

# Marketing Newsletter: **The Push for Potential: Keeping the Momentum**



Monday, June 29, 2026

# The Executive Corner



Our progress is a testament to what we can achieve when we move with purpose and unity.

“The Push for Potential: Keeping the Momentum” reminds us to sustain our drive and continue building on what we have started. Each step forward strengthens our organization and brings us closer to our goals.

Let us remain focused, committed, and aligned as we carry this momentum forward.

Together, we will continue to achieve more.



**Rey A. Cervera**  
President & CEO



As we wrap up June and head into the second half of 2026, this is the perfect moment to take stock of our achievements and look at our progress. It's a great opportunity to gauge how our daily work is lining up with those big year-end targets.

This month's theme is all about building momentum—taking the recovery we've seen and turning it into sustainable, long-term results. As we push for that potential, our UGC battlecry, “Steel Strong,” is a great reminder of who we are.

Growth is most meaningful when built on a foundation of integrity. It's the trust we build with one another, the accountability we take for our decisions, and the choice to do what's right—even when it isn't easy—that turns our goals into reality.

To achieve sustainable growth, we must remain steadfast in our commitment to our core value of Integrity. True momentum is only possible when built on a foundation of trust and ethical behavior. As we work toward our target of 5B in sales and 150M in income, we must ensure every action aligns with our identity.

Ako, Ikaw, Lahat, Sama-sama! Let's commit to carrying this drive and character into the next six months. As we gear up for the upcoming 2nd half, ask yourself: What's one specific goal you're focusing on this July to help us drive our momentum forward?

**Sheila Vivien A. Dela Cruz**  
Hr Head

## Marketing Team



*Chai*

**Rosario Rodriguez**

OIC - Commercial Head



*Ainah*

**Ainah Betina Recella**

Marketing Manager



*Jemichah*

**Jemichah Joy Dematera**

Marketing Officer - Luzon



*Hannah*

**Hannah Marie Alvarez**

Marketing Officer - VisMin



*Deniece*

**Katrina Deniece Bonagua**

Marketing Assistant



# newsletter



## SALES EXCELLENCE AWARD

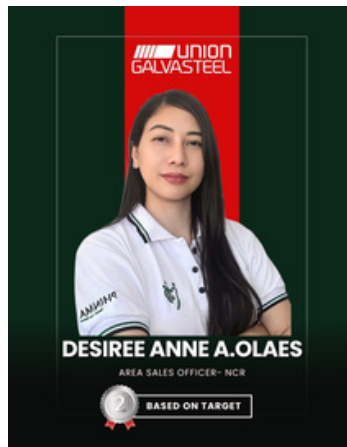


HIGHEST SALES TARGET ATTAINMENT

### SOUTH LUZON



**SALES TARGET  
ATTAINMENT**  
**210%**

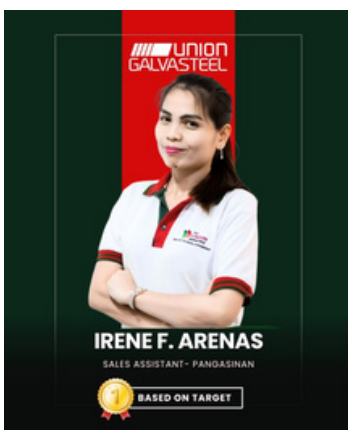


**SALES TARGET  
ATTAINMENT**  
**204%**

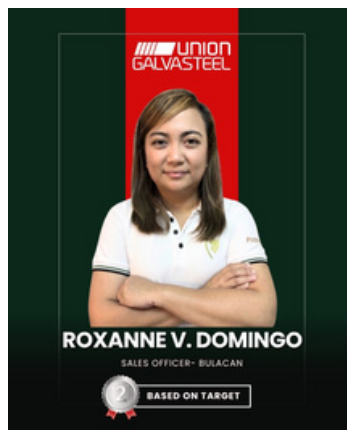


**SALES TARGET  
ATTAINMENT**  
**180%**

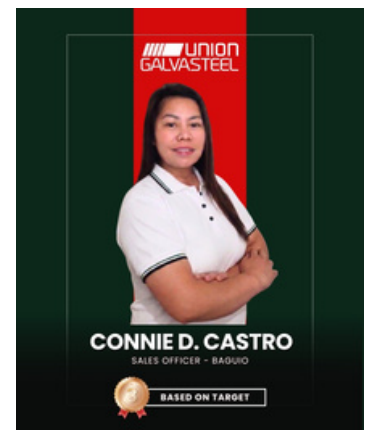
### EASTERN, NORTH & CENTRAL LUZON



**SALES TARGET  
ATTAINMENT**  
**170%**



**SALES TARGET  
ATTAINMENT**  
**151%**



**SALES TARGET  
ATTAINMENT**  
**148%**

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## SALES EXCELLENCE AWARD

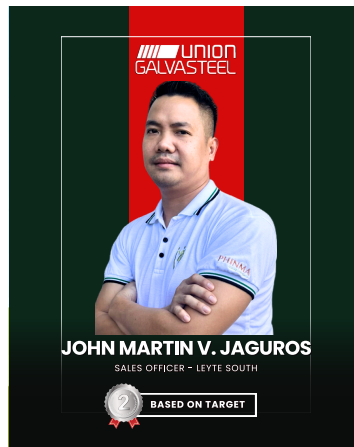


HIGHEST SALES TARGET ATTAINMENT

### VISAYAS



**SALES TARGET  
ATTAINMENT**  
**161.23%**



**SALES TARGET  
ATTAINMENT**  
**128.15%**



**SALES TARGET  
ATTAINMENT**  
**126.11%**

### MINDANAO



**SALES TARGET  
ATTAINMENT**  
**161%**



**SALES TARGET  
ATTAINMENT**  
**119%**



**SALES TARGET  
ATTAINMENT**  
**117%**

# newsletter



## SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

### SOUTH LUZON



**HIGHEST CONTRIBUTION MARGIN**

**Php 9.80M**



**HIGHEST CONTRIBUTION MARGIN**

**Php 7.53M**



**HIGHEST CONTRIBUTION MARGIN**

**Php 9.33M**

### EASTERN, NORTH & CENTRAL LUZON



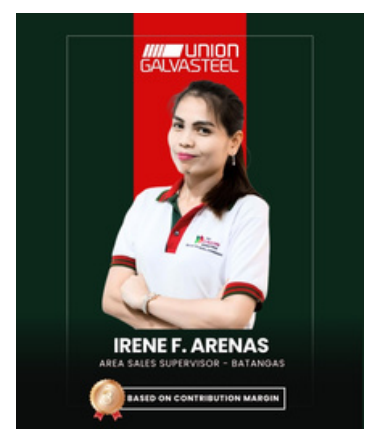
**HIGHEST CONTRIBUTION MARGIN**

**Php 10.16M**



**HIGHEST CONTRIBUTION MARGIN**

**Php 9.05M**



**HIGHEST CONTRIBUTION MARGIN**

**Php 6.33M**

# newsletter



## SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

### VISAYAS



HIGHEST CONTRIBUTION MARGIN

Php 3.73M



HIGHEST CONTRIBUTION MARGIN

Php 8.32M



HIGHEST CONTRIBUTION MARGIN

Php 3.67M

### MINDANAO



HIGHEST CONTRIBUTION MARGIN

Php 4.87M



HIGHEST CONTRIBUTION MARGIN

Php 4.79M



HIGHEST CONTRIBUTION MARGIN

Php 4.26M

# newsletter



## 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 **Cavite** for hitting **118% of their sales target**, **NCR** for reaching 103% Sales Growth, the **Pampanga & Calasiao Sales office** for their **remarkable attainment of 113.59% and 102.11% 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** hitting **101.53% of their sales target**, **Tacloban** for achieving **12% growth**, while **Davao North** reaching **95% of their targets alongside with Ozamiz** for their **108% growth**. Thank you for your unwavering commitment, It's a privilege to celebrate your success!

# latest updates

## Other Announcements



### Philbex Davao Event

Union Galvasteel Corporation (UGC) successfully strengthened its presence in Mindanao through its participation at PHILBEX Davao 2026, held from May 7-10. The event provided an excellent platform to connect with contractors, builders, architects, and homeowners while showcasing UGC's trusted roofing and building solutions.

The four-day exhibition delivered strong results, with 305 booth visitors participating in the Brand Awareness Survey, generating valuable market insights. The UGC booth also generated **211 product inquiries** for upcoming projects within the next three months and achieved an impressive **91.2% visitor satisfaction rate**.

Beyond generating leads and market insights, PHILBEX Davao enabled UGC to strengthen relationships with industry stakeholders and connect directly with customers across the region, further reinforcing its presence in the Mindanao market.

*These results reflect the growing trust in the Union Galvasteel brand and reinforce the company's commitment to delivering reliable, high-quality solutions for every project while continuing to build stronger partnerships within the construction industry.*



### Branding 101 Rolls Out Across Visayas

As part of Marketing's ongoing efforts to strengthen brand consistency across the organization, the Branding 101 program was successfully rolled out throughout the Visayas region. The initiative aimed to align teams on the Union brand's identity, values, and messaging, ensuring a more consistent customer experience across all touchpoints.

More than just a training program, Branding 101 also brought the team closer to the market through customer visits conducted alongside the sales team. These visits provided valuable opportunities to engage directly with customers, understand their needs, and strengthen relationships with key partners in the region.

Through these interactions, the team gathered various wishlists, suggestions, and insights from both customers and frontliners. The feedback collected offered a deeper understanding of market expectations and highlighted opportunities to further enhance customer experience, products, and support initiatives.

*With the successful completion of the Visayas rollout, Branding 101 continues its nationwide journey, reinforcing Union Galvasteel's commitment to building a stronger brand, listening to its customers, and creating meaningful connections across the country.*



# latest updates

## Other Announcements



### Branding 101 empowers the ENCL Team

The Marketing team recently headed to North and Central Luzon to conduct an impactful Branding 101 session with the ENCL Sales Team.

This collaborative initiative focused on unlocking the true power of branding, equipping our frontliners with the tools to communicate why the Union Galvasteel brand matters, and demonstrating how a strong brand identity deepens our relationships with customers. By understanding the core values of our brand, the team is now better prepared to advocate for Union Galvasteel and build deeper trust with our clients

But we didn't just stop at training. To truly understand the pulse of the market, the Marketing and Sales team joined forces for a series of direct customer visits across the region. This hands-on approach allowed us to accurately assess exactly where Union Galvasteel stands in the eyes of our local partners, while listening firsthand to the unique roadblocks they face in today's market.

By bridging the gap between strategy and the frontline, we aim to uncover actionable ways to use branding, marketing support, and sales alignment to boost their businesses. Ultimately, this journey was about listening to our market so we can provide adequate, real-world solutions that help our customers thrive.

*When our teams work together to master the brand, we don't just solve business challenges—we build a stronger future for Union Galvasteel and our partners alike.*



### PSG Enhances Salesforce Capability with Technical Training Rollout

PSG successfully conducted the first leg of its Technical Sales Training rollout across Visayas, to strengthen the technical selling capabilities of its salesforce. A key highlight was the official rollout of the Roofing Calculator under Oracle Insights on June 8, 2026, enabling faster and more accurate roofing estimates. Following the successful Visayas implementation, the program is set to expand nationwide in the coming months. PSG also strengthened partnerships with contractors in the region to help reduce installation costs and improve lead times for residential projects.

*Through continuous innovation and capability-building initiatives, PSG remains committed to delivering greater value to both its sales teams and customers.*

# latest updates

## Other Announcements

### UGC supports the 7th Conluck Cup

The 7th Conluck Cup is a premier annual invitational polo tournament hosted at the North Polo Club (NPC) in Pulilan, Bulacan. As a highly anticipated highlight on the Philippine polo calendar and a traditional precursor to major events like the Cockatoo Cup, the tournament brings together the country's top equestrian enthusiasts and professional players.

The event takes place last May 2 and features action-packed matches across various goal levels. Its low goal games are particularly renowned for showcasing emerging athletic talent alongside high-profile personalities making their mark in the sport.



The tournament is organized and sponsored in part by the Conluck Group, specifically Conluck Construction and Development Corp., driving a strong focus on sportsmanship and community camaraderie. Adding to the prestige of this year's event, Union Galvasteel was in attendance, actively supporting the tournament and generously providing special tokens for the participants and guests.

This partnership further elevated an event that consistently draws a sophisticated, high-profile crowd from the real estate, construction, and entertainment sectors. Ultimately, with its blend of high-intensity matches and a sophisticated social atmosphere, the 7th Conluck Cup continues to solidify its reputation as a must-attend event for the local polo community.

### Setting a New Benchmark in Collections:

We are proud to share another milestone achievement, as we delivered nearly ₱550 million in combined UGC and UIPC collections—our **strongest collection performance** in recent years. **UGC collections reached ₱465 million, our highest year-to-date** result, while Credit Sales Collection attained an 80% collection rate, with Visayas becoming the very first region to achieve 100%, and BSD surpassing its collection target, successfully meeting key business targets.

These results reflect the steady progress we have built over the past few months. Through consistent follow-ups, stronger coordination across teams, and a focused approach to improving credit collections, we have significantly strengthened cash realization.

The impact goes beyond the numbers. Every peso collected improves our ability to fund daily operations, meet business commitments, serve our customers better, and invest in future growth. Improved collections directly contribute to a more resilient business.

This accomplishment was made possible through the collective efforts of our Sales and Support teams, backed by the guidance of our leaders and department heads. It reflects a growing culture of accountability, collaboration, and ownership - continuously translating into measurable results.

Building on this momentum, our focus shifts to what comes next. The challenge is to sustain this performance and turn it into a consistent standard. *Beyond setting records, our goal is to build the discipline and execution needed to deliver meaningful outcomes repeatedly. With everyone moving in the same direction, we are confident that we can set even greater benchmarks in the months and years ahead.* - **UGC Credit Team**



# latest updates

## Other Announcements

### Q1 Facebook Sales Champs: Crushing Inquiries, Closing Deals!



A massive congratulations to our First Quarter (March–May) Facebook Sales Champs! These rockstar sales professionals masterfully turned Facebook inquiries into incredible sales victories. Let's celebrate our top achievers and the awesome prizes they took home:

- 🏆 **1st Place: HIZEL CONSOLACION** – Securing the top spot with a brand-new Smart Tablet! 📱
- 🥈 **2nd Place: JEANETTE NATURA** – Sporting a new Smart Watch & Earbuds combo! ⌚🎧
- 🥉 **3rd Place: EDGARDO MOJICA** – Staying cool and hydrated with a Stanley Tumbler & Jisulife Fan! 🧊🌬️



Keep the Momentum Going! Every Facebook inquiry is a golden opportunity waiting to happen. We encourage the entire sales team to keep up the amazing energy, fast response times, and top-tier assistance for all Facebook leads endorsed to you.

*Keep pushing, because we can't wait to hand out even bigger and better rewards for the next quarter! Who will be our next Sales Champ? 🚀*



Union Galvasteel



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

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*Making Lives Better*