



# Nestlé Pakistan Limited

## Corporate Briefing Session – April 22, 2025



# Our business, led by our purpose



## Our Purpose

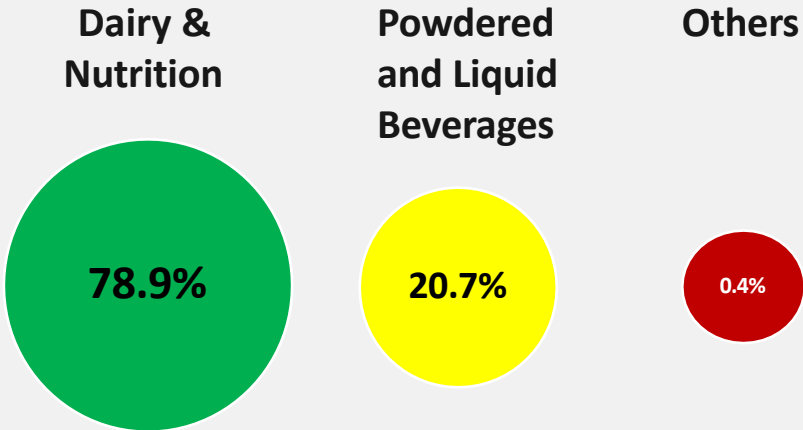


Unlocking the power of food to enhance quality of life for everyone, today and for generations to come

## Key Figures 2024

Sales  
**PKR 193 bio**

## Key Categories



*\* Others include Breakfast Cereals, Confectionery & other products*

Employees

**3,394**

Factories

**4**

## Top Brands





In 2024, we continued progressing on our CSV and sustainability agenda



Nestlé Pakistan wins top Climate Champion Award at 1st OICCI Climate Excellence Awards

Nestlé Pakistan shines as a top winner at 1st OICCI Climate Excellence Awards, winning the prestigious Climate Champion Award



Inauguration of biomass boiler at the Kabirwala Factory



Nestlé Pakistan installs first waste segregation machine in Gilgit, GB



Nestlé Pakistan inaugurates 8<sup>th</sup> and 9<sup>th</sup> safe drinking water facilities at Narowal and Port Qasim, Karachi





# While continuing to invest behind our brands...



## Nestlé Pakistan Shines at Dragons Pakistan Awards

Nestlé Pakistan has garnered widespread recognition, securing an impressive total of four awards at the Dragons Pakistan Awards. This accomplishment not only underscores our commitment to excellence but also highlights the power of effective collaboration and innovation within our teams! Together, we win!

### AWARDS WON

Nestlé Purelife weather based campaign - **Gold**  
NIDO 1+ Value Campaign - **Bronze**  
Milkpak Cream Recipe Campaign - **Bronze**  
House of Milkpak Food Channels Collaboration - **Bronze**



[www.nestle.pk](http://www.nestle.pk) [nestlepakistan](#) [nestle](#)

effie Awards | PDA

## Nestlé Pakistan Wins Big at the Effies & PDA 2024!

### EFFIE WINS

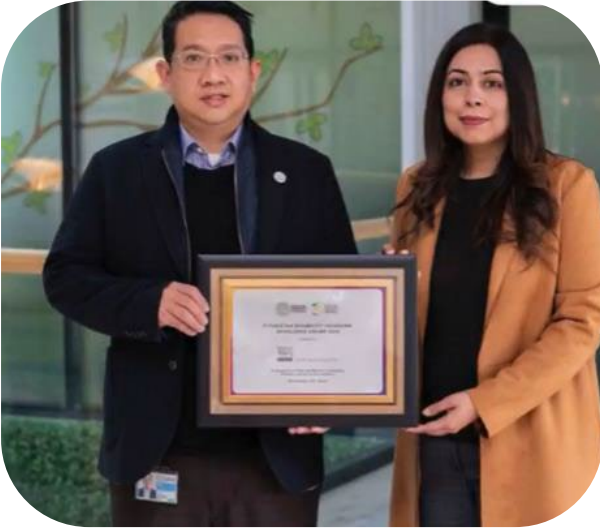
GOLD	SILVER	BRONZE
YOUTH MARKETING	SOCIAL MEDIA MARKETING	SUSTAINED SUCCESS
<b>NESCAFÉ</b>	<b>NESCAFÉ</b>	<b>Nestlé Cerelac</b>

### PDA WINS

	BEST DIGITAL TEAM
	BEST DIGITAL ADVERTISER
	BEST SMALL BUDGET CAMPAIGN FOR HCP TARGETING
	BEST USE OF CREATIVITY/INNOVATION
	BEST OMNI-CHANNEL CAMPAIGN
	BEST INTEGRATED MEDIA STRATEGY

Good food, Good life

## ...and our people



Disability Inclusion Excellence Award  
by Employers' Federation Of Pakistan



Women Empowerment and Gender Equality  
Diamond Award 2024  
by Employers' Federation Of Pakistan



6th OICCI Women Empowerment Awards



HR Metrics Global Diversity, Equity & Inclusion Benchmarks  
(GDEIB) Awards 2024 - best practice in all categories



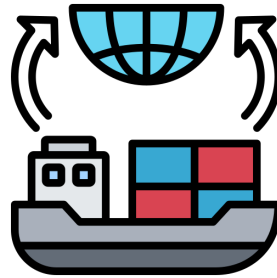
# Finance Act 2024-25 brought some major impacts for our business



**Sales tax imposed on Dairy and Children Nutrition**  
(~70% portfolio impacted)



**6.5% additional tax on retailers (non-filer)**



**Exports to be taxed at Normal Tax Regime**

## FY 2024 Financial Results

**Sales (in PKR)**

**193 bio**

**Sales growth**

**-3.7%**

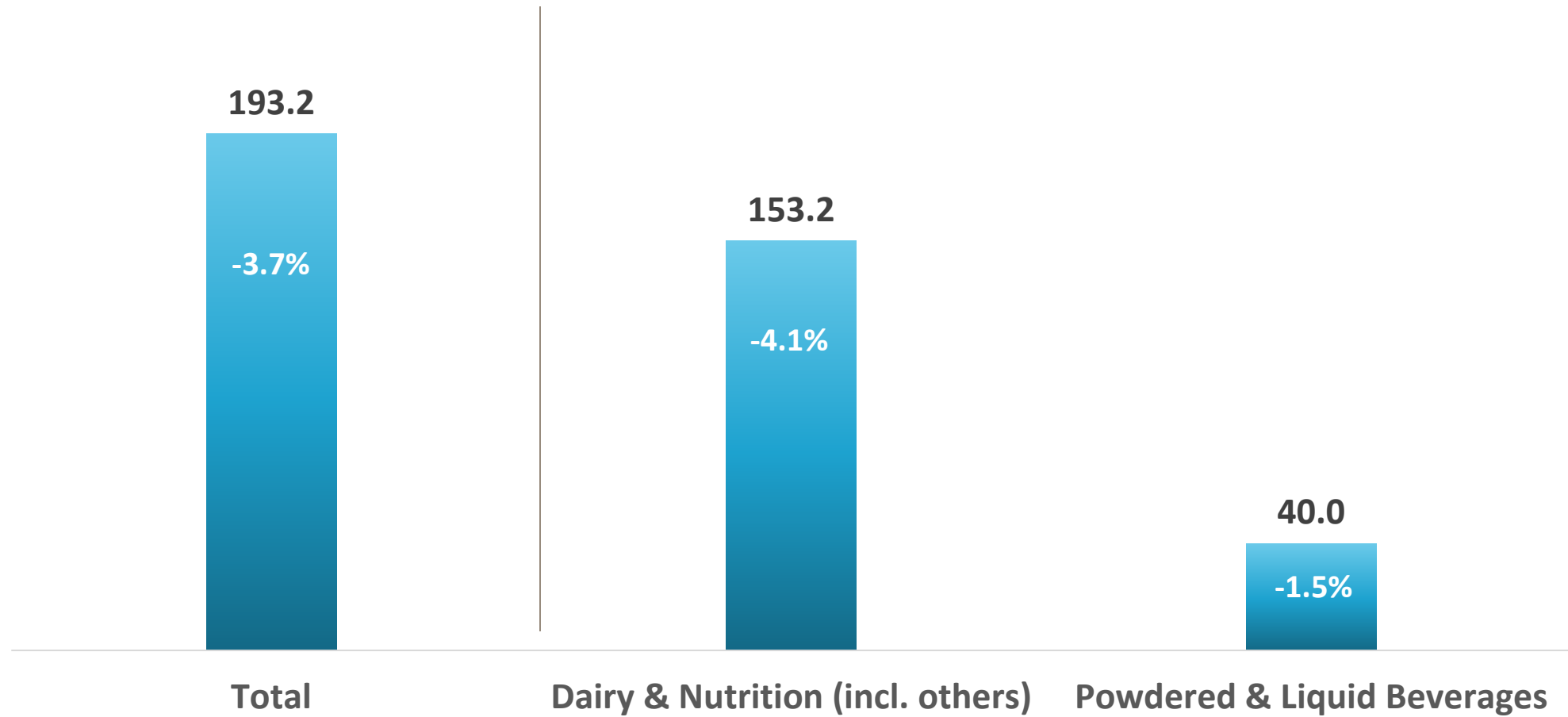
**Operating Profit  
Margin**

**15.3% of sales**  
-193 bps

**EPS (PKR/share)**

**326.5**  
-10%

# Dairy and Nutrition suffered more on account of the sales tax





## Dairy and Nutrition (incl. others) – Key highlights

	2024	2023
Sales (PKR Bio)	153.2	160.0
Sales Growth	-4.1%	26.9%
Operating profit margin	17.5%	18.9%

- Growth primarily impacted by imposition of 18% sales tax on 70% of portfolio
- Exports grew by 21%
- Lower operating profit due to increased investment behind the brands to sustain volumes post taxation and lower absorption of fixed costs



## Powdered and Liquid Beverages – Key highlights

	2024	2023
Sales (PKR Bio)	40.0	40.6
Sales Growth	-1.5%	11.6%
Operating profit margin	6.8%	10.6%
<ul style="list-style-type: none"><li>Strong double-digit growth in Coffee offset by negative growths in Water and Juices</li><li>Operating profit margin reduced primarily due to lower absorption of fixed cost and increased investment behind the brands</li></ul>		



# Exports remained a top priority where...

Nestlé reaffirmed its commitment to Government's vision for Pakistan's export growth

While continuing its own growth momentum



**Nestlé Pakistan To Target  
USD 50 million Exports By 2030**

[www.brandsynario.com](http://www.brandsynario.com)

**BUSINESS  
RECORDER**

BUSINESS & FINANCE PRINT 2024-11-07

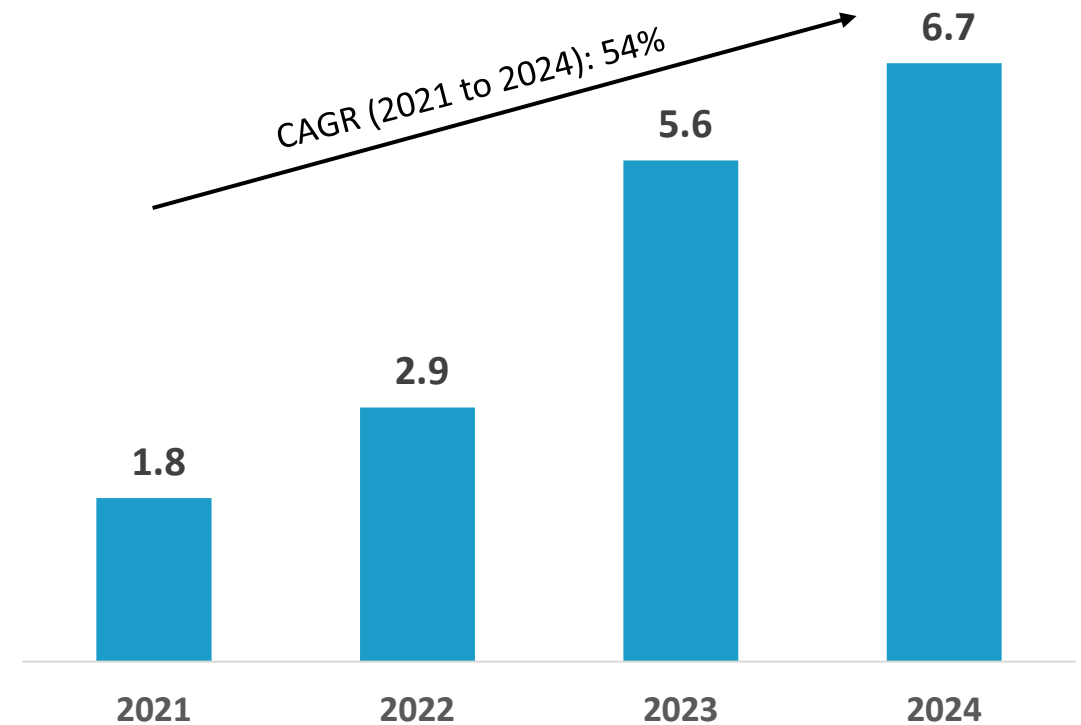
Nestlé unveils \$50m packaged food exports vision

**Nestlé Pakistan to Target  
USD 50 Million Exports by  
2030**

[www.propakistani.pk](http://www.propakistani.pk)



Exports (PKR bio)





# Innovations continued to remain a focus



Sparkling Water



Nescafe 1.5g

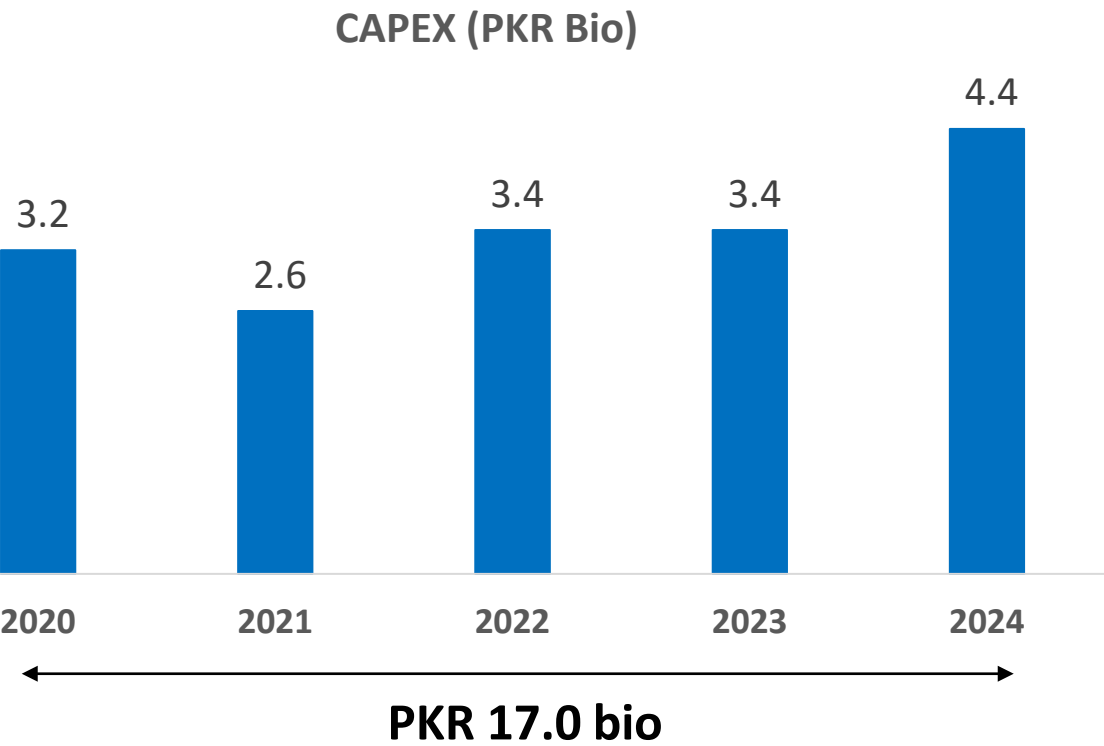


White Chocolate Mocha



Spanish Latte

# And so did investments behind our sustainability efforts



SKP 2.6 MW

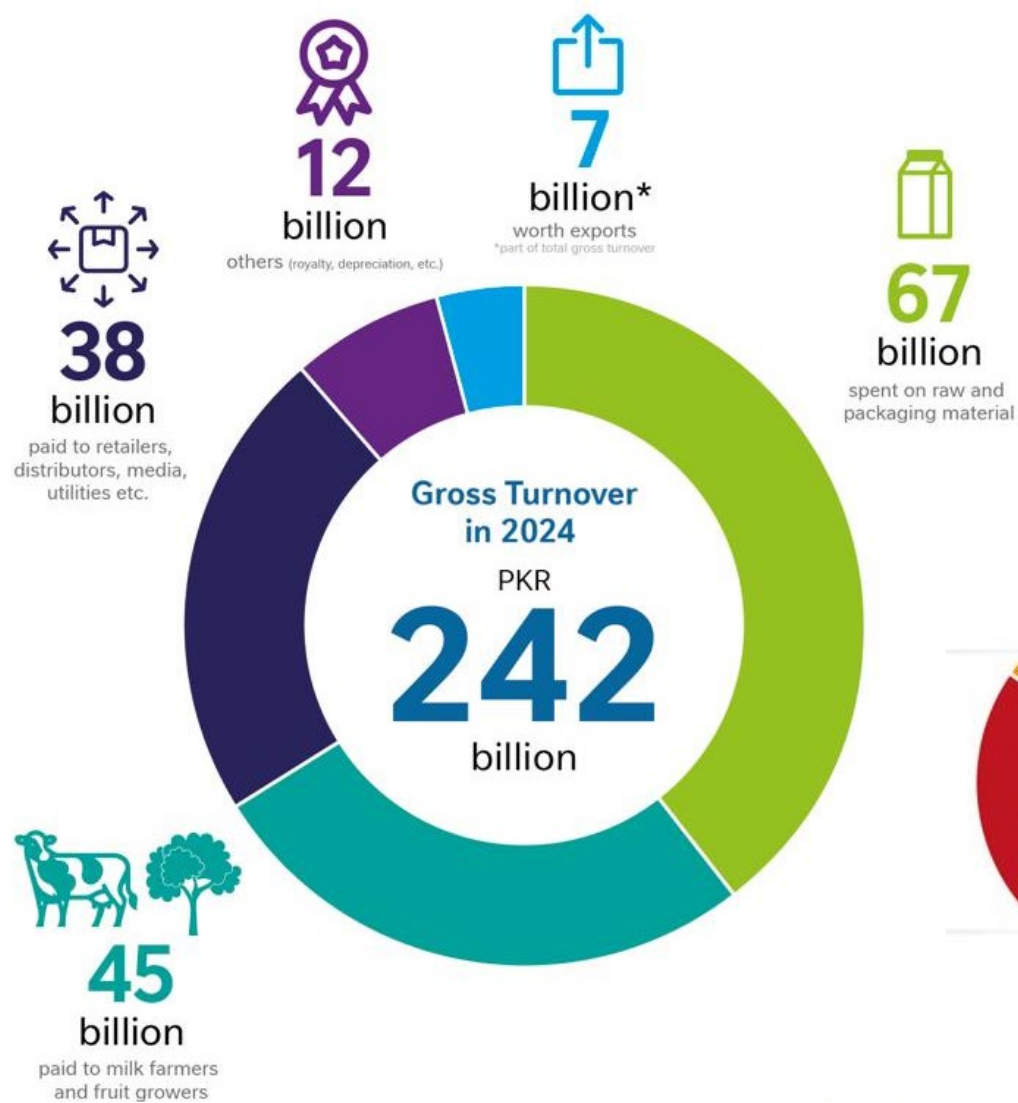


KBF 350KW Solar



KBF Biomass Boiler

# While we focused on creating shared wealth across the value chain



Disclaimer: \*All numbers reflect progress till December 2024.



# And ensuring our sustainability commitments remain on track

## Climate Action



ACCELERATE DECARBONIZATION 5X



Renewable energy and energy optimization initiatives  
Import of **high yield cows**

**-20% emissions by 2025**

## Sustainable Packaging



NO PLASTICS END IN LANDFILL



**86% packaging** designed for recycling by 2024  
**235 tons reduction** in virgin plastic by Dec 2024

**1/3 less Virgin Plastic by 2025**  
**>95% D4R by 2025**

## Caring for Water



POSITIVE WATER IMPACT



Water savings – **Dec- 57,000 m3 +**  
**100% Water regeneration** on track  
**9 Clean and Safe Drinking Water Facilities**

**Positive Water Regeneration by 2025**  
**for Nestlé Waters**

## Responsible Sourcing



SOURCING WITH RESPECT FOR  
PLANET & COMMUNITY



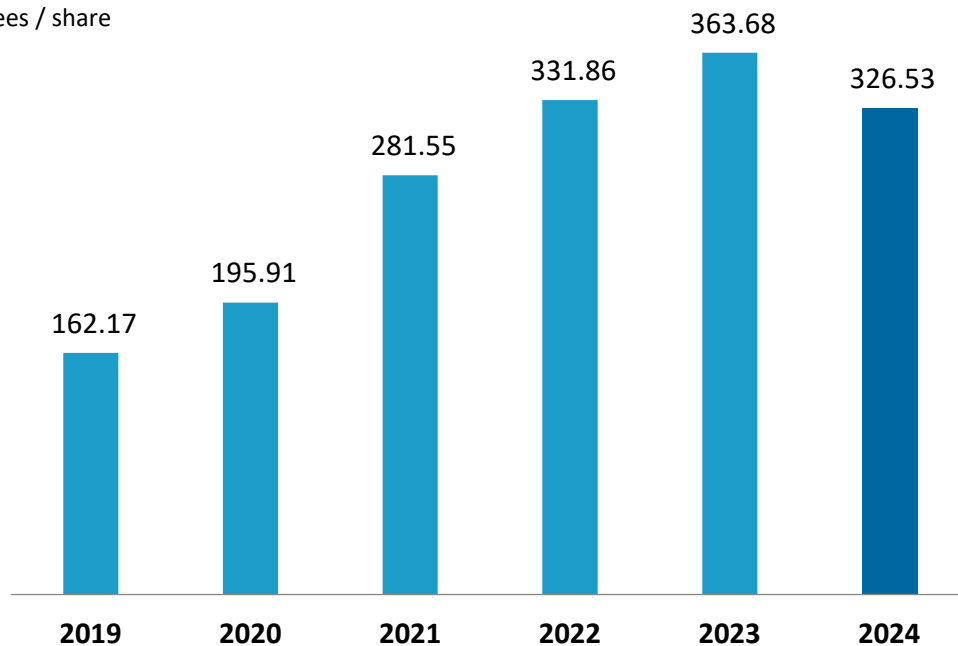
ESG Global commitment implementation  
Fresh milk supply transformation  
Supplier engagement and monitoring

**100% of the volume of 14 key ingredients is sourced responsibly by 2030**

# Earnings per share and dividend payout

## EARNINGS PER SHARE

Rupees / share



## DIVIDEND PAYOUT

Rs. in million

