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Tetch Ferrer : +63 917 581 4504

**AllHome capitalizes on pet and home synergy with specialty brand PetBuddy with 4 new stores launched in 2022.**

AllHome, the Philippines' pioneering full-line home center, has expanded into the pet care industry with its specialty brand PetBuddy. PetBuddy opened its maiden location in Evia Lifestyle Center in 2021 and with its growing clientele, AllHome has added new pipeline of four stores—Sta. Rosa, NOMO in Bacoar, Antipolo and Taguig.

AllHome Chairman Manny Villar says: "There is a natural synergy between the building and maintaining of a home and the care of pets, and we are excited to build further on the convenience and value of the AllHome retail experience with PetBuddy. We are confident that we can apply the same elevated and upgraded product and experience offering that we banner with each AllHome store to a growing pet care market in the Philippines."

**Pets—an integral part of the home life**

Pets are part and parcel of the home experience, and home-oriented lifestyle trends experienced a key catalyst during the pandemic, with pet adoption garnering sustained interest from Filipinos as a means to release stress and boredom.

In its May 2022 scan of the Pet Care Industry in the Philippines, Euromonitor International noted: "Pet care is expected to continue to expand over the forecast period, with rates of pet adoption remaining healthy to the benefit of the category. Interest in pets is likely to be sustained as the Philippine economy recovers from the impact of the COVID-19 crisis. If Filipinos were able to sustain their interest in pets during difficult times, then there is a good chance that they will continue to adopt pets during more favourable times."

Pet supplies find a natural home in the full-line offering of AllHome, and figures heavily into current revenue splits in the chain's DIY Lifestyle category.

"Pets carry a special place in our hearts, and with the rising middle class of the Philippines, we are observing Filipinos putting more importance in sourcing the right kinds of products and services for these "members of the family," notes Camille

Villar, AllHome Vice Chairman. “Our customers display a sense of care and responsibility for their pets, and by leveraging our own expertise in providing elevated experiences to our customers, we are confident in our ability to delight pet owners with our newest concept, one that carries the signature elevated experience of the AllValue group.”

### **Elevating the pet care offering**

The AllHome value offering carries an elevated customer experience, and this approach is extended in its PetBuddy concept. In addition to carrying a comprehensive line of pet care products and a wide selection of quality imported pet products, PetBuddy expands the offering with customer services through grooming and day care services, available in each of its five stores.

PetBuddy stores are classified under the chain’s small specialty format. The launching of these four new stores this year have increased the total of small specialty stores to 21 and has increased AllHome’s store network to 62 – with 23 large mall-based, 18 large free-standing, and 21 small specialty stores.

With AllHome’s commitment to serve its customers better, it continuously explores new concepts that complete its full line offering of customers’ home needs. Anything and everything that the customers need for their homes, they can find at AllHome.

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