

AllHome

One-stop shop for *your* home

CS 2022 Asia Corporate Day

June 8, 2022



The AllHome Team



Benjamarie Therese Serrano
President & CEO



Robirose Abbot
CFO, CRO & Investor Relations Head



Emelita De Villa
Operations Head



Nellie Tan
Merchandising Head



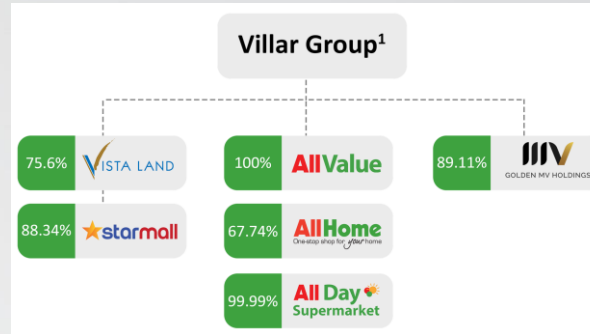
Emerito Purisima, Jr.
*Investor Relations Head,
AllValue Holdings Corp.*

Company Overview

One-stop shop home store



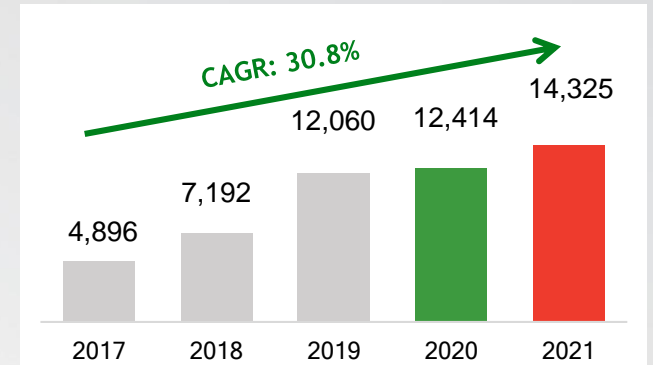
Synergistic relationship with the Villar Group



- ✓ 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
- ✓ **PHP10.2Bn** of total value of residential projects launched as of FY2021

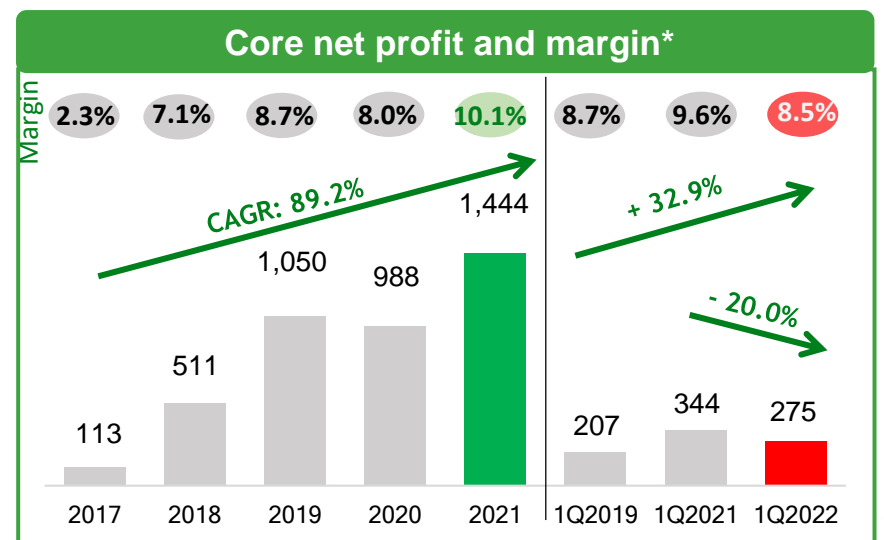
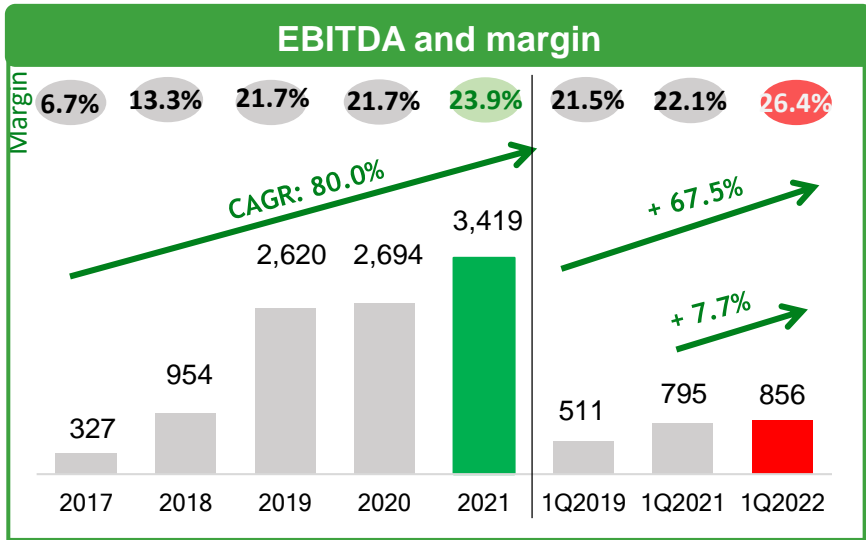
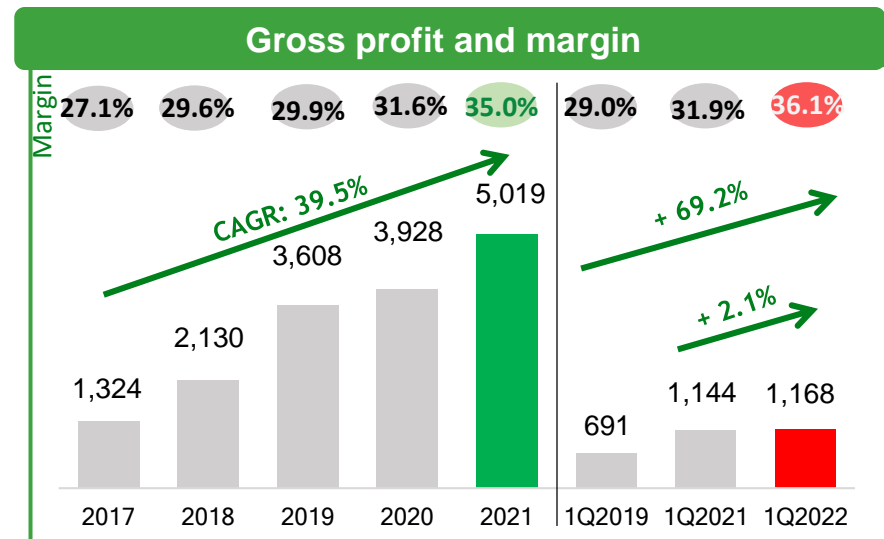
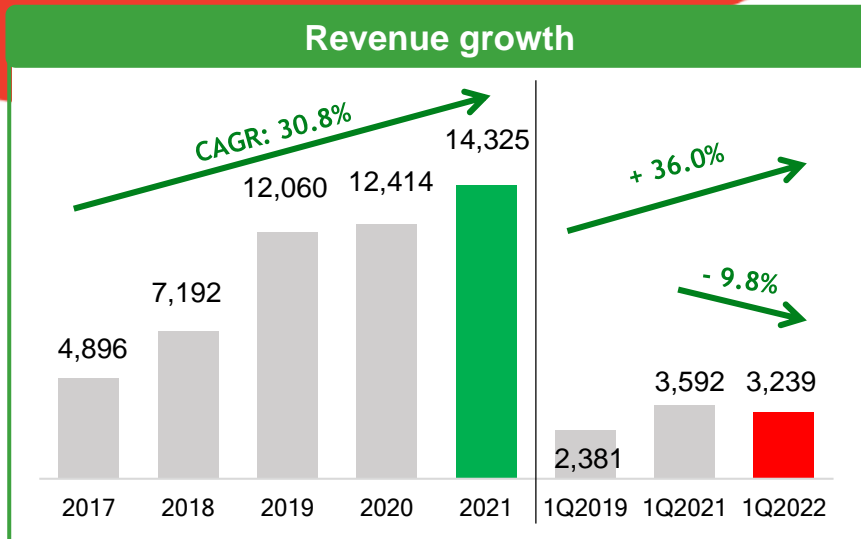
Resilient Record of Growth

Revenue



- ✓ **57 stores** in 17 provinces and 34 cities and municipalities
- ✓ **297,469 sqm** of net selling space

Financial Highlights



Amounts in PHP million

*1Q2022 figure is based on Core Net Profit and margin

Income Statement

IN PHP MILLIONS	1Q 2022	1Q 2021	% Change
Revenues	3,239	3,592	-9.8%
Cost of Goods Sold	2,070	2,447	-15.4%
Gross Profit	1,168	1,144	2.1%
<i>Gross Profit Margin</i>	<i>36.1%</i>	<i>31.9%</i>	
Other Income	65	70	-8.1%
Operating Expenses	766	674	13.6%
Operating Profit	467	541	-13.6%
EBITDA	856	795	7.7%
<i>EBITDA Margin</i>	<i>26.4%</i>	<i>22.1%</i>	
Core Net Income	275	344	-20%
<i>Net Margin</i>	<i>8.5%</i>	<i>9.6%</i>	
Losses on damaged assets	-303	-	-
Net Income	-28	344	-108%
<i>Net Margin</i>	<i>-0.9%</i>	<i>9.6%</i>	

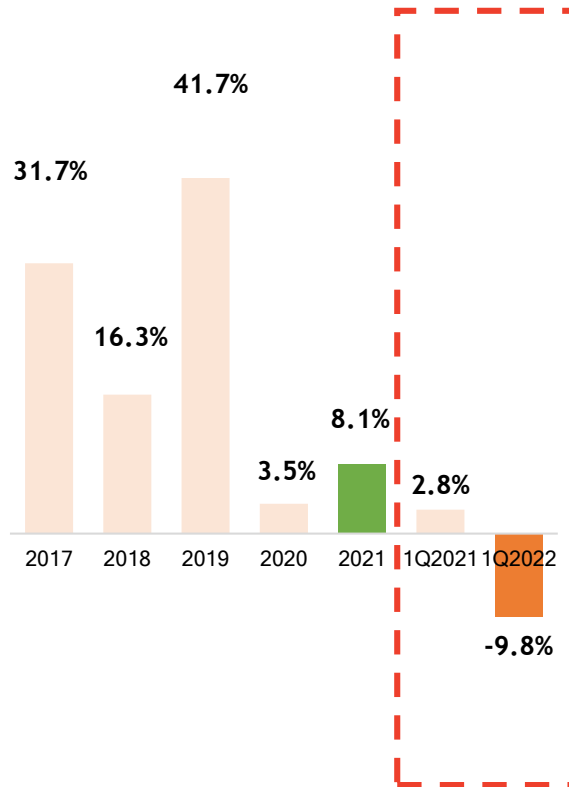
Financial Position

IN PHP MILLIONS	March 31, 2022	December 31, 2021
Current Assets	10,968	11,464
Noncurrent Assets	14,402	14,348
Total Assets	25,370	25,813
Current Liabilities	3,766	3,978
Noncurrent Liabilities	7,005	7,209
Total Liabilities	10,772	11,187
Capital Stock	3,750	3,750
Additional Paid-in Capital	7,209	7,209
Retained Earnings	3,639	3,667
Total Equity	14,598	14,626
Current ratio	2.91	2.88
Quick ratio	0.46	0.57
Debt to equity ratio	0.74	0.76
Return on asset*	4.3%	5.6%
Return on equity*	7.5%	9.9%

*1Q2022 ratio is based on Core Net Profit

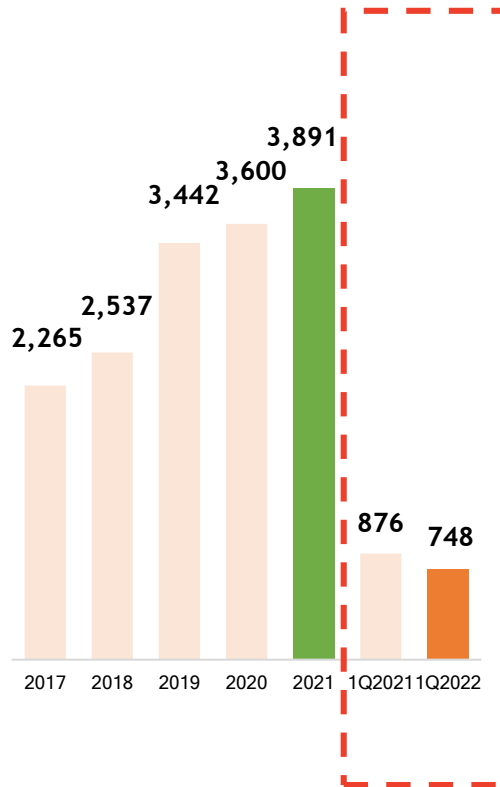
Operational Highlights

Same store sales growth*

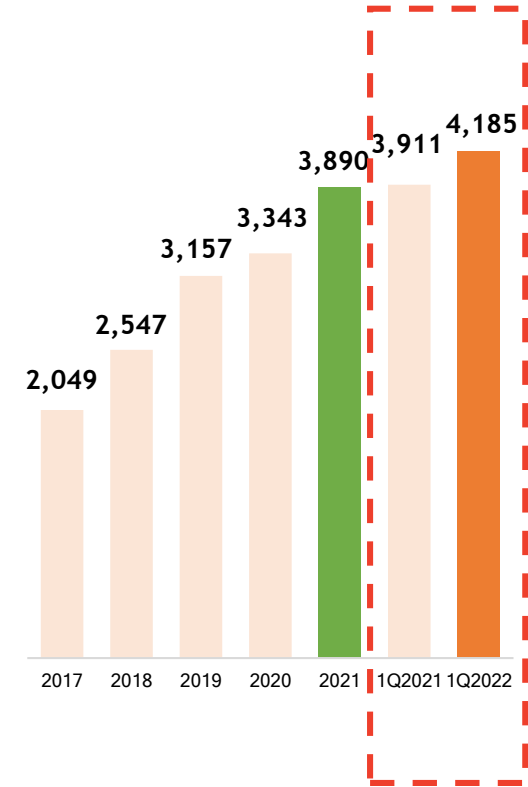


*1Q2022 SSSG excludes Alabang stores

No. of transactions ('000s)



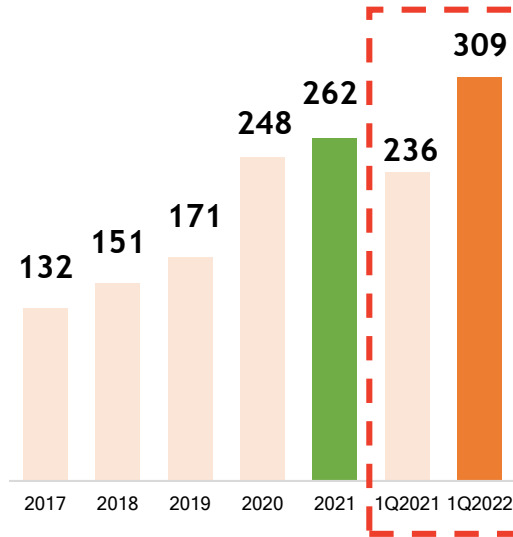
Ave transaction size (PHP)



Working Capital

Inventory turnover

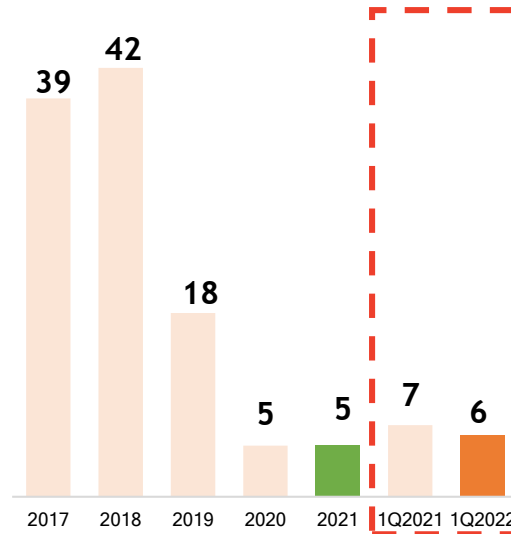
Days



- Increase in outright buys and expansion of in-house brands to increase GP margin
- Advance inventory buys due to int'l logistics and supply chain issues
- Effect of lower sales

Trade receivables turnover

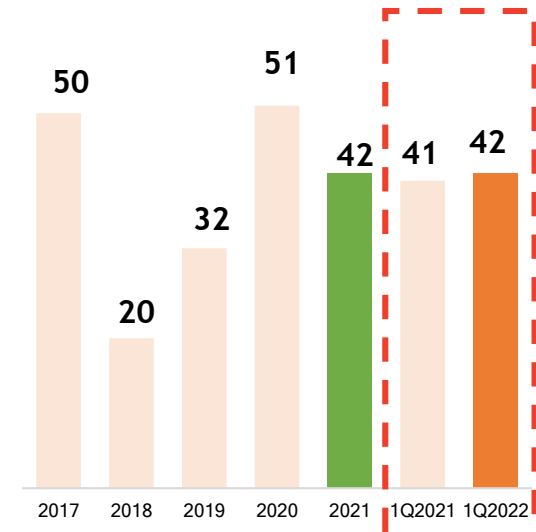
Days



- 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 increase in outright buys, expansion of in-house brands, and advance invty buys

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 - 2021, and for the quarter ended March 31, 2021 - 2022)
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 - 2021, and for the quarter ended March 31, 2021 - 2022)
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 - 2021, and for the quarter ended March 31, 2021 - 2022)

Optimistic economic recovery in 2022

AllHome is part of a retail ecosystem that provides customers a complete shopping experience for all their needs.

AllValue



- ✓ At Alert Level 1
- ✓ Indoor and outdoor restaurants may open at 100% of capacity
- ✓ All guests, including minors are welcome to shop
- ✓ Entertainment venues are open to fully-vaccinated guests

Our Core Competitive Advantages



Balanced mix of categories



Retail ecosystem



Omnichannel Presence



Park and shop concept



Near communities



AII REWARDS Membership Program



702,584 cardholders as of March 2022



Earn points for purchases at AllHome



Points can be used as payment at any AllValue store



Close to half of AllHome's total retail sales come from members



Basket size of members are more than double that of non-members



Close to 20% of members bought from both AllHome and AllDay Supermarket in 2020

Strategies



**Margin
Enhancement**



**Operational
Efficiencies**



**Omnichannel
Strategy**



**Sustainable
Network Expansion**



**Harness Synergies
with the Villar Group**

Enhancing Operating Margins through Proven Initiatives



Increase in In-house brand contribution

- ✓ 45 In-house brands,
- ✓ 11.8% Sales contribution as of 1Q2022



Negotiation gains through increasing store network

- ✓ Strength on procurement



Strategic inventory buys and pricing

- ✓ Increased outright buys for top-selling and fast-moving SKUs
- ✓ Dynamic offering through consistent introduction of new items
- ✓ Strategic pricing



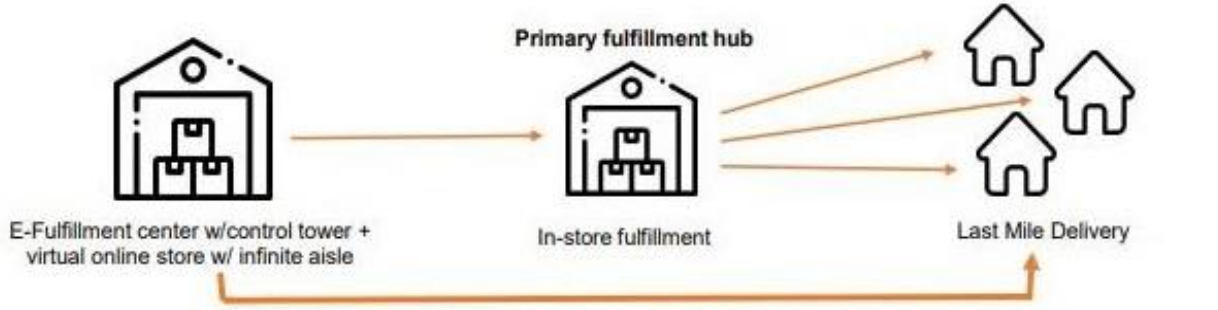
Periodic review of slow-moving and fast-moving products

- ✓ Select concess SKUs converted to outright
- ✓ Slow-moving concess items continuously replaced or offered at discounted prices as part of agreement with suppliers
- ✓ Periodic flush out of slow-moving and phased-out outright items

Operational efficiency initiatives for better customer experience

Infrastructure

- 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



ENHANCED IN-STORE CHANNEL EXPERIENCE

Technology

zendesk moengage Order Tracker

- Seamless experience between **digital** and **physical stores** that will allow customers freer and faster access to our **elevated in-store and online experience**
- Enhanced in-store channel experience by embedding the in-store experience with the digital platform.
- allhome.com.ph recently launched its order tracker. Now customers can easily track status of their orders.
- On top of the ecommerce platforms, AllHome promoted personal shopper to bring a human touch to the home shopping experience.
- Continuous strengthening of omni-channel capability

Revolutionizing digital experience

Special Room Inspiration
Browse and shop products from our most inspiring spaces

[SEE ALL ROOM INSPIRATION](#)

Launched May 16

SHOP BY LOOK

- ✓ get inspirations for any part of their homes
- ✓ shop for the items by clicking the icon on each photo inspiration

Flash Sale

Human Nature Beauty-Plus Natural! Deo Stick Powder **P190.00**

Alco Safe Ethyl Alcohol 70% 1GAL **P475.00**

TEUER Bathroom Furniture Side Cabinet Bier CA: **P9,846.75**

MINT Antel Double Bedframe with Cabinet **P34,195.25**

TEUER Bathroom Furniture Burk CA-6671 Main Cabinet **P47,191.25**

GEORGIE Queen Bed with Single Pullout **P18,045.25**

[SEE ALL PRODUCTS](#)

Launched May 16

FLASH SALE

TRAMONTINA Mareslas 24pc. Cutlery Set
P1,299.75
Flash Sale starts in: 0 Days, 22 Hours, 24 Mins, 51 Secs

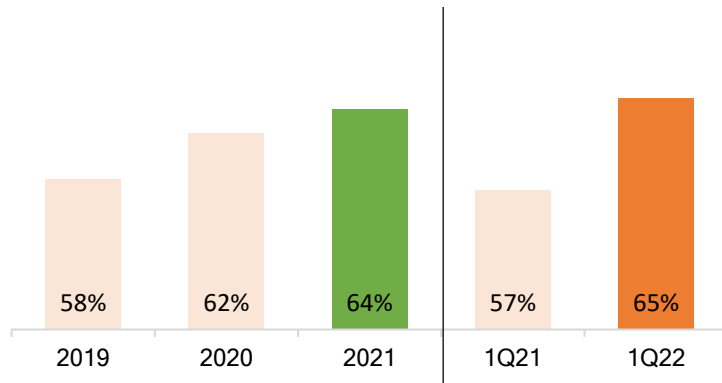
TRAMONTINA Amazonas 20pc Cutlery Set
P1,999.75
Flash Sale starts in: 0 Days, 22 Hours, 24 Mins, 51 Secs

✓ features items with substantial discounts that will only be offered within a limited time frame

Our balanced category mix adapts to changing customer needs

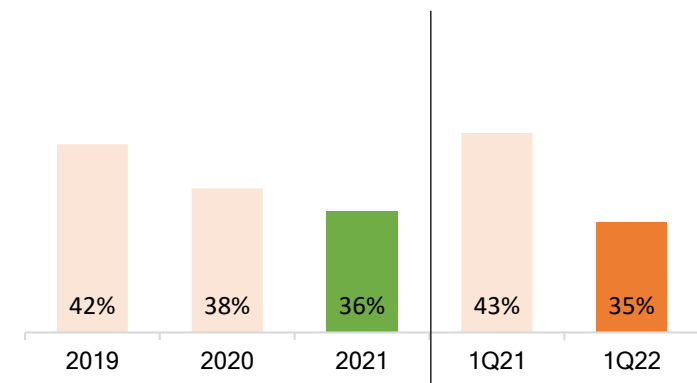
Soft Categories

SOFT CATEGORIES	Contribution	
	1Q21	1Q22
Furniture	20%	21%
Appliances	27%	28%
Homewares	7%	13%
Linens	3%	3%
TOTAL	57%	65%



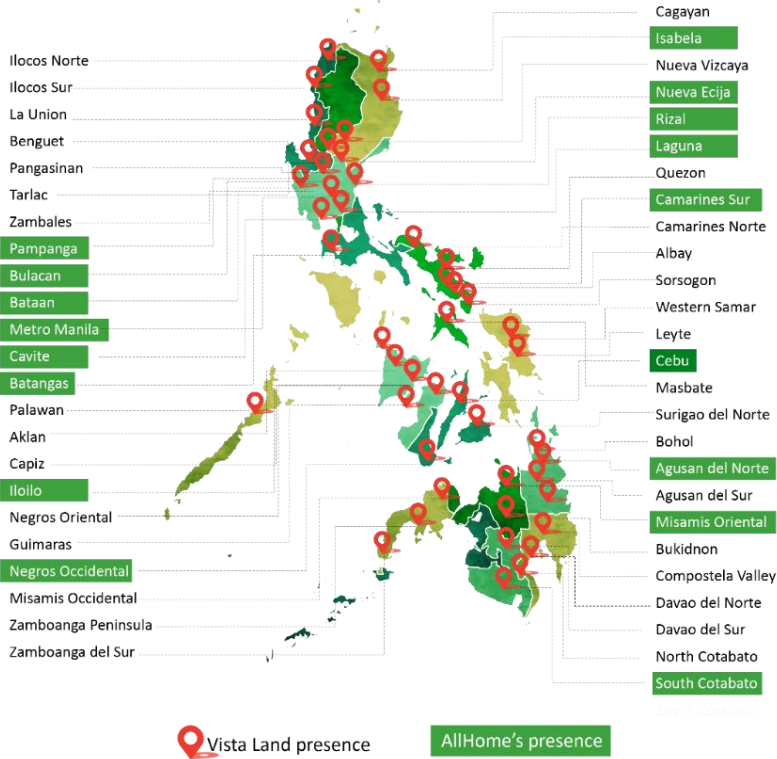
Hard Categories

HARD CATEGORIES	Contribution	
	1Q21	1Q22
Construction	5%	4%
Tiles & Sanitary Wares	11%	11%
Hardware	27%	20%
TOTAL	43%	35%



Sustainable network expansion

Footprint expansion opportunity



✓ 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 79% comprised of numerous small players (mostly traditional hardware). AllHome has been gaining market share from these players. (Source: Euromonitor Passport)



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

Opened 7 stores in 2021 ending with 57 as of FY2021

43 MEGA MANILA

- 17 large mall-based stores
- 9 large free-standing stores
- 17 small specialty stores/

7 LUZON BALANCE

- 3 large mall-based stores
- 4 large free-standing stores

3 VISAYAS

- 2 large-mall based stores
- 1 large free-standing store

4 MINDANAO

- 4 large free-standing stores



Previous 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)

**Did operational efficiency initiatives in 2021 which included resizing of the store sizes and optimizing store spaces*

Small Specialty Stores



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

Strategies

Margin Enhancement

- 20% in-house brands target sales % by 2023-2024
- 37% target GP
- Negotiation gains
- Increase outright buys of saleable SKUs
- Strategic buys and pricing

Operational Efficiencies

- Optimal inventory management
- Capex savings
- Opex savings
- Periodic review of optimal store size and layout
- Complementary technology / digitalization

Omnichannel Strategy

- www.allhome.com.ph
- Zendesk, MoEngage, 360° virtual store tour, Augment Reality, Order tracker
- SHOP4U and On-demand delivery and third-party platforms
- Aligned with changing consumer trends

Sustainable Network Expansion

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

Harness synergies with the Villar Group

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

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

The Villar SIPAG Foundation, in partnership with AllHome, started making coconets as a viable source of income. Coconets' raw materials (discarded coco shells) are considered waste in rivers and waterways.



AllHome helps boost local livelihood through its "Likha" program. This program aims to boost local livelihood by providing local makers with the venue to sell their products to more people.



Other ESG Initiatives

Installs solar panels in its selected stores



Continues endeavor in waste recycling



Villar Group's VHealthy Program



Allots Space for Philippine Identification System

AllHome One-stop shop for your home

PHILIPPINE IDENTIFICATION SYSTEM

PHILSYS NATIONAL ID REGISTRATION
LOCATION: New Municipality of Kawit

REQUIREMENTS:
ISANG (1) VALID ID LANG PO NA MAY KOMPLETONG INFORMASYON:
• FULL NAME (FIRST NAME, MIDDLE NAME, LAST NAME)
• BIRTHDAY
• ADDRESS
• SIGNATURE

KUNG WALA PO KAYONG VALID ID NA MAY KOMPLETO NG INFORMASYON, MAGDALA NG ORIGINAL BIRTH CERTIFICATE (PSA, ISO AT ACRONYM), CERTIFICATE OF LINE BIRTH NA MAY CERTIFIED TRUE COPY OR, MAGDALA PO KAYONG BARANGAY CERTIFICATION, PALASYANG NYO PO NG KOMPLETONG DETALYE.

• PICTURE
• FULL NAME (FIRST NAME, MIDDLE NAME, LAST NAME)
• BIRTHDAY
• BIRTH PLACE

5-YRS OLD PATAS NA PWEDE MAKAPAG-REGISTER PARA MAKAGUNA NG PHILSYS ID

AllHome VISTAMALL Kawit from May 30 – June 2, 2022



Breastfeeding Hubs in Stores



Thank You!



Q & A

AllHome Website
www.allhome.com.ph

For Corporate
Disclosures

