



EARNINGS CONFERENCE CALL

MARCH 28, 2025 | 4:00 PM



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.



FOURTH QUARTER 2024 RESULTS



4Q 2024 RESULTS

Financial Highlights

₱ 8.5B	₱ 411M
NET SALES	NIAT
- 2.0%	- 52.2%
Y-o-Y SALES PERCENTAGE	Y-o-Y NIAT PERCENTAGE

Comparable Sales Summary		
-7.0%	-0.2%	-6.9%
SSSG	TRANSACTION COUNT	TICKET SIZE
Margins		
37.9%	10.0%	6.4%
GPM	EBITDAM	EBITM



Total Sales Mix
51.9%
In-house & exclusive contribution

Product categories performing better than average growth



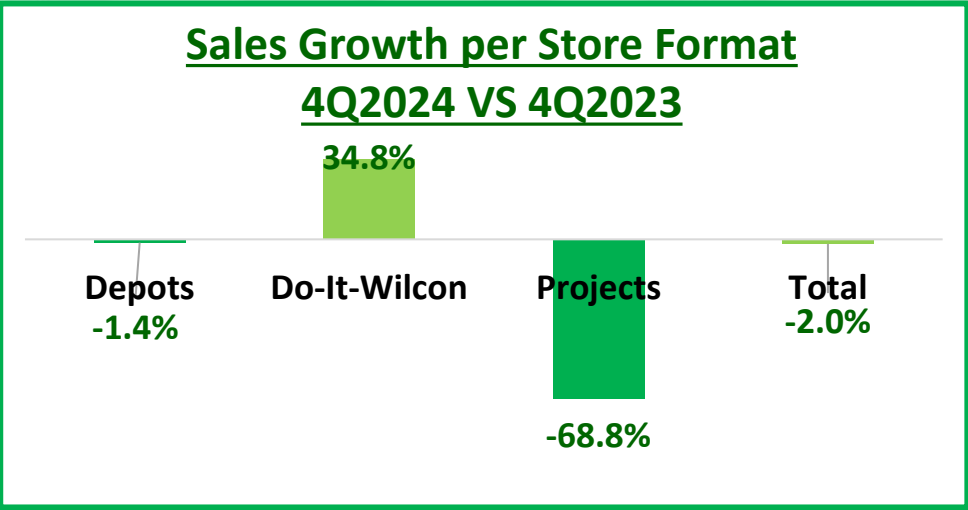
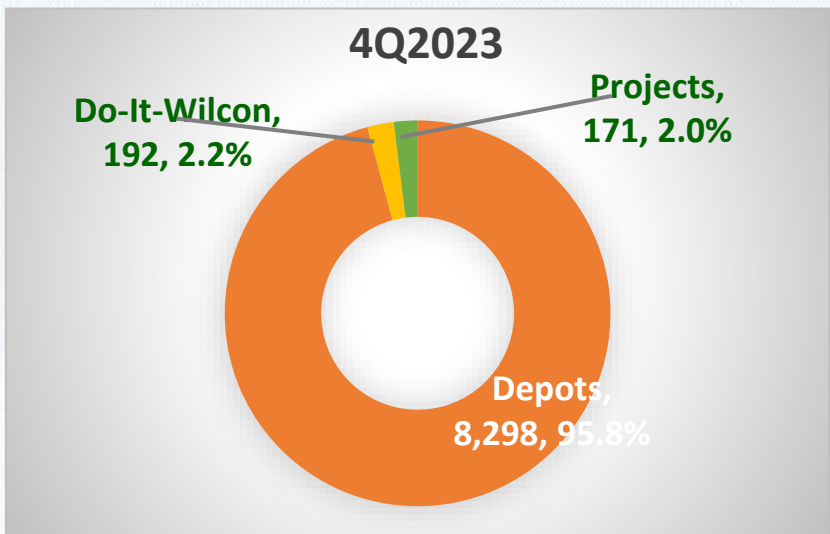
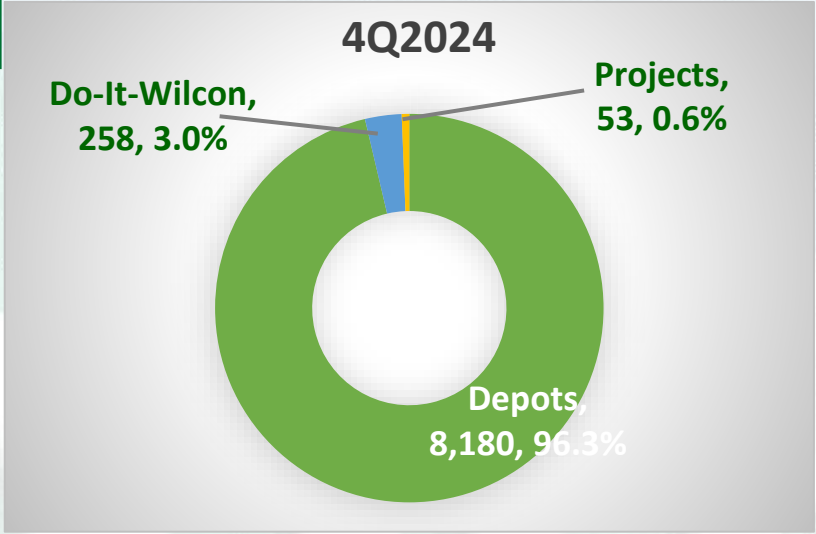
Paints & Sundries



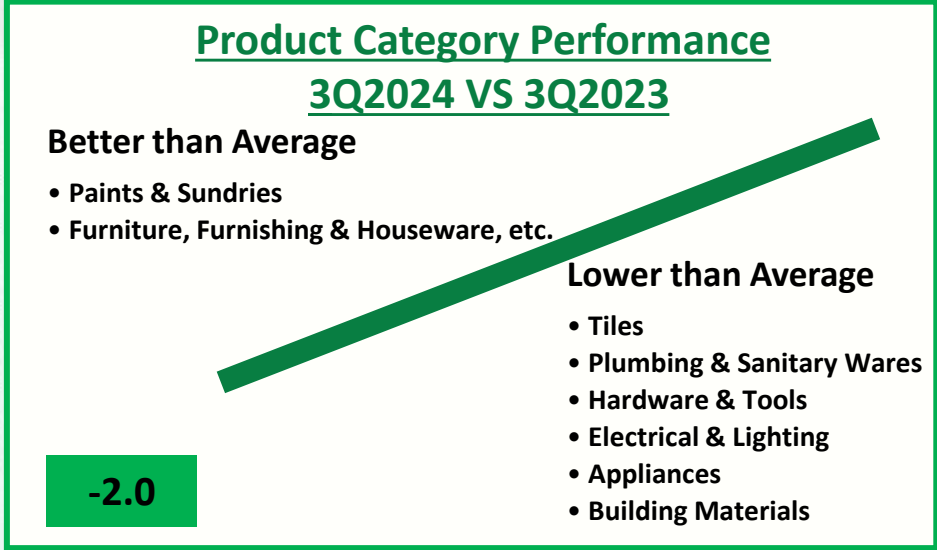
Furniture, Furnishing & Houseware

Total Net Sales Breakdown – 4Q 2024

Php Millions

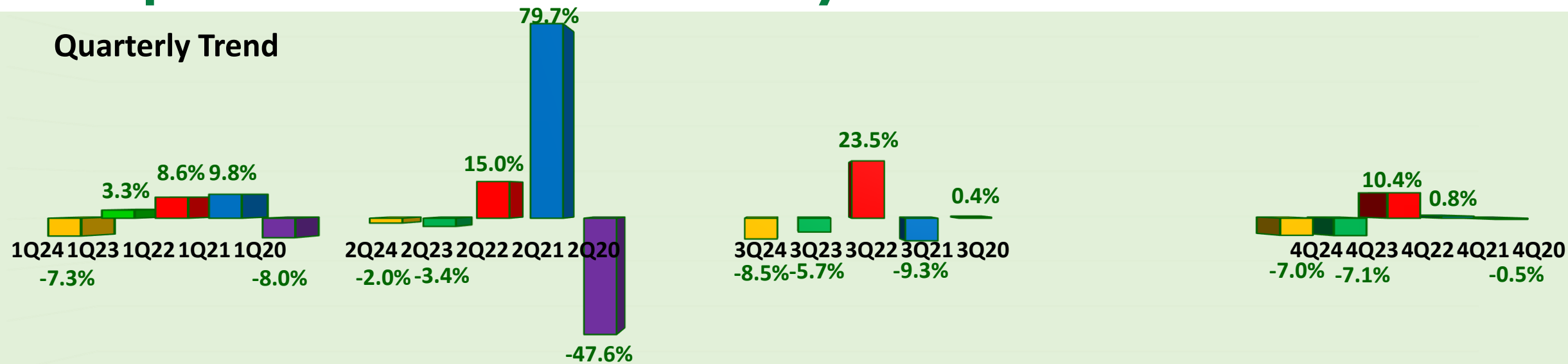


-2.0%

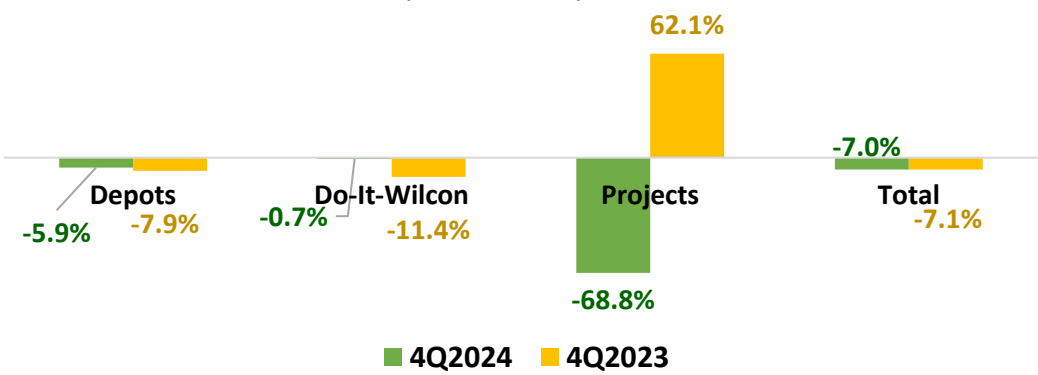


Comparable Sales Summary

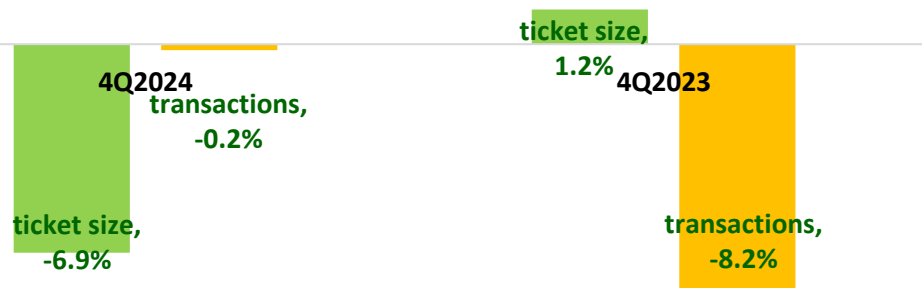
Quarterly Trend



Comparable Sales per Format 4Q2024 vs 4Q2023



Comparable Ticket Size and Number of Transactions 4Q2024 vs 4Q2023



FOURTH QUARTER 2024

GPM rate
increased to 37.9%

Lease-related
expense

	4Q 2024	% of Sales	4Q 2023	% of Sales	+ / -	% GROWTH
Net Sales	8,491	100.0	8,661	100.0	(170)	(2.0%)
Cost of sales	(5,275)	(62.1)	(5,215)	(60.2)	(60)	1.1%
Gross Profit	3,217	37.9	3,446	39.8	(230)	(6.7%)
Operating expenses	(2,653)	(31.2)	(2,378)	(27.5)	275	(11.5%)
Interest Exp (Lease Liab)	(168)	(2.0)	(167)	(1.9)	0	(0.3%)
Other Income - Net	136	1.6	106	1.2	29	27.4%
Income from Operations	532	6.3	1,008	11.6	(475)	(47.2%)
Non-lease related depreciation	317	3.7	321	3.7	(5)	(1.5%)
EBITDA - Adjusted	849	10.0	1,329	15.3	(480)	(36.1%)
Non-operating Other Income	11	0.1	2	0.0	10	535.7%
Income before tax	544	6.4	1,009	11.7	(466)	(46.1%)
Income Tax	(133)	(1.6)	(252)	(2.9)	119	(47.2%)
Net Income	411	4.8	757	8.7	(347)	(45.8%)



TWELVE MONTHS 2024 RESULTS



12M 2024 RESULTS

Financial Highlights

₱ 34.2B
NET SALES

₱ 2.5B
NIAT

-1.2 %
Y-o-Y SALES
GROWTH

-27.4 %
Y-o-Y NIAT
GROWTH

Comparable Sales Summary

-6.2%
SSSG

-2.8%
TRANSACTION
COUNT

-3.5%
TICKET SIZE

Margins

39.1%
GPM

13.6%
EBITDAM

9.9%
EBITM

Total Sales Mix

51.9%

In-house & exclusive
contribution

Product categories performing
better than average growth



Paints &
Sundries



Furniture,
Furnishing &
Houseware



Building
Materials

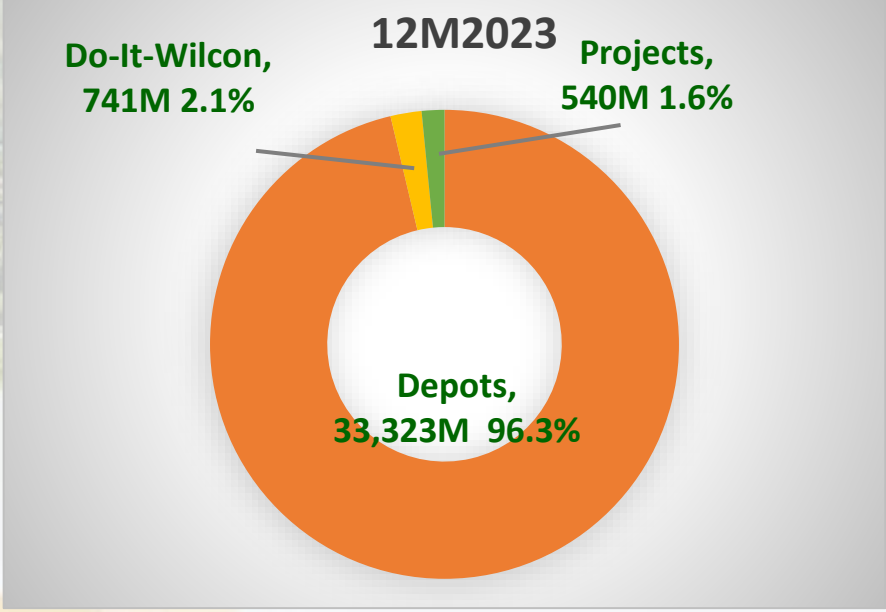
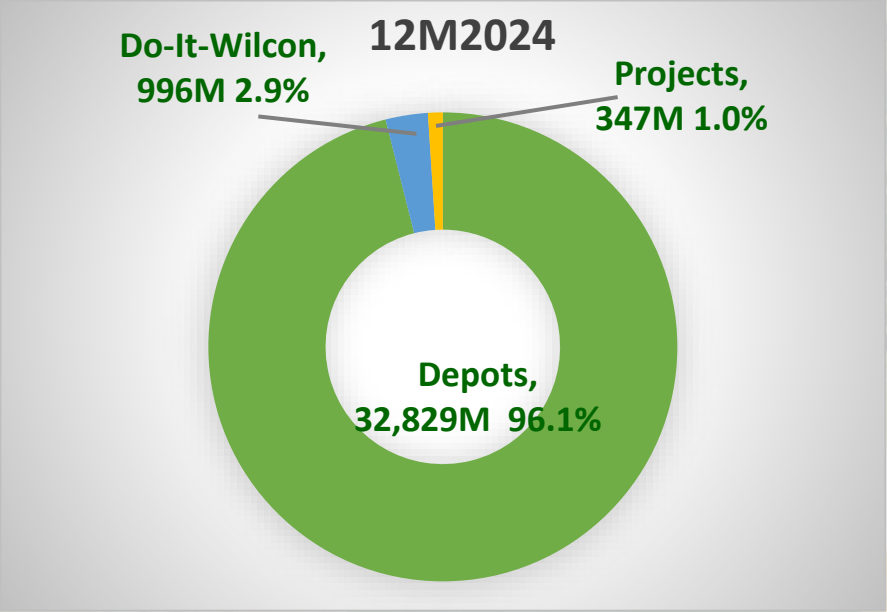
10

STORES OPENED
AS OF DECEMBER 31, 2024

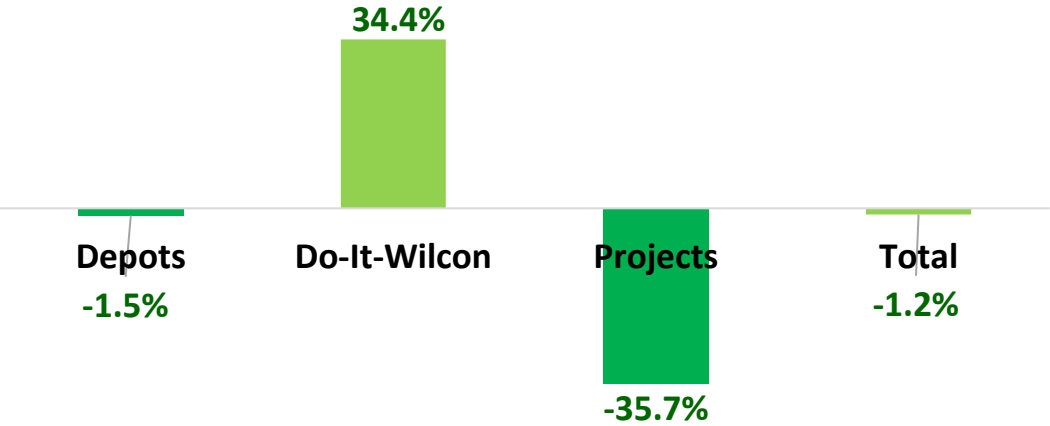
2024 NEW STORES



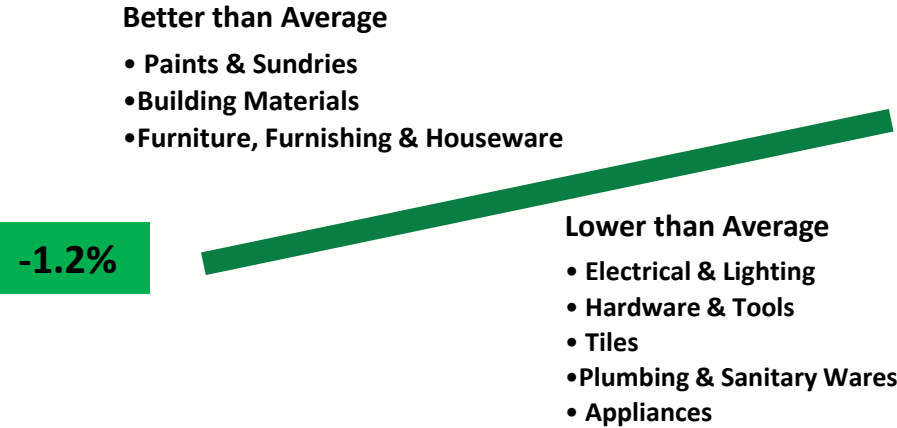
Total Net Sales Breakdown – 12M 2024



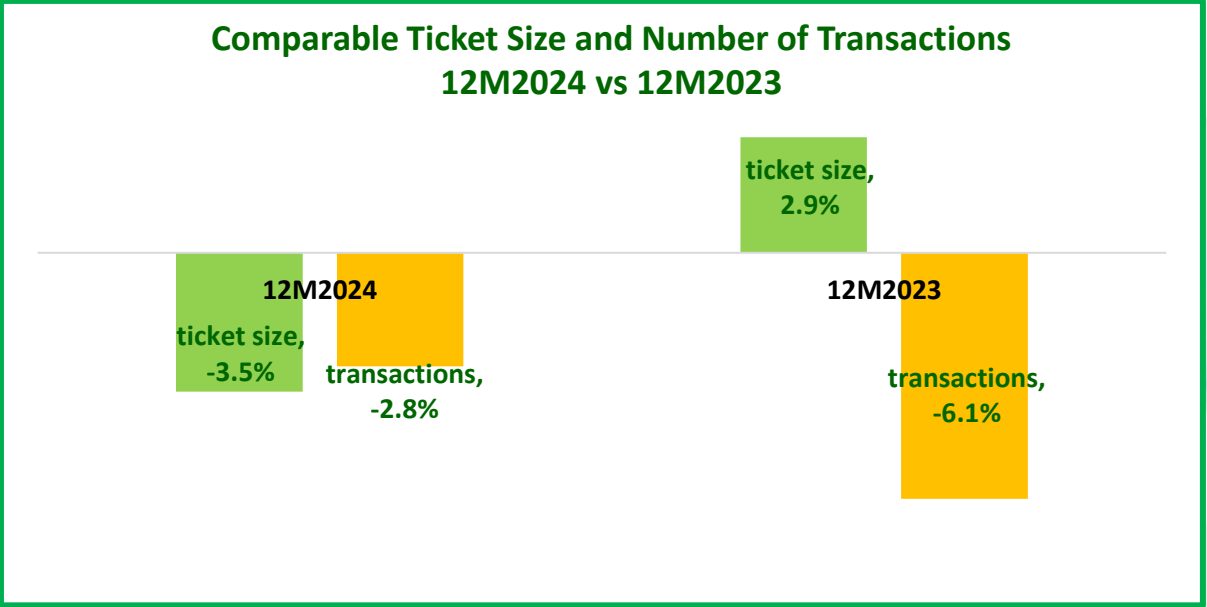
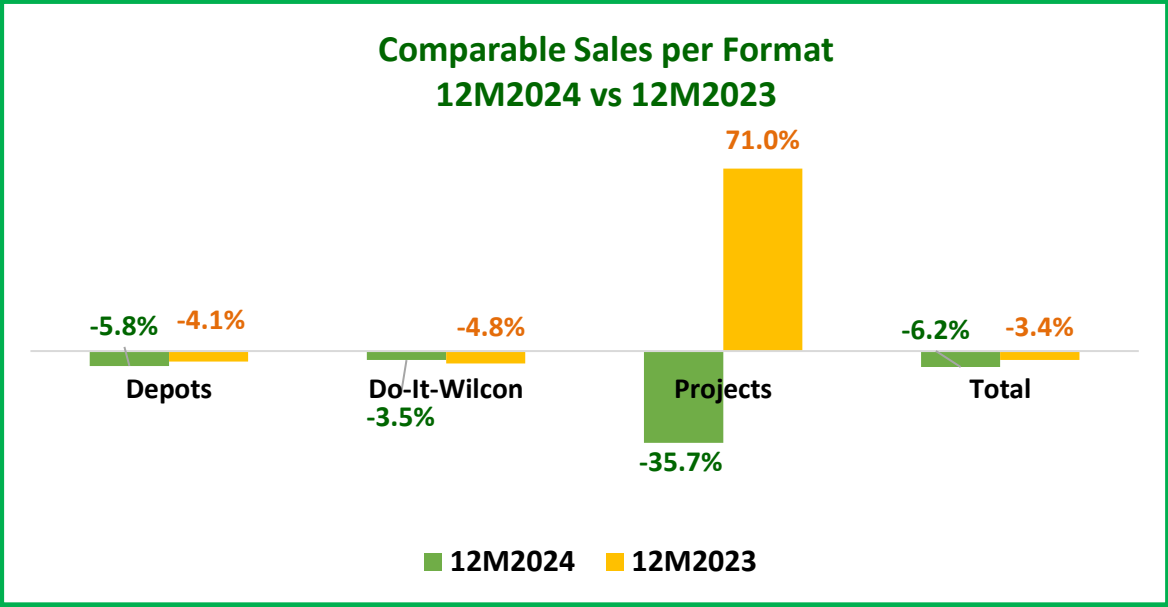
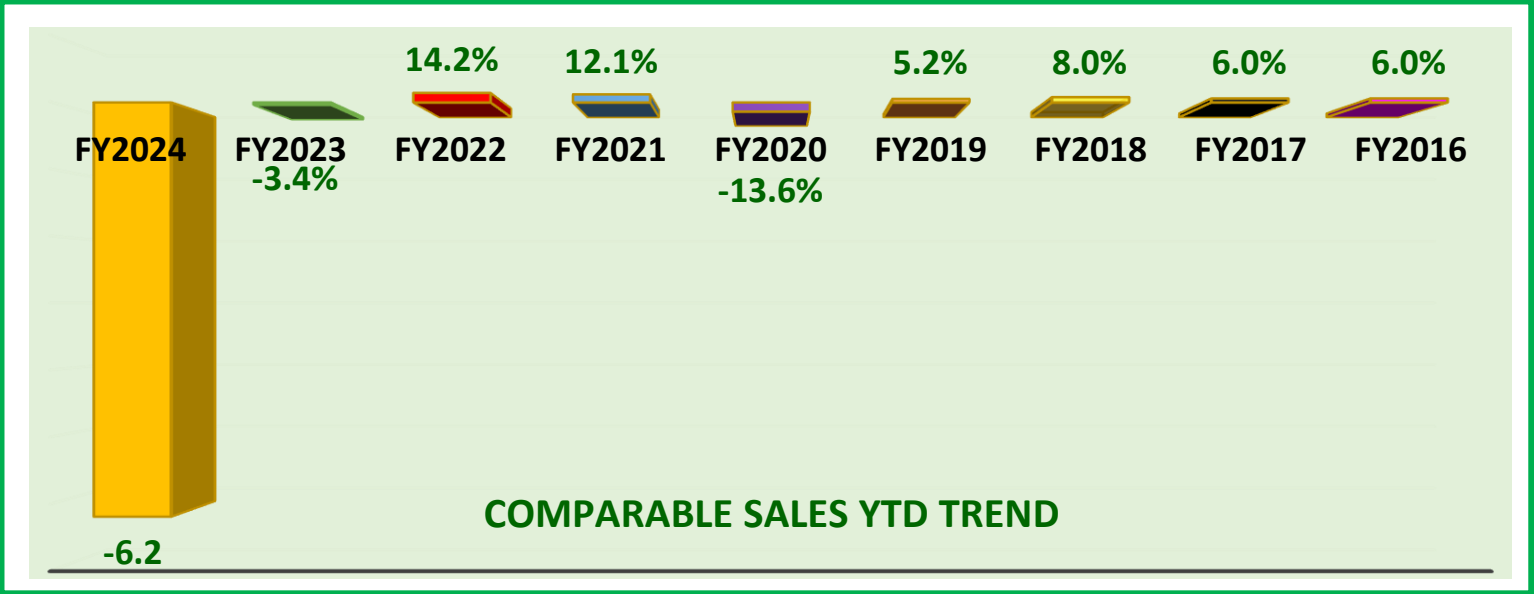
Sales Growth per Store Format 12M2024 VS 12M2023



Product Category Performance 12M2024 VS 12M2023



Comparable Sales Summary



TWELVE MONTHS 2024

GPM rate increased
to 39.1%

Lease-related expense

	YTD 2024	% of Sales	YTD 2023	% of Sales	+/-	% Growth y-o-y
Net Sales	34,172	100.0	34,604	100.0	(432)	(1.2%)
Cost of sales	(20,823)	(60.9)	(20,910)	(60.4)	87	(0.4%)
Gross Profit	13,349	39.1	13,694	39.6	(345)	(2.5%)
Operating expenses	(9,798)	(28.7)	(8,940)	(25.8)	(858)	9.6%
Interest Exp (Lease Liab)	(667)	(2.0)	(641)	(1.9)	(26)	4.1%
Other Income - Net	447	1.3	512	1.5	(65)	(12.7%)
Income from Operations	3,331	9.7	4,625	13.4	(1,294)	(28.0%)
Non-lease related depreciation	1,316	3.8	1,283	3.7	33	2.5%
EBITDA - Adjusted	4,647	13.6	5,908	17.1	(1,261)	(21.3%)
Non-operating Other Income	36	0.1	14	0.0	22	151.5%
Income before tax	3,367	9.9	4,639	13.4	(1,272)	(27.4%)
Income Tax	(839)	(2.5)	(1,156)	(3.3)	317	(27.4%)
Net Income	2,528	7.4	3,483	10.1	(955)	(27.4%)

Balance Sheet

<i>(In Million Php)</i>	Unaudited	Audited
	<i>As of December 31, 2024</i>	<i>As of December 31, 2023</i>
Current Assets	18,111	19,749
Noncurrent Assets*	20,955	20,032
Total Assets	39,066	39,781
Current Liabilities	6,386	9,097
Noncurrent Liabilities	8,839	8,175
Total Liabilities	15,225	17,272
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	46	177
Retained Earnings	14,321	12,859
Total Equity	23,841	22,510
Current ratio	2.84	2.17
Quick ratio	0.47	0.29
Debt to equity ratio	0.64	0.77
Return on asset	6.47%	8.76%
Return on equity	10.61%	15.47%

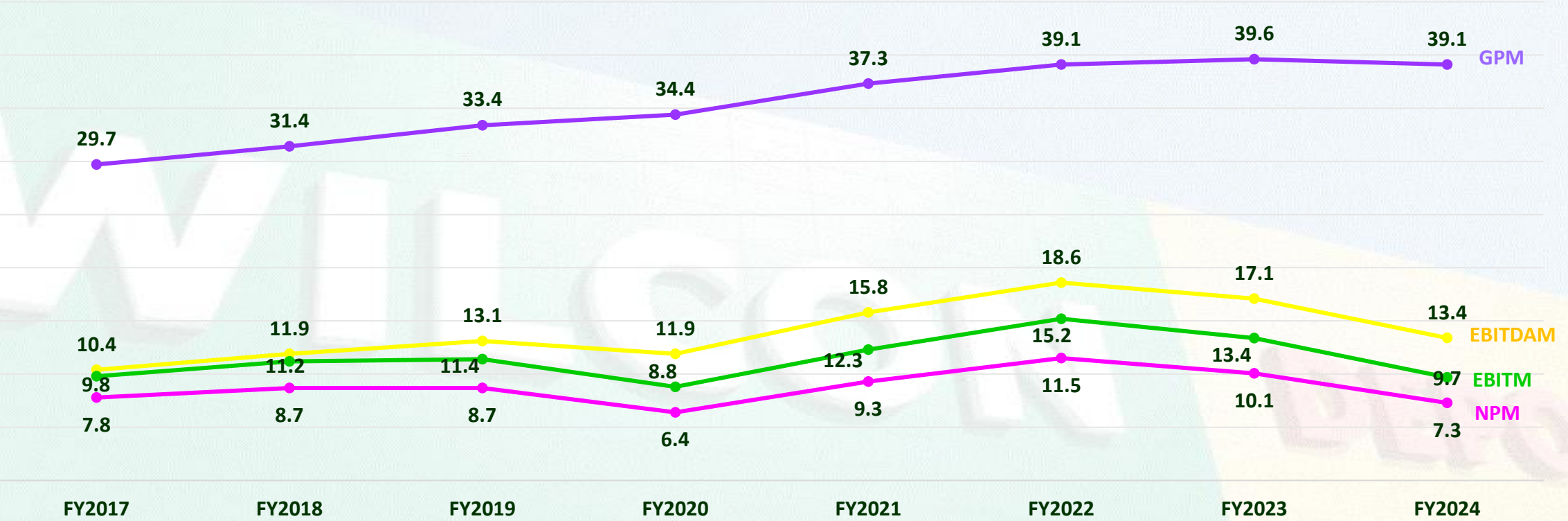
* Includes AFS assets of P3.0B comprising of RTBs and representing part of the IPO proceeds.

12M2024 CAPEX Investment

WILCON DEPOT, INC.
CAPITAL EXPENDITURES ACTUAL (NET OF VAT)
AS OF December 31, 2024

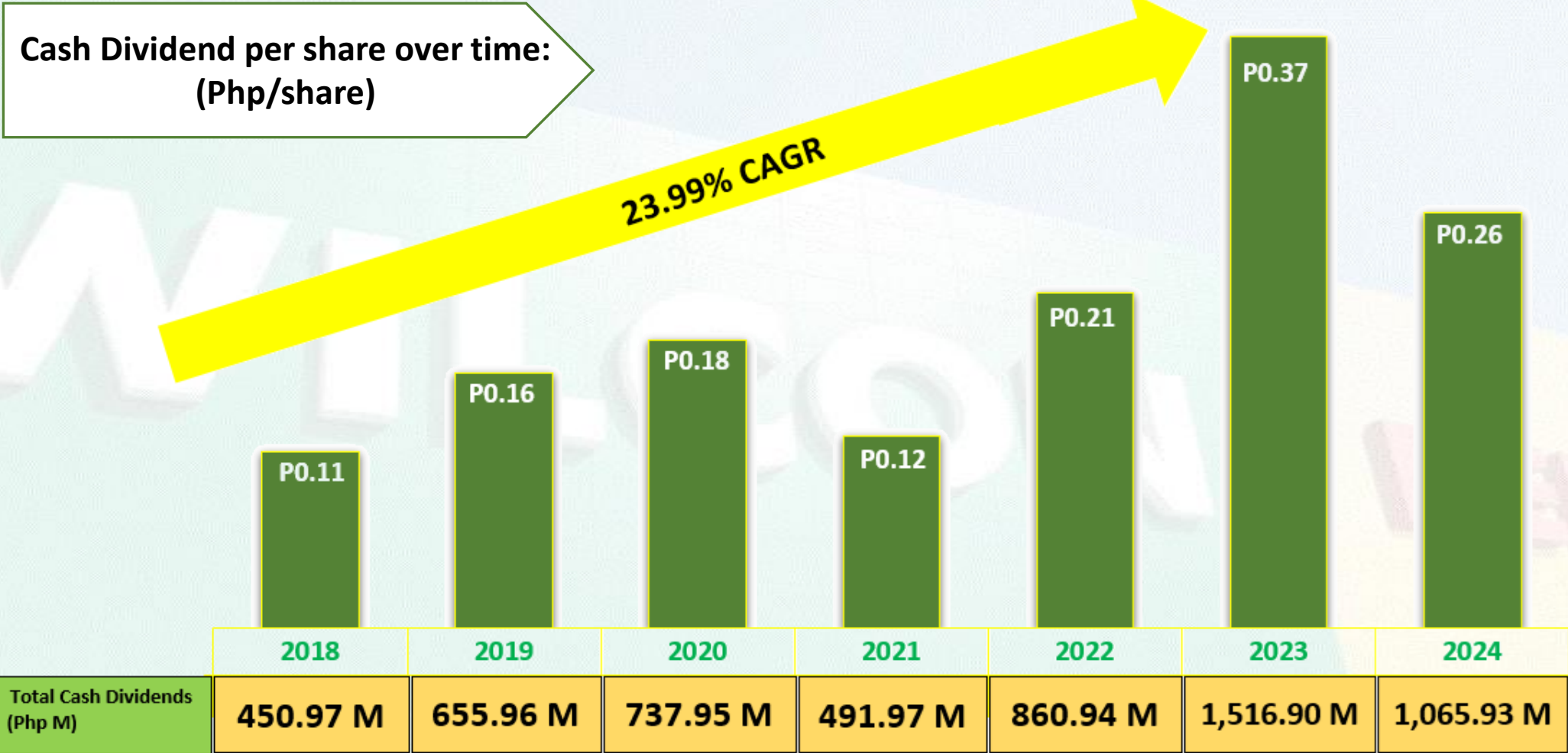
	12M2024
In Millions Php	ACTUAL
Construction of New Stores and New Warehouses	1,901
Store and Transportation Equipment	497
Renovations & Repairs	358
IT Infrastructures & Softwares	29
Total CAPEX (in millions Php)	2,785

Margins



Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for years 2019 to 2024.

Returning Value to Shareholders





Store network expansion with focus on growth markets and defending strongholds



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



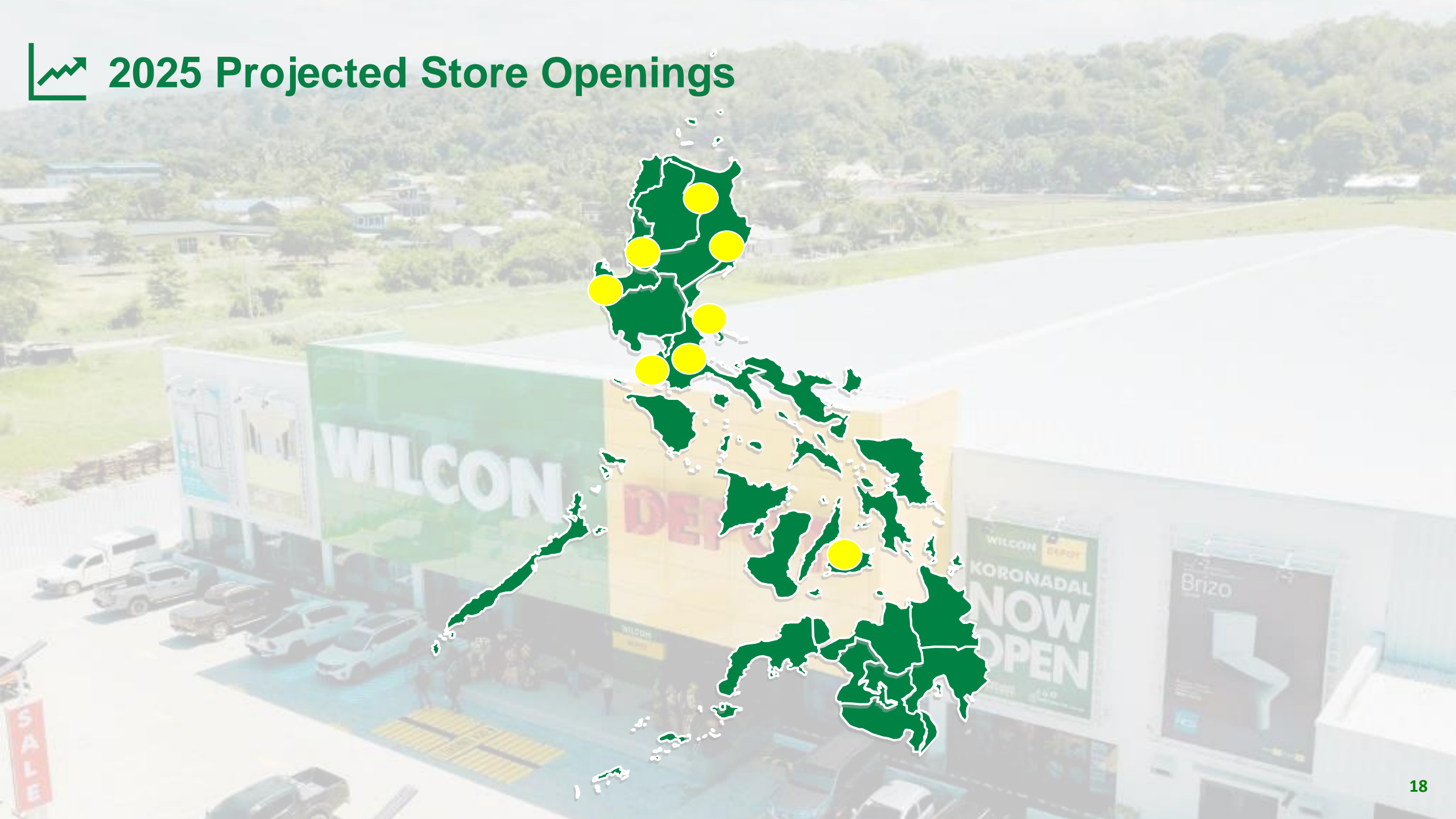
Physical and online store layout, features and customer experience enhancements



Further strengthen and increase brand awareness and visibility

Key Growth Strategies

2025 Projected Store Openings



DRIVE GROWTH AND ENHANCE PROFITABILITY OF HOUSE & EXCLUSIVE BRANDS

✓ Enhance the Company's ability to provide its customers with value for money products ;

✓ Rationalize product offerings

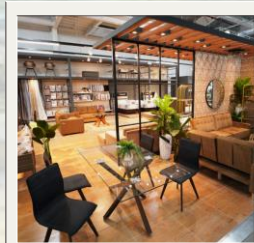
Improve supply chain management

Enhance marketing efforts

Optimize product lines/ product offerings



PHYSICAL AND ONLINE STORE LAYOUT, FEATURES AND CUSTOMER EXPERIENCE ENHANCMENT



Showrooms



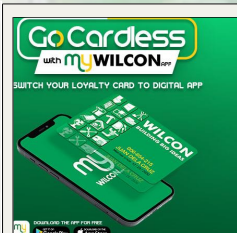
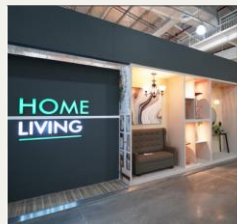
Constant innovations in store layout, features and customer experience that add value to our relationship with our customers and consistently differentiate us from competition.



Design Hub



Outdoor/ Home Living



MyWilcon App



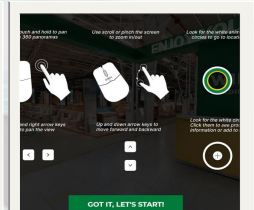
DIY Area & Tile Studio



Wilcon Website

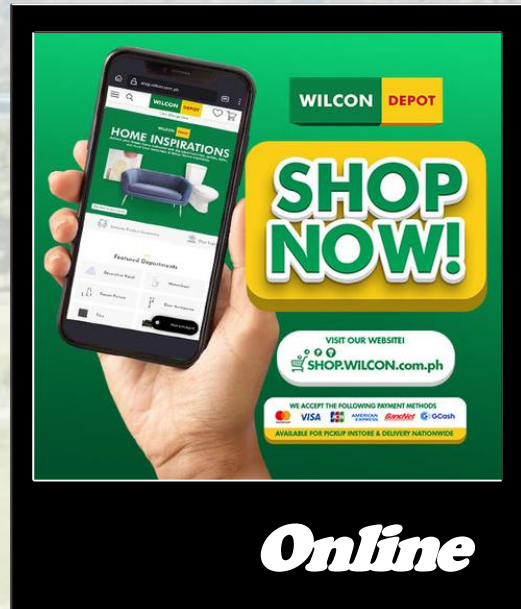


Online Shop

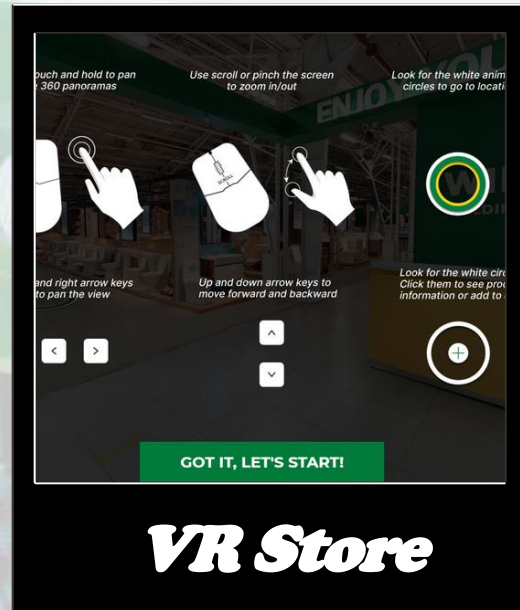


VR Store

ONLINE STORE LAYOUT



**Online
Shop**



VR Store



My Wilcon App



**Wilcon
Website**

FURTHER STRENGTHEN AND INCREASE Brand Awareness and Visibility



The background of the entire image is a dense, repeating pattern of Wilcon Depot trucks. The trucks are shown from a side profile, facing right, and are rendered in a light gray, semi-transparent style that allows the text to be clearly visible. They are arranged in a grid-like fashion, filling the entire frame.

THANK YOU!

WILCON

DEPOT

Q&A

WILCON

DEPOT