



9M2020 Performance Report
December 2020

**BUILDING
BIG
IDEAS**



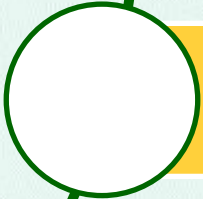
Leader in the home improvement and finishing construction supply retail space in the Philippines; 44 years in operation



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

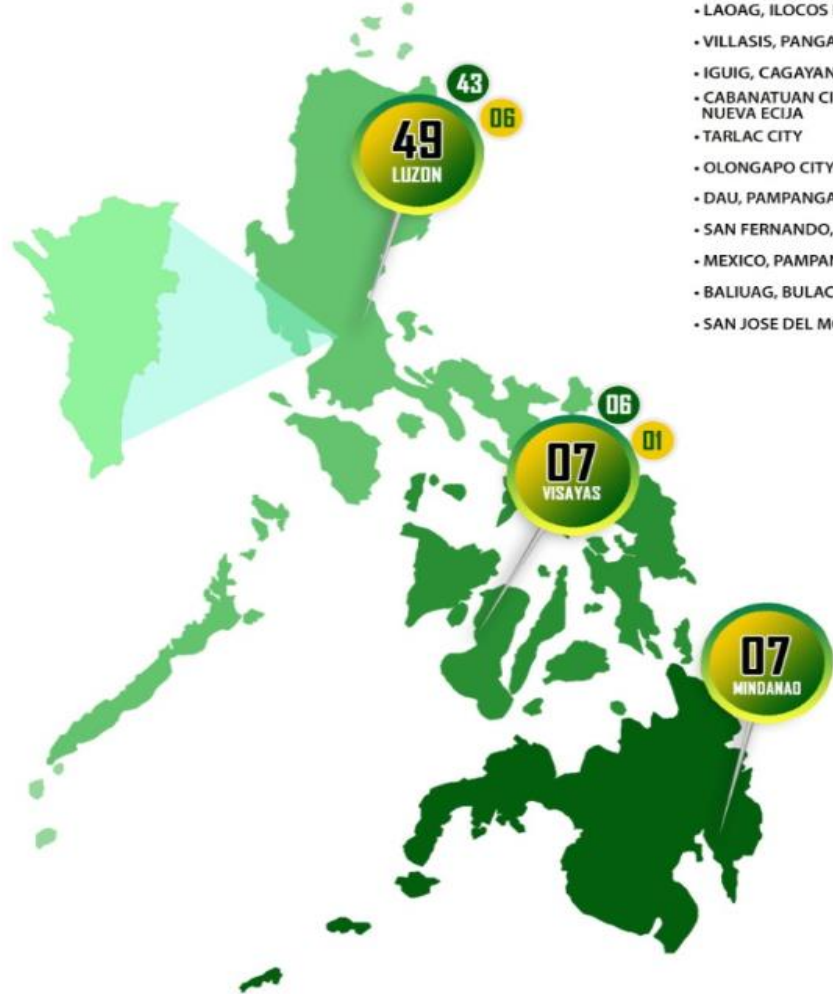
Wilcon operates 63* stores strategically located in dominant markets and in fast-growing cities nationwide.

METRO MANILA (DEPOT)

- VALENZUELA CITY
- FAIRVIEW
- QUIRINO
- BALINTAWAK
- QUEZON AVENUE
- LIBIS
- 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 DECEMBER 11, 2020

HOME ESSENTIALS DEPOTS

LUZON (DEPOT)

- LAOAG, ILOCOS NORTE
- VILLASIS, PANGASINAN
- IGUIG, CAGAYAN
- CABANATUAN CITY, NUEVA ECIJA
- 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
- TALISAY - BACOLOD, NEGROS OCCIDENTAL

(HOME ESSENTIALS)

- FESTIVEWALK MALL MANDURRIBAO, 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

WILCON

DEPOT

DEPOT



HOME ESSENTIALS



No. of stores

56

7

Gross Floor Area

- 2,800 sqm to 16,100 sqm, with an average gross floor area of 9,570 sqm

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

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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



Major Categories and Select Brands



Plumbing and Sanitary

Tiles / Flooring

Building Materials

Furniture, Furnishing & Houseware

Paints

Hardware and Tools

Electrical and Lighting

Appliances

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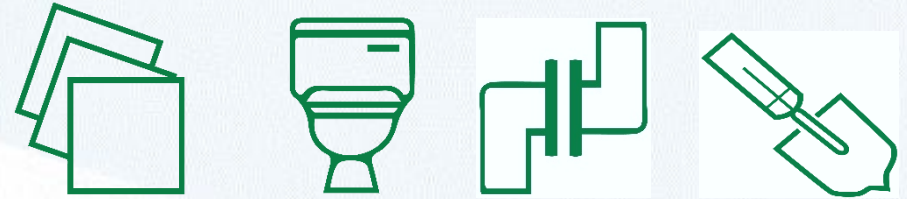


In-House and Exclusive Brands

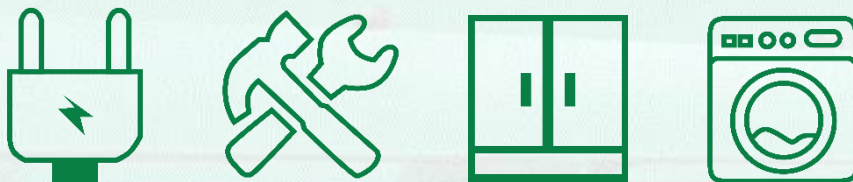
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In-house brands



Select Exclusive brands



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



Key Growth Strategies

WILCON

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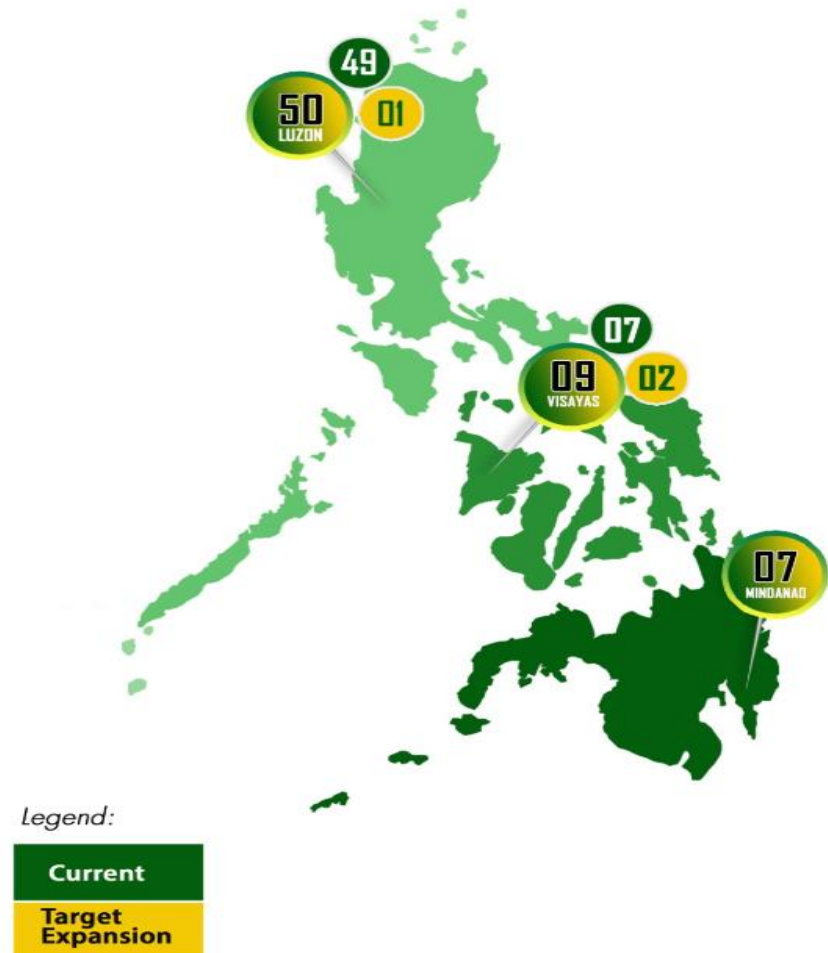
1 Expand Store Network

- ✓ Solidify presence in existing markets
- ✓ Expand foothold in fast-growing cities with focus on Visayas and Mindanao regions
- ✓ Target to open 29 depot branches from 2017 to 1H2021



As of December 2020

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



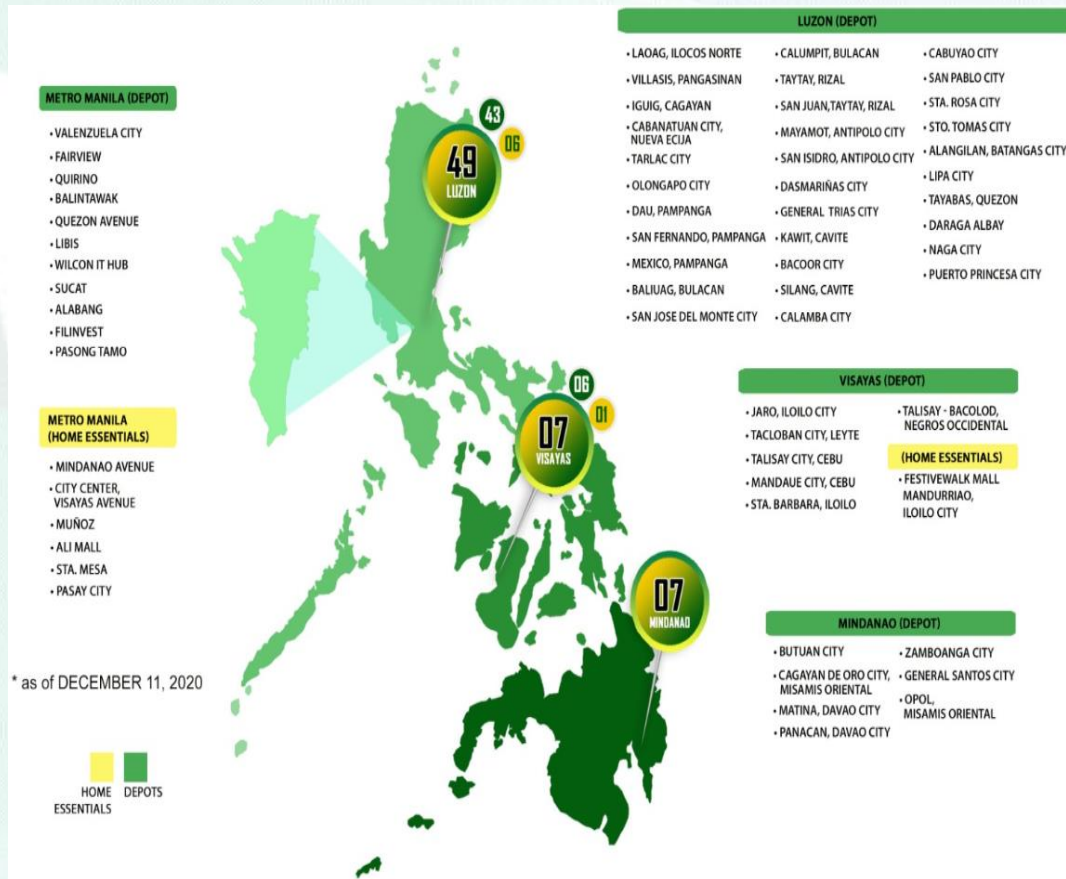
A large, modern building with a light green and yellow facade. The word 'WILCON' is written in large, white, 3D block letters on the green section, and 'DEPOT' is written in large, pink, 3D block letters on the yellow section. The sky is a clear, light blue.

WILCON

DEPOT

Operations Updates

Operating Disruptions in 2020



- Closed 44 branches in Luzon from Mar 17 to May 15, 2020 pursuant to ECQ rules
- Closed all VisMin branches for 2 weeks in Mar/Apr to re-set and prepare the stores and staff for the “new normal”
- Metro Manila and other nearby provinces placed back on MECQ from Aug 4 to 18, 2020.
- Several branches in Metro Manila, CALABARZON, Bicol and North Luzon regions were closed for 1 to 3 days because of the typhoons that hit these areas in Nov, 2020.

Operations Updates

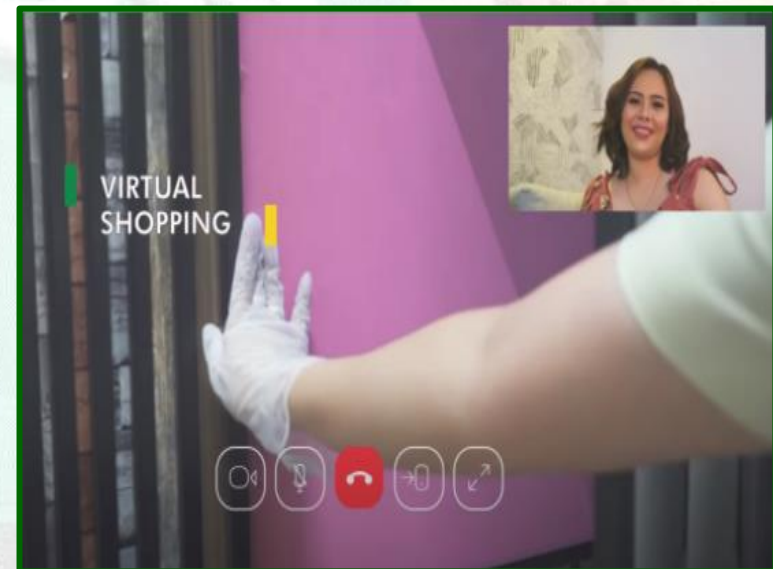
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Introduced Browse, Call & Collect/ Deliver

Launched Virtual Tour & Shopping

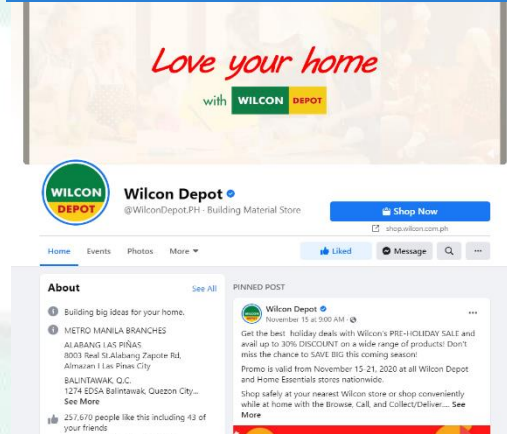


Operations Updates

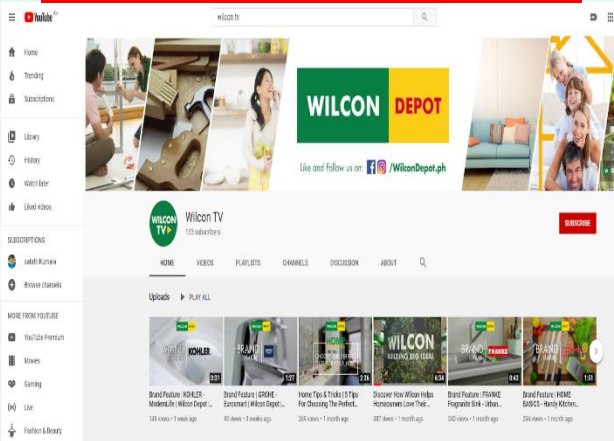
Enhanced Digital Presence



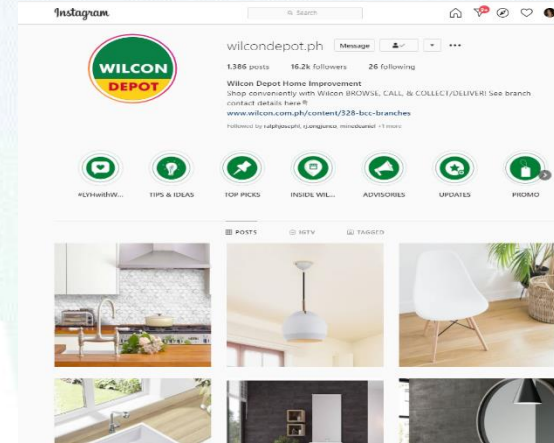
FACEBOOK



YOUTUBE



INSTAGRAM



VIBER



Operations Updates

WILCON

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Continuous Store Expansion



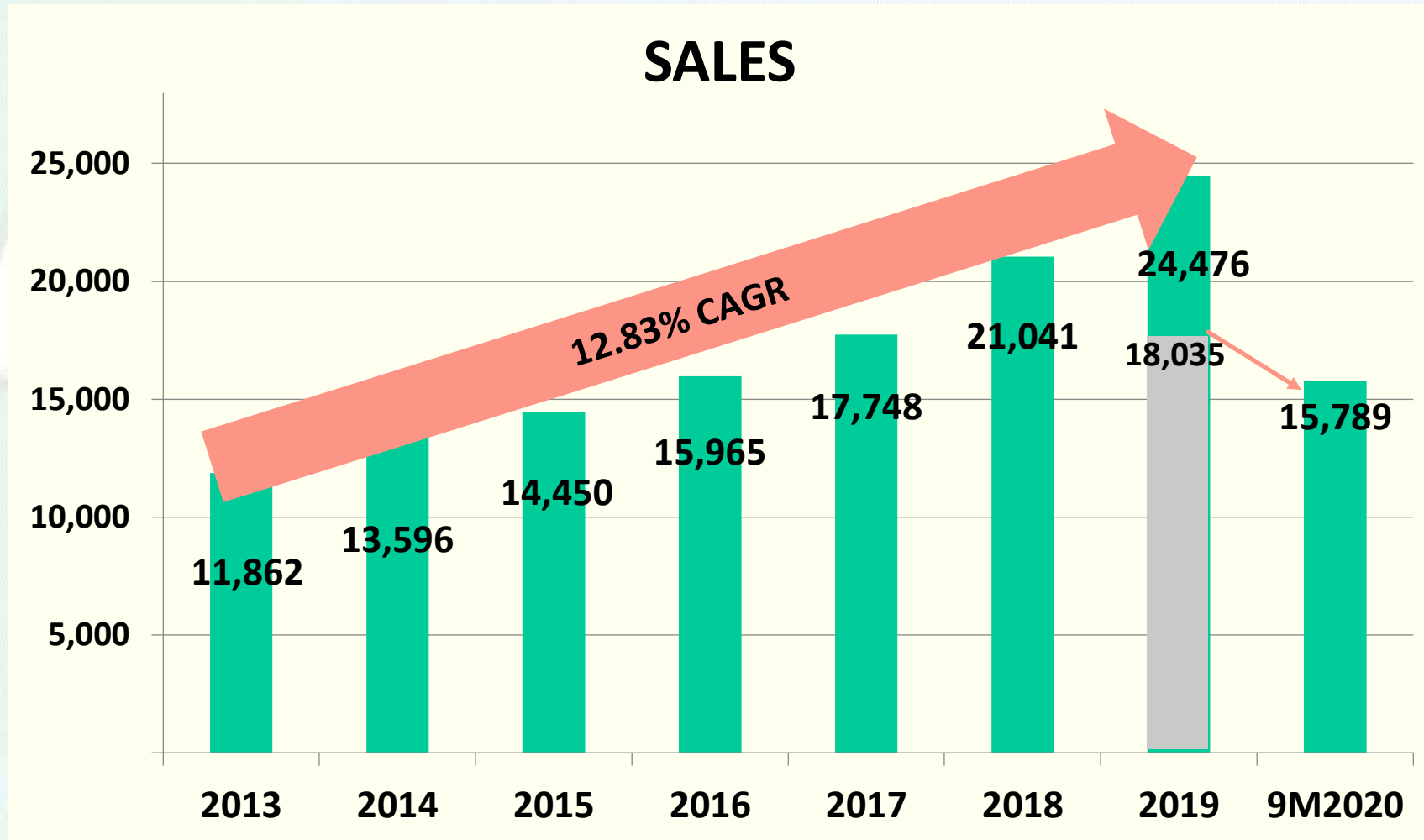


WILCON

DEPOT

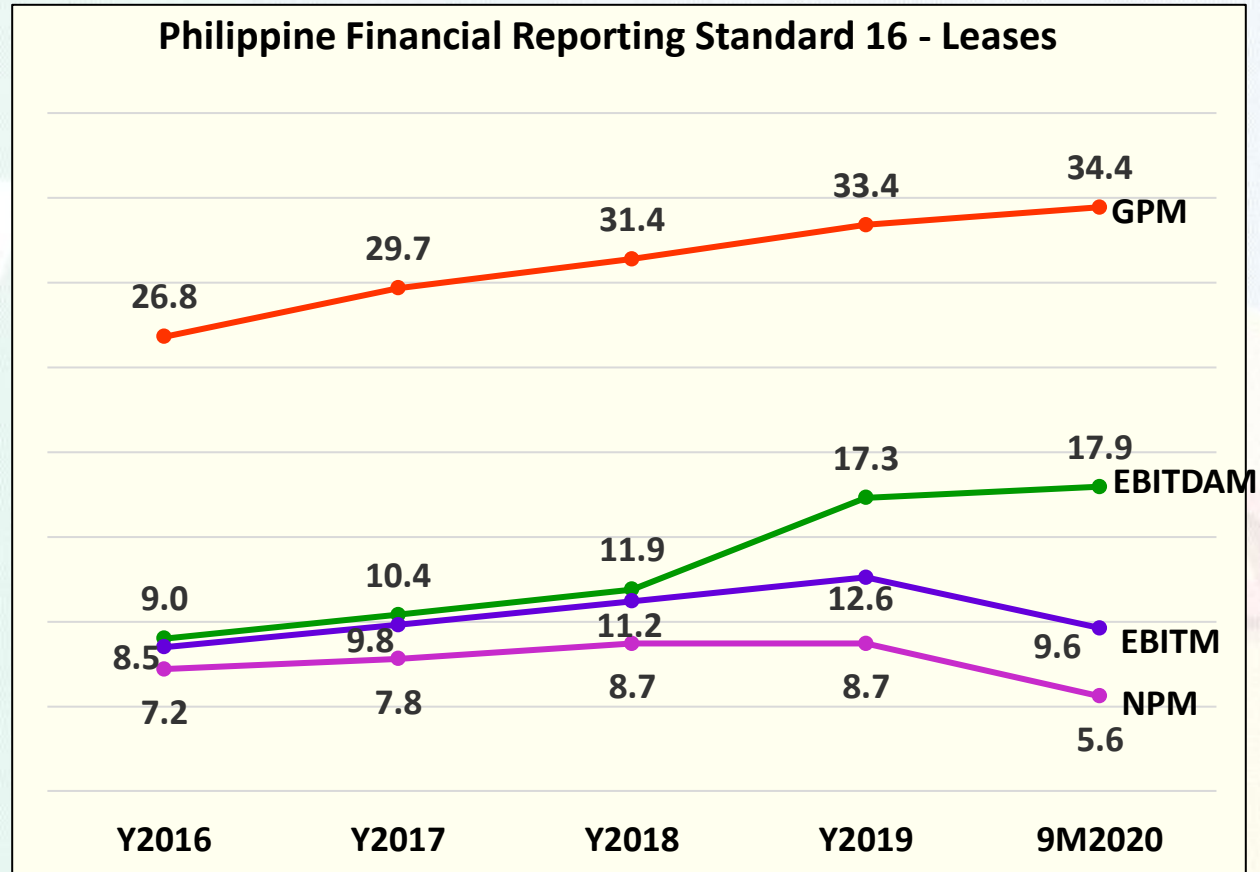
Financial Results

Historical Sales Growth



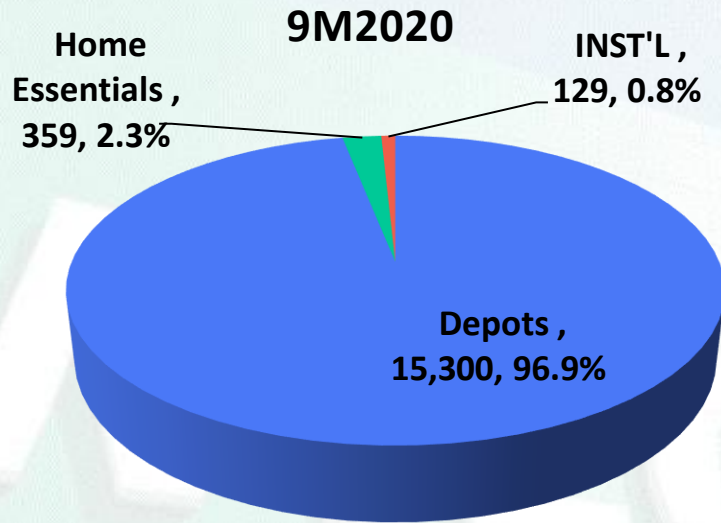
Note: 2013 to 2015 – Pro-forma/Reviewed / 2016 – In-house Pro-forma / 2017 – Actual/Audited
Commercial operations under WDI commenced April 1, 2016

Margins

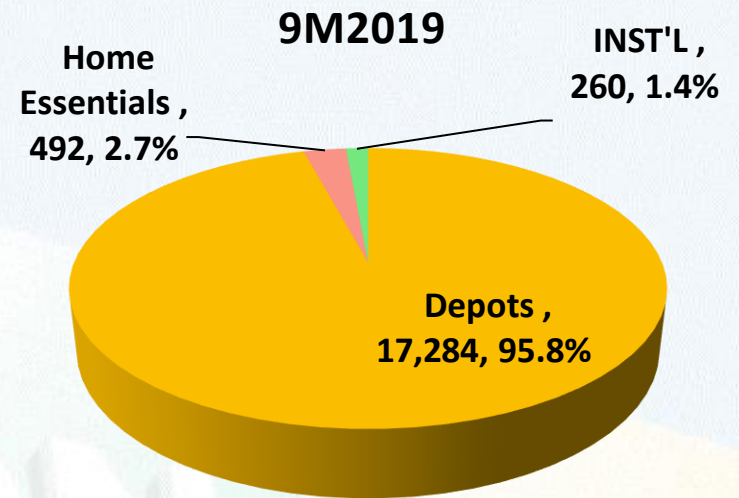


Total Net Sales Breakdown – 9M20

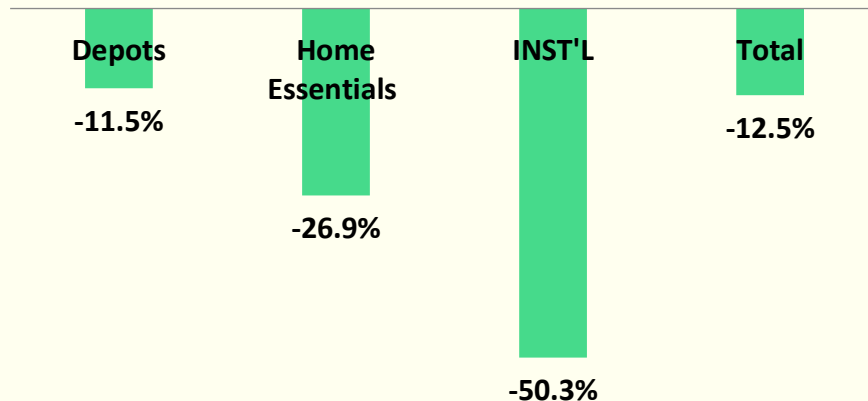
PhP Millions



-12.5%



Sales Growth per Store Format 9M2020 vs 9M2019



Product Category Performance 9M2020 vs 9M2019

Better than Average

- Appliances
- Furniture, Furnishings & Houseware
- Hardware & Tools
- Electrical & Lighting
- Paints

-12.5%

Lower than Average

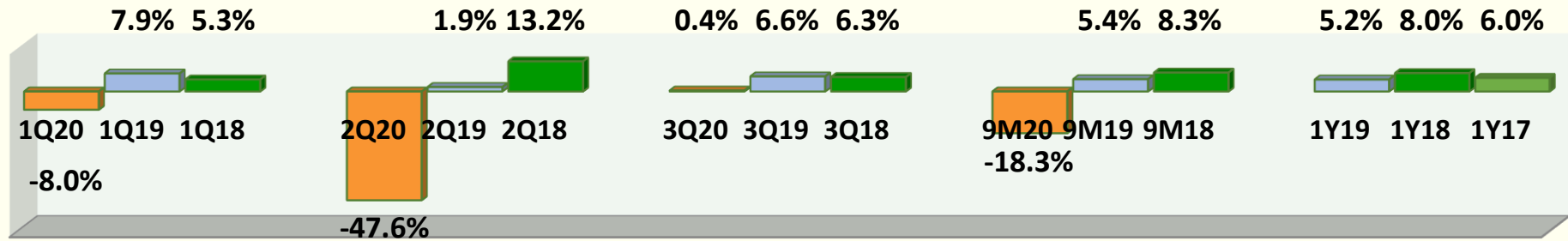
- Tiles
- Building Materials
- Plumbing and Sanitary Wares

Comparable Sales Summary

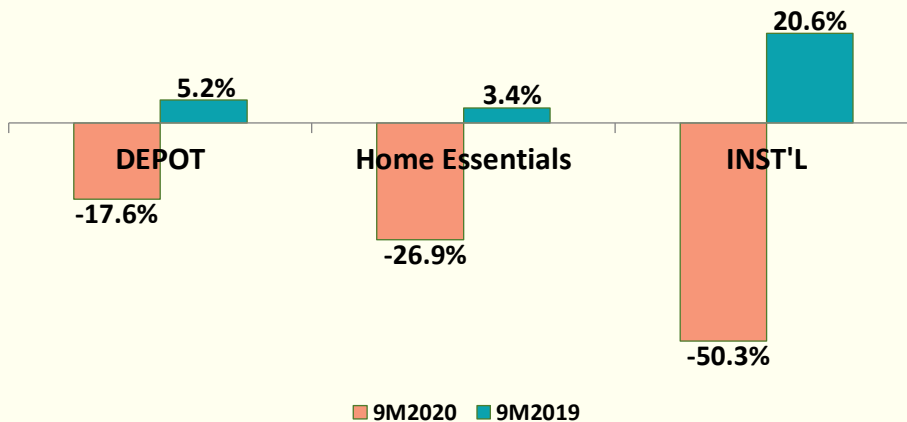
Quarterly Trend

SSSG Excluding Inst'l/ Projects Sales

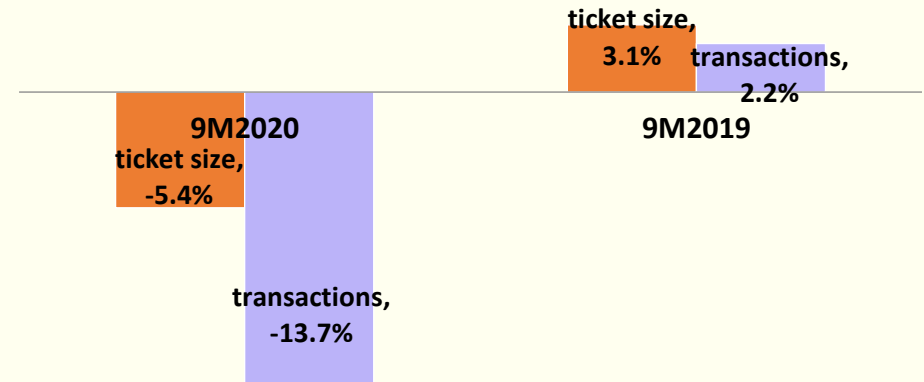
- 9M20 = -17.9% FY2019 = 4.9%
- 9M19 = 5.2% FY2018 = 9.5%
- 9M18 = 9.6% FY2017 = 5.9%



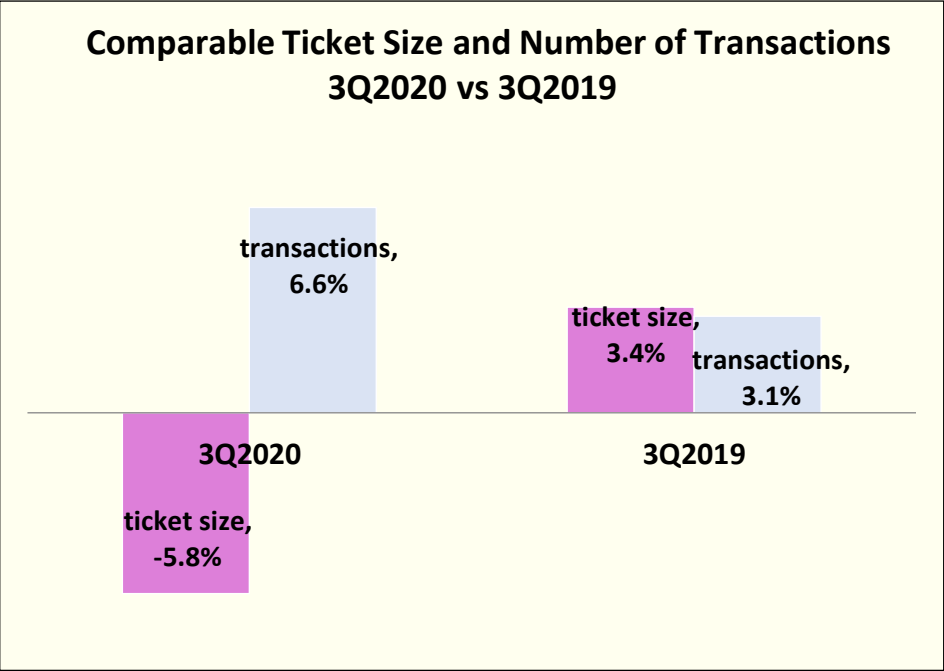
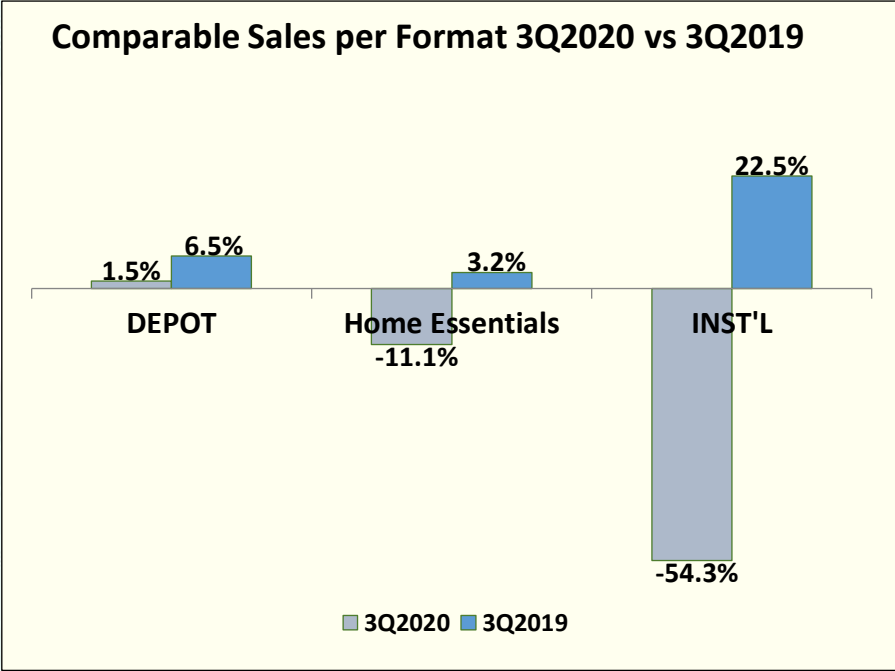
Comparable Sales per Format 9M2020 vs 9M2019



Comparable Ticket Size and Number of Transactions 9M2020 vs 9M2019



Comparable Sales Summary 3Q20



2020 Quarterly Results Highlights

	1Q20	2Q20	3Q20	9M20
Sales (PhP Million)	5,591	3,449	6,749	15,789
Operating Inc (PhP Million)	431	16	755	1,203
NIAT (PhP Million)	328	24	533	886
YOY Sales Growth	-2.5%	-42.9%	7.9%	-12.5%
Comp Sales Growth / SSSG	-8.0%	-47.6%	0.4%	-18.3%
MM Quarantine Status	GCQ	MECQ	GCQ / MECQ	

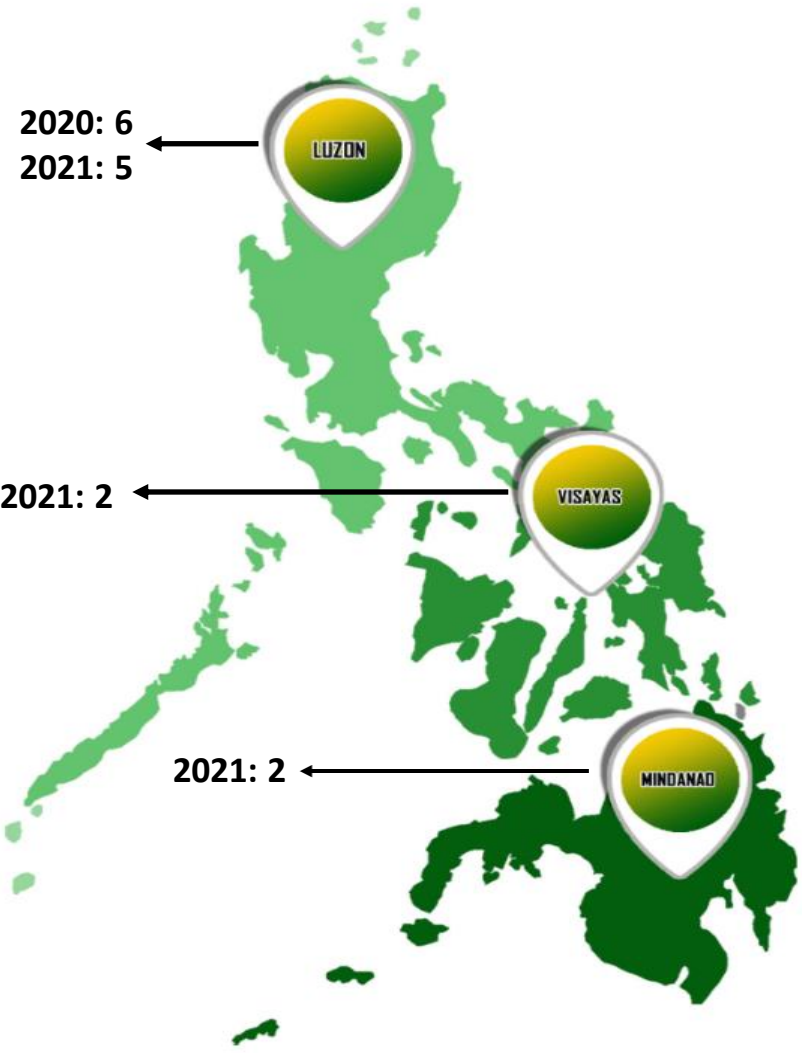


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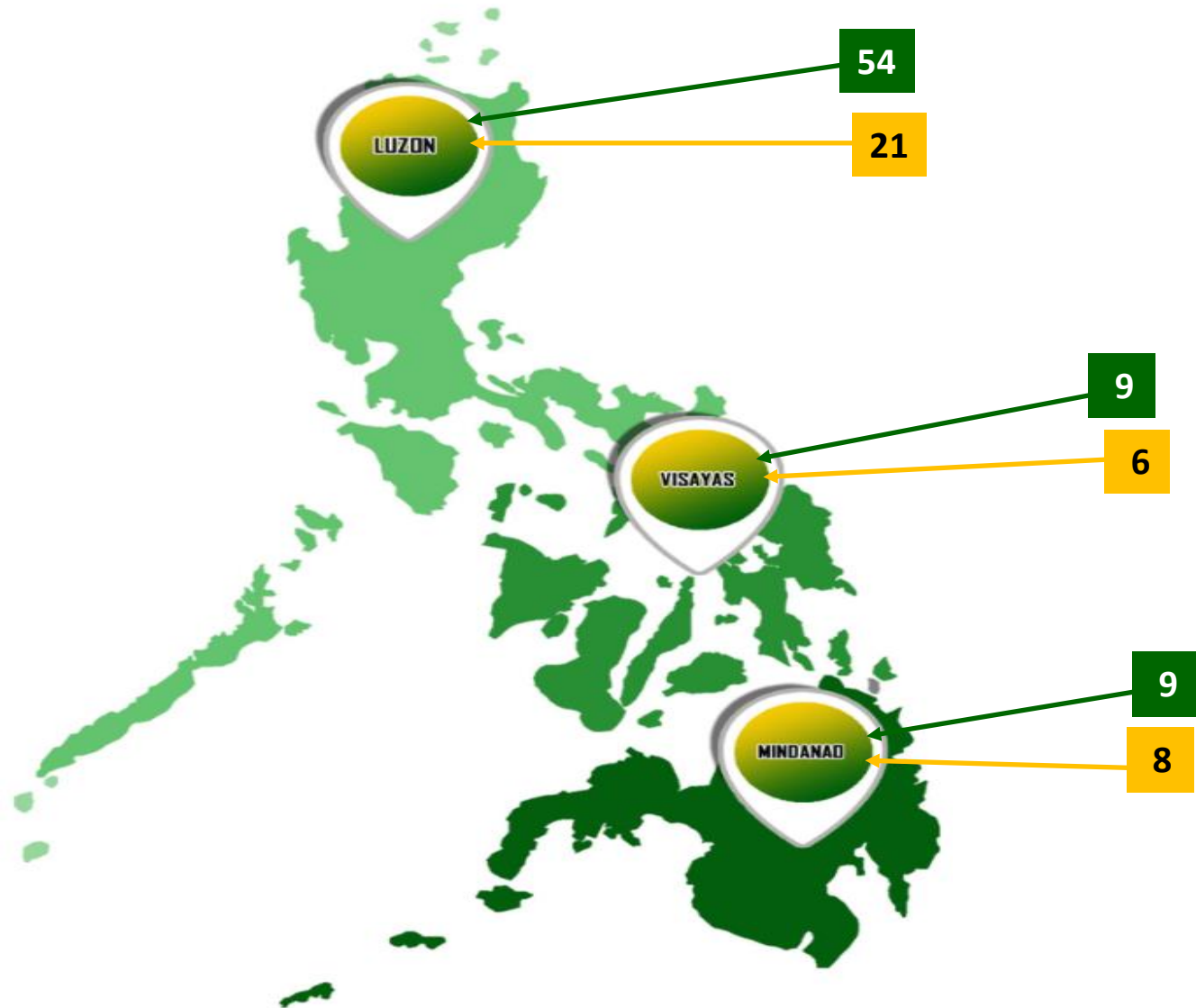
Outlook

2020 - 2021 Store Expansion Plan



	2020	2021
Beg. balance	57	63
1H	Daraga, Albay	Makato, Aklan
	San Jose, Del Monte	Commonwealth, QC
	Calumpit, Bulacan	Ormoc, Leyte
		Cordon, Isabela
2H	Cabuyao, Laguna	Sorsogon
	Olongapo City	Tagum, Davao
	Taytay	Pila, Laguna
		Oriental Mindoro
		Malaybalay, Bukidnon
Total, end	63	72

2017 - 2021 Planned New Branches



Total Planned New Depot Stores - 35

Total number of stores in 2021 - 72

From January 2017 to December 2020, twenty seven (27) new stores were opened, twenty six (26) depots and one (1) Home Essentials.

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



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