

Marketing Newsletter: **Turning Milestones into Momentum**



Monday, May 25, 2026

The Executive Corner



As we reflect on our milestones, each success is not just a marker of progress—but a foundation for what comes next. Built on resilience, innovation, and collaboration, we are now turning these achievements into momentum.

With this, we move forward—ready to seize new opportunities, overcome challenges, and shape a future that is both promising and transformative. My sincere thanks to our team for your dedication. Together, we will continue turning every achievement into our next breakthrough.



Rey A. Cervera
President & CEO



April marked a powerful turning point for UGC—a true reboot fueled by renewed vigor, fresh perspectives, and a strengthened team ready to lead us forward. This new beginning is our opportunity to refocus on what matters most: delivering value with purpose and building momentum that lasts.

Aligned with PHINMA’s mission of Making Lives Better, our work continues to create meaningful impact for Filipinos. Guided by our core values—Integrity, Competence, Professionalism, and Love of Country—we move ahead with clarity and conviction.

As we embrace this fresh start, the challenge is simple: How can we live these values more fully, starting today?



SHEILA MOZENDA M. BARCE
Chief Financial Officer / Treasury

Marketing Team



Chai

Rosario Rodriguez

OIC - Commercial Head



Ains

Ainah Betina Recella

Marketing Manager



Icah

Jemicah Joy Dematera

Marketing Officer - Luzon



Hannah

Hannah Marie Alvarez

Marketing Officer - VisMin



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SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

SOUTH LUZON



**SALES TARGET
ATTAINMENT**
210%



**SALES TARGET
ATTAINMENT**
190%



**SALES TARGET
ATTAINMENT**
190%

NORTH & CENTRAL LUZON



**SALES TARGET
ATTAINMENT**
291%



**SALES TARGET
ATTAINMENT**
172%



**SALES TARGET
ATTAINMENT**
152%

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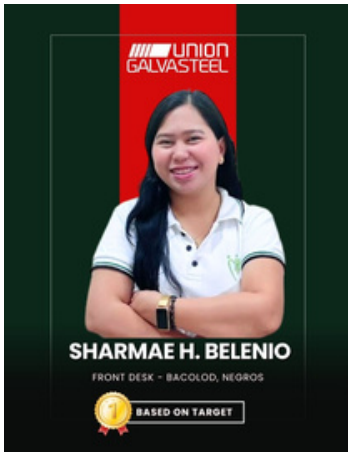


SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

VISAYAS



**SALES TARGET
ATTAINMENT**
206.31%



**SALES TARGET
ATTAINMENT**
196.77%



**SALES TARGET
ATTAINMENT**
165.42%

MINDANAO



**SALES TARGET
ATTAINMENT**
241%



**SALES TARGET
ATTAINMENT**
212%



**SALES TARGET
ATTAINMENT**
154%

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SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

SOUTH LUZON



HIGHEST CONTRIBUTION MARGIN

Php 10.85M



HIGHEST CONTRIBUTION MARGIN

Php 8.07M



HIGHEST CONTRIBUTION MARGIN

Php 7.95M

EASTERN, NORTH & CENTRAL LUZON



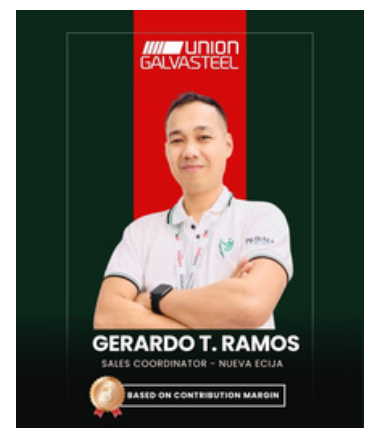
HIGHEST CONTRIBUTION MARGIN

Php 10.71M



HIGHEST CONTRIBUTION MARGIN

Php 6.32M



HIGHEST CONTRIBUTION MARGIN

Php 7.86M

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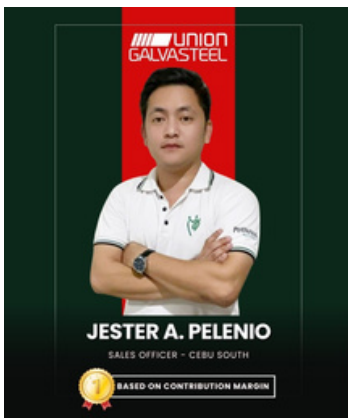


SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

VISAYAS



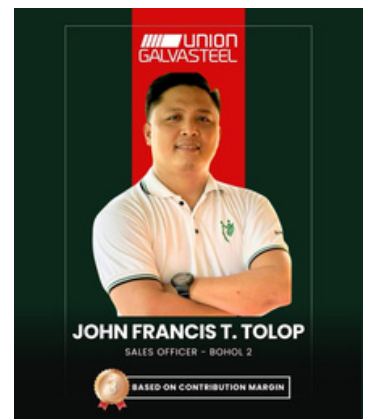
HIGHEST CONTRIBUTION MARGIN

Php 10.21M



HIGHEST CONTRIBUTION MARGIN

Php 4.60M



HIGHEST CONTRIBUTION MARGIN

Php 2.77M

MINDANAO



HIGHEST CONTRIBUTION MARGIN

Php 3.60M



HIGHEST CONTRIBUTION MARGIN

Php 4.50M



HIGHEST CONTRIBUTION MARGIN

Php 3.68M

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SALES EXCELLENCE AWARD



TOP BRANCH RECOGNITION

SOUTH LUZON

EASTERN, NORTH & CENTRAL LUZON



We are thrilled to celebrate exceptional milestones across our regions this month. Huge congratulations to the **Rizal Sales office** for hitting **128% of their sales targets**, **BatminromPal** Group for reaching **218% Sales Growth**, the **Nueva Ecija & San Nicolas Sales office** for their **remarkable attainment of 127% and 100% growth 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 **132.36% of their sales target**, **Bacolod** for achieving **110.16% growth**, while **NorthMin** reaching **111% of their targets alongside with Davao** for their **181% growth**. Thank you for your unwavering commitment, It's a privilege to celebrate your success!

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Other Announcements



CONEX 2026 Event

Union Galvasteel Corporation (UGC), achieved remarkable success at the recently concluded CONEX 2026, held at the SMX Convention Center last April 16-18. The event proved to be a powerful catalyst for the brand, significantly expanding its market footprint and reinforcing its commitment to a valuable construction solutions.

The three-day convention yielded outstanding results for Union Galvasteel, most notably doubling the company's brand awareness among key industry stakeholders, contractors, and homeowners.

The vibrant UGC booth became a hub of activity, generating a massive 121 total business inquiries, including 13 high-value inquiries specifically for premium roofing solutions.

In line with its strategic push to connect with a wider, digitally savvy audience, Union Galvasteel initiated exciting **collaboration** talks during the event **with prominent influencer-architect RK Thicc Sean**. Known for blending structural expertise with engaging, modern content, this potential partnership with UGC aims to bridge the gap between high-quality manufacturing and contemporary architectural design.

This collaboration promises to bring fresh, accessible insights to professionals and property owners alike, showcasing how Union Galvasteel products can elevate both the aesthetic and structural integrity of any project.



Sales Surpasses April Targets, Sustaining Strong Market Momentum

During our Commercial Committee Meeting last May 6, 2026, at the UGC Batangas Plant, we proudly celebrated a major milestone: surpassing our April sales target with a phenomenal 103% attainment, driven by an actual sales volume of **643,897** sheets!

But we aren't slowing down. This milestone is the perfect launchpad for our next wave of growth. *We concluded the meeting with a renewed commitment to collaborative success—proving that through unified effort and operational excellence, we will keep this momentum going and continue to "Win as One Team."*



Synergy in Action: Sales, Operations, & Logistics Unite for Customer Excellence

We don't just deliver products; we refine the experience. Our UGC Davao Sales, Roll Forming, and Logistics departments recently hit the field together for a joint customer visit. By listening directly to our client's feedback, we are tearing down silos and optimizing our end-to-end service levels for a stronger, seamless partnership.

This is how we build not just transactions, but lasting partnerships grounded in trust, collaboration, and continuous improvement.



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Sales Project Highlights



Project Highlight: Badminton Ace's Sports Center Set for Palarong Pambansa 2026

Union Galvasteel proudly supports community and sports development through the Badminton Ace's Sports Center project in Manggachupoy, Bayugan City. It is the official playing venue for the Palarong Pambansa 2026, the facility is built using our high-quality Duratherm Sandwich Standard Panel, providing durable and energy-efficient solutions fit for a world-class sports venue.

Total Project Cost: Php 2,045,796

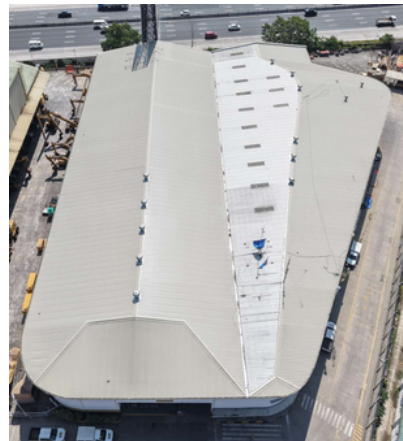
Through the dedicated assistance of Area Sales Manager - Nelson Bughao, this milestone highlights Union Galvasteel's commitment to building stronger, reliable spaces that inspire excellence and bring communities together through sports.

Project Highlight: MONARK Equipment Re-Roofing Project

Every great achievement is a stepping stone to our next big victory. Thanks to the incredible efforts of Ms. Mhellen Falloran, we secured and successfully finalized the Monark Re-Roofing project. The comprehensive scope encompassing both the supply and installation of the new roofing system was officially completed on April 10, 2026.

Total Project Cost: Php 7,363,012.08

This milestone doesn't just represent a job well done; it provides the powerful momentum we need to keep pushing boundaries, delivering excellence, and crushing our goals for the rest of the year. Let's keep this energy going!



Project Highlight: Umalag Farms Re-Roofing Project in Bukidnon

UGC CDO proudly partnered with Bardstown, Inc. for the re-roofing project of a cow barn at Umalag Farms in Bukidnon, the livestock and cattle breeding arm of the Ramcar Group of Companies known for its high-grade Japanese-heritage Wagyu cattle. Delivered in April 2026, the installed project utilized 10,000 linear meters of Ribtype 0.6mm Brown UGC roofing and bended accessories. This was Managed by our UGC CDO Front Desk Evangeline A. Valledor.

Total Project Cost: Php 6,356,052

This shows our goal in providing durable and reliable roofing solutions for agricultural and livestock facilities nationwide.

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Other Announcements

A Banquet of our April Excellence

Following the successful sales performance last April, another nationwide "boodle fight" celebration was held across all sales offices last Monday, May 11, 2026. Achieving strong results for two consecutive months is a testament to the team's dedication, hard work, and commitment to excellence.

The gathering served as a meaningful opportunity for everyone to celebrate this milestone together, strengthen camaraderie, and recognize the collective effort behind our continued success. Here is a glimpse of the teamwork, unity, and celebration shared across our offices





Union Galvasteel



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