

FIRST DIVISION

[G.R. No. 193791, August 02, 2014]

PRIMANILA PLANS, INC., HEREIN REPRESENTED BY EDUARDO S. MADRID, PETITIONER, VS. SECURITIES AND EXCHANGE COMMISSION, RESPONDENT.

D E C I S I O N

REYES, J.:

This resolves the Petition for Review on *Certiorari*^[1] under Rule 45 of the Rules of Court filed by Primanila Plans, Inc. (Primanila) to assail the Decision^[2] dated March 9, 2010 and Resolution^[3] dated September 15, 2010 of the Court of Appeals (CA) in CA-G.R. SP No. 104083. The CA affirmed in CA-G.R. SP No. 104083 the Securities and Exchange Commission's (SEC) issuance of an Order^[4] dated April 9, 2008, which was a cease and desist order upon Primanila with the following dispositive portion:

WHEREFORE, pursuant to the authority vested in the Commission, PRIMANILA PLANS, INC., its respective officers, directors, agents, representatives, and any and all persons, conduit entities and subsidiaries claiming and acting under their authority, are hereby ordered to immediately **CEASE AND DESIST** from further engaging in activities of selling, offering for sale Primasa plans and to refrain from further collecting payments and amortizations for Primasa plans to protect the interest of investors and the public in general.

In accordance with the provisions of Section 64.3 of Republic Act No. 8799, otherwise known as the Securities Regulation Code, the parties subject of this Cease and Desist Order may file a formal request or motion for the lifting of this Order within a non-extendible period of five (5) days from receipt hereof.

SO ORDERED.^[5]

The Facts

Primanila was registered with the SEC on October 17, 1988 and was issued Certificate of Registration No. 156350. Based on its amended articles of incorporation, the company's primary purpose was "to organize, establish, develop, conduct, provide, maintain, operate, offer, issue, market and sell pension plans under which the savings of professionals, officers, directors and other personnel of corporations, firms, or entities, and self employed individuals can be pooled together, accumulated and invested in profitable placements and productive

enterprises so as to build an Accumulated Fund for each individual participant or planholder for his retirement, monthly pension or for other [foreseeable] needs in the future.” Primanila then operated as a pre-need company and maintained a business office in Makati City.^[6]

On April 9, 2008, the SEC was prompted to issue the subject cease and desist order after an investigation conducted by the SEC’s Compliance and Enforcement Department (CED) on Primanila yielded the following factual findings duly explained in the cease and desist order:

1. The office of [Primanila] located at 20th Floor, Philippine AXA Life Centre, Sen. Gil Puyat Ave., Makati City was closed. No notices were posted outside said office to inform the public of the reason for such closure. x x x
2. [Primanila]’s website (www.primanila.com) was offering a pension plan product called Primasa Plan. The website contains detailed instructions as to how interested persons can apply for the said plan and where initial contributions and succeeding installment payments can be made by applicants and planholders. According to the website, applicants and planholders can pay directly at the head office, any of its field offices or may deposit the payments in PRIMANILA’s METROBANK Account No. 066-3-06631031-1. This was discovered by [CED] when a member of CED visited [Primanila’s] website on February 12, 2008.
3. [PRIMANILA] failed to renew its Dealer’s License for 2008. In view of the expiration of the said license, the [SEC’s Non-Traditional Securities and Instruments Department (NTD)], through its Acting Director Jose P. Aquino, issued a letter dated January 3, 2008 addressed to [Primanila’s] Chairman and CEO Mr. Eduardo S. Madrid, enjoining [Primanila] from selling and/or offering for sale pre-need plans to the public.
4. [Primanila] has not been issued a secondary license to act as dealer or general agent for pre-need pension plans for 2008. Also, no registration statement has been filed by [Primanila] for the approval of a pension plan product called Primasa Plan. This is shown in the certification dated February 15, 2008 issued by NTD upon the request of Atty. Hubert B. Guevara of CED.
5. [Primanila’s] Bank Account is still active. This was discovered by CED when it deposited on March 6, 2008 the sum of Php 50.00 which was duly received by METROBANK Robinson’s Branch as shown by the deposit slip.
6. Among the many planholders of [PRIMANILA] are enlisted personnel of the Philippine National Police (PNP). Premium collections for Primaplans via salary deductions were religiously remitted to [Primanila] on a monthly basis. x x x

7. PNP remitted the total amount of Php 2,072,149.38 to respondent PRIMANILA representing the aforementioned premium collections via salary deductions of the 410 enlisted personnel of PNP who are planholders. This is shown in the table prepared by the remittance clerk of the PNP, Ms. Mercedita A. Almeda.
8. [PRIMANILA] failed to deposit the required monthly contributions to the trust fund in violation of Pre-need Rule 19.1. This is shown in the Trust Fund Reports for the months of November and December 2007 prepared by ASIATRUST BANK, the trustee of [Primanila].
9. [PRIMANILA] under-declared the total amount of its collections as shown in its SEC Monthly Collection Reports which it submitted to NTD. Its reports show that it only collected the total amount of Php 302,081.00 from January to September 2007. However, the remittance report of the PNP shows that [Primanila] received the amount of Php 1,688,965.22 from the PNP planholders alone for the said period. Therefore, it under-declared its report by Php 1,386,884.22.^[7]

From these findings, the SEC declared that Primanila committed a flagrant violation of Republic Act No. 8799, otherwise known as The Securities Regulation Code (SRC), particularly Section 16 thereof which reads:

Section 16. *Pre-Need Plans.* – No person shall sell or offer for sale to the public any pre-need plan except in accordance with rules and regulations which the Commission shall prescribe. Such rules shall regulate the sale of pre-need plans by, among other things, requiring the registration of pre-need plans, licensing persons involved in the sale of pre-need plans, requiring disclosures to prospective plan holders, prescribing advertising guidelines, providing for uniform accounting system, reports and record keeping with respect to such plans, imposing capital, bonding and other financial responsibility and establishing trust funds for the payment of benefits under such plans.

It also breached the New Rules on the Registration and Sale of Pre-Need Plans, specifically Rule Nos. 3 and 15 thereof, to wit:

Rule 3. *Registration of Pre-Need Plans.* – No corporation shall issue, offer for sale, or sell Pre-Need Plans unless such plans shall have been registered under Rule 4.

Rule 15. *Registration of Dealers, General Agents and Salesmen of Pre-Need Plans.*

15.1. Any issuer selling its own Pre-Need Plans shall be deemed a dealer in securities and shall be required to be registered as such and comply with all the provisions hereof; provided that the issuer selling different

types of Pre-Need Plans shall be required to be registered as dealer only once for the different types of plans.

The SEC then issued the subject cease and desist order “in order to prevent further violations and in order to protect the interest of its plan holders and the public.”^[8]

Feeling aggrieved, Primanila filed a Motion for Reconsideration/Lift Cease and Desist Order,^[9] arguing that it was denied due process as the order was released without any prior issuance by the SEC of a notice or formal charge that could have allowed the company to defend itself.^[10] Primanila further argued that it was neither selling nor collecting premium payments for the product Primasa plans. The product was previously developed but was never launched and sold to the public following the resignation from the company in 2006 by Benjamin Munda, the one who crafted it. The Primanila company website that included details on the Primasa product was not updated; the advertisement of the product on the website was the result of mere inadvertence.^[11] Thus, the cease and desist order against Primanila would allegedly not accomplish anything, but only prejudice the interest and claims of its other planholders.^[12]

On June 5, 2008, the SEC issued its Order^[13] denying Primanila’s motion for reconsideration for lack of merit. The cease and desist order issued on April 9, 2008 was then made permanent.

Unyielding, Primanila appealed to the CA *via* a petition for review. On March 9, 2010, the CA rendered its decision dismissing the petition and affirming *in toto* the issuances of the SEC.

The Present Petition

Following the CA’s denial of its motion to reconsider, Primanila filed the present petition which cites the following grounds:

THE [CA] GROSSLY ERRED WHEN IT SUSTAINED THE ASSAILED ORDERS OF RESPONDENT SEC CONSIDERING THAT THE FACTS AND EVIDENCE ON RECORD [STATE] OTHERWISE;

THE [CA] GROSSLY ERRED WHEN IT RULED THAT [PRIMANILA] WAS GIVEN DUE PROCESS BY RESPONDENT SEC AS [PRIMANILA] WAS ABLE TO FILE A MOTION FOR RECONSIDERATION; AND

THE [CA] GROSSLY ERRED WHEN IT RULED THAT THE PUBLIC WILL NOT SUFFER GREATLY AND IRREPARABLY BY THE IMPLEMENTATION OF THE ASSAILED ORDERS OF RESPONDENT SEC.^[14]

The Ruling of the Court

The petition lacks merit.

Due Process of Law

Contrary to its stance, Primanila was accorded due process notwithstanding the SEC's immediate issuance of the cease and desist order on April 9, 2008. The authority of the SEC and the manner by which it can issue cease and desist orders are provided in Section 64 of the SRC, and we quote:

Section 64. *Cease and Desist Order.* –

64.1. The Commission, **after proper investigation or verification, *motu proprio*, or upon verified complaint by any aggrieved party, may issue a cease and desist order without the necessity of a prior hearing** if in its judgment the act or practice, unless restrained, will operate as a fraud on investors or is otherwise likely to cause grave or irreparable injury or prejudice to the investing public.

64.2. Until the Commission issues a cease and desist order, the fact that an investigation has been initiated or that a complaint has been filed, including the contents of the complaint, shall be confidential. Upon issuance of a cease and desist order, the Commission shall make public such order and a copy thereof shall be immediately furnished to each person subject to the order.

64.3. Any person against whom a cease and desist order was issued **may, within five (5) days from receipt of the order, file a formal request for lifting thereof.** Said request shall be set for hearing by the Commission not later than fifteen (15) days from its filing and the resolution thereof shall be made not later than ten (10) days from the termination of the hearing. If the Commission fails to resolve the request within the time herein prescribed, the cease and desist order shall automatically be lifted. (Emphasis ours)

The law is clear on the point that a cease and desist order may be issued by the SEC *motu proprio*, it being unnecessary that it results from a verified complaint from an aggrieved party. A prior hearing is also not required whenever the Commission finds it appropriate to issue a cease and desist order that aims to curtail fraud or grave or irreparable injury to investors. There is good reason for this provision, as any delay in the restraint of acts that yield such results can only generate further injury to the public that the SEC is obliged to protect.

To equally protect individuals and corporations from baseless and improvident issuances, the authority of the SEC under this rule is nonetheless with defined limits. A cease and desist order may only be issued by the Commission after proper investigation or verification, and upon showing that the acts sought to be restrained could result in injury or fraud to the investing public. Without doubt, these requisites were duly satisfied by the SEC prior to its issuance of the subject cease and desist order.

Records indicate the prior conduct of a proper investigation on Primanila's activities