

PROGRESS PULSE

COMMUNIQUÉ OF STRATEGIC INSIGHTS & ACHIEVEMENTS



SAFC Celebrates Biñan Day Through Community Outreach

The **SAFC Biñan branch**, together with the Offline Marketing Unit, **joined the celebration of Biñan Day by participating in vibrant community outreach activities.** This occasion commemorates the city's rich heritage and milestones—its founding, liberation, and cityhood—and is deeply rooted in fostering local pride, unity, and community identity.

As part of the celebration with the locals, a motorcade was held across multiple barangays, which allowed residents to engage directly with the team and learn about financial solutions. The activity provided an opportunity to connect with the community, share information on accessible services, and highlight initiatives that support the livelihoods and aspirations of everyday Filipinos, while fostering a sense of inclusion and empowerment.

Biñan City's celebrations, known for bringing together diverse sectors of the community and spotlighting cultural heritage and civic pride, align closely with SAFC's vision of empowering Filipinos through inclusive financial solutions.

By participating in these local festivities, SAFC demonstrated its role not just as a financial provider but as a community partner invested in shared progress and growth.

Through meaningful engagements, the team connected directly with residents and showcased how SAFC's portfolio of financial solutions can help families and entrepreneurs achieve greater financial confidence.

Achieving a brighter tomorrow is a collective effort—one where individuals, families, and communities thrive. Hence, SAFC remains committed to fostering its ties with local communities nationwide.



In photo: Biñan Day Motorcade

SAFC Expands Reach Through Caloocan Branch Reopening and CVM Finance Partnership



Top: Caloocan branch reopening;
Bottom: SAFC and CVM Finance partnership contract signing

SAFC continues to strengthen its nationwide presence, expanding its reach to **149 locations** across the Philippines through the reopening of its **Caloocan branch** and the forging of a strategic partnership with **CVM Finance**. Both initiatives reinforce the company's commitment to making financial services more accessible to communities nationwide.

On **February 26, 2026**, SAFC officially reopened its **Caloocan branch** at **Unit 210, 2nd Floor, Unicenter Building, 100 Samson Road corner Kaimito St., University Hills, Caloocan City**. The new location places the branch in a more strategic and accessible area, close to key commercial establishments, transportation routes, and educational institutions.

SAFC President and CEO **Kevin John N. Cabanban** led the branch opening, together with SAFC Chief Operating Officer **Azenith S. Cabrera** and SAFC Group Head for Marketing **Norvyn V. Aloro**, alongside branch officers and team members.

Located in one of Metro Manila's most densely populated cities, the Caloocan branch is well-positioned to serve a growing and diverse community of working professionals, entrepreneurs, and small business owners. The city has also been recognized multiple times by the Philippine Chamber of Commerce and Industry as one of the country's Most Business-Friendly Cities, highlighting its strong economic activity and supportive environment for enterprises.

*"Through the reopening of our Caloocan branch, SAFC continues to expand its reach and **bring accessible financial solutions** closer to the communities that need them most,"* said Cabanban.

The branch reopening forms part of SAFC's broader expansion strategy, which also includes strengthening partnerships that allow the company to reach more communities beyond its existing network.

Additionally, SAFC entered into a **strategic partnership with CVM Finance**, enabling the company to extend its financial services through **CVM Finance's 55-branch network across Luzon**. Together, this expands SAFC's **reach to 149 locations nationwide**, making it easier for individuals, businesses, and families to access responsible financial solutions closer to their communities.

*"At SAFC, our goal has always been to make financing more accessible and inclusive. With CVM Finance's established network and trusted relationship with pensioners, we are confident **this collaboration will create greater opportunities for Filipinos to achieve their financial goals and a brighter future**," Cabanban added.*

Through initiatives such as branch expansions, relocations, and strategic partnerships, SAFC remains steadfast in strengthening its presence across key communities to ensure that more Filipinos can access reliable financial support to grow their livelihoods and achieve their goals.



SAFC Advances Community Health With 2026 Blood Donation Drive Kick-Off



SAFC launched its **first blood donation drive of 2026** in partnership with the **Philippine Red Cross (PRC)**, reinforcing its commitment to community care under the Brighter Communities campaign.

The initiative brought together employee-volunteers and PRC personnel in a shared effort to support the country's blood supply. The activity successfully collected blood units expected to benefit up to **140** lives, highlighting the impact of collective action within the organization.

The timing of the drive proved significant. According to PRC, the period following the holiday season is considered "lean months," when blood donations are typically lower. At the same time, global health organizations continue to emphasize the need for consistent donors to meet rising demand.

“This blood donation drive reflects SAFC’s long-term commitment to create meaningful impact beyond financing,” said SAFC Group Head for Marketing, Norvyn V. Aloro. *“We thank the Philippine Red Cross for its continued support of SAFC’s mission for community health and responsible corporate citizenship.”*

Since launching the initiative in 2024, SAFC has institutionalized its blood donation program through a tri-annual schedule held every February, June, and October. More than a one-day effort, the program encourages a culture of volunteerism and promotes awareness of the importance of regular blood donation.

Through efforts like this, SAFC remains committed to extend its purpose beyond financial services that support Filipino communities and contribute to a brighter, healthier, and more resilient future for all.



In photo: SAFC employees volunteer for blood donation

Building Trust Through Every Client Experience



In financing, trust is everything. For **SAFC Group Head for Marketing, Norvyn V. Aloro**, customer service is at the core of building that trust—and ultimately, driving business growth.

“Financing is a relationship business,” Aloro shared. ***“Clients don’t choose us based on rates alone. They choose us based on how clear, reliable, and easy it is to work with us.”***

He emphasized that the most critical moments in the client journey happen during waiting periods—application, approval, release, and issue resolution. These are the points where service quality is truly tested.

“That’s why turnaround time is a priority,” he explained. ***“Speed, combined with clear communication and follow-through, defines exceptional service.”***



To strengthen the client experience, SAFC is investing in key initiatives this year. These include targeted refresher trainings for Customer Service teams and the rollout of customer service training across the organization. The goal is to ensure that every employee understands and delivers consistent service standards.

At the same time, SAFC is enhancing its systems through a customer service ticketing platform, improved telephony, and automated communication tools. These efforts aim to provide faster responses, better tracking, and a more seamless experience for clients.

As the company continues to expand nationwide, maintaining consistency remains a priority.

“Consistency comes from accountability and feedback,” Aloro noted. “By listening to our clients and improving continuously, we ensure that every interaction builds trust.”

At SAFC, better service means a stronger brand—and a brighter tomorrow for every client served.

SALES HIGHLIGHT

TOP 3 BRANCHES (by Total Releases)

ALD Cavite**Php 27,324,575****Balayan****Php 6,221,625****Sto. Tomas****Php 6,191,550**

SAFC branches continue to make an effort in sales performance, with several locations delivering notable contributions in total releases during the period. Leading the group is **ALD Cavite**, which recorded the highest releases among all branches.

Top 3 Product Specialists

(by Total Releases)



Jhoncel Hernandez
NCR South Head Office

Php 6,034,825



Jeffrey Villaflor
ALD Cavite

Php 3,022,200



Iverson Gianan
NCR North Head Office

Php 2,582,325

Among Product Specialists, Jhoncel Hernandez of NCR South HO led in total releases, followed by Jeffrey Villaflor of ALD Cavite and Iverson Cy Eory Gianan of NCR North HO, highlighting the strong individual performance driving branch results.

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