



CS Asia Consumer Corporate Day

June 3, 2021



Overview of AllHome

Unique one-stop shop home store



Furniture



Linen



Homewares



Appliances



Hardware

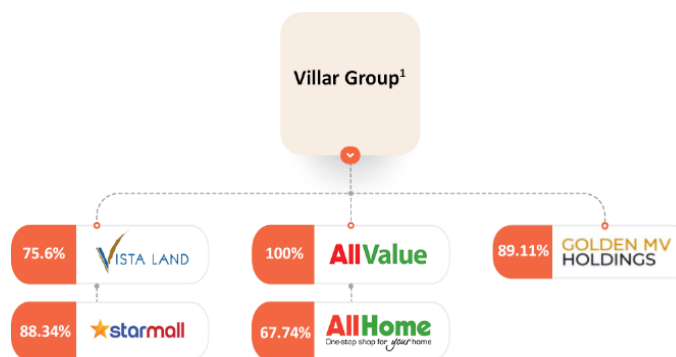


Construction



Tiles &
Sanitary
Wares

Synergistic relationship with the Villar Group



Wholly owned subsidiary of AllValue Holdings Corp., an affiliate of Villar Group, the largest homebuilder in the Philippines



3,000+ hectares of raw land across the country

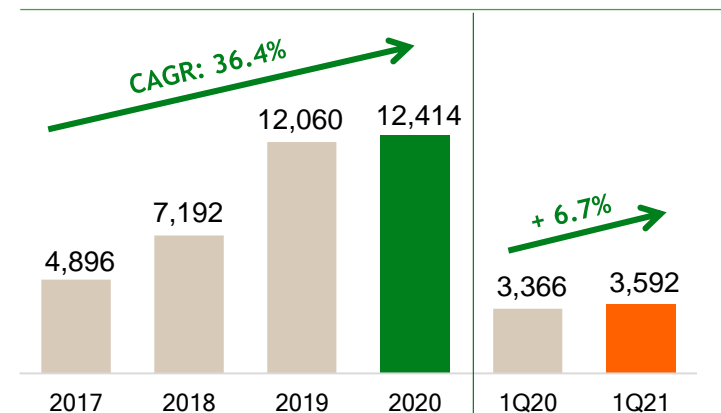


PHP39Bn of total value of residential projects launched in 2019



PHP10.0Bn of total value of residential projects launched as of FY2020

Track record of growth



Amounts in PHP million

54 stores across **33** cities and municipalities with **354,380 sqm** of net selling space³

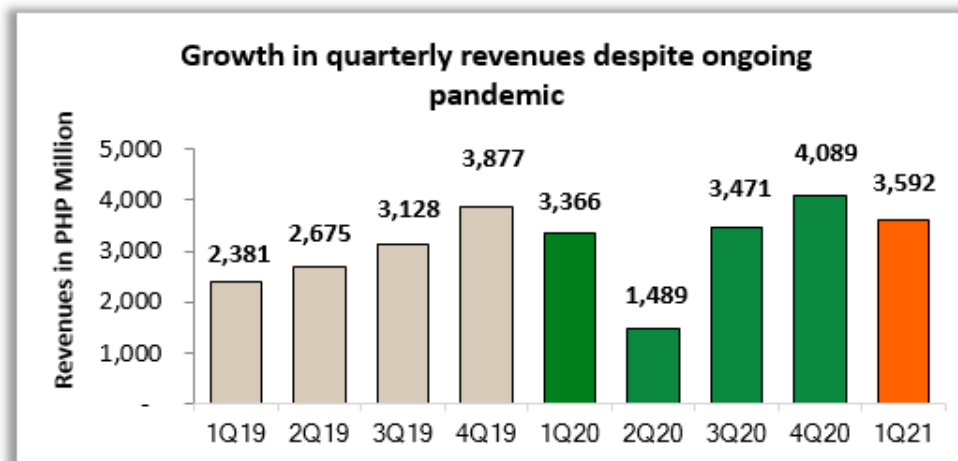
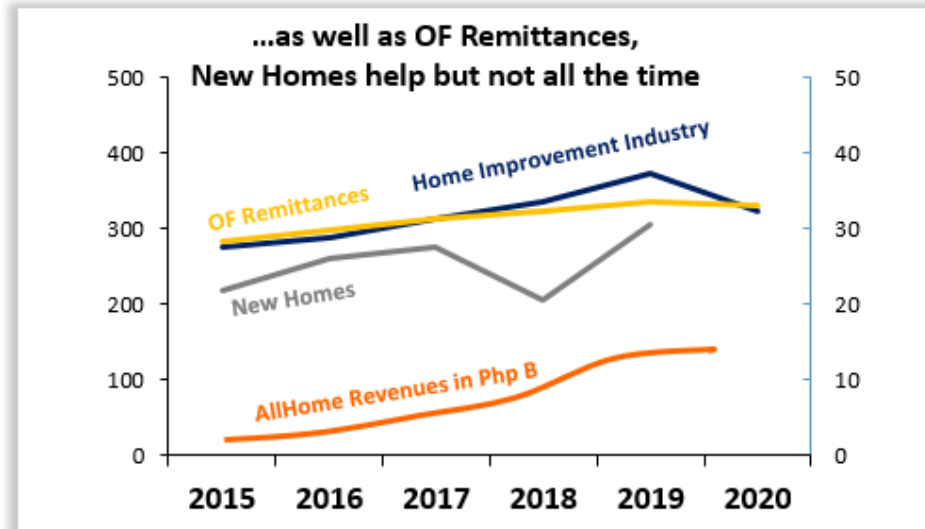
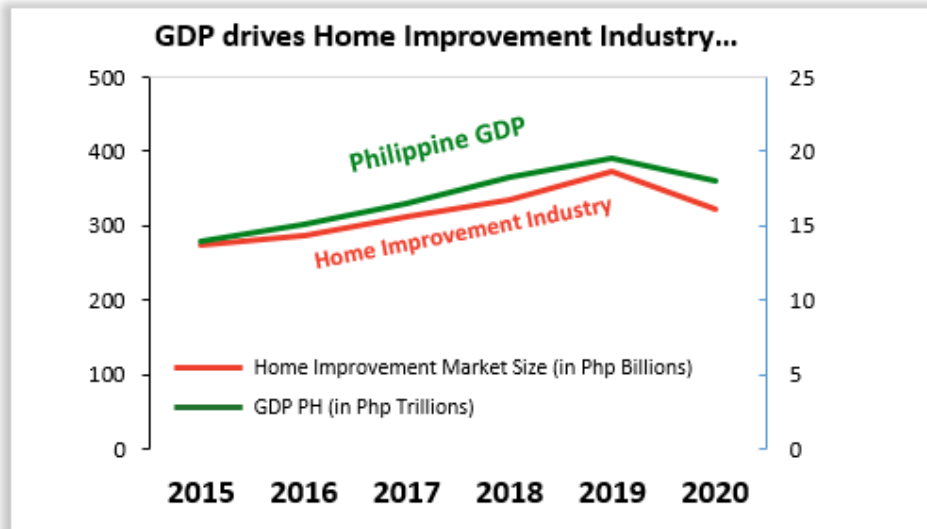
Source: Company information, public filings, UBS Research Notes:

1. Villar Group represents companies owned and controlled by Spouses Villar, including Fine Properties, Inc., AllValue, Vista Land, and Golden Bria

2. Percentage ownership reflects direct and indirect ownership based on public ownership reports available on The Philippine Stock Exchange, Inc. as of May 31, 2021

3. Number of stores as of May 31, 2021

Resilience amid pandemic challenges



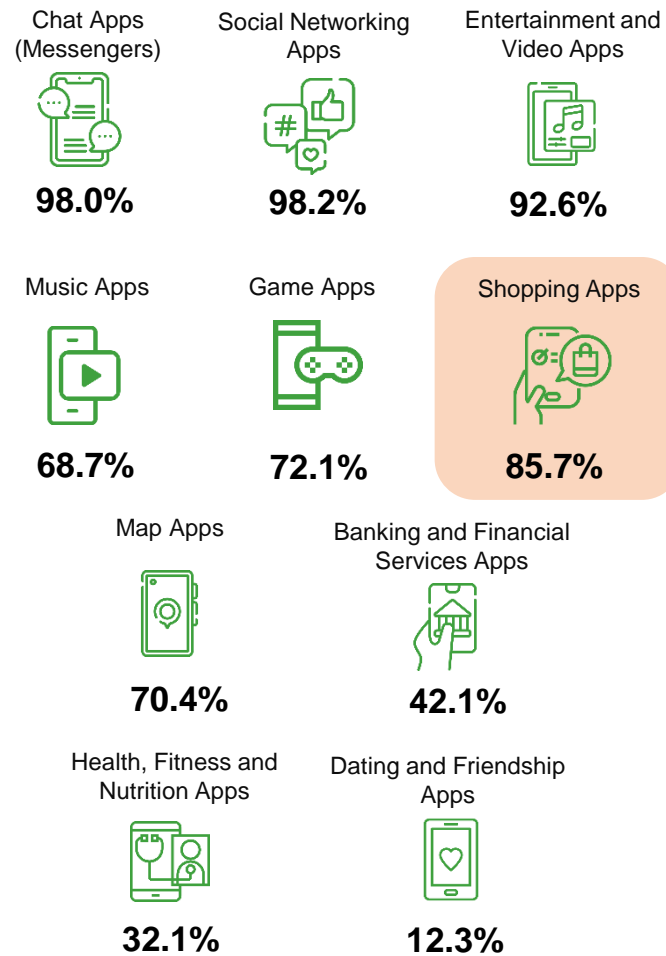
- Home Improvement Market Size (in Php Billions)
- Residential Units for Sale (HLURB LTS Statistics)
- OFW Cash Remittances (in USD Billions)
- AllHome Revenues (in Php Billions)

Changing Filipino consumer habits

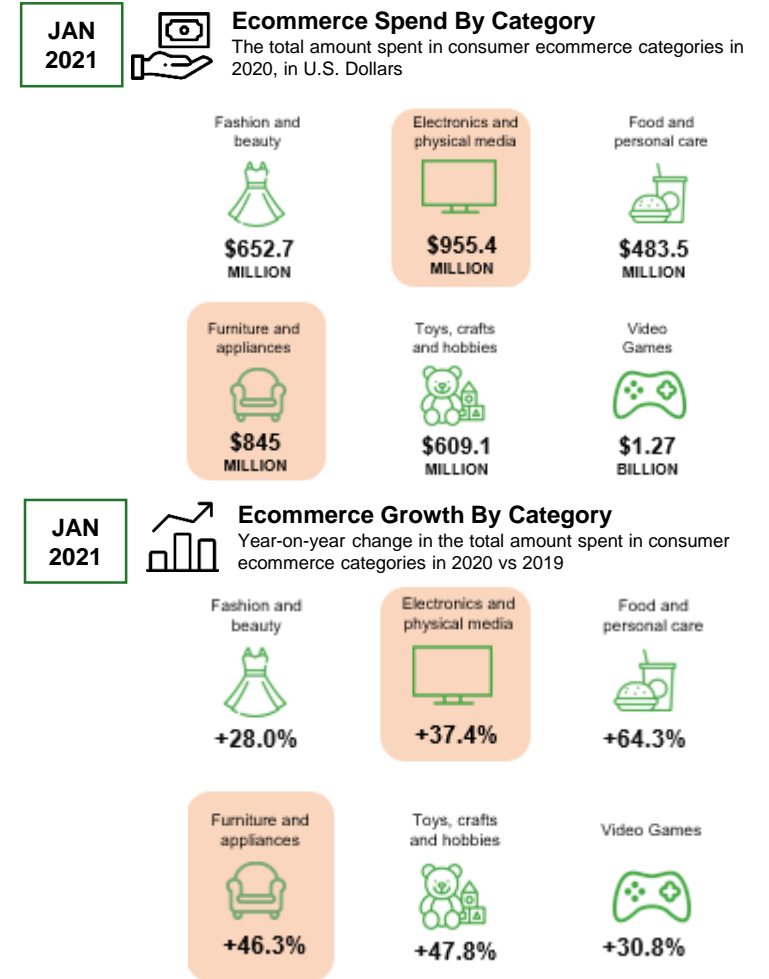
✓ Filipinos spend 11 hours online



✓ Shopping among top online activities



✓ Ecommerce spend and growth by category

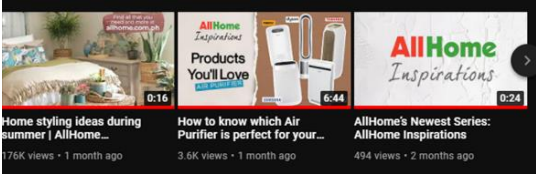


Adapting to the changing retail landscape

Multiple Platforms



AllHome Virtual Store – the 360 experience – For those who miss walking around AllHome stores, the virtual 360 store allows the customers to see and get a feel of walking in store.



AllHome Inspirations – AllHome’s YT channel has become a hub for home tips, product information and design inspirations.



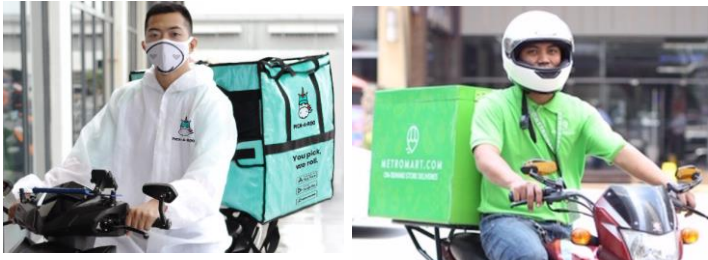
On top of the ecommerce platforms, AllHome promoted personal shopper to bring a human touch to the home shopping experience.



Marketplaces

Rise of On-Demand Delivery

Customers are shifting to on-demand delivery even for home essentials. Aside from onboarding with Shopee and Lazada, AllHome has taken an active approach in joining on demand delivery providers like GrabMart, Metromart and Pickaroo.



Enhancing customer safety



Self Checkout Counter



Click & Collect Counter



Generated **13k Web visits** (1 day) with our partnership with Home Buddies – AllHome for AllMoms

Started the digital initiatives in 2020 to complement the stores

E-commerce Initiatives



allhome.com.ph
online shopping
platform.

Shop Online
at AllHome



A community created to service end users. To date, it has 14,457 members.



A platform that addresses the needs of contractors and builders. To date, it has 2,342 members.



Choose.Chat.Checkout
PERSONAL SHOPPER

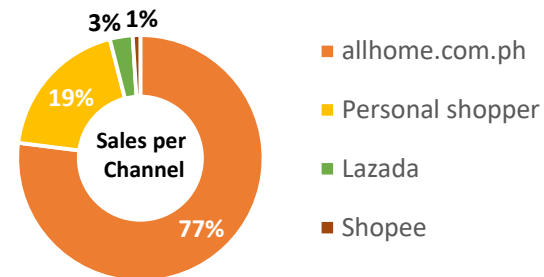
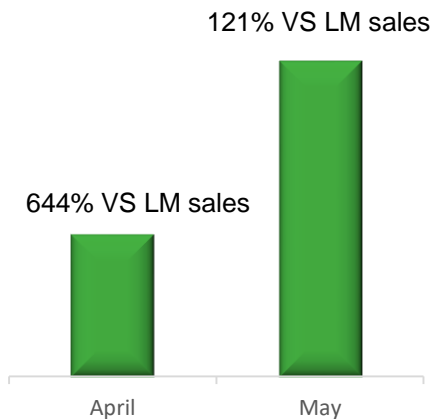


Active marketing presence in social media platforms

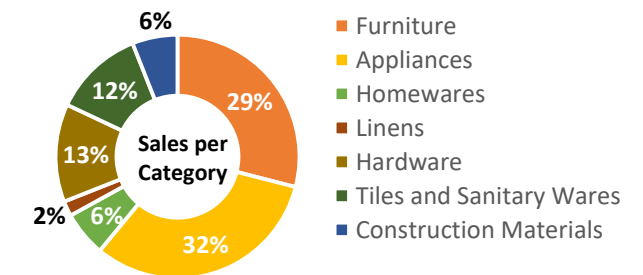
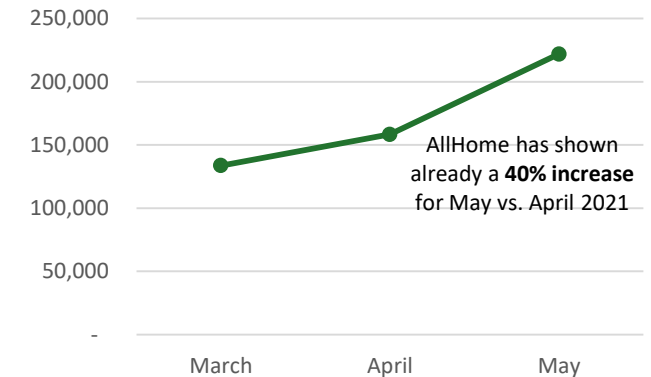


E-commerce sales grew more than 5x in 1Q 2021 sales value and continues to grow in 2Q 2021

2021 Ecommerce Growth



Google Analytics Web Visits

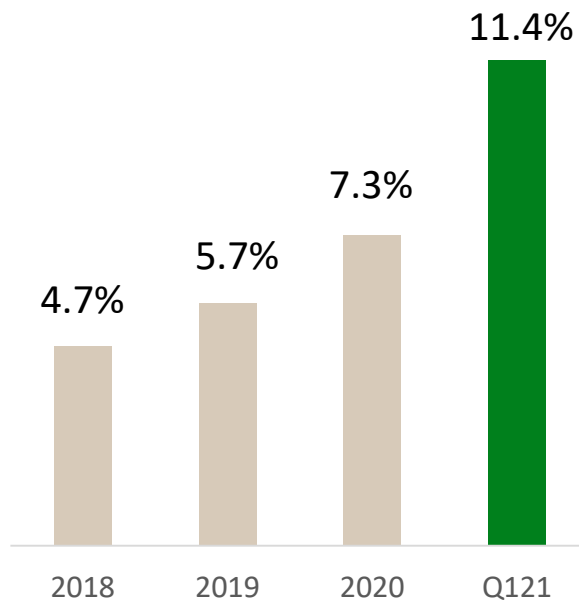


Expanding the In-house brands

✓ In house brands expansion

40 in-house brands as
of **Q1 2021**

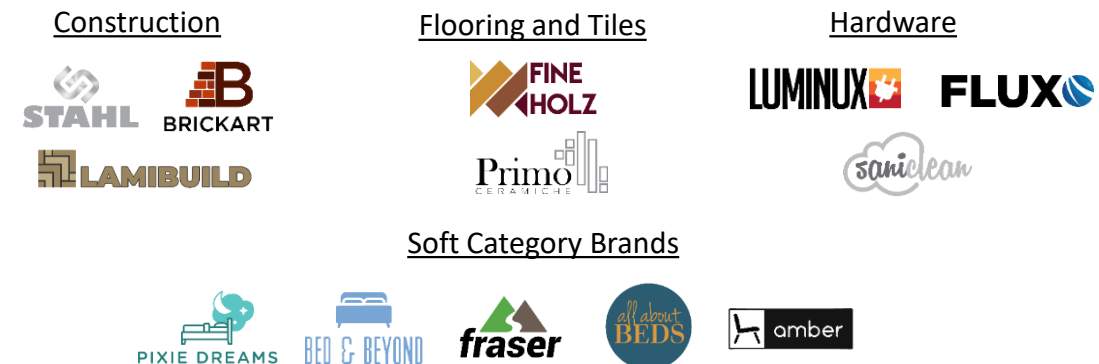
✓ Revenue contribution of in-house brands



✓ Hard categories driven by in-house brands

SOFT CATEGORIES	Q121	2019	HARD CATEGORIES	Q121	2019
Furniture	9	6	Hardware	6	4
Appliances	1	-	Tiles & sanitary wares	11	8
Homewares	3	3	Construction	8	5
Linens	2	1			
TOTAL IN-HOUSE	15	10	TOTAL IN-HOUSE	25	17

✓ In-house brands



Growing Builders Loyalty Card members and sales

CUSTOMER BASE EXPANSION THROUGH B2B

A discount card exclusively for:

- Architects
- Designers
- Builders
- Engineers
- Contractors

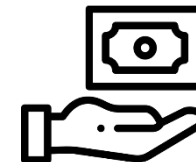
Growth in
members by
140%
from Dec 2020



5,506
Members
as of May 31, 2021



Members
Average Basket
Size
10,880



YTD Members—
Total Spend
165M

Capitalizing on the retail ecosystem

AllHome is part of a retail ecosystem that allows customers one-stop shop for their needs



AIIREWARDS Membership Program



624,129 cardholders
as of May 31, 2021



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

Nationwide Store Network

Opened 4 New Stores in 2021



Opened the 51st store
AllHome General Santos
on January 30, 2021



Opened the 52nd store
AllHome Cauayan, Isabela
on February 12, 2021

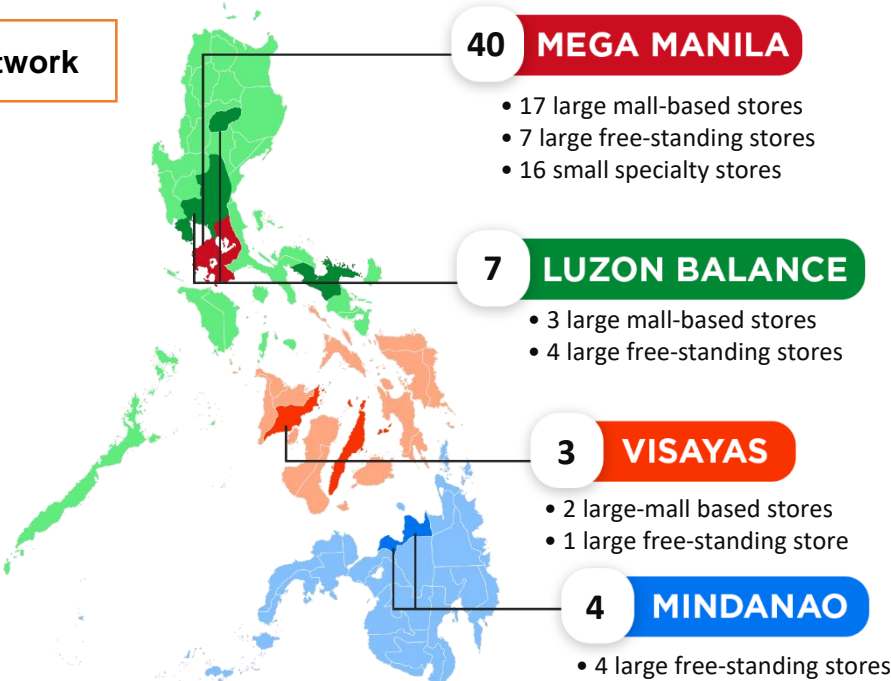


Opened the 53rd store
AllHome Bacolod
on April 17, 2021



Opened the 54th store **Everyday Quick Fix**
by AllHome, Camella East (Bacoor, Cavite)
on May 1, 2021

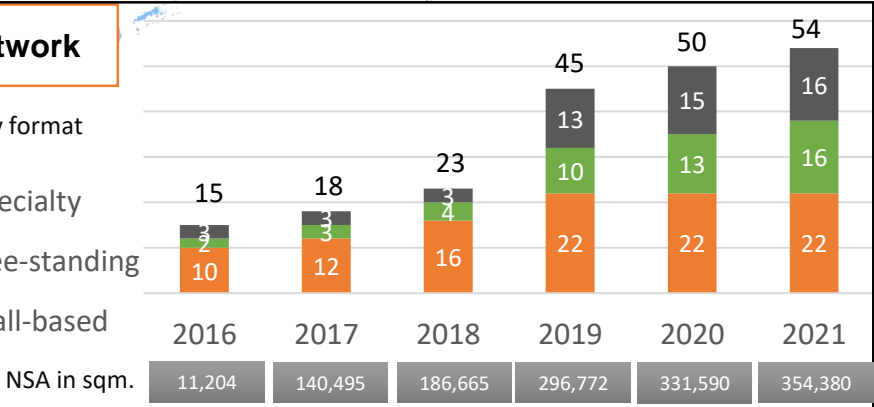
Store Network



Store Network

Store count by format

- Small Specialty
- Large free-standing
- Large mall-based



As of May 31, 2021

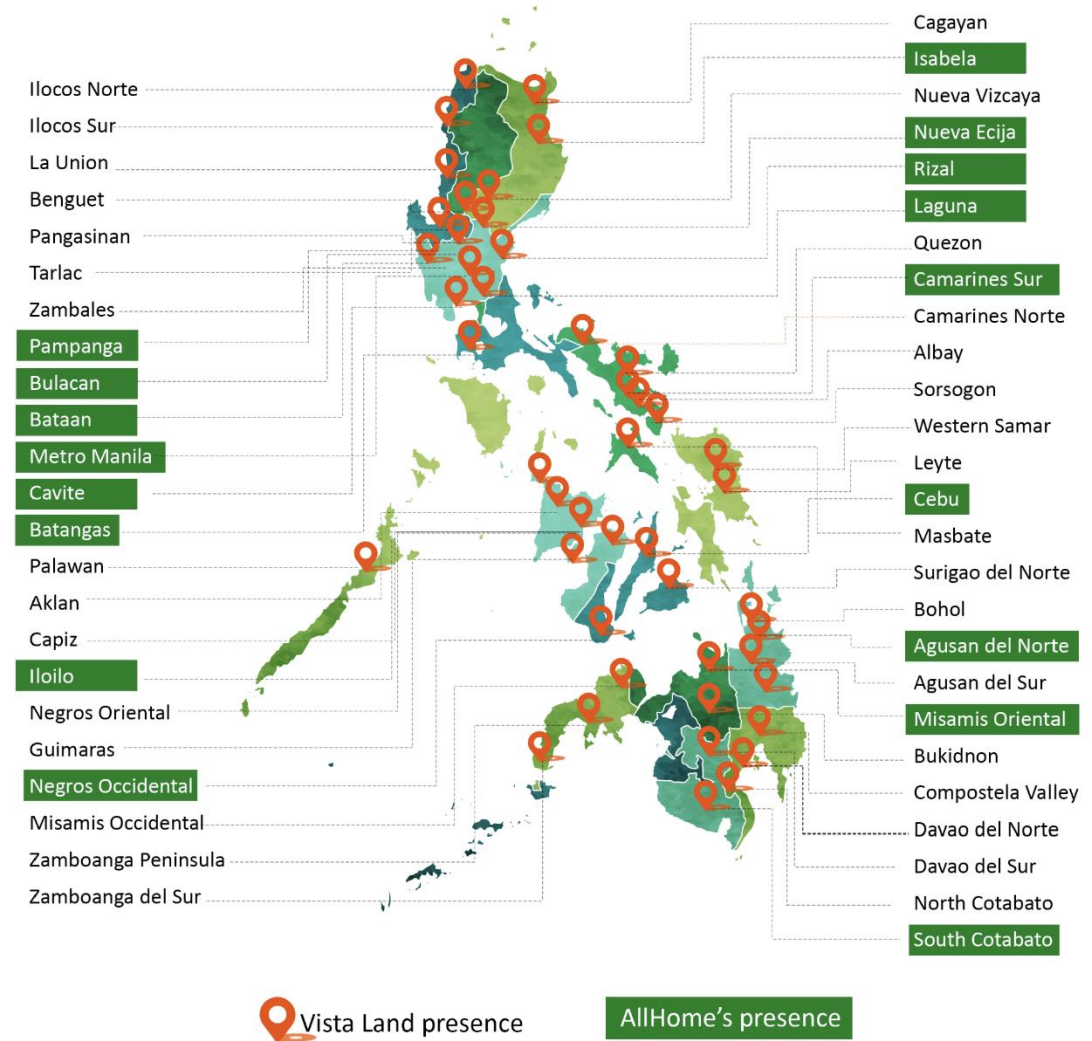
Synergistic relationship with Villar Group provides strategic locations near communities

✓ AllHome stores vis-à-vis Vista Land's presence:

- 16 out of 49 provinces and
- 33 out of 147 cities and municipalities

✓ Collaborating with the Villar Group unlocks the synergy of the company in terms of:

- captive target customers;
- store locations; and
- execution capabilities



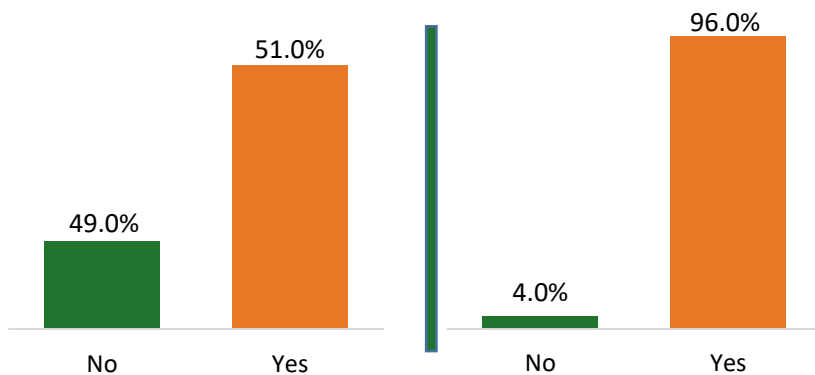
Actively participates in health campaign, VHealthy



THE VILLAR group launched its vaccination program called VHealthy, which covers educational campaigns on coronavirus disease 2019 (COVID-19) safety protocols and the significance of getting vaccinated against the virus.

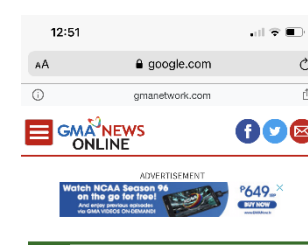
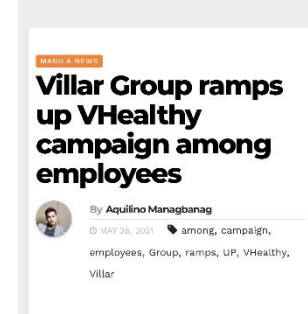
Employees in favor of getting vaccinated **before** the seminar

Employees in favor of getting vaccinated **after** the seminar



The Villar Group successfully conducted the first session of its webinar series that aims to educate its workforce about the COVID-19 vaccines and promote vaccination among its employees and their families.

The first webinar installment, "Know if Covid-19 vaccine is right for you: Handa ka na bang magpabakuna?", featured Dr. Lulu Bravo, Professor Emeritus, College of Medicine at the University of the Philippines Manila, the



Villar Group to vaccinate workers vs COVID-19
Published April 06, 2021 06:41 PM
By TED CORDERO, GMA News

The Villar Group said Tuesday it is set to vaccinate its employees and workers across the country.

The group said it has ordered vaccines from Moderna and Oxford-AstraZeneca for its existing workforce.

The group is also finalizing the process to allow employees to access vaccines for their families and household, it said.

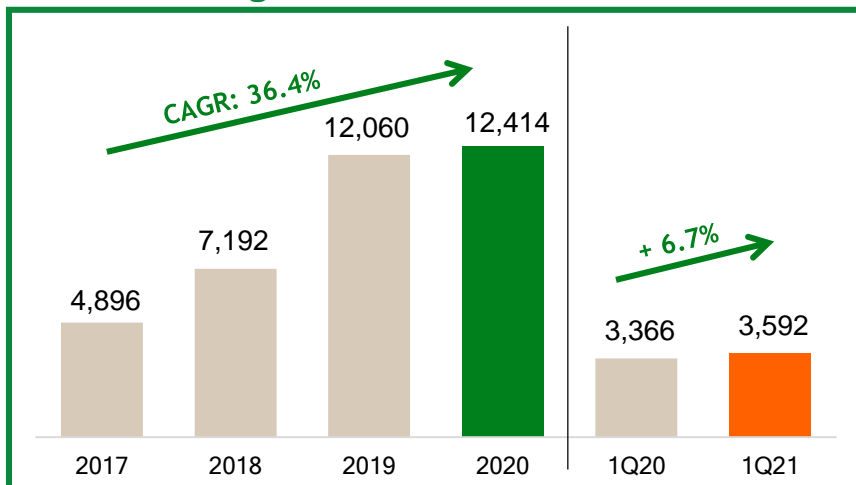
"Ensuring the health and safety of our employees is our top priority. The vaccine will not only help build immunity from the virus, but will also help boost consumer confidence to go out again. Hence, the vaccine will not only save lives but also and



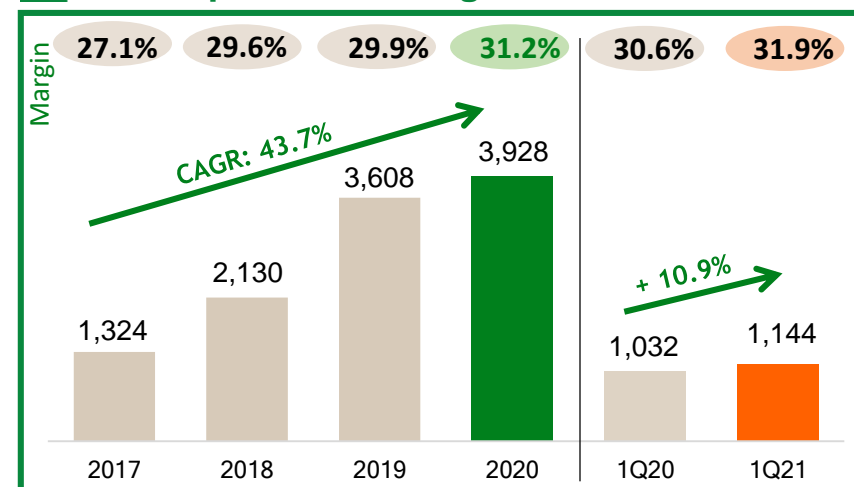
Financial Highlights

Amounts in PHP million

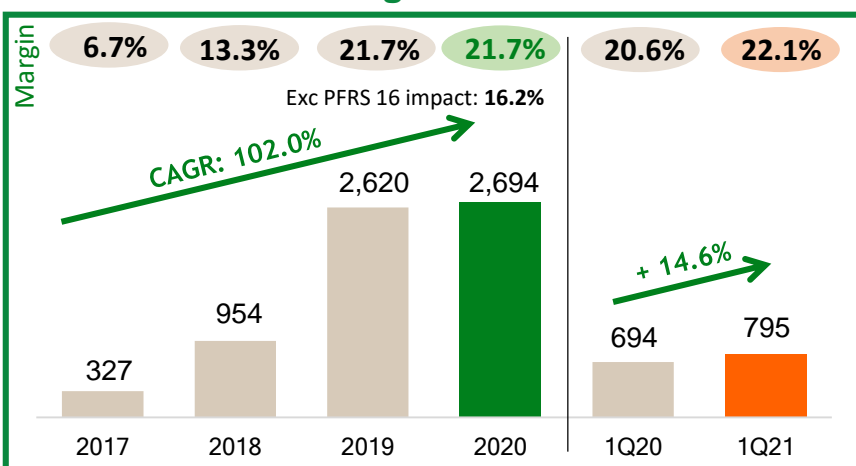
✓ Revenue growth



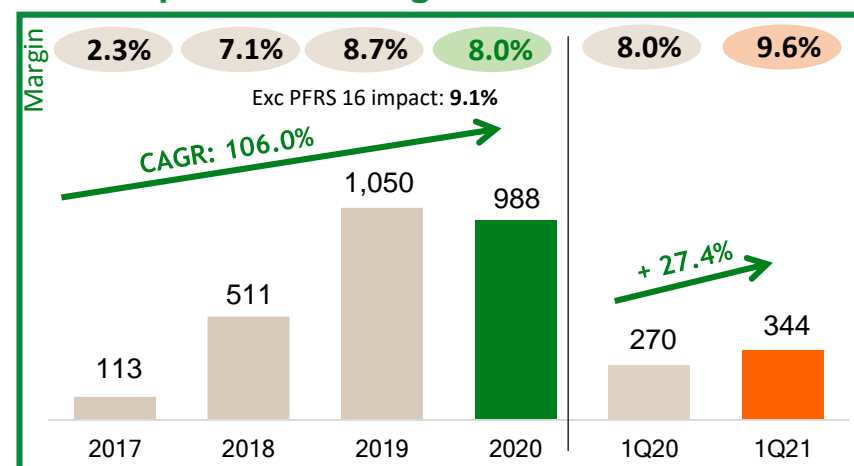
✓ Gross profit and margin



✓ EBITDA and margin

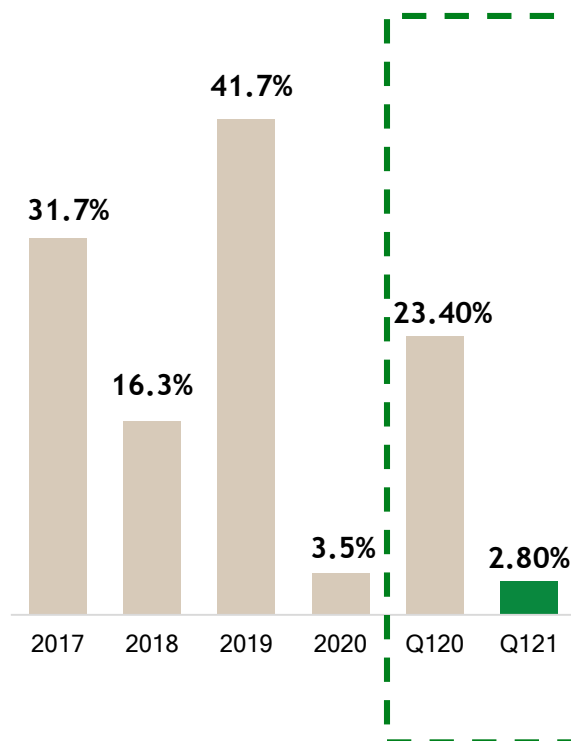


✓ Net profit and margin

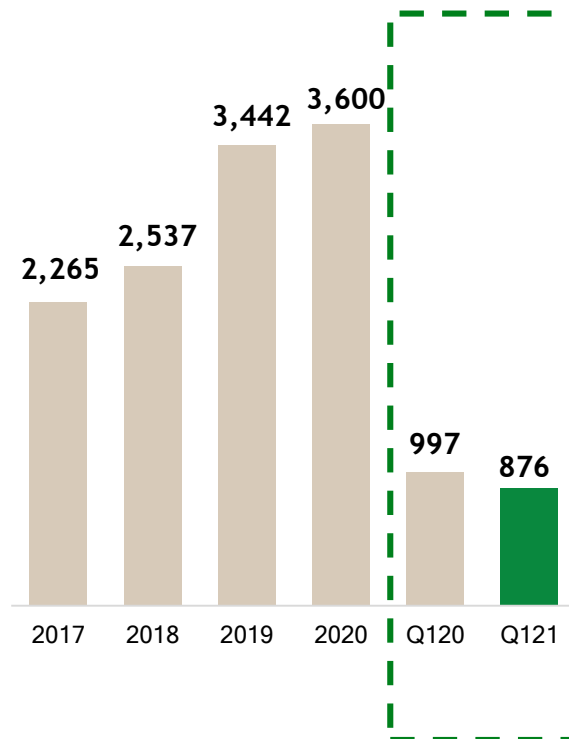


Operational Highlights

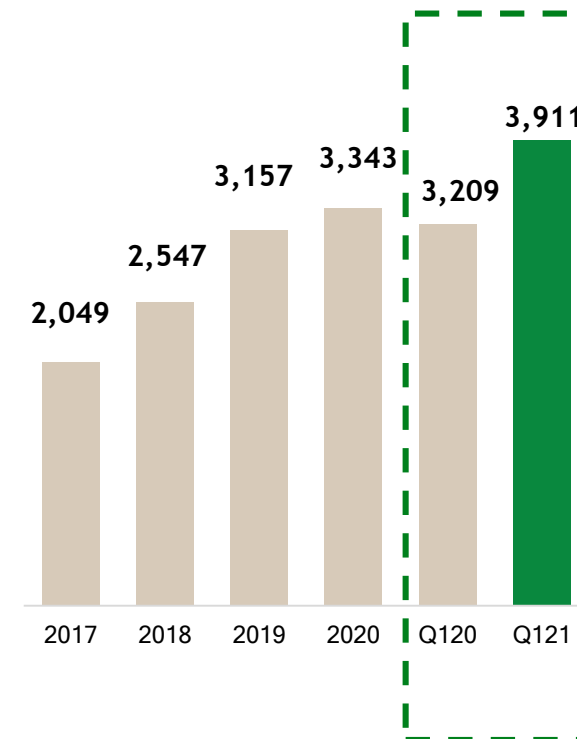
Same store sales growth



No. of transactions ('000)



Average transaction size (PHP)



Source: Company Information

Note:

- 1 Same store sales growth refers to the comparisons of net sales between two periods generated by the relevant stores. The stores that are included in the comparisons are those that have been in operation for at least 24 months preceding the beginning of the reporting period and for the entirety of the two periods of comparison. The comparison for each store takes into account net sales by that store during the same period it was in operation in both the reporting period and the period of comparison. The net sales of all the relevant stores in the relevant period are then aggregated and compared. Revenues generated by the relevant stores exclude corporate sales
2. Same store sales growth ("SSSG") reported in 2018 includes same store sales of older stores which were opened prior to December 31, 2015 (the "pre-2016 stores"), which registered SSSG of 12.9%.

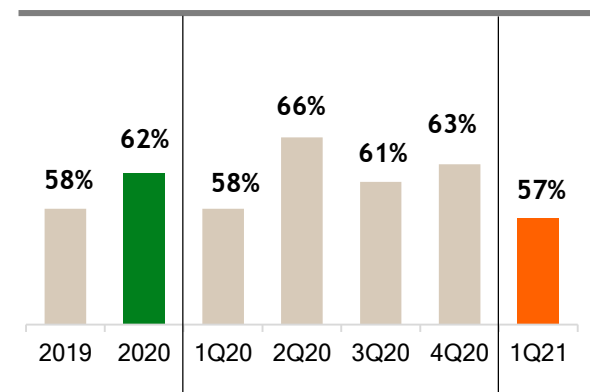
- ✓ **Wide offering of soft and hard products**
7 key product categories

SOFT CATEGORIES	Revenue Contribution	
	1Q20	1Q21
Furniture	22%	20%
Appliances	26%	27%
Homewares	7%	7%
Linens	3%	3%
TOTAL	58%	57%

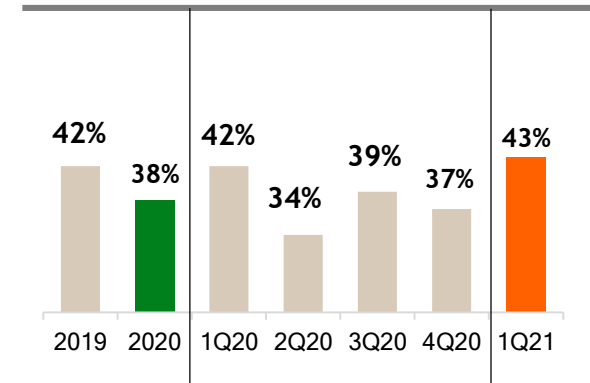
HARD CATEGORIES	Revenue Contribution	
	1Q20	1Q21
Hardware	26%	27%
Tiles & sanitary wares	11%	11%
Construction	5%	5%
TOTAL	42%	43%

- ✓ **Quarterly sales mix of the categories; soft categories dominate until Q121**

Soft Categories

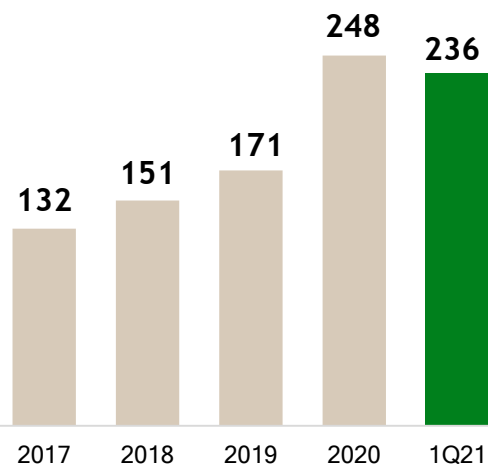


Hard Categories



Inventory turnover

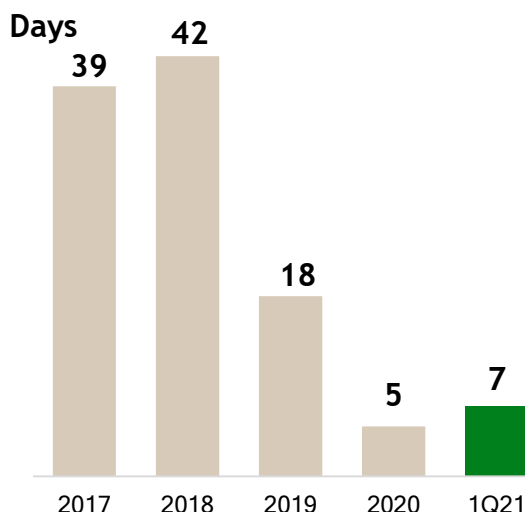
Days



- Inventory turnover decreased as a result of reduction in inventory build-up for store openings as more stores were opened in Q1 2021.

Trade receivables turnover

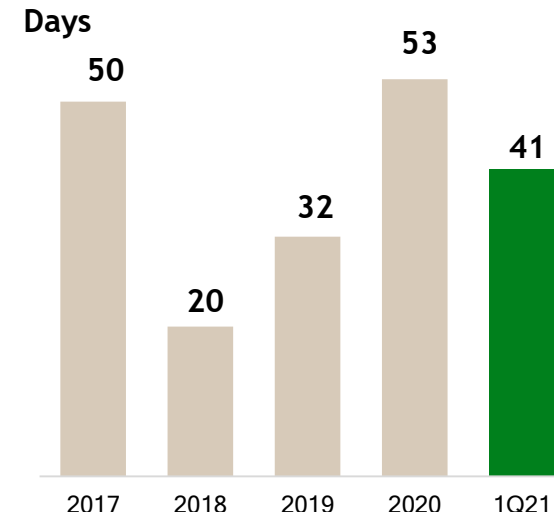
Days



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

Trade payables turnover

Days



- Decrease in trade payables turnover as the company is in line with the standard terms of suppliers.

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)

Q&A

AllHome Website
<https://allhome.com.ph>



**For Corporate
Disclosures**



AllHome
One-stop shop for *your* home

Thank You!

