



H/FIN/117/2025
November 22, 2024

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

Subject: PRESENTATION OF CORPORATE BRIEFING SESSION 2024

Dear Sir,

Further to our letter no. H/FIN/116/2025 dated November 21, 2024, regarding the Corporate Briefing Session (CBS) for the financial year 2024, please find attached the presentation for the CBS, which will take place virtually via Zoom on November 25, 2024, at 11:00 a.m.

We would appreciate your assistance in communicating this information to the TRE Certificate Holders of the Exchange.

Thanking you,

Yours faithfully,
For **Shield Corporation Limited**

A handwritten signature in blue ink, appearing to read "Hafiz Muhammad Hasan", is written over a horizontal line.

Hafiz Muhammad Hasan
Company Secretary

SHIELD CORPORATION LTD

(An ISO 9001 and ISO 14001 certified company)

Office No. 1007, 10th Floor, Business Avenue, Block-6, P.E.C.H.S., Shahrāh-e-Faisal, Karachi, Pakistan

Tel: (92-21) 34385003-4, Fax: (92-21) 34556344, Factory: (92-21) 35017301-35021463

Web: www.shield.com.pk

Shield Corporation Limited

Corporate Briefing Session 2024

November 25, 2024
Karachi

Contents

- Company Profile
- Product Portfolio
- Financial Results for the year ended 30 June 2024
- Future Outlook
- Q & A

Corporate Profile

Shield Corporation Limited established in 1975 has strategically expanded its product portfolio in Baby Care and Oral Care over last 49 years while maintaining prominent position in the market.

Shield is committed to providing the best quality products to our consumers in accordance with ISO 9001 system requirements, while also ensuring environmental protection and enforcing the strict codes and regulations of both ISO 9001 and ISO 14001 systems. Shield is the first local brand to introduce entire range of BPA free products including Feeders, Nipples, Soothers, Teethers, Training Cups and Cleaning Brushes.

Shield Vision & Mission

Vision: To become the best personal and household care company and amongst the most trusted names in product categories we decide to be in.

Mission: To become the best consumer products company by focusing on quality, consumer needs and marketing excellence, while maintaining an ethical code of conduct, showing care and compassion towards employees, being fair to all shareholders and symbolizing responsible corporate citizenship.

Certifications



PSQCA

Auditors

BDO Ebrahim & Co. Chartered Accountants
(External Auditors)



Yousuf Adil Chartered Accountants
(Internal Auditors)



Board of Directors

- Mr. Ebrahim Qassim Chairman
- Mr. Muhammad Haroon Qassim Chief Executive
- Mr. Vali Muhammad A. Habib Director
- Mr. Abdul Ghaffar Umer Kapadia Director
- Mrs. Saadia Naveed Director
- Mr. Muhammad Rafique Umer Afinwala Director
- Mr. Muhammad Salman Qassim Director

Product Portfolio



Financial Highlights

Key Highlights

Net-Sales (Rs.)		
2024	2023	%
3,867,121,389	4,357,631,431	(11.26)

The Company's net sales declined by 11.26% compared to last year, primarily due to a volume drop, particularly in the last quarter.

Key Highlights

Gross Profit (Rs.)		
2024	2023	%
870,755,541	1,132,351,050	(23.10)

Gross profit declined due to increased utility and manpower costs, reduced volumes, and price adjustments taken.

Key Highlights

Finance Cost (Rs.)		
2024	2023	%
300,970,556	203,126,267	48.17

Finance costs surged by 48.17% primarily driven by elevated policy rates, and due to the fact that last year borrowing costs was capitalized.

Key Highlights

(Loss) / Earnings per Share (Rs.)

2024

2023

(92.99)

37.17

Future Outlook

Future Challenges

- Instability in global and local macro economic environment.
- Mounting inflation, increased utility and fuel costs.
- Decreased purchasing power of consumers.

Action Plans

- Achieve volume efficiencies.
- Increase exports to drive growth.
- Keeping check on expenses

Q & A

Thank you