

**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. **07 August 2024**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A200117595** 3. BIR Tax Identification No. **214-815-715-000**
4. **EMPERADOR INC.**
Exact name of issuer as specified in its charter
5. **Philippines**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark
188 E. Rodriguez Jr. Avenue, Bagumbayan, Quezon City**
Address of principal office **1110**
Postal Code
8. **(632)-8709-2038 to 41**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

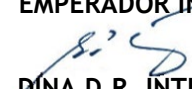
Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common Shares	15,736,471,238
Treasury Shares	505,919,938

11. Indicate the item numbers reported herein: **ITEM 9 (b)**

Emperador Inc.'s first half 2024 analyst briefing 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.

By: **EMPERADOR INC.** 07 August 2024

DINA D.R. INTING
Chief Financial Officer, Compliance Officer and
Corporate Information Officer



EMPERADOR INC.

EMPERADOR INC.

1H2024 Results Presentation



Whiskies

Brandies

1H2024 Financials – Revenue Highlights

Php28.6
billion

-7.9% YoY

Revenue

Php 16.7
billion

-10.3% YoY

Brandy Revenue



Php 11.9
billion

-4.4% YoY

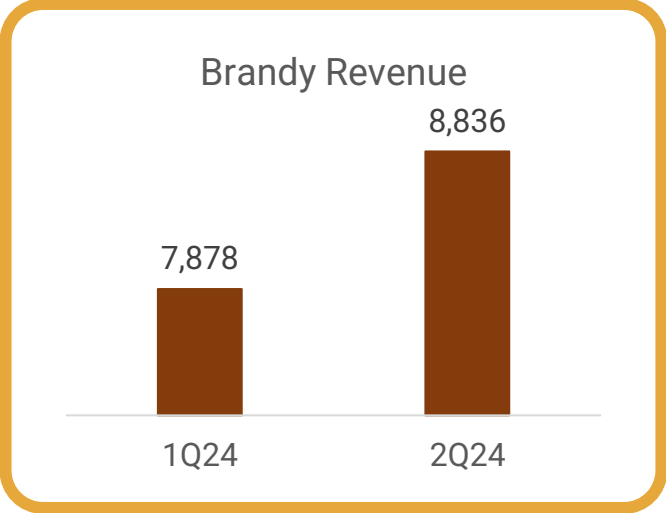
Whisky Revenue

2Q2024 Financials – Revenue Highlights



Php15.5
billion
18.3% QoQ
Revenue

Php 8.8
billion
12.2% QoQ
Brandy Revenue



Php 6.7
billion
27.4% QoQ
Whisky Revenue



1H24 Key Financials

Revenues increased quarter on quarter, seeing improved markets as the year progressed

	1H24	YoY	2Q24	QoQ	Commentary
Revenue	28,644	-7.9%	15,521	18.3%	While revenues were down in 1H, 2Q was notably better vs previous quarter due to a bit of improvement in demand
Gross profit (Margin)	9,343 (33.1%)	-12.2%	5,129 (33.4%)	21.7%	Cost of inputs have gone up; GP increased QoQ due to higher revenues; margins were stable at 33%
EBITDA (Margin)	6,132 (21.4%)	-12.7%	3,256 (21.0%)	13.2%	EBITDA margin remained healthy at 21% despite continued investments in the business
Net profit (Margin)	3,806 (13.3%)	-19.6%	2,068 (13.3%)	19.0%	Net profit margin was stable at 13%

- In million Php; Revenues net of intersegment; Income attributable to parent

- Consolidated revenues including sales and other income

- Gross profit margin computed as gross profit / sales; net profit margin computed as net profit / consolidated revenues

1H24 Key Financials – Brandy Segment



Brandy performance up vs previous quarter on higher sales

	1H24	YoY	2Q24	QoQ	Commentary
Revenue	16,714	-10.3%	8,836	12.2%	While 1H revenues were challenged, brandy saw increased sales in 2Q QoQ as consumer demand picked up
Gross profit (Margin)	4,055 (24.4%)	-20.7%	2,176 (24.4%)	15.7%	QoQ gross profits up on higher revenue; GP was still below 30% due to high cost of inputs, inflationary pressures
EBITDA (Margin)	3,178 (18.7%)	-10.4%	1,598 (17.7%)	1.1%	Continued investment in the brands limited EBITDA growth
Net profit (Margin)	1,739 (10.2%)	-11.5%	916 (10.1%)	11.3%	Net profit margin remained stable at 10%

- In million Php; Revenues net of intersegment; Income attributable to parent

- Consolidated revenues including sales and other income

- Gross profit margin computed as gross profit / sales; net profit margin computed as net profit / consolidated revenues

1H24 Key Financials – Whisky Segment

Whisky performance better for the quarter

	1H24	YoY	2Q24	QoQ	Commentary
Revenue	11,930	-4.4%	6,685	27.4%	1H revenues were down; 2Q sales were up as consumption saw signs of recovery QoQ
Gross profit (Margin)	5,288 (43.8%)	-4.5%	2,953 (43.6%)	26.4%	Gross profit margins remained healthy at 43% due to product mix
EBITDA (Margin)	2,954 (24.4%)	-15.0%	1,658 (24.5%)	28.0%	Margins still stable at 24%; EBITDA for 2Q increased vs previous quarter despite continued investment in the brands
Net Profit (Margin)	2,067 (17.1%)	-25.3%	1,152 (17.0%)	25.8%	Net profit margin was stable at 17%

- In million Php; Revenues net of intersegment; Income attributable to parent

- Consolidated revenues including sales and other income

- Gross profit margin computed as gross profit / sales; net profit margin computed as net profit / consolidated revenues

Strategy

Contemporize

- Innovate and launch products tailored to specific tastes
- Position brand to appeal to target markets
- Build brand equity among millennials and gen z

Premiumize

- Single malt focus
- Focus on premium products with higher margins
- Drive premiumization for both brandy and whisky

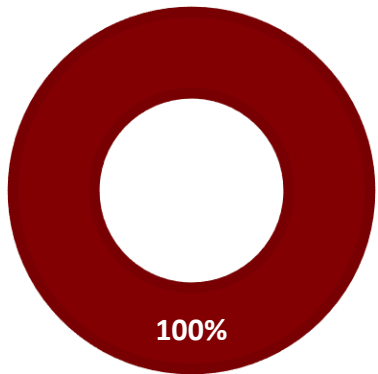
Internationalize

- Bring our products to more parts of the world
- New market entries

Revenue Objectives

Revenues growing in line with target to meet 2025 objectives

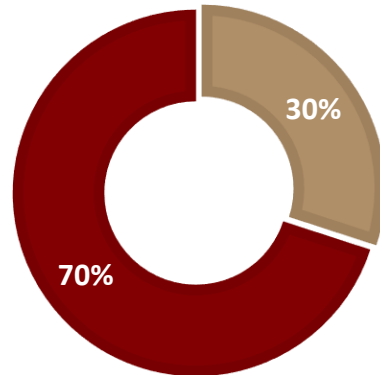
Prior to 2014



- 100% Philippine brandy business



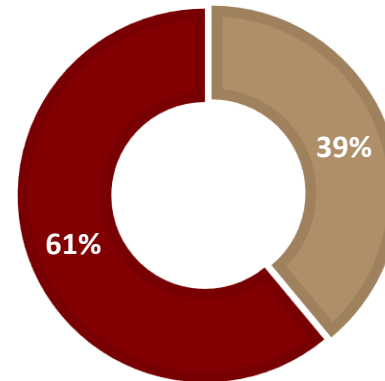
2020



- 70% Brandy
- 30% Whisky



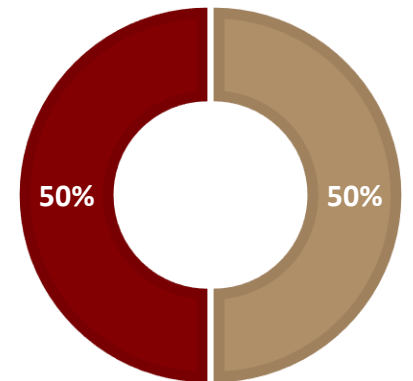
2023



- 61% Brandy
- 39% Whisky



2025



- 50% Brandy
- 50% Whisky

Business Fundamentals

- Fundamentals of the business are all intact and long-term trajectory is on track
- We have seen some softness in consumer confidence last year and early this year but we are seeing some confidence returning already
- Long-term premiumization strategy is still compelling, not only internationally but also in the Philippines
- We believe that Philippine brandy premiumization will continue to happen
- Single malt continues to be a bright spot in the industry
- The company continues to invest for the future

Investment in Whisky Business

Dalmore Distillery Expansion

- Will expand the Dalmore distillery to cater to future demand
- Expansion will double the distillery's production capacity
- Construction started towards the end of 2022 and is expected to be completed in 2024
- On track to completing expansion on time





Investment in Whisky Business

Expansion of Maturation Complex in Invergordon Distillery



- Doubling footprint to 92 hectares
- Will build additional warehouses for whisky aging
- Project will span many years and will eventually house an additional 1.5 million casks

The Dalmore Luminary No. 2



- Luminary No. 2 – The Rare, a 49 year-old liquid, sold at Sotheby's for USD 117,400
- Glass structure that houses the Luminary No. 2 – The Rare is a unique design co-created with Zaha Hadid Architects



The Dalmore Flagship Store - Madrid



The Dalmore Flagship Store - Madrid



The Dalmore Flagship Store - Madrid



150th Anniversary of Fundador

- 150 year-anniversary of the Fundador brand
- Numerous activities to celebrate this milestone
- Pushing forward the Fundador sherry cask collection – already showing signs of success in markets it entered



Update: Partnership in China

This partnership with Fuyu (member of the Fosun Group), one of China's largest beverage companies, will create more opportunities for our business in China, particularly brandy



Summary

- Better results in 2Q vs previous quarter – increased sales as we saw demand begin to pick up – signals better mid-term outlook
- Global performance continued to be mixed but many markets have shown improvement
- Will continue to invest in the business following the CPI strategy
- Philippine market is inundated with cheap products. We are pivoting towards a more competitive stance
- We believe that premiumization is still on track and will bounce back once consumer confidence returns, both in the Philippines and international markets
- Diversified product portfolio and global distribution remains to be the company's strength, allowing it to be agile and overcome challenges



EMPERADOR INC.

Q&A