

United Brands Limited

Corporate Briefing Session

November 22, 2024

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THE GROUP



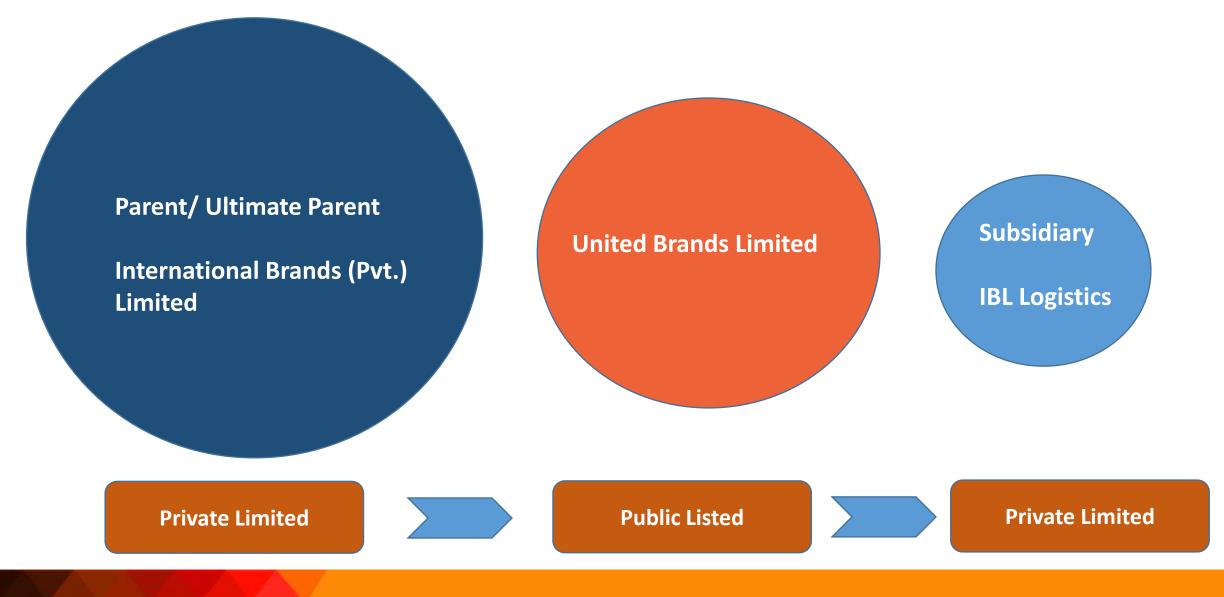
Searle United **Pakistan Brands** Limited (PLC) (PLC) **The Searle** IBL Company Habitt **Operations** (PLC) BL IBL Healthcare Logistics (PLC) SEARLE United Brand **IBL HealthCare** Limited

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





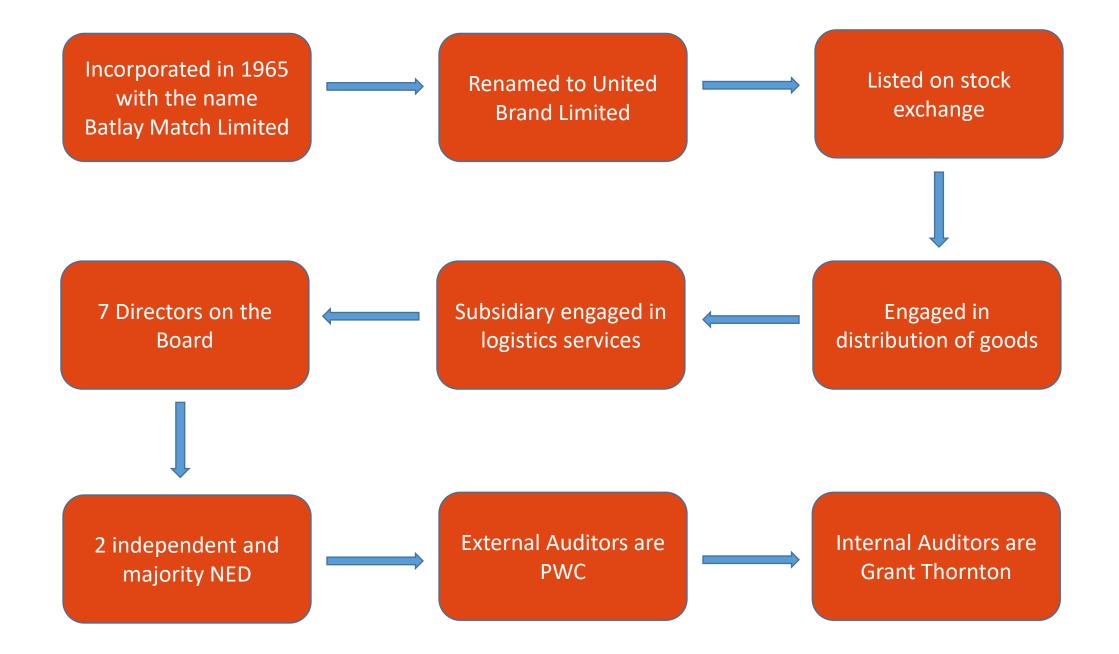




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Bake Parlor	Cadbury	Shield	Jaam-e- Sheeren	Red Bull	Reckitt Benckiser

THE COMPANY





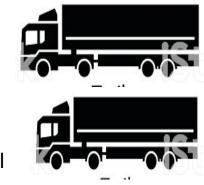
BUSINESS ACTIVITIES

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

Maymana Nunstan Fores National Reserv Heydariyeh Torbat Jäm Huldi كلات تورستان وكنر Charikar Mehtar Lam Chagcharan Karokh o Kabul o Jalalabad Mardar o Herat Jammu and Srinagaro Peshawaro Afghanistan Kashmir o olsi mabad Ghazni Gardez Hemis Bahria Town National Park Gizab Jammu Day Chopan Ngari Adamkay o°S kot Himachal o Sargodha Jujranwala Pradesh Amritsar Kandahar 0 0 Faisalabado **LNánda** Devi hore Zābo Biosphere Chamán Reserve Chandigarh O_ara Gulistano Kot Adduo Kuchlak Punjab Uttarakhand Pakistan Quetta Multan Mastung Sibi Zāhedān Bah walpur Haryana oMeerut Rahim Pilibh o Ghaziabad Yar Khan Gurgaon Jacobābād 9 Bikaner Uttar oSukkur Delhi Nokha Pradesh 0 Farukkhabado Nagaur Alwar Iränshahr Khaimur Jaipur Luc v Phovasa du Rajasthan Jodhpur 0 0 Shaheed Hingol National Park Ajmer Kanpur Turbat Benazir Abad Pali بنگول بېسل پارې Tando A Rath Banda Bhilwara Jhansi Palpur-Kuno Chābahār o Hyder ad Kota Widlife Gwādai Mahoba Karachi Sanctuary Udaipur Map data @2013 AutoNavi, Google - Edit In Google I

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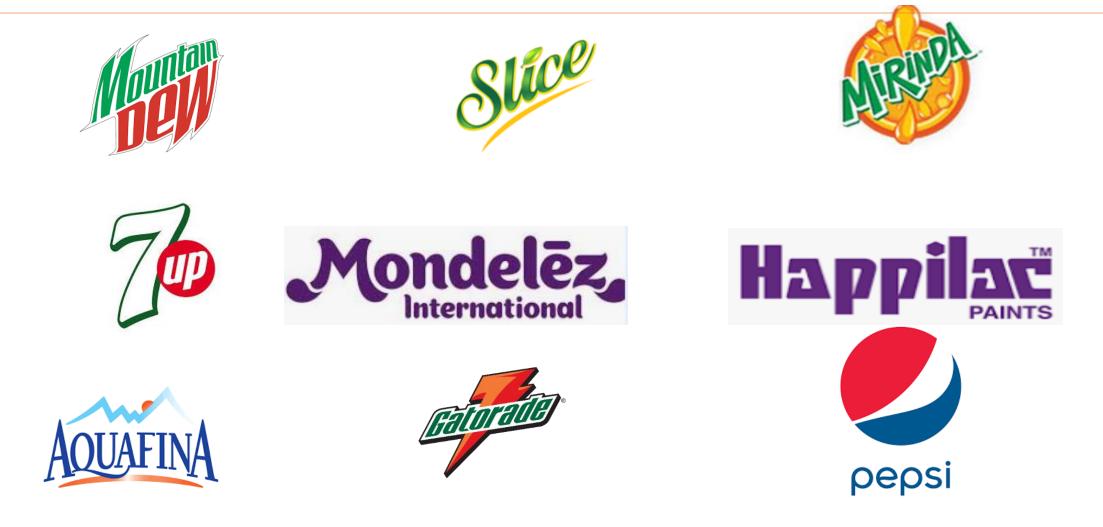
Exciting Natural Flavours







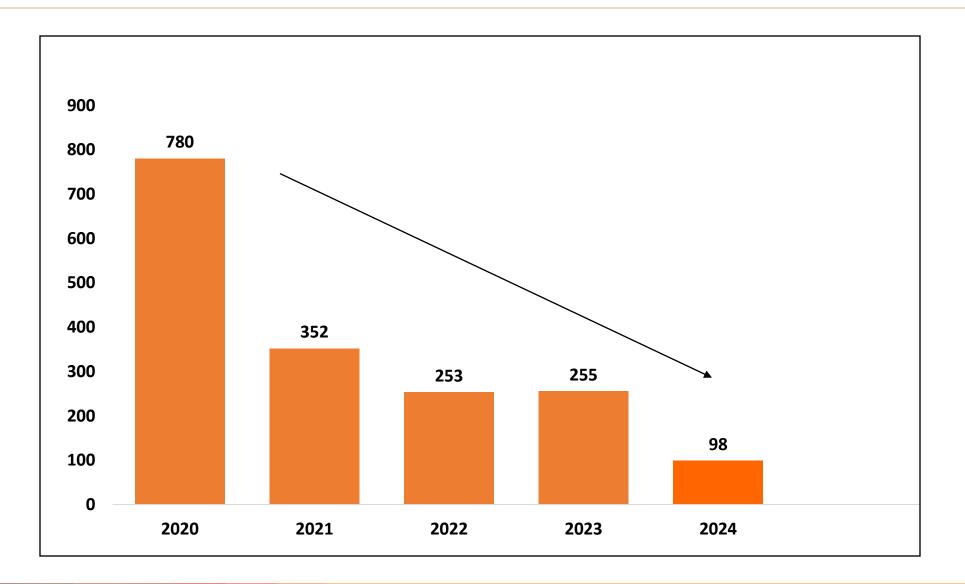




FINANCIAL INFORMATION

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 <i>,</i> 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

FOCUS ON LOCAL MANUFACTURING ACCOUNTS AND DEVELOP OWN BRANDS

Future Outlook



THANK YOU