

# AllHome

One-stop shop for *your* home



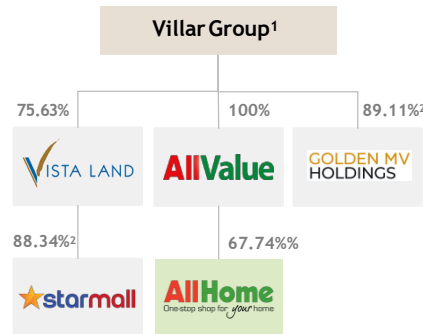
# Overview of AllHome



## ✓ One-stop shop home store

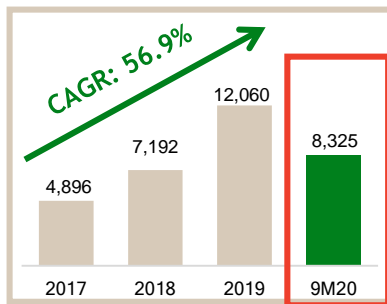


## ✓ Synergistic relationship with the Villar Group



- ✓ 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

## ✓ Fast revenue growth



## ✓ Fast store network growth and strategic coverage

**50 stores** across **28** cities and municipalities with **331,590 sqm** of net selling space<sup>3</sup>

## ✓ Diversified brand portfolio

### Selected in-house brands



### Selected 3<sup>rd</sup> 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 GoldenBria

2. Percentage ownership reflects direct and indirect ownership based on public ownership reports available on The Philippine Stock Exchange, Inc. as of November 30, 2020

3. Number of stores as of Dec. 31, 2020

# Opened 5 new stores and ended 2020 with 50 stores

## Opened 5 New Stores in 2020



Opened the 46th store  
**AllHome Santiago, Isabela**  
on Sept. 17, 2020



Opened the 47th store  
**AllHome Builder's Centre, Evia**  
on Oct. 10, 2020



Opened the 48th store **AllHome Cabanatuan** on Nov. 27, 2020

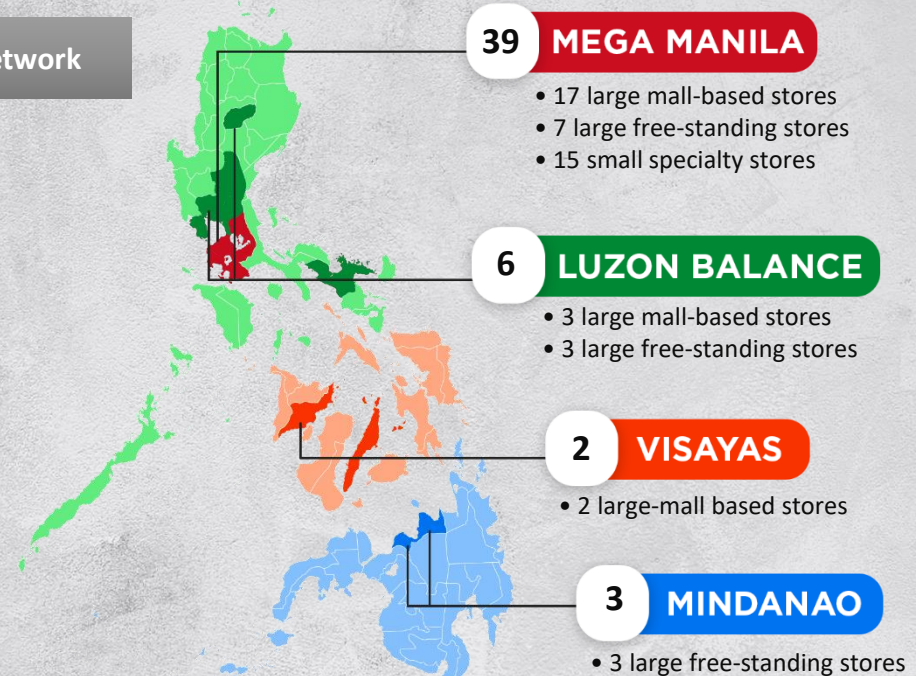


Opened the 49th store  
**AllHome Sta. Maria**  
on Dec. 6, 2020



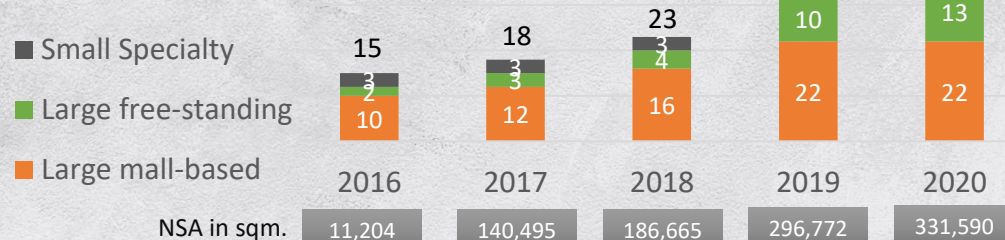
Opened the 50th store  
**AllDigital, Evia** on  
Dec. 10, 2020

## Store Network



## Store Expansion

Store count by format



As of Dec. 31, 2020

# Retail Ecosystem



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



## AIIREWARDS

Membership Program



524,715  
cardholders  
as of Dec. 31, 2020



Earn points  
for purchases  
at AllHome



Points can be used as  
payment 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



"Ready-for-occupancy" home  
furnishing packages

# AllHome Builds helps protect the environment



AllHome helps boost local livelihood through its “Likha” program



The LIKHA initiative is aligned with AllHome’s sustainability program for community social responsibility and environment protection.

AllHome fully recognizes its important role in nurturing and supporting the communities where it has presence.



AllHome encourages its customers to use reusable non-woven bags / eco bags in all its stores for the items that they bought from AllHome. Bikes & E-bikes are also available across AllHome stores.



# AllHome supports the community



AllHome, in partnership with key suppliers, donated tablets to public school teachers.



Omegandang Bukas Campaign gave 10% of Omega Houseware's sales in AllHome to Villar SIPAG Foundation.

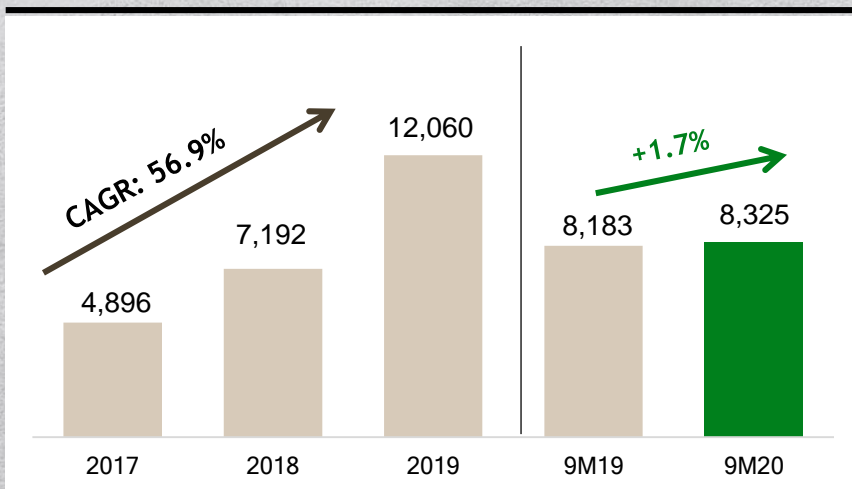


# Financial Highlights



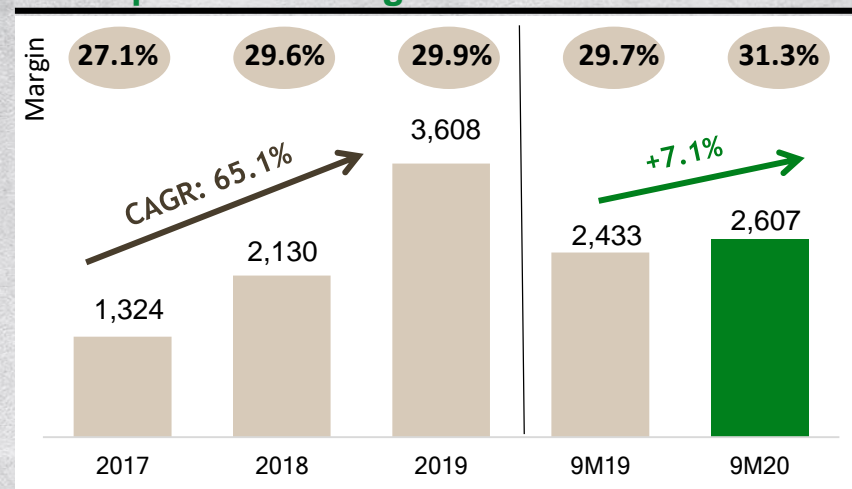
## Revenues

Amounts in PHP million



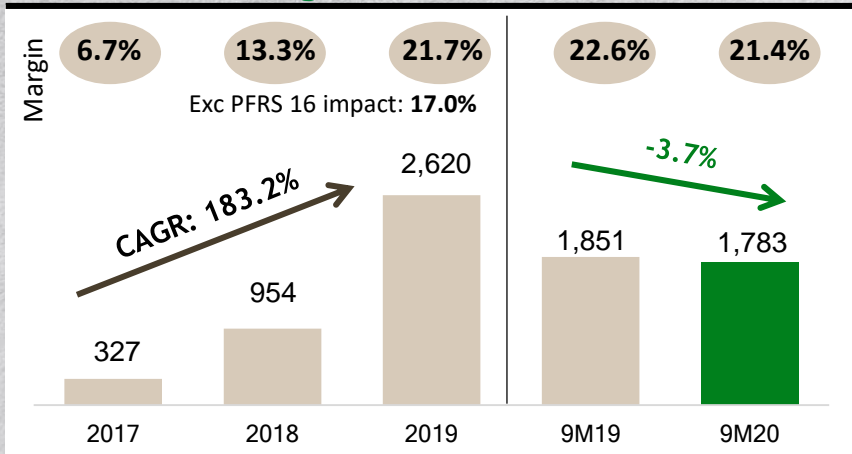
## Gross profit and margin

Amounts in PHP million



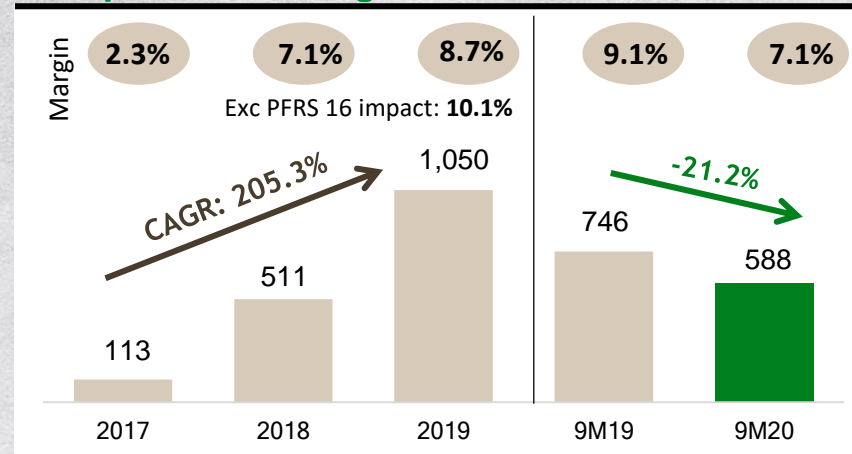
## EBITDA and margin

Amounts in PHP million



## Net profit and margin

Amounts in PHP million

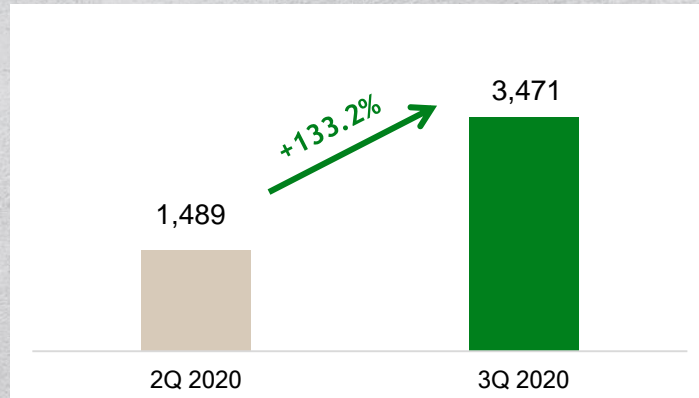


# 3Q 2020 is more than double 2Q 2020



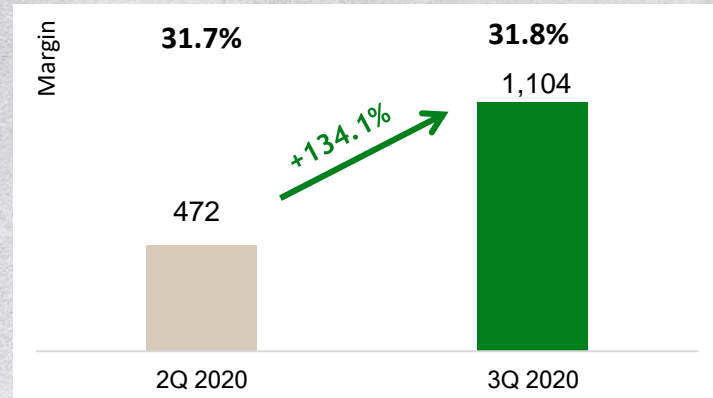
## Revenues

Amounts in PHP million



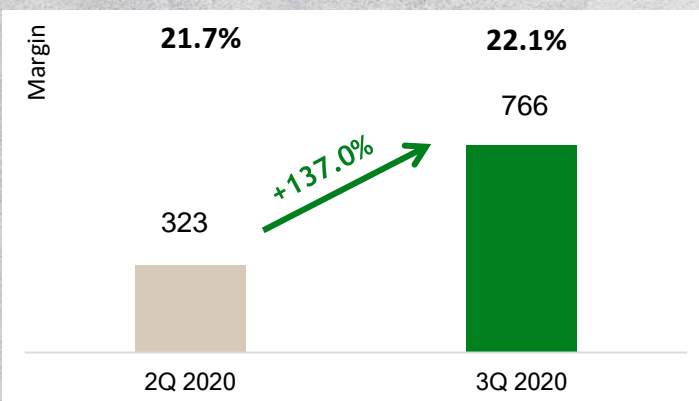
## Gross profit and margin

Amounts in PHP million



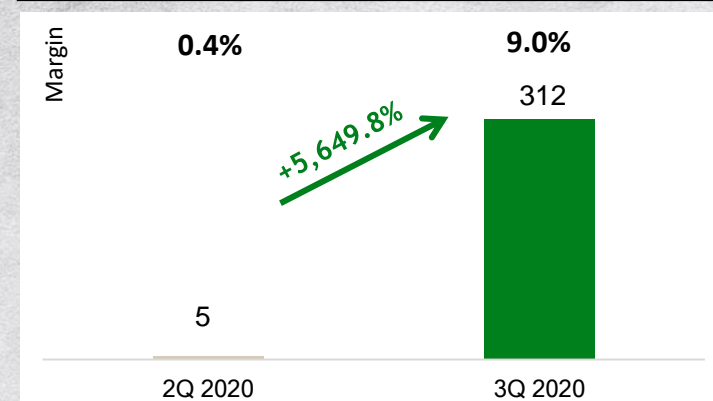
## EBITDA and margin

Amounts in PHP million



## Net profit and margin

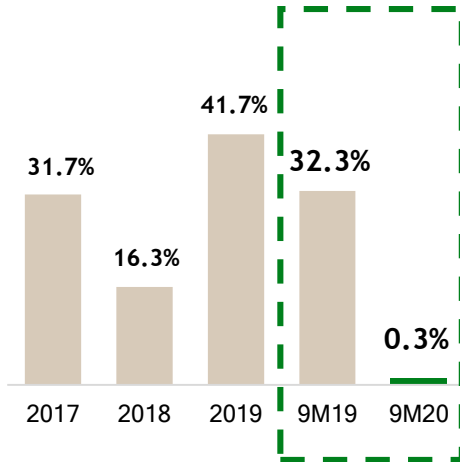
Amounts in PHP million



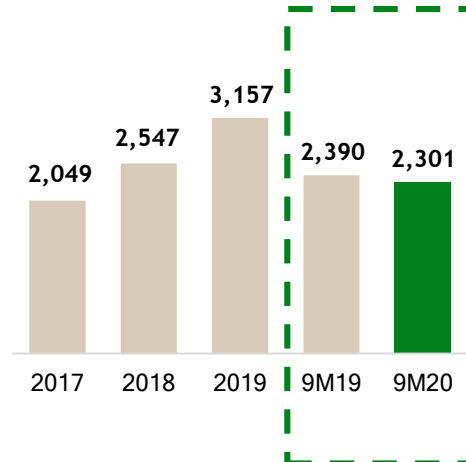
# Operational Highlights



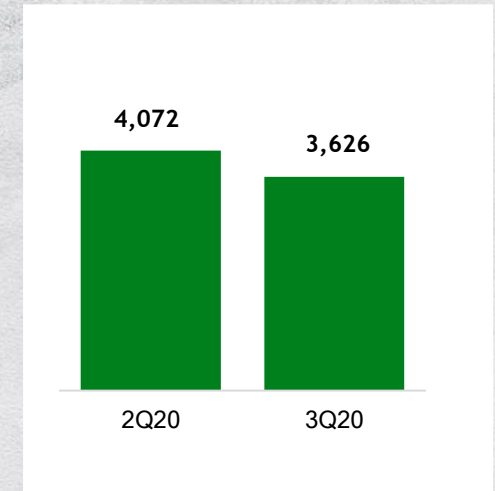
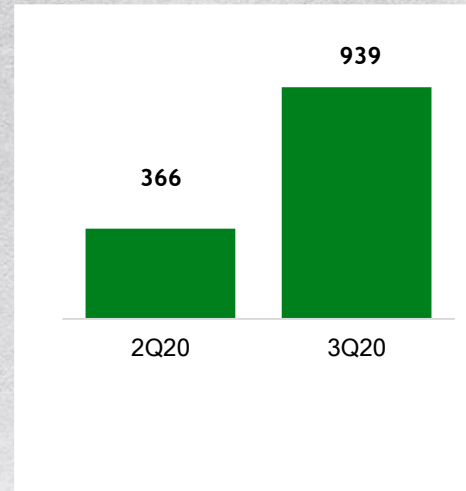
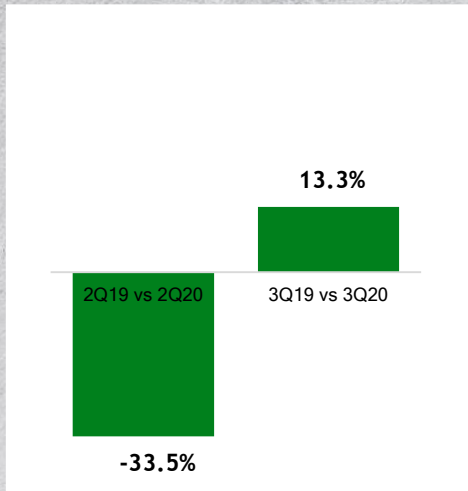
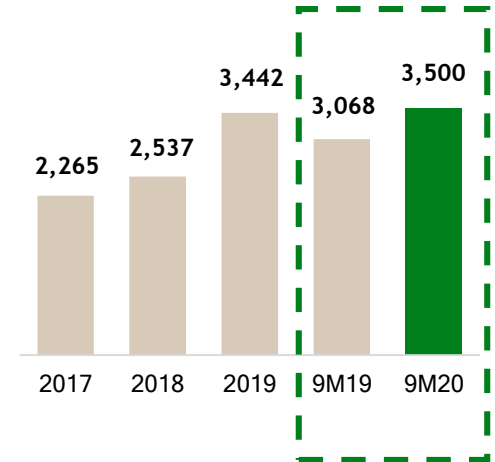
## Same store sales growth



## No. of transactions ('000)



## Average transaction size (PHP)



# Operational Highlights

✓ Wide offering of soft and hard products

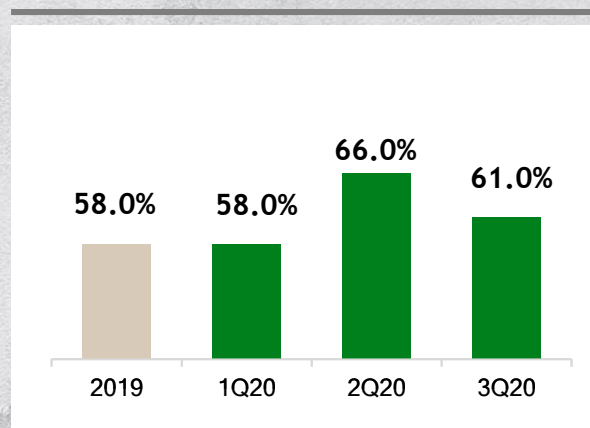
7 key product categories

SOFT CATEGORIES	Revenue Contribution	
	2019	9M20
Furniture	24%	20%
Appliances	26%	31%
Homewares	5%	7%
Linens	3%	3%
<b>TOTAL</b>	<b>58%</b>	<b>61%</b>

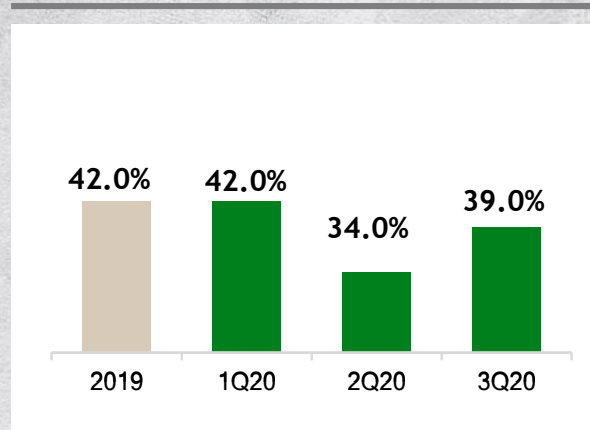
HARD CATEGORIES	Revenue Contribution	
	2019	9M20
Hardware	25%	26%
Tiles & sanitary wares	11%	9%
Construction	6%	4%
<b>TOTAL</b>	<b>42%</b>	<b>39%</b>

✓ Quarterly sales mix of the categories; soft categories dominate in 2020

Soft Categories

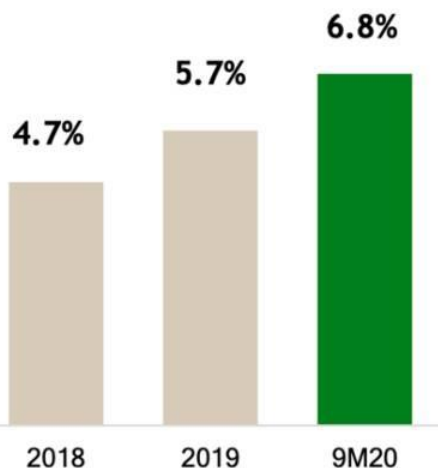


Hard Categories



# Continue to increase margins thru inhouse brands expansion

## ✓ Revenue contribution of in-house brands



2019  
**27**  
inhouse  
brands

↑

Q4 2020  
**40**  
inhouse  
brands



### CONSTRUCTION



### FLOORING & TILES



### DIY



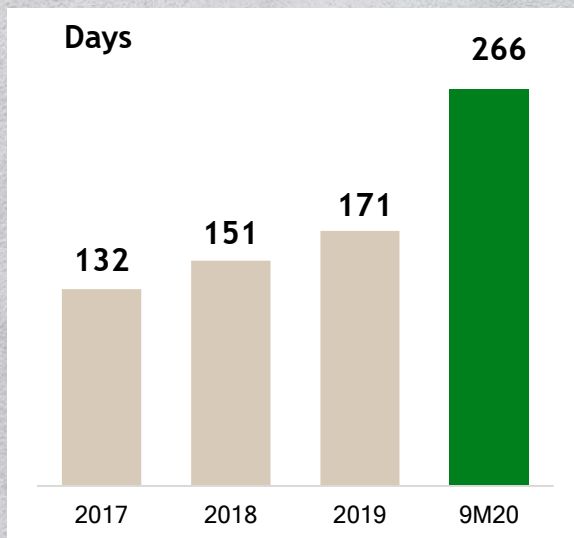
### OTHER INHOUSE BRANDS



# Working Capital

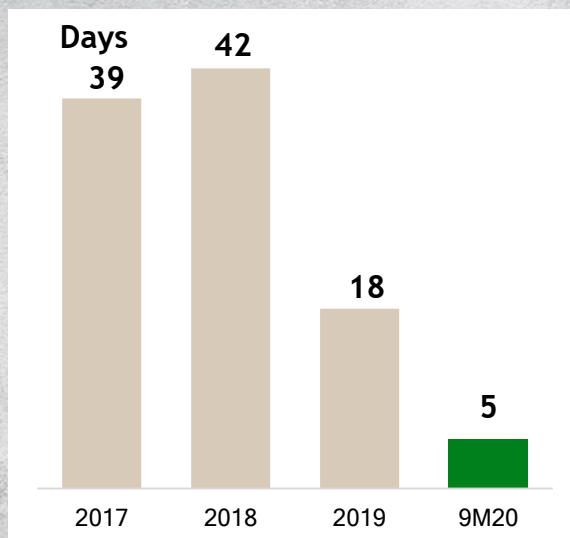


## Inventory turnover



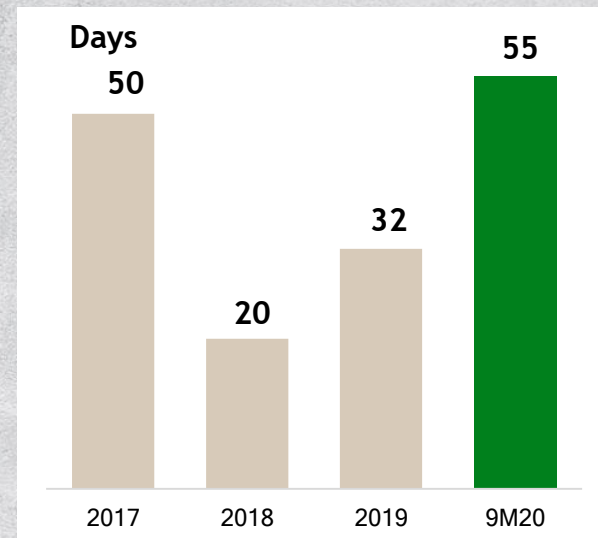
- Inventory turnover increased as a result of the product offerings in preparation for holiday sales and store openings.

## Trade receivables turnover



- Trade receivables days decreased due to the tightened collection of corporate sales.

## Trade payables turnover



- Increase 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 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)

# Key Growth Strategies



## CUSTOMER BASE EXPANSION THROUGH B2B

A discount card exclusively for:

- Architects
- Designers
- Builders
- Engineers
- Contractors

Growth in members in a short period of time

2,297  
Members  
as of  
Dec. 31, 2020



## E-COMMERCE INITIATIVES



allhomeclick app

Personal Shopper



Choose.Chat.Checkout

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

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 13,660 members.

AllHome  
Builders  
Centre



A platform that addresses the needs of contractors and builders. Started during the ECQ and generated 2,566 members.

LIVE  
SELLING



# Key Growth Strategies



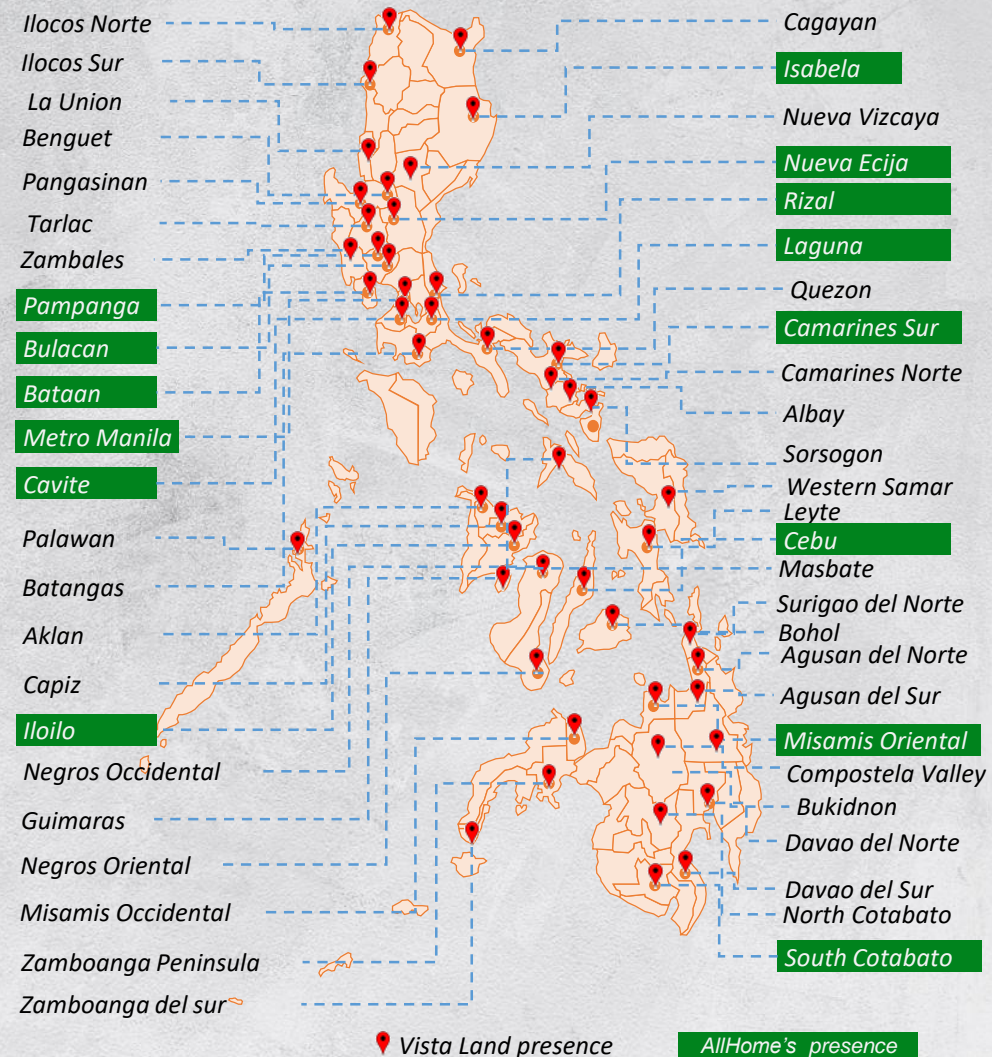
Synergies with Villar Group provide strategic and sustainable growth for AllHome

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

- 14 out of 49 provinces and
- 28 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





# Q&A



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

The background of the image shows the exterior of an AllHome store with its colorful logo on the roof. In the foreground, there is a patio area with outdoor furniture, including tables, chairs, and a large umbrella, all slightly blurred.

Thank You!

**AllHome**  
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