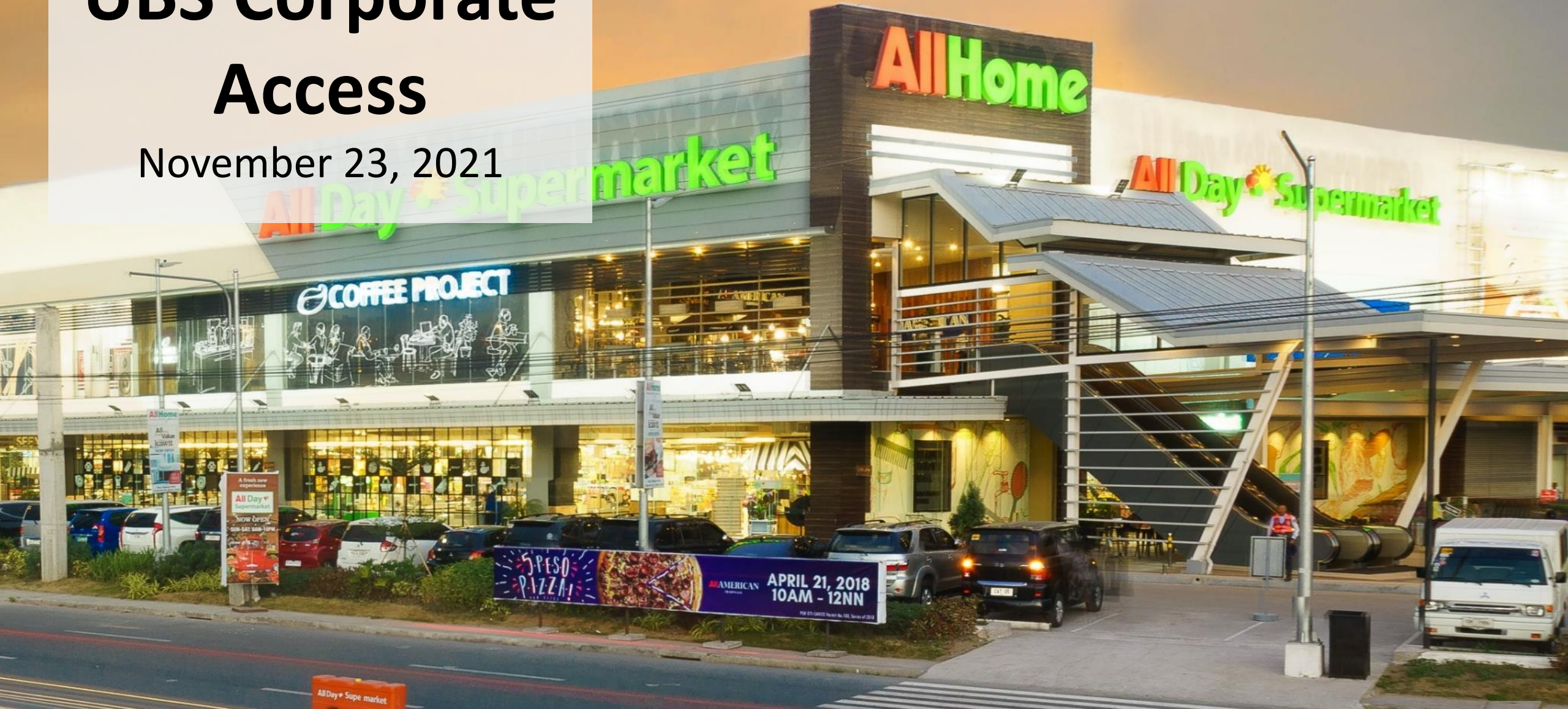


**AllHome**  
One-stop shop for *your* home

# UBS Corporate Access

November 23, 2021



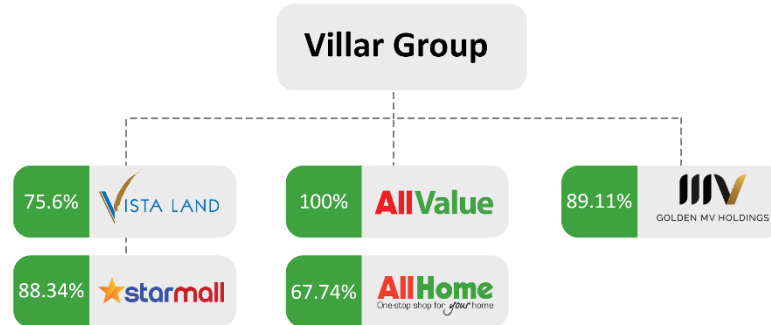
# Company Overview



One-stop shop home store



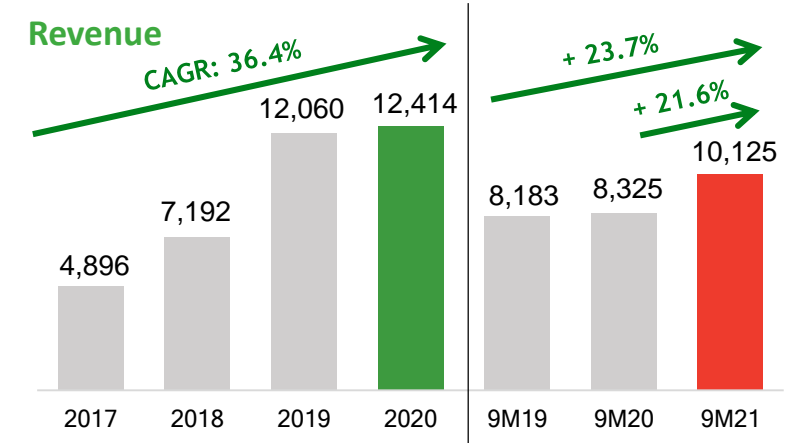
Synergistic relationship with the Villar Group



- ✓ Wholly owned subsidiary of AllValue Holdings Corp., an affiliate of Villar Group, the largest homebuilder in the Philippines
- ✓ Access to prime locations in **147 cities and municipalities**
- ✓ Benefits from **AllValue Retail Ecosystem**
- ✓ **PHP10.0Bn** of total value of residential projects launched as of FY2020



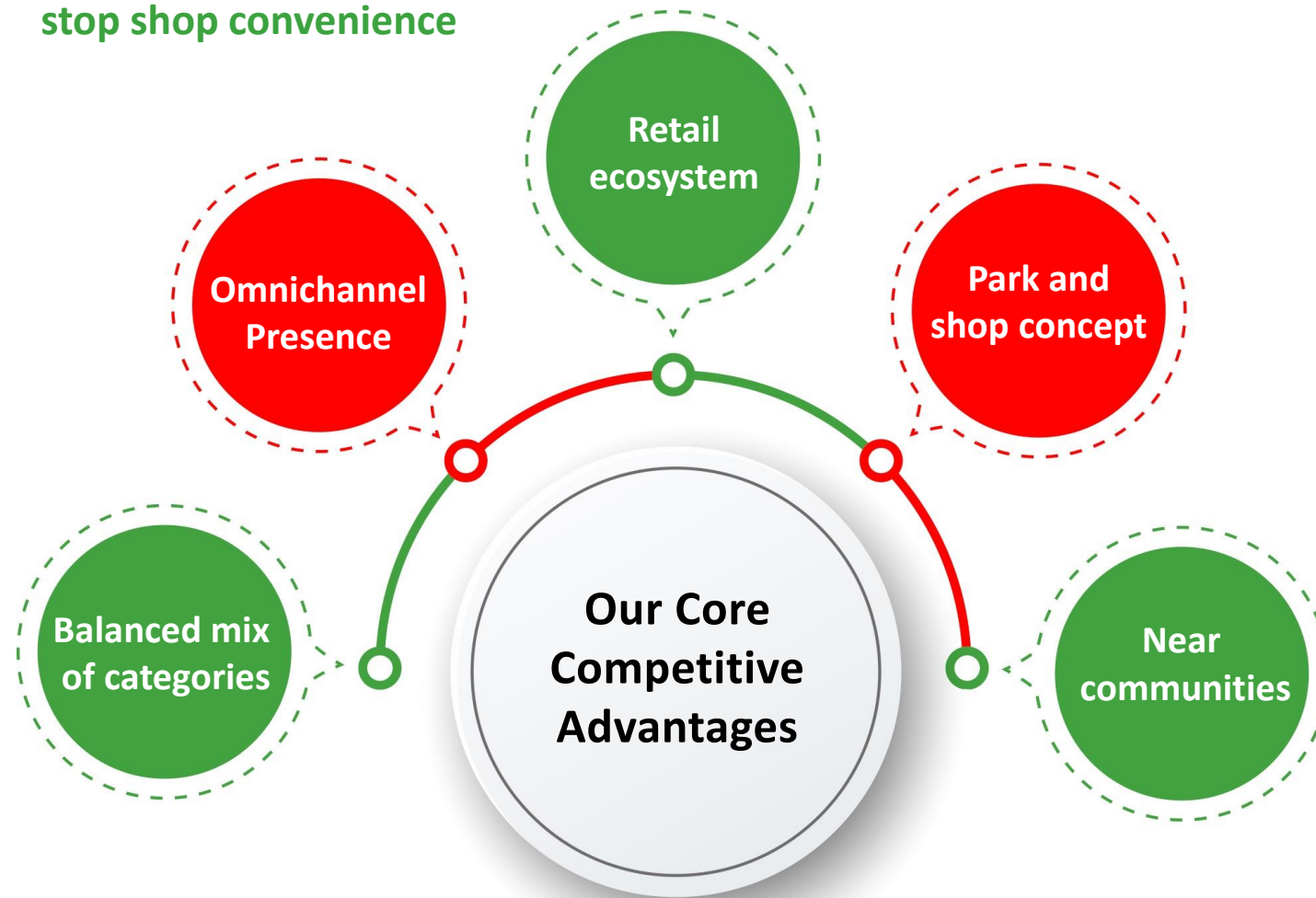
Resilient Record of Growth



- ✓ **55 stores** in 17 provinces and 34 cities and municipalities
- ✓ **291,259 sqm** of net selling space

# Our core advantages remain relevant to post-pandemic scenario

AllHome is part of a retail ecosystem that offers customers an **elevated in-store experience** and **one-stop shop convenience**



# 9M2021 by the numbers



**22%**

**YoY Net sales growth to ₱10.1B**  
(24% higher vs pre-pandemic levels 9M19)



**36%**

**3<sup>rd</sup> quarter Gross Profit Margin**



**32%**

**YoY EBITDA growth to ₱2.4B**  
(27% higher vs pre-pandemic levels 9M19)



**65%**

**YoY NIAT growth to ₱973M**  
(30% higher vs pre-pandemic levels 9M19)



**17%**

**Increase in transaction count**



**12%**

**9M 2021 SSSG**  
(9M 2020 SSSG at 0.3%)



**P46,353**

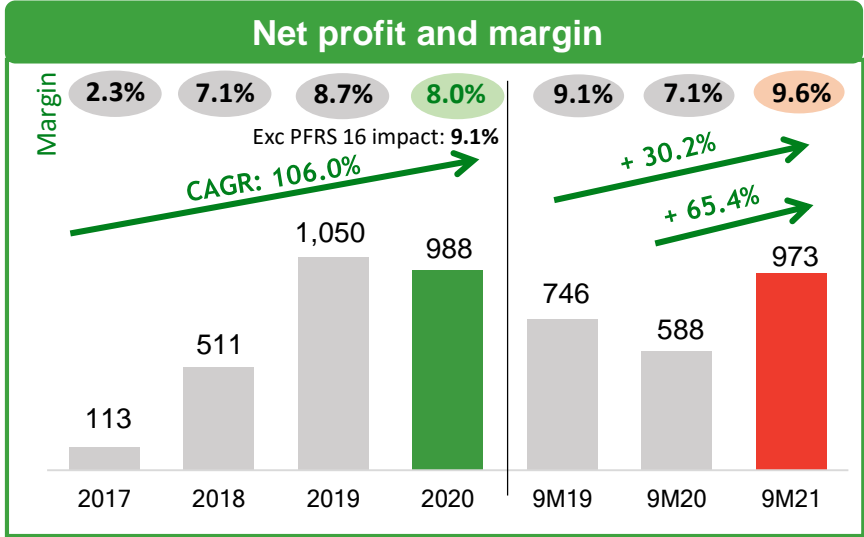
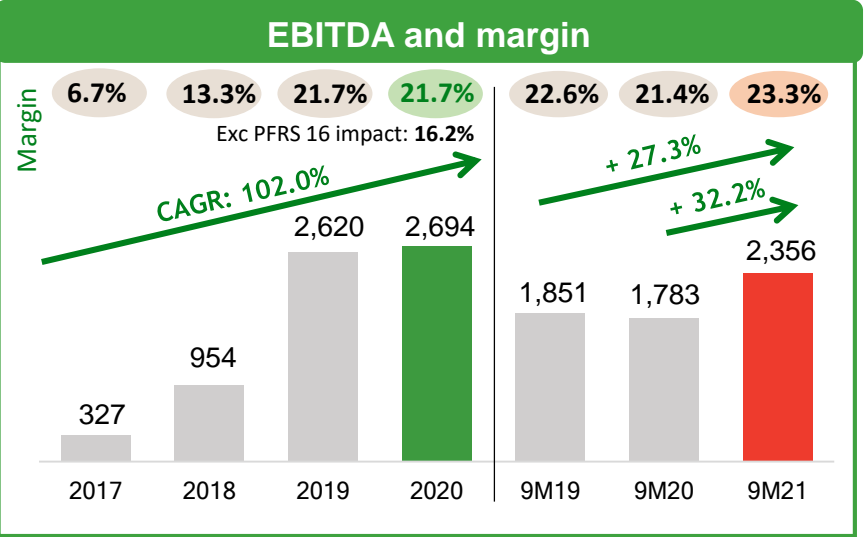
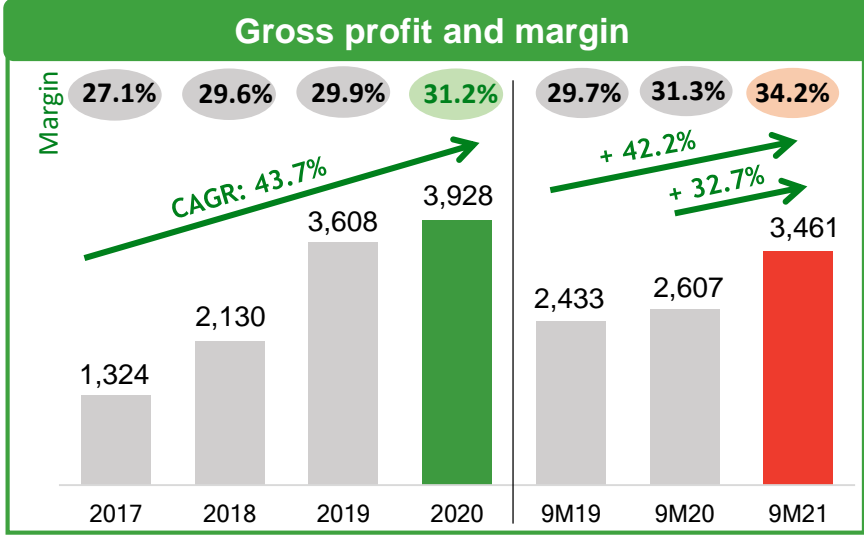
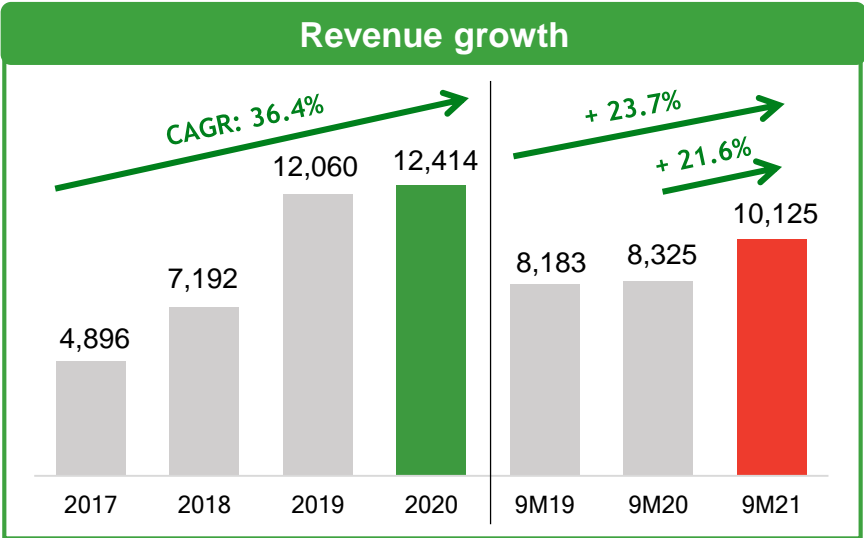
**Sales per sqm in 9M2021**  
(9M 2020 at 35,979)



**11%**

**E-commerce sales contribution**  
(as of September 2021)

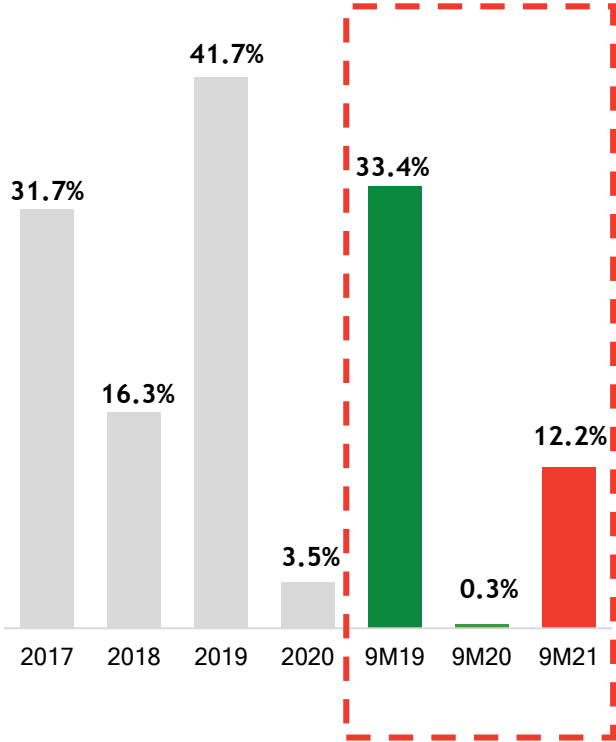
# Financial Highlights



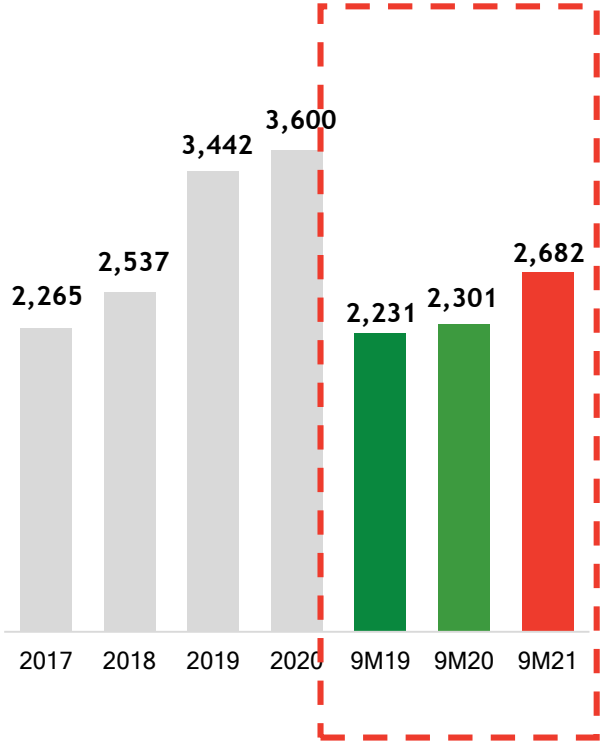
Amounts in PHP million

# Operational Highlights

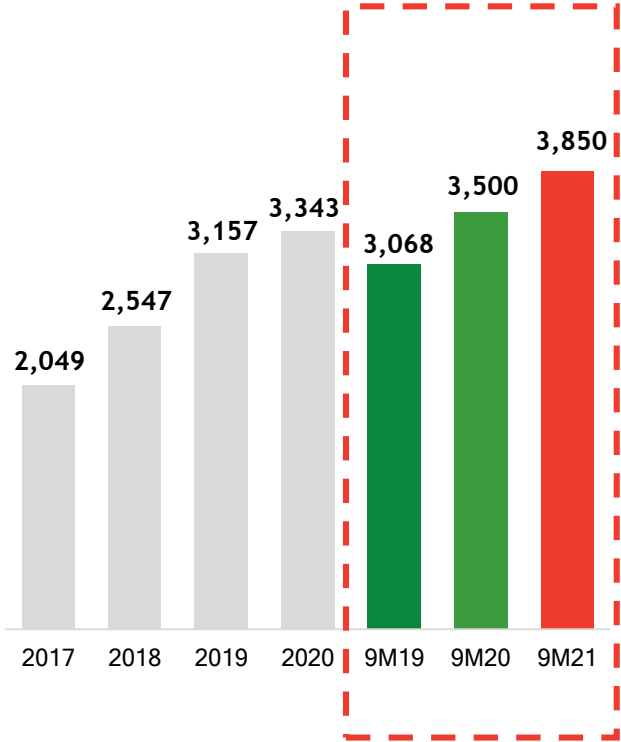
Same store sales growth



No. of transactions ('000s)



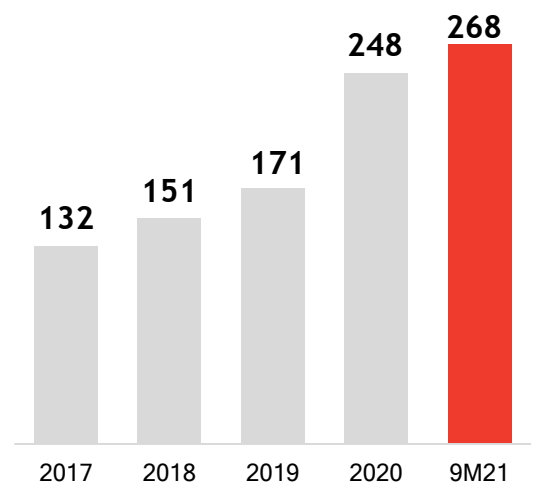
Ave transaction size (PHP)



# Working Capital

## Inventory turnover

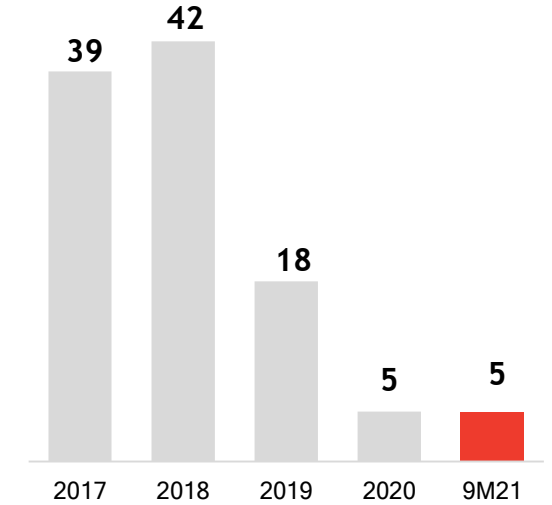
Days



- Increase in outright buys and expansion of in-house brands to increase GP margin
- Holiday buys

## Trade receivables turnover

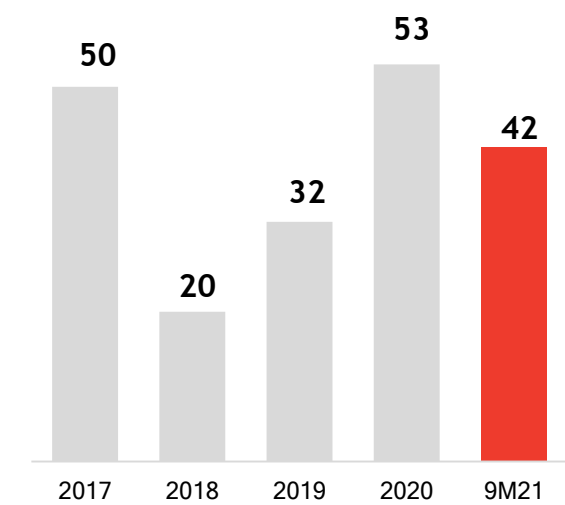
Days



- Trade receivables days maintained at single digit due to improved collection of corporate sales.

## Trade payables turnover

Days



- Within the 30-60 credit term with suppliers
- Includes Advances for importation in relation to increase in outright buys and expansion of in-house brands

Notes:

1. Inventory turnover days is equal to the average opening and closing inventory divided by cost of goods sold and multiplied by 365 days (for the year ended December 31, 2017, December 31, 2018, December 31, 2019 and December 31, 2020)
2. Trade receivables turnover days is equal to the average opening and closing trade receivables divided by revenues and multiplied by 365 days (for the year ended December 31, 2017, December 31, 2018, December 31, 2019 and December 31, 2020)
3. Trade payables turnover days is equal to the average opening and closing trade payables divided by cost of goods sold and multiplied by 365 days (for the year ended December 31, 2017, December 31, 2018, December 31, 2019 and December 31, 2020)

# Outlook / Strategies

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**SUSTAINABLE NETWORK EXPANSION**

**MARGIN ENHANCEMENT**

**OMNICHANNEL STRATEGY**

**OPERATIONAL EFFICIENCIES**

**HARNESS SYNERGIES WITH THE VILLAR GROUP**

# Sustainable network expansion

Opened 5 stores in  
9M 2021

## AllHome Stores opened:

- AllHome General Santos
- AllHome Cauayan, Isabela
- AllHome Bacolod
- AllHome Camella East
- AllHome Sto Tomas, Batangas



more stores to  
end the year  
with **57** stores

100 Stores by 2026

- Increased ability to open new stores with lower CAPEX requirement
- Focused expansion primarily through large stores in **NCR+ and Tier 1 cities**;
- **Immediate pipelines:** Mandaluyong, Caloocan, Las Pinas, Dasmariñas, Bulacan, Muntinlupa, GMA, Trece Martires, Cebu, Davao



### Existing large stores

- ✓ 9,000-10,000 NSA (in sqm)
- ✓ Php200 million capex
- ✓ 250,000 SKUs



### New generation stores

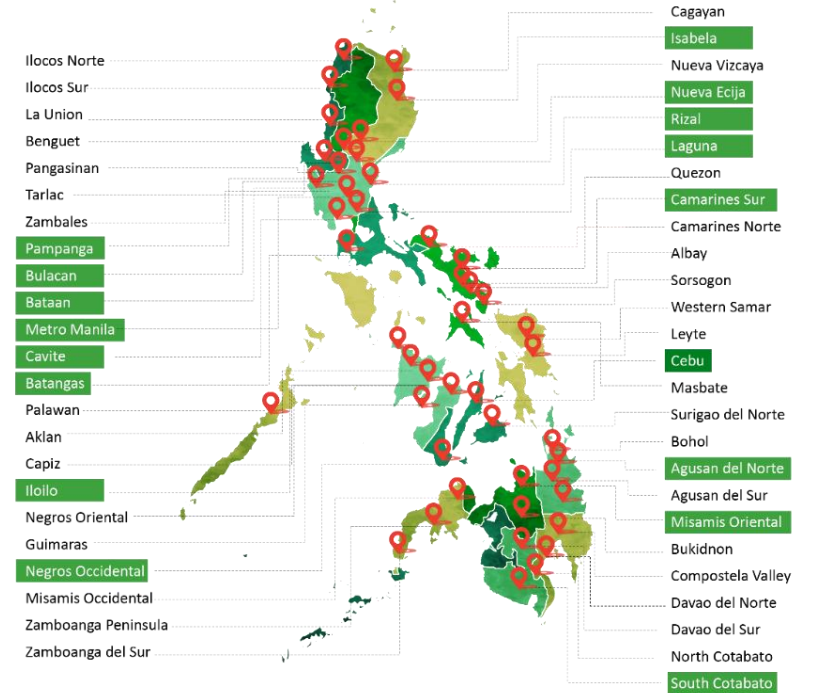
- ✓ 7,000-8,000 NSA (in sqm)
- ✓ Php160 million capex
- ✓ 250,000 SKUs (maximizing vertical display)

### Small store remains an opportunistic strategy



- ✓ 250-400 NSA (in sqm)
- ✓ Php10 to Php20 million capex
- ✓ Appliances, DIY or Digital

Footprint expansion opportunity



Vista Land presence

AllHome's presence

- ✓ Currently in **17** out of **49 provinces** and **34** out of **147 cities and municipalities** owned by Vista Land
- ✓ The home improvement market is fragmented, with 81% comprised of numerous small players (mostly traditional hardware). AllHome has been gaining market share from these players. (*Euromonitor Passport, January 2021 update*)

# Strategically selected store locations

Our 55 stores cover the regions where 80% of high/middle income Filipinos and OFW families are residing, top areas of economic growth.

## Central Luzon (Region III excluding Bulacan)

Population	8.8mn
Employment rate	90.4%
Average annual family income	PHP334k

## Southern Luzon (Region V)

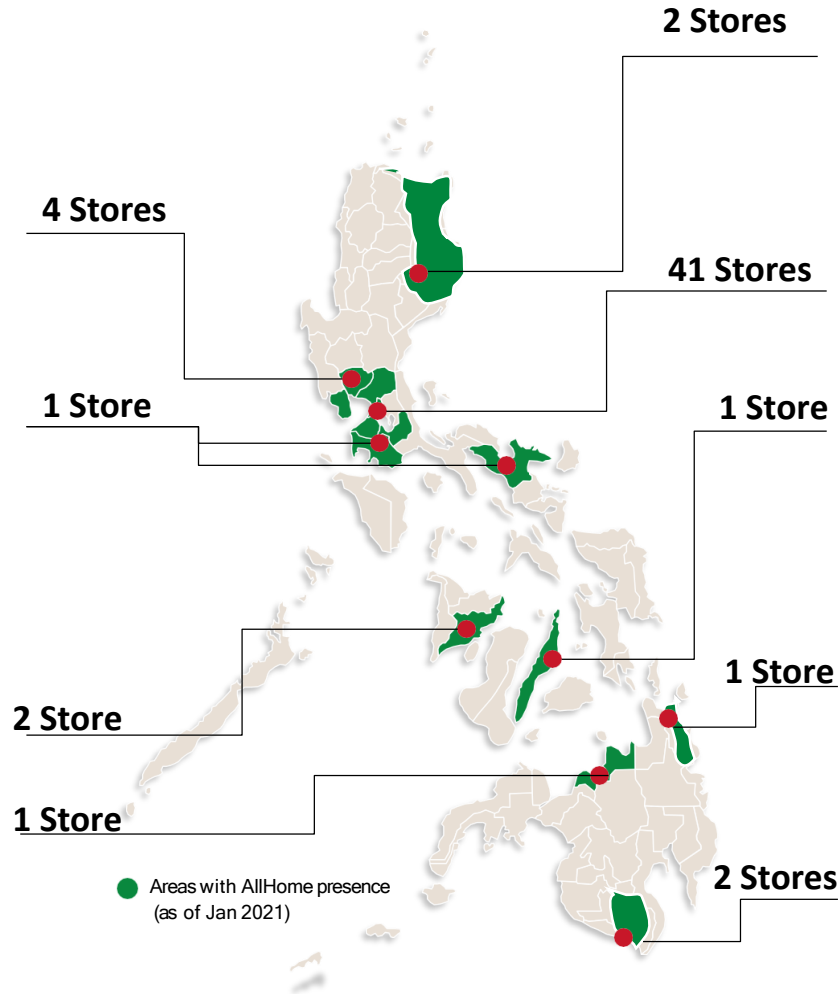
Population	6.2mn
Employment rate	91.8%
Average annual family income	PHP235k

## Western Visayas (Region VI)

Population	8.0mn
Employment rate	94.1%
Average annual family income	PHP266k

## Northern Mindanao (Region X)

Population	5.1mn
Employment rate	94.4%
Average annual family income	PHP250k



## Cagayan Valley (Region II)

Population	3.7mn
Employment rate	94.2%
Average annual family income	PHP265k

## Mega Manila

Population	28.8mn
Employment rate	88.3%
Average annual family income	PHP422k

## Central Visayas (Region VII)

Population	8.1mn
Employment rate	90.1%
Average annual family income	PHP308k

## CARAGA (Region XIII)

Population	2.8mn
Employment rate	92.4%
Average annual family income	PHP243k

## SOCCSKSARGEN (Region XII)

Population	5.0mn
Employment rate	93.7%
Average annual family income	PHP242k

# Continuous margin improvement

## Increase in In-house brand contribution

45

**In-house brands**  
27 out of 45 are hard categories

12%

**Sales contribution**  
As of 9M21, up from 7% of prior year

20%

**Target sales contribution**  
By 2023

## IN-HOUSE BRAND STRATEGY

- Selected based on top SKUs
- Building brand awareness
- Use of power aisle displays
- Technical proficiency training of products
- Incentives to sales personnel
- Spanning all categories
- Drive B2B customer base expansion

### Construction



### Hardware



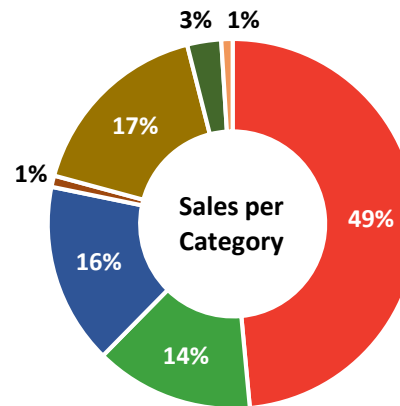
### Flooring and Tiles



### Soft Category Brands



## SALES PER CATEGORY

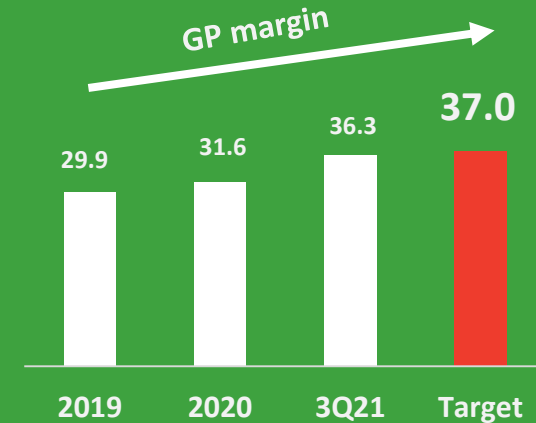


- Tiles & Sanitary Wares
- Construction Materials
- Furniture
- Linens
- Hardware
- Appliances
- Homewares

## Strategic inventory buys and pricing

- Increased outright buys for top-selling and fast-moving SKUs
- Periodic review of slow-moving and fast-moving products
- Regular negotiation with suppliers for improved margins
- Dynamic offering through consistent introduction of new items
- Strategic pricing

37%  
Target GP margin



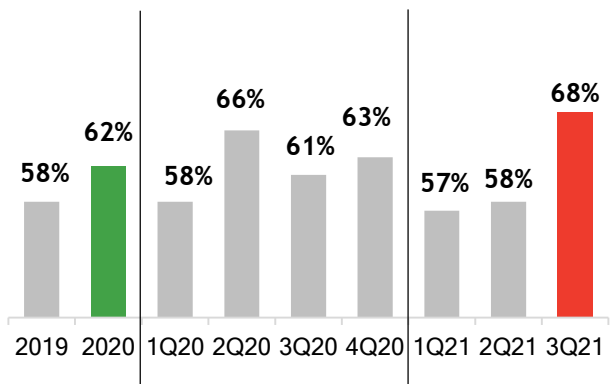
# Our balanced category mix adapts to changing customer needs

## Wide offering of soft and hard products

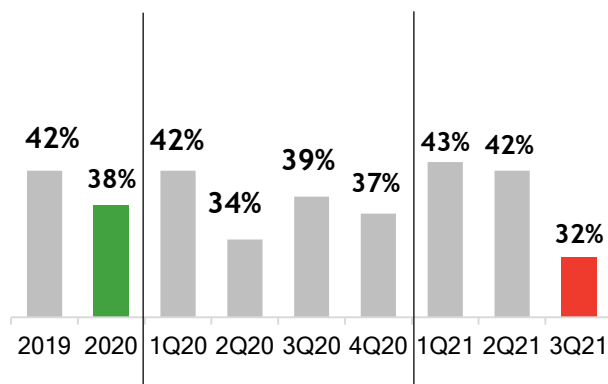
SOFT CATEGORIES	Contribution	
	9M21	9M20
Furniture	20%	20%
Appliances	29%	31%
Homewares	9%	7%
Linens	3%	3%
<b>TOTAL</b>	<b>61%</b>	<b>61%</b>

HARD CATEGORIES	Contribution	
	9M21	9M20
Hardware	5%	4%
Tiles & sanitary wares	10%	9%
Construction	23%	26%
<b>TOTAL</b>	<b>39%</b>	<b>39%</b>

### Soft Categories



### Hard Categories



## Target category mix

**50%**

SOFT

Target sales contribution



**50%**

HARD

Target sales contribution



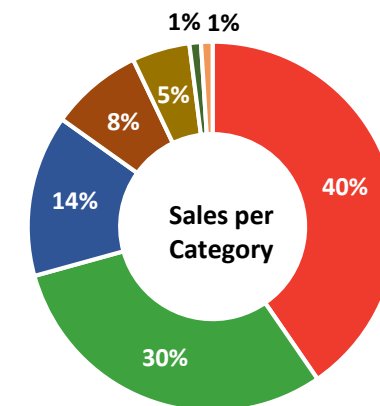
## Push for hard categories through B2B expansion



### Hard categories driven by loyalty card

**7,233 members**  
As of 9M2021  
215% growth from Dec 2020

**₱287M Sales**  
As of 9M2021  
99% growth in quarterly sales from 4Q2020



- Tiles & Sanitary Wares
- Hardware
- Construction Materials
- Appliances
- Furniture
- Homewares
- Linens

# Operational efficiency initiatives

## Inventory Management

- Agility in calibration of merchandise as indicated by market demand
- Efficient product assortment process
- Maintain sufficient inventory level
- With designated outlet stores for select inventories



	2018	2019	2020	2021
NSA (in sqm)	186,665	296,772	331,590	291,259
Ave NSA of Large Store	9,276	9,160	9,279	7,289

## Optimized Store Size

- Allotting larger store space as designated fulfillment / logistics area in response to increasing e-commerce sales
- Bigger store warehouse minimized capex for additional DC space requirement
- Right-sizing of selling area and increased store warehouse will result to savings on utilities, manpower cost and DC rent
- Maximizing store inventory capacity via vertical display efficiency resulting to smaller required selling space footprint

# Ramping up omnichannel presence and capability

Seamless experience between **digital** and **physical stores** that will allow customers freer and faster access to our **elevated in-store and online experience**



Self Checkout Counter



Click & Collect Counter



On top of the ecommerce platforms, AllHome promoted personal shopper to bring a human touch to the home shopping experience.



Building life stories campaign - aims to further increase brand awareness and improve brand equity in the mind of our target market. This is a campaign that we are running online and offline.



Downloadable Christmas e-catalog

- One of the top sellers in Lazada
- Same day delivery of AllHome
- Shop4u – a personal shopper service

## Engagement with Leading On-Demand Delivery Providers

AllHome has taken an active approach in joining on demand delivery providers like GrabMart, Metromart, Pandamart and Pickaroo. Also available on Glife and Beauty Mnl.



## OmniChannel Presence

- Allhome.com.ph
- Builders Centre Viber Community
- Shop online at AllHome Viber community
- Youtube Channel
- AllHome Virtual Store
- SHOP4U

### Social Media Platforms

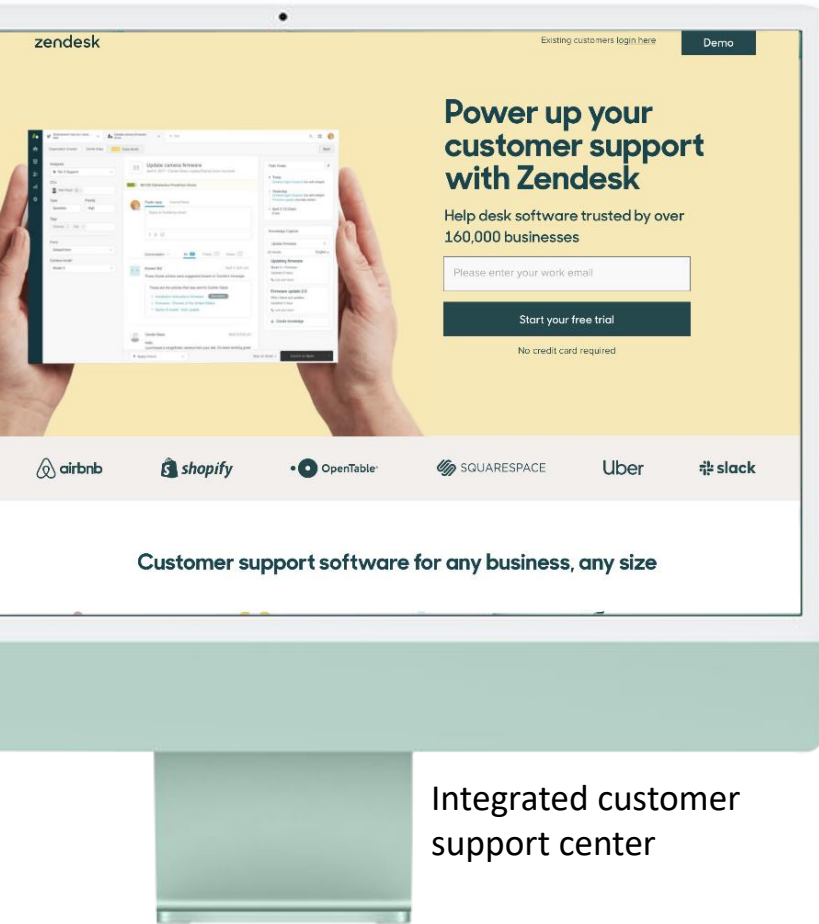
- Facebook
- LinkedIn
- Instagram
- Twitter
- Pinterest
- YouTube
- Tiktok

### Marketplaces

- Allday.com.ph
- Lazada
- Shopee
- Paymaya Mall

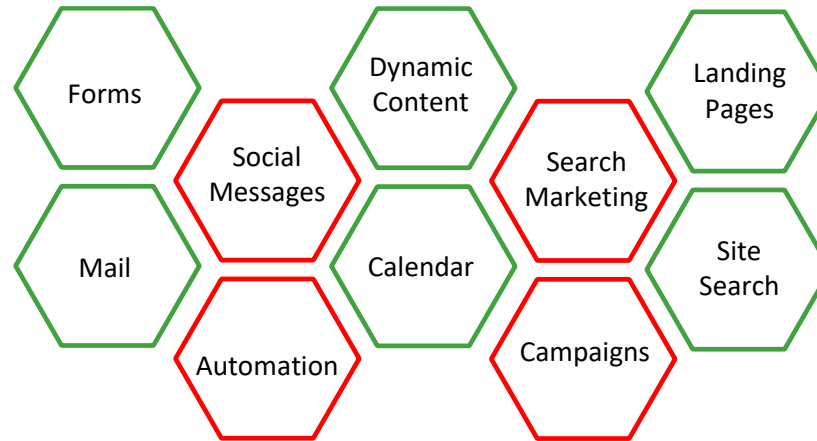


# Revolutionizing digital experience



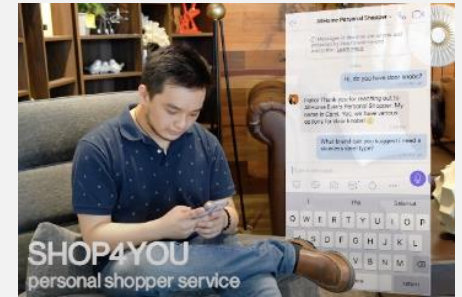
Integrated customer support center

## Marketing Automation Tool



Use of latest cutting-edge marketing tool that can drive up quality leads, conversion and marketing ROI in general.

## Enhancing Customer Experience



Shop4u – a personal shopper service



# PWA

## Progressive Web Application

Offline mode  
No installation or manual updates required  
App store independent

# Our ESG Culture



## Three key areas of focus, as aligned with the UN Sustainable Development Goals

Decent work and economic growth

- Extensive buys of merchandise from different local suppliers
- Job creation and employment opportunities as a result of wide retail network across the country

Industry, innovation and infrastructure

- Construction materials, hardware, tiles and sanitary wares that serves to meet the structural improvement needs of the Filipinos
- Innovative products for furniture, appliance, homeware, and linen industry that could help improve people's lives, even in simple ways.

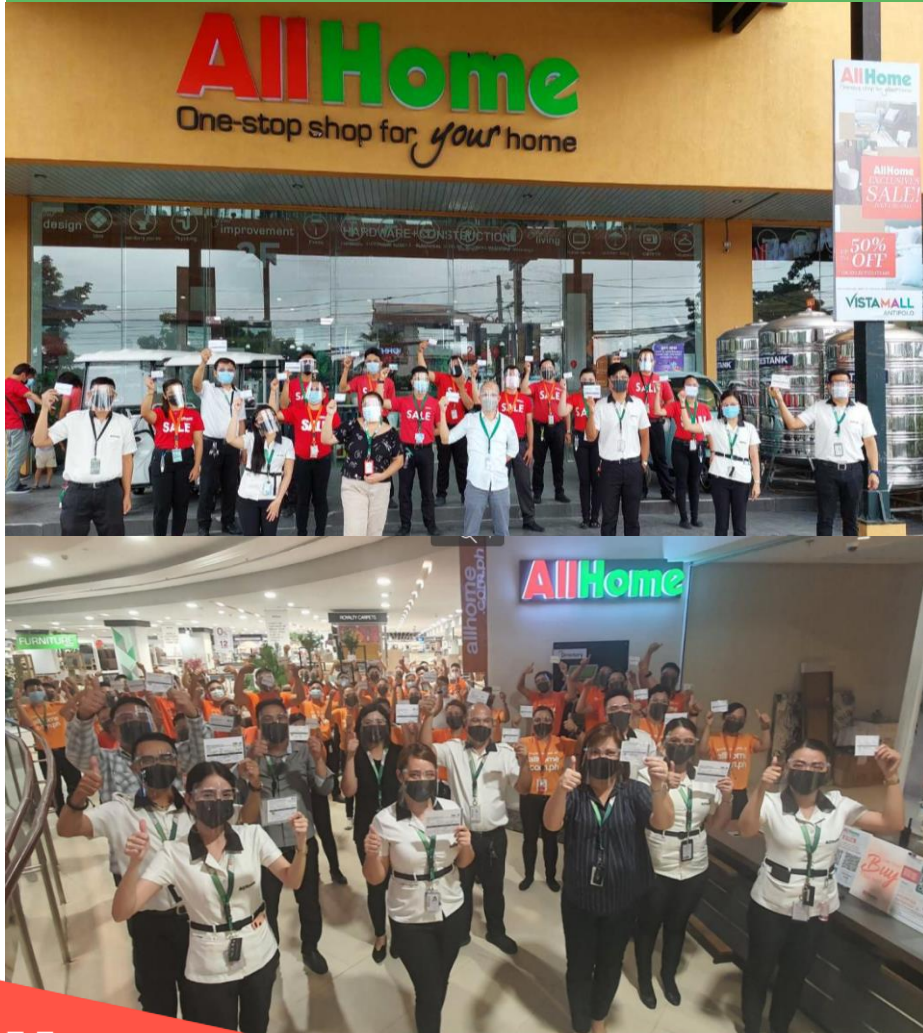
Sustainable cities and communities

- Affordable and accessible home improvement materials and products
- Community empowerment through various initiatives

# Our ESG Initiatives

## VHealthy Program – 100%

100% of all eligible employees have been vaccinated



In collaboration with Deputy Speaker and Las Piñas Rep. Camille Villar, AllHome together with its valued suppliers such as Philippine Insulation Co. Inc., ProWood, Delta Wood Products Corp., Polylite Industrial Corp., Uratex, Midea, Haier, and TCL continue to build life stories as they give an upgrade to Las Piñas City Science High School's ICT rooms.



# Outlook / Strategies

## Sustainable Network Expansion

- 100 stores by 2026
- NCR+ and Tier 1 key cities
- New generation store format
- Synergies with Villar Group

## Margin Enhancement

- 20% in-house brands target sales contribution by 2023
- 37% target GP
- Increase outright buys of saleable SKUs
- Pursue exclusive brand offerings
- Strategic pricing

## Omnichannel Strategy

- [www.allhome.com.ph](http://www.allhome.com.ph)
- Progressive Web Application
- Marketing automation tool
- SHOP4U
- On-demand delivery and third party platforms

## Operational Efficiencies

- Optimal inventory management
- Capex savings
- Opex savings
- Periodic review of optimal store size and layout

## Harness synergies with the Villar Group

- Retail Group
  - Home Improvement
  - Grocery
  - Food Service
  - Entertainment
  - Lifestyle and fashion
- Real Estate and Malls

# Q&A

**AllHome Website**  
[www.allhome.com.ph](http://www.allhome.com.ph)



**For Corporate Disclosures**





Thank You!

**AllHome**  
One-stop shop for *your* home