

Marketing Newsletter: **Excellence in Motion, Turning Goals into Results**



Friday, August 28, 2026

The Executive Corner



As we continue our journey toward growth and success, I am proud of the dedication, resilience, and teamwork that define our organization. Our theme, "Excellence in Motion: Turning Goals into Results," reflects our commitment to moving beyond plans and turning ambition into action, accountability, and measurable results. Over the past month, we have continued to strengthen our market presence, advance key initiatives, and build momentum toward our strategic objectives—achievements made possible by the hard work and commitment of our people.

As we move forward, let us remain focused on delivering exceptional customer experiences, driving operational excellence, fostering innovation, and working together toward our shared goals. Every action we take, every improvement we make, and every challenge we overcome brings us closer to our vision.

Let us keep Excellence in Motion—turning our goals into action, our actions into results, and our results into a stronger future..

Rey A. Cervera
President & CEO



Here at UGC, excellence has always been our goal from the very beginning. It is more than an aspiration, it is a standard we continuously strive to uphold in everything we do.

"Excellence in Motion: Turning Goals into Results" is about transforming ambition into purposeful action and turning goals into meaningful, measurable outcomes. It reflects our commitment to continuous improvement, purposeful execution, and delivering results that create a lasting and positive impact.

Excellence does not happen by chance, nor is it achieved overnight. It begins with clear goals, is strengthened through collaboration and strict discipline, and becomes evident through consistent results. Every challenge we encounter presents an opportunity to innovate, learn, adapt, and move forward with greater determination.

By remaining focused, accountable, and driven by purpose, we turn plans, ideas and aspirations into achievements. We understand that true success is not simply about reaching the destination—it is about raising the bar, and making every effort count.

Excellence in Motion reminds us that progress is a journey. It is about moving forward with purpose, embracing challenges with confidence, and continuously finding better ways to achieve what we set out to accomplish.

Together, we move with purpose.
Together, we raise the standard.
Together, we deliver with excellence.

We turn goals into results.

Galay E. Makalinggan Jr.
National Rollforming Head



Marketing Team



Chai

Rosario Rodriguez

OIC - Commercial Head



Aina

Aina Betina Recella

Marketing Manager



Icah

Jemimah Joy Dematera

Marketing Officer - Luzon



Hannah

Hannah Marie Alvarez

Marketing Officer - VisMin



Deniece

Katrina Deniece Bonagua

Marketing Assistant



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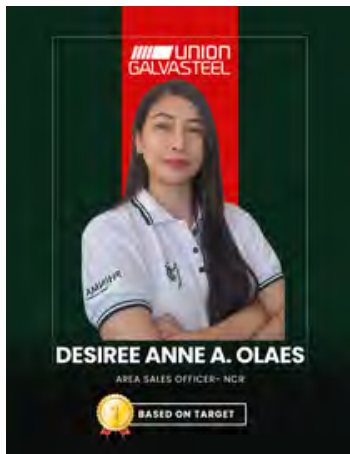


SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

SOUTH LUZON



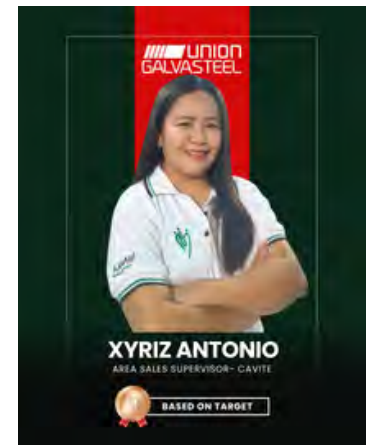
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**SALES TARGET
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**SALES TARGET
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EASTERN, NORTH & CENTRAL LUZON



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**SALES TARGET
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**SALES TARGET
ATTAINMENT**

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SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

VISAYAS



**SALES TARGET
ATTAINMENT**

193%



**SALES TARGET
ATTAINMENT**

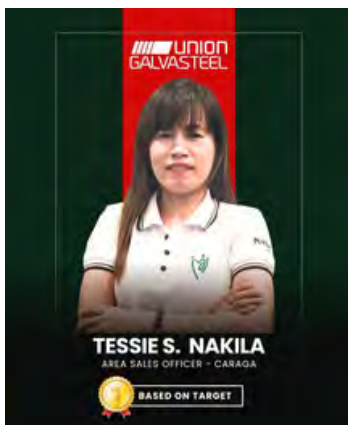
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**SALES TARGET
ATTAINMENT**

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MINDANAO



**SALES TARGET
ATTAINMENT**

187%



**SALES TARGET
ATTAINMENT**

186%



**SALES TARGET
ATTAINMENT**

124%

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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
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EASTERN, NORTH & CENTRAL LUZON



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CONTRIBUTION MARGIN**

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SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

VISAYAS



HIGHEST
CONTRIBUTION MARGIN

Php 7.56M



HIGHEST
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HIGHEST
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MINDANAO



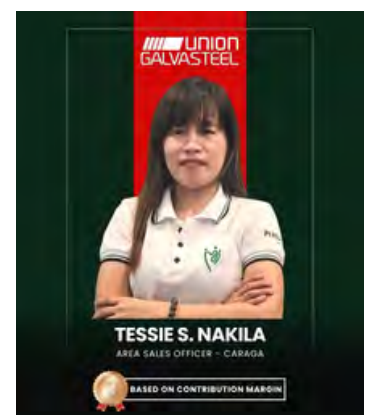
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Union Day: Celebrating Partnerships That Build Stronger Communities

Since its launch last July 2026, Union Day has grown into a meaningful weekly celebration of the people and partnerships behind Union Galvasteel's continued presence in communities across the country.

Held every Wednesday, Union Day gives us an opportunity to recognize our valued dealers, hardware partners, and construction supply stores for their continued trust, support, and dedication. Through their efforts, Union Galvasteel products reach more builders, contractors, homeowners, and communities, helping make quality and reliable building solutions more accessible.

More than simply highlighting our partners, Union Day is a celebration of the strong relationships we continue to build. Each featured partner represents the shared commitment to quality, reliability, service, and customer satisfaction that strengthens the Union Galvasteel network.

Since its first celebration in July, Union Day has featured partners from different locations, showcasing the growing reach of our dealer network and the important role they play in bringing Union Galvasteel closer to the market. As we continue this weekly celebration, we look forward to recognizing more partners, strengthening connections, and creating greater opportunities to grow together. *Union Day is more than a celebration. It is our way of saying thank you to the partners who stand with us and help build a stronger Union.*



Building Connections at PHILBEX Iloilo 2026

From July 9 to 12, 2026, Union Galvasteel participated in PHILBEX Iloilo 2026, held at the Iloilo Convention Center. The event brought together builders, contractors, architects, industry professionals, and potential customers, providing a valuable platform to showcase our trusted roofing solutions and strengthen industry connections.

The event was made even more meaningful through the strong support of the Iloilo Team, whose dedication and teamwork helped drive engaging conversations, product presentations, and meaningful customer interactions throughout the four day exhibition.

PHILBEX Iloilo gave us an opportunity to strengthen existing partnerships while creating new connections and exploring opportunities within the region.

A successful event made possible by collaboration, teamwork, and a shared commitment to delivering results. *Together, we connect. Together, we build. Together, we move forward.*



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Union Galvasteel Featured in The Manila Times

Innovation is built through meaningful collaboration. Union Galvasteel was recently featured in The Manila Times, highlighting our commitment to advancing smarter, more resilient, and future ready developments alongside PALAFOX Associates.

The feature celebrates PALAFOX Associates' 37th anniversary and highlights the shared value of strong industry partnerships in shaping a more sustainable and resilient built environment. Through our high performance steel and building solutions, Union Galvasteel continues to support industry professionals in building with confidence and contributing to a future ready Philippines.

[Read the full article here: The Manila Times: Union Galvasteel Supports PALAFOX Associates' 37th Anniversary](#)

UGC Management: Mid Year Planning

Last July 10–11, UGC leaders came together for the UGC Mid-Year Planning 2026, a two-day gathering focused on reflecting on our progress, aligning on key priorities, and strengthening our direction for the second half of the year.

More than a review of where we have been, the mid-year planning served as an opportunity to look ahead. Leaders identified key opportunities, discussed challenges, and aligned on strategic actions that will help drive performance and keep us on track toward our H2 goals.

The discussions reinforced the importance of collaboration, agility, and focused execution as we navigate the opportunities and challenges ahead. By bringing our leaders together around a shared vision and clear priorities, we strengthened our collective commitment to delivering meaningful results for the remainder of 2026.



Marketing Roadshow: Branding 101 with Sales



Building a stronger and more consistent brand starts with alignment—and that is exactly what Marketing and Sales set out to strengthen through the **Branding 101 Roadshow**, a collaborative initiative that brought teams together across **Luzon, Visayas, and Mindanao**.

The roadshow provided Sales teams with a deeper understanding of UGC's brand, from our identity and core values to the importance of presenting a consistent brand experience across every customer touchpoint. Through engaging discussions, practical examples, and interactive sessions, participants gained a clearer appreciation of how branding plays an essential role in building trust, strengthening customer relationships, and supporting business growth.

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A Boodle Feast to Celebrate July's Wins

July was another month of hard work, teamwork, and shared achievements, and what better way to celebrate than with another Boodle Fight!

The celebration brought everyone together to enjoy good food, good company, and a well deserved moment to appreciate the team's efforts throughout the month. More than just a feast, it was a reminder that every achievement is made sweeter when shared with the people who helped make it happen. As we look ahead, we're aiming for more wins, stronger results, and bigger milestones. And of course, bigger achievements call for an even bigger celebration. Who knows, our next feast might just be a lechon celebration!

Here's to pushing further, achieving more, and giving ourselves more reasons to celebrate together. More wins. Bigger milestones. Bigger feast. Let's make it happen!



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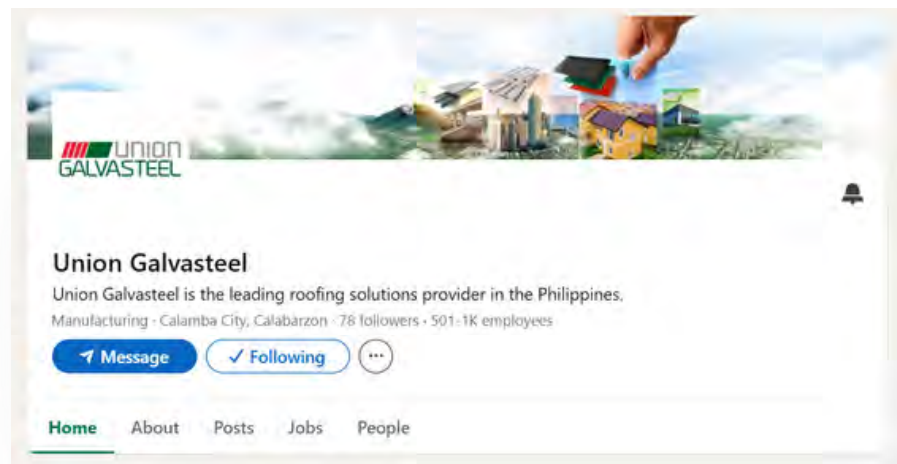


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