



January 25, 2022

PHILIPPINE STOCK EXCHANGE

9th Floor, Philippine Stock Exchange Tower
28th Street corner 5th Avenue
BGC Taguig City

Attention: Ms. Janet A. Encarnacion
Head - Disclosure Department

Subject: AllDay Marts Inc.: **Press Release**

Gentlemen:

Please see attached copy of the press release on AllDay Marts, Inc. dated 01/25/2022.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "MOC".

Maria Cristina O. Barao
Chief Financial Officer

PRESS RELEASE



AllDay Supermarket moves forward with Metro Manila expansion initiatives, opens 35th location in Mandaluyong

AllDay Supermarket continues to push its expansion pace with the opening of its newest location in Metro Manila—AllDay Worldwide Corporate Center (WCC) along Shaw Boulevard in Mandaluyong City. This marks the 35th location of AllDay, currently the fastest growing supermarket operator in the Philippines.

“We are pleased to build on our current pace as we continue to pursue expansion initiatives for AllDay Supermarket. The opening of AllDay Supermarket WCC not only adds to the convenience and promise of one of our busiest commercial developments in WCC, but is also a key addition to our Metro Manila presence. We believe that this is a timely addition to the AllValue portfolio, as we anticipate a surge in the need for essentials as we manage the latest challenges posed by the pandemic,” says AllDay Chairman Manny B. Villar Jr.

The opening of AllDay WCC continues to leverage a premiumized experience for grocery shoppers, with the newest location bannerizing AllDay’s tradition for an elevated in-store experience: wider aisles, calibrated lighting, upgraded design elements and intuitive, best-in-class customer-facing technologies. These are in addition to AllDay’s comprehensive grocery offering, which features a vast international product selection—a prized element of the AllDay experience.

“AllDay remains committed to its strategy of leveraging its established strengths of innovation and upgraded experiences to keep its pace as the mid-premium supermarket segment leader of the Philippines. We take pride in the total AllDay offering and are excited to share this with our newest community in Mandaluyong by way of our AllDay WCC branch. Even as essentials take priority in the current setting, we believe that our unique supermarket experience will remain a key competitive advantage as we continue to push the AllDay brand. What’s more, we recognize that the Mandaluyong market is one that will truly benefit from our dual format model, as this newest location adds a ready e-commerce hub for www.allday.com.ph, further strengthening our e-commerce reach in the Metro Manila area.” adds Camille Villar, AllDay Vice Chairman.

Frances Rosalie T. Coloma, Chief Executive Officer for AllDay said: “The opening of AllDay Supermarket WCC kicks off a year of expansion initiatives pursuant to our strategy of growing our store network towards 100 stores by 2026. We are pleased with our latest supermarket offering in WCC, one that continues to be informed by our strategy to leverage a premium in-store and online experience. On the strength of our sustained success thus far, we believe that our 35th store will not only perform to our expectations,

but also bring delight to our newest community in Mandaluyong.”

AllDay’s newest location is the product of the infusion of fresh capital into chain operations from its successful IPO last November 3, 2021. This latest location comes at the heels of AllDay’s recent opening in Eastlake.

With the addition of its WCC branch, All Day Supermarket has now opened 35 stores, including locations in Bataan, Pampanga, Libis, Shaw, Taguig, Las Piñas, Molino, Kawit, Sta. Rosa, Alabang, C5 Extension, Doña Manuela-Las Piñas, Iloilo, Naga, General Trias, Tanza, Evia Lifestyle Center, Malolos, Dasmarinas, Nomo, Imus, Salawag, Silang, Starmall Annex-Las Piñas, Cabanatuan, Sta. Maria, Santiago, Isabela, Talisay, Cauayan, Bacolod, Sto Tomas-Batangas and Eastlake – Muntinlupa.

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