

#### THE OFFICIAL NEWSLETTER OF U-BIX CORPORATION

VOLUME 2 ISSUE 3 JULY - SEPTEMBER 2025

### THE NEXT GENERATION

Stories of the new leaders who will shape the future of U-BIX.

SEE PAGE 16

### **Q2 SALES ACHIEVERS**

Honoring the team members who reached their Q2 2025 goals

SEE PAGE 6

Portrait of Atty. Edilberto B. Bravo by Orley Ypon

# LEADING TOMORROW, TO DAY

THE JOURNEY MR. BRAVO BEGAN 50 YEARS AGO NOW RESTS WITH THE NEW LEADERS WHO WILL SHAPE THE FUTURE OF U-BIX



At U-BIX, we believe that building the future starts with bold leadership—visionaries who can see beyond today and guide us toward what's next.

This edition of the U-BIX Newsletter carries the theme "Leading Tomorrow, Today." It marks a milestone moment as we introduce the newest members of our senior management team—dynamic leaders whose expertise, vision, and passion will help shape the next 50 years of U-BIX. Their appointment signals a renewed commitment to innovation, excellence, and the enduring values that have defined our company since its beginning.

In this issue, we shine a spotlight on these new executives, sharing their professional journeys, leadership philosophies, and aspirations for the future of U-BIX. Together, they represent the next chapter of our story—one that's focused on growth, collaboration, and creating lasting impact for our customers, partners, and communities.

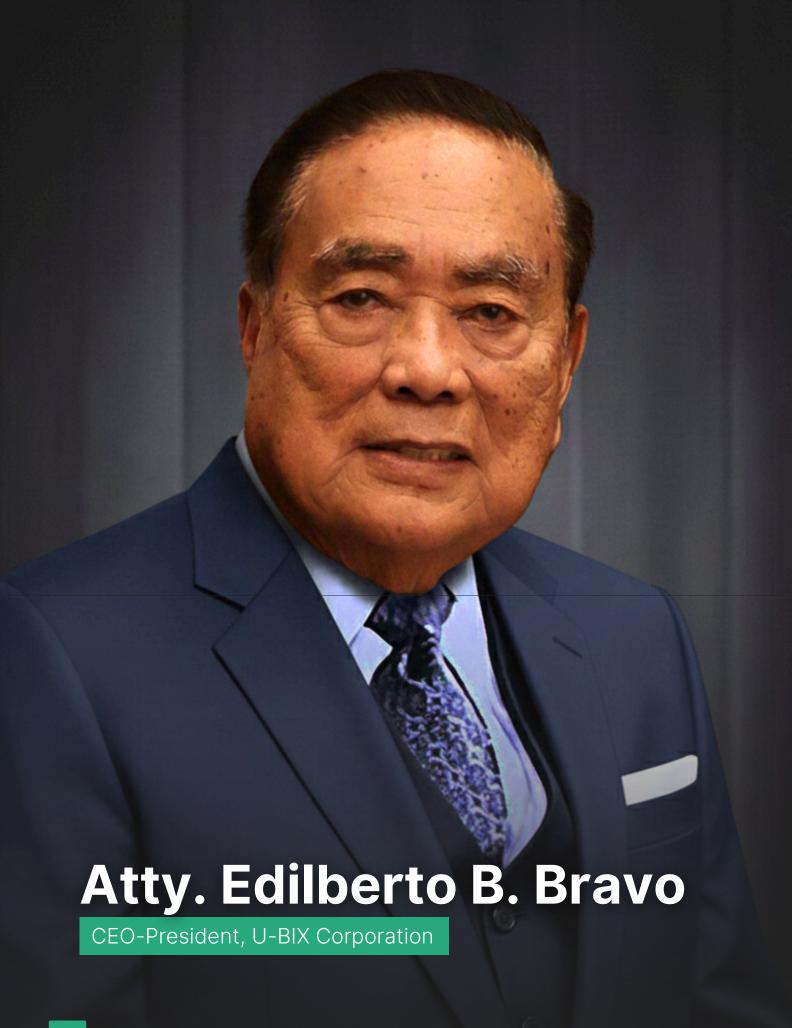
As we turn the page to this exciting chapter, we invite you to reflect on the road we've traveled and look forward to the opportunities that lie ahead. The future of U-BIX is being written today—by the people who dare to lead.

Here's to new beginnings, bold directions, and the leaders who are guiding us into tomorrow.



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### Message from the CEO

## **CEO's Editorial**

"Leading Tomorrow, Today" is more than a theme. It is a principle. It reminds us that the future is not something we wait for. It is something we create through the choices we make now, the leaders we raise, and the systems we strengthen.

At U-BIX, trust built over five decades has given us a strong foundation. But it is the people of today who carry that trust forward. The newly appointed Vice Presidents and Directors featured in this issue embody that promise. They represent renewal, energy, and the kind of vision that keeps us moving forward with confidence.

Leadership is not confined to a title. It is reflected in how we show up for each other, how we embrace change, and how we build solutions that last. Our new leaders represent the promise of tomorrow, but their journey is made possible by the collective effort of every employee today.

To our teams, thank you. Every role contributes to the strength of U-BIX, and every effort matters. The work you do each day, whether in service, operations, sales, or support, builds the trust our clients place in us. Excellence does not always announce itself, but it is clear in the discipline, consistency, and commitment you bring to your responsibilities.

This is what it means to lead tomorrow, today. It is not only about vision but about action. If something is not working, we improve it. If something is working, we strengthen it. We do not wait for the perfect moment. We keep moving, because progress is built step by step.

U-BIX at 50 is not only a symbol of where we have been. It is a statement of where we are going. Together, with new leadership and collective purpose, we are shaping a future defined by trust, reliability, and excellence.

## **Q2 Sales Achievers**



























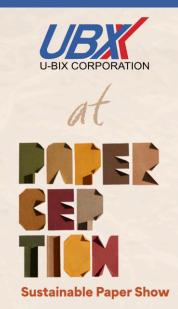




Thank you for setting the standard and inspiring the rest of the U-BIX team.

We're proud to celebrate your success!







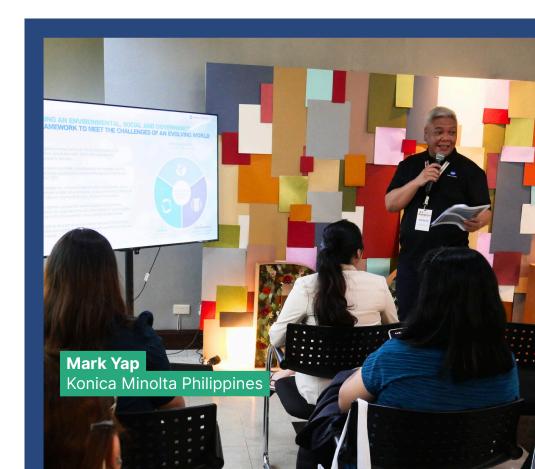
REFLECTS ON MERCY AND HUMANITY

## U-BIX Supports Paperception 2025 as Advocacy Partner

On June 27, 2025, the printing industry gathered for *Paperception 2025*, a multi-sector celebration of *Global MSME Day* organized by the *Printing Industries Association of the Philippines (PIAP)* and *Prestige Paper Products*. The event highlighted innovation, sustainability, and collaboration in print and creative entrepreneurship.

As an Advocacy Partner, U-BIX showcased the AccurioShine 3600, delivering sustainable and eye-catching embellishments that help businesses stand out while staying eco-conscious.

The event also fostered conversations on inclusive prosperity, sustainability in action, and the role of print in supporting MSMEs, where U-BIX reaffirmed its commitment to advancing innovation and social responsibility in the communities it serves.



#### **DRIVING GROWTH:**

## U-BIX Unites Sales Teams at First Town Hall for Strategic Alignment

U-BIX Corporation successfully held its first *Sales Town Hall* on September 3, 2025, at the U-BIX Head Office. The gathering brought together sales and support teams to celebrate achievements, share important updates, and align on priorities for the months ahead.

The event highlighted recent wins across business units, reinforcing the importance of collaboration and collective effort in driving growth.

Leaders also outlined strategies to sustain momentum, emphasizing U-BIX's commitment to equipping its teams with direction and support to achieve future targets.

Looking ahead, the Sales Town Hall is set to become a regular platform for collaboration, recognition, and shared purpose, driving U-BIX forward with collective strength.











## U-BIX Awarded for Customer-Centric at Konica Minolta Asia FY25 CE Championship

On August 19, 2025, U-BIX Corporation proudly represented the Philippines at the **Konica Minolta Asia FY25 CE Championship** held in **Selangor, Malaysia**. This regional competition brings together Konica Minolta offices across Asia to recognize outstanding achievements and promote excellence in customer experience and service.

U-BIX received the Plaque and Certificate of Excellence for the **Best Customer Centric Award**, a recognition that underscores the company's dedication to delivering exceptional service and solutions to its clients.

The honor was made possible through the efforts of three outstanding representatives: **Dwane Stewart A. Millamena** (Office Printing), **Rodel T. Gringin** (Production Printing), and **Marlon S. Andal**, Service Manager. Their commitment, skill, and teamwork showcased the high standards of service that U-BIX upholds.





REDEFINING BUSINESS AND FACILITY MANAGEMENT:

## U-BIX and ServiceMaster's IoT Innovations at the 2025 IoT Conference



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On September 10–11, *U-BIX Corporation* and *ServiceMaster Philippines* proudly took part in the **IoT Conference Philippines 2025** at the SMX Convention Center, standing at the forefront of innovation in business solutions and facility management.

As the Official Printing Partner, *U-BIX Corporation* highlighted its advanced office and document technologies, including Konica Minolta production printers, the DocuVu Document Management System, YSoft Smart Office Technologies, and the Innex Interactive Flat Panel Display. These solutions demonstrated how organizations can work smarter, streamline workflows, and embrace sustainable, tech-driven operations.

Meanwhile, ServiceMaster Philippines, in partnership with PUDU Robotics, showcased its groundbreaking service robots, PUDU CC1 and HOLABOT. These innovations captured attention at the expo, showing how robotics and automation are redefining facility management and elevating client service.

Together, U-BIX and ServiceMaster underscored their shared commitment to harnessing technology to empower businesses and improve day-to-day operations. Their joint participation at the IoT Conference highlights the Bravo Group's vision of building a future where innovation and service excellence go hand in hand.



#### A NEW ERA OF PRINTING:

## U-BIX Showcases Innovation at PackPrintPlas 2025

U-BIX Corporation proudly joined *PackPrintPlas Philippines 2025* held on September 18–20 at the SMX Convention Center, Pasay City, showcasing its latest innovations in production and industrial printing.

The U-BIX booth (J22) welcomed distinguished leaders from the *Philippine Printing Technical Foundation (PPTF)* including Antonio T. Tanael, President; Maria Fe I. Canton of Felgen Enterprises; Miko Nacino, Chief Innovation Officer of *APPP.co*; and Doris D. Datu, President of VJ Graphic Artists. Their presence highlighted the strong industry support for advancing printing technologies in the Philippines.

Guests who visited the booth got a first-hand look at how U-BIX technologies combine speed, precision, and creativity to meet the growing demands of today's businesses. From high-volume Konica Minolta and RISO printers to smart office innovations like DocuVu, Okamura solutions, and the Innex Interactive Flat Panel Display, U-BIX demonstrated how print and digital tools continue to empower modern workplaces.

PackPrintPlas 2025 closed with renewed energy for the industry, with U-BIX at the forefront of driving smarter, more efficient ways for businesses to thrive.









A DAY OF HOPE AND COMPASSION

### **U-BIX Goes to Bahay Aruga**

Last June 26, 2025, the U-BIX Employees Council successfully carried out its yearly outreach program at Bahay Aruga, a temporary shelter for children battling cancer. This meaningful initiative was made more special with the presence of Mr. Jim Bravo and Ms. Tina Nofies, who joined our council in extending support, joy, and encouragement to the children.

Through this program, the council was able to share not only essential goods but also moments of care and compassion that reflect the U-BIX spirit of giving back to the community.

The outreach was made possible through the support of U-BIX employees, whose contributions to the donation drive funded the supplies and assistance turned over to Bahay Aruga. The activity capped off with the distribution of donations and a short program with the children.









REFLECTING ON MERCY AND HUMANITY

## U-BIX celebrates Thanksgiving Mass

U-BIX opened the month of September with the celebration of the *Thanksgiving Mass* at the *Angono Head Office*. In his homily, Father centered on mercy, freedom, and the way we relate to one another in everyday life.

He reminded everyone that "Jesus is the image of God's mercy," and emphasized that true holiness begins with genuine humanity: "Bago ka maging banal, maging tao ka muna."

While no human relationship is perfect, he noted, there are guiding principles in parenting, friendship, and community that help us build stronger connections.

Reflecting on *Luke 2:19*, Father recalled how Mary treasured and pondered the events in Jesus' life. In the same way, he encouraged the faithful to reflect on their own experiences, to seek meaning in both blessings and challenges, and to use freedom responsibly in shaping their choices.

Finally, he asked: "Can a blind guide another blind?" This is a reminder to be mindful of our own shortcomings before criticizing others, and to correct only with sincerity and the right intention.









A Certified Public Accountant since 1999, he holds an MBA from De La Salle University. Jim began his career in external audit with Laya Mananghaya, a member firm of KPMG, before joining Globe Telecom. There, he held various accounting and controllership roles, setting up offshore entities and implementing ERP systems and automation initiatives. For his contributions, he was recognized as Employee of the Month by the International Business Group.

He later held finance leadership roles at Kinetic Worldwide Media, Havi Logistics, and Generika Drugstore, an Ayala company. His work leveraging technology to drive efficiency and improve financial decisions resulted in improved margins and strengthened internal controls and compliance.

He also championed digitalization and quality management, which resulted in efficient working capital and strengthened business relationships. In his first year, he was recognized as an APAC Finance Partner finalist.

Across all his roles, Jim has consistently improved profitability, strengthened stakeholder relationships, and led teams with integrity. His leadership is not just about the numbers; it's about fostering a culture of excellence and accountability. This strong foundation in financial management and corporate governance continues to drive every business he leads toward sustainable growth.





He holds a BA in Mass Communication from Miriam College, pursued MBA units at the Ateneo Graduate School of Business, and earned international certifications from the British Council's IELTS and World Education Services.In 2009, he was recognized as "Best Scholar" at the General Manager Leadership Program in Malaysia for his leadership excellence and top-tier performance.

He began his career in advertising with Saatchi & Saatchi and Avellana Associates, handling major accounts such as PLDT. He later expanded his expertise at Trumpets, where he scaled productions from 24 to 180 shows annually while securing sponsorships and partnerships. At Aboitiz Transport System (2GO Group), he launched the Lakbayani loyalty program for OFWs and monetized vessel assets through advertising and sponsorship deals.

Julius went on to lead Fitness First Asia as General Manager, where his clubs consistently ranked among the top performers in Asia, earning him multiple regional awards. As General Manager of CIO Academy Asia (now Spark Singapore), he directed high-impact events and marketing programs across Singapore, Malaysia, Myanmar, and Bhutan, working with clients including Resorts World Sentosa, Fridays Boracay Resort Hotel, Sunflower Crackers, and The Makati Golf Club.

Most notably, Julius served as Assistant Vice President for Sales, Marketing, and Operations at Fujifilm Philippines, where he drove Imaging and Printing Solutions to consistent double-digit growth—exceeding annual sales targets by 30–48% and generating revenues of nearly ₱1B. He also spearheaded e-commerce initiatives and long-term partnerships such as Fujifilm's brand activation program with SM Supermalls.



## Noel Brian Alfaro is a seasoned professional whose career spans academia, organizational development, and corporate training.

He holds a BA in Organizational Communication (cum laude, Best Thesis Awardee) from the University of the Philippines Manila, an MA in Transformational Leadership (summa cum laude), and is currently completing his MSc in Human Capital and Organizational Development at the University of Asia and the Pacific. He began his career as a full-time *Instructor of Communication* at the University of the Philippines Manila, teaching courses in speech, communication theory, and organizational systems. He later became the youngest *Organizational Development and Communication consultant* for the Philippine Marine Corps, and eventually the Philippine Navy, where he helped drive historic structural transitions, leadership programs, and strategic change initiatives.



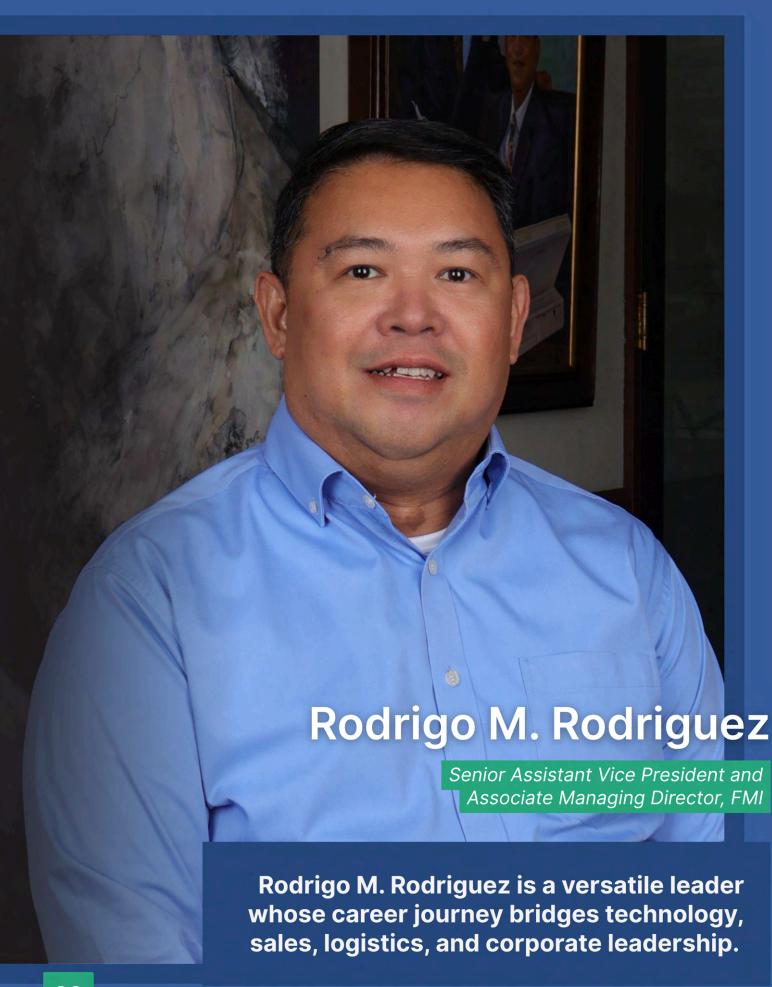


In his current role as Director of Communications and Organizational Development at U-BIX Corporation, Brian leads high-stakes communication initiatives to align executive messaging and employee engagement with the company's long-term vision.

On the development front, he is spearheading the creation of a competency framework that defines the behaviors essential for employee success.

The resulting framework will serve as the foundation for a strategic corporate training plan designed to equip U-BIX employees with the competencies required for excellence.

Outside of work, Brian is a devoted family man. He is married to *Liza*, and together they are proud parents of *Brillian*, a five-year-old singer who has twice reached the grand finals of a nationwide talent competition.





A graduate of Computer Science from *Trinity University of Asia*, Batch 1997, Rodrigo began as a Trainer and Implementor of Meralco's Transformation Project, which automated the utility giant's billing system—a milestone still in use today. His career soon expanded internationally when he moved to North Carolina, USA, working as a *Software Engineer* and *Network Administrator* for *ABEST Telecommunications*. During this time, he earned U.S. training certifications and passed a rigorous programming test administered by Duke University.Returning to the Philippines, Rodrigo transitioned into sales, quickly proving his ability to deliver results at *CopyQuest* by surpassing 140% of monthly targets. From 2005 to 2011, he built his business development expertise across industries by selling training courses, interactive books, and *IBM Power Systems*.

His bold pivot to logistics in 2011 led to a breakthrough at Delbros Waterfront Leasing Company, where he secured a landmark ₱346 million deal and earned the nickname "Mr. Incredible."

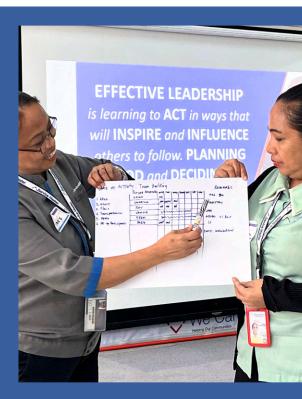
Later, as *Vice President* of a domestic shipping company, he grew the fleet from four to 14 vessels and won back major accounts including *Atlas Fertilizer*, *CEMEX*, and *San Miguel*. Rodrigo went on to serve as a consultant at *Kargamine Too Inc.* and as *General Manager of CEL Logistics and Nordic Trucking*, where he digitized processes and built new operational systems. In 2021, he joined U-BIX Corporation as *General Manager* and, within six months, rose to Assistant Vice President, managing nationwide operations and representing the company in global partnerships with Konica Minolta and Okamura.

Rodrigo went on to serve as a consultant at Kargamine Too Inc. and as General Manager of *CEL Logistics and Nordic Trucking*, where he digitized processes and built new operational systems. In 2021, he joined U-BIX Corporation as General Manager and, within six months, rose to Assistant Vice President, managing nationwide operations and representing the company in global partnerships with *Konica Minolta* and *Okamura*.

Today, Rodrigo serves as Senior Assistant Vice President and Associate Managing Director of FMI Facilities Managers Inc. and Istana Overseas Manpower Services under the Bravo Group, where he combines his expertise in logistics, manpower services, and international relations. Beyond work, he is passionate about scuba diving, practical shooting, and golf.

## FMI Launches Basic Leadership Training Program

FMI has officially launched its Basic Leadership Training Program, a development initiative designed to prepare employees for future supervisory roles. The program focuses on building core competencies such as effective communication, team management, and problem-solving—skills essential for guiding teams and driving results. By equipping employees with these foundations, FMI is actively molding its people to become capable and confident leaders who can take on greater responsibilities in the future.



## Graduation of Advanced Leadership Training Program

This year, FMI proudly celebrated the graduation of participants from its Advanced Leadership Training Program. Building on the foundation of the Basic Leadership Training completed last year, this program prepared supervisors for greater responsibilities through intensive training.

Participants enhanced their soft skills, embraced a positive work-life attitude, and strengthened technical proficiency in essential tools such as Microsoft Office. With these competencies, they are now fully equipped to excel in their leadership journey and contribute more effectively to the growth of FMI.



## Employee recognition from our clients



FMI employees continue to embody excellence and integrity in their work, earning commendations directly from clients.

#### **Outstanding Supervisor Recognition - MGEN Head Office**

During a site visit on September 2, 2025, Ms. Mylene Magnayi of MGEN Head Office expressed strong satisfaction with U-BIX services. She commended **Supervisor John Resie Sacapaño** for his exceptional leadership and proactive management of staff, particularly the messenger team. The client praised his initiatives and encouraged the continuation of such excellent efforts.

#### **Shining Star Awardees - Makati Medical Center**

Based on positive feedback from patients of Makati Medical Center, the following employees were recognized as Shining Stars for their outstanding service: Kenneth Flores, Maribel Torres, Jocelyn Ty, Margie Bautista, Louella Estrabo, Rhea Sanogal, Cristobal Cañete, Jovelyn Leja, Lisalyn Sotomil, Arlene Bongato, Mary Jean Blance, Merian Limson, and Princess Siwala.

#### **Honesty Awardees - Makati Medical Center**

Recognized for their integrity in returning lost valuables, the following employees were honored with the Honesty Award: Ranndy Fabicon, Analyn Unabia, and Vivian Macaraeg. These recognitions reflect not only the hard work and dedication of our people, but also the trust and appreciation of the clients we serve.

### FMI Sportsfest 2025

The much-anticipated FMI Sportfest 2025 officially opened on September 6 at Hoopla Gymnasium, Angelis Resort, Muntinlupa City. The event began with the lighting of the torch led by Mr. Rheymar Arcilla, followed by the Oath of Sportsmanship led by Ms. Carlo Vargas.

A ServiceMaster tradition, the fun ServiceMaster game brought excitement to the crowd, followed by an exhibition basketball match featuring both current and former FMI employees. The day was filled with camaraderie, sportsmanship, and company pride.





### FEATURED ARTIST

## KITTY TANIGUCHI



Kristina "Kitty" Taniguchi is a celebrated Filipino painter, sculptor, and poet known for blending myth, spirituality, and feminist themes in her work. Based in Dumaguete, she earned her MA in English and American Literature from Silliman University and has built a career that bridges literature, visual arts, and advocacy.

Founder of the Mariyah Gallery in the 1990s, Taniguchi has held solo exhibitions at the Cultural Center of the Philippines, Ayala Museum, Pinto Gallery, and abroad. She has represented the Philippines in major international art events, including the Beijing International Art Biennale and the Luxor International Painting Symposium in Egypt.

Her acclaimed 2021 show *Flower Moon* at *Silverlens Gallery* showcased dreamlike imagery of animals, myth, and women, reinforcing her reputation as a leading voice of feminine creativity.

Through her art and poetry, Kitty Taniguchi continues to champion inclusivity, sustainability, and the power of women's narratives in the Philippine art landscape.

#### **OTHER WORK**



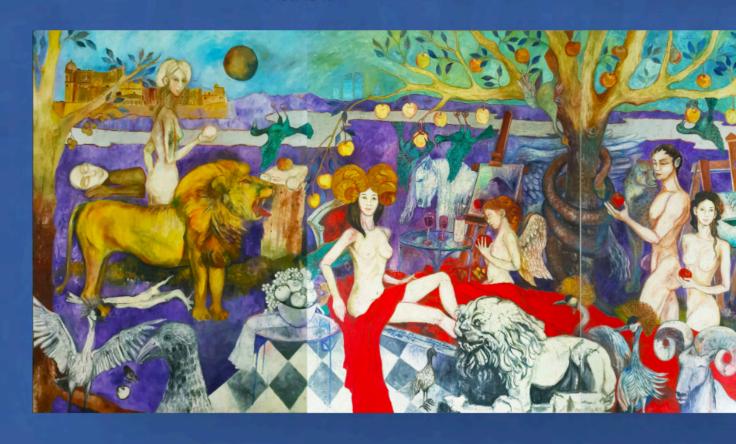
**City of Gods** 



Untitled



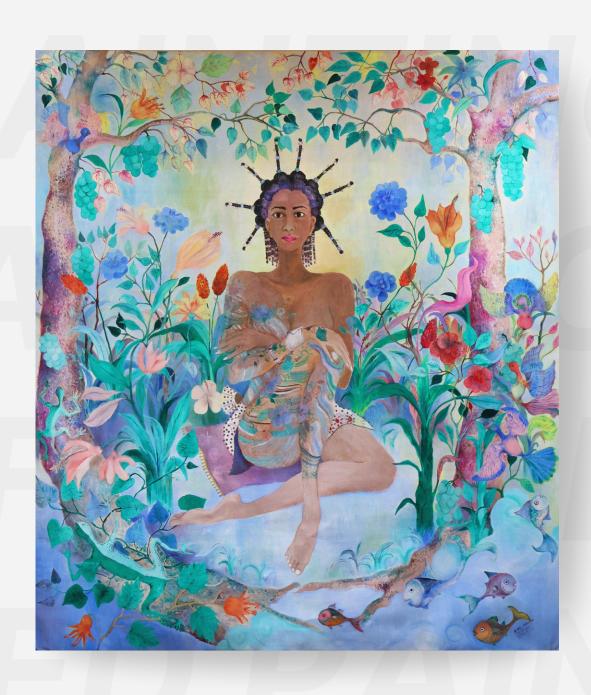
Wrong Horizon No. 3 (Triptych), 2008 Oil on canvas (3 panels) 7 ft x 15 ft







Eastern Horizon 2, 2017 Oil on canvas (5 panels) 7 ft x 25 ft



Enchantress, 2000 Oil on canvas 8 ft x 5 ft

# Editor's Appreciation Message

As we close this issue, themed "Leading Tomorrow, Today," I would like to express my gratitude to everyone who contributed to showcasing the leaders shaping U-BIX's future. This issue highlights not only the achievements of our newly appointed Vice Presidents and Directors, but also their potential to guide us forward. These are new leaders that will shape us for the better, bringing fresh vision, renewed energy, and a commitment to drive positive change.

Leadership is not confined to titles. It is found in everyday actions, in the way we support our colleagues, embrace change, and work together toward a shared vision. Our new leaders represent the promise of tomorrow, but their journey is made possible by the collective dedication of every employee today.

Thank you for your continued commitment and passion. Together, we are building a U-BIX that leads with vision, purpose, and heart, today and in the years to come.

Danielle T. Alejandro
EDITOR-IN-CHIEF

Thank you for the opportunity to design this newsletter. It's been a pleasure to visually represent the forward-looking message and showcase the new leaders who are shaping the company's future. We look forward to sharing more moments, milestones, and inspiration with you in future editions.

Michael John S. Palalimpa NEWSLETTER DESIGNER



## LEADING TOMORROW, TODAY

The journey EBB began 50 years ago now rests with the new leaders who will shape the future of U-BIX.

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