

**AllHome**  
One-stop shop for *your* home



# PRESENTATION OUTLINE



SNAPSHOT OF ALLHOME

STORE NETWORK

MILESTONES

RETAIL ECOSYSTEM

COVID IMPACT & INITIATIVES

FINANCIALS

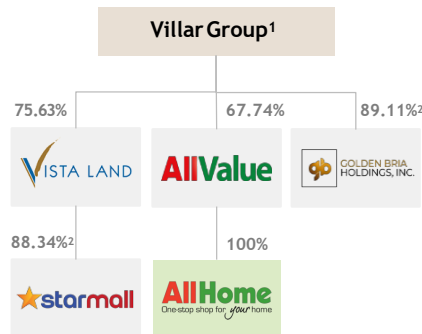
# SNAPSHOT OF ALLHOME



## One-stop shop home store



## Synergistic relationship with the Villar Group

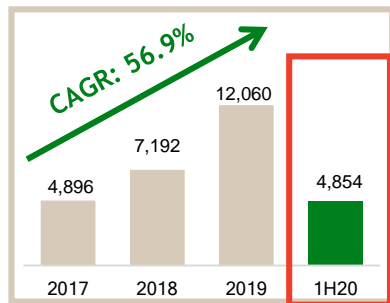


- ✓ Wholly owned subsidiary of AllValue Holdings Corp., an affiliate of Villar Group, the largest homebuilder in the Philippines
- ✓ **3,000+ hectares** of raw land across the country
- ✓ **PHP39Bn** of total value of residential projects launched in 2019

## Multi-format strategy



## Fast revenues growth



## Wide offering of soft and hardware products

- ✓ **7** key product categories
- ✓ **250,000+** SKUs for large mall-based and large free-standing stores
- ✓ **10,000+** SKUs for small specialty store

## Fast store network growth and strategic coverage

**46** stores across **28** cities and municipalities with **308,530 sqm** of net selling space<sup>3</sup>

## Diversified brand portfolio

### Selected in-house brands



### Selected third-party brands



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 June 30, 2020

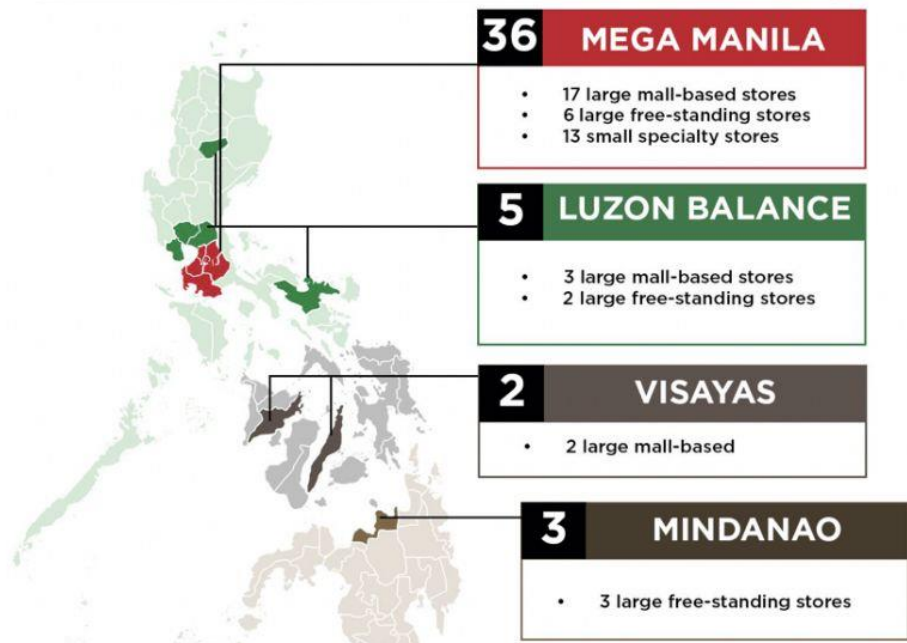
3. Number of stores as of Sept 17, 2020



# STORE NETWORK

46 stores located in key region of growth in the Philippines

## Existing presence



Net Selling Spaces

203,254 sqm

97,836 sqm

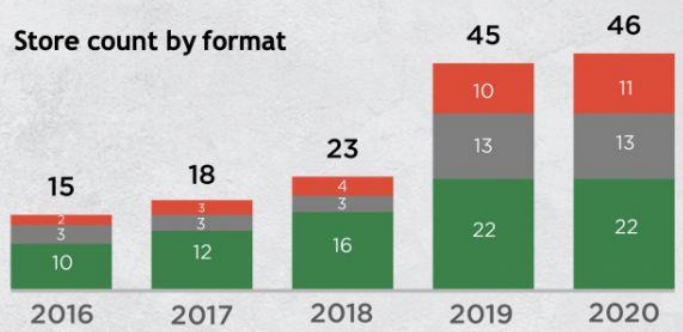
7,440 sqm

## Store expansion

NSA in sqm.



## Store count by format



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

## Net selling area in sqm.

Store Format	NSA (in sqm.)
Large mall-based	203,254
Large free-standing	97,836
Small specialty	7,440
<b>TOTAL</b>	<b>308,530</b>

# KEY MILESTONES

AllHome has demonstrated rapid growth of store network over the last seven years since incorporation



Incorporated on May 29, 2013, AllHome started operations with **4 stores** (3 mall-based stores in Mega Manila, and 1 store in Pampanga, Luzon)

**4 STORES**  
23,528 sqm

**2013**

**2014**

**5 STORES**  
35,471 sqm

Opened the **largest mall-based store to date in Taguig City**, with net selling space of **11.943 sqm**



**TAGUIG**

**CAVITE**



Opened its **first free-standing store AllHome Imus in Cavite, Mega Manila** in September 2015

**10 STORES**  
81,209 sqm

**2015**

**2016**

**15 STORES**  
111,204 sqm

Opened the **first store in Visayas**

Launched the first in-house brand "Rossio" offering tiles



**CEBU**

**BRAÜHN**



Added three more categories for **in-house brands** - (a) sanitary wares "Brauhn", (b) furniture "LiveArt", and (c) homewares "Blossoms"

**18 STORES**  
140,495 sqm

**2017**

**2018**

**23 STORES**  
186,665 sqm

Opened the **first store in Mindanao**

Net profit hit new record high of Php 511.4m



**MISAMIS ORIENTAL**



Opened **additional 22 stores in 2019** with total net selling space of **111,107sqm**

October 2019, **AllHome debut in the stock market**

Ramped up to **27 in-house brands** as of December 2019

**45 STORES**  
296,772 sqm

**2019**

**2020**

**46 STORES**  
308,530 sqm

Opened **AllHome Santiago, Isabela** on September 17

Increased in-house brands to **32** as of June 30, 2020

**ECQ Initiatives: E-Commerce launches**

- allhomeclick.com
- Shop Online at AllHome Viber Community
- AllHome Builders Shopping Viber Community
- AllHome's Shop from Home via our personal shopper service



Choose.Chat.Checkout

**Active Marketing Presence in Pinterest**

**Pop up stores**



# RETAIL ECOSYSTEM

AllHome, together with other retail offerings of AllValue and the Villar Group, creates a retail ecosystem that addresses various needs of the surrounding residential communities

## AllValue RETAIL ECOSYSTEM



## AllREWARDS Membership program

**AllRewards**  
 468,879 cardholders<sup>1</sup>  
 Earn points for purchases at AllHome  
 Points can be used as payment for purchases at any AllValue store

## AllHome Value-added service

- ✓ Free styling consultations with in-house design consultants
- ✓ Delivery and installation services
- ✓ Customizable furniture
- ✓ Customer lounges and gift registry services
- ✓ "Ready-for-occupancy" home furnishing packages

<sup>1</sup> As of: August 31, 2020

# COVID-19 Impact and Initiatives

## COVID-19 EVENTS

Enhanced Community Quarantine (ECQ) from March 17 to May 15, 2020 in Luzon

Modified Enhanced Community Quarantine (MECQ) on May 16 to 31, 2020

General Community Quarantine (GCQ) starting June 1, 2020

## IMPACT

- Temporary closure of stores
  - 40 stores were affected in Luzon
- Reduced revenues for Q2 2020 and 1H 2020
  - Sales for Q2 2020 dropped by 44% vs Q2 2019
  - Sales for 1H 2020 dropped by 4% vs 1H 2019
  - Net income for 1H 2020 dropped by 36.5% vs 1H 2019
- Reduced foot traffic due to travel restrictions.
- Construction activities not allowed; new stores construction was stopped.
- Closure of offices

**• Sales improved to pre-COVID levels in June and July.**

- Stores allowed to open.
- New Normal protocols.
- Offices allowed to open.



## ALLHOME'S INITIATIVES



### Capitalized on AllValue retail ecosystem

- Opened 21 pop-up stores beside AllDay supermarkets.
- Sold essential products (i.e., sanitation and cleaning materials, food storage, cookwares, cooling appliances, hardware).

### Launched four (4) E-Commerce platforms



allhomeclick.com  
online shopping platform.

**Shop Online at AllHome**



A community created to service end users. It has generated 7,438 members at the height of ECQ. To date, it has 14,197 members.



A platform that addresses the needs of contractors and builders. Started during the ECQ and generated 1,413 members.



**Choose.Chat.Checkout**

AllHome's Shop From Home via our personal shopper service.

Active marketing presence thru AllHome catalog



aimed for customers looking to make various home improvements during the quarantine period



Established online and touch-free payment systems



AllHome implemented work-from-home arrangements for its personnel

### Implemented cost-cutting measures

- Realized cost savings due to reduction of utilities and communications expense by 63% and other operating overhead by 62% in Q2 vs Q1 2020
- Negotiated for reduced rent based on straight % of sales.
- Rationalized outside services by 50%..

All stores were re-opened starting May 16, 2020.



Instituted increased level of stringency on sanitation and social distancing protocols in the stores and offices.



Set limits on foot traffic inside the store at any one time (50% of capacity).



# QUICK CHANGE IN CONSUMER BUYING BEHAVIOR



## Shift to home essential buying

with the restrictions on travel, consumers are shifting spending to appliances and furniture as well as improvement of their dwellings to create a more relaxing and productive home environment



## New shopping channels

consumers increased spending time online to socialize and to shop. AllHome quickly introduced the 4 safe ways to shop online from the safety of their homes.

[allhomeclick.com](http://allhomeclick.com)

Shop Online at AllHome  
Viber Community

AllHome Builders Shopping  
Viber Community

AllHome's Shop from Home via  
our personal shopper service



## Balanced category mix

AllHome's diversified offers through its 7 categories cushioned the impact from the pandemic.

Purchases for hard categories (i.e., construction-related items) bounced back as soon as the quarantine eased up.



## WFH and distance learning is here to stay

this new normal of working and studying opened up a new sales avenue for AllHome.

Sale of laptops, printers and office furniture drastically increased.

# Convenient Online Shopping



## Monthly average of 150k online store visits

Sales **grew 12x** from start of quarantine with an average **basket size of P7,961**. During MECQ, online sales accounted for 16% of furniture sales and 10% of appliances sales.

## Personal shopper serviced at least 300 customers/day during the community quarantine. And almost a thousand daily inquiries for personal shopper service.



**Pop up stores** primarily generated the sales during ECQ.



**Introduction of Same Day Delivery Service and wide array of delivery options** from store and curbside pick ups and book your preferred third party logistics.

# Safe in-store experience



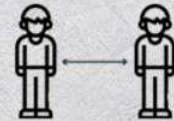
Temperature checks are being implemented at all entrances



Sanitary alcohol dispensers are installed in all entrances



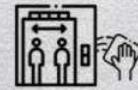
Wearing of face mask & face shield at all times



Practice social distancing (1 to 2 meters away)



Sanitation of escalator hand rails



Regular disinfection of elevator buttons



Regular cleaning and disinfection of bathroom



Keeping the store clean through regular disinfecting



Regular sanitation of shopping carts

# BAYANIHAN AGAINST COVID-19

By donating construction materials and other supplies, Allhome partners with DPWH in the conversion of PICC to an improvised health facility with 630 bed capacity. This aims to decongest the hospitals and segregate the COVID-19 victims from regular patients.

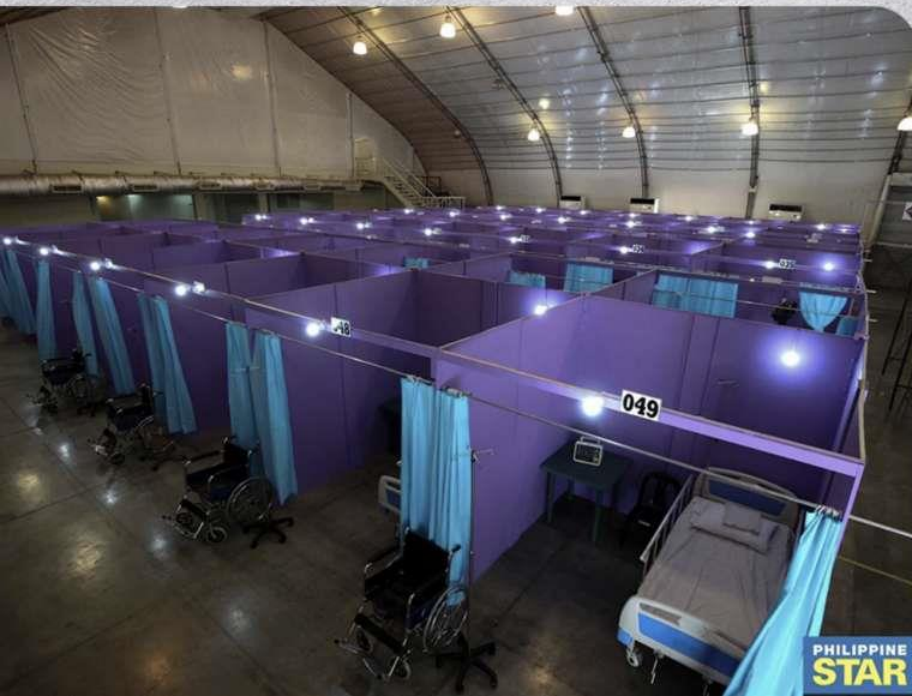
Together with the DPWH and our suppliers like Boysen and FMI Fibrefill Manufacturing Inc., we are all doing our part in saving the country from this Global Pandemic.



In partnership with:



Department of Public Works and Highways



Supported by:



# ALLHOME CURRENT INITIATIVES

## BUILDERS LOYALTY CARD

- A discount card exclusively for:
  - Architects
  - Designers
  - Builders
  - Engineers
  - Contractors
- Cultivate partnerships with PIID, UAP, PICE and other professional group



## COLLABORATION WITH VILLAR GROUP

Tie-up with Vista Land



Tie up with VRI in online events, designers providing tips on designing their condo units.



## TILES & SANITARY WARES



- New SKUs are focused more on a lower price point to have an entry level offering, good for contractors as well.



## OUR COST-CONSCIOUS EFFORTS



**Utilities Rationalization**  
With effective savings of 20% in June vs Jan/Feb,



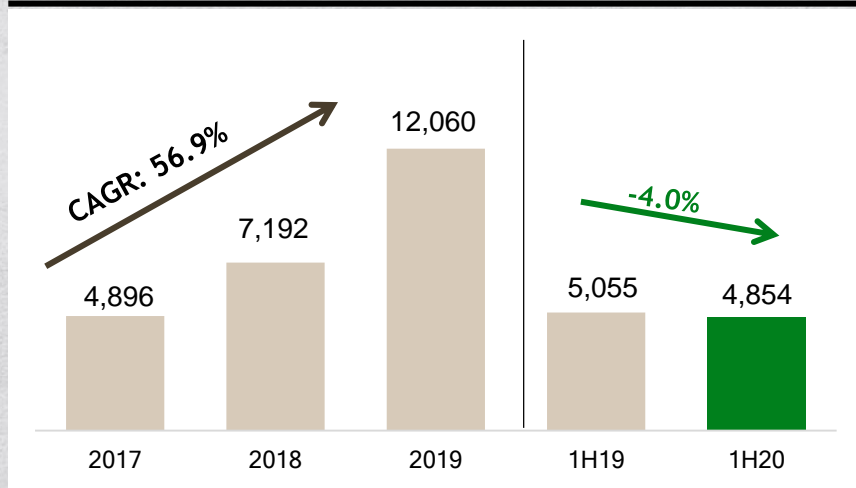
**DC Rationalization**  
Cost reduction of 11.3%

# FINANCIAL HIGHLIGHTS



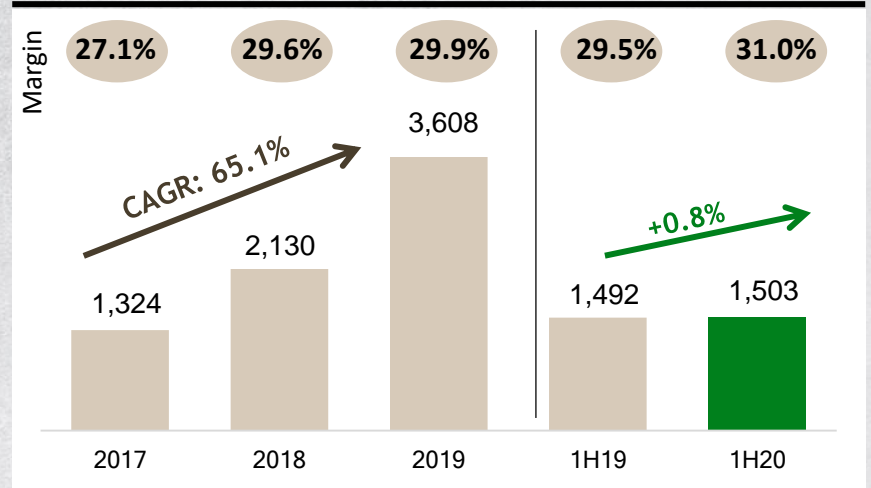
## Revenues

Amounts in PHP million



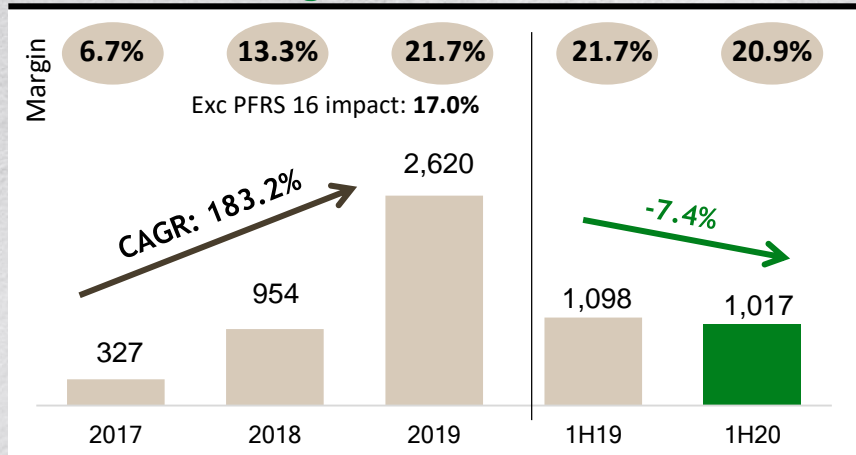
## Gross profit and margin

Amounts in PHP million



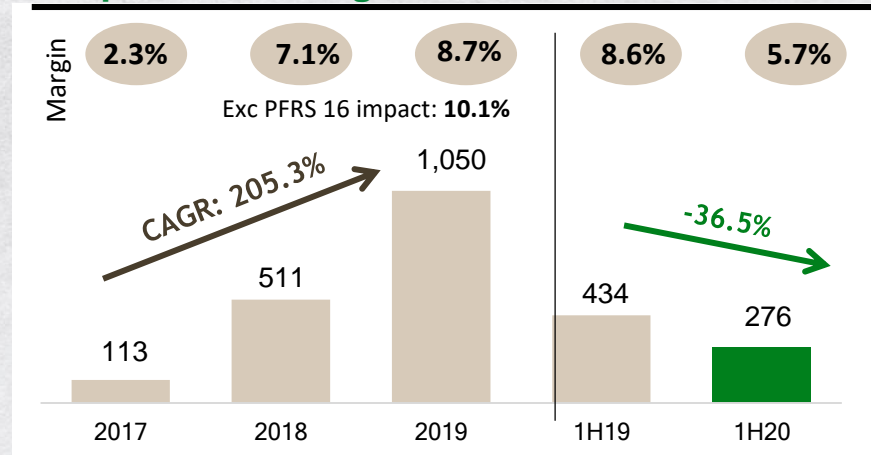
## EBITDA and margin

Amounts in PHP million



## Net profit and margin

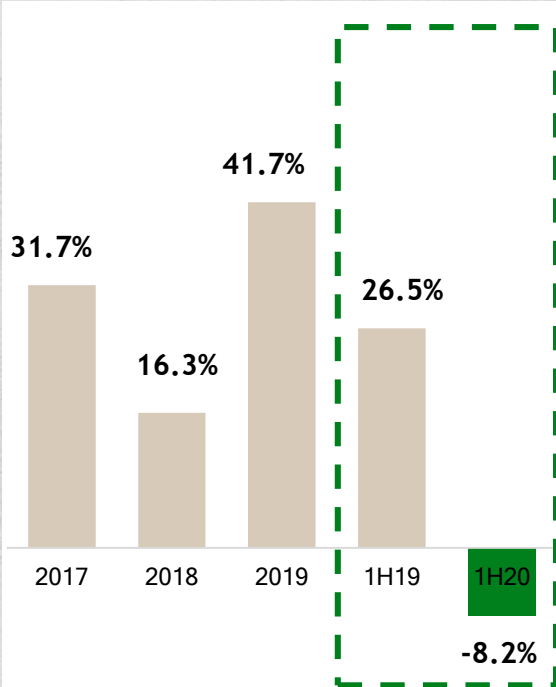
Amounts in PHP million



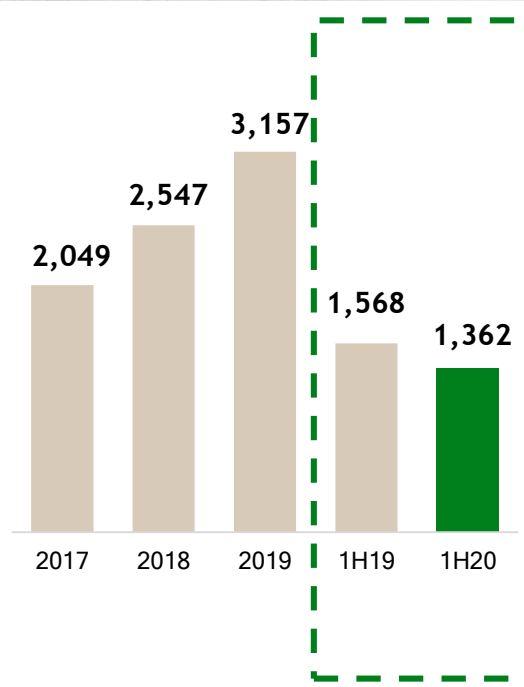
# OPERATIONAL HIGHLIGHTS



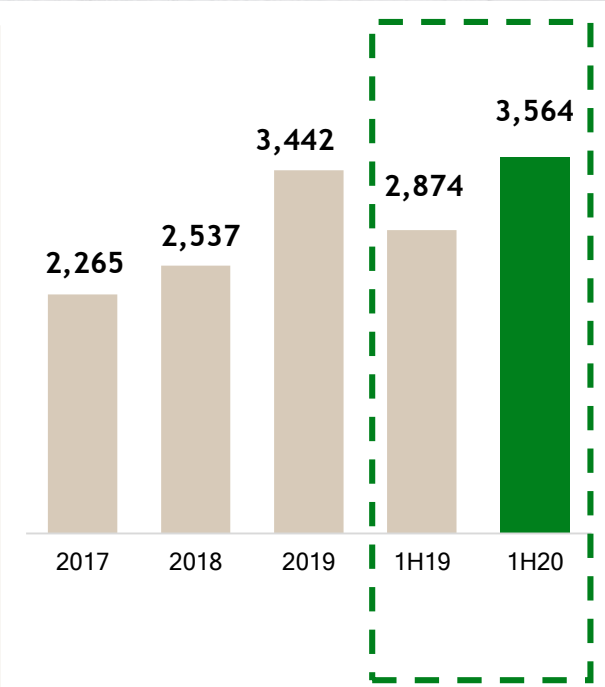
## Same store sales growth



## No. of transactions ('000)



## Average transaction size (PHP)



Note:

- 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
- 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%.



# OPERATIONAL HIGHLIGHTS

## ✓ Wide offering of soft and hard products

✓ 7 key product categories

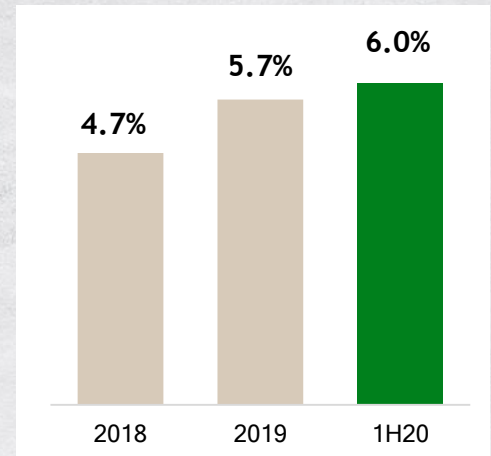
SOFT CATEGORIES	Revenue Contribution	
	2Q20	1Q20
Furniture	16%	22%
Appliances	40%	26%
Homewares	7%	7%
Linens	3%	3%

HARD CATEGORIES	Revenue Contribution	
	2Q20	1Q20
Hardware	28%	25%
Tiles & sanitary wares	4%	11%
Construction	2%	6%

## ✓ In house brands continuous expansion

32 in-house brands as of June 30, 2020

## ✓ Revenue contribution of in-house brands

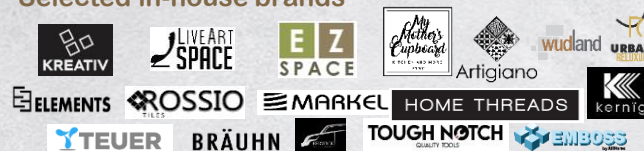


## ✓ Diversified brand portfolio

### Selected third-party brands



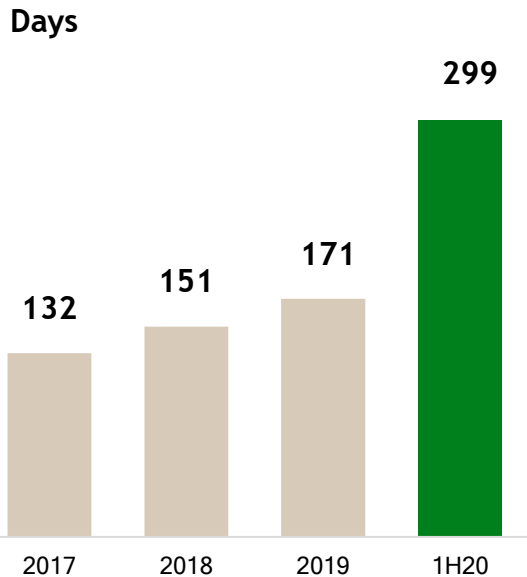
### Selected in-house brands



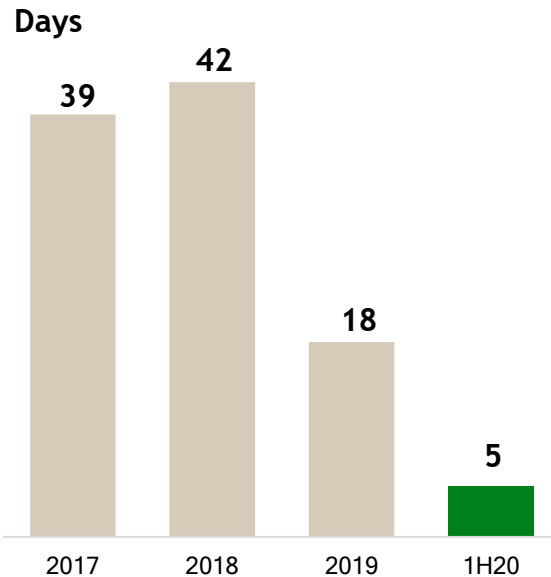
# WORKING CAPITAL



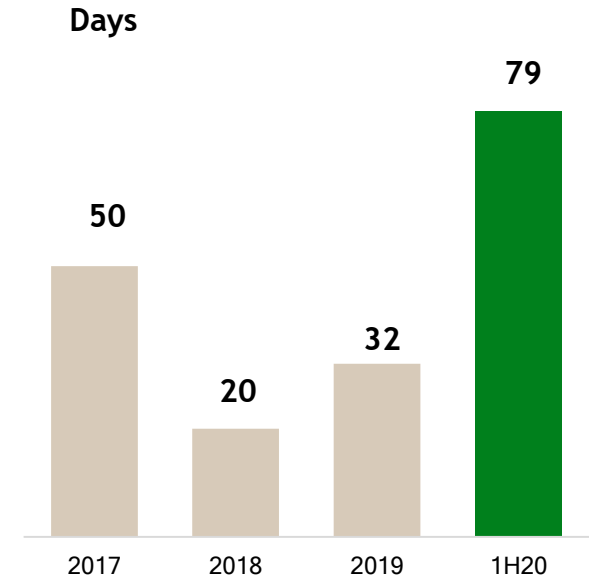
## Inventory turnover



## Trade receivables turnover



## Trade payables turnover



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 and December 31, 2019)
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 and December 31, 2019)
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 and December 31, 2019)



Thank You!

**All Home**  
One-stop shop for *your* home