

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



SEVEN CROWN  
PEGO'S

ROYAL SALUTE  
SCOTCH WHISKY



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

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, Inc.**

**1H 2024 Results Investor Presentation  
August 2024**

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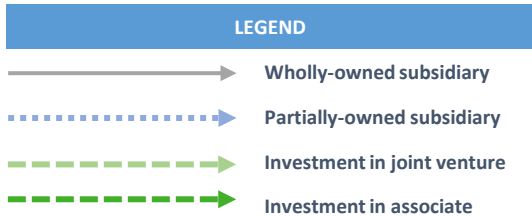
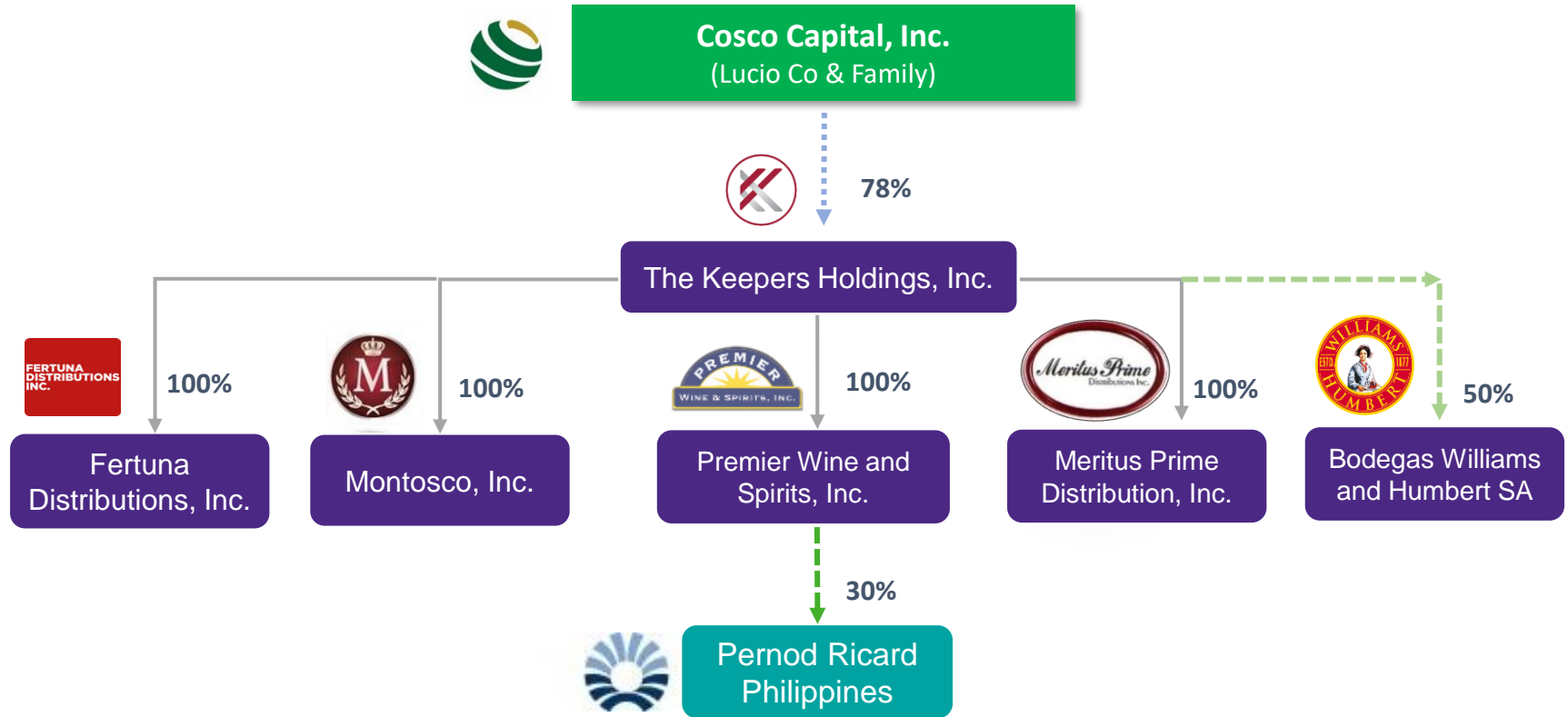
## Opening Remarks





## 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.

# 1 Market Leader in the imported spirits distribution segment in Philippines<sup>1</sup>



KEEPR has established market leadership in all leading categories of the imported spirits segment<sup>1</sup>.

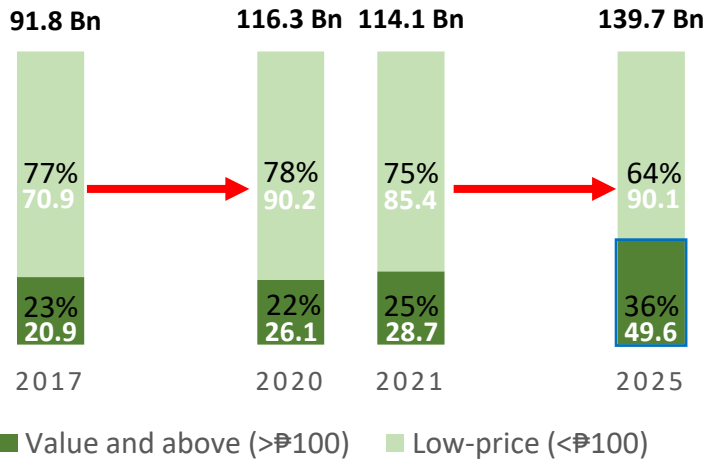
Non-Cognac Brandy	# 1							
Blended Scotch	# 1		# 2					
Malt Scotch	# 1		# 2					
US Whiskey	# 1		# 2					
Soju	# 1							
Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
Rum	# 2							
Agave	# 1							
Flavored Spirits	# 1		# 2					
Irish Whiskey	# 1							

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



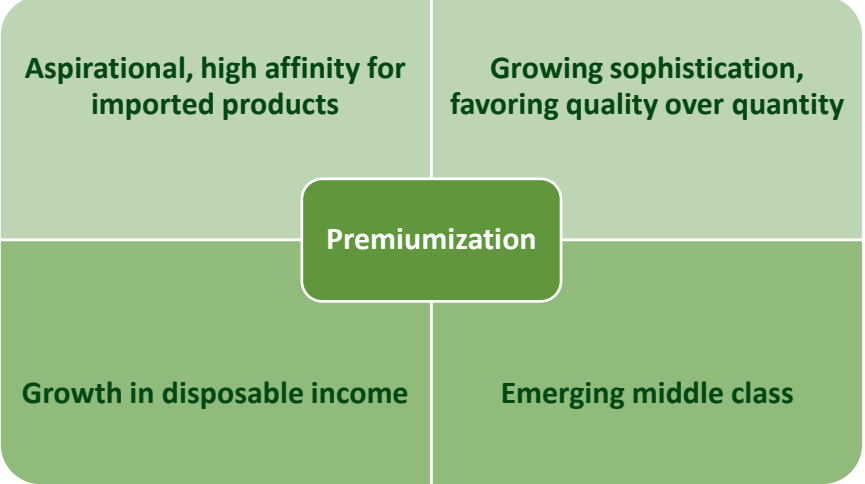
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

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

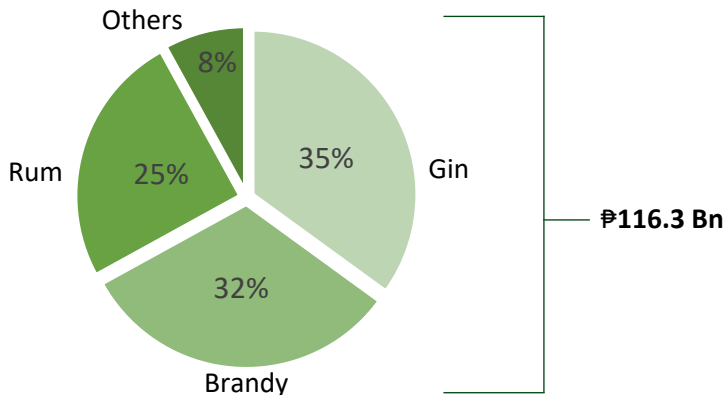


Source: IWSR

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

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	147	11
North Luzon	145	5
South Luzon	140	6
Visayas	51	3
Mindanao	15	2
<b>Total</b>	<b>498</b>	<b>27</b>

### 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



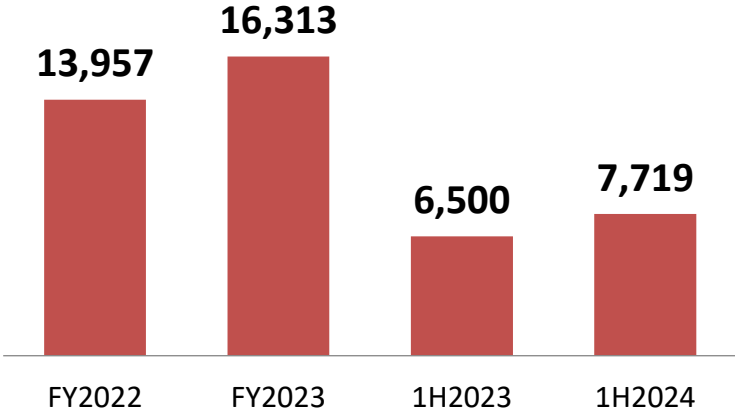


## Financial Highlights

(In PHP millions)

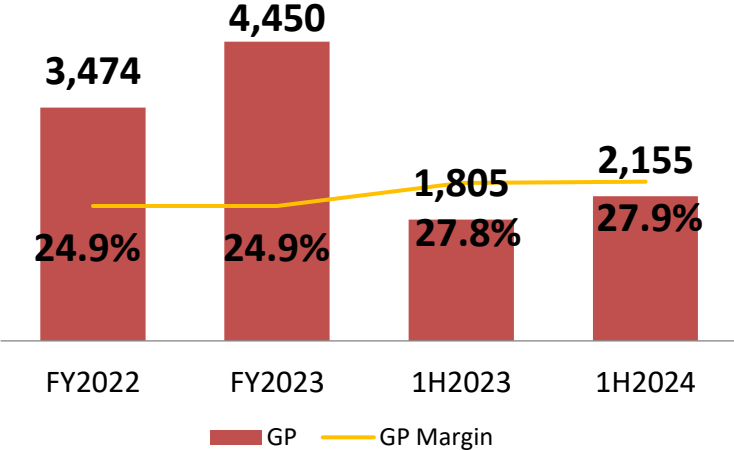
## Revenues

+18.7%



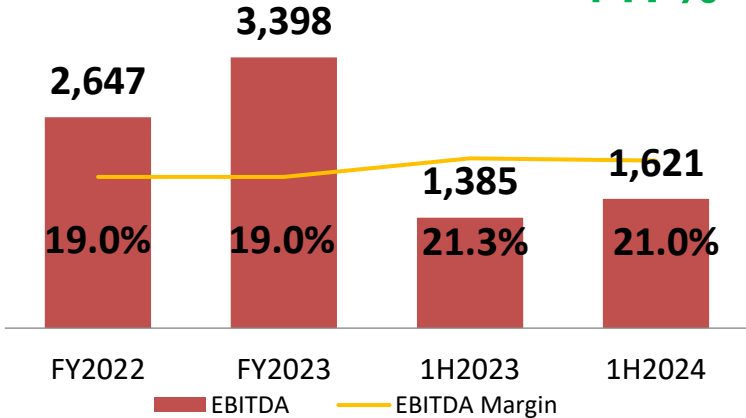
## Gross Profit and Margin

+19.4%



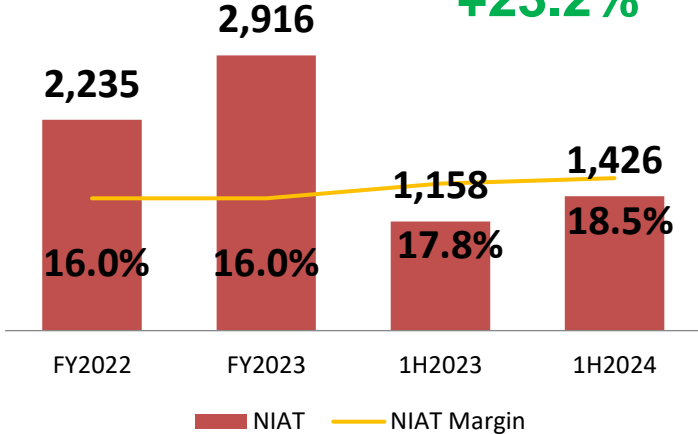
## EBITDA and Margin

+17%



## Net Profit and Margin

+23.2%





## 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



## Q & A



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**Thank You!**

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