

PROGRESS PULSE

COMMUNIQUE OF STRATEGIC INSIGHTS & ACHIEVEMENTS

SAFC 2025 MIDYEAR SALES EXCELLENCE AWARDS



Loan Advisors and Dealers, Lauded in Sinag: Sales Excellence 2025 Mid-Year Awards

Photo from left to right: SAFC Chief Operating Officer Azenith S. Cabrera; Top 2 Loan Advisor Mark Angelo G. Enguito; Top 1 Loan Advisor Richard D. Rapera; Top 1 Dealer Chrisvee G. Santos; Top 2 Dealer Wemler M. Gonzaga representing Braydenwok Trading; Top 3 Dealer Jonarey Z. Hernandez, and SAFC president and Chief Executive Officer Kevin John N. Cabanban.

In a celebration of its enduring partnerships, SAFC held the Sinag: Sales Excellence 2025 Mid-Year Awards, honoring the outstanding achievements of its Sales Partners, top-performing Loan Advisors, and Dealers from across the country.

The theme, "Sinag", a Filipino word for "ray of light", perfectly symbolizes the significant role of SAFC's sales partners, who serve as beacons of financial empowerment, illuminating the path toward financial security for every Filipino. This special ceremony expressed SAFC's deep gratitude for its sales force while reaffirming the company's commitment to making financing easy, accessible, and life-changing nationwide.

SAFC Honored as Long-Standing Partner at Orange Magazine's 15th Anniversary



From left to right: Kister Morata, Influencer Relations Lead, Team Orange; Jeman Villanueva, Orange Magazine TV Founder; Robel de Jesus, Strategic Communications Head; John Andrei Sanchez, Corporate Communications Supervisor; Gabbie Natividad, Corporate Communications Supervisor; Sharmaine Rodriguez, Content Creator, Team Orange

In a landmark celebration of 15 years of excellence in digital journalism, **Orange Magazine TV** recently honored SAFC as one of its distinguished long-standing partners during its anniversary awards ceremony on July 1. The event, held in recognition of the magazine's significant contributions to Philippine media, highlighted the enduring collaboration between SAFC and Orange Magazine TV.



A Legacy of Credibility and Influence

Orange Magazine TV, established in 2009, has become a trusted source for lifestyle, entertainment, and business news in the Philippines. With a commitment to deliver a timely and insightful content, the magazine has garnered a loyal readership and established itself as a reputable platform for brands seeking to engage with a diverse audience.

The recognition of SAFC as a long-standing partner reflects the magazine's dedication to collaborating with organizations that share its values of integrity, innovation, and community engagement. This partnership has allowed both entities to amplify their reach and impact, contributing to the growth and development of the industries they serve.

Empowering Dreams, Uplifting Communities



Among the night's honorees was **Richard D. Rapera, Top 1 Loan Advisor** nationwide and owner of **Kwik Kapital**. Richard shared a powerful perspective on the life-changing role of financial access:

"In my years of experience, I've witnessed how giving the right person a chance can do more than just change a family's life—it can impact an entire community and, ultimately, our country."

He emphasized how **visionary entrepreneurs, when supported by financing, create jobs, uplift communities, and contribute to national growth**. For Richard, being a Loan Advisor is both a career and a calling to empower Filipinos who will shape the future.

Distinguished Leaders in Attendance



The event was graced by SAFC's Board of Directors and Executives, underscoring the importance of collaboration and leadership in fostering a culture of excellence. Attendees included:

- Deputy Group CEO Apples Mangubat
- SAFC Director Teodosio "Namor" Lugtu III
- SAFC Director Antonia Lugtu
- SAFC COO Azenith Cabrera
- SAFC President and CEO Kevin John Cabanban
- Along with area managers, product managers, and other key officers.

Their presence highlighted SAFC's unity in recognizing the dedication of its partners who continue to drive the company's growth and resilience.

A Career That Makes a Difference

Are you passionate about helping others achieve their financial dreams? At SAFC, becoming a Loan Advisor or a partner Dealer means more than building a career—it means changing lives.

By joining SAFC's nationwide network, you'll help SMEs and communities grow while creating a brighter financial future for countless Filipinos.

Be part of a team that empowers entrepreneurs and strengthens communities.

Celebrating Excellence: SAFC's 100% Performing Branches

At SAFC, we believe that true success is achieved through the dedication of our people. This July, we proudly shine the spotlight on our exemplary branches that have gone above and beyond to deliver 100% performance, a true mark to their hard work, resilience, and commitment to empower more Filipinos through accessible financial solutions.

Recognizing Our Top-Performing Branches



The following branches stood out with a perfect record for the month:

- Bacolod Branch (Vis-Min Area)
- Marikina Branch (NCR Area)
- Candelaria Branch (South Luzon Area)
- Sta. Rosa Branch (South Luzon Area)
- Lucena Branch (South Luzon Area)
- Dasmariñas Branch (South Luzon Area)
- Pasay Branch (NCR Area)

Their achievement is not only a result of their outstanding teamwork but also of their strong connection with the communities they serve. Each loan approved, each client supported, and each milestone reached strengthens SAFC's mission to provide financial empowerment for every Filipino.

Inspiring a Culture of Performance

Exceeding expectations requires effort, passion, discipline, and the willingness to go the extra mile. These branches exemplify what it means to work with purpose, proving that with shared goals and determination, **100% is not just a target but a standard at SAFC.**

Moving Forward

As we celebrate these milestones, we encourage all branches to draw inspiration from their peers. Together, we can continue to illuminate the path toward financial security for every Filipino family, ensuring that SAFC remains a trusted partner in achieving dreams.

Congratulations to our top-performing branches. You are the rays of excellence that inspire us all!

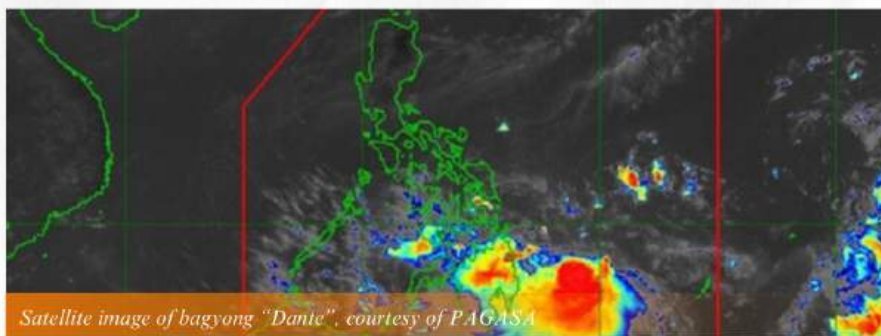
SAFC Extends a Helping Hand to Employees' Families Amid Back-to-Back Typhoons

When the country was struck by three consecutive typhoons this July 2025; Crising, Dante, and Emong, SAFC stood firmly by its employees, proving that its culture of “*malasakit*” is more than just words.

Understanding the distress these natural disasters brought to many homes, SAFC immediately activated its Employee Support and Donation Drive. **Staff were encouraged to report any typhoon-related damages to their homes, and monetary assistance was made available to ensure they had the means to recover and rebuild.**



For employees residing in high-risk or affected areas, **a work-from-home setup was swiftly offered**, allowing them to prioritize safety without compromising their responsibilities.



“We knew that our employees were doing their best to keep operations running despite the storms. The least we could do was make sure their families felt supported, too,” said the SAFC HR Group Head Arthur U. Poria.

The internal donation drive gathered contributions from across the organization, including top management and fellow employees. The funds were used to provide financial aid, essentials, and relief packs to affected team members and their families, **demonstrating that in times of crisis, SAFC operates as one strong, united family.**

This initiative shows SAFC’s commitment to the people who make everything possible for the company’s longstanding performance in giving out necessary financial services to the public—its employees.

Did You Know?



SAFC has gained
12K FOLLOWERS
in its official
Facebook page



Join here!



SAFC has an ongoing ad
with **WIN RADIO**
in Bicol!

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.

Let's continue to build a brighter tomorrow together.

Warm regards,

SAFC Corporate Communications