

PRESS RELEASE



AllDay Supermarket footfall 4Q 2021 28% up vs 4Q 2020

The Philippines' fastest growing supermarket operator and mid-premium segment leader, AllDay Supermarket, remains optimistic going into 2022 after seeing chain-wide footfall register significant growth in 4Q 2021—28% up versus the same period of the previous year.

Footfall is typically indicative of AllDay chain 4Q performance, as the chain is historically 40 to 50% more profitable in the last quarter than in previous quarters of the same year.

Bannering an elevated and modern grocery shopping experience that features premium in-store touchpoints and innovative consumer solutions, AllDay attributed the uptick of customer traffic to the peak season.

"AllDay's 4Q store performance, particularly store footfall, is an indication of the quickening pace of the country's return to normal, as well as continued validation of our unique supermarket concept and experience," says Manuel B. Villar Jr, Chairman of AllDay.

"We are seeing consumers regain their confidence to again frequent our stores and the unique experiences they offer—a distinct and key advantage of AllDay Supermarket."

In addition to their distinct and elevated store experiences, AllDay Supermarkets are strategically located in prime shopping districts and densely populated areas. AllDay Supermarket also readily serves established communities developed by the Villar housing arm, a full display of the group's vaunted synergies.

AllDay Vice Chairman Camille Villar says: "The uptick in AllDay Supermarket store footfall is a validation of our strategy that brings an innovative and elevated supermarket experience closer and closer to Filipino communities that are simply hungry for better experiences. Combined with consumers' confidence in the governments' sustained efforts to stem the pandemic through safety protocols and vaccination, we are confident in our optimistic outlook for the coming year."

Frances Rosalie T. Coloma, Chief Executive Officer for AllDay adds: "It is our pleasure to report that despite the challenges of the pandemic, the AllDay supermarket experience continues to resonate with the Filipino consumer, as can be seen with the significant rise of footfall across all AllDay locations. Not only does this translate to better sales performance, this allows us to remind consumers of the AllDay experience, one that we firmly believe is clearly differentiates us from the local supermarket landscape."

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, Dasmarias, Nomo, Imus, Salawag, Silang, Starmall Annex-Las Piñas, Cabanatuan, Sta. Maria, Santiago, Isabela, Talisay, Cauayan, Bacolod, Sto Tomas-Batangas and Eastlake – Muntinlupa.

AllDay also continues to maintain and operate its best-in-class e-commerce platform www.allday.com.ph

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