SECURITIES AND EXCHANGE COMMISSION SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)

May 31, 2022

2. SEC Identification Number

24015

3. BIR Tax Identification No.

000-282-553

4. Exact name of issuer as specified in its charter

The Keepers Holdings, Inc.

5. Province, country or other jurisdiction of incorporation

Manila, Philippines

- 6. Industry Classification Code(SEC Use Only)
- 7. Address of principal office

No. 900 Romualdez St., Paco, Manila Postal Code 1007

8. Issuer's telephone number, including area code

09178612459

9. Former name or former address, if changed since last report

Da Vinci Capital Holdings, Inc.

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding	
Common shares	14,508,750,313	

11. Indicate the item numbers reported herein

Other Matters

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

The Keepers Holdings, Inc. KEEPR

PSE Disclosure Form 4-30 - Material Information/Transactions References: SRC Rule 17 (SEC Form 17-C) and Sections 4.1 and 4.4 of the Revised Disclosure Rules

Subject	of the	Disc	osure
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Company Presentation for its Full Year 2021 and 1Q 2022 Results

Background/Description of the Disclosure

Company Presentation for its Full Year 2021 and 1Q 2022 Results

Other Relevant Information

Please see attached SEC 17-C Report re: Company Presentation for its Full Year 2021 and 1Q 2022 Results

Filed on behalf by:

Name	Ma. Cecilia Calderon
Designation	Board Secretary

COVER SHEET

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	May 31, 2022
SEC Identification Number	24015
BIR Tax Identification Number	000-282-553
Name of Issuer as specified in its charter	The Keepers Holdings, Inc. (Formerly, Da Vinci Capital Holdings, Inc.)
Address of principal office and postal code	No. 900 Romualdez St., Paco, Manila, 1007
Industry Classification Code	
Issuer's Telephone Number	(632) 8522-8801
Former Name	None
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares – 14,508,750,313
Indicate the item numbers reported therein	Other Matters/Event

Other Matters:

Please see attached Company Presentation for its Full Year 2021 and 1Q 2022 Results.

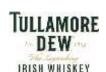
SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE KEEPERS HOLDINGS, INC.

ATTY. CANDY BOACANAY- DATUON
Assistant Corporate Secretary and Compliance Officer















































































































The Keepers Holdings, Inc.

FY 2021 Results Investor Presentation May 2022



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Disclaimer













Opening Remarks















Company Overview

Company Overview: At a Glance



The Keepers Holdings, Inc. ("KEEPR" or the "Company")

- Holding company of Lucio Co's liquor distribution businesses: KEEPR wholly owns three major players in the Philippine liquor, wine, and specialty beverage industry Montosco Inc., Meritus Prime Distributions, Inc., and Premier Wine and Spirits, Inc.
- <u>Largest distributor of imported spirits in the Philippines:</u> Based on the IWSR report, the Company and its subsidiaries (the "Group") accounted for 74.0%¹ and 66.9%¹ of the imported spirits segment based on volume and retail sales value, respectively, in 2020.
- Strong synergies derived from affiliates, Puregold and S&R: The Group's grocery retail affiliates have a vast nationwide network of 4252 stores as of end-2021, providing it with extensive retail touchpoints covering practically all market segments.
- Healthy growth trajectory: From 2018 to 2019, the Group's sales grew by 25% to ₱10.72 Billion while net income grew by 49% to ₱1.22 Billion. Although growth was tempered by the pandemic with sales declining to ₱8.17 Billion in 2020, net income remained robust at ₱1.18 Billion in the same period.



Company Overview: Cosco Group Overview



The Group's debut in the PSE is intended to unlock the untapped potential of the three operating companies, and to provide a platform for their future growth.

















Key Investment Highlights



Leading market position in the imported spirits distribution segment in the Philippines¹



KEEPR has established market leadership in all leading categories of the imported spirits segment¹.

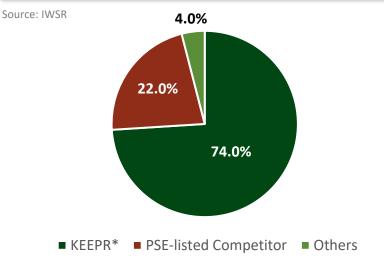
Non-Cognac Brandy	ALFONSO I	HLHAMBRA	CARLOS T		
Blended Scotch	IOHNNIE WALKER	© CHIVAS	ROYAL SALUTE SCOTCH WHISKY		
Malt Scotch	Glenfiddich	THE SINGLETON.	JOHNNIE WALKER.	GLENLIVET	Ballantine's
US Whiskey	#1 JIM BEAM	# 2	Maker's @Mark		
Soju	#1 JINRO	친구			
Cognac	MARTELL South Parkers				
Vodka	ABSOLUT' VODKA	# 2	CÎROC.	Retel One VODKA	
Gin	#1 6 Tanqueray	HENDRICK'S	GILBEY'S	ROKUGIN	BEEFEATER
Rum	(aptain Morgan	Havana Club	CRUZAN		
Agave	Jose Quervo	1800 —TEQUILA—	DonJulio		
Flavored Spirits	#1 BAILEYS	#2 Ca	mpari DISAR	ONNO KAH	WALIBU MALIBU
Irish Whiskey	JAMESON.	Tullamore Dew			to the ranking is within the nent, according to IWSR.

Leading market position in the imported spirits distribution segment in the Philippines

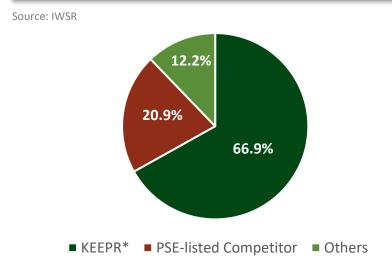


The Group is the largest aggregator and distributor of imported spirits in the Philippines.





Market Share – Imported Spirits (Retail sales value ("RSV") in ₱ Billion)



Across Price Segments

C-D Segment	A-B Segment							
Affordable	Standard	Premium						
₱200 to ₱400	₱400 to ₱1,000	₱1,000 to ₱5,000						
✓ such as "Alfonso" ✓ such as the "Johnnie Walker" core range								

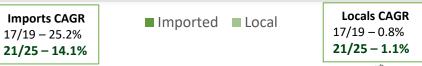


High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio



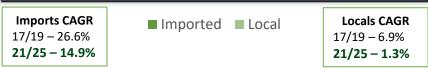
From 2021 to 2025, the Philippines' imported spirits segment is forecasted to grow at a CAGR of 14.1% and 14.9% based on volume and retail sales value¹, respectively – outpacing the growth of the local spirits segment.

Total Spirits Consumption (Volume in Mn 9-litre case)





Total Spirits Consumption (RSV in ₱ Bn)





Source: IWSR

*Represents total spirits consumption

Key Market Factors

Trade Concentration

 Few establishments dominate import and wholesaling

Source: IWSR

Connectivity

*Represents total spirits consumption

✓ International experience steadily enhance consumer experience through returning OFWs

Domestic Concentration

✓ Local manufacturers are confined to the low-priced segment

Young Population

 ✓ Population structure ensures significant additions to the LDA strata

11

Note 1 – According to IWSR.



High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio



KEEPR maintains an expansive and well-curated product portfolio with certain brands under exclusivity arrangements with the multinational brand owners.

Non-Cognac Brandy







Blended Scotch







Malt Scotch







US Whiskey







Soju





Cognac



Vodka









Gin









Rum







Agave







Flavored Spirits









Irish Whiskey



Tullamore Dew

Wine









Specialty Beverages







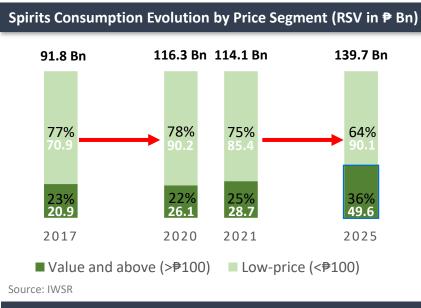




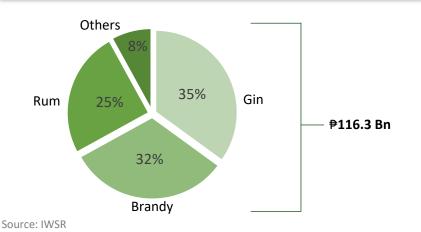
Well-positioned to capture the premiumization consumer trend in the Philippines



The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.



Spirits Consumption 2020 (RSV)



Aspirational, high affinity for imported products Premiumization Growth in disposable income Growth in disposable income Growth in disposable income Growth in disposable income

Spirits Premiumization Trend





Extensive and long-standing relationships with brand owners who are global market leaders



The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.







OVER 20 YEARS















OVER 10 YEARS









OSBORNE ..



LESS THAN 10 YEARS







Real Trade International





Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages



With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is equipped to execute the Group's business strategies.



Lucio L. Co

- Chairman of The Keepers Holdings, Inc.
- Founder and Chairman of Puregold Priceclub, Inc., Cosco Capital, Inc., Invescap Inc.; Director of Philippine Bank of Communications and various other companies.
- Has been an entrepreneur for the past 40 years



Jose Paulino L. Santamarina

- President of The Keepers Holdings, Inc. and of PWSI which he help co-found
- Is a director and officer in various companies
- Prior to joining the Group, he was the Chief Financial Officer of CMG Marketing, Inc. from 1988 to 1996, a subsidiary of United Distillers which was the precursor to what is now Diageo
- He graduated from Ateneo de Davao University with a degree of Bachelor of Science in Accountancy.



Imelda D. Lacap

- Comptroller of The Keepers Holdings, Inc.
- She started her career with SGV & Co., the largest professional service firm in the Philippines before moving to Puregold as Audit Officer in 2001; she joined the liquor group in 2006.
- She is a graduate of Centro Escolar University Malolos with a degree of Bachelor of Science in Accountancy in 1998. She is a Certified Public Accountant.



Ma. Editha D. Alcantara

- Treasurer of The Keepers Holdings, Inc.
- She holds several positions concurrently including Chairmanship of Blue Ocean Holdings, Inc.
- Ms. Alcantara is a graduate of Polytechnic University of the Philippines with a degree of Bachelor of Economics and Politics in 1992.



Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages



With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is undoubtedly equipped to execute the Group's business strategies.



Camille Clarisse P. Co

- Chairman and President of Meritus Prime Distributions, Inc.
- She is concurrently a director of Invesco Company, Inc. Montosco, Inc., Premier Wine and Spirits, Inc., P.G. Holdings, Inc. and Puregold Properties, Inc. among others.
- Ms. Co is a graduate of De La Salle University with a degree of Bachelor of Arts in Psychology in 2009.



Jannelle O. Uy

- Chairman and President of Montosco, Inc.
- Her previous experience includes working as a Key Account Manager in Unilever Philippines from 2009 to 2013.
- She graduated from the De La Salle University with a degree in Applied Corporate Management in 2009.



Robin Derrick C. Chua

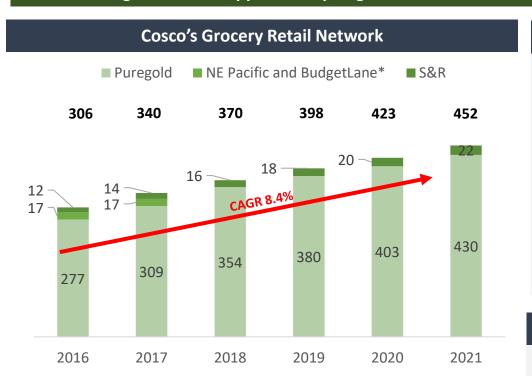
- Managing Director of Premier Wine and Spirits, Inc.
- He worked in various consumer marketing and sales roles in Unilever Philippines and overseas from 2012 to 2018.
- He is a graduate of Ateneo de Manila University with a degree of Bachelor of Science in Management and a Minor in Entrepreneurship in 2012.



Strategic and sustainable expansion plan complemented by synergistic relationship with the Cosco Capital Group



The Group has an extensive distribution ecosystem with over 200 distribution partners that sell its products across all fringes of the Philippine archipelago.





Third-Party Distribution Partners

- ✓ Grocery Retailers
- ✓ Sub-Distributors
- √ Wholesalers
- ✓ E-commerce / Online Retailers
- ✓ Others







On-Premise Channels

Bars

- **Clubs**
- Restaurants
- ✓ Others

✓ Hotels







Puregold Display Racks





























Key Investment Highlights



1

Leading market position in the imported spirits distribution segment in the Philippines.

2

High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio.

3

Well-positioned to capture the premiumization consumer trend in the Philippines.

4

Extensive and long-standing relationships with brand owners who are global market leaders.



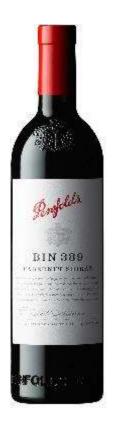
Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages.



Strategic and sustainable expansion plan complemented by synergistic relationship with Cosco Capital group, allowing the Group to widen its market reach.















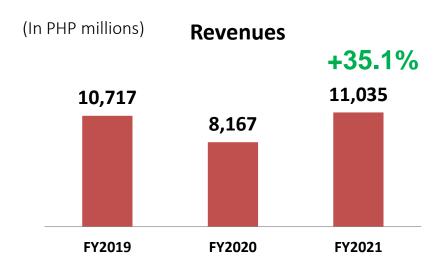


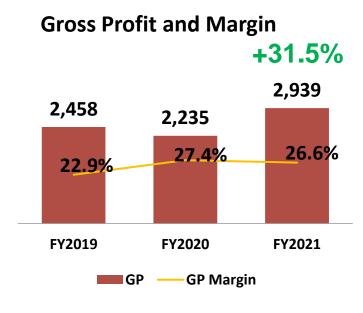


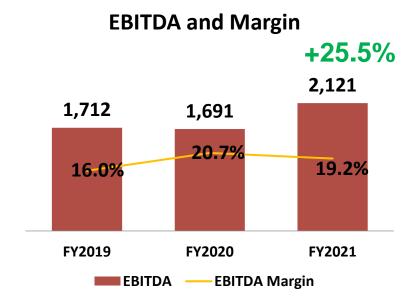
Financial Highlights

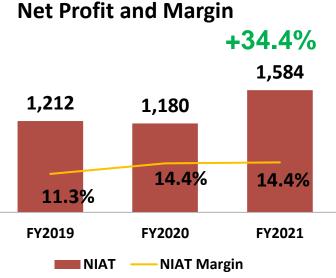
Key Financial Highlights











Operating Highlights



- 32% growth in total volume of cases sold in FY 2021
- Successful follow-on offering listing on November 19, 2021 in the PSE
- Growth driven by the increase in the brandy, other spirit segment, and wines.

CATEGORY	2019	% Mix	2020	% Mix	2021	% Mix	% YoY
Brandy	2,997,940	73%	2,488,760	74%	3,473,246	78%	40%
Other Spirits	626,231	15%	533,170	16%	532,741	12%	0%
Wines	235,407	6%	167,335	5%	219,704	5%	31%
Specialty beverages	238,213	6%	196,660	6%	239,505	5%	22%
Grand Total	4,097,791	100%	3,385,925	100%	4,465,196	100%	32%

Growth/Decline



43%





32%

















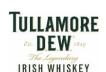


Q & A



Thank You!















































































































The Keepers Holdings, Inc.

1Q 2022 Results Investor Presentation May 2022



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Key Investment Highlights



Leading market position in the imported spirits distribution segment in the Philippines¹



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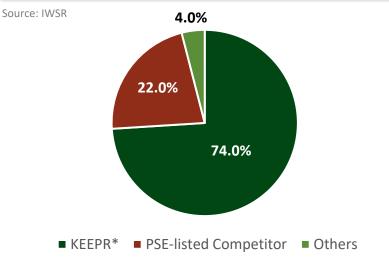
Non-Cognac Brandy	ALFONSO I	ALHAMBRA	CARLOS·I		
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US Whiskey	#1 JIM BEAM	# 2 SMITTING	Maker's &iv Mark		
Soju	JINRO	えし子 CHMGUSOJU			
Cognac	MARTELL PONDEE TO 1715				
Vodka	ABSOLUT° VODKA	# 2	CÎROC.	Retel One vodka	
Gin	#1 6 Tanqueray	HENDRICK'S	GILBEY'S' Special Dey GIN	ROKU GIN	BEFFEATER
Rum	#2 Captain Morgan	Havana Club	CRUZAN		
Agave	Jose Quervo	1800 —tequila—	Don Julio.		
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Irish Whiskey	JAMESON-	Tullamore Dew			to the ranking is within the nent, according to IWSR.

Leading market position in the imported spirits distribution segment in the Philippines

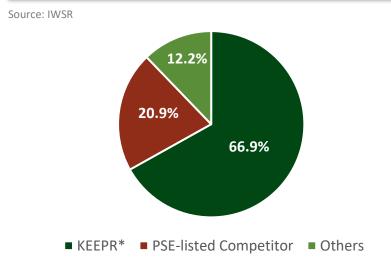


The Group is the largest aggregator and distributor of imported spirits in the Philippines.





Market Share – Imported Spirits (Retail sales value ("RSV") in ₱ Billion)



Across Price Segments

C-D Segment	A-B Segment				
Affordable	Standard	Premium			
₱200 to ₱400	₱400 to ₱1,000	₱1,000 to ₱5,000			
✓ such as "Alfonso" ✓ such as the "Johnnie Walker" core range					

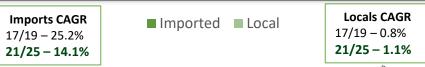


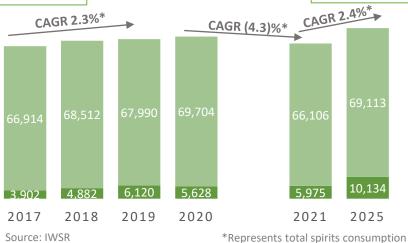
High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio



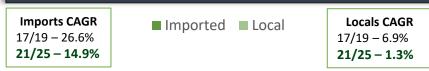
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Total Spirits Consumption (Volume in Mn 9-litre case)





Total Spirits Consumption (RSV in ₱ Bn)





Source: IWSR

*Represents total spirits consumption

Key Market Factors

Trade Concentration

 Few establishments dominate import and wholesaling

Connectivity

✓ International experience steadily enhance consumer experience through returning OFWs

Domestic Concentration

✓ Local manufacturers are confined to the low-priced segment

Young Population

 ✓ Population structure ensures significant additions to the LDA strata

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Note 1 – According to IWSR.



High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio



KEEPR maintains an expansive and well-curated product portfolio with certain brands under exclusivity arrangements with the multinational brand owners.

Non-Cognac **Brandy**















Malt Scotch















Soju









Vodka









Gin









Rum







Agave







Flavored Spirits









Irish Whiskey



Tullamore Dew

Wine

Legend:

















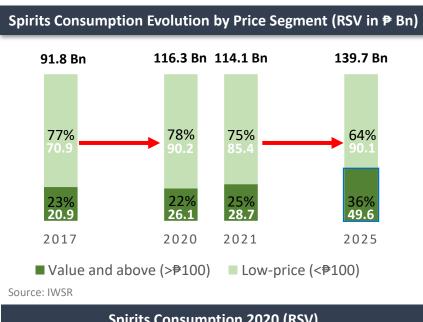




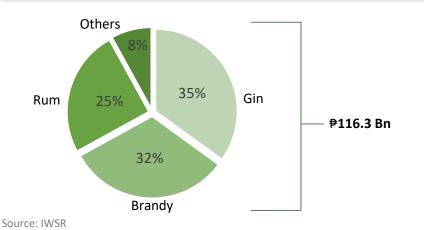
Well-positioned to capture the premiumization consumer trend in the Philippines



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Spirits Consumption 2020 (RSV)



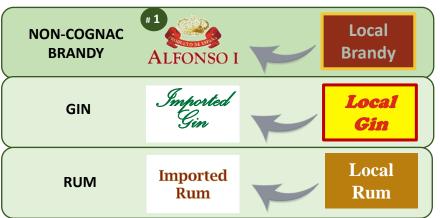
Aspirational, high affinity for Growing sophistication, imported products favoring quality over quantity **Premiumization**

Growth in disposable income

Emerging middle class

Spirits Premiumization Trend

Filipino Consumer Trends



13



Extensive and long-standing relationships with brand owners who are global market leaders



The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.







OVER 20 YEARS















OVER 10 YEARS















LESS THAN
10 YEARS







Real Trade International







Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages



With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is equipped to execute the Group's business strategies.



Lucio L. Co

- Chairman of The Keepers Holdings, Inc.
- Founder and Chairman of Puregold Priceclub, Inc., Cosco Capital, Inc., Invescap Inc.; Director of Philippine Bank of Communications and various other companies.
- Has been an entrepreneur for the past 40 years



Jose Paulino L. Santamarina

- President of The Keepers Holdings, Inc. and of PWSI which he help co-found
- Is a director and officer in various companies
- Prior to joining the Group, he was the Chief Financial Officer of CMG Marketing, Inc. from 1988 to 1996, a subsidiary of United Distillers which was the precursor to what is now Diageo
- He graduated from Ateneo de Davao University with a degree of Bachelor of Science in Accountancy.



Imelda D. Lacap

- Comptroller of The Keepers Holdings, Inc.
- She started her career with SGV & Co., the largest professional service firm in the Philippines before moving to Puregold as Audit Officer in 2001; she joined the liquor group in 2006.
- She is a graduate of Centro Escolar University Malolos with a degree of Bachelor of Science in Accountancy in 1998. She is a Certified Public Accountant.



Ma. Editha D. Alcantara

- Treasurer of The Keepers Holdings, Inc.
- She holds several positions concurrently including Chairmanship of Blue Ocean Holdings, Inc.
- Ms. Alcantara is a graduate of Polytechnic University of the Philippines with a degree of Bachelor of Economics and Politics in 1992.



Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages



With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is undoubtedly equipped to execute the Group's business strategies.



Camille Clarisse P. Co

- Chairman and President of Meritus Prime Distributions, Inc.
- She is concurrently a director of Invesco Company, Inc. Montosco, Inc., Premier Wine and Spirits, Inc., P.G. Holdings, Inc. and Puregold Properties, Inc. among others.
- Ms. Co is a graduate of De La Salle University with a degree of Bachelor of Arts in Psychology in 2009.



Jannelle O. Uy

- Chairman and President of Montosco, Inc.
- Her previous experience includes working as a Key Account Manager in Unilever Philippines from 2009 to 2013.
- She graduated from the De La Salle University with a degree in Applied Corporate Management in 2009.



Robin Derrick C. Chua

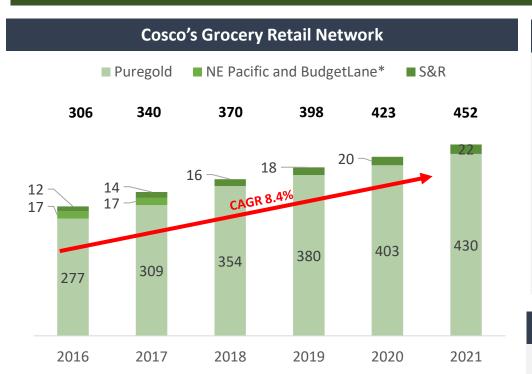
- Managing Director of Premier Wine and Spirits, Inc.
- He worked in various consumer marketing and sales roles in Unilever Philippines and overseas from 2012 to 2018.
- He is a graduate of Ateneo de Manila University with a degree of Bachelor of Science in Management and a Minor in Entrepreneurship in 2012.



Strategic and sustainable expansion plan complemented by synergistic relationship with the Cosco Capital Group



The Group has an extensive distribution ecosystem with over 200 distribution partners that sell its products across all fringes of the Philippine archipelago.





Third-Party Distribution Partners

- **Grocery Retailers**
- **Sub-Distributors**
- **Wholesalers**
- **E-commerce / Online Retailers**
- **Others**







On-Premise Channels

Bars

- Clubs
- **Restaurants**
- **Others**

Hotels







Puregold Display Racks





























Key Investment Highlights



1

Leading market position in the imported spirits distribution segment in the Philippines.

2

High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio.

3

Well-positioned to capture the premiumization consumer trend in the Philippines.

4

Extensive and long-standing relationships with brand owners who are global market leaders.



Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages.



Strategic and sustainable expansion plan complemented by synergistic relationship with Cosco Capital group, allowing the Group to widen its market reach.















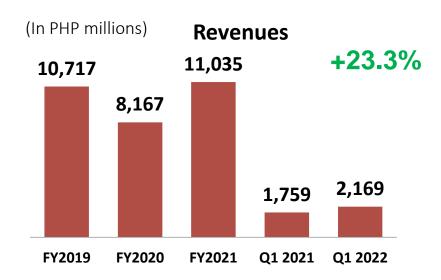


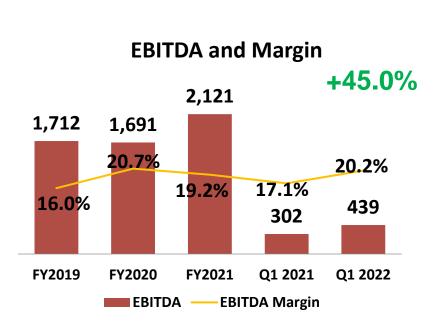


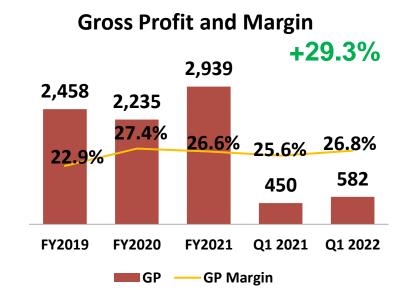
Financial Highlights

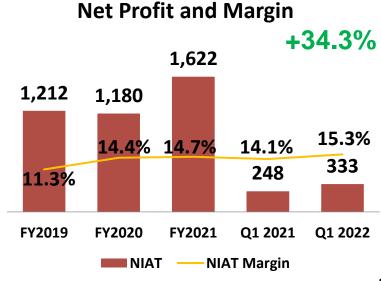
Key Financial Highlights











Operating Highlights



- 17% growth in total volume of cases sold in 1Q 2022
- Successful follow-on offering listing on November 19, 2021 in the PSE
- Growth driven by the increase in the brandy, wines and specialty beverages.

(in thousand cases)

CATEGORY	1Q 2021	% Mix	1Q 2022	% Mix	% Growth
Brandy	480	68%	593	71%	24%
Other Spirits	149	21%	120	14%	-19%
Wines	34	5%	48	6%	41%
Specialty beverages	46	6%	70	8%	52%
Grand Total	709	100%	831	100%	17%



















Q & A



Thank You!