

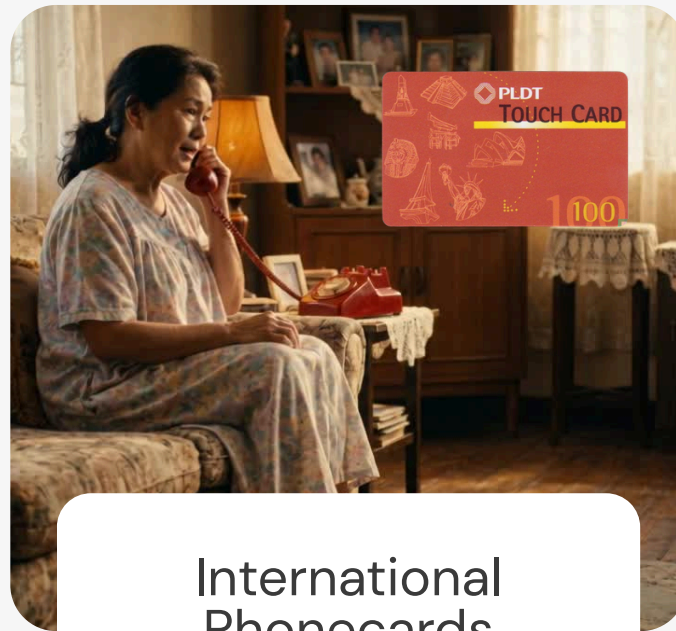


SYNC CITY '26

REACHING FILIPINOS WORLDWIDE

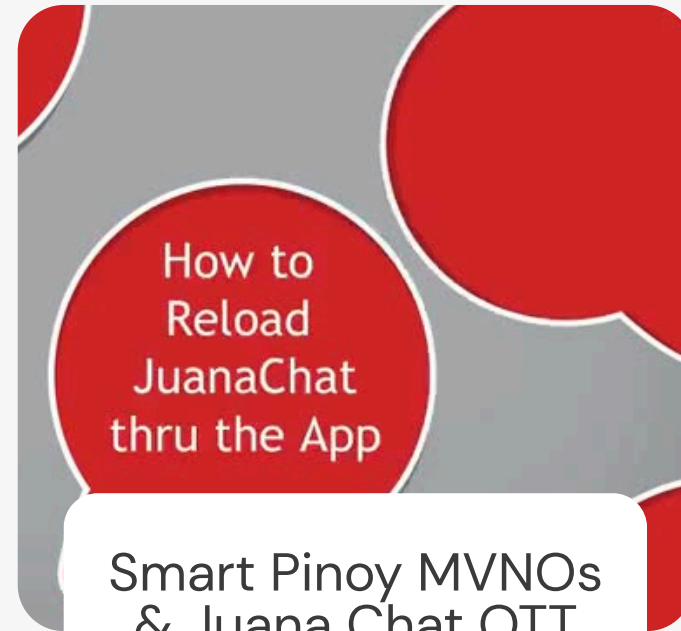


More than **20 YEARS**
of keeping families connected across borders



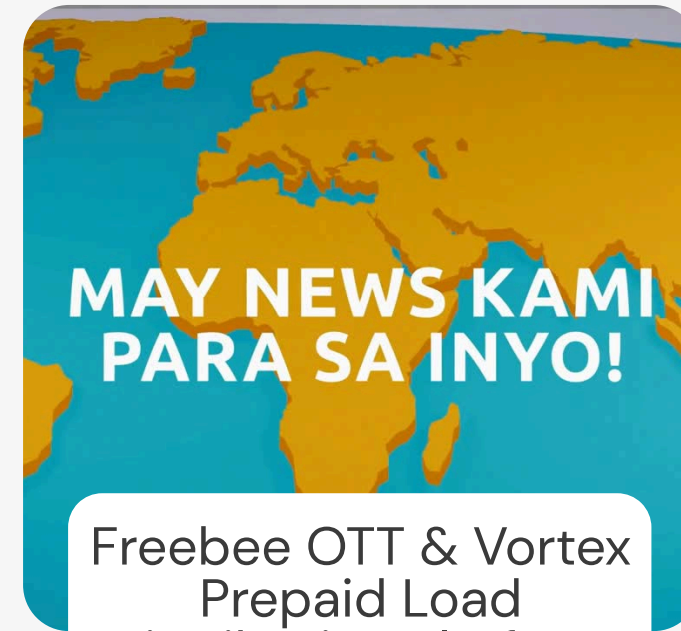
International
Phonecards

2002



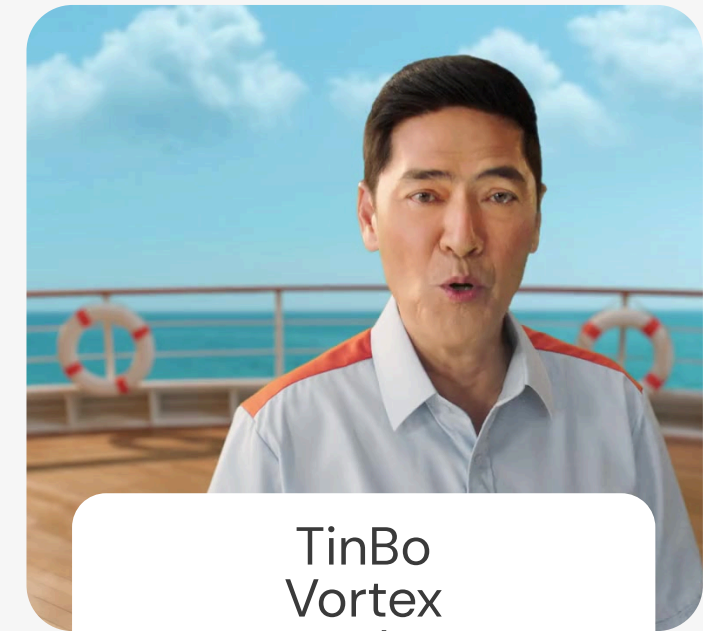
Smart Pinoy MVNOs
& Juana Chat OTT

2004-2016



Freebee OTT & Vortex
Prepaid Load
Distribution Platform

2017-2022



TinBo
Vortex
ramdam

2022-2026

UNDERSTANDING THE OFW MARKET

The market built on cross-border consumption



**10.8
MILLION**

Filipinos living & working overseas across multiple industries & regions

Source: Commission on Filipinos Overseas



**\$35.53
BILLION**

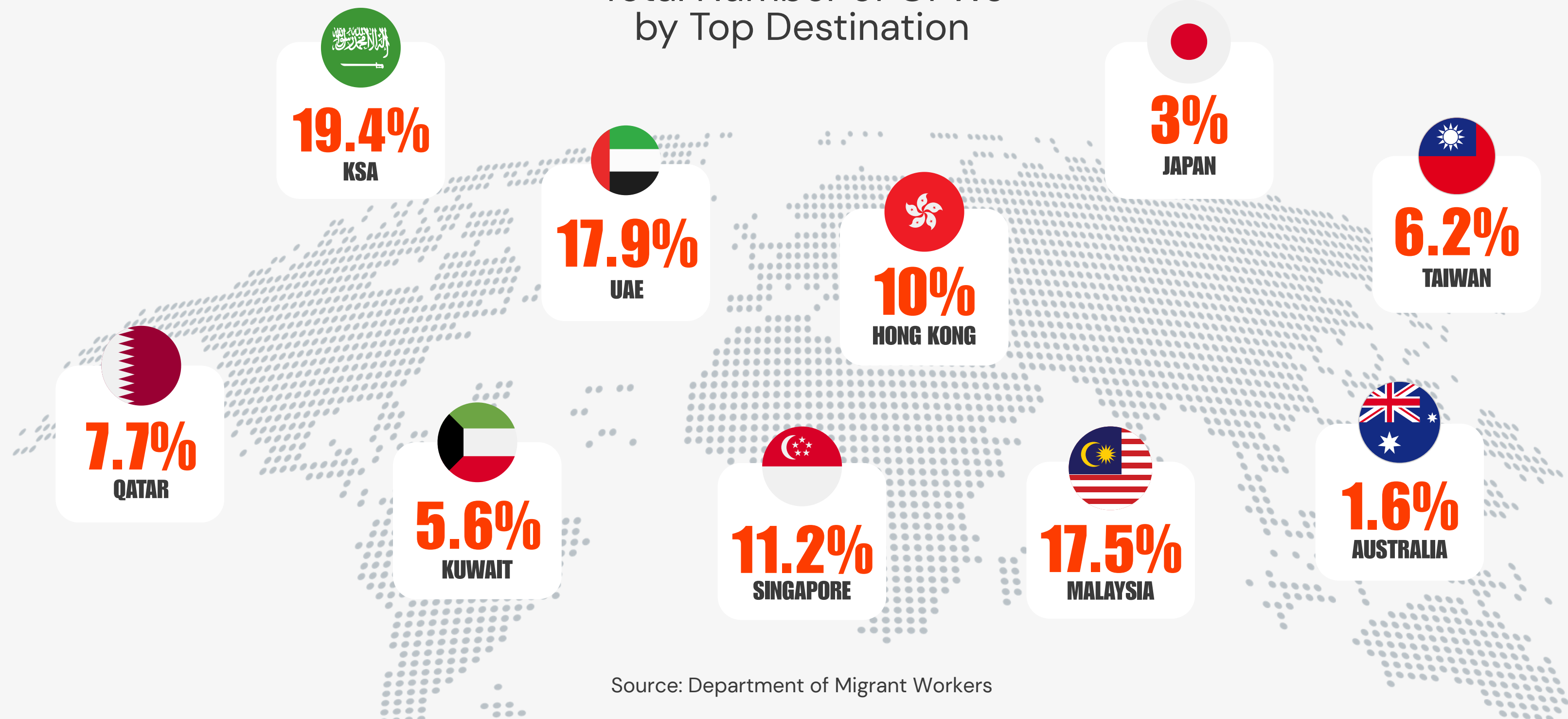
All-time high OFW remittance
(Jan 2025 - Dec 2025)

Source: Bangko Sentral ng Pilipinas

UNDERSTANDING THE OFW MARKET

The market built on cross-border consumption

Total Number of OFWs
by Top Destination





Source: Department of Migrant Workers

A busy remittance center with staff and customers. In the foreground, a woman in a grey hijab and light blue shirt looks towards the camera. Behind her, a man in a light-colored uniform with a blue lanyard stands. In the background, other staff members are working at counters, and a sign for 'AL ANSARI EXCHANGE' is visible. A sign in the background reads 'خدمات التحويل REMITTANCE'.

For Filipinos,

alaga has never
stopped.

A woman in a yellow sweater looking at her smartphone. She is in the foreground, looking down at her phone. The background is a blurred outdoor scene with green trees and a building.


A woman with long dark hair, wearing a bright yellow ribbed sweater, is looking down at her smartphone. She is standing outdoors in an urban environment with buildings and trees in the background. The image has a dark overlay.

It has simply become
more **CONNECTED**

It has simply become

more

IMMEDIATE



It has simply become
more **DIGITAL**

The **Everyday Challenges of the OFW**

The **Everyday** Challenges of the OFW



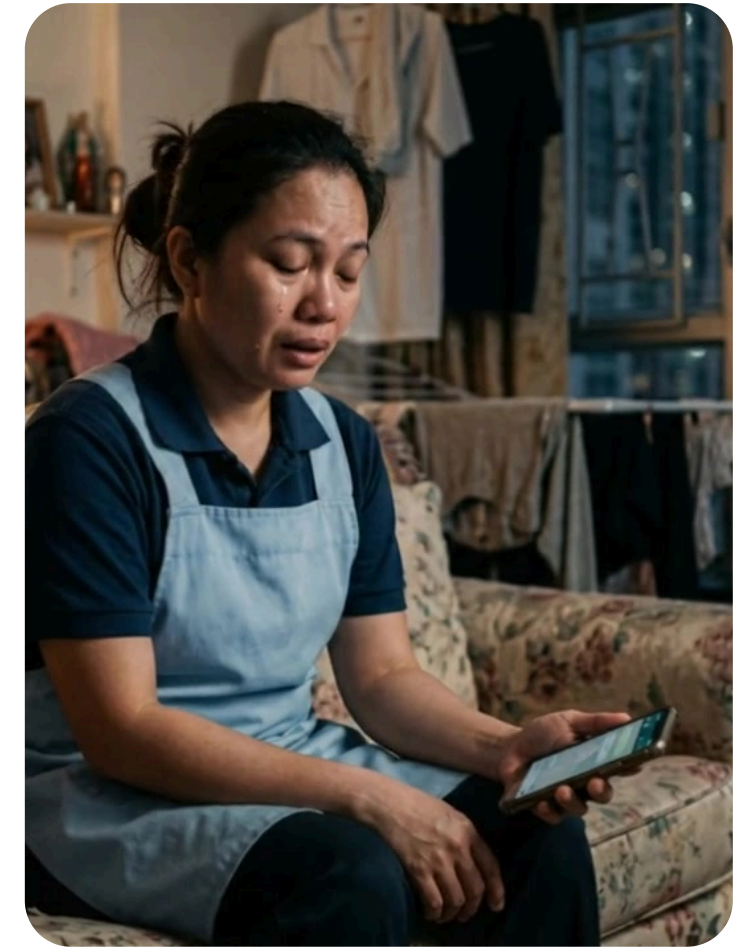
**Financial
Mismanagement**



**Lack of Access
to PH Digital
Banking**



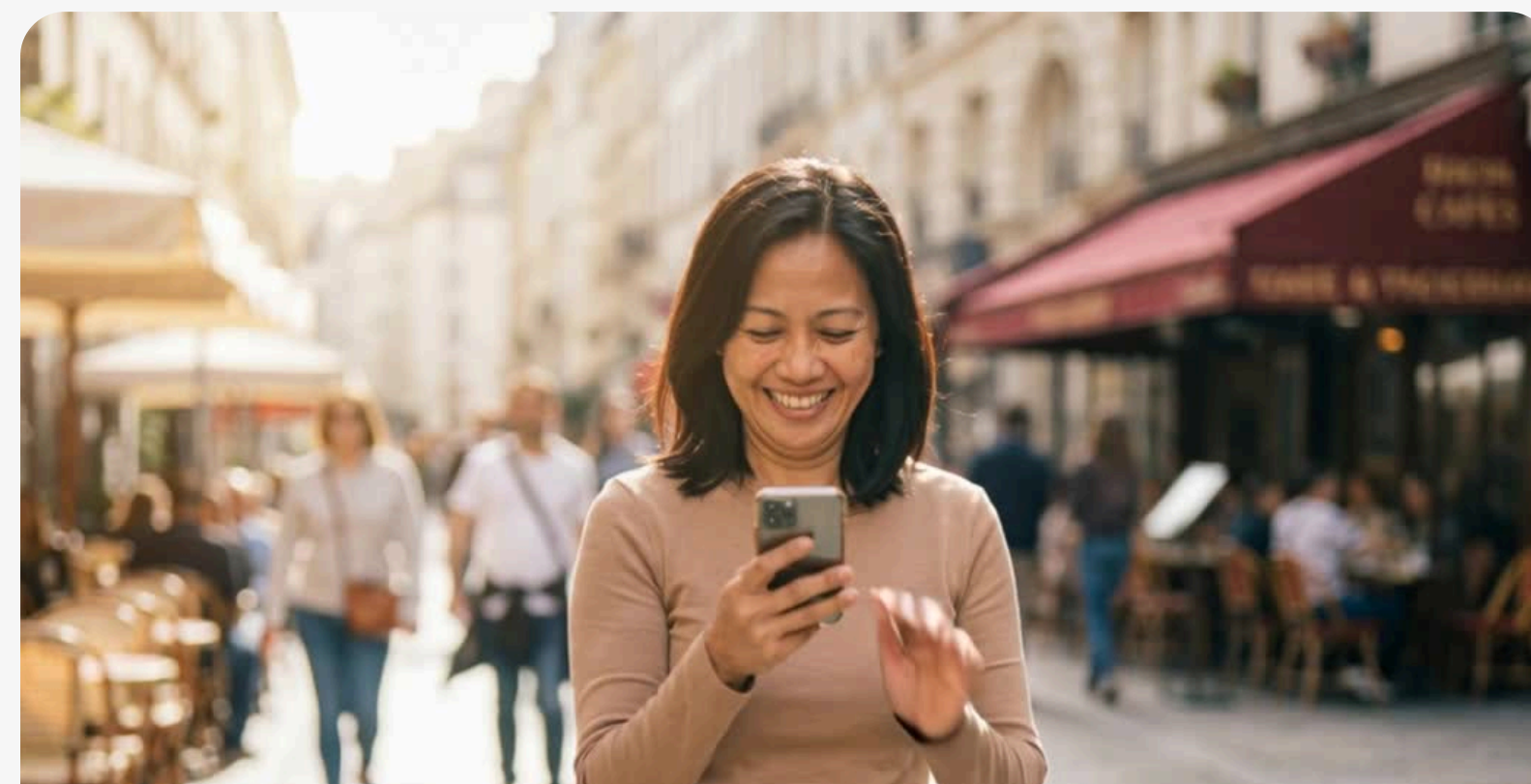
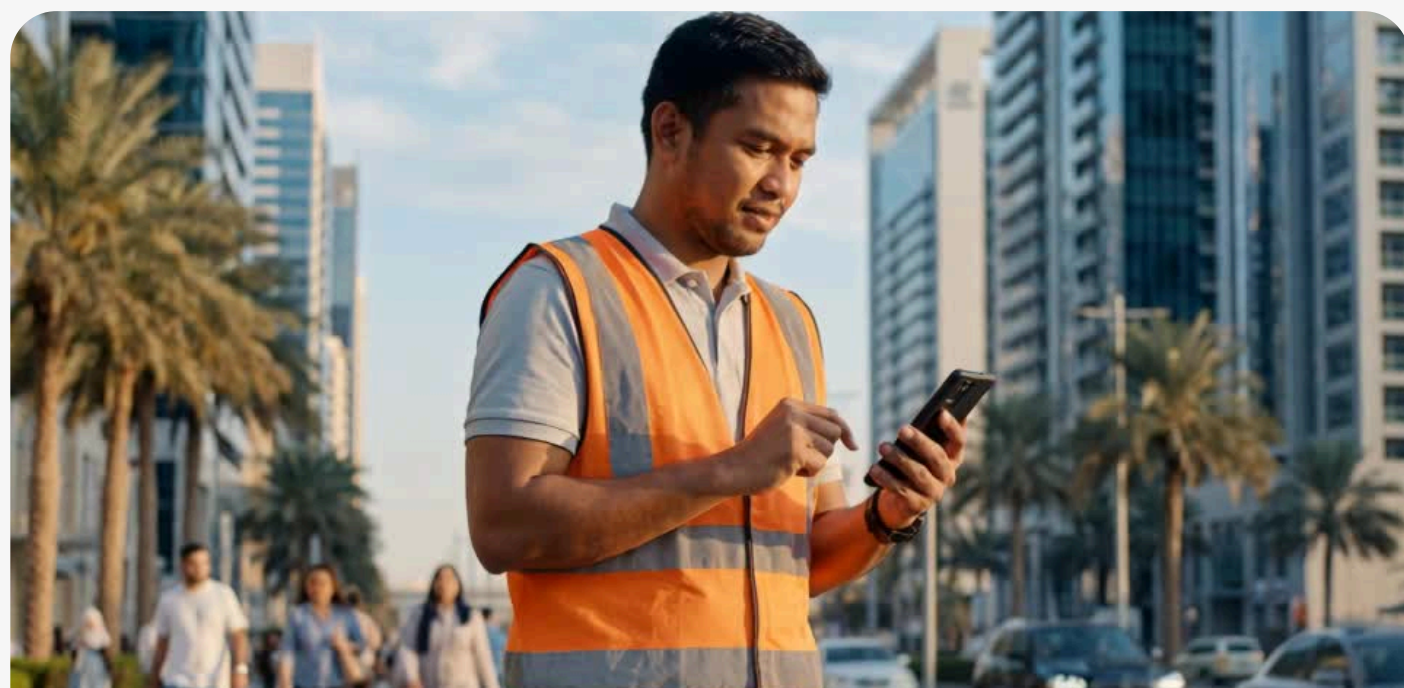
**Family
Emergencies**



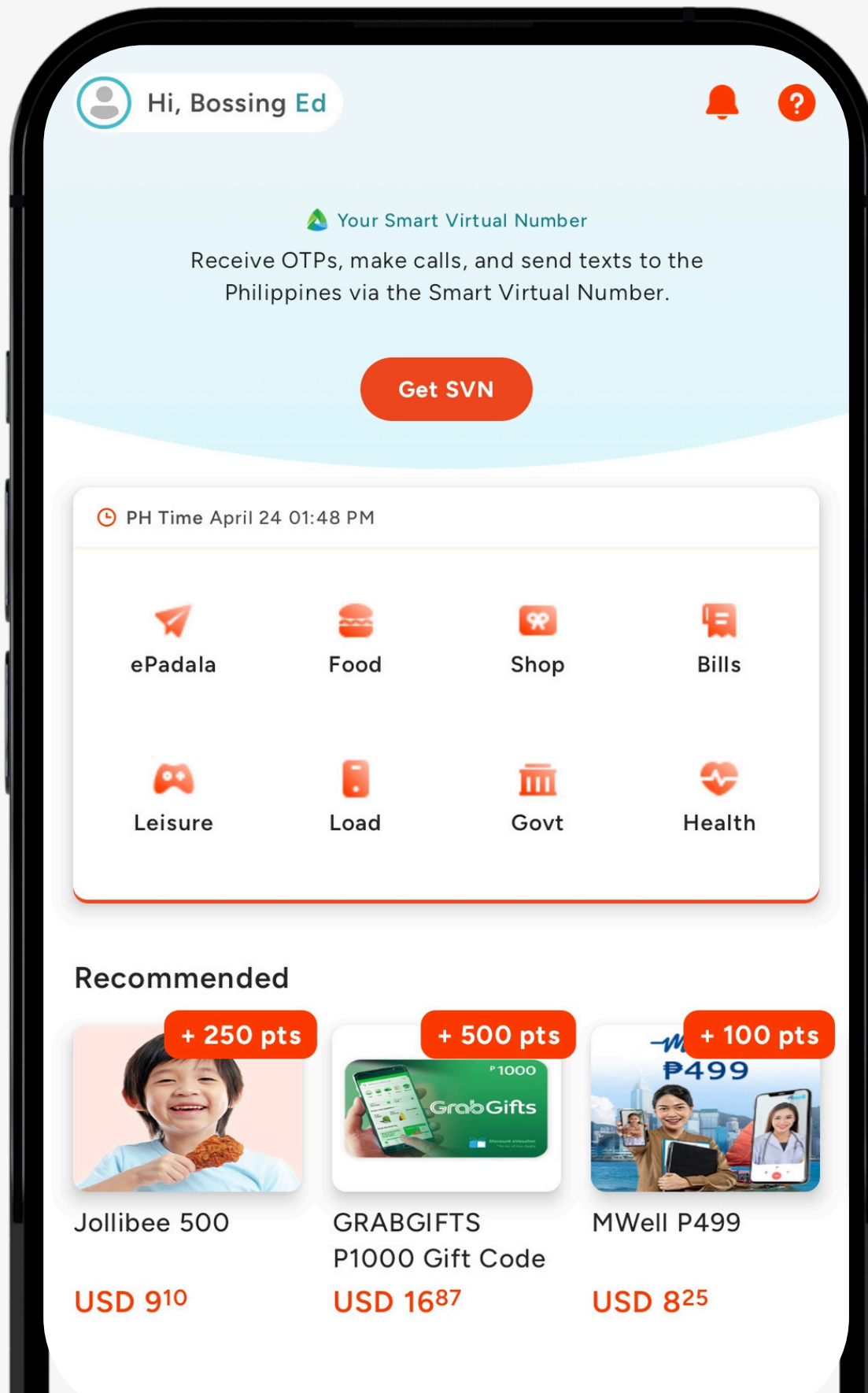
Homesickness



Made for OFWs, Built for Family.



Alagang TinBo





Alagang TinBo
Para Naman sa Kanila

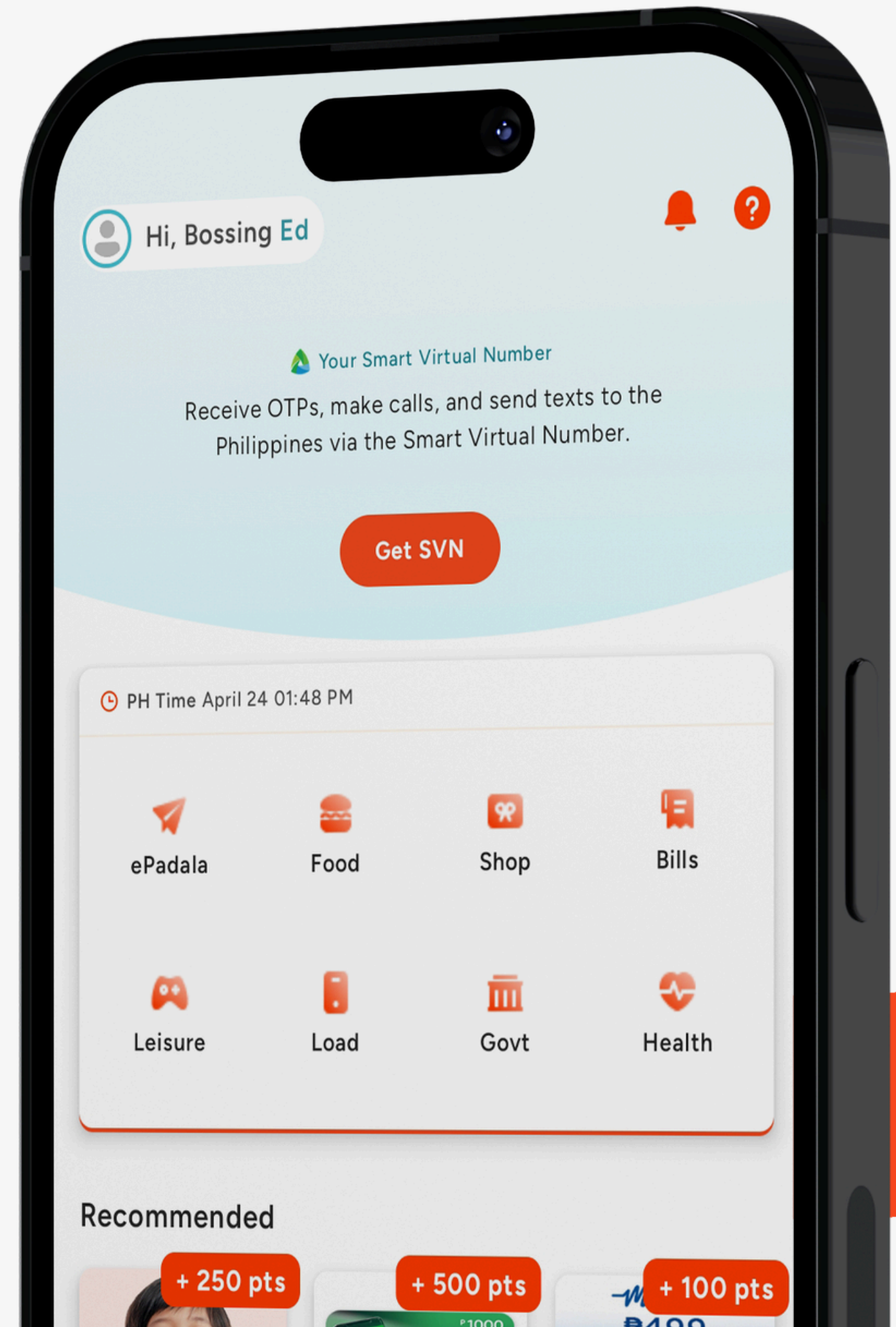
tinbo

POWERED BY  **PLDT**
Global

Global Gift
Vouchers



International
Telco Load



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PLDT Global

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TinBo (OFW marketplace)

UNDERSTANDING THE OFW MARKET

SYNC CITY '26





SYNC CITY '26

REACHING FILIPINOS WORLDWIDE