

Marketing Newsletter: **63 Years of Trust** **Growing Stronger Together**



Monday, October 26, 2026

The Executive Corner



As we celebrate 63 Years of Trust, Growing Stronger Together, I would like to express my heartfelt appreciation to every member of the UGC team. This milestone is not simply a reflection of our company's longevity. It is a tribute to the people whose dedication, hard work, and commitment have made UGC what it is today. For 63 years, we have earned the trust of our customers, business partners, and communities, and that trust has been built day by day through your efforts. Whether you work on the front lines, in our plants, warehouses, offices, or support functions, each of you plays a vital role in our success. Behind every achievement is a team that works tirelessly, often going beyond what is expected, to ensure that we deliver on our commitments and uphold the values that define UGC.

I am especially grateful for your resilience and determination. Through changing market conditions, industry challenges, and periods of transformation, you have continued to show professionalism, teamwork, and an unwavering commitment to excellence. Your ability to adapt, support one another, and keep moving forward has been one of our greatest strengths. As we honor our past, we also celebrate the people who continue to shape our future. The success we enjoy today is the result of countless contributions, both seen and unseen, made by employees across generations. Each of you has helped build a culture of trust, integrity, and collaboration that makes UGC a company we can all be proud of.

As we look ahead, I am confident that our best years are still to come. Together, we will continue to embrace new opportunities, overcome challenges, and create a stronger future for our company. With the same passion, unity, and sense of purpose that have carried us through the last 63 years, there is no limit to what we can achieve. Thank you for your loyalty, dedication, and invaluable contributions. More than our products, facilities, or achievements, our people are UGC's greatest asset and the true foundation of our success. I encourage each of you to take pride in what we have accomplished together. This milestone belongs to every member of the UGC family.

Happy 63rd Anniversary, UGC!
Thank you for your trust, your commitment, and for helping us grow stronger together.
As we celebrate this special anniversary!



Rey A. Cervera
President & CEO



Happy 63rd Anniversary! 🎉

Celebrating 63 remarkable years of trust, excellence, and shared achievements!

As we honor our legacy of strength, resilience, and commitment to quality products and services, we extend our heartfelt gratitude to our valued customers, business partners, and the entire UGC family for being part of this incredible journey.

Above all, we thank Almighty God for His continued guidance and blessings throughout the years. May we continue to move forward with unity, embrace innovation, and achieve greater milestones together.

63 Years of Excellence, A Legacy of Trust, and a Future of Endless Possibilities—stronger together! 🍀

Commet C. Bernal
National Logistics Head

Marketing Team



Chai

Rosario Rodriguez

AVP - Commercial Head



Ains

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



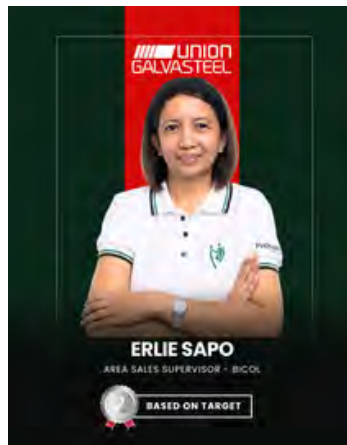
HIGHEST SALES TARGET ATTAINMENT

SOUTH LUZON



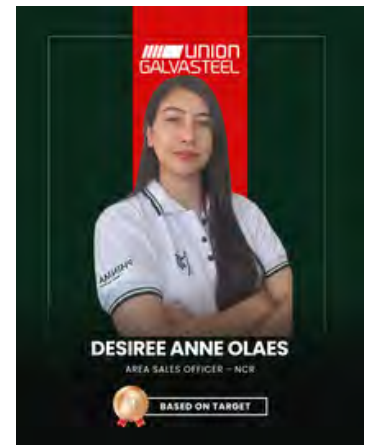
**SALES TARGET
ATTAINMENT**

158%



**SALES TARGET
ATTAINMENT**

153%



**SALES TARGET
ATTAINMENT**

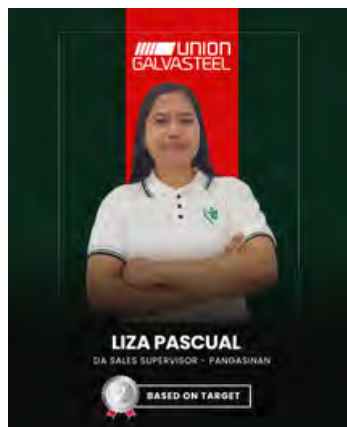
139%

EASTERN, NORTH & CENTRAL LUZON



**SALES TARGET
ATTAINMENT**

145%



**SALES TARGET
ATTAINMENT**

127%



**SALES TARGET
ATTAINMENT**

115.0%

newsletter



SALES EXCELLENCE AWARD



HIGHEST SALES TARGET ATTAINMENT

VISAYAS



**SALES TARGET
ATTAINMENT**

161%



**SALES TARGET
ATTAINMENT**

135%



**SALES TARGET
ATTAINMENT**

127%

MINDANAO



**SALES TARGET
ATTAINMENT**

166%



**SALES TARGET
ATTAINMENT**

162%



**SALES TARGET
ATTAINMENT**

148%

newsletter



SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

SOUTH LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 6.194M



**HIGHEST
CONTRIBUTION MARGIN**

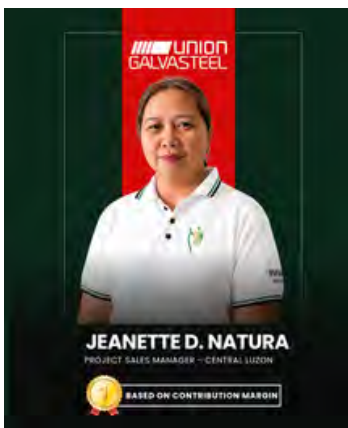
Php 7.719M



**HIGHEST
CONTRIBUTION MARGIN**

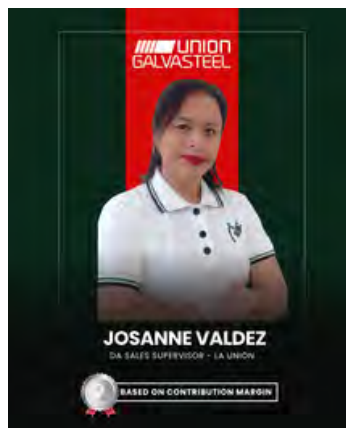
Php 6.884M

EASTERN, NORTH & CENTRAL LUZON



**HIGHEST
CONTRIBUTION MARGIN**

Php 5.535M



**HIGHEST
CONTRIBUTION MARGIN**

Php 6.149M



**HIGHEST
CONTRIBUTION MARGIN**

Php 4.648M

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SALES EXCELLENCE AWARD



HIGHEST CONTRIBUTION MARGIN

VISAYAS



**HIGHEST
CONTRIBUTION MARGIN**
Php 5.824M



**HIGHEST
CONTRIBUTION MARGIN**
Php 4.599M



**HIGHEST
CONTRIBUTION MARGIN**
Php 4.233M

MINDANAO



**HIGHEST
CONTRIBUTION MARGIN**
Php 10.437M



**HIGHEST
CONTRIBUTION MARGIN**
Php 4.256M



**HIGHEST
CONTRIBUTION MARGIN**
Php 5.089M

latest updates

Other Announcements



UGC Cebu Participates in PHILBEX 2026

We wrapped up a highly successful participation at PHILBEX Cebu 2026, held from September 10 to 13 at the IEC Convention Center Cebu (IC3). Throughout the four-day event, our team welcomed 150 booth visitors to engage with our brand and explore our building solutions. The exhibition provided valuable market insights, with survey results showing that 76.60% of respondents were already familiar with UGC prior to the event.

In addition to strong brand recognition, our presence left an exceptionally positive impression on visitors, earning a 68% overall satisfaction rate. We extend our sincere gratitude to everyone who dropped by and connected with our team. As Cebu's construction sector continues to grow, UGC remains committed to delivering top-quality roofing products and building reliable partnerships across the Visayas region.

UGC Brings Roofing Solutions Closer to Industry Professionals at HUBEXO Build Better Manila 2026

Union Galvasteel Corporation (UGC) participated in HUBEXO Build Better Manila 2026, reinforcing its commitment to engaging with key stakeholders and maintaining an active presence in the Philippine construction industry.

Through its participation, UGC showcased its roofing products and provided industry professionals with an opportunity to learn more about its product features, applications, and suitability for various construction requirements. The event also facilitated direct engagement with visitors, allowing the team to address inquiries and exchange insights on roofing solutions for different building projects.

UGC's involvement underscores the importance of sustained industry engagement in strengthening market awareness and fostering professional connections. As the construction sector continues to develop, UGC remains committed to delivering quality roofing and building solutions while building lasting relationships with industry partners and stakeholders.



UGC Davao on the Court: DCACI Pickleball 2026

As part of its commitment to active industry engagement and sportsmanship, UGC sponsored the participation of Davao Cluster representatives **Charlyn Orquia-Mejias and John Mark Asibal** in the First DCACI Pickleball Tournament during PhilConstruct Mindanao 2026 on September 2. Organized by the Davao City Contractors Association, Inc. (DCACI), the tournament brought together members, contractors, and suppliers across the region for a day of athletic competition and community building.

Beyond promoting employee wellness and team spirit, the event served as a valuable networking platform. By connecting with clients, contractors, and industry partners in a dynamic, sports-focused setting, UGC continues to strengthen its presence, build lasting professional relationships, and reinforce its active role within the regional construction community.



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Other Announcements



More Than Just Steel: How One Roof Protected a Family for 63 Years

For over six decades, true quality stands the test of time. In Alaminos, Pangasinan, one Union Galvasteel roof has faithfully shielded Mariejo "Jong" Bautista and her family through 63 years of changing seasons, severe storms, and typhoons.

More than just steel, it represents a lifetime of reliability and peace of mind—a living testament to the lasting strength and durability built into every product we create. As we celebrate 63 years of trusted protection, Union Galvasteel remains dedicated to safeguarding Filipino homes and families for generations to come.

Front Desk Story: When Quality Brings Customers Back

After a year of using another supplier's green roofing materials on one of their buildings, a client from Bansalan, Davao del Sur faced severe color fading and early signs of rust. Having previously experienced the reliability of UGC, the customer chose to return to UGC for a roofing solution they knew would last.

At our Davao City branch, *Alona Sularte* welcomed the returning client at the front desk, listened to their concerns, and recommended our products. Confident in UGC's superior product quality and Alona's attentive service, the customer placed an initial ₱800,000 order in September, followed by a repeat purchase of ₱788,287.20—totaling over **₱1.58 million**.

This story highlights how unmatched product durability and dependable service make UGC the brand clients trust and return to when quality matters most.



Meet GalvaMan: The Hero Behind Union Galvasteel!

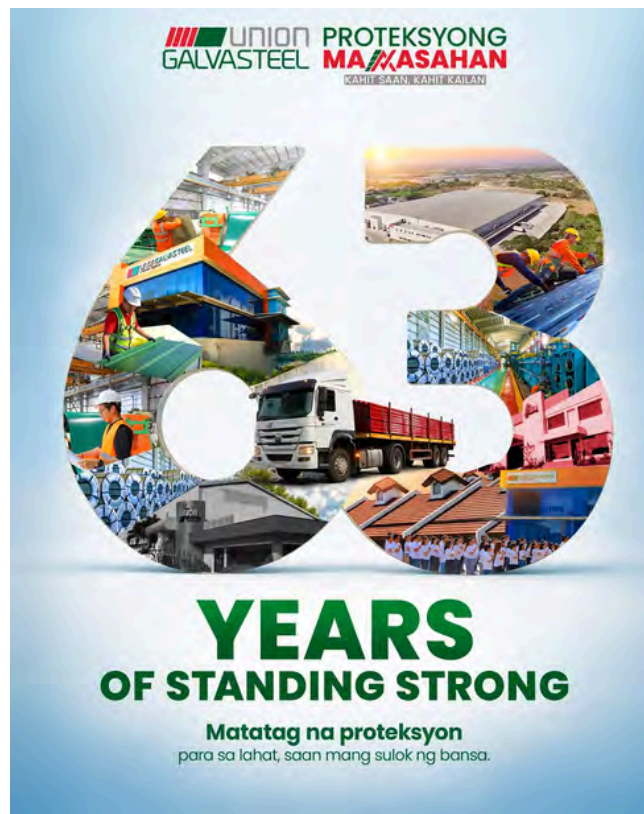


We are excited to officially introduce GalvaMan, the superhero and brand ambassador of Union Galvasteel Corporation! GalvaMan embodies the spirit of resilience, hard work, and care for the community. Built to protect and inspire, he brings to life Union Galvasteel's unwavering promise of "Proteksyong Maaasahan, Kahit Saan, Kahit Kailan"

latest updates

Other Announcements

HAPPY 63RD ANNIVERSARY, UGC!



latest updates

ELITE CIRCLE

TOP SALES VOLUME QUARTER 3



APPLE DE CASTRO
South Luzon

ACTUAL VOLUME:
38,838



JEANETTE NATURA
ENCL

ACTUAL VOLUME:
30,247



JESTER A. PELENIO
Visayas

ACTUAL VOLUME:
24,532



CHARLYN O. MEJIAS
Mindanao

ACTUAL VOLUME:
40,514

ELITE CIRCLE

TOP SALES CONTRIBUTION MARGIN QUARTER 3



APPLE A. DE CASTRO
South Luzon

ACTUAL CM:
4,498,210.00



JEANETTE NATURA
ENCL

ACTUAL CM:
10,058,570.03



JESTER A. PELBNI
Visayas

ACTUAL CM:
5,635,319.29



CHARLYN ORQUIA
Mindanao

ACTUAL CM:
5,365,544

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Q2 Facebook Sales Champs: Crushing Inquiries, Closing Deals!



A massive congratulations to our Second Quarter (June–August) 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: Mark Darren Olalia** – Securing the top spot with a brand-new Smart Tablet & UGC Jacket! 🎁
- 🥈 **2nd Place: Apple De Castro** – Sporting a new Smart Watch & Umbrella! 🕒☔
- 🥉 **3rd Place: Joanne Marasigan** – Staying cool and hydrated with a Stanley Tumbler & Shoe Cover! 🥤👟



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? 🚀

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SUPPLY CHAIN AWARD (SEPTEMBER)

Planned Production Attainment, Efficiency, and On Time Delivery

1st

**CAGAYAN DE ORO
ROLLFORMING PLANT**

2nd

**TACLOBAN
ROLLFORMING PLANT**

3rd

**CEBU
ROLLFORMING PLANT**

socials

Other Announcements

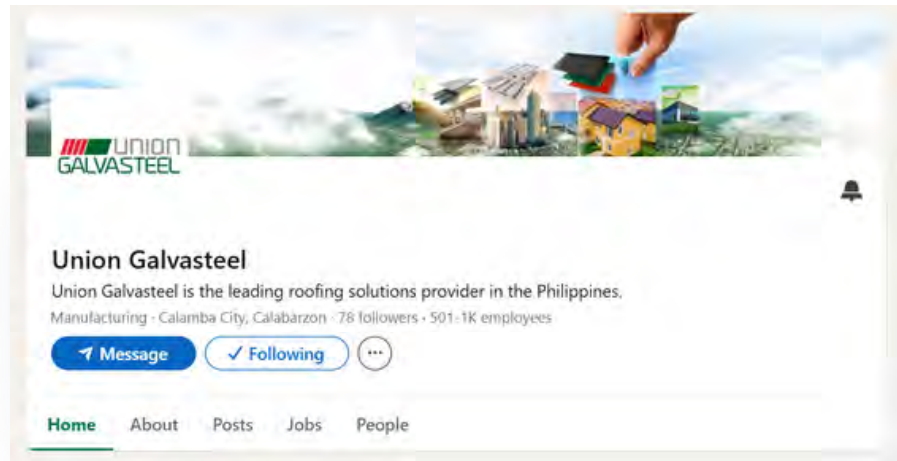


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SALES TEAM, JOIN THE SALES FORCE NOW!

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Stay updated!

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announcements, and important
reminders all in one place.



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Stay updated with our latest Products, Projects, and Promotions.



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PHINMA
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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!



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**

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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**

socials

Other Announcements

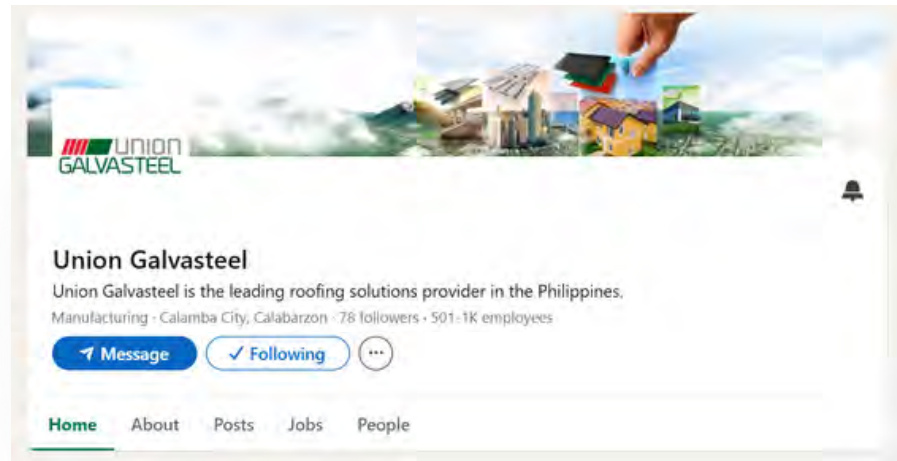


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