

# United Brands Limited

## Corporate Briefing Session

November 22, 2024

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# THE GROUP



**IBL Ops:** FMCG, Pharmaceuticals marketing & distribution  
**SEARLE** Pharmaceuticals & consumer products manufacturing  
**UNITED BRANDS:** FMCG, food products marketing & distribution  
**IBL HEALTHCARE:** NUTRITIONALS, medical & hospital products  
**HABITT:** Retail home & commercial furnishings & accessories  
**IBL UNISYS:** Technology System Integrator  
**IBL Logistics :** Transportation , Distribution & Warehousing

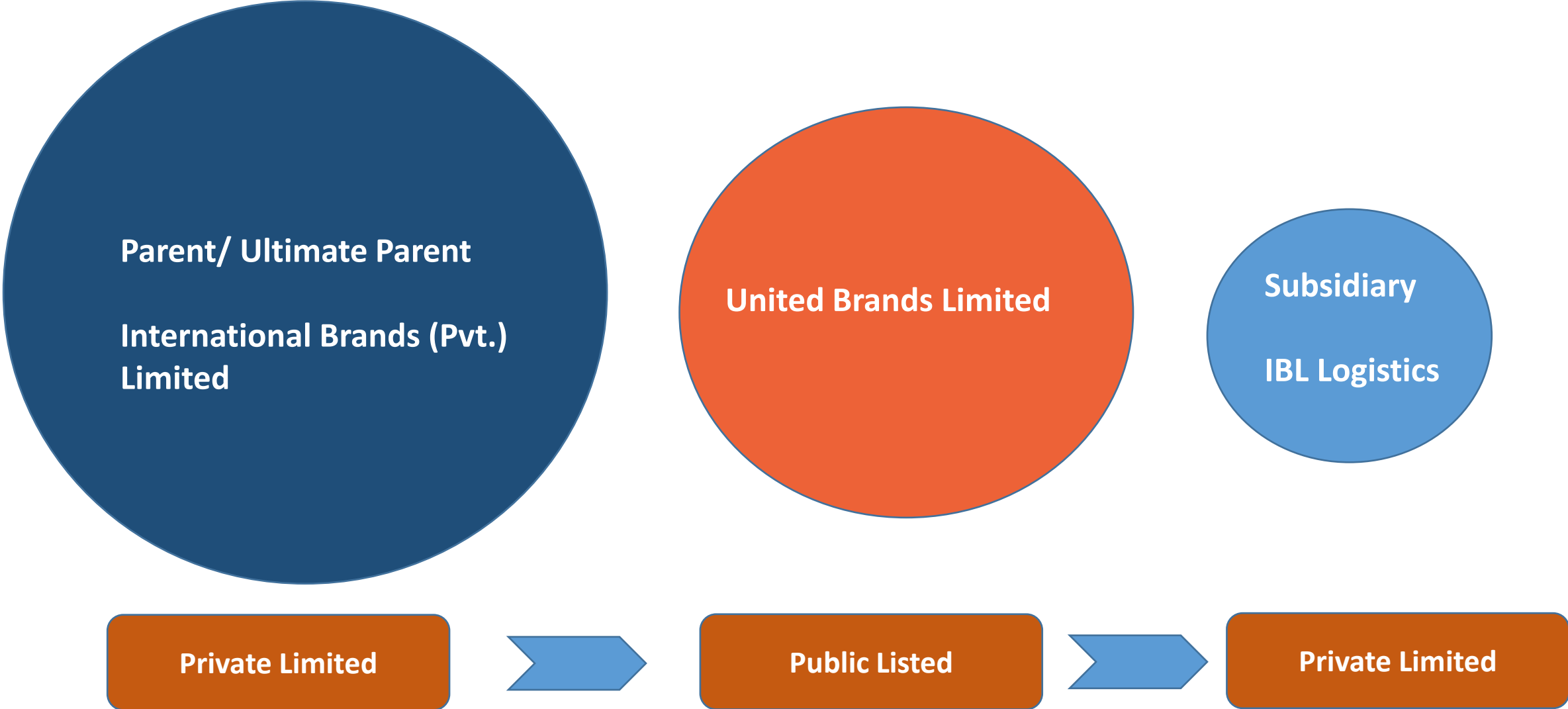


# THE IBL GROUP

## OUR FAMILY AND THEIR AFFILIATES



# CORPORATE STRUCTURE



**INDUSTRY**



# INDUSTRY



- Total FMCG industry size is about **PKR 42 trillion**
- The industry is expected to grow at **7.6%** on average
- Dutch consumer giants like **Unilever, Engro** and **Turkish & Chinese** investors have shown significant interest in Pakistan and have plans to invest heavily in Pakistan
- E-commerce is growing at a significant rate
- Improving economic situation and interest of Govt. of Pakistan in attracting foreign interest in the country is likely to impact the local industry.
- Skilled labor, quality raw material and sustainable political environment shall assist in growth and establishment of in sectors specially consumer goods.
- Curtailment of imports and focus on local consumption and exports are indicators of boost for this industry.



# COMPETITION



MULLER & PHIPPS  
PAKISTAN (PRIVATE) LIMITED


						
Lay's	Novartis	3M	Maaza	Castrol	Unilever	Cow & Gate



The Abudawood  
Way

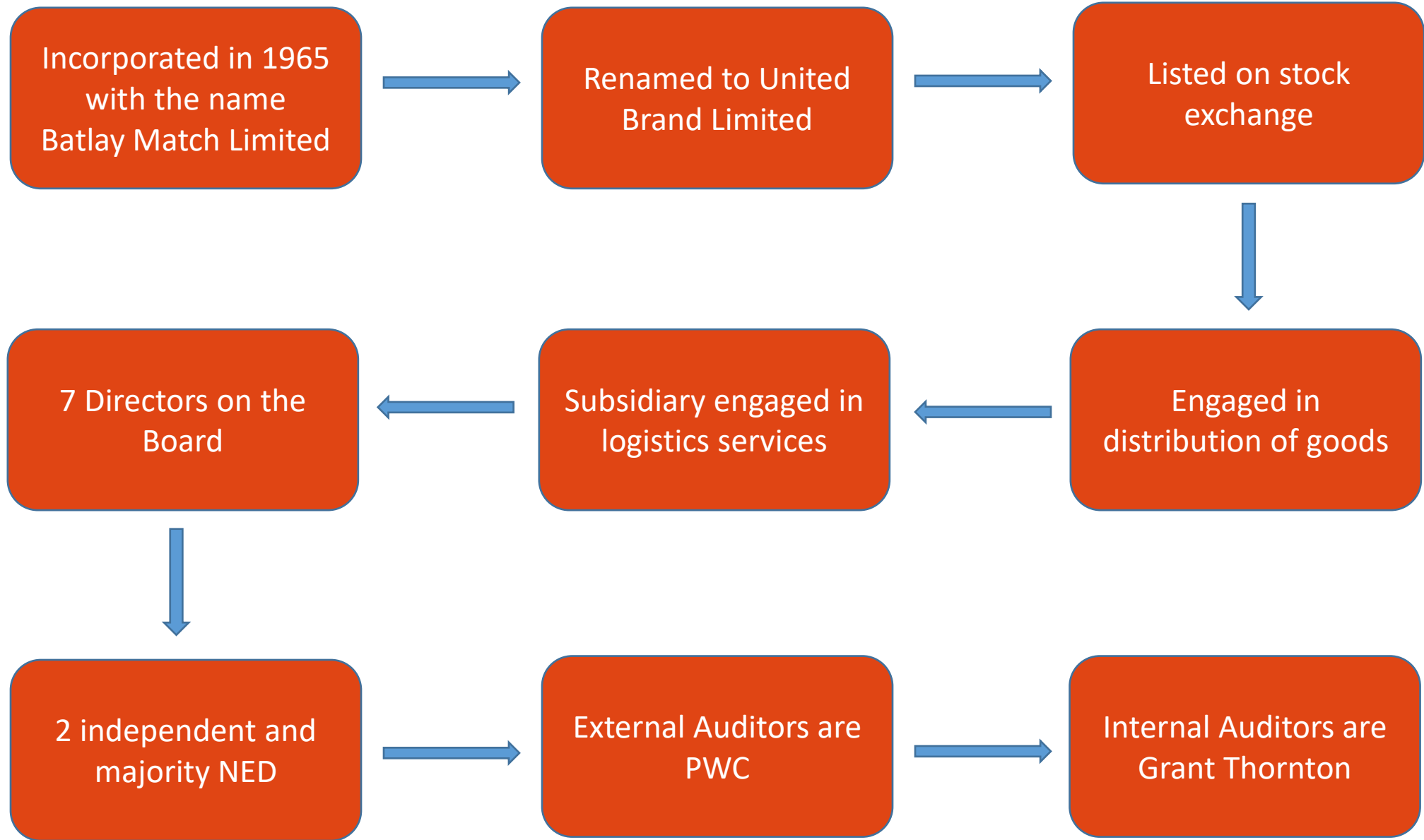
						
P&G	Gillette	Nutella	Maaza	Duracell	Pampers	Rupali



					
<b>Bake Parlor</b>	<b>Cadbury</b>	<b>Shield</b>	<b>Jaam-e-Sheeren</b>	<b>Red Bull</b>	<b>Reckitt Benckiser</b>

# THE COMPANY





# BUSINESS ACTIVITIES

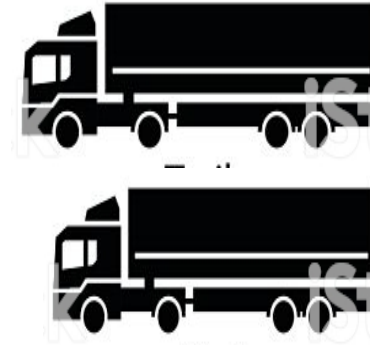
## Import & Clearance

Handling imports and clearance of goods shipped from across the world. Managing customs clearances and shipping agents



## Primary & Secondary Transportation

Managing primary, secondary and customized transportation Services for internal and External customers



## Warehousing

Warehouses across the country to store the products and efficient supplies to meet the customers' needs.



## Sales and Distribution

Highly motivated and experienced sales organization to power your goods onto the retailer's shelf.



## Value Addition Services

Energetic and innovative marketing team to develop and execute marketing and trade marketing activities. From developing media content to digital and product development and research.



## Customer Services

Dedicated team to settle real time customer queries.



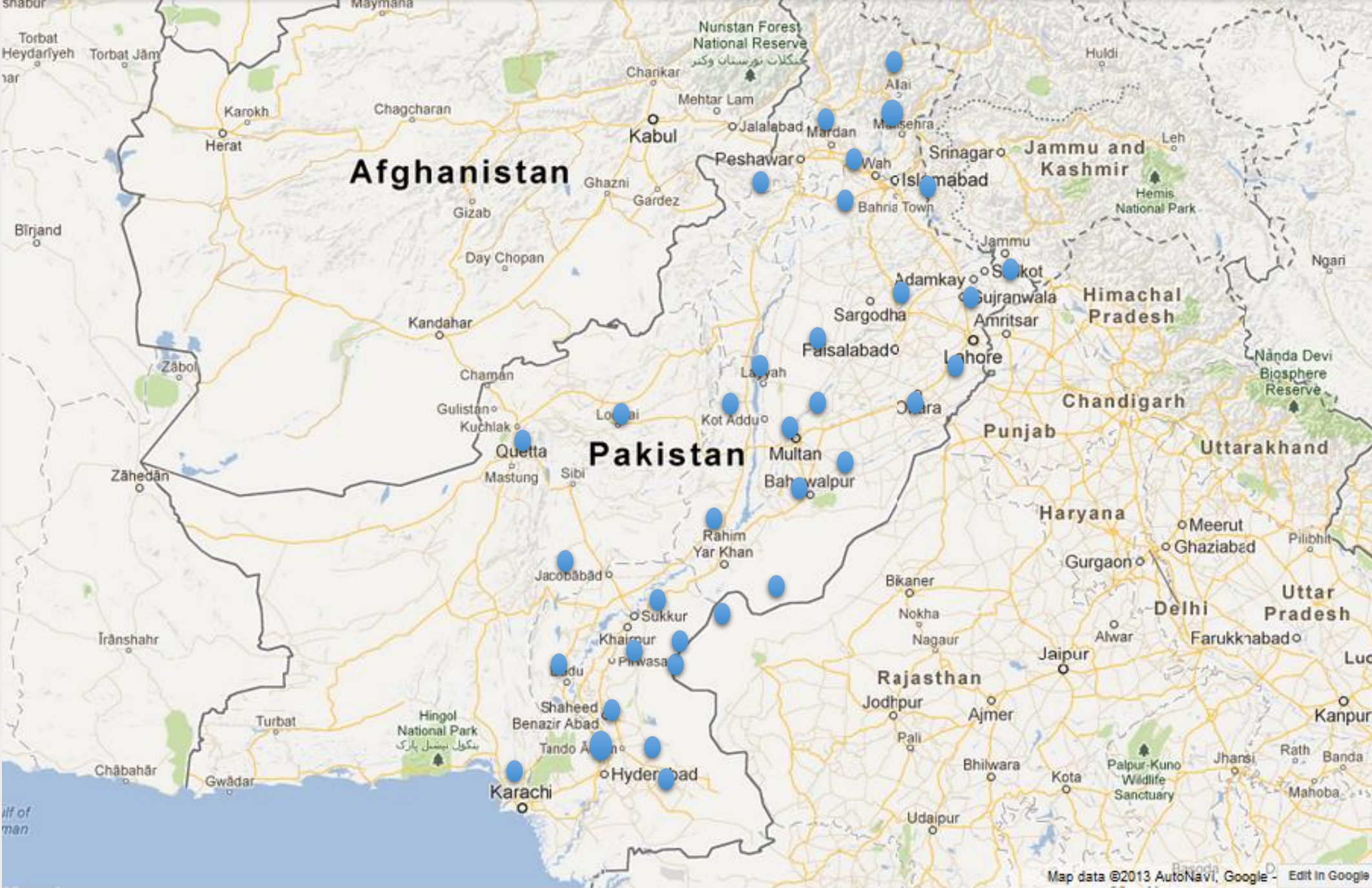
# Holds the largest distribution infrastructure in Pakistan

United Brands &  
IBL Logistics  
Operating under  
the IBL Umbrella

**100** Digital Branches Network

Nationwide  
Reach





# DISTRIBUTION NETWORK

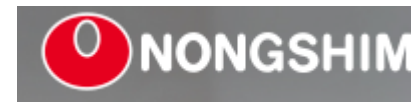




# OUR CURRENT BUSINESS PARTNERS



Exciting Natural Flavours







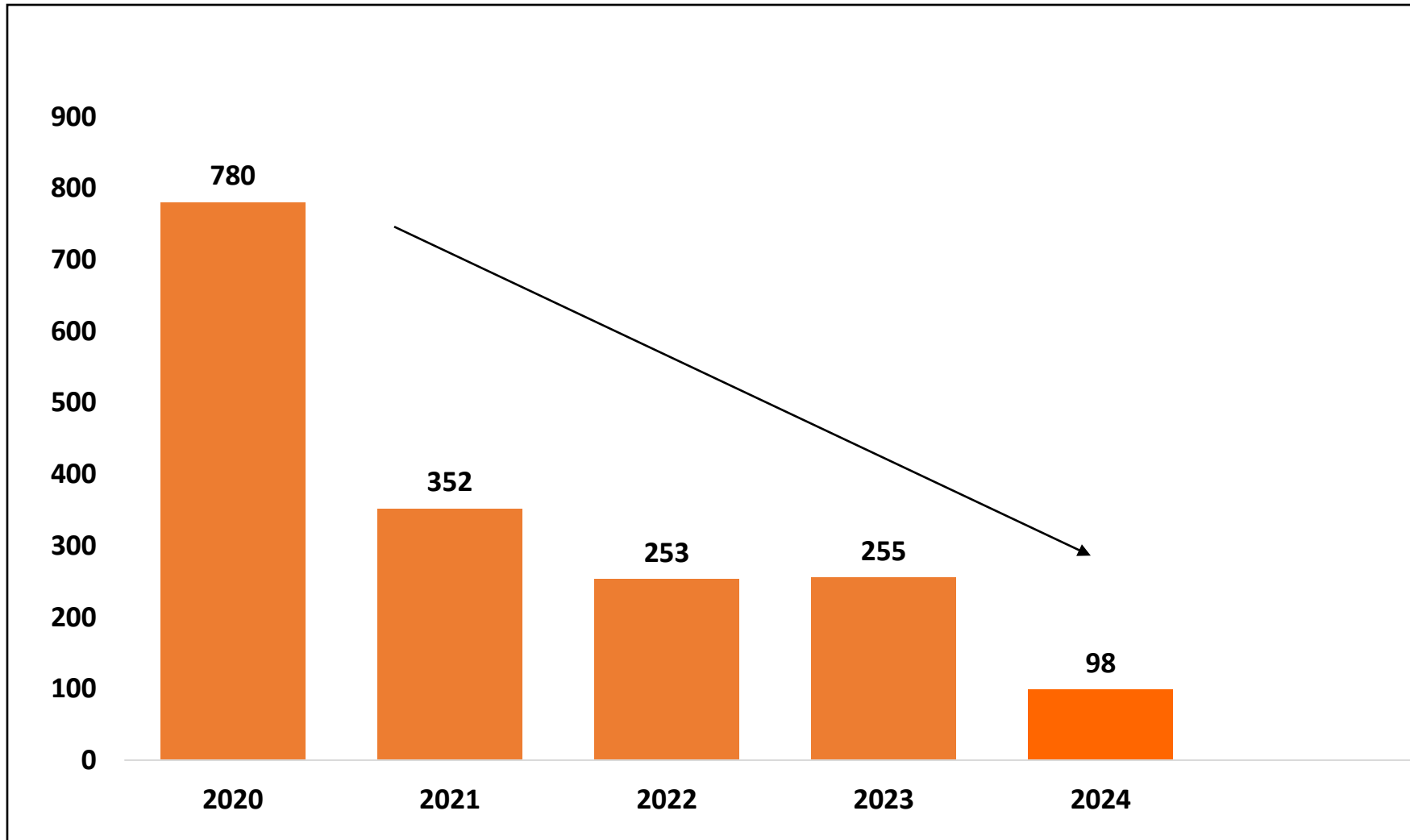
# OUR CURRENT BUSINESS PARTNERS



# FINANCIAL INFORMATION

Rs.'000'	2020	2021	2022	2023	2024
Revenue	3,574,526	3,286,744	3,265,824	2,526,888	2,434,877
Gross profit	886,708	529,813	536,460	346,850	382,043
Total expenses	(752,282)	(390,399)	(389,292)	(324,672)	(328,344)
Other expenses	(117,858)	37,103	(25,894)	(25,693)	(6,628)
Operating profit/(loss)	16,568	176,517	121,274	(3,515)	47,071
Finance costs	(138,028)	(47,121)	(42,212)	(59,353)	(39,690)
Profit/(loss) after tax	(259,546)	61,840	21,756	(101,263)	(45,919)

## Borrowings— 2019 to 2024 - PKR 'Million'



Borrowings were Shariah compliant finances from 4 different banks

In past years, borrowings have been reduced, which were on higher side due to finance margin against imports.

# FINANCIAL INFORMATION

Rs.'000'	2020	2021	2022	2023	2024
Shareholders' Equity	46,990	108,830	130,586	29,323	(16,596)
Liabilities	1,770,983	1,343,183	1,470,852	1,392,100	1,678,559
Non-Current Assets	19,243	17,720	15,580	19,695	27,265
Current Assets	1,798,730	1,434,293	1,585,858	1,401,728	1,634,698

# **FUTURE PLANS & OUTLOOK**

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**FOCUS ON LOCAL MANUFACTURING ACCOUNTS AND DEVELOP OWN BRANDS**

# Future Outlook

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**Portfolio Enhancement**



**THANK YOU**