



# PROFILE AND UPDATES



June 17, 2022

# Company Overview



## LEADER

Leader in the home improvement and finishing construction supply retail space in the Philippines; 45 years in operation



## PIONEER

Revolutionized the construction-supply industry by enhancing customer shopping experience

## ONE-STOP SHOP

Offering the complete spectrum of home improvement products



## PREFERRED PARTNER

Extensive network of supplier-partners, professional/contractor-customers and wide homeowner customer base

## VALUE BRANDS

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



## TOP-OF-THE-LINE PRODUCTS

Exclusively carries a number of renowned international and local brands



## LEADER

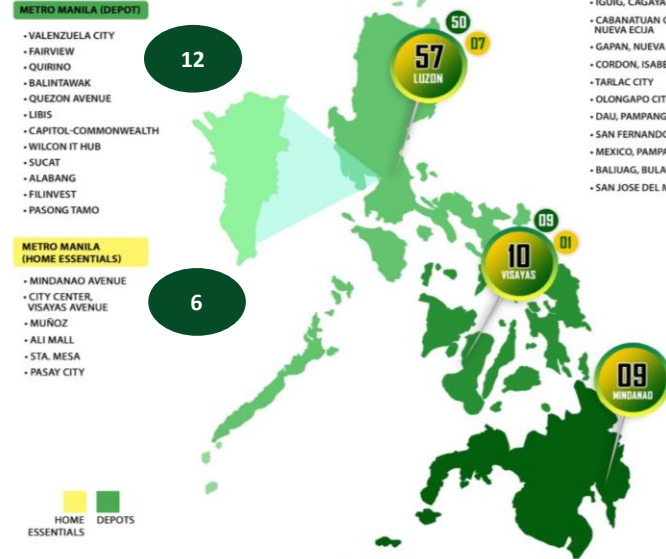
Leader in the home improvement and finishing construction supply retail space in the Philippines; 45 years in operation



## PIONEER

Revolutionized the construction-supply industry by enhancing customer shopping experience

## WILCON STORES



LUZON (DEPOT)			38	
- LAOAG, ILOCOS NORTE	- CALLUMPT, BULACAN	- SAN PABLO CITY		
- VILLASIS, PANGASINAN	- TAYTAY, RIZAL	- STA. ROSA CITY		
- IGIUG, CAGAYAN	- SAN JUAN, TAYTAY, RIZAL	- PILA, LAGUNA		
- CABANATUAN CITY, NUEVA ECJIA	- ANTIPOLO CITY	- STO. TOMAS CITY		
- GAPAN, NUEVA ECJIA	- MAYAMOT, ANTIPOLO CITY	- ALANGILAN, BATANGAS CITY		
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- TARLAC CITY	- DASMARIÑAS CITY	- LEMERY, BATANGAS		
- OLONGAPO CITY	- GENERAL TRIAS CITY	- TAYABAS, QUEZON		
- DALI, PAMPANGA	- KAWIT, CAVITE	- DARAGA ALBAY		
- SAN FERNANDO, PAMPANGA	- BACOR CITY	- NAGA CITY		
- MEXICO, PAMPANGA	- SILANG, CAVITE	- SORSOGON CITY		
- BALIUAG, BULACAN	- CALAMBA CITY	- PUERTO PRINCESA CITY		
- SAN JOSE DEL MONTE CITY	- CABUYAO CITY	- SAN FERNANDO, PAMPANGA		
<b>(HOME ESSENTIALS)</b>				1
- SAN FERNANDO, PAMPANGA				

VISAYAS (DEPOT)			9
- JARO, ILOILO CITY	- TALISAY - BACOLOD, NEGROS OCCIDENTAL		
- TACLOBAN CITY, LEYTE	- ORMOG CITY, LEYTE		
- TALISAY CITY, CEBU	- DAUIS, BOHOL		
- MANDAUE CITY, CEBU			
- STA. BARBARA, ILOILO	<b>(HOME ESSENTIALS)</b>		1
- MAKATO, AKLAN	- FESTIVEWALK MALL, ILOILO CITY		

MINDANAO (DEPOT)			9
- BUTUAN CITY	- ZAMBOANGA CITY		
- CAGAYAN DE ORO CITY, MISAMIS ORIENTAL	- GENERAL SANTOS CITY		
- MATINA, DAVAO CITY	- OPOL, MISAMIS ORIENTAL		
- PANACAN, DAVAO CITY	- MALAYBALAY, BUKIDNON		
- TAGUM CITY, DAVAO DEL NORTE			

## DEPOT



## HOME ESSENTIALS



No. of stores

68

8

Gross Floor Area

• 2,800 sqm to 16,100 sqm, with an average gross floor area of 9,404 sqm

• 740 sqm to 2,800 sqm, with an average gross floor area of 1,411 sqm

**76** Stores Nationwide  
(as of May 27, 2022)

\* as of May 27, 2022



# Major Categories & Select Brands

45 YEARS WILCON

## ONE-STOP SHOP

Offering the complete spectrum of home improvement products



## BUILDING MATERIALS



- SOLUTHERM**  
FILTRATION SYSTEM
- p.tech**  
THE BUILDER'S AID
- MATWOOD**
- HardieFlex**  
WALLS-CEILING-FLOORING-EAVES-ROOFING
- MATIMCO**

- FOREST PRODUCTS**
- BORAL**
- NovTek**  
NOVTEK CORPORATION
- ATLANTA INDUSTRIES**

## TILES / FLOORING



- KERATILE**
- PICASSO MOSAIC**
- VERONA TILES**
- EMIGRES**
- ALCALAGRES**
- Arte CERAMICHE**
- Ek CERAMICA**
- ENERGIE KER CERAMICA**
- CASTELVETRO**
- stn**
- cifre cerámica**
- SOL CERAMICA**
- SAIGRES**
- BOM DESIGN**
- cifre cerámica**
- rocersa CERAMICA**
- KIA PIONEER IN QUALITY**
- MARIWASA**  
Uncompromising Quality

## PLUMBING & SANITARY WARES



- BIRKË**
- FRANKE**
- Danze**
- HCG** "I can live here."
- Crown Sink**  
stainless steel sink
- KOHLER**
- POZZI**  
BATHROOM SOLUTIONS
- SEFA**
- Pure Freude an Wasser**
- GROHE**
- QUARTEX**  
CELEBRATE WITH ROYAL STYLE

## PAINTS AND SUNDRIES



- BOYSEN**  
The No. 1 PAINT
- DAVIES**  
Paint Permitted
- ABC**  
TILE ADHESIVE TILE GROUT
- Rain Shine**  
OR

## FURNITURE, FURNISHING, HOUSEWARE, etc



- HERCULES**
- CHAPIN**
- BULL**
- LODGE**
- ROMZ**
- HEIM**
- VELLMAX**
- GARDENIA ORCHIDEA**
- NOBIZZI**  
FURNITURE

## APPLIANCES



- Hamdèn**
- FRANKE**
- KAZE**
- aerogaz**
- Whirlpool**
- ARISTON**  
WORLD CLASS WATER HEATER

## HARDWARE AND TOOLS



- BLACK+DECKER**
- RUBI**
- DIRECT HARDWARE**  
THE DIRECT HARDWARE STORE  
AMERICA'S LARGEST HARDWARE STORE
- BALDWIN**
- dormakaba**
- Yale**
- HILLS**
- MaxSell**  
POWER TOOLS
- ELECTRON**

## ELECTRICAL AND LIGHTING



- ALPHALUX**
- Landlite**
- KAZE PHILIPS**
- EAGLE ELECTRIC**  
We're all light!
- Akari**
- Panasonic**
- LUCECO**
- OMNI**  
electrical & lighting



## PREFERRED PARTNER

Extensive network of supplier-partners, professional / contractor-customers and wide homeowner customer base

**Wilcon** has been dealing with over 400 local and foreign suppliers with some for over 25 years. This has benefitted **Wilcon** in terms of:

- ✓ Lowering costs
- ✓ Sourcing exclusive products
- ✓ Obtaining products in short supply
- ✓ Enabling product collaborations

45  
YEARS  
WILCON

WILCON



# Building Big Ideas

45 YEARS WILCON

## VALUE BRANDS

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



## TOP-OF-THE-LINE PRODUCTS

Exclusively carries a number of renowned international and local brands

## IN – HOUSE BRANDS



## SELECT EXCLUSIVE BRANDS



## 1977 - 2001



### Traditional trade

- Small hardware store format
- Wholesale and retail operations

## 2002 - UP



### Introduced & Expanded depot format

- Converted into a modern trade channel
- Pure retail operations offering a complete spectrum of home improvement products

## 2009 - 2014



### Major re-branding / evolution of Wilcon logo and brand.

- Re-conceptualization of the smaller-sized into a separate format labeled "Home Essentials"
- Consolidation of operations under one entity (Wilcon Builders' Depot, Inc., now Wilcon Corporation)
- Enhanced exclusive and in-house brand offerings

## 2017 - 2020



### Initial Public Offering of WDI

- Roll out of the five-year 29- depot expansion plan

## 2015 - 2016



### Wilcon Depot, Inc. was established on Dec. 17, 2015

- Retail business was transferred from Wilcon Corporation to Wilcon Depot, Inc. on April 1, 2016

## 2021 - PRESENT



### Included in the PSEI on October 11, 2021

- In the stock market front, WDI was included in the Philippine Stock Exchange index.

**76** Operating Stores Nationwide



# 45 YEARS WILCON

# Company Highlights





# Key Growth Strategies



**Store network expansion**



**Continue to build and develop in-house products and carry exclusive brands**



**Physical and online store layout, features and customer experience enhancements**



**Further strengthen and increase brand awareness and visibility**

DEPOT



# Store Network Expansion

## WILCON STORES



### 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

HOME ESSENTIALS DEPOTS

**76**  
Stores Nationwide  
(as of May 27, 2022)

- Mayamot, Antipolo
- Gapan, Nueva Ecija
- Lemery, Batangas

Opened 1 new branch (depot) in Q1 and another 2 new branches (depots) this Q2



### LUZON (DEPOT)

- LAOAG, ILOCOS NORTE
- VILLASIS, PANGASINAN
- IGUIG, CAGAYAN
- CABANATUAN CITY, NUEVA ECIIJA
- GAPAN, NUEVA ECIIJA
- CORDON, ISABELA
- TARLAC CITY
- OLONGAPO CITY
- DAU, PAMPANGA
- SAN FERNANDO, PAMPANGA
- MEXICO, PAMPANGA
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- NAGA CITY
- SORSOGON CITY
- PUERTO PRINCESA CITY

### (HOME ESSENTIALS)

- SAN FERNANDO, PAMPANGA

### VISAYAS (DEPOT)

- JARO, ILOILO CITY
- TACLOBAN CITY, LEYTE
- TALISAY CITY, CEBU
- MANDAUE CITY, CEBU
- STA. BARBARA, ILOILO
- MAKATO, AKLAN
- TALISAY - BACOLOD, NEGROS OCCIDENTAL
- ORMOC CITY, LEYTE
- DAUIS, BOHOL
- FESTIVEWALK MALL, ILOILO CITY

### (HOME ESSENTIALS)

- FESTIVEWALK MALL, ILOILO CITY

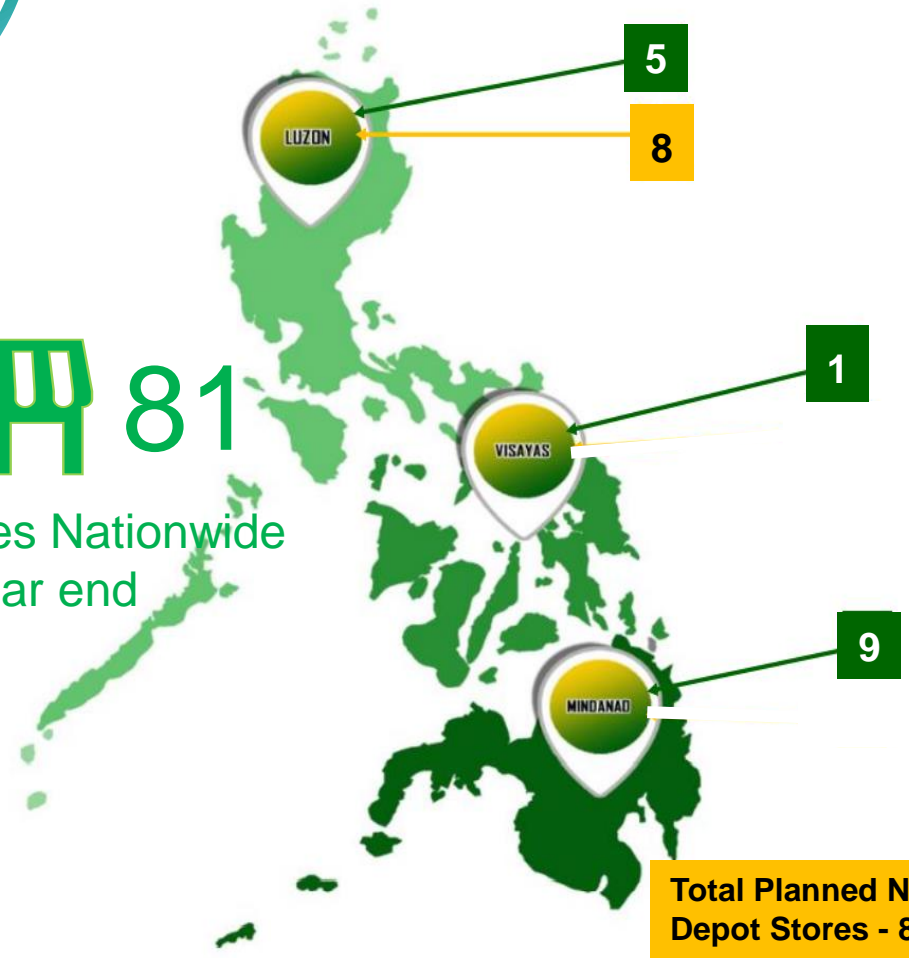
### MINDANAO (DEPOT)

- BUTUAN CITY
- CAGAYAN DE ORO CITY, MISAMIS ORIENTAL
- MATINA, DAVAO CITY
- PANACAN, DAVAO CITY
- TAGUI CITY, DAVAO DEL NORTE
- ZAMBOANGA CITY
- GENERAL SANTOS CITY
- OPOL, MISAMIS ORIENTAL
- MALAYBALAY, BUKIDNON

**100**  
Stores  
by 2025

2022 Planned New Branches

**81**  
Stores Nationwide  
at year end



Total Planned New Depot Stores - 8

# 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	

• Improve supply chain management

• Enhance marketing efforts

• Expand product lines/ product offerings

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



# Store Lay-out, Features and Customer Experience Enhancements

45  
YEARS  
WILCON



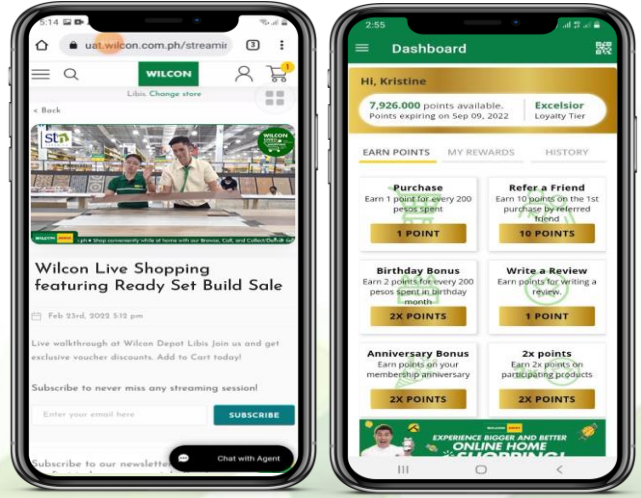
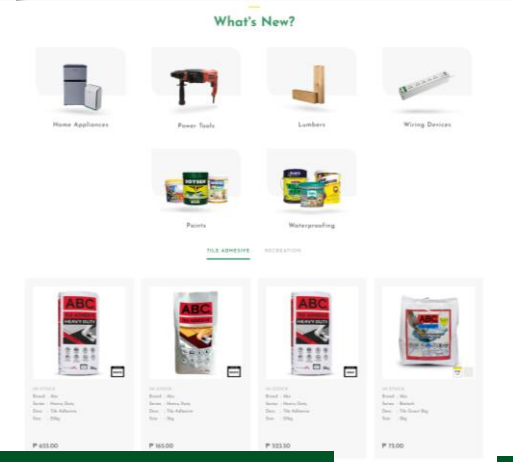
- Constant innovations in store layout, features and customer experience that add value to our relationship with our customers and consistently differentiate us from competition



# Omnichannel Initiatives



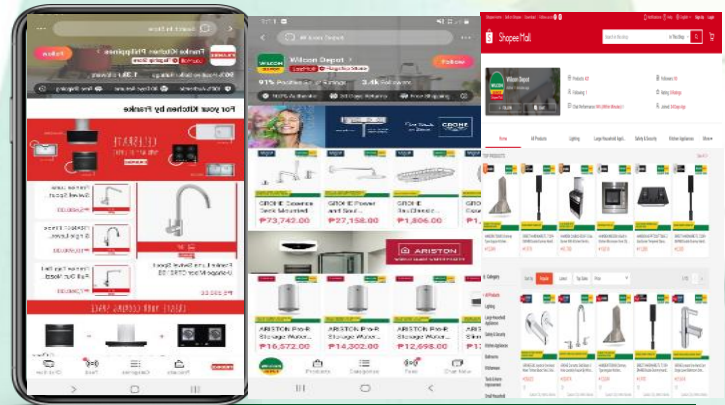
WILCON ONLINE STORE



LIVE SELLING – ONLINE SHOP

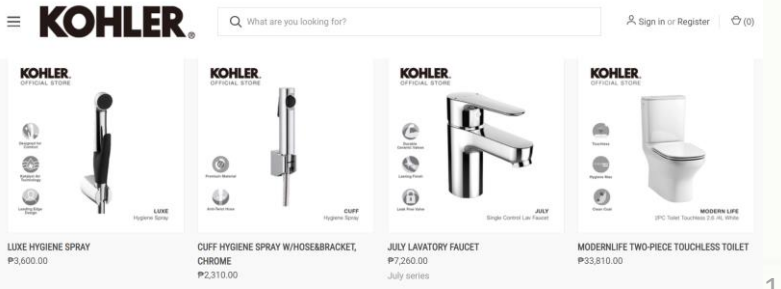


KOHLER E-SHOP



LAZADA & SHOPEE MALLS SHOPS

## ADDITIONAL BRANDS ONLINE





# Further Strengthen and Increase Brand Awareness and Visibility



" WILCON LAUNCHES NEW BRAND AMBASSADOR AND PARTNERSHIP WITH GROHE AND FRANKE "



- ✓ Tap various media outlets especially social media to enhance customer's awareness
- ✓ Localization of advertising and promotions
- ✓ Use brand ambassadors to represent the Company's products and brands
- ✓ Actively participate in industry associations and trade conventions related to the construction and home improvement





WILCON

DEPOT

# FINANCIAL AND OPERATIONAL HIGHLIGHTS

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WILCON

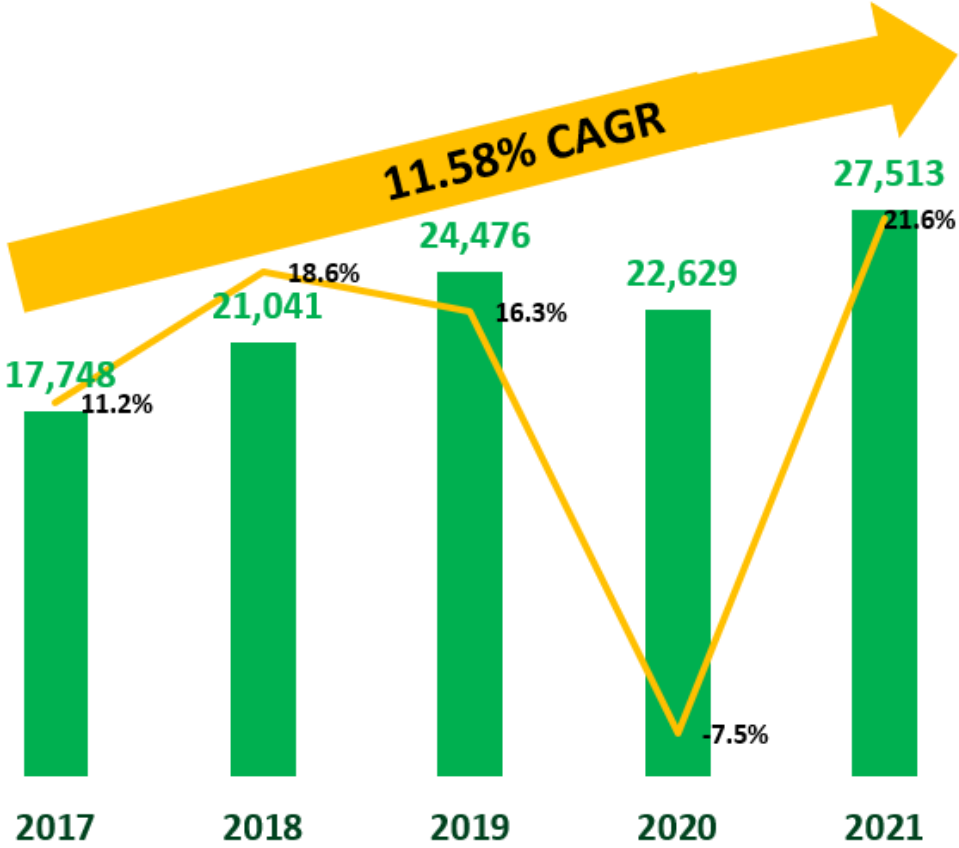
DEPOT



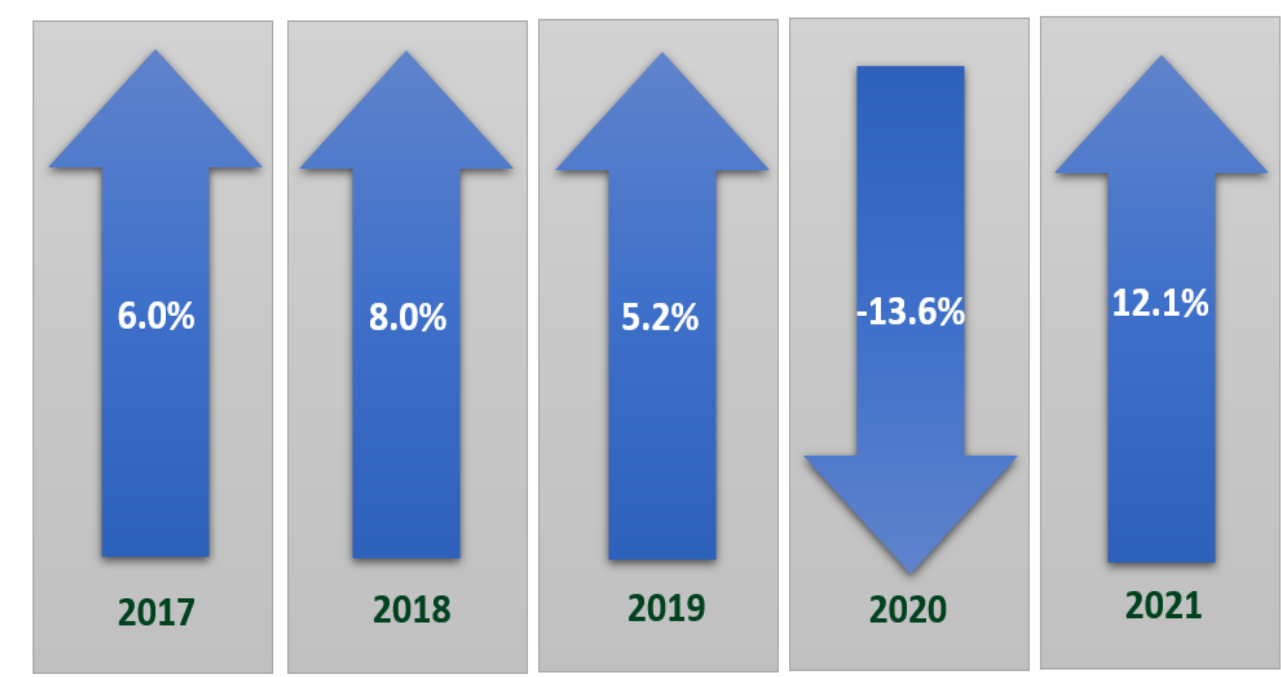
# Financial Highlights



## Net Sales and Growth Rate



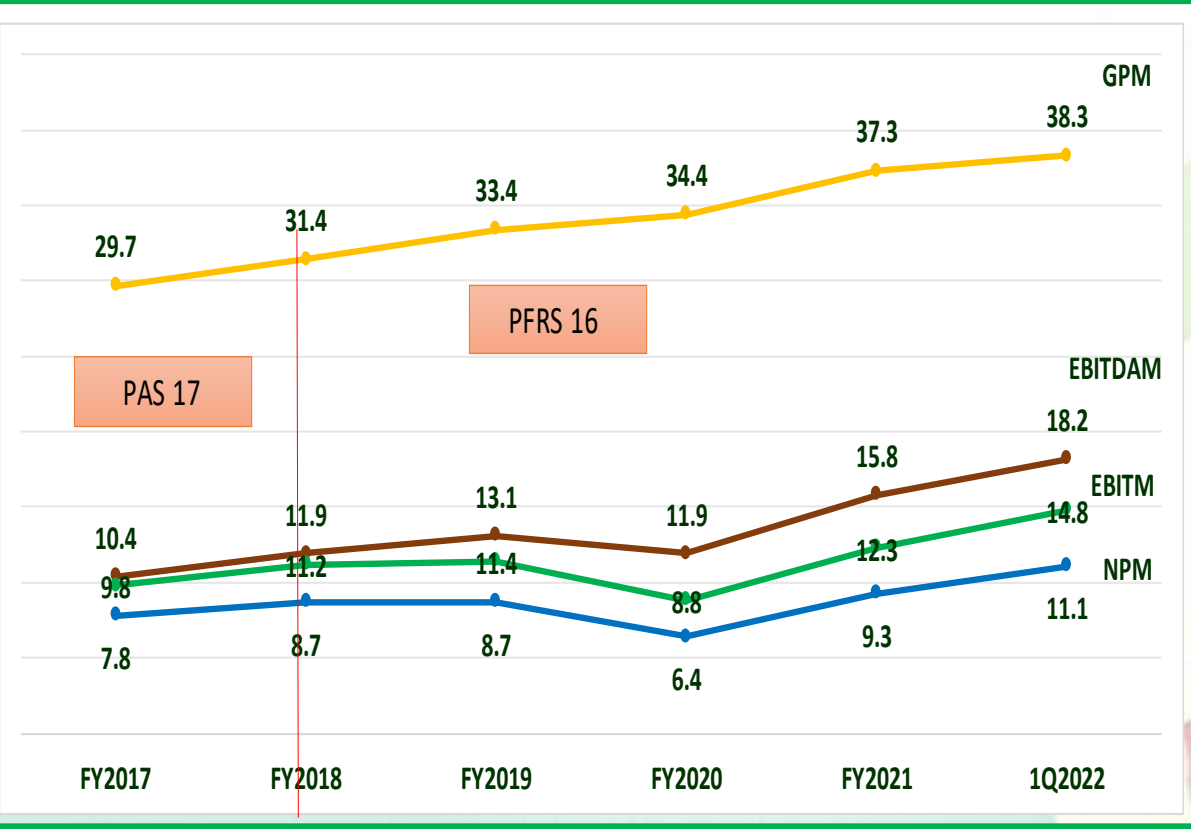
## Comparable Sales Growth Rate



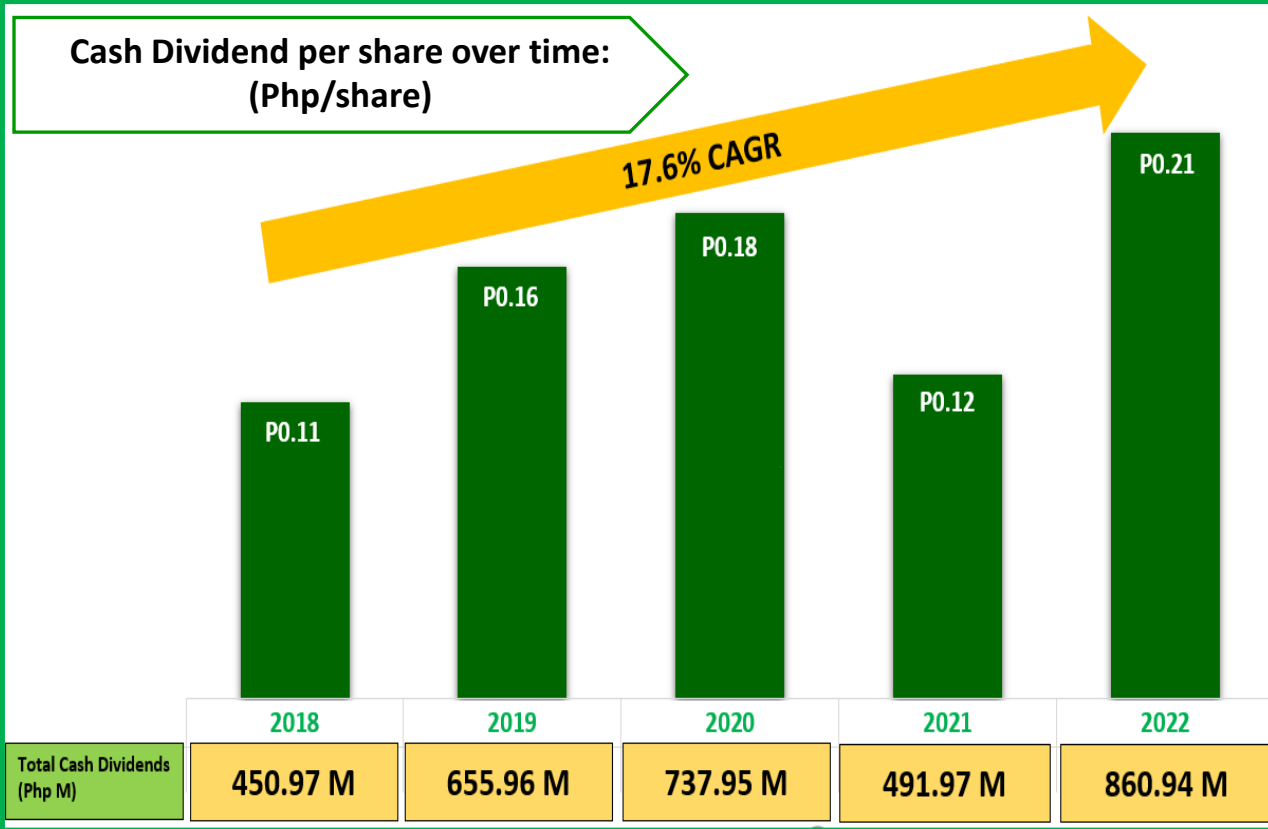
# Financial Highlights



## Improving Margins



## Returning Value to Shareholders



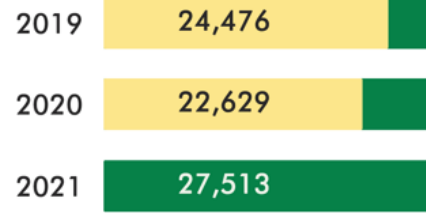
Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for 2019, 2020, 2021 and 2022.



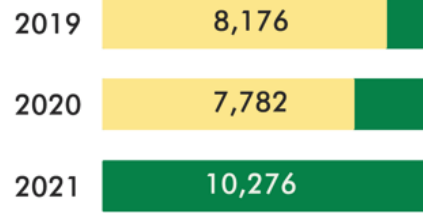
# Financial Highlights

(IN PHP MILLIONS)

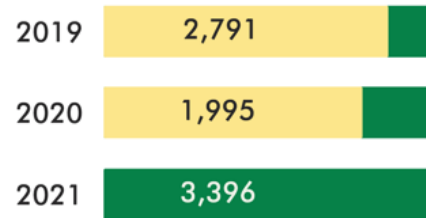
## NET SALES



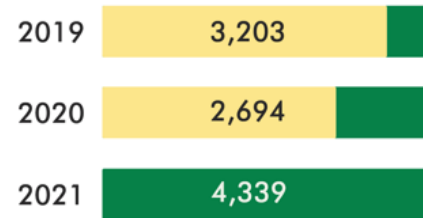
## GROSS INCOME



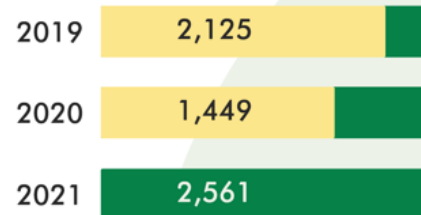
## EBIT



## EBITDA

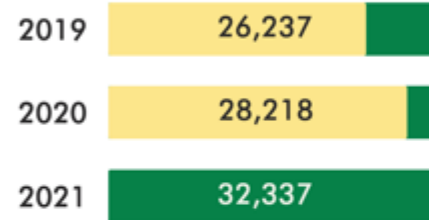


## NET INCOME

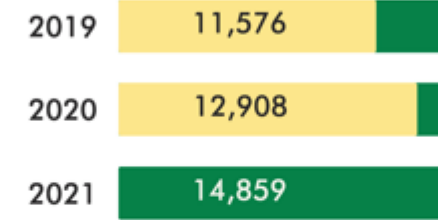


## AS AT 31 DECEMBER (IN PHP MILLIONS)

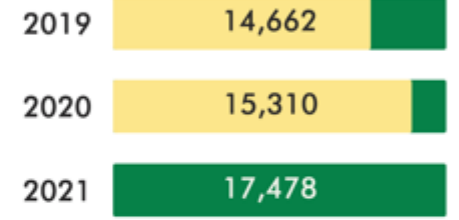
### TOTAL ASSETS



### TOTAL LIABILITIES

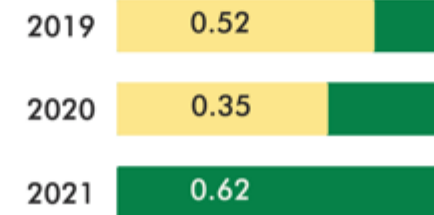


### TOTAL STOCKHOLDERS' EQUITY

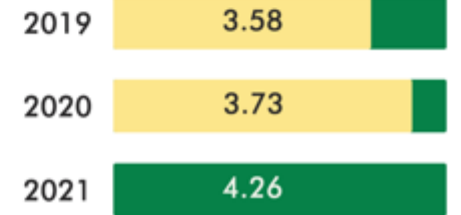


## PER SHARE

### BASIC EARNINGS



### BOOK VALUE



WILCON

DEPOT

# FIRST QUARTER 2022 RESULTS

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WILCON

DEPOT



# 1Q2022 Results Highlights

**45**  
YEARS  
WILCON

## Financial Highlights

- ✓ Php 7.652B Net Sales
- ✓ 14.6% y-o-y Net Sales growth
- ✓ Php 851 Million NIAT
- ✓ 40.7% y-o-y NIAT growth
- ✓ 38.3% GPM
- ✓ 18.2% EBITDAM
- ✓ 14.8% EBITM

## Comparable Sales Summary

8.6% SSSG  
-3.6% Transaction Count  
12.7% Ticket Size

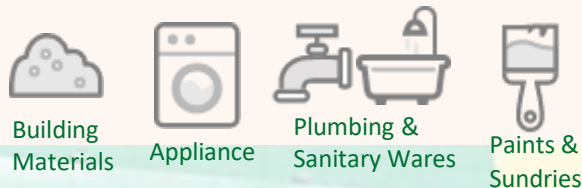
## Opened 1 new store

- Mayamot, Antipolo

## Total Sales Mix

51.2%  
In-house & exclusive contribution

Product categories performing better than average growth



# First Quarter 2022



(In Php MM)	1Q2022	% Sales	1Q2021	% Sales	% Growth
<b>Net Sales</b>	<b>7,652</b>	<b>100.0</b>	<b>6,676</b>	<b>100.0</b>	<b>14.6</b>
Cost of Sales	-4,720	-61.7	-4,254	-63.7	10.9
<b>Gross Income</b>	<b>2,932</b>	<b>38.3</b>	<b>2,421</b>	<b>36.3</b>	<b>21.1</b>
Operating Expenses	-1,766	-23.1	-1,552	-23.2	13.8
Interest Exp (Lease Liab)	-119	-1.6	-116	-1.7	2.4
Other Income - Net	84	1.1	59	0.9	42.7
<b>Income from Operations</b>	<b>1,131</b>	<b>14.8</b>	<b>812</b>	<b>12.2</b>	<b>39.2</b>
Non PFRS16 Depreciation & Amortization	264	3.5	217	3.2	22.0
<b>EBITDA - Adjusted</b>	<b>1,395</b>	<b>18.2</b>	<b>1,029</b>	<b>15.4</b>	<b>35.6</b>
Non-operating income	3	0.0	10	0.1	-70.0
<b>Income Before Tax</b>	<b>1,134</b>	<b>14.8</b>	<b>822</b>	<b>12.3</b>	<b>37.9</b>
Income tax	-283	-3.7	-218	-3.3	29.9
<b>Net Income</b>	<b>851</b>	<b>11.1</b>	<b>604</b>	<b>9.1</b>	<b>40.7</b>

GPM rate increased to 38.3%

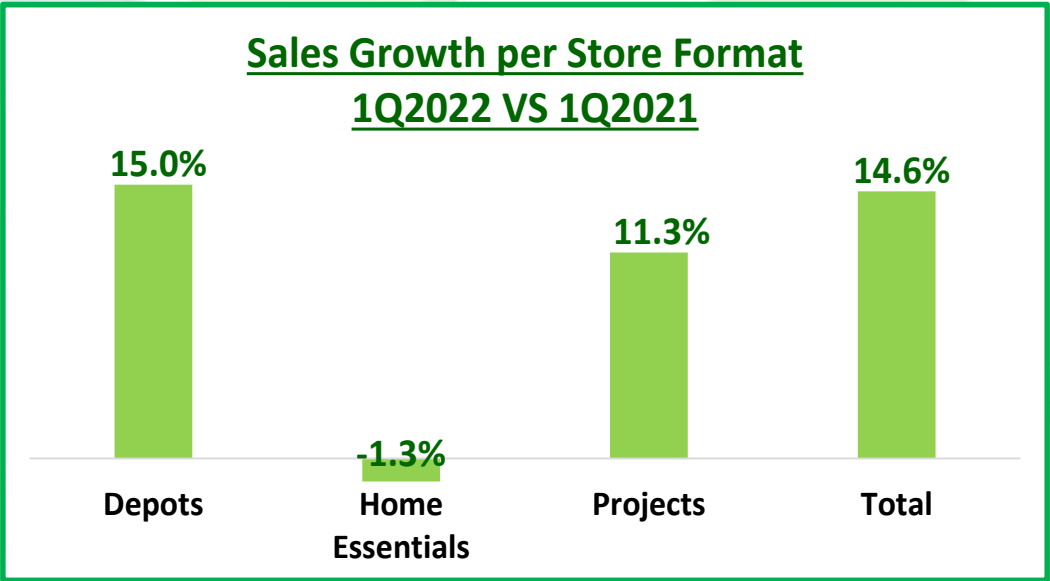
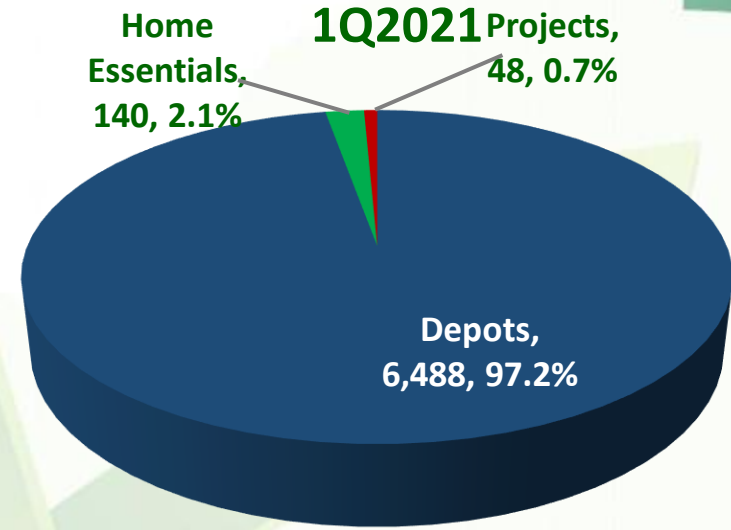
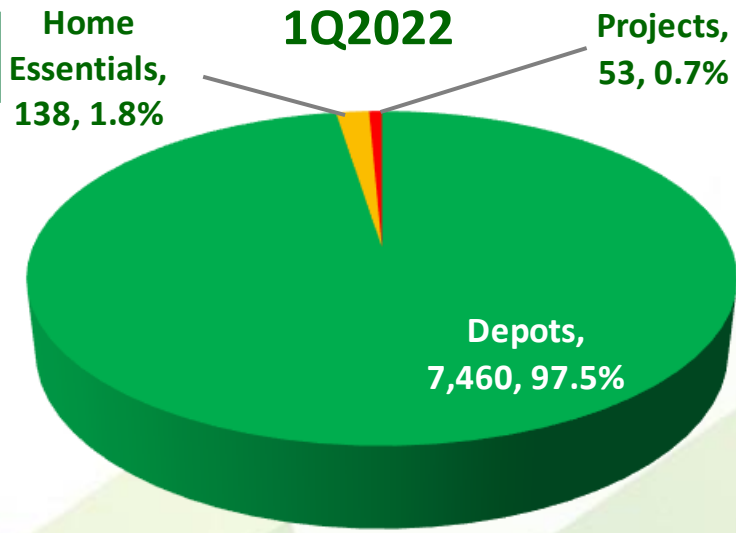
Lease-related expense



# Total Net Sales Breakdown – 1Q2022



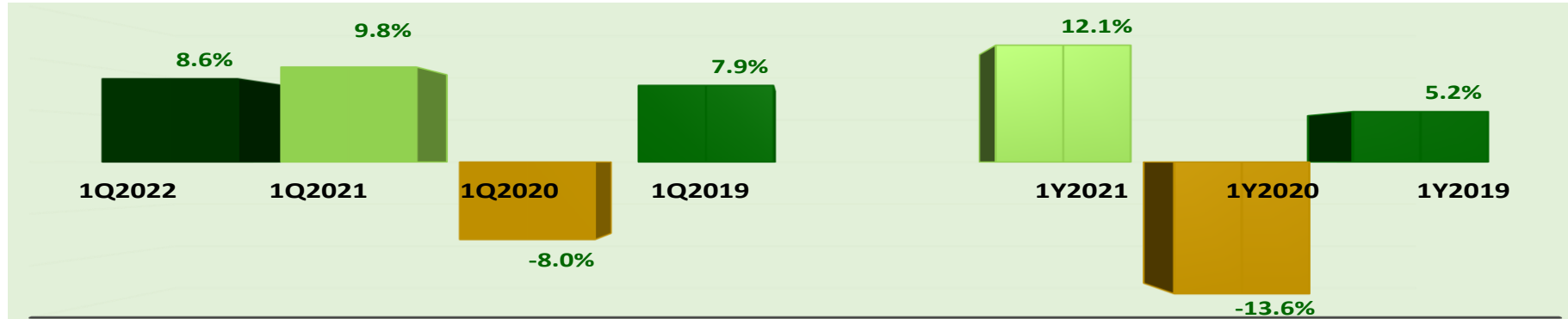
Php Millions



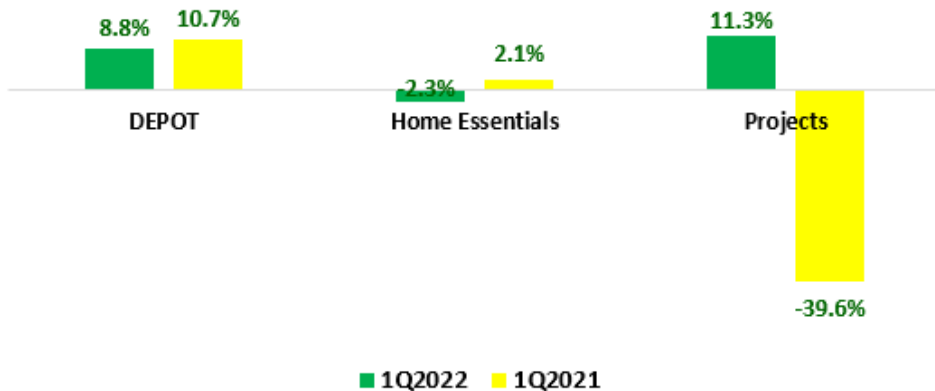
# Comparable Sales Summary



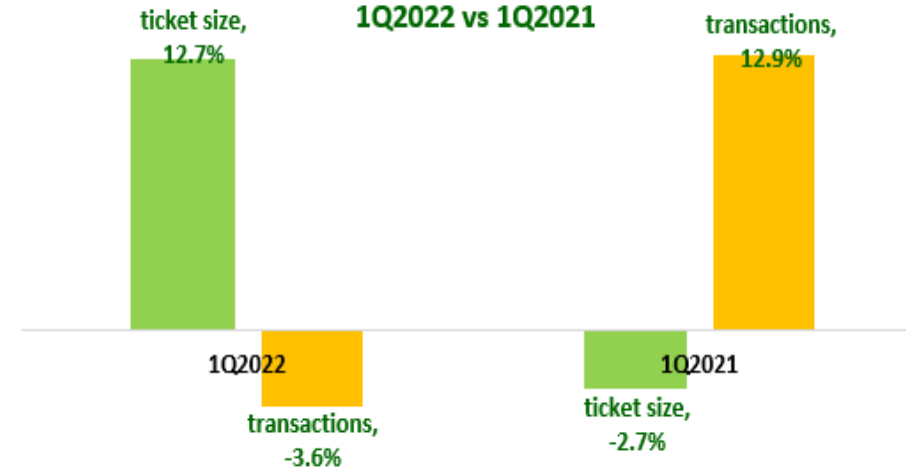
## Quarterly Trend



## Comparable Sales per Format 1Q2022 vs 1Q2021



## Comparable Ticket Size and Number of Transactions 1Q2022 vs 1Q2021





# Balance Sheet



	Unaudited Mar 31, 2022	Audited Dec 31, 2021
Current Assets	17,110	17,189
Noncurrent Assets	15,654	15,149
<b>Total Assets</b>	<b>32,764</b>	<b>32,337</b>
Current Liabilities	9,102	8,880
Noncurrent Liabilities	6,194	5,979
<b>Total Liabilities</b>	<b>15,296</b>	<b>14,859</b>
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	100	100
Retained Earnings	7,895	7,905
<b>Total Equity</b>	<b>17,468</b>	<b>17,478</b>
Current ratio	1.88	1.94
Quick ratio	0.34	0.50
Debt to equity ratio	0.88	0.85
Return on asset	2.6%	7.9%
Return on equity	4.9%	14.7%

# 1Q2022 CAPEX Investment



Capex Breakdown	1Q2022 Actual Spent
Expansion-related (new stores, renovations, eqpt, warehouses, etc)	731
Solar Panel Project	5
IT Infrastructure and Projects	5
<b>Total CAPEX</b> <i>(in millions Php)</i>	<b>741</b>





WILCON

DEPOT

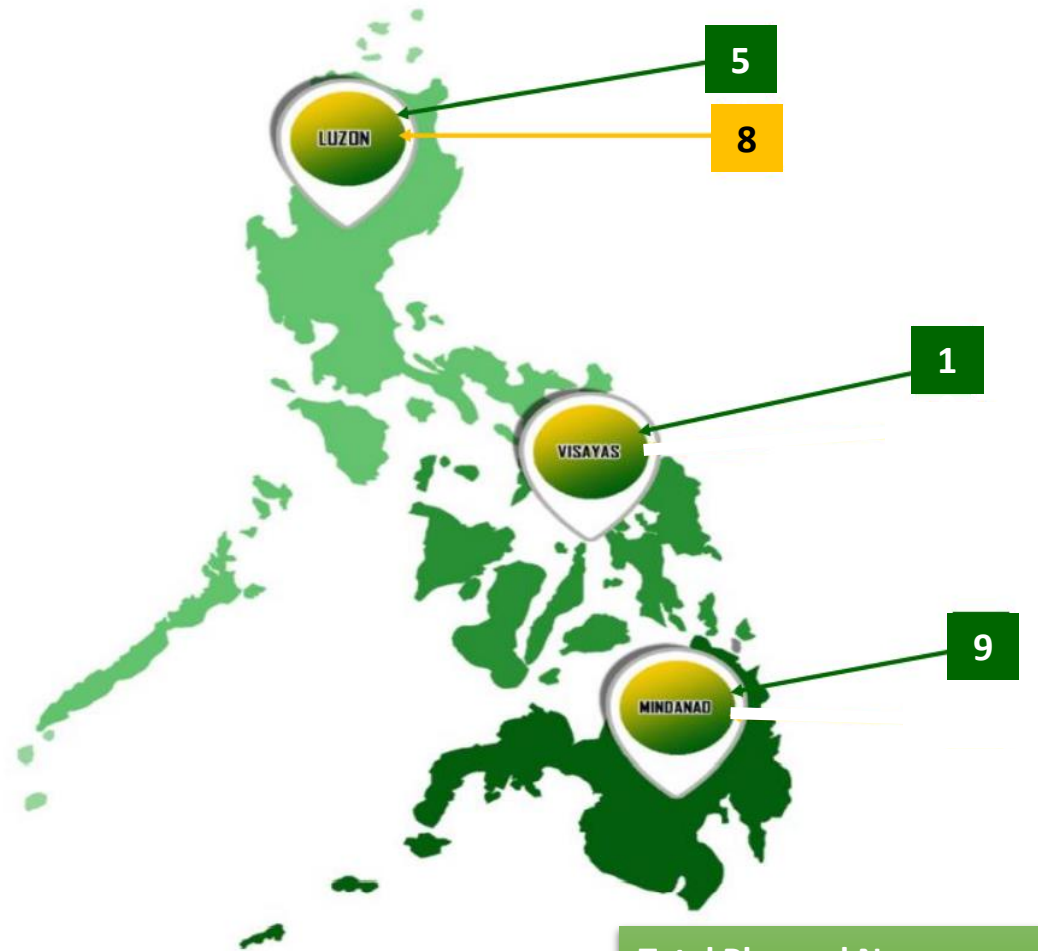
# 2022 OUTLOOK

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WILCON

DEPOT

# 2022 Planned New Branches



## 1<sup>ST</sup> HALF 2022

- Mayamot, Antipolo
- Gapan, Nueva Ecija
- Lemery, Batangas
- Bantay Ilocos Sur

## 2<sup>ND</sup> HALF 2022

- Calapan, Oriental Mindoro
- Abucay, Bataan
- Bauang, La Union
- San Jose, Nueva Ecija

 **81**

**Stores Nationwide at year end**

Capex Breakdown	FY2022 Budget
Expansion-related (new stores, renovations, eqpt, warehouses, etc)	3,534
Solar Panel Project	236
IT Infrastructure and Projects	176
<b>Total CAPEX (in millions Php)</b>	<b>3,946</b>





**THANK YOU!**

**WILCON** **DEPOT**

# Q & A





# Disclaimer



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