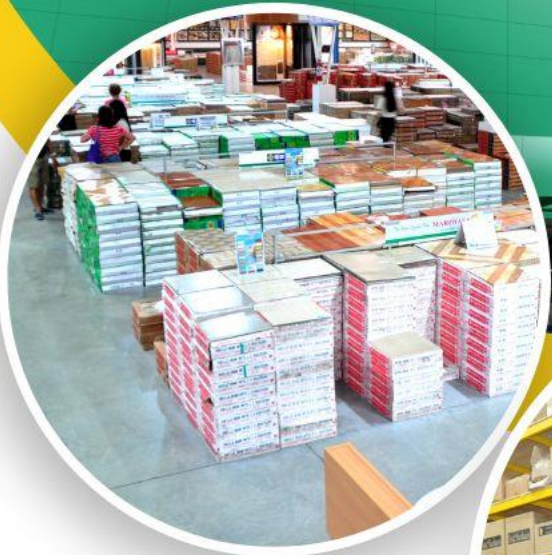




6M 2023 Earnings Briefing

July 27, 2023 | 3:00 PM





SECOND QUARTER 2023 RESULTS



2Q 2023 RESULTS HIGHLIGHTS

Financial Highlights

- ✓ Php 8.624B Net Sales
- ✓ 4.0% y-o-y Net Sales growth
- ✓ Php 856M NIAT
- ✓ 39.5% GPM
- ✓ 16.9% EBITDAM
- ✓ 13.2% EBITM

Comparable Sales Summary

- 3.4% SSSG
- 7.4% Transaction Count
- 4.4% Ticket Size

Total Sales Mix

- 51.0% In-house & exclusive contribution

Product categories performing better than average growth



Paints & Sundries



Building Materials



Appliances



Plumbing & Sanitary Wares

2nd QUARTER 2023

SAN FERNANDO, PAMPANGA

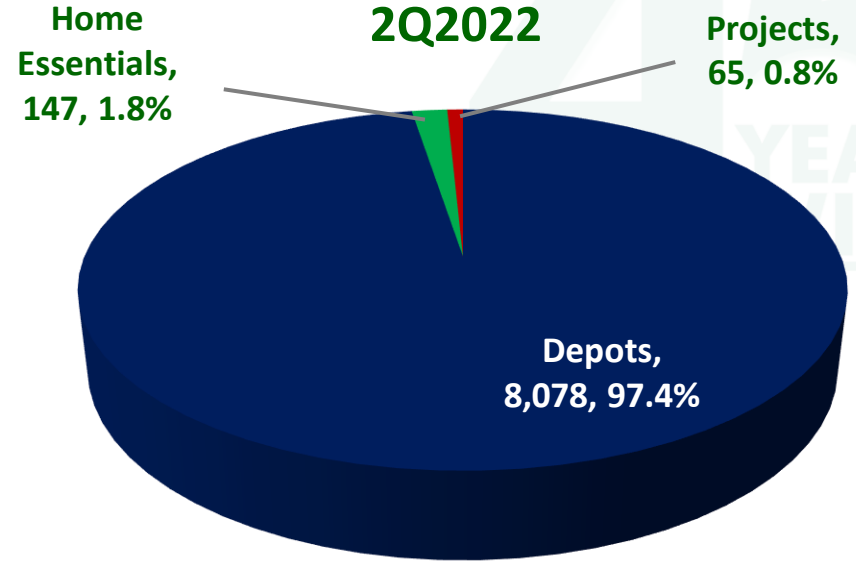
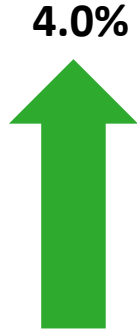
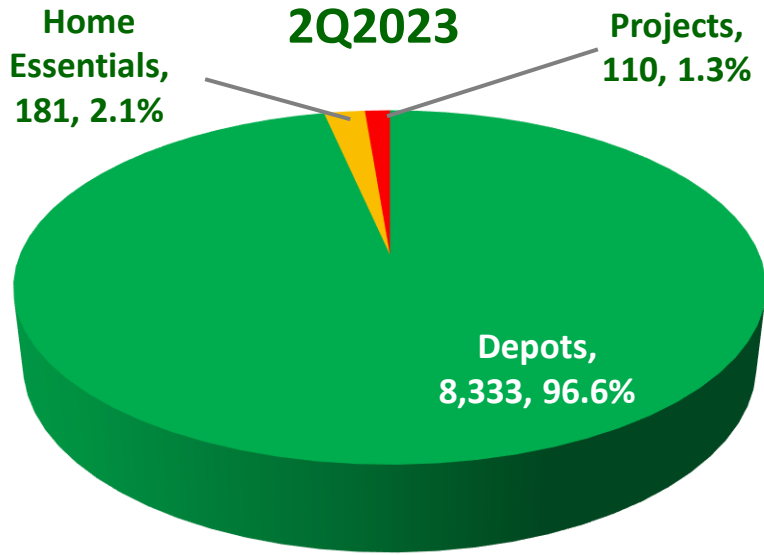


UPTOWN, CDO

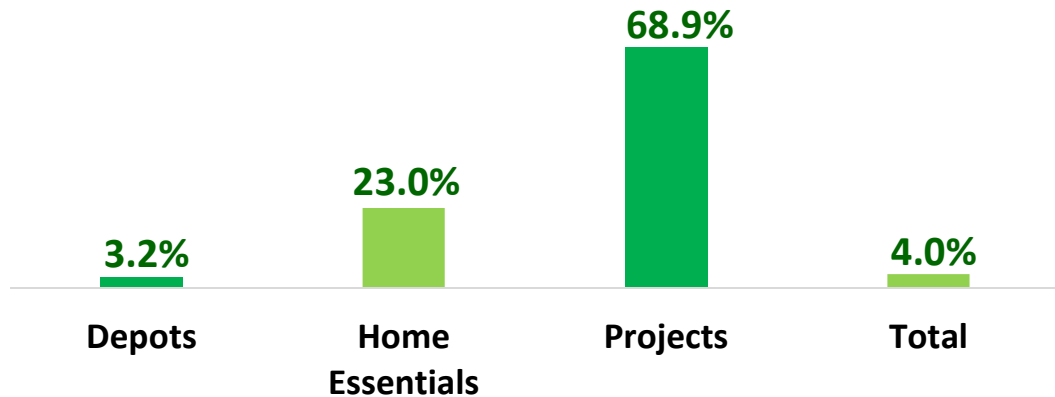


Total Net Sales Breakdown – 2Q 2023

Php Millions



Sales Growth per Store Format 2Q2023 VS 2Q2022



Product Category Performance 2Q2023 VS 2Q2022

Better than Average

- Paints & Sundries
- Building Materials
- Appliances
- Plumbing & Sanitary Wares

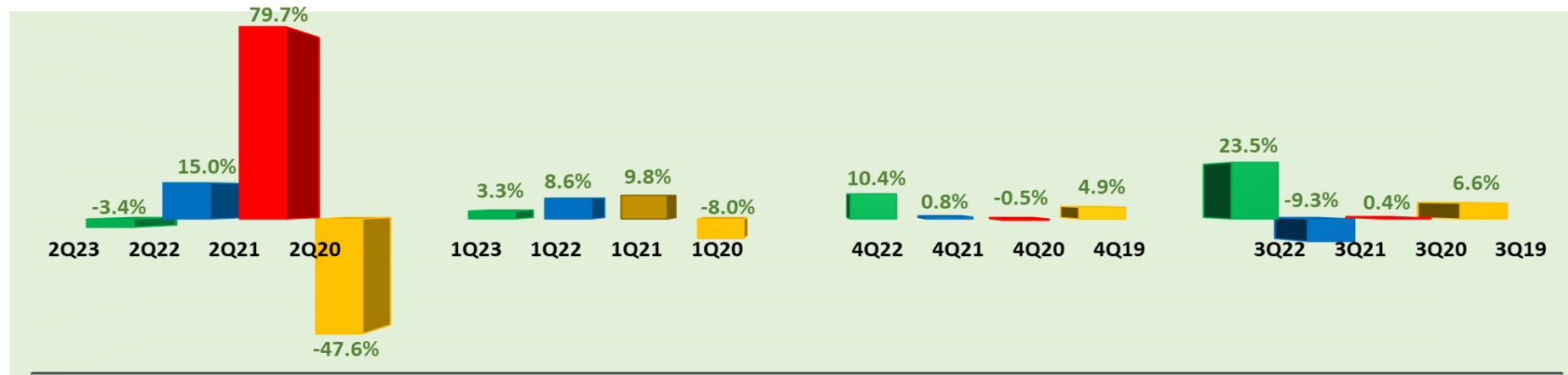
4.0%

Lower than Average

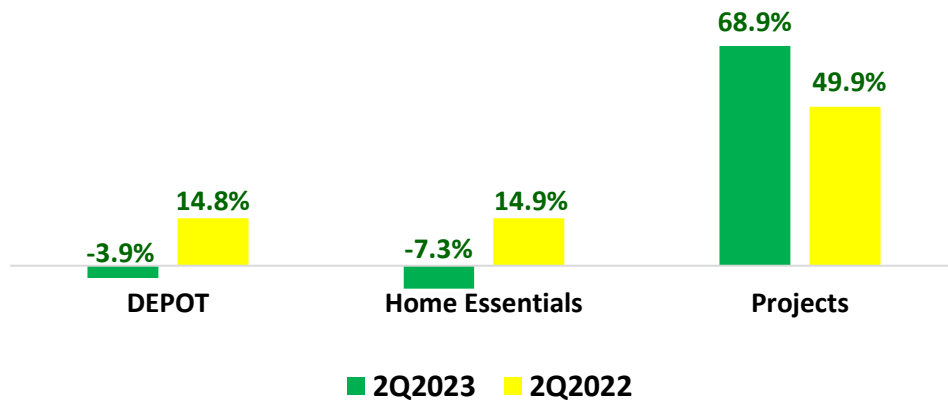
- Electrical & Lighting
- Hardware & Tools
- Tiles
- Furniture, Furnishing & Houseware

Comparable Sales Summary

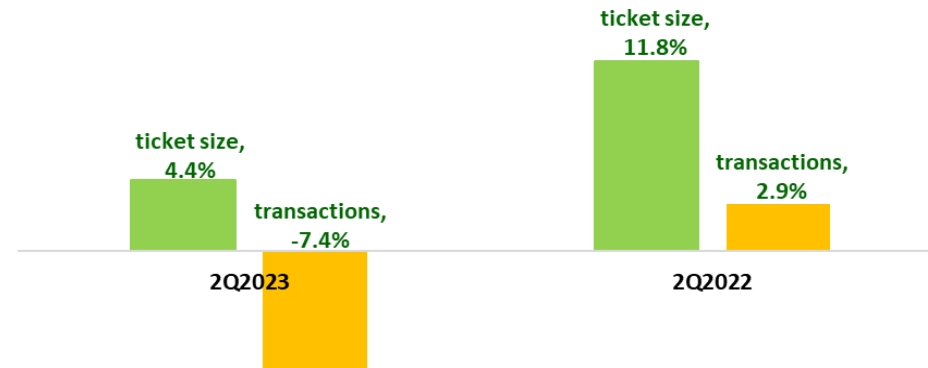
Quarterly Trend



Comparable Sales per Format 2Q2023 vs 2Q2022



Comparable Ticket Size and Number of Transactions 2Q2023 vs 2Q2022



SECOND QUARTER 2023

(In Php MM)	2Q2023	% Sales	2Q2022	% Sales	% Growth
Net Sales	8,624	100.0	8,290	100.0	4.0
Cost of Sales	-5,217	-60.5	-5,064	-61.1	3.0
Gross Income	3,408	39.5	3,226	38.9	5.6
Operating Expenses	-2,207	-25.6	-1,840	-22.2	19.9
Interest Exp (Lease Liab)	-156	-1.8	-127	-1.5	23.3
Other Income - Net	95	1.1	77	0.9	23.1
Income from Operations	1,139	13.2	1,337	16.1	-14.8
Non PFRS16 Depreciation & Amortization	319	3.7	273	3.3	16.9
EBITDA - Adjusted	1,458	16.9	1,610	19.4	-9.4
Non-operating income	1	0.0	3	0.0	-61.4
Income Before Tax	1,141	13.2	1,340	16.2	-14.9
Income tax	-285	-3.3	-334	-4.0	-14.8
Net Income	856	9.9	1,006	12.1	-14.9

GPM rate increased
to 39.5%

Lease-related expense



FIRST HALF 2023 RESULTS

LAMINATED
FLOORING

AUTHORIZED PERSONNEL ONLY

HOME
LIVING

ROOMS

SOL

VERONA

1H 2023 RESULTS HIGHLIGHTS

Financial Highlights

- ✓ Php 17.152B Net Sales
- ✓ 7.6% y-o-y Net Sales growth
- ✓ Php 1,818M NIAT
- ✓ 39.5% GPM
- ✓ 17.7% EBITDAM
- ✓ 14.0% EBITM

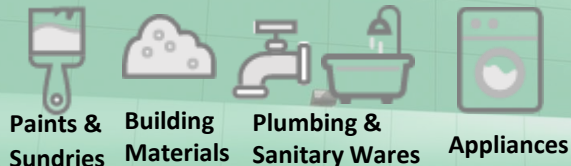
Comparable Sales Summary

- 0.2% SSSG
- 4.3% Transaction Count
- 4.3% Ticket Size

Total Sales Mix

- 50.7% In-house & exclusive contribution

Product categories performing better than average growth



Php 1.406B CAPEX

Opened 4 New Stores

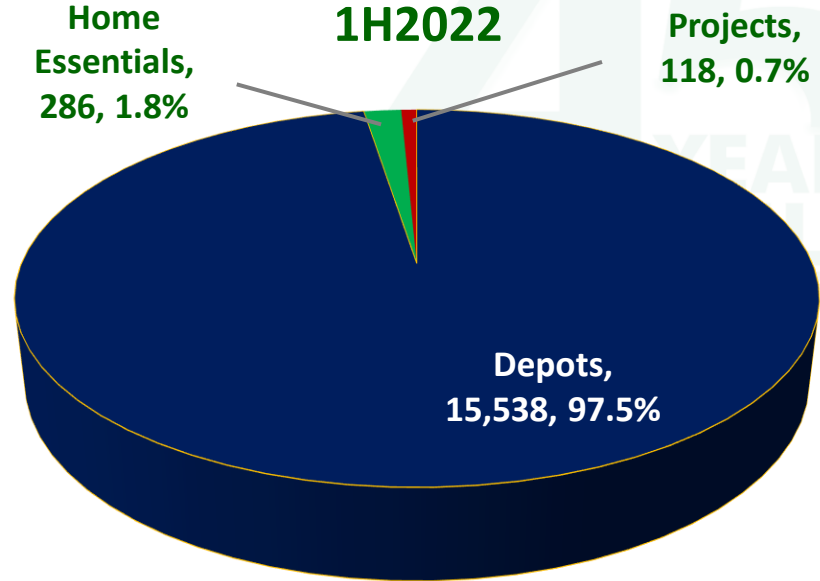
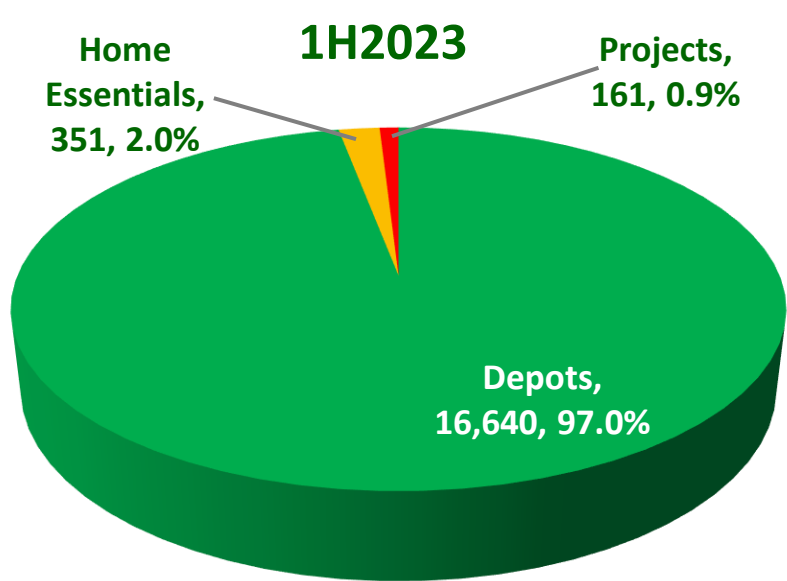
1st HALF 2022

- Guiguinto, Bulacan
- Rosario, Batangas
- Uptown, CDO
- Sta. Maria, Bulacan

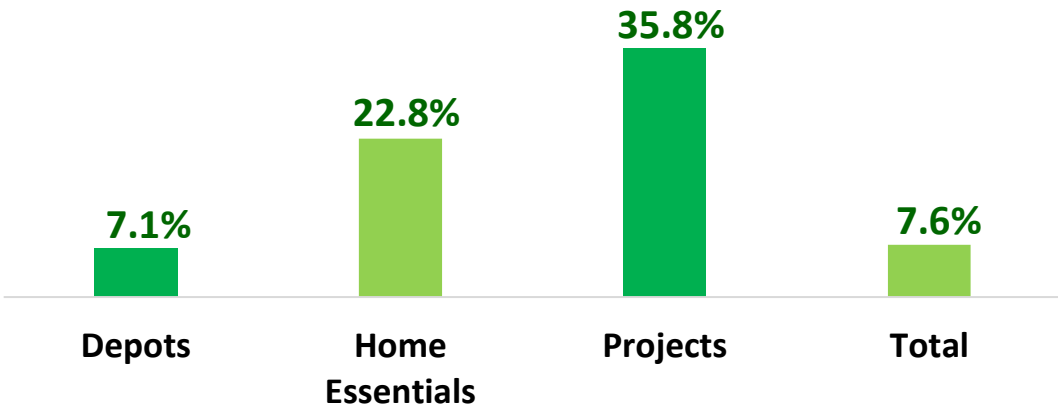


Total Net Sales Breakdown – 1H 2023

Php Millions



Sales Growth per Store Format 1H2023 VS 1H2022



Product Category Performance 1H2023 VS 1H2022

Better than Average

- Paints & Sundries
- Building Materials
- Plumbing & Sanitary Wares
- Appliances

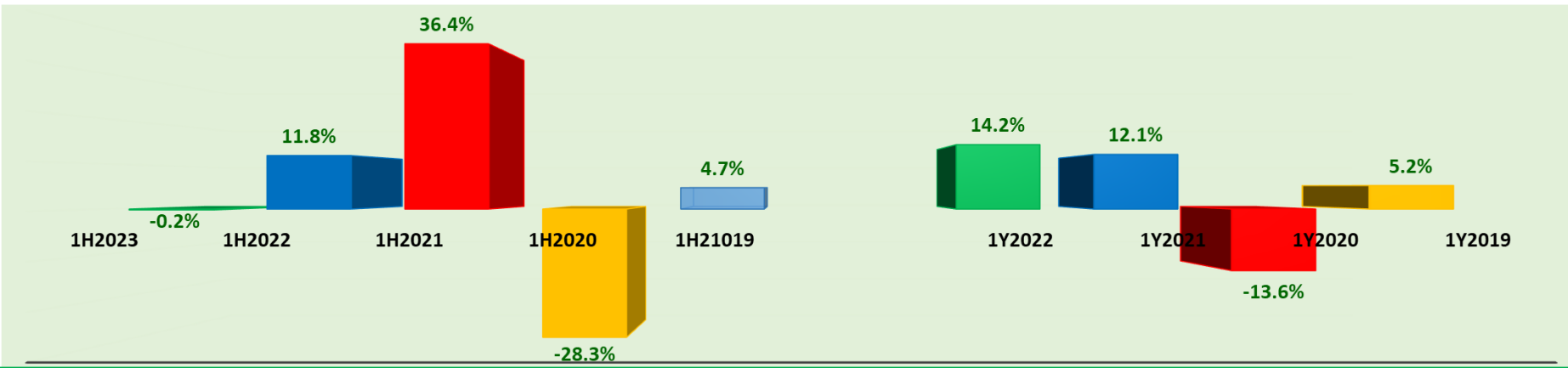
7.6%

Lower than Average

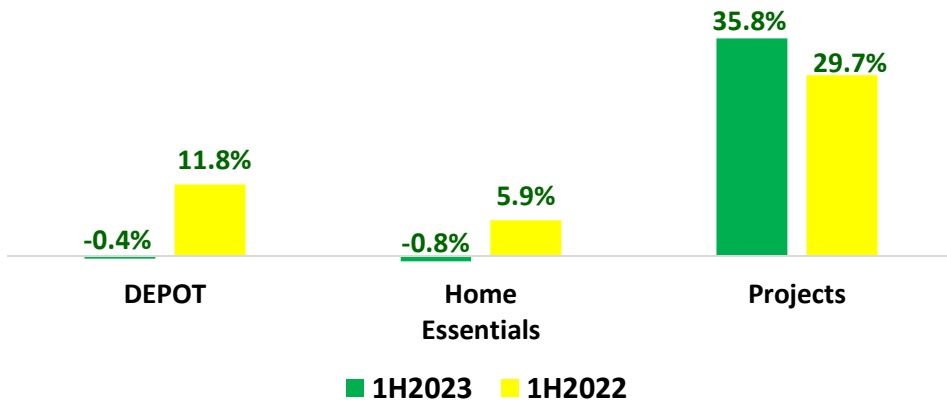
- Electrical & Lighting
- Hardware & Tools
- Tiles
- Furniture, Furnishing & Houseware

Comparable Sales Summary

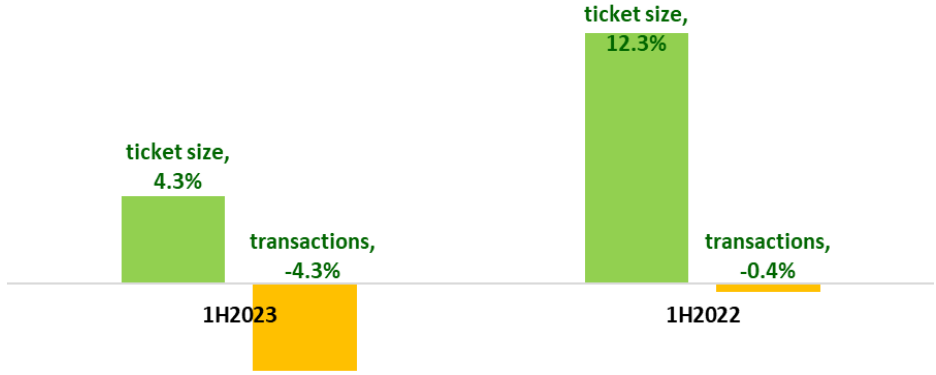
Trend



Comparable Sales per Format 1H2023 vs 1H2022



Comparable Ticket Size and Number of Transactions 1H2023 vs 1H2022



FIRST HALF 2023

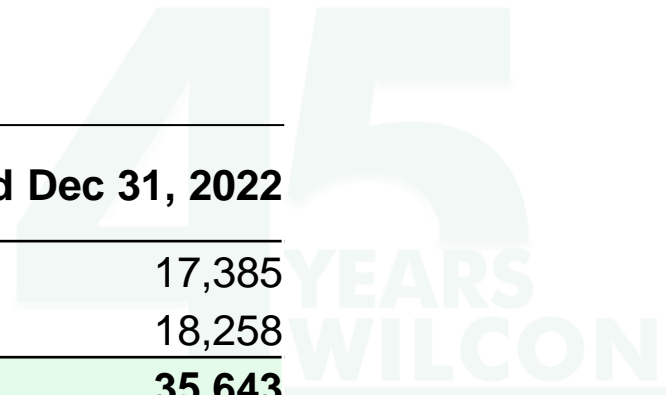
(In Php MM)	1H2023	% Sales	1H2022	% Sales	% Growth
Net Sales	17,152	100.0	15,942	100.0	7.6
Cost of Sales	-10,381	-60.5	-9,784	-61.4	6.1
Gross Income	6,771	39.5	6,158	38.6	9.9
Operating Expenses	-4,367	-25.5	-3,606	-22.6	21.1
Interest Exp (Lease Liab)	-310	-1.8	-246	-1.5	26.0
Other Income - Net	313	1.8	161	1.0	93.7
Income from Operations	2,407	14.0	2,467	15.5	-2.5
Non PFRS16 Depreciation & Amortization	628	3.7	537	3.4	16.9
EBITDA - Adjusted	3,035	17.7	3,005	18.8	1.0
Non-operating income	13	0.1	6	0.0	115.1
Income Before Tax	2,420	14.1	2,473	15.5	-2.2
Income tax	-602	-3.5	-617	-3.9	-2.5
Net Income	1,818	10.6	1,856	11.6	-2.1

GPM rate increased
to 39.5%

Lease-related expense

Balance Sheet

	Unaudited Jun 30, 2023	Audited Dec 31, 2022
Current Assets	17,367	17,385
Noncurrent Assets	19,407	18,258
Total Assets	36,774	35,643
Current Liabilities	8,026	7,659
Noncurrent Liabilities	7,904	7,441
Total Liabilities	15,930	15,100
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	177	177
Retained Earnings	11,193	10,893
Total Equity	20,844	20,543
Current ratio	2.16	2.27
Quick ratio	0.26	0.43
Debt to equity ratio	0.76	0.74
Return on asset	4.9%	10.8%
Return on equity	8.7%	18.7%

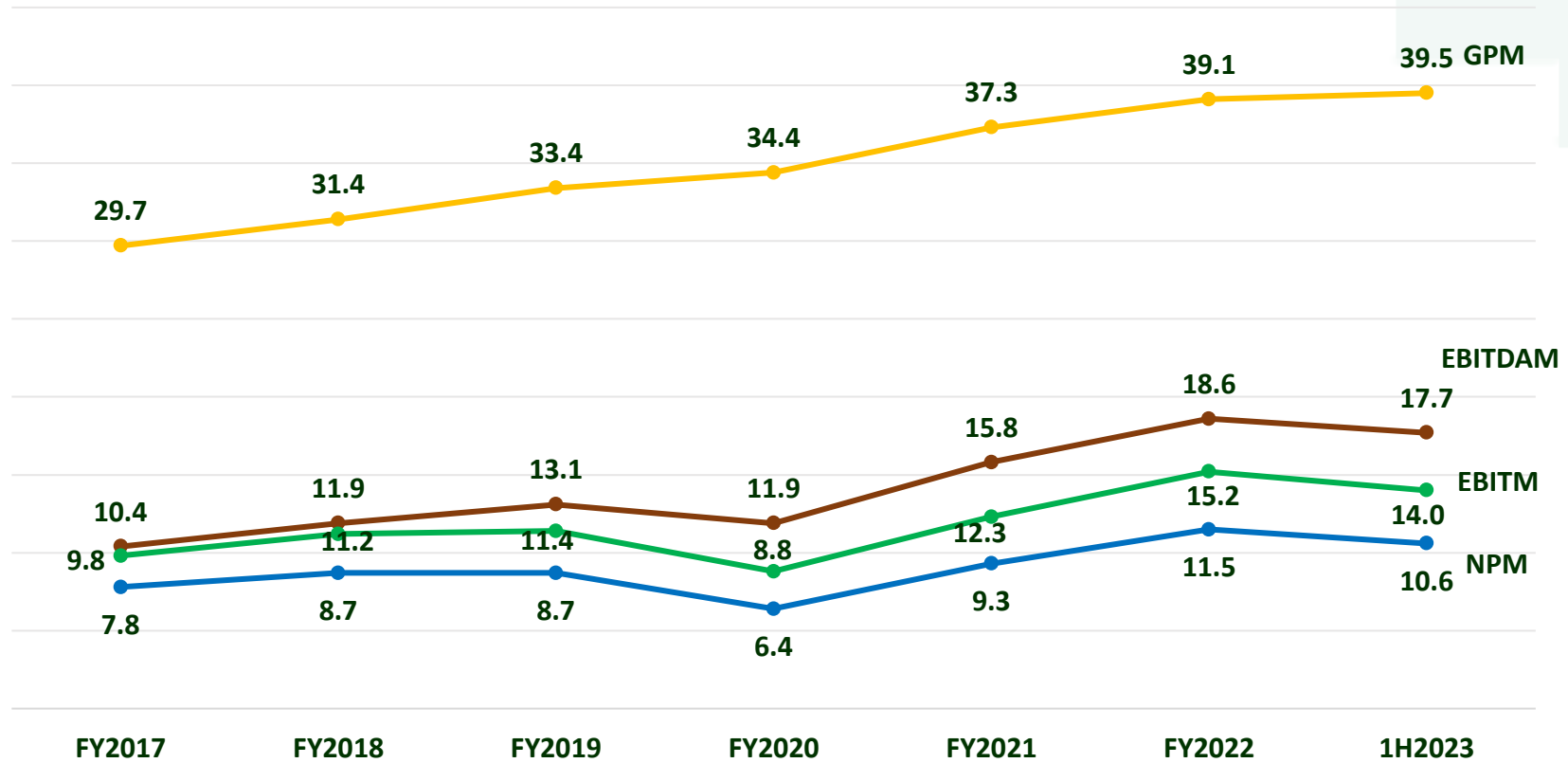
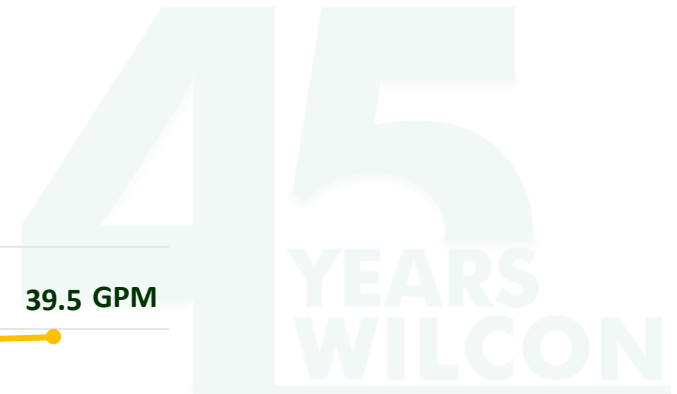


1H 2023 CAPEX Investment



Capex Breakdown	1H 2023 Actual Spent
New Store	1,030
New Warehouse	138
Renovation and Repairs	64
Solar Panel Projects, Store & Transportation Equipment	148
IT Infrastructure and Projects	27
Total CAPEX <i>(in millions Php)</i>	1,406

Improving Margins

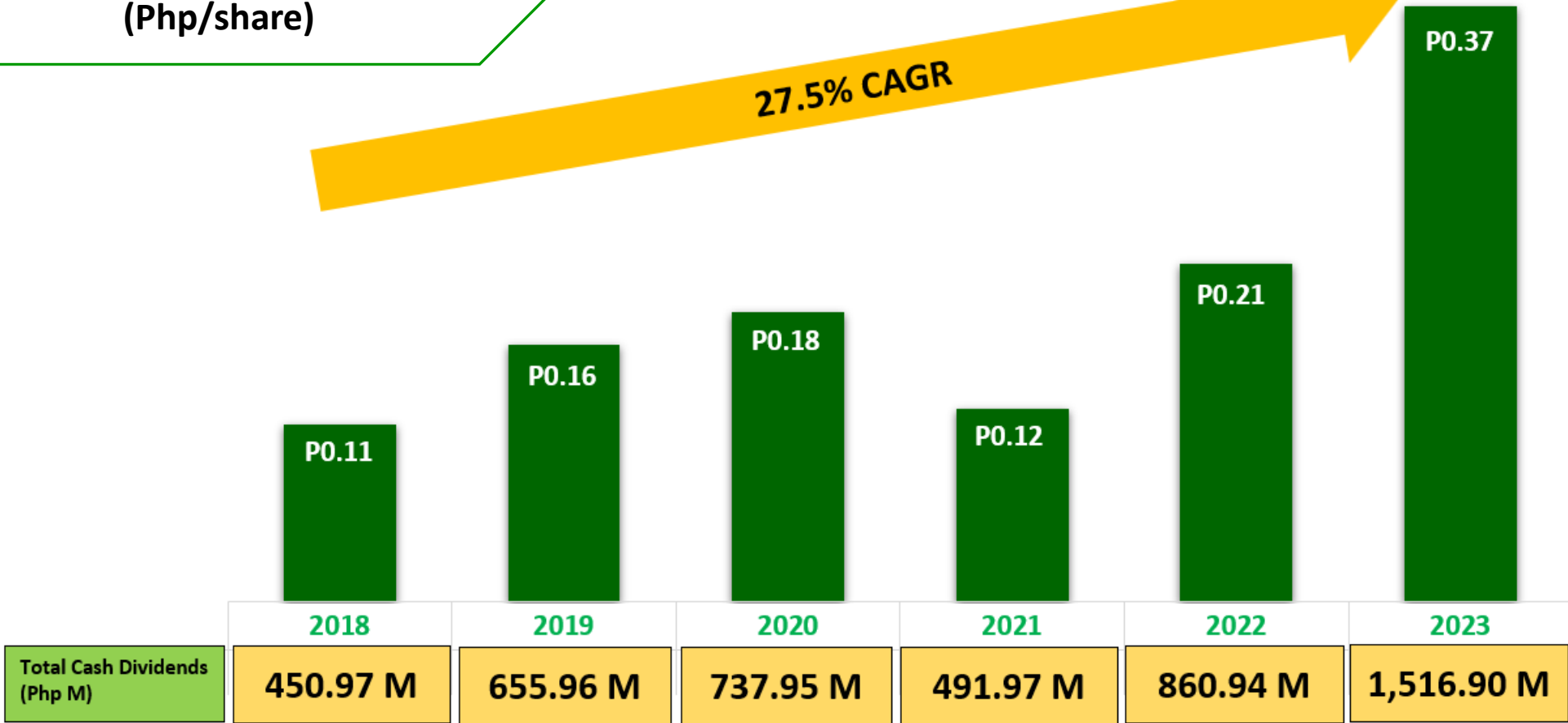


Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for 2019 up to 2023.

Returning Value to Shareholders

45 YEARS .CON

Cash Dividend per share over time:
(Php/share)



Total Cash Dividends
(Php M)

Year	Total Cash Dividends (Php M)
2018	450.97 M
2019	655.96 M
2020	737.95 M
2021	491.97 M
2022	860.94 M
2023	1,516.90 M

DEPOT



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

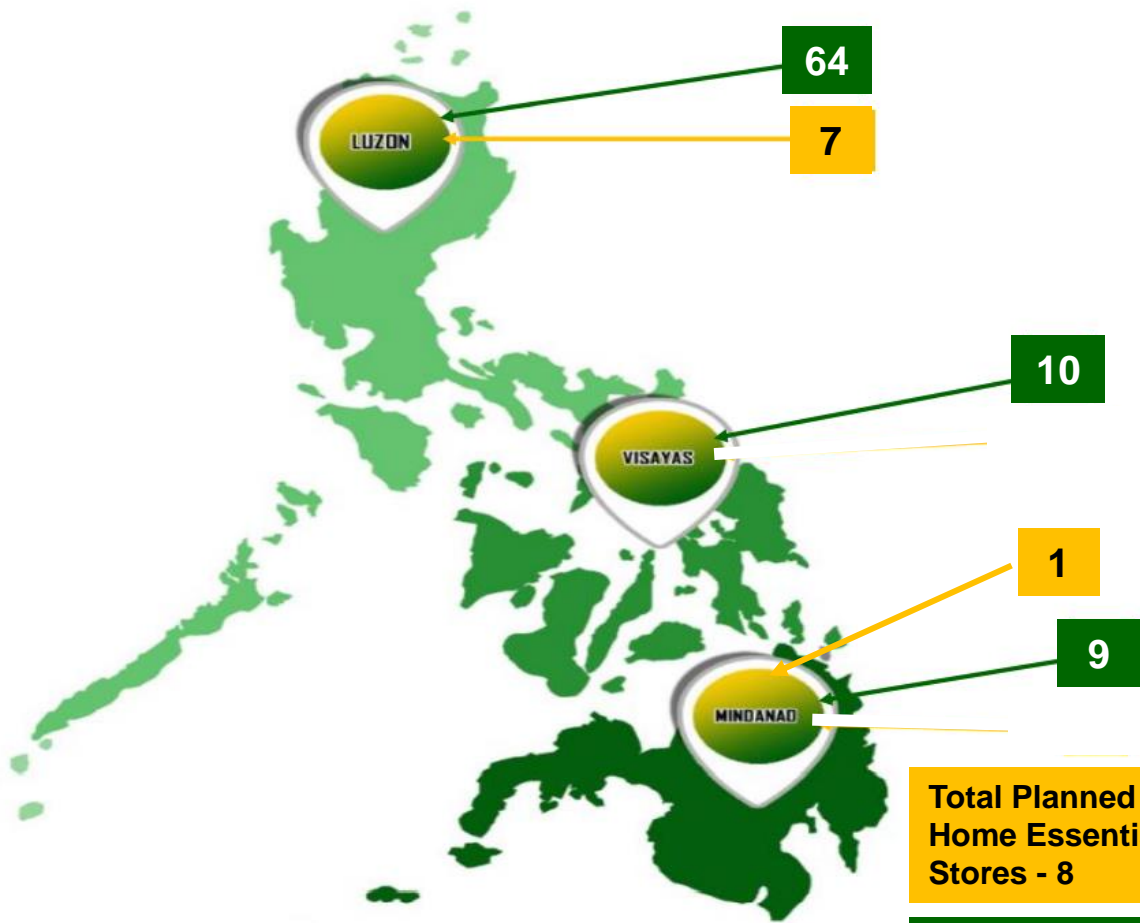


Further strengthen and increase brand awareness and visibility

A circular inset image showing a modern kitchen with light-colored tiled walls, a wooden countertop, and a sink. The text 'Key Growth Strategies' is overlaid on the image in a large, bold, black font.

Key Growth Strategies

2023 Planned New Branches



Total Planned New Depot/
Home Essentials/ DIW
Stores - 8

Total number of stores
in 1H 2023 - 85

	2023
Beg. Balance	83
1st Half	Guiginto, Bulacan Jan, 2023
	Rosario, Batangas Mar, 2023
	Uptown, CDO Apr, 2023
	San Fernando 2, Pampanga Jun, 2023
2nd Half	Sta. Maria, Bulacan
	Naic, Cavite
	Iligan City, Lanao del Norte
	Tuy, Batangas
Total, end	91

**Other Possible Branches:
3 depots and 1 DIW**

12 NEW BRANCHES : 10 depots and 2 DIW



FY2023 CAPEX Budget

Capex Breakdown	FY2023 Budget	1H2023 Actual Spent	Remaining Balance
New Store	2,205	1,030	1,175
New Warehouse	405	137	268
Renovation and Repairs	672	64	608
Solar Panel Projects, Store & Transportation Equipment	350	148	202
IT Infrastructure and Projects	214	27	187
Total CAPEX (in millions Php)	3,846	1,406	2,440

Continue to Expand Margins Thru Increasing the Profitability of In-house & Exclusive Brands

45 YEARS WILCON

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

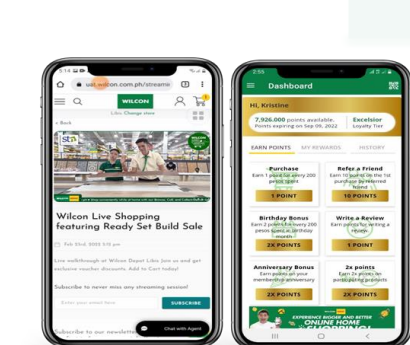
- ✓ Enhance the Company's ability to provide its customers with value for money products
- ✓ Rationalize product offerings

- Improve supply chain management
- Enhance marketing efforts
- Optimize product lines/
product offerings

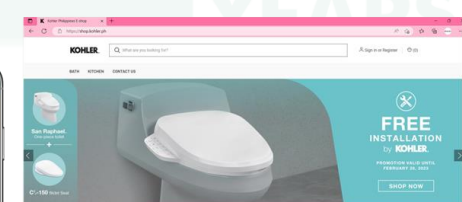
Physical and online store layout, features and customer experience enhancements



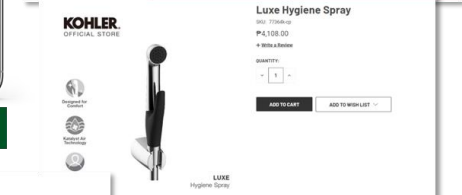
WILCON ONLINE STORE



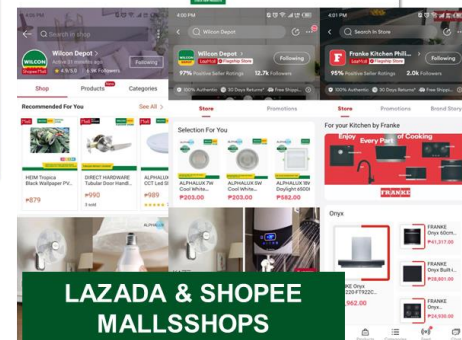
LIVE SELLING – ONLINE SHOP



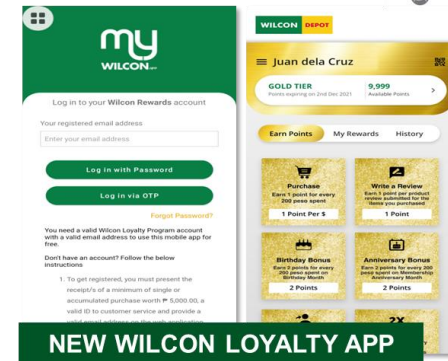
KOHLER E-SHOP



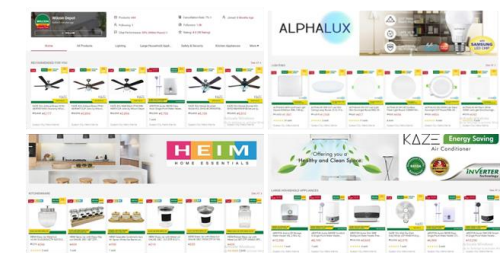
ADDITIONAL BRANDS ONLINE



LAZADA & SHOPEE MALLSHOPS



NEW WILCON LOYALTY APP



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

Further Strengthen and Increase Brand Awareness and Visibility



- ✓ 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



HOME | LIVING

THANK YOU!

WILCON

DEPOT

Q & A



FORWARD LOOKING STATEMENTS

Disclaimer

The above contains statements about future events and expectations that constitute “forward-looking statements.” These forward-looking statements include words or phrases such as the Company or its management “believes”, “expects”, “anticipates”, “intends”, “may”, “plans”, “foresees”, “targets”, “aims” “would”, “could” or other words or phrases of similar import. Similarly, statements that describe the Company's objectives, plans or goals are also forward-looking statements. All such forward-looking statements are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Such forward looking statements are made based on management’s current expectations or beliefs as well as assumptions made by, and information currently available to, management. These forward-looking statements speak only as at the date of this presentation and nothing contained in this presentation is or should be relied upon as a promise, warranty or representation as to the future. The Company expressly disclaims any obligation or undertaking to release, publicly or otherwise, any updates or revisions to any forward-looking statement contained herein to reflect any change in the Company's expectations with regard thereto or any change in events, conditions, assumptions or circumstances on which any statement is based.