

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  
MARQUÉS 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 2024 Results Investor Presentation**  
**May 2024**

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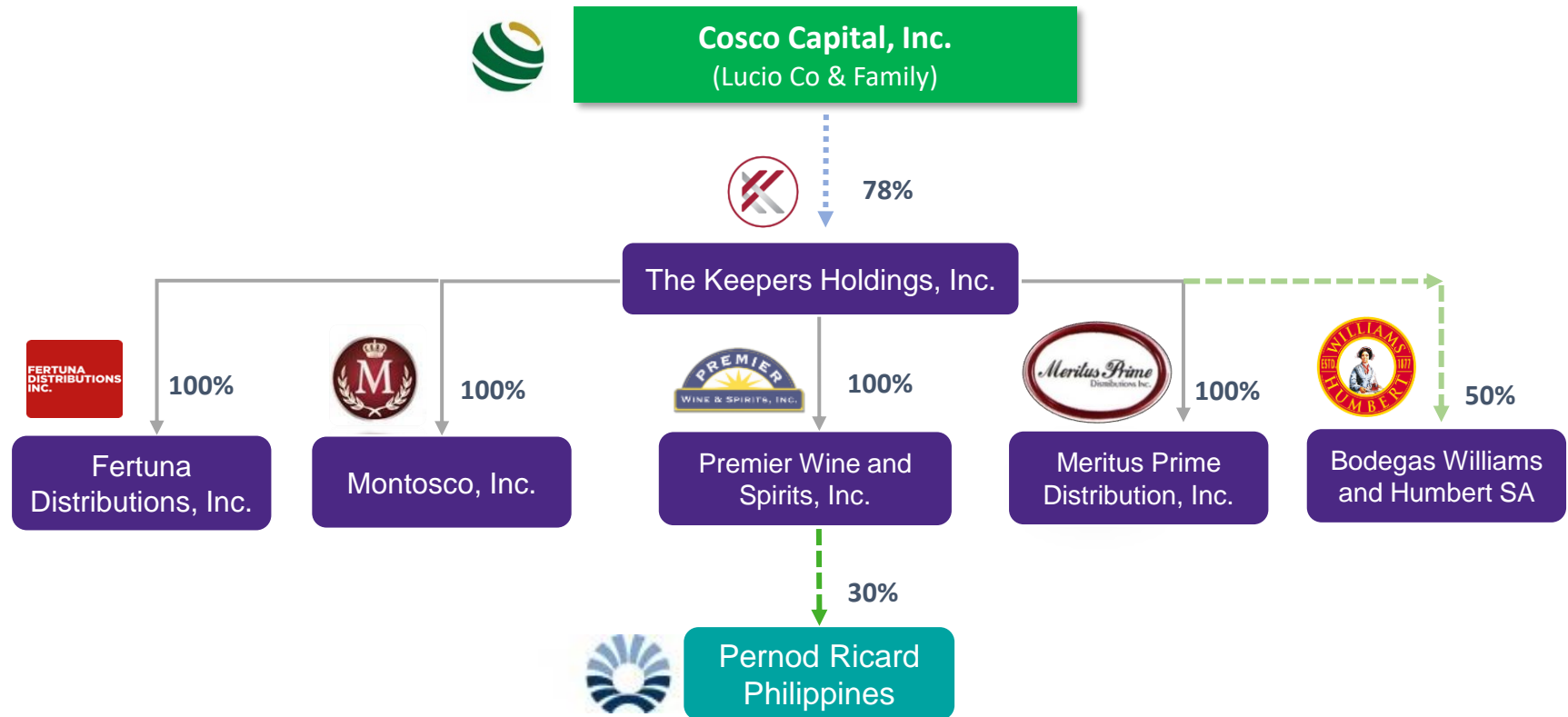
## Opening Remarks





## 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.



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

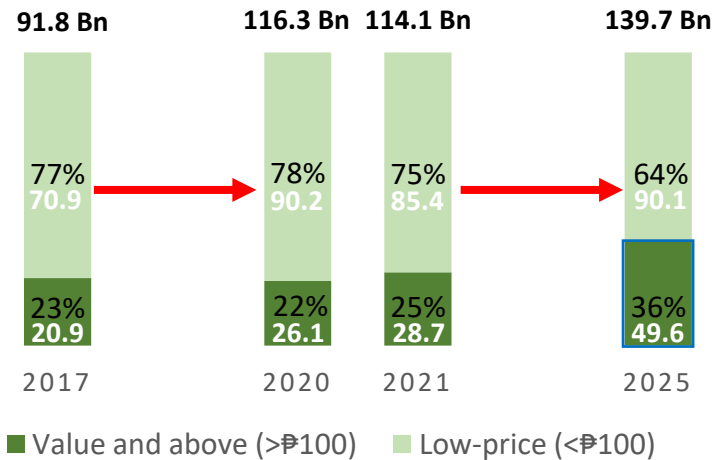
Non-Cognac Brandy	# 1							
Blended Scotch	# 1		# 2	 ROYAL SALUTE SCOTCH WHISKY				
Malt Scotch	# 1		# 2	 JOHNNIE WALKER				
US Whiskey	# 1		# 2					
Soju	# 1							
Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
Rum	# 2							
Agave	# 1							
Flavored Spirits	# 1		# 2					
Irish Whiskey	# 1			Note 1 – References to the ranking is within the imported spirits segment, according to IWSR.				

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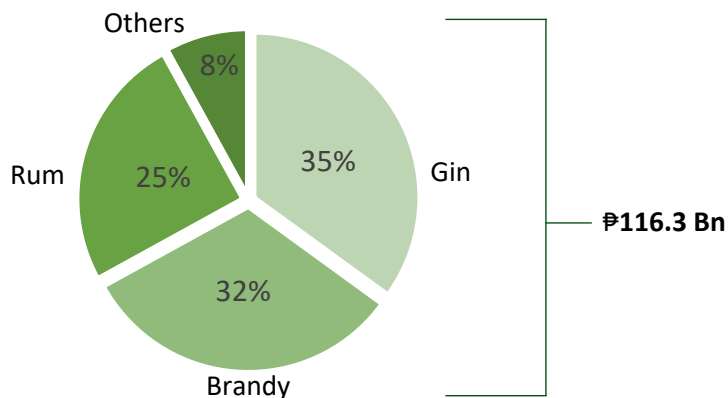
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

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



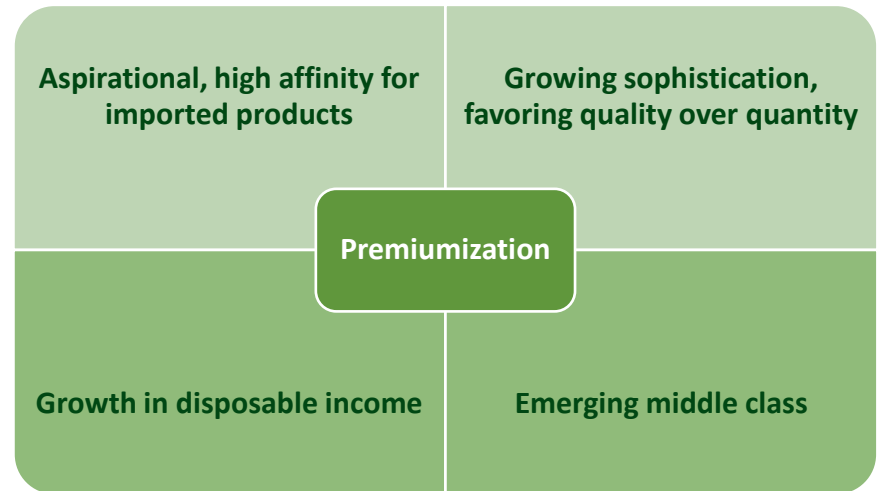
Source: IWSR

## 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	147	12
North Luzon	144	4
South Luzon	139	6
Visayas	51	2
Mindanao	14	2
<b>Total</b>	<b>495</b>	<b>26</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





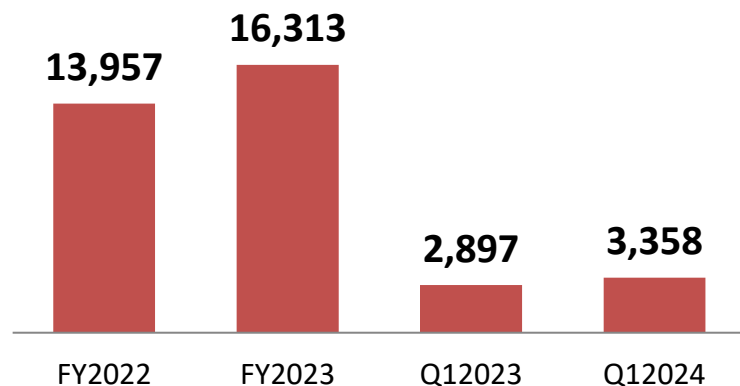
## Financial Highlights

# Financial Highlights – 1Q 2024

(In PHP millions)

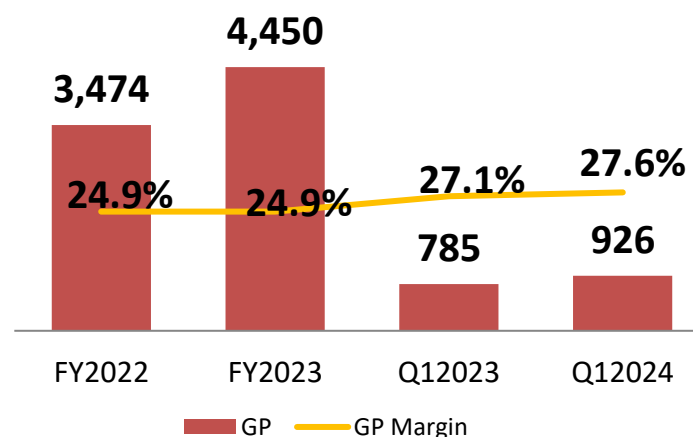
## Revenues

+15.9%



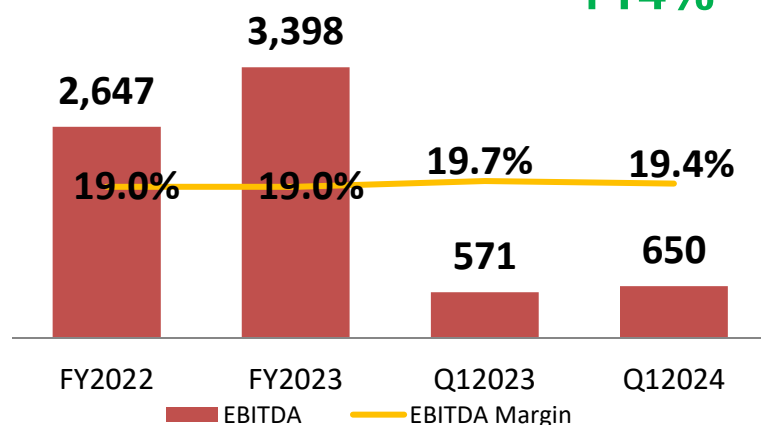
## Gross Profit and Margin

+18.1%



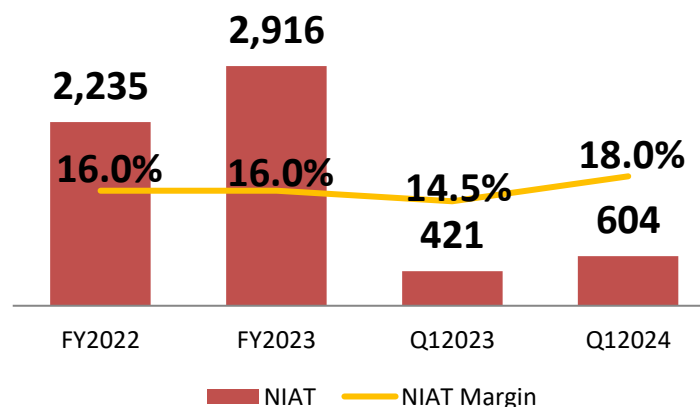
## EBITDA and Margin

+14%



## Net Profit and Margin

+43.6%





## 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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