

March 13, 2023

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

Re: **Material Information**

Dear Sir,

In accordance with Section 96 of the Securities Act, 2015 and PSX regulation, we hereby convey the following information:

The Company has entered into distribution of a portfolio of "Livel" brand owned by Gulbahar Industries (Pvt.) Limited. The distribution is acquired in major cities of Pakistan and is expected to add healthy top and bottom line.

You may inform members of your Exchange accordingly.

Yours Sincerely,

For United Brands Limited



Farooq Akbar
Company Secretary

CC:

Executive Director/HOD,
Offsite-II Department, Supervision Division,
Securities & Exchange Commission of Pakistan,
63, NIC Building, Jinnah Avenue,
Blue Area, Islamabad