TELLING
MEANINGFUL
STORIES

FINTECH

INDUSTRY REPORT

May 1, 2026 - May 31, 2026

METHODOLOGY

TELLING MEANINGFUL STORIES

The methodology for this report consists of the following steps:

1. Data Collection

- **Platforms Monitored:** Mainstream data was collected from online and print articles, along with broadcast channels.
- **Time Frame:** Data was analyzed for the period covering May 1 to May 31, 2026
- **Tools Used:** The Media Meter platform was used to extract traditional media sources.
- **Keywords and Hashtags:** Specific keywords, brand mentions hashtags, and campaign-related terms were used to filter relevant data.

2. Data Categorization

- Posts were categorized into positive, neutral, and negative sentiment based on predefined sentiment indicators.

3. Quantitative Analysis

- Metrics such as sentiment volume and share of voice were calculated to assess overall brand perception.

4. Qualitative Analysis

- High-impact posts and viral trends were manually reviewed to supplement quantitative findings.

5. Quality Assurance

- Data accuracy was ensured by cross-checking automated results with a manual review of random sample.
- Any ambiguous or contextually complex content was re-evaluated for precise sentiment classification.

6. Limitations

- Potential limitations include incomplete data due to privacy settings, language nuances, and sarcasm that may not be fully captured by sentiment analysis tools.

Terminology:

- **Share of Voice** is the percentage of total mentions captured.
- **Media Coverage or Volume** refers to the number of social media posts observed.
- **Reach** is the potential readership of a social media post, based on the unique number of visitors an account has per month.
- **Sentiment** of a post is either Positive, Negative, or Neutral through Natural Language Processing (NLP).

COMPETITOR OVERVIEW

TABLE OF CONTENTS

EXECUTIVE SUMMARY

From May 1 to May 31, 2026, the Philippine fintech industry sustained robust media visibility with **1,414 articles**. Media coverage during this period was driven largely by **Brand Spotlight features** (487 mentions) and **Corporate news** (323 mentions), followed by Partnerships (249 mentions), User Application stories (186 mentions), CSR initiatives (100 mentions), and Market Inclusion narratives (69 mentions).

GCash (924 mentions) dominated the fintech media landscape, accounting for roughly two-thirds of total coverage and leading across brand spotlight, corporate, and partnership stories. Maya (330 mentions) followed as the second most visible brand, with a consistent presence in product, partnership, and corporate narratives. Coins.ph (100 mentions) maintained a modest but steady footprint anchored in its crypto and digital-asset positioning, while GoTyme Bank (54 mentions) and Maribank (6 mentions) registered comparatively limited visibility.

THEMES

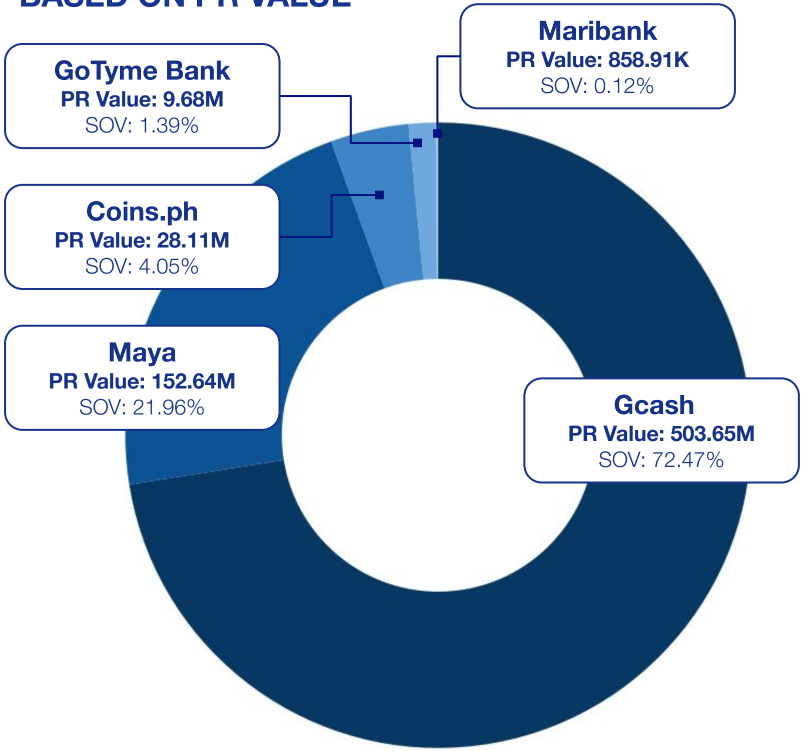
1. **Brand Spotlight** is about marketing efforts and promoting products, features, and the brand itself.
2. **CSR** is about the company's social and environmental initiatives.
3. **Corporate** is about company's updates, achievements, financial results, market performance, and growth milestones.
4. **Market Inclusion** is about efforts in reaching more customers globally and locally.
5. **Partnership** is about collaborations with other brands and organization.
6. **User Application** is about individuals or organizations utilizing the app as a mode of payment.

MAINSTREAM MEDIA

MEDIA PERFORMANCE OVERVIEW

MEDIA SHARE OF VOICE

BASED ON PR VALUE



1414

Total Number of Publications

IN THE HEADLINES

[Based on the highest PR value]

Panayam kay CICC Robert Paguia & Maya, Head of Corporate Affairs Toff Rada

[Broadsheet]
PR Value: 12,284,200

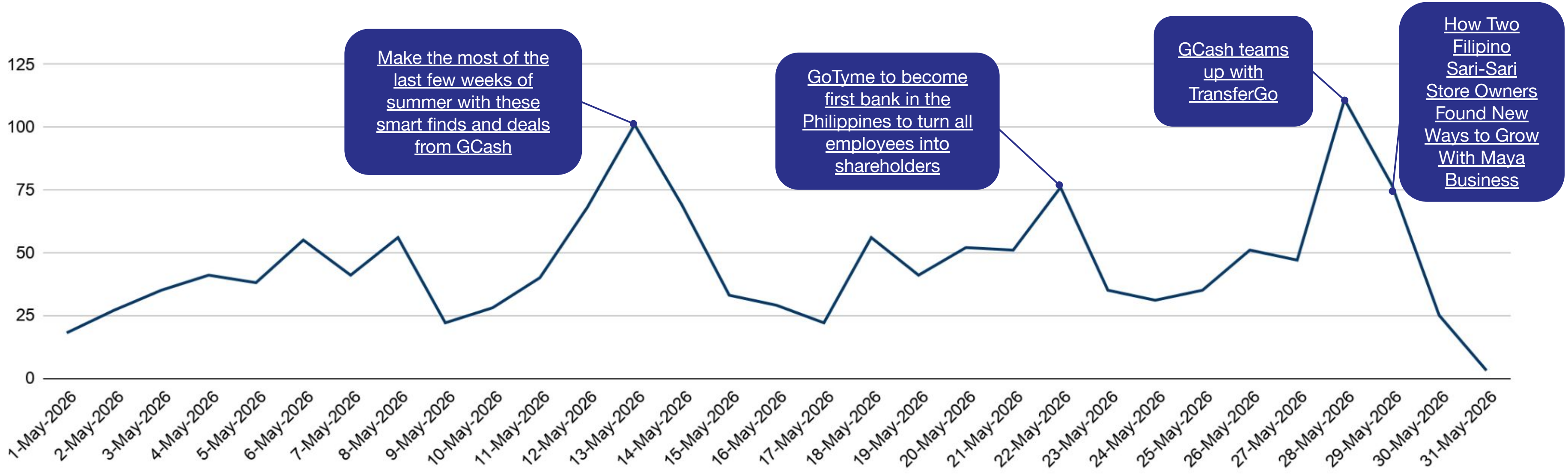
BREAKDOWN OF MEDIA PERFORMANCE BY VOLUME

Company	No. of Publications
Gcash	924
Maya	330
Coins.ph	100
GoTyme Bank	54
Maribank	6

NOTE:

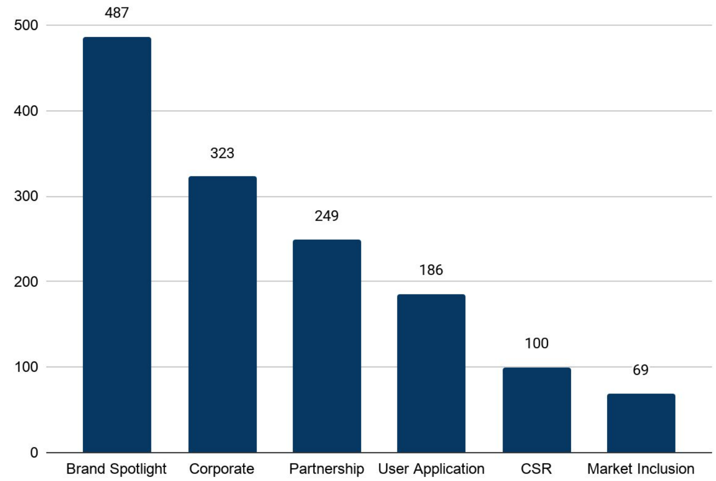
Values of Percentages on Media Performance are based on PR Value of Media Pickups.

MONTHLY TRENDLINE

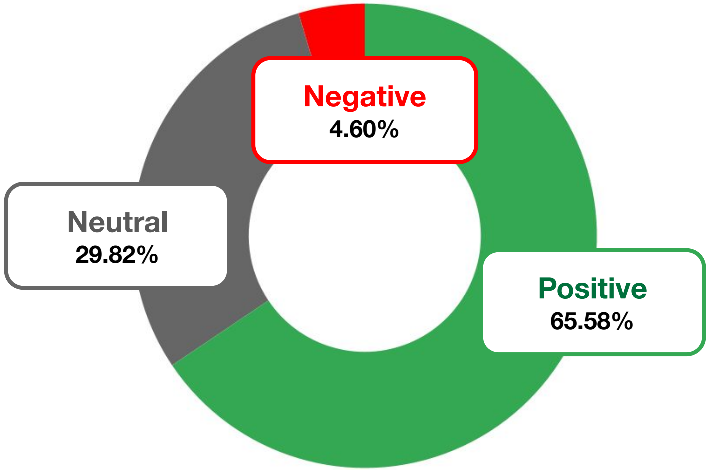


Throughout May 2026, media coverage followed a volatile trendline with two notable peaks driven by specific news moments. The first major spike occurred on May 13, fueled by a GCash promotional feature on summer deals, reflecting how consumer-facing content and lifestyle angles can significantly amplify PR traction. A second prominent pea, driven by GCash's partnership announcement with TransferGo, pushing coverage back up before sharply declining toward month's end. Mid-month coverage remained relatively subdued, with a modest uptick tied to GoTyme's milestone announcement of turning all employees into shareholders, a corporate story that generated moderate but not exceptional media interest. The month closed with a Maya Business feature story on Filipino sari-sari store owners, which coincided with a steep drop in overall coverage.

THEME ANALYSIS



Media coverage for the fintech industry was largely driven by **Brand Spotlight** at 34.44% (487 publications), followed by **Corporate** at 22.84% (323 publications) and **Partnership** at 17.61% (249 publications). **User Application** accounted for 13.15% (186 publications), while **CSR** made up 7.07% (100 publications). **Market Inclusion** trailed behind at 4.88% (69 publications).



Media mentions of fintech brands were **predominantly positive in tonality** (926 publications), followed by a substantial share of neutral mentions (421 publications), and a smaller proportion of negative mentions (65 publications). Top positive headline was about **GCash's official partnership with ASEAN 2026,** highlighting cashless convenience and financial inclusion at the region's largest leadership gathering. Meanwhile, the top neutral headline was about **Coins.ph's sponsorship of BingoPlus Night 2026**.

TOP STORIES

Gcash
TOP HEADLINES BY PR VALUE

TOTAL ARTICLES
924

POSITIVE TONE
67.57%

TOP CATEGORY
Brand Spotlight

LEAD MEDIA TYPE
Online News

User Application

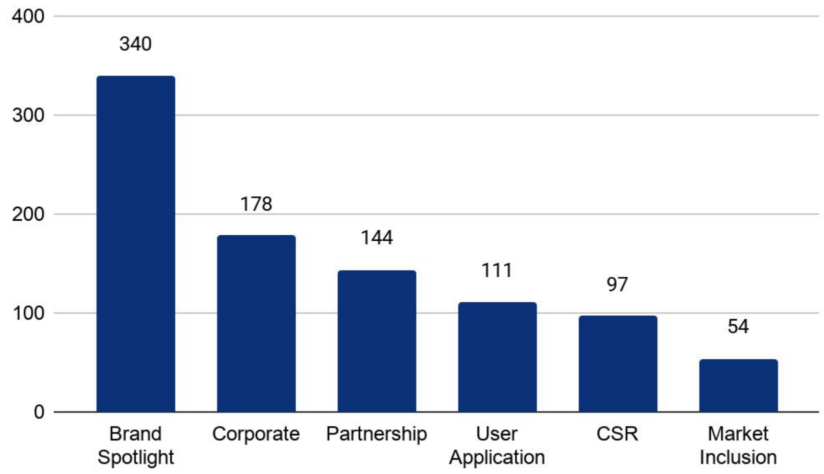
- Hassle-free travel: Payments abroad made easier with GCash Visa Card

Market Inclusion

- Red Hat and GCash: Powering Open-Source Innovation and Financial Inclusion in PH

Partnership

- GCash opens GCash Central Hub at Ayala Malls



NOTE: The publications have been embedded as hyperlinks and are accessible directly within the text.

Maya

TOP HEADLINES BY PR VALUE

TOTAL ARTICLES
330

POSITIVE TONE
59.70%

TOP CATEGORY
Brand Spotlight

LEAD MEDIA TYPE
Online News

User Application

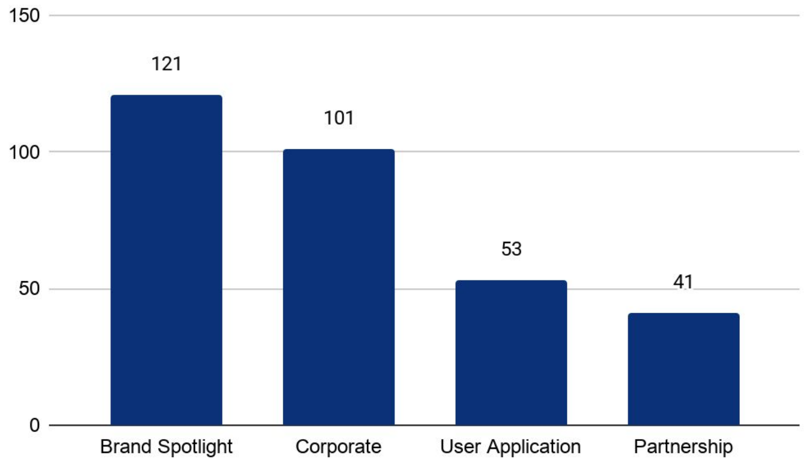
- How Two Filipino Sari-Sari Store Owners Grew Their Businesses Using Maya Business

Partnership

- 6 Months with my Maya Black Credit Card

Corporate

- Boardroom Tea: Maya's secret weapon



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Coins.ph

TOP HEADLINES BY PR VALUE

TOTAL ARTICLES
100

POSITIVE TONE
60.00%

TOP CATEGORY
Partnership

LEAD MEDIA TYPE
Online News

Brand Spotlight

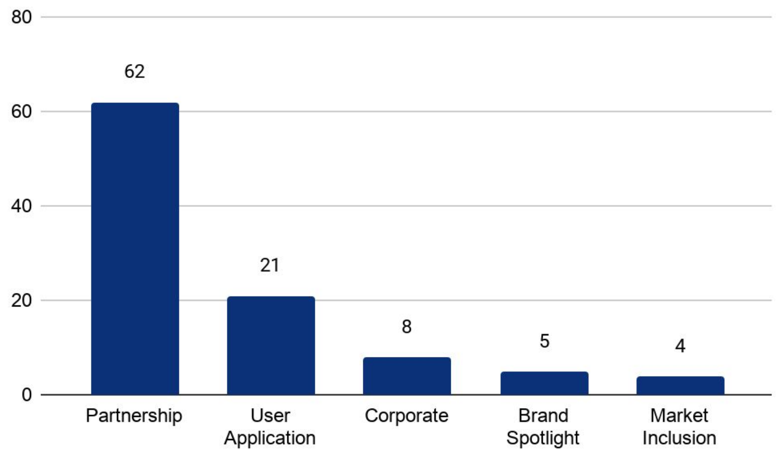
- Blockchain a powerful tool to strengthen public trust

User Application

- Interview: Coins.ph's Amira Alawi on Making Crypto as Simple as Your Lola Can Use It

Market Inclusion

- Part of Super App Strategy: Coins.ph Expands QRPh Crypto Payments to Bitcoin and Ethereum



NOTE: The publications have been embedded as hyperlinks and are accessible directly within the text.

GoTyme Bank

TOP HEADLINES BY PR VALUE

TOTAL ARTICLES
54

POSITIVE TONE
74.07%

TOP CATEGORY
Corporate

LEAD MEDIA TYPE
Online News

Partnership

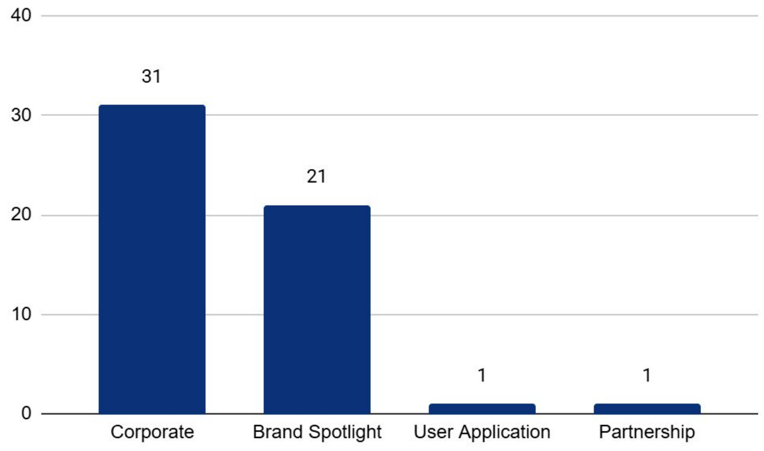
- LOOK: GoTyme Bank Brought the FIFA World Cup 2026™ Vibes Straight to Manila

Brand Spotlight

- PH Digital Banks Race to Win Gen Z as Trust Becomes the Next Battleground

Corporate

- GoTyme expands employee share ownership program



NOTE: The publications have been embedded as hyperlinks and are accessible directly within the text.

Maribank

TOP HEADLINES BY PR VALUE

TOTAL ARTICLES
6

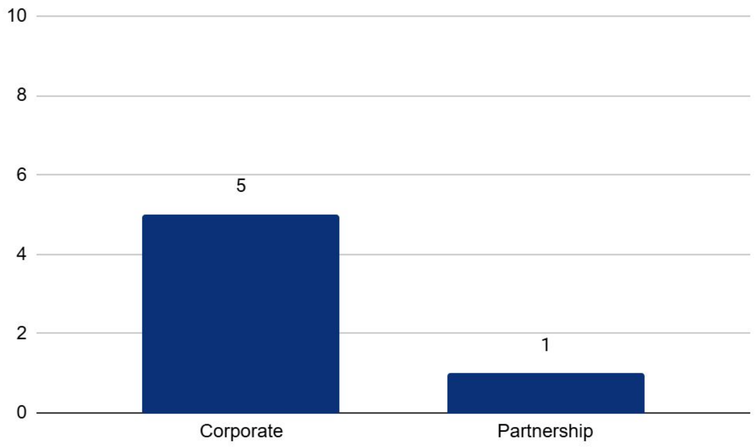
POSITIVE TONE
100.00%

TOP CATEGORY
Corporate

LEAD MEDIA TYPE
Online News

Corporate

- MariBank to offer 50 free transfers every month starting June



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KEY INSIGHT

The Philippine fintech industry sustained **strong media momentum in May 2026**, generating 1,414 articles led decisively by GCash and, to a lesser extent, Maya. GCash alone accounted for roughly two-thirds of all coverage, anchoring the industry narrative across brand spotlight, corporate, and partnership stories.

However, **coverage remained heavily concentrated on Brand Spotlight features and Corporate news**, while **themes such as Partnerships, User Application, and CSR were comparatively less prominent.** Market Inclusion registered the lowest volume of all, a notable gap given that financial inclusion sits at the very core of the sector's purpose. **With a large unbanked and underserved population in the Philippines, fintech brands have a clear opening to lead the conversation around expanding access, financial literacy, and MSME enablement.** Strengthening these narratives would not only broaden media coverage but also deepen public trust and position fintech players as active contributors to inclusive economic growth.

While GCash and Maya dominate fintech discourse, **other market participants such as Coins.ph, GoTyme Bank, and Maribank would benefit from greater visibility to expand their share of voice and remain competitive in market conversations**, particularly as digital banking and crypto-adjacent services compete for attention.

To sustain momentum, **fintech brands may consider diversifying content** beyond brand spotlights and corporate announcements, amplifying partnership-driven and product- or app-led stories that demonstrate everyday utility, and elevating financial-inclusion and CSR initiatives tied to literacy, accessibility, and consumer protection. **Given the sector's exposure to scams, cybersecurity threats, and regulatory scrutiny, maintaining strong reputation safeguards will be essential to preserving a favorable media environment.** Such an approach would position fintech companies not only as payment and banking providers, but also as trusted enablers of financial inclusion, shaping how Filipinos save, spend, and access financial services.

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media meter