



BALAI NI FRUITAS, INC.

PSE STAR: Investor Day Q1 2024
May 15, 2024

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CORPORATE PROFILE

CORPORATE PROFILE



Incorporated in 2005 as **Buko ni Fritas, Inc.**



Re-named in 2021 as **Balai ni Fritas, Inc.**

121
STORES

Distribution of Balai baked goods in stores of sister companies within Fritas Holdings.

Partnerships with third party aggregators (Foodpanda, Grabfood)

Several supermarkets in Cebu



Serves freshly-baked goods such as Pandesal, Ensaymada, Buko Pie, and more. Its community stores also offer Fritas beverages and curated third party goods



Serves fresh coconut-based desserts such as Buko Pandan shake, Buko con Yelo dessert, and more.



Serves healthy desserts, fresh fruit shakes and juices, boba shakes, and milk tea, and more.

BEST SELLERS



Buko Pie



Ube Cheese Pandesal



Egg Pie



Cheese Roll



Cheesy Ensaymada



Siksik Pandesal

Balai Pandesal Menu

BALAI PANDESAL — A FILIPINO BAKERY —

BEST SELLERS

- Siksik Pandesal
- Malunggay Pandesal
- Big Pandesal
- Coffee Bun
- Spanish Bread Double 2pcs
- Cheese Bread Double 2pcs
- Cheesy Ensaymada
- Pandalitas 10pcs
- Wheat Pandesal 6pcs
- Cheese Bread 10pcs
- Ube Cheese Pandesal 6pcs



Big Pandesal



Ube Cheese Pandesal



Cheesy Ensaymada



Pandeciosa



Banana Loaf

LOAVES

- Half Loaf - White
- Half Loaf - Wheat
- Tasty Bread Whole
- Wheat Bread Whole
- Dinner Roll
- Focaccia Loaf
- Double Chocolate Loaf
- Monggo Loaf
- Baguio Raisin Bread
- Pandeciosa
- Banana Loaf
- Choco Banana
- Almond Banana

SWEET BREAD & PASTRIES

- Sweet & Salty Mix Tostados
- Kababayan 2pcs
- Cinnamon Swirl
- Milky Bun
- Kalihim
- Cheesy Mamon
- Classic Ensaymada
- Ube Swirl
- Cheese Palo 2pcs
- Pretzel
- Chocolate Crinkles Double
- Pork Floss Bun
- Pan de Coco 6pcs
- Brownies
- Butterscotch 9pcs
- Assorted Cookies 12pcs
- Oatmeal Cookies 12pcs
- Choco Chip Cookies 12pcs
- Double Choco Chip Cookies 12pcs
- Chocolate Crinkles 12pcs
- Tres Ensaymadas 9pcs
- Cheese Roll



Milky Bun



Pan de Coco



Coffee Bun



Cheese Palo



Spanish Bread

PIES

- Mini Egg Pie
- Mini Buko Pie
- Egg Pie
- Buko Pie



Egg Pie



BUKO NI FRUITAS



BEST SELLERS

Buko ni Fruitas Menu



Coconut Juice



Coco Milko



Buko Pandan



Buko con Mais

BUKO ni Fruitas THE PHILIPPINES' ORIGINAL **BUKO DESSERTS**

Fresh BUKO JUICE

- COCO JUICE
- COCO STRIPS

Flavored BUKO JUICE

- COCO MILKO
- COCO PANDAN
- COCO BERRY
- COCO MELON
- COCO UBE

Original BUKO SHAKE

- BUKO PANDAN
- BUKO CON MAIS
- BUKO UBE
- BUKO DELIGHTS
- BUKO FRUIT SALAD
- BUKO HALO-HALO

CLASSIC BUKO DESSERTS

- BUKO CON YELO
- BUKO CON MAIS
- BUKO PANDAN
- BUKO DELIGHTS
FRESH BUKO WITH 1 OR 2 FRUITS OF YOUR CHOICE
- BUKO FRUIT SALAD
- BUKO COMBO
- BUKO HALO-HALO

BEST SELLERS

House of Desserts Menu



Mango Banana Rama



Chunky Mango Topper



Buko Fruit Salad

<p>Fresh Fruit Shakes</p> <ul style="list-style-type: none"> MANGO AVOCADO PINEAPPLE WATERMELON BUKO APPLE KIWI 	<p>Smoothies</p> <ul style="list-style-type: none"> BANANA MANGO MELON MANGO CARROT MANGO 	<p>Boba Shakes</p> <ul style="list-style-type: none"> CHOCOLATE DOUBLE DUTCH BLACK FOREST STRAWBERRY UBE BUKO PANDAN MATCHA 	<p>4 Seasons</p> <p>SPRING Orange + Apple Carrots + Mango</p> <p>SUMMER Orange + Mango Pineapple + Melon</p> <p>AUTUMN Mango + Orange Banana + Watermelon</p> <p>WINTER Orange + Papaya Watermelon + Mango</p>	<p>Halo-Halo Island</p> <p>BORACAY orange ice, ube ice cream, sugar pearls, mango, mandarin, bubble, green jelly, nata de coco, cream, chocolate</p> <p>CEBU orange ice, sugar pearls, ube ice cream, cornflakes, mango, mandarin, orange bubbles, green & red jelly</p> <p>PAMPANGA orange ice, jelly flan, vanilla ice cream, sugar pearls, mandarin, bubble, chocolate syrup, milk, cream bubble</p> <p>GENSAN orange ice, ube ice cream, sugar pearls, green jelly, mandarin, mango, bubble, cream, chocolate</p>
<p>Fresh Lemonades</p> <ul style="list-style-type: none"> LEMON JUICE LEMON + CALAMANSI LEMON + WATERMELON LEMON + GINGER LEMON + STRAWBERRY LEMON + YOGURT LEMON + MANGO 	<p>Milk Tea</p> <ul style="list-style-type: none"> CLASSIC PEARL WINTERMELON MOCHA BANANA BLACK SUGAR SAURUS 	<p>Fresh Fruit Desserts</p> <ul style="list-style-type: none"> BUKO HALO HALO PEACHY ROMANCE JAMVOCADO BUKO PANDAN EL PRESIDENTE BUKO FRUIT SALAD MANGO BANANA RAMA CHUNKY MANGO TOPPER 	<p>Fresh Fruit Juices</p> <ul style="list-style-type: none"> RIPE MANGO WATERMELON APPLE LEMON CALAMANSI GUYABANO PINEAPPLE 	<p>Fresh Coconut Juices</p> <ul style="list-style-type: none"> PURE COCONUT JUICE COCO MILKO COCO PANDAN (500ml)

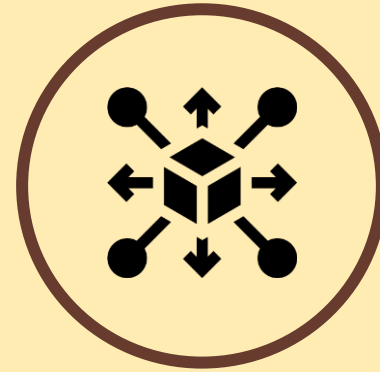
KEY STRATEGIES



Pursue aggressive
network expansion



Innovate and introduce
new products



Diversify distribution
channels



Increase same store and
e-commerce sales growth



02

CORPORATE UPDATES

CORPORATE UPDATES

Growing Brands



38



58



25

As of March 31, 2024 there are a total of **121 stores** nationwide.

Store Format Matrix



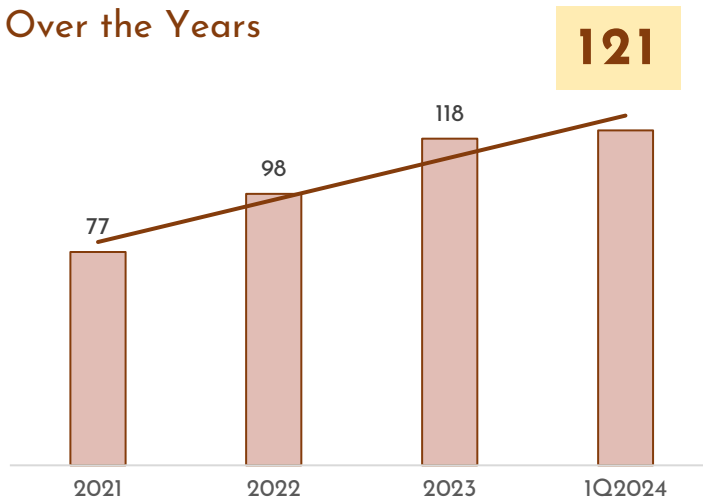
In-Line Stores



Kiosk

Network Expansion Over the Years

Balai Pandesal stores grew to 58 in 1Q2024 from 5 stores since its acquisition in 2021.



Community Stores



Newly Opened Stores

Stay tuned to our new store openings via:
FB: Balai Pandesal
IG: balaipandesalph



Alphaland, Makati



Landmark Trinoma Supermarket



Dos Hacienda Heights, Marikina

Sugarhouse Acquisition

On April 18, 2024, BALAI signed a Memorandum of Agreement to acquire various assets of Sugarhouse. Acquisition was completed on May 7, 2024.



Sugarhouse offers delectable baked goods and pastries since 1983. Two of its iconic offerings are Chocolate Truffle and French Apple Pie. The Company expects to realize synergies from the acquisition, including the formulation and sale of affordable cakes in Balai Pandesal and the use of certain Balai Pandesal stores as hubs to sell Sugarhouse cakes.

SUGARHOUSE BRANCHES



Rockwell Center



Santolan Town Plaza

Sugarhouse Cakes



Synergies with Fruitas brands



BALAI PANDESAL
— A FILIPINO BAKERY —

P99 MERIENDA COMBOS

UNTIL APRIL 15, 2024 | 2:00 PM-5:00 PM

EXTENDED!

Coffee Bun

Kalihim **Pan de coco Swirl**

Milky Bun **Ube Swirl**

Cheese Palo **Spanish Bread**

Cinnamon Swirl **Classic Ensaymada**

Buko **Mango** **Apple**

Guyabano **Watermelon** **Calamansi**

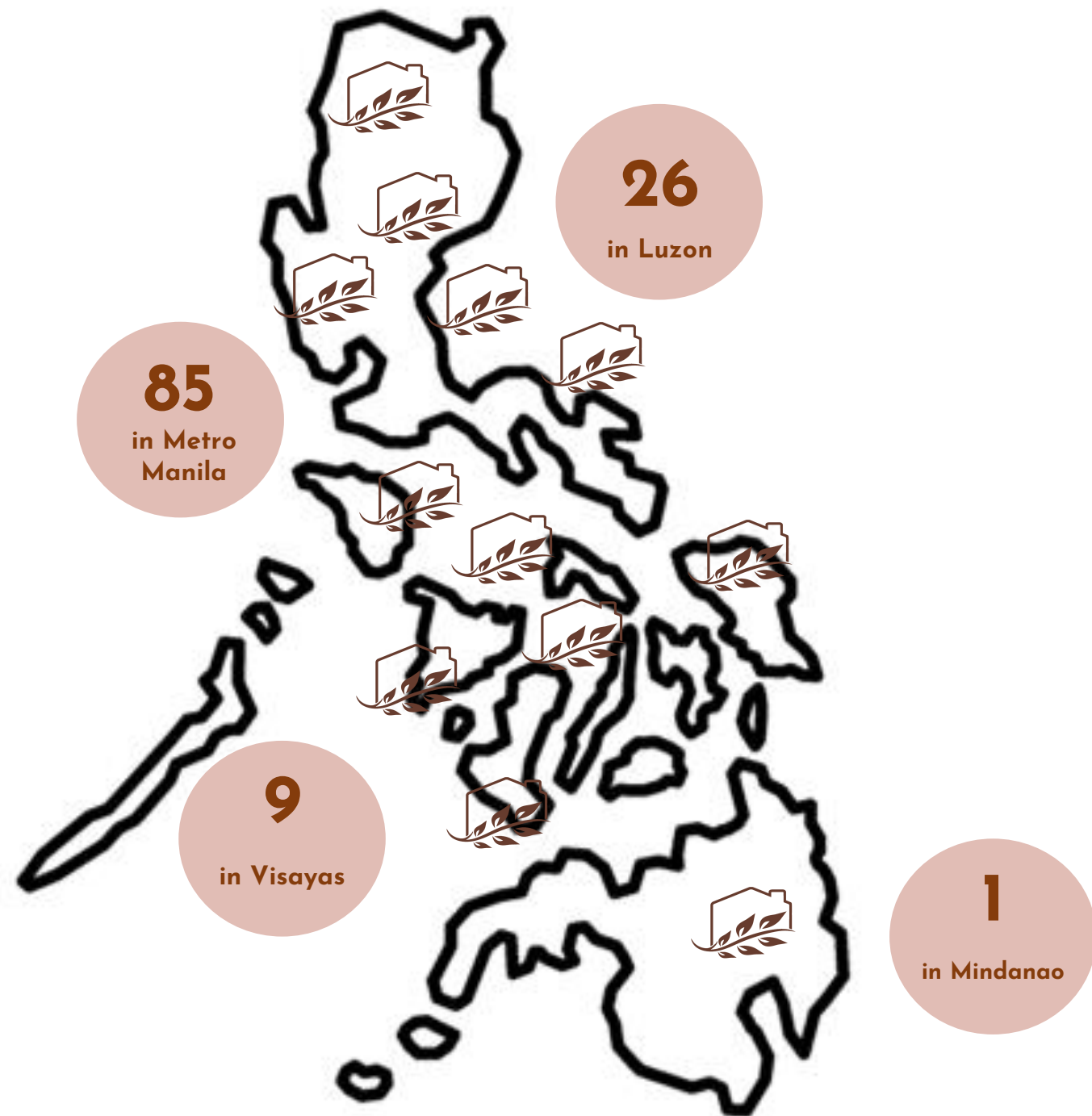
Order now on **GrabFood**

BALAI PANDESAL MERIENDA COMBO

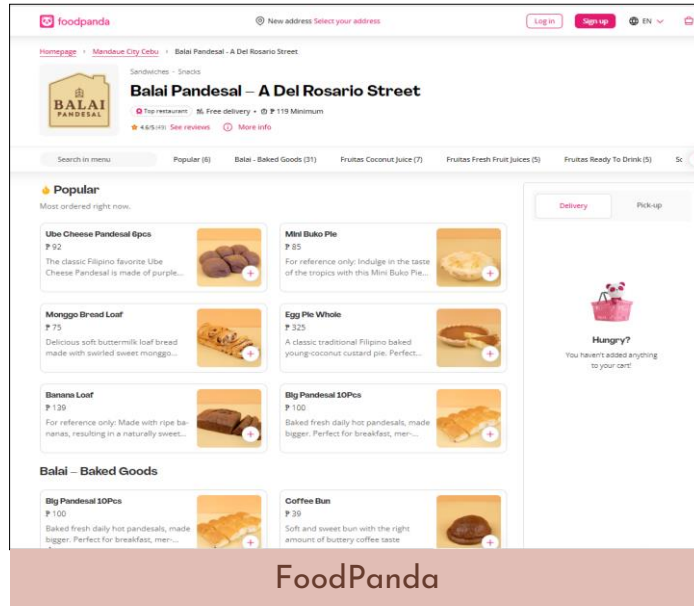
- The promo ran from March 15-31, 2024 and was extended until April 15, 2024 via GrabFood.
- Combo of any 1 bread and 1 fresh fruit juice was offered for Php 99.00 only.
- Save up to Php 29.00!

Our Extensive Store Network

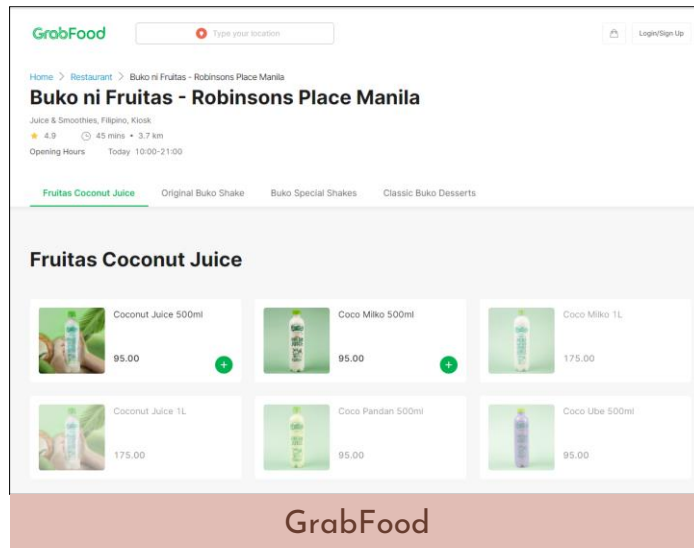
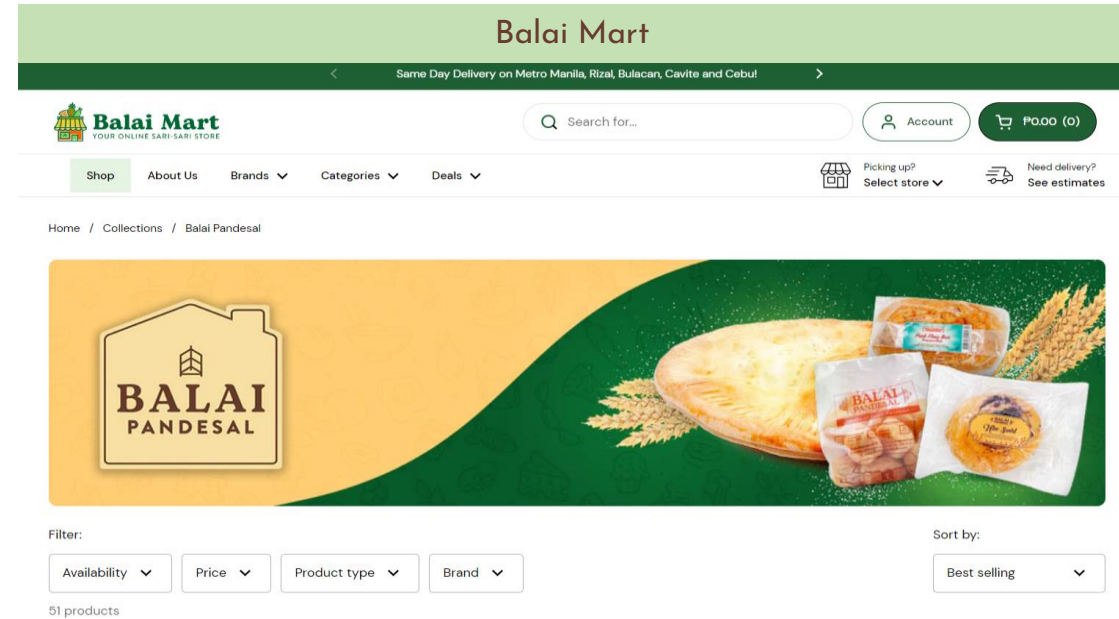
121 Stores as of
March 31, 2024



Diversified Distribution Channels



FoodPanda



GrabFood



Gaisano Supermarket



Metro Supermarket



03

FINANCIAL HIGHLIGHTS

SUSTAINED REVENUE GROWTH WITH INCREASED MARGINS

1Q2024 revenue exceeded 1Q2023 revenue by

27.0%

1Q2024 gross profit jumped versus 1Q2023 gross profit by

29.9%

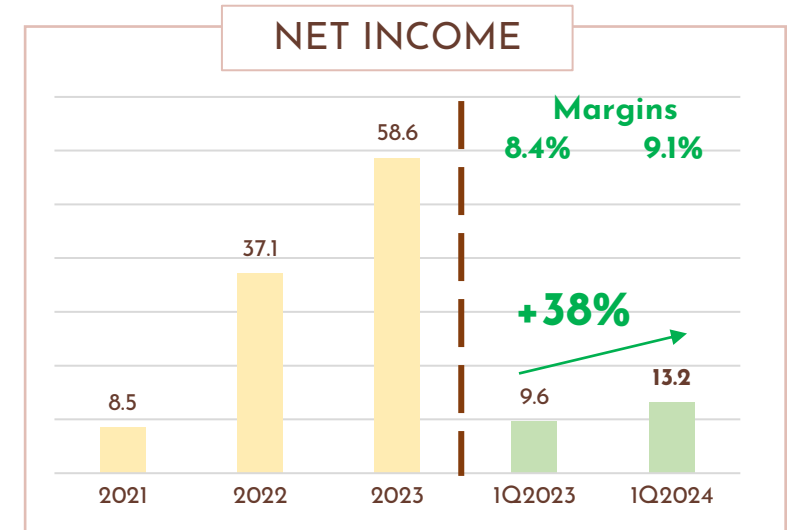
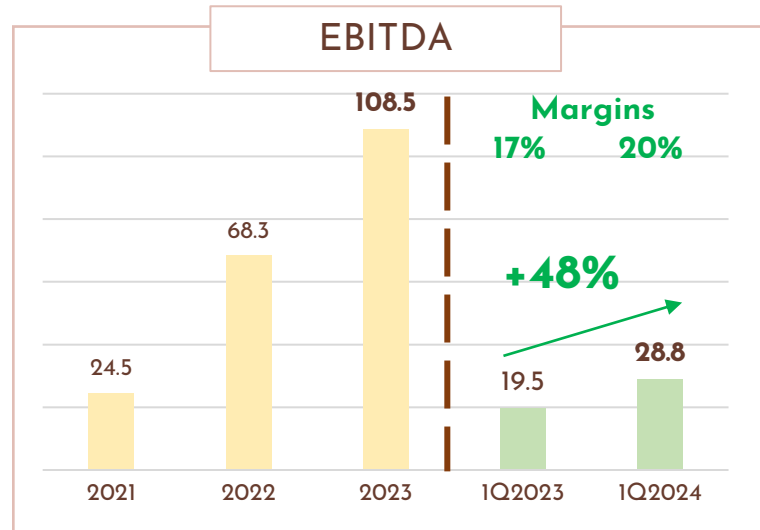
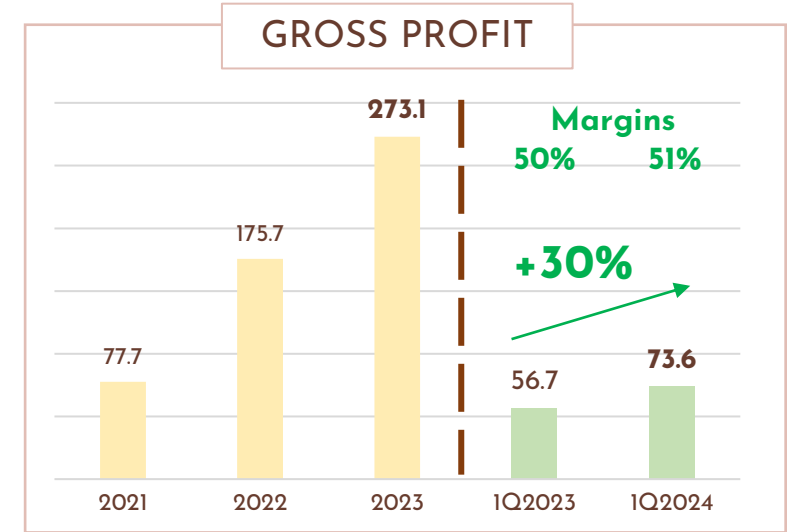
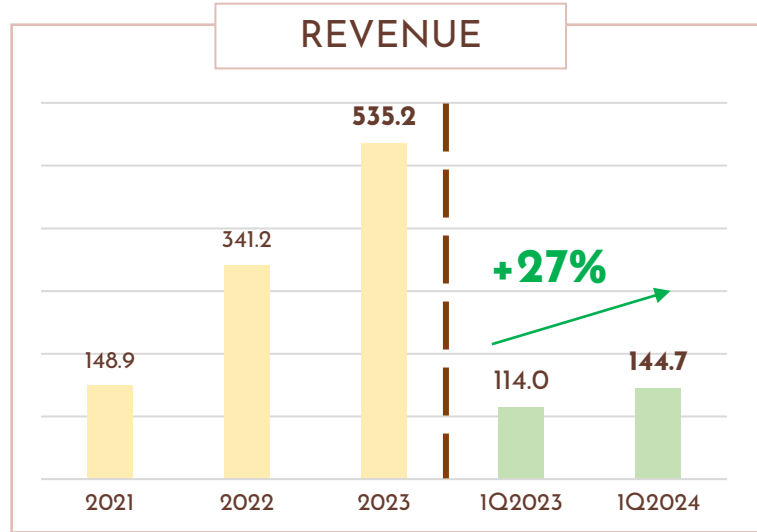
1Q2024 EBITDA increased significantly versus 1Q2023 EBITDA by

47.7%

1Q2024 net income surged versus 1Q2023 net income by

37.6%

Note: in Php Millions



KEY PERFORMANCE INDICATORS

	2021	2022	2023	1Q2024
REVENUE (in Php Millions)	148.9	341.2	535.2	144.7
REVENUE GROWTH	35%	129%	57%	27%
GROSS PROFIT MARGIN	52%	52%	51%	51%
NET INCOME MARGIN	6%	11%	11%	9%
EBITDA MARGIN	17%	20%	20%	20%
RETURN ON AVERAGE ASSETS	4%	11%	12%	9%
RETURN ON AVERAGE EQUITY	5%	13%	14%	11%
CURRENT RATIO	6.8	13.1	4.3	3.7
DEBT-TO-EQUITY RATIO	22%	10%	22%	24%

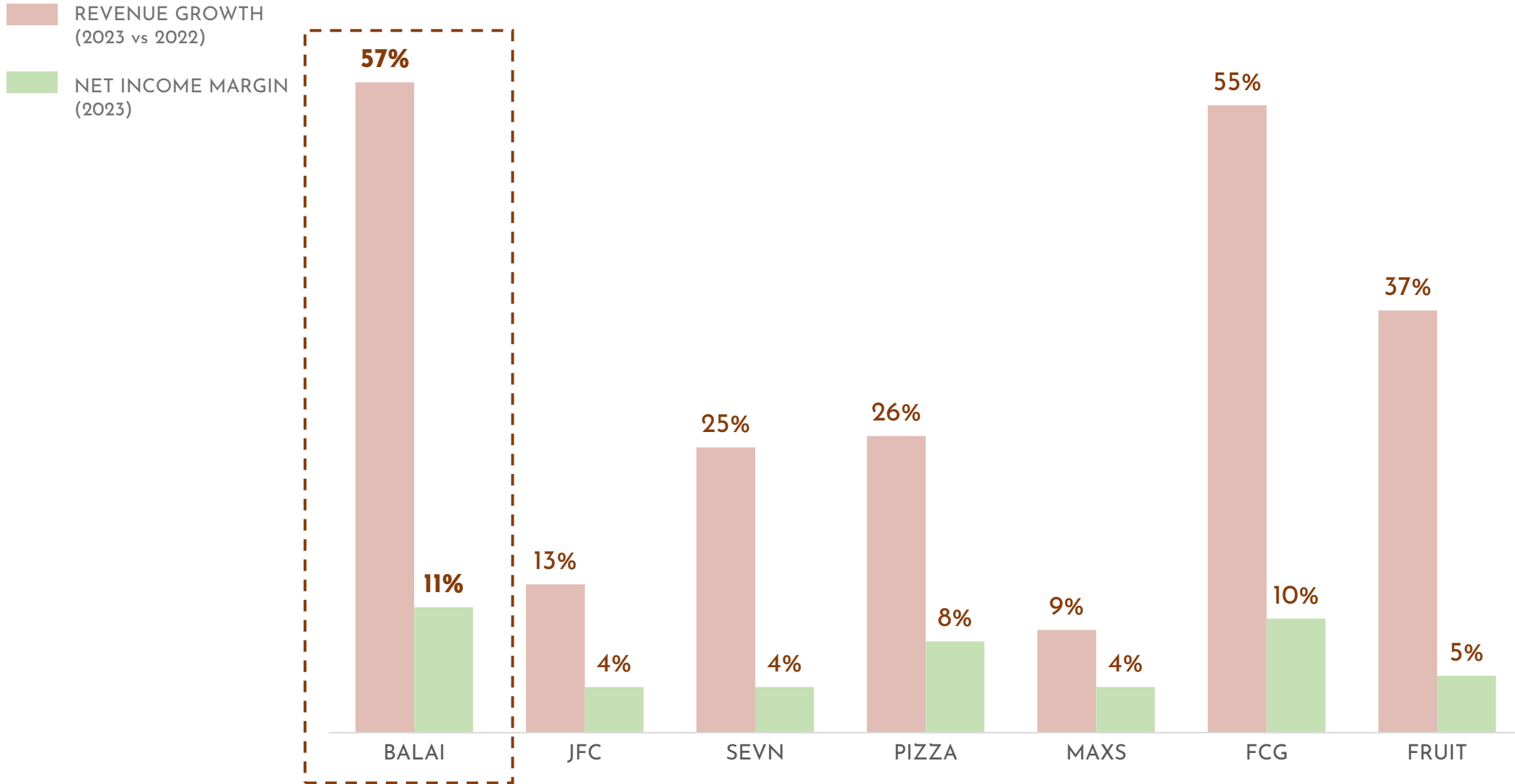
NOTES:

- 1Q2024 revenue growth vs. 1Q2023 revenue
- EBITDA Margin = Operating income before working capital changes / Revenue
- Return on Average Assets = Net income / Average assets
- Return on Average Equity = Net income / Average equity
- Current Ratio = Current assets / Current liabilities
- Debt-to-Equity Ratio = Total liabilities / Total equity

STRONG FINANCIAL CONDITION WITH AMPLE CASH TO DEPLOY

	Q1 2024	FY 2023	% change YoY
CASH	253.0	243.2	4.1%
OTHER CURRENT ASSETS	124.1	114.5	8.4%
PROPERTY, PLANT & EQUIPMENT	183.1	170.4	7.5%
OTHER NON-CURRENT ASSETS	28.3	33.7	-16.2%
TOTAL ASSETS	588.6	561.8	4.8%
CURRENT LIABILITIES	113.6	83.8	22.0%
NON-CURRENT LIABILITIES	1.8	17.9	-27.0%
TOTAL LIABILITIES	115.3	101.7	13.4%
SHAREHOLDERS' EQUITY	473.2	460.1	2.9%

FASTEST GROWING PSE-LISTED FOODSERVICE FIRM WITH THE HIGHEST NET MARGIN

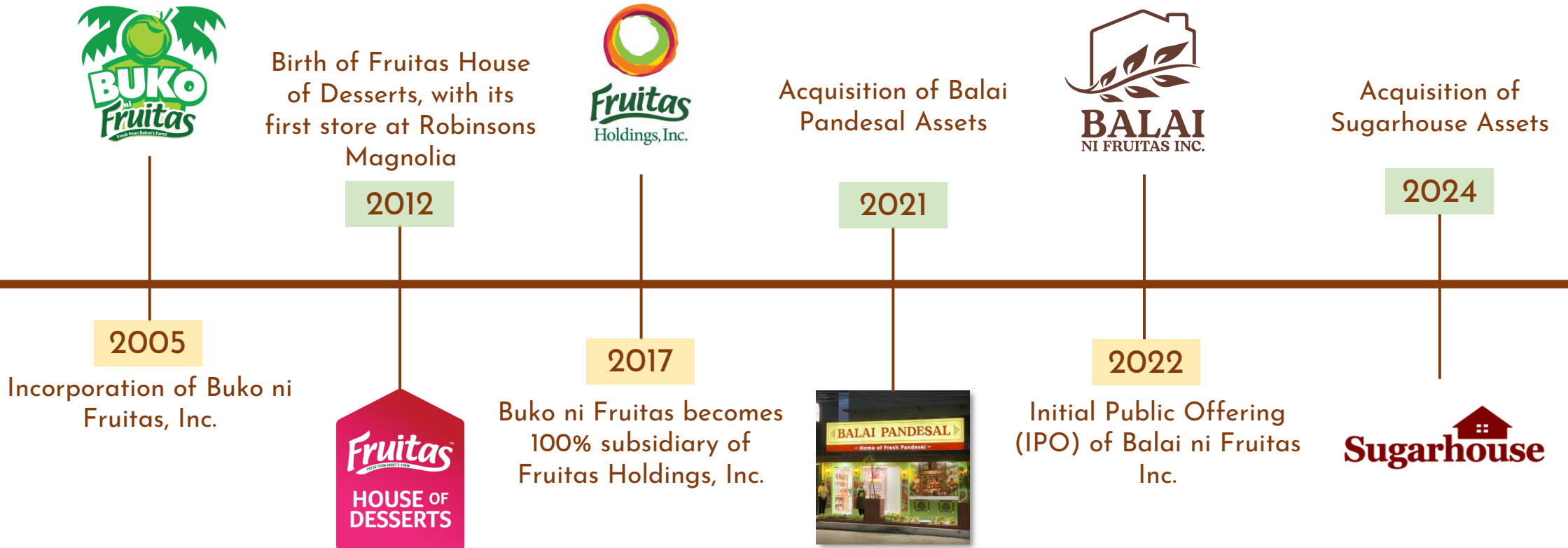




04

APPENDIX

CORPORATE HISTORY



DISCLAIMER

This Analysts' Briefing could contain forward-looking statements that are based on certain assumptions of Management and are subject to risks and opportunities or unforeseen events.

Actual results could differ materially from those contemplated in the relevant forward-looking statement and BALAI gives no assurance that such forward-looking statements will prove to be correct or that such intentions will not change.

This analysts' briefing discloses important factors that could cause actual results to differ materially from BALAI's expectations. All subsequent written and oral forward-looking statements attributable to BALAI or person acting on behalf of the Group are expressly qualified in their entirety by the above cautionary statements.



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