

PRESS RELEASE



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AllHome marks 50th store with the opening of AllDigital

AllHome expands its product offering and brings home shopping to even greater heights with the opening of AllDigital under its small specialty store format. AllDigital is the 50th store of AllHome, the country's one stop shop for home needs. Featuring everything innovative and digital in line with the new normal, AllDigital is a tech emporium that offers a wide variety of gadgets—laptops, cellphones, cameras, drones, e-scooters and even collectible toys.

"AllDigital has curated the latest and innovative tech brands in the country in one store. This is the one-stop shop for all your technology needs for your home and home office. It puts great value in offering only the best original merchandise", said AllHome Vice Chairman Camille A. Villar.

Designed to be experience-focused, the AllDigital store allows gamers to try the newest games with its gaming nook, complete with a high-specs gaming desktop and a top-of-the-line gaming chair; e-scooters are on display and can be tested in-store; and drones have a dedicated fly zone where customers can fly them safely. For the discerning toy collector, life-size models are on display to complement a comprehensive offering of collectibles. At AllDigital, customers can get first-hand experience of cutting-edge technology and gain access to the latest mobile phones and gaming consoles on the market. AllDigital will capture the excitement and imagination of technology enthusiasts, appeal to gamers, photographers, music lovers, and toy collectors in the upscale market.

Manuel B. Villar, Chairman of AllHome stated, "As the pandemic pushes us to adopt technology faster, AllHome enters the tech world, further expanding its offering for the Appliances category and targeting a brand new market. This involves creating a tech hub that houses nothing but the best-selling premium products today. It's a place where gadget enthusiasts can come together and even learn from one another. AllDigital is the core for both play and innovation. It is also a testament to AllHome's innovative mindset and its capability to quickly adapt to changing customer needs." In its 3rd quarter 2020 report, 31% of AllHome sales were generated by the Appliances category.

With the opening of AllDigital store, AllHome now has 39 stores in Mega Manila, 6 in Luzon outside Mega Manila, and 5 in Visayas and Mindanao. AllDigital is an addition to AllHome's small specialty store format, bringing the store count by format to -- 15 small specialty, 13 large free-standing and 22 large mall-based. The recent launchings of Cabanatuan and Sta. Maria stores increased the store count for large free-standing format.

AllDigital is located at the 2nd level Evia Lifestyle Center, Las Pinas City.

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