UNION GALVASTEEL

Marketing Newsletter:
Growing Beyond Limits to Build the Future



Monday, November 23, 2026

PHINMA
Making Lives Better

The Executive Corner

Every milestone we achieve begins with people who are willing to dream bigger, work harder, and believe that tomorrow can be better than today. As we embrace this month's theme, "Growing Beyond Limits to Build the Future," we celebrate not only our accomplishments but also the spirit that makes them possible.
At UGC, growth is more than numbers, projects, or business results. It is found in the dedication of every employee who rises to meet a challenge, the teamwork that turns ideas into reality, and the commitment to excellence that drives us forward each day. It is the courage to step beyond our comfort zones, learn new skills, and continuously improve ourselves for the benefit of our customers, partners, and communities.

The future is not something we simply wait for. It is something we build together through our actions, decisions, and shared aspirations. Every insulated panel we manufacture, every customer we serve, and every problem we solve contributes to a stronger foundation for the years ahead.

As we move forward, let us continue to embrace innovation, support one another, and remain open to new possibilities. Challenges may arise, but they also present opportunities to grow stronger, wiser, and more united as one UGC family.
To every member of our team, thank you for your passion, dedication, and unwavering commitment. Your efforts make a difference, and your contributions shape the future of our company every single day.
Let us move forward with confidence, inspired by what we have achieved and excited by what lies ahead. Together, we will continue to break barriers, exceed expectations, and transform possibilities into realities.
Because when we grow beyond our limits, we do more than achieve success, we build a future that generations can be proud of.



Rey A. Cervera
President & CEO



This year has been a defining chapter for UGC. We made bold, necessary decisions to streamline and strengthen our operations, manage costs prudently, and invest in our people through training. These disciplined efforts represent significant steps toward rebuilding a resilient and financially sustainable business.

Our journey has taught us that recovery and growth are a shared responsibility. Every peso saved, every customer retained and won, every process improved, and every commitment delivered is reflected in our financial performance.

As we move forward, let us build on what we have accomplished, embrace change, and continue working together beyond departmental boundaries so we can allocate our resources wisely and grow as one team.

As one UGC family, let us stay resilient, passionate, and accountable—guided by our faith in God and our shared purpose of Making Lives Better. Together, we are ready to go beyond limits and build a future we can all be proud of.

Jenny Ann Briones
Comptroller

Marketing Team



Chai

Rosario Rodriguez
AVP - Commercial Head



Ains

Ainah Betina Recella
Marketing Manager



Icah

Jemicah 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

202%



SALES TARGET ATTAINMENT

163%



SALES TARGET ATTAINMENT

155%

EASTERN, NORTH & CENTRAL LUZON



SALES TARGET ATTAINMENT

166%



SALES TARGET ATTAINMENT

139%



SALES TARGET ATTAINMENT

118%

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SALES EXCELLENCE AWARD

HIGHEST SALES TARGET ATTAINMENT

VISAYAS



SALES TARGET ATTAINMENT

138%



SALES TARGET ATTAINMENT

119%



SALES TARGET ATTAINMENT

116%

MINDANAO



SALES TARGET ATTAINMENT

189%



SALES TARGET ATTAINMENT

155%



SALES TARGET ATTAINMENT

154%

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SALES EXCELLENCE AWARD

HIGHEST CONTRIBUTION MARGIN

SOUTH LUZON



HIGHEST CONTRIBUTION MARGIN

Php 9.123M



HIGHEST CONTRIBUTION MARGIN

Php 8.522M



HIGHEST CONTRIBUTION MARGIN

Php 6.045M

EASTERN, NORTH & CENTRAL LUZON



HIGHEST CONTRIBUTION MARGIN

Php 4.971M



HIGHEST CONTRIBUTION MARGIN

Php 4.452M



HIGHEST CONTRIBUTION MARGIN

Php 5.198M

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SALES EXCELLENCE AWARD

HIGHEST CONTRIBUTION MARGIN

VISAYAS



HIGHEST CONTRIBUTION MARGIN

Php 4.644M



HIGHEST CONTRIBUTION MARGIN

Php 5.096M



HIGHEST CONTRIBUTION MARGIN

Php 3.683M

MINDANAO



HIGHEST CONTRIBUTION MARGIN

Php 3.583M



HIGHEST CONTRIBUTION MARGIN

Php 3.579M



HIGHEST CONTRIBUTION MARGIN

Php 1.525M

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Other Announcements





UGC Supports Brgy. Bagong Kalsada's Environmental Efforts Through Eco-Center Initiative

As part of its continuing commitment to environmental stewardship and community development, Union Galvasteel Corporation (UGC) extended support to Barangay Bagong Kalsada through the donation of roofing materials for the construction of the barangay's Eco-Center.

The initiative aims to establish a dedicated facility for the collection, segregation, storage, and management of recyclable materials generated by residents. Once completed, the Eco-Center will help strengthen the barangay's solid waste management efforts, promote environmental awareness, and encourage greater community participation in recycling and resource recovery.

17 Years Strong: Celebrating the People and Passion Behind UGC Cainta

On October 20, 2026, UGC Cainta Plant and Warehouse proudly celebrated its 17th Anniversary, marking another remarkable year of growth, resilience, and commitment to operational excellence.

This special occasion was more than just a celebration of another year; it was a tribute to the people whose passion, teamwork, and dedication have been instrumental in shaping the plant's journey through the years. From the production to warehouse operations, every individual has played a valuable role in ensuring smooth operations, maintaining quality standards, and delivering on the company's commitments.

Here's to 17 years of achievements, countless contributions, and a future filled with even greater possibilities!

Happy 17th Anniversary, UGC Cainta Plant and Warehouse!

















Strengthening Leadership and Shared Vision: Union Galvasteel Management Committee Presents to the PHINMA Board of Directors

Union Galvasteel took another meaningful step in strengthening its commitment to organizational growth and excellence as its Management Committee presented its report to the Board of Directors of PHINMA last October 26, 2026.

The presentation provided an opportunity for the Management Committee to share key business updates, accomplishments, and organizational developments, while highlighting the company's continuing efforts and priorities in pursuing its strategic objectives.

Following the presentation, the day continued with a special lunch gathering with Union Galvasteel's managers. The occasion provided an opportunity for leaders across the organization to connect, engage in meaningful conversations, and strengthen professional relationships beyond their day-to-day responsibilities.

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Collera Construction Chooses Union Galvasteel for Palo Public Market

UGC continues to support vital community infrastructure, recently supplying high-grade roofing materials for the Palo Public Market project, located along Acebedo and Monge Street. Partnering with Collera Construction, UGC delivered 2,642.65 sheets of 0.50mm thick Rib-Type and Bended roofing profiles.
Engineered to withstand demanding weather conditions and daily wear, our roofing still ensure long-term structural protection for local vendors and shoppers. This milestone highlights Collera Construction's trust in Union Galvasteel's reliable product quality and commitment to building resilient public spaces across the region.

TOTAL PROJECT VALUE: 1.8M PHP

Project Spotlight: Ororama Supercenter Retrofitting in Cagayan de Oro

Standing at the busy corner of JR Borja and Mortola Streets in Cagayan de Oro City, Ororama Supercenter recently underwent a major roofing upgrade to reinforce its commercial structure. To meet the facility's heavy-duty requirements, 3,500 linear meters of 0.6mm Ribtype Beige pre-painted steel sheets were supplied and installed, providing long-term weather resistance, structural durability, and a clean aesthetic finish for one of the city's premier retail landmarks.

Spearheaded by Sales Officer Marl Anthony B. Cairel, this installed project showcases Union Galvasteel Corporation's (UGC) end-to-end capabilities—from precision roll-forming to expert on-site installation. By delivering reliable, tailor-fit roofing solutions, UGC continues to support the growth and resilience of key commercial establishments across Mindanao.

The photo shown is from Area A, while work is currently ongoing in Areas B and C.





Paknaan Greenland Realty Warehouse Roofing Project Reaches 90% Completion

In partnership with D' New Hard Builders & Dev't Corp., the roofing project for the Paknaan Greenland Realty Warehouse in Mandaue City, Cebu has reached 90% completion. Featuring a durable combination of Mega Hi-Rib, Durarib, and Skylight roofing profiles—complete with full material supply and labor installation—this milestone brings another major commercial structure closer to completion.

TOTAL PROJECT VALUE: 6.9M PHP

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SUPPLY CHAIN AWARD
(OCTOBER)

Planned Production Attainment, Efficiency, and On Time Delivery



PANGASINAN FACILITY GROUP



CEBU FACILITY GROUP



NUEVA ECIJA FACILITY GROUP

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Fueling the Final Stretch: A Boodle Fight for October's Achievements

October proved to be another month defined by dedication, seamless teamwork, and collective success, and there was no better way to honor those milestones than by gathering for another classic Boodle Fight!

The feast gave everyone a well-earned pause to share great food, unwind together, and recognize the hard work that carried us through the month. Beyond the food on every table, the celebration served as a reminder that our biggest wins are always the ones we achieve and enjoy side by side. As we gear up for the final stretch of the year, we're setting our sights on even stronger results, greater breakthroughs, and even bigger celebrations to match.
Here's to finishing the year strong, raising the bar higher, and creating even more moments worth celebrating as one team.

More wins. Bigger milestones. Bigger feast. Let's make it happen!























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Other Announcements



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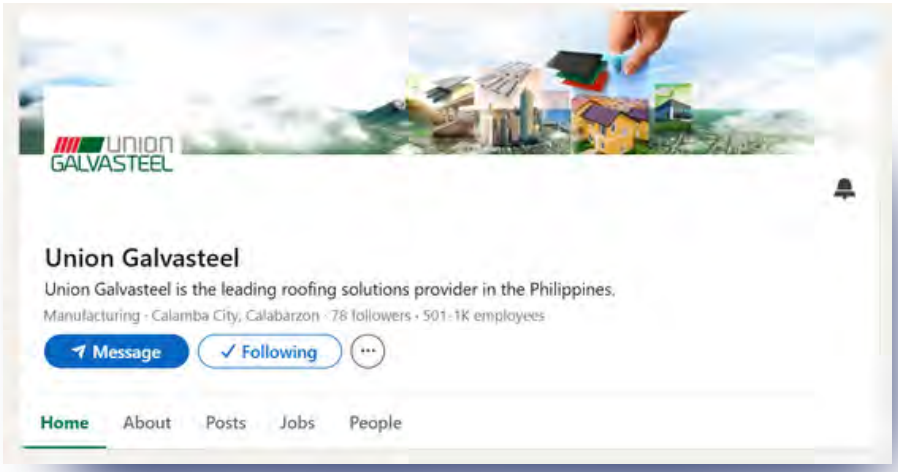

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