

Maker's
SIV Mark

TULLAMORE
DEW
EST. 1829
The Legendary
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



FIJI
WATER

SANTA CAROLINA
CHILE 1875



Captain
Morgan



FEVER-TREE



1800
TEQUILA



Jägermeister



Glenfiddich



JINRO



THE SINGLETON



HEREDEROS DEL
MARQUES DE RISCAL



ABSOLUT
VODKA



Tanqueray

친구

CHINGU SOJU



JOHNNIE WALKER



ROYAL SALUTE
SCOTCH WHISKY

HENDRICK'S
DISTILLED AND BOTTLED IN SCOTLAND
GIN

Penfold's

GILBEY'S
Special Dry
GIN

Jose Cuervo

Ketel One
VODKA



Vino Fontana



MOMPÓ
Mass Wine since 1850



CARLOS I

THE
GLENLIVET



Red Bull

DISARONNO
ORIGINALE



TEQUILA
ROSE
STRAWBERRY
CREAM

Kahlúa

STRONG
ZERO

the
Saints



WOLF BLASS

CÎROC
ULTRA PREMIUM VODKA



The Keepers
Holdings



The Keepers Holdings, Inc.

**1Q 2025 Results Investor Presentation
May 2025**

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NO. 900 ROMUALDEZ ST. PACO, MANILA.*

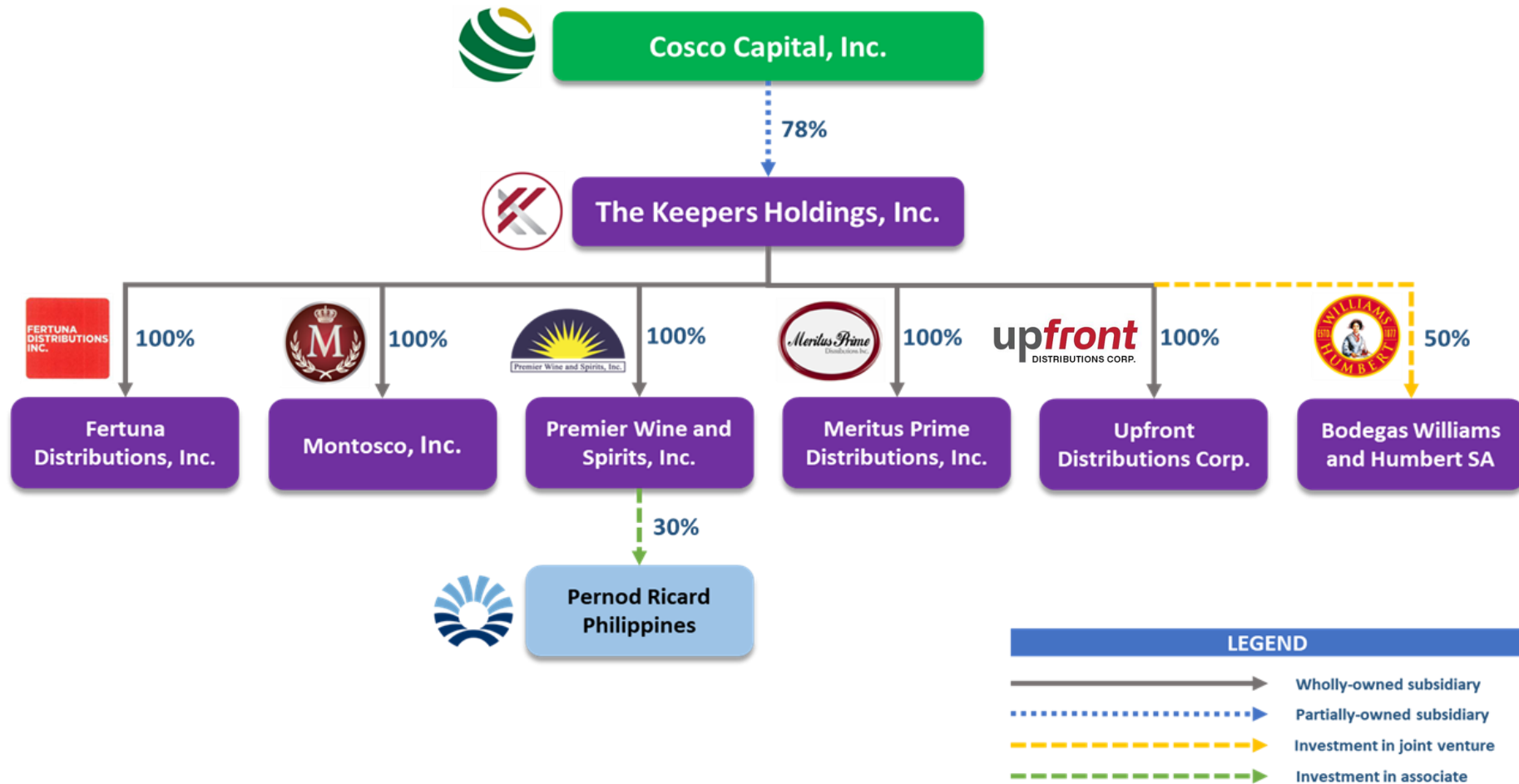


Opening Remarks



Company Overview

Company Overview: Keepers Group



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.



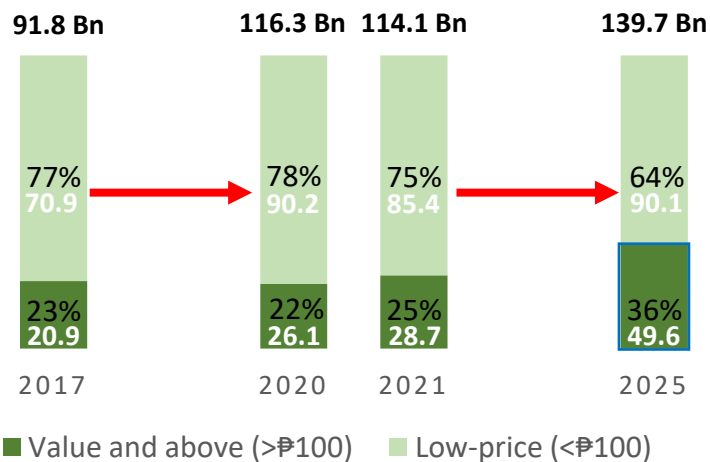
KEEPR has established market leadership in all leading categories of the imported spirits segment¹.

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.				

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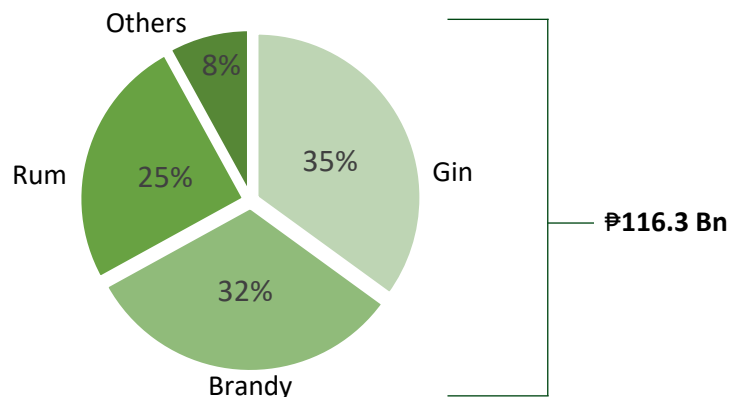
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

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



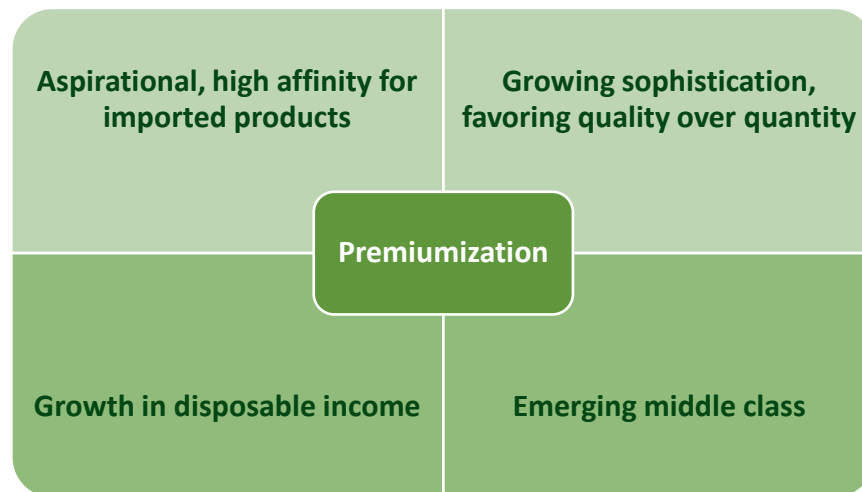
Source: IWSR

Spirits Consumption 2020 (RSV)



Source: IWSR

Filipino Consumer Trends



Spirits Premiumization Trend

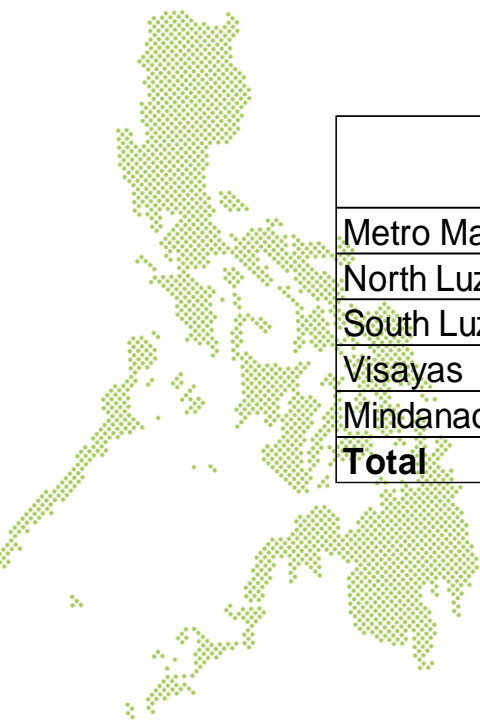


The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.



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

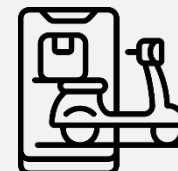
Cosco's Grocery Retail Network



	PUREGOLD	S&R
Metro Manila	142	11
North Luzon	147	5
South Luzon	151	8
Visayas	54	3
Mindanao	17	2
Total	511	29

Third-Party Distribution Partners

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



On-Premise Channels

- ✓ Bars
- ✓ Restaurants
- ✓ Hotels
- ✓ Clubs
- ✓ Others



C-D Segment

KEEPR

A-B Segment





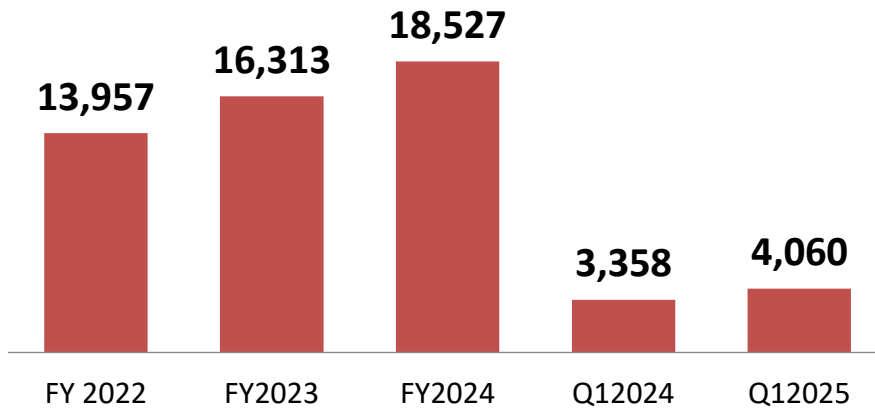
Financial Highlights

Financial Highlights – 1Q 2025

(In PHP millions)

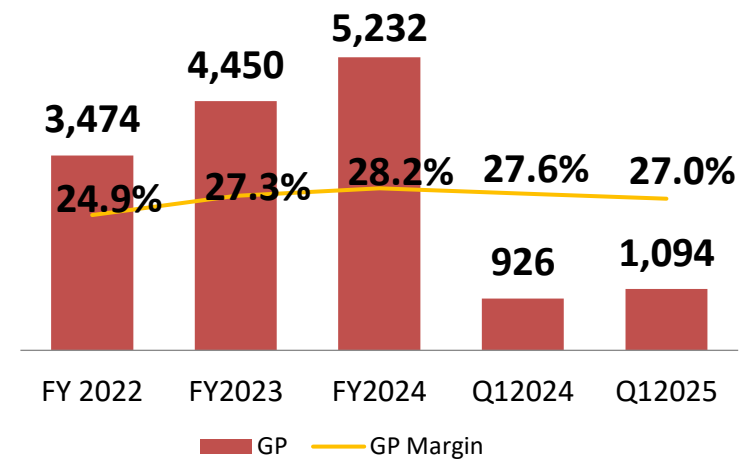
Revenues

+20.9%



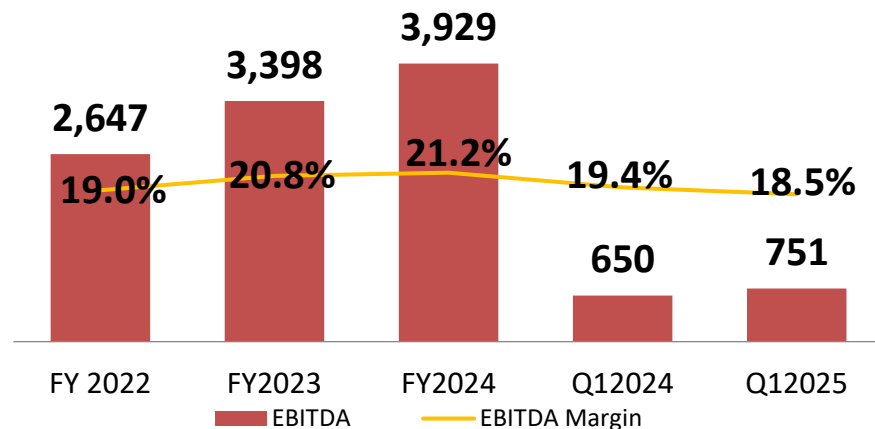
Gross Profit and Margin

+18.1%



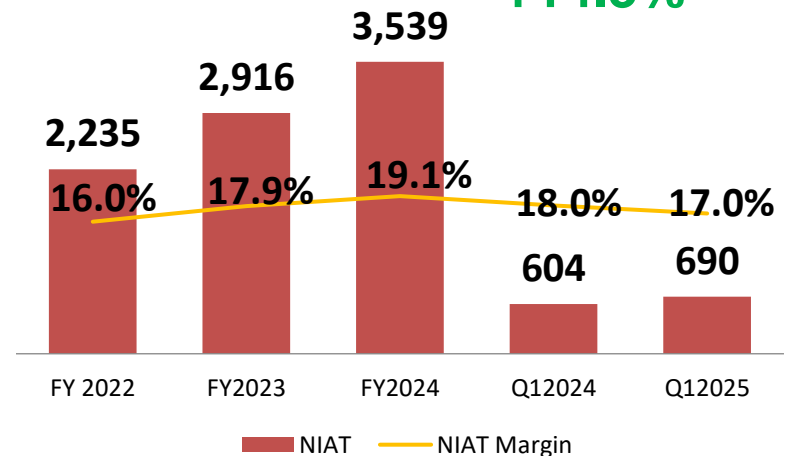
EBITDA and Margin

+15.5%



Net Profit and Margin

+14.3%



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
- Jan 18, 2024 – Php 0.077/share 50% payout of prior year's NI
- June 20, 2024 – Php 0.10/share 50% payout of prior year's NI
- May 6, 2025 – Php 0.12/share 50% payout of prior year's NI



Q & A



Thank You!

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