

COVER SHEET

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SEC Registration Number

THE KEEPERS HOLDINGS, INC.

(Company's Full Name)

NO. 900 ROMUALDEZ ST., PACO,
MANILA

(Business Address: No. Street City/Town/Province)

JEWELYN A. JUMALON

09178612459

(Company Telephone Number)

1 2 3 1
Month Day

SEC FORM 17-C

(Form Type)

0 5 1 3
Month Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

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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: August 15, 2024
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: Postal Code
No. 900 Romualdez St., Paco, Manila 1007
8. Issuer's telephone number, including area code: (63) 9178612459
9. Former name or former address, if changed since last report: N/A
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

Common Shares
Treasury

14,508,750,313
-

11. Indicate the item numbers reported herein: Item 9. Other Events
1H Investor Presentation (Please see attachment)

SIGNATURES

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.

Registrant

15 August 2024

Date



Jewelyn A. Jumalon
Assistant Corporate Secretary &
Compliance Officer

Maker's
SIV Mark

TULLAMORE
DEW
EST. 1829
The Legendary
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



B
BEEFEATER
LONDON

FIJI
WATER

SANTA CAROLINA
CHILE 1875



Captain
Morgan



FEVER-TREE



1800
TEQUILA



Jägermeister



Glenfiddich



JINRO



THE SINGLETON



HEREDOS DEL
MARQUES DE RISCAL



ALFONSO I



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, Inc.

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

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Disclaimer

*THIS PRESENTATION HAS BEEN PREPARED BY THE COMPANY WITH PRINCIPAL OFFICE ADDRESS AT
NO. 900 ROMUALDEZ ST. PACO, MANILA.*

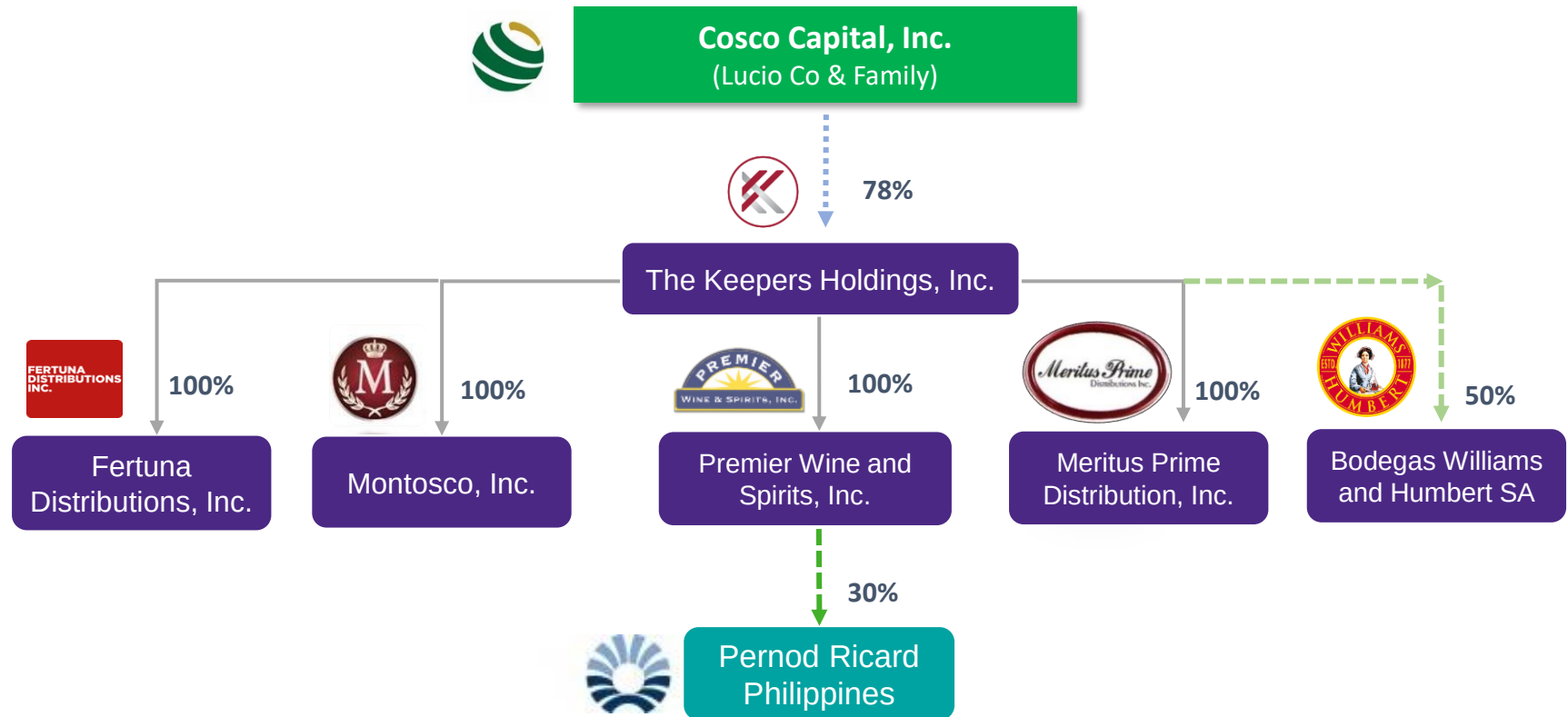


Opening Remarks



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.



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

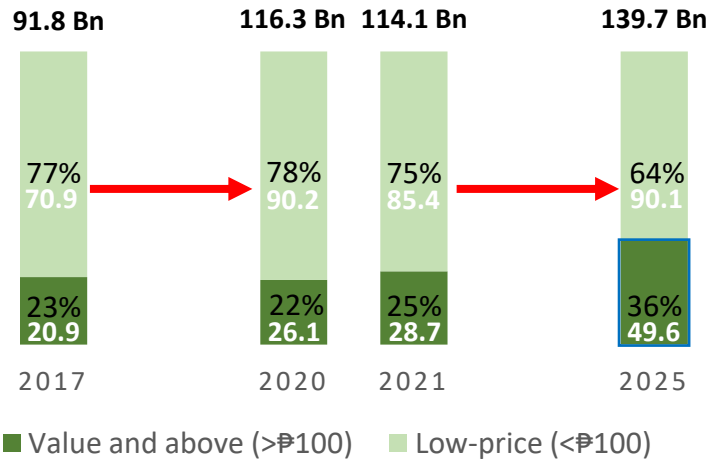
Non-Cognac Brandy	# 1							
Blended Scotch	# 1		# 2					
Malt Scotch	# 1		# 2					
US Whiskey	# 1		# 2					
Soju	# 1							
Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
Rum	# 2							
Agave	# 1							
Flavored Spirits	# 1		# 2					
Irish Whiskey	# 1							

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

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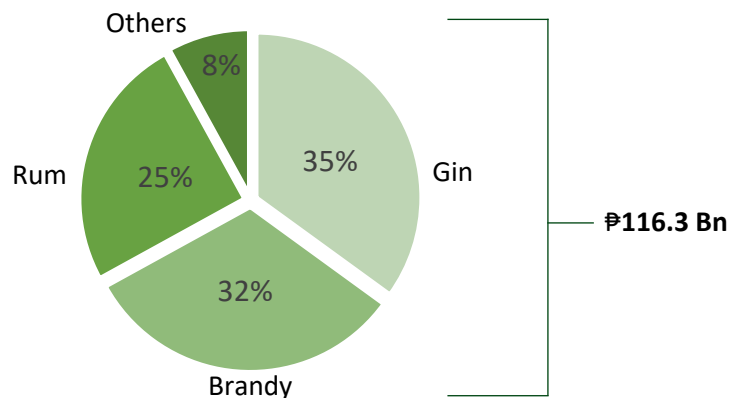
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

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



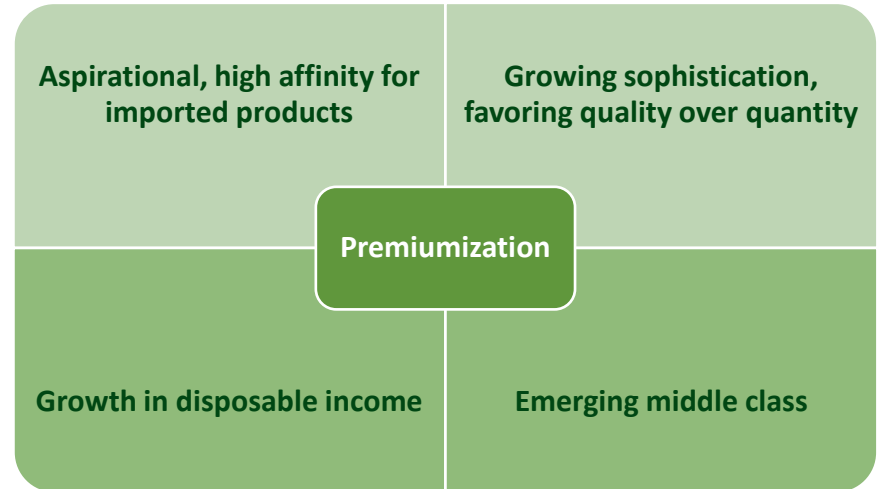
Source: IWSR

Spirits Consumption 2020 (RSV)



Source: IWSR

Filipino Consumer Trends



Spirits Premiumization Trend

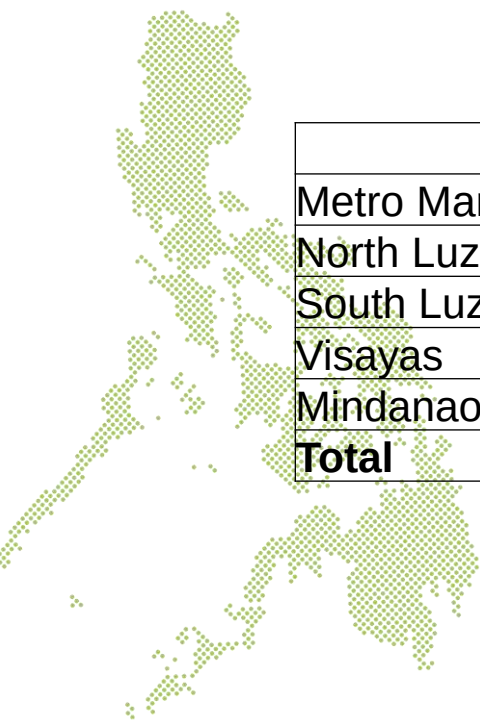


The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.



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

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





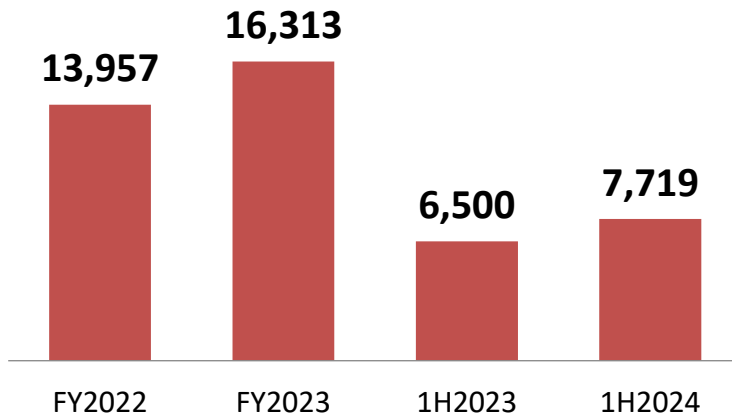
Financial Highlights

Financial Highlights – 1H 2024

(In PHP millions)

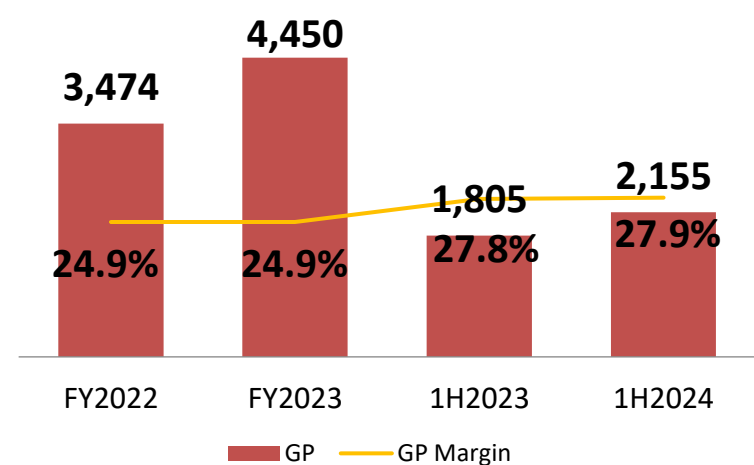
Revenues

+18.7%



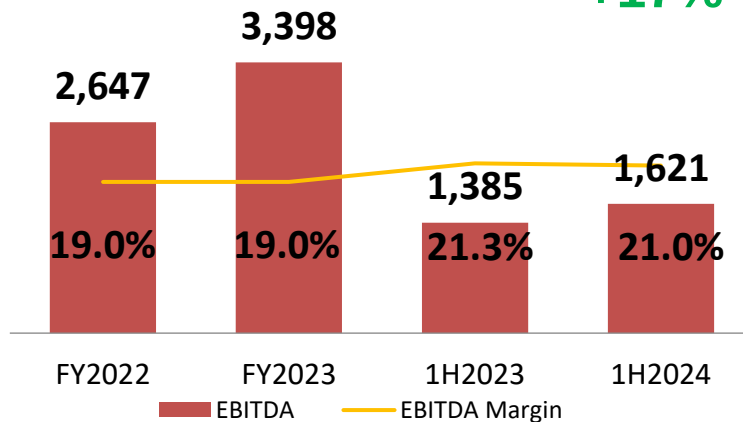
Gross Profit and Margin

+19.4%



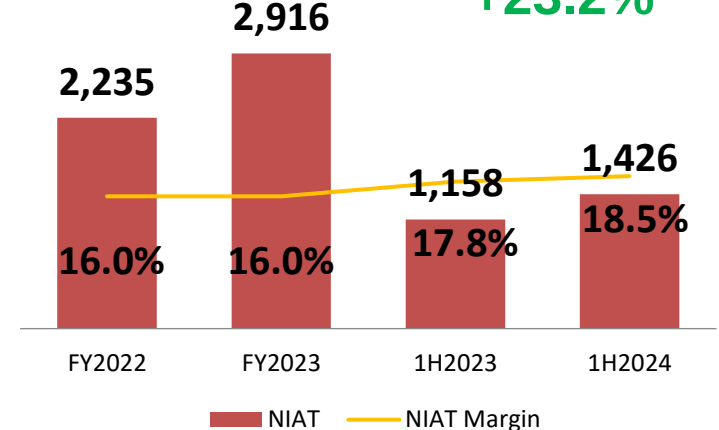
EBITDA and Margin

+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



Thank You!

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