

# Marketing Newsletter: **Excellence in action**



Wednesday, April 15, 2026

# The Executive Corner



It is with great pride to launch our first company newsletter—an important step in strengthening how we connect, share, and grow together as one UGC. At UGC, our strength comes from our people. From our sales force to every employee across the organization, each of us plays a role in shaping our brand and delivering our promise to customers.

Through our commitment to service and excellence, we continue to provide quality roofing and cladding solutions that help build the nation. This newsletter is a space to celebrate achievements—both big and small—and to share the stories behind our progress. These stories reflect our values in action and the impact of our collective efforts.

I encourage everyone to contribute and share your experiences. Together, we build not just projects, but a culture of pride, purpose, and connection. Every story builds our success.



**Rey A. Cervera**  
President & CEO



We are launching our first company newsletter as a marketing initiative aimed at strengthening communication across the sales organization by sharing both small wins and major achievements that continue to move our business forward. Our brand starts with our sales force and is carried by every employee of UGC.

We are the face of UGC, and through strong customer service and our commitment to making lives better, we deliver quality roofing and cladding solutions that help build the nation. We encourage everyone to share their stories in the coming months, not only to recognize success but also to create meaningful impact that can inspire and help others. Every story matters.

**Rosario Rochelle "Chai" D. Rodriguez**  
OIC - Commercial Head

## Marketing Team



*Ains*

**Ainah Betina Recella**

Marketing Manager



*Jemimah*

**Jemimah Joy Dematera**

Marketing Officer - Luzon



*Hannah*

**Hannah Marie Alvarez**

Marketing Officer - VisMin



# newsletter



## SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

### SOUTH LUZON



**SALES TARGET  
ATTAINMENT**  
**229%**

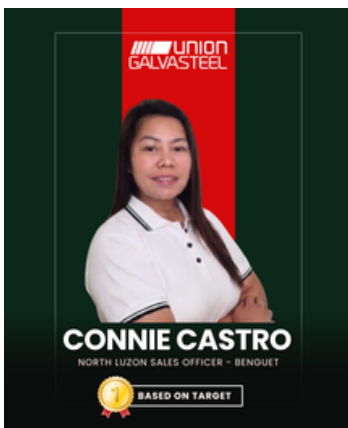


**SALES TARGET  
ATTAINMENT**  
**160%**



**SALES TARGET  
ATTAINMENT**  
**150%**

### NORTH & CENTRAL LUZON



**SALES TARGET  
ATTAINMENT**  
**258.28%**



**SALES TARGET  
ATTAINMENT**  
**207.62%**



**SALES TARGET  
ATTAINMENT**  
**172.34%**

# newsletter



## SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

### VISAYAS



**SALES TARGET  
ATTAINMENT**  
**233%**



**SALES TARGET  
ATTAINMENT**  
**187%**

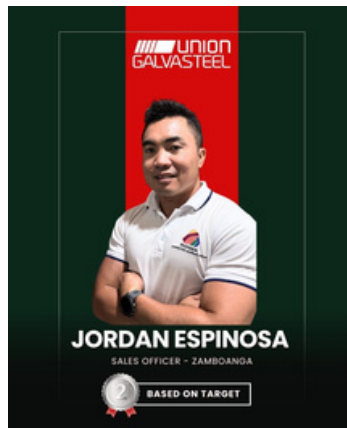


**SALES TARGET  
ATTAINMENT**  
**178%**

### MINDANAO



**SALES TARGET  
ATTAINMENT**  
**223%**



**SALES TARGET  
ATTAINMENT**  
**202%**



**SALES TARGET  
ATTAINMENT**  
**188%**

# newsletter



## SALES EXCELLENCE AWARD



HIGHEST ACTUAL SALES REVENUE

### SOUTH LUZON



**ACTUAL SALES REVENUE**

**Php 9.8M**



**ACTUAL SALES REVENUE**

**Php 8.7M**



**ACTUAL SALES REVENUE**

**Php 7.8M**

### NORTH & CENTRAL LUZON



**ACTUAL SALES REVENUE**

**Php 2.5M**



**ACTUAL SALES REVENUE**

**Php 2.0M**



**ACTUAL SALES REVENUE**

**Php 1.8M**

# newsletter



## SALES EXCELLENCE AWARD



HIGHEST ACTUAL SALES REVENUE

### VISAYAS



ACTUAL SALES REVENUE

Php 5.2M



ACTUAL SALES REVENUE

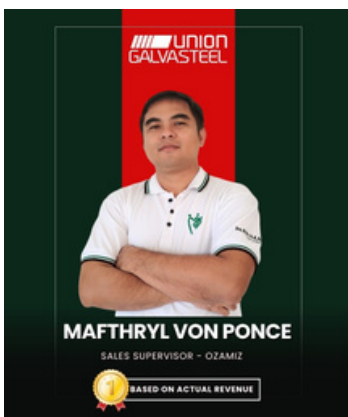
Php 4.9M



ACTUAL SALES REVENUE

Php 4.9M

### MINDANAO



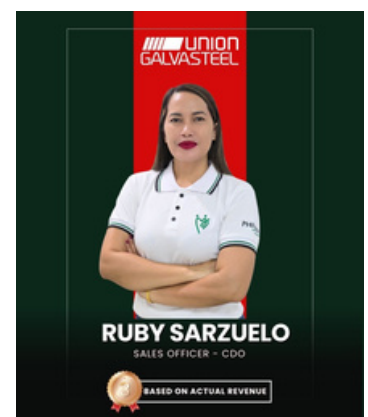
ACTUAL SALES REVENUE

Php 9.8M



ACTUAL SALES REVENUE

Php 5.8M



ACTUAL SALES REVENUE

Php 7.8M

# newsletter



## SALES EXCELLENCE AWARD



### TOP BRANCH RECOGNITION

#### SOUTH LUZON



#### NORTH & CENTRAL LUZON



We are thrilled to celebrate exceptional milestones across our regions this month. Huge congratulations to the **Sorsogon-Masbate group and Benguet Sales office** for hitting **118% of their sales targets**, and to the **Camarines Norte group and Isabela Sales office** for their **remarkable growth of 61% and 106% respectively**. Your hard work continues to drive our collective success. Keep up the fantastic momentum!

#### VISAYAS



#### MINDANAO



We are deeply grateful for the dedication of our Visayas and Mindanao teams. Your hard work has delivered outstanding results, with **Cebu Sales office** hitting **120% of their sales target**, **Iloilo achieving 31% growth**, while **Ozamis & Zamboanga reaching 115% of their targets alongside 59% growth**. Thank you for your unwavering commitment, It's a privilege to celebrate your success!

# latest updates

## Other Announcements



### Worldbex 2026 Event

What an incredible four days! From March 12–15, the World Trade Center was buzzing with innovation, and Union Galvasteel Corporation (UGC) was right at the heart of it. As we wrap up our participation in WORLDBEX 2026, we want to take a moment to look back and celebrate the people who made this event a resounding success. It was a privilege to showcase our pre-painted coils and innovative building materials to such an engaged audience. To our Sales Team & Managers, a massive shout-out to our hardworking Sales Force and Management Team. Your dedication was on full display.

Thank you for your tireless support, for expertly guiding our guests through our product lines, and for representing the UGC brand with such professionalism and wit. Your leadership ensured that every lead was handled with care and every question was answered with expertise. To the UGC Organizing Team: Behind every sleek display and seamless presentation was the UGC Event Team. From logistics and booth design to marketing and onsite coordination, your "behind-the-scenes" magic was the backbone of this event. You turned a floor plan into an experience, and for that, we are incredibly grateful.

*"Success is not just about the structures we build, but the relationships we forge along the way. WORLDBEX 2026 was a testament to the strength of our team and the trust of our customers."*



### 23rd PISI Golf Tournament

Union Galvasteel Corporation proudly took to the fairways last March 26, 2026, as a Hole Sponsor for the Philippine Iron and Steel Institute (PISI) 23rd Golf Tournament. Held at the scenic Riviera Golf Club in Silang, Cavite, the event brought together industry leaders for a day of camaraderie and healthy competition. Representing the company on the course was Mr. Emilio Vergara, who carried the UGC banner as our official golf player. *Our participation in this prestigious tournament underscores UGC's commitment to supporting the iron and steel industry while strengthening ties with our partners and peers in the sector.*



### Building the Future with Mega Prime Foods

Union Galvasteel Corporation President and CEO Mr. Rey Cervera and Commercial Head Ms. Rosario Rodriguez, alongside our fellow Union brands—Union Philcement, Union Solar, and Union Insulated Panel—recently conducted a comprehensive product presentation for our potential business partners at Mega Prime Foods. By showcasing our integrated construction and energy solutions, we highlighted how our combined expertise can support their expanding infrastructure needs.

*At the heart of this engagement is a shared belief that collaboration for future growth is the key to success. We look forward to the possibility of building a stronger, more sustainable future together.*



# latest updates

## Other Announcements



### Project Ironclad

Union Galvasteel Davao successfully launched Project Ironclad, a Sales and Marketing Territory Acceleration Workshop held last March 21, at the UGC Davao Plant Conference Room. Anchored on the theme “Owning Territories. Winning Markets. Building Sustainable Growth,” the initiative brought together leaders and participants from the Sales and Marketing teams to align strategies and accelerate project conversion. Led by Mr. Jessie Singson Jr. with the support of UGC leaders, the workshop featured key activities such as territory mapping, revenue simulations, and account prioritization, and concluded with the Ironclad Commitment Ceremony, reinforcing a *shared commitment to execution and sustainable growth*.

### Digital Approval System

What once took time can now be done in just a few clicks, Union Galvasteel marks a major milestone with the rollout of the Visayas Digital Approval System, a transformative initiative led by Mr. William Henry Bacale. Nearly a year in the making, the system was designed to streamline SOC and RPS approvals across the Visayas, enabling faster, more efficient processes for the Sales Team. Key milestones included a successful dry run in the Tacloban & Iloilo area last February 10 and a full cascading of the process in March, leading to its official go-live on April 1.

*With improved control, speed, and accountability, this digital shift not only accelerates approvals and strengthens operational performance in Visayas but also paves the way for possible nationwide implementation across all UGC plants.*



### See you at CONEX 2026!

Union Galvasteel Corporation is proud to announce its participation in the upcoming UAP CONEX 2026, happening this **April 16-18 at the SMX Convention Center**. As the premier annual event for the United Architects of the Philippines (UAP) and industry partners, CONEX serves as a vital platform for innovation and excellence in the built environment. We invite all architects, developers, and building professionals to visit us and discover our latest advancements in steel building solutions.

*From sustainable roofing to high-performance structural systems, Union Galvasteel remains committed to supporting the architectural community in building a stronger, more resilient Philippines.*

# latest updates

## Other Announcements



### Project Highlight: Powering Sustainable Living at Villa Caceres

We are thrilled to highlight a recent success story in our commitment to sustainable energy solutions. Our partner, Top Fight Marketing, has successfully completed a flagship residential solar installation in Villa Caceres, Sta. Rosa, Laguna. Utilizing our premium Union Prestige Solar Package, this project brings clean, renewable energy directly to the heart of the community.

- **Installation Date: March 7, 2026**
- **Total Project Value: Php 596,000.00**

*This installation marks another step forward in Union Galvasteel's mission to provide reliable, high-performance solar energy solutions to Filipino homes. We are proud to support homeowners in Laguna as they transition to a more efficient and eco-friendly lifestyle.*



**FACEBOOK SALES CHAMP**

**JUAN DELA CRUZ**  
SALES OFFICER - NOR  
**TOP 1**

DIGITAL APPRECIATION THRU EMAIL BLAST (QUARTERLY ANNOUNCEMENT)  
DIGITAL CERTIFICATE TO BE PROVIDED TO WINNING SALES OFFICERS

**TOP 3 WINNERS WILL RECEIVE THE FOLLOWING:**

1ST PLACE: SMART TABLET  
2ND PLACE: ANKER WIRELESS EARBUDS & XIAOMI SMARTWATCH  
3RD PLACE: STANLEY TUMBLER & JISULIFE FAN

### Facebook Sales Champ: The Race is on!

We are excited to remind the Sales Team that the Facebook Sales Champ competition officially kicked off this March! This initiative recognizes Sales Officers who achieve a high conversion rate (70%–100%) from Facebook inquiries. Stay sharp and keep those conversions coming! We look forward to announcing our very first set of winners for Q2 during the first week of June 2026. Amazing prizes await, including a Smart Tablet for the first placer!

*"Connect. Convert. Conquer. See you in the Winner's Circle this June!"*

### Sales Hit 690K Sheets Sold

Happy to report during Commercial Committee Meeting last April 10, 2026 at UGC Pampanga Plant that we surpassed March's sales target, achieving 103% attainment, with actual sales of 690,656 sheets vs. the target of 668,359 sheets, reflecting strong overall performance. The meeting concluded with a renewed commitment to collaborative success, emphasizing that through unified effort and operational excellence, we continue to "Win as One Team."



# latest updates

## Other Announcements

### A Feast of Excellence

To celebrate our outstanding sales performance last March, a nationwide "boodle fight" across all sales offices was made last Monday, April 13, 2026. This shared meal was a wonderful way to come together, enjoy each other's company, and honor the hard work that made our recent successes possible. Here is a glimpse of the camaraderie and celebration from across our offices:





Union Galvasteel



[www.ugc.ph](http://www.ugc.ph)

**PHINMA**  
*Making Lives Better*