

October 28, 2024

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

Subject: CORPORATE BRIEFING SESSION - CONDUCTED

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



Gillette: Truly Global Brand

Gillette



“We will stop making razor blades when we can’t keep making them better”

-King C. Gillette

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 9th, 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 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