

SIGNATURES

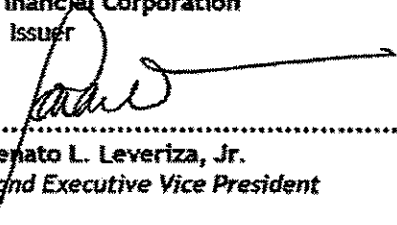
Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ATR KimEng Financial Corporation

Issuer

24 August 2009

Date



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Renato L. Leveriza, Jr.

Director and Executive Vice President

ATR KIMENG
FINANCIAL CORPORATION

24 August 2009

**SECURITIES AND EXCHANGE COMMISSION
CORPORATION FINANCE DEPARTMENT**

SEC Building, EDSA,
Greenhills, Mandaluyong City

Attention: **Atty. Justina F. Callangan**, Director-Corporation Finance Department

**PHILIPPINE STOCK EXCHANGE, INC.
DISCLOSURE DEPARTMENT**

Philippine Stock Exchange Centre,
Exchange Road, Ortigas Center,
Pasig City

Attention: **Ms. Janet A. Encarnacion**, Head-Disclosure Department

Gentlemen/Mesdames:

Pursuant to the reportorial requirements of the Securities Regulation Code and the rules of the Exchange, we are pleased to announce that the respective Board of Directors of the Company's direct subsidiary ATR KimEng Capital Partners, Inc. ("ATRKE Capital") and the latter's own subsidiary ATR KimEng Direct Investments, Inc. ("ATRKE Direct Investments"), to grow and expand its asset management business, have approved the following:

1. The increase in the authorized capital of ATRKE Direct Investments to Php140 million;
2. The change in the name of ATRKE Direct Investments to ATR KimEng Asset Management Holdings, Inc. ("ATRKE Asset Management");
3. The appointment of Mr. Michael V. Ferrer as Managing Director of ATRKE Asset Management.
4. ATRKE Direct Investments will have as its shareholders ATRKE Capital, Mr. Ferrer, and Mr. Phillip Hagedorn.
5. The Mutual Fund Management Company of the Philippines, Inc. ("MFMCP") will be renamed ATR KimEng Asset Advisors, Inc. ("ATRKE Asset Advisors") and its authorized capital will be increased to Php100 million from Php30 million.
6. ATRKE Asset Advisors will become a direct subsidiary of ATRKE Asset Management.

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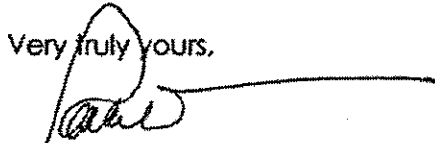
The group of entities through which the asset management business will be pursued will be known as the "ATRKE Asset Management Group". The ATRKE Asset Management Group will focus on the growing opportunities in asset management in the Philippines, both in the institutional and retail funds markets.

The Company currently has a presence in the asset management industry through wholly-owned subsidiary ATRKE Capital's trust department and separately, through the latter's subsidiary, MFMCP. On a combined basis, the whole ATR KimEng Group manages and administers over PhP5 billion in Assets Under Management ("AUM"), consisting of mutual funds and trust assets, insurance portfolios, and real estate assets for proprietary and third party clients. The organization of the ATRKE Asset Management Group is envisioned to markedly expand this presence.

To head the new initiative, the Company has tapped an experienced investment management professional, Mr. Michael V. Ferrer, who has over 20 years of experience in managing investment teams and building asset management businesses into top players in their respective markets. He most recently held the position of Regional General Manager for ING Investment Management based in Hong Kong. Mr. Phillip Hagedorn, currently President and CEO of MFMCP, will continue to play an active role in ATRKE Asset Advisors as Investment Director overseeing the domestic equities portfolios.

Attached herewith is a copy of our press release regarding this disclosure.

Very truly yours,



RENATO L. LEVERIZA, JR.
Director and Executive Vice President

Cc: Mr. R.B. Arnaiz/Mr. M.N. Tordesillas/Atty. G.M. Santos

ATR KimEng to expand asset management business

Listed company ATR KimEng Financial Corporation (ATRKE Financial) is expanding its presence in the fast-growing domestic asset management industry, starting with the formation of a dedicated business group called ATR KimEng Asset Management Group to be headed by former ING Investment Management Regional General Manager Michael V. Ferrer.

In a disclosure to the Philippine Stock Exchange, ATRKE Financial reported that subsidiary ATR KimEng Capital Partners, Inc. (ATRKE Capital) will reorganize its asset management businesses into the Asset Management Group and increase the capital of the these businesses to fund this new initiative.

ATRKE Capital currently has a presence in the asset management industry which it conducts through its subsidiary The Mutual Fund Management Company of the Philippines (MFMCP) which currently manages three mutual funds, and separately through its Trust department.

On a combined basis, the whole ATR KimEng Group manages and administers over P5 billion in Assets Under Management (AUM) consisting of mutual funds, trust assets, insurance portfolios, and real estate for proprietary and third party clients.

As part of the plan, ATR KimEng Direct Investments, a subsidiary of ATRKE Capital, will be renamed ATR KimEng Asset Management Holdings, Inc. and its authorized capital increased to P140 million. MFMCP will be renamed ATR KimEng Asset Advisors (ATRKE Asset Advisors) and its authorized capital will be increased to P100 million.

ATRKE Capital will concurrently sell its 83% stake in MFMCP to ATRKE Direct Investments, which will be the entity that will subscribe to new shares in the new ATRKE Asset Advisors.

In an interview, Manuel N. Tordesillas, president and CEO of the ATR KimEng Group, said that, "ATR KimEng's expansion of its asset management business is an integral part of our strategy of building a leading position in the capital markets, and brings synergies with our insurance and real estate businesses."

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PRESS RELEASE
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He added that, "We believe that this is an opportune time to build capabilities in asset management while other players are retreating. As an independent asset management firm, ATR KimEng Asset Advisors is uniquely positioned to deliver high quality investment solutions to institutional and individual clients through multiple distribution channels."

To head this new initiative, ATR KimEng has tapped an experienced investment management professional, Michael V. Ferrer, as its management partner. Ferrer has over twenty years experience in asset management, most recently as the Regional General Manager for ING Investment Management based in Hong Kong where he was responsible for ING's asset management businesses in Malaysia, Thailand, Singapore, the Philippines, India, and the Middle East (Dubai). Phillip Hagedorn, currently President and CEO of MFMCP, will continue to play an active role in ATRKE Asset Advisors as Investment Director overseeing the domestic equities portfolios. Further, the investment team will be expanded to include experienced portfolio managers to cover a wide range of asset classes.

Ferrer commented that, "Despite the onset of the global financial crisis last year, the asset management industry has continued to grow at a healthy pace driven primarily by increasing affluence and wealth creation." The trust industry's AUM has grown by 15.4% to P1.5 trillion in the first quarter of 2009, while mutual funds have grown to P61 billion in AUM over the same period.

Underpinning the growth in AUM are the economy's sound macroeconomic fundamentals, increasing GDP per capita and savings rates, favorable demographic trends and a supportive regulatory environment. Ferrer explained, however, that the penetration of mutual funds to household savings in the country is still one of the lowest in the world, and the industry's AUM of approximately US\$20 billion is small compared to its peers in Asia. The existing range of products available to local investors likewise remains limited.

"ATR KimEng aims to capitalize on these opportunities by developing innovative investment solutions and products that will in the future allow clients to invest across a wide range of asset classes," added Ferrer. These include equities, fixed income, currencies, and alternatives such as real estate, private equity, commodities through ETFs, REITs and similar securities.

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“This will ensure that clients are able to capture emerging opportunities in the global markets and build well-diversified portfolios. ATR KimEng’s asset management business will adopt globally accepted investment standards, processes and best practices, while employing sophisticated investment strategies and risk management techniques designed to deliver superior risk-adjusted returns,” he said.

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About ATR KimEng Financial Corporation

ATR KimEng Financial Corporation is a publicly-listed diversified financial services company, specializing in capital markets, insurance, real estate and other investments. Its wholly-owned subsidiary, ATR KimEng Capital Partners, Inc., is the country’s largest non-bank related investment house, while its stockbrokerage arm, ATR KimEng Securities Inc., is the leading Philippine-owned securities company. The Group is principally involved in corporate finance and advisory services (equity IPOs and secondary offers, bond underwriting, mergers and acquisitions, debt restructuring); stockbroking and equity research; life and general insurance underwriting and distribution, and insurance broking; asset management (mutual funds and trust fund management); foreign exchange and fixed income broking; and real estate investments. Through its shareholder Kim Eng Holdings Ltd., a publicly-listed company in Singapore, the Group enjoys equity distribution access throughout Southeast Asia, Europe and North America. For more details, please visit www.atrkimengfinancial.com, www.atrkimeng.com, and www.kimeng.com.