



# WAVES HOME APPLIANCES LIMITED CORPORATE BRIEFING SESSION 03-SEPTEMBER-2024

**CORPORATE BRIEFING SESSION** 

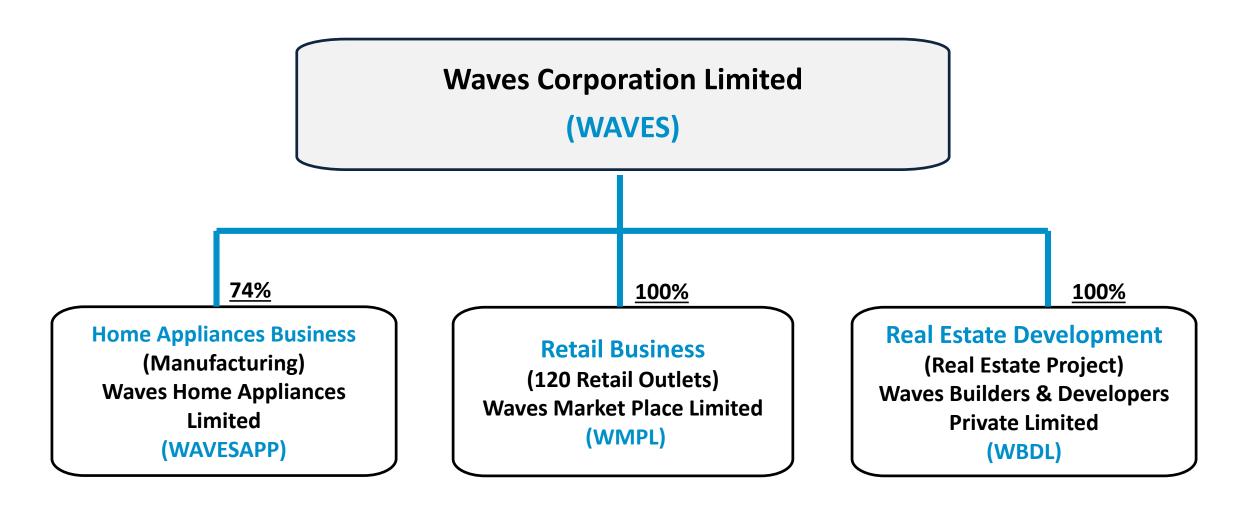
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## **WAVES GROUP- CORPORATE STRUCTURE**





## PRODUCT RANGE & CORPORATE CLIENTELE





**WAVES** has captured considerable market share in the corporate segment producing products for corporate clients such as Coca-Cola, Pepsi, etc. holding a majority market share.

















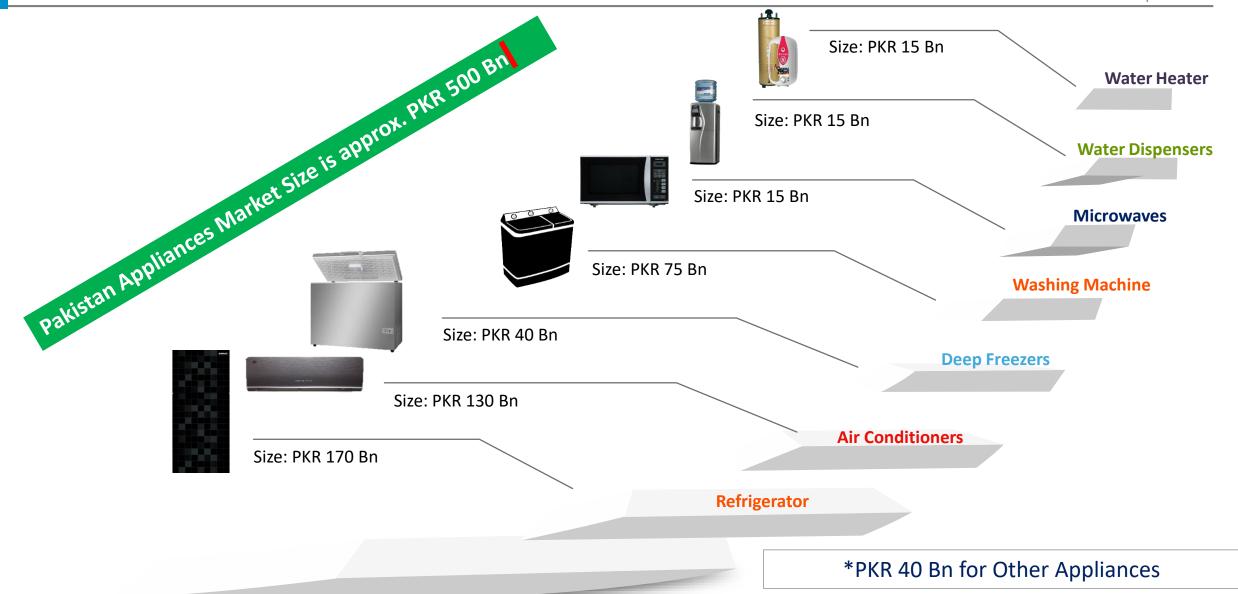






### PAKISTAN APPLIANCES MARKET

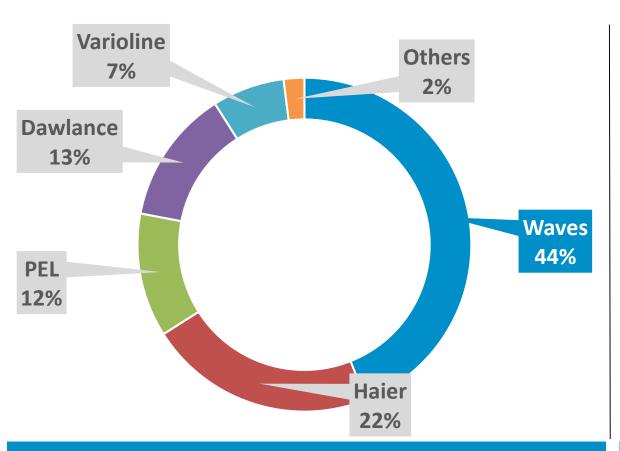




## AVERAGE MARKET SHARE IN LAST 5 YEARS — FRIDGE & FREEZER

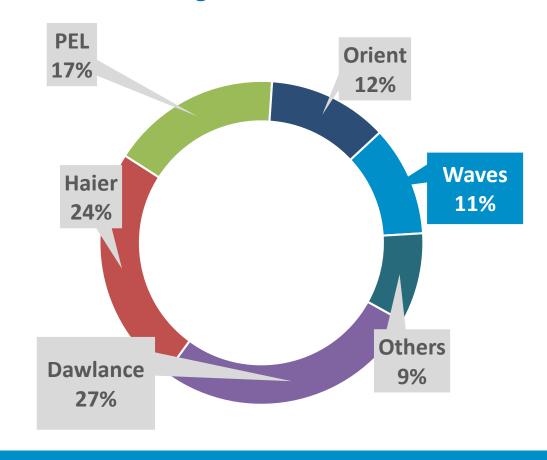






**Market Leader in Deep Freezer Market** 

#### **Refrigerator Market Share**



Potential to capture further share in Refrigerator Market

The market share figures for Refrigerators and Deep Freezers are sourced from the VIS Credit Rating Company's report on the Home Appliances Industry, dated April 2024.



## JOINT VENTURE UPDATE

## JOINT VENTURE UPDATE



We have received interest from multiple global companies and are open to providing majority control to them.

Benefits to Foreign Partner	Benefits to WAVESAPP	
<ul> <li>Partner with a Well-Established Local Player for Expedited Market Entry and Expansion</li> </ul>	<ul> <li>Improve product quality and efficiency using Foreign Partner's technology and R&amp;D.</li> </ul>	
<ul> <li>Leverage Local Partner's Sales and Distribution Network for Accelerated Brand Penetration</li> </ul>	<ul> <li>Introduce domestically manufactured products under the Foreign Partner's brand.</li> </ul>	
<ul> <li>Utilize Equity Investment for Plant Upgrades and Business</li> </ul>	<ul><li>Expand global distribution under the Foreign Partner's brand.</li></ul>	
<ul> <li>Expansion</li> <li>Benefit from Affordable, Skilled Labor to Reduce Production Costs</li> </ul>	<ul> <li>Procure cost-effective materials using Foreign Partner's global reach.</li> </ul>	
<ul> <li>Enhance Export Competitiveness by Lowering Freight Costs</li> </ul>	<ul> <li>Upgrade machinery and production efficiency with Foreign Partner's expertise.</li> </ul>	
<ul> <li>Gain Local Market Insights and Navigate Regulatory Requirements</li> </ul>	<ul> <li>Gain insights through internationally trained management resources.</li> </ul>	
<ul> <li>Engage with the Only Publicly Listed Home Appliances Company in Pakistan for Strategic Growth</li> </ul>	<ul> <li>Address financial challenges with equity injection and working capital</li> </ul>	

## FINANCIAL PERFORMANCE



		PKR Mn
Particulars	6M24	FY23
Income Statement	(Half Year)	(Full Year)
Gross sales-net of sales return	2,355	5,062
Sales Tax and Trade Discount	(501)	(886)
Sales – Net	1,854	4,176
Cost of Sales	(1,351)	(3,139)
Gross Profit	503	1,037
Marketing, selling and distribution costs	(88)	(265)
Administrative Expenses	(74)	(221)
Other Expenses	(55)	(109)
Other Income	46	73
Profit from Operations	333	516
Finance Cost	(237)	(374)
Profit Before Taxation	96	143
Taxation	(40)	(27)
Profit for the Period	56	116



# **QUESTIONS & ANSWER SESSION**



# **THANK YOU**