



COMPANY PROFILE

CEBU OVERSEA HARDWARE COMPANY, INC. (COHCI) is one of the biggest hardware, construction and finishing materials suppliers in the Philippines with 60 years of dedicated service to the industry. It is listed in the Philippines Top 1000 corporations based on volume of annual sales. The Company has several warehouses and store outlets strategically located in Cebu and Metro Manila to serve closely its customer needs.

A wide brand and product portfolio under COHCI include Spanish and Asian tiles, full system bathroom fixture, plumbing products, bulbs and lighting fixture, kitchen fixture, home interior furniture, as well as other various finishing products needed for homes and commercial buildings.

COHCI is the exclusive Philippine distributor of international brands ROCA (Europe's No. 1 brand of bathroom fixture), WHITE HORSE Ceramic Tiles, BALDOCER CERAMICAS of Spain, and MEGAMAN Lighting. The Company is also a top performing Distributor of COOL Bath System brand of bathroom fixture.

It proudly showcases and sells products through one of its retail channels, the CW Home Depot, which is a joint venture of COHCI and West Point Industrial Company. The CW Home Depot is a store-within-store haven for homeowners and builders alike which provides a variety of building and construction products at the most competitive price.

At present, CW Home Depot has 8 outlets including its flagship branch - Ortigas, Westgate Alabang, Manila Bay, Pampanga, Balintawak, Makati, and Las Pinas, and Commonwealth.

The following are the sales channels owned by Cebu Oversea Hardware Co., Inc. to service the needs of architects, interior designers, contractors, developers, and retail buyers.

HOME OF THE WORLD'S LEADING TILE AND BATH BRANDS

I ♥ Spanish Tiles	MyStyle, My Tiles.	Electrical and Hardware	Bath and Kitchen Fixture, and Brass Fittings



ALABANG
BALINTAWAK
LAS PIÑAS
MAKATI

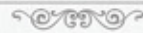
MANILA BAY
ORTIGAS
PAMPANGA
COMMONWEALTH





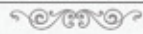
CORPORATE MISSION

To Supply World-Class Quality Construction Materials & Home Improvement Products to Clientele at Very Affordable and Competitive Prices.



CORPORATE VISION

Top Leadership In Top Quality Products And Services.



CORE VALUES

Cebu Oversea Hardware Co., Incorporated believes that teamwork is the basis of economic progress, teamwork can only be achieved through the pursuit of identifying core values with which the conduct of our business operation is governed and these are:

Courtesy - Our customers, suppliers and employees will feel our warm servicing presence catering to their needs without partiality but only in their favor.

Optimism - We are a top leader in prompt, reliable and resilient service to our growing clientele and we will stay as a top leader because our goal, which is our customers' delight, is always in sight.

Honesty - We firmly uphold the belief that "Honesty is the best Policy" and that truth is fairness and fairness forms the foundation of our commitment to real service.

Commitment - Our more than 60 years of service tell the story of our undying endeavor to be a sturdy partner for progress of our customers in particular and the whole nation in general.

Integrity - We can be relied upon to delight our customers with the best among the best in quality goods.

