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October 28, 2024

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

Subject: <u>CORPORATE BRIEFING SESSION - CONDUCTED</u>

This is to inform you the Corporate Briefing Session (CBS) of Gillette Pakistan Limited was conducted for shareholders, investors, and analysts to brief the Company's business results for the financial year ended June 30, 2024, in Ramada Creek Karachi and virtually.

Related presentation is attached for information and dissemination to the TRE holders of the exchange.

Yours sincerely,

Moosa Haroon
Company Secretary



## **CORPORATE BRIEFING SESSION - 2024**



## Gillette: Truly Global Brand

# Gillette



"We will stop making razor blades when we can't keep making them better"

-King C. Gillette



## \$6 Billion Brand

Forbes list of most valuable brands



**Leader in shaving innovation.** Greater than 100 years of innovation to bring consumers the best shave in the world.

# Gillette Pakistan: Company Overview



## **Vision**

To Build Total Brand value by innovating to deliver consumer value & customer leadership faster, better & more completely than our competition

Gillette Pakistan Limited: Incorporated on Dec 9<sup>th</sup>, 1986 as a public limited company. Is a subsidiary of The Series Acquisition B.V. Netherlands (which is a wholly owned subsidiary of P&G USA)

Gillette Pakistan is a part of Procter & Gamble Group Globally

#### **Principal Activities:**

 Manufacturing, Marketing and Selling of Blades & Razors

## **Committed to Invest & Grow Business in Pakistan**























--- 08/09 09/10 10/11

12/13

18/19

20/21

21/22

### **Business Overview**



#### **Business insight:**

- Decline in revenue behind:
  - Pricing decision to cover devaluation
  - Fall in purchasing power behind macroeconomic challenges
- Company response:
  - Optimizing expenses
  - Offering better value promo packs

#### **Economic Outlook:**

Pakistan economy is transitioning through a stabilization phase with signs of moderate growth on the back of improved inflation, current account balance, and an increase in foreign currency reserves. This recovery was supported by stabilization of foreign exchange rate and successful completion of a \$3 billion SBA program with the IMF.

The Company was able to achieve better results behind management's timely decision

## **Business Overview**



#### **Challenges:**

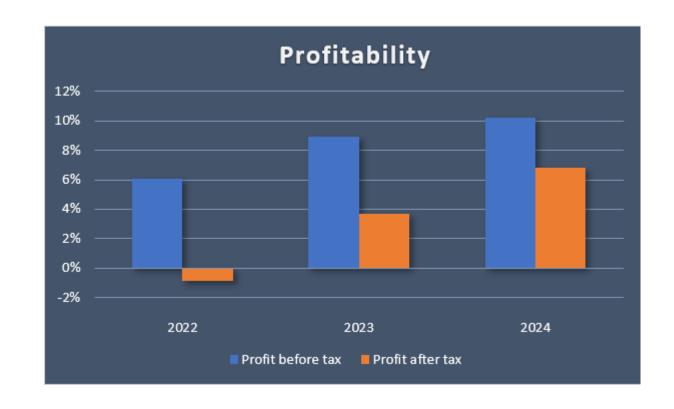
- Import duty impact
- Global commodity price increase

#### **Strategies**:

- Negotiated supply prices
- Rationalizing expenses
- Balanced approached in marketing

#### **Results**:

- Profitability improved vs. YA
- Increased value of shareholders



# Gillette

**Q&A**