

Innovation

Driving Future-Ready Energy Solutions

Innovation enables us to stay ahead of evolving customer needs and contribute ever more meaningfully to the nation's progress. We strive to be future-ready by constantly developing new services, enhancing existing ones, and embracing emerging technologies. As a core value, this ethos is deeply embedded in Meralco's corporate identity, with the aim of providing better customer experiences.



Building on the collective strength of One Meralco, our subsidiaries play a crucial role in this endeavor. For instance, Movem is leading the adoption of electric vehicles (“EVs”) in the Philippines to promote cleaner mobility, while MSERV and Radius work in synergy to power the country’s growing hyperscaler industry. As a Group, we are pushing boundaries and pioneering solutions that shape the future of energy in the Philippines.

As innovation runs through every facet of our operations—from power generation and grid expansion to customer service and support—our commitment to remain at the forefront of innovation in the

A. Celebrating Our Culture of Innovation

In November 2024, Meralco’s spirit of ingenuity and transformation took center stage during the biggest celebration of innovation in our Company’s history. Established in 2022 to foster forward-thinking technological advancement within our organization, the annual corporate-wide Innovation Month has since become a driving force behind Meralco’s commitment to delivering future-fit energy solutions. Under the theme “Transcending Excellence Through Innovation,” the 2024 celebration featured new elements—including an official website and event partnerships, as well as tech exhibits and interactive sessions focusing on Meralco’s 7Ds Digital Transformation Framework⁴⁴—across six key initiatives: the IDOL Awards, IDOL Hackathon, Tech Talk, Meralcostar, Environment, Safety, and Health (“ESH”) Innovation, and the Customer Experience Innovation Summit (“CXIS”).



Philippine energy sector is woven into every material topic covered in this report.

For example, we are modernizing Meralco’s distribution network by deploying smart grid technologies, as described in the Service Reliability & Safety section under Power. In the Climate Change Mitigation section under Planet, we describe the different energy conservation and efficiency measures and technologies we have adopted across One Meralco to lower our environmental footprint. These are just a few examples of how we continue to drive innovation in our businesses to meet the evolving needs of our stakeholders and advance our sustainability journey.

Last year’s highlights included the IDOL Hackathon, where top student innovators from University of the Philippines Diliman, Mapúa University, and National University-Manila presented cutting-edge solutions for the future of electric utilities. Meanwhile, Tech Talk brought industry leaders from Huawei, Itron, and Cloudera to discuss advanced connectivity solutions in utilities, smart grids, as well as AI and data security.

Our lineup also included initiatives that showcased the innovative spirit and contributions of our people. The IDOL Awards honored outstanding internal efforts that advanced data analytics, process automation, and AI in our organization. Meanwhile, ESH Innovation recognized original solutions prioritizing public safety, and the CXIS spotlighted projects that enhanced our customer service. Finally, Meralcostar celebrated employee-driven programs that addressed challenges related to service reliability, safety, system loss, and data quality.

Moving forward, we will elevate Innovation Month to further strengthen our culture of innovation and excellence within Meralco and inspire breakthroughs that extend beyond our organization.

⁴⁴Our 7Ds Digital Transformation Framework is described extensively in the Digitalization & Cybersecurity section.

B. Pioneering Advanced Technologies in the Telecommunications Industry

As the telecommunications landscape grows more competitive, our subsidiary Radius is leading the charge in providing reliable, cutting-edge connectivity solutions. Known for its robust end-to-end fiber optic network, Radius offers dedicated internet access, managed services, and advanced cloud solutions like SD-WAN and zero-trust networking. Its global partnerships with industry giants such as Cisco, Nokia, and Juniper, combined with over two decades of expertise and a MEF 2.0 certification, reinforce the company’s reputation for speed and reliability.

Radius’ collaboration with Console Connect HK Limited, established during the International Telecoms Week in Maryland, USA, in 2024, expands the company’s cloud services and makes it easier for Philippine-based enterprises to access the cloud. Radius also launched an IPTV (“Internet Protocol television”) solution tailored for the hospitality and healthcare industries, with five-star hotels Shangri-La The Fort and Marco Polo Ortigas among the first to benefit from this innovative service. Moving forward, Radius will expand this offering to serve more hotels and hospitals, providing seamless internet and cable connectivity across these sectors.

C. Charging Towards a Cleaner Future with Electric Mobility

We at Meralco recognize that the transition to electric transport is a critical step toward a cleaner future. However, the challenge in early-stage EV markets like the Philippines extends beyond vehicle adoption—it requires a robust, accessible, and financially viable charging infrastructure. As such, our subsidiary Movem has partnered with Poland-based ChargeEuropa to introduce an innovative model that integrates digital out-of-home advertising with EV charging.

Through this approach, we aim to make EV charging more accessible to Filipinos without relying heavily on government subsidies or high user fees. With high foot traffic in urban centers and a growing commitment to sustainable development, the Philippines is an ideal market to demonstrate the impact of this model. Our partnership with ChargeEuropa will enable us to strategically deploy advertising-supported EV chargers, providing both a seamless charging experience for EV users and valuable engagement opportunities for advertisers.

