

# COVER SHEET

0 0 0 0 0 2 4 0 1 5

SEC Registration Number

THE KEEPERS HOLDINGS, INC.  
FORMERLY DA VINCI CAPITAL  
HOLDINGS, INC.

(Company's Full Name)

NO. 900 ROMUALDEZ ST., PACO,  
MANILA

(Business Address: No. Street City/Town/Province)

CANDY H. DACANAY-DATUON

(Contact Person)

(632) 8522-8801 to 04

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

3 0

(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES  
REGULATIONS CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	May 31, 2022
SEC Identification Number	24015
BIR Tax Identification Number	000-282-553
Name of Issuer as specified in its charter	<b>The Keepers Holdings, Inc.</b> <i>(Formerly, Da Vinci Capital Holdings, Inc.)</i>
Address of principal office and postal code	No. 900 Romualdez St., Paco, Manila, 1007
Industry Classification Code	
Issuer's Telephone Number	(632) 8522-8801
Former Name	None
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares – 14,508,750,313
Indicate the item numbers reported therein	Other Matters/Event

**Other Matters:**

Please see attached Company Presentation for its Full Year 2021 and 1Q 2022 Results.

**SIGNATURE**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**THE KEEPERS HOLDINGS, INC.**

  
**ATTY. CANDY B. DACANAY- DATUON**  
Assistant Corporate Secretary and Compliance Officer

Maker's Mark  
SIV

TULLAMORE DEW  
1759  
The Legend Begins  
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



AVIATION  
AMERICAN GIN

B  
BEEFEATER  
LONDON

FIJI  
WATER

SANTA CAROLINA  
CHILE 1877



Captain Morgan



NORDÉS  
GIN

1800  
TEQUILA



SINCE 1924  
JINRO

THE SINGLETON



HERROÑOS DEL MARQUES DEL RISCAL

IMPORTED  
ALHAMBRA

PRODUCTO DE ESPAÑA  
ALFONSO I



ABSOLUT  
VODKA

Tanqueray

친구  
CHINGU SOJU



JOHNNIE WALKER

PEGOES

SEVEN  
7  
CROWN

ROYAL SALUTE  
SCOTCH WHISKY

HENDRICK'S  
GIN

Penfold's

GILBEY'S  
Special Dry  
GIN

Ketel One  
VODKA

Jose Cuervo



Vino Fontana



MOMPÓ  
Mass Wine since 1850

Don Julio

BAILEYS



CARLOS I

THE GLENLIVET

Red Bull

DISARONNO  
ORIGINALE



TEQUILA  
ROSE  
STRAWBERRY  
CREAM

Kahlúa

STRONG  
ZERO

the  
Saints



WOLF BLASS

CÎROC  
ULTRA PREMIUM VODKA



The Keepers  
Holdings



The Keepers Holdings, Inc.

FY 2021 Results Investor Presentation  
May 2022

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## Opening Remarks



## Company Overview



# Company Overview: At a Glance

## The Keepers Holdings, Inc. (“KEEPR” or the “Company”)

- **Holding company of Lucio Co’s liquor distribution businesses:** KEEPR wholly owns three major players in the Philippine liquor, wine, and specialty beverage industry – Montosco Inc., Meritus Prime Distributions, Inc., and Premier Wine and Spirits, Inc.
- **Largest distributor of imported spirits in the Philippines:** Based on the IWSR report, the Company and its subsidiaries (the “Group”) accounted for 74.0%<sup>1</sup> and 66.9%<sup>1</sup> of the imported spirits segment based on volume and retail sales value, respectively, in 2020.
- **Strong synergies derived from affiliates, Puregold and S&R:** The Group’s grocery retail affiliates have a vast nationwide network of 4252 stores as of end-2021, providing it with extensive retail touchpoints covering practically all market segments.
- **Healthy growth trajectory:** From 2018 to 2019, the Group’s sales grew by 25% to ₱10.72 Billion while net income grew by 49% to ₱1.22 Billion. Although growth was tempered by the pandemic with sales declining to ₱8.17 Billion in 2020, net income remained robust at ₱1.18 Billion in the same period.

## Cosco Group Overview (Pre – Restructuring)



Note 1 - According to IWSR. Includes The Keepers Holdings, Inc.’s associated businesses, as follows: (i) Pernod-Ricard portfolio through ownership links between Premier Wine and Spirits, Inc. and Pernod Ricard’s Philippines entity; (ii) Diageo portfolio through distribution links with Montosco, Inc., and (iii) Hite-Jinro portfolio through distribution links with Premier Wine and Spirits, Inc.

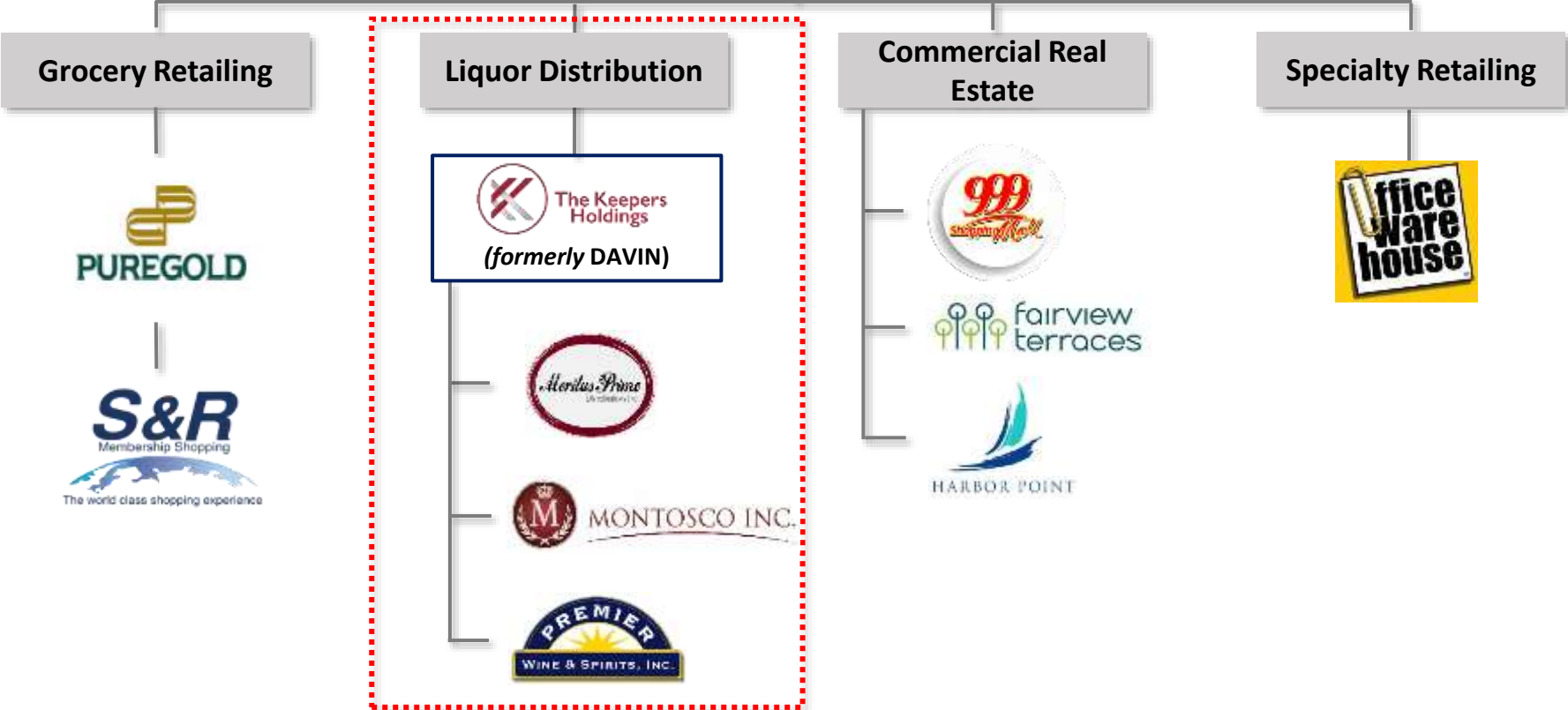
# Company Overview: Cosco Group Overview

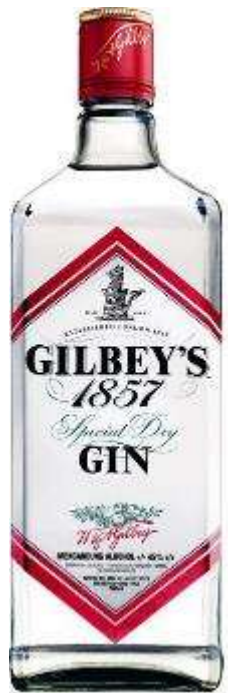


The Group's debut in the PSE is intended to unlock the untapped potential of the three operating companies, and to provide a platform for their future growth.

## Cosco Group Overview (Post – Restructuring)









































**Cosco Capital, Inc.**  
(Lucio Co & Family)





## Key Investment Highlights

KEEPR has established market leadership in all leading categories of the imported spirits segment<sup>1</sup>.

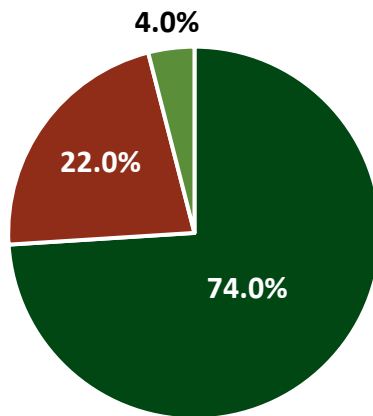
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Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
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Note 1 – References to the ranking is within the imported spirits segment, according to IWSR.

The Group is the largest aggregator and distributor of imported spirits in the Philippines.

## Market Share – Imported Spirits (Volume in Mn 9-litre cases)

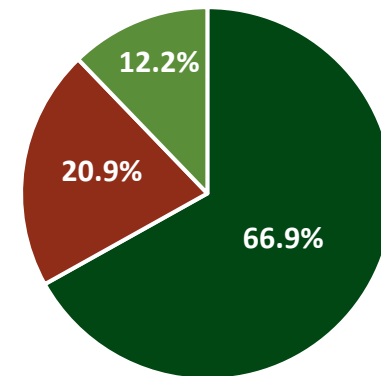
Source: IWSR



■ KEEP R\* ■ PSE-listed Competitor ■ Others

## Market Share – Imported Spirits (Retail sales value (“RSV”) in ₱ Billion)

Source: IWSR



■ KEEP R\* ■ PSE-listed Competitor ■ Others

## Across Price Segments

C-D Segment	A-B Segment	
Affordable	Standard	Premium
₱200 to ₱400	₱400 to ₱1,000	₱1,000 to ₱5,000
✓ such as <i>“Alfonso”</i>	✓ such as the <i>“Johnnie Walker”</i> core range	

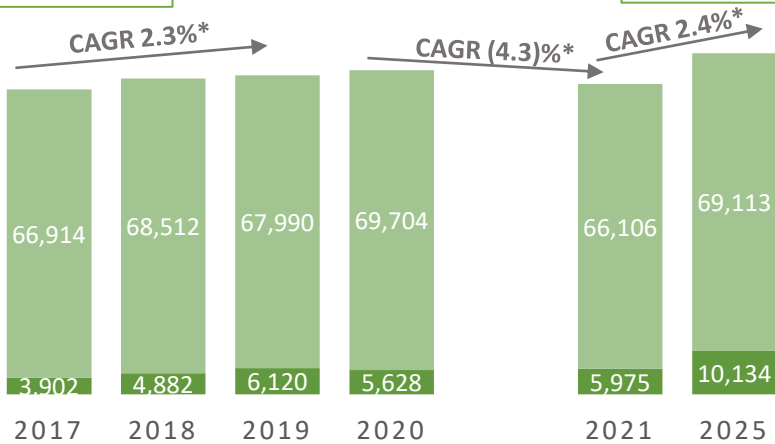
From 2021 to 2025, the Philippines' imported spirits segment is forecasted to grow at a CAGR of 14.1% and 14.9% based on volume and retail sales value<sup>1</sup>, respectively – outpacing the growth of the local spirits segment.

## Total Spirits Consumption (Volume in Mn 9-litre case)

**Imports CAGR**  
17/19 – 25.2%  
21/25 – 14.1%

■ Imported ■ Local

**Locals CAGR**  
17/19 – 0.8%  
21/25 – 1.1%



Source: IWSR

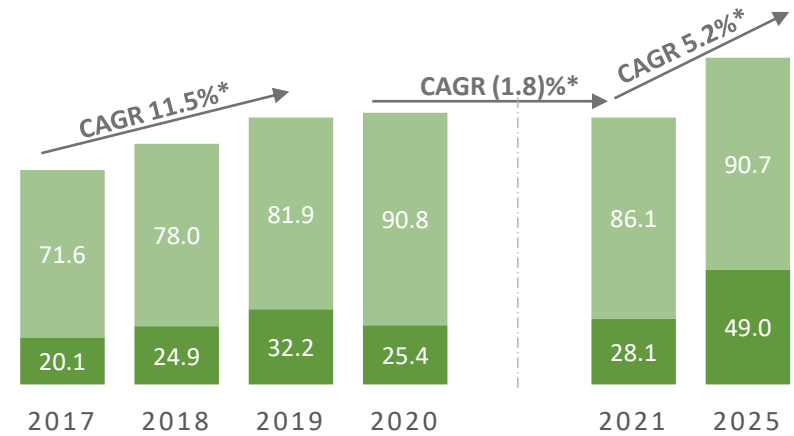
\*Represents total spirits consumption

## Total Spirits Consumption (RSV in ₱ Bn)

**Imports CAGR**  
17/19 – 26.6%  
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■ Imported ■ Local

**Locals CAGR**  
17/19 – 6.9%  
21/25 – 1.3%



Source: IWSR

\*Represents total spirits consumption

## Key Market Factors

### Trade Concentration

- ✓ Few establishments dominate import and wholesaling

### Connectivity

- ✓ International experience steadily enhance consumer experience through returning OFWs

### Domestic Concentration

- ✓ Local manufacturers are confined to the low-priced segment

### Young Population

- ✓ Population structure ensures significant additions to the LDA strata



KEEPER maintains an expansive and well-curated product portfolio with certain brands under exclusivity arrangements with the multinational brand owners.

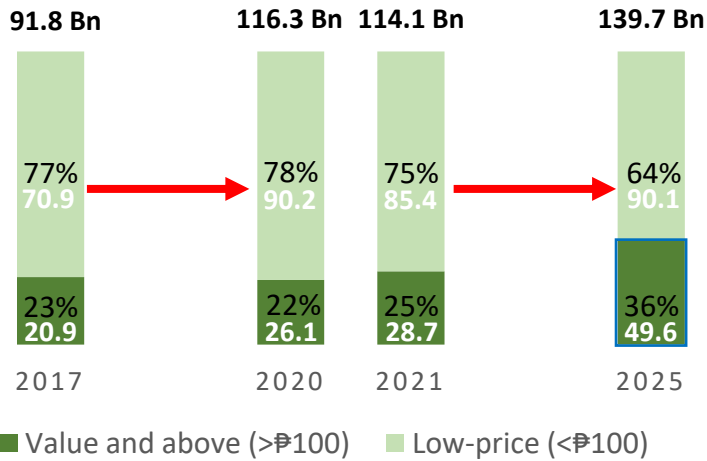
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Malt Scotch		 1	 1	US Whiskey		 1			
Soju				Cognac					
Vodka		 1	 1	 1	Gin	 1			
Rum	 1			Agave			 1		
Flavored Spirits	 1				Irish Whiskey				
Wine					Specialty Beverages				

Legend: **Group maintains exclusivity in the Philippines**

Note 1 - The Group is the exclusive third-party distributor in the Philippines; however, select modern trade accounts are handled directly by the supplier.

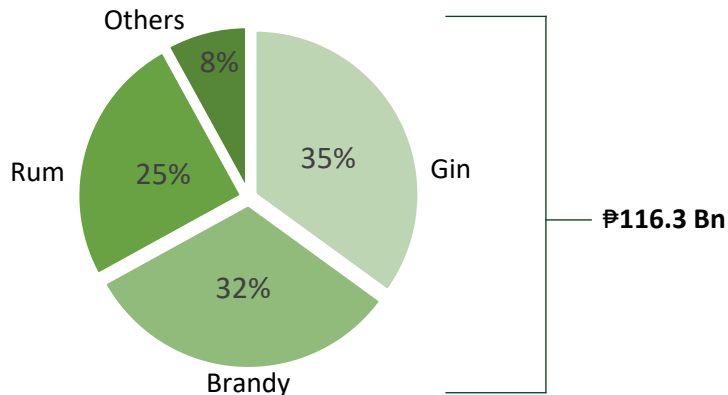
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

### Spirits Consumption Evolution by Price Segment (RSV in ₱ Bn)



Source: IWSR

### Spirits Consumption 2020 (RSV)



Source: IWSR

### Filipino Consumer Trends



### Spirits Premiumization Trend



The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.

		
<p>OVER 20 YEARS</p>	  <p>TREASURY WINE ESTATES</p>	
<p>OVER 10 YEARS</p>		<p>DIAGEO</p> 
<p>LESS THAN 10 YEARS</p>	 <p>WILLIAM GRANT &amp; SONS</p>  	<p>Real Trade International</p>
<p>Constellation Brands</p>    	   	 

With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is equipped to execute the Group's business strategies.



### Lucio L. Co

- Chairman of The Keepers Holdings, Inc.
- Founder and Chairman of Puregold Priceclub, Inc., Cosco Capital, Inc., Invescap Inc.; Director of Philippine Bank of Communications and various other companies.
- Has been an entrepreneur for the past 40 years



### Jose Paulino L. Santamarina

- President of The Keepers Holdings, Inc. and of PWSI which he help co-found
- Is a director and officer in various companies
- Prior to joining the Group, he was the Chief Financial Officer of CMG Marketing, Inc. from 1988 to 1996, a subsidiary of United Distillers which was the precursor to what is now Diageo
- He graduated from Ateneo de Davao University with a degree of Bachelor of Science in Accountancy.



### Imelda D. Lacap

- Comptroller of The Keepers Holdings, Inc.
- She started her career with SGV & Co., the largest professional service firm in the Philippines before moving to Puregold as Audit Officer in 2001; she joined the liquor group in 2006.
- She is a graduate of Centro Escolar University – Malolos with a degree of Bachelor of Science in Accountancy in 1998. She is a Certified Public Accountant.



### Ma. Editha D. Alcantara

- Treasurer of The Keepers Holdings, Inc.
- She holds several positions concurrently including Chairmanship of Blue Ocean Holdings, Inc.
- Ms. Alcantara is a graduate of Polytechnic University of the Philippines with a degree of Bachelor of Economics and Politics in 1992.

With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is undoubtedly equipped to execute the Group's business strategies.



### Camille Clarisse P. Co

- Chairman and President of Meritus Prime Distributions, Inc.
- She is concurrently a director of Invesco Company, Inc. Montosco, Inc., Premier Wine and Spirits, Inc., P.G. Holdings, Inc. and Puregold Properties, Inc. among others.
- Ms. Co is a graduate of De La Salle University with a degree of Bachelor of Arts in Psychology in 2009.



### Jannelle O. Uy

- Chairman and President of Montosco, Inc.
- Her previous experience includes working as a Key Account Manager in Unilever Philippines from 2009 to 2013.
- She graduated from the De La Salle University with a degree in Applied Corporate Management in 2009.

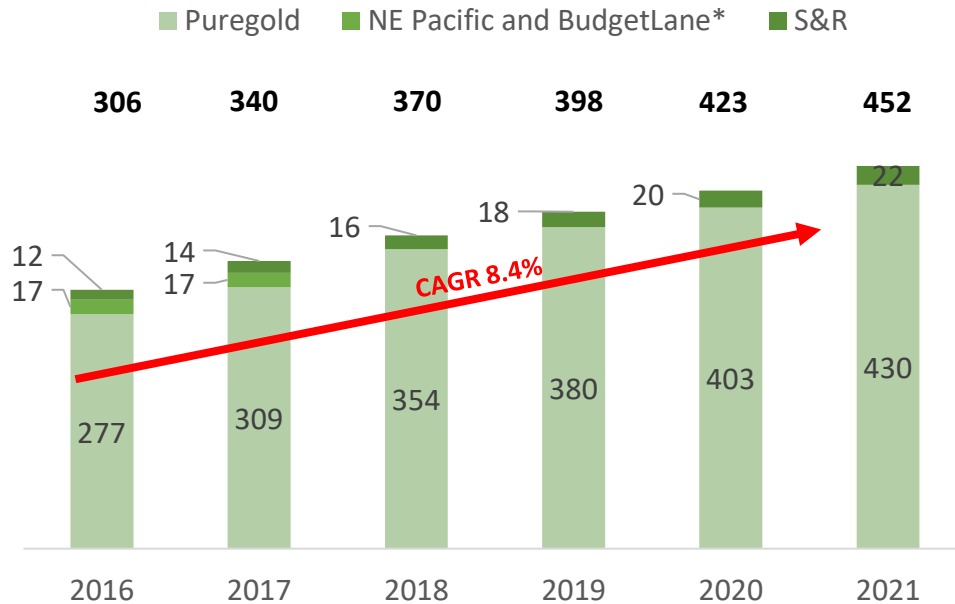


### Robin Derrick C. Chua

- Managing Director of Premier Wine and Spirits, Inc.
- He worked in various consumer marketing and sales roles in Unilever Philippines and overseas from 2012 to 2018.
- He is a graduate of Ateneo de Manila University with a degree of Bachelor of Science in Management and a Minor in Entrepreneurship in 2012.

The Group has an extensive distribution ecosystem with over 200 distribution partners that sell its products across all fringes of the Philippine archipelago.

### Cosco's Grocery Retail Network



### Third-Party Distribution Partners

- ✓ Grocery Retailers
- ✓ Sub-Distributors
- ✓ Wholesalers
- ✓ E-commerce / Online Retailers
- ✓ Others



### On-Premise Channels

- ✓ Bars
- ✓ Restaurants
- ✓ Hotels
- ✓ Clubs
- ✓ Others



C-D Segment

**KEEPR**

A-B Segment





# Puregold Display Racks









# S&R Display Racks





# S&R Display Racks





# S&R Display Racks





Leading market position in the imported spirits distribution segment in the Philippines.



High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio.



Well-positioned to capture the premiumization consumer trend in the Philippines.



Extensive and long-standing relationships with brand owners who are global market leaders.



Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages.



Strategic and sustainable expansion plan complemented by synergistic relationship with Cosco Capital group, allowing the Group to widen its market reach.



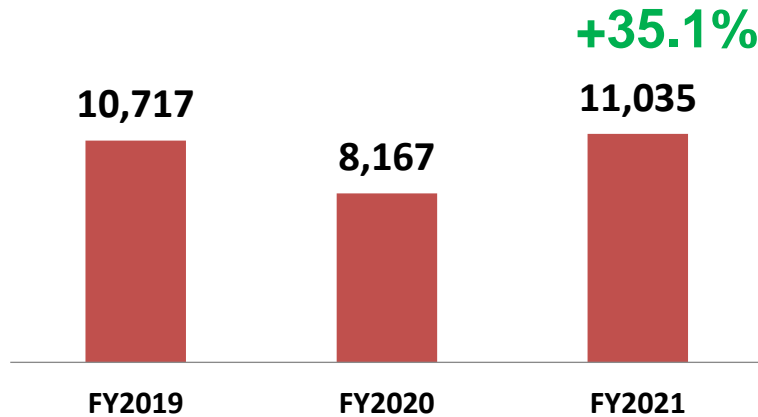


## Financial Highlights

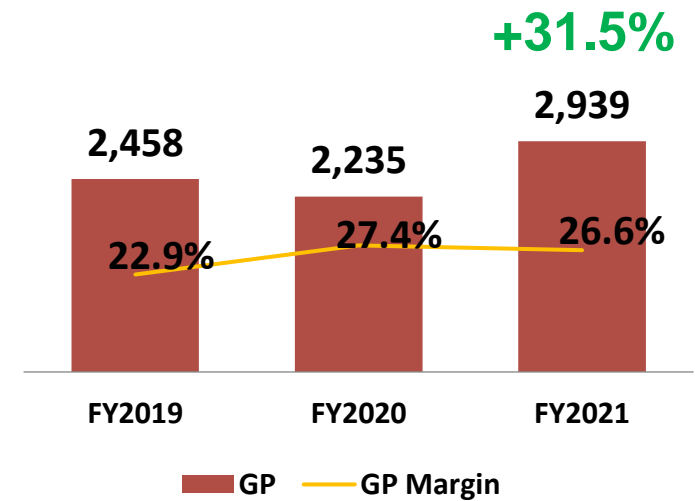
# Key Financial Highlights

(In PHP millions)

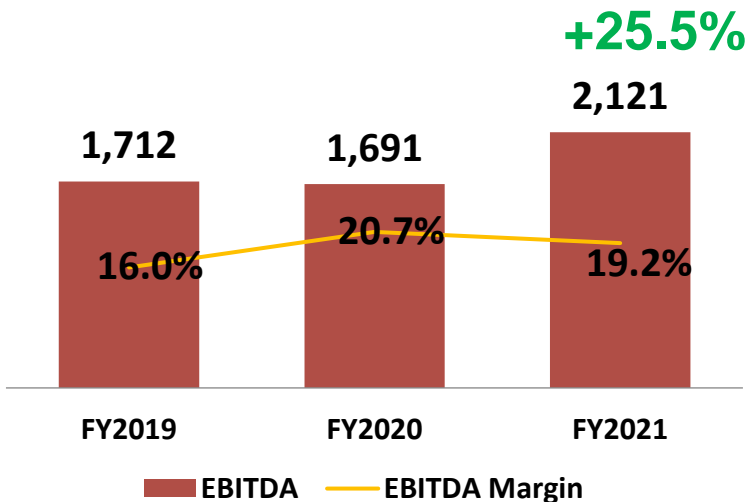
## Revenues



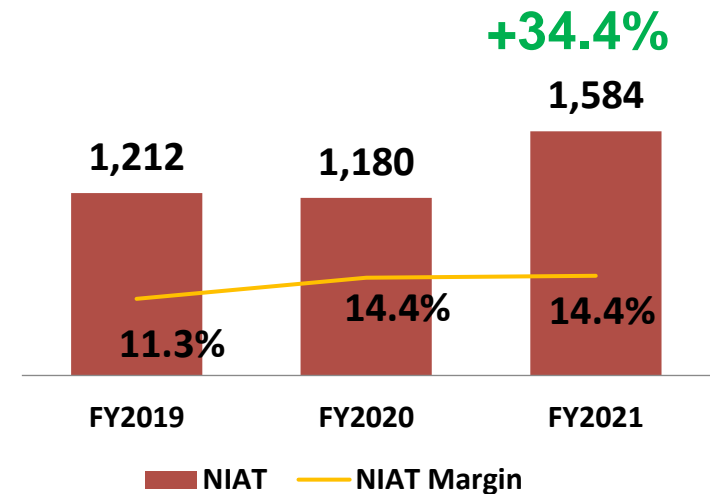
## Gross Profit and Margin



## EBITDA and Margin



## Net Profit and Margin



# Operating Highlights



- 32% growth in total volume of cases sold in FY 2021
- Successful follow-on offering listing on November 19, 2021 in the PSE
- Growth driven by the increase in the brandy, other spirit segment, and wines.

CATEGORY	2019	% Mix	2020	% Mix	2021	% Mix	% YoY
Brandy	2,997,940	73%	2,488,760	74%	3,473,246	78%	40%
Other Spirits	626,231	15%	533,170	16%	532,741	12%	0%
Wines	235,407	6%	167,335	5%	219,704	5%	31%
Specialty beverages	238,213	6%	196,660	6%	239,505	5%	22%
Grand Total	4,097,791	100%	3,385,925	100%	4,465,196	100%	32%

Growth/Decline       **43%**       **-17%**       **32%**



## Q & A



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**Thank You!**

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Maker's Mark  
SIV

TULLAMORE DEW  
EST. 1829  
The Legendary  
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



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Jose Cuervo

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MOMPÓ  
Mass Wine since 1850

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The Keepers  
Holdings



The Keepers Holdings, Inc.

1Q 2022 Results Investor Presentation  
May 2022

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## Cosco Group Overview (Pre – Restructuring)



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# Company Overview: Cosco Group Overview



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## Cosco Group Overview (Post – Restructuring)

**Cosco Capital, Inc.**  
(Lucio Co & Family)

Grocery Retailing



Liquor Distribution



Commercial Real Estate



Specialty Retailing















































## Key Investment Highlights

1

# Leading market position in the imported spirits distribution segment in the Philippines<sup>1</sup>



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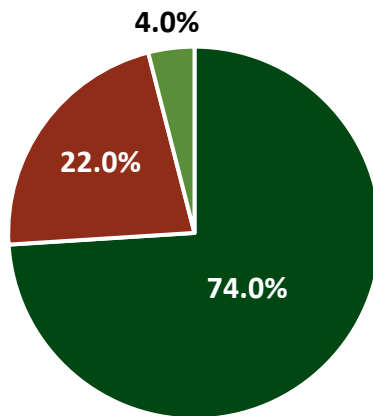
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Note 1 – References to the ranking is within the imported spirits segment, according to IWSR.

The Group is the largest aggregator and distributor of imported spirits in the Philippines.

## Market Share – Imported Spirits (Volume in Mn 9-litre cases)

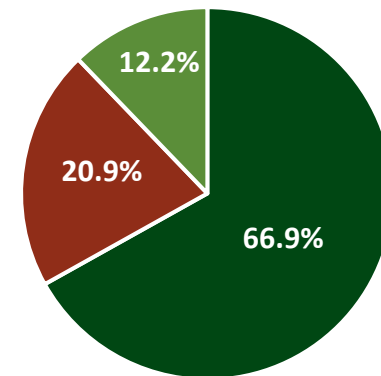
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## Market Share – Imported Spirits (Retail sales value (“RSV”) in ₱ Billion)

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## Across Price Segments

C-D Segment	A-B Segment	
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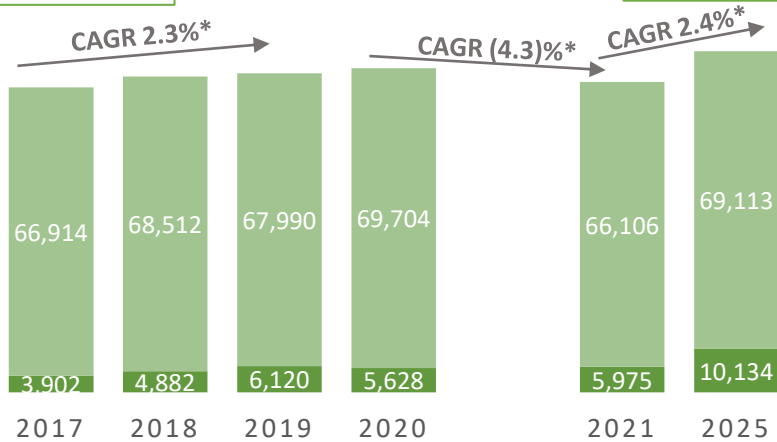
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## Total Spirits Consumption (Volume in Mn 9-litre case)

**Imports CAGR**  
17/19 – 25.2%  
21/25 – 14.1%

■ Imported ■ Local

**Locals CAGR**  
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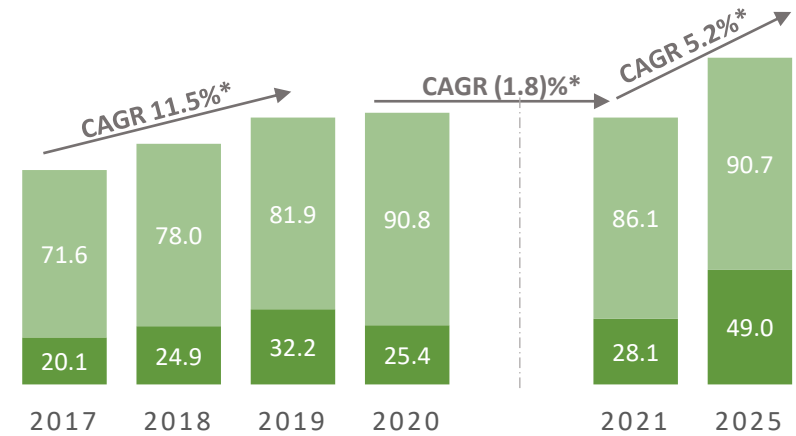
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## Key Market Factors

### Trade Concentration

- ✓ Few establishments dominate import and wholesaling

### Connectivity

- ✓ International experience steadily enhance consumer experience through returning OFWs

### Domestic Concentration

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### Young Population

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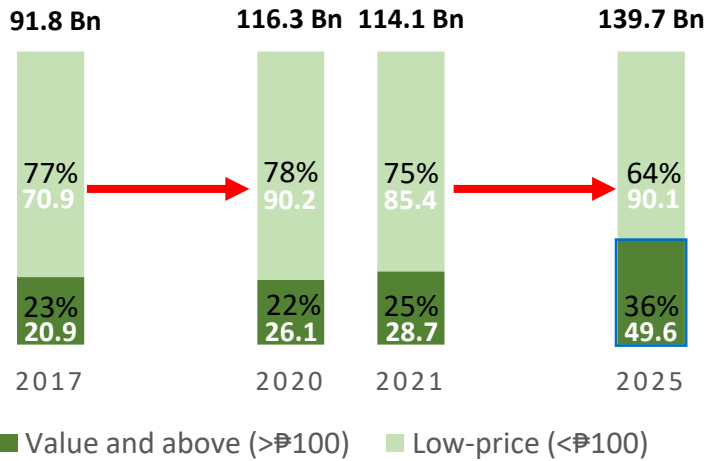
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Wine					Specialty Beverages				

Legend: Group maintains exclusivity in the Philippines

Note 1 - The Group is the exclusive third-party distributor in the Philippines; however, select modern trade accounts are handled directly by the supplier.

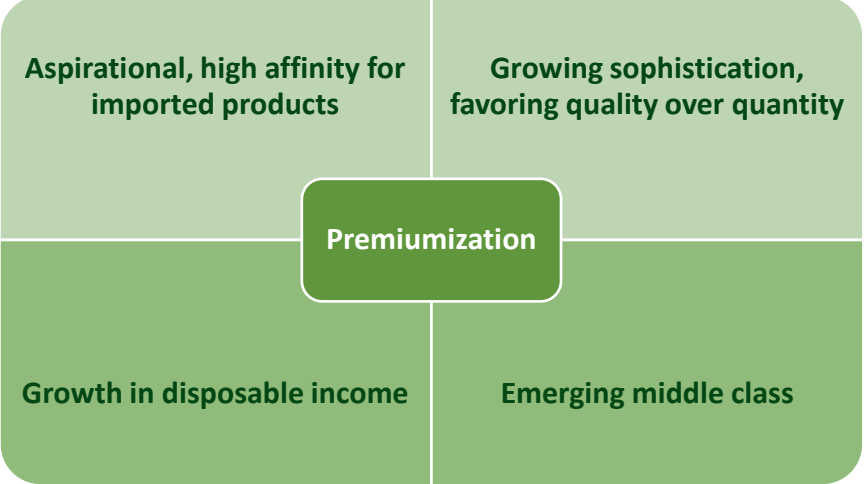
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

### Spirits Consumption Evolution by Price Segment (RSV in ₱ Bn)

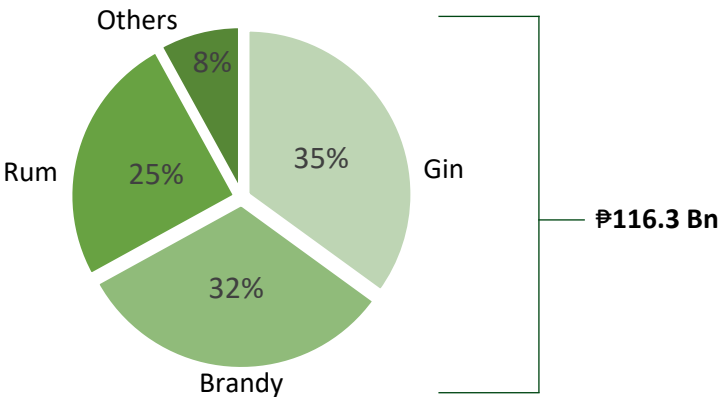


Source: IWSR

### Filipino Consumer Trends



### Spirits Consumption 2020 (RSV)



Source: IWSR

### Spirits Premiumization Trend





The Company's strategic structure ensures a cultural fit with the brand owners and faithfulness to the intricacies of the branding of each product.

		
<p><b>OVER 20 YEARS</b></p>  		<p>Constellation Brands</p>    
<p><b>OVER 10 YEARS</b></p> 	 	   
<p><b>LESS THAN 10 YEARS</b></p>   	<p>Real Trade International</p>	 

With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is equipped to execute the Group's business strategies.



### Lucio L. Co

- Chairman of The Keepers Holdings, Inc.
- Founder and Chairman of Puregold Priceclub, Inc., Cosco Capital, Inc., Invescap Inc.; Director of Philippine Bank of Communications and various other companies.
- Has been an entrepreneur for the past 40 years



### Jose Paulino L. Santamarina

- President of The Keepers Holdings, Inc. and of PWSI which he help co-found
- Is a director and officer in various companies
- Prior to joining the Group, he was the Chief Financial Officer of CMG Marketing, Inc. from 1988 to 1996, a subsidiary of United Distillers which was the precursor to what is now Diageo
- He graduated from Ateneo de Davao University with a degree of Bachelor of Science in Accountancy.



### Imelda D. Lacap

- Comptroller of The Keepers Holdings, Inc.
- She started her career with SGV & Co., the largest professional service firm in the Philippines before moving to Puregold as Audit Officer in 2001; she joined the liquor group in 2006.
- She is a graduate of Centro Escolar University – Malolos with a degree of Bachelor of Science in Accountancy in 1998. She is a Certified Public Accountant.



### Ma. Editha D. Alcantara

- Treasurer of The Keepers Holdings, Inc.
- She holds several positions concurrently including Chairmanship of Blue Ocean Holdings, Inc.
- Ms. Alcantara is a graduate of Polytechnic University of the Philippines with a degree of Bachelor of Economics and Politics in 1992.

With extensive experience of over a century in distribution, brand building and retailing, the Company's Senior Management Team is undoubtedly equipped to execute the Group's business strategies.



### Camille Clarisse P. Co

- Chairman and President of Meritus Prime Distributions, Inc.
- She is concurrently a director of Invesco Company, Inc. Montosco, Inc., Premier Wine and Spirits, Inc., P.G. Holdings, Inc. and Puregold Properties, Inc. among others.
- Ms. Co is a graduate of De La Salle University with a degree of Bachelor of Arts in Psychology in 2009.



### Jannelle O. Uy

- Chairman and President of Montosco, Inc.
- Her previous experience includes working as a Key Account Manager in Unilever Philippines from 2009 to 2013.
- She graduated from the De La Salle University with a degree in Applied Corporate Management in 2009.

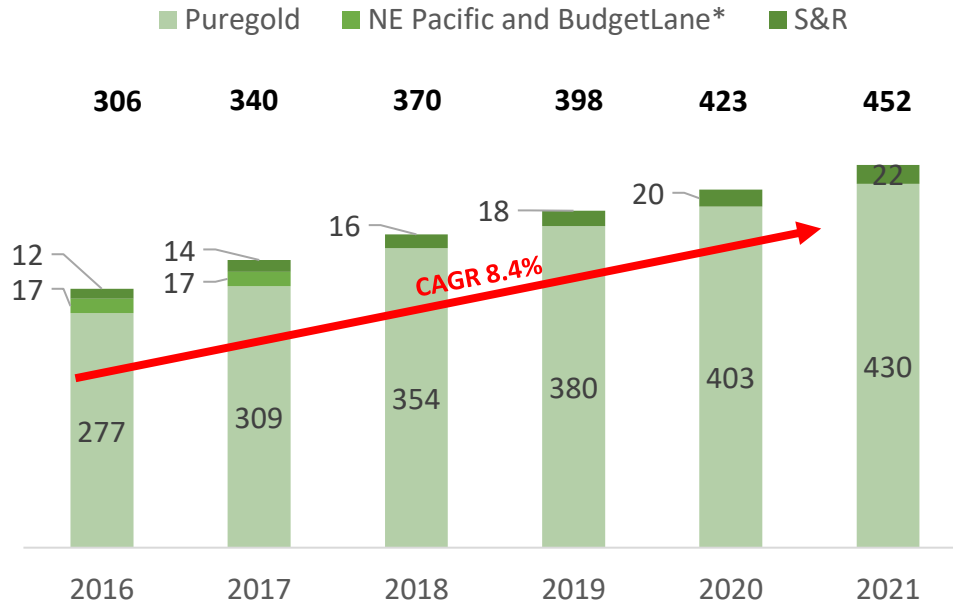


### Robin Derrick C. Chua

- Managing Director of Premier Wine and Spirits, Inc.
- He worked in various consumer marketing and sales roles in Unilever Philippines and overseas from 2012 to 2018.
- He is a graduate of Ateneo de Manila University with a degree of Bachelor of Science in Management and a Minor in Entrepreneurship in 2012.

The Group has an extensive distribution ecosystem with over 200 distribution partners that sell its products across all fringes of the Philippine archipelago.

### Cosco's Grocery Retail Network



### Third-Party Distribution Partners

- ✓ Grocery Retailers
- ✓ Sub-Distributors
- ✓ Wholesalers
- ✓ E-commerce / Online Retailers
- ✓ Others



### On-Premise Channels

- ✓ Bars
- ✓ Restaurants
- ✓ Hotels
- ✓ Clubs
- ✓ Others



C-D Segment

**KEEPR**

A-B Segment

























Leading market position in the imported spirits distribution segment in the Philippines.



High potential for rapid growth in the imported spirits segment on the back of an expansive and well-curated product portfolio.



Well-positioned to capture the premiumization consumer trend in the Philippines.



Extensive and long-standing relationships with brand owners who are global market leaders.



Experienced management team with extensive knowledge in brand building, marketing, and distribution of wines, spirits, and specialty beverages.



Strategic and sustainable expansion plan complemented by synergistic relationship with Cosco Capital group, allowing the Group to widen its market reach.



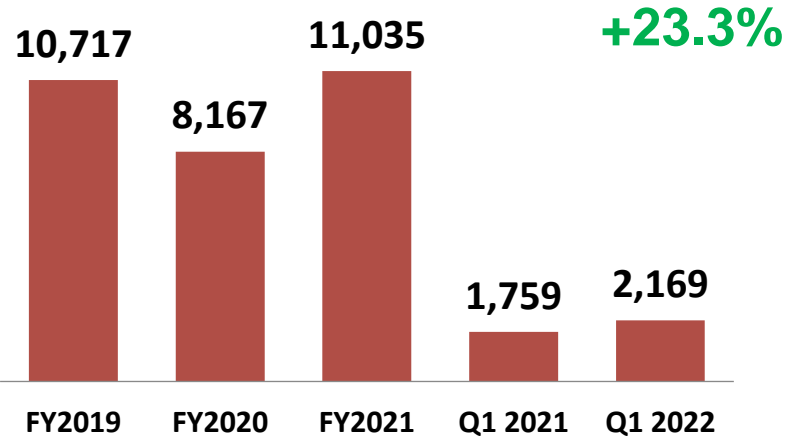


## Financial Highlights

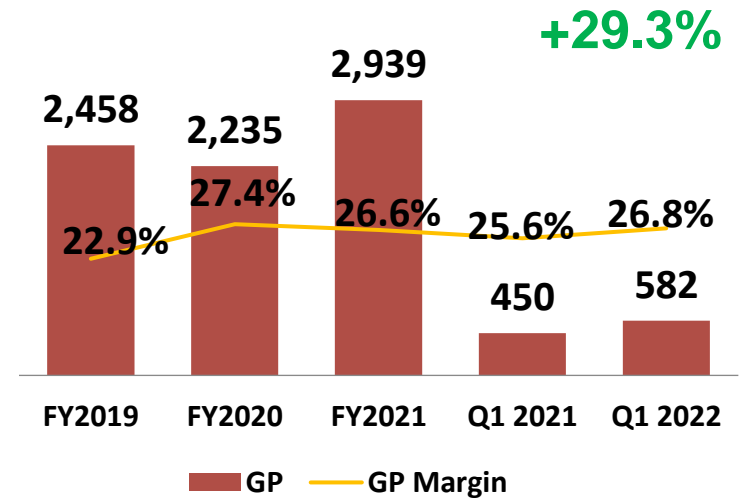
# Key Financial Highlights

(In PHP millions)

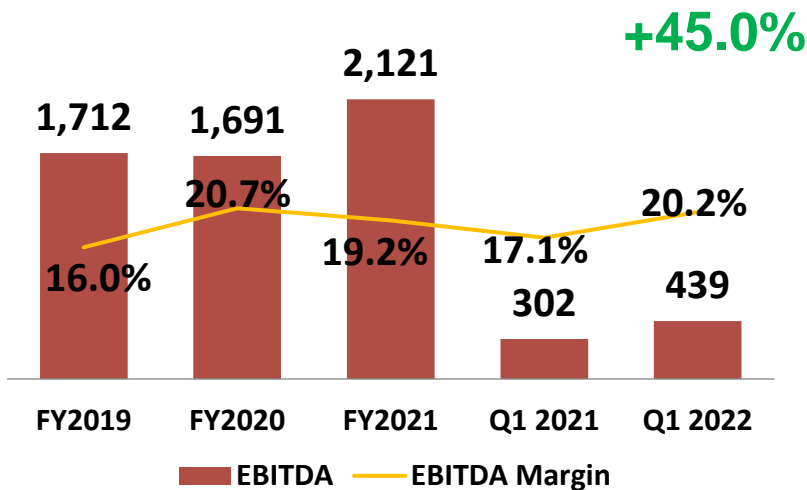
## Revenues



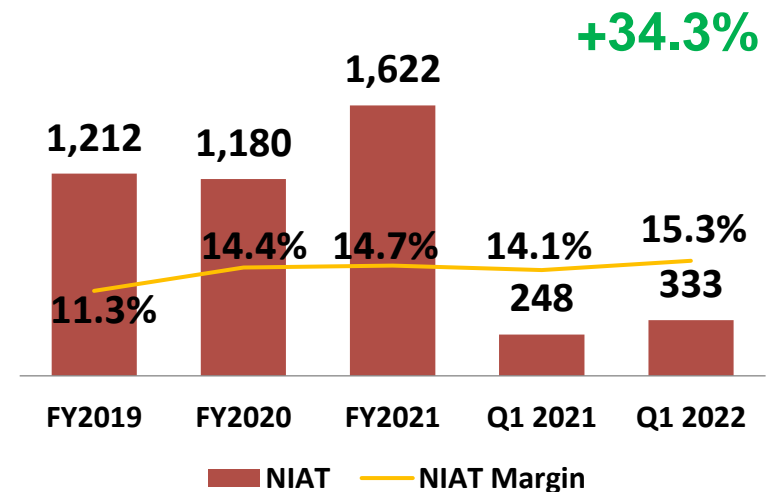
## Gross Profit and Margin



## EBITDA and Margin



## Net Profit and Margin





- 17% growth in total volume of cases sold in 1Q 2022
- Successful follow-on offering listing on November 19, 2021 in the PSE
- Growth driven by the increase in the brandy, wines and specialty beverages.

(in thousand cases)

CATEGORY	1Q 2021	% Mix	1Q 2022	% Mix	% Growth
Brandy	480	68%	593	71%	24%
Other Spirits	149	21%	120	14%	-19%
Wines	34	5%	48	6%	41%
Specialty beverages	46	6%	70	8%	52%
<b>Grand Total</b>	<b>709</b>	<b>100%</b>	<b>831</b>	<b>100%</b>	<b>17%</b>



## Q & A



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**Thank You!**

*THIS PRESENTATION HAS BEEN PREPARED BY THE COMPANY WITH PRINCIPAL OFFICE ADDRESS AT  
NO. 900 ROMUALDEZ ST. PACO, MANILA.*