



Hi-Tech Lubricants Ltd.

CORPORATE BRIEF NOVEMBER 2024

Agenda



About the Company

Our Story & Journey So Far Mission Philosophy **Business Activities** Key Achievements Sustainability Initiatives



Corporate Evolution

Products and Services **Geographical Presence** HTL's Strategy

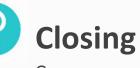
2024 Results

Economics Highlights Performance Reflecting Back



2025 Plans

Aspirations New Initiatives



Summary Questions and Answers

About HTL



- Our Story
- Journey So Far
- Mission
- Philosophy
- **Business Activities**
- Key Achievements
- Sustainability Initiatives





Our Story

- **Hi-Tech Lubricants Limited (HTL)**: is a renowned lubricants provider in Pakistan with over two decades of industry experience. Through its collaboration with SK Enmove Co. Ltd, South Korea, HTL boasts advanced technological expertise. Serving diverse sectors including automotive, industrial, and marine, the company offers an extensive range of premium lubricants at over 12,000 retail outlets and wash stations.
- **Product Portfolio and Distribution**: HTL's product portfolio includes Passenger Car Motor Oil (PCMO), Diesel Engine Oil (DEO), and Motorcycle Oil (MCO), with both synthetic and semi-synthetic options. The company operates over 300 distribution vans for door-to-door delivery, ensuring efficient and convenient access to its products.
- **Expansion and Diversification**: In 2017, HTL launched HTL Express Centers for vehicle maintenance and adopted a franchise model in 2020. This expanded its network to major cities nationwide. In 2020, HTL diversified into petroleum products with HTL Fuel Stations in Punjab. In 2023, the company secured authorization to expand into Khyber Pakhtunkhwa.
- **Commitment to Quality:** HTL is dedicated to maintaining high-quality products and services. It leverages its extensive network and expertise to ensure continued trust and recognition in the industry. The company's commitment to quality is evident in its adherence to industry standards and customer satisfaction.

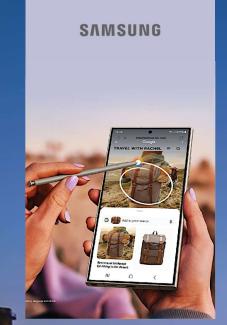


SK Enmove Co. Ltd. Principal Supplier and Shareholder

- SK Enmove: A Pioneer in Energy Efficiency: SK Enmove, a subsidiary of SK Innovation, has been a leading force in Korea's lubricant market since its inception in 1968. In 2022, it rebranded to reflect its vision as an "Energy Saving Company."
- Fuel Efficiency Leadership: SK Enmove specializes in premium lube base oil products that enhance fuel efficiency in automobiles. It also supplies lubricants for electric vehicles, solidifying its position in this growing market.
- Global Reach and Strategic Partnerships: To ensure reliable supply, SK Enmove has established production hubs in Europe and Asia and forged partnerships with global companies. This enables it to deliver high-quality products to over 50 countries worldwide and is 70th largest conglomerate in the world.
- Expansion into New Businesses: Beyond lubricants, SK Enmove is diversifying into thermal management. Through an investment in GRC, a leading provider of server immersion cooling, it aims to become a key player in electrical efficiency solutions.
- Commitment to Innovation: As an "Energy Saving Company," SK Enmove prioritizes ongoing innovation in both its existing fuel efficiency businesses and its new ventures in electrical efficiency.



1.07T KRW (2022)





SK Group is a global company representing Korea along with Samsung Electronics and Hyundai Motor Company, and SK enmove is Korea's leading lubricant company within the group.



JOURNEY SOFAR

2013 INVESTMENT

IN BLENDING PLANT IN BLENDING PLANT In 2013, HTL devised the strategy of diversification and decided to invest in a wholly owned subuictary, Hi-Toch Blending (Prt.) Limited (HTBU), a state of the art blending plant in Bhai Kot adjacent to Sunder Industrial Estate, Labore.

2014 IMPLEMENTATION ORACLE FINANCIAL AND BUSINESS INTELLIGENCE TOOLS

In 2014, HTL implemented Oracle software and Business Intelligence Tool for its core business operations. This implementation was completed in a record time of 6 months.

2016 TAKING HTL TO CAPITAL MARKETS In 2016, HTL stepped into capital markets through an initial public Offening (IPO), HTL issued 29,001,000 ordinary shares of Rs.10 each. Further in the same year, in 2017 to reach out to consumers directly to fulfill their car care needs.

2017 COMMENCEMENT

OF HTL EXPRESS CENTERS (RETAIL SERVICES) In 2017, HTL bunched a new project named "HTL Express" and established its first retail center at Oharampura, Lahore.

2020 PETROLEUM SEGMENT OPERATIONS Start of marketing and sale of petroleum products through HTL Fuel Stations in Punjab Province Successfully implemented Oracle system for petroleum segment operations

2006 CUSTOMIZED ERP IMPLEMENTATION

In the year 2006, HTL purchased customized ERP Software and Online Customer Web Portal. This customized ERP software helped HTL to record and support its business activities.



In March 1997, Hi-Tech Lubricants (HTL) started its journeys an Association of Persons (AOP). The main business was to import the lubricants from YU Kong Ltd. (now known as SK Lubricants Ltd.) and narket the same in Pakistan.

011 CONVERSION OF ACP INTO PUBLIC UNLISTED COMPANY

In 2011, HTL management decided to go one-step further and got a status of a P+t Ltd. company by fulfilling the legal requirements. In the same year, HTL got converted into a public uniisted company.

2007 ESTABLISHMENT OF

2010 ISO CERTIFICATION

In 2010, HTL got ISO 9001:2008 ertifications to ensure excellent

uality management system.

SEPARATE PRODUCT SEGMENTS In order to boost sales revenue, HTL introduced Mid-Tier products. This establishment of new product segment and separate reporting lines helped HTL to focus deeply on both the categories through a dedicated sales force.

2000 EXPANSION

YEAR After the struggle of three (03) years, HTL succeeded to create its brand name in the lubricants industry, hence expanded its distribution network in other cities of Pakistan.



PLASTIC PACKAGING INDUSTRY

Successful completion of OI Storage Facility situated at Newshera, Khyber Pakhtunkhwa Province. Started expansion of HTBL's blending facilities. Through HTBL, enterance into plastic packaging industry by venturing into the production of plastic products for external customens.

.

-

123 POLYMER SEGMENT OPERATIONAL

- Successfuly started Polymer Segment Operations through Hi-Tech Blending (Prinste) Limited- wholly owned subsidiary company Received formal authorizations from OGRA to
- commence operations at its storage facility situated in Nowshera, Khyber Pakhtunkhwa Province.
- Received permission from OGRA to initiate the sale and marketing of petroleum products through a network of thirty-five HTL Fuel Stations in Khyber Pakhtunkhwa Province.

Mission

Our Mission is to provide the finest quality lubricants, fuels and polymer products to a great variety of our customers, from owners of a single motorcycle to the managers of giant industrial plants, that assist them in attaining their objectives efficiently and economically.

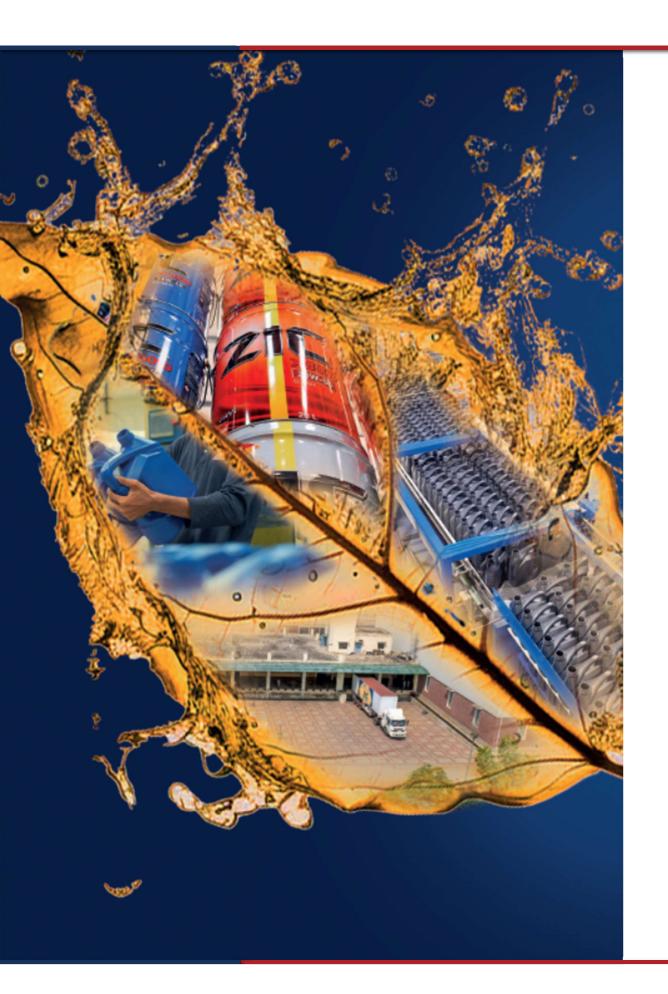




Philosophy

At the heart of our organization lies a steadfast commitment to our core qualities: integrity, quality, respect, and responsibility. These principles guide every decision we make and every action we take, ensuring that we conduct our operations not only with the utmost ethical consideration but also in full transparency and compliance with all applicable laws. We firmly believe that upholding these values creates a harmonious balance among the interests of our diverse stakeholders—be it our shareholders, employees, business associates, or the broader community. By prioritizing ethics and respect in our interactions, we strive to foster a sustainable environment that promotes happiness and well-being for everyone involved.





Business Activities

- HTL (Hi-Tech Lubricants) is a prominent player in Pakistan's lubricant market, primarily known for its distribution and production of ZIC branded lubricants.
- Recognizing the potential for local production, HTL established Hi-Tech Blending (Private) Limited (HTBL), a state-of-the-art lubricant blending plant.
- Beyond its core lubricant business, HTL has pursued strategic diversification, entering the polymer segment through HTBL.
- Further expanding its footprint, HTL also operates in the retail fuel and vehicle maintenance sectors.
- In essence, HTL has established itself as a diversified leader, with a strong foundation in lubricants, a growing presence in polymers, and a strategic expansion into fuel retailing and vehicle maintenance.



Key Achievements

- The company has successfully completed its blending facilities expansion project, further enhancing its ability to meet customer needs.
- HTL ventured into the polymer segment, utilizing advanced machinery and skilled professionals for order-based production of plastic products.
- Successfully expanded our fuel network to 40 operational fuel stations in Punjab, with an additional 15 commenced and 20 under development in Khyber Pakhtunkhwa.



Image: Second state sta





Economic, Environmental, Social & Governance Standards (EESG) Adoptability and Sustainability Initiatives by HTL

Core Strategy & EESG Integration:

At Hi-Tech Lubricants (HTL), sustainability isn't just a peripheral concern; it's the lifeblood of our business strategy. We are deeply committed to integrating Economic, Environmental, Social, and Governance (EESG) principles into every aspect of our operations. We firmly believe that sustainable practices are not merely a corporate responsibility but a crucial driver of long-term success for our company, our stakeholders, and the planet. This commitment manifests in our pursuit of a better future, aligned with international sustainability guidelines and standards.

Global Best Practices & Transparency:

Our dedication to global best practices is evident in the progress we've made towards fostering a more responsible and sustainable working environment. We are actively working towards alignment with IFRS S1 and S2, demonstrating our commitment to greater transparency in managing sustainability and climate-related risks. This proactive approach ensures that our stakeholders have access to clear and reliable information about our sustainability performance, solidifying our position as a leader in the industry's transition towards a greener future.

HTL's Sustainability Principles guide our approach, ensuring we address emerging trends, mitigate risks, and capitalize on opportunities while consistently exceeding stakeholder expectations. As a leading oil and lubricant marketing company, we are dedicated to providing sustainable energy solutions that generate enduring value for all those who interact with us, including our employees, customers, communities, and the environment. Our Sustainability Agenda, built upon four pillars – Economic, Environmental, Social, and Governance – focuses on areas with the greatest impact. These pillars are strategically aligned with the United Nations Sustainable Development Goals, reflecting our global commitment to a more sustainable future.







SOCIAL
Social Responsibility
Talent Management & Well-being
Community Engagement
Health & Safety

Independent Limited Assurance Report To HTL on the Sustainability

Engagement and Criteria • M. Salman Naseem and Co., Chartered Accountants (MSN) were engaged by the management of Hi-Tech Lubricants Limited to provide limited assurance on the Sustainability Report for the year ended June 30, 2024. The criteria used by the Company in preparing the report was the Global Reporting Initiative (GRI) standards 2021.

Assurance Conclusion

• Based on the limited assurance engagement conducted by MSN, nothing came to their attention that would lead them to believe that the Sustainability Report was not prepared, in all material respects, in accordance with the GRI standards 2021 criteria.

M.Salman Naseem & Co., Chartered Accountants Engagement Partner: M. Salman Naseem Place: Gujranwala Date: 01 October 2024







HTL's Commitment to Community Engagement

At HTL, we believe that making a positive impact on our communities is an integral part of our mission. Our Community Engagement and Social Impact Programs are designed to empower local communities and create long-lasting positive effects. By fostering trust, listening to the unique needs of each community, and collaborating with local organizations, we aim to contribute to the well-being of those we serve.





Collaboration and Partnerships

•To maximize our impact, we collaborate with nongovernmental organizations (NGOs) and local government agencies. These partnerships allow us to tailor our programs to the specific needs of each community and ensure that our resources are utilized effectively.

Employee Engagement

•We encourage our employees to be active participants in our community engagement efforts. By volunteering their time and skills, our workforce plays a vital role in enhancing the quality of life for those we serve.

Pillars of HTL's Social Impact Strategy

Our community engagement initiatives are anchored on three key pillars:



Environmental Stewardship

• We strive to protect and preserve the natural environment in which we operate, promoting sustainability and reducing our ecological footprint.



Educational Support

• We recognize the transformative power of education and provide resources and support to enhance educational opportunities for community members.



Community Development and Well-being

communities.



• We focus on the holistic well-being of the communities we serve, addressing social, economic, and healthrelated needs to promote thriving, resilient

Sabra, Hamida Trust - ILMGAH School System



Our Educational Impact:

journeys.

Vocational Training and Community **Empowerment**:

Beyond traditional academic instruction, we are committed to empowering underprivileged communities with access to vocational training. Through our vocational computer training programs, over 100 individuals have received essential digital skills, including computer fundamentals, software proficiency, and graphic design. In 2024 alone, we trained 77 students, equipping them with the necessary knowledge to pursue future opportunities and contribute to their communities' growth.



"ILMGAH SCHOOL SYSTEM" is dedicated to delivering exceptional education and equipping young minds with the knowledge and skills necessary for success. With a current enrollment of over 550 students, our comprehensive curriculum and dedicated teaching staff of 30 foster a nurturing learning environment. Since our establishment in 2011, over 1,500 students have graduated with a 100% pass rate, a testament to the transformative impact we have on our students' educational

Corporate **Evolution**



- Products and Services
- Geographical Presence
- HTL's Strategy



Our Products and Services





LUBRICANT

FUEL





POLYMER

Lubricants



Gasoline Engine oils (GEO)

ZIC Synthetic Oil utilizes VHVI technology, offering various grades based on SAE standards. Fully synthetic oils, such as ZIC Gasoline Engine Oil, provide exceptional engine protection and fuel efficiency. ZIC offers a comprehensive range of Gasoline Engine Oils, including ZIC TOP, X9, X7, X5, X3, and X1. ZIC TOP, X9, X7 FE, and X7 are premium fully synthetic oils designed for luxury vehicles, while X5 is synthetic and X3 and X1 are classical oils

Diesel Engine Oils (DEO)

ZIC Diesel Engine Oil (DEO) is a high-quality engine oil designed for heavy-duty vehicles like trucks and buses. ZIC DEO offers various product lines, including X7000, X5000, X3000, and X1000, catering to different performance requirements.

Motor Cycle Olils (MCO)

ZIC MCO's Synthetic series offers exceptional lubrication, enhanced performance, and protection against piston scuffing and rust. Its fully synthetic ZIC M9 and M7 and high-quality semi-synthetic M5 deliver superior protection. In the Classic category, ZIC M3 utilizes highly refined base oil and additives, while ZIC M1 is specifically formulated for 3-wheeler engines, providing comprehensive lubrication for the engine, clutch, and gears.

Industrial Products

ZIC Coolants have high quality long life for radiators that (ethylene glycol based) provides outstanding performance in all cooling systems.

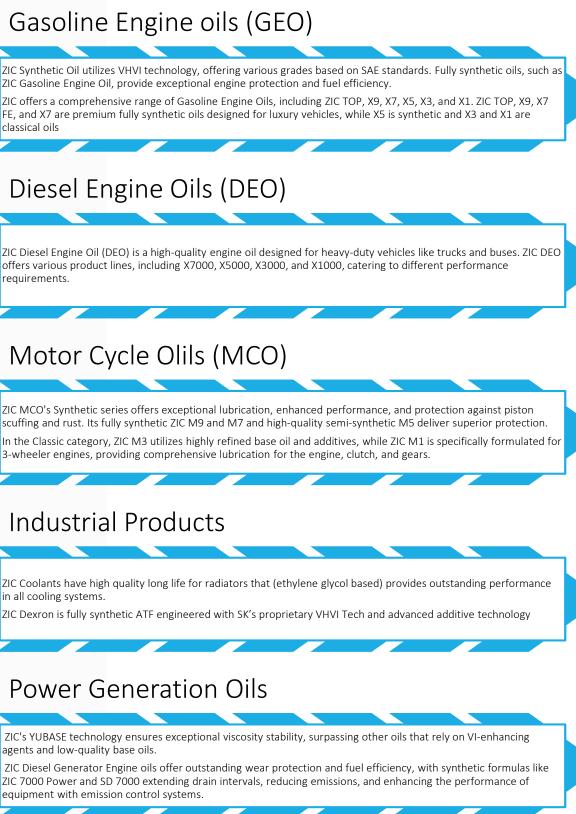
ZIC Dexron is fully synthetic ATF engineered with SK's proprietary VHVI Tech and advanced additive technology

Power Generation Oils

ZIC's YUBASE technology ensures exceptional viscosity stability, surpassing other oils that rely on VI-enhancing agents and low-quality base oils.

ZIC 7000 Power and SD 7000 extending drain intervals, reducing emissions, and enhancing the performance of equipment with emission control systems.





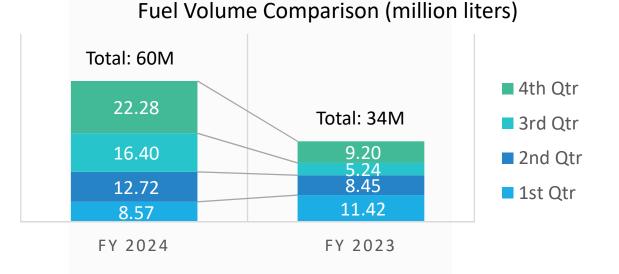
L Fuel Station

Fuel

HTL's OMC Business operates two main oil depots in Sahiwal (Punjab) and Taru Jabba (KPK), enabling it to reach customers in two provinces of Pakistan. The company is currently expanding its operations, planning strategic investments to increase capacity and establish a presence in new provinces.

HTL Fuel Stations aims to revolutionize road travel by delivering excellence in products and services. The company seeks to establish itself as a leader in the oil marketing sector by focusing on customer needs and setting new industry standards for fuel and service quality. HTL ultimately strives to become the brand of choice in the industry.







HTL Fuel Stations offer a comprehensive experience for vehicle users. In addition to high-quality fuel, the stations provide vehicle maintenance services through HTL Express Centers and essential consumer goods at HTL Marts. Currently operating 40 dealer-managed stations primarily in Punjab, HTL is expanding into Khyber Pakhtunkhwa Province and has already commenced operations at 15 of the 35 approved stations.



Polymer

HTL achieved a significant milestone this year by launching its polymer segment through HTBL, establishing a state-of-the-art facility and leveraging its skilled workforce to drive this technological advancement. This new segment focuses on order-based production of plastic products for external customers, marking HTL's strategic diversification and expansion into a broader market. Driven by a commitment to quality, innovation, and customer satisfaction, HTL's foray into polymer manufacturing demonstrates its dedication to ongoing growth and operational excellence.





Distributors

17

North

Central

South

Geographical Presence

boasts robust HTL а geographical presence in Pakistan with 132 distributors, 12,156 retail outlets, 13 Express Centers, 55 fuel stations, and 300 distribution vans, ensuring extensive accessibility and customer service nationwide.

> 40 HTL Fuel Stations

Distributors

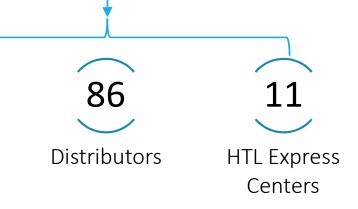
29

Centers

HTL Express



HTL Fuel Stations



HTL's Growth Strategy: Expanding Reach and Enhancing Value



Market Development

•HTL aims to expand its market presence geographically by extending its network of fuel stations and express centers, particularly in Punjab and Khyber Pakhtunkhwa. It also seeks strategic partnerships to penetrate new markets and enhance distribution capabilities. Additionally, customer segmentation analysis enables HTL to tailor its marketing efforts to specific segments.



Product Development

•Innovation is central to HTL's product development strategy. It invests in research and development, leading to the launch of sustainable products like E-Flow. HTL also diversifies its portfolio by expanding into the polymer segment, meeting the increasing demand for eco-friendly and high-quality polymers. Rigorous testing and quality control measures ensure products meet or exceed industry standards.





Service Development

•HTL prioritizes customer satisfaction by enhancing its service offerings. It strengthens customer support infrastructure, introduces value-added services like HTL Express Centers, and leverages technology for streamlined operations and real-time updates. Digital transformation through Oracle ERP systems and digital tools further enhances service delivery.

2024 Results



- Economic Highlights
- Consolidated Performance
- Segment Performance
- Unconsolidated Performance
- Reflecting Back



Economic Highlights







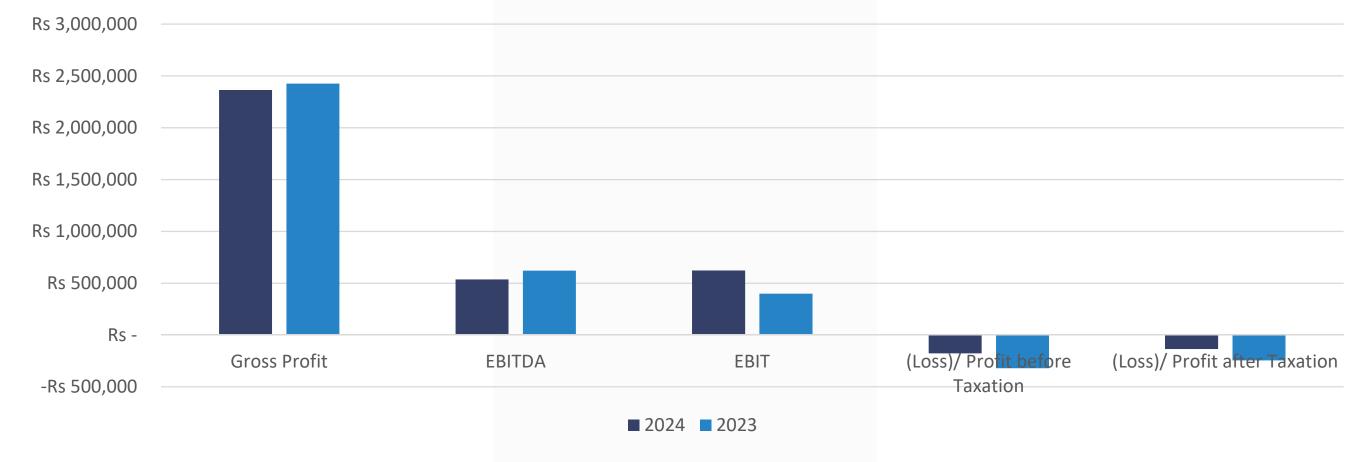
Consolidated Performance				
2023-24	2022-23	POOR EXCELLENT Horizontal Analysis %		
24,317,223	15,610,395	56%		
(21,952,726)	(13,183,694)	-67%		
2,364,497	2,426,702	-3%		
(859,931)	(836,001)	-3%		
(967,794)	(970,101)	0%		
536,772	620,599	-14%		
(172,198)	(168,956)	-2%		
(99,133)	230,620)	57%		
357,581	178,457	100%		
623,022	399,480	56%		
(800,962)	(721,940)	-11%		
(177,940)	(322,460)	45%		
40,564	75,477	46%		
(137,377)	(246,982)	44%		
	2023-24 24,317,223 (21,952,726) (2,364,497 (859,931) (967,794) (967,794) (172,198) (99,133) (99,133) (99,133) (357,581 (23,022) (800,962) (177,940) 40,564	2023-242022-2324,317,22315,610,395(21,952,726)(13,183,694)(21,952,726)(13,183,694)(2,364,497)2,426,702(859,931)(836,001)(859,931)(836,001)(967,794)(970,101)536,772620,599(172,198)(168,956)(172,198)(168,956)(99,133)230,620)357,581178,457623,022399,480(800,962)(721,940)(177,940)(322,460)40,56475,477		

Note: - % represents adverse variance whereas, + % represents favorable variance.



Consolidated Performance

Comparative Analysis





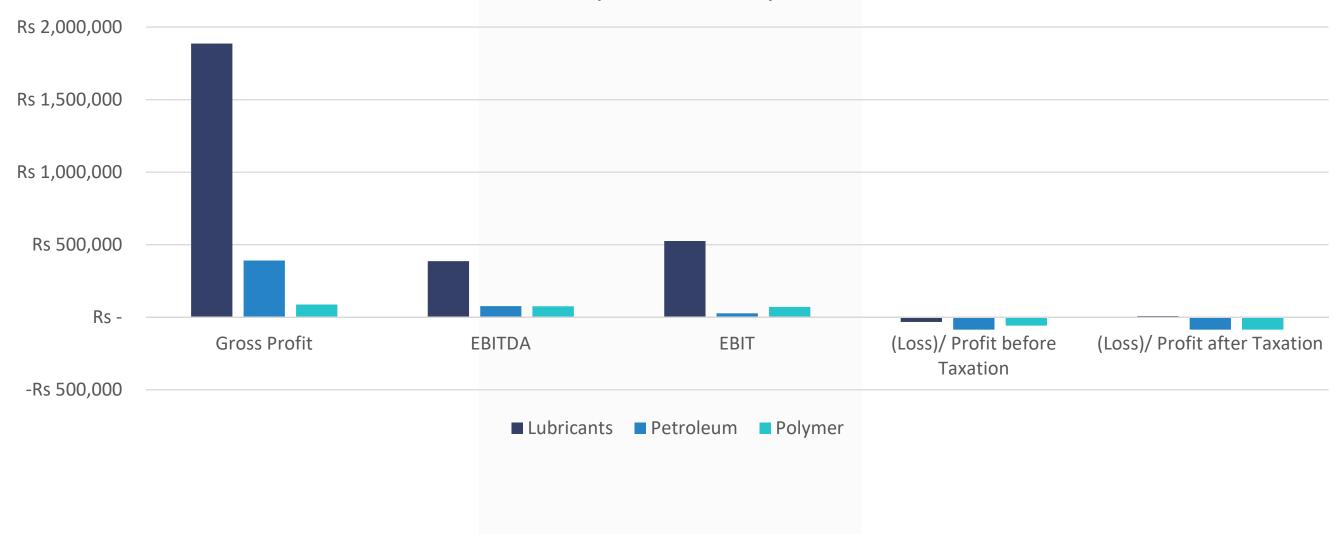
Consolidated Segment Performance

Statement of Profit or Loss – PKR (000)	Lubricants 2024	Petroleum Products 2024	Polymer 2024
Net Revenue	7,964,688	15,960,960	391,575
Cost of Sales	(6,078,113)	(15,569,808)	(304,805)
Gross Profit	1,886,575	391,152	86,770
Administrative Expenses	(831,120)	(19,336)	(9,475)
Distribution Cost	(669,096)	(296,134)	(2,563)
EBITDA	386,359	75,682	74,732
Depreciation and Amortization	(68,282)	(103,916)	-
Other Expenses	(58,714)	(36,267)	(4,151)
Other Income	266,875	90,705	-
EBIT	526,238	26,204	70,581
Finance Cost	(559,518)	(111,944)	(129,500)
(Loss) / Profit Before Taxation	(33,280)	(85,740)	(58,920)
Levy and Taxation	40,564	-	
(Loss) / Profit After Taxation	7,283	(85,740)	(58,920)



PERFORMANCE

Consolidated Segment Performance



Comparative Analysis

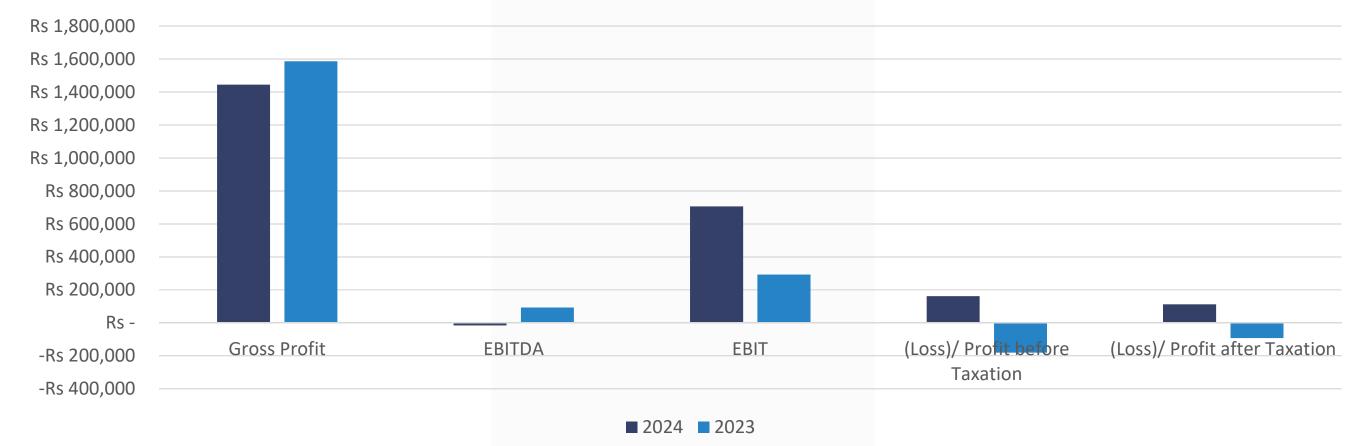


Perform	ance	PERFORMANCE
2023-24	2022-23	Horizontal Analysis %
24,016,482	15,531,692	55%
(22,571,816)	(13,944,983)	-62%
1,444,666	1,586,709	-9%
(689,468)	(683,246)	-1%
(771,180)	(811,509)	5%
(15,982)	91,954	-117%
(281,532)	(267,484)	-5%
(54,559)	(36,143)	-51%
1,058,520	505,106	110%
706,447	293,433	141%
(544,047)	(474,617)	-15%
162,401	(181,184)	190%
(50,997)	87,772	158%
111,404	(93,412)	219%
	2023-24 24,016,482 (22,571,816) (23,571,816) (689,468) (689,468) (771,180) (15,982) (15,982) (281,532) (54,559) (54,559) (54,047) (50,997)	24,016,48215,531,692(22,571,816)(13,944,983)(22,571,816)(13,944,983)1,444,6661,586,709(689,468)(683,246)(771,180)(811,509)(15,982)91,954(281,532)(267,484)(281,532)(267,484)(54,559)(36,143)1,058,520505,106706,447293,433(544,047)(474,617)162,401(181,184)(50,997)87,772

Note: - % represents adverse variance whereas, + % represents favorable variance.



Unconsolidated Performance



Comparative Analysis



Reflecting Back

NAVIGATING CHALLENGES AND ACHIEVING RESILIENCE

- Inflation declined from the third quarter onwards, with the Consumer Price Index averaging 23.4% in June. The State Bank of Pakistan reduced the policy rate by 150 basis points, bringing it down to 20.50% in June 2024. The GDP grew by 2.4% during the fiscal year, and foreign exchange reserves rose, stabilizing the PKR/USD exchange rate. This positive outlook led to HTL reporting a net profit of PKR 312 million in the last two quarters, reversing a net loss of PKR 201 million in the first half.
- On an unconsolidated basis, HTL reported a net profit of PKR 111 million in FY 2024, translating to earnings per share of PKR 0.80. However, on a consolidated basis, the group incurred a net loss of PKR 137 million, resulting in a loss per share of PKR 0.99, although this was an improvement from the previous year. The loss was primarily attributed to depreciation expenses related to capital spending in the OMC Business funded by IPO proceeds.
- HTL is proactively addressing challenges and implementing strategies to enhance its financial resilience. The company is transitioning imported products to local blending and filling, which is expected to save foreign exchange and increase market share through more competitive pricing. This strategic shift is scheduled to occur in the second quarter of FY 2025.
- High inventory due to LC opening problems and clean LC requirement for non-essential polymer items contributed an exuberant finance cost.
- Cost control initiatives in operational expenses contributed towards reducing loss as compared to last year.



2025 Plans



Aspirations

New Initiatives



Aspirations

- HTL is adapting to current economic challenges by shifting to local blending and filling of imported products, conserving foreign exchange and mitigating currency risks.
- Expanding distribution network through highnet-worth distributors, strengthening the position in fuels and polymers.
- The collaboration with SK Enmove unlocks significant export opportunities across 50 global regions. This partnership positions HTL to capitalize on the growing EV lubricant market through SK Enmove's ZIC e-FLO technology.
- Price initiatives through competitive pricing on the aftermath of manufacturing is expected to produce desired results in increasing lubricant volumes.
- HTL anticipates improved financial performance and enhanced shareholder value through these strategic initiatives.





New 2025 Initiatives

Keys plans for the coming year:

- A major strategic shift involves transitioning its entire imported product range to local blending and filling at domestic plants.
- Integrating high net worth distributors with industry expertise.
- Significantly expand our market reach beyond Pakistan and tap into the global demand for high-quality lubricants.





Wrap Up



Thank you

QUESTIONS?

