



EARNINGS CONFERENCE CALL

AUGUST 05, 2025 | 3:00 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.



SECOND QUARTER 2025 RESULTS

2Q 2025 RESULTS

Financial Highlights

		Comparable Sales Summary		
₱8.7B	₱ 626M			
NET SALES	NIAT			
		-6.1%	-1.6%	-4.6%
		SSSD	TRANSACTION COUNT	TICKET SIZE
-1.9 %	-18.7%	Margins		
Y-o-Y SALES PERCENTAGE	Y-o-Y NIAT PERCENTAGE			
		38.5%	13.9%	9.5%
		GPM	EBITDAM	EBITM
				7.2%
				NPM

2nd QUARTER 2025 NEW STORE






Total Sales Mix

52.3%

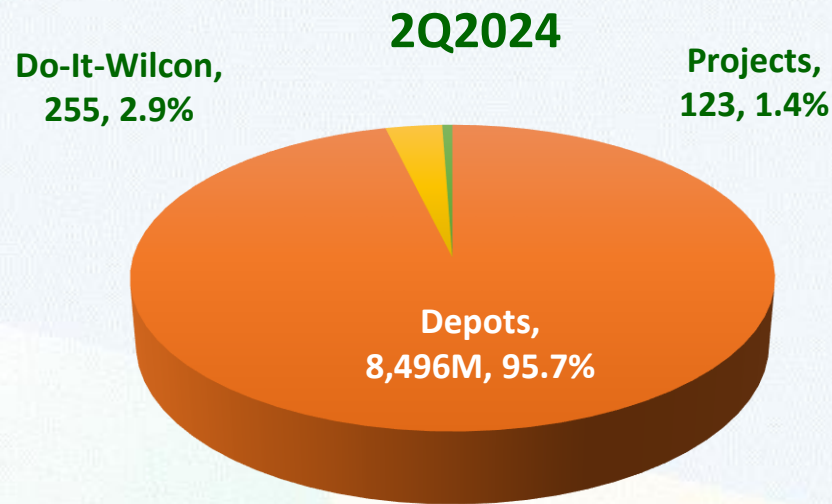
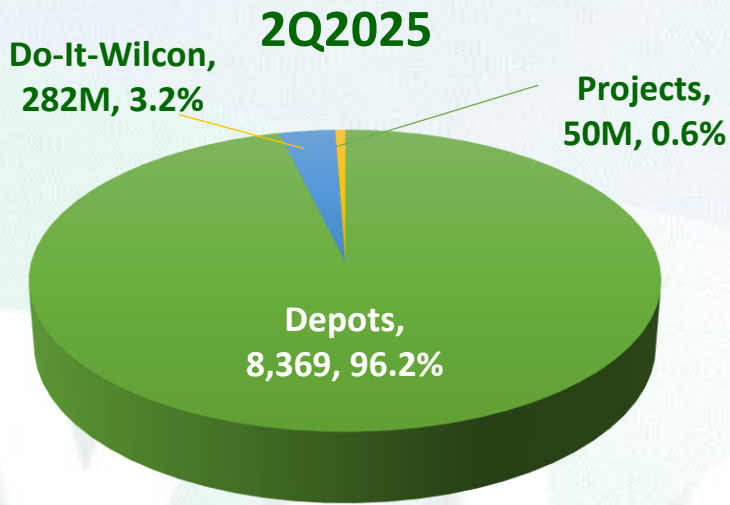
In-house & exclusive contribution

Product categories performing better than average growth

-  Paints & Sundries
-  Building Materials
-  Appliances

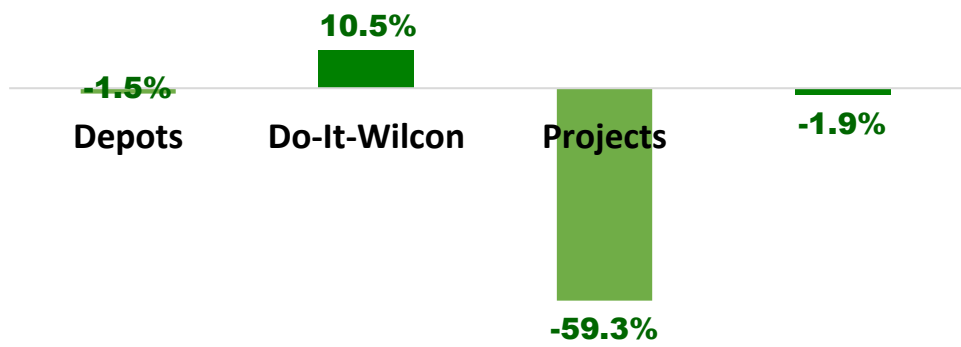
Total Net Sales Breakdown – 2Q 2024

Php Millions

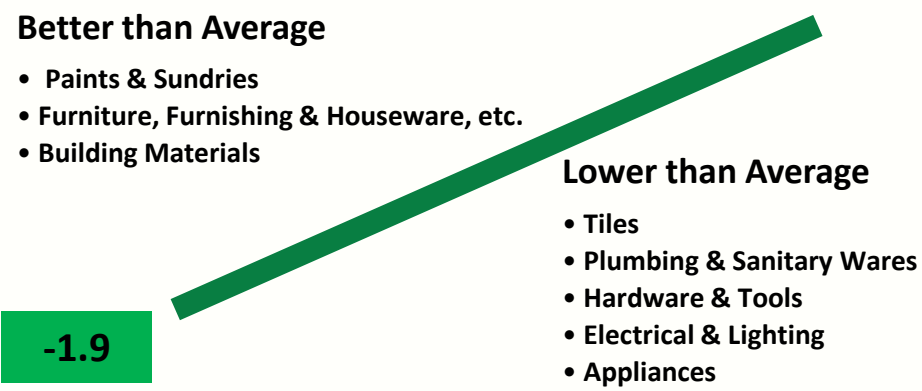


-1.9%

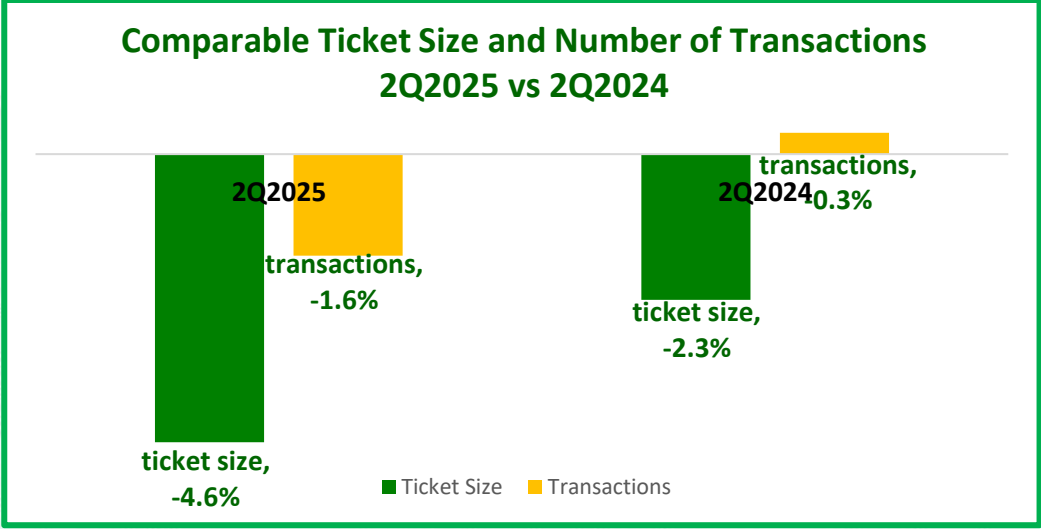
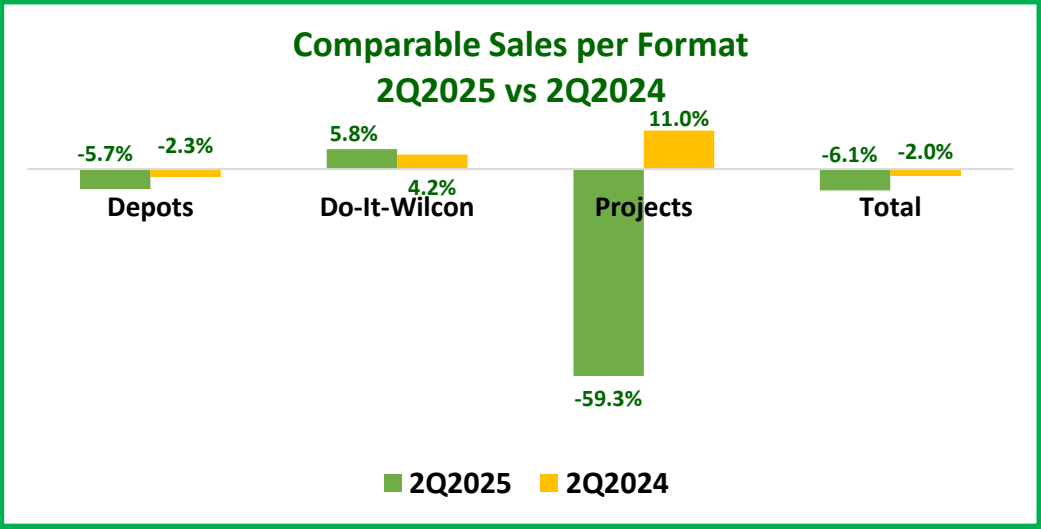
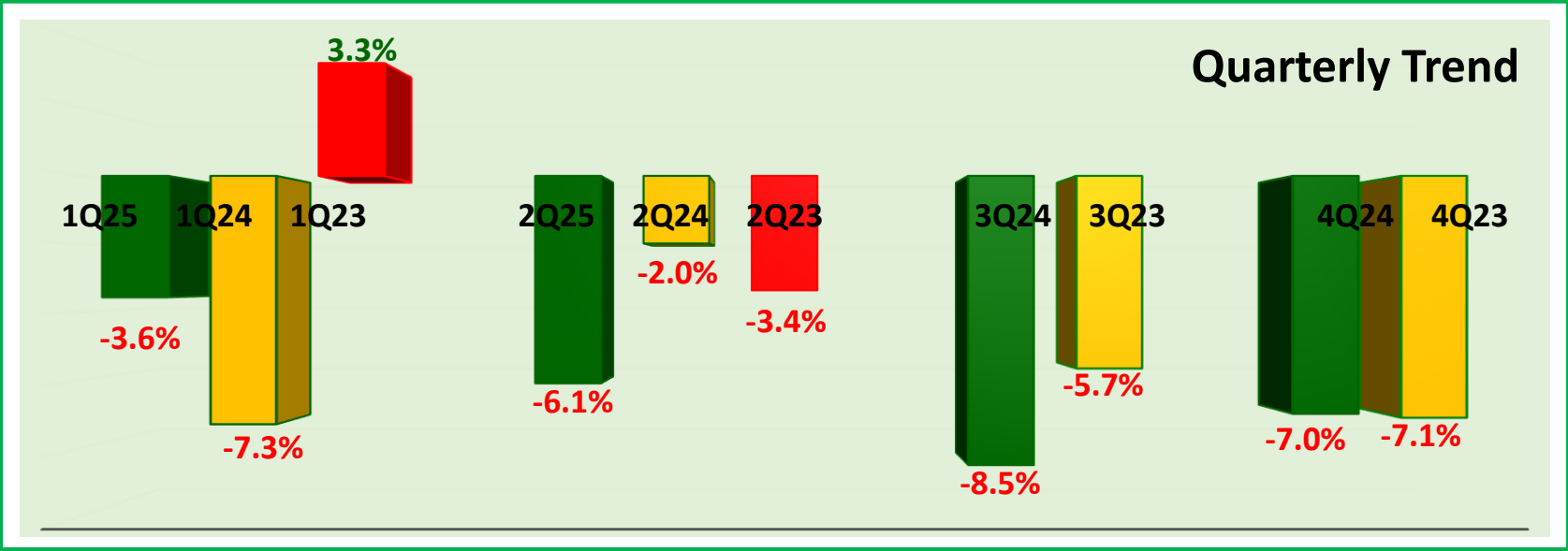
Sales Growth per Store Format
2Q2025 VS 2Q2024



Product Category Performance
2Q2025 VS 2Q2024



Comparable Sales Summary



SECOND QUARTER 2025

GPM rate
increased to 38.5%

Lease-related
expense

	2Q 2025	% of Sales	2Q 2024	% of Sales	+/-	% GROWTH
Net Sales	8,701	100.0	8,873	100.0	(173)	(1.9%)
Cost of sales	(5,352)	(61.5)	(5,354)	(60.3)	(3)	(0.0%)
Gross Profit	3,349	38.5	3,519	39.7	(170)	(4.8%)
Operating expenses	(2,520)	(29.0)	(2,440)	(27.5)	80	3.3%
Interest Exp (Lease Liab)	(103)	(1.2)	(165)	(1.9)	(63)	(37.9%)
Other Income - Net	98	1.1	115	1.2	(17)	(15.1%)
Income from Operations	824	9.5	1,029	11.6	(205)	(19.9%)
Non-lease related depreciation	385	4.4	328	3.7	57	17.3%
EBITDA - Adjusted	1,210	13.9	1,357	15.2	(148)	(10.9%)
Non-operating Other Income	5	0.1	(5)	0.1	(0)	(0.7%)
Income before tax	830	9.5	1,024	11.5	(194)	(19.0%)
Income Tax	(203)	(2.3)	(254)	(2.9)	50	(19.8%)
Net Income	626	7.2	770	8.7	(144)	(18.7%)



FIRST HALF 2025 RESULTS

6M2025 RESULTS

Financial Highlights

₱ 17.1
NET SALES

₱ 1.16B
NIAT

Comparable Sales Summary

-4.9% SSSD **-0.3%** TRANSACTION COUNT **-4.6%** TICKET SIZE

Total Sales Mix

52.3%
In-house & exclusive contribution

Product categories performing better than average growth



Paints & Sundries



Furniture, Furnishing & Houseware



Building Materials

Margins

38.7% GPM **13.3%** EBITDAM **9.0%** EBITM

-0.4 % Y-o-Y SALES GROWTH

-23.0% Y-o-Y NIAT GROWTH

3

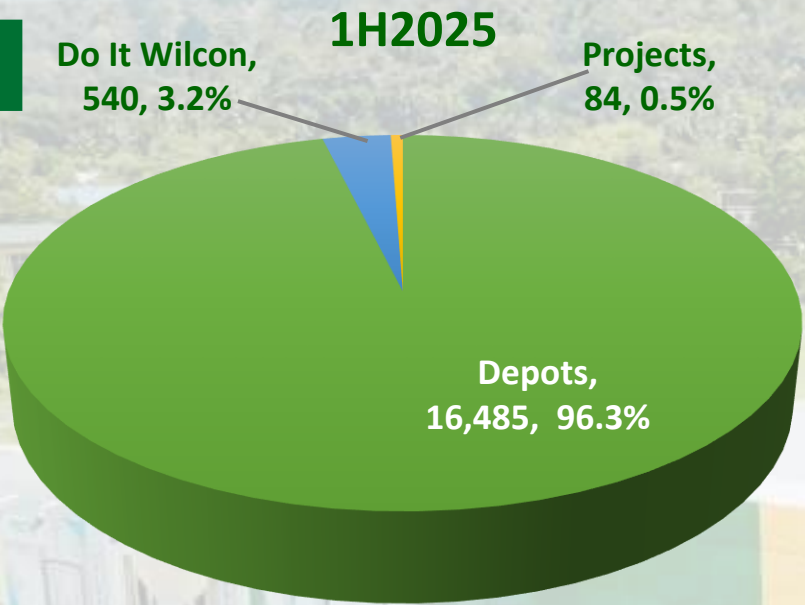
NEW STORES OPENED
AS OF JUNE 30, 2025

2025 NEW STORES

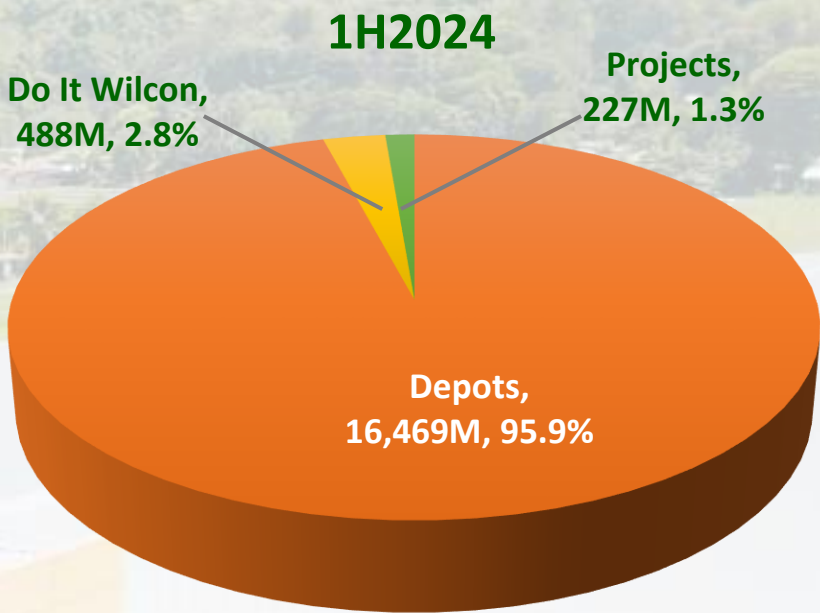


Total Net Sales Breakdown – 1H 2025

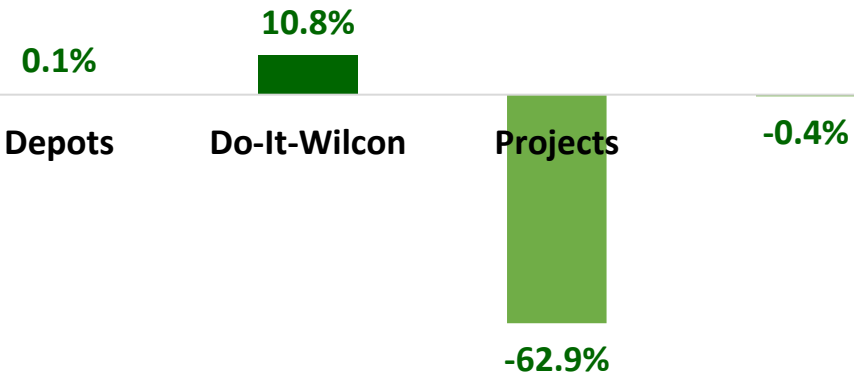
Php Millions



-0.4%



Sales Growth per Store Format 1H2025 VS 1H2024



Product Category Performance 1H2025 VS 1H2024

Better than Average

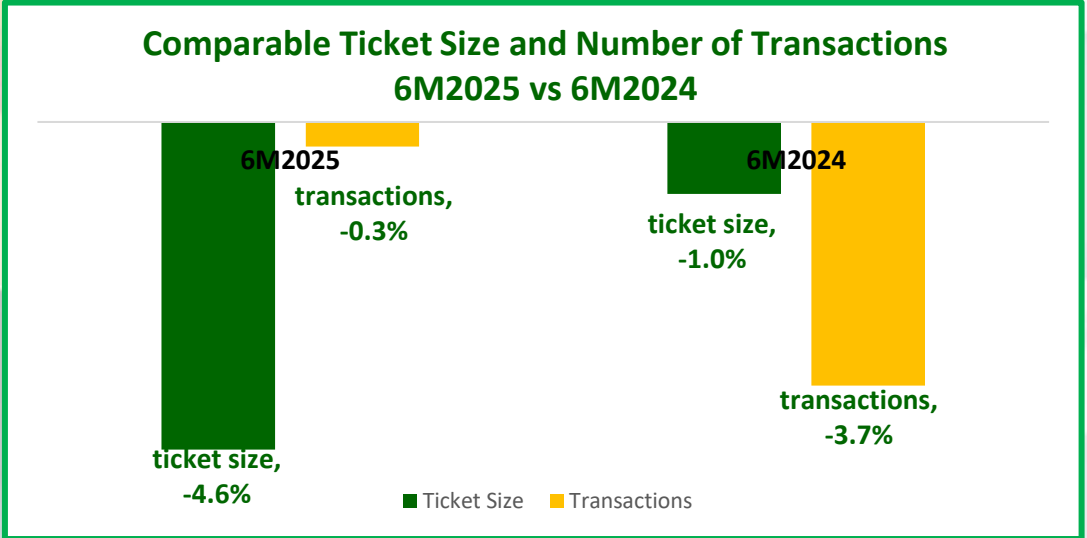
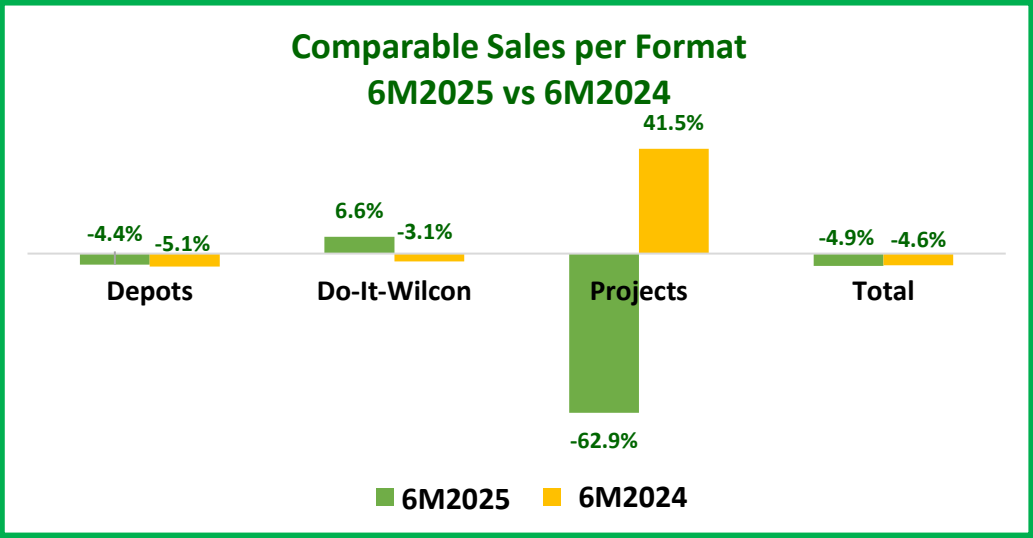
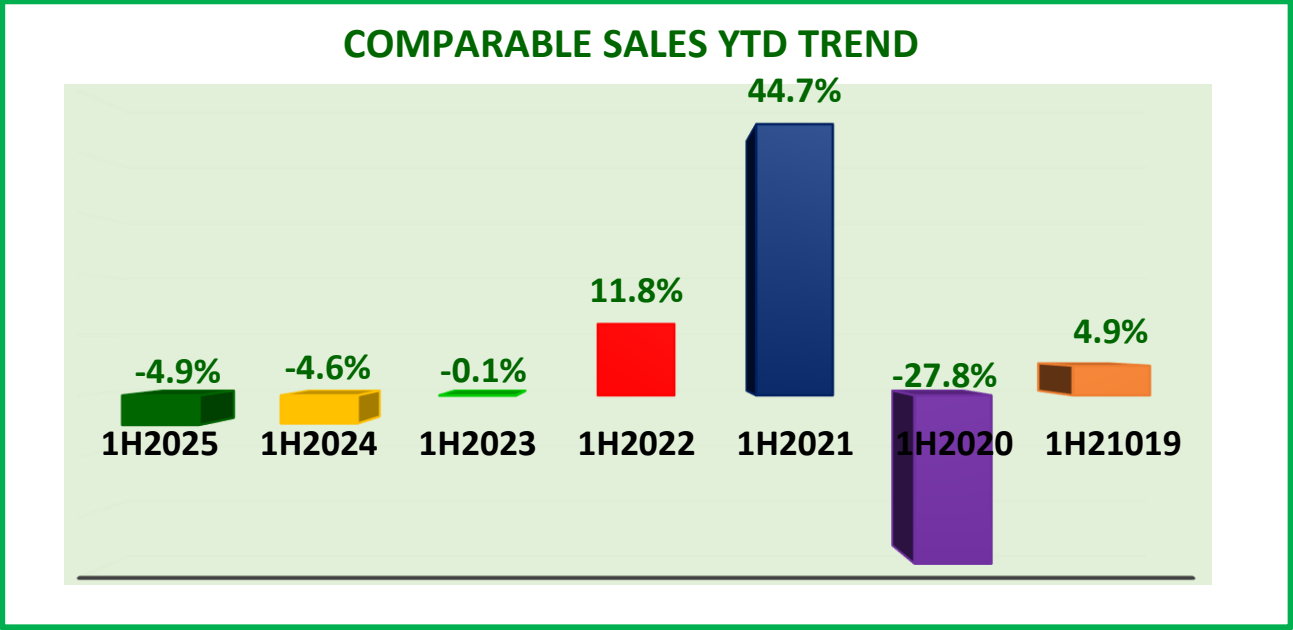
- Paints & Sundries
- Furniture, Furnishing & Houseware
- Building Materials

-0.4%

Lower than Average

- Electrical & Lighting
- Hardware & Tools
- Tiles
- Plumbing & Sanitary Wares
- Appliances

Comparable Sales Summary



FIRST HALF 2025

GPM rate increased
to 38.7%

Lease-related expense

	YTD 2025	% of Sales	YTD 2024	% of Sales	+/-	% Growth y-o-y
Net Sales	17,109	100.0	17,184	100.0	(75)	(0.4%)
Cost of sales	(10,496)	(61.3)	(10,345)	(60.2)	(151)	(1.5%)
Gross Profit	6,613	38.7	6,839	39.8	(226)	(3.3%)
Operating expenses	(4,928)	(28.8)	(4,742)	(27.6)	(186)	3.9%
Interest Exp (Lease Liab)	(358)	(2.1)	(335)	(1.9)	(23)	6.8%
Other Income - Net	194	1.1	244	1.4	(50)	(20.4%)
Income from Operations	1,521	8.9	2,006	11.7	(485)	(24.2%)
Non-lease related depreciation	751	4.4	646	3.8	105	16.3%
EBITDA - Adjusted	2,274	13.3	2,653	15.4	(367)	(14.3%)
Non-operating Other Income	19	0.1	2	0.0	17	696.6%
Income before tax	1,540	9.0	2,009	11.7	(469)	(23.3%)
Income Tax	(378)	(2.2)	(499)	(2.9)	121	(24.2%)
Net Income	1,163	6.8	1,510	8.8	(348)	(23.0%)

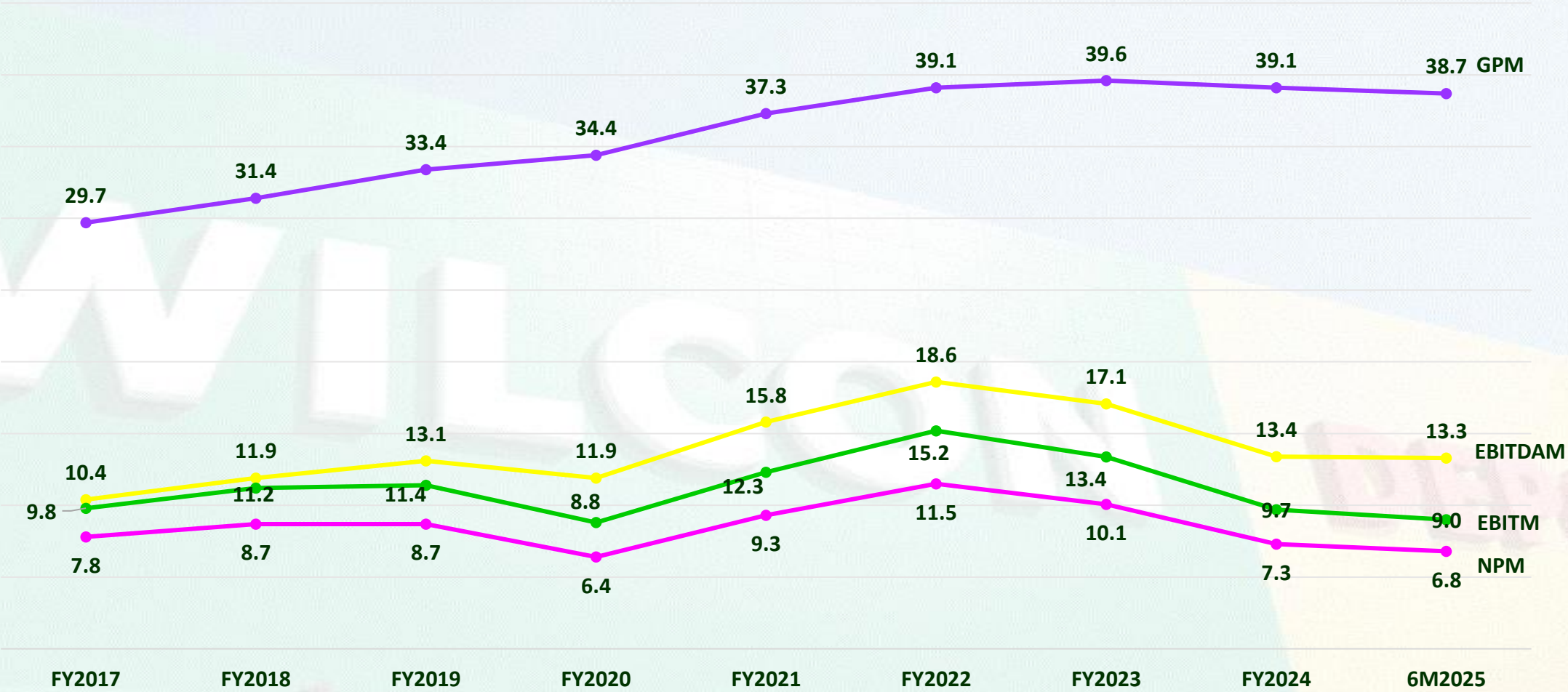
Balance Sheet

<i>(In Million Php)</i>	Unaudited <i>(as of June 30, 2025)</i>	Audited <i>(as of December 31, 2024)</i>
Current Assets	18,978	18,111
Noncurrent Assets*	21,867	20,955
Total Assets	40,845	39,066
Current Liabilities	8,190	6,386
Noncurrent Liabilities	9,128	8,839
Total Liabilities	17,318	15,225
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	46	46
Retained Earnings	14,008	14,321
Total Equity	23,528	23,841
Current ratio	2.32	2.84
Quick ratio	0.26	0.47
Debt to equity ratio	0.74	0.64
Return on asset	4.86%	8.76%
Return on equity	8.44%	15.47%

1H2025 vs 1H2024 CAPEX Investment

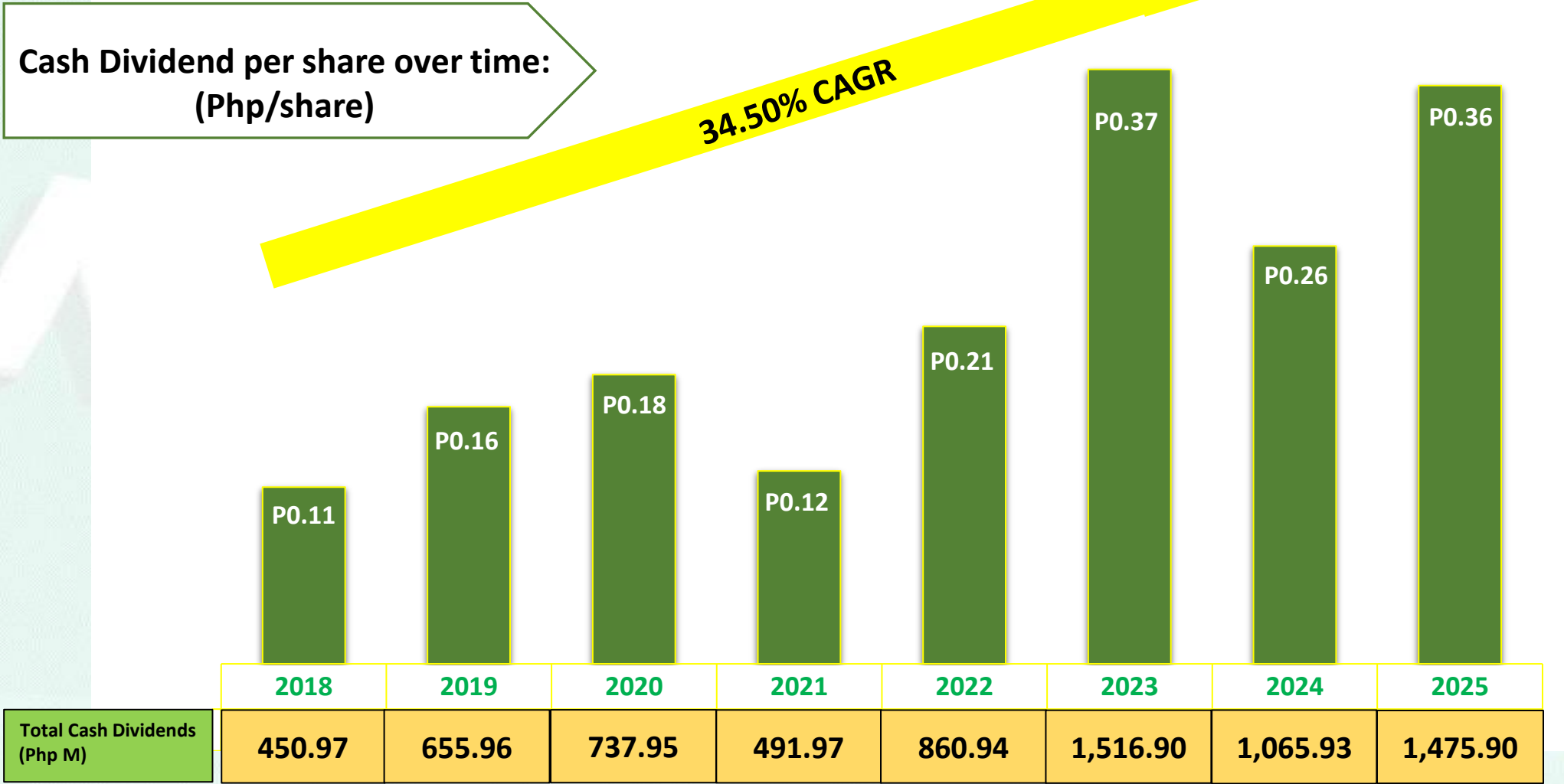
	1H2025	1H2024
In Millions Php	ACTUAL	ACTUAL
Construction of New Stores and Warehouses	572	1,079
Store and Transportation Equipment	244	204
Renovations & Repairs	262	96
IT Infrastructures & Softwares	26	20
Total CAPEX (in millions Php)	1,104	3,238

Improving Margins



Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for years 2019 to 2025.

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 Store Openings

DIW - Tuazon, Cubao

March 28, 2025

D20 Baliuag, Bulacan

Reopening Date: June 27, 2025

Depot Tuba, Benguet


March 7, 2025


Total number of stores
as of June 30, 2025:


103

109 Cordova, Cebu

May 23, 2025

 Projected Store Openings

 1st Quarter Store Openings

 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



PHYSICAL AND ONLINE STORE LAYOUT, FEATURES AND CUSTOMER EXPERIENCE ENHANCMENT



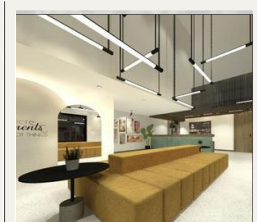
Showrooms



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



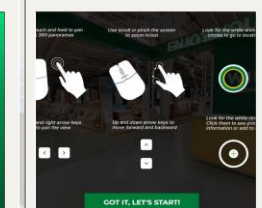
DIY Area & Tile Studio



Wilcon Website



Online Shop



VR Store

FURTHER STRENGTHEN AND INCREASE Brand Awareness and Visibility



Q & A

WILCON

DEPOT



THANK YOU!

WILCON

DEPOT