

# COMMUNITY Data

2025

SUSTAINABILITY  
REPORT

## Building Lasting Relationships: The Core of Our CX Strategy



Our customers are knowledgeable, decisive, and value speed, convenience, and a seamless shopping experience. That's why we ensure our frontline teams are highly trained and genuinely knowledgeable about our full range of products and services. They stay up to date with the latest design trends and consumer preferences so they can offer informed recommendations and help customers find the best solutions quickly and confidently. We also partner closely with our suppliers to provide reliable after-sales support, including professional installation and repair services.

<b>Customer Management</b>	
<b>Customer Satisfaction</b>	<b>Score</b>
Customer Survey	8/10
<b>Health and Safety</b>	<b>Quantity</b>
No. of substantiated complaints on products or services health and safety	0
No. of complaints addressed	0
<b>Marketing and Labelling</b>	<b>Quantity</b>
No. of substantiated complaints on marketing and labelling	0
No. of complaints addressed	0
<b>Customer Privacy</b>	<b>Quantity</b>
No. of substantiated complaints on customer privacy	0
No. of complaints addressed	0
No. of customers, users, and account holders whose information is used for secondary purposes.	0
<b>Data Security</b>	<b>Quantity</b>
No. of data breaches, including leaks, thefts and losses of data	0

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TOGETHER, WE GROW STRONGER, BIGGER, BETTER!

ABCDE+

ARCHITECTS • BUILDERS • CONTRACTORS • DESIGNERS • ENGINEERS

by myWILCON  
LOYALTY

We stay ahead of the curve by closely monitoring customer preferences to update our product selection, store layout, and online strategy.

To deliver faster, smoother, and more customer-centric experiences, we also continuously leverage technology. We are actively reconfiguring our omnichannel strategy to make it more effective, cohesive, and impactful in driving stronger business results moving forward.

Continuous enhancements to our ABCDE (architects, builders, contractors, designers, and engineers) product and service offerings are also being implemented. Store layout re-configurations always include enhancements to our ABCDE lounges - exclusive space allowing professionals to meet clients, collaborate with peers, brainstorm projects, and browse our extensive product catalog in comfort. Our Design Hub – a service offering an advanced 3D interior design tool that allows them to visualize their ideas, generate detailed layouts, and receive instant product lists with cost estimates have continued to provide invaluable help not only to homeowners but also to professionals who do not have personal access to the technology.



Free membership!  
No minimum spent required



Get exclusive discount on daily purchase\*  
\*Terms and Conditions apply



Redeem points to shop



Enjoy members only perks & promos

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Other than our standard loyalty program, we also offer an ABCDE Loyalty Program that provides accredited members with special privileges, including volume discounts, early access to new products and promotions, and exclusive invitations to product launches and curated presentations.

Across all these platforms, we take data privacy seriously. Our robust policies and secure information systems protect every piece of customer data — whether collected online or in-store — and ensure access is strictly limited to authorized personnel.

These customer-first initiatives earned us the prestigious 2025 Retail Asia Awards-Domestic Retailer of the Year and Hardware Retailer of the Year.



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## Strengthening Social Capital



As a leading home improvement and construction supplies retailer, Wilcon's expansion into provincial centers across the country is helping stimulate local economies. Our presence is generating greater economic activity, which in turn supports increased infrastructure development and creates new job opportunities in these regions. Our stakeholders believe this growth plays a meaningful role in decentralizing development beyond traditional urban centers.



We actively collaborate with local government units, charitable organizations, civic groups, and other responsible corporations to uplift communities and promote environmental sustainability.

At the same time, our stakeholders have highlighted the growing shortage of skilled workers in the construction sector. This skills gap poses a challenge to our expansion plans and our ability to meet our target number of branches. Similarly, manpower constraints faced by our suppliers can affect their capacity to deliver products consistently.



To address this need, Wilcon channels several of its community development initiatives through the Wilcon Foundation. Initially focused on providing educational assistance to deserving college students, the Foundation has since expanded its support to high school and elementary students. We also established a technical school that successfully produced graduates with certified construction-related skills. Although operations were temporarily suspended during the pandemic, the program was re-established in 2025 under the new Wilcon Upskilling Center, Inc. (WUCI). WUCI is currently working toward formal accreditation from the Technical Education and Skills Development Authority (TESDA).