



PFA YEAR END MESSAGE

As the year draws to a close, we extend our warmest Christmas greetings to the PFA family. Guided by our pillars of Growth, Strength, and Advocacy, 2025 was a year of meaningful progress—expanding our regional reach, elevating Filipino brands globally, strengthening industry standards through key programs, and investing in future leaders and partnerships.

These efforts resulted in over 30 events, a significant increase in membership, and a stronger global presence for PFA.

This January, the new Board of Trustees will chart the industry's direction for the next six years, focused on building a resilient franchising sector anchored on inclusive growth and nation-building.

We look forward to your continued support as we prepare for our major initiatives in the year ahead.

May this season bring joy and renewal, and may the New Year bring continued collaboration and shared success.

Wishing you a Merry Christmas and a prosperous New Year.

