

Support in Action: SAFC Empowers Working Moms



Mothers are the light of the household, as highlighted by a famous Filipino adage: “*Ang nanay ang ilaw ng tahanan.*” SAFC embraces this truth by providing a supportive and empowering environment where working moms can shine—both at work and at home.

No one knows this better than Clariza “Aiza” A. Enriquez, the Talent and Development Head of SAFC. As a mother and a leader, she has gracefully balanced the demands of motherhood and career, a feat made possible through the support she receives from SAFC.

“Alam mo, hindi madali maging nanay at career woman sa panahon ngayon,” Aiza shared. “Pero sa SAFC, ramdam ko ‘yung suporta. Hindi lang sa trabaho, kundi pati sa mga aspirations ko for my daughter.”

She recalled how being part of SAFC has empowered her not just financially, but emotionally and mentally as well. “I want my daughter to have more than what I had growing up—and SAFC helps me to do that. Dito ko nahanap ‘yung balance na kailangan ko para maging mabuting empleyado at ina.”

As a woman in leadership, Aiza knows that she is setting an example not only for her colleagues, but more importantly, for her daughter. “Ayokong isipin ng anak ko na may limitations siya dahil babae siya. Gusto ko makita niya sa akin na kaya nating mga babae maging leader, magsalita, at magdesisyon. I want her to grow up fearless.”

In an era where confidence and leadership are more crucial than ever—especially for women—Aiza’s story is a reflection of the evolving roles of modern-day moms.

Championing Development & Fostering Inclusivity: SAFC Partners with PBCWE



(In photo: SAFC President and Chief Executive Officer Kevin John Cabanban (middle) beside on the left PBCWE Executive Director Julia Abad together with SAFC HR and PBCWE personnel.)

SAFC is proud to announce a new partnership with the **Philippine Business Coalition for Women Empowerment (PBCWE)**. This collaboration reinforces SAFC’s commitment to fostering an inclusive environment where individuals of all genders have equal access to opportunities for growth, leadership, and success.

Through this alliance, SAFC aims to amplify its gender equality initiatives across all levels of the organization. Together with PBCWE, SAFC is enabled to effectively empower more women in the workforce and drive sustainable, inclusive progress.

She is not just nurturing her child, but also mentoring young professionals in the organization. Her dual role as a mother and a leader is both inspiring and empowering.

“Dito sa SAFC, hindi lang ako basta empleyado. I feel seen, valued and recognized and I’m trusted to lead. Kaya siguro mas buo din ang loob ko bilang nanay. ‘Yung respeto at tiwala na binibigay sa’kin sa trabaho, nadadala ko rin sa bahay at naipapasa ko sa anak ko.”

SAFC believes that when women are uplifted, entire communities benefit. Supporting working moms like Aiza means investing in strong families and cultivating future leaders—both within the company and in the next generation.

“One day, I want my daughter to say, ‘My mom didn’t just raise me—she led, she inspired, and she made a difference.’”

Through its commitment to people-first values, SAFC continues to be a place where women can flourish, where motherhood is never a hindrance but a badge of honor, and where every working mom’s light can shine even brighter.

About PBCWE

Established in March 2017 through the Australian Government's Investing in Women initiative and in partnership with the Philippine Women's Economic Network (PhilWEN), **PBCWE is a coalition of influential businesses dedicated to improving gender equality in their workplaces.** The coalition provides support to member companies by offering **training modules on workplace gender equality, diversity, equity, and inclusion (DEI), and conducting gender equality assessments** to identify gaps and opportunities for improvement.



SAFC x PBCWE Partnership

By partnering with PBCWE, SAFC gains access to **valuable resources and expertise in promoting gender equality and inclusivity** within the organization. The collaboration allows SAFC to implement best practices in DEI, enhance workplace policies, and foster a culture that supports the growth and development of all employees, regardless of gender. This partnership aligns with SAFC's mission to create an environment where every individual has equal opportunities to succeed.

Looking Ahead

SAFC is dedicated to creating opportunities in line with PBCWE's guidance. Together, they aim to implement initiatives that empower policies that are gender neutral, promote diversity, and contribute to a more inclusive workplace. SAFC looks forward to **a future where all employees feel they are valued and supported** in their professional journeys within the company.



SAFC Disburses ₱5.6B in Loans Solidifying SME Partnership, PH Economic Growth



(In photo: SAFC Board of Directors, alongside SAFC Group Chief Executive Officer Robert B. Jordan Jr., SAFC Chairman Ruben Y. Lugtu II, SAFC Vice Chairman William S. Uy, and outermost left SAFC president and Chief Executive Officer Kevin N. Cabanban)

SAFC successfully held its **Joint Annual Stockholders' Meeting with Wisefund Finance Corporation** at Crowne Plaza Manila Galleria this May 16, 2025 proudly presenting its strengths, challenges and renewed vision for the future.

During the gathering, SAFC reported its achievements from the previous year, closing 2024 with ₱5.6 billion in total loan disbursements, a 60% surge from the previous year—underscoring its rise as one of the most dynamic non-bank financial institutions in the country.

The presentation highlighted **exceptional growth** across its core services:

- **Car Financing soared by 131%**
- **Truck Financing climbed 56%**
- **Car Refinancing rose 28%**

These figures powered a 27% increase in total revenue, demonstrating the strength of SAFC's loan portfolio and market demand.

To support its expanding customer base, **SAFC scaled its operations significantly in 2024:**

- 84 branches nationwide (up from 48 in 2023)
- 796 total employees
- ₱1.7 billion in new credit lines, growing its total funding capacity to ₱5.4 billion

SAFC also announced the launch of new divisions focused on brand-new car and truck financing as well as real estate mortgage services, backed by process automation and an upgraded brand identity to enhance client experience.

Recognition was another highlight of the previous year, as SAFC took home several prestigious awards:

- **Fastest-Growing Finance Company – International Finance Awards**
- **Job Creation Award – ESG Business Awards 2024**
- **Digital Ready Mark – CASUGOL**

Moving Forward for 2025

SAFC's leadership outlined its **strategic direction for 2025**, which includes:

- **Expanding to Visayas and Mindanao**
- **Intensifying door-to-door and B2B sales efforts**
- **Widening its network of loan advisors and dealership partners**

“This meeting marks more than just another year—it marks a renewed vision,” said Kevin John N. Cabanban, SAFC President and CEO. **“As we move forward into 2025, we remain committed to our mission of making financing easy, inclusive, and accessible for every Filipino.”**



SAFC Advances Strategic Resilience with CARMA PH Amid Evolving Regulations



From left: Robel de Jesus, SAFC Strategic Communications Head; Norvyn Aloro, SAFC Group Marketing Head; Niña Mary Mopera, SAFC Digital Marketing Supervisor; Edzel Paalan, SAFC Data Analytics Head; Gigi Opada, SAFC Risk and Sustainability Head; Joanna Christina Toledo Tinio, CARMA Philippines Business Development Director; Diane Therese Rozario, CARMA APAC Clients Services Manager; Ellaiza Lu, CARMA Philippines Client Services Executive; John Andrei Sanchez, SAFC Public Relations Supervisor; and Kevin John Cabanban, SAFC President and CEO.

In a recent strategic session facilitated by CARMA Philippines, SAFC's Strategic Communications Department, Compliance, and Risk management teams explored advanced uses of media data.

The session focused on real-time monitoring of news and social media mentions—both of SAFC and its competitors—helping the company anticipate potential issues, respond to emerging risks, and adjust messaging as needed.

“This ongoing collaboration with CARMA Philippines reinforces our commitment to proactive compliance, risk management, and transparent communication,” said SAFC President and CEO Kevin John Cabanban. **“In today’s fast-paced regulatory landscape, data-driven insights are essential to protecting our stakeholders and ensuring long-term resilience.”**

The initiative **supports the Securities and Exchange Commission’s (SEC) call for stronger risk management** among regulated entities.



Even though the recent BSP directive on Negative Media Report screening applies to BSP-supervised institutions, **SAFC is taking the lead in the non-bank financial sector by adopting similar best practices.**

“CARMA is proud to support SAFC in navigating today’s complex media environment,” added Joanna Christina Toledo Tinio, CARMA Philippines Business Development Director. **“Our platform helps them stay ahead with real-time, actionable insights.”**

Through this partnership, **SAFC reinforces its reputation as a forward-thinking financial institution—committed to transparency, accountability, and strategic foresight.**

SAFC Concludes Successful Learning at Work Week 2025



Last May 13-16, 2025, SAFC successfully hosted its four-day annual Work Week, an event designed to cultivate a learning culture and enhance employee engagement.

Day 1: Brand Guidelines & Company Alignment

The week kicked off with an **insightful session on SAFC’s new brand guidelines.** This session, led by SAFC’s leadership team, provided employees with a clear understanding of how their individual roles contribute to the company’s overall brand identity.

Day 2: Financial Wellness Seminar

On Day 2, SAFC hosted a Financial Wellness Seminar aimed at **equipping employees with practical financial literacy skills.** The session provided valuable insights into budgeting, saving, investing, and managing finances wisely.

Day 3: Interactive Learning Booths

Employees participated in activities like speed typing competitions, memory challenges, creative thinking exercises, tech tips, and a mindfulness booth.

Day 4: Make-Up and Skincare Workshop



A make-up and skincare workshop gave employees the opportunity to learn simple yet effective beauty routines, boosting confidence and promoting self-care.

SAFC Concludes Successful Learning at Work Week 2025: Fostering Employee Growth and Engagement



(In photo: 1st from lower left SAFC Marketing Group Head Norvyn V. Aloro, 1st from middle left Business Development Head Jestoni Roby B. Franco, 15 from upper left to right CEO and president Kevin N. Cabanban, 12 from upper left to right Asialink Deputy CEO Eillen "Apples" Mangubat, 14 from upper left to right SAFC COO Azenith S. Cabrera, 15 from middle right to left General Manager - Refinancing Division Cherry Ofienda alongside SAFC loan advisors)

Did You Know?



SAFC gained more than
5K FOLLOWERS
in its new Facebook page



SAFC has a total of
882 EMPLOYEES
as of May 2025



SAFC is set to conduct its
INTER-GROUP SPORTSFEST
this JUNE 21

SAFC's Business Development Department held its SUPER DAY 2025: Sales Camp for Loan Advisors on May 17, 2025, at Lucias Tagaytay in Silang, Cavite, bringing together loan advisors from the South Luzon region for a one-day program focused on **strategic training, team building, and sales alignment** under the theme "Guided by Instinct, Driven by Strategy."

Participants were grouped into teams, **competing in structured activities designed to enhance collaboration, critical thinking, and establish rapport**. The event combined outdoor challenges with sessions focused on improving sales mastery and field efficiency.

According to SAFC's Marketing and Customer Experience team, **the activity aims to boost morale, improve coordination between loan advisors and their branch managers, and strengthen the company's sales force** as it continues to expand its reach nationwide.

"This initiative is part of **our broader strategy** to build stronger connections with our field teams, align on sales priorities, and reinforce our core values of agility and collaboration," said Norvyn Aloro, SAFC Marketing and Customer Experience Group Head.

SAFC also announced that similar SUPER DAY programs will be **rolled out in other regions in the coming months**, as part of its continuing efforts to support and empower its nationwide network of loan advisors.

SAFC is **continuously expanding its number of loan advisors nationwide** to extend its reach to Filipinos who need financial assistance. **If you want to become one, visit the SAFC official website for more information.**

SAFC
22 YEARS
#BRIGHTER2MORROW2GETHER

Guided by the leadership of Kevin John N. Cabanban and our 2025 campaign **#Brighter2morrow2gether**, SAFC is driving growth while championing inclusive and sustainable progress for the community.

We are excited about what the future holds and are deeply thankful for your continued trust and partnership in these endeavors. Let's continue to build a brighter tomorrow together.

Warm regards,

SAFC Corporate Communications