



TRUSTED NOT TO COMPROMISE



January 26, 2023

The General Manager
Pakistan Stock Exchange,
Stock Exchange Building,
Stock Exchange Road,
Karachi

Subject: Notice of Corporate Briefing Session of Pakistan Cables Limited

Dear Sir,

This is to inform you that Pakistan Cables Limited (the "Company") will hold a Corporate Briefing Session (CBS) for the shareholders, Investor and analysts to provide highlights about the Company's performance, its financials and future outlook for the year 2023. The program details are as follows:

Date : Thursday, February 02, 2023
Time : 11.00 a.m.
Venue : Pakistan Stock Exchange Auditorium, 3rd Floor, PSX Administration Building,
Pakistan Stock Exchange, Pakistan Stock Exchange Building Road, Karachi.

The members may also attend the Session through video link facility via Zoom. Accordingly, those Investors, Analysts and Shareholders who are interested in attending the Session are requested to register themselves at the following link latest by Close of Business on 1st February, 2023:

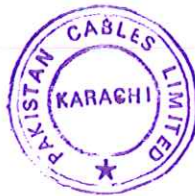
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You may please inform the TRE Certificate Holder of the Exchange accordingly.

Yours faithfully,

Per Pro Pakistan Cables Limited

Natasha Mohammad
Head of Legal Affairs and Company Secretary





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Invitation to attend Corporate Briefing Session of Pakistan Cables Limited

You are cordially invited to the Corporate Briefing Session of Pakistan Cables Limited. The Company's Senior Management shall discuss Company's performance, its financials and future outlook for the year 2023.

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PROTOCOLS OF ONLINE CORPORATE BRIEFING SESSION

1. The participants will be able to login and participate in the Corporate Briefing Session proceedings through their smartphones or computer devices from their homes or any convenient location after completing all the formalities required for the verification and identification of the respective participant.
2. A detailed procedure and link for the session shall be e-mailed directly to the respective participant on the valid e-mail addresses shared at the time of their registration
3. Kindly dial in at least 10 minutes prior to the scheduled time.
4. Kindly enter your name and Institution name in the following format 'Full Name – Institution' (in case of Analyst) and 'Full Name – Folio Number' (in case of member). Based on verification, the same will be allowed for the meeting.
5. All participants will be kept on 'Mute' mode during the presentation.
6. The Question and Answer session will be held at the end of the presentation. The participants are requested to either type in a question in the chat box or utilize the feature of 'Raise Hand'.

Thank you.

INSPIRING PLACES & SPACES

Corporate Briefing Session July – Dec 2022



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VISION

**Ignite Possibilities.
Transform Lives.
Instil Pride.**

MISSION

By fostering meaningful customer experiences, we lead with a focus on **Safety, Quality, Sustainability,** and **Operational excellence** to maximize stakeholders' value and uphold responsibility towards society.

VALUES



Teamwork

Listening
Learning from others
Collaborative
Empathy



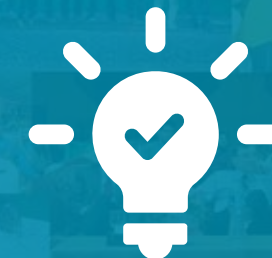
Agility

Flexibility
Responsiveness



Passion

Resilience
Result oriented
Drive
Ownership



Innovation

Creativity
Persistence
Entrepreneurial approach
Curiosity



Transparency

Fairness
Integrity
Accountability
Openness

AMIR S. CHINOY GROUP

Key Companies of the ASC group are:



Promising Reliability, For Now and Tomorrow

Incorporated in 1948
Listed on PSX since 1984

2022 Turnover

PKR 37.8 bn

Product Lines

GI Pipes
Cold Rolled Steel Tubes
HDPE Pipes
MDPE Pipes & others
Hollow Structural Sections



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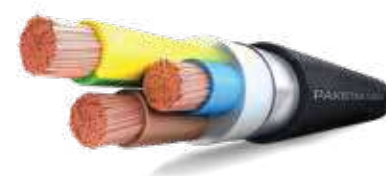
Incorporated in 1953
Listed on PSX since 1955

2022 Turnover

PKR 21.2 bn

Product Lines

Electric Wires /Cables
Overhead Conductors
Copper Rod
Aluminum Profiles
Wiring Accessories
PVC Compound



Shaping Tomorrow

Incorporated in 2007
Listed on PSX since 2012

2022 Turnover

PKR 91.4 bn

Equity Partners

Sumitomo Corporation
JFE Steel Corporation

Product Lines

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel



A member of **ASC** AMIR S. CHINOY GROUP





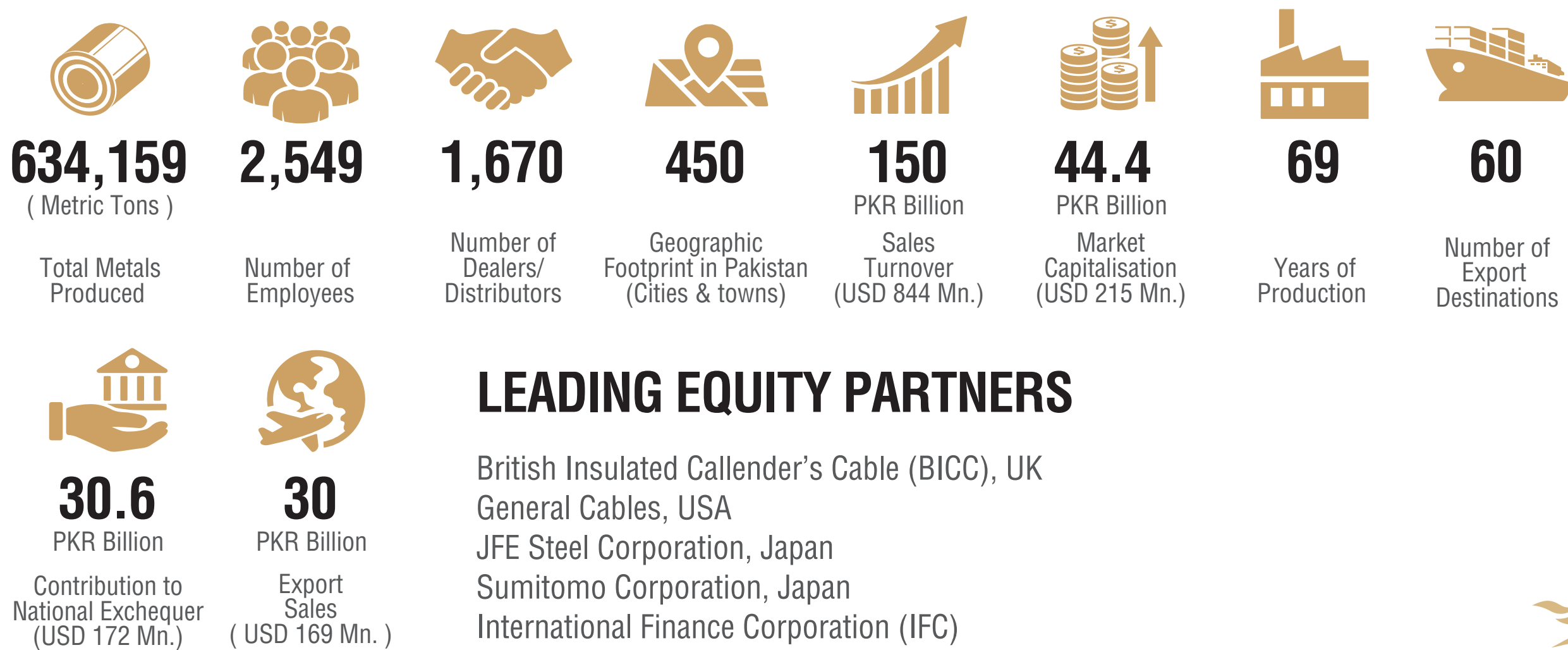
“We, therefore, have to consider and plan on a long term basis, find and build our own enterprises with a long term view of setting up not just ordinary businesses or industries but institutions surviving and lasting for many generations and fulfilling a social and national objective, which could be identified and be synonymous with our finer sentiments of patriotism, in addition to its benefits for us, and the society”

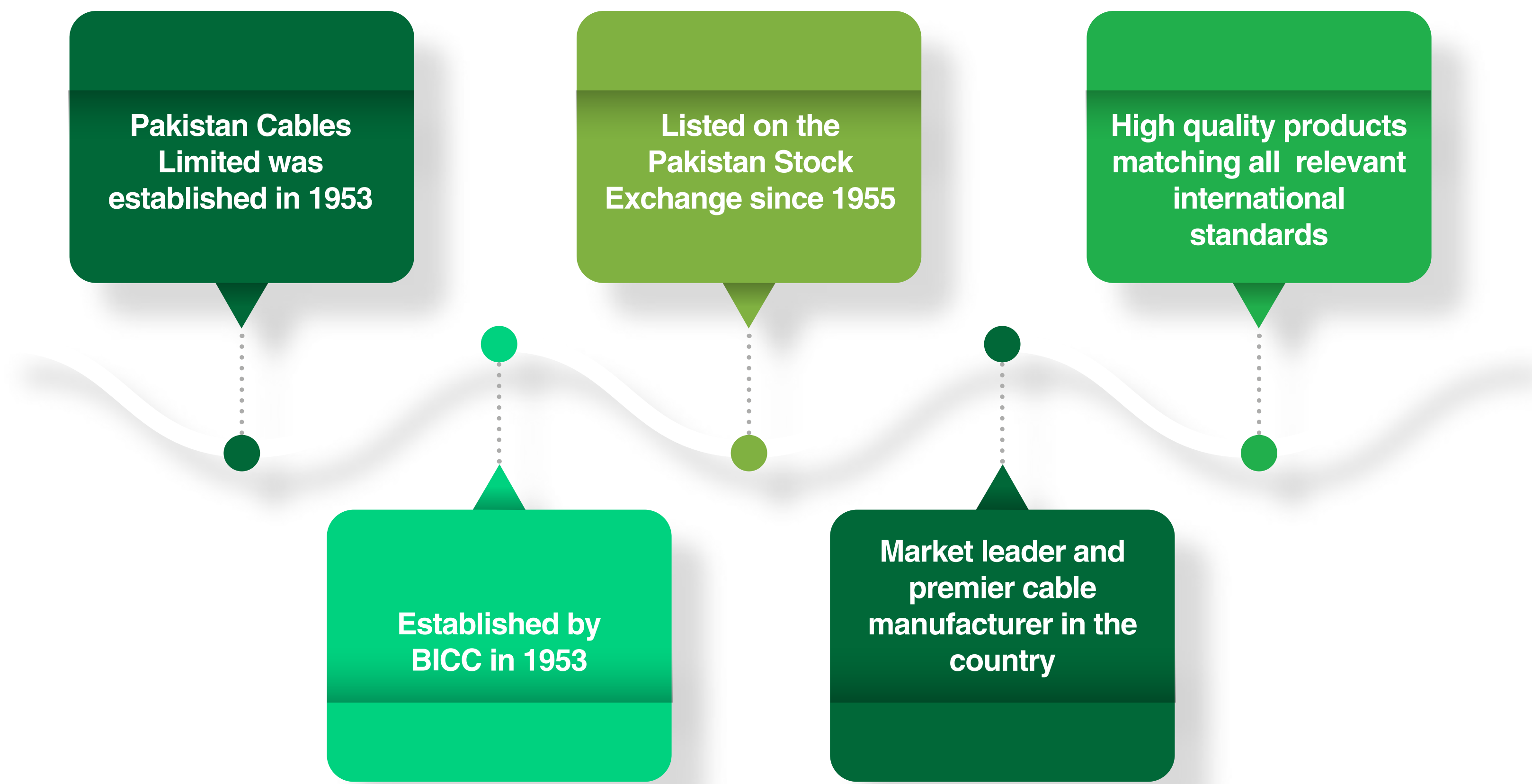


Founder, Mr. Amir.S. Chinoy
Amir Chinoy
1921-1998

Over 70 years of leading industrialization in Pakistan

- Founded by Mr. Amir S. Chinoy, pioneering in Engineering products since 1947.
- The ASC group has been at the forefront of Pakistan’s industrialization for over 70 years.





HISTORY OF FOREIGN AFFILIATIONS

Rich heritage of global expertise

1953 - 1993



Established as a JV with British Insulated Callender's Cables (BICC), the global cable leader of the time.

2010 - 2017



General Cable maintained 24.6 percent shareholding in Pakistan Cables Limited.

2017 - TO DATE

CTC GLOBAL

Technical collaboration with CTC Global Inc. US to introduce first ever Aluminum Conductor Composite Core (ACCC®) in Pakistan.

BUSINESS





HOW WE DO BUSINESS

Setting an unbeatable benchmark

Sales

PKR 21.2 bn

Pakistan's

1st General
Wiring Company

Extensive Portfolio

6,000+ SKUS

Employees

893

Operating Profit

PKR 1.7 bn

Active Nationwide

200+ Towns
& Cities

JCR-VIZ 2018

A/A-1 Credit
Rating

Karachi Site

12 Acre

Nooriabad Site

41 Acres

Urban Forest

3 Acre

Exporting to

35 Countries
with Pride

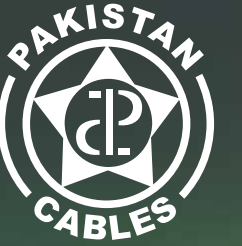
Committed to

UN Global
Compact

Dedicated

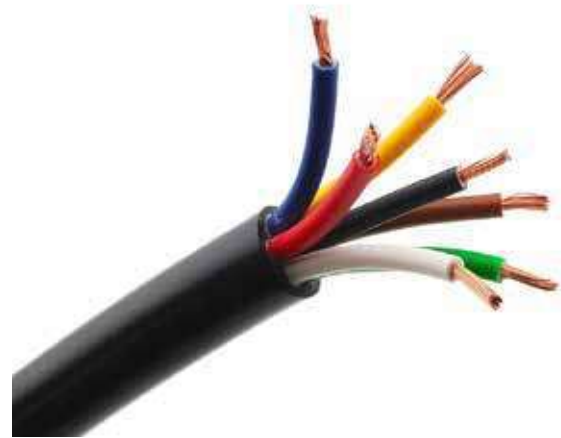
80+ Machines

Source: (*) 2021-22 Avg USD= Rs. 178.0



PRODUCTS

PRODUCTS RANGE



WIRES & CABLES

That power and connect



CONDUCTORS

That power the nation



PVC

That insulates our wires



ALUMEX

Aluminium Sections for
Architectural Applications



COPPER RODS

That are unparalleled in quality



WIRING ACCESSORIES

World class Electrical Switches



MARKET SEGMENTS

MARKET SEGMENTS



- Sale of products via a network of distributors and dealers
- Over 1000 dealers and distributors across the country in 200+ cities and towns
- Product sold through trade is mostly General House Wiring



- Direct sales to projects and institutions.
- Industry, housing projects, infrastructure.
- Large range of products sold including Medium Voltage, Low Voltage, General House Wiring etc.



- Sales to Utilities – NTDC, K-Electric and DISCOs
- Aluminium conductors and cable



- 35 international markets.



SPEEDY DELIVERY

- Pakistan Cables e-store was launched on September 20, 2019.
- The E-Store is first of it's kind in Pakistan, offering general wiring solution.
- Longest delivery footprint in Pakistan 650+ cities towns.



ACHIEVEMENTS



AWARDS

Results of our hard work

- Top 25 Companies by the PSX in 1973, 1980, 2004, 2006, 2007, 2013 and 2022
- Corporate Excellence Award from Management Association of Pakistan in 1982,1983, 2021and 2022
- Achievement Award for Outstanding Performance from the President of Pakistan in 1998
- Best Corporate Report from ICMA in 2006, 2008, 2019, 2020, 2021 (Merit Award)
- Brand of the Year Award in 2007 and 2008
- Environment Excellence Award from the National Forum for Health & Environment in 2010, 2011, 2013 and 2015
- Superbrands Pakistan's Choice Award in 2015
- Won FPCCI Export Trophy in 2016, 2017, 2018, 2019, 2020 and 2021
- Won “Employer of the Year Award” in 2014 and “Best Practices Award in Occupational Health and Safety” in 2018 from Employer Federation of Pakistan
- Won the NFEH CSR Award by the National Forum for Health & Environment in 2018, 2019 and 2021
- Won 7th FPCCI Achievement Award for Technological Advancement in 2019 - ACCC®
- Won 8th FPCCI Achievement Award for PCL E-Store (E-commerce Category) in 2020
- Won 14th,15th and 16th Consumer's Choice Award in 2019, 2021 and 2022



One Group. Three Wins.

Winners of Pakistan Stock Exchange
Top 25 Best Companies Award 2021

ASC Group congratulates the Board of Directors and the Management of its group companies, International Industries Ltd., Pakistan Cables Ltd. and International Steels Ltd. for their commendable performance and wishes them continued success in the future.



HALLMARK OF TRUST

Global benchmark of quality

- Largest importer of Copper in Pakistan
- Strong linkages with international raw material suppliers
- All products conform to national and international standards
- Seventy year track record of world class quality



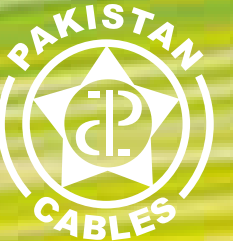


CERTIFICATIONS

Proof of our commitment to quality

- First cable manufacturer to attain **KEMA** certification for LV and MV cables in Pakistan since 1984
- Received a total of eight **KEMA** certifications
- Amongst the first five companies in Pakistan to be certified for **ISO 9001:2000**
- First cable manufacturer in Pakistan to update to **ISO 9001:2008**
- **CE certified** – This certifies that Pakistan Cables Limited meets European health, safety, and Environmental protection legislation and can be legally sold and moved within the European Union
- Received certification for photovoltaic Solar Cable by **TUV Austria**
- **International approvals** DCRP Oman, Maldives Electricity Authority, Ghana Standards Authority, Ethiopia Electricity Authority and Trinidad and Tobago Bureau of Standards amongst others





NOORIABAD FACTORY

NOORIABAD FACTORY



NOORIABAD FACTORY



Urban Forest

The tree plantation commenced in 2020, spearheaded by Mr. Kamal A. Chinoy, the Urban Forest is home to over 47,000 trees, spread across 3 acres.

59 species of trees native to the geographical area (Nooriabad) such as Almond, Amla, Fig, Mango, Neem, Sukh Chan, Pomegranate, Peepal, Peelu, Keekar, Olive have been planted.

The first and largest Miyawaki based urban forest on an industrial estate in Pakistan. The Miyawaki approach was developed by Mr. Akira Miyawaki from Japan. It has been implemented by Mr. Shahzad Qureshi in Pakistan.

Benefits of the Miyawaki based Urban Forests:

Grows 10
times faster.

Attracts 20
times more
biodiversity.

Forests are
30 times
more
denser.

Forests
beautify the
land.

Forests
improve air
quality.



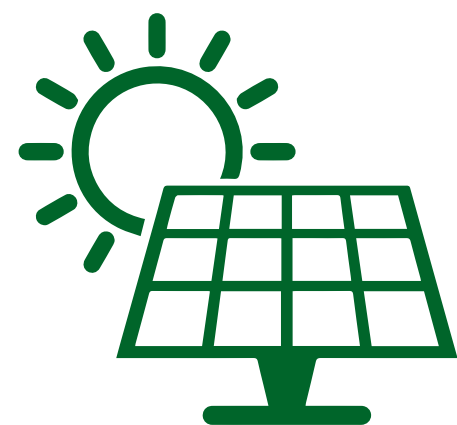
47,000 tress = estimated carbonfoot print 1,175 tons/year





TOWARDS SUSTAINABLE BUSINESS PRACTICES

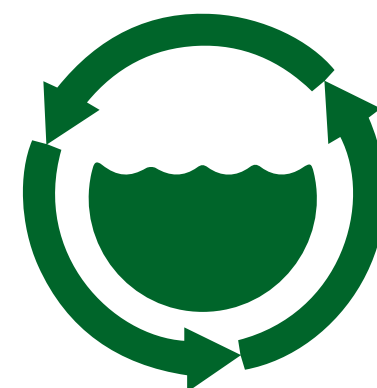
Highlights at Nooriabad



(2MW) SOLAR ENERGY
Reduced Carbon Foot
Print



(45,000 gal.) WATER
CONSERVED
300,000 gal. Storm water
Storage +150,000 gal.
Urban Forest pond



EFFLUENT
TREATMENT PLANT



LEED CERTIFICATION
for Nooriabad Office
Building

Among first 26 compaines in Pakistan to sign up for the pledge to Net Zero emissions

The commitment aligns the Company's ambition with keeping warming to 1.5°C and reaching science-based net-zero emissions by 2050.

Pakistan Cables is amongst the first 26 companies in Pakistan to sign on to the Race to Zero.





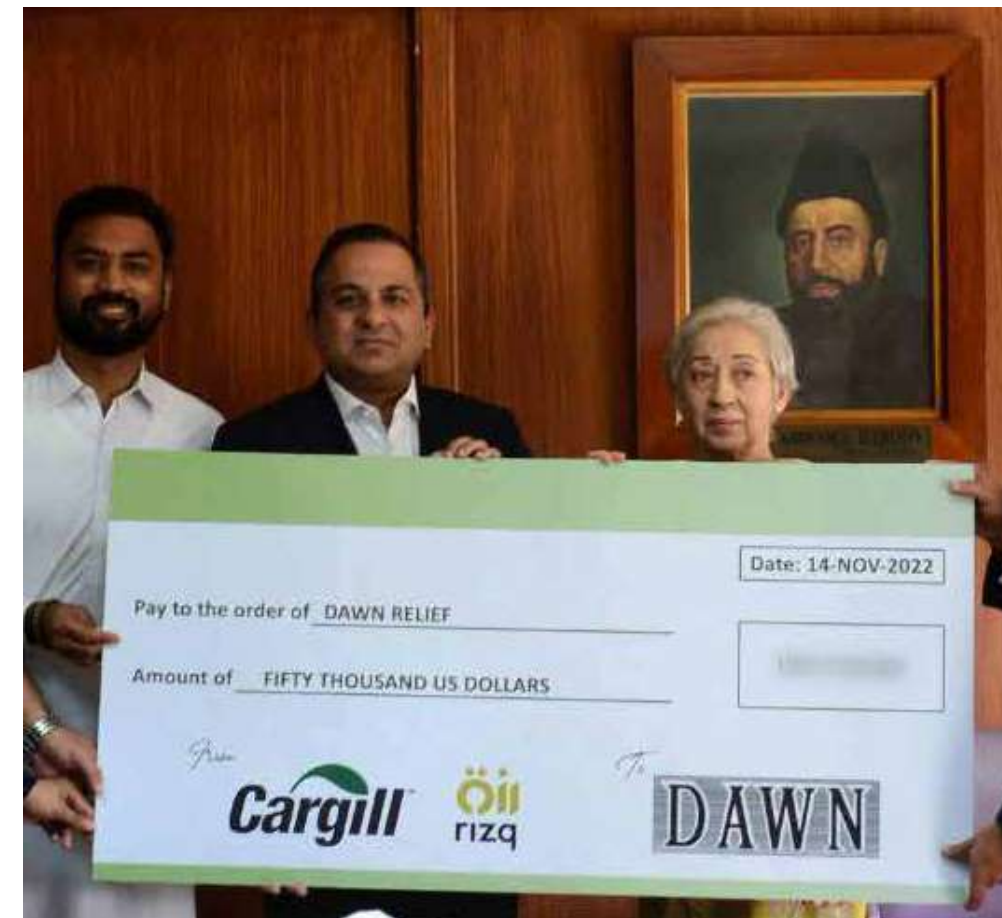
CORPORATE SOCIAL RESPONSIBILITY

Transform Lives. CSR Collaborations



Employee Volunteer Program

- Child Life Foundation
- Clifton Urban Forest
- Panah Foundation



Flood Relief & Rehabilitation

- Employee Donation
- HELP Balochistan
- ASCF & Dawn Relief



Female Empowerment

- ASCEND - Flagship Platform to provide STEM among women
- Scholarships for female students at UET (LHR & FSD) campuses
- Student Webinars
- Student Factory Visits



Transform Lives.

Sustainability CSR Collaborations



FINANCIAL



FIVE YEARS FINANCIAL DETAILS

STATEMENT OF FINANCIAL POSITION

Rs. in Million

	Jun-19	Jun-20	Jun-21	Jun-22	As at Dec-22
Total Assets	8,432	8,417	11,032	19,493	21,329
Total Shareholders' Equity	4,878	4,770	5,349	9,006	9,086
Stock-In-Trade	2,203	1,902	2,504	3,863	2,805
Trade Debts	2,089	1,653	2,787	4,104	4,644
Fixed Assets	3,388	4,076	4,791	10,647	12,939
Total Bank Debts	2,328	2,161	3,322	6,546	9,004

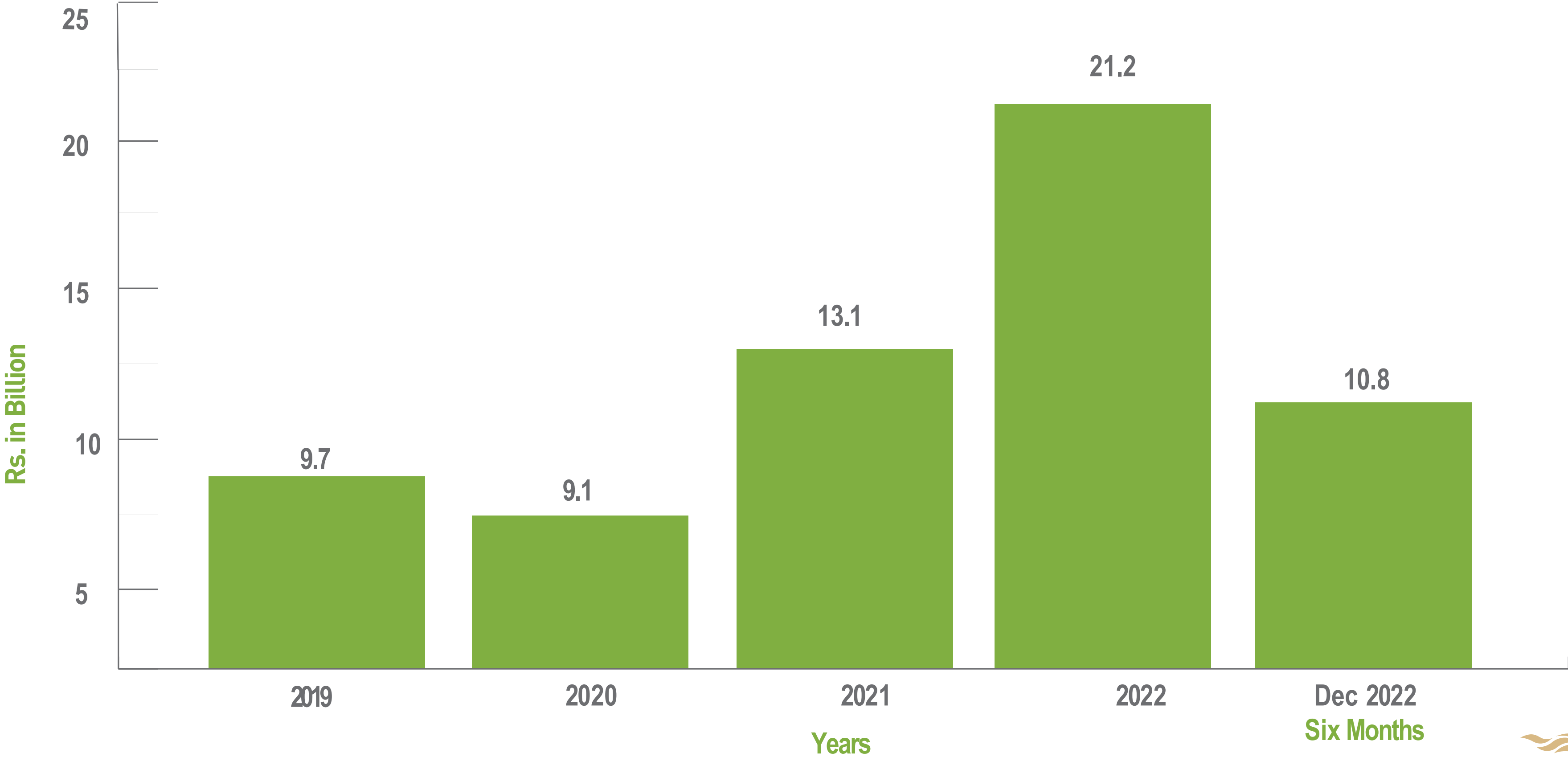
FIVE YEARS FINANCIAL DETAILS

STATEMENT OF PROFIT & LOSS ACCOUNT

	Jun-19	Jun-20	Jun-21	Jun-22	Dec-22 Six Months
Sales – Rs. in Mil.	9,704	9,086	13,145	21,168	10,812
Gross Profit – Rs. in Mil.	1,146	860	1,526	2,751	1,460
Profit / (Loss) After Tax – Rs. in Mil.	126	(92)	554	828	302
Gross Profit – %	11.8%	9.5%	11.6%	13.0%	13.5%
Earnings / (Loss) Per Share - Rupees	3.56	(2.58)	15.56	23.27	7.38

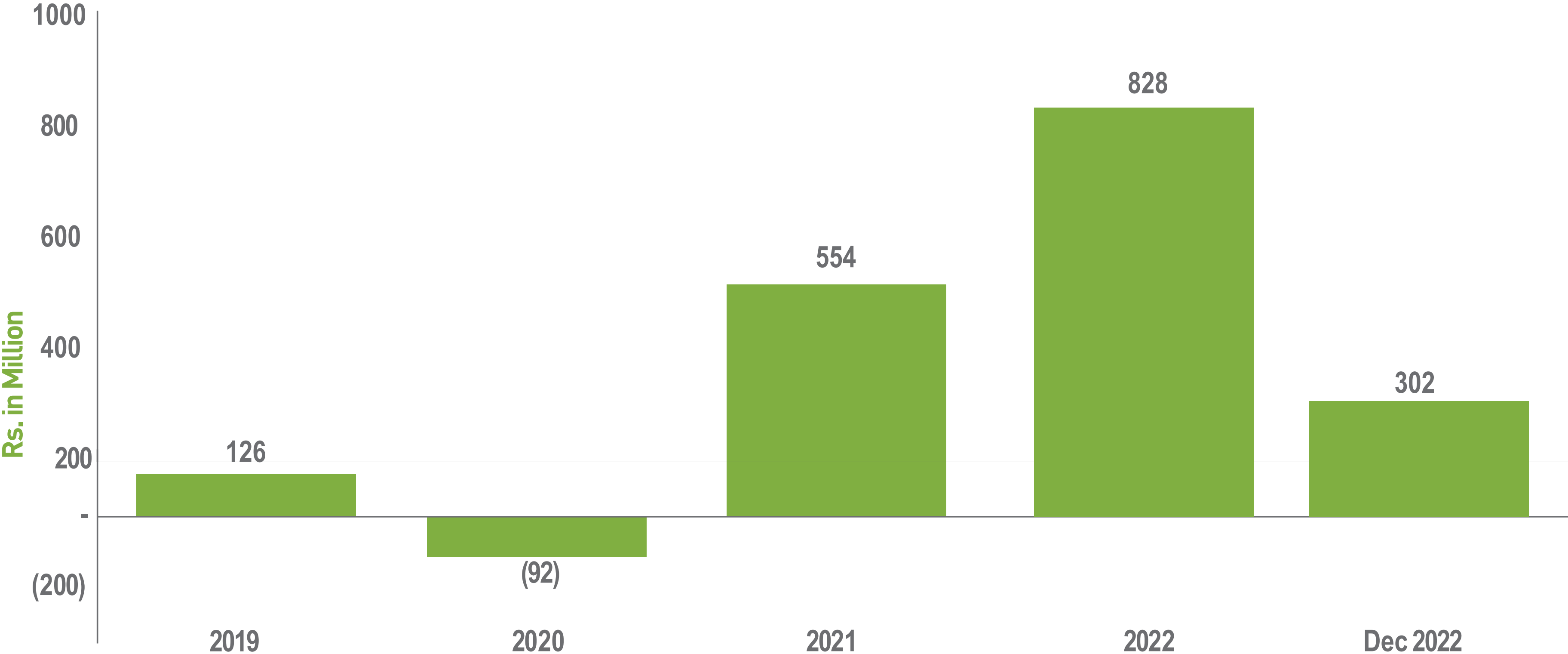


REVENUE





PROFIT / (LOSS)

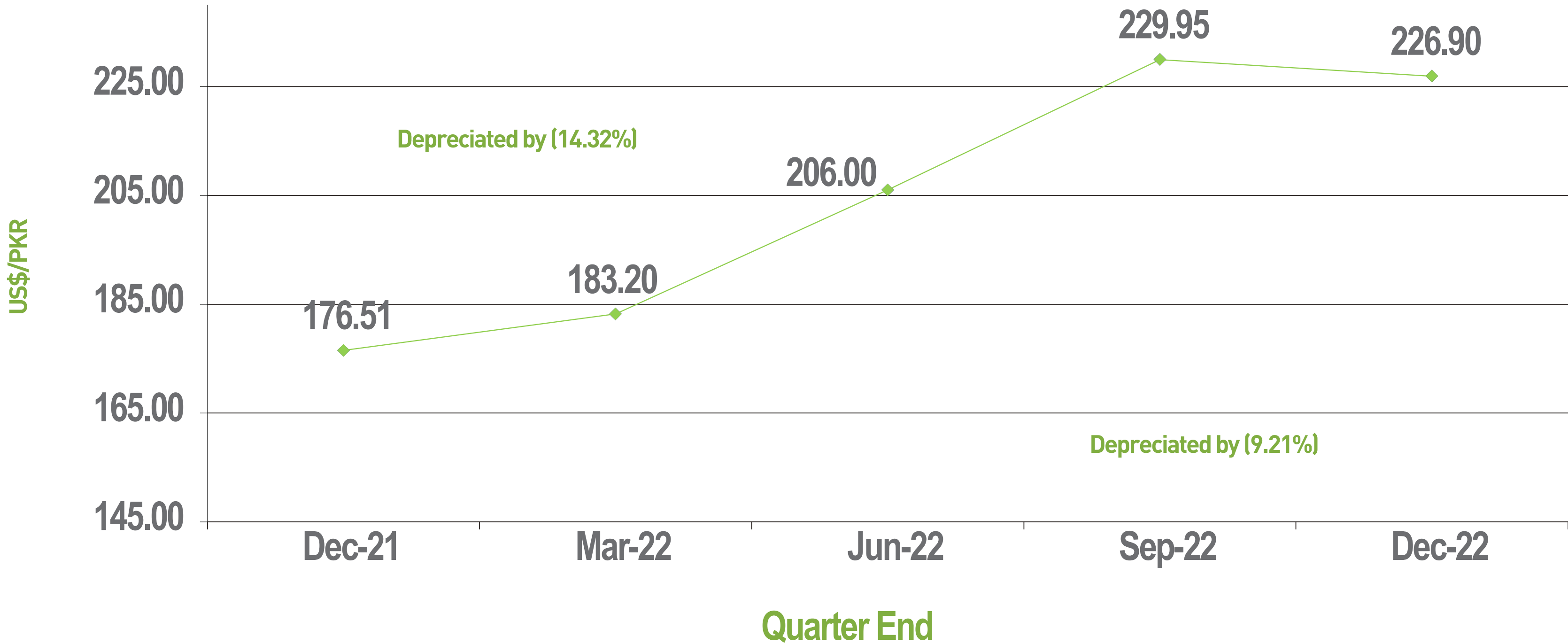


Six Months



Exchange Rate (US\$/PKR)

Dec 2021 – Dec 2022



Average LME of Copper & Aluminium US\$ / Ton

July 2021 – June 2022



Avg. LME of Copper in 2021-22 was \$9,645 per MT vs. \$7,971 in 2020-21

Avg. LME of Aluminium in 2021-22 was \$2,890 per MT vs \$2,029 in 2020-21

FINANCIAL PERFORMANCE

SALES

- Sales increased 13% over SPLY despite challenging market circumstances and slowing demand
- Demand from Utilities remains strong but other segments are slowing down
- Copper prices declined compared to SPLY but this was offset by devaluation of the rupee. During the month of Jan, copper prices have started to spike (avg. ~ USD 8,900 / MT and max during the month is > USD 9,400 / MT)

PROFIT

- GP% higher in H1 was 13.5%, which is in-line with SPLY
- This was offset by higher Finance cost in H1 vs. SPLY (Rs. 431 million vs. Rs. 140 million)

OTHER

- During H1 the company faced some delays in opening LCs for raw material but overall supply chain issues were manageable
- In the last few weeks, we have started facing challenges from banks on opening LCs for raw materials

FUTURE PROSPECTS

- A general slowdown in demand is expected to continue, as can also be gauged from depressed cement and steel sales.
- Import restrictions on plant and equipment is expected to depress the demand for cables in the industrial sector.
- Utilities demand will remain active as long as govt. funding is available to DISCOs and K-Electric continues to invest in its grid.
- Availability of raw material and parts for equipment due to LC restrictions may impact fluent continuity of operations.



THANK YOU

