EARNINGS
CONFERENCE CALL

NOVEMBER 09, 2026 | 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.



THIRD QUARTER 2026 RESULTS

3Q 2026 RESULTS

Financial Highlights

₱9.4B
NET SALES

₱ 548M
NIAT

2.4%
Y-o-Y SALES PERCENTAGE

-22.1%
Y-o-Y NIAT PERCENTAGE

Comparable Sales Summary

-1.9%	-3.2%	1.4%
SSSG	TRANSACTION COUNT	TICKET SIZE

Margins

37.2%	12.3%	7.8%	5.8%
GPM	EBITDAM	EBITM	NPM

3rd QUARTER 2026 NEW STORE

CAUAYAN, ISABELA



July 31, 2026

LEGAZPI CITY, ALBAY



September 11, 2026

Total Sales Mix

49.2%

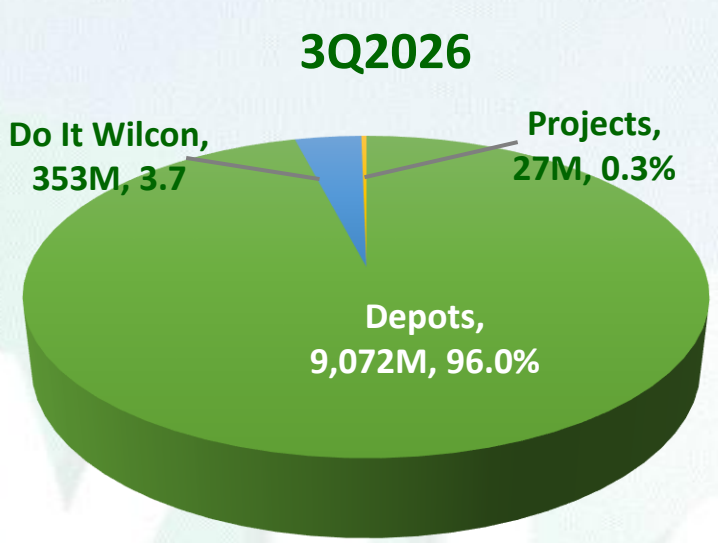
In-house & exclusive contribution

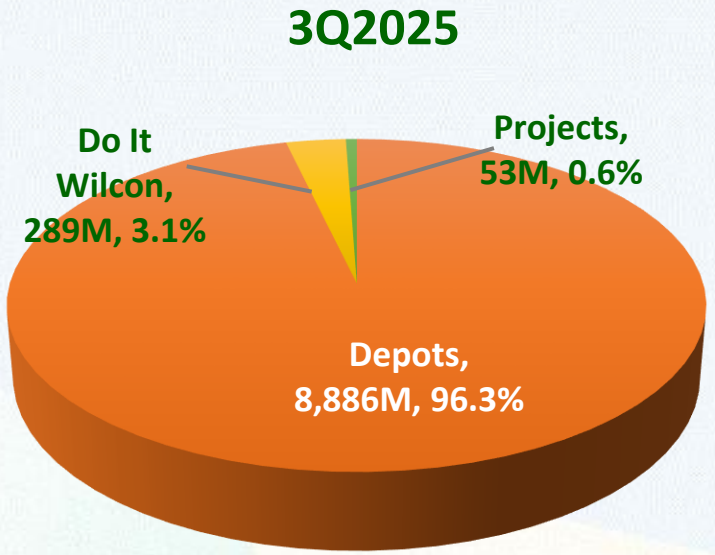
Product categories performing better than average growth

- Paints & Sundries
- Appliances
- Electrical and Lighting

Total Net Sales Breakdown – 3Q 2026

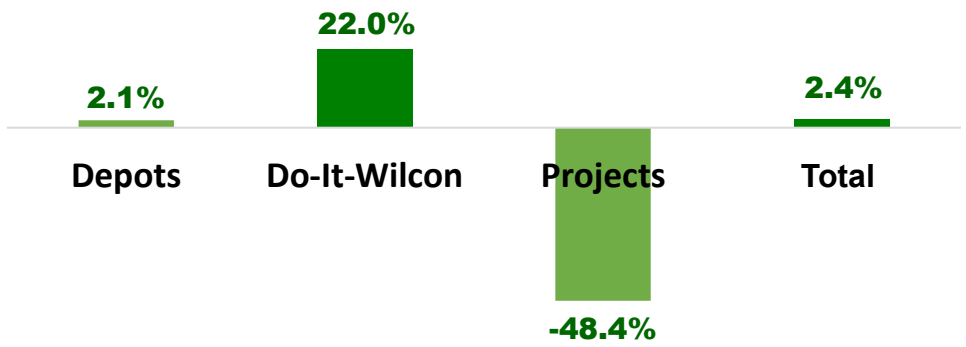
Php Millions





2.4%

Sales Growth per Store Format
3Q2026 VS 3Q2025



Product Category Performance
3Q2026 VS 3Q2025

Better than Average

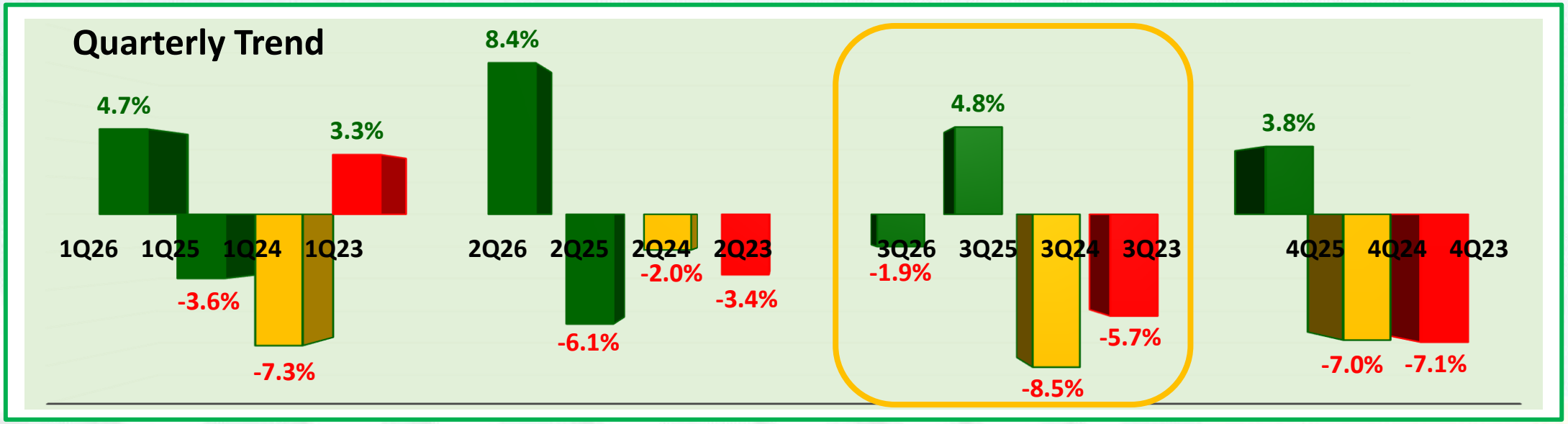
- Paints & Sundries
- Electrical & Lighting
- Appliances

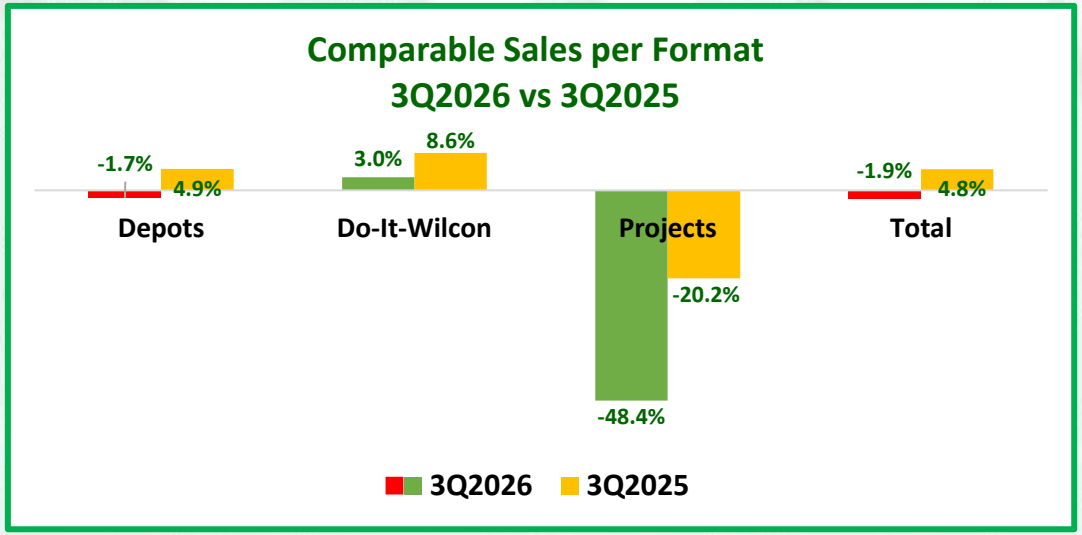
Lower than Average

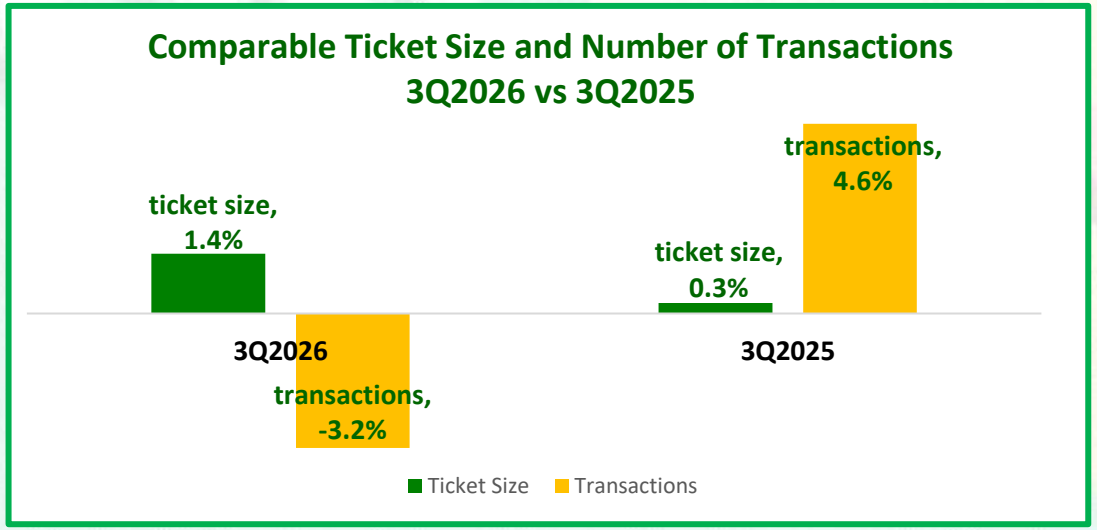
- Tiles
- Plumbing & Sanitary Wares
- Hardware & Tools
- Building Materials
- Furniture, Furnishing & Houseware, etc.

2.4%

Comparable Sales Summary







THIRD QUARTER 2026

GPM rate decreased to 37.2%

Lease-related expense

	3Q 2026	% of Sales	3Q 2025	% of Sales	+/-	% GROWTH
Net Sales	**9,452**	**100.0**	**9,228**	**100.0**	**224**	**2.4%**
Cost of sales	(5,936)	(62.8)	(5,765)	(62.5)	(171)	3.0%
Gross Profit	**3,517**	**37.2**	**3,463**	**37.5**	**53**	**1.5%**
Operating expenses	(2,672)	(28.3)	(2,475)	(26.8)	197	8.0%
Interest Exp (Lease Liab)	(221)	(2.3)	(180)	(1.9)	42	23.1%
Other Income - Net	98	1.0	127	1.4	(29)	(23.1%)
Income from Operations	**721**	**7.6**	**936**	**10.1**	**(215)**	**(22.9%)**
Non-lease related depcreciation	428	4.5	395	4.3	33	8.4%
EBITDA - Adjusted	**1,150**	**12.2**	**1,331**	**14.4**	**(181)**	**(13.6%)**
Non-operating Other Income	17	0.2	1	0.0	16	1182.5%
Income before tax	**738**	**7.8**	**937**	**10.2**	**(199)**	**(21.2%)**
Income Tax	(190)	(2.0)	(234)	(2.5)	44	(18.7%)
Net Income	**548**	**5.8**	**703**	**7.6**	**(155)**	**(22.1%)**



NINE MONTHS 2026 RESULTS

9M2026 RESULTS

Financial Highlights

₱ 28.43B
NET SALES

₱ 1.8B
NIAT

7.9 %
Y-o-Y SALES GROWTH

-6.1%
Y-o-Y NIAT GROWTH

Comparable Sales Summary

3.6%	-0.1%	3.7%
SSSG	TRANSACTION COUNT	TICKET SIZE

Margins

37.3%	12.5%	8.0%
GPM	EBITDAM	EBITM

Total Sales Mix

50.1%

In-house & exclusive contribution

Product categories performing better than average growth

- Plumbing and Sanitary Wares
- Paints & Sundries
- Appliances
- Building Materials
- Electrical and Lighting

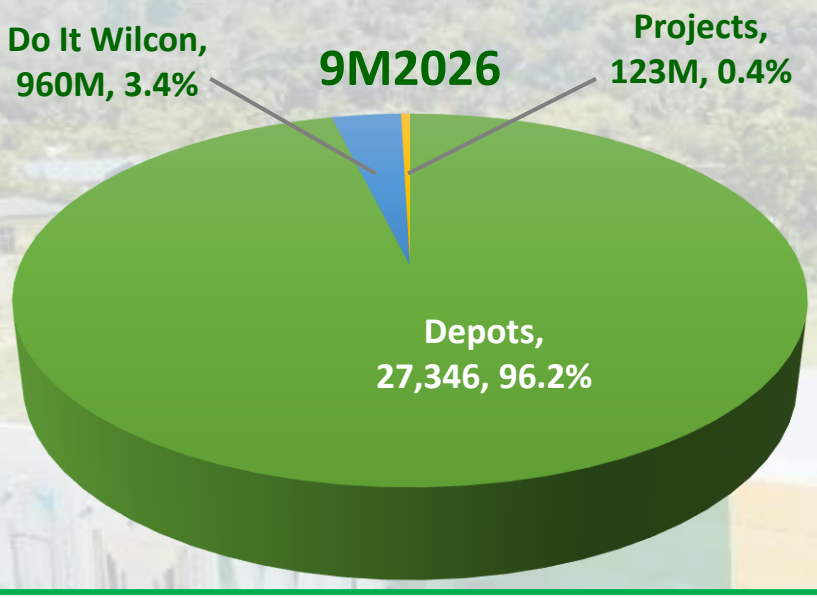
7
NEW STORES OPENED
AS OF SEPTEMBER 30, 2026

2026 NEW STORES

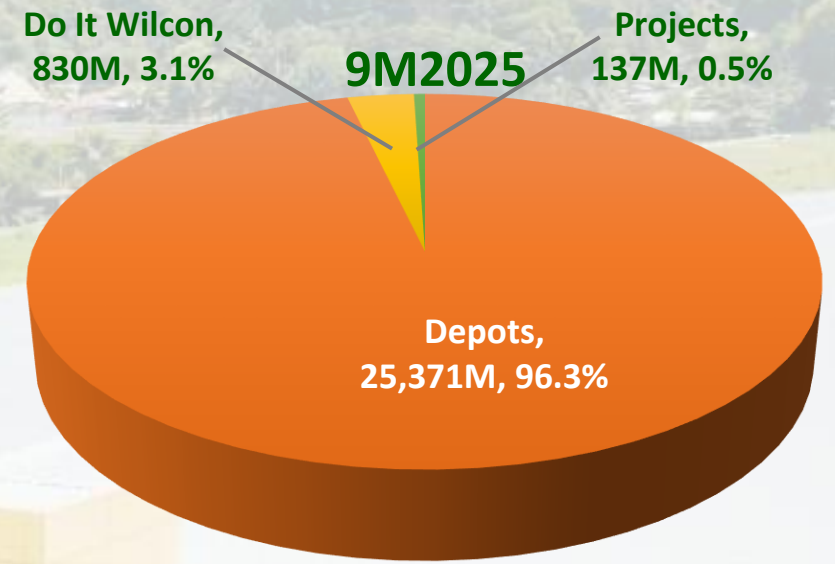
CARMONA, CAVITE	SALAWAG, CAVITE	ANGELES CITY, PAMPANGA	BINANGONAN, RIZAL	NEOGAN, TAGAYTAY	CAUAYAN, ISABELA	LEGAZPI CITY, ALBAY
						
January 23, 2026	January 30, 2026	January 30, 2026	May 29, 2026	June 26, 2026	July 31, 2026	September 11, 2026

Total Net Sales Breakdown – 9M 2026

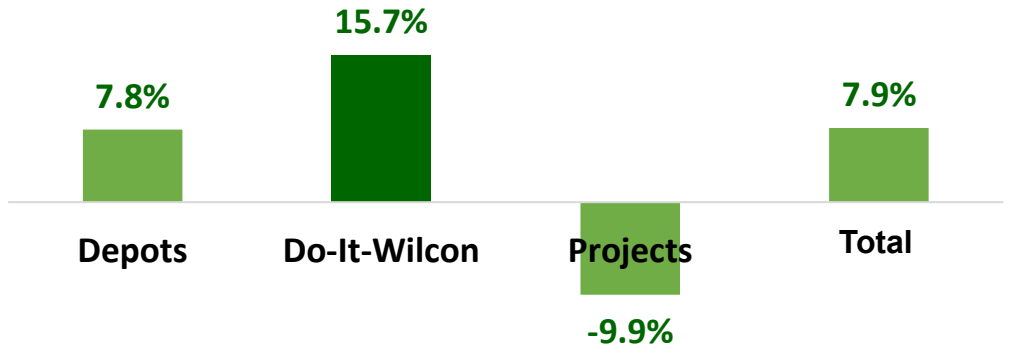
Php Millions



7.9%



Sales Growth per Store Format
9M2026 VS 9M2025



Product Category Performance
9M2026 VS 9M2025

Better than Average

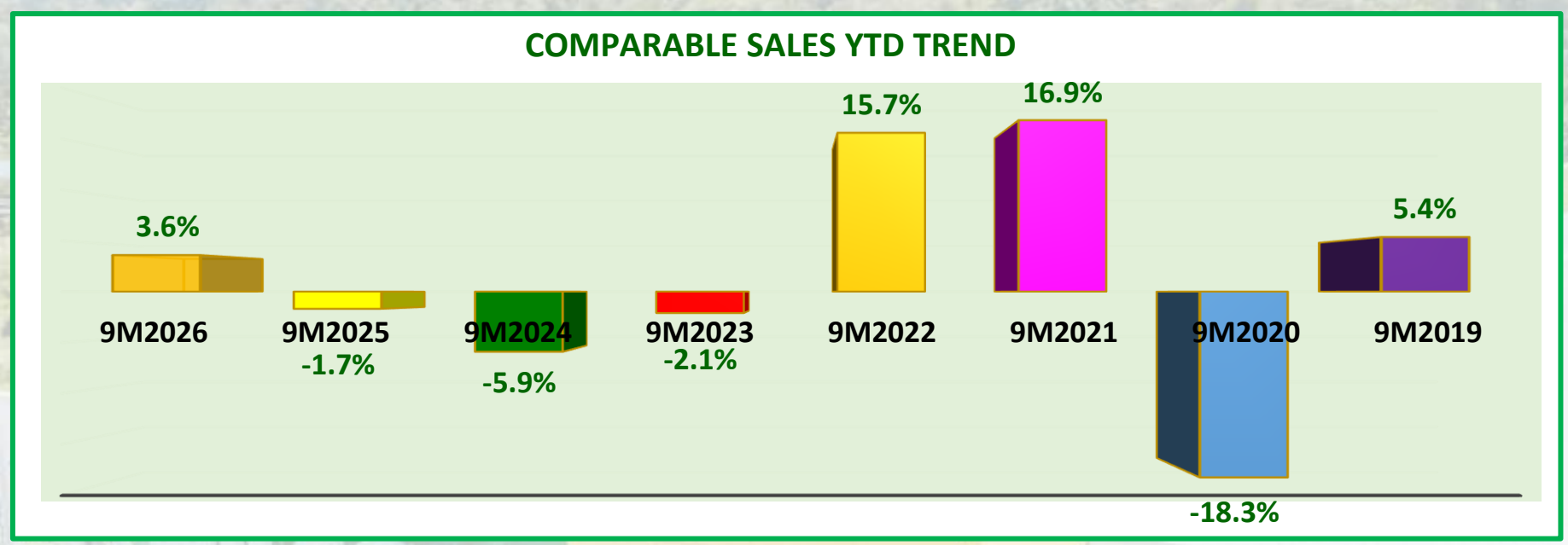
- Paints & Sundries
- Building Materials
- Plumbing & Sanitary Wares
- Appliances
- Electrical & Lighting

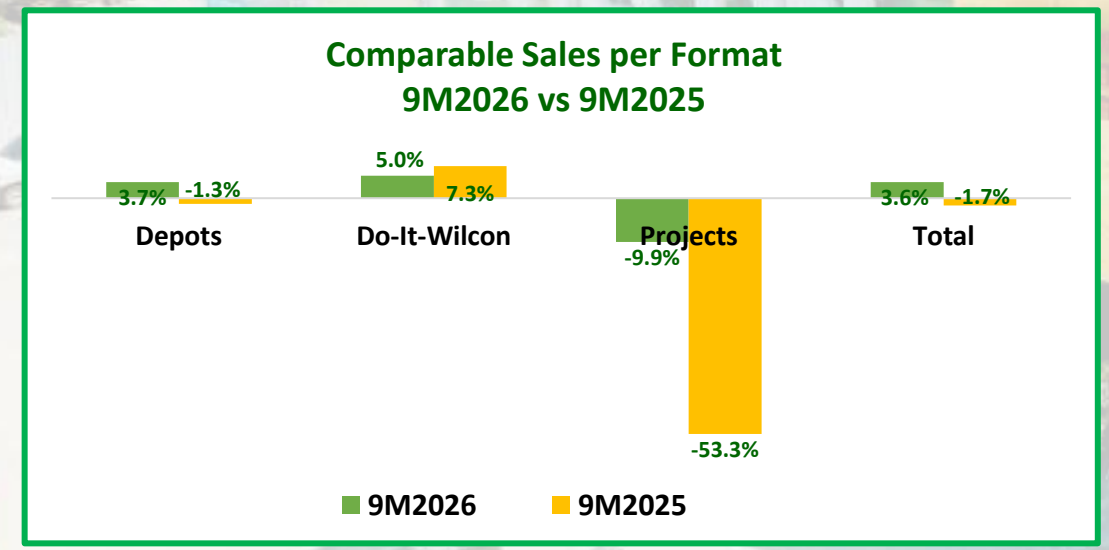
7.9%

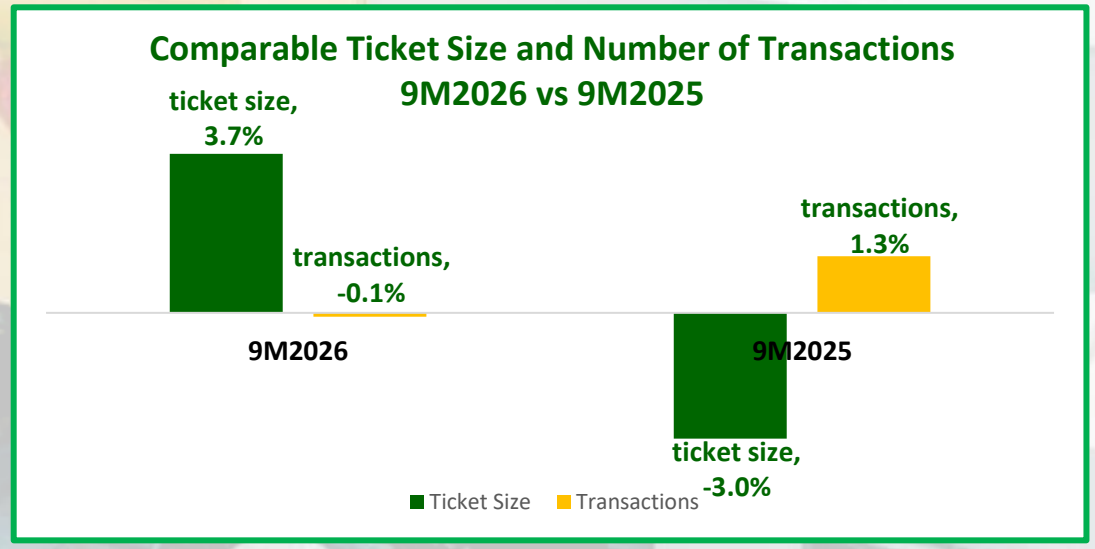
Lower than Average

- Furniture & Furnishing, Houseware, etc.
- Hardware & Tools
- Tiles

Comparable Sales Summary







NINE MONTHS 2026

GPM rate decreased to 37.3%

Lease-related expense

	YTD 2026	% of Sales	YTD 2025	% of Sales	+/-	% Growth y-o-y
Net Sales	**28,429**	**100.0**	**26,337**	**100.0**	**2,092**	**7.9%**
Cost of sales	(17,836)	(62.7)	(16,261)	(61.7)	(1,575)	9.7%
Gross Profit	**10,594**	**37.3**	**10,076**	**38.3**	**518**	**5.1%**
Operating expenses	(8,017)	(28.2)	(7,403)	(28.1)	(615)	8.3%
Interest Exp (Lease Liab)	(584)	(2.1)	(538)	(2.0)	(47)	8.7%
Other Income - Net	290	1.0	322	1.2	(32)	(9.9%)
Income from Operations	**2,282**	**8.0**	**2,458**	**9.3**	**(176)**	**(7.2%)**
Non-lease related depreciation	1,272	4.5	1,147	4.4	126	11.0%
EBITDA - Adjusted	**3,554**	**12.5**	**3,605**	**13.7**	**(50)**	**(1.4%)**
Non-operating Other Income	49	0.2	19	0.1	30	152.3%
Income before tax	**2,331**	**8.2**	**2,478**	**9.4**	**(147)**	**(5.9%)**
Income Tax	(579)	(2.0)	(612)	(2.3)	(33)	(5.3%)
Net Income	**1,752**	**6.2**	**1,866**	**7.1**	**(114)**	**(6.1%)**

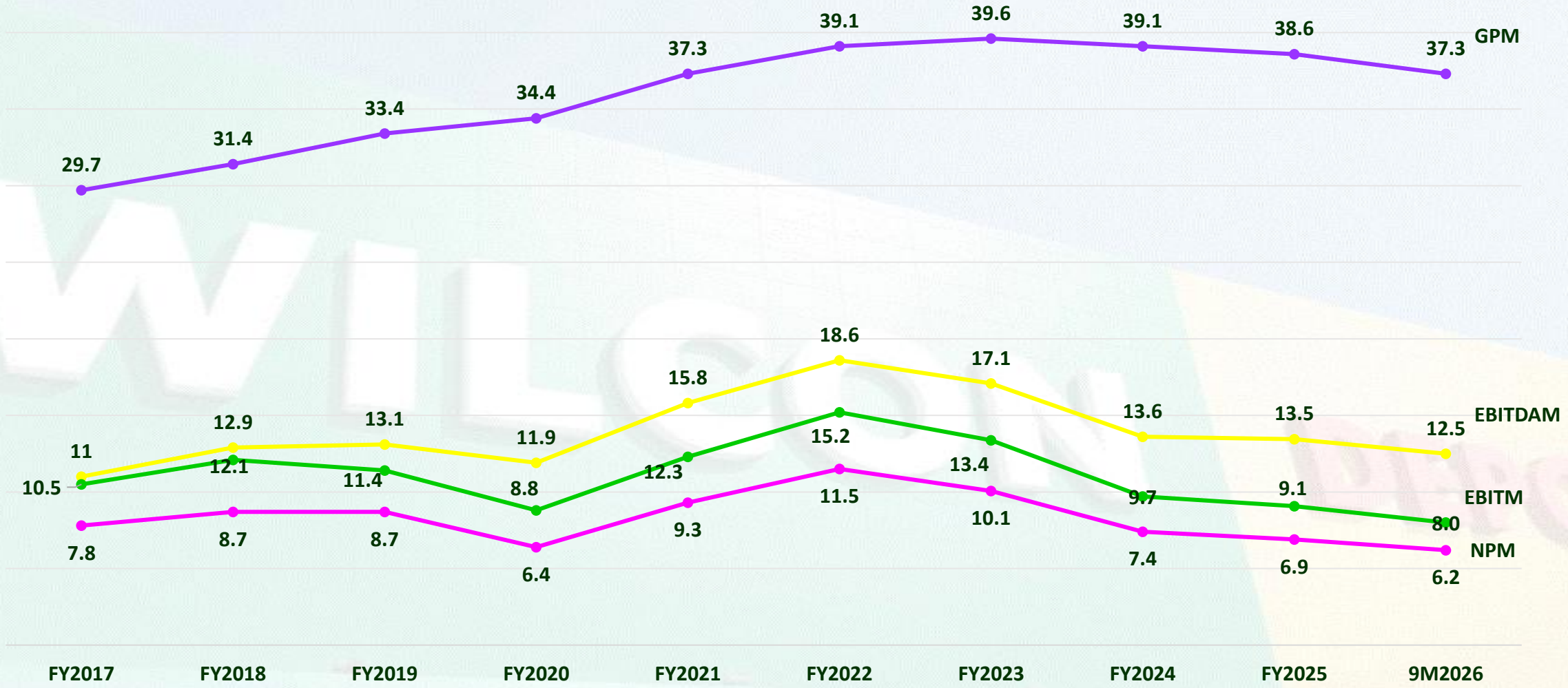
Balance Sheet

(In Million Php)	**Unaudited** *(as of September 30, 2026)*	**Audited** *(as of December 31, 2025)*
Current Assets	18,413	18,804
Noncurrent Assets*	24,905	21,730
Total Assets	**43,319**	**40,534**
Current Liabilities	6,922	6,534
Noncurrent Liabilities	11,474	9,189
Total Liabilities	**18,396**	**15,723**
Capital Stock	4,100	4,100
Additional Paid-in Capital	5,374	5,374
Other Comprehensive Loss	46	46
Retained Earnings	15,403	15,291
Total Equity	**24,923**	**24,811**
Current ratio	2.66	2.88
Quick ratio	0.45	0.47
Debt to equity ratio	0.74	0.63
Return on asset	4.04%	6.03%
Return on equity	7.03%	9.86%

9M2026 vs 9M2025 CAPEX Investment

	9M2026 ACTUAL	9M2025 ACTUAL
Construction/Renovation of New Stores and Warehouses	899	838
Store and Transportation Equipment	401	356
Renovations & Repairs	656	381
IT Infrastructures and Softwares	32	26
Total CAPEX (in millions Php)	**1,988**	**1,602**

Historical Margins

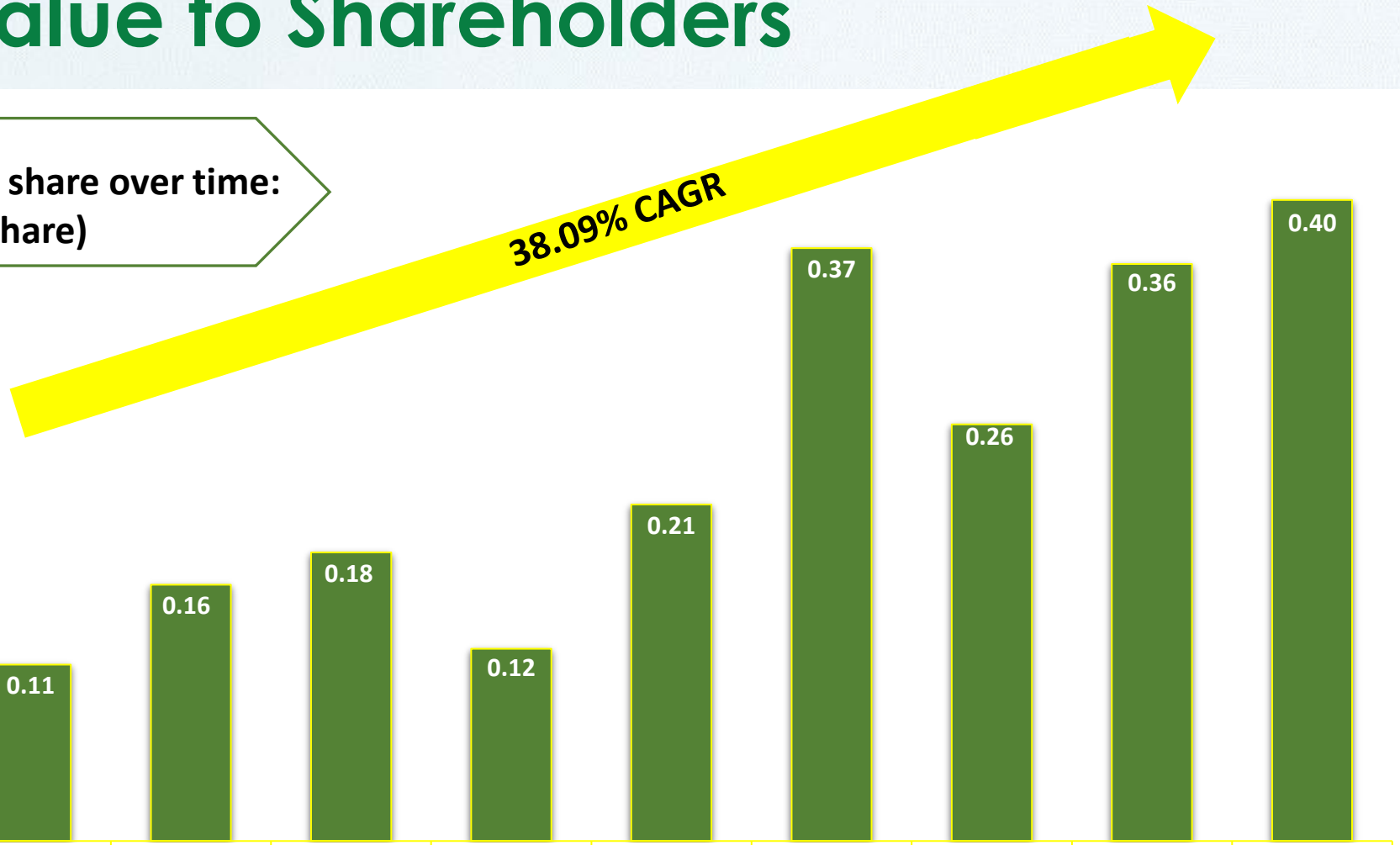


Note: ROU depreciation and interest expense charged on lease liability were considered as rent expense for years 2019 to 2026.

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Returning Value to Shareholders

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



	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Cash Dividends (Php M)	450.97	655.96	737.95	491.97	860.94	1,516.90	1,065.93	1,475.90	1,639.89

Key Growth Strategies



- Disciplined evolution of the store network, balancing selective growth with the protection and optimization of existing strengths
- Portfolio-led product and margin management focused on sustainable return improvement
- Continuous evolution of customer touchpoints to support efficiency, scalability, and engagement
- Strengthening brand equity to support long-term demand quality and pricing power

2026 STORE OPENINGS

YTD September 30, 2026

114 Angeles, Pampanga

Actual Opening Date: January 30, 2026

66 Cauayan, Isabela

Actual Opening Date: July 31, 2026

DIW24 Neogan, Tagaytay

Actual Opening Date: June 26,2026

DIW26 Binangonan

Actual Opening Date: May 29, 2026

113 Carmona, Cavite

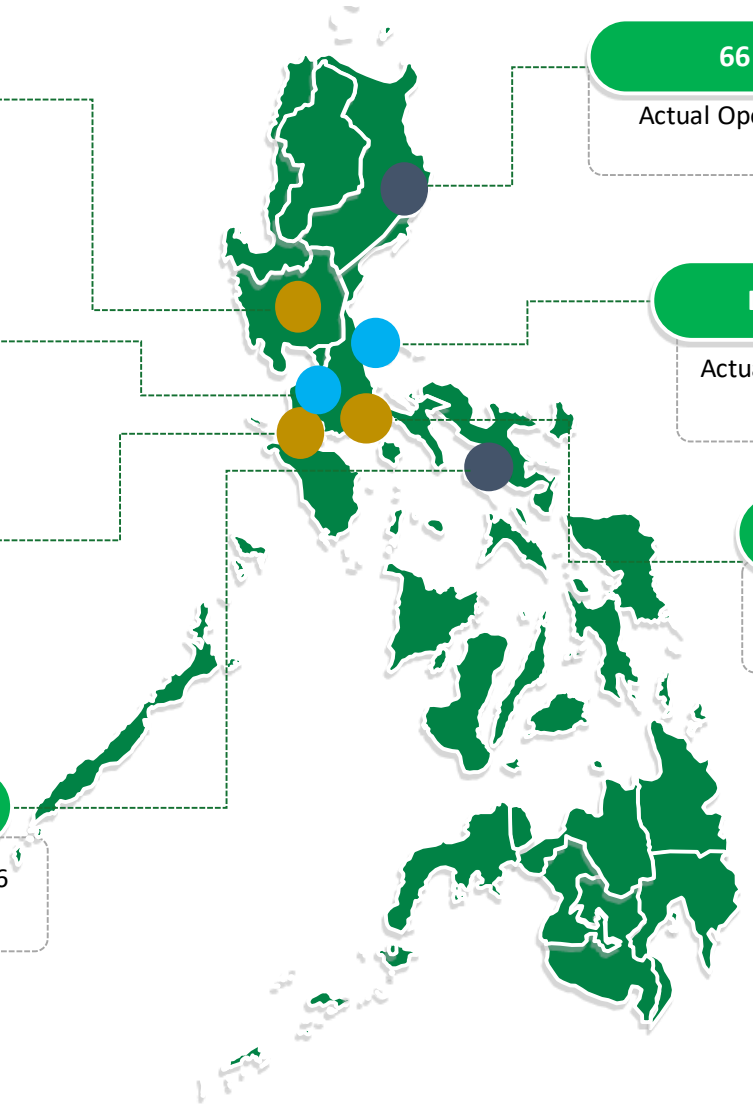
Actual Opening Date: January 23, 2026

110 Salawag, Cavite

Actual Opening Date: January 30, 2026

118 Legazpi, Albay

Actual Opening Date: September 11, 2026



Legend:

- Q1 2026 Opening
- Q3 2026 Opening
- Q3 2026 Opening

Total number of stores as of September 30, 2026:

111

Store Network Strategy — How We Govern Physical Growth

Disciplined evolution of the store network, balancing selective growth with the protection and optimization of existing strengths

• Capital deployment conditions:	• We manage the store network as a portfolio across different asset states:
✓ Demand supports sustainable economics	✓ Established assets focused on optimization and resilience
✓ Payback remains within thresholds	✓ Mature assets prioritized for cash generation and efficiency
✓ Operating complexity remains manageable	✓ Selective growth assets subject to return thresholds
✓ Physical expansion is a highly considered option defined by these criteria	✓ Experimental formats governed by capped capital and learning milestones

Product & Margin Strategy — Portfolio-Level Governance

Portfolio-led product and margin management focused on sustainable return improvement

How Decisions Are Governed	Return
• Product and margin decisions are governed using portfolio-level principles:	• Margin improvement must strengthen overall economics:
✓ Focus on return quality	✓ Incremental margin must translate to improved ROIC
✓ Evaluation of products as part of an integrated portfolio, not in isolation	✓ Short-term gains are evaluated against long-term return sustainability
✓ Trade-offs managed across assortment breadth, pricing, and cost-to-serve	✓ Capital and complexity are explicitly accounted for in decisions

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Customer Touchpoints — Operating Model

Continuous evolution of customer touchpoints to support efficiency, scalability, and engagement.

• Customer-facing decisions are governed by operating principles:	• The evolution of touchpoints is intended to:
✓ Touchpoints are evaluated as part of an end-to-end customer journey.	✓ Improve consistency and reliability across customer interactions.
✓ Experience enhancements must improve efficiency or scalability, not just satisfaction.	✓ Enable more efficient delivery of service and fulfillment.
✓ Complexity is actively managed to avoid cost or execution drag.	✓ Support engagement without disproportionate capital or operating expense.
✓ Changes are prioritized based on impact to overall operating leverage.	
✓ Experience is designed to scale, not to add friction or cost.	

Brand Strategy: Long-Term Demand Quality and Pricing Power

Strengthening brand equity to support long-term demand quality and pricing power.

• Brand decisions are governed by long-term value principles:	• Strengthened brand equity is expected to:
✓ Brand is managed as an economic asset, not a short-term spend	✓ Improve demand quality and reduce volatility.
✓ Brand actions must reinforce trust, relevance, and consistency	✓ Support pricing power and margin resilience over time.
✓ Trade-offs are evaluated between near-term impact and long-term equity	✓ Lower cost-to-serve through loyalty and repeat behavior.

45 YEARS WILCON

Q & A



THANK YOU!

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