

PROGRESS PULSE

COMMUNIQUÉ OF STRATEGIC INSIGHTS & ACHIEVEMENTS



SAFC InterGroup Sportsfest 2025: A Historic Celebration of Inclusivity and Belonging

The SAFC InterGroup Sportsfest 2025: DUEL TO DOMINATE! wrapped up with unforgettable energy, fierce competition, and most importantly—a **powerful commitment to inclusivity** that set a new standard for how we come together as one SAFC family.

From the exciting basketball tip-off on June 21 to the spirited volleyball finals on July 5, this year's Sportsfest brought out the very best in our people—not just on the court, but in our company culture.

Making History: The LGBTQIA+ Volleyball Division

For the first time in SAFC Sportsfest history, we proudly launched a **dedicated LGBTQIA+ Division in the Volleyball Tournament**.

This milestone highlighted our ongoing commitment to building a workplace where every individual—regardless of gender identity or orientation—has the opportunity to be seen, heard, and celebrated.

Our LGBTQIA+ teams, Gold and Pink teams, played with excellence and heart, supported by cheers from across all departments. Their presence made a clear statement: **diversity makes us stronger, and inclusion moves us forward.**

A Message of Support

SAFC president and Chief Executive Officer Kevin John N. Cabanban acknowledges **the importance of the inclusion of this LGBTQIA+ division**. “The creation of a dedicated LGBTQIA+ division in our Sportsfest marks an important step forward and serves as a catalyst of the work we intend to do.” Cabanban said “SAFC is committed to being a workplace where every employee—regardless of identity, orientation, or background—feels respected, valued, and supported.”

“In the months ahead, we will continue to listen, learn, and build programs that reflect the diverse voices within our organization. This is how we grow—not just as a company, but as a community.”



Highlights from the Court

The Sportsfest featured spirited competition across all divisions. Our **basketball tournament** crowned two winning teams:

- Men's Division Champion: Blue Flame Dragon (Sales and Marketing)
- Women's Division Champion: Red Warriors (SAFC NCR Branches)

Competing teams included:

- Green Guardian – Operations and FCG
- Orange and Lemons – Compliance

Each team brought passion, teamwork, and a strong sense of purpose to the court.

Volleyball Finals: Unity Through Sport

On July 5, the Volleyball Tournament brought everyone together to celebrate camaraderie and fair play across the Men's, Women's, and LGBTQIA+ Divisions. The atmosphere wasn't just competitive—it was **inclusive, supportive, and deeply inspiring**.

The introduction of an LGBTQIA+ division created space for more voices, more participation, and more visibility—reflecting our belief that every employee deserves a place on the court and in our culture.

In the Men's Division, the Green Guardians reigned supreme, in the LGBTQIA+ the Pink Latinas dominated while in the Women's Division, the underdog Blue Flame Dragons claimed the crown.

A Tournament of Equality

This year's Sportsfest was a bold reminder that **inclusion is a practice**. It lives in how we compete, collaborate, and care for each other.

As we continue to grow, SAFC reaffirms its commitment to inclusivity—not just during special events, but every day, for every employee.

Here's to the champions on the court—and to the **greater goal we all share: building a workplace where everyone belongs**.

SAFC Sportsfest Champions



JUANAsenso Campaign Official Roll out: Levelling the Playing Field in the Business Industry



At SAFC, we believe in the **power of diversity, equality, and inclusion**. This year, we proudly **launched the JUANAsenso campaign on June 1**, a pioneering initiative that empowers women entrepreneurs and helps level the playing field for women in business.

The campaign's mission is to **break down the barriers historically placed in the way of women**, including the patriarchal policies and negative social conditioning that have limited their entrepreneurial potential.

SME Support, Nationwide



Azenith S. Cabrera, SAFC's Chief Operating Officer, emphasized the significance of the campaign and its far-reaching impact: "JUANAsenso campaign is a movement. We are witnessing a shift in how women entrepreneurs are supported, and more and more small, and medium-sized enterprises (SMEs) are rising as a result." Cabrera said, **"By offering tailored financial solutions and services, we are not only empowering women with the tools they need to succeed, but we are also contributing to a culture of equality."**

SAFC COO also highlighted how this initiative comes at a time where women are still facing gender-based challenges in the workplace and in the business industry. "This initiative aims to level the playing field and combat the lingering gender-based challenges that many women face." She said. "By doing so, we hope to inspire a new wave of women-led businesses that will not only thrive but shape the future of entrepreneurship in the Philippines."

The **JUANAsenso campaign** is a testament to SAFC's commitment to sustainability, inclusivity, and empowering women entrepreneurs who have long been held back by systemic barriers. Through this initiative, SAFC aims to provide more women with the opportunities, resources, and guidance they need to not only grow their businesses but also become leaders in their respective industries.

SAFC's JUANAsenso offers lower interest rates to women-led entrepreneurs to help women participate more actively in the business industry.

Did You Know?



SAFC gained more than **10K FOLLOWERS** in its new Facebook page



SAFC's employees helped **OVER 1000+ PATIENTS** through our bloodletting efforts

Providing with Purpose: A Father's Day Special

This Father's Day, we celebrate the inspiring fathers within our company—those who go through lengths to provide for their families, enrich their communities, and contribute to the country's growth.

One such story is that of **Jay-am Padagdag**, Head of Customer Success at SAFC, a proud father of his 5-year-old daughter. Through his dedication to his role at SAFC, Jay-am has not only excelled in his career but has also **built a secure and thriving future for his family**.

Being a father has brought Jay-am a newfound sense of purpose and responsibility. "Before, my goal was just to climb the corporate ladder," he shared. "But now, it's more about purpose over position."



As a key member of SAFC, Jay-am's journey reflects the company's continued support for its employees. The opportunities for career growth and the sense of stability provided by SAFC have allowed him to thrive both professionally and personally. His position in the company not only empowers him to be a strong financial provider for his daughter but also gives him the flexibility to prioritize his family's well-being.

This recently concluded Father's Day, we celebrate the invaluable contributions of fathers everywhere, especially those like Jay-am, who are leading by example and championing a brighter future for their families.

Life-Saving Legacy: 240 Lives Saved in the First Half of 2025



In its ongoing commitment to promoting health and wellness in the Filipino community, SAFC successfully held its second blood donation drive of the year. This initiative, in collaboration with the Philippine Red Cross and the Pasig Local Government Unit (LGU), marked a **significant contribution to the global celebration of World Blood Donor Day**, which was held under the theme "Give Blood, Give Hope, Together We Save Lives."

The event, which took place at SAFC's head office in Pasig City, was part of the company's **Life Hero campaign** under SAFC Heroes, the corporate social responsibility arm of the company.

This campaign aims to make a positive impact on the health and well-being of the community by encouraging blood donations and supporting various health initiatives.

Following the success of the first blood donation drive--

earlier in February, the recent activity raised the total number of--patients helped to 240, including cancer patients and newborn babies in need of blood transfusions.

Expanding the Reach of SAFC's Blood Donation Efforts

SAFC's blood donation drives serve as a vital reminder of the critical need for regular donations of sustain hospital and health facility operations throughout the Philippines. Since 2023, SAFC conducted successful drives, providing blood for over 1,000 patients. **With the third drive scheduled for November 2025, SAFC aims to exceed this number and further contribute to the replenishment of blood supply across the nation.**

A Commitment to Service



With the continued success of these initiatives, SAFC is **poised to play an even greater role in expanding the culture of giving in the Philippines**. Through these blood donation drives, the company is proving that small actions can have a life-changing impact on others and that together, we can give hope to those who need it most.