

The President's Report

First 100 Days

Dear Mesala Members,

The responsibility of overseeing and managing a Savings and Loan Association during these times of economic downturn due to the outbreak of COVID-19 is indeed daunting. Realizing the need to further strengthen Mesala's business operations, your Management together with our Board of Trustees, immersed in a series of Business Orientation, in-depth discussions on relevant Bangko Sentral ng Pilipinas' (BSP) rules and regulations and webinars on Good Governance, Consumer Protection and Economic Briefing.

Economists expect positive growth in 2021 vis-à-vis our negative growth in 2020. The rising cases of COVID-19's more deadly variants, however, have led to the re imposition of the Enhanced Community Quarantine (ECQ), which again reduced the country's economic recovery prospects affecting our investment income and interest rates.

I am, however, optimistic that Mesala can outlive this crisis especially that it is in these challenging times that we see the best in ourselves, the best employees, the best ideas and the best solutions to cater to the needs of our members.

I am pleased to share with you our milestones for the First 100 Days of Mesala under the New Board of Trustees (BOTs) based on established four (4) Strategic Growth Pillars for 2021, namely, Financial Growth, Customer Service, Digital Transformation and Regulatory Compliance.

FINANCIAL GROWTH (as of 31 July 2021 and compared to the same period in 2020)

- The Association's total assets consisting of Loans and Cash & Investments increased by **PhP 1.5B or 11%**.
- Members' deposits increased by **11%** while Capital Contribution likewise increased by **10%**.
- With the BSP's approval to recognize as income the accrued interest earned during the mandatory grace period under Bayanihan 1 and 2, for dividend purposes, we have released **the .42%** dividend to complete the 8% dividend based on the member's capital contribution as of December 31, 2020.

CUSTOMER SERVICE

- Creation of the **Membership Committee** responsible for activities that promote membership growth, address members' welfare, and encourage the retention of existing members.
- Use of a **5-Point Rating Scale** with 5 being the highest, Mesala received an average baseline rating of 4.7 (Very Satisfactory) based on the Member Experience Index (MEx) Survey implemented last July 2021. The MEx survey aims to assess the member's level of satisfaction and gather members' comments/feedback after each transaction. Members transacting thru personal visits, telephones and thru social media platforms are asked to accomplish the survey questionnaire.
- An online ticketing system for inquiries and concerns, the **Mesala Tracker**, is now being actively used to ensure that inquiries and concerns are acknowledged, resolved and communicated to members at the soonest possible time.
- Deployment of a dedicated **Customer Service Representative** to ensure that calls are answered, referred to the proper team/staff and resolved based on an acceptable processing time.
- The **Community PlantTree**, a joint project of the DENR-NCR and Mesala, recently provided members with 1,000 fruit bearing seedlings (Guyabano, Langka, Casuy and Atis) and 600 of veggie seedlings (Mustasa and Pechay). These were given free to Mesala members.
- Your very own Mesala ID is now available at the Mesala office.

DIGITAL TRANSFORMATION

- We have deployed the new **Express Telling Machine (ETM)** at our office where members who personally transact at MESALA office can do away with filling-up transaction slips for deposits and withdrawals. Members will just input the required information thru the ETM.
- The BSP requires the periodic updating of member records. An **online facility** is now available so that members can update their records at the convenience of their homes.
- The **virtual celebration of Mesala's 87th Anniversary** was held last July 6, 2021. The celebration included Facebook Kamustahan, celebration of the Holy Mass, an online forum on **Taking Care of Your Mental Health During the Pandemic**, Raffle for Mesala Members and Recognition Awards for Mesala employees.

- As part of Mesala's Corporate Social Responsibility, a donation of Happy Meals with toys and a cheque for PhP 80,000 (from Mesala, the Board of Trustees/Officers and prize money for winning Premyo Bonds) were given to the **Home of Love Orphanage of the Missionaries of Charity** (Congregation founded by Mother Teresa of Calcutta).

REGULATORY COMPLIANCE

- Priority implementation of the Association's Internal Audit, Compliance and Risk Management Programs for 2021
- Protecting the Association's business and reputation through the identification and mitigation of risks; we actively coordinate with our regulators especially the BSP to ensure that we adhere to applicable rules and regulations governing our operations.

We continue to take care of our members and employees. We highly encourage you to transact online through the Mesala website, Facebook Page and emails. We observe the required health protocols like temperature check and health surveys and disinfect Mesala premises on a daily basis to ensure that we have a safe workplace. Employees have been vaccinated not only to keep them safe but also to make sure that we have healthy manpower to service your needs.

We still have a long way to go and our journey will surely be full of challenges. Please continue to support Mesala and make it your 1st choice provider of financial services. Your Board of Trustees, Management and Employees will innovate and find ways to serve you, our members, better.

Ready when you need us!

(Signed)

ENGR. ANTONIO M. ABUEL, JR.
President