

THE KEEPERS HOLDINGS, INC. COMPANY PROFILE

The Keepers Holdings, Inc. (KEEPR) is a publicly-listed holding company that controls three major players in the Philippines' imported spirits, wine, and related specialty beverage distribution businesses: Montosco, Inc. ("Montosco"), Meritus Prime Distributions, Inc. ("Meritus"), and Premier Wine & Spirits Inc ("Premier"). According to IWSR Drinks Market Analysis Limited ("IWSR"), the Company is the leading distributor of imported spirits in the Philippines, with a market share of 74.0% based on volume and 66.9% based on retail sales value in 2020.

The Keepers Holdings, Inc. was incorporated on November 5, 1963 as Mariwasa Manufacturing, Inc. and listed on the Philippine Stock Exchange on September 3, 1991. On July 2, 2008, the SEC approved the change in corporate name to Mariwasa Siam Holdings, Inc., and its primary purpose from manufacturing to an investment holding company. On April 26, 2013, the SEC approved the change to Da Vinci Capital Holdings, Inc. The Company had no operation or business from May 2013 to June 2021.

On March 29, 2021, the Board of Directors approved the issuance of 11,250,000,000 common shares to Cosco Capital, Inc. in exchange for 100% of the outstanding shares of Montosco, Meritus, and Premier. The parties entered a Deed of Exchange to implement the Share Swap Transaction, which allowed KEEPR to become legally and beneficially 100% owner of the outstanding shares of Montosco, Meritus, and Premier.

KEEPR's subsidiaries were all individual subsidiaries of Cosco Capital, helmed by Lucio Co and his family.

On November 19, 2021, the Company's Follow-On Public Offering debuted on the Philippine Stocks Exchange at P1.50 per share.

On September 2022, Keepers acquired 50% equity of Bodegas William and Humbert (BWH), a venerable and family-owned producer of spirits and wines based in Jerez Spain primarily to secure the long-term supply of its biggest revenue source, Alfonso Brandy.

As of December 31, 2022, KEEPR has four fully owned subsidiaries namely, Montosco Inc., Meritus Prime Distributors Inc., Premier Wines and Spirits Inc., and Fertuna Distributions Inc.

Montosco, Inc.

Montosco was registered with SEC on August 13, 2008 and was acquired by Cosco Capital in 2012.

A large scale of Keepers revenue and net profits comes from Montosco. It holds a leadership position in the two major categories of the imported spirit sector of the alcoholic beverages industry - Spanish brandy and Scotch whisky.

Montosco owns and distributes Alfonso Brandy, not only the leading imported brandy but the largest imported spirit brand in the Philippine market.

The Alfonso brand commands the majority of Montosco as well as Keepers revenue base. Alfonso Brandy products are produced by Bodegas Williams and Humbert from Jerez, Spain.

Completing the core of its revenue base, Montosco distributes the diverse portfolio of Diageo, a British multinational and the leading spirits producer and brand owner in the world.

Topping the list of the global and leading brands of Diageo that Montosco distributes are Johnnie Walker- the leading scotch whisky brand in the world, Singleton fast-growing single malt scotch whisky, Baileys cream liqueur - one of the leading liqueurs globally, Tanqueray and Glibeys gins, super premium Don Julio tequila and Seagrams 7 whisky liqueur.

On January 2023, Montosco acquired the cocktail mixer brand ISLAND MIXER Lime from Diageo Philippines. ISLAND MIXER Lime is a non-alcoholic citrus flavored cocktail mixer and a perfect accompaniment for gin, vodka, tequila and rum cocktails.

With its dedicated sales, marketing, operations, and finance teams, Montosco brings in, markets, and distributes the said brands thru its nationwide network of customers, wholesalers, retail chains, and sub-distributors.

Meritus Prime Distributions, Inc.

Meritus was registered with SEC on February 17, 2010.

The company centered its focus on premium brown spirits, particularly, bourbon, single malt scotch whiskies, highly sought after Japanese whiskies, brandy and select premium wines. It has long standing relationships with its major suppliers namely Beam Suntory of Japan, William Grants & Sons of Scotland and Treasury Wine Estates of Australia.

Amongst the key spirit brands carried by Meritus are; Jim Beam the number 1 bourbon in the world, Makers Mark- the leading wheated whisky brand, fast-growing American premium

vodka Titos, the world's leading single malt scotch whisky Glenfiddich, critically acclaimed single malt Balvenie, super-premium gin Hendricks, premium- plus Japanese whiskies of the House of Suntory as well as its gin Roku and vodka Haku and Alhambra brandy from Spain.

On wines, first-rate Rioja producers namely Cune and Muga as well as big Napa producer Beringer form a key part of the wine portfolio of Meritus.

On related specialty beverages - Meritus carries the ready-to-drink alcopop drink of Suntory, as well as Fiji premium water.

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Premier Wines and Spirits, Inc.

Premier was registered with SEC on June 19, 1996.

Premier carries a strong and wide array of spirits, wines, and related specialty beverages giving range, balance, and depth of portfolio into the group's stable of brands.

Premier has an extensive and dedicated sales, marketing, operations, and finance teams that brings in, markets, and distributes thru its nationwide network of customers, wholesalers, retail chains, and sub-distributors for its portfolio of brands to the Philippine market.

The relationship it has are with producers around the world and some of the major ones are as follows:

- Proximo Spirits, a Mexican-owned global leader in tequila that also owns important brands in the whisky, rum, and vodka categories.
- Mast-Jägermeister of Germany is known for its popular namesake brand Jägermeister herbal liqueur drink.
- Gruppo Campari is a leading Italian company with a diverse portfolio of aperitifs, liqueurs, whisky, gin vodka, and rum.
- International Beverage of Thai Bev - an Asian based global player with strong offerings in scotch whiskies, gin, rum, and beer.
- HiteJinro of Korea - producers of Jinro soju the largest spirit brand in the world.

- On wines, Treasury Wine Estates (TWE) of Australia is the largest pure-play-wine publicly listed company in the world.
- Constellation Brands- a large US-based producer and marketer of alcoholic beverages.
- GCF of France is one of the largest and most diverse producers and marketers of wines and alcoholic beverages in France.
- Outstanding Spanish wine producers Riscal, Codorniu, and Momo as well as reputable Santa Carolina of Chile and other key producers of the wine-producing countries in the world are amongst its suppliers.
- Of the key brands of specialty beverage - The no. 1 energy drink Red Bull of Austria, Perrier sparkling water of France, and premium Fever Tree mixer.

In Summary, the key brands that Premier carries are the following:

- On spirits- Jose Cuervo, 1800, Jägermeister, Aperol, Skyy, Wild Turkey, Jinro, Evan Williams, Glenfarclas, Old Pulteney.
- On wines- Penfolds, Wolf Blass, Vina Santa Carolina, Momo, Marques de Riscal, Codorniu, Ruffino, Calvet, Achaval Ferrer.
- Related Special Beverage- Red Bull, Perrier, Fever Tree.

In 2019, Pernod Ricard, a French multinational company and one of the leading alcohol beverage producers in the world, formed a joint venture partnership with Premier, where Premier holds 30% equity, to establish Pernod Ricard Philippines, Inc. as Pernod brands' marketing and distribution arm in the Philippines.

Amongst the key brands distributed by PR In the Philippines are Chivas Regal, The Glenlivet, Royal Salute, Martell, and Jameson

Fertuna Distributions, Inc.

Fertuna was registered with SEC on December 13, 2022.

Fertuna is a newly organized distribution outfit in the south particularly Cebu. Cebu is the second largest, vibrant and cosmopolitan city that is next to Metro Manila in terms of importance. It is the sixth most populated city in the Philippines and the most populous in the Visayas region. Cebu is the main centers of trade, commerce, education, IT-BPO hub and tourism gateway in the Visayas.

Fertuna has the objective of distributing and marketing the brands carried by the operating companies of Keepers. Among its key purposes is to better serve its customers, be closer to its consumers, and be actively and directly involved in marketing. Fertuna plays a strategic role in the distribution system of Keepers in the Visayas and Mindanao region.