement with Machica Tan-Cruz & Co as a consultant, Willard is a Board Director at CLOUD, Inc and is the CEO of Konstruct1.

Atty. Jose Joannes Bagulaya

Legal Consultant
 Mobile: +63-917-620-5180
 Email: bagulaya@taclobanlawyer.com
 Languages: English, Filipino

Jose Joannes Bagulaya is a litigation lawyer with experience in administrative, civil, and criminal cases, as well as in non-litigation legal matters such as estate settlements and real estate acquisition negotiations. He completed his degree in Mass Communication from Central Philippine University and earned his juris doctor degree from Saint Paul School of Professional Studies.

▲CORPORATE SOCIAL RESPONSIBILITY INITIATIVES



▲ AWARDS AND RECOGNITIONS



▲ CONTACT INFORMATION

For inquiries, requests for proposals, initial discussions or needs assessments, and other concerns, please call, email or write:

Dr. Michael A. Machica

Chairman / Founder, Machica Group

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machicafirm@yahoo.com

Skype ID: [michael.machica](https://www.skype.com/people/michael.machica)

LinkedIn: [ph.linkedin.com/pub/michael-machica](https://www.linkedin.com/pub/michael-machica)

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Willard Aswigui

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Ma. Grace A. Machica

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Ma. Melissa Shyr C. Ayles

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[Facebook.com/MaxInsure247](https://www.facebook.com/MaxInsure247)
[Facebook.com/Dr.MAdvisoryClinic](https://www.facebook.com/Dr.MAdvisoryClinic)
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[Linkedin.com/company/machica-group](https://www.linkedin.com/company/machica-group)



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