

# COVER SHEET

0 0 0 0 0 2 4 0 1 5

SEC Registration Number

T H E K E E P E R S H O L D I N G S , I N C .

(Company's Full Name)

N O . 9 0 0 R O M U A L D E Z S T . , P A C O ,

M A N I L A

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

JEWELYN A. JUMALON

(Contact Person)

(63) 917 861 2459

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

1 3

(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 REGULATION CODE  
AND SRC RULE 17.2 (c) THEREUNDER

1. Date of Report: **May 16, 2024**
2. SEC Identification Number: **24015**
3. BIR Tax Identification No.: **000-282-553**
4. Exact name of issuer as specified in its charter: **The Keepers Holdings, Inc.**
5. Province, country or other jurisdiction of incorporation: **Manila, Philippines**
6. Industry Classification Code: (SEC Use Only)
7. Address of principal office: **No. 900 Romualdez St., Paco, Manila** Postal Code **1007**
8. Issuer's telephone number, including area code: **(63) 9178612459**
9. Former name or former address, if changed since last report: **N/A**
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding
<b>Common Shares</b>	<b>14,508,750,313</b>

11. Indicate the item numbers reported herein: **Item 9. Other Events Please see attachment  
Keepers 1Q 2024 Results Investor Presentation**

SIGNATURES

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.**

*Registrant*

  
**Jewelyn A. Jumalon**  
Assistant Corporate Secretary/  
Compliance Officer

16 May 2024

Date

Maker's Mark  
SIV

TULLAMORE DEW  
EST. 1829  
The Legendary  
IRISH WHISKEY

Ballantine's

CHIVAS



MALIBU



perrier



AVIATION  
AMERICAN GIN

B  
BEEFEATER  
LONDON

FIJI  
WATER

SANTA CAROLINA  
CHILE 1875



Captain Morgan



NORDÉS  
GIN

1800  
TEQUILA



SINCE 1924

JINRO



THE SINGLETON



HEREDEROS DEL MARQUÉS DE RISCAL

IMPORTED ALHAMBRA

ALFONSO I  
PRODUCTO DE ESPAÑA



ABSOLUT  
VODKA

Tanqueray

친구  
CHINGU SOJU



JOHNNIE WALKER



PEGO'S



ROYAL SALUTE  
SCOTCH WHISKY

HENDRICK'S  
DISTILLED AND BOTTLED IN SCOTLAND  
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



ROKU GIN  
THE JAPANESE CRAFT GIN

TEQUILA ROSE  
STRAWBERRY  
CREAM

Kahlúa

STRONG  
ZERO

the Saints



WOLF BLASS

CÎROC  
ULTRA PREMIUM VODKA



The Keepers  
Holdings



The Keepers Holdings, Inc.

1Q 2024 Results Investor Presentation  
May 2024

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## Disclaimer

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NO. 900 ROMUALDEZ ST. PACO, MANILA.*



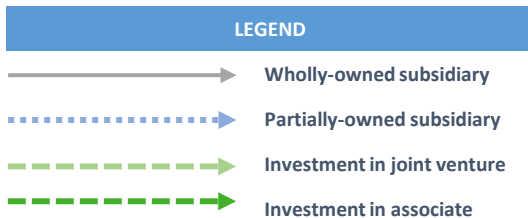
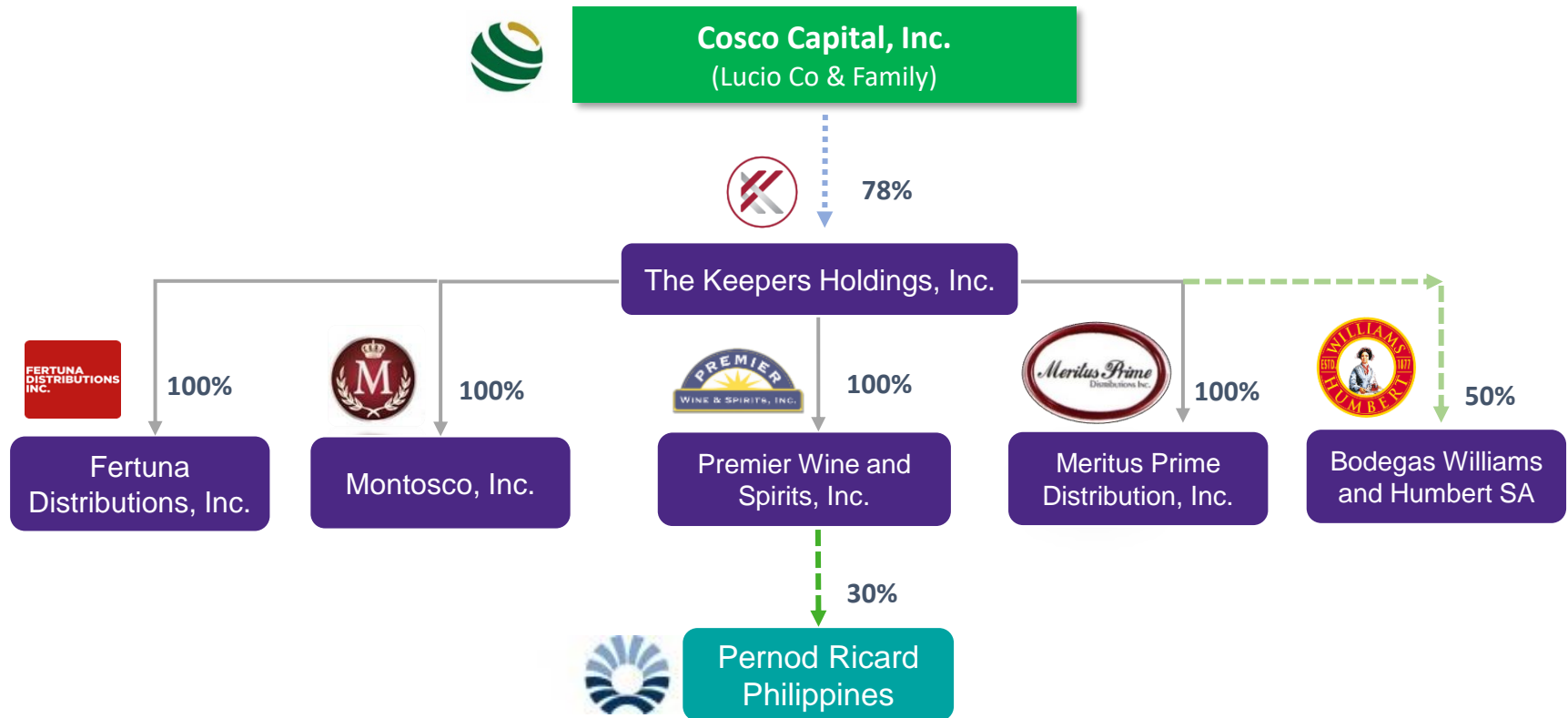


## Opening Remarks



## Company Overview

# Company Overview: Keepers Group







1

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



2

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



3

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



4

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











































5

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

# 1 Market Leader in the imported spirits distribution segment in Philippines<sup>1</sup>



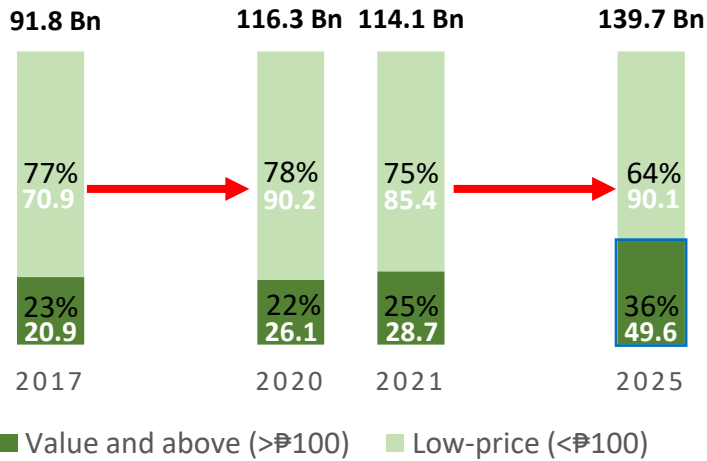
KEEPR has established market leadership in all leading categories of the imported spirits segment<sup>1</sup>.

Non-Cognac Brandy	# 1							
Blended Scotch	# 1		# 2					
Malt Scotch	# 1		# 2					
US Whiskey	# 1		# 2					
Soju	# 1							
Cognac	# 2							
Vodka	# 1		# 2					
Gin	# 1							
Rum	# 2							
Agave	# 1							
Flavored Spirits	# 1		# 2					
Irish Whiskey	# 1							

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

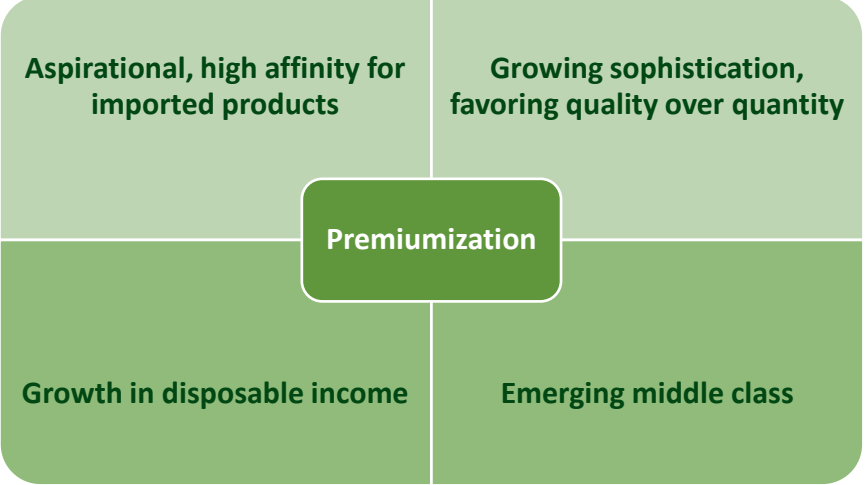
The spirits segment is undergoing shifts in consumer preferences in favor of higher-quality, premium offerings – a phenomenon that the Group has and will continue to capitalize on to gain ground against local competitors.

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

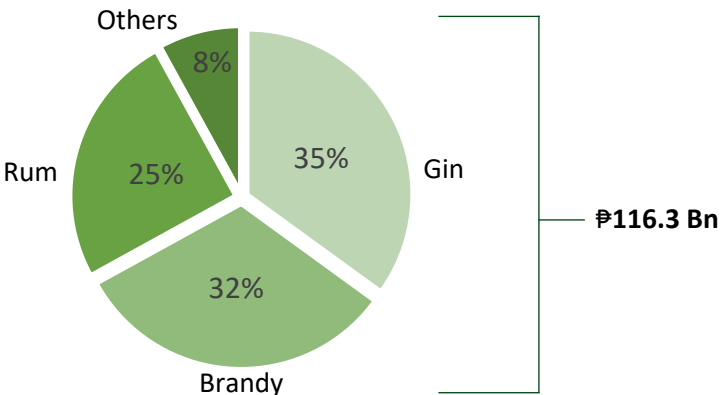


Source: IWSR

### 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.



OVER  
20 YEARS



TREASURY  
WINE ESTATES



Constellation Brands

Campari



Jägermeister



TREASURY  
WINE ESTATES

OVER  
10 YEARS

Beam  
SUNTORY

DIAGEO



PROXIMO



ARENAL  
WINES

LESS THAN  
10 YEARS



WILLIAM GRANT  
& SONS

FIJI  
WATER



Real Trade International




RED BULL



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



	PUREGOLD	S&R
Metro Manila	147	12
North Luzon	144	4
South Luzon	139	6
Visayas	51	2
Mindanao	14	2
<b>Total</b>	<b>495</b>	<b>26</b>

## KEEPR

C-D Segment

A-B Segment



### Third-Party Distribution Partners

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



### On-Premise Channels

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





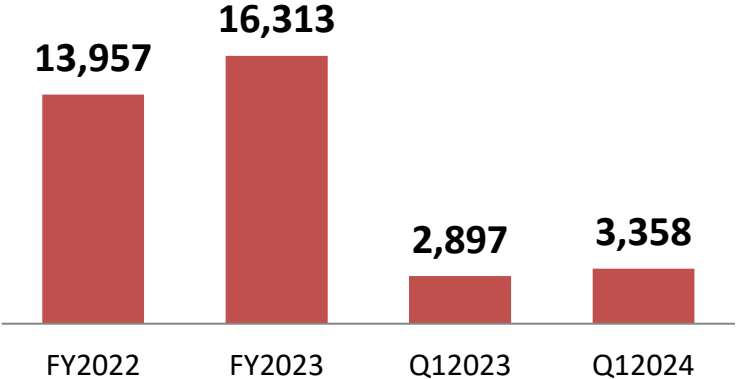


## Financial Highlights

(In PHP millions)

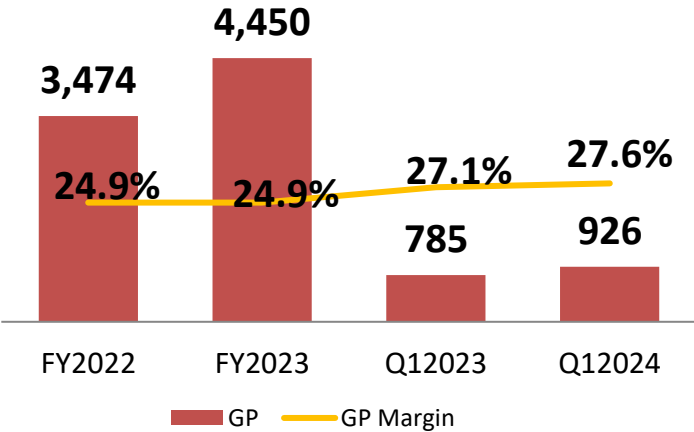
## Revenues

+15.9%



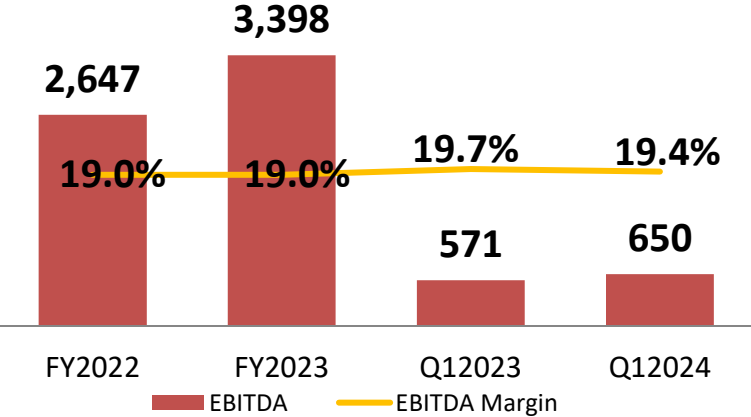
## Gross Profit and Margin

+18.1%



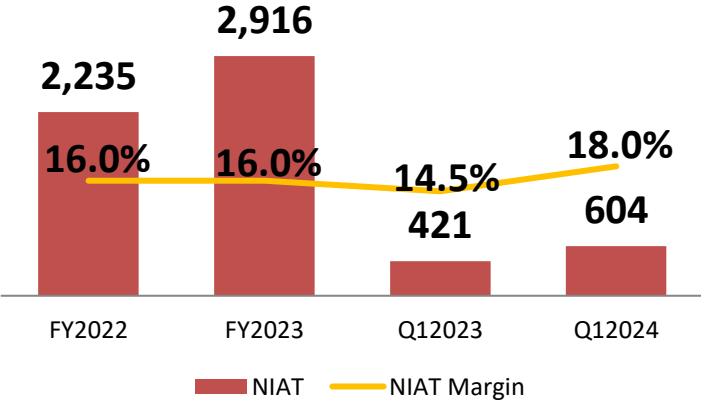
## EBITDA and Margin

+14%



## Net Profit and Margin

+43.6%



## Record Date

- Jan 10, 2022 – Php 0.024/share      30% payout of prior year's NI
- Jan 10, 2023 – Php 0.054/share      50% payout of prior year's NI
- Jan 18, 2024 – Php 0.077/share      50% payout of prior year's NI
- June 20, 2024 – Php 0.10/share      50% payout of prior year's NI



## Q & A



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**Thank You!**

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