



BUILDING BIG IDEAS

March 2021



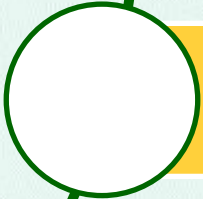
Leader in the home improvement and finishing construction supply retail space in the Philippines; 44 years in operation



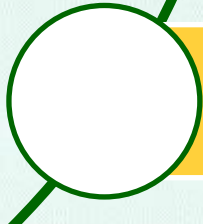
One-stop shop offering the complete spectrum of home improvement products



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



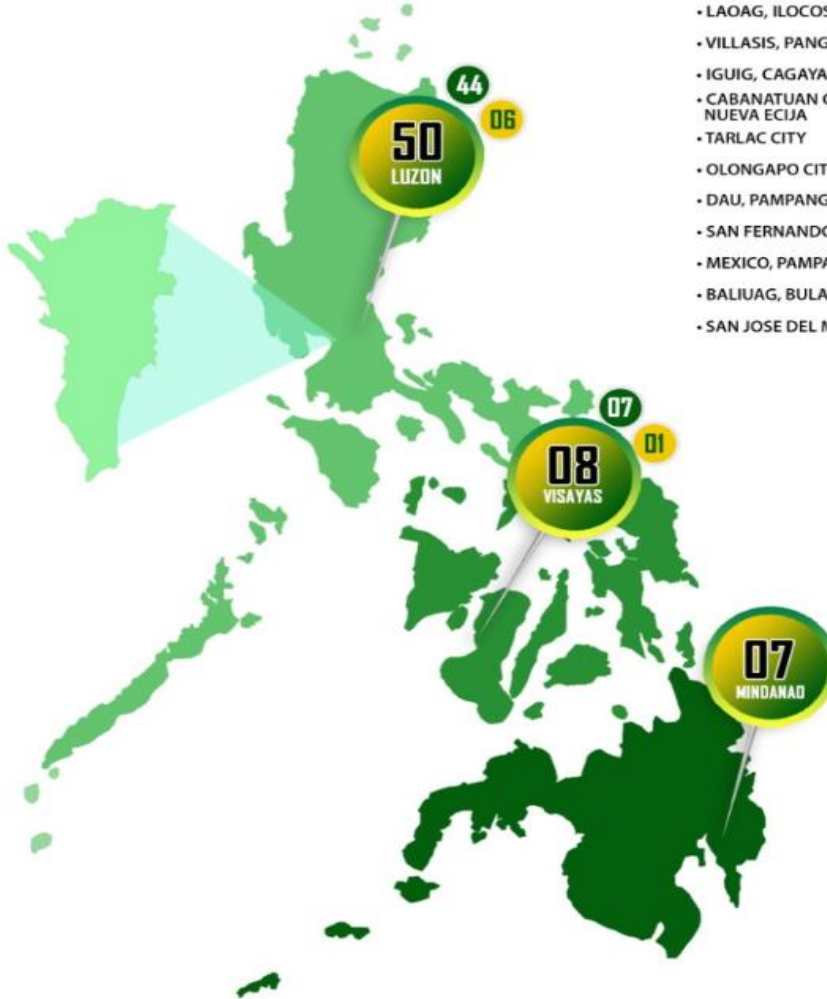
Wilcon operates 65* stores strategically located in dominant markets and in fast-growing cities nationwide.

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



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, ANTIPOLLO CITY
- SAN ISIDRO, ANTIPOLLO 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)

- FESTIVWALK 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

* as of JANUARY 29, 2021



Store Formats

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DEPOT

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

Leader in the home improvement and 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



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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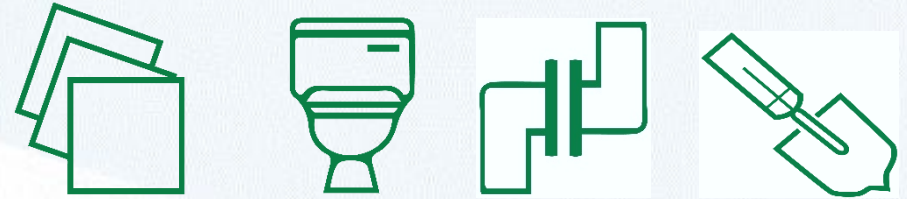


In-House and Exclusive Brands

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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

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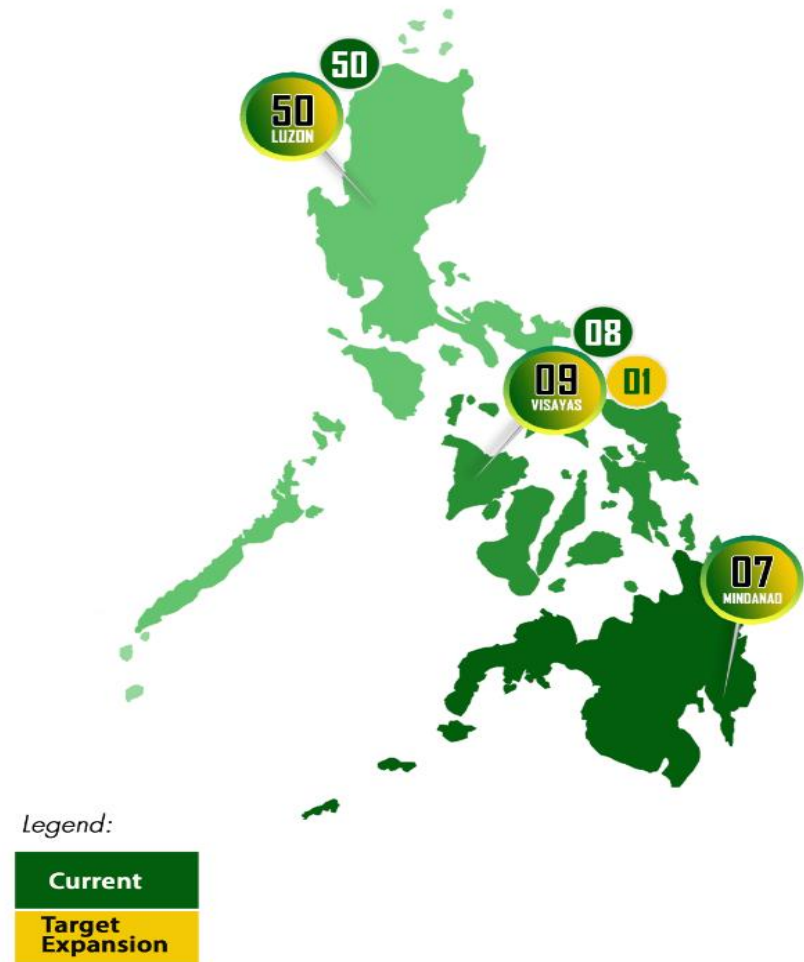
1 Expand Store Network

- ✓ 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

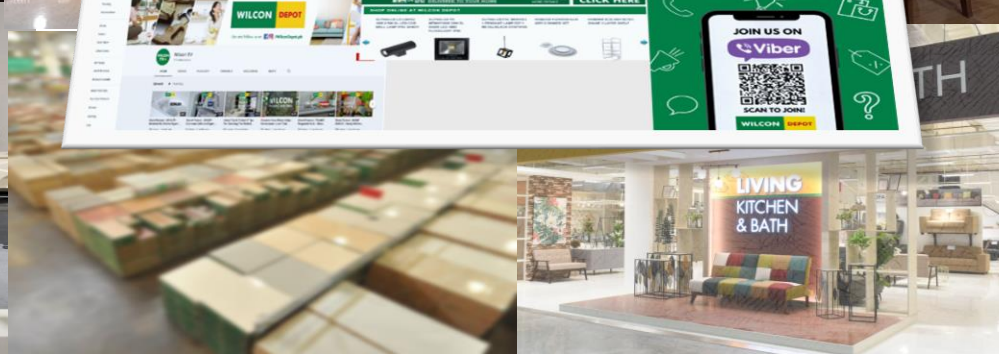
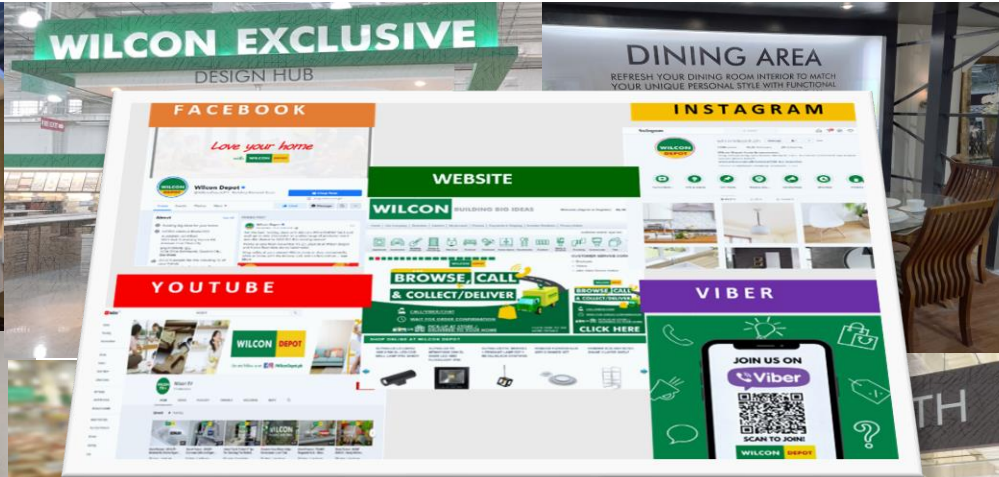


Key Growth Strategies

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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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2020 in Review

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DEPOT

2020 in Review

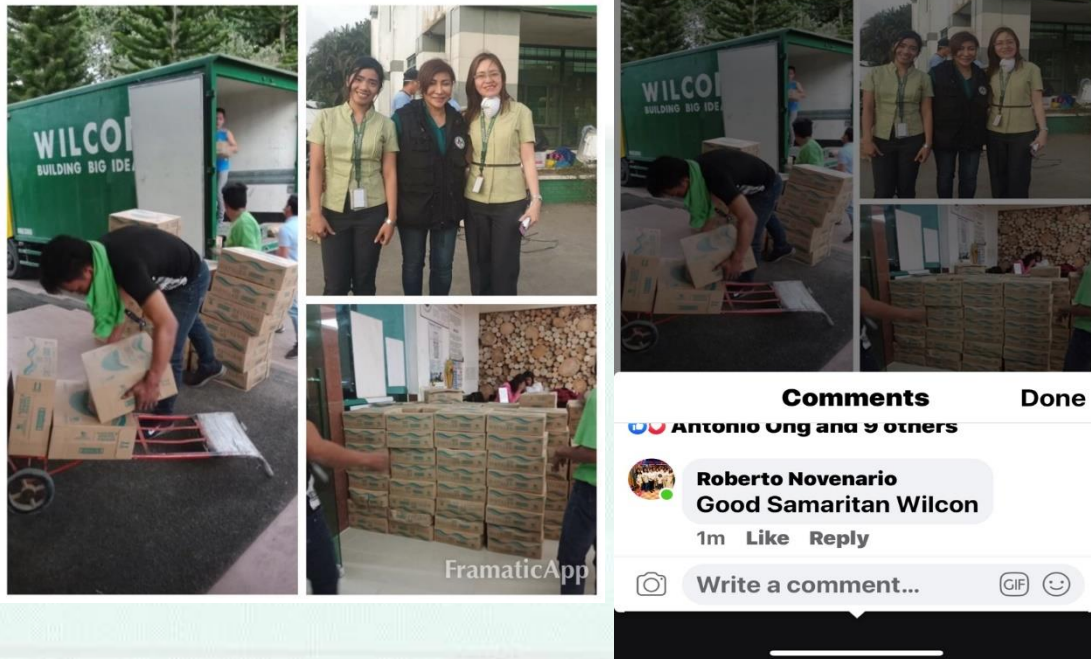
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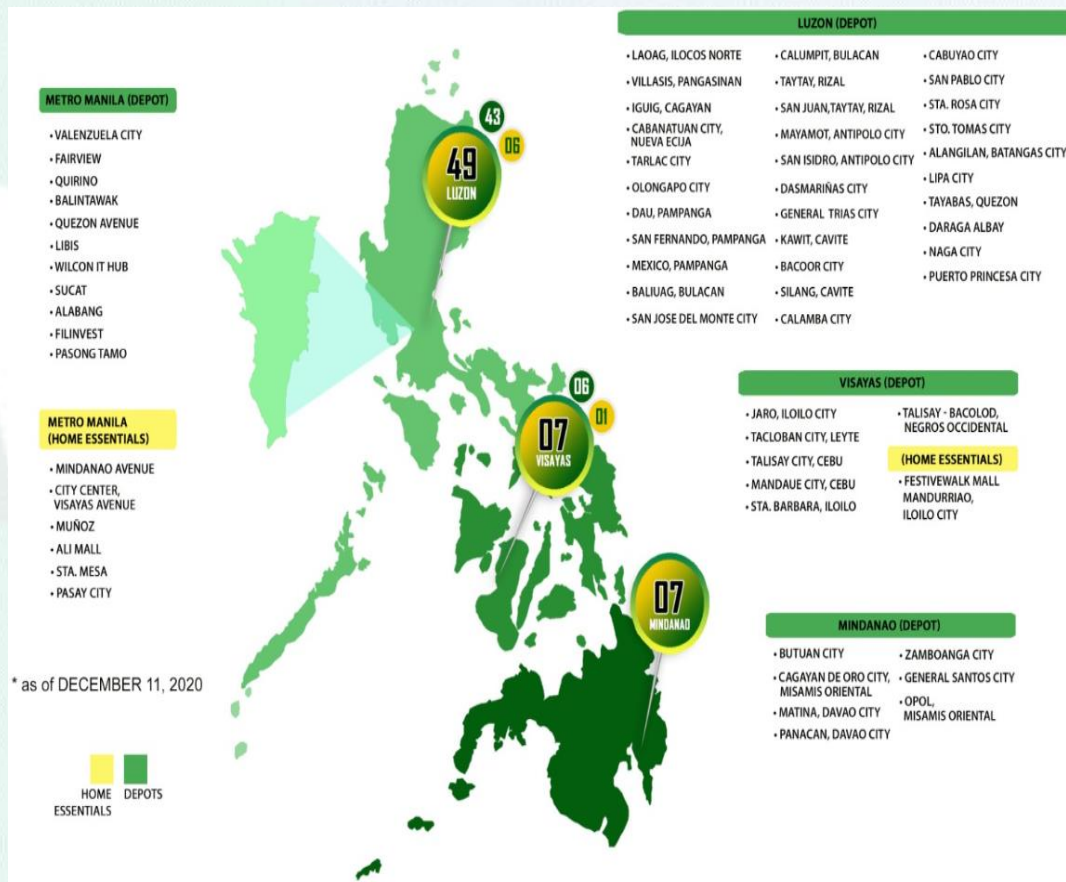
TAAL VOLCANO ERUPTION



- Taal volcano eruption – temporary disruption in the operations of branches in the vicinity in Jan
- Quick recovery in sales performance right after resumption of normal business operations
- Unexpectedly high sales growth for February and first two weeks of March



2020 in Review



- 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.



Continuous Store Expansion

- Opened 6 new depot stores in 2020
 - Daraga Albay, San Jose Del Monte Bulacan, Calumpit Bulacan, Cabuyao, Olongapo and San Juan Taytay
- 2 new stores in January 2021
 - Makato Albay and Commonwealth

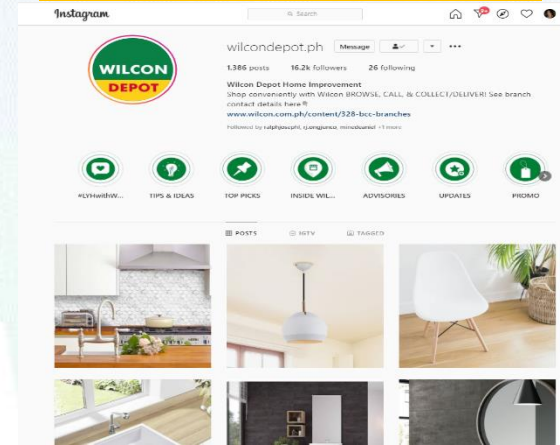
2020 in Review



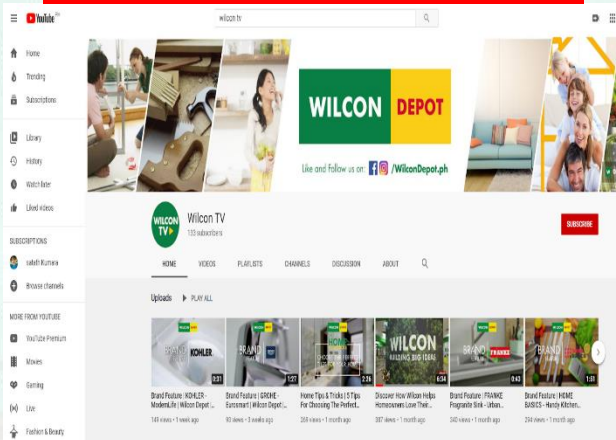
Enhanced Digital Presence



INSTAGRAM



YOUTUBE



VIBER





Took care of our people and helped local communities

- No layoffs or furloughs
- Regular employees continued to be paid even when majority of the stores were closed
- Helped various local communities we belong in; and gave assistance to the medical community through donations



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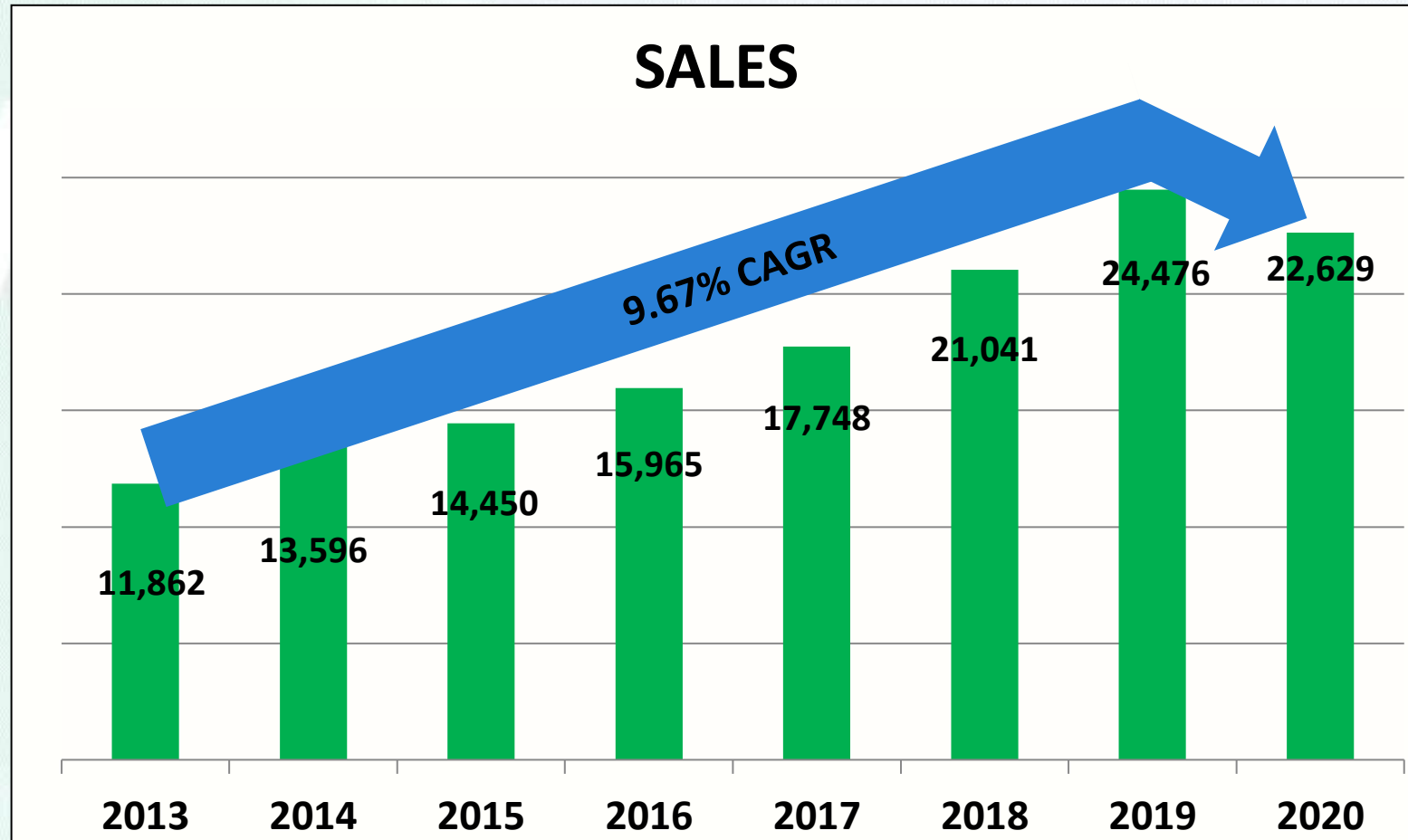
DEPOT

Financial Results

Historical Sales Growth

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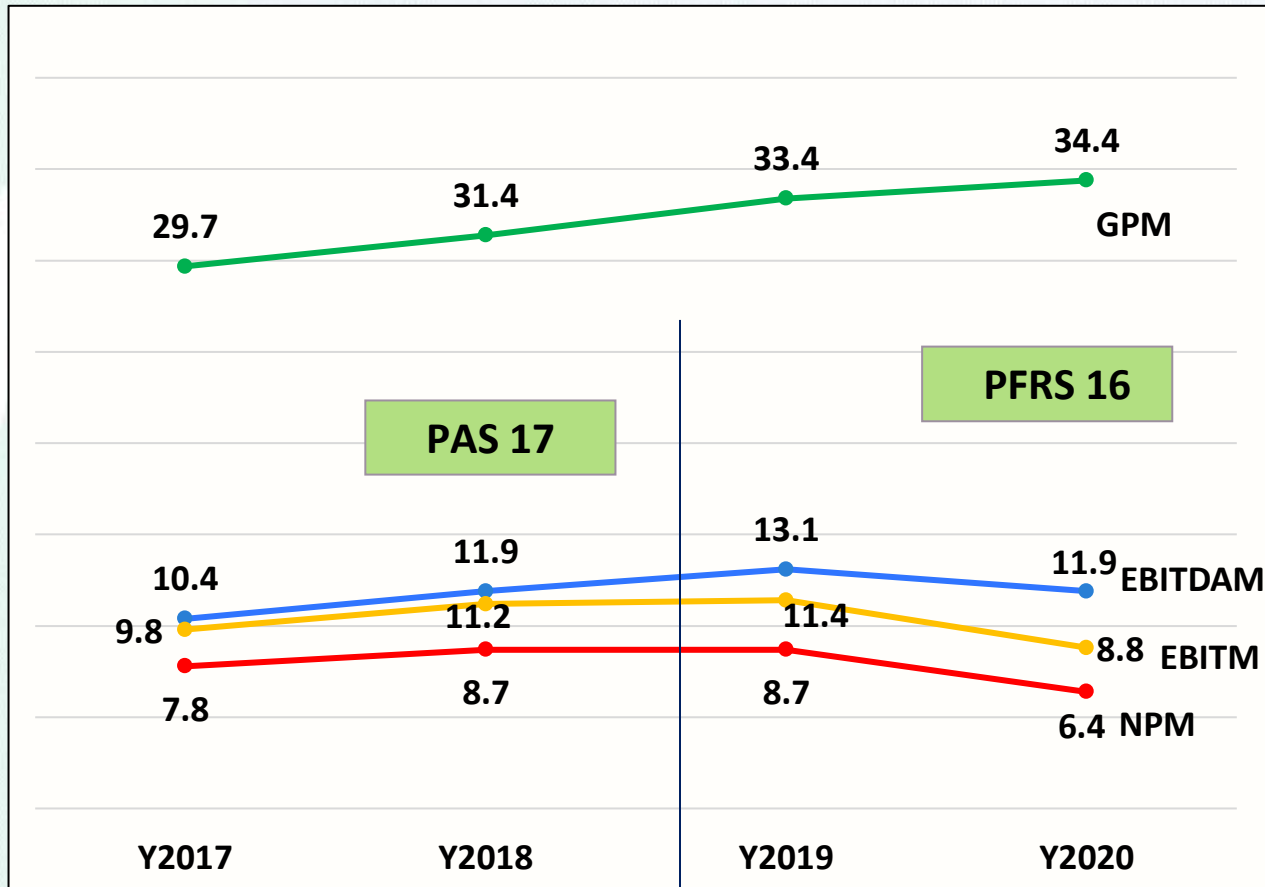


Note: 2013 to 2015 – Pro-forma/Reviewed / 2016 – In-house Pro-forma / 2017 – Actual/Audited
Commercial operations under WDI commenced April 1, 2016

Margins

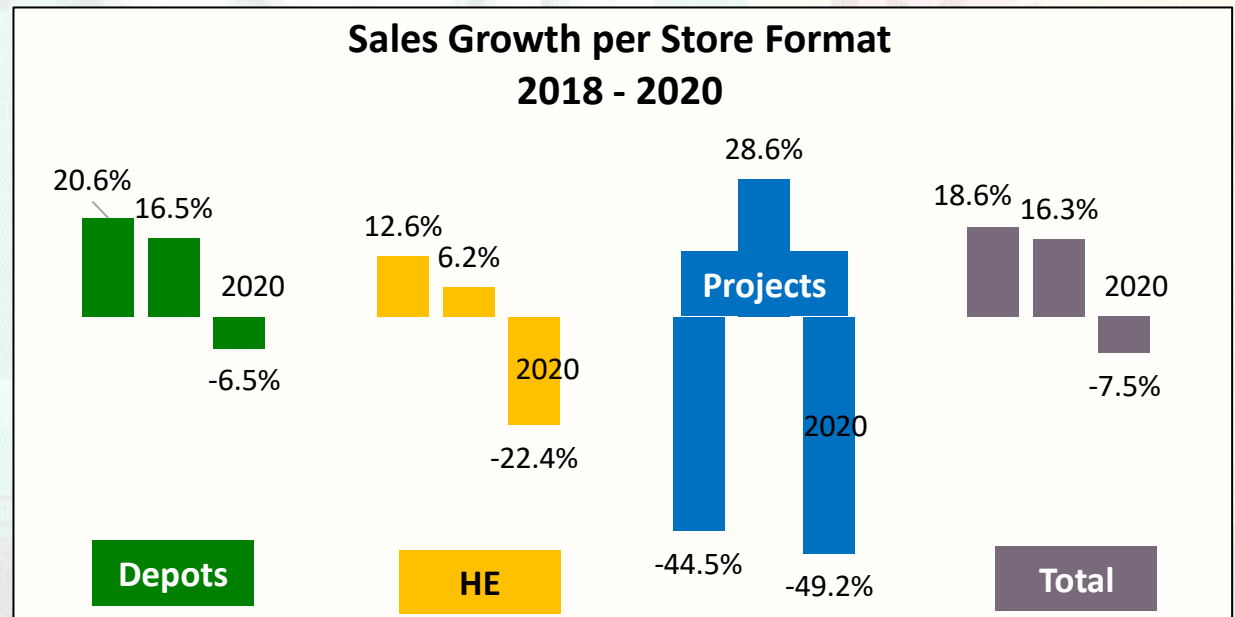
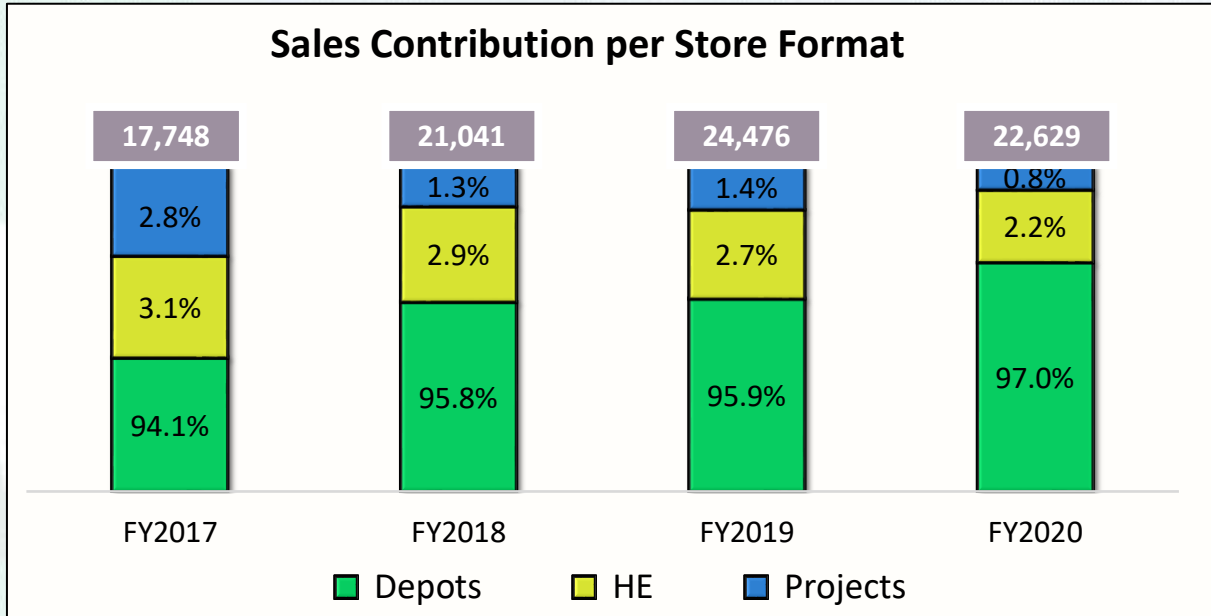
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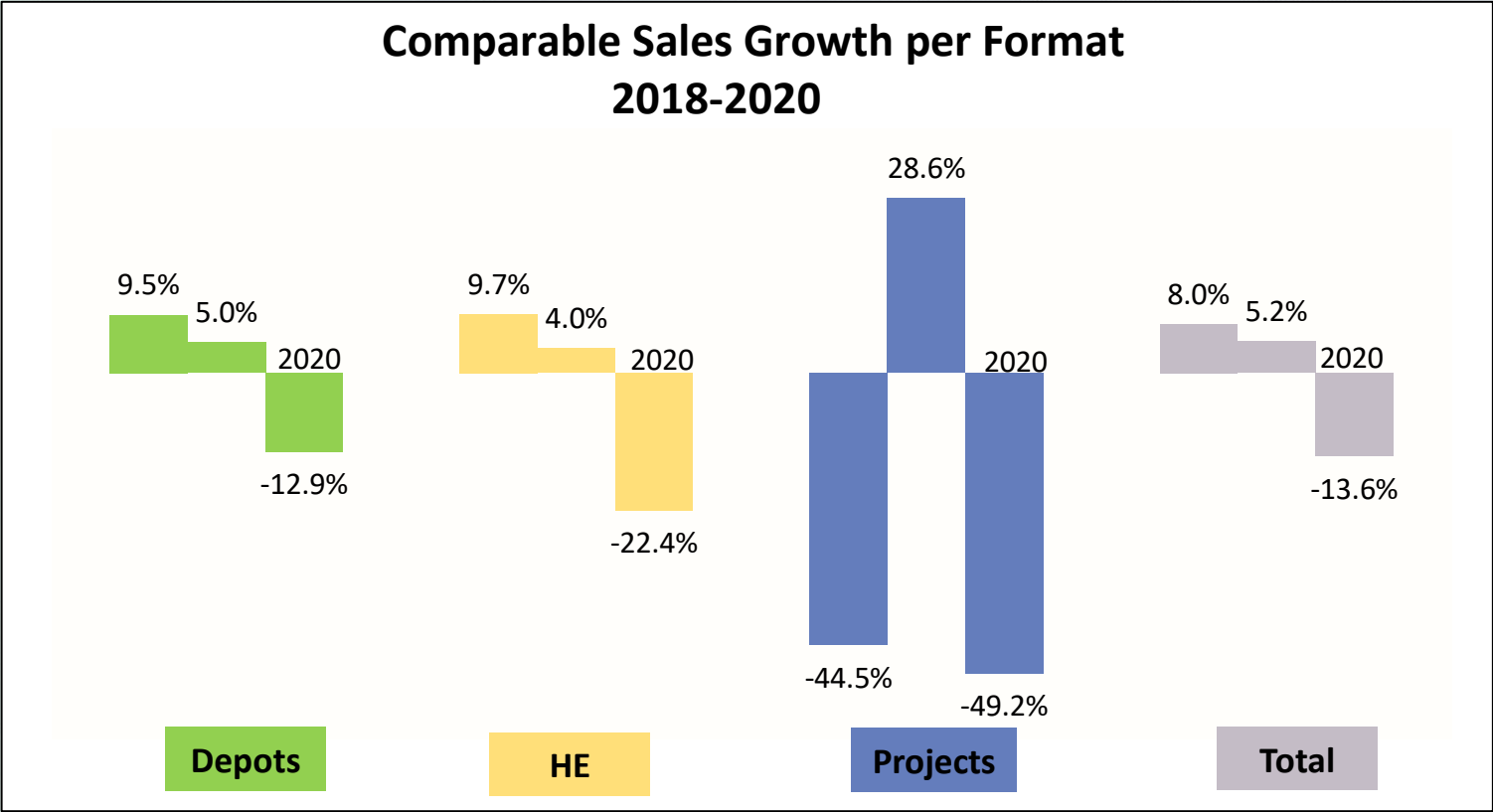


Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for 2019/2020

Total Net Sales Breakdown



Comparable Sales Growth Summary



FY2020

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(In Php MM)	FY2020	% Sales	FY2019	% Sales	% Growth
Net Sales	22,629	100.0	24,476	100.0	(7.5)
Cost of Sales	-14,847	-65.6	-16,300	-66.6	(8.9)
Gross Income	7,782	34.4	8,176	33.4	(4.8)
Operating Expenses	-5,738	-25.4	-5,396	-22.0	6.3
Interest Exp (Lease Liab)	-429	-1.9	-300	-1.2	42.8
Other Income - Net	380	1.7	312	1.3	22.1
Income from Operations	1,995	8.8	2,792	11.4	(28.5)
Interest Income	55	0.2	151	0.6	(63.6)
Income Before Tax	2,050	9.1	2,943	12.0	(30.3)
Income tax	-601	-2.7	-818	-3.3	(26.5)
Net Income	1,449	6.4	2,125	8.7	(31.8)

GPM increased to
34.4%

Balance Sheet

(In Php MM)

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	Audited Dec 31, 2020	Audited Dec 31, 2019
Current Assets	14,390	15,022
Noncurrent Assets	13,828	11,215
Total Assets	28,218	26,237
Current Liabilities	7,621	7,236
Noncurrent Liabilities	5,287	4,339
Total Liabilities	12,908	11,576
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	1	63
Retained Earnings	5,836	5,125
Total Equity	15,310	14,662
Current ratio	1.89	2.08
Quick ratio	0.66	0.66
Debt to equity ratio	0.84	0.79
Return on asset	5.1%	8.1%
Return on equity	9.5%	14.5%

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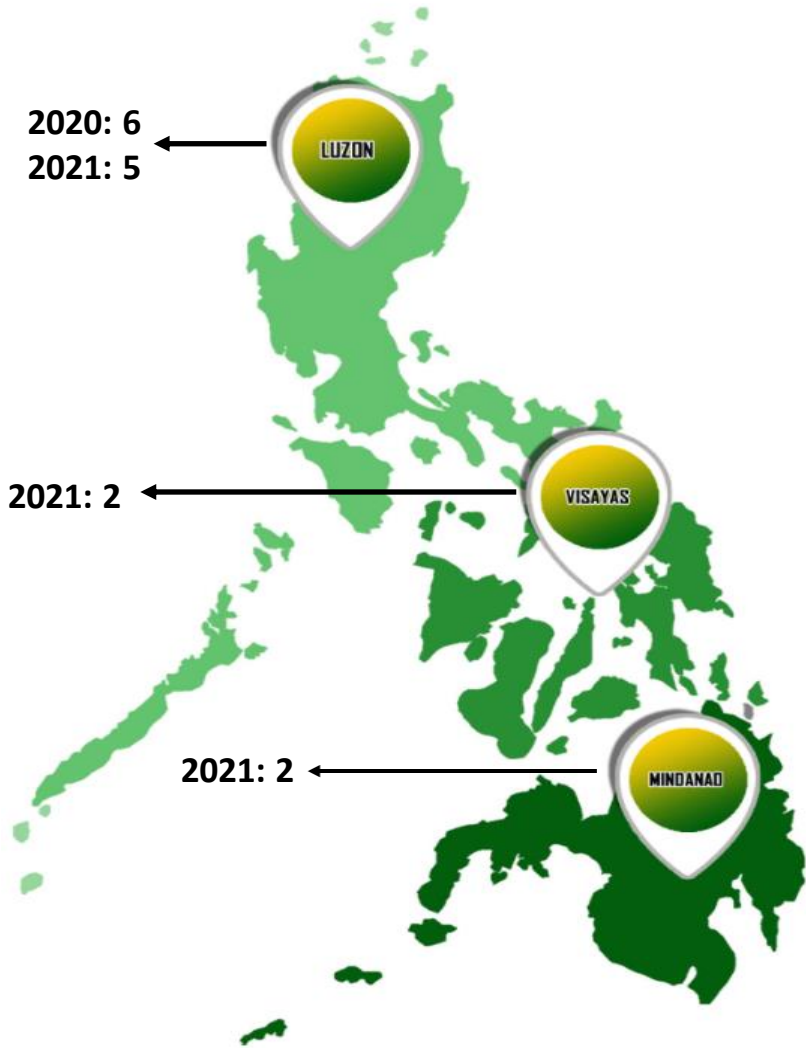
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Outlook

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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	Pila, Laguna
	Taytay	Tagum
		Calapan, Mindoro
		Malaybalay, Bukidnon
Total, end	63	72

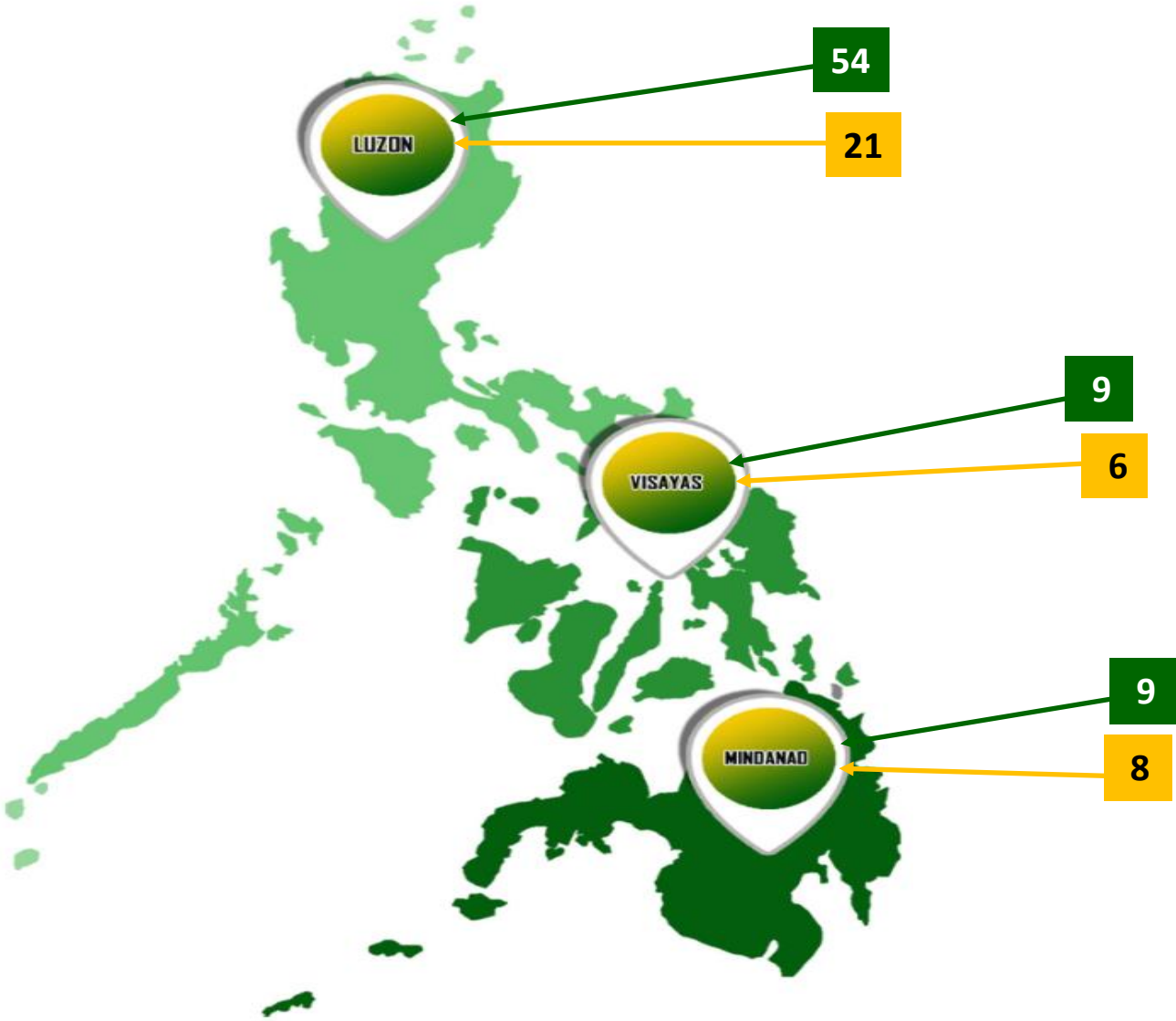
2021 PLANNED CAPEX

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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

2017 - 2021 Planned New Branches



Total Planned New Depot Stores - 35

Total number of stores in 2021 - 72

From January 2017 to January 2021, twenty nine (29) new stores were opened, twenty eight (28) 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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