

PROGRESS PULSE

COMMUNIQUÉ OF STRATEGIC INSIGHTS & ACHIEVEMENTS



SAFC Honors Top Sales Partners at SIBOL 2025 Awards Night

SAFC capped off 2025 by recognizing its top sales partners nationwide through **SIBOL: Honoring Legacy and Excellence Annual Sales Awards** last December 12, 2025, at the Podium Hall.

Attended by hundreds of loan advisors, partner dealers, employees, and other stakeholders from across the country, the event brought together **SAFC's top contributors** to its 2025 success.

In total, **103 awards** were conferred, including the coveted top loan advisor and top dealer partner in the nationwide category, recognizing outstanding performance, consistency, and impact throughout the year.

With the **theme SIBOL**, the evening celebrated the growth in life and service of the recognized sales partners and SAFC.



*In photo: **Richard Rapera** of KwikKapital, SAFC's Top Loan Advisor in the Nationwide Existing Category, shares his message during the awards night.*

As SAFC grew, so did the families, communities, and entrepreneurs it served, turning dreams into opportunities through the collective efforts of its sales partners and employees.

One of the night's highlights was the recognition of **Richard Rapera of KwikKapital**, Top Loan Advisor Nationwide, who emphasized the power of perseverance and partnership in his message, encouraging fellow sales partners to continue pushing forward and uplifting more Filipinos through their work.



*In photo (left to right): SAFC's **Top Loan Advisors** — Ailene Misa, Mark Angelo Enguito, Jun Mark Tamayo, and Richard Rapera — recognized for outstanding performance in 2025.*

In his message, SAFC President and CEO Kevin John N. Cabanban underscored the deeper purpose behind the achievements:

“Your work made a real impact. You did not just close deals. You helped people rebuild, grow, and take important steps in life. We are proud of you.”

Adding to the night’s milestones, **Ailene Misa** and **Finreal Telemarketing Services’ Mark Angelo Enguito** were inducted into the **Hall of Fame**, honoring their sustained excellence and lasting contribution to SAFC’s journey.

As the saying goes, it takes a community to raise a child. At SAFC, it takes a whole community of dedicated employees and sales partners to raise Filipinos’ dreams.

SAFC Employees Shine at Lumiere Gala 2025



In photo: Georgie Camacho, champion of SAFC’s Unleash Your Inner Star, performing her winning singing and dancing routine.

SAFC closed the year on a high note as nearly **500 employees** gathered for its year-end celebration, “**Lumiere Gala 2025: Gather in Glow**,” held on December 11 in Quezon City.

The gala celebrated employees whose dedication helped SAFC extend its financial services to more Filipinos nationwide. A key highlight was the **Service Awards**, honoring staff with 5, 10, 15, and 20 years of committed service. In her message, Ms. Azenith S. Cabrera, Chief Operating Officer, emphasized that **SAFC’s journey is shaped by the people** who make it possible.

“The brighter tomorrow does not simply arrive. It is built through grit, integrity, and wisdom, through every challenge we overcome and every act of leadership that defines our culture.”

Excellence, one of SAFC’s core values, was recognized across teams. The **Bacolod Branch** received the coveted **Branch of the Year Award** for consistently surpassing sales targets and delivering service excellence throughout the year. Meanwhile, two outstanding telemarketers were honored with **special awards for exceptional sales performance**, namely: **Maryknoll D. Santos** and **Jhudiel Kate N. Cairo**, reinforcing SAFC’s commitment to recognizing merit across all roles.

11 employees were also awarded the **employee of the year**, in recognition of their consistent dedication and remarkable contributions to their respective functions. Paolo F. De Vera, HR Supervisor and one of the employee of the year awardees, shared how the recognition reflected the collective spirit of the organization.

“This award became possible because of the supportive team and leaders that we have. When the leaders consistently show up and deliver their best every time, we are motivated to work as hard and match their efforts.”

For long-serving employees, the evening was also a moment of reflection. Maricar B. Bautista, Process Quality Assurance Head and recipient of the 20 Years of Service Award, shared her journey with the company.

“I’ve grown with SAFC. The company has changed, expanded, and evolved, but the culture of care and purpose has always remained.”

The celebration culminated with electrifying performances from the finalists of “**SAFC Unleash Your Inner Star**,” bringing the energy to a peak. The champion took home a **P30,000** cash prize, ending the night on a high and memorable note.

SAFC President and CEO Reflects on 2025 and the Path Ahead

As SAFC reflects on the milestones of 2025, the year stands out as one marked by steady execution, collective effort, and a clear strategic focus that translates into growth. **SAFC President and CEO Kevin John N. Cabanban** highlighted in his address how continued commitment across the organization laid the foundation for the momentum achieved throughout the year.

“Tonight is about recognizing momentum, the kind of momentum that comes from consistent work, shared responsibility, and a clear sense of direction,” Cabanban shared.

Progress Built on Consistency and Excellence

According to the President and CEO, SAFC’s achievements over the past year were the product of **deliberate decisions and disciplined execution**. Behind every approved loan was careful judgment, a well-run process, and a client given a meaningful opportunity to make their dreams happen. These efforts translated into tangible outcomes like businesses expanding, homes improving, and individuals beginning new chapters in their lives.

“This year, our results were not accidental. Behind every loan approved was a decision made with care, a process executed well, and a client given a real chance to move forward,” he said.

For more than two decades, SAFC has played a role in enabling progress for Filipino households. This continuity, the President and CEO noted, reflects the company’s long-standing commitment to discipline, trust, and long-term thinking. **Excellence**, he explained, is not about flawlessness, but about showing up prepared, staying accountable, and doing the work properly, every time.

He also underscored the critical role of **SAFC’s sales partners**, whose consistency and relationship-building efforts continue to drive the organization forward.

“You did not just close deals. You helped people rebuild, grow, and take important steps in life. We are proud of you”.

In 2025, SAFC strengthened key partnerships, improved service efficiency, and raised performance standards across teams. More importantly, the year proved that alignment and collaboration lead to sustainable results.



In photo: SAFC President and CEO Kevin John N. Cabanban addresses the top sales partners during SIBOL: Honoring Legacy and Excellence Annual Sales Awards held on December 12, 2025, at the Podium Hall.

Expanding Services and Opportunities

This 2026, the company’s focus remains clear: **extending its reach** to more families, entrepreneurs, and communities that need reliable financial support. This includes improving service quality, working more closely across teams, and remaining focused on solutions that genuinely help clients in their own pursuits.

SAFC is also **expanding its presence** across key areas in **Visayas and Mindanao**, including Iloilo City, Dumaguete City, Davao City, and Cagayan de Oro City. The President and CEO emphasized that the effort to expand and scale is to always become relevant and accessible by ensuring that SAFC is present where opportunities are needed most.

The progress celebrated, he reminded, is a **shared progress**, and the journey towards a brighter and more inclusive future for Filipinos financially remains a collective effort.

Laying Foundations for Brighter Tomorrow

**JUANASenso****JuanTAHANAN****BiyaHERO**

In photo: Logos of SAFC's new loan products—JUANASenso, JuanTAHANAN, and BiyaHERO—introduced in 2025 as part of the company's commitment to inclusive financial solutions.

2025 was a year of strategic momentum for SAFC, which was defined by milestones, the people, partnerships, and communities that made each progress possible. It was a year where the commitment to building a brighter tomorrow together took clearer shape.

SAFC
FINANCING MADE EASY

New SAFC logo with the brand tagline

SAFC began the year by strengthening its identity. In **February 2025**, it embarked on a company-wide **rebranding** that marked a new chapter in its journey. From South Asialink Finance Corporation, it became SAFC, a clearer, more accessible, and more reflective of its **financing made easy** brand promise. Alongside a refreshed logo, the launch of the new Facebook page allowed the brand to connect more directly with the communities it serves.

"Our new Facebook page is part of our rebranding efforts. True to our rebranding purpose, the new platform reflects our idea of a simpler, easier, and more convenient financial solutions serving Filipinos," shared Niña Mary Mopera, SAFC digital marketing supervisor.

A Commitment to Service



In photo: SAFC employees participate in the tri-annual blood donation drive in partnership with the Philippine Red Cross.

At the heart of SAFC's mission is to serve people. Now that its brand identity has been revamped, the brand has become more committed to providing genuine help to communities.

Through **three blood donation drives** held in February, June, and October, SAFC employees helped save **more than 400 lives**, demonstrating how collective action can create life-changing impact.

The **Brighter Communities initiative**, in partnership with **Tahanang Walang Hagdanan, Inc. (TWHi)**, further

touched the lives of hundreds of individuals. In her welcome message, **Angelita Evangelista**, Executive Vice President and Chief Operating Officer of TWHi, expressed deep appreciation for the initiative.

“Preparing for the future is important. Our mission is to create opportunities for independence and inclusion. Maraming salamat sa SAFC sa pagkakataon. Ang pag-iipon at tamang pagba-budget ng pera ay mahalaga lalo na sa atin na nagsusumikap para sa marangal na hanapbuhay.”



In photo: SAFC and TWHi leaders during the Brighter Communities event on October 8 in Cainta, Rizal.

To a More Inclusive Tomorrow

In 2025, SAFC also expanded access to financial opportunities by introducing three new loan products designed for inclusivity. **JUANASenso** to empower women entrepreneurs, **BiyaHERO** to provide opportunity for public utility vehicle owners and operators, and **JuanTahanan** to open doors for Filipino families aspiring to own a home.

“These products were designed with real Filipino needs in mind,” shared Norvyn V. Aloro, SAFC Group Head for Marketing.

“Our goal was to create financial solutions that are inclusive, accessible, and truly supportive of everyday aspirations.”

Every milestone tells a story of collaboration of teams, partners, and communities moving forward together. This was a year SAFC and its allies built together, and the foundation the company set for an even brighter tomorrow.

SAFC Celebrates December's Top Branches and Product Specialist

In December, SAFC's **Congressional Branch** achieved P11.951 million in sales, registering **119.52%** of its sales target, making it the top-performing branch nationwide. Across the country, six branches exceeded their monthly goals, while **Nel Ariaso Abit** led the product specialists with P9 million in sales, achieving **180%** of the target.

Top Branches of December

The Congressional Branch led the month with P11.951 million, achieving 119.52% of its target. Following closely were:

- **Sto. Tomas Branch** – P5.367 million (**107.34%**)
- **General Santos Branch** – P5.367 million (**106.27%**)
- **Novaliches Branch** – P5.168 million (**103.37%**)
- **Manila Branch** – P9.107 million (**101.2%**)
- **Pasay Branch** – P5.038 million (**100.76%**)

SAFC
22 YEARS
#BRIGHTER2MORROW2GETHER

Under the visionary leadership of Kevin John N. Cabanban, and aligned with our 2025 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