

AllHome
One-stop shop for *your* home

Invest ASEAN 2021
Philippines Week:
Marching On

August 18, 2021



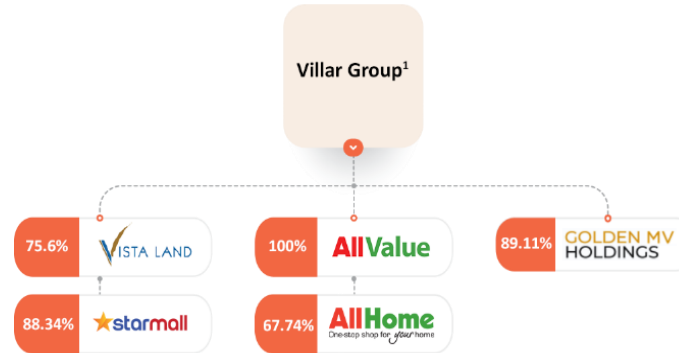
Overview of AllHome

Unique one-stop shop home store



- Furniture
- Linen
- Homewares
- Appliances
- Hardware
- Construction
- Tiles & Sanitary Wares

Synergistic relationship with the Villar Group



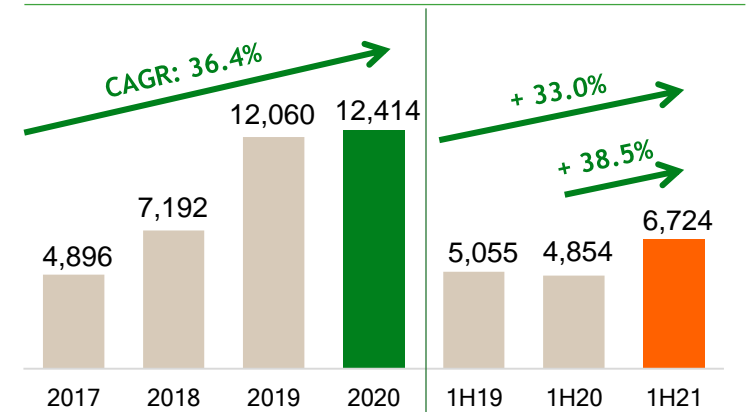
Wholly owned subsidiary of AllValue Holdings Corp., an affiliate of Villar Group, the largest homebuilder in the Philippines

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

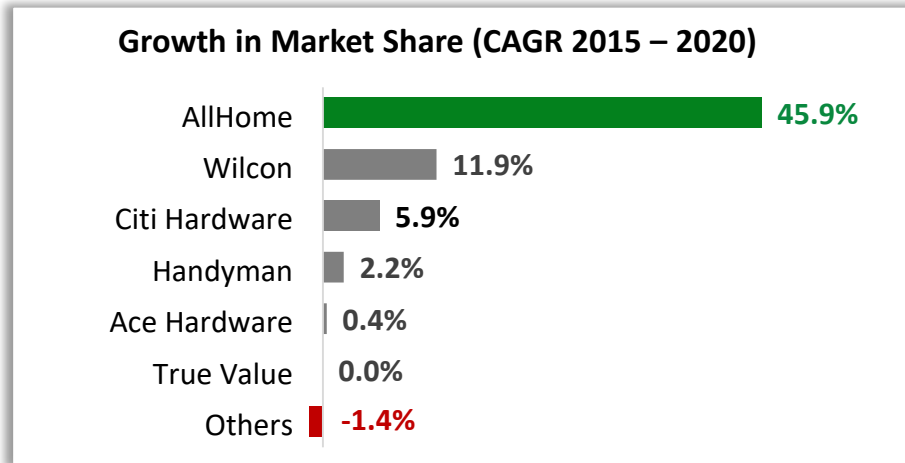
55 stores across **34** cities and municipalities with **291,259 sqm** of net selling space³

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 August 31, 2021

Fastest growing home improvement retailer in the Philippines

Market Share Growth: AllHome growing fastest



Source: Euromonitor Passport, January 2021 Update

AllHome's market share **grew 46%** (CAGR 2015 to 2020) while the market leader grew only 12%.

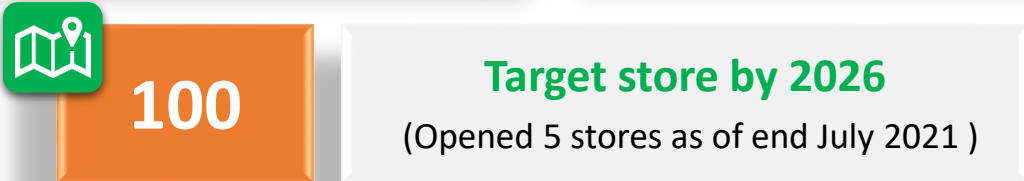
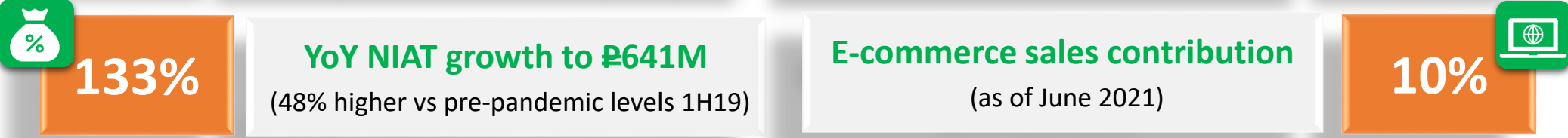
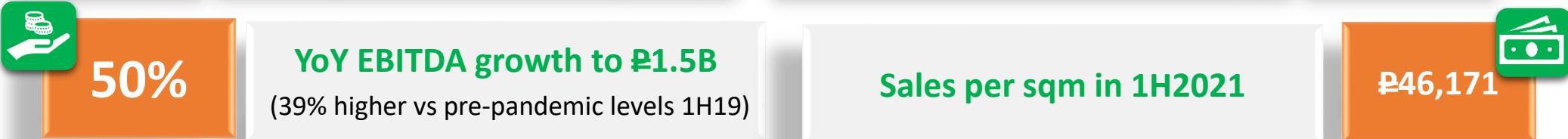
Brand Share: A fragmented market

	2015	2016	2017	2018	2019	2020
Wilcon Depot	3.7	4.3	5.7	6.3	6.5	6.5
Ace Hardware	5.2	5.6	5.8	5.8	5.6	5.3
All Home	0.5	1.5	1.6	2.1	3.2	3.3
Handyman	2.6	3.0	3.1	3.3	3.1	2.9
Citi Hardware	0.6	0.7	0.7	0.8	0.8	0.8
True Value	0.6	0.7	0.7	0.8	0.7	0.6
Others	87	84	83	81	80	81
Total	100	100	100	100	100	100

Source: Euromonitor Passport, January 2021 Update

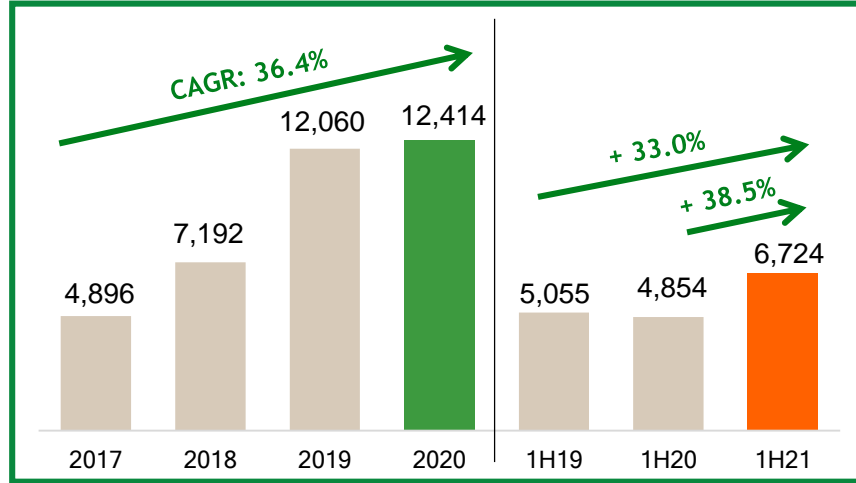
The market is fragmented, with 81% comprised of numerous small players (mostly traditional hardware). **AllHome has been gaining market share** from these players.

1H 2021 by the NUMBERS

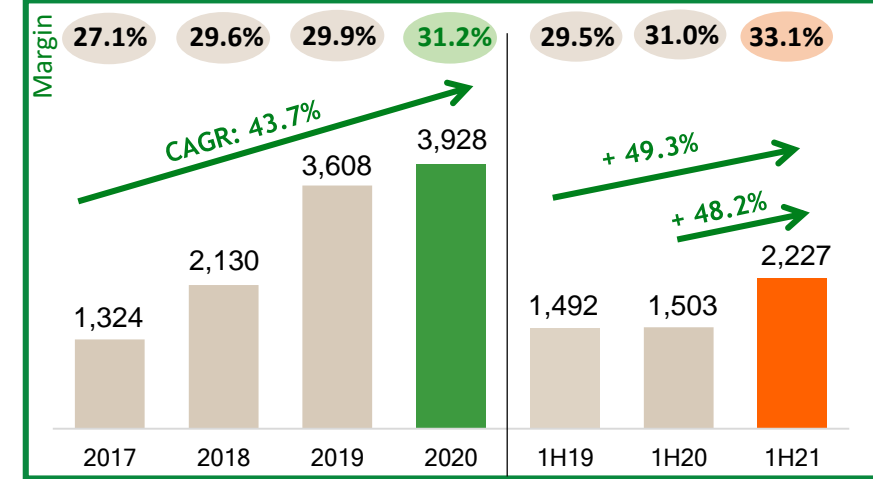


Financial Highlights

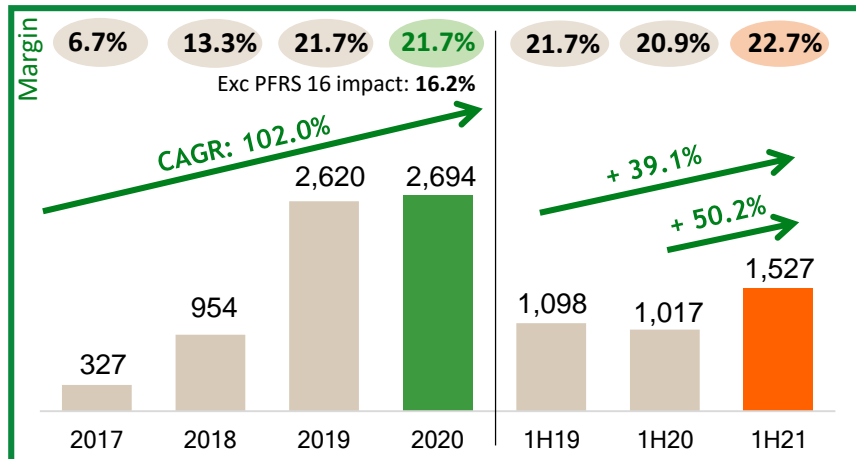
Revenue growth



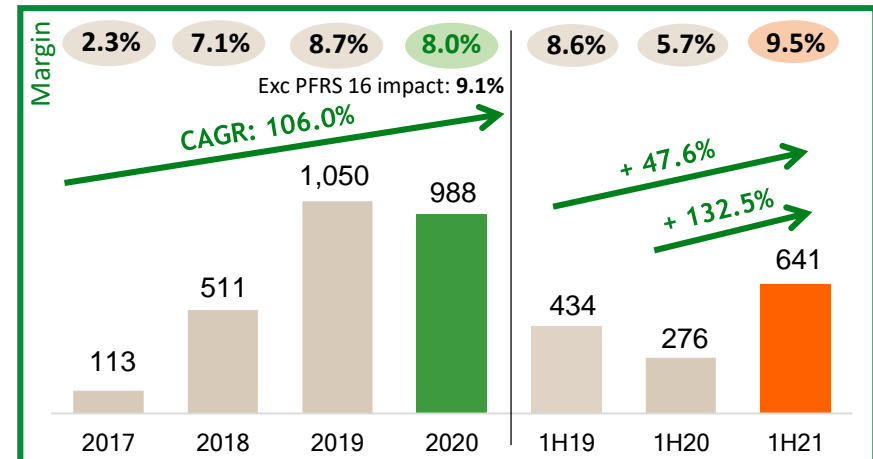
Gross profit and margin



EBITDA and margin



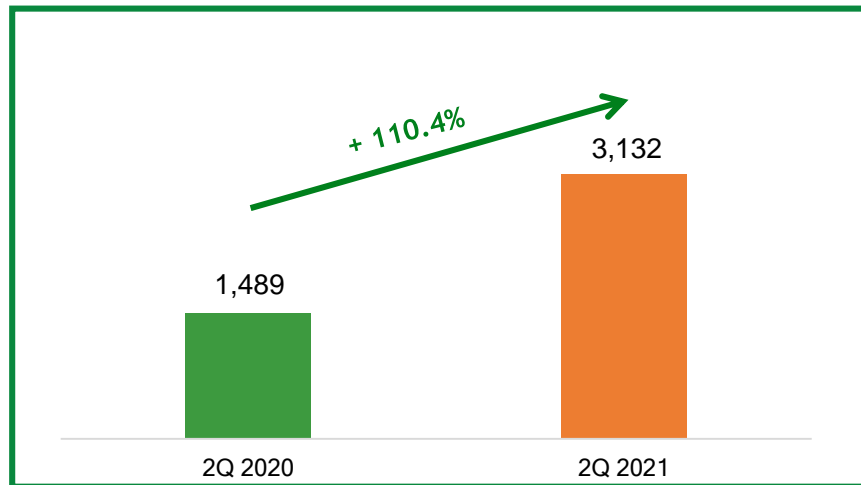
Net profit and margin



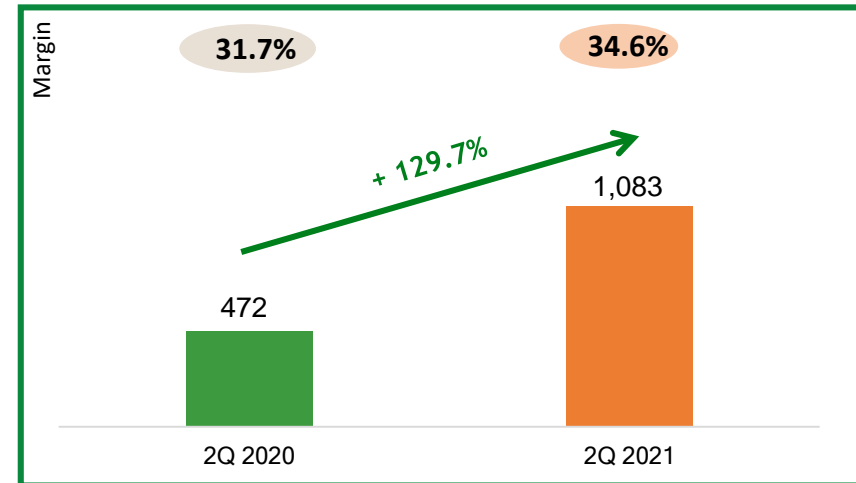
Amounts in PHP million

Quarter on Quarter Performance

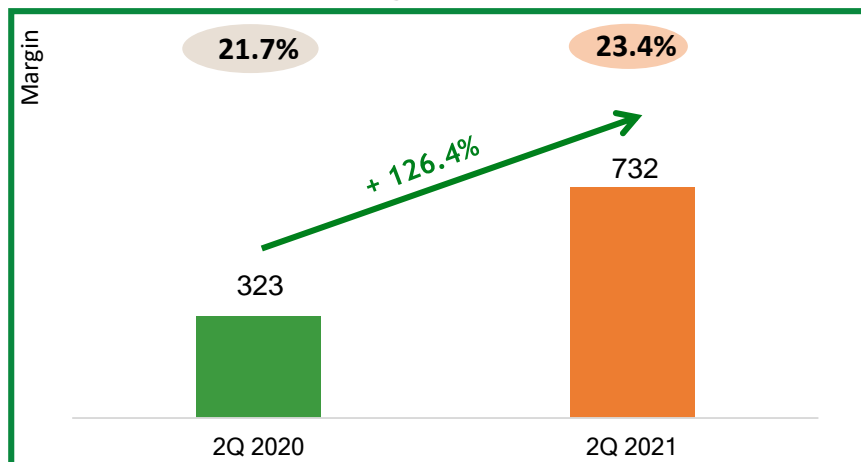
☑ Revenue growth



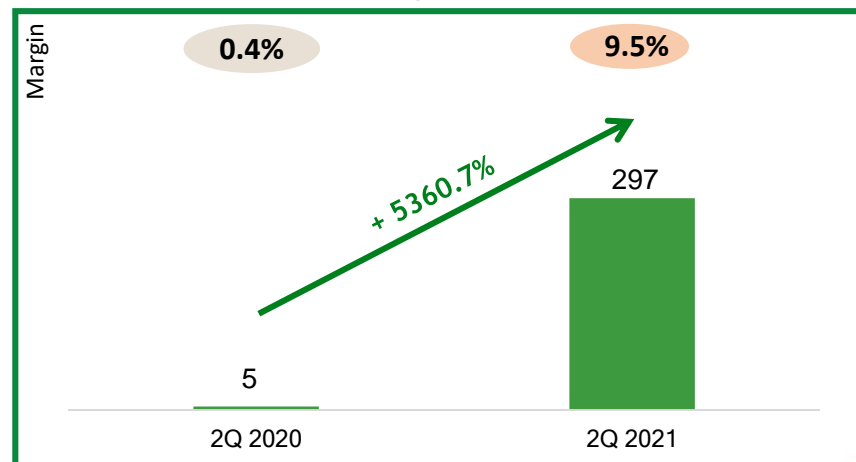
☑ Gross profit and margin



☑ EBITDA and margin



☑ Net profit and margin



Income Statement

IN PHP MILLIONS	2Q2021	2Q2020	% Change	1H2021	1H2020	% Change
Revenues	3,132	1,489	110.4%	6,724	4,854	38.5%
Cost of Goods Sold	2,049	1,017	101.5%	4,497	3,351	34.2%
Gross Profit	1,083	472	129.7%	2,227	1,503	48.2%
<i>Gross Profit Margin</i>	<i>34.6%</i>	<i>31.7%</i>		<i>33.1%</i>	<i>31.0%</i>	
Other Income	78	66	19.4%	149	172	-13.3%
Operating Expenses	701	436	60.6%	1,374	1,105	24.4%
Operating Profit	461	101	356.9%	1,002	570	75.8%
<i>Operating Profit Margin</i>	<i>14.7%</i>	<i>6.8%</i>		<i>14.9%</i>	<i>11.7%</i>	
Profit Before Tax	363	8	4,622.4%	822	394	108.9%
Tax Expense	66	2	28.4%	181	118	53.6%
Net Income	297	5	5,360.7%	641	276	132.5%
<i>Net Margin</i>	<i>9.5%</i>	<i>0.4%</i>		<i>9.5%</i>	<i>5.7%</i>	

Financial Position

IN PHP MILLIONS	June 30, 2021	December 31, 2020
Current Assets	9,657	8,993
Noncurrent Assets	14,712	12,782
Total Assets	24,369	21,775
Current Liabilities	4,288	3,855
Noncurrent Liabilities	6,069	4,549
Total Liabilities	10,357	8,404
Capital Stock	3,750	3,750
Additional Paid-in Capital	7,209	7,209
Retained Earnings	3,053	2,421
Total Equity	14,012	13,371
Current ratio	2.25	2.33
Quick ratio	0.51	0.60
Debt to equity ratio	0.74	0.63
Return on asset	2.6%	4.5%
Return on equity	4.6%	7.4%

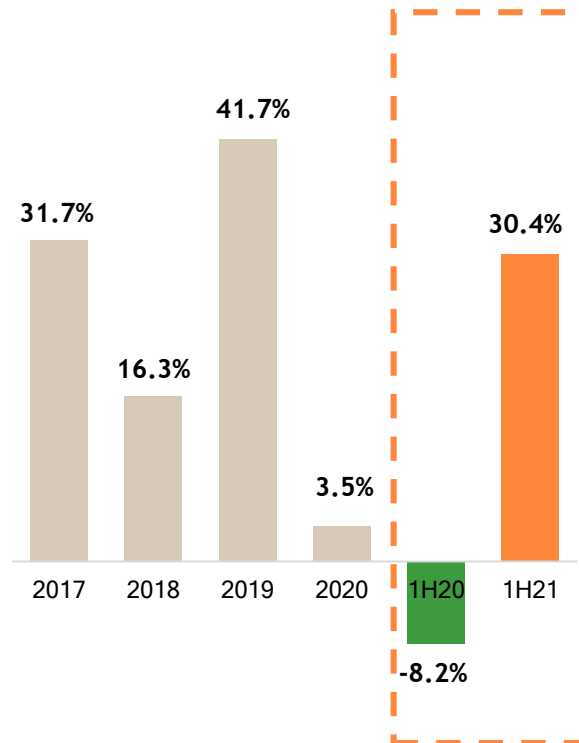
Note:

1 Annualized ROA using six-month period as of June 30, 2021 - 5.3%

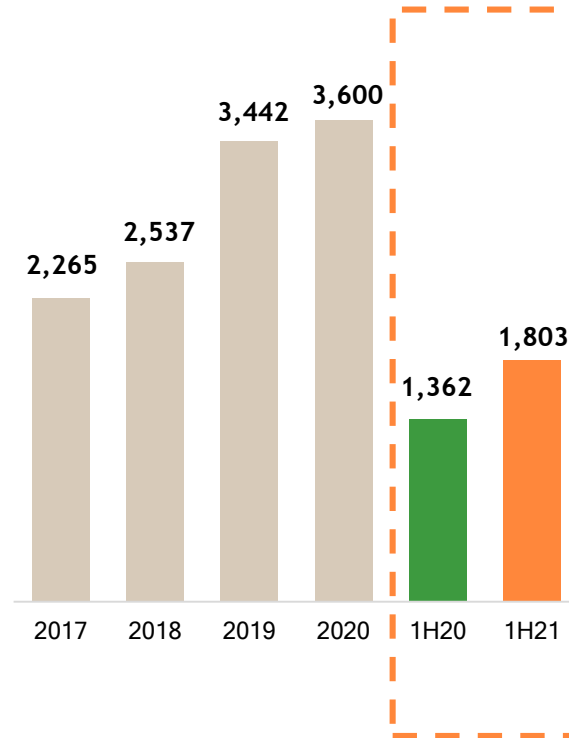
2 Annualized ROE using six-month period as of June 30, 2021 - 9.1%

Operational Highlights

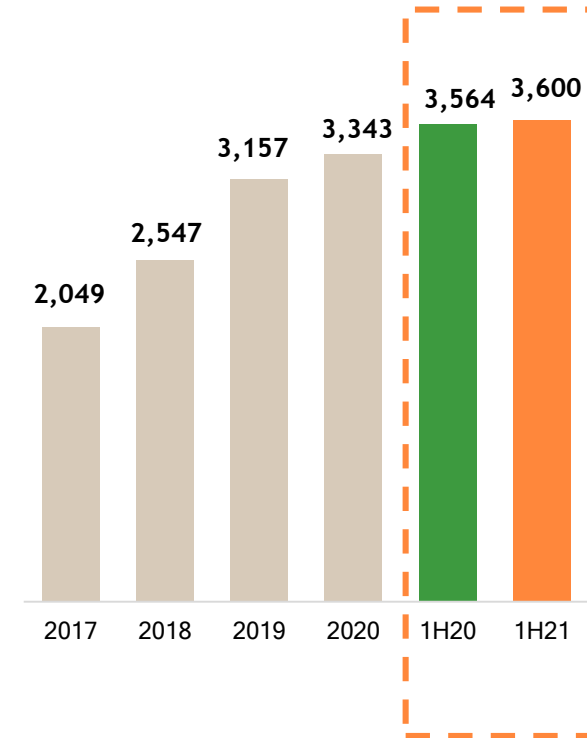
Same store sales growth



No. of transactions ('000)



Average transaction size (PHP)



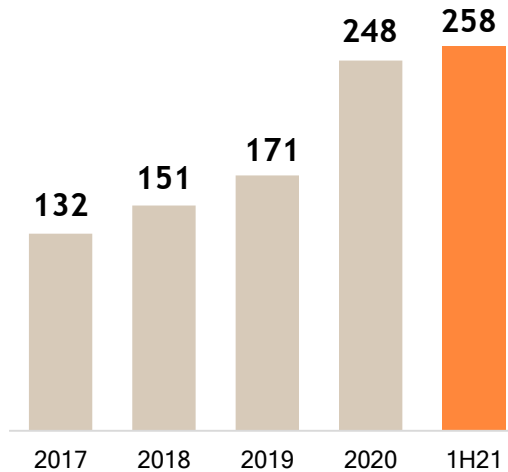
Source: Company Information

- 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%.

Working Capital

Inventory turnover

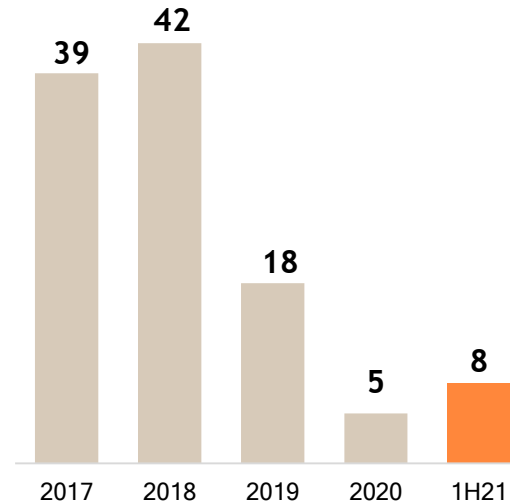
Days



- Increase in outright buys and expansion of in-house brands to increase GP margin
- Initial stocks of new stores

Trade receivables turnover

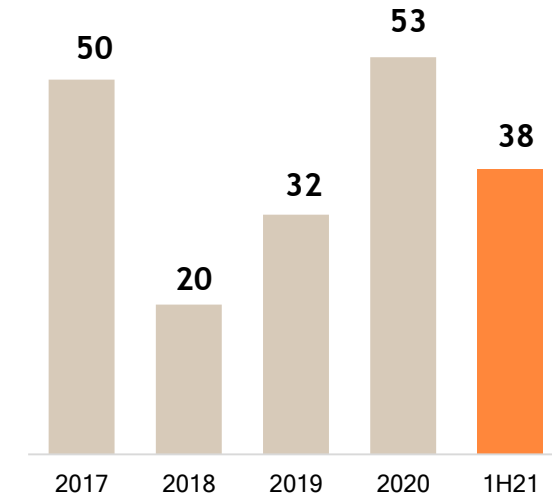
Days



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

Trade payables turnover

Days



- Within the 30-60 credit term with suppliers
- Includes Advances for importation in relation to increase in outright buys and expansion of in-house brands

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)

Our balanced category mix adapts to changing customer needs

Wide offering of soft and hard products

7 key product categories

SOFT CATEGORIES	Revenue Contribution	
	1H20	1H21
Furniture	20%	19%
Appliances	30%	29%
Homewares	7%	7%
Linens	3%	3%
TOTAL	60%	57%

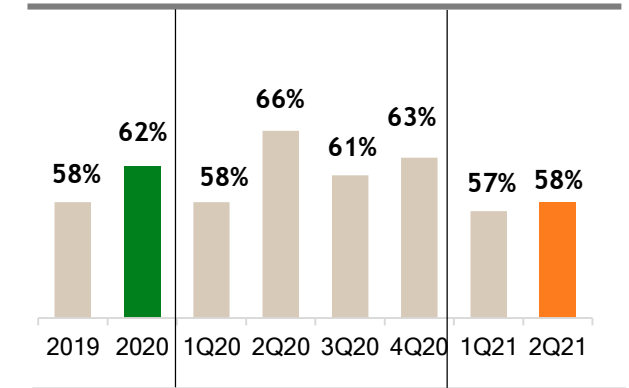


HARD CATEGORIES	Revenue Contribution	
	1H20	1H21
Hardware	27%	26%
Tiles & sanitary wares	9%	11%
Construction	4%	5%
TOTAL	40%	43%

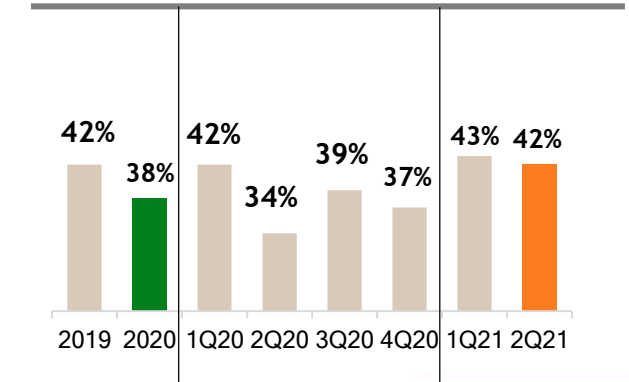


Quarterly sales mix of the categories; soft categories dominate until 2Q 2021

Soft Categories



Hard Categories



Continued expansion program

Opened 5 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

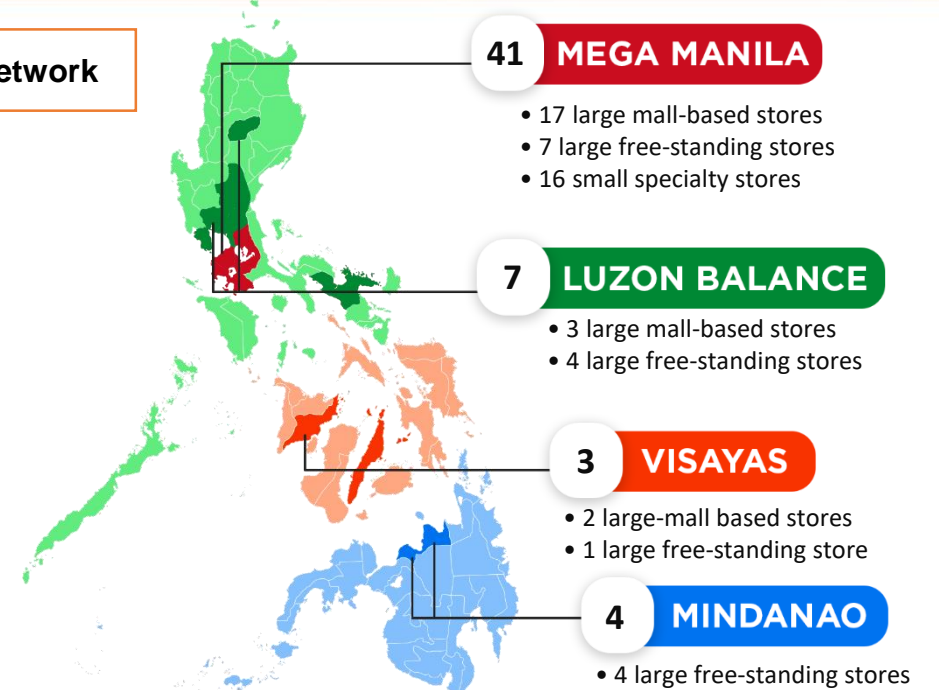


Opened the 54th store **Everyday Quick Fix by AllHome, Camella East (Bacoor, Cavite)** on May 1, 2021



Opened the 55th store **AllHome Sto. Tomas, Batangas** on June 10, 2021

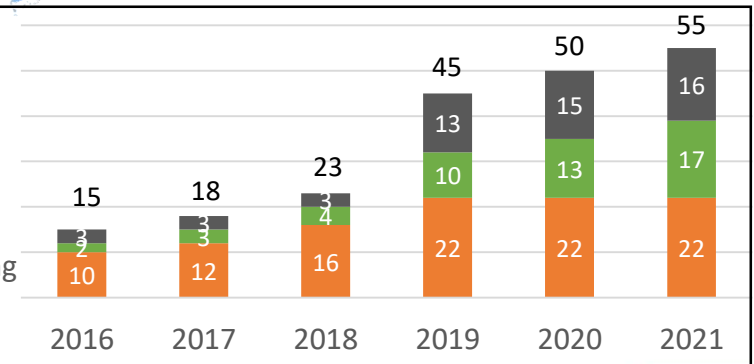
Store Network



Store Network

Store count by format

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



As of August 31, 2021

Operational efficiency initiatives

✓ Allotting larger store space as designated fulfilment/logistics area in response to increasing e-commerce sales

✓ Bigger store warehouse minimizes capex for additional DC space requirement

✓ Right-sizing of selling area and increased store warehouse will result to savings on utilities, manpower cost and DC rent

✓ Maximizing store inventory capacity via vertical display efficiency resulting to smaller required selling space footprint.



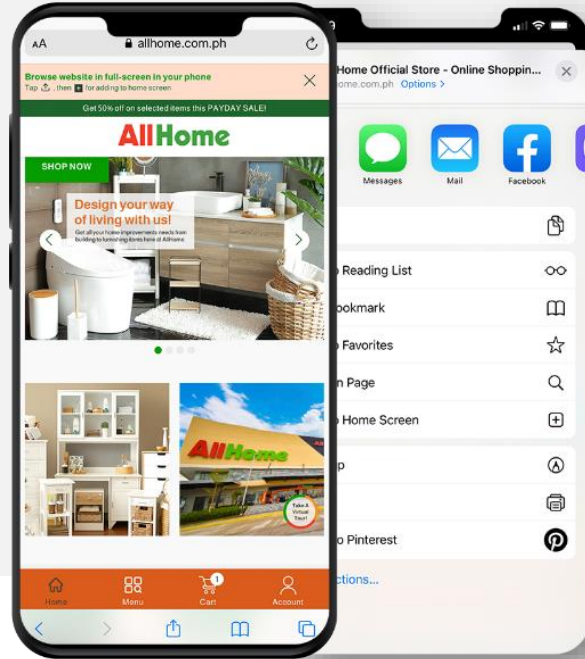
	2018	2019	2020	2021
NSA (in sqm)	1)86,665	296,772	331,590	291,259
Ave NSA of Large Store	9,276	9,160	9,279	7,289

Ramping up digital capability



Progressive Web Application

- Offline mode
- No installation or manual updates required
- App store independent



OmniChannel Presence

- ✓ Allhome.com.ph
- ✓ Builders Centre Viber Community
- ✓ Youtube Channel
- ✓ AllHome Virtual Store
- ✓ SHOP4U

Marketplaces

- ✓ Allday.com.ph
- ✓ Lazada
- ✓ Shopee
- ✓ Paymaya Mall

Social Media Platforms

- ✓ Facebook
- ✓ LinkedIn
- ✓ Instagram
- ✓ Twitter
- ✓ Pinterest
- ✓ YouTube
- ✓ Tiktok

Engagement with Leading On-Demand Delivery Providers

AllHome has taken an active approach in joining on demand delivery providers like GrabMart, Metromart and Pickaroo.



Enhancing Customer Experience and Safety

- ✓ Self Checkout Counter
- ✓ Click & Collect Counter
- ✓ Curbside Pick-up
- ✓ Infinite Aisle

Digital initiatives resulted to growing e-commerce sales

E-commerce sales contribution

10%

Doubled from previous period

Above industry average



Online Hardware Stores

AllHome in the **leader** quadrant in June coming from being a niche player in March

Growth Quadrant
Dec 2020 – June 2021

TOP 10



Traffic Volume

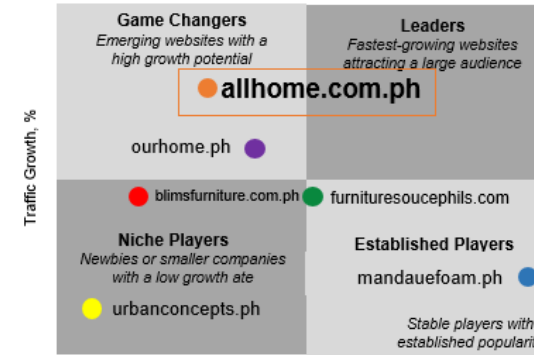


Online Furniture Stores

AllHome a **gamechanger** in June coming from being a niche player in March

Growth Quadrant
Dec 2020 – June 2021

TOP 10



Traffic Volume

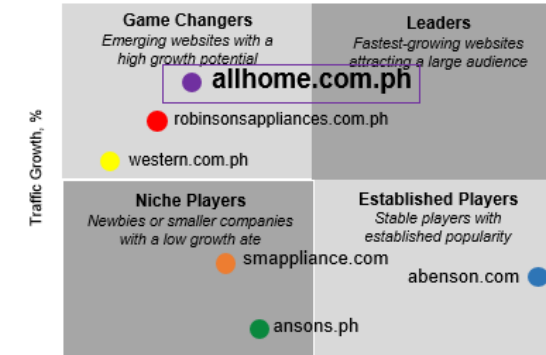


Online Appliance Stores

AllHome a **gamechanger** in June coming from being a niche player in March

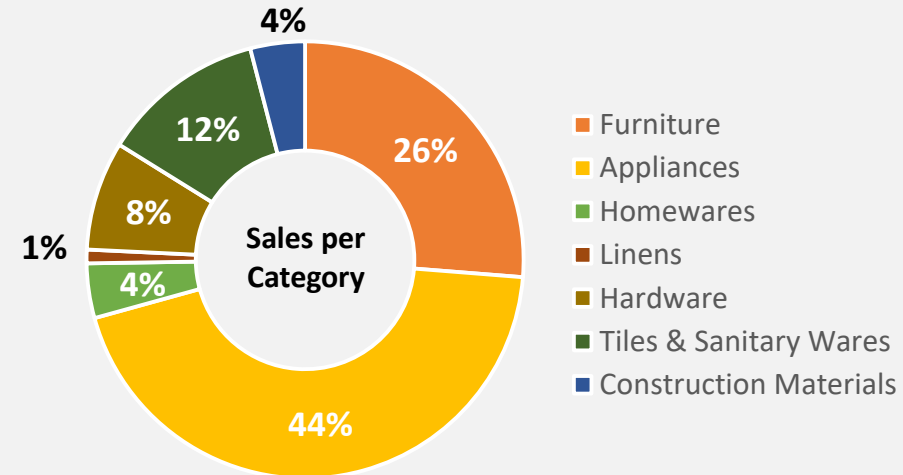
Growth Quadrant
Dec 2020 – June 2021

TOP 10



Traffic Volume

Source: Semrush Market Explorer – Philippines – June 2021



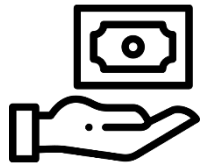
B2B Expansion

Customer base expansion through B2B



Members – Total Spend
₱194M

Growth in quarterly sales by
102%
from 4Q2020



Members Average Basket Size
₱10,610

A loyalty card exclusively for:

- Architects
- Designers
- Builders
- Engineers
- Contractors

6,451
Members
as of July 31, 2021



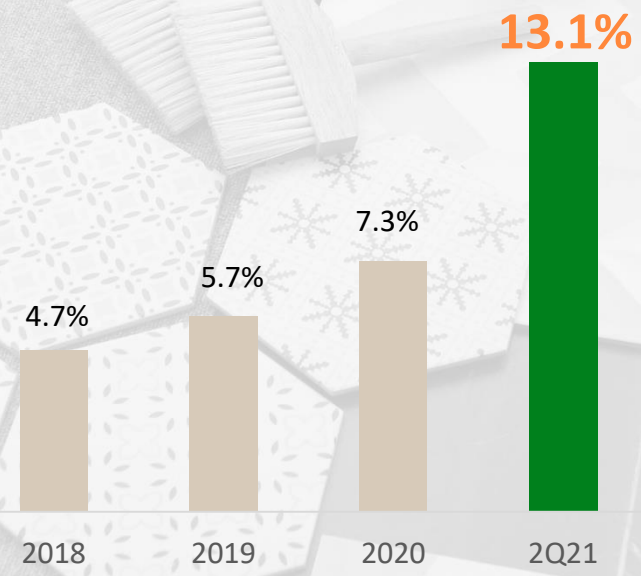
Growth in members by
181%
from Dec 2020



Increasing in-house brands contribution

42 in-house brands as of **1H 2021**

Revenue contribution of in-house brands



Hard categories driven by in-house brands



SOFT CATEGORIES	1H21	2020	2019
Furniture	9	9	6
Appliances	2	1	-
Homewares	3	3	3
Linens	2	2	1
TOTAL	16	15	10



HARD CATEGORIES	1H21	2020	2019
Hardware	6	6	4
Tiles & sanitary wares	12	11	8
Construction	8	8	5
TOTAL	26	25	17
TOTAL IN-HOUSE	42	40	27

In-house brands

Construction



Hardware



Flooring and Tiles



Soft Category Brands



Solid Expansion Program: NCR+ focus immediate pipeline

✓ AllHome stores relative to Vista Land's presence:

- 17 out of 49 provinces and
- 34 out of 147 cities and municipalities

✓ Collaborating with the Villar Group unlocks the synergies on:

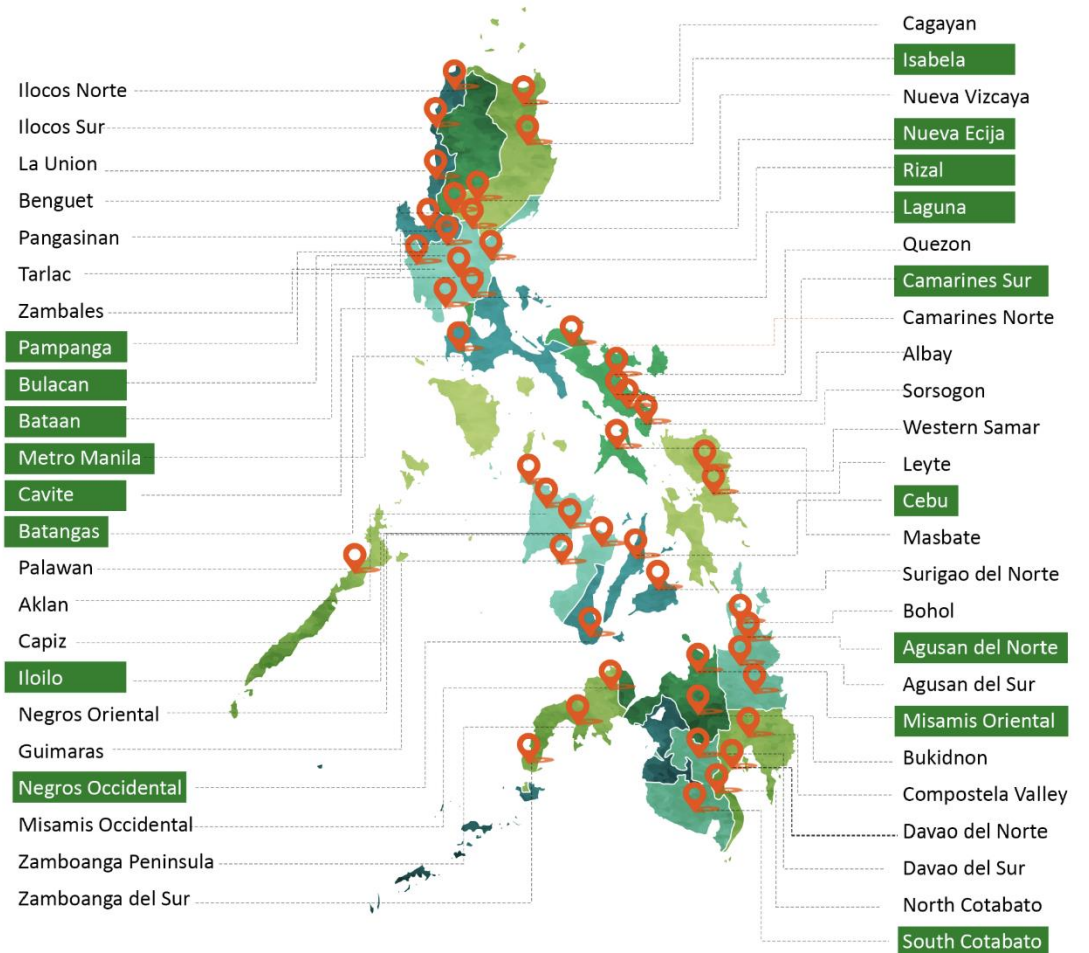
- captive target customers;
- store locations; and
- execution capabilities

✓ Stores by 2026

	No. of stores
Current stores	55
2021 stores	6 to 8
Total stores by 2026	100

Immediate pipelines: Mandaluyong, Caloocan, Las Pinas
 Dasmaringas, Bulacan, Muntinlupa
 GMA, Trece Martires, Cebu, Davao

✓ Capex per store: Php160M
New generation large format stores



Vista Land presence

AllHome's presence

Capitalizing on the retail ecosystem

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




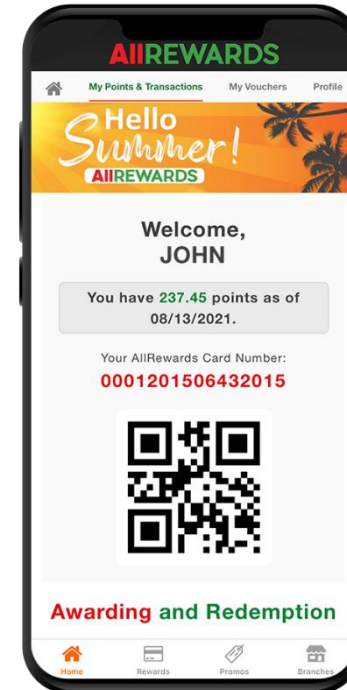
AIIREWARDS Membership Program



 **657,078** cardholders
as of July 31, 2021

+1 POINT 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

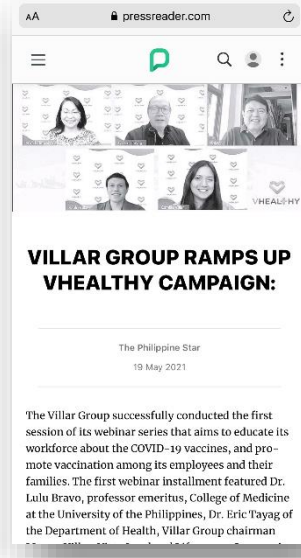
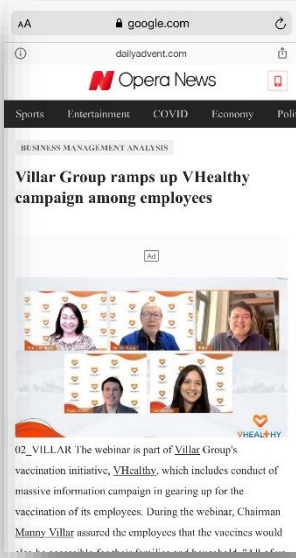
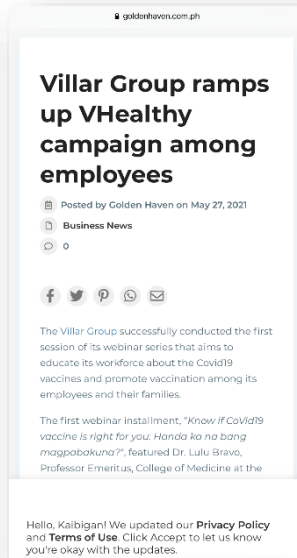


Basket size of members are more than double that of non-members



Close to 20% of members bought from both AllHome and AllDay Supermarket in 2020

VHealthy Program



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.



Outlook / Strategies

Expansion of store network

- 100 stores by 2026
- NCR-focused immediate store pipeline
- Tier 1 key cities
- Synergies with Villar Group

Margin Enhancement

- In house brand expansion
- Increase outright buys of saleable SKUs
- Pursue exclusive brand offerings
- Strategic pricing

Omnichannel Strategy

- www.allhome.com.ph
- Progressive Web Application
- SHOP4U
- On-demand delivery
- Marketplaces

Operational Efficiencies

- Optimal inventory level
- Capex savings
- Opex savings
- Periodic review of optimal store size and layout

Q&A

AllHome Website
www.allhome.com.ph



For Corporate
Disclosures



AllHome
One-stop shop for *your* home

Thank You!

