

PSE SPOTLIGHT

FEATURING:



The Keepers Holdings, Inc.

For over 20 years, The Keepers Holdings Inc. (KEEPR) has brought the ‘best of the best’ international brands of wines and spirits to the Philippines and is by far the largest distributor of imported spirits with a market share of 74.0% based on volume and 66.9% based in retail sales value in 2020 according to IWSR.

Stock Code	KEEPR
Listing Board	Main Board
Sector – Subsector	Industrial – Food, Beverage and Tobacco
Listing Date	Sep 03, 1991
Outstanding Shares	14,508,750,313
Free Float Level	20.81%
Market Capitalization	P20,022,075,432
P/E Ratio	8.21x
Dividend Yield	5.58%

As of 12 April 2024
Source: PSE Data

[Company Profile](#)

- 1. What makes Keepers an attractive investment for potential investors?**
Keepers has consistently delivered double-digit growth in terms and revenues and net income in the last 3 years. We have also a solid track record of high dividend distribution amounting to 50% payout of previous year’s net income.
- 2. What challenges has Keepers encountered, and what strategies were employed to overcome them effectively?**
Coming from the pandemic wherein there were a lot of supply chain disruptions, Keepers has increased its level of inventory in order to mitigate stocks outs.
- 3. How is the company doing in terms of its market position vis-à-vis its competitors in the industry? What are the key initiatives or programs being undertaken by the company to increase market share or gain an advantage over the competition?**
For over 20 years, KEEPR has brought the ‘best of the best’ international brands of wines and spirits to the Philippines and is by far the largest distributor of imported spirits with a market share of 74.0% based on volume and 66.9% based in retail sales value in 2020 according to IWSR. We always work hand in hand with our brand owners in terms of brand building and marketing its products to the Philippine market and at the same time strengthening our relationship with customers.
- 4. What are your company’s strategic priorities for the next two to three years?**
Keepers would like to continue to increase market share and look into/fill-in gaps in our portfolio and improve efficiency of our supply chain.
- 5. What are the key performance indicators (KPIs) that your company utilizes to measure its performance and track progress towards achieving its targets?**
We always look into these KPIs: revenue growth, market share gains and net profit.

PSE Spotlight is a short feature about listed companies that are part of PSE STAR Investor Day. The report, which offers a quick overview of a company, includes a description of its business, stock information, as well as answers to five interview questions provided by the company's management team. The interview questions typically revolve around the company's value proposition, business operations and landscape, challenges and opportunities, and strategic initiatives.

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