

PRESS RELEASE



AllDay introduces Philippines' first supermarket "smart carts"

AllDay Supermarket, the country's fastest growing supermarket operator, continues its tradition of innovation-first customer experiences by rolling out the Philippines' first "smart carts" in its stores, a nod to its continuous effort to bring global best practices to the local supermarket experience.

AllDay's smart carts are the latest addition to the chain's growing collection of first-to-market innovations, including its Personal Shopper Service, and AllDay's self-checkout counters—initiatives indicative of the market's growing preference for an upgraded experience informed by emerging trends from all over the world.

"We're excited to bring to our customers yet another innovation to make in-person grocery shopping even more intuitive and enjoyable," says Camille Villar, AllDay Supermarket's Vice Chairman. "Our smart carts are a novel experience, and we are sure it will be an exciting experience for first-time users. This puts even more convenience and information about what they are buying in real time, right at their fingertips. More importantly, introducing these smart carts helps raise the bar for the local supermarket landscape, driving home our point that Filipino consumers now prefer experiential shopping, and we are of course happy to deliver."

A simple, efficient experience

AllDay's smart carts are easy to use, and allows for even more customer autonomy, in-store.

Customers need to simply place their desired items in the smart cart, which automatically scans the selected items information, immediately reflecting prices and other important information on the cart's user interface.

As a customer continues his or her shopping trip, a running total is generated in real-time, allowing for them to monitor and compare against their budget, or their shopping list for that particular trip.

When a customer is ready to check out, the smart cart will automatically generate a QR code for their total purchase, which can be scanned at either AllDay's self-check out counters or simply handed over to AllDay's trained cashiers for payment and check out.

Always innovating

Innovation, whether in-store or online, will always remain the beating heart of the AllDay experience. The rollout of AllDay smart carts in the AllDay flagship store at Evia Lifestyle Center is a direct result of the constant evaluation of global trends and practices—which led to the chain's introduction of the country's first self-checkout kiosks and the pioneering Personal Shopper Service, initiatives that have earned regional acclaim from groups such as Euromonitor International.

AllDay also continues to maintain and operate the best-in-class e-commerce platform www.allday.com.ph, which also aims to introduce new customer-facing improvements in 2022.

“Our focus continues to be directed towards bringing transformation to the local supermarket landscape,” says Villar. “The importance of continuous improvement of our services and experiences remains a top business priority for us, right alongside expanding our store network and bringing our established elevated in-store customer experience to even more communities all over the country.”

With the recent opening of new locations in the Villar group’s East Lake and WCC locations, All Day Supermarket now operates 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, Dasmaringas, Nomo, Imus, Salawag, Silang, Starmall Annex-Las Piñas, Cabanatuan, Sta. Maria, Santiago, Isabela, Talisay, Cauayan, Bacolod, Sto Tomas-Batangas and Eastlake – Muntinlupa.

Disclaimer: This Press Release contains forward-looking statements that are subject to inherent risks and opportunities posed in the normal course of business. However, AllDay Marts, Inc. believes that expectations reflected in any forward-looking statements are reasonable as they are made in citing third-party insights and studies, it can give no guarantee of future actions or events.