

PROGRESS PULSE

COMMUNIQUE OF STRATEGIC INSIGHTS & ACHIEVEMENTS

SAFC Ramps Up for Steady Gains in Q2



"Slowly but surely, we're solidifying our foundation and gaining momentum" -Ms. Azenith Cabrera, Chief Operating Officer.



After the first quarter, SAFC is entering Q2 with **sharper controls**, **leaner operations**, and **renewed energy** across the organization.

Chief Operating Officer (COO) Azenith Cabrera claims that the company is gaining momentum in its recalibration in Q1 this year, due to its continued **streamlining of loan assessments** to **boosting of targeted B2B sales strategies** and **aggressive ROPA remarketing**.

COO Cabrera also shared that SAFC is directing its efforts toward cost efficiency and sustainable growth. At the heart of this strategy is **workflow optimization** and **stronger internal controls**—steps aimed at driving direct cost savings while minimizing risk exposure.

SAFC's leaders acknowledge that these goals are not merely responses to Q1, but **intentional building blocks** designed to **fortify the company's trajectory** for the remainder of the year.

"We are in a period of rebuilding, and that means focusing not just on numbers, but on consistency and resilience," noted Ms. Cabrera.

In line with this approach, there has also been a **strategic shift in operational priorities**. **Stronger control frameworks**, **tighter financial oversight**, and **clear goal alignment** across branches are now central to the company's blueprint.



SAFC Rolls Out Modern Rebrand Across PH: A New Chapter Begins for a Trusted Name

On March 28, 2025, South Asialink Finance Corporation officially unveiled its new identity as simply SAFC, marking the beginning of a bold transformation under new management. This rebranding initiative introduces not only a modern, minimalist logo, but also a refreshed vision for the future, anchored by the new tagline: “Financing Made Easy.”

The name change to SAFC reflects a more streamlined, contemporary image—designed to resonate with a broader nationwide audience while staying rooted in the company’s legacy. The updated logo embraces clean, simplified design elements that project professionalism and forward momentum, without losing the brand recognition valued by long-time clients.

The rebrand is more than just visual; it represents SAFC’s commitment to making financial services more accessible, efficient, and client-centered—a message perfectly captured in its new tagline, “Financing Made Easy.”

Implementation of the new brand is ongoing across the Philippines, with the Pili branch leading the adoption of the new look. Updated signage, office materials, and uniforms are now visible at the branch, offering customers a first glimpse of the brand’s fresh identity. Other branches are scheduled to follow in a phased rollout over the coming months.

While the look has changed, the heart of the company remains the same: a dependable financial partner committed to helping individuals and businesses move forward with confidence and ease.



Photos provided by SAFC Pili Branch showcasing their signage updated to the company's official new logo.

Empowering People, Elevating Performance: SAFC HR Highlights This April

April was a month of growth, alignment, and empowerment across SAFC as the Human Resources team rolled out a series of activities designed to sharpen skills, strengthen company culture, and promote workplace safety.



Q2 Townhall Meeting: Aligning for the Future

On April 11, SAFC’s Chief Operating Officer, Ms. Azenith S. Cabrera, led the Q2 Townhall Meeting, where she provided valuable updates on the company’s accomplishments for the first quarter and discussed strategic priorities moving forward. Employees across all branches and departments joined virtually and in person, reinforcing our unified vision and commitment to continuous progress.

A Message to the Field: Unity in Action

In a message addressed to frontliners and branch teams, SAFC's leadership expressed deep appreciation for the team's spirit during the previous quarter.

"Q1 presented its share of challenges yet, your positivity and drive stood tall. **I'm deeply grateful for your resilience.**" Cabrera said.

"As we step into Q2, let's carry forward that energy. **Let's keep supporting one another**, serving our clients better, and optimizing every action we take."

That message of **collective effort** is echoed in how **the company** is keeping branch operations aligned with broader goals.

Communication remains a top priority, with consistent sharing of SAFC's mission (why we exist), vision (what we aspire to be), and strategy (how we'll get there). Performance targets for each branch are also being reviewed and realigned to support strategic goals, with feedback loops established to capture on-ground insights and suggestions for continuous improvement..

Operational Goals in Q2 2025

Cabrera shared the company's key operational goals for the quarter are:

- Improving recovery rates from ROPA sales
- Strengthening operational controls to prevent setbacks;
- Speeding up loan disbursement for improved customer experience and client acquisition;
- Expanding B2B engagement to increase overall sales volume.

A Reminder From SAFC's COO

If there's one guiding thought SAFC wants every team member to keep in mind this quarter, it's this:

"Every action we take, no matter how small, contributes to regaining our momentum and delivering on our promise—to our clients, to our employees, and to every stakeholder who believes in SAFC."

As the company forges ahead into Q2, the message is clear: with focus, teamwork, and purpose, the climb back will be steady—and strong.



Did
You
Know?

SAFC
PARTNERS COMMUNITY



SAFC has a new Facebook Group for our very own Loan Advisors and Loan Dealers!



SCAN TO JOIN!