

PROGRESS PULSE

COMMUNIQUE OF STRATEGIC INSIGHTS & ACHIEVEMENTS



SAFC marked another milestone with the **grand opening of its Bacoor Molino 3 branch** last **January 16, 2026**, located at Paseo de Bacoor, Bacoor Blvd, Molino 3, Bacoor, Cavite. The new branch strengthens SAFC's growing nationwide footprint, **bringing the company's total to 93 branches across the Philippines.**

The branch opening was led by SAFC President and CEO **Kevin John N. Cabanban**, SAFC Chief Operating Officer **Azenith S. Cabrera**, and SAFC Group Head for Marketing **Norvyn V. Aloro**, SAFC General Manager for Auto Loans Division **Cherizza S. Manalad**, together with branch officers and team members.

Cavite remains one of the country's fastest-growing provinces, home to thousands of thriving small businesses and hardworking individuals seeking opportunities for growth.

Through this new branch in Cavite, SAFC is better positioned to serve Caviteños seeking financing to expand operations, acquire assets, and strengthen their livelihoods. Aside from offering refinancing products, the branch will specialize in offering car and truck financing, providing an easy and accessible asset acquisition opportunity to Caviteños.

During the ceremony, SAFC General Manager for ALD **Cherizza S. Manalad** emphasized the strategic importance of branch expansion.

"Our goal is not just to grow our network, but to expand opportunities for Filipinos and MSMEs who are working hard to build a better future. Through Bacoor Molino 3, we continue building a Brighter Tomorrow Together, one community at a time."



In photo: Branch Billboards at Paseo de Bacoor

The Bacoor Molino 3 team is equipped to provide tailored financing solutions while upholding SAFC's standards of professionalism, transparency, and customer-centered service.

With 93 branches operational nationwide as of the opening of this branch, SAFC continues to pursue expansion that brings financial access closer to underserved markets and strengthens partnerships within local communities

Each new branch serves as a gateway to opportunity, enabling more Filipinos to take confident steps toward business growth and financial stability. **SAFC is set to open 20 more branches in 2026 as part of its commitment to providing more inclusive and accessible financing for more Filipinos.**

Level Up! SAFC Ignites 2026 with Back-to-Back Superday Sales Rallies



In photo: Superday CALABARZON at Abagatan Ti Manila in Alfonso, Cavite

SAFC officially launched its 2026 sales momentum through **two successful Superday Sales Rally events held in January**, bringing together sales partners for collaboration, engagement, and a strong start to the year.

The first Superday was conducted on **January 17, 2026, at Abagatan Ti Manila in Alfonso, Cavite**, with **200 sales partners from CALABARZON** in attendance. This was followed by another Superday on **January 24, 2026, at Casa Guille in Antipolo City**, gathering **160 sales partners from the NCR area**.

Designed as a sales kick-off initiative, the Superday Sales Rally serves as a platform to strengthen collaboration, enhance interaction among sales partners, and energize the network for the year ahead through various team-building and engaging social activities.

In his opening remarks during the Superday NCR in Antipolo, SAFC President and CEO **Kevin John N. Cabanban** welcomed participants with enthusiasm and optimism.

*"Our theme this year is very simple: Brighter Tomorrow, Together. **Walang solo player sa success ng SAFC.** Lahat ng pag-unlad sa negosyo, sa komunidad, at sa buhay ng mga kliyente natin nangyayari dahil magkakasama tayo."*

He further encouraged partners to embrace the new year with renewed focus and higher energy.

*"Game on sa mas mahusay na serbisyo. **Game on sa mas matibay na partnership.** At game on sa pag-level up ng sarili natin bilang professionals at bilang katuwang ng mga Pilipinong may pangarap."*

The strong turnout in both Cavite and Antipolo shows SAFC's growing and committed sales network. **With more Superday events planned for 2026, the company aims to sustain this momentum nationwide,** ensuring that every sales partner is aligned, motivated, and equipped to help more Filipinos and MSMEs achieve their financial goals.

As SAFC continues to expand its reach and strengthen partnerships, the Superday initiative underscores a clear message: success is built collectively. Through shared commitment and collaboration, SAFC moves forward in building a Brighter Tomorrow Together.



In photo: During Superday NCR Registration and Activities



In photo: Superday NCR at Casa Guille, Antipolo City

Leading Growth with Discipline and Heart

Servant leadership grounded in accountability and focus.

This is the principle that guides **Azenith S. Cabrera, SAFC Chief Operating Officer**, as the company enters a bold expansion year in 2026.

SAFC plans to grow to 120 branches, up from 85 in 2025. The company is also accelerating sales partner recruitment to reach more communities nationwide. The mission is clear: make financing more accessible to more Filipinos.

But for Cabrera, **sustainable growth needs a strong foundation.**

"Stronger growth requires a streamlined and efficient operation. We must remove duplication, improve coordination, and strengthen accountability across teams."

This means **better systems, clearer workflows, and smarter use of technology.** When processes are simple and aligned, turnaround times improve. Clients are served faster. Teams work with confidence.

Still, **expansion must be intentional.**

"Growth should always be anchored on strong fundamentals. Our people must be trained well. They need the right knowledge and tools to generate quality accounts and make sound credit decisions."



Discipline and governance, she said, **protect trust. And trust protects the portfolio.**

For Cabrera, **leveling up is a daily choice.**

"It means bringing your best every day," she said. "Sharpening product knowledge. Strengthening client relationships. Improving how we serve. Small improvements, done consistently, lead to big results."

As sales performance rises, operational support will rise with it. Teams can expect smoother systems, clearer processes, and stronger coordination across departments.

"Leadership begins with investing in people. When teams feel supported and valued, they become more resilient. They perform better. And they grow."

In a high-growth year, clarity and discipline matter most. Focus on the right priorities. Execute well. Build momentum.

For SAFC, **2026 is about growing stronger from the inside out.**

Did You Know?



SAFC HAS NOW 1,000+ EMPLOYEES!

SAFC Facebook HAS 38K+ FOLLOWERS @official_safe



SAFC Highlights Top Sales Performers for January

SAFC began 2026 with steady sales performance. In January 2026, **San Jose Branch in the South Luzon area achieved Php 7.39 million in sales**, surpassing its Php 7 million target and posting **106% performance.**

The Product Specialists also delivered notable results. **Jeffrey Villaflor of ALD Cavite recorded Php 7.31 million in releases**, achieving **146.12%** of his Php 5 million target.

Emerson Singrimoto of Los Baños followed with Php 5.52 million, reaching **110.40%** of his Php 5 million target.

SAFC congratulates its top employees in sales for the month.



Top 2

Emerson Singrimoto



Top 1

Jeffrey Villaflor

22 YEARS

#BRIGHTER2MORROW2GETHER

Under the visionary leadership of Kevin John N. Cabanban, and aligned with our 22nd anniversary campaign, **#Brighter2morrow2gether**, SAFC is set on a path of significant progress and community engagement. Our initiatives, from expanding financial services to spearheading impactful community programs, demonstrate our commitment to not just growing as a company but also fostering a more inclusive and sustainable future for all.

We are excited about what the future holds and are deeply thankful for your continued trust, support, and partnership in these endeavors. Let's continue providing more inclusive financial solutions to Filipinos this 2026 for a brighter tomorrow.

Warm regards,
SAFC Corporate Communications