



BUILDING BIG^{ger} IDEAS

The Journey from Private Enterprise to a Public Company

From Private Enterprise to Public Company

WILCON'S STORY

WILCON DEPOT

WILCON'S JOURNEY FROM PRIVATE TO PUBLIC LIFE

Beginnings



home interior



building materials



doors & moldings



sills



paints & sundries



plumbing

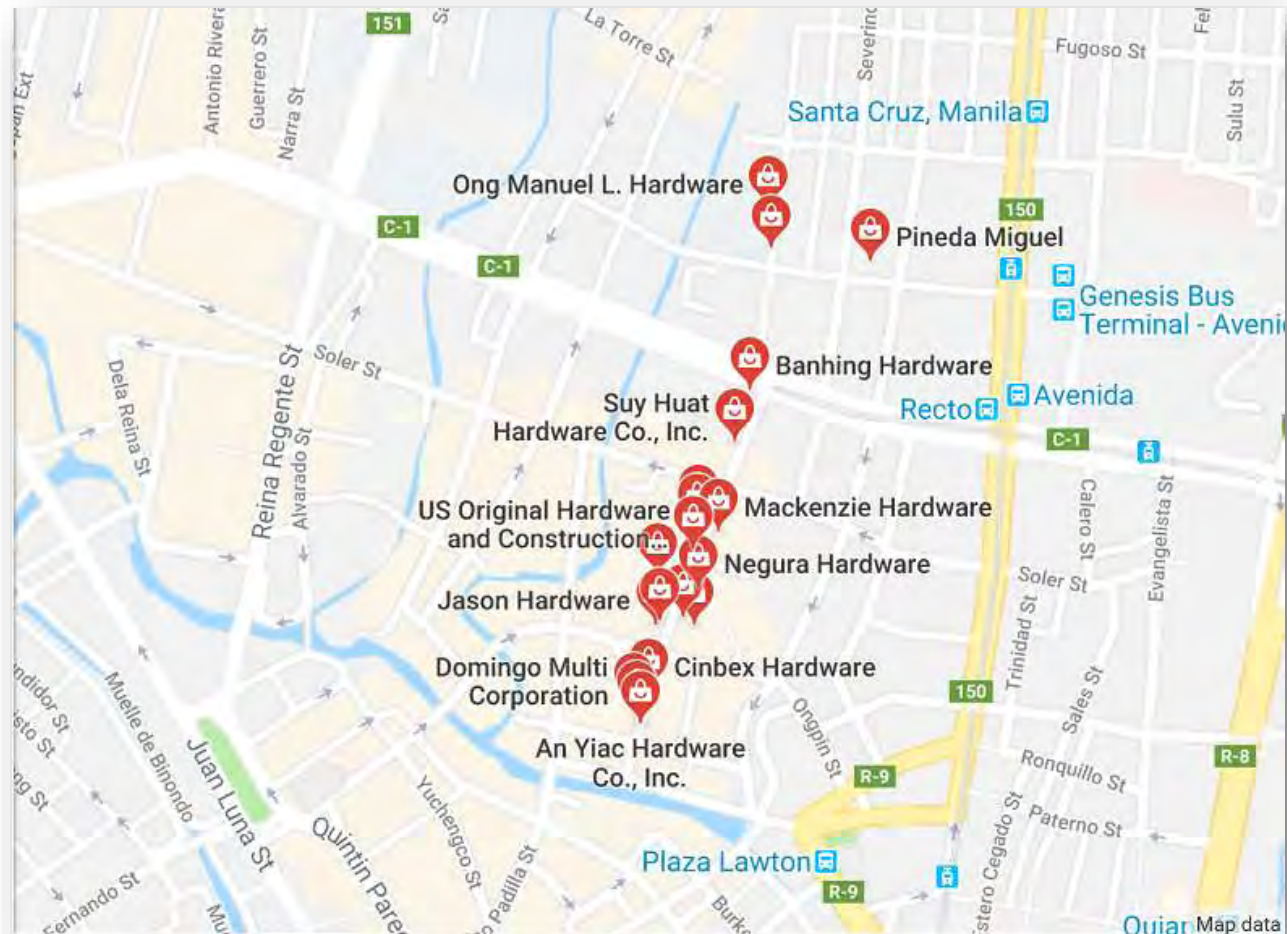
1977

60-meter hardware store

tiles, plumbing and sanitary wares,
electrical and lighting products, and
hardware and tools



Traditional Hardware Block



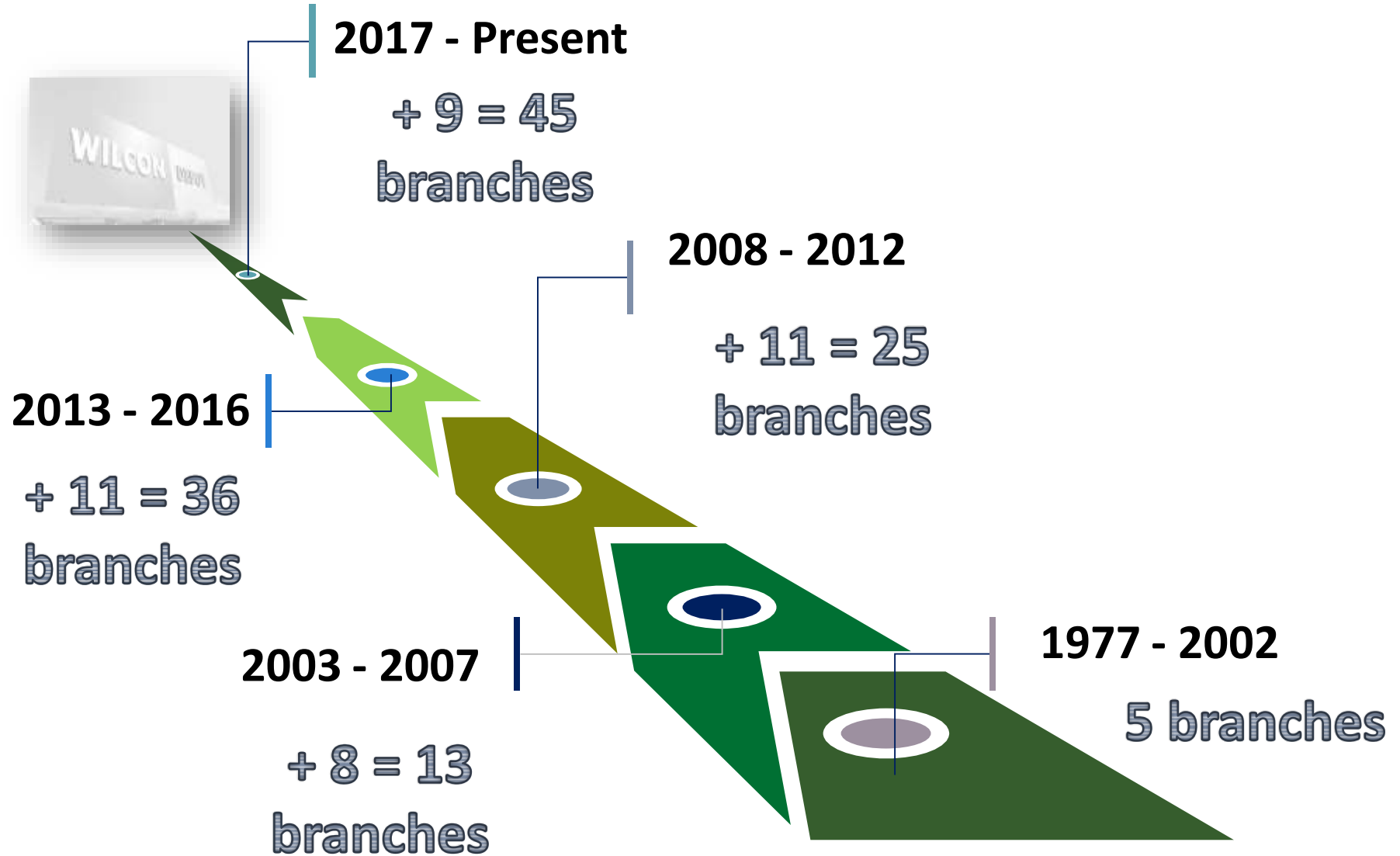
We evolved from the traditional hardware store into

modern retail trade, transforming our stores to become what they are today

- customer-focused,
with product choices
that have meaningful depth and breadth
and peopled by customer experts
who offer quality solutions
to help every homeowner and homebuilder
realize their dream homes and projects.



Store Network Expansion



Store Network & Presence



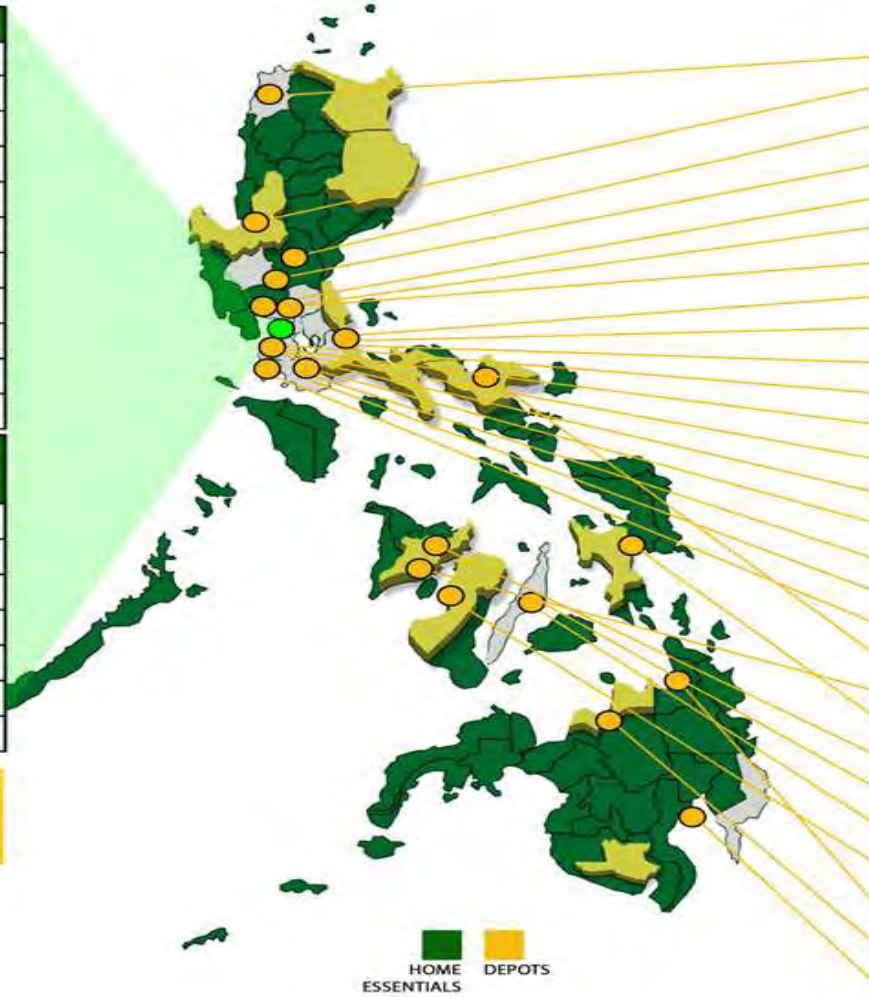
Wilcon operates 45* stores strategically located in dominant markets and in fast-growing cities nationwide.

METRO MANILA (DEPOT)	
1	VALENZUELA CITY
2	FAIRVIEW
3	QUIRINO
4	BALINTAWAK
5	QUEZON AVENUE
6	LIBIS
7	WILCON IT HUB
8	SUCAT
9	ALABANG
10	FILINVEST
	PASONG TAMO (TEMPORARY CLOSED)

METRO MANILA (HOME ESSENTIALS)	
1	MINDANAO AVENUE
2	CITY CENTER, VISAYAS AVENUE
3	MUÑOZ
4	ALI MALL
5	STA. MESA
6	PASAY CITY
7	LIBIS



* as of JUNE 30, 2018



NATIONWIDE (DEPOT)	
1	LAOAG, ILOCOS NORTE
2	VILLASIS, PANGASINAN
3	CABANATUAN CITY, NUEVA ECIJA
4	TARLAC CITY
5	DAU, PAMPANGA
6	SAN FERNANDO, PAMPANGA
7	MEXICO, PAMPANGA
8	BALIUAG, BULACAN
9	TAYTAY, RIZAL
10	ANTIPOLO CITY, RIZAL
11	DASMARIÑAS CITY
12	KAWIT, CAVITE
13	MOLINO, CAVITE
14	SILANG, CAVITE
15	CALAMBA CITY, LAGUNA
16	SAN PABLO CITY, LAGUNA
17	STA. ROSA CITY, LAGUNA
18	BATANGAS CITY
19	NAGA CITY
20	MANDURRIAO, ILOILO CITY
21	TACLOBAN CITY, LEYTE
22	JARO, ILOILO
23	TALISAY CITY, CEBU
24	MANDAUE CITY, CEBU
25	TALISAY - BACOLOD, NEGROS OCCIDENTAL
26	BUTUAN CITY
27	CAGAYAN DE ORO CITY, MISAMIS ORIENTAL
28	MATINA, DAVAO

Luzon ex-NCR – 19 stores

Visayas – 6 stores

Mindanao – 3 stores

WILCON DEPOT

WILCON'S JOURNEY FROM PRIVATE TO PUBLIC LIFE

Rationale for Listing



home interior



building materials



doors & moldings



sills



paints & sundries



plumbing



We want to preserve this **LEGACY**

We are proud of the **achievements** of
WILCON

We acknowledge our **responsibility** to
our **employees, partner-suppliers**
and **customers**



Increase Lead versus Competition




STRENGTHEN LEADERSHIP POSITION



professionalize our business; enhance organization



continually improve systems and processes



deliver the Wilcon brand of customer service that is consistently responsive to customers' needs day in and day out to a wider network

WILCON DEPOT

WILCON'S JOURNEY FROM PRIVATE TO PUBLIC LIFE

Listing Considerations



home interior



building materials



doors & moldings



sills

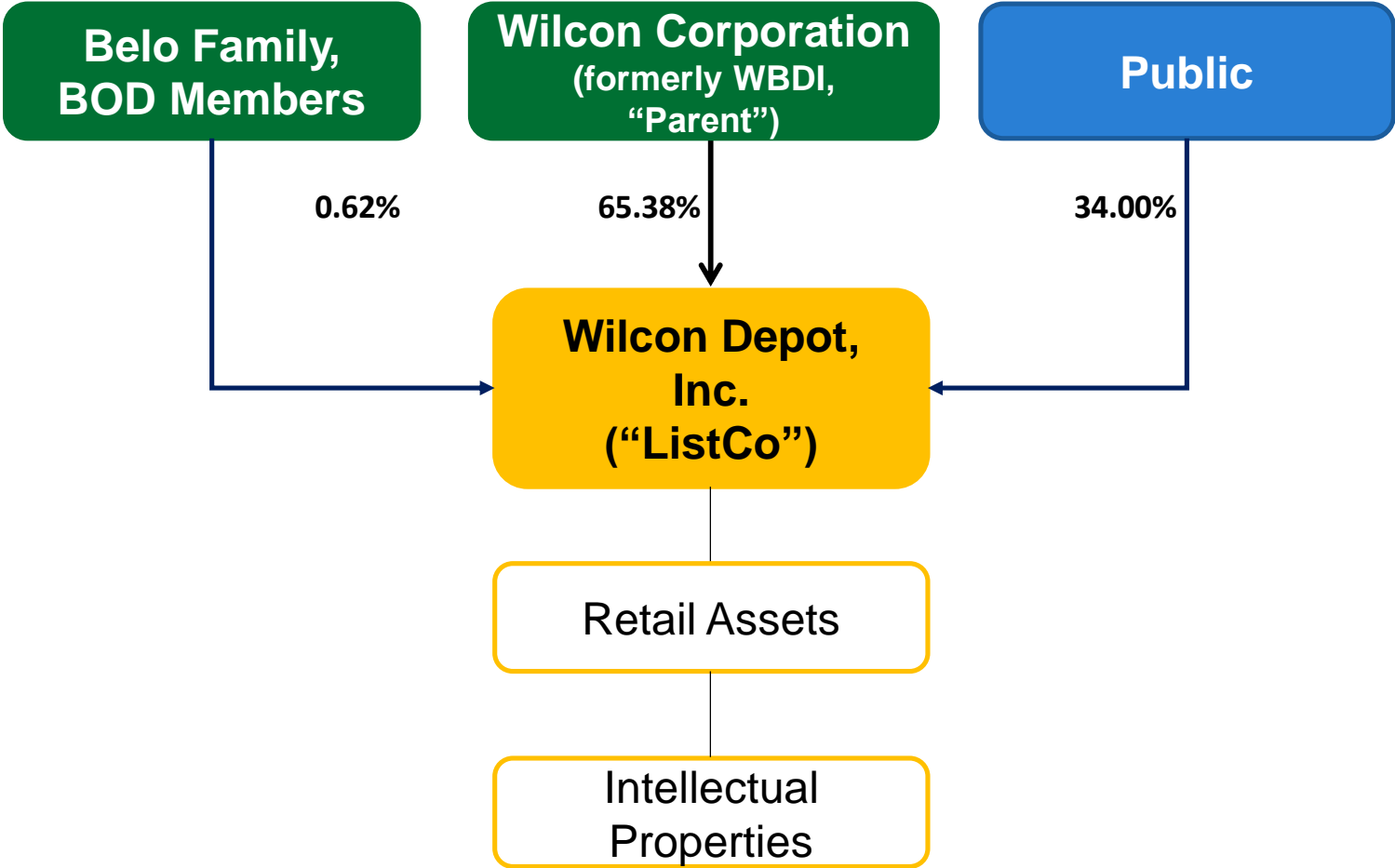


paints & sundries



plumbing

Wilcon Group: Corporate Structure



➤ The retail business was transferred to the ListCo on April 1, 2016 from the parent.

Independent Directors

WILCON

DEPOT



RICARDO S. PASCUA

Independent Director

Mr. Pascua is an Independent Director of the Company since September 2016. He was Vice Chairman of the Board and President and CEO of Metro Pacific Corporation from January 2000 until his retirement in December 2001, a position he held also from January 1993 to July 1995. In between, he was Vice Chairman and CEO of Fort Bonifacio Development Corporation. He was concurrently an Executive Director of First Pacific Company Ltd. from 1982 to 2001 and as such served in the boards of companies such as Smart Communications, Inc., United Commercial Bank in San Francisco, California, First Pacific Bank in Hong Kong and 1st eBank in Manila. Mr. Pascua started his career in Bancom Development Corporation as Asst. Vice President in 1972 and was assigned in Bancom International Ltd. in Hong Kong as Senior Manager in 1975. Currently, Mr. Pascua serves as an independent director in various corporations and foundations. He is likewise involved in several businesses as Chairman of the Board of Caelum Developers Inc., Facilities & Property Management Technologies, Inc., Ascension Phildevelopers, Inc.; Chairman of the Executive Committee of Phoenix Land Inc. and a Director in Boulevard Holdings, Inc., Central Luzon Doctor's Hospital, Costa de Madera Corp. and Quicksilver Satcom Ventures, Inc.; and the President of Bancom II Consultants, Inc. Mr. Pascua has a Master of Business Management from Asian Institute of Management and he finished his bachelor's degree (magna Cum Laude) from the Ateneo de Manila University.



ROLANDO S. NARCISO

Independent Director

Mr. Narciso is an Independent Director of the Company since September 2016. He was formerly a Director and Officer of New Karlaon Construction, Inc. from 2004 to 2014. He was President and Chief Operating Officer of Steel Corporation of the Philippines from 1998 to 2004 and President and Chief Executive Officer of Royal Asla Multi-Properties, Inc. from 1996 to 1997. Before National Steel Corporation was privatized, Mr. Narciso was its President and Chief Operating Officer from 1989 to 1995 and concurrently from 1989 was a Director of Refractories Corp. of the Phils. and Semirara Coal Corp. up to 1994; and Integrated Air Corp. up to 1993. From 1974 to 1988, he held various positions in National Steel and other subsidiaries of the National Development Company. He also held various positions in the Esso Group of Companies from 1967 to 1974. He is a member of professional organizations such as the Financial Executives, Inc. and the Management Association of the Philippines. He obtained his Master in Business Management and Bachelor of Science in Business Administration degrees from the Ateneo de Manila University in 1967 and 1965, respectively.

Independent Directors

WILCON

DEPOT



BERTRAM B. LIM

Independent Director, Chairman

Mr. Lim, is an Independent Director of the Company since May 2017. He is also the Chairman of the United Neon Advertising, Inc., the largest outdoor advertising company in the Philippines and the Chairman of the Center for Community Transformation, a Christian non-government organization, ministering to the poor, with half a million beneficiaries. He is the Board Treasurer of the Trinity University/St. Luke's Health Sciences Consortium and a Bestselling Author. He obtained his Bachelor of Science in Mechanical Engineering degree (Cum Laude) from the University of the Philippines and Master of Science degree from Massachusetts Institute of Technology.



DELFIN "JING" L. WARREN

Independent Director

Mr. Warren is an Independent Director of the Company since May 22, 2017. He is the founder, principal and current Chairman of One Incentive Systems Advocates (IISA) Group and the Warren and Nolasco Realty Corp. He also held various positions in prestigious companies such as First Pacific Commodities Holdings, Ltd., The Hibernia Bank of San Francisco, PT Indo Ayala Leasing Corp., Indonesia and Bancom Philippine Holdings, Inc. He is a licensed Chemical Engineer and he obtained his Bachelor of Science in Chemical Engineering at De La Salle College, Manila in 1971. He was also a consistent dean's lister and a recipient of Jose Rizal Scholarship.

Independent Directors



Bertram B. Lim



Ricardo S. Pascua



Rolando S. Narciso



Delfin L. Warren

Executive Directors



LORRAINE BELO-CINCOCHAN
Director, President and Chief Executive Officer



MARK ANDREW Y. BELO
Director, Treasurer and Chief Financial Officer



CAREEN Y. BELO
Director, Chief Product Officer



Share the upside

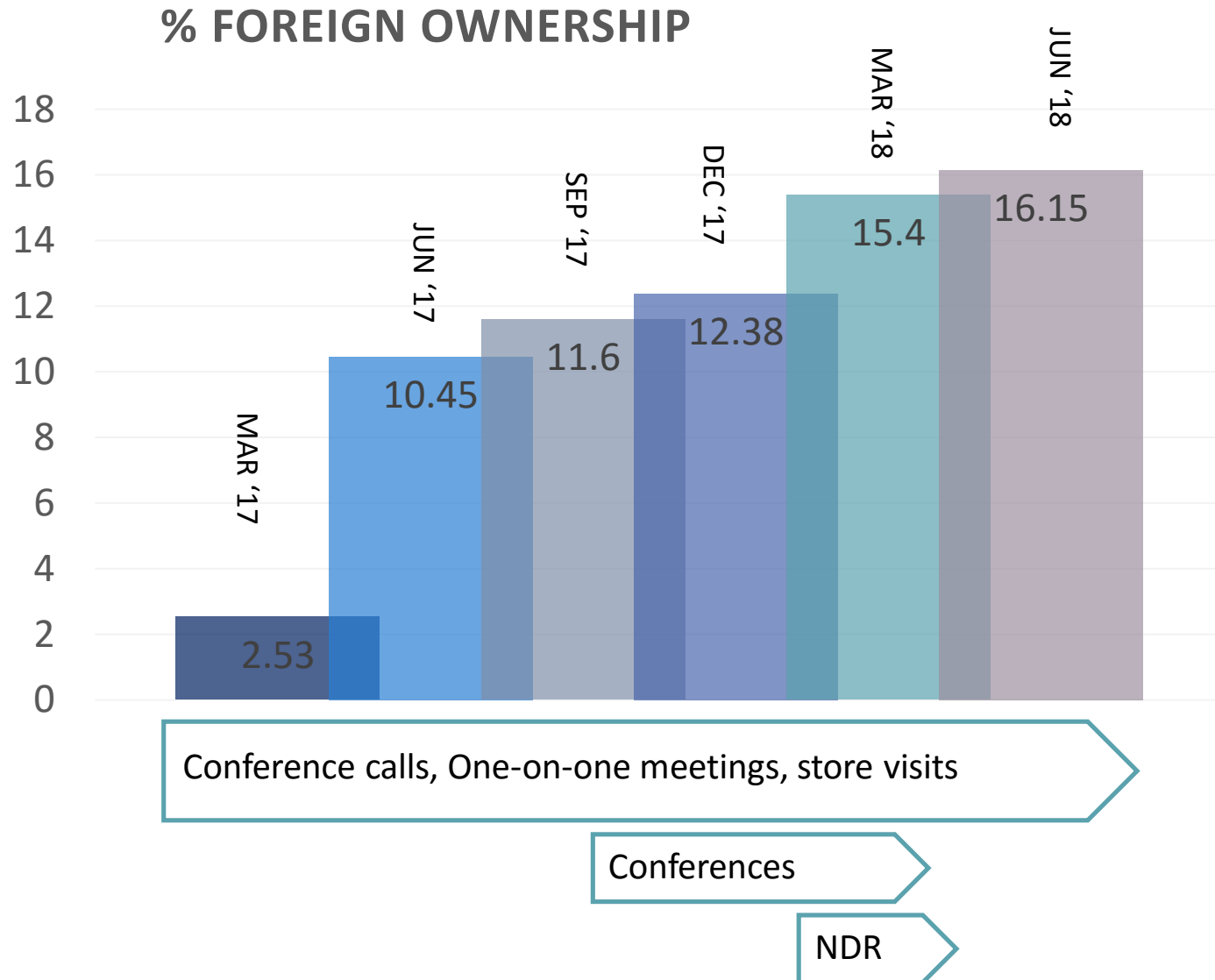


Allocations for employees,
partner-suppliers, customers



All domestic offering

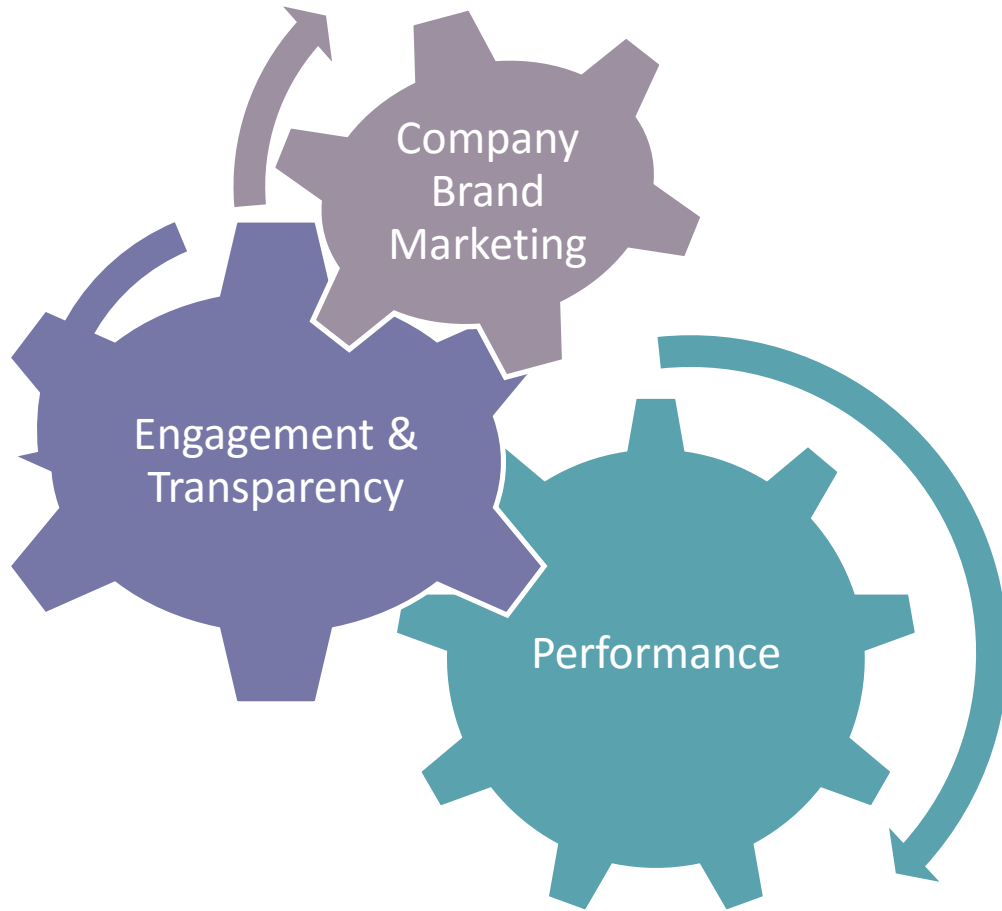
Foreign Ownership



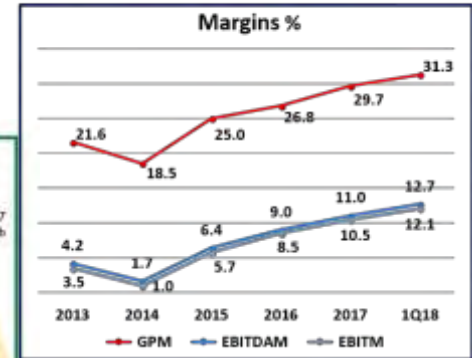
Wilcon vs PSEi – 1st Half 2018



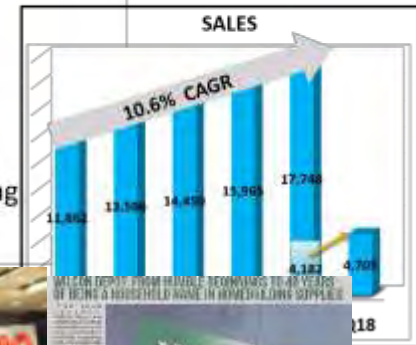
Investor Relations Tools



Improving margins



Healthy sales growth



2018

Annual Shareholders' Meeting
June 18, 2018
Crown Plaza Manila Galleria



Wilcon shares almost double value in five months
Wilcon founder William Tan Belo shares why

Store Network Expansion

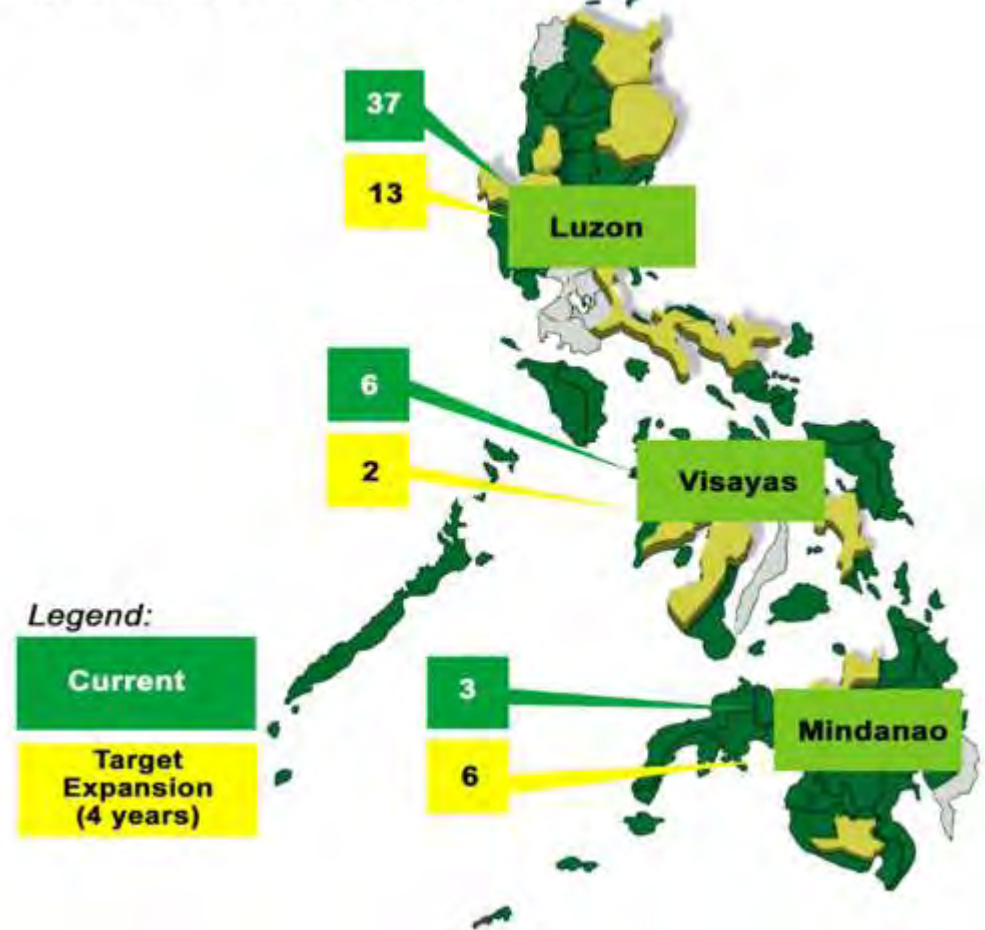


- ✓ Solidify presence in existing markets
- ✓ Expand foothold in fast-growing cities with focus on Visayas and Mindanao regions
- ✓ Target to open 29 depot branches from 2017 to 2021 (eight opened as of June 2018)
- ✓ Target locations include Cavite, Zamboanga, Bicol, Batangas, Davao, General Santos



As of June 2018

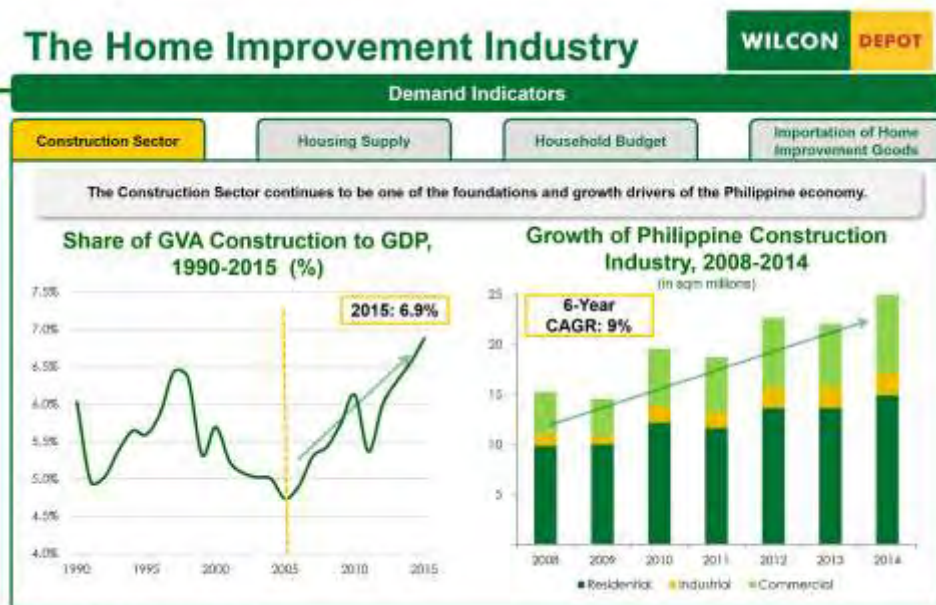
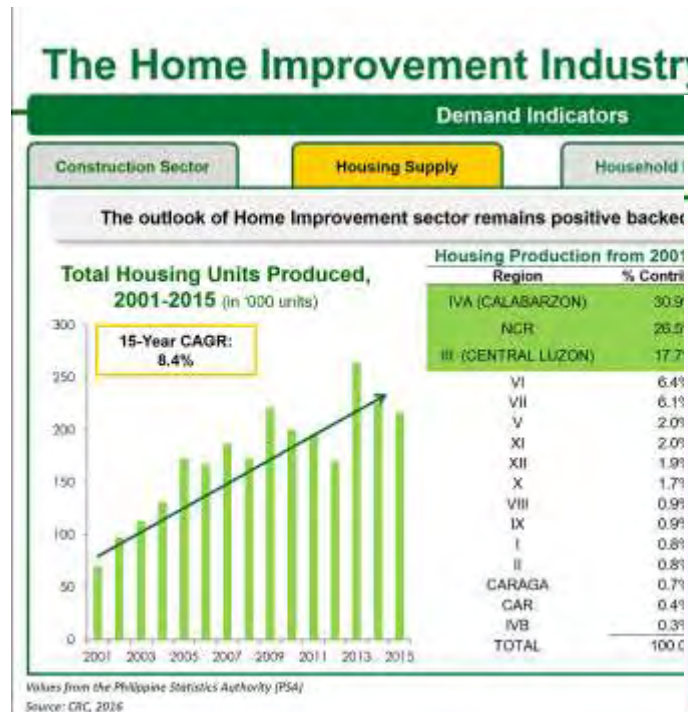
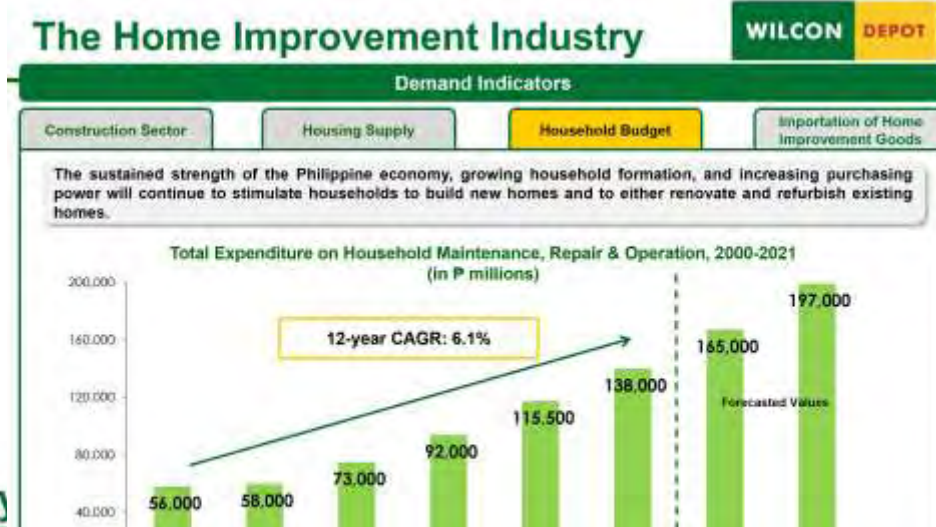
Wilcon's Store Network



Wilcon Demand Drivers



- New Builds – mainly residential
- Renovation and Maintenance / Repairs – residential and commercial



Derived Benefits of Going Public



**Enhanced brand equity
Increased media exposure**



More conscientious operations



THANK YOU