



## Big Bird Foods Limited

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August 21, 2024

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

**Subject: Disclosure of Material Information:**

### EXPANSION OF PRODUCT DISTRIBUTION NETWORK ACROSS PAKISTAN

In line with the requirements of the Rule Book of the Pakistan Stock Exchange Limited and the Securities Act 2015, we are pleased to announce that as part of the strategic business plan, the Company has entered into strategic partnerships to distribute the premium products across Pakistan – for both B2C customers and certain B2B clients – thus increasing the product availability on a nation-wide basis.

The following B2B clients have been added to the customer list and BBFL's product will be used exclusively for all menu items:

- Johnny & Jugnu - Lahore
- Pizza Junction - 3 Branches, Lahore
- Al Khan Catering, Lahore

Furthermore, Big Bird Foods' Products will also be available at the following Retail outlets:

- Premier Mart - DHA Phase 6, Lahore
- Omaima Mart - DHA Phase 7, Lahore
- The Mart - Karachi
- Marhaba - Hyderabad

These collaborations mark a significant milestone for Big Bird Foods Limited, expanding our footprint across Lahore, Karachi and Hyderabad. The introduction of BBFL's products in these prominent locations will boost consumer access and further our commitment to delivering top-notch food offerings to a broader audience.

Based on the contractual agreements, the **above contracts will increase the Company's revenue by at least PKR 800 million to PKR 1,000 million on an annual basis (10% - 15% - increment in annual sales).**

We remain committed to growth and continuous enhancement of our product portfolio and distribution network, creating value for our shareholders and consumers alike.

Please inform the TRE Certificate Holders of the Exchange accordingly.

Yours Sincerely,

**Muhammad Riaz**  
Company Secretary  
& Head of Legal



Cc:

**Executive Director/HOD**

Offsite-II Department, Supervision Division  
Securities & Exchange Commission of Pakistan  
63-NIC Building, Jinnah Avenue,  
Islamabad