

Corporate Briefing Session

Treet Corporation Limited

Treet Battery Limited

First Trading Manufacturing Modaraba

Presented by:

Khurram Iqbal

Mansoor Murad

Date:

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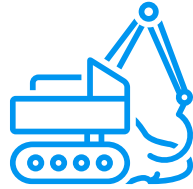
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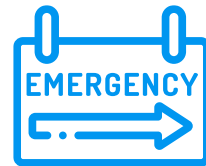
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Do not disable safety devices or modify equipment without authorization.



Use handrails on stairs and avoid using mobile phones while moving.



Familiarize yourself with emergency exits, fire alarms, and assembly points.



Report any unsafe conditions, near misses, or incidents immediately.



Wear appropriate PPE (helmets, gloves, safety shoes, etc.) at all times in manufacturing and warehouse areas.



Smoking is allowed only in designated smoking areas.

Emergency Contacts

Fire Brigade: 1122

Police: 15

Safety Briefing

Note: Follow all safety instructions from supervisors and safety officers in case of emergency.

History

The history of Ali Group dates back to pre-independence days, when the highly dynamic personality of Sir Syed Maratib Ali envisioned the importance of trade and industry in the sub-continent. He expanded his agricultural business into trading and industrial partnerships. Soon after the independence of Pakistan in 1947, business activities were further developed as an industrial conglomerate know as Treet Corporation and its associated companies.



Syed Maratib Ali



Syed Wajid Ali

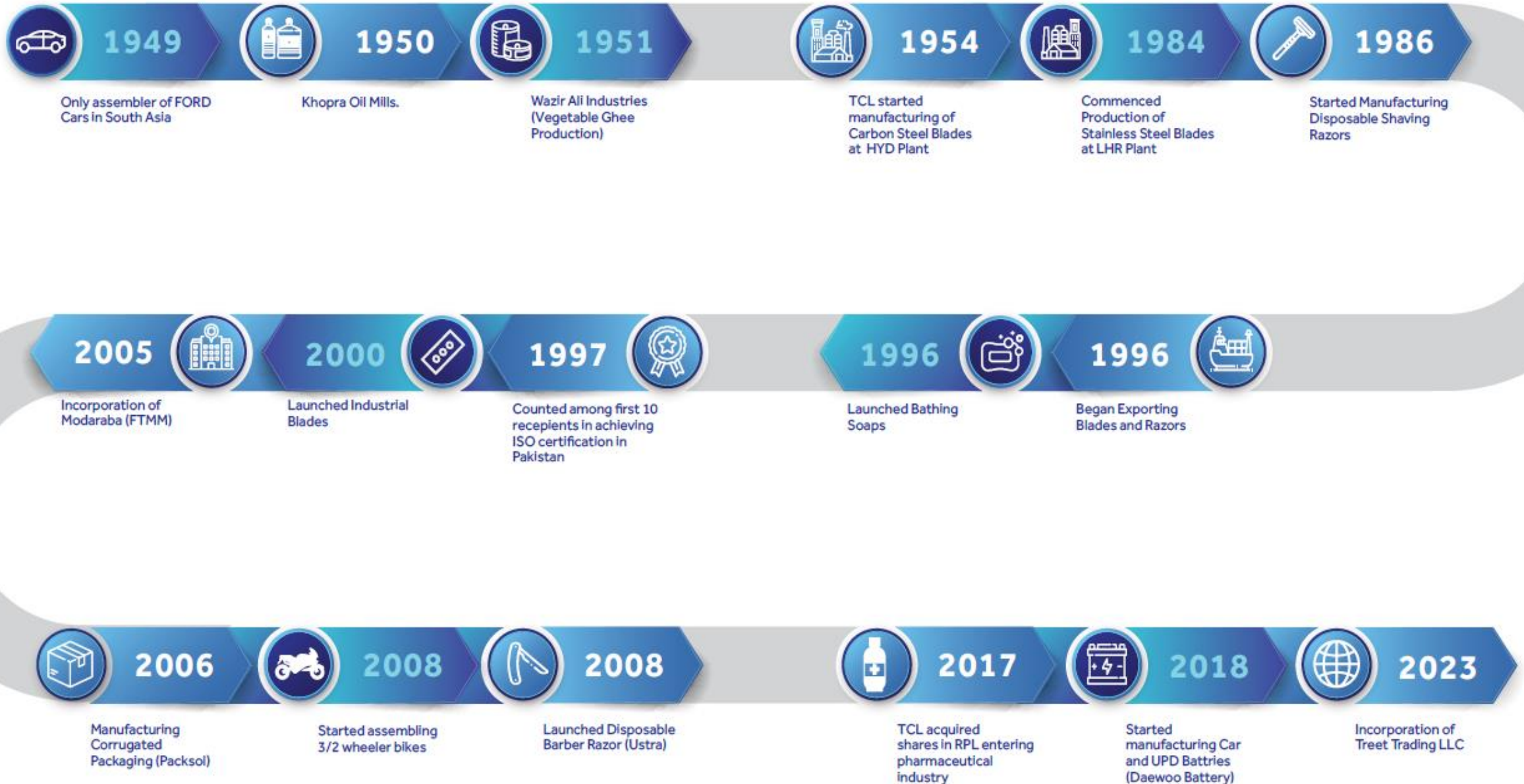


Syed Shahid Ali



Syed Sheharyar Ali

A Journey of Over 70 Years



Beyond the Performative: Treet walks the talk on D&I, Sustainability, and Social Impact

Not just the flavor of the month

A long-standing tradition of offering employment opportunities to people with special physical and intellectual needs, that dates back decades



Empowerment at the grassroots

Approx. 20% of female workers in manufacturing, mostly on the factory floor, contribute to the economy and achieve financial independence



Environmental Responsibility

Providing a vital 'urban lung' in the heart of a city center industrial estate



Investing in the next generation

Sponsoring educational initiatives at esteemed institutions including NUST and Beaconhouse, fostering future leaders and innovators.



Investments in Products & Brand

Evolution

Investing in the future of Treet through product development, marketing, and expansion into new markets



Growth Investments



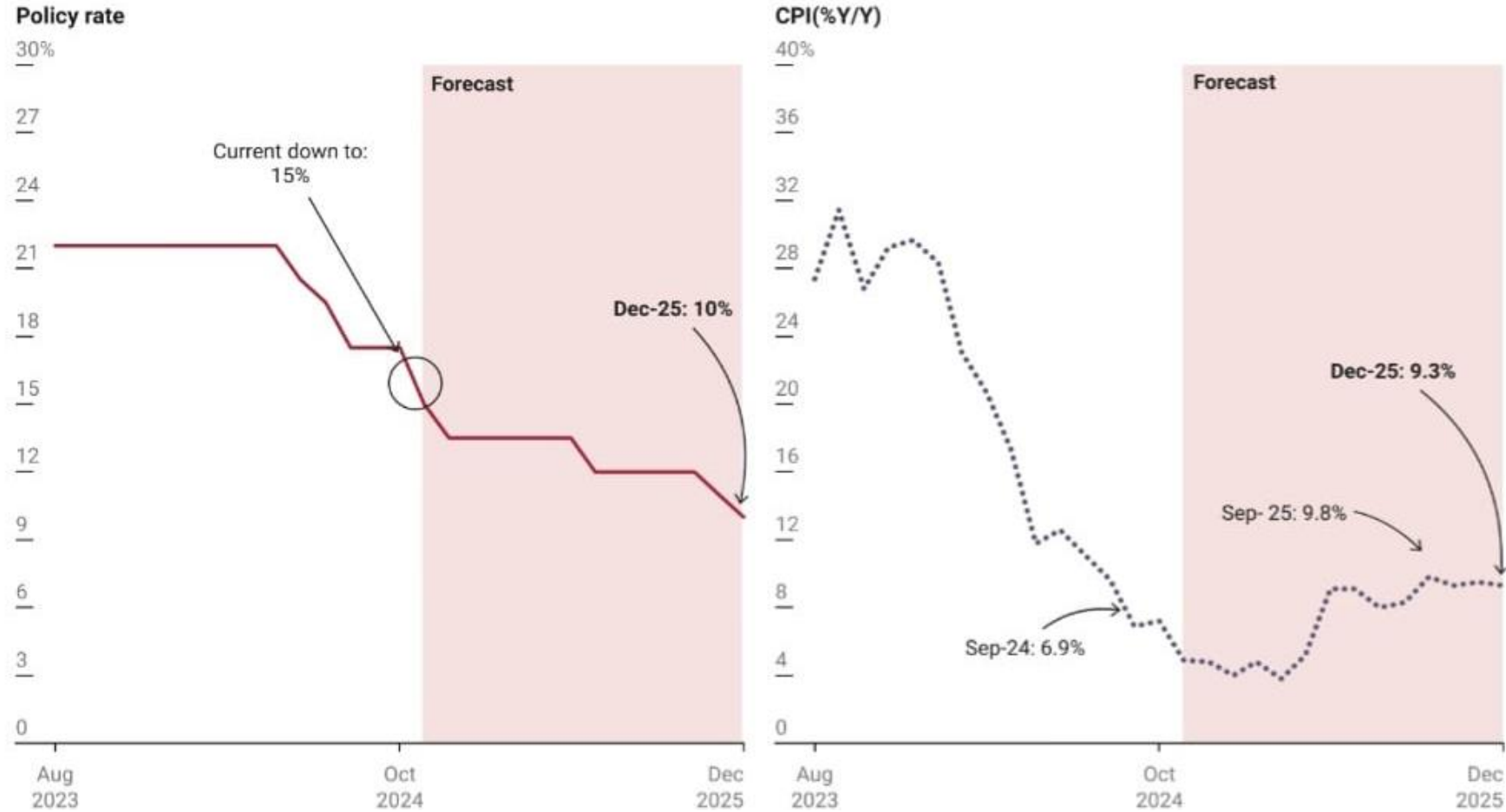
New Production Facility



Physical Presence in Middle East

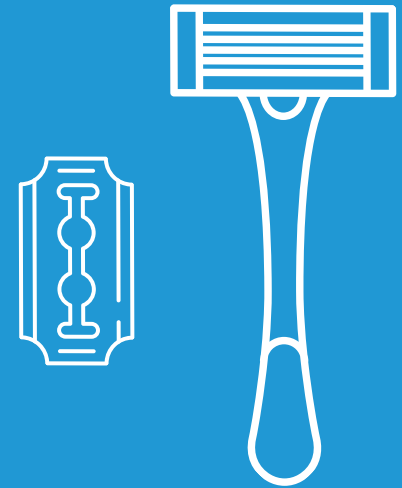
Headwinds Easing

Inflation is coming down, and SBP has started reducing the Policy rate in line with inflation



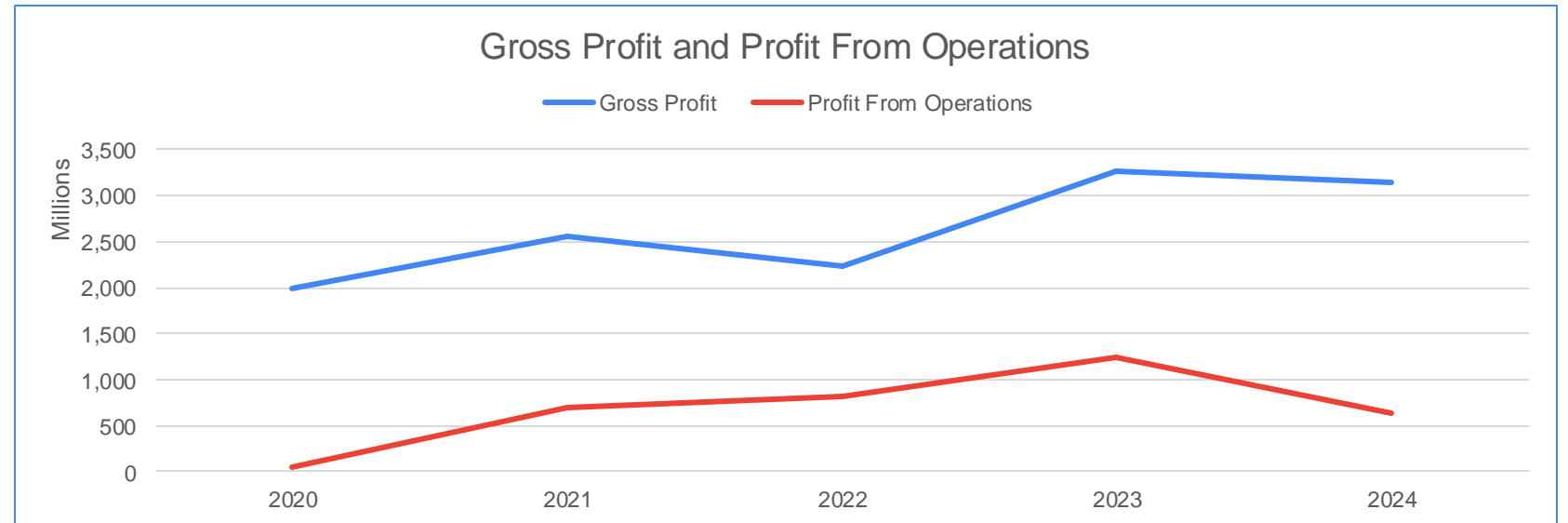
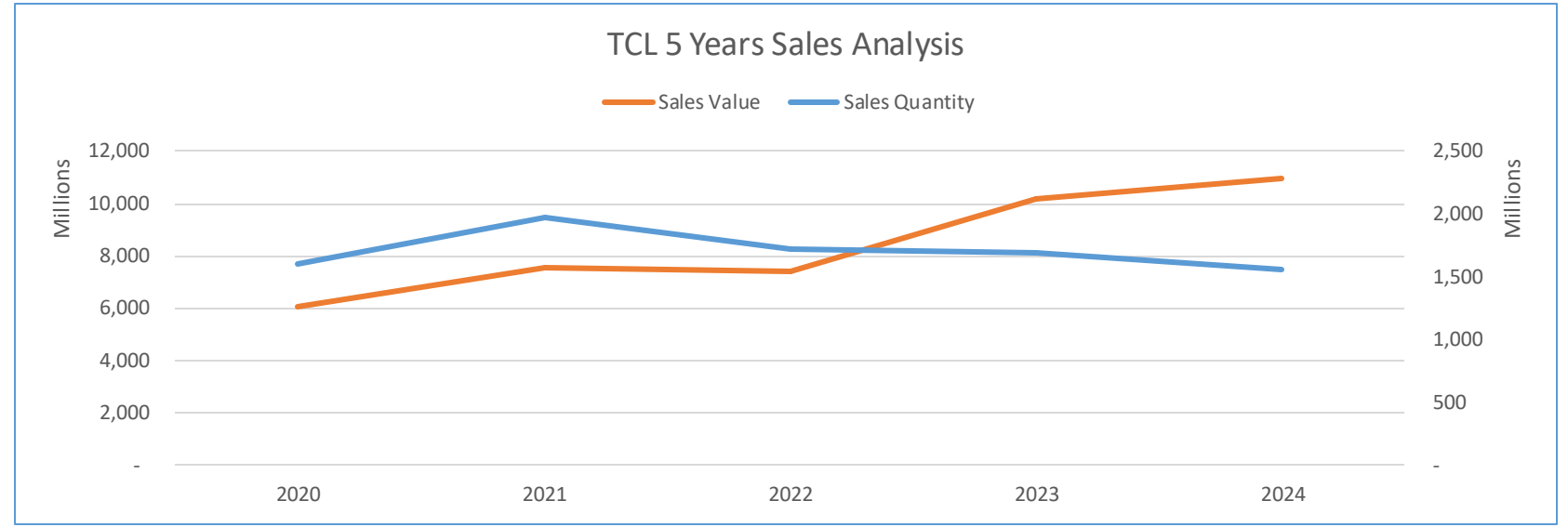
Blades & Razors (Treet Corporation Limited - TCL)

Financial Performance, 2023-24



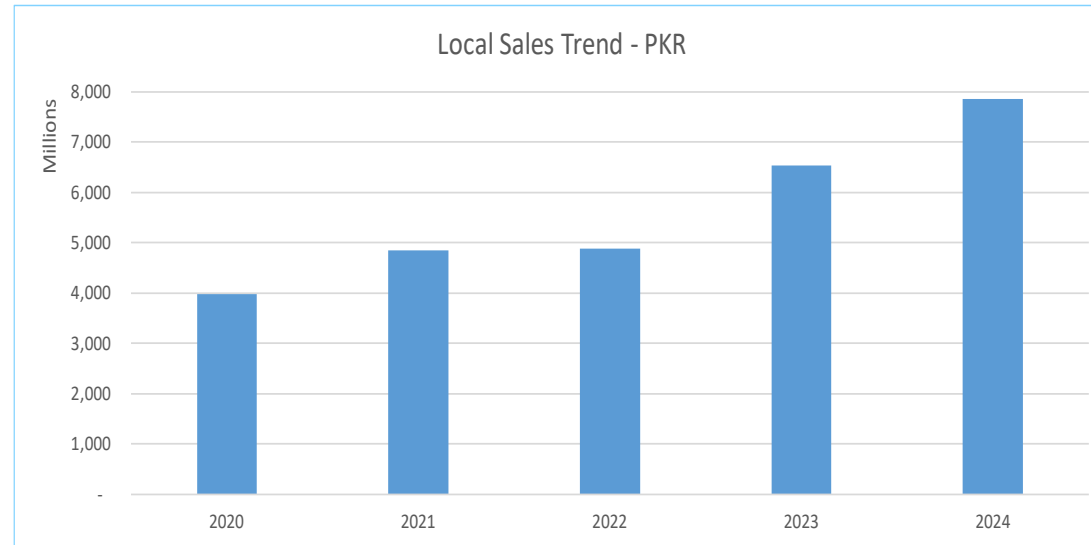
TCL Performance Dashboard

Focus on value over volumes, pricing interventions, and portfolio upgradation in a value-conscious segment



TCL Performance Dashboard

The Domestic business has shown a strong growth trajectory in 23-24, helping to offset some of the downsides on exports



Local sales have demonstrated remarkable resilience, successfully fighting against grey market products to defend share in the value-conscious space, while improving product mix to drive greater revenues, along with pricing interventions



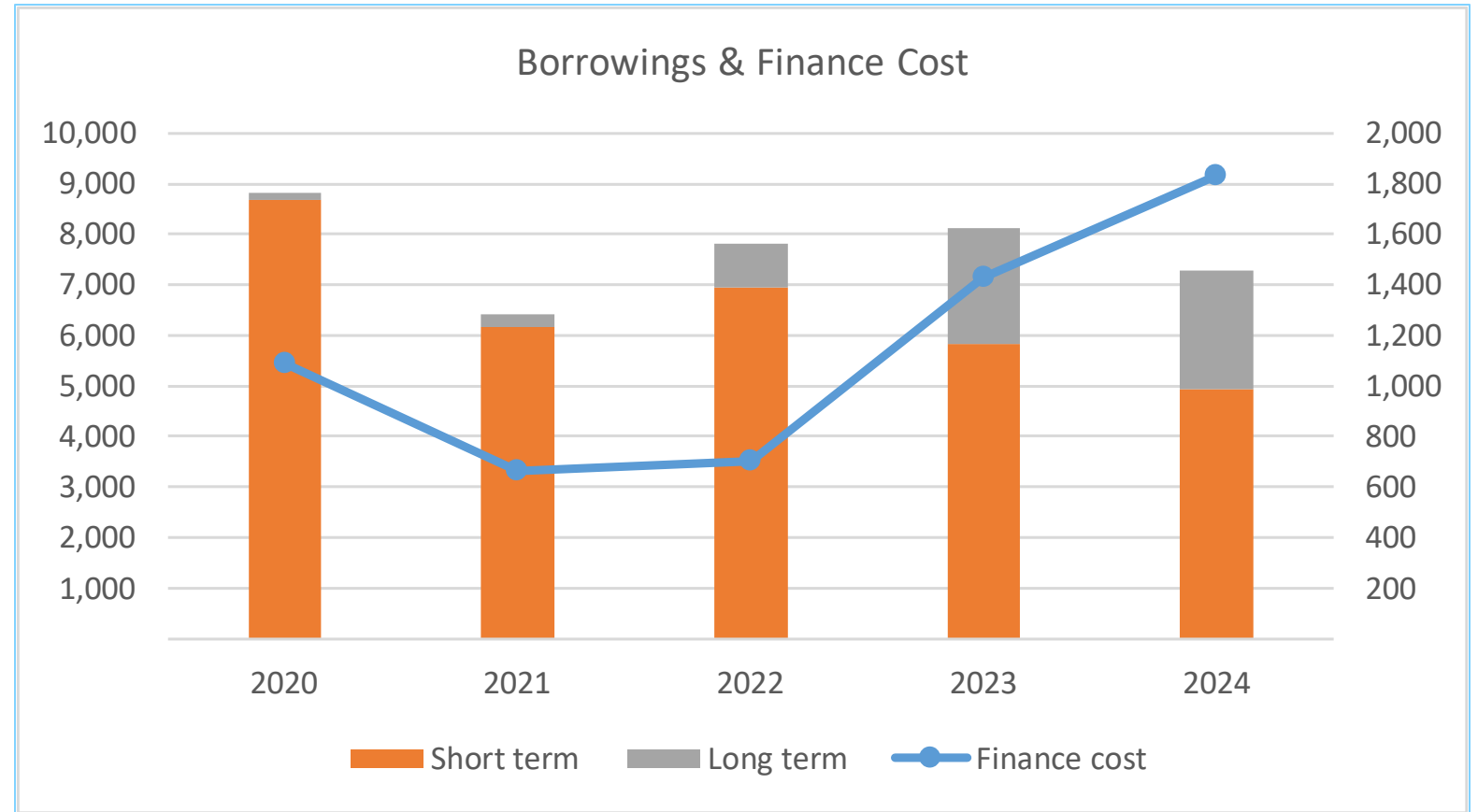
Opening sales office in Dubai with some warehousing capability will help increase sales into regional countries

New product introductions in targeted geographies to improve share of wallet

TCL

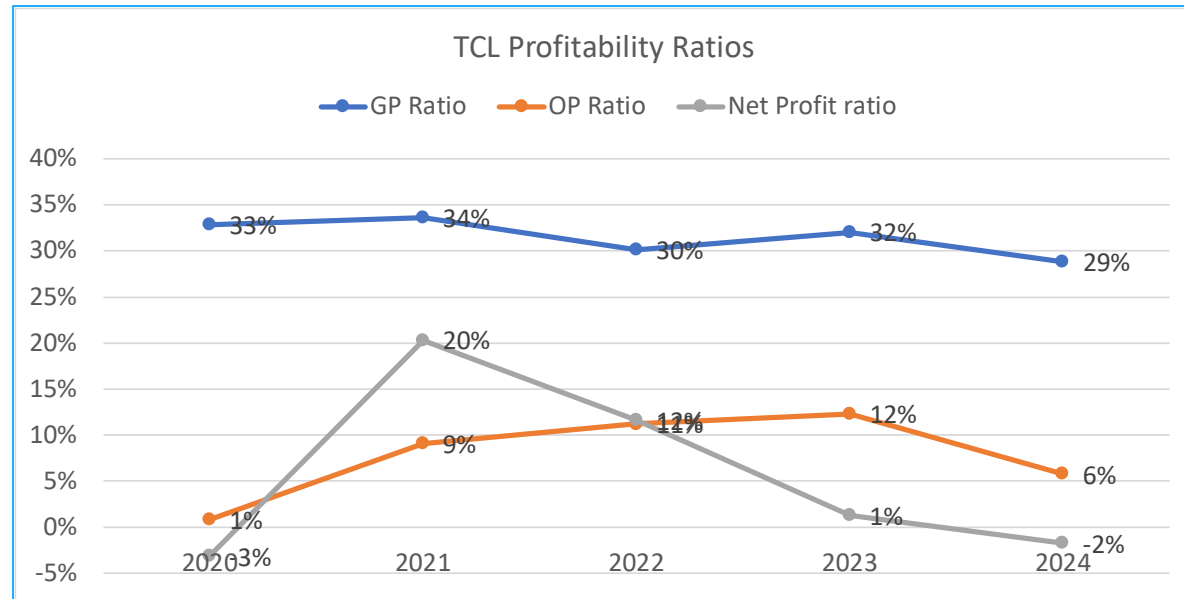
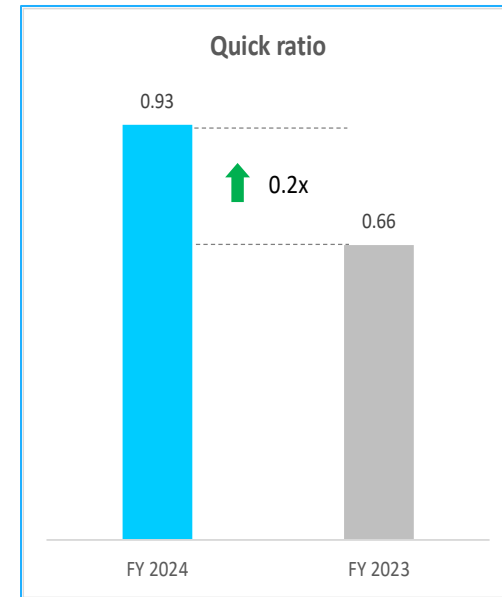
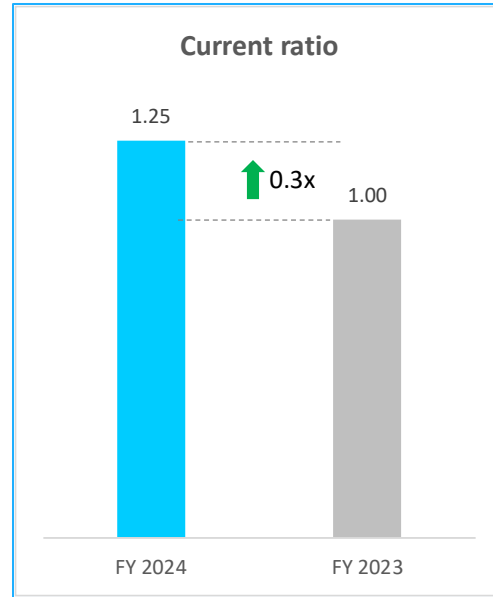
Interest Cost
and Borrowings

High interest rates
have meant that the
benefit of reduced
borrowings has not
yet translated to lower
finance costs



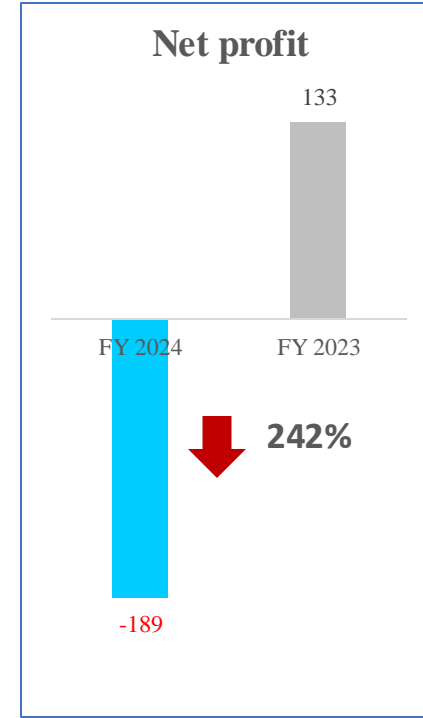
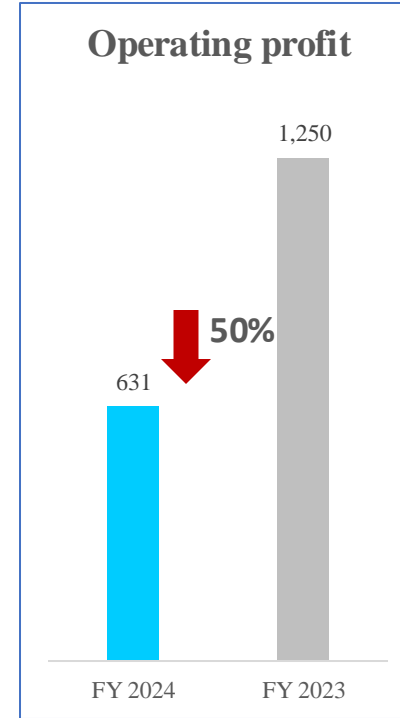
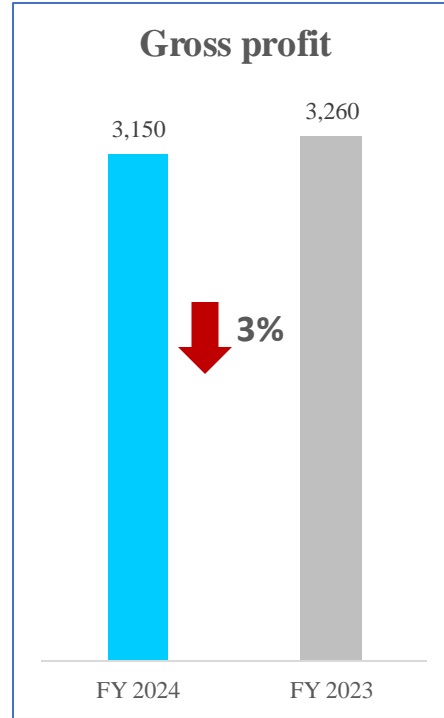
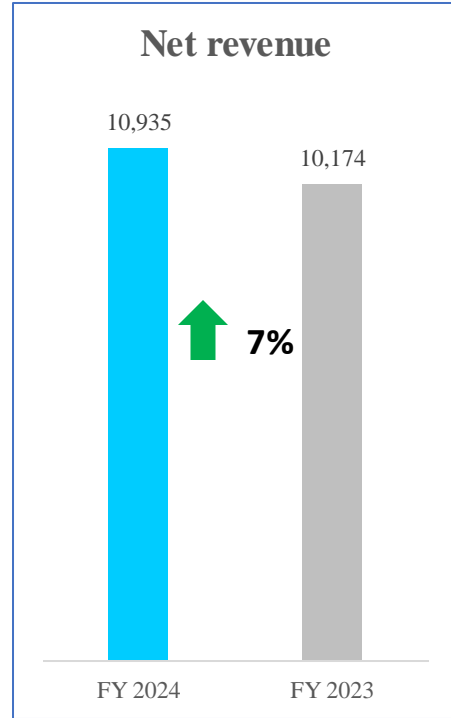
TCL Margin Analysis

Working capital ratios have improved markedly compared to last year; however, profitability ratios have been impacted by the under-delivery on exports



TCL Profitability Analysis

The major negative impact to the Company performance is due to poor performance of Exports sales and high finance cost



Avg unit price
+16%
Volumes
-8%



Operating expenses
as % of rev
+16.5%



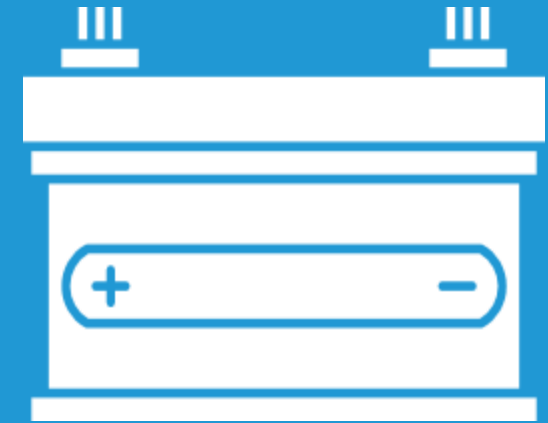
Portfolio action
**Profit Rs. 229Mn from
sale of TBL shares**



Finance cost growth
as % of rev
+17.6%

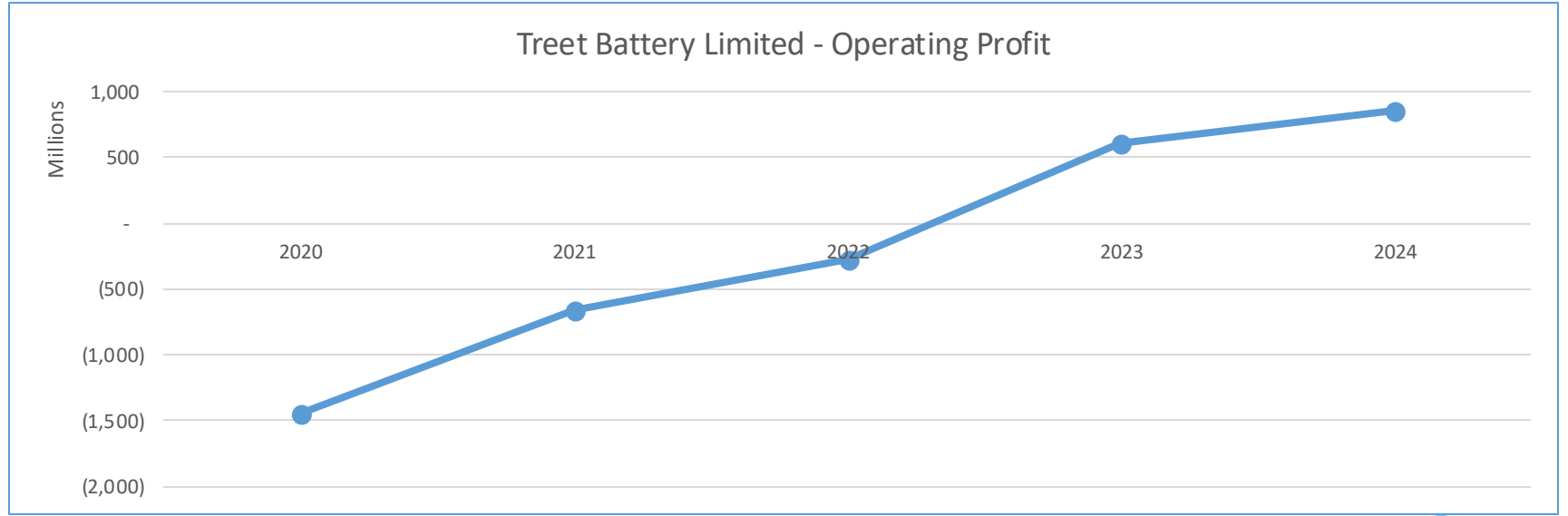
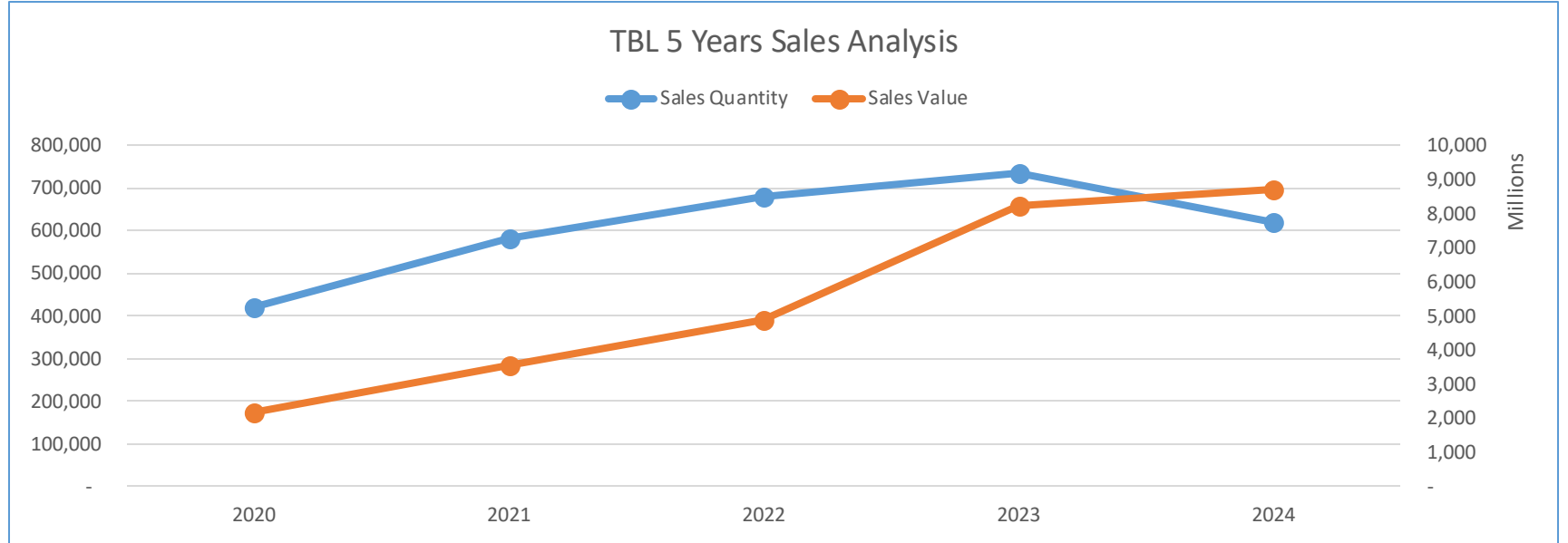
Batteries (Treet Battery Limited - TBL)

Financial Performance, 2023-24



TBL
Performance
Dashboard

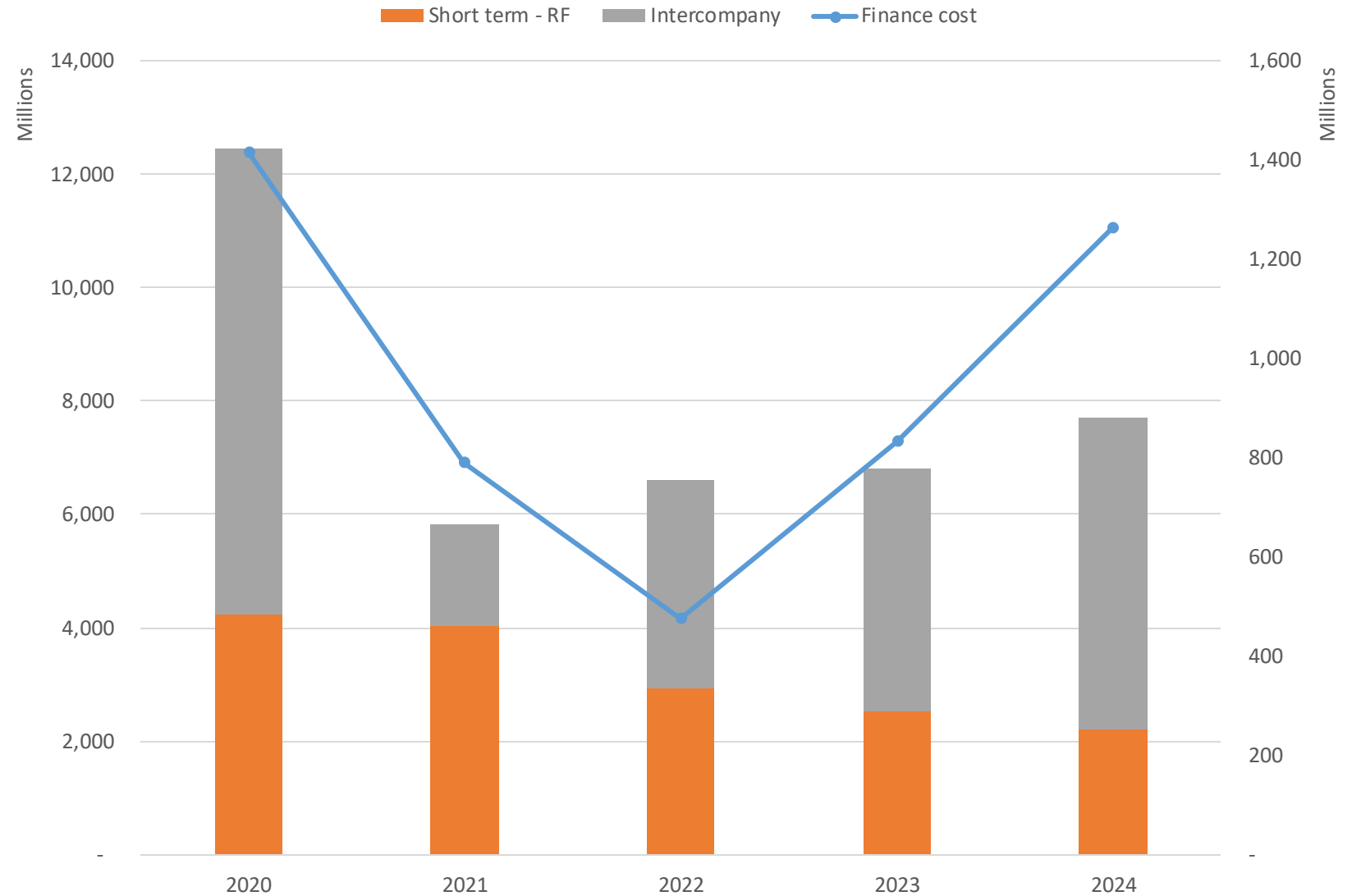
Very strong trajectory of growing operating results year on year – focus remains on growing profitable volumes



TBL

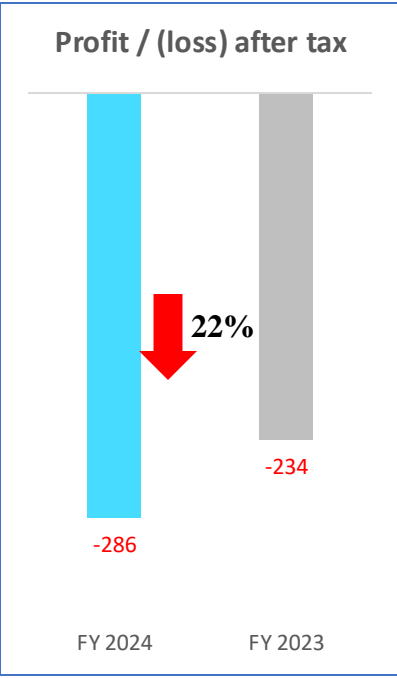
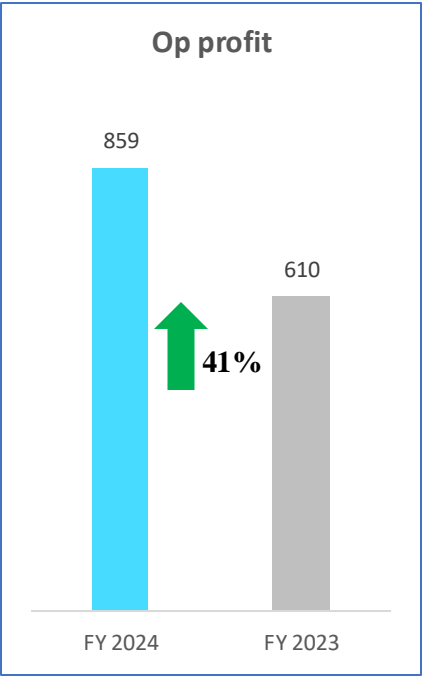
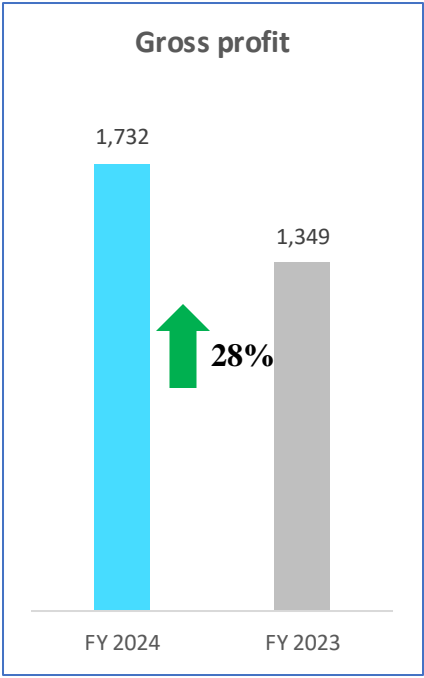
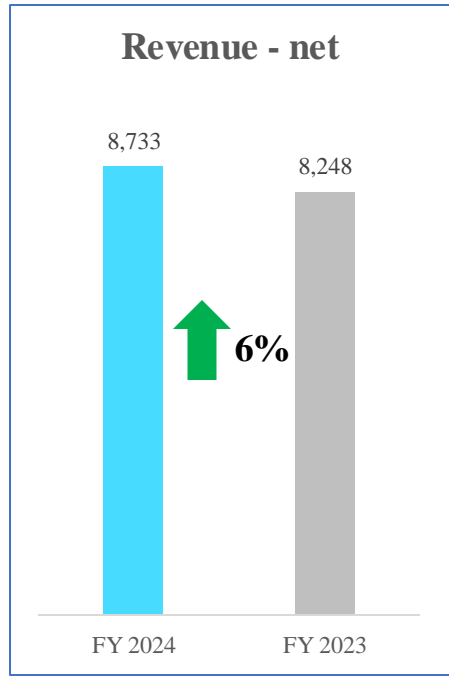
Interest Cost and Borrowings

Overall, borrowing levels are still high, and the benefit of reduced borrowing has not yet translated to lower finance costs. Week-on-week cash delivery will continue to be a key area of focus



TBL Profitability Analysis

Operating profit increased by 41% despite lower sales volumes and tough economic conditions. This was achieved by focusing on high-margin products and improving the material-to-sales ratio by 4%. However, a 52% increase in finance costs led to a net loss.



Avg unit price **+25%**
 Volumes **-16%**



Mat Consumption as % of rev **-4%**
 Payroll + Power as % of rev **+1%**



Warranty cost growth **+47%**
 Advertisement **+143%**



Finance cost growth **+52%**
 as % of rev **+4%**

First Treet Manufacturing Modaraba - FTMM

Business Review, 2023-24



FTMM

Performance Dashboard

The Modaraba has delivered strong operating results as a whole buoyed by the performance of the Soaps business



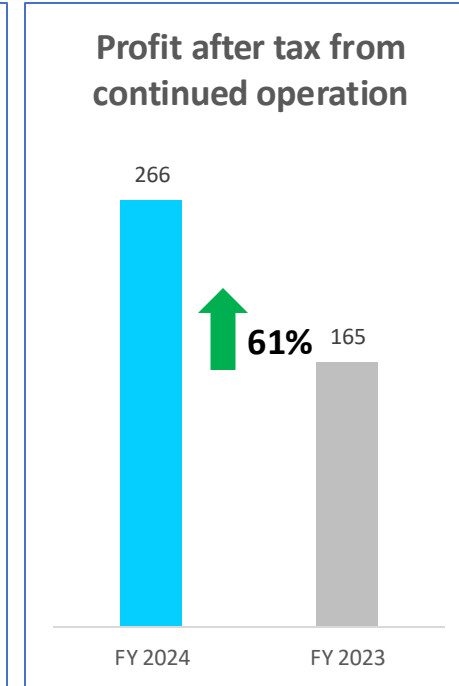
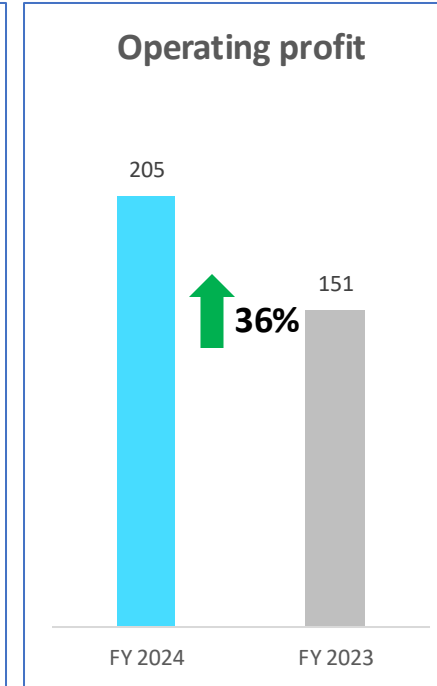
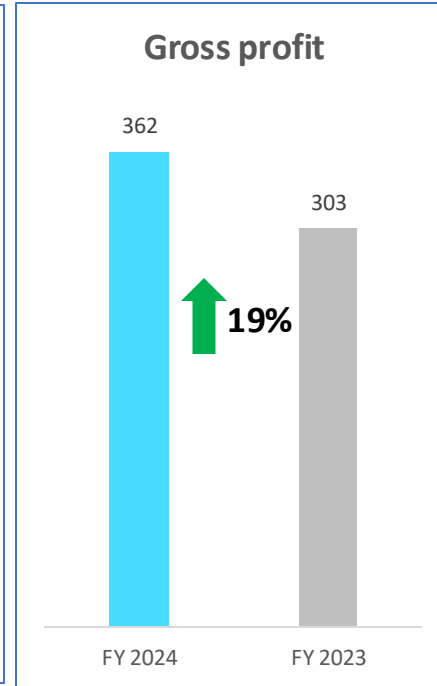
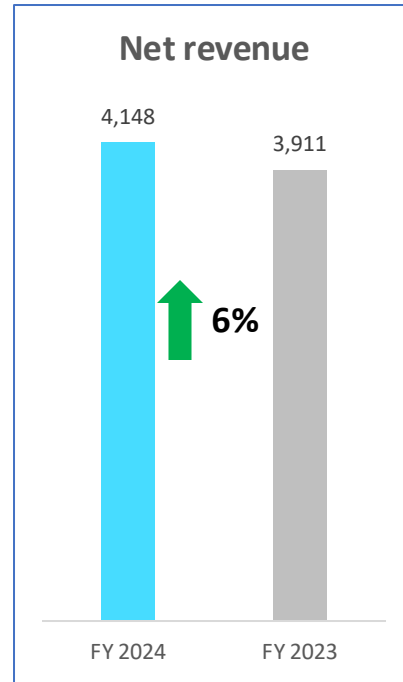
Challenging year for the industry as a whole – business is focused on protecting existing customer base and generating trial at selected targeted customers



Strong operating and cash delivery for the business has been instrumental for the performance of the Modaraba as a whole

FTMM Profitability Analysis

Generally, the corrugation industry had a tough year but despite that FTMM continued to produce good result primarily due to our soap segment



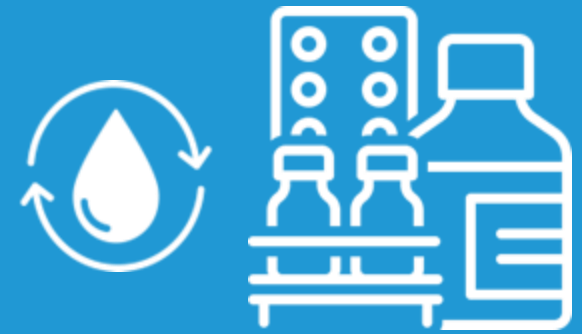
Avg unit price
+8%
Volumes
-2%



Operating expenses
as % of rev
-3.05%

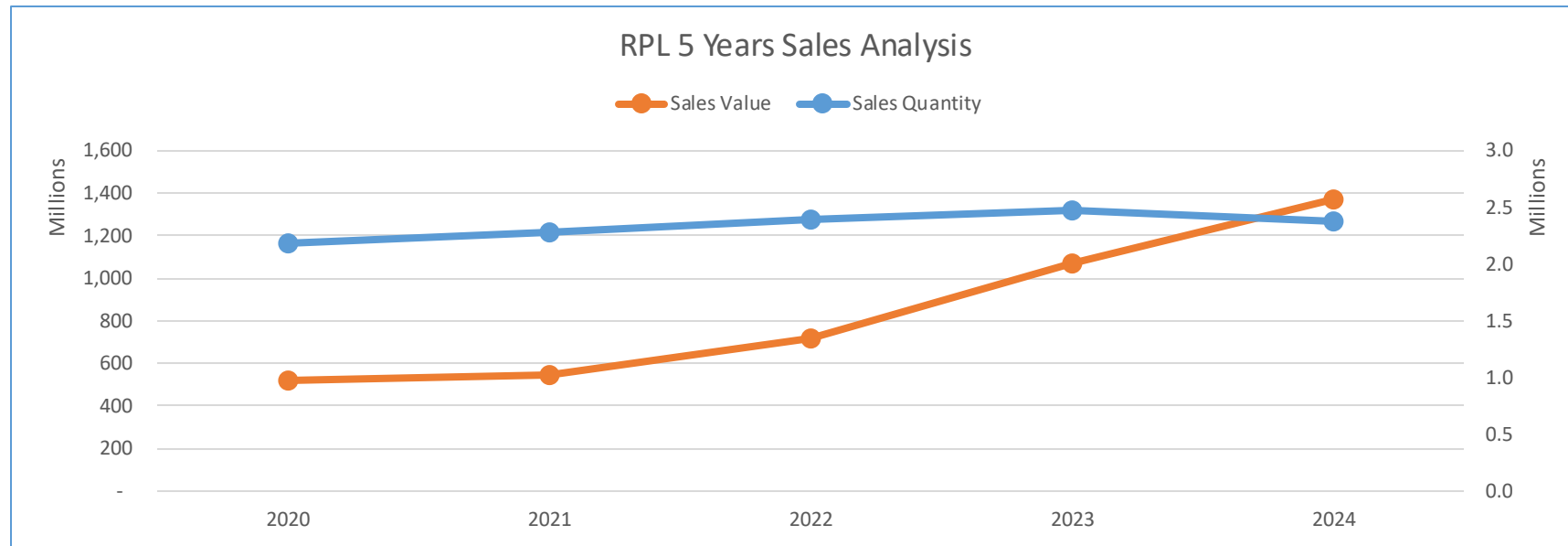
Pharma (Renacon Pharma Limited – RPL)

Financial Performance, 2023-24



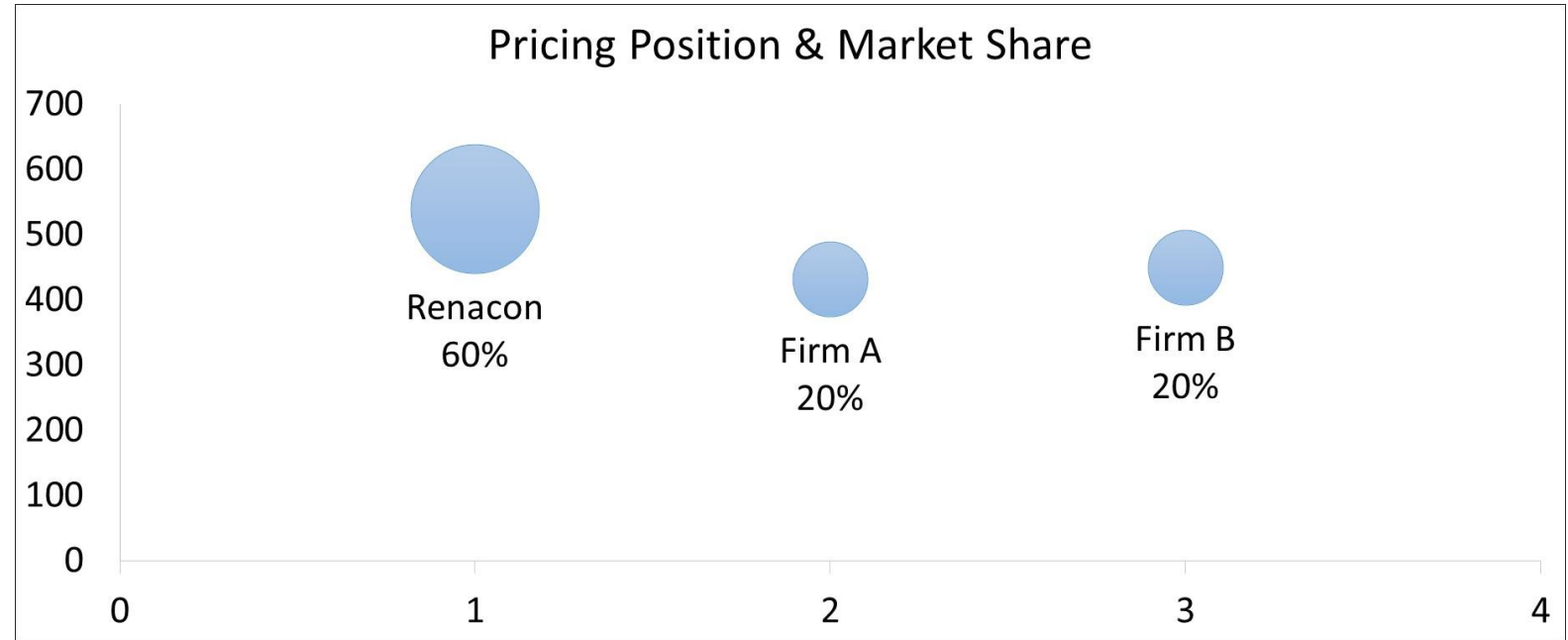
RPL Performance Dashboard

Focus on driving value through pricing interventions in the face of high domestic market share



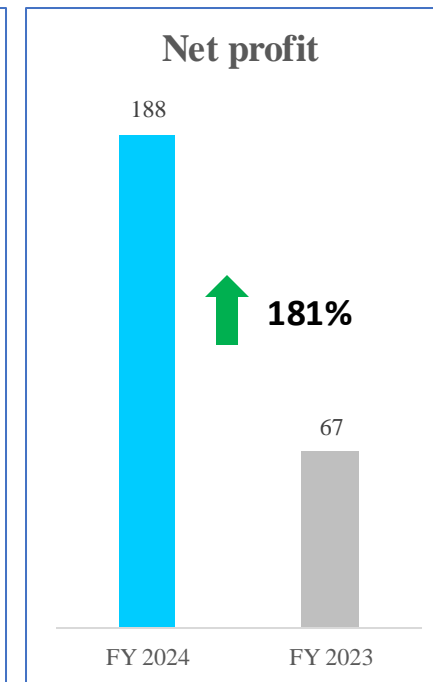
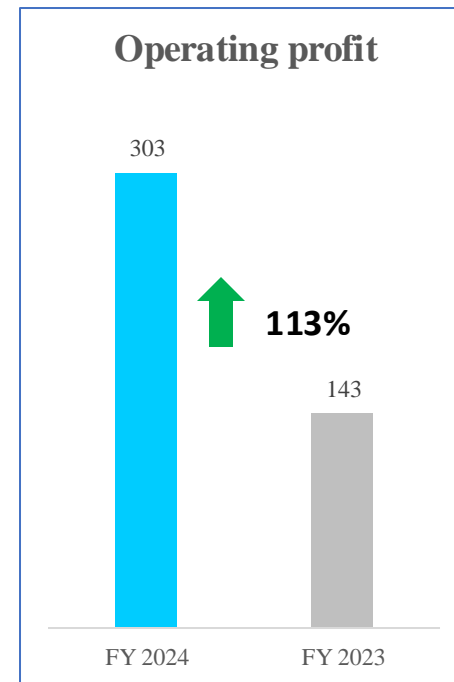
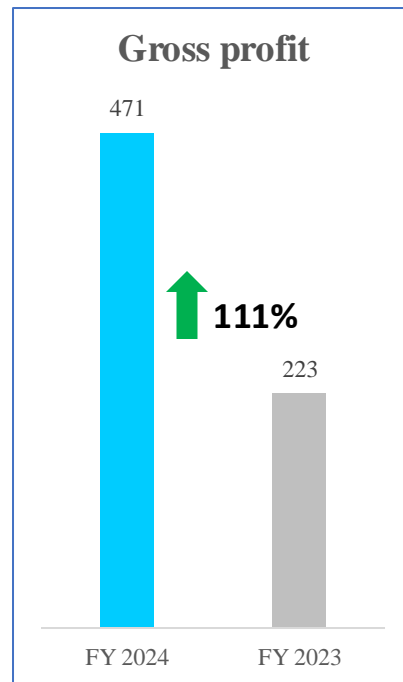
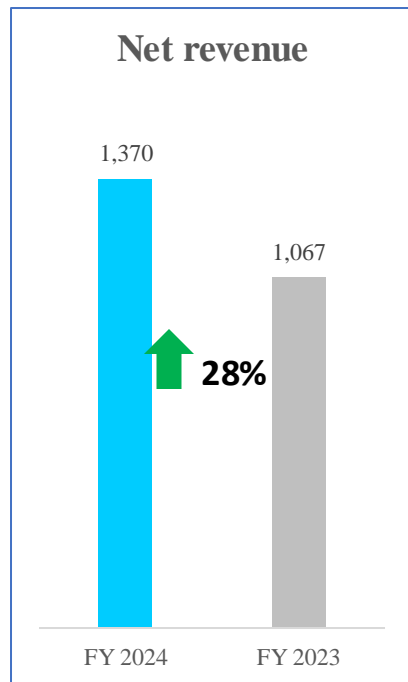
RPL Performance Dashboard

Company enjoys high (60% approx.) domestic market share – export opportunities have been constrained by the previous-gen production facility



RPL Profitability Analysis

RPL showed promising results and it is well reflected across all financial indicators



Avg unit price
+34%
Volumes
-4%



Operating expenses
as % of rev
+62%



Finance cost growth
as % of rev
-3%



Q&A

Treet[®]
Corp

Shaping Industries,
Empowering Lives



Treet Corporation Limited

72B, Peco Road, Kot Lakhpat Industrial Area, Lahore 54770, Pakistan

+92-42-111-Treet (87338) / WhatsApp: +92 328 8733888

www.treetcorp.com

info@treetgroup.com

in @treetcorp