

Marketing Newsletter: **Growing Through Excellence, Driving Continuous Growth**



Wednesday, September 30, 2026

The Executive Corner



As we celebrate UGC's 63rd Anniversary, we proudly reflect on a legacy built on dedication, resilience, and an unwavering commitment to excellence. For more than six decades, UGC has continued to grow by upholding the highest standards in service, fostering strong partnerships, and creating value for the customers and communities we serve.

Every achievement we have reached, every innovation we have embraced, and every milestone we have accomplished is a testament to the passion, hard work, and commitment of our people. Their collective efforts have shaped the strong foundation on which our company stands today.

As we look to the future, it is the same spirit of excellence that will continue to guide us. By embracing continuous improvement, adapting to change, and working together toward our shared goals, we will create new opportunities and sustain our growth in the years ahead.

Thank you to our employees, customers, partners, and stakeholders for being part of this remarkable journey. Together, let us continue Growing Through Excellence and Driving Continuous Growth.

Rey A. Cervera
President & CEO



As we move through 2026, our journey continues to be defined by resilience, commitment, and our determination to keep moving forward. In our business, growth is not measured by numbers alone. It is also reflected in how consistently we serve our customers, how we respond to challenges, and how continuously we improve the way we work.

Excellence is built through consistency. Every properly manufactured product, every timely delivery, every customer concern addressed, and every process improved contributes to the strength of our business. As part of UGC's commitment to continuous improvement and long-term growth, Management has established an Innovation and Quality Assurance function dedicated to strengthening our capabilities in quality, product development, and technical excellence. This initiative is focused on keeping UGC responsive to the changing needs of the market by monitoring new technologies, emerging products, evolving industry practices, and opportunities for product improvement.

Innovation is not simply about introducing something new. It is about finding better ways to create value for our customers, improve our products and processes, and strengthen our competitiveness. As we look ahead, we recognize that market conditions will continue to challenge us. These challenges remind us of the importance of working together, managing our resources wisely, strengthening our customer relationships, and continuously looking for better ways to serve the market. Let us carry the momentum of the past months into the months ahead.

Growing through excellence means improving every day. Driving continuous growth means moving forward together. With everyone's commitment and contribution, we look forward to making the coming months stronger, better, and more productive.

Together, let us continue to grow through excellence and drive continuous growth.

Bernard A. Selga
Quality Assurance Head



Marketing Team



Chai

Rosario Rodriguez

AVP - 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



newsletter



SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

SOUTH LUZON



**SALES TARGET
ATTAINMENT**

239%



**SALES TARGET
ATTAINMENT**

221%



**SALES TARGET
ATTAINMENT**

207%

EASTERN, NORTH & CENTRAL LUZON



**SALES TARGET
ATTAINMENT**

148%



**SALES TARGET
ATTAINMENT**

115%



**SALES TARGET
ATTAINMENT**

110%

newsletter



SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

VISAYAS



**SALES TARGET
ATTAINMENT**

215%



**SALES TARGET
ATTAINMENT**

169%



**SALES TARGET
ATTAINMENT**

167%

MINDANAO



**SALES TARGET
ATTAINMENT**

167%



**SALES TARGET
ATTAINMENT**

164%



**SALES TARGET
ATTAINMENT**

163%

newsletter

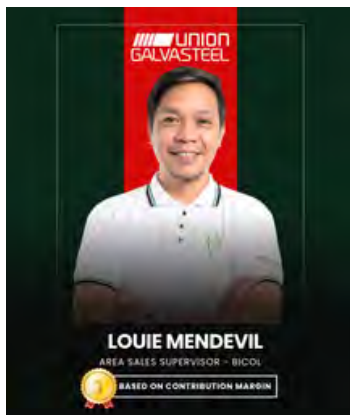


SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

SOUTH LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 6.496M



**HIGHEST
CONTRIBUTION MARGIN**

Php 7.330M



**HIGHEST
CONTRIBUTION MARGIN**

Php 8.095M

EASTERN, NORTH & CENTRAL LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 8.701M



**HIGHEST
CONTRIBUTION MARGIN**

Php 4.309M



**HIGHEST
CONTRIBUTION MARGIN**

Php 4.170M

newsletter



SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

VISAYAS



**HIGHEST
CONTRIBUTION MARGIN**
Php 6.280M



**HIGHEST
CONTRIBUTION MARGIN**
Php 5.168M



**HIGHEST
CONTRIBUTION MARGIN**
Php 4.735M

MINDANAO



**HIGHEST
CONTRIBUTION MARGIN**
Php 3.662M



**HIGHEST
CONTRIBUTION MARGIN**
Php 1.737M



**HIGHEST
CONTRIBUTION MARGIN**
Php 8.254M

latest updates

Other Announcements



Union Day: Continuous Celebration with Retail Partners

What started as a simple initiative has now become a growing tradition among our valued retail partners.

Union Day continues to remind us that our brand is brought to life not only through our products, but also through the people who champion them every day.

From store owners and branch managers to sales associates and frontliners, each participant plays an important role in making the Union brand visible and top of mind for customers.

As this tradition continues, more retail partners are joining the movement, proudly showing their support for the Union brand and reinforcing a consistent brand presence across our partner stores nationwide. Their participation reflects a shared belief in the quality, reliability, and service that Union Galvasteel has stood for through the years.

We extend our sincere appreciation to all our retail partners who continue to make Union Day a meaningful weekly tradition. Your continued support strengthens not only our brand, but also the lasting partnerships that drive our shared success.

Together, we celebrate more than a day—we celebrate a partnership that continues to grow stronger, every Wednesday.

UGC Sustains Industry Presence at UAP LECONEX 2026

Union Galvasteel Corporation successfully participated in the UAP Legazpi Conference and Exhibit (LECONEX) 2026, held from August 20–22, 2026, bringing together architects, industry professionals, and key stakeholders in the built environment.

Through its exhibit, UGC showcased its quality roofing and building solutions, providing an avenue to engage with professionals, introduce its product offerings, and strengthen connections within the architectural and construction community.

The event also gives an opportunity for UGC to connect with UAP Chapter Presidents and industry leaders, opening meaningful conversations around upcoming projects and regional opportunities. UGC's participation in LECONEX reflects its continued commitment to building stronger industry relationships, expanding its professional network, and supporting the evolving needs of the Philippine construction industry.



UGC Joins UAP Clark Chapter Anniversary 2026

Through a Technical Product Presentation focused on roofing and building solutions. The engagement provided an avenue for UGC to share relevant product knowledge, technical insights, and applications with members of the architectural community.

The presentation highlighted UGC's commitment to supporting professionals in the construction and design industry by providing practical information that can contribute to informed material selection and project planning. Beyond product presentation, the activity also created opportunities for meaningful discussions and professional exchange between UGC and UAP Clark Chapter members.

UGC extends its appreciation to the UAP Clark Chapter for the warm welcome and for providing the opportunity to be part of its anniversary celebration. The company looks forward to continued engagement and collaboration with the architectural and construction community in support of future industry initiatives.

latest updates

Other Announcements



UGC Expands Regional Presence at 24th PSME Southern Mindanao Assembly

UGC represented by the Davao Sales Team, successfully participated in the 24th PSME Southern Mindanao Assembly from August 12 to 14, 2026. Engaging directly with mechanical engineers, HVAC contractors, and project managers, the team captured 74 high-value business leads for UGC's roofing solutions, insulated panels, and structural building products.

Through direct engagement with regional decision-makers and consultants, the Davao Sales leadership successfully established a strong project pipeline to drive UGC's continued expansion across Mindanao.

This effort highlights the dedication of the Davao Sales Team in expanding UGC's footprint and supporting regional infrastructure development.

PROJECT HIGHLIGHT: Agri-Farm's Poultry Expansion in Caraga

Caraga's agricultural sector continues to gain strength through the successful supply of high-quality roofing and cladding materials for the Katugasan Agri-Farm, Inc. Poultry Building Project.

Handled by Tessie S. Nakila, Sales Officer for the Caraga Region, the project delivered specialized materials for two poultry buildings designed to withstand demanding agricultural conditions.

This successful partnership reflects Katugasan Agri-Farm's trust in dependable products and dedicated service, reinforcing a shared commitment to supporting agricultural growth across Caraga.

TOTAL PROJECT VALUE: ₱1,602,361.00.



PROJECT HIGHLIGHT: DepEd Learning Continuity Spaces (LCS) – Cebu Province

Supporting DepEd's efforts to provide safe and resilient learning environments, the LCS program helps address classroom needs and ensure learning continuity, particularly in areas affected by disasters.

Handled by Jester Pelenio, 5 out of 19 LCS units in Cebu Province have been successfully completed and closed, with 14 units remaining.

Through the supply of reliable building materials, the project contributes to durable and functional learning spaces for teachers and learners.

TOTAL PROJECT VALUE: ₱4,592,146.25

newsletter

EXCELLENCE IN COIL STOCK SALES (JULY)



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

**3% OF TOTAL
INVENTORY**



EVANGELINE J. SAUSA
MPIC Officer - Visayas



**MOST MT REDUCTION
61MT**

EXCELLENCE IN COIL STOCK SALES (AUGUST)



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

**3% OF TOTAL
INVENTORY**



EVANGELINE J. SAUSA
MPIC Officer - Visayas



**MOST MT REDUCTION
64MT**

socials

Other Announcements

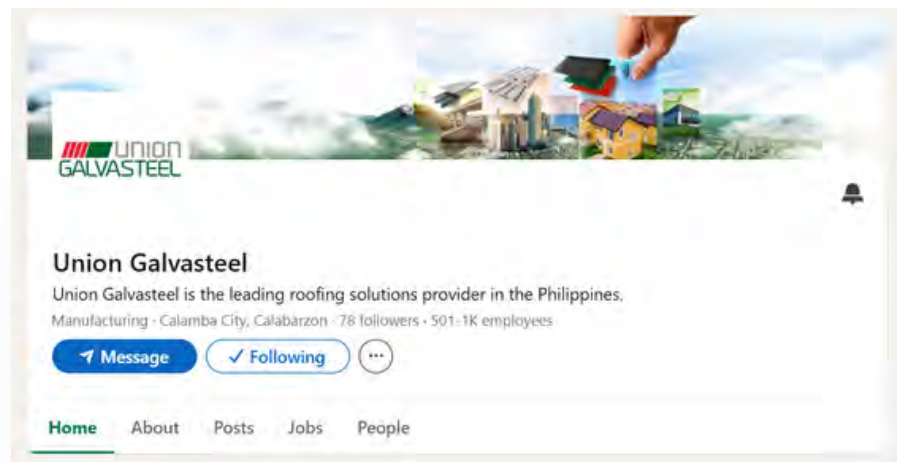


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reminders all in one place.



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