



SHARE FOOD, SHARE LOVE

NFL/CORP/2023/0033

October 13, 2023

Mr. Muhammad Ghufraan
Deputy General Manager — Operations
Pakistan Stock Exchange Limited
Stock Exchange Building
Karachi.

SUB: CORPORATE BRIEFING SESSION

Dear Sir,

This is to inform you that the Corporate Briefing Session of National Foods Limited (“the Company”) for the investors, analysts and shareholders, will be held on **Friday, 20th October 2023 at 03:00 p.m.**, electronically through/via MS Teams App link from National Foods Limited head office at 12/CL-6, Claremont Road, Civil Lines, Karachi, Pakistan., wherein the Company’s Senior Management shall brief the analyst community and shareholders about the Company’s performance, its financials and future outlook as at June 30, 2023. The session will be moderated by Optimus Capital Management.

In order to connect through the video link facility, the registering shareholder and analysts have to mention the name while entering the meeting ID as follows,

1. Full Name - Institution’ (in case of Analyst)
2. Full Name — Folio Number’ (in case of member)

Please note that video link credentials will be shared with the shareholders/analysts whose emails containing all the required particulars are received at Investor.relations@nfoods.com latest by Thursday, October 19, 2023 before 5:00 p.m.

As per the requirement of PSX Notice No. PSX/N-1160 dated November 18, 2022, please also find enclosed presentation in respect of the Corporate Briefing Session (CBS), which has also been uploaded on our company website.

We would appreciate your assistance in communicating this information to the TRE Certificate Holders of the Exchange.

Thanking you,

FOR NATIONAL FOODS LIMITED



(FAZAL UR REHMAN HAJANO)
COMPANY SECRETARY



SHARE FOOD, SHARE LOVE

Invitation to attend Corporate Briefing Session of National Foods Limited

National Foods Limited is holding its Corporate Briefing Session on Friday October 20, 2023 at 3:00 P.M. through MS Teams App Video conferencing. The Analyst community, Shareholders and other Stake Holders are cordially invited to attend the session through video-link.

Executive management of the Company will brief the audience on the Company's financial performance for the year ended June 30, 2023 and its future outlook.

Dated: Friday, October 20, 2023

Mode: Through MS Teams App

Registration: 02:30 P.M.

Presentation: 03:00 P.M.

Q & A: 04:00 P.M.

Interested participants are requested to please confirm their participation through email Investor.relations@nfoods.com latest by Tuesday, October 19, 2023 before 5:00 P.M.

GUIDELINES FOR ONLINE PARTICIPATION:

- The participants will be able to login and participate in the CBS 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.
- A Video Link shall be communicated through e-mail directly to the respective participant who has provided his/ her valid e-mail ID.
- We would request you to dial-in 10 Minutes in advance of the meeting.
- Please make sure that while entering the Meeting ID, 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). Only then would you be allowed to attend the meeting.
- Participants are requested to stay on 'Mute' and 'off Camera' mode during presentation by NFL Management.
- In case of any question or comment, participant is either requested to type in a question in the chat box or raise his/her hand which will appear on the participants list.

INVESTOR'S BRIEFING

Farhan Rizvi

20th October 2023

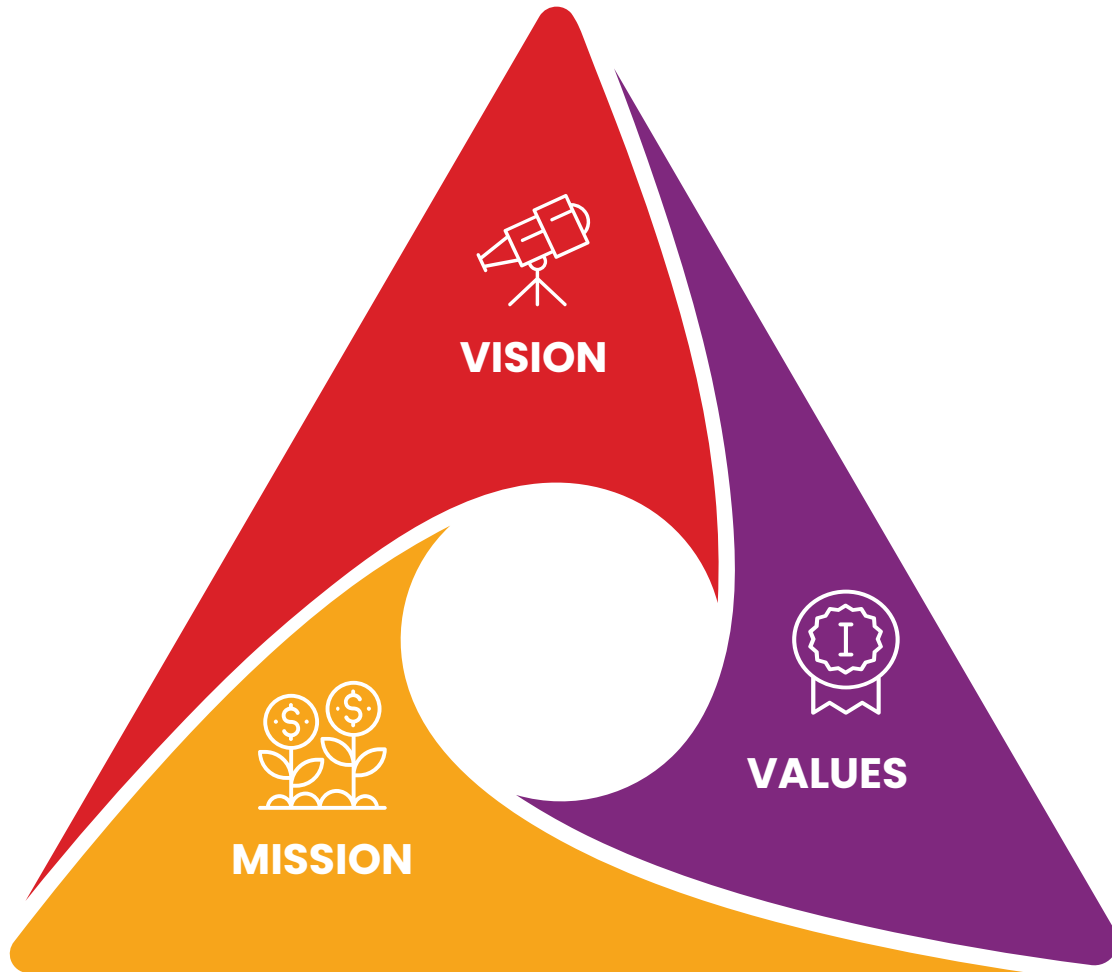


info@nfoods.com | nfoods.com

12/CL-6, Claremont Road, Civil Lines, Karachi - Pakistan



Vision | Mission | Values



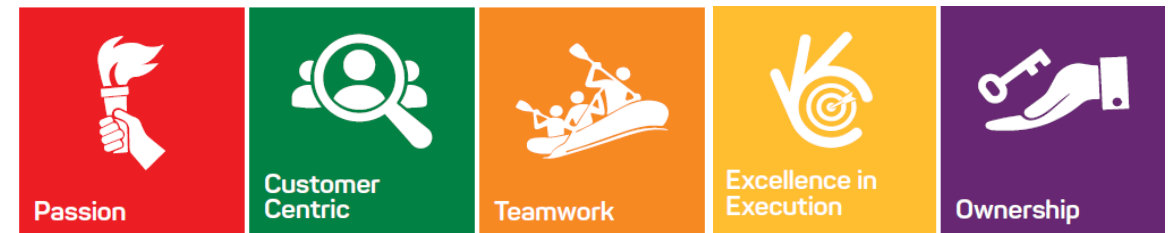
VISION

Creating food that enriches the lives of people everywhere.

MISSION

We will achieve our vision by designing and manufacturing food and related products, conforming to international standards and guidelines for nutrition, health, wellness and quality, bringing joy and happiness to people everywhere.

VALUES





Founders & Board of Directors



MR. ZAHID MAJEED
Chairman



MR. ABRAR HASAN
Chief Executive Officer



MRS. NOREEN HASAN
Non-Executive Director



MR. ADAM FAHY MAJEED
Non-Executive Director



MR. EHSAN ALI MALIK
Independent Director



MRS. SAADIA NAVEED
Non-Executive Director



MR. ALI H. SHIRAZI
Independent Director



Pakistan's Leading Multi Category Food Company



PKR 64Bn

Net Sales

7 x

In last decade

PKR 5.5 Bn
Operating Profit

5 x

In last decade

AA-/A1

Credit Rating
issued by PACRA

05 Offices

05 Continents

40 Countries

Geographical presence
of the group across the
world

Annual CSR Award

11th Annual
Corporate Social
Responsibility Award

10 Categories

200+ SKUs

**BRC | SEDEX |
HALAL Certified**

Quality remains
cornerstone of our
entity

SAP S/4 HANA

Integrating our systems with SAP S/4 HANA,
the latest ERP business suite for large
conglomerates.

In House Company Day-Care

Company joined hands with Ubuntu Care,
experts in daycare services for children



Portfolio



Culinary Division



Recipe Mixes

Seasonings

Spices &
Ingredients

Salt

Condiments Division



Ketchup

Desserts

Pickles

Chinese

Jam &
Jellies

Mayo



Innovation at the Core



1970

Branded Salt

National Foods
Limited
Branded
Spices

1981



1994

Branded Pickle

Ketchup, Jam & Jellies
+1 Billion Sales

1997-98



2001

National
Desserts

Mayo
**+30 Billion Sales,
+1 Billion Profit**

2018



2022

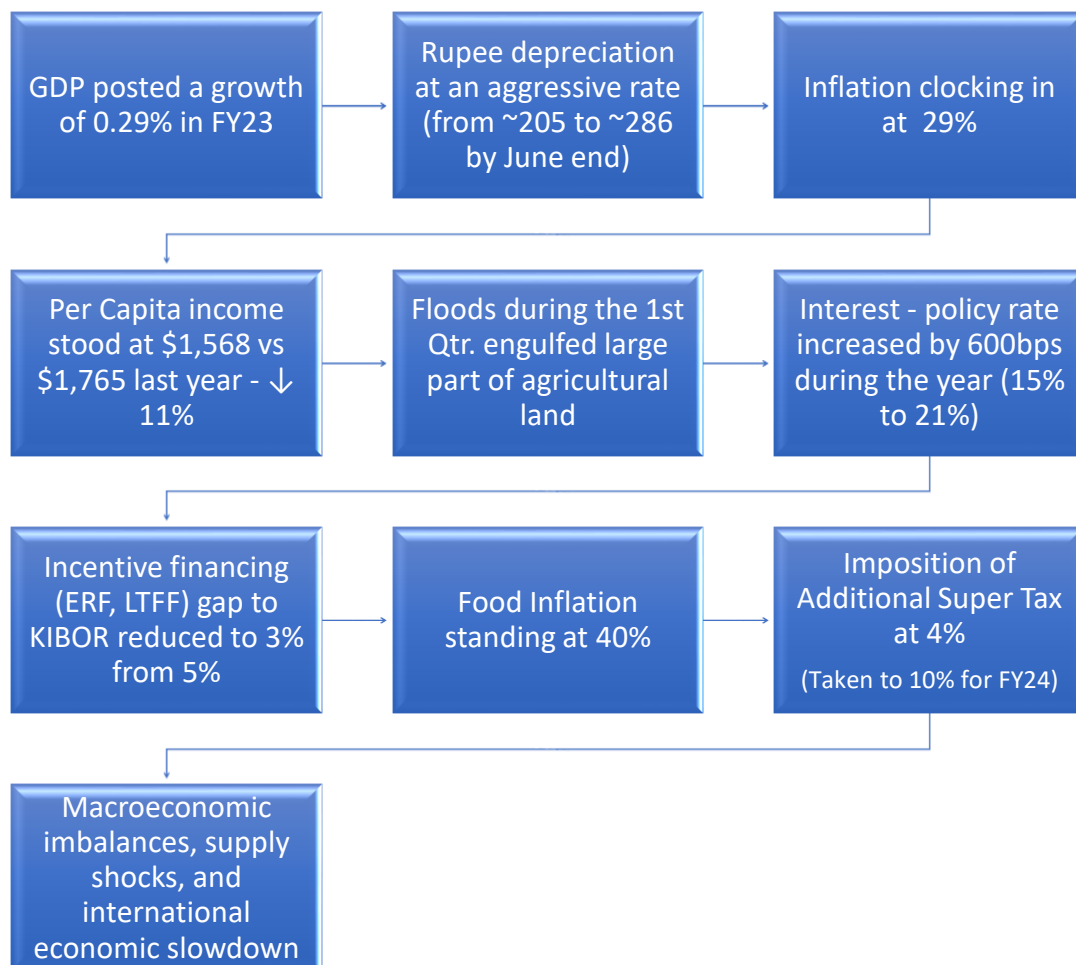
**+50 Billion
Sales**



Hard-fought FY 2023



MACRO SOCIO-ECONOMIC FACTORS



KEY STRATEGIES DEPLOYED

- Revenue transformation in Condiments division – enabling complete turn around in operating profitability.
- Volumes struggled on back of inflationary impacts causing reduction in disposable income of the consumers.
- Transformations activated in distribution locally to optimize costs while not compromising on the quality and depth of distribution – these include margin structure revision & change in credit policies.
- Pro-active buying of commodities enabling cost advantage during the year.
- Cost transformation Project activated yielding **0.6b** to the PL
- Inroads successfully done in Food Service Division - KFC & Cheezious major achievements.
- Successful acquisition and integration of Torbram store for **A-1 Cash & Carry** during the year – A-1 now has a total of 6 stores.



Core Highlights of FY 2023



- 2 Business Divisions: **Culinary & Condiments**
- **SAP S4 HANA** Implementation in progress
- **Faisalabad Expansion (Phase 1)**
- **Dignity at NFL** – To report concerns



- **64Bn** Net Sales posted **↑ 41%**
- PAT of **3.2Bn** (32% growth)



- Venturing into more than **40 Countries**
- **Condiments** turnaround, Operating profit **↑ 319%** (Margin rationalization)



- A-1 now has a contribution of **53%** in **Group Net Sales**
- **E-Commerce** posted Revenue of **417M**
- **E-Commerce** channel grew by **254%**



- Distribution Hub setup in Canada
- CHRO, COO International & Director IT onboarded



- Exports remained a challenge in **FY23**
- International Division revamped with business expansion plans in the pipeline
- Foreign loan paid off



Steady Financial Achievements FY 2023



Revenue

FY23 Growth

35%

80bn

Revenue

Operations

Operating Profit

5.5 bn

9% of NSV

+49%

Growth vs LY

Profit

Profit After Tax

Rs. 3.2 bn

5% of NSV

+32%

Growth vs LY

Earnings

Earning per Share

Rs. 13.8

+32%

Earning Per Share vs
FY22



Steady Financial Achievements FY 2023



Cash

Operating Cash Flow

2.9 bn

+1.5 bn

Operating Cash Flow
vs FY22

Net debt

Gearing ratio

42%

9.7 bn

Total debt

Investing CF

Spend % NSV

5.7%

3.7 bn

Capital spend



Financials FY 2023



Core Business FY23

Net Sales

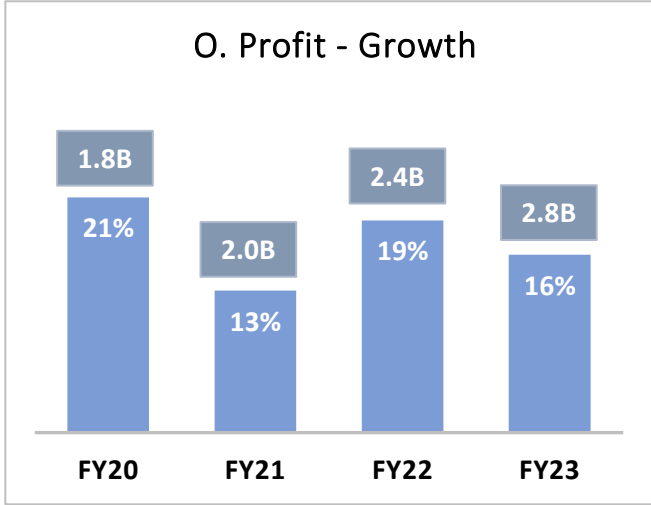
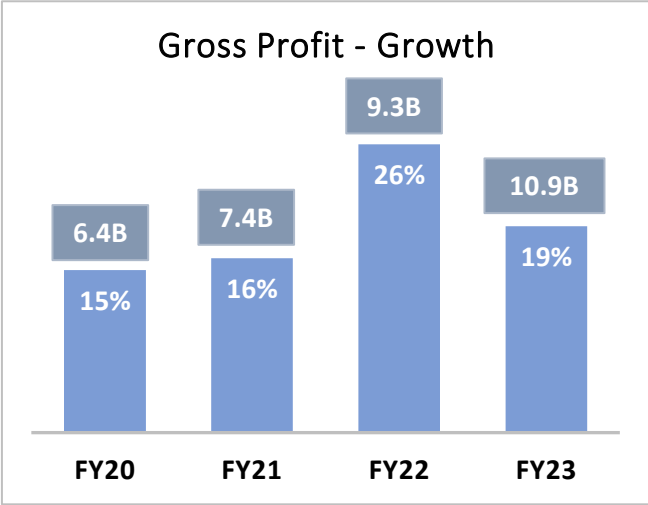
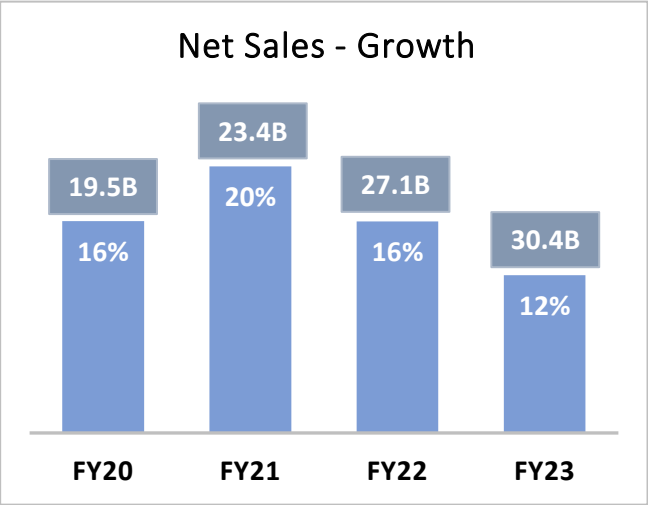
30.4Bn

G.P

10.9Bn

O.P

2.8Bn



A-1 Cash & Carry FY23

Net Sales

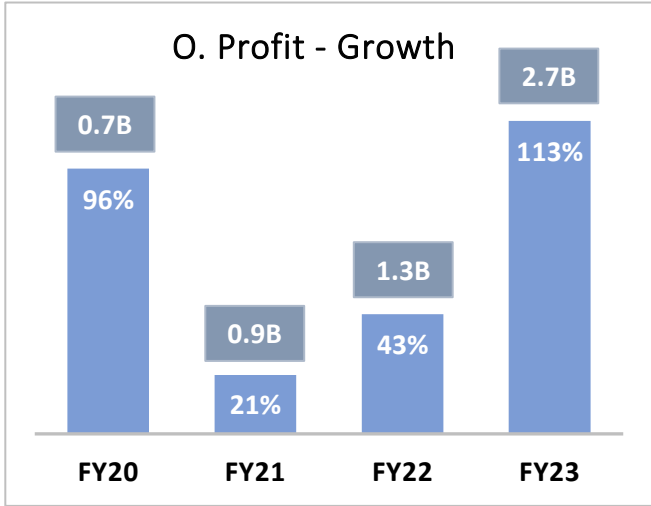
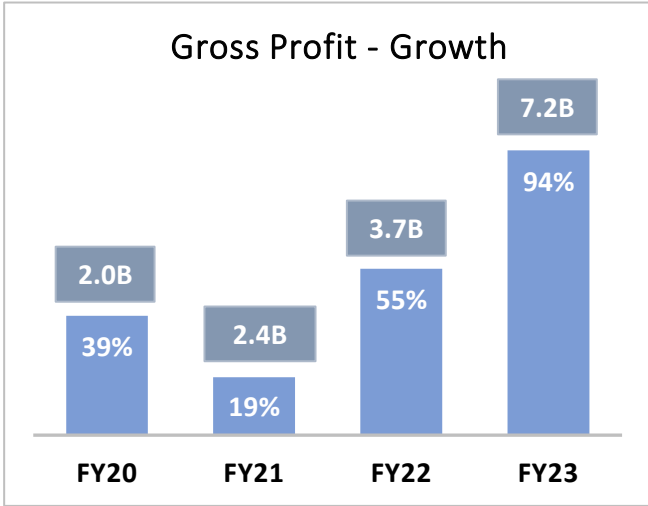
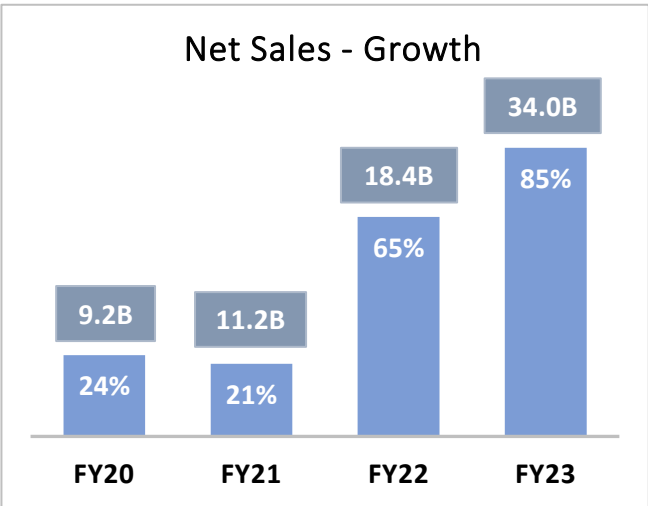
34.0Bn

G.P

7.2Bn

O.P

2.7Bn





YoY Trends & Key Ratios

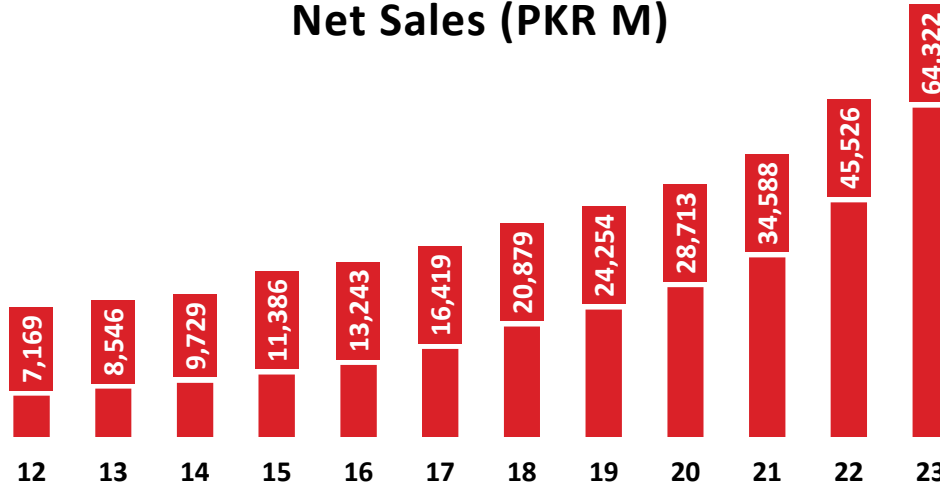




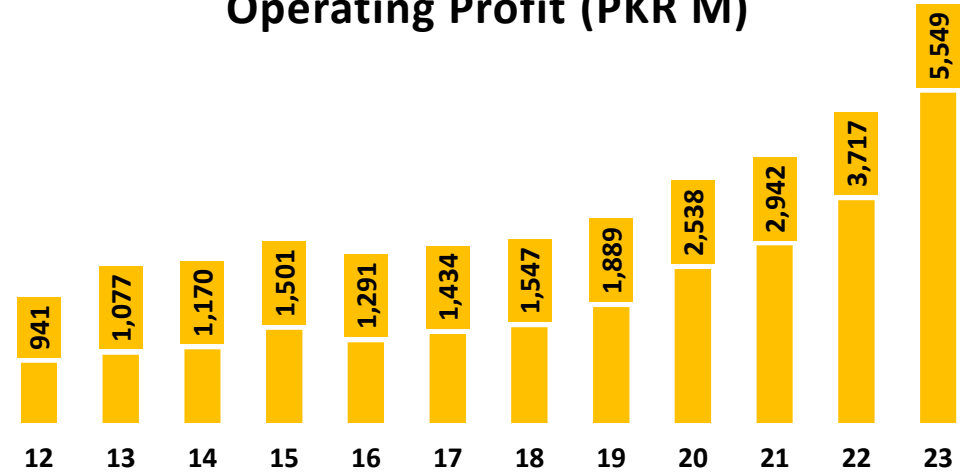
Trend – P&L Numbers



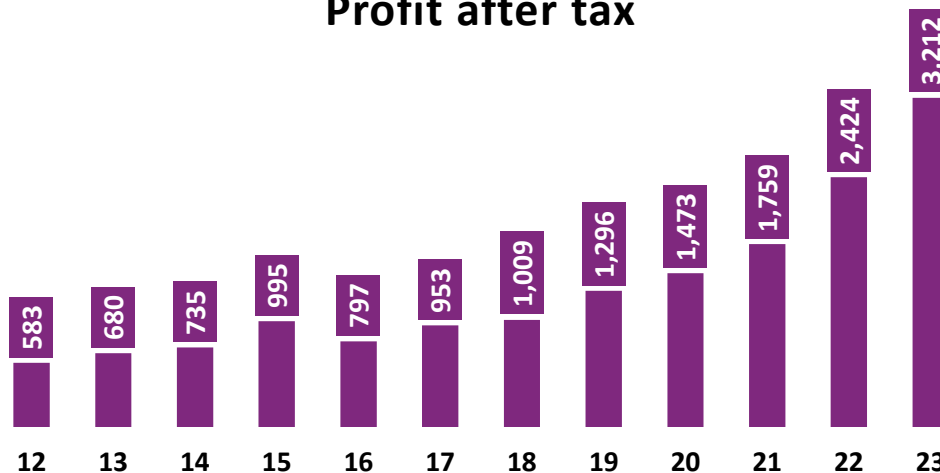
Net Sales (PKR M)



Operating Profit (PKR M)



Profit after tax



Consistent growth trajectory on topline and bottom line sustained by the group.

Operating profit step changed on the back of

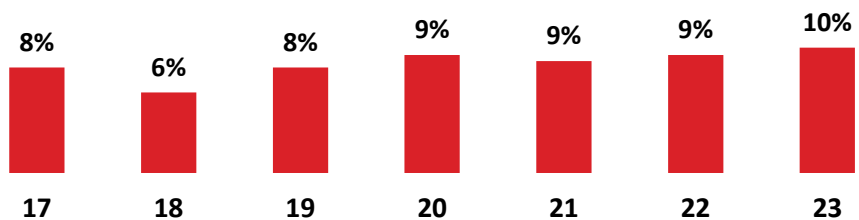
- Cost optimization & Revenue transformation measures activation
- Exceptional growth in A1 Cash & Carry business



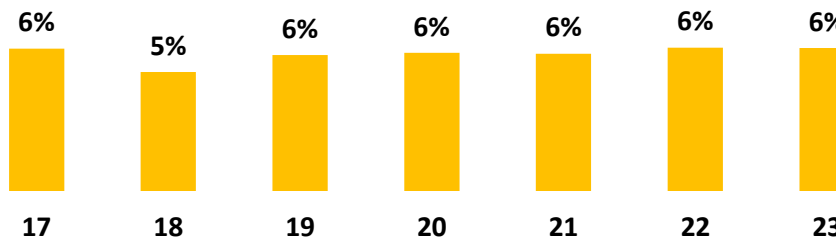
Trend – Profitability Ratios



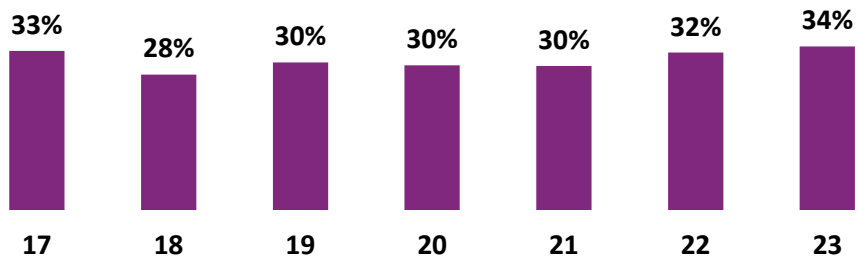
OP % Net Sales



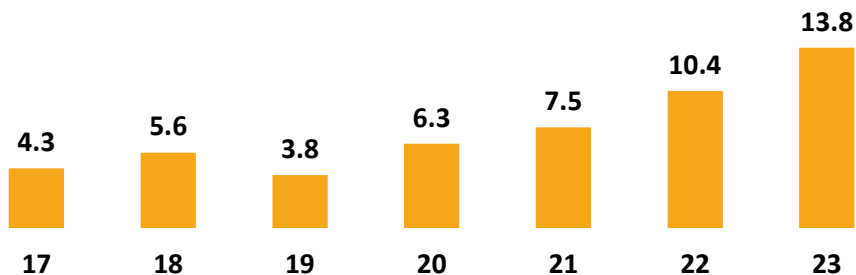
PAT % Net Sales



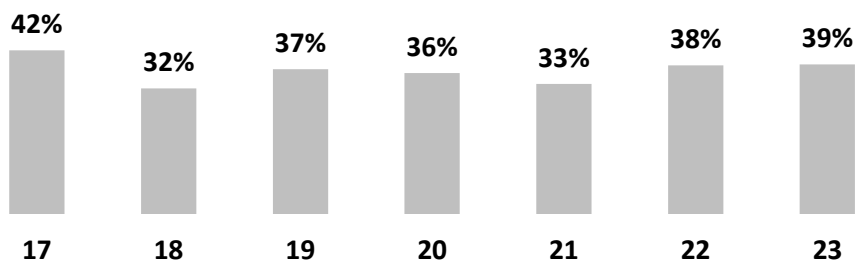
Return on Equity



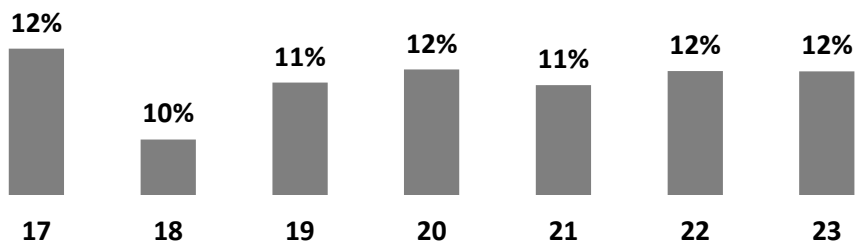
Earning Per Share



Return on Capital Employed



Return on Assets

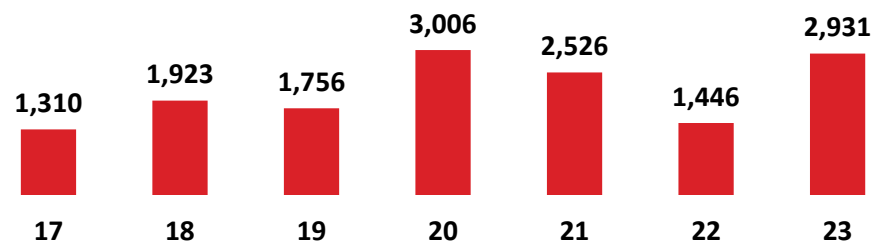




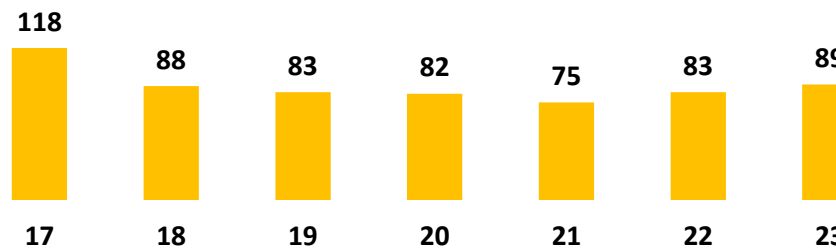
Trend – Liquidity Ratios



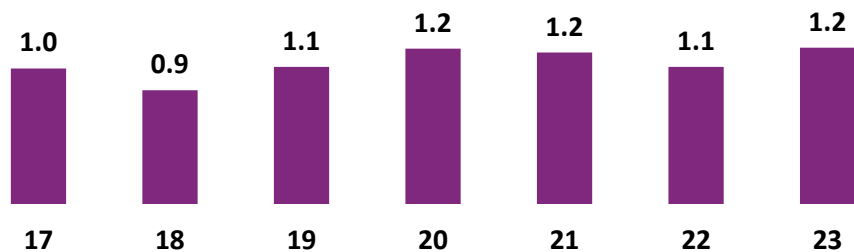
Cashflow from Operations



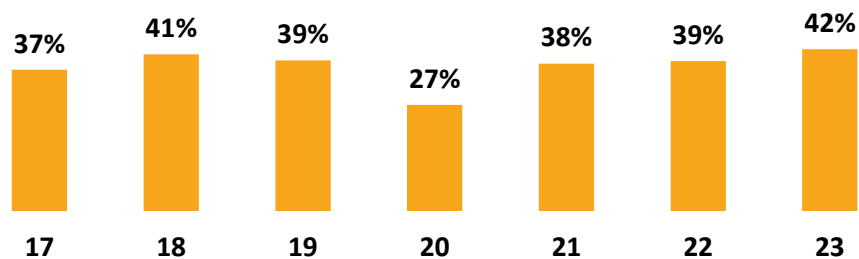
Operating Cycle



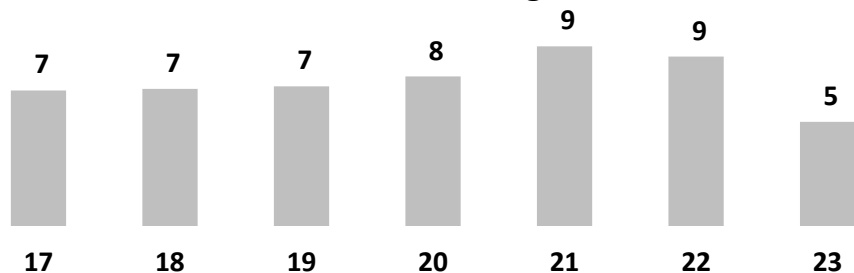
Current Ratio



Gearing (Debt : Debt + Equity)



Interest Coverage X



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