

Marketing Newsletter: **Committed to Excellence, United as One Team**



Tuesday, July 28, 2026

The Executive Corner



Our success is built on the dedication, talent, and teamwork of every employee. As we embrace this year's theme, "Committed to Excellence, United as One Team," let us continue striving for excellence in everything we do while working together toward our shared goals.

Thank you for your hard work, commitment, and unwavering support. Together, we will achieve even greater success.

Together, we are Committed to Excellence, United as One Team.



Rey A. Cervera
President & CEO



"Committed to Excellence, United as One Team"

Excellence is not achieved by individuals working in isolation, it is built through collaboration, accountability, and a shared commitment to delivering results. As one Supply Chain team, we play a critical role in ensuring our customers receive the right products, at the right time, and at the right cost. This year, we continue to navigate market volatility, evolving customer requirements, and operational challenges. Yet these challenges also present opportunities to improve the way we work, strengthen our partnerships, and drive innovation across our processes.

Our success depends on working as One Team, breaking down silos, supporting one another, and aligning our efforts toward a common goal. Whether in Procurement, Planning, Logistics, Warehousing, Manufacturing, or Distribution, every contribution matters, and every role is essential to our collective success.

Let us remain committed to excellence by continuously improving our performance, embracing accountability, and delivering value in everything we do. Together, we will build a more agile, resilient, and customer-focused Supply Chain that supports Union Galvasteel's continued growth. Thank you for your dedication, teamwork, and unwavering commitment.

Together, we are stronger, and together, we will continue to achieve excellence. One Mission. One Vision. One UGC!"



Romarico L. Gomez
Assistant Vice President, Supply Chain

Marketing Team



Chai

Rosario Rodriguez

OIC - Commercial Head



Ains

Ainsah Betina Recella

Marketing Manager



Icah

Jemimah 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**
235%

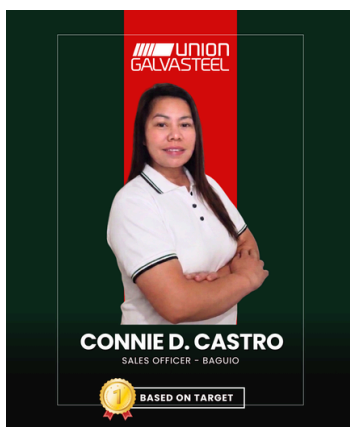


**SALES TARGET
ATTAINMENT**
201%



**SALES TARGET
ATTAINMENT**
196%

EASTERN, NORTH & CENTRAL LUZON



**SALES TARGET
ATTAINMENT**
158%



**SALES TARGET
ATTAINMENT**
152%



**SALES TARGET
ATTAINMENT**
150%

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SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

VISAYAS



**SALES TARGET
ATTAINMENT**
153.25%



**SALES TARGET
ATTAINMENT**
117.28%



**SALES TARGET
ATTAINMENT**
114.70%

MINDANAO



**SALES TARGET
ATTAINMENT**
166.27%



**SALES TARGET
ATTAINMENT**
122.68%



**SALES TARGET
ATTAINMENT**
122.31%

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SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

SOUTH LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 9.44M



**HIGHEST
CONTRIBUTION MARGIN**

Php 8.36M



**HIGHEST
CONTRIBUTION MARGIN**

Php 4.94M

EASTERN, NORTH & CENTRAL LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 9.09M



**HIGHEST
CONTRIBUTION MARGIN**

Php 4.40M



**HIGHEST
CONTRIBUTION MARGIN**

Php 6.18M

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SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

VISAYAS



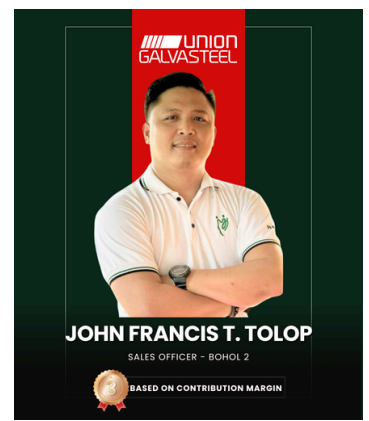
HIGHEST
CONTRIBUTION MARGIN

Php 5.59M



HIGHEST
CONTRIBUTION MARGIN

Php 8.36M



HIGHEST
CONTRIBUTION MARGIN

Php 2.42M

MINDANAO



HIGHEST
CONTRIBUTION MARGIN

Php 4.89M



HIGHEST
CONTRIBUTION MARGIN

Php 4.72M



HIGHEST
CONTRIBUTION MARGIN

Php 3.80M

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ELITE CIRCLE

TOP BRANCH
QUARTER 2



PAMPANGA

- Maintained Volume
- Improved CM



HIGHEST INCOME:
34M



BICOL

- Decreased in Volume
- Improved CM



MAINTAINED INCOME:
34M



CEBU

- Improved Volume in Q1-Q2
- Improved CM & Profit



GENERATED INCOME:
24M

ELITE CIRCLE

EXCELLENCE IN COIL STOCK SALES



**EASTERN, NORTH &
CENTRAL LUZON (ENCL)**
LOWEST % AGING COILS

**5% OF TOTAL
INVENTORY**



RONNA MARIE U. BAGUIO
MPIC Officer - Mindanao



**MOST MT REDUCTION
73MT**

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ELITE CIRCLE

TOP SALES VOLUME QUARTER 2



MICHELLE T. CADACIO
South Luzon

ACTUAL VOLUME:
48,175



DENNIS M. FLORES
ENCL

ACTUAL VOLUME:
28,325



JESTER A. PELBÑO
Visayas

ACTUAL VOLUME:
42,811.56



CHARLYN O. MEJIAS
Mindanao

ACTUAL VOLUME:
9,000.00

ELITE CIRCLE

TOP SALES CONTRIBUTION MARGIN QUARTER 2



APPLE A. DE CASTRO
South Luzon

ACTUAL CM:
4,932,502.2



ROXANNE V. DOMINGO
ENCL

ACTUAL CM:
6,027,000



JESTER A. PELBÑO
Visayas

ACTUAL CM:
6,034,884.73



MAFTHRYL VON A. PONCE
Mindanao

ACTUAL CM:
4,462,823

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Other Announcements



Strengthening Partnerships Through Shared Expertise

At Union Galvasteel Corporation, we firmly believe that long-term success isn't just built on manufacturing superior products, it is forged through strong, collaborative relationships with our trusted partners. True partnership goes beyond standard business transactions; it thrives on shared growth, open communication, and a mutual commitment to excellence. Driven by this philosophy, Union Galvasteel recently conducted an in-depth Product and Technical Training session with the dedicated team at Del Sol Construction Supply.

This interactive session was designed to bridge product innovation with real-world application. Our technical experts walked the Del Sol team through comprehensive product overviews, material specifications, quality standards, and precise installation techniques. By unpacking the engineering and durability behind our roofing and building systems, we provided their team with practical, hands-on knowledge. This empowers them to answer complex customer inquiries, recommend optimal building solutions for various environmental conditions, and address technical on-site requirements with total confidence.

In an ever-evolving construction landscape, continuous learning is the key to remaining competitive and dependable. By arming our dealers and distributors with deep technical know-how, we ensure that the quality promised by Union Galvasteel is seamlessly delivered all the way to the end consumer. We extend our sincere gratitude to Del Sol Construction Supply for their active participation and enthusiasm. *Together, through continuous education and joint effort, we look forward to building safer, stronger, and more resilient structures for the communities we serve.*



Project Spotlight: FSUU DTI-DOST Shared Service Facility

Supporting projects that create opportunities for innovation and community growth is at the heart of what we do. Union Galvasteel proudly supplied Duraseam (1,100 sheets) and Minirib (1,800 sheets) roofing materials for the FSUU DTI-DOST Shared Service Facility in Brgy. Libertad, Butuan City, with a project value of ₱2.5 million.

Handled by Sales Officer Kenny L. Aquino, this facility provides shared equipment and resources that help empower local businesses, entrepreneurs, and innovators, creating more opportunities for productivity, collaboration, and sustainable development in the community.

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Other Announcements



Gear Up for the Storm: FB Sales Champ Challenge

As the rainy season sets in, Union Galvasteel Corporation is calling on all Sales Officers to turn up the heat and pour in the sales. Our current reigning Top 1 champion, Hizel Consolacion (Front Desk – Pangasinan), has set a high bar as our MVP Lead Converter.

Now, the stage is set for the next quarter, and it is your turn to chase the crown by driving conversions, closing high-volume inquiries, and making the most of every Facebook lead that comes your way.

To keep you motivated, protected, and fully equipped through every downpour, we have lined up an incredible set of rainy season prizes for our Top 3 winners. The 1st Place champion will take home a brand-new Smart Tablet paired with an exclusive Limited Edition UGC Jacket—the ultimate setup to keep your productivity high on the go while staying warm and dry in premium company gear.

The 2nd Place winner will receive a Xiaomi Smartwatch and a durable UGC Umbrella, allowing you to track your daily sales hustle seamlessly while staying protected during field visits. Rounding out the top spots, our 3rd Place winner will gear up with a Stanley Tumbler and Waterproof Shoe Covers, keeping your hot drinks ready and your footwear safe while navigating wet weather.

On top of these physical rewards, all top-performing Sales Officers will earn company-wide recognition through a dedicated Digital Appreciation Email Blast announcing your achievement to the entire organization, alongside an official Digital Certificate honoring your sales excellence.

Every quick response and successful transaction brings you one step closer to the leaderboards. Keep converting those Facebook leads today, secure your target sales, and claim your spot as the next FB Sales Champ!



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A Feast of Excellence and Unity

Following another month of strong sales performance, our nationwide boodle fight celebration continued last June, bringing our sales teams together to celebrate our shared success.

More than a meal, it was a celebration of the commitment, teamwork, and unity that continue to drive our achievements. Together, we remain committed to excellence and united as one team.

Here is a glimpse of the celebration shared across our sales offices.





Union Galvasteel



www.ugc.ph

PHINMA
Making Lives Better