

PRESS RELEASE



For inquiries, please contact:

+63 917 581 4504

AllHome continues store network expansion after strong Q1 and Q2 2020 results

Riding on the strength of an improving trend, AllHome's outlook for the rest of 2020 remains positive. Continuing with its expansion strategy, AllHome strengthened its position by expanding its store network further into the growing communities of Luzon. With the opening of the AllHome Santiago and the Builders' Center in Evia Lifestyle Center, AllHome's network now stands at 47.

Despite the temporary closure of stores during the enhanced community quarantine in the second quarter and the subsequent general community quarantine, AllHome's performance demonstrated resilience, reporting a mere 4% drop from its sales from the same-period performance in 2019.

"We are optimistic in the performance of our provincial stores especially with our most recent opening in Santiago City, Isabela. For the rest of 2020, we have identified at least 2 more stores to open, ending 2020 with 49 stores, at the least. We have a solid pipeline of new stores around the country and with the help of our affiliates under the Villar Group, we foresee that we can fast-track the completion of these new stores in 2020," said Benjamarie Therese N. Serrano, President of Allhome. "We have adjusted the opening schedules given the construction delays and economic impact of this pandemic. Initially, we planned to delay new store opening to 2021 but with the trend we are seeing, we have decided to open at least 4 new stores this 2020," she added.

AllValue Chairman Manny B. Villar, Jr. said, "These new AllHome stores will be built closer to residential communities as more and more consumers deem it a priority to lessen movement and shop closer to home. AllHome stores offer ample space for shoppers to maintain the necessary physical distancing. Being a one-stop shop, consumers no longer need to transfer to another store to complete their home and building shopping."

To date, AllHome has 37 stores in Mega Manila, 5 in Luzon outside of Mega Manila and 5 in Visayas and Mindanao. On the strength of this growing network, residential communities including Vista Land homeowners, architects, interior designers and contractors in these cities are provided easy access to a comprehensive and world-class source for home and building needs. By offering seven product categories—construction materials, hardware, tiles and sanitary wares, furniture, appliances, homewares and linens — AllHome is able to provide the market a complete offering of home improvement and construction solutions. AllHome also continues to expand its product portfolio with the continuous addition of inhouse brands in all its categories. AllHome currently offers 32 in-house brands across all carried categories.

#