

# INVESTOR BRIEFING – 1H FY2025



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- ❖ **Company Information**
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## Founding & Vision

- ✓ Established by Mr. Abdul Basit (Chairman), along with Dr. Muhammad Mustafa Kamal and Dr. Abdul Kareem (both Veterinarians & Nutritionists).
- ✓ Began as a small breeder farm, serving as the foundation for future expansion.

## Growth & Expansion

- ✓ Evolved into one of Pakistan's leading poultry groups, with six constituent companies.
- ✓ Employs 2,600+ direct employees across various operations.
- ✓ Developed state-of-the-art operational facilities across Pakistan.

## Industry Leadership & Contribution

- ✓ 30+ years of industry experience, serving Pakistan's poultry sector.
- ✓ Committed to providing supply of quality poultry products & services.
- ✓ Positioned as a major contributor to Pakistan's poultry production and market leader in quality assurance.



# GROUP COMPANIES



**Big Bird Poultry Breeders  
(Pvt.) Limited**



**GRAND PARENT  
POULTRY (PVT) LTD**



# GROUP COMPANIES



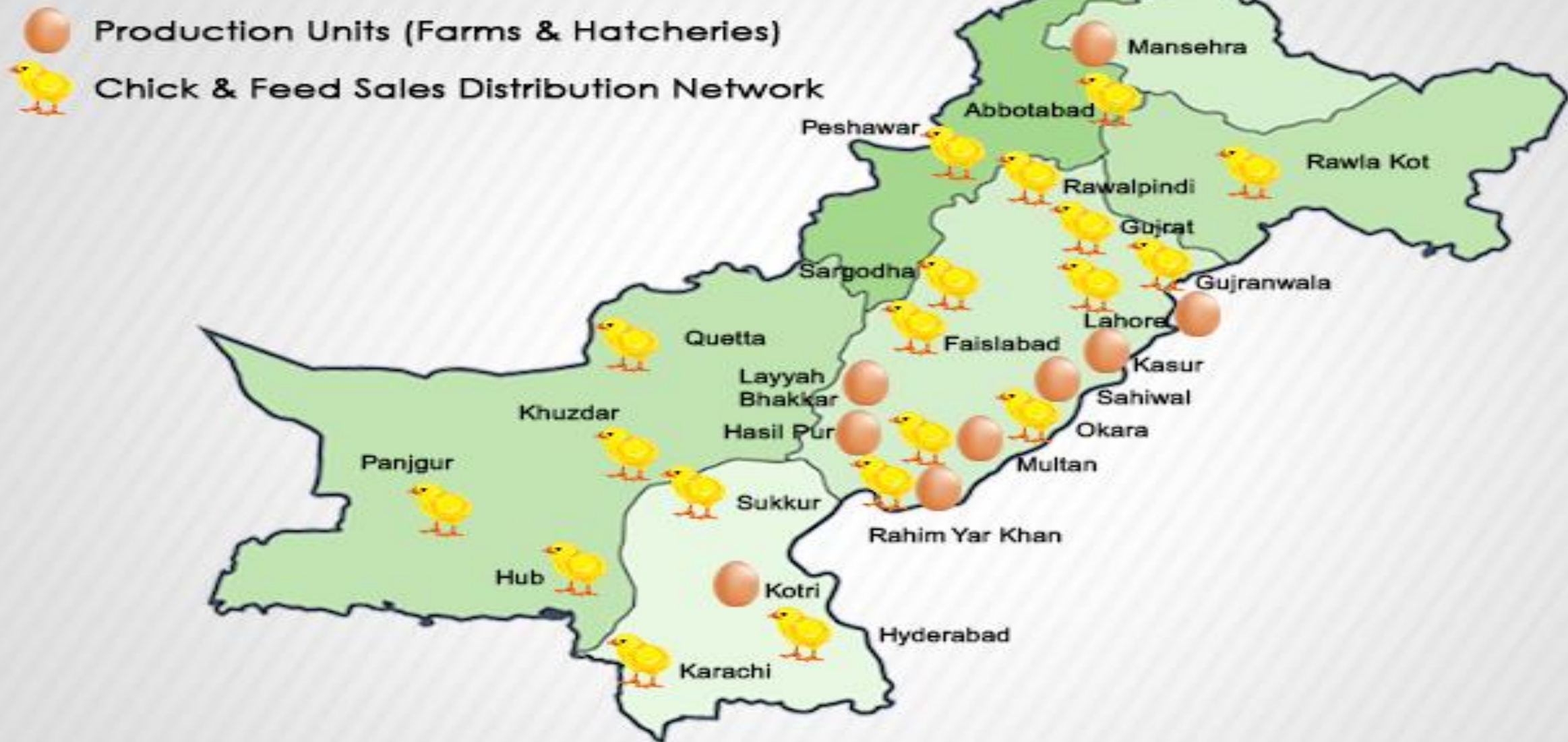
Big Feed (Pvt.) Limited



Big Bird Foods Limited



# NATIONWIDE OPERATIONAL SET-UPS







## Vision

Enabling the people to live their lives healthy, people should eat chicken & it should be Big Bird's Chicken.

## Mission

Big Bird ensures the consistent availability of traceable, hygienic, healthy & economical chicken meat & processed chicken products to meet the requirements of our valued customers and consumers through exercising the competitive edge of quality at our integrated poultry production facilities. We strive for the wellbeing and sustainable growth of our valued customers, great people, environment, and society.

## State of the art machinery :

|                                |  |
|--------------------------------|--|
| Primary Processing line        | Meyn (Netherlands)                       |
| Primary processing equipment's | Poss (France)                            |
| Further processing line        | CFS (Netherlands)                        |
| Further processing line        | JBT (Sweden)                             |
| Tumbler (For marination)       | Gunther (Germany)                        |
| Packing                        | Ishida (UK)                              |
| Generators                     | Caterpillar (USA)                        |
| Rendering Plant                | Haarslev (USA)                           |
| Refrigeration system           | Johnson Controls Int'l, Blucher (Sweden) |
| Prefabricated Building         | Kingspan (Turkey)                        |
|                                | Mabani Steel (UAE)                       |
| PU Flooring                    | Flowcrete (Malaysia)                     |



# OUR FACILITY – Hanging of Birds



# OUR FACILITY – Halal Slaughtering





# OUR FACILITY – Defeathering





# OUR FACILITY – Scalding



# OUR FACILITY – Evisceration





# OUR FACILITY – Air chilling technology

## Cutting-Edge Technology

The only plant in Pakistan equipped with the latest Air Chilling Technology.

## Precision Temperature Control

Chicken carcasses are cooled to a temperature of 2°C or below.

## Efficient Air-Chilling Process

Chickens are individually suspended on a track that moves through an air-chilling tunnel, traveling approximately 1.2 km and remaining in the tunnel for over 1.5 hours.





# OUR FACILITY – Deboning



# OUR FACILITY – Further processing

## Marination



## Forming Machine





# OUR FACILITY – Fried Coated Products





# OUR FACILITY – Product Cooking





## Strengths:

- Over 40 years of experience in poultry industry
- Recognized brand
- Modern design of the Plant & machinery by German consultants
- Quality products
- Diverse product range
- Strong distribution network
- Strong R&D
- Professional, Competent & trained technical team

## Weakness:

- Uncertainty of raw material prices
- Regulatory challenges
- Operational cost
- Intensive Working capital req.

## Opportunities:

- Expansion into Local and Export market
- New products development
- Potential to expand in growing retail market
- E-commerce growth
- Brand collaboration
- Idle Capacity utilization

## Threats:

- Economic Instability
- Regulatory challenges
- Competition

# KEY CUSTOMERS





# A PORTFOLIO WE'RE PROUD OF (Primary Processed Chicken Products)



**Drumnets**



**Tenderloin Fillet**



**Wings**



**Skinless  
Drumstick**



**Marinated**



**Breast Fillet**



**Premium Qeema**



**Marinated WC**



**Skinless WC**



**Skin On WC**



**Boneless Handi**



**Niblets**



# A PORTFOLIO WE'RE PROUD OF (Further Processed Chicken Products)



**Spicy Burger Patty**



**Classic Burger Patty**



**Chicken Jalapeno**



**Yummy Drummy**



**Tempura Chicken Nuggets**



**Magic Nuggets**



**Southern Chicken Pops**



**Juicy Chicken Tenders**



**Cheesy Chicken Croquettes**



**Classic Chicken Nuggets**



**Chicken Garlic Pops**



**Chicken Shami Kabab**



**Chicken Chapli Kabab**



**Chicken Chips**



**Chicken Kofta**



**Moroccan Chicken Wings**



**Chicken Seekh Kabab**

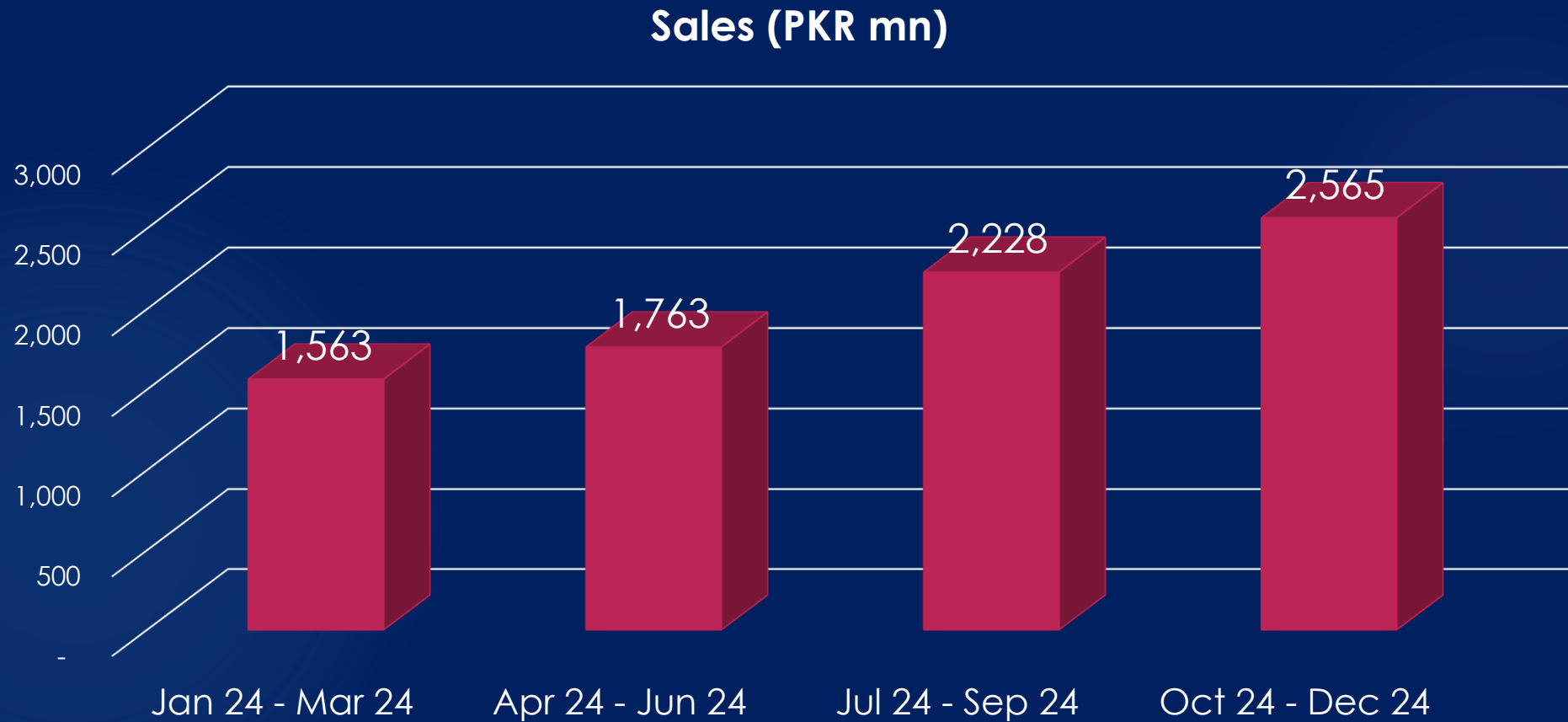


**Spicy Chicken Fillet**





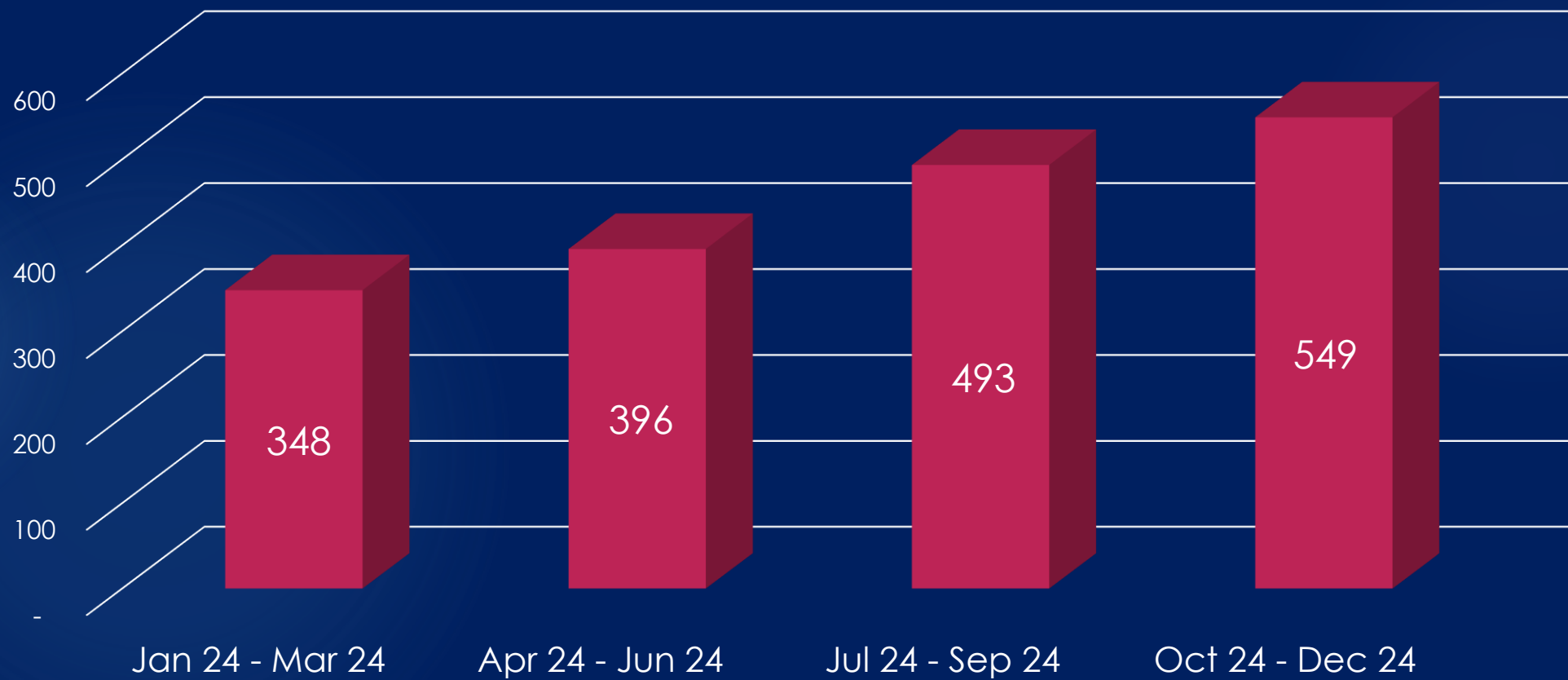
# QUARTERLY ANALYSIS ( STEADY GROWTH)



# QUARTERLY ANALYSIS ( STEADY GROWTH)



Gross profit (PKR mn)

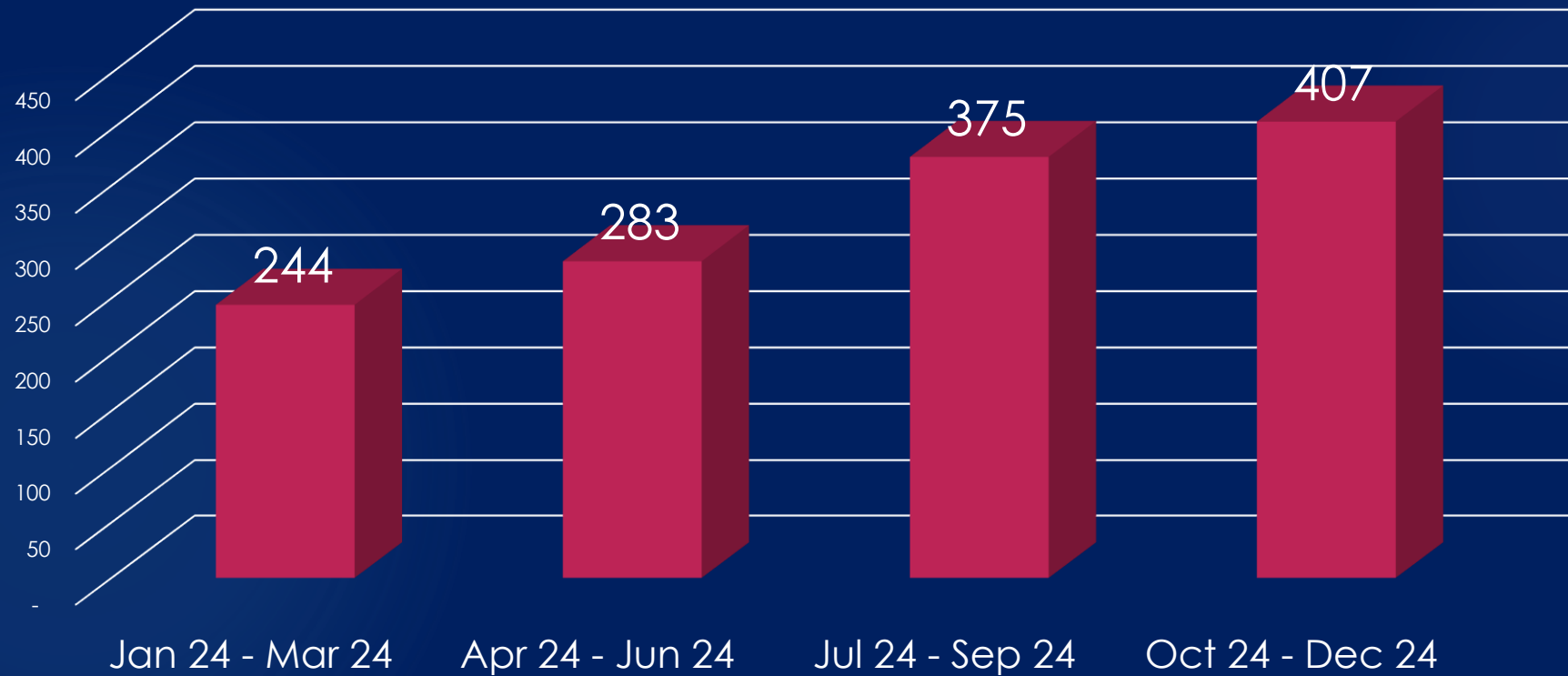




# QUARTERLY ANALYSIS ( STEADY GROWTH)



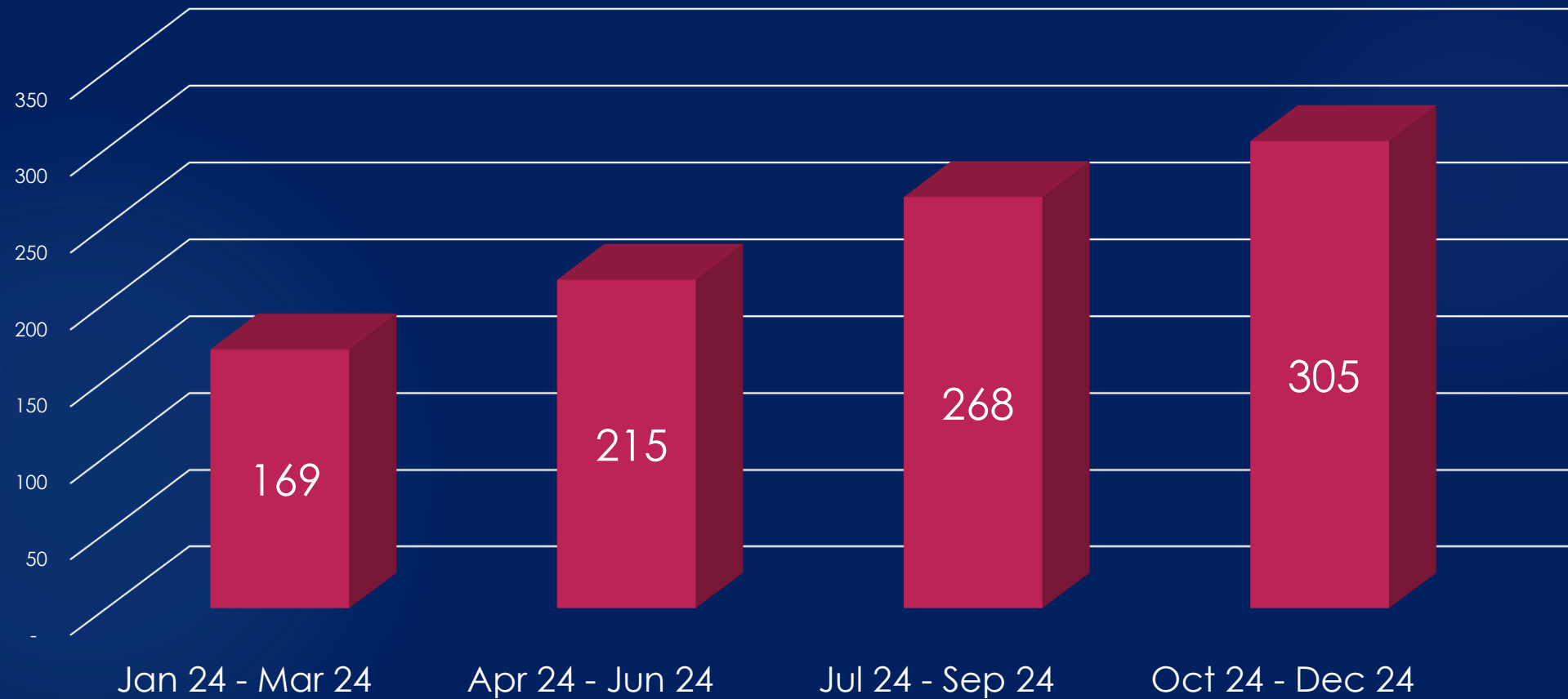
Operating profit (PKR mn)



# QUARTERLY ANALYSIS ( STEADY GROWTH)



## Profit after tax (PKR mn)





# Margin Analysis(Hedging/Indexation)



Operating margin

15.6%      16.0%      16.8%      15.9%

Jan 24 - Mar 24    Apr 24 - Jun 24    Jul 24 - Sep 24    Oct 24 - Dec 24

Gross profit margin

22.2%      22.4%      22.2%      21.4%

Jan 24 - Mar 24    Apr 24 - Jun 24    Jul 24 - Sep 24    Oct 24 - Dec 24

PBT margin

11.6%      13.1%      12.6%      13.5%

Jan 24 - Mar 24    Apr 24 - Jun 24    Jul 24 - Sep 24    Oct 24 - Dec 24

PAT margin

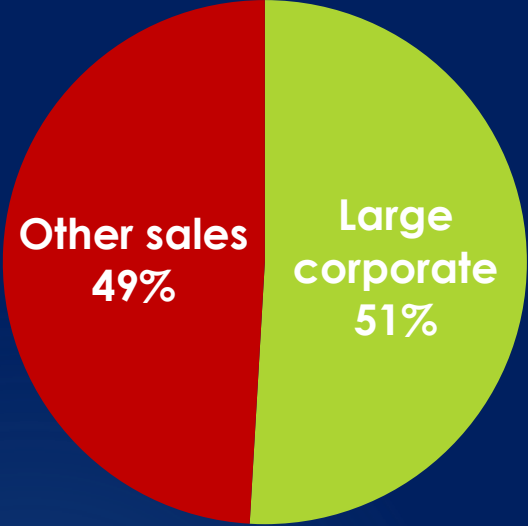
10.8%      12.2%      12.1%      11.9%

Jan 24 - Mar 24    Apr 24 - Jun 24    Jul 24 - Sep 24    Oct 24 - Dec 24

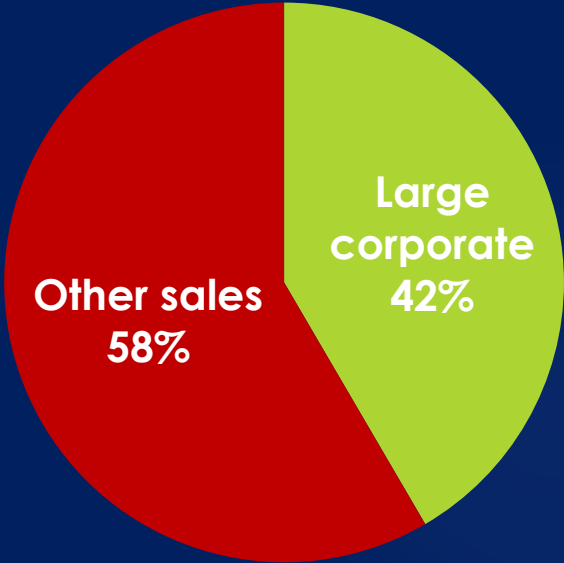
# SALES BREAK UP CUSTOMER GROUP WISE



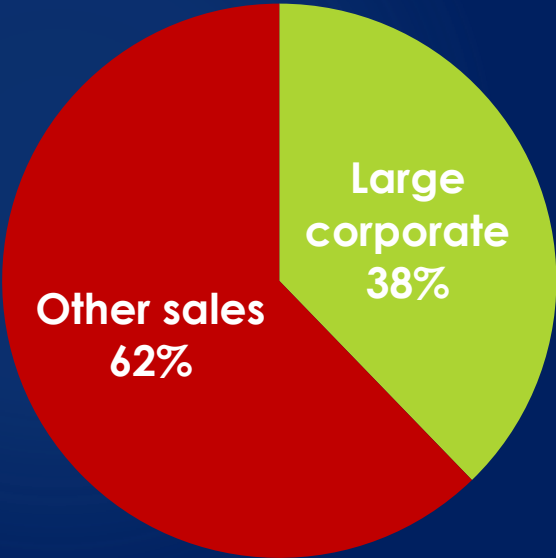
Jan 24 - Mar 24



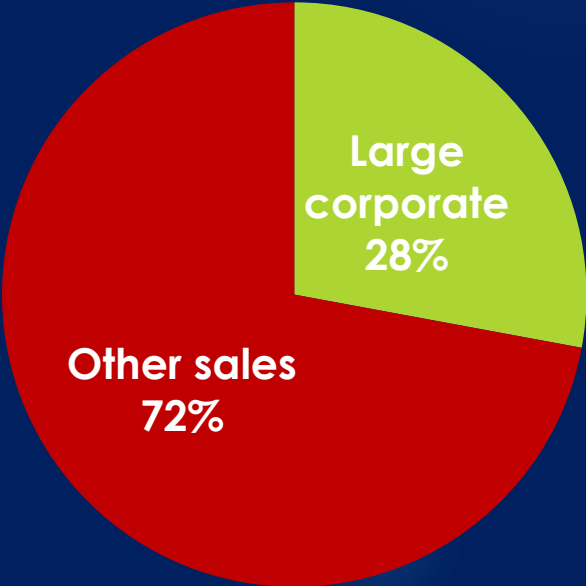
Apr 24 - Jun 24



Jul 24 - Sep 24



Oct 24 - Dec 24





**Big Bird Foods Limited**  
**Condensed Interim Statement of Profit or Loss (Unaudited)**  
For the Half-year ended December 31, 2024



|                                   | Half-year            |                    | Quarter            |                    |
|-----------------------------------|----------------------|--------------------|--------------------|--------------------|
|                                   | Jul. 24 – Dec. 24    | Jul. 23 Dec. 23    | Oct24- Dec.24      | Oct. 23- Dec.23    |
|                                   | .....Rupees.....     |                    |                    |                    |
| Sales - net                       | 4,793,109,626        | 3,883,754,175      | 2,565,336,013      | 2,087,812,305      |
| Cost of sales                     | (3,750,723,912)      | (3,056,728,655)    | (2,016,437,704)    | (1,636,037,235)    |
| <b>Gross Profit</b>               | <b>1,042,385,714</b> | <b>827,025,520</b> | <b>548,898,309</b> | <b>451,775,070</b> |
| Distribution and selling expenses | (119,643,598)        | (98,119,001)       | (64,266,304)       | (61,999,540)       |
| Administration expenses           | (94,132,112)         | (81,833,934)       | (52,217,397)       | (46,258,488)       |
| Other expenses                    | (46,522,744)         | (65,457,477)       | (25,677,192)       | (54,316,691)       |
|                                   | (260,298,454)        | (245,410,412)      | (142,160,893)      | (162,574,719)      |
| Other income                      | 782,087,260          | 581,615,108        | 406,737,416        | 289,200,351        |
|                                   | 35,962,443           | 39,766,859         | 18,684,499         | 16,292,234         |
| <b>Profit from operations</b>     | <b>818,049,703</b>   | <b>621,381,967</b> | <b>425,421,915</b> | <b>305,492,585</b> |
| Finance cost                      | (190,329,760)        | (188,772,998)      | (78,965,883)       | (90,667,261)       |
| <b>Profit before income tax</b>   | <b>627,719,943</b>   | <b>432,608,969</b> | <b>346,456,032</b> | <b>214,825,324</b> |
| Taxation                          | (54,375,853)         | 21,550,849         | (41,563,516)       | 36,070,698         |
| <b>Profit after taxation</b>      | <b>573,344,090</b>   | <b>454,159,818</b> | <b>304,892,516</b> | <b>250,896,022</b> |
| EPS                               | 1.92                 | 1.52               | 1.02               | 0.84               |

# 1H FY25 FINANCIAL REVIEW



**Revenue Growth:** Net sales increased **23.4%** , driven by a **23.6% rise in sales volume**.

**Gross Profit Margin:** Improved from **21.3% to 21.7%**, reflecting effective **cost management** despite raw material price fluctuations.

**Cost Control Strategies:** Implemented **indexing and hedging techniques** to stabilize input costs and maintain margin consistency.

**Debt Reduction:** Reduced **outstanding debt by PKR 559 million** to various banks showcasing a **disciplined financial approach**.

**Profitability:** Profit before tax surged by **45.01%** , supported by **higher sales volumes and operating leverage**.

**Expense Management:** Distribution and administration expenses increased by **22.0% and 15%**, respectively, but remained manageable due to **scale-driven efficiencies**.

**The company continues to focus on growth, cost efficiency, and financial stability to sustain long-term profitability.**



# STRATEGIC MOVE in 2q25



## Strategic Expansion:

- ✓ Successfully commissioned an additional production line within the **ethnic food segment**, with an anticipated annual revenue contribution of **PKR 500 million**.
- ✓ This initiative aligns with our **long-term growth strategy**, focusing on product diversification to capture increasing demand for **premium ethnic products**.

## Product Line Innovation:

- ✓ Launched a new product line featuring **Raw Fish Fillets and Raw Finger Fish**, targeting the rising consumer preference for **high-quality seafood products**.
- ✓ This expansion reinforces our commitment to **continuous innovation** and strengthens its market positioning within the **frozen food sector**.

## Financial Prudence and Debt Reduction:

- ✓ Repaid **PKR 559 million** to banks, demonstrating **disciplined financial management**.
- ✓ The reduction in leverage reflects our strategic focus on **enhancing financial stability**, optimizing capital structure, and **supporting sustainable long-term growth**.

# Future prospects



## Retail Market Expansion:

- ✓ **Strategic focus** on expanding retail presence to **capture untapped market potential**.
- ✓ **Advanced-stage negotiations** with **one of Pakistan's largest retail businesses**.
- ✓ **Proactive engagement** with multiple **leading retailers** to lay the foundation for **sustained growth**.

## Export Market Exploration:

- ✓ Actively pursuing **international market**, discussions with **global food chains** and **government bodies**.

We committed to **strengthening domestic retail operations** while **strategically positioning itself in global markets** to ensure **long-term growth and profitability**.

# QUESTIONS & ANSWERS SESSION