



BUILDING BIG IDEAS

May 2021



Leader in the home improvement and finishing construction supply retail space in the Philippines; 44 years in operation

One-stop shop offering the complete spectrum of home improvement products

Strong line-up of quality, value-priced in-house brands

Exclusively carries a number of renowned international and local brands

Revolutionized the construction-supply industry by enhancing customer shopping experience



Store Network & Presence

Wilcon operates 65* stores strategically located in dominant markets and in fast-growing cities nationwide.

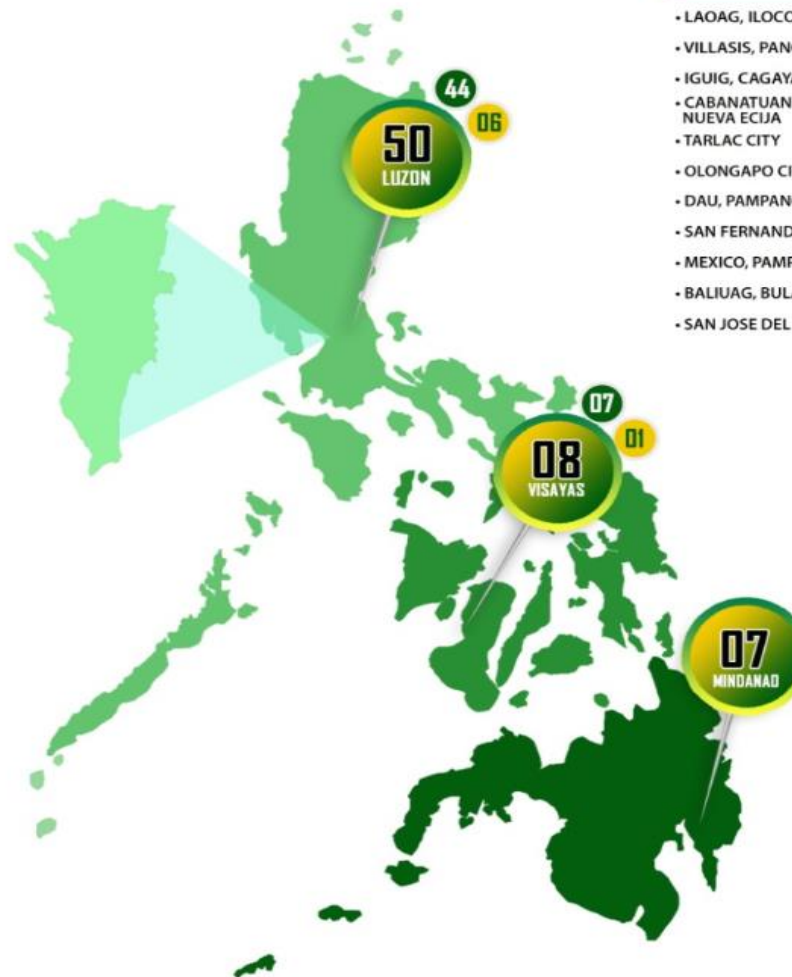
METRO MANILA (DEPOT)

- VALENZUELA CITY
- FAIRVIEW
- QUIRINO
- BALINTAWAK
- QUEZON AVENUE
- LIBIS
- CAPITOL-COMMONWEALTH
- WILCON IT HUB
- SUCAT
- ALABANG
- FILINVEST
- PASONG TAMO

METRO MANILA (HOME ESSENTIALS)

- MINDANAO AVENUE
- CITY CENTER, VISAYAS AVENUE
- MUÑOZ
- ALI MALL
- STA. MESA
- PASAY CITY

* as of JANUARY 29, 2021



LUZON (DEPOT)

- LAOAG, ILOCOS NORTE
- VILLASIS, PANGASINAN
- IGUIG, CAGAYAN
- CABANATUAN CITY, NUEVA ECUIA
- TARLAC CITY
- OLONGAPO CITY
- DAU, PAMPANGA
- SAN FERNANDO, PAMPANGA
- MEXICO, PAMPANGA
- BALIUAG, BULACAN
- SAN JOSE DEL MONTE CITY
- CALUMPIT, BULACAN
- TAYTAY, RIZAL
- SAN JUAN, TAYTAY, RIZAL
- MAYAMOT, ANTIPOLO CITY
- SAN ISIDRO, ANTIPOLO CITY
- DASMARIÑAS CITY
- GENERAL TRIAS CITY
- KAWIT, CAVITE
- BACOR CITY
- SILANG, CAVITE
- CALAMBA CITY
- CABUYAO CITY
- SAN PABLO CITY
- STA. ROSA CITY
- STO. TOMAS CITY
- ALANGILAN, BATANGAS CITY
- LIPA CITY
- TAYABAS, QUEZON
- DARAGA ALBAY
- NAGA CITY
- PUERTO PRINCESA CITY

VISAYAS (DEPOT)

- JARO, ILOILO CITY
- TACLOBAN CITY, LEYTE
- TALISAY CITY, CEBU
- MANDAUE CITY, CEBU
- STA. BARBARA, ILOILO
- MAKATO, AKLAN
- TALISAY - BACOLOD, NEGROS OCCIDENTAL

(HOME ESSENTIALS)

- FESTIVEMALL MALL MANDURRIAO, ILOILO CITY

MINDANAO (DEPOT)

- BUTUAN CITY
- CAGAYAN DE ORO CITY, MISAMIS ORIENTAL
- MATINA, DAVAO CITY
- PANACAN, DAVAO CITY
- ZAMBOANGA CITY
- GENERAL SANTOS CITY
- OPOL, MISAMIS ORIENTAL

Store Formats

DEPOT



HOME ESSENTIALS



No. of stores

58

7

Gross Floor Area

- 2,800 sqm to 16,100 sqm, with an average gross floor area of 9,600 sqm

- 740 sqm to 2,800 sqm, with an average gross floor area of 1,445 sqm



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Strong line-up of quality, value-priced in-house brands

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Major Categories & Select Brands

Plumbing and Sanitary



Tiles / Flooring



Building Materials



Furniture, Furnishing & Houseware



Paints



Hardware and Tools



Electrical and Lighting



Appliances



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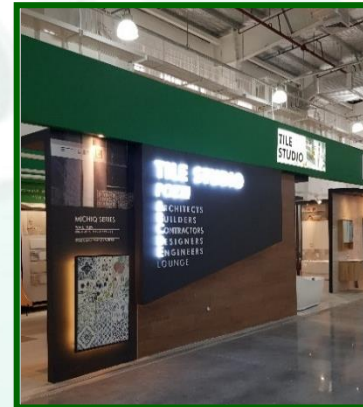


Strong line-up of quality, value-priced in-house brands



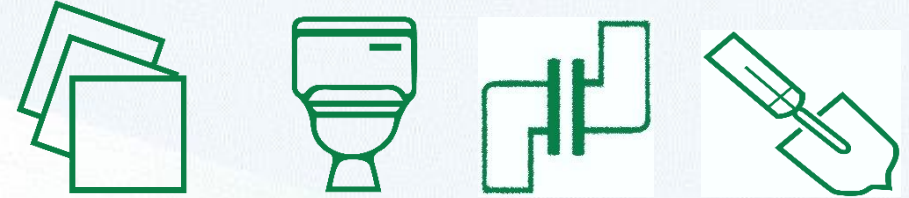
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In-House and Exclusive Brands

In-house brands



Select Exclusive brands



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First-in-class shopping experience for home improvement and finishing construction materials



Key Growth Strategies

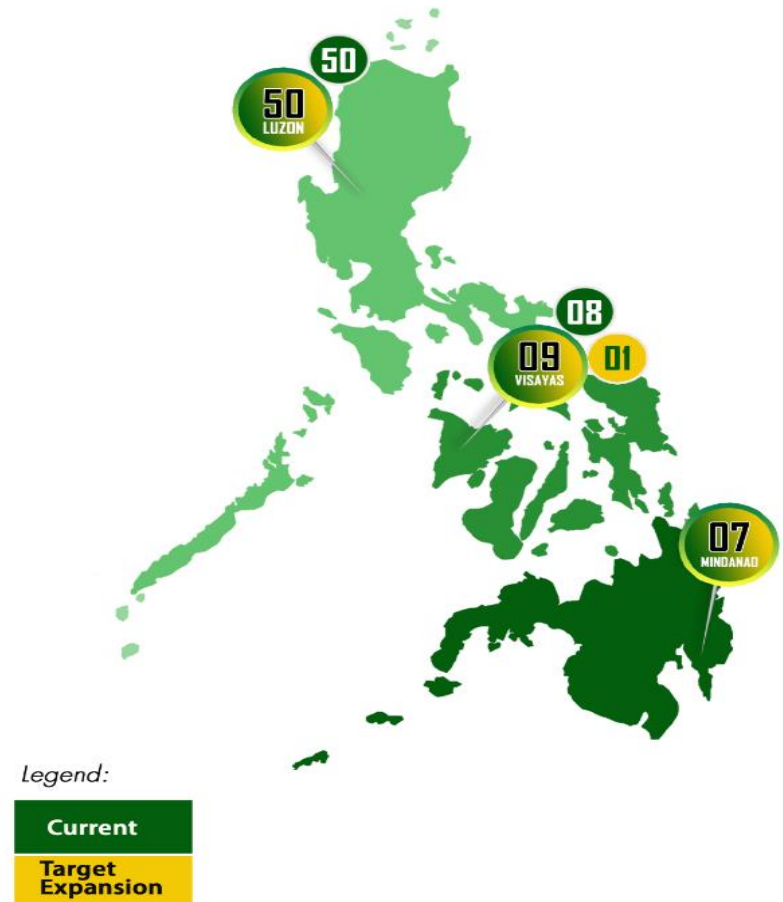
1 Expand Store Network

- ✓ Solidify presence in existing markets
- ✓ Expand foothold in fast-growing cities and provinces
- ✓ Target to have 100 branches by the end of 2025 (65 stores by 2020/2021 IPO promise achieved Jan 2021)



As of January 2021

Wilcon's Store Network



Key Growth Strategies

2 Focus on continuous expansion of in-house and exclusive brands

- ✓ Enhance the Company's ability to provide its customers with value for money products
- ✓ Rationalize product offerings

In-house brands



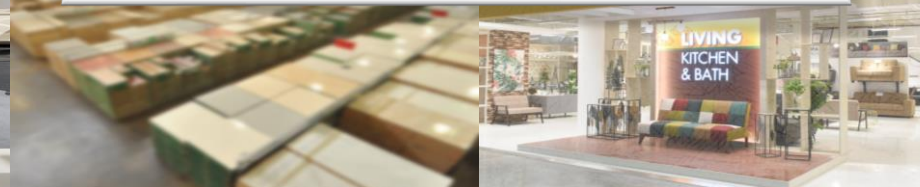
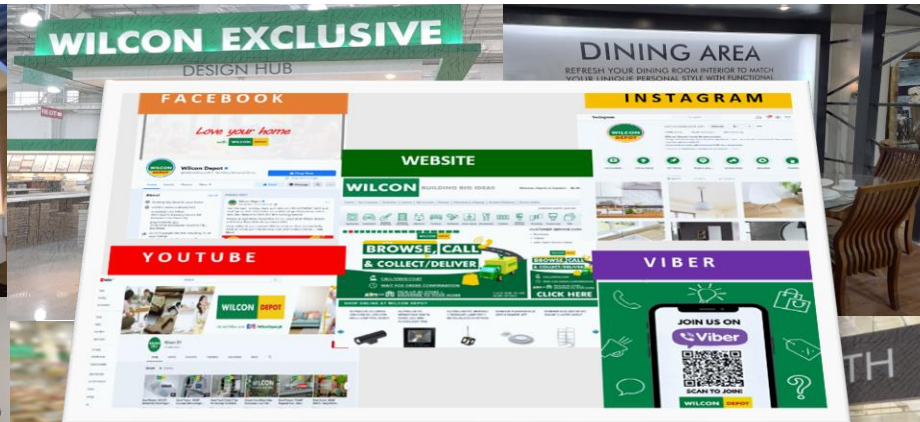
Select Exclusive brands



Key Growth Strategies

3 Continually improve store layouts and product offering as we also intensify our digital presence

- ✓ Improve and renovate existing stores to enhance overall shopping experience.
- ✓ Remodel store layouts by optimizing and/or expanding the sales floor areas of existing stores to improve visitor traffic
- ✓ Enhance digital presence



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Financial and Operating Results

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1Q21 Results Highlights

Financial Highlights

- ✓ Php 6.676B Net Sales
- ✓ 19.4% yoy Sales Growth
- ✓ 36.3% GPM
- ✓ Php 604M NIAT
- ✓ 84.0% yoy increase in Net income
- ✓ 15.4% EBITDAM
- ✓ 12.2% EBITM

Comparable Sales Summary

9.8% SSSG

12.9% Transaction Count

-2.7% Ticket Size

Total Sales Mix

49.5%
In-house & exclusive
contribution

Product category performing
better than average growth



Appliance



Paints



Electrical
& Lighting



Building
Materials

Php 595M CAPEX

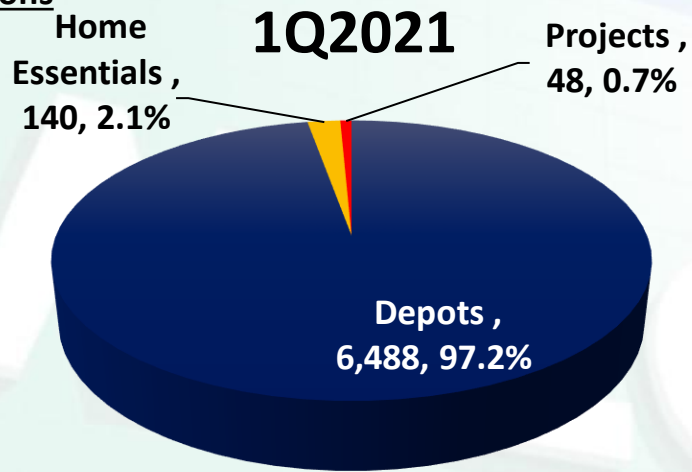
Opened 2 new stores

- Albay and Commonwealth

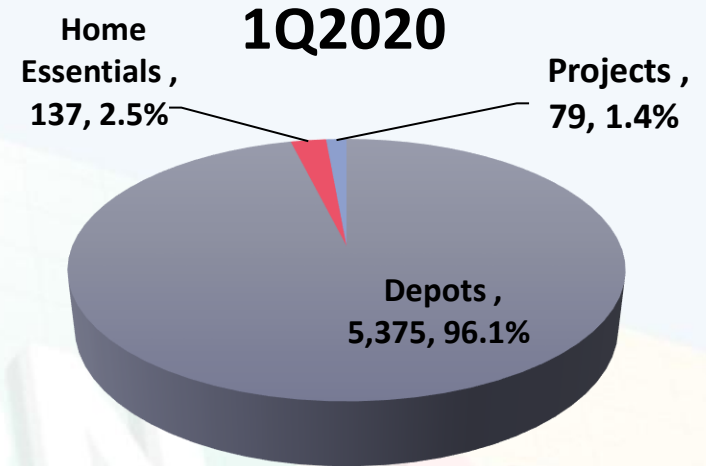


Total Net Sales Breakdown - 1Q2021

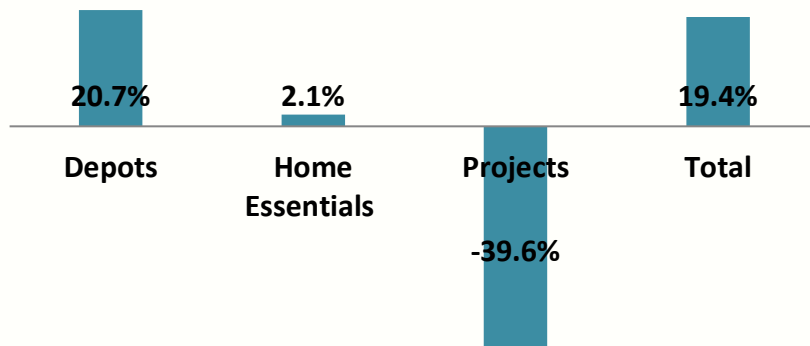
PhP Millions



19.4%



Sales Growth per Store Format 1Q2021 VS 1Q2020



Product Category Performance 1Q2021 VS 1Q2020

Better than Average

- Appliance
- Paints
- Electrical & Lighting
- Building Materials

19.4%

Lower than Average

- Hardware & Tools
- Tiles
- Furniture, Furnishings & Houseware
- Plumbing and Sanitary Wares

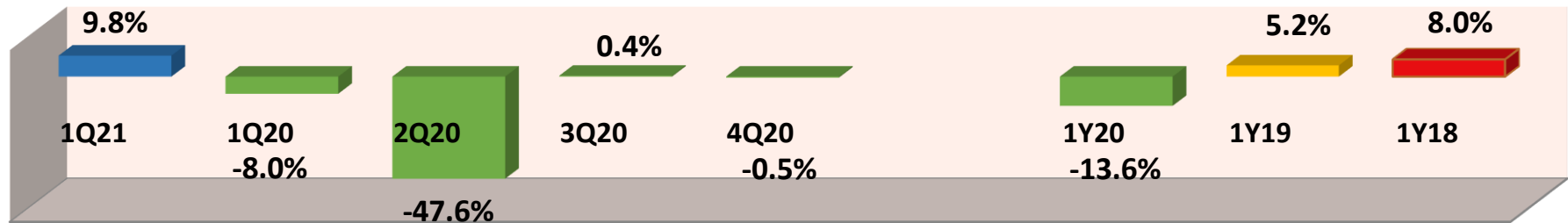
Comparable Sales Summary

SSSG Excluding Inst'l/ Projects Sales

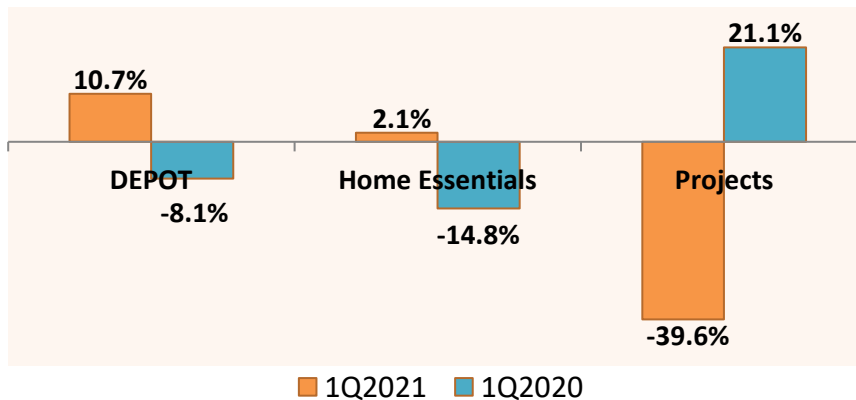
- 1Q21 = 10.5% FY2020 = -13.1%
- 1Q20 = -8.3%

Quarterly Trend

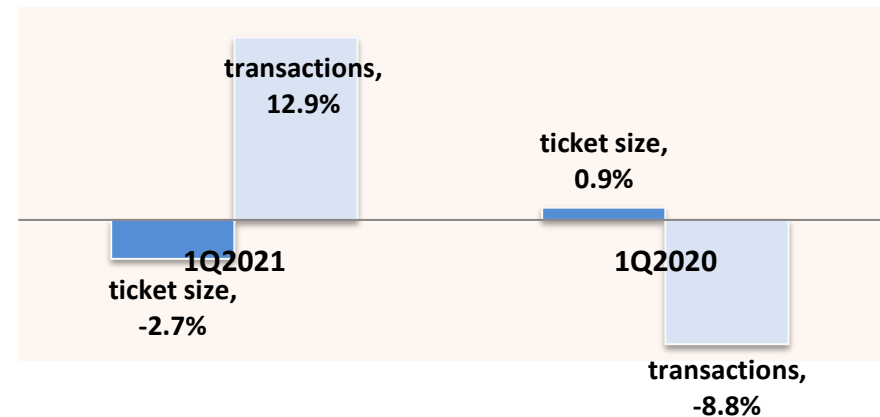
Yearly Trend



Comparable Sales per Format 1Q2021 vs 1Q2020



Comparable Ticket Size and Number of Transactions 1Q2021 vs 1Q2020



First Quarter 2021

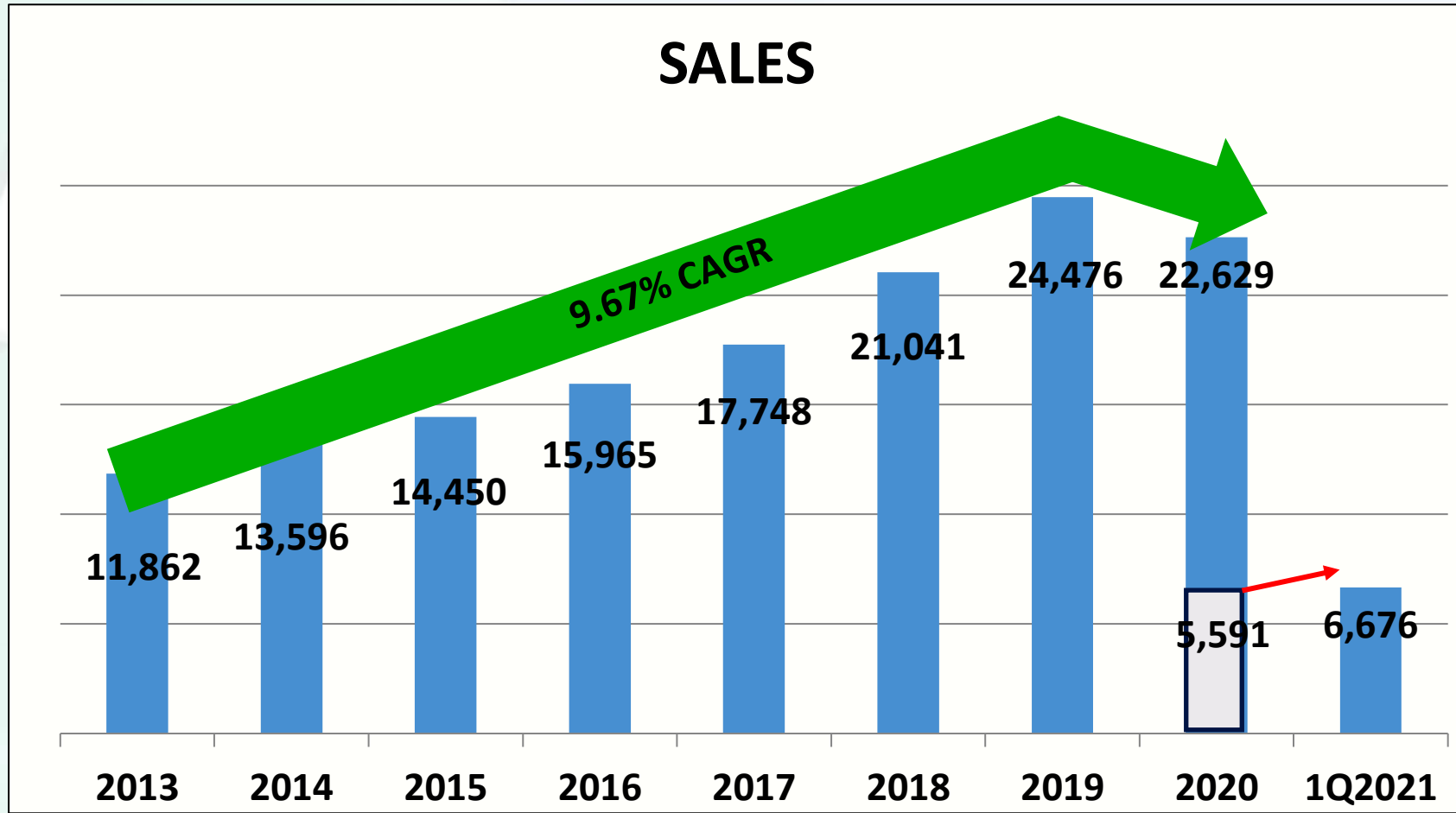
| (In Php MM) | 1Q2021 | % Sales | 1Q2020 | % Sales | % Growth |
|-------------------------------|--------------|--------------|--------------|--------------|-------------|
| Net Sales | 6,676 | 100.0 | 5,591 | 100.0 | 19.4 |
| Cost of Sales | -4,254 | -63.7 | -3,700 | -66.2 | 15.0 |
| Gross Income | 2,421 | 36.3 | 1,891 | 33.8 | 28.1 |
| Operating Expenses | -1,552 | -23.2 | -1,433 | -25.6 | 8.3 |
| Interest Exp (Lease Liab) | -116 | -1.7 | -102 | -1.8 | 13.9 |
| Other Income - Net | 60 | 0.9 | 75 | 1.3 | -19.6 |
| Income from Operations | 814 | 12.2 | 431 | 7.7 | 88.8 |
| Interest Income | 8 | 0.1 | 27 | 0.5 | -68.9 |
| Income Before Tax | 822 | 12.3 | 458 | 8.2 | 79.6 |
| Income tax | -218 | -3.3 | -129 | -2.3 | 68.4 |
| Net Income | 604 | 9.1 | 328 | 5.9 | 84.0 |

**GPM increased to
36.3%**

Balance Sheet

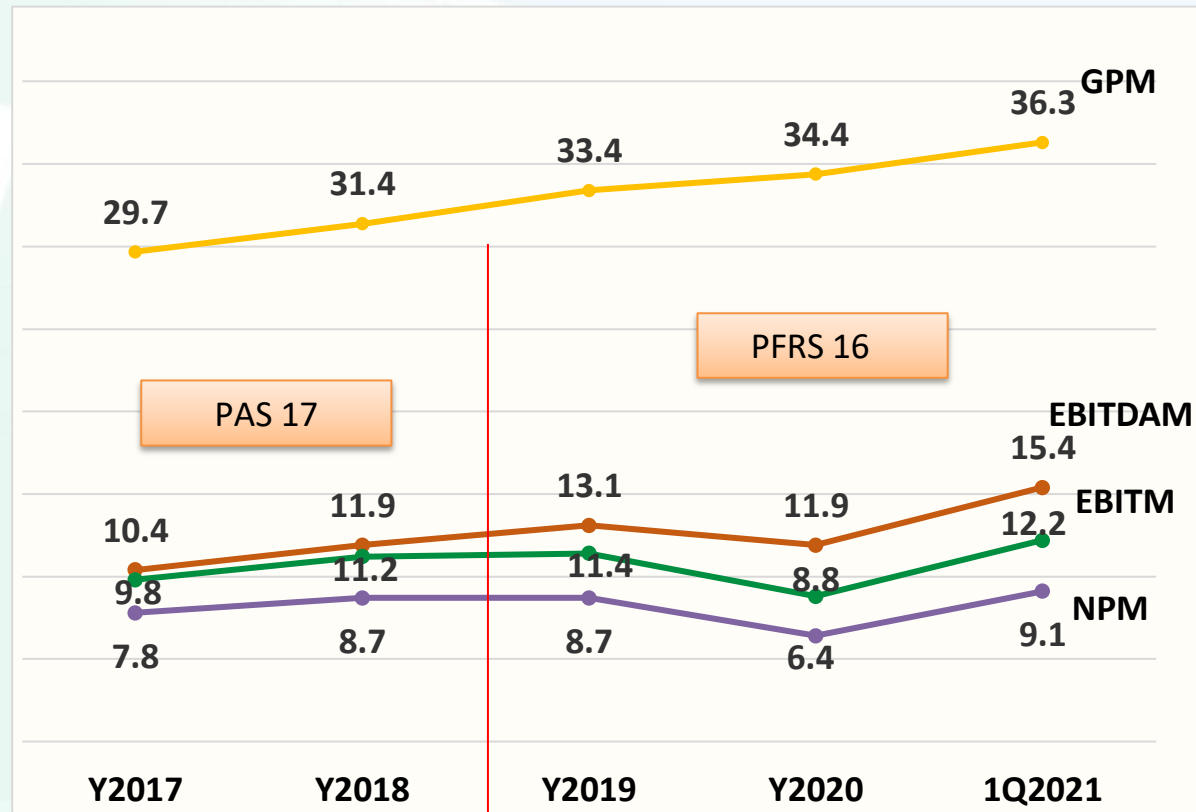
| (In Php MM) | Unaudited Mar 31, 2021 | Audited Dec 31, 2020 |
|----------------------------|------------------------|----------------------|
| Current Assets | 14,482 | 14,390 |
| Noncurrent Assets | 14,223 | 13,828 |
| Total Assets | 28,705 | 28,218 |
| Current Liabilities | 7,828 | 7,621 |
| Noncurrent Liabilities | 5,455 | 5,287 |
| Total Liabilities | 13,283 | 12,908 |
| Capital Stock | 4,100 | 4,100 |
| Additional Paid-in Capital | 5,374 | 5,374 |
| Other Comprehensive Loss | 1 | 1 |
| Retained Earnings | 5,948 | 5,836 |
| Total Equity | 15,422 | 15,310 |
| Current ratio | 1.85 | 1.89 |
| Quick ratio | 0.63 | 0.66 |
| Debt to equity ratio | 0.86 | 0.84 |
| Return on asset | 2.1% | 5.1% |
| Return on equity | 3.9% | 9.5% |

Historical Sales Growth



Note: 2013 to 2015 – Pro-forma/Reviewed / 2016 – In-house Pro-forma / 2017 – Actual/Audited
 Commercial operations under WDI commenced April 1, 2016

Margins



Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for 2019, 2020 and 2021.

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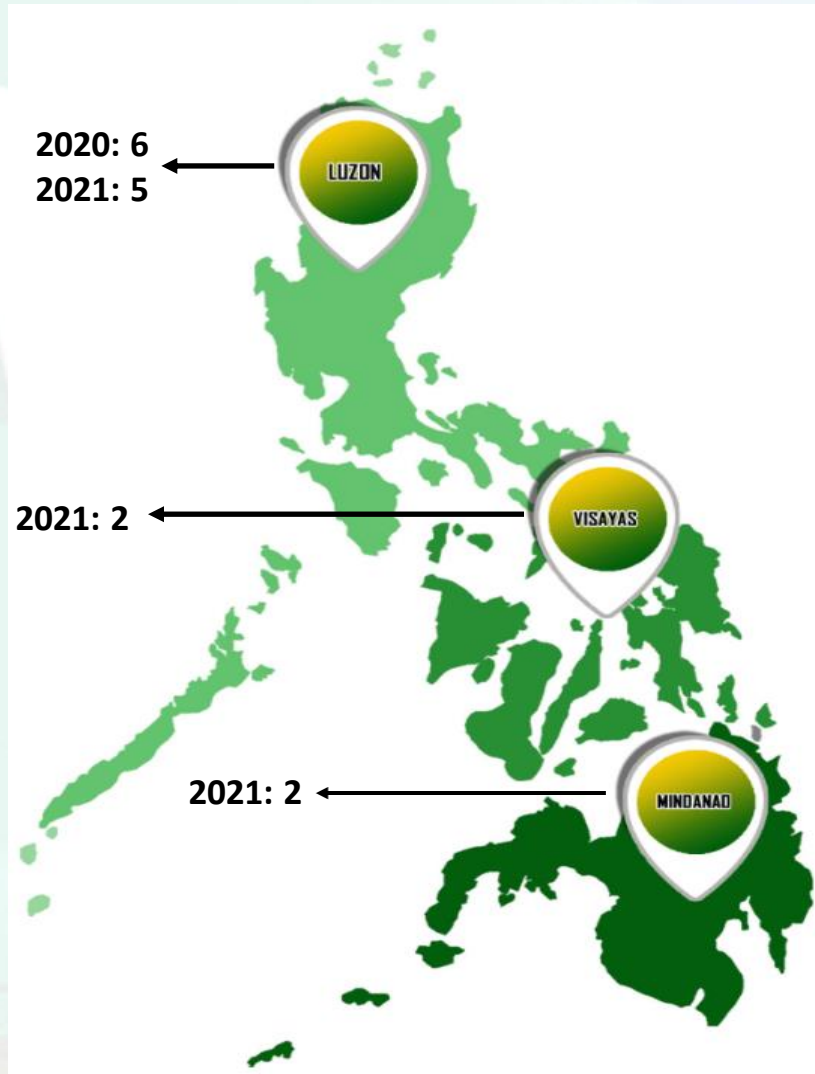
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Outlook

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2020 - 2021 Store Expansion Plan



| | 2021 |
|-------------------|------------------------------------|
| Beg. balance | 63 |
| 1H | Makato, Aklan- opened Jan, 2021 |
| | Commonwealth, QC- opened Jan, 2021 |
| | Ormoc, Leyte |
| 2H | Cordon, Isabela |
| | Sorsogon |
| | Pila, Laguna |
| | Tagum |
| | Calapan, Mindoro |
| | Malaybalay, Bukidnon |
| Total, end | 72 |

2021 Planned Capex

| Capex Breakdown | 12M 2021 Budget |
|---|-----------------|
| Expansion-related (new stores, renovations, eqpt, warehouses, etc) | 2,900 |
| Solar Panel Project | 215 |
| IT Infrastructure and Project | 85 |
| Total CAPEX <i>(in millions Php)</i> | 3,200 |

Continue to increase margins thru in-house & exclusive brands expansion

| Plumbing and Sanitary | Tiles / Flooring | Building Materials | Furniture, Furnishing & Houseware |
|-----------------------|-------------------------|--------------------|-----------------------------------|
| | | | |
| Hardware and Tools | Electrical and Lighting | Appliances | |
| | | | |





Thank you!

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