



Corporate Briefing Session - Annual Report 2024

Welcome to our annual report presentation. This session will provide an overview of our company's financial performance, key achievements, and strategic direction for the year 2024.

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GOVERNANCE & MANAGEMENT

Mr. Shazad Ghaffar

Chairman & Non-Executive Director

Mr. Najam Aziz Sethi

Chief Executive Officer

Board of Directors

Mr. Shazad Ghaffar

Chairman & Non-Executive Director

Mr. Najam Aziz Sethi

Chief Executive Officer

Syed Mohammad Mehdi Mohsin

Non-Executive Director

Syeda Umme Kulsum Imam

Non-Executive Director

Syed Manzar Hassan

Independent Director

Mr. Aamir Amin

Independent Director

Mr. Mujeeb Rasheed

Independent Director

Audit Committee

Syed Manzar Hassan

Chair / Independent Director

Mr. Aamir Amin

Independent Director

Mr. Shazad Ghaffar

Non-Executive Director

HR & Remuneration Committee

Mr. Mujeeb Rasheed

Chair/ Independent Director

Syeda Umme Kulsum Imam

Non-Executive Director

Mr. Najam Aziz Sethi

Chief Executive Officer

Sustainability Committee

Mr. Najam Aziz Sethi

CEO / Chair

Syeda Umme Kulsum Imam

Non-Executive Director

Mr. Mujeeb Rasheed

Independent Director

GOVERNANCE & MANAGEMENT

Mr. Farhan Bedar Malik

Executive Advisor to the CEO

Mr. Badar M. Khan, FCA

Chief Financial Officer

Mr. Tauseef Abas, FCCA

Financial Controller

Lt. Col. Muhammad Arshad (Retd)

GM HR, Admin & Business Practice

Mr. Ishaq Chughtai

GM IT

Mr. Tanveer Ahmed

GM Sales

Mr. Hamid Mukhtar

Head of Business Development

Mr. Muhammad Kashif

GM Exports

Mr. Muhammad Saleem Javed

Tech Services Manager

Mr. Mehmood Ahmad

Manager Quality Assurance

ORGANIZATION EVOLUTION



Frank Mitchell arrives in Bombay post WW1



1913

Frank Mitchell is allotted 720 acres between the canal and the North Western Railway, running from Rawala Khurd to within a few miles of Qaim.



1920

Richard Mitchell goes to Mildura, Australia to train and learn all the secrets for specialisation in horticulture.



1933

Indian Midkura Fruit Farms Ltd. is incorporated in Lahore on 26th April.

Small-scale operations begin to process citrus fruit into concentrated soft drinks (squashes) and preserves.



1933

Leonard Mitchell goes to South Africa to conduct research, which lays the foundation of Valencia Orange trees in Pakistan.

These are well established on the farms today.



1939

Recognized as the leading producers of fruit squashes in the country, and export to Pina of jams, marmalades and canned fruits.



1945

Kissan Fruit Products (Pvt) Ltd. factory is established.

World War II begins and demand for canned fruits and vegetables grows rapidly.



1946

Mitchell's becomes the sole manufacturer and distributor of the world famous Rose's brand of Lina, Jaleb Cereal and Lina Marmalade in Pakistan and Afghanistan.



1947

As the India-Pak partition takes place, Kissan remains in India, whereas the newly formed Pakistan inherits the other half of the company which is named Mitchell's.



1948

Mitchell's brand name is established after independence in 1948.

The company's name is changed from Indian Midkura Fruit Farms to Mitchell's Fruit Farms Ltd.

1957 Richard Mitchell retires.



1958



1980

Mitchell's diversifies into confectionery making sugar candies, milk, toffees and chocolate eclairs.



1983

Mitchell's celebrates its Golden Jubilee by introducing Jolella chocolate.



1996

ISO 9001 accreditation awarded.

Mitchell's takes pride in becoming the first food company in Pakistan to achieve this prestigious distinction.



2001

First Moulded Chocolate Line introduced.



2004

Chocolate Embossing Line introduced.



2007-2008

ISO 9001 accreditation awarded.



2022-Present



2022

Mitchell's entered into a new business segment of Paccy Mixes.

2020

Syed and Begum Mohammad Mohtasim bequeath their shareholdings to their children, Syed Mohammad Mehd Mohtasim, Syeda Maysamul Mohtasim and Syeda Mahana Ghaffar who become joint majority shareholders. Fresh Equity is injected into Company through Rights Issue.

CORE BUSINESS SEGMENTS



Jam, Jellies & Marmalade
 Ketchup & Sauces
 Chocolates
 Pastes & Purees
 Seasonings
 Ready to Cook
 Ready to Eat
 Chutneys
 Sugar Confectionery
 Squashes
 Mayonnaise
 Pickles
 Recipes



KEY CERTIFICATIONS & AWARDS



FSSC 22000



Brand of the Year Award - 2020



Export Award



Halal Certification-IFANCA



Pakistan Standards



Certification for Export to US



PFA



ISO 9001 -2015

Key Strategic Operational Highlight & Financial Review 2023-24

- Driven by a strategy to improve profitability, the company experienced slight decline in its turnover during the year.
- Despite a slight reduction in overall turnover, our gross profit margin saw a remarkable increase of 25.6%, rising to 29.87% from the previous year's 23.78% by controlling costs and price rationalization.
- Cost control measures were effective, with Selling & Distribution Expenses and Administrative Expenses reduced by 22.74% and 6.84%, respectively. This led to a remarkable turnaround in operating profits, which surged to PKR 270.5M compared to PKR 15.43 Million last year.
- This year's operating profit include profit from sale of fixed assets. The induction of money from this sale has proved useful for the company's cash flows by reducing various costs and ensuring a smooth flow of sales.

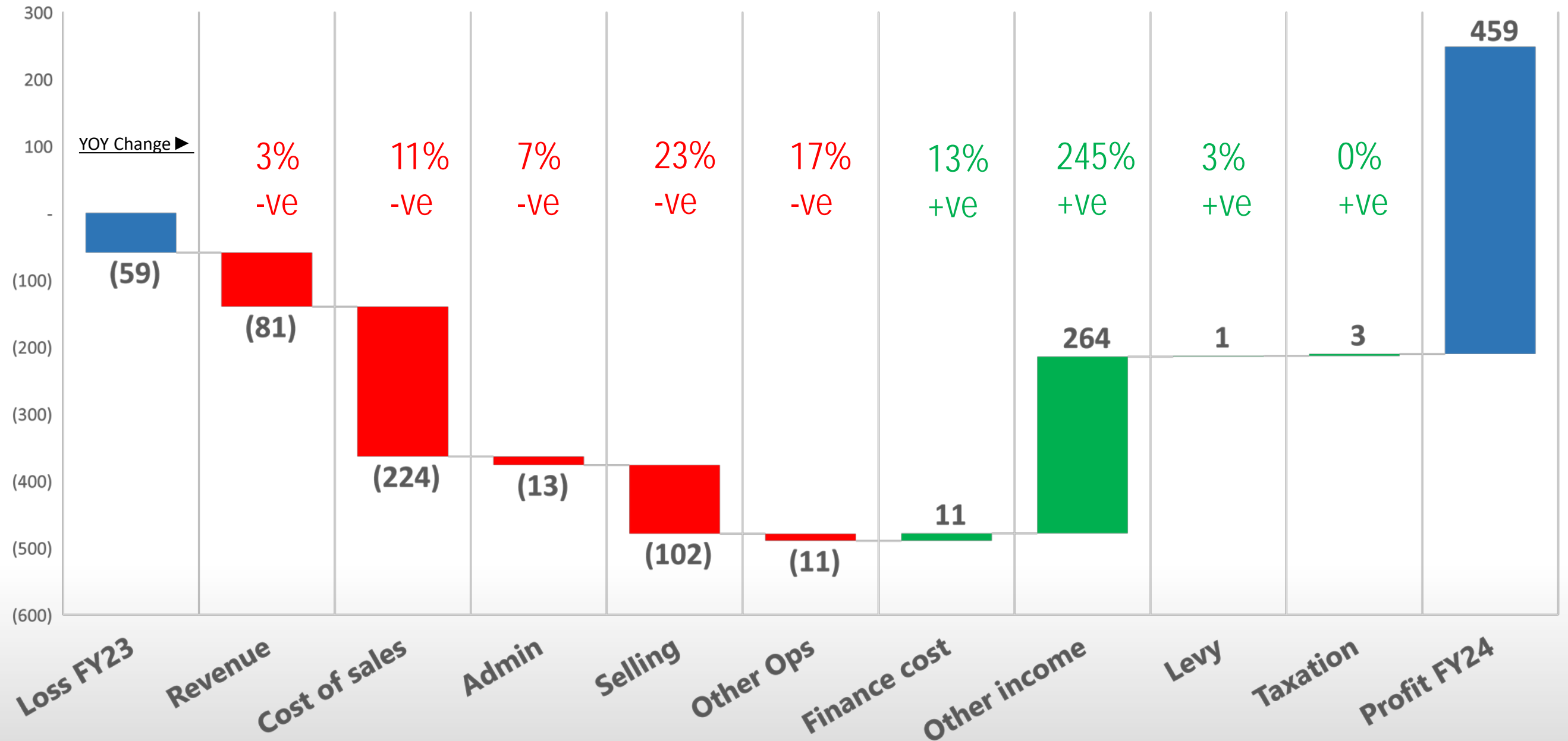
Financial info 2023-2024

- Company achieved a notable profit after tax of PKR 456.24 Million, a significant improvement from previous year's loss of PKR 59.19 Million. Consequently, Earnings Per Share (EPS) rose to PKR 19.95 from a loss per share of PKR 2.59 last year, reflecting a substantial turnaround in overall financial performance.
- Our approach towards this turnaround has evolved from focusing solely upon increasing volume to prioritizing profitable operations and operational efficiencies. Key initiatives, that have been central to our strategy, include revival of original recipes, reducing waste & improving efficiency, better inventory management & improved gross margins with the help of price rationalization and product cost optimization.

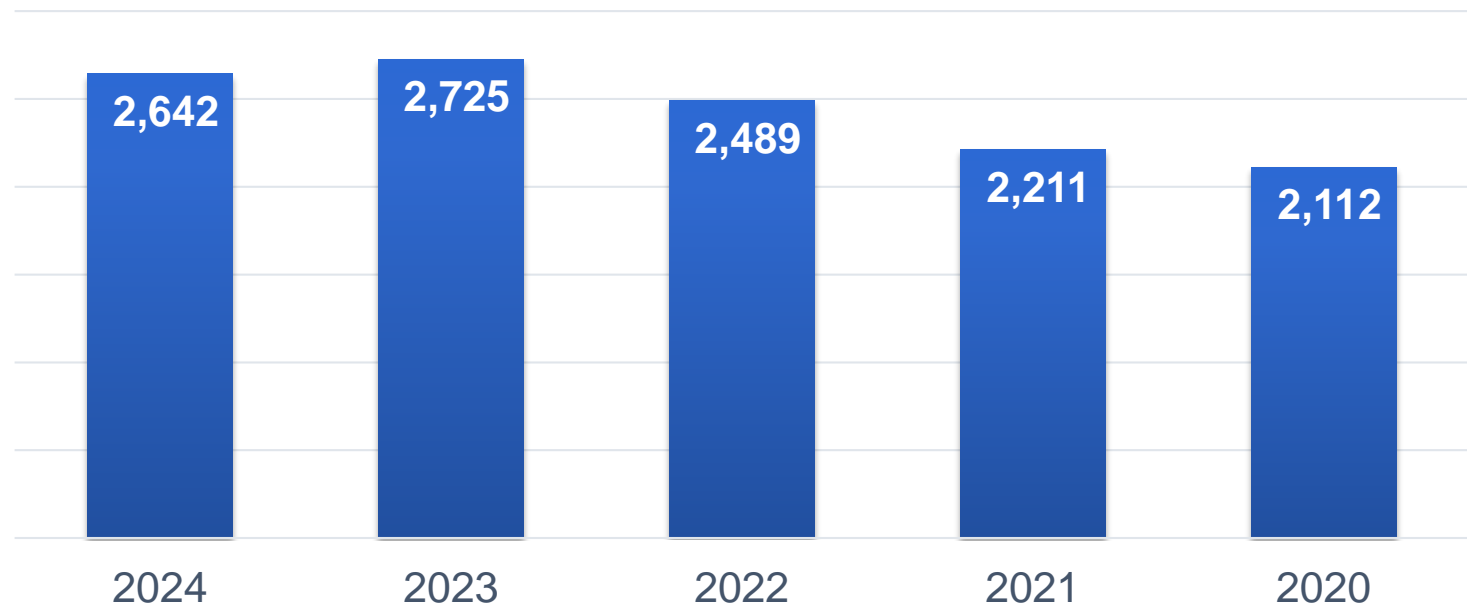
Financial info 2023-2024

- The high cost of financing in the current economic environment has led to a marked rise in finance costs. Additionally, due to cash flow constraints, we have been unable to undertake significant marketing and advertising campaigns, which are eventually essential for driving volume growth.
- It is also important to note that the emphasis of matter paragraph relating to going concern has been removed from Audit Report. This reflects our strengthened financial position.

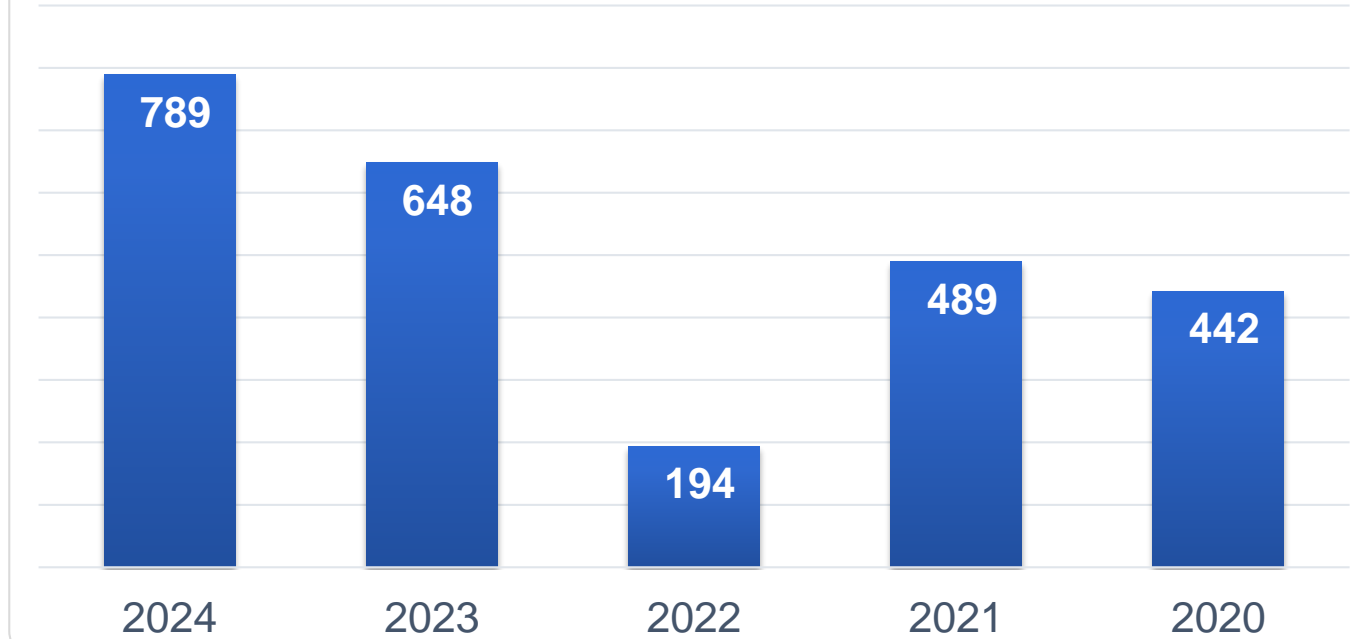
NET PROFIT - WATERFALL



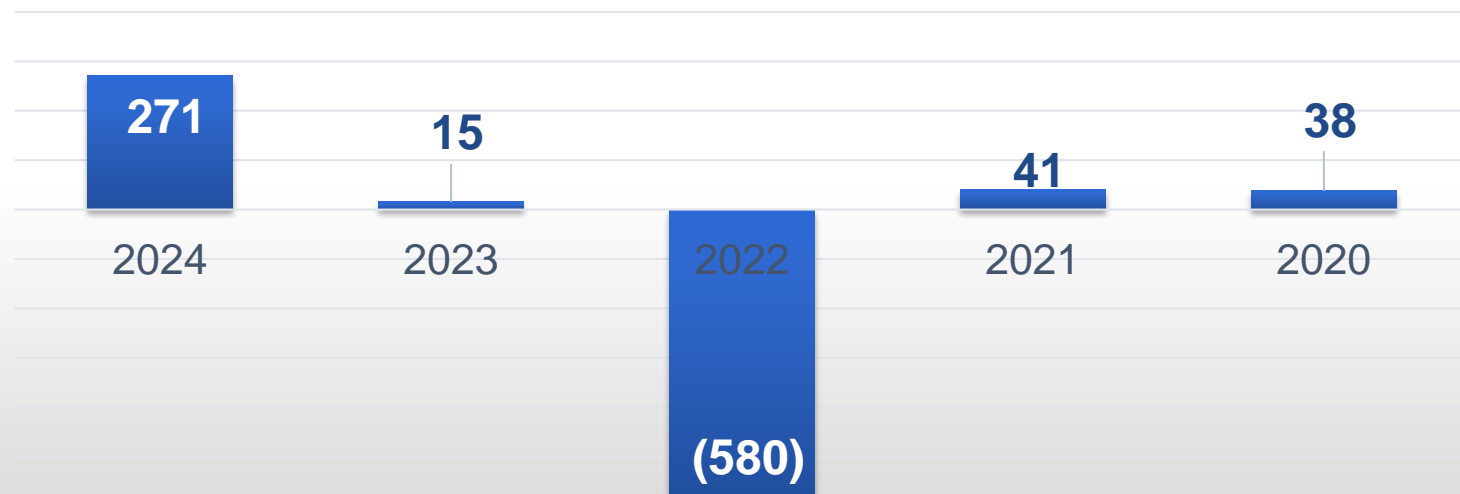
Net Sales (Millions)



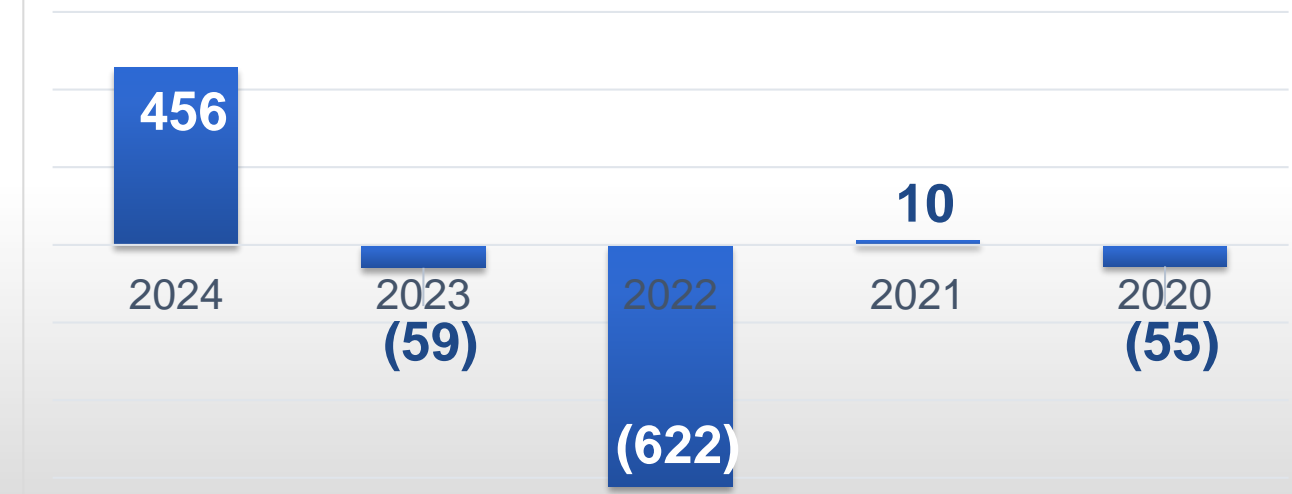
Gross Profit



Operating Profit



Net Profit



Financial info – The way forward

- In addition to continuing the strategy of focusing on profitability in our core local business, the Company under the guidance of the Board, is keen to expand export sales and its B2B business, especially utilizing the excess pulping capacity available.
- Focus on profitable sales and high margin products. Categories with low profit margins are to be reduced & eventually discontinued.
- Relaunching of products with improvements that we were originally known for.
- Strong control over wastages and product returns
- The company is totally focused towards bringing production efficiencies, quality improvements and innovation and the management is working rigorously to enhance operations in an efficient and robust manner. At the same time, we are also working to enhance secondary sales and our customer outreach both locally as well as internationally.

Questions & Answers

Thank you