

## PRESS RELEASE



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### **AllHome kicks off 2021 with 4<sup>th</sup> Mindanao location in General Santos City**

AllHome, the country's pioneering one-stop full line home center, continues to expand its store network as it marks the opening of its 4th branch in Mindanao. AllHome has three other branches in Mindanao, located in Cagayan de Oro, Butuan City, and Koronadal City. The launch of this large free-standing store in General Santos increases the store network of AllHome to 51 locations spread across 30 cities and municipalities nationwide. This is AllHome's 14th large free-standing format store, while large mall-based stores and small specialty format stores number at 22 and 15, respectively.

Bolstering its presence in southern Philippines with a new 7,600 sqm location in General Santos City, South Cotabato, AllHome's newest store is located at Purok 9 Barangay Katangawan, Circumferential Road, General Santos City, its second location in the province of South Cotabato. A highly urbanized city, General Santos serves as the commercial and entertainment hub of central Mindanao, making it an ideal location for AllHome's latest addition to its store network.

With this recent expansion, AllHome ensures that contractors, architects, interior designers, and homeowners in the southern part of South Cotabato province have convenient access to a vast range of home building products and services, value for money, convenience, and excellent customer service at AllHome.

"AllHome aims to bring world class shopping experience to more locations across the Philippines. We want every Filipino to have the best choices in building and furnishing their homes," said AllHome Vice Chairman Camille Villar.

AllHome Chairman Manny B. Villar, Jr. also added, "AllHome's expansion is fueled by our optimism on the recovery of the market this year. As we continue to navigate the new normal, we deem it important to reach outside Metro Manila to cater to new markets."

AllHome, including the General Santos branch, features a new look in its stores. Higher ceilings and an expansive racking for the construction area to give shoppers a better view of the store's offerings. It is the

go-to place for all construction needs, providing a wide range of options to choose from in terms of brand, style, and function.

Recognizing the need for a safe shopping experience for customers, AllHome continues to uphold stringent pandemic protocols, conducting temperature checks for both employees and customers upon entry into store premises. Facilities such as elevators and escalators are sanitized every day after store hours, as well as store items.

On October 10, 2019, AllHome made its debut on the Philippine Stock Exchange via Initial Public Offering (IPO). By the end of 2020, it had established a network of 50 stores across the Philippines, and now 51 stores as of the first month of 2021.

To shop safely from your home, visit [allhome.com.ph](https://allhome.com.ph).

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