



BUILDING BIG IDEAS

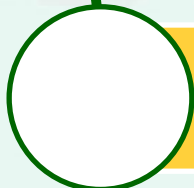
June 2021



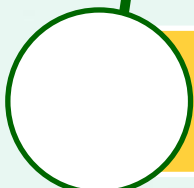
Leader in the home improvement and finishing construction supply retail space in the Philippines; 44 years in operation



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 66* stores strategically located in dominant markets and in fast-growing cities nationwide.

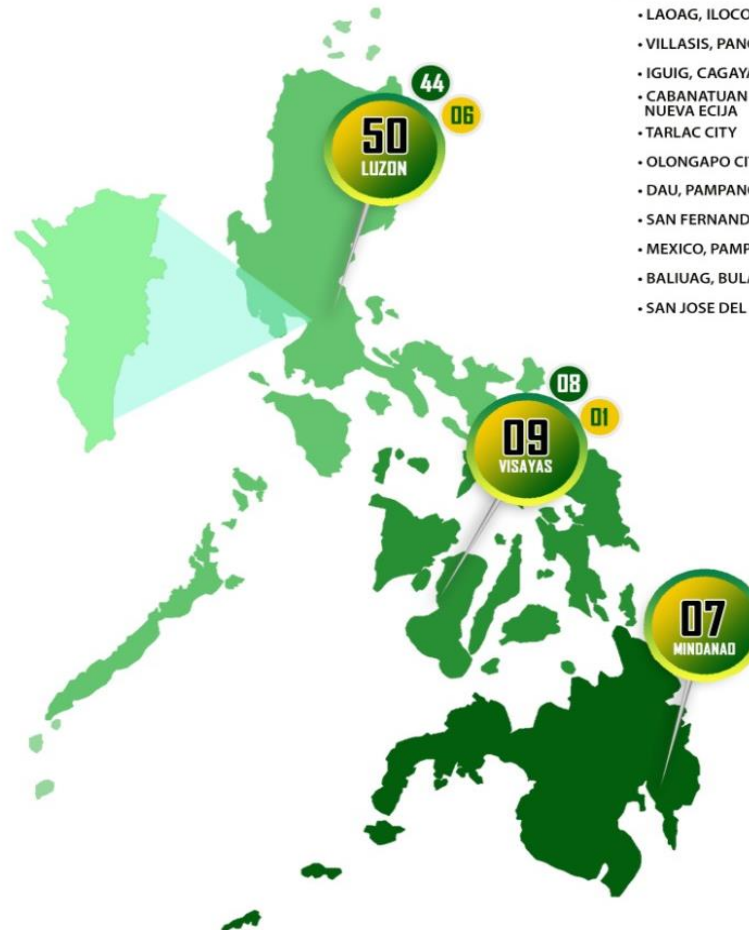
METRO MANILA (DEPOT)

- 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 JUNE 11, 2021



LUZON (DEPOT)

- LAOAG, ILOCOS NORTE
- VILLASIS, PANGASINAN
- IGUIG, CAGAYAN
- CABANATUAN CITY, NUEVA ECUIJA
- 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
- ORMOCCITY, LEYTE

(HOME ESSENTIALS)

- FESTIVE WALK MALL ILOILO CITY

MINDANAO (DEPOT)

- BUTUAN CITY
- CDO 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

59

7

Gross Floor Area

- 2,800 sqm to 16,100 sqm, with an average gross floor area of 9,610 sqm

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



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



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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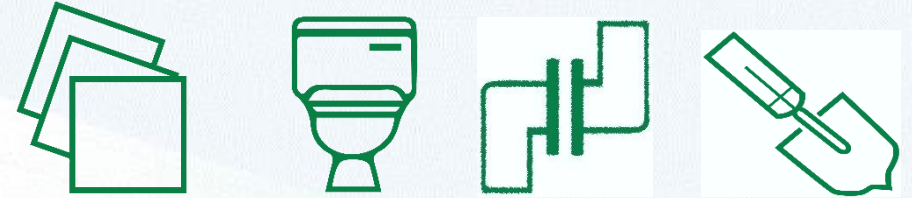
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In-House and Exclusive Brands

In-house brands



Select Exclusive brands





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



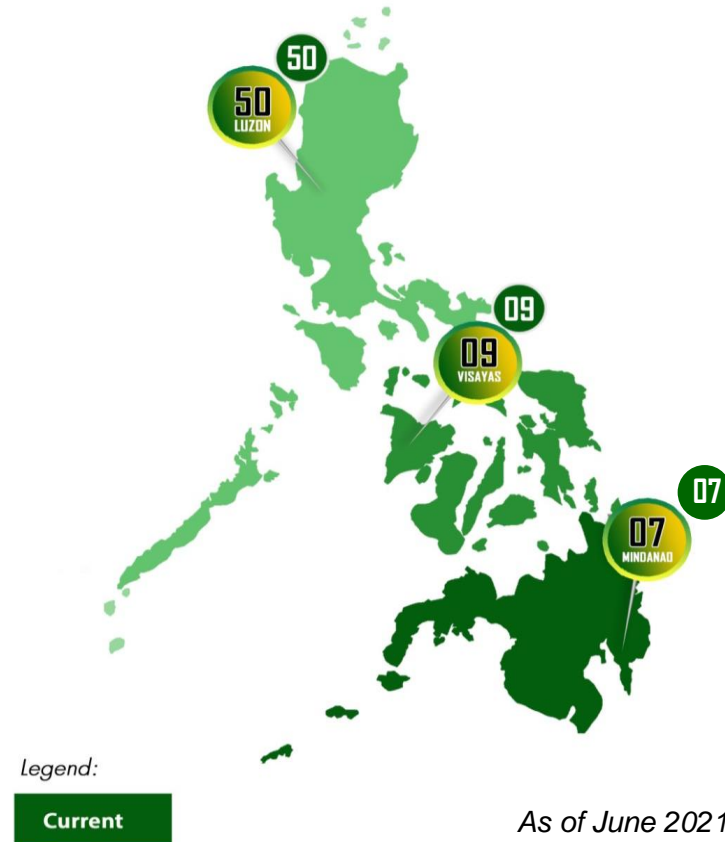
Key Growth Strategies

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-store IPO commitment achieved ahead of schedule)



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



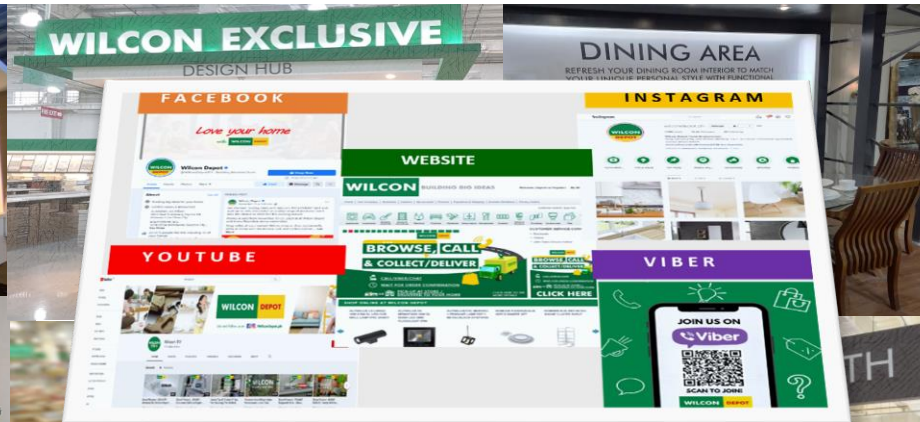
Select Exclusive brands



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



Operations Updates

**Wilcon Online Store, re-launched on
May 28, 2021**

**Newly Opened Store in Ormoc City,
June 11, 2021**

The advertisement features a hand holding a smartphone displaying the Wilcon online store interface. The phone screen shows a welcome message and a 'Featured Departments' section. Above the phone, there are icons for a shopping cart, a wrench, a lightbulb, and a toilet. The text 'SHOP. WILCON.com.ph' is prominently displayed. A large red speech bubble on the left contains the text 'NOW OPEN!' and a green button below it says 'SHOP NOW!'. The Wilcon Depot logo is in the top right corner.



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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 categories performing better than average growth



Appliance



Paints



Electrical & Lighting



Building Materials

Php 595M CAPEX

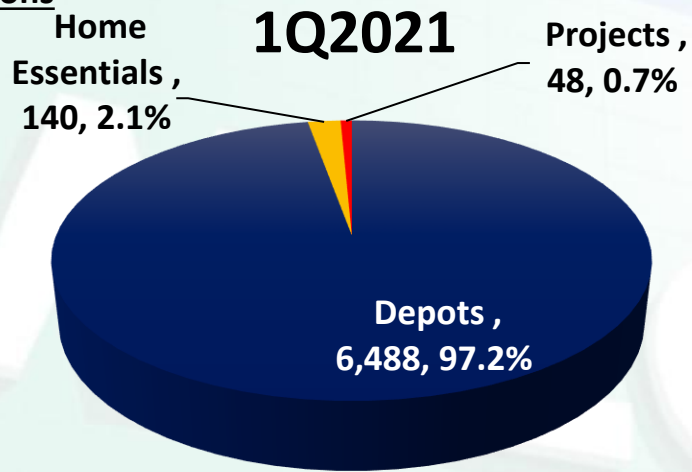
Opened 2 new stores

- Albay and Commonwealth

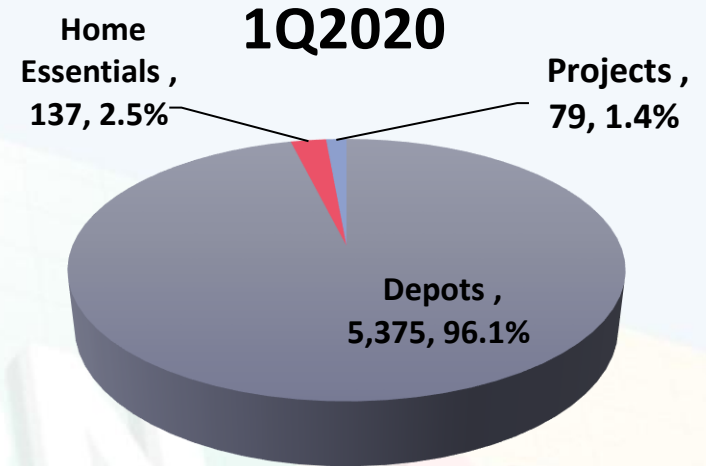


Total Net Sales Breakdown - 1Q2021

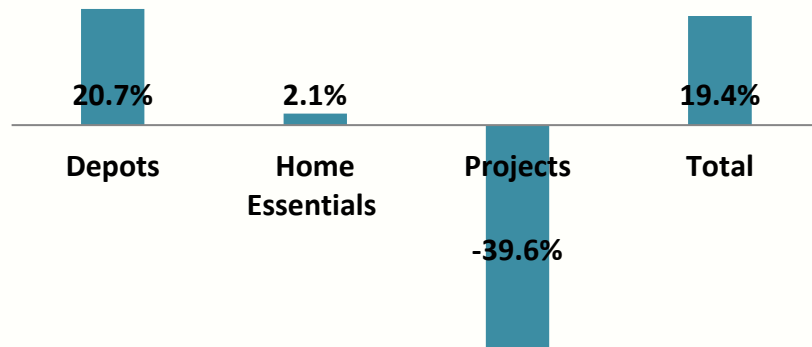
PhP Millions



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

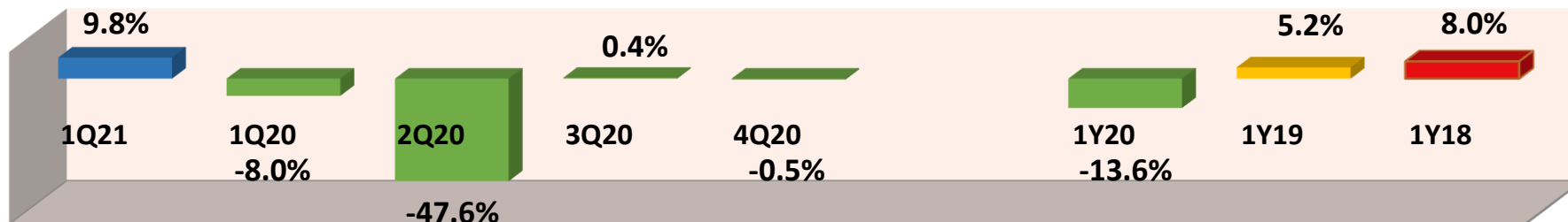
Comparable Sales Summary

SSSG Excluding Inst'l/ Projects Sales

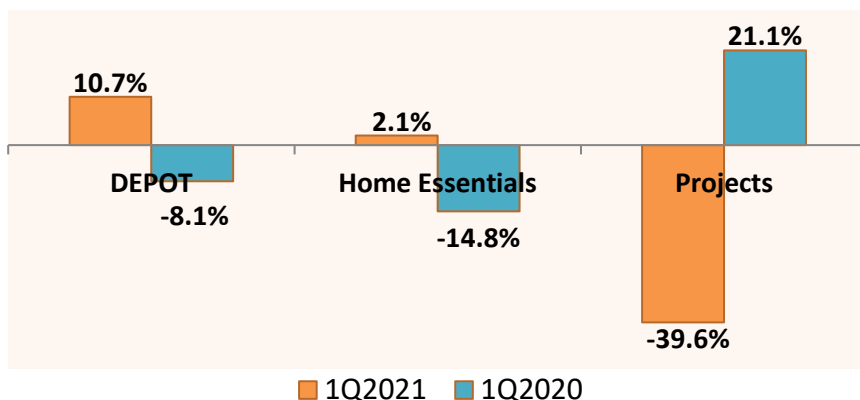
- 1Q21 = 10.5% FY2020 = -13.1%
- 1Q20 = -8.3%

Quarterly Trend

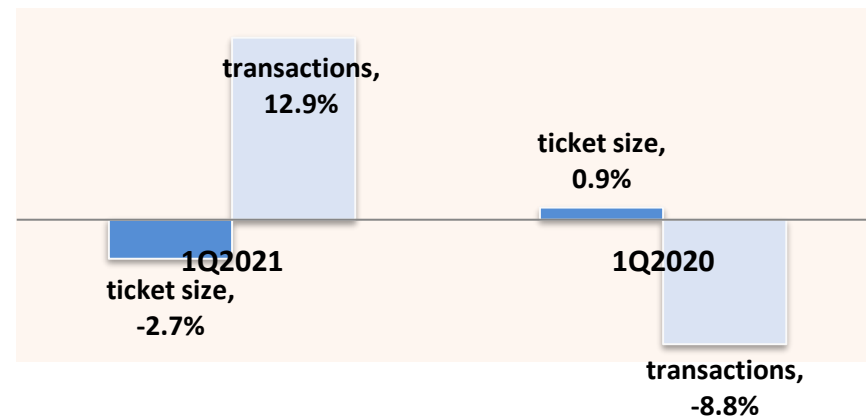
Yearly Trend



Comparable Sales per Format 1Q2021 vs 1Q2020



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



First Quarter 2021

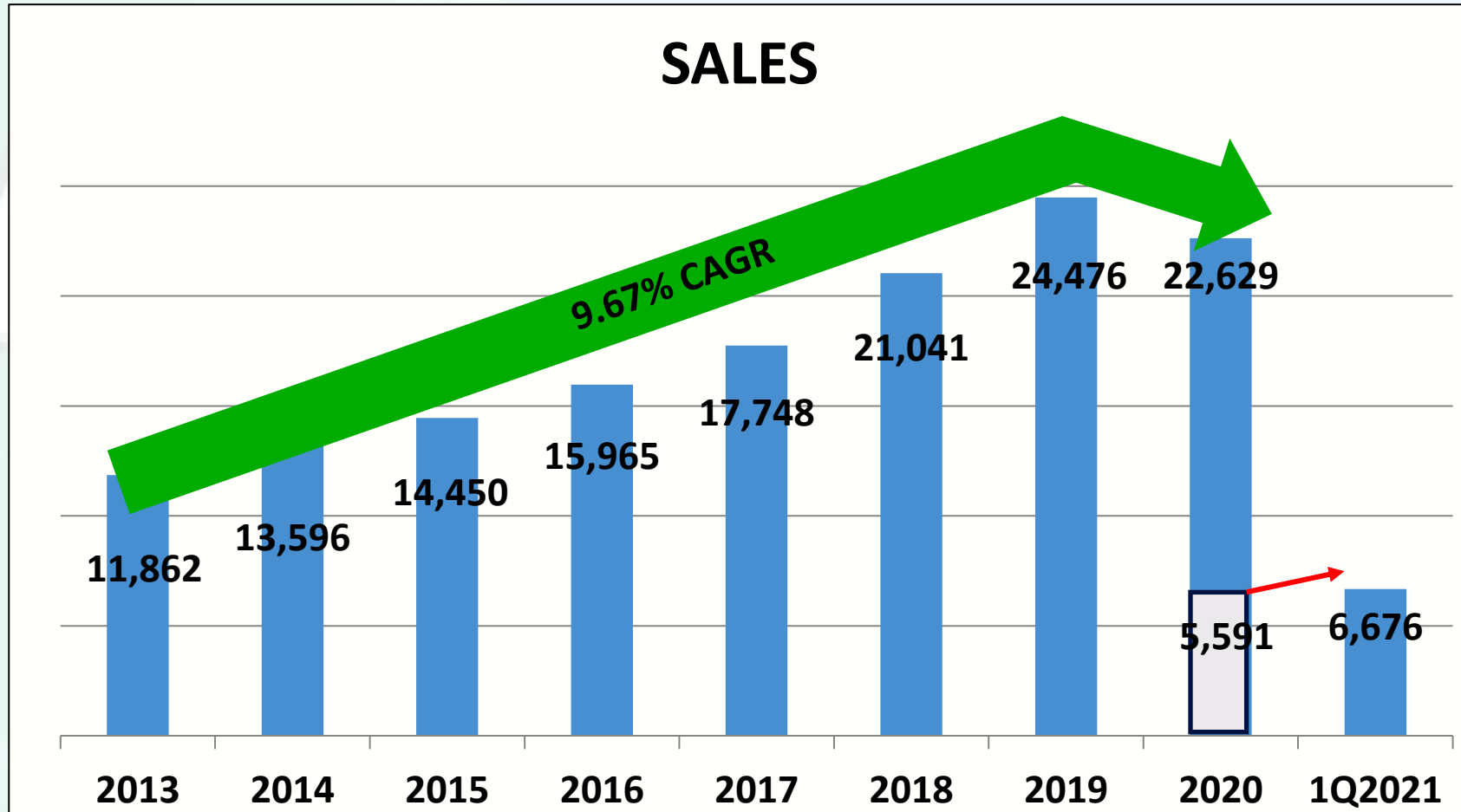
GPM increased to
36.3%

(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

Balance Sheet

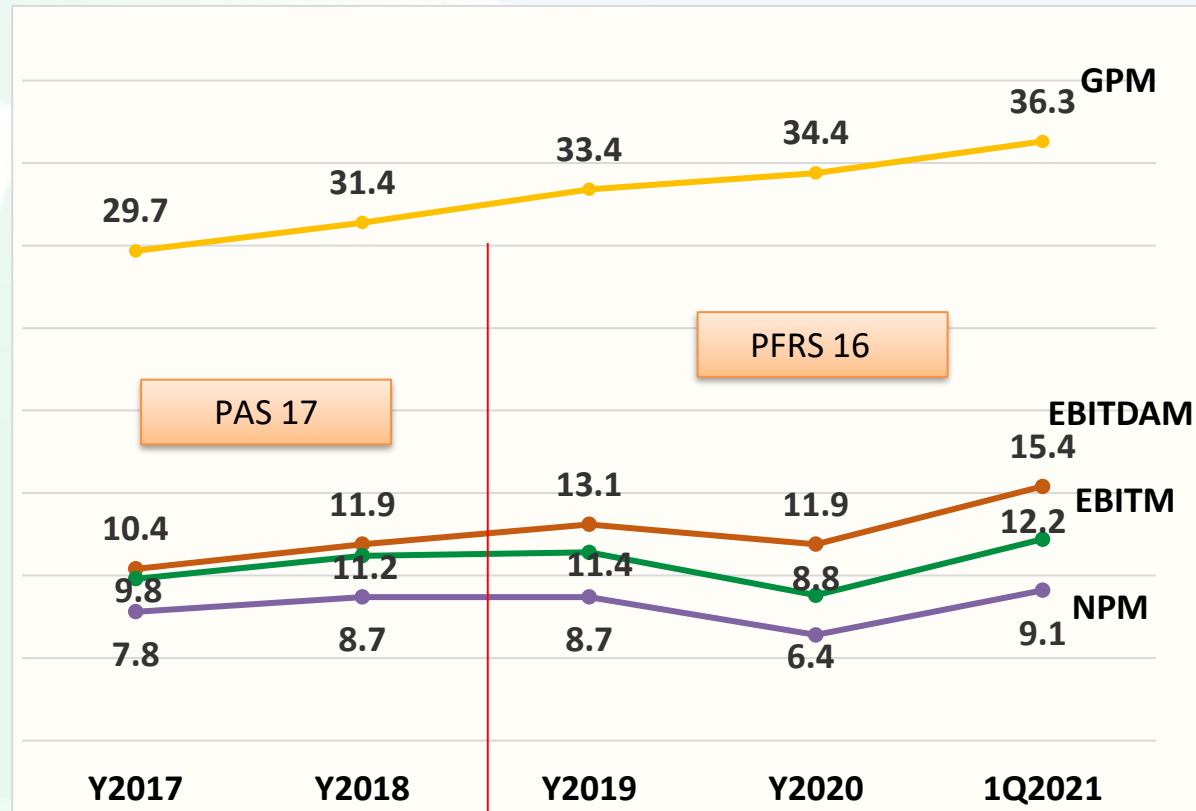
(In Php MM)	Unaudited Mar 31, 2021	Audited Dec 31, 2020
Current Assets	14,482	14,390
Noncurrent Assets	14,223	13,828
Total Assets	28,705	28,218
Current Liabilities	7,828	7,621
Noncurrent Liabilities	5,455	5,287
Total Liabilities	13,283	12,908
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	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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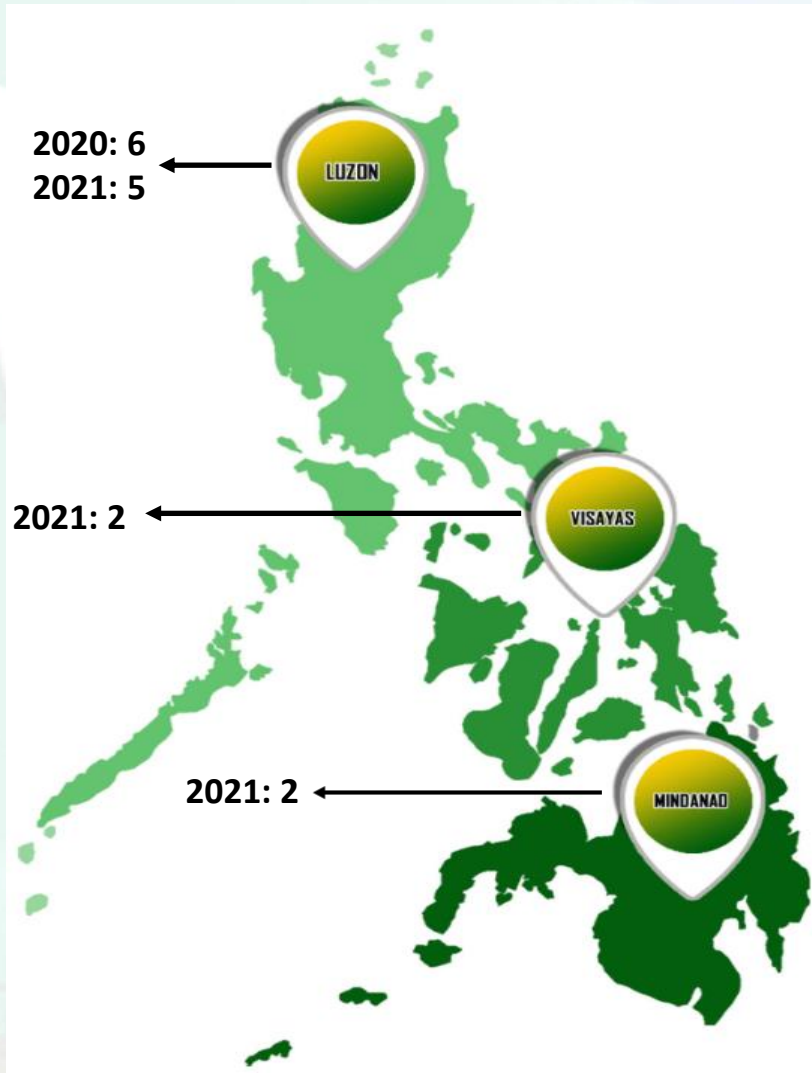
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Outlook

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2020 - 2021 Store Expansion Plan



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

2021 Planned Capex

Capex Breakdown	12M 2021 Budget	1Q 2021 Actual Spent	Available Balance
Expansion-related (new stores, renovations, eqpt, warehouses, etc)	2,900	550	2,350
Solar Panel Project	215	32	183
IT Infrastructure and Project	85	13	72
Total CAPEX <i>(in millions Php)</i>	3,200	595	2,605

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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