PRESS RELEASE

AllDay gears for market ready to "re-experience" retail, continues Metro Manila expansion with new location in Sucat.

AllDay Supermarket, the fastest growing supermarket operator in the Philippines continues its push to expand in Metro Manila with the opening of a new location in the Villar group's Eastlake development in Sucat, Muntinlupa. With the opening of AllDay Supermarket Eastlake, the chain grows its network to 34 stores across the country.

"It is with pride that we add another location to the AllDay roster. AllDay Supermarket Eastlake is yet another milestone for the group towards our continued push to bring a better, global standard of grocery shopping to more Filipinos—especially in communities such as Sucat. Locating our new supermarket in Eastlake also again reflects our synergy with the Villar group of companies. This puts our new location in an immediate position of advantage as it will serve a well-established community hungry for upgraded experiences," says AllDay Chairman Manny B. Villar Jr.

Leveraging a customer base hungry to re-experience retail

The continued expansion push of AllDay Supermarket is also in-line with the gradual return of the Philippines' to normal after a prolonged period of pandemic and requisite recovery efforts. AllDay 2021 9M sales are up 22% to P6.9 billion from P5.6 billion same period last year. AllDay's NIAT is also up 61% in the 9M 2021—265 million from Php 165 million in 9M 2021.

On top of tracking to turn in a banner year, signs of revenge spending coupled with the traditionally strong holiday buying from a market starved for retail experiences are abound: AllDay customer basket size is currently tracking at 15% higher than the first 9 months of 2021.

"AllDay will continue to implement a strategy that takes advantage of our established strengths of innovation and upgraded experiences to stay ahead of the local supermarket landscape. We have seen that customers' now prioritize experiences over essentials. Euromonitor International's scan of Megatrends in the Philippines reports that over half of their survey respondents prefer distinctive, elevated experiences, are shifting to quality products. Our continued efforts to bring AllDay to these types of customers already has clear results, reflected in our 9M 2021 performance versus same period of 2020 coupled with the continued growth of our customer basket size are proof that our elevated experiences, both in-store and online, are resonating with a market that is hungry to experience in-person retail again," adds Camille Villar, AllDay Vice Chairman.

Closing 2021 on a strong expansion push

On AllDay's continued expansion, Frances Rosalie T. Coloma, Chief Executive Officer for AllDay said: "We are steadfast in our pursuit to expand the AllDay experience for a market that continues to validate our strategy of premiumization. On the strength of our 9M2021 performance and the continued improvement of AllDay basket sizes, we are confident of AllDay's sustained success through our clearly differentiated supermarket concept. Thanks to our successful IPO, we look to use the fresh funds made available to us to enable an aggressive expansion strategy, one that not only seeks to improve our presence in Metro Manila, but throughout the country."

AllDay's successful IPO listing on November 3, 2021 has infused fresh capital into chain operations, allowing for the acceleration of store expansion. AllDay has also restated its commitment to hit 100 stores by 2026.

During the offer period that ran from October 18 to 25, 2021, AllDay offered and sold to the public 6,857,143,000 shares with an overallotment option of 685,714,000 shares. AllValue Holdings Corp. granted PNB Securities, Inc., as stabilizing agent, an option to purchase 685,714,000 shares to cover overallotments, if any, and to effect price stabilizing transactions for a period not exceeding 30 calendar days from listing date. In a disclosure dated December 3, 2021, PNB Securities exercised the overallotment option in full due to the non-conduct of any stabilizing activities during the stabilizing period ending on December 2, 2021. As stated in the prospectus, the remaining 12,694,286,000 shares of AllValue remain under 180-day lockup while the 2,615,000,000 shares remain under 365-day lockup.

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