

Nomination: 21228

Palawan Group of Companies

Page: General Information
Name of Organization / Company Palawan Group of Companies
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Web Site Address https://www.palawanpawnshop.com/ (https://www.palawanpawnshop.com/)
Page: Entry Information
Entry Title Palawan Group of Companies
Category B01 - B12 - Award for Excellence in Corporate Innovation > B03C. Award for Excellence in Innovation in Financial Industries - 100 or More Employees
Submission Format An Essay of up to 625 Words

Essay

Palawan Group of Companies: Innovating to Champion Financial Inclusion for Every Filipino

Challenge

The Philippines faces a significant financial inclusion gap, with millions unbanked and reliant on cash transactions. Many live in areas with limited or no banking access, making financial stability difficult. Recognizing this urgent need, the Palawan Group of Companies (PGC) sought to bridge the gap with accessible financial solutions that would be responsive to the needs of urban and rural communities.

Insight

In a society facing but with rapid digital adoption but where cash remains dominant and trust in financial institutions varies, PGC realized that true financial inclusion required a hybrid approach. That combining a strong physical footprint with digital presence ensured services were within reach for all, no matter where they were or what level of access they had to technology.

Affordability, practicality, and trust became the foundation of its strategy, ensuring financial tools were not just available but widely used.

Solution

As a concrete solution, PGC launched PalawanPay, an e-wallet extending beyond digital payments to include pawn renewal, remittance, and gold investment—services deeply embedded in Filipino financial habits. This democratized access to financial tools, particularly in rural areas where traditional banking is scarce.

Parallel to that, the launch of ProtekTODO, a microinsurance product starting at just ₱20 (\$0.34), helped strengthen financial resilience through insurance protection for all.

At the heart of this success is PGC's BrickTech model, seamlessly integrating physical and digital infrastructure. Customers can access financial services through 70,000 outlets nationwide or via the PalawanPay app, which enables bill payments, international remittance, and more.

This hybrid model effectively serves the diverse financial realities of Filipino families.

Communication

PGC employs a multi-channel communication strategy to ensure its financial services are both known and trusted. By blending traditional media with digital marketing, the company reaches Filipinos where they are. From television, radio, to social media PGC delivers a clear compelling message of accessibility and ease.

Its slogan, "Mura, mabilis, at walang kuskos balungos na serbisyo" (affordable, fast, and hassle-free service), deeply resonates with its market, reinforcing PGC's reliability and customer-first approach. This messaging played a crucial role in PalawanPay's rapid adoption, gaining 19 million users in just two years, proving the power of clear, relatable, and inclusive communication.

Beyond marketing, PGC's corporate social responsibility (CSR) initiatives reflect its core values. Programs such as scholarships and sustainability efforts strengthen PGC's role as a company that creates lasting positive change beyond financial services, reinforcing its commitment to uplifting communities.

Impact

PGC's innovative approach delivered significant results.

PalawanPay became the fastest-growing e-wallet in the Philippines, with 19 million users in two years, accelerating financial digitization.

Palawan Pawnshop holds a 45.5% market share, while Palawan Express Pera Padala dominates remittances.

ProtekTODO is now the market leader in microinsurance.

PGC's CSR efforts have had a lasting impact on its over 1,067 scholar-beneficiaries and through environmental and community development initiatives such as tree planting and health programs. These achievements reinforce its holistic approach to financial empowerment, ensuring that economic growth translates into real improvements in Filipino lives.

Conclusion

Palawan Group of Companies (PGC) has transformed the Philippine financial sector by bridging financial gaps for the unbanked and underbanked. With over 100 employees, PGC integrates product development, marketing, IT, and CSR to make financial services more accessible. Through PalawanPay, ProtekTODO, and Afforda-Gold, PGC expands financial access nationwide.

By blending traditional services, technology, and community-driven initiatives, PGC sets a new industry standard—empowering Filipinos with the financial tools to secure their future

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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