



August 15, 2022

PHILIPPINE STOCK EXCHANGE

9th Floor, Philippine Stock Exchange Tower
28th Street corner 5th Avenue
BGC Taguig City

Attention: Ms. Alexandra D. Tom Wong
Officer-in-Charge - Disclosure Department

Subject: AllHome Corp.: **Press Release**

Gentlemen:

Please see attached copy of the press release on AllHome Corp dated 8/15/2022.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robirose M. Abbot".

Robirose M. Abbot
Chief Financial Officer

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION
17 OF THE SECURITIES REGULATION
CODE AND SRC RULE 17.2(c)
THEREUNDER

1. **August 15, 2022**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **CS-201310179**
3. BIR Tax Identification Number **008-541-952-000**
4. **ALLHOME CORP.**
Exact name of issuer as specified in its charter
5. **Philippines**
Province, country or other jurisdiction
of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **Lower Ground Floor, Building B, EVIA Lifestyle Center, Vista City,
Daanghari, Almanza II, Las Piñas City**
Address of principal office
8. **(632) 8880-1199**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8
of the RSA

1747
Postal Code

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common stock	3,750,000,002 shares

11. Indicate the item numbers reported herein:

Item No. 9 – Other Events

Please see attached Press Release.

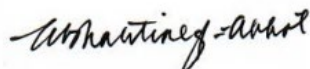
SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on behalf by the undersigned hereunto duly authorized.

ALLHOME CORP.

Issuer

By:

A handwritten signature in black ink, appearing to read "Robi Rose M. Abbot", written in a cursive style.

ROBIROSE M. ABBOT

Chief Financial Officer

Date: **August 15, 2022**

PRESS RELEASE



For inquiries, please contact:

Tetch Ferrer : +63 917 581 4504

AllHome posts Php 6.3 billion in revenues for 1H 2022; EBITDA up 8.8% vs 1H 2021

AllHome, the country's pioneering one-stop full line home center, reported Php 6.265 billion in revenue for the first half 2022. The chain also noted improvements in its gross profit margins, with 1H 2022 performance indicating 35.9% of revenue versus 33.1% in 1H 2021, and 29.5% in 2019.

AllHome 1H 2022 reported net core profit of Php 525 million tracks 21% better than pre-pandemic performance, 1H 2019.

"The country at large has successfully demonstrated and sustained its optimism in the post-pandemic scenario. The return to normalcy—as can be seen in the consistent pandemic alert levels and the brisk increases in footfall to malls and centers of commerce. While AllHome still continues to feel the effects of prevailing circumstances in the country, our current performance still shows marked improvement over pre-pandemic levels of 2019, and is an increasingly tangible and welcome sign that things are only going to improve for AllHome," says AllHome Chairman Manny B. Villar Jr.

"People are returning to stores and spending more, and we fully intend to capitalize on this sustained optimism," he adds.

1H 2022 also saw AllHome posting an 8.8% increase in EBITDA—Php 1.66 billion in 1H 2022 from Php 1.53 billion in 1H 2021.

Bringing improved customer experiences closer to customers

A notable trend observed by regional thinktank Euromonitor during the pandemic was the migration from urban city centers to the countryside, with consumers—including the upper class—seeking space further from identified centers of activity, shifting their sights on rest houses and holiday homes away from the city.

"The shift of home building and making away from the city, a trend identified by Euromonitor International in its February 2022 report on consumer trends—especially in the home improvement and home and garden industries—is something

we have paid close attention to in our expansion strategy,” says Camille Villar, AllHome Vice Chairman.

“Part of the AllHome experience of elevated customer journeys is making it accessible where our customers are—or want to be. This trend has informed our strategy of locating not only in the country’s historically urbanized centers, but in the emerging ones as well that still give the flavor of the more relaxed Philippine countryside. This can be seen in our latest location in Davao, and soon, in Cebu. We believe this is a great opportunity for AllHome, and definitely a better home-shopping experience for our future customers in these areas,” she adds.

AllHome also continues to improve on its digital experience, bringing in aesthetic and user experience improvements to its e-commerce platform www.allhome.com.ph. The platform recently added “shop by look” functionalities, allowing users and customers to browse and purchase products based on design inspirations featured on both the desktop and mobile versions.

AllHome adds five locations towards 100-store milestone by 2026

AllHome President and Chief Executive Officer Benjamin Therese Serrano, meanwhile, expressed the chain’s continued determination in implementing its operational strategies towards its 100-store milestone by 2026.

“Despite prevailing circumstances, our confidence in our capability to implement AllHome’s expansion strategy remains undeterred. To date, AllHome has already added five new locations in the first half of 2022 alone, with the highlight being our newest large format store in Davao,” she said.

“We believe that the current optimism of consumers with regards to the pandemic scenario is well-founded and has reflected in our operating performance. Basket sizes in AllHome stores are up 5% versus the same period last year—an indicator that our customers continue to be confident in their spending. In addition to a general mood shift that can only bode well for AllHome, this puts us in a position where we can best use our synergies with the Villar Group’s retail and real estate affiliates to continue to provide our trademark comprehensive and elevated experiences to even more customers. In this spirit, we are optimistic as we vigorously pursue our 2026 milestone of 100 stores,” she adds.

AllHome made its debut in the Philippine Stock Exchange via Initial Public Offering (IPO) on 10 October 2019.

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The above contains statements about future events and expectations that constitute “forward-looking statements.” These forward-looking statements include words or phrases such as the Company or its management “believes”, “expects”,

“anticipates”, “intends”, “may”, “plans”, “foresees”, “targets”, “aims” “would”, “could” or other words or phrases of similar import. Similarly, statements that describe the Company’s objectives, plans or goals are also forward-looking statements. All such forward-looking statements are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Such forward looking statements are made based on management’s current expectations or beliefs as well as assumptions made by, and information currently available to, management. These forward-looking statements speak only as at the date of this release and nothing contained in herein is or should be relied upon as a promise, warranty or representation as to the future. The Company expressly disclaims any obligation or undertaking to release, publicly or otherwise, any updates or revisions to any forward-looking statement contained herein to reflect any change in the Company’s expectations with regard thereto or any change in events, conditions, assumptions or circumstances on which any statement is based.