

WILCON **DEPOT**



Tatak Wilcon

ANNUAL STOCKHOLDERS' MEETING

JUNE 16, 2025 | 9AM



PRESIDENT'S REPORT

LORRAINE BELO-CINCOCHAN
DIRECTOR, PRESIDENT, AND CHIEF EXECUTIVE OFFICER

2024 IN REVIEW



Tatak Wilcon

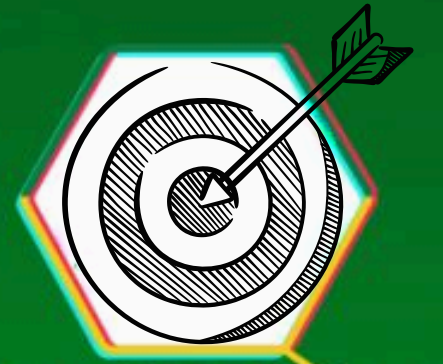


Reached 100 operating stores, one year ahead of initial target completion date.

2024 IN REVIEW

OUR MISSION

To help people build, improve,
and refine their homes for a
sustainable and comfortable
life.



Tatak Wilcon



Outdoor
FURNITURE



2024 IN REVIEW



Tatak Wilcon

BUILDING BIG IDEAS
BETTER

DEPOTS

2,800 sqm to 16,100 sqm,
with an average gross floor
area of 9,000 sqm.

76
LUZON

**100
STORES
NATIONWIDE**
AS OF MRCH, 2025

11
VISAYAS

DO-IT-WILCON

176 sqm to 3,000 sqm,
with an average gross floor
area of 1,500 sqm

13
MINDANAO

Focused on our strategic goal of
expanding our store network

2024 IN REVIEW



Tatak Wilcon

MORONG, RIZAL



KORONADAL



STA. BARBARA, PANGASINAN



LA TRINIDAD, BENGUET



PAGBILAO, QUEZON



VALENCIA, BUKIDNON



VILLAMONTE, BACOLOD



ROXAS, CAPIZ



PALA PALA, CAVITE



LUBAO, PAMPANGA



10

2024 NEW STORES



TOGETHER, WE GROW STRONGER, BIGGER, BETTER!



by **myWILCON**
LOYALTY





Free membership!
No minimum spent required



Enjoy members only perks &
promo



Get exclusive discount on daily
purchase
(Terms and conditions apply)



Redeem points to shop





Tatak Wilcon

Price. Anywhere in the Philippines. Only at **Wilcon Online Store**



WILCON EXCLUSIVE



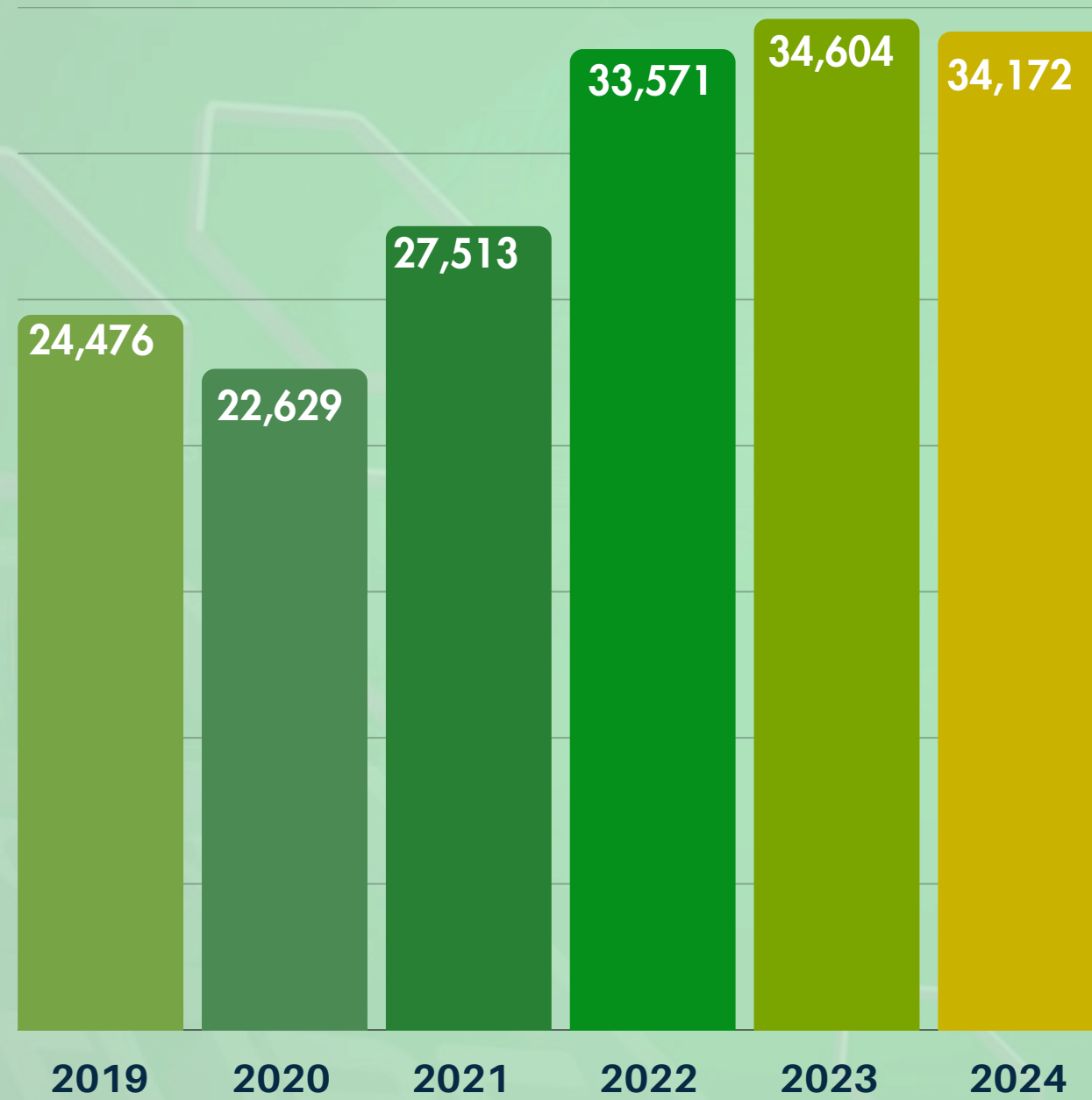
Outdoor FURNITURE



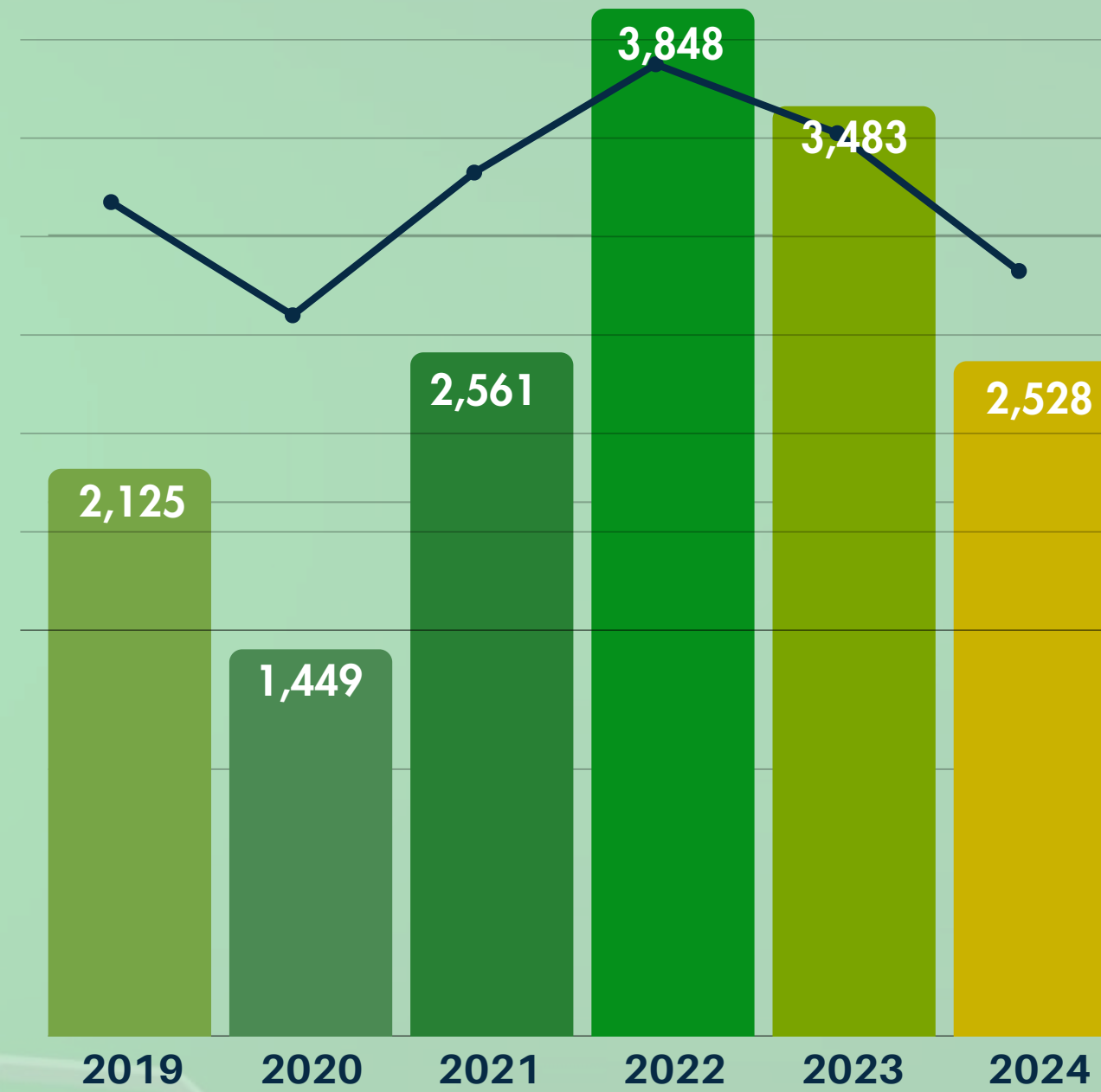


Tatak Wilcon

NET SALES



NET INCOME



THANK YOU!



Tatak Wilcon



WILCON SHAREHOLDERS

THANK YOU!



Tatak Wilcon



CUSTOMERS

THANK YOU!



Tatak Wilcon



PATNER-SUPPLIERS



Key Growth Strategies



Store network expansion with focus on growth markets and defending strongholds



Optimize Product Mix and Increase the Profitability of In-house & Exclusive Brands



Physical and online store layout, features and customer experience enhancements



Further strengthen and increase brand awareness and visibility



WILCON

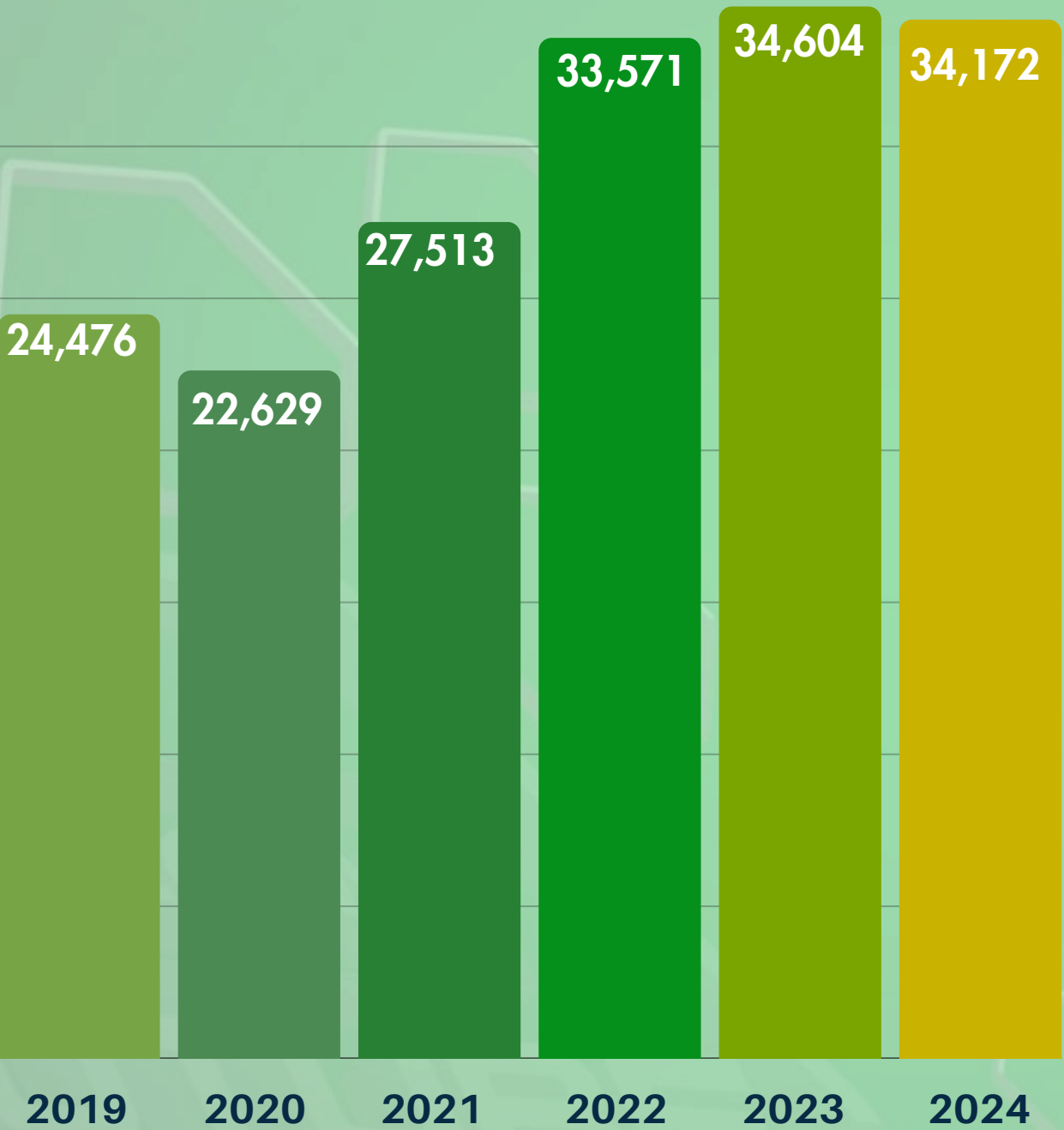
HAPPY

FULL YEAR 2024 PERFORMANCE



Tatak Wilcon

NET SALES

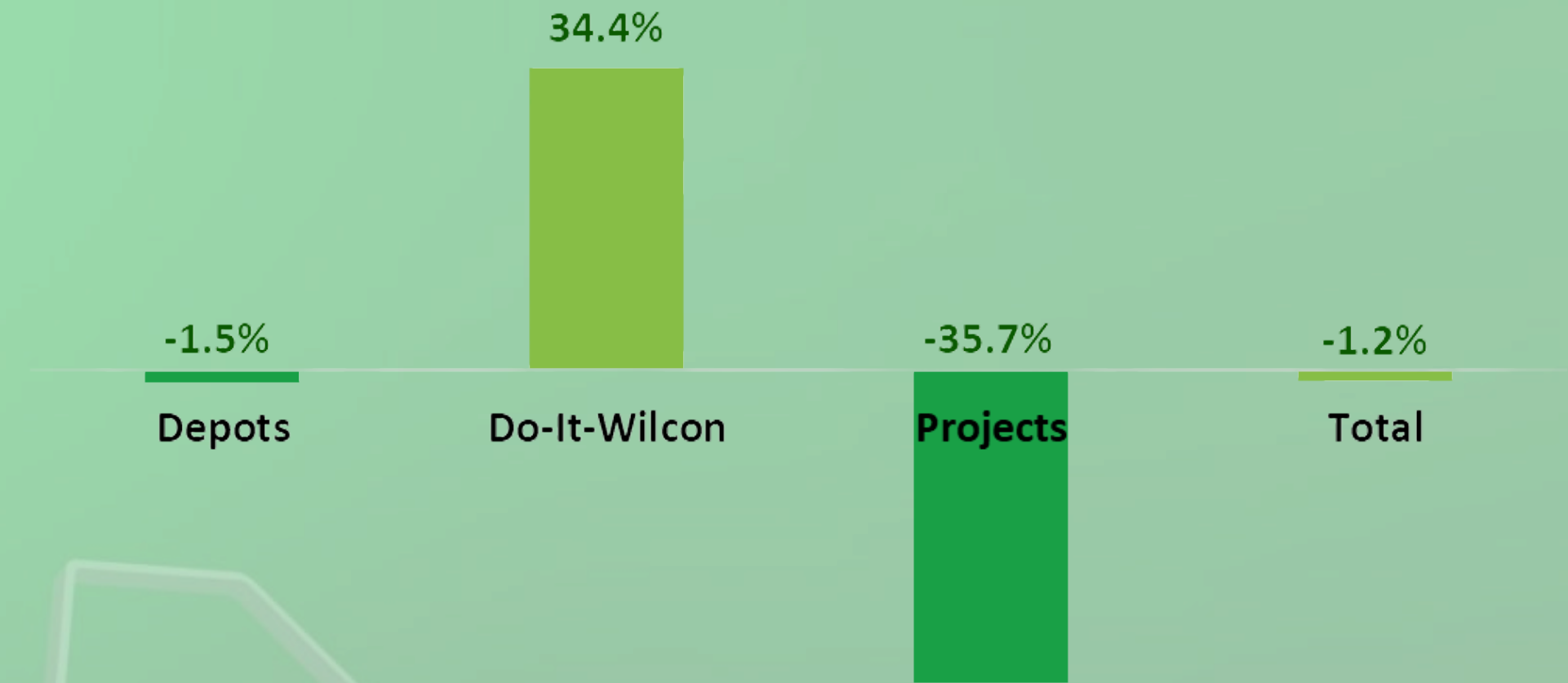


-1.2%
Y-o-Y SALES
GROWTH

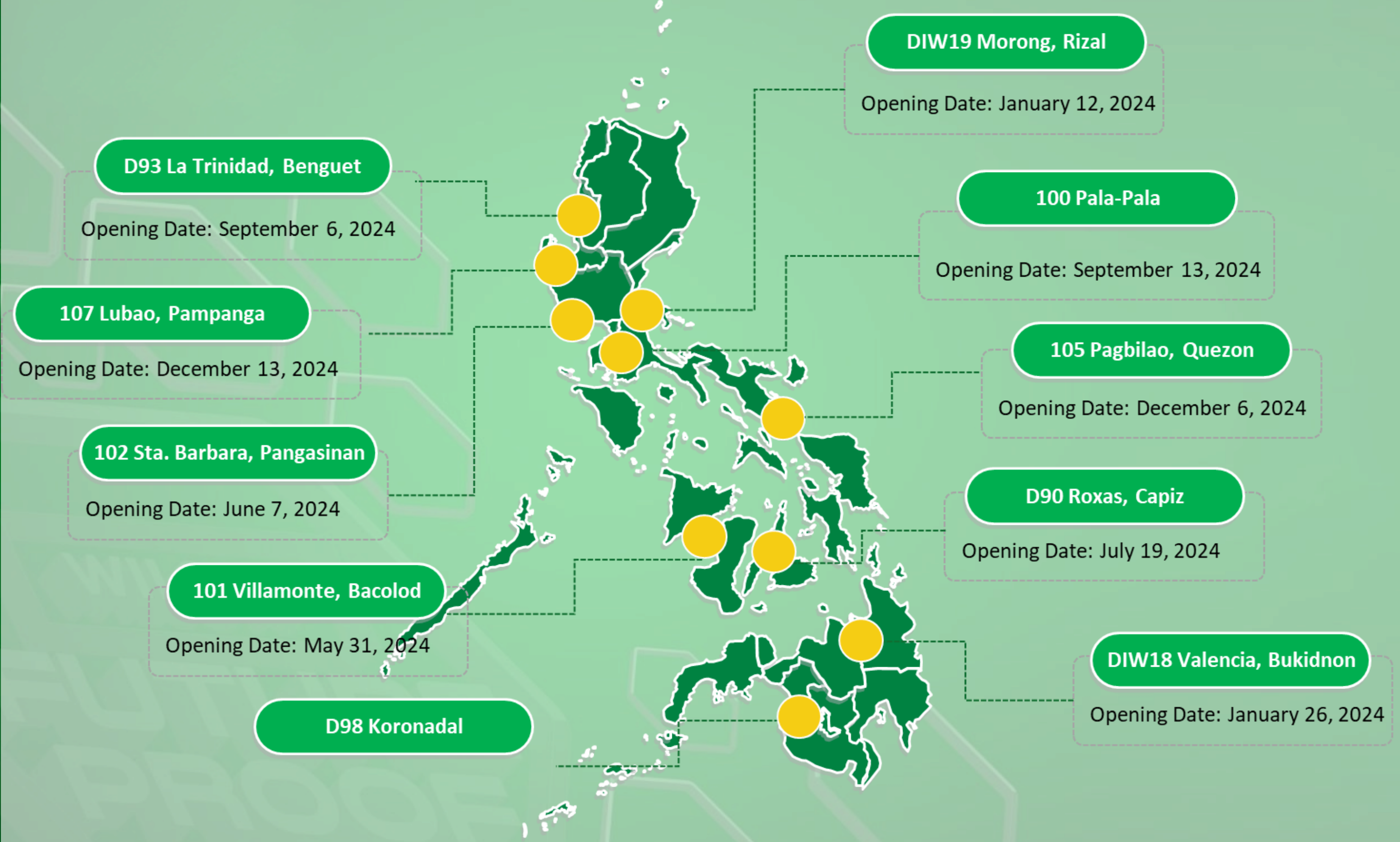
5.0%
SALES FROM
NEW STORES

-6.2%
SSSG

Sales Growth per Store Format 12M2024 VS 12M2023



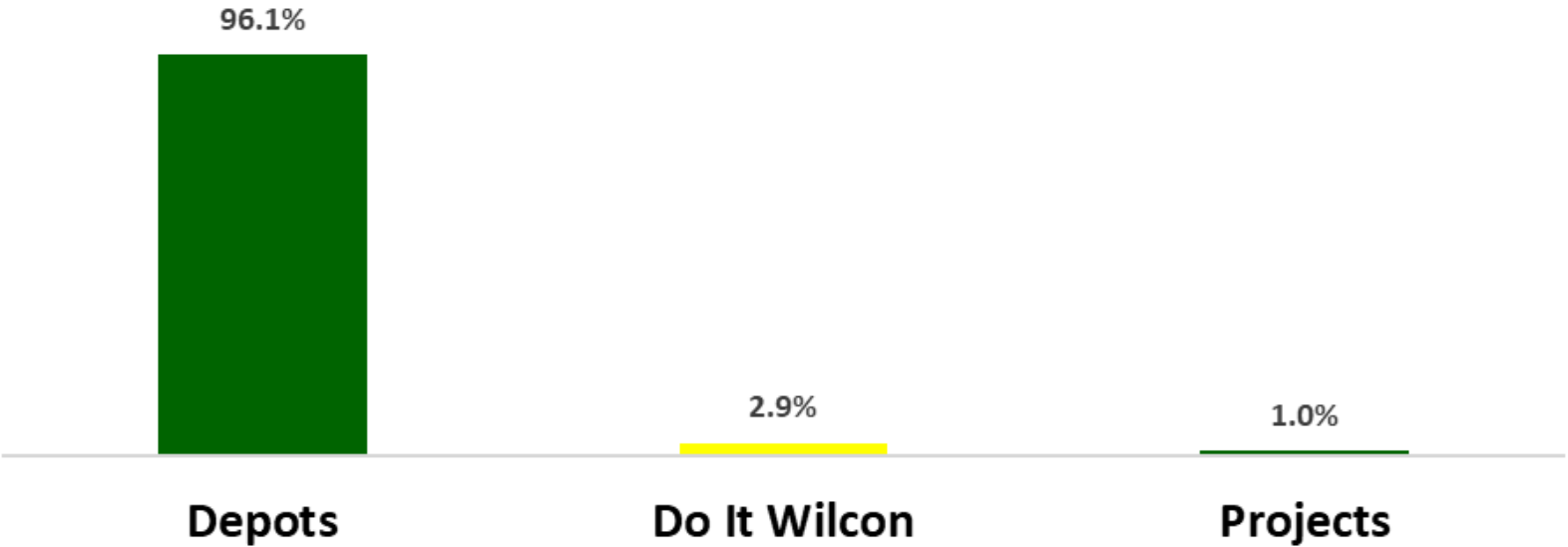
FULL YEAR 2024 PERFORMANCE



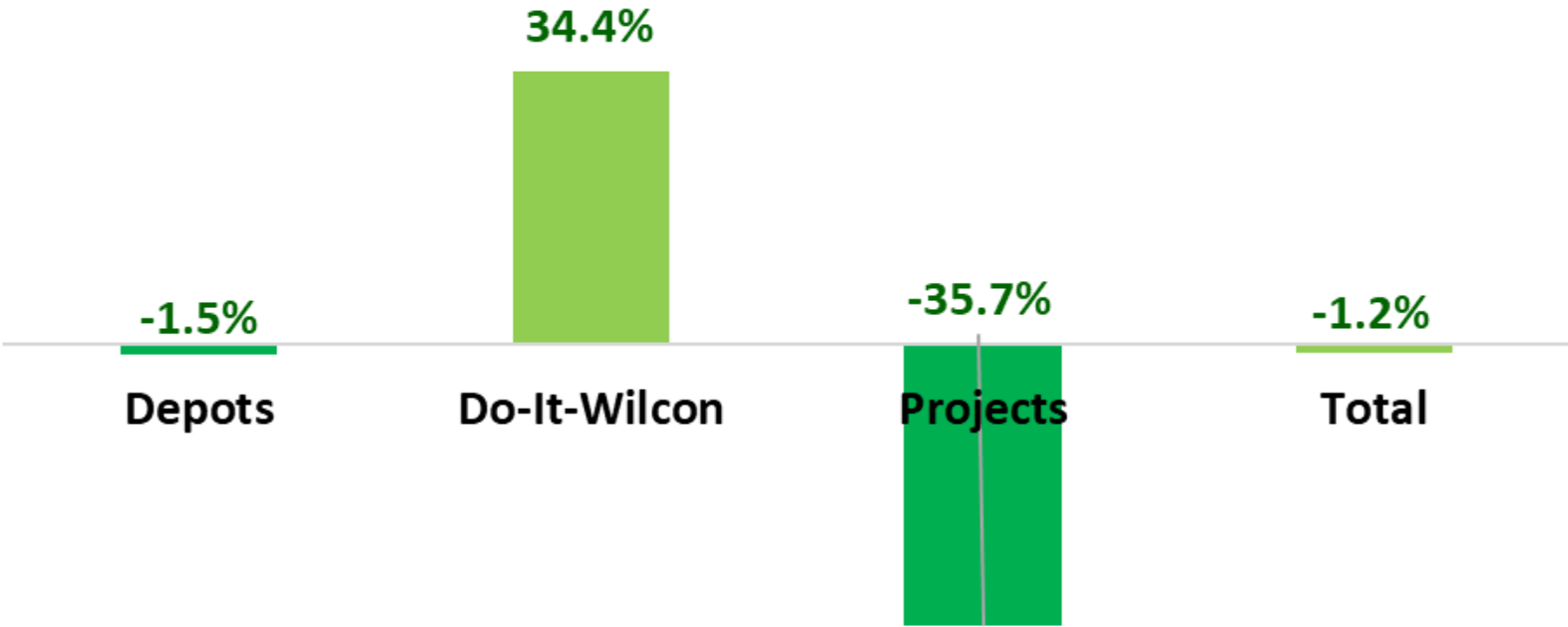
10
STORES OPENED
As of December 31, 2024

FULL YEAR 2024 PERFORMANCE

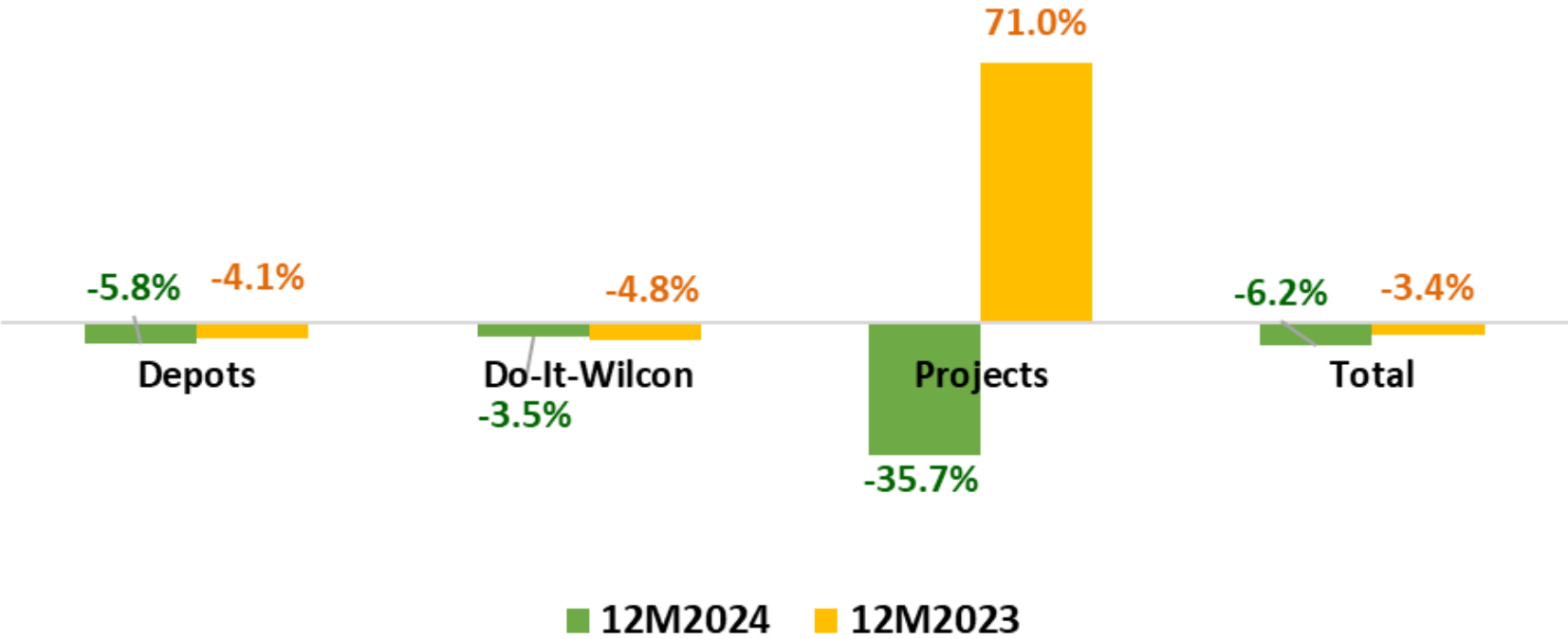
FY 2024 Sales per Store Format



Sales Growth per Store Format
12M2024 VS 12M2023



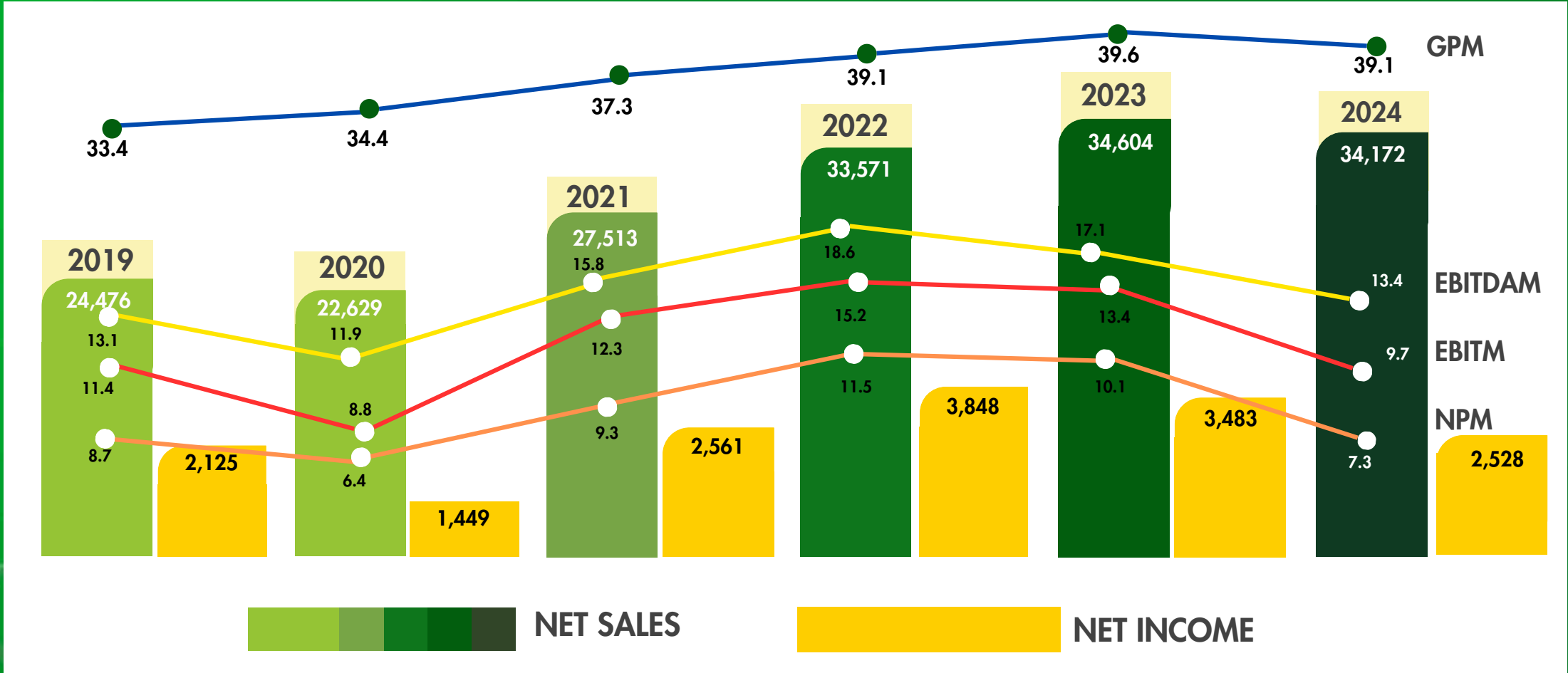
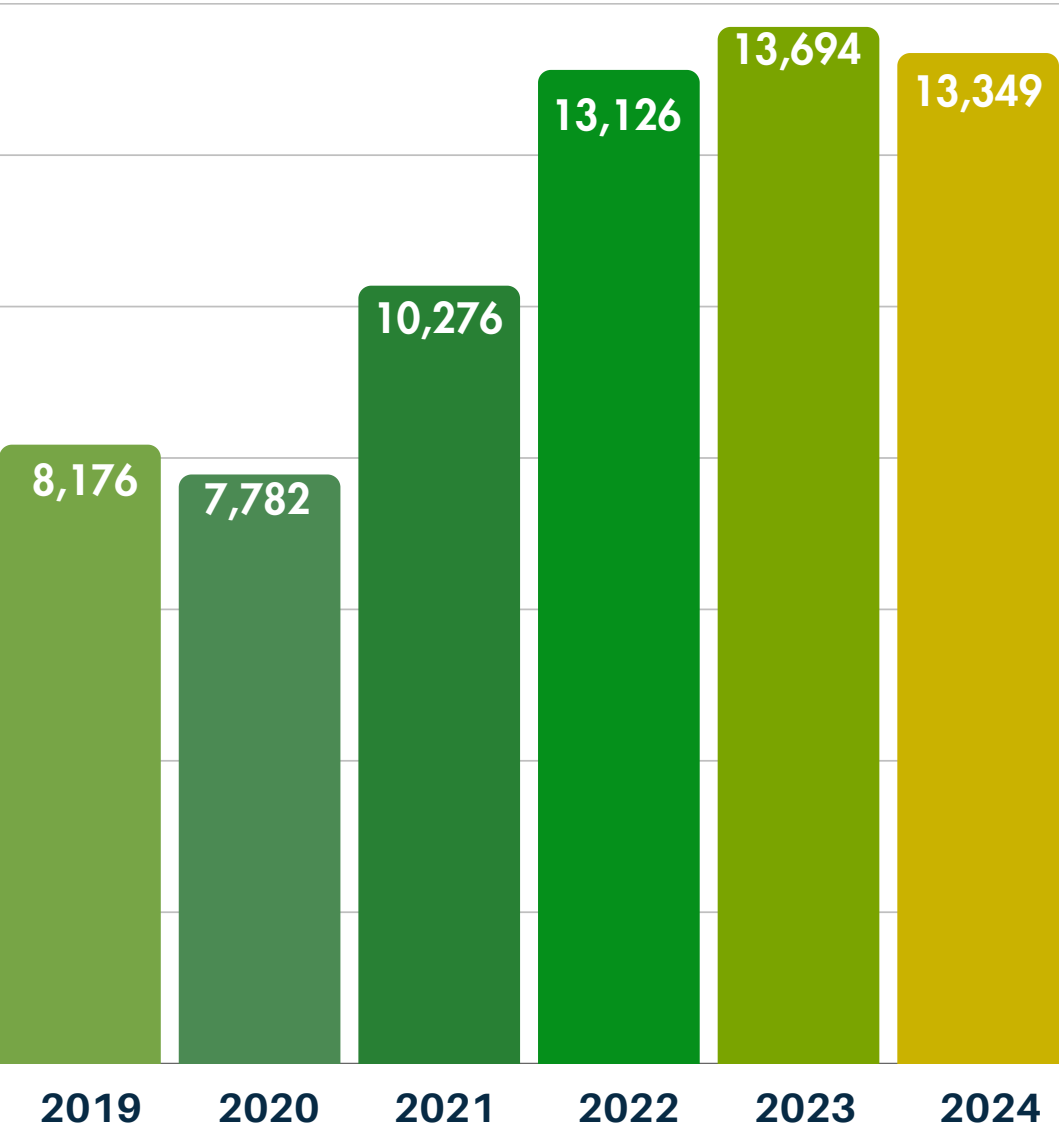
Comparable Sales per Format
12M2024 vs 12M2023



FULL YEAR 2024 PERFORMANCE



GROSS PROFIT



FULL YEAR 2024 PERFORMANCE

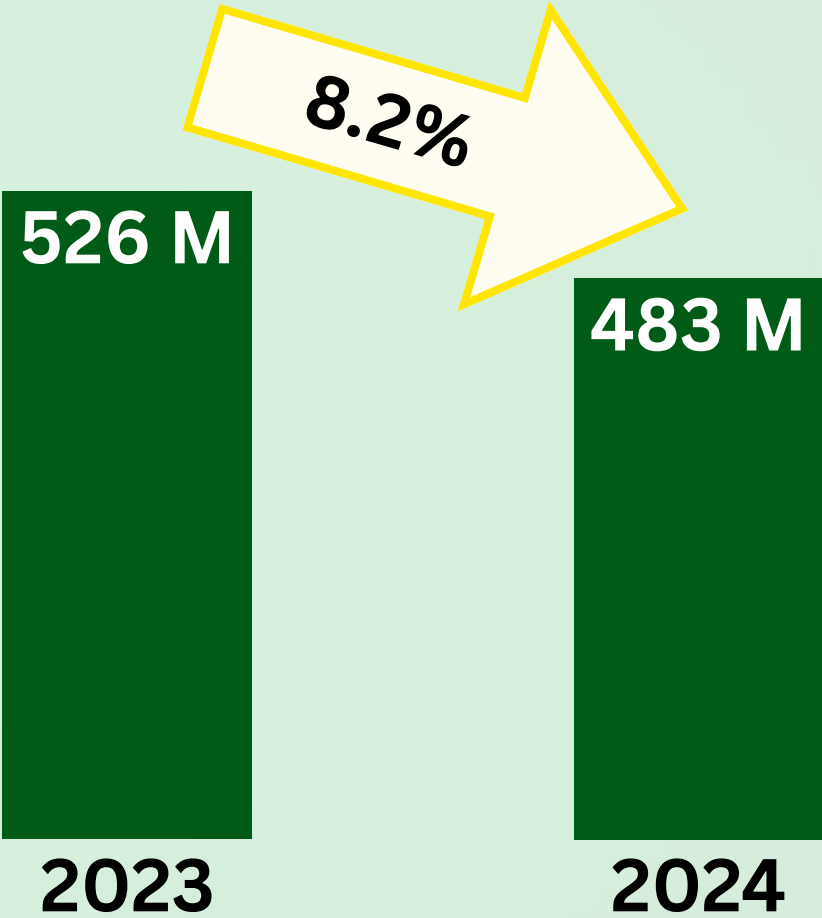


OPERATING and LEASE-RELATED ITEREST EXPENSES			
(In Millions Php)	FY2024	FY2023	Y-o-Y %
Operating Expenses	9,798	8,940	9.6%
Lease-related Interest Expense	667	641	4.1%

FULL YEAR 2024 PERFORMANCE



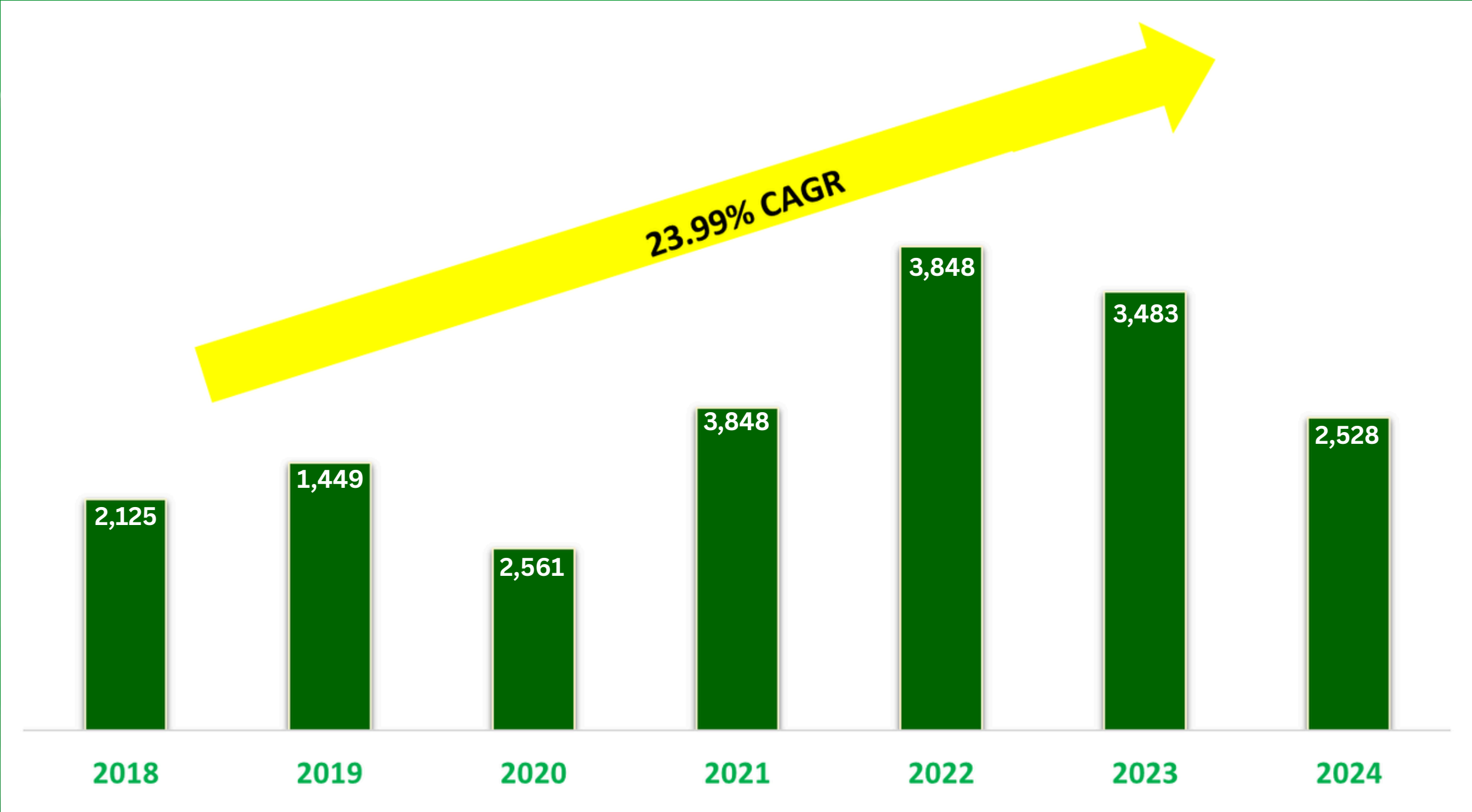
OTHER INCOME CHARGES



FULL YEAR 2024 PERFORMANCE



NET INCOME



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.



Tatak Wilcon

THANK YOU!