

Maker's Mark
SIV

TULLAMORE DEW
EST. 1829
The Legendary
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



AVIATION
AMERICAN GIN

B
BEEFEATER
LONDON

FIJI
WATER

SANTA CAROLINA
CHILE 1875



Captain Morgan



NORDÉS
GIN

1800
TEQUILA



SINCE 1924

JINRO



THE SINGLETON



HEREDEROS DEL MARQUÉS DE RISCAL

IMPORTED ALHAMBRA

ALFONSO I
PRODUCTO DE ESPAÑA



ABSOLUT
VODKA

Tanqueray

친구
CHINGU SOJU



JOHNNIE WALKER



PEGO'S



ROYAL SALUTE
SCOTCH WHISKY

HENDRICK'S
DISTILLED AND BOTTLED IN SCOTLAND
GIN

Penfold's

GILBEY'S
Special Dry
GIN

Ketel One
VODKA

Jose Cuervo



Vino Fontana



MOMPÓ
Mass Wine since 1850

Don Julio

BAILEYS



CARLOS I

THE GLENLIVET



Red Bull

DISARONNO
ORIGINALE



ROKU GIN
THE JAPANESE CRAFT GIN

TEQUILA ROSE
STRAWBERRY
CREAM

Kahlúa

STRONG
ZERO

the Saints



WOLF BLASS

CÎROC
ULTRA PREMIUM VODKA



The Keepers
Holdings



The Keepers Holdings, Inc.

First Quarter 2023 Results Investor Presentation
May 2023

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NO. 900 ROMUALDEZ ST. PACO, MANILA.*

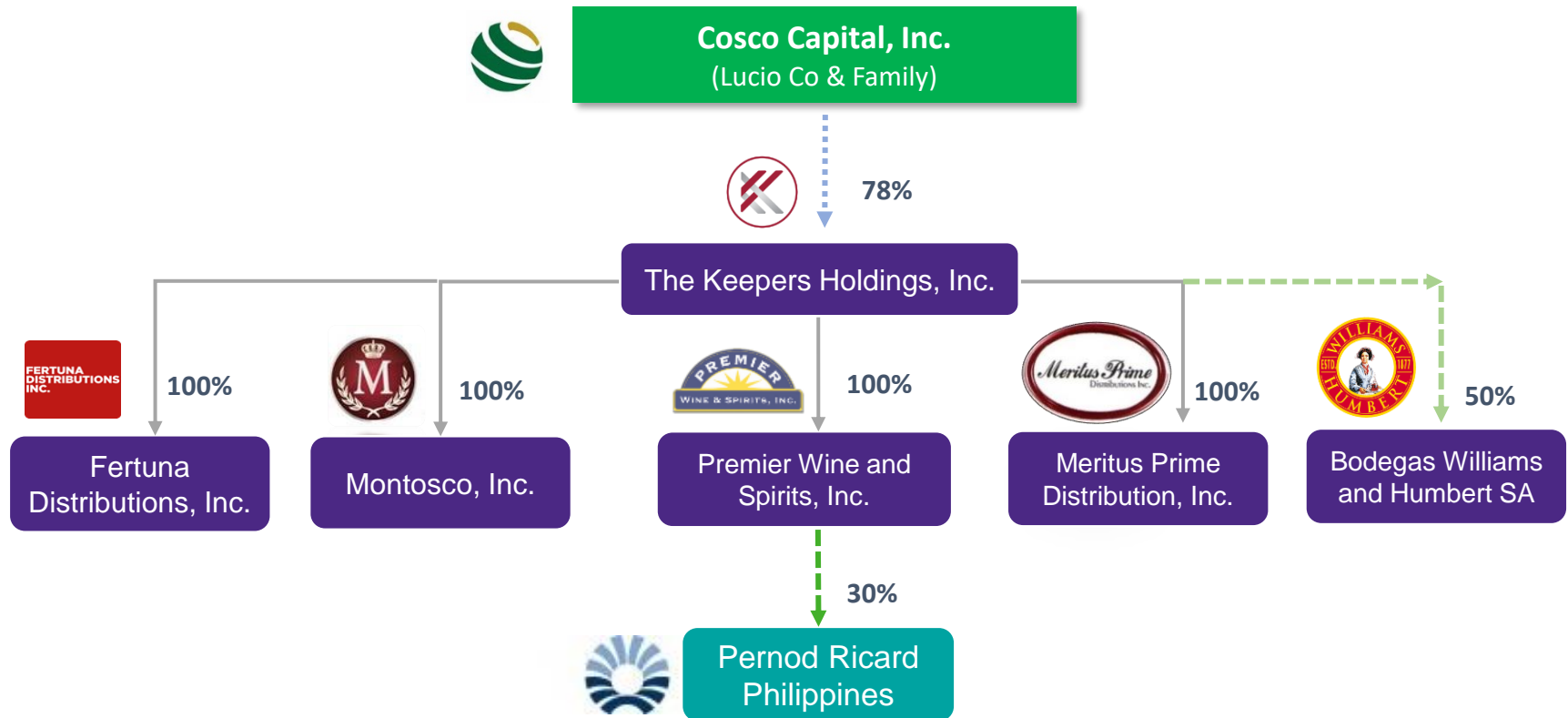


Opening Remarks







Company Overview

Company Overview: Keepers Group



LEGEND

-  Wholly-owned subsidiary
-  Partially-owned subsidiary
-  Investment in joint venture
-  Investment in associate



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.











































5

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

1 Market Leader in the imported spirits distribution segment in Philippines¹



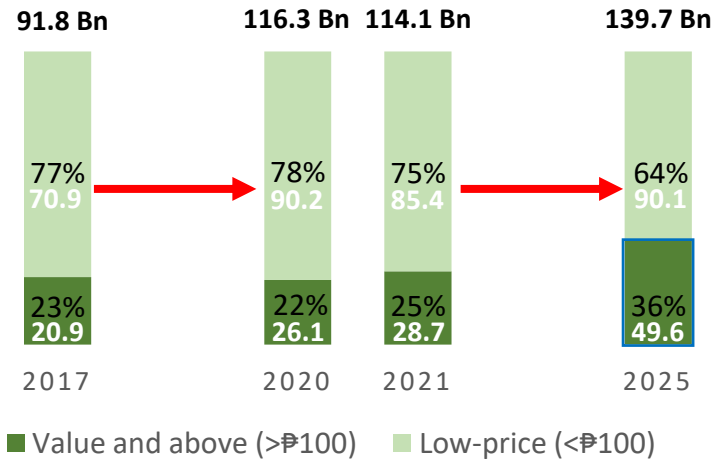
KEEPR has established market leadership in all leading categories of the imported spirits segment¹.

Non-Cognac Brandy	# 1							
Blended Scotch	# 1		# 2					
Malt Scotch	# 1		# 2					
US Whiskey	# 1		# 2					
Soju	# 1							
Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
Rum	# 2							
Agave	# 1							
Flavored Spirits	# 1		# 2					
Irish Whiskey	# 1							

Note 1 – References to the ranking is within the imported spirits segment, according to IWSR.

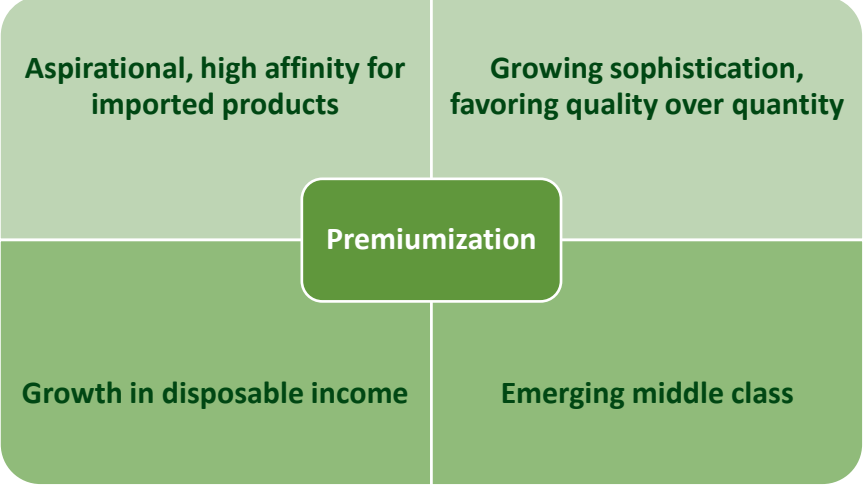
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

Spirits Consumption Evolution by Price Segment (RSV in ₱ Bn)

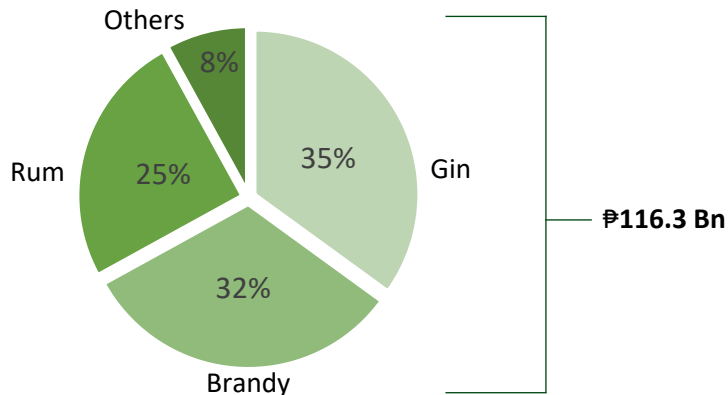


Source: IWSR

Filipino Consumer Trends



Spirits Consumption 2020 (RSV)



Source: IWSR

Spirits Premiumization Trend



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

		
<p>OVER 20 YEARS</p>  		<p>Constellation Brands</p>    
<p>OVER 10 YEARS</p> 	 	   
<p>LESS THAN 10 YEARS</p>   	<p>Real Trade International</p>	 

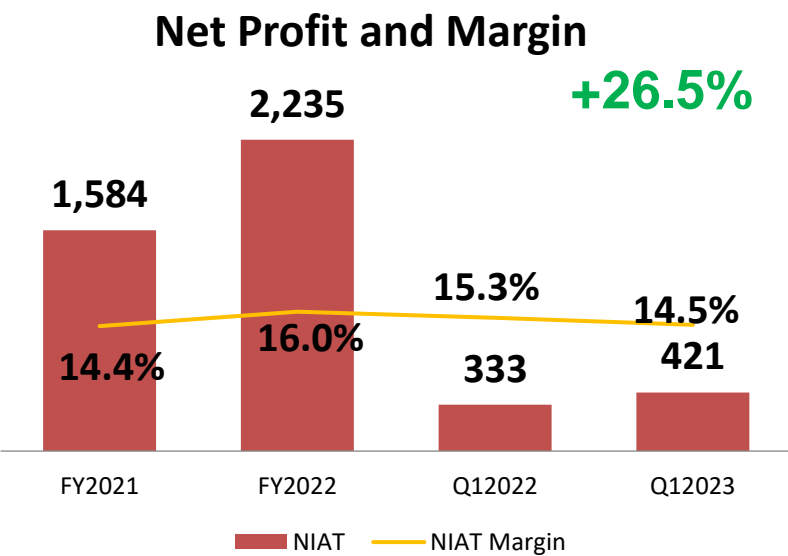
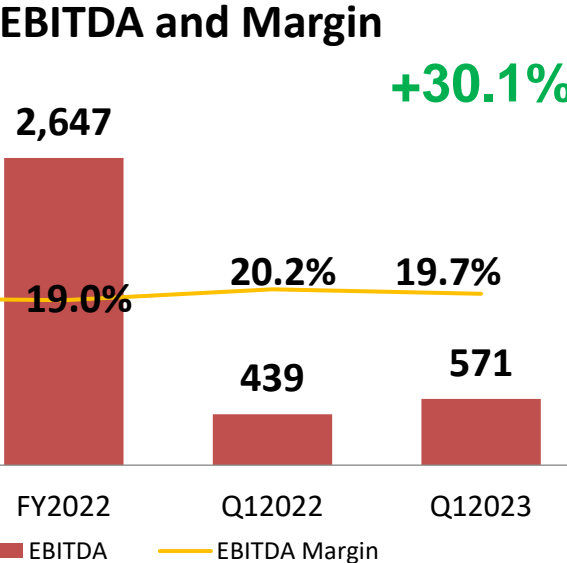
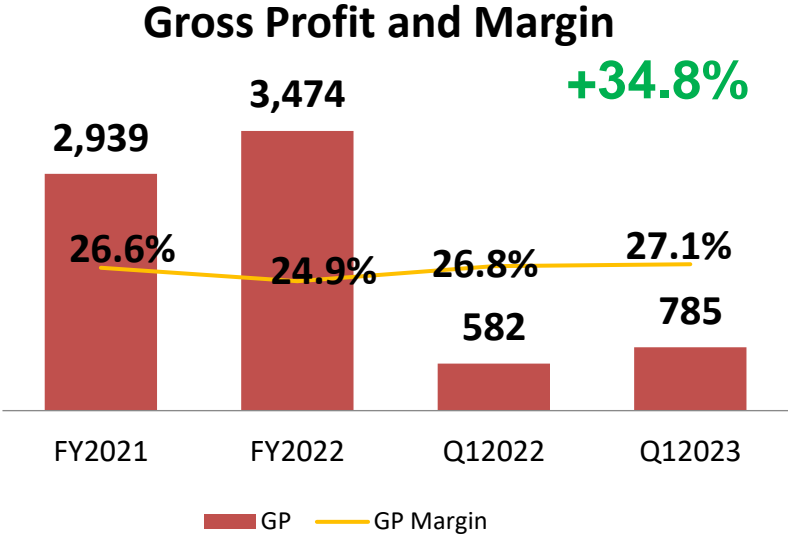
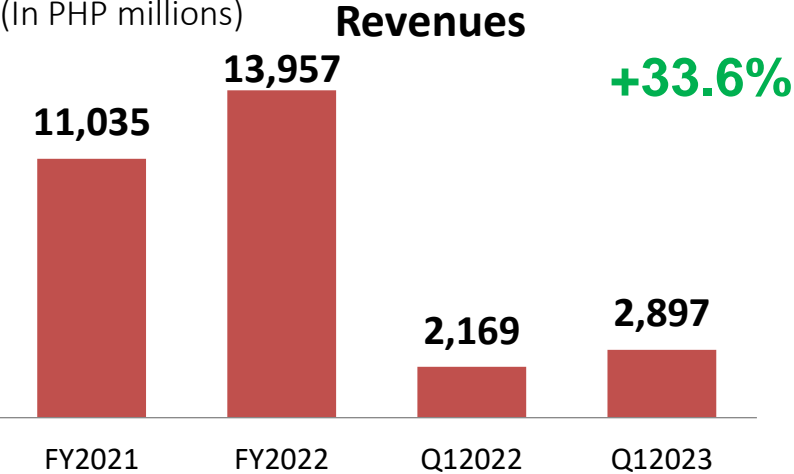


Financial Highlights

Financial Highlights – 1Q 2023



(In PHP millions)



Record Date

- Jan 10, 2022 – Php 0.024/share 30% payout of prior year's NI
- Jan 10, 2023 – Php 0.054/share 50% payout of prior year's NI



Q & A



Thank You!

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