

# 2024 Corporate Briefing Session



# Agenda



About Highnoon



Pharma Industry Dynamics & Highnoon



Financial Analysis



Stock Market Presence



Strategic Direction & Operations



Future Outlook

# About Highnoon





## Our Credo

Our purpose – enriching life – inspires us and guides us to consistently deliver quality products. We enrich life by providing innovative disease management solutions.

Our responsibility is to the healthcare providers and to the patients who trust our products. We meet the expectations, and to do so, we employ the best people and invest in their continuous development; we raise our standards and challenge ourselves; we improve our processes, and we adapt new technologies.

Our purpose to enrich life requires us to expand our offering and our reach. We are committed to deepen and widen our portfolios and maximise our coverage. We seek to balance patient welfare with our financial output. We keep our costs low to reduce the disease burden on the patient and generate adequate profits for our long-term viability.



Mr. Tausif Ahmad Khan  
Chairman

## Our Core Values

- ▶ Reliability
- ▶ Integrity
- ▶ Courage
- ▶ Customer Focus
- ▶ Compassion
- ▶ Preseverance

## Our Aspiring Values

- ▶ Innovation
- ▶ Passion



# Highnoon Group



Parent



Subsidiary

# Milestones

**1984**

Highnoon Laboratories  
['HNL'] incorporated as  
Private Ltd Company

**1994**

**Listed** on Pakistan  
Stock Exchange (PSX)

**2015**

Curexa Health (Pvt) Ltd  
formed as wholly  
owned subsidiary of  
HNL

**2021**

**Forbes Asia's 200 Best  
Under A Billion - 2021**

**1985**

Launch World's First  
Sucralfate Ulsanic  
In Pakistan

**2005**

Achieved 1 Billion  
Gross Revenue

**2017**

Inauguration of Javed  
Tariq Khan Thalassaemia  
Centre

**2022**

**Forbes Asia's 200 Best  
Under A Billion - 2022**

**1986**

Launch First **Diltiazem**  
of the world,  
Herbresser In Pakistan

**2010**

Launch Pakistan's first  
DPI, Combivair with  
Revolizer as new drug  
delivery device

**2018**

**Forbes Asia's 200 Best  
Under A Billion - 2018**

**2023**

**Forbes Asia's 200 Best  
Under A Billion - 2013**

**1990**

Commencement of  
first HNL Plant

**2012**

Received President  
Excellence Award

**2020**

Achieved 10 Billion  
Revenue

**2024**

Awarded with Pharma  
Export Awards (PESA)



# Forbes Asia

Only pharmaceutical  
company from Pakistan  
that has made it to the  
Forbes Asia Best under a  
Billion list

4x



# Highnoon Scale, Strength & Success



Ranked **12<sup>th</sup>\***

Out of 700+ Pharmaceuticals



**Pharma Export Award**

PESA in 2024



**Annual Group Gross Revenue**

PKR **30.2 bn\*\*** (USD 108.4 Mn)

4 Year CAGR: 28.58%



**8 Brands**

in 1 Billion Club



**17**

New Product Launches



**2 Manufacturing Facilities**

Pharmaceuticals



**Evolution Index 2024**

**103.31**

\*CAGR: IQVIA DEC 2024

\*\* Annual Report 2024



# Enriching Lives

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## Human Resource

A family of **over 2000** employees, including one of the largest Field Force of Medical Representatives



## Customer Universe

**42k+** Doctors Outreach



## Products

**150+** Covering major Therapeutic areas



## Distribution Network

**52k+** Pharmacies

# Highnoon Business Partners

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**Cipla**



**yuwell**

# Highnoon Toll Partners

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# Pharma Industry Dynamics & Highnoon





## Market Size

**PKR 1000+ bn**

**GOLY +21%**

## Universe

**750+**

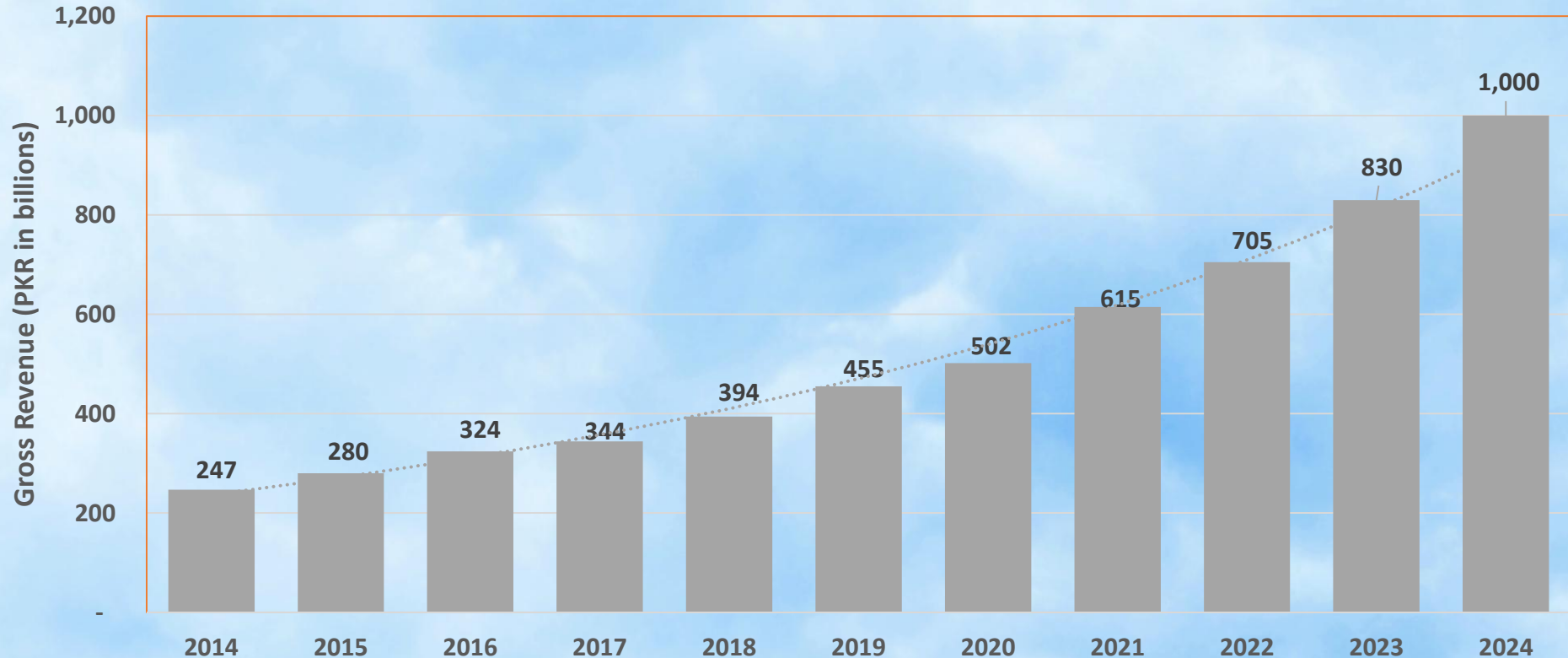
**Pharma Companies**

## Top Players

**Top 15** companies  
dominate **61%** of  
total market share

# Pharma Industry Over The Years

## Industry Gross Revenue



# Highnoon Over The Years



# Comparison with Industry Revenue Growth



## Industry

10-year CAGR: **15%**

Growth: **4x**  
(Revenue: PKR 247 Bn to  
1,000 Bn)

VS

## Highnoon

10-year CAGR: **23%**

Growth: **8x**  
(Revenue: PKR 3.4 Bn  
to 27 Bn)



# Comparison of growth in USD

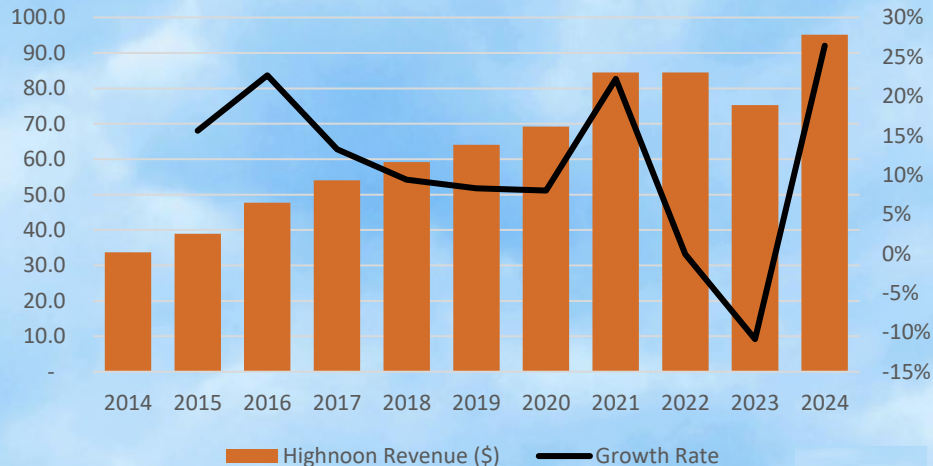
Industry Gross Revenue in USD



Industry  
10-year CAGR  
**3.9%**

Highnoon  
10-year CAGR  
**11.0%**

Highnoon Gross Revenue in USD

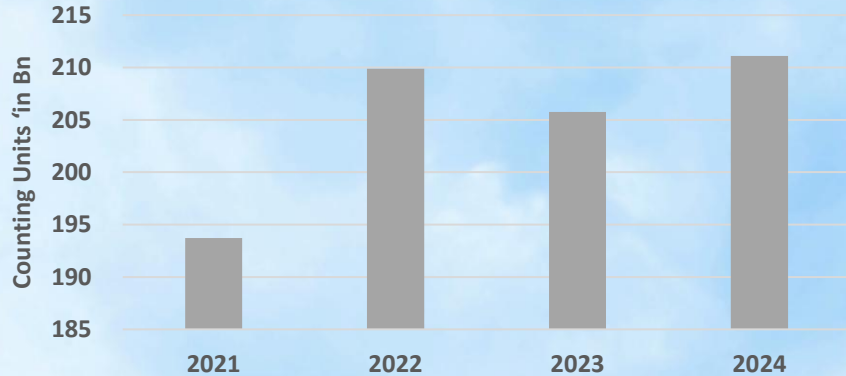


# Consistent Volumetric Growth



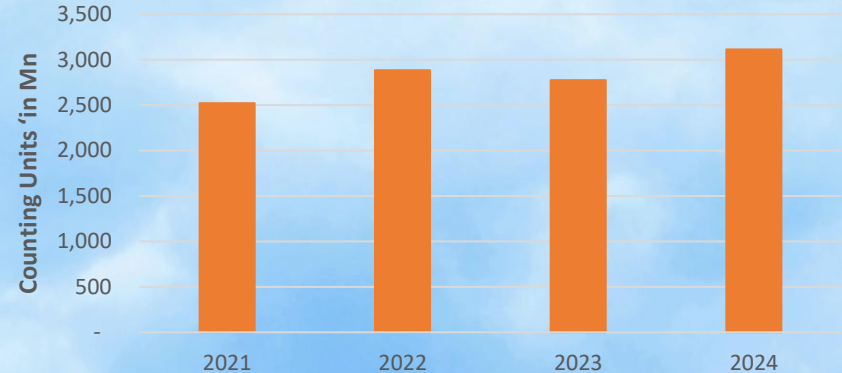
*Making Quality Products Accessible to Larger Population*

INDUSTRY



3-year  
CAGR **2.9%**

HIGHNOON



3-year  
CAGR **7.3%**

VS

Highnoon has outpaced the industry average by **2.5 times**, demonstrating greater accessibility to public, ensuring efficacy and risk diversification of product portfolio.

# Financial Analysis



# Key Performance Indicators (1/2)

## FY 2024 Financial Highlights



### Gross Revenue

PKR **28.2 bn**

GOLY + **28.3%**



### Profit after tax

PKR **3.25 bn**

GOLY + **35.4%**

% of Net Sales **14%**



### EPS

PKR **61.41**

GOLY + **35.4%**



### Market Capitalization

PKR **48.65 bn**

GOLY + **82%**



# Key Performance Indicators (2/2)

## FY 2024 Financial Highlights



### Assets

PKR **16.1 bn**  
GOLY + **14.5%**



### Equity

PKR **11.2 bn**  
GOLY + **17%**



### Dividend

PKR **40/ share**  
GOLY + **33.3%**  
Dividend **400%**

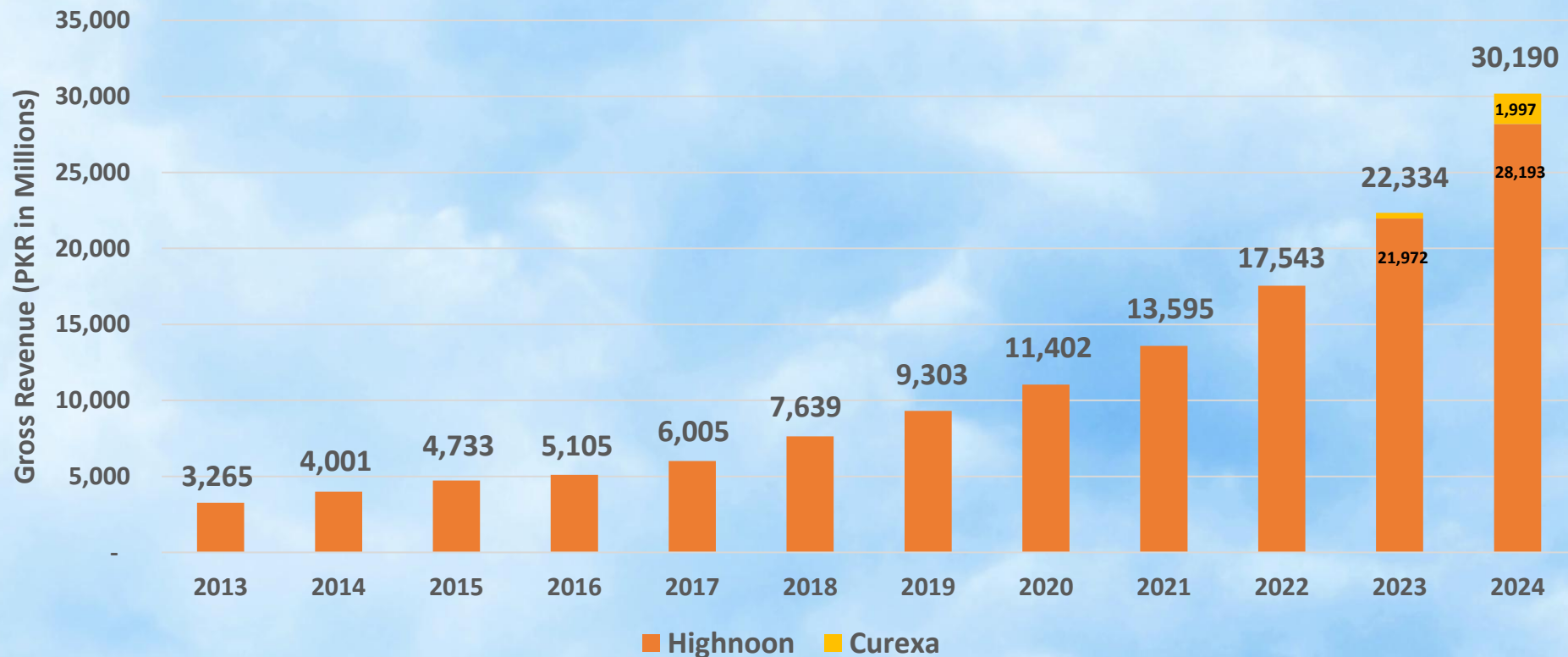


### Price Earning Ratio

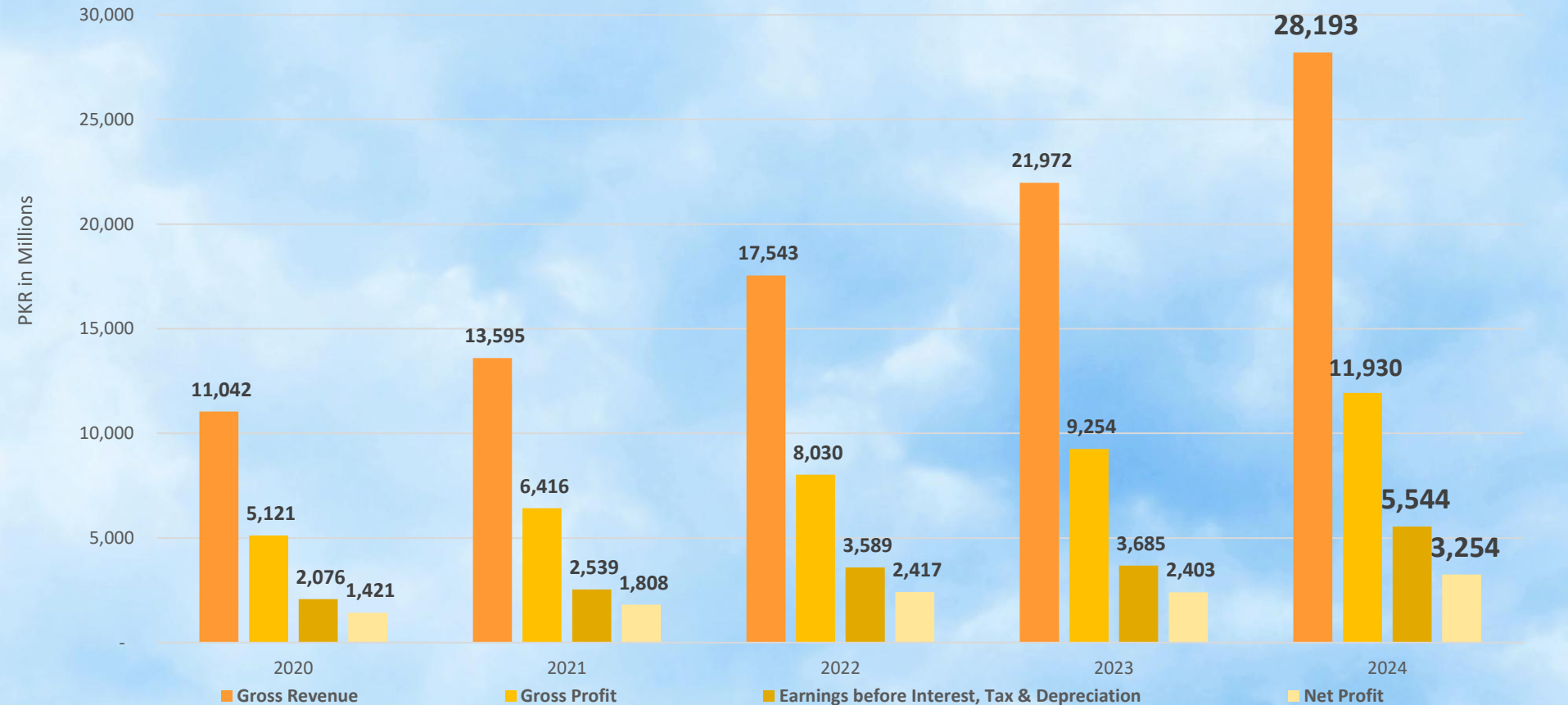
**14.95**  
GOLY + **34%**

# Scaling New Heights

## Consolidated Gross Revenue

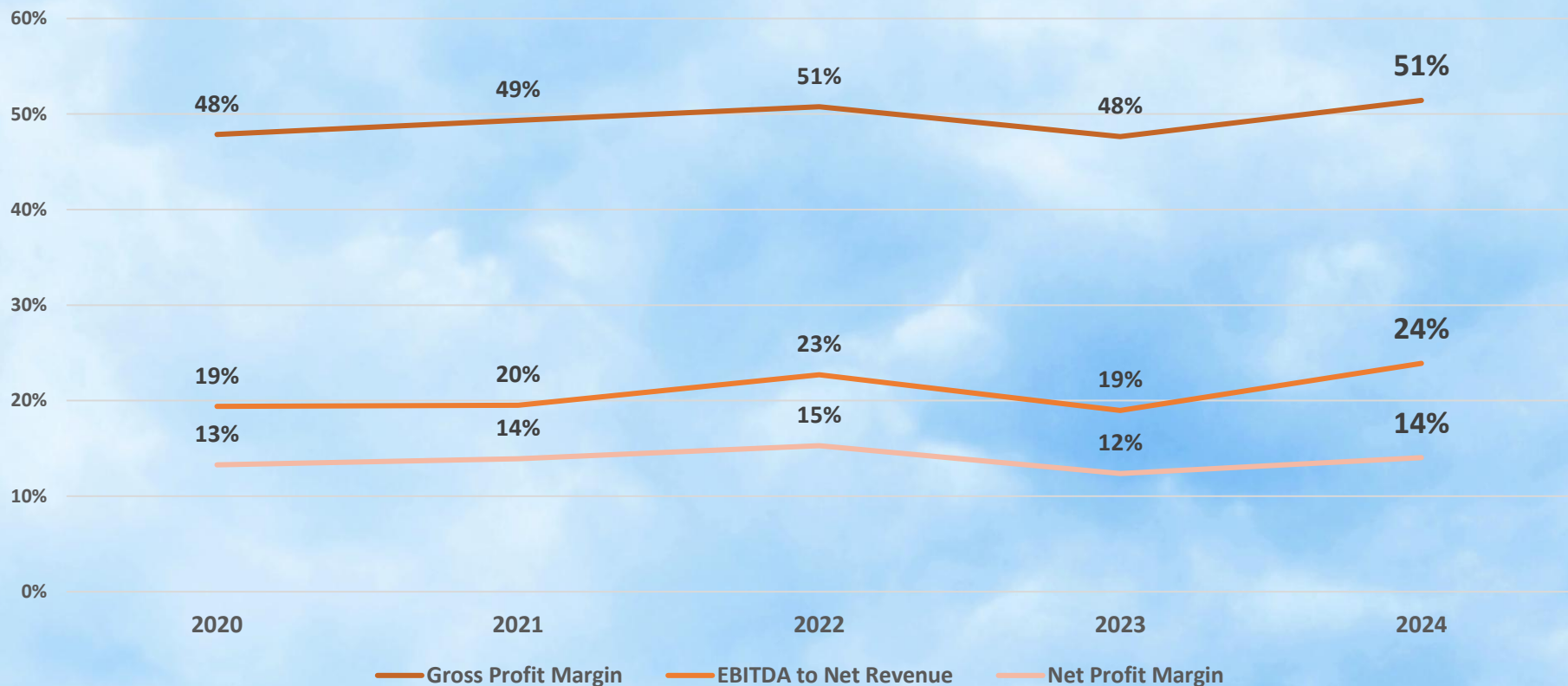


# Strengthening Returns over the Years



# Driving Margin Growth

## Gross Profit, Earning Before Interest, Tax & Depreciation ['EBITDA'] and Net Profit

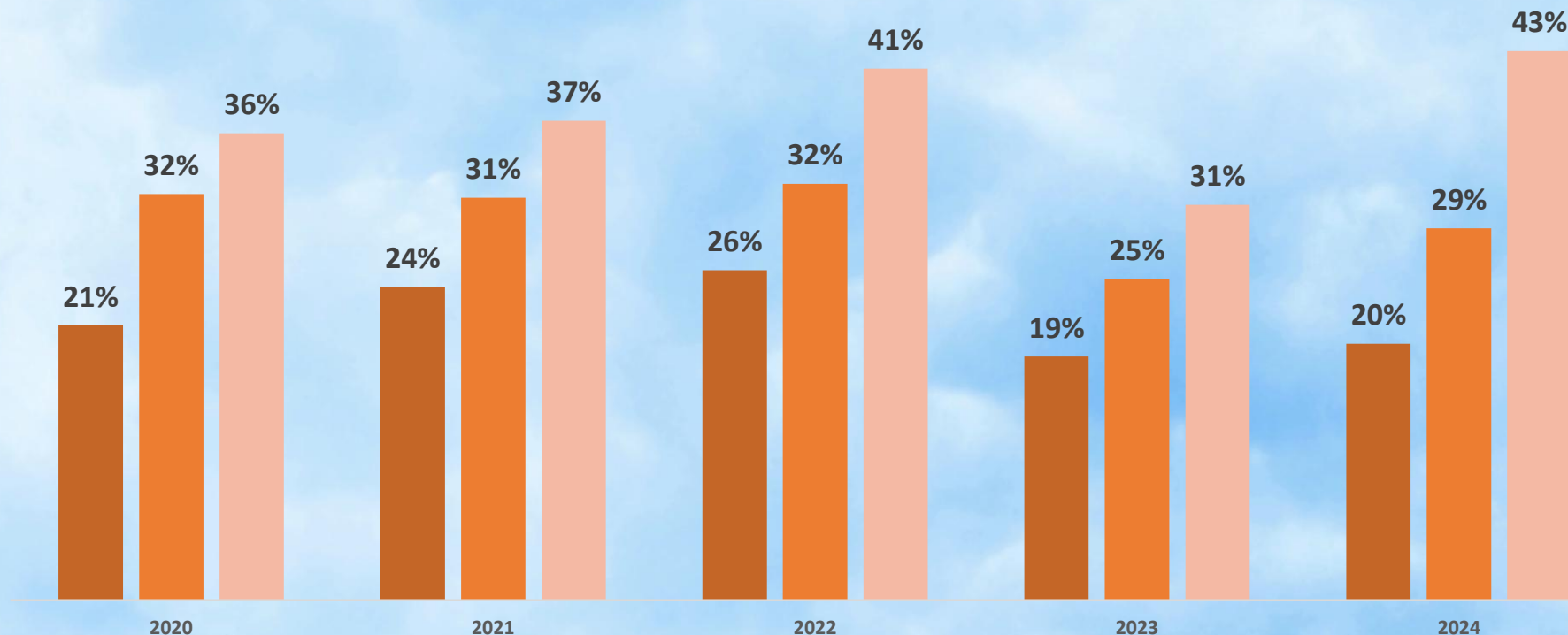




# Adding towards shareholders' wealth

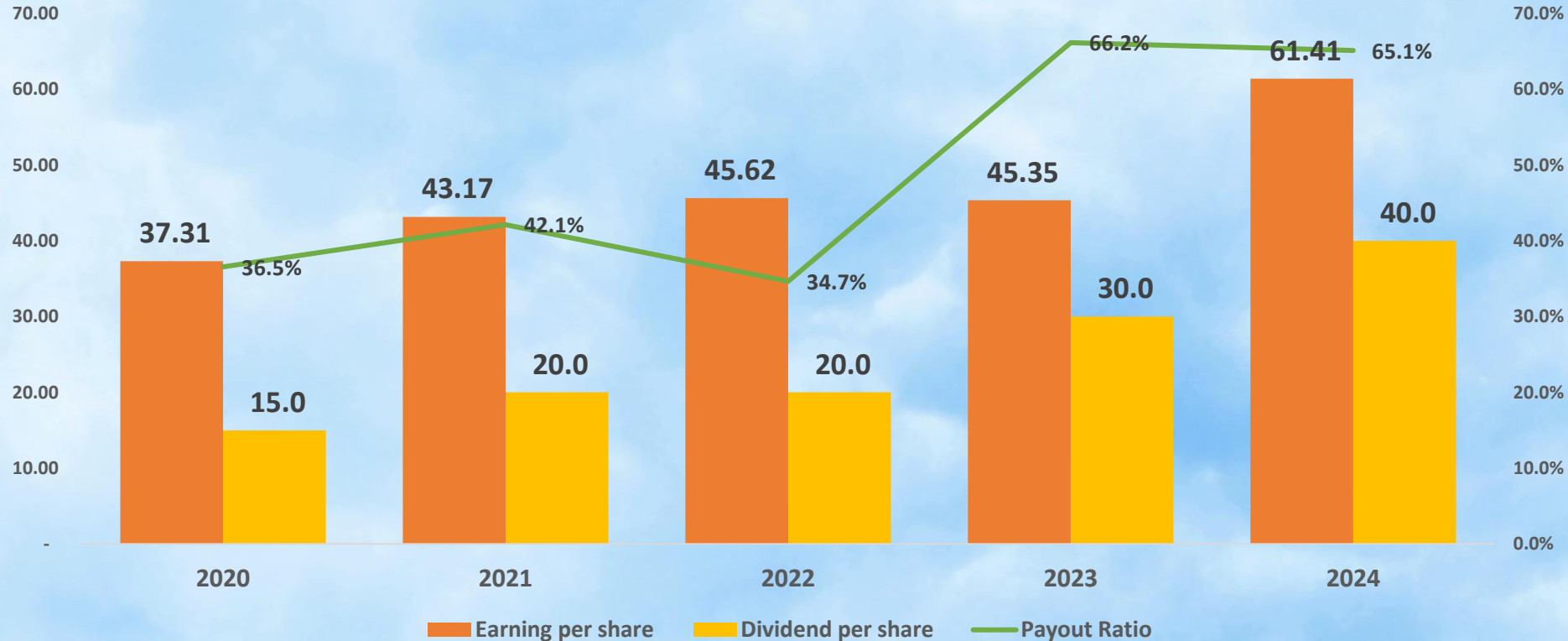
## Return on Asset, Equity and Capital Employed

Return on Asset    Return on Equity    Return on Capital Employed



# Accelerating Value Creation

## Earning per share ['EPS'], Dividend & Payout Ratio



# Key Performance Indicators – Highnoon Group

FY 2024  
Consolidated  
Results



**Gross Revenue**

PKR **30.2 Bn**

GOLY + **35.2%**



**Profit after tax**

PKR **3.389 Bn**

GOLY + **38.4%**  
% of Sales **13.8%**



**EPS**

PKR **63.95**

GOLY + **20%**



**Equity**

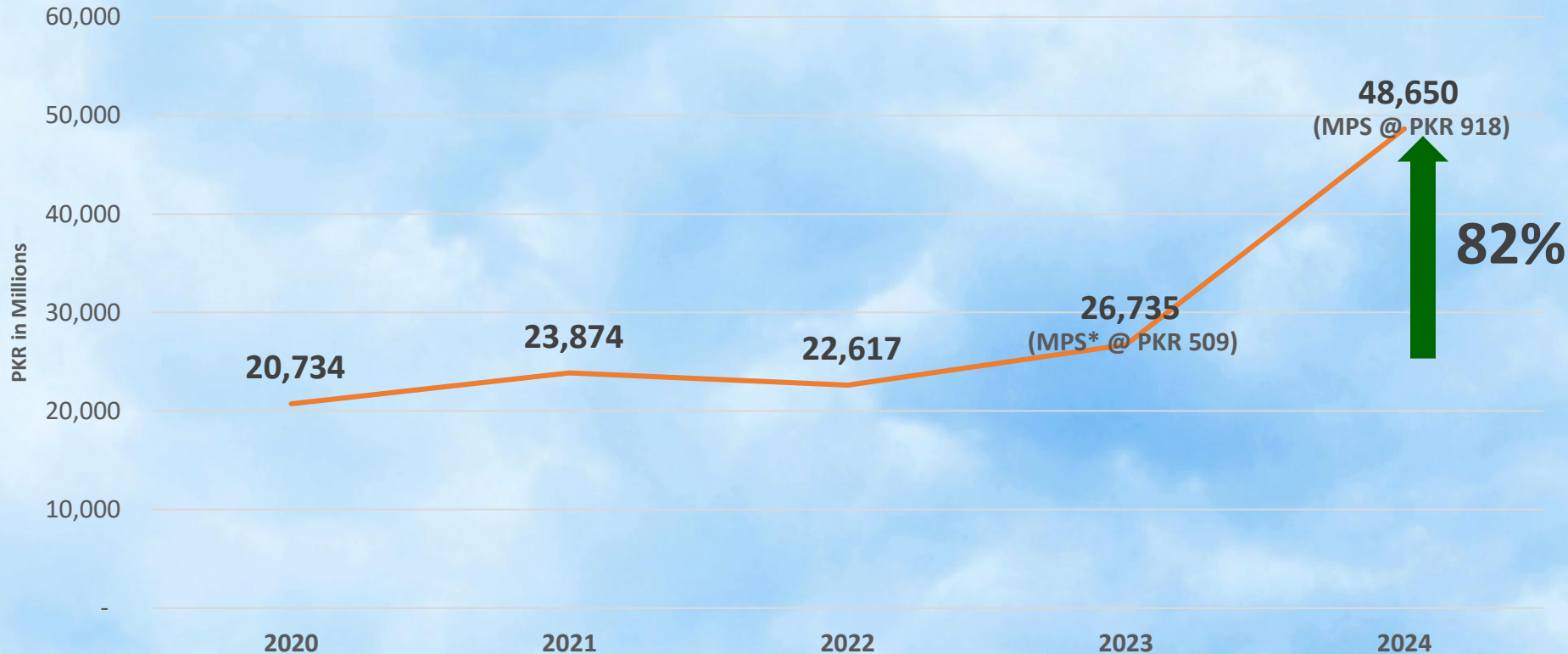
PKR **11.8 bn**

# Stock Market Presence



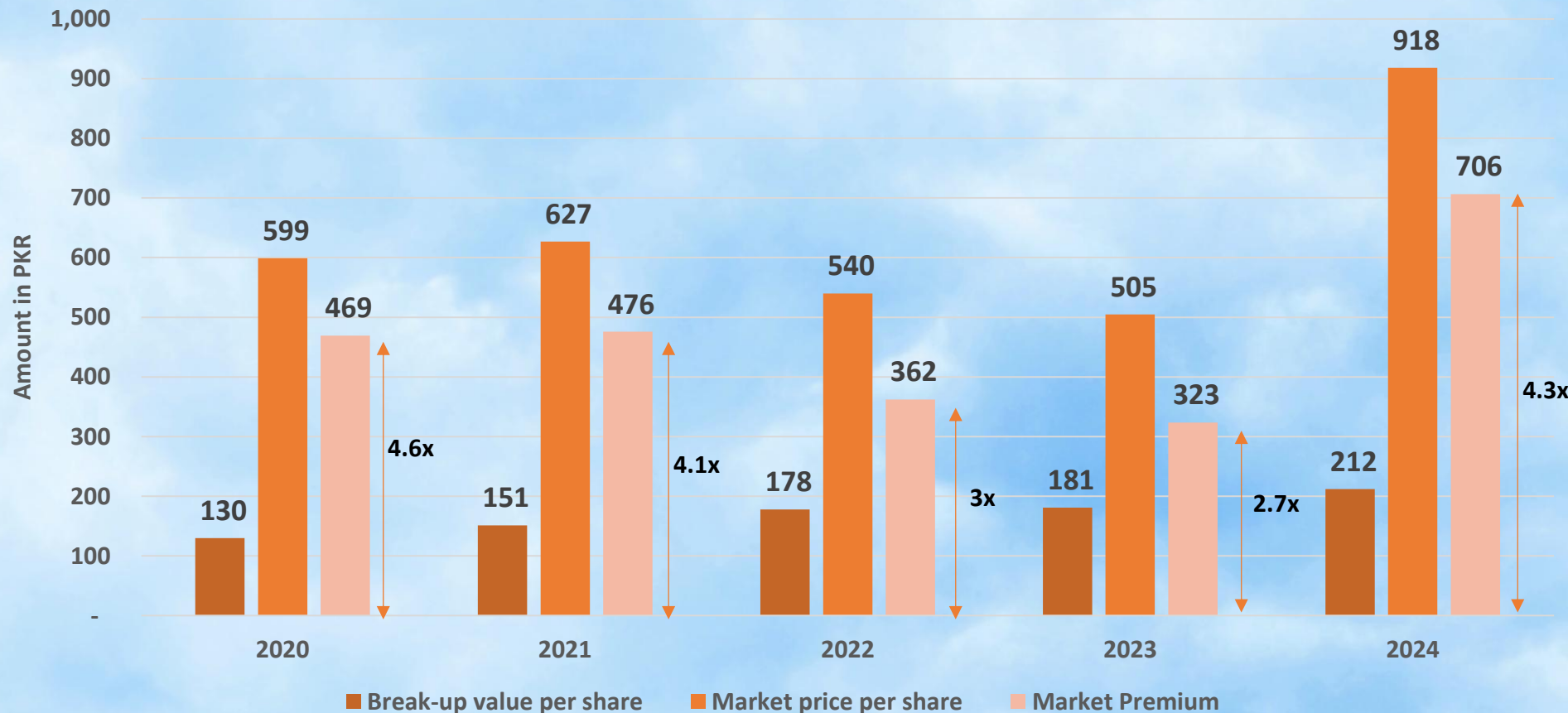
# Capitalizing on a Volatile Market

## Market Capitalization



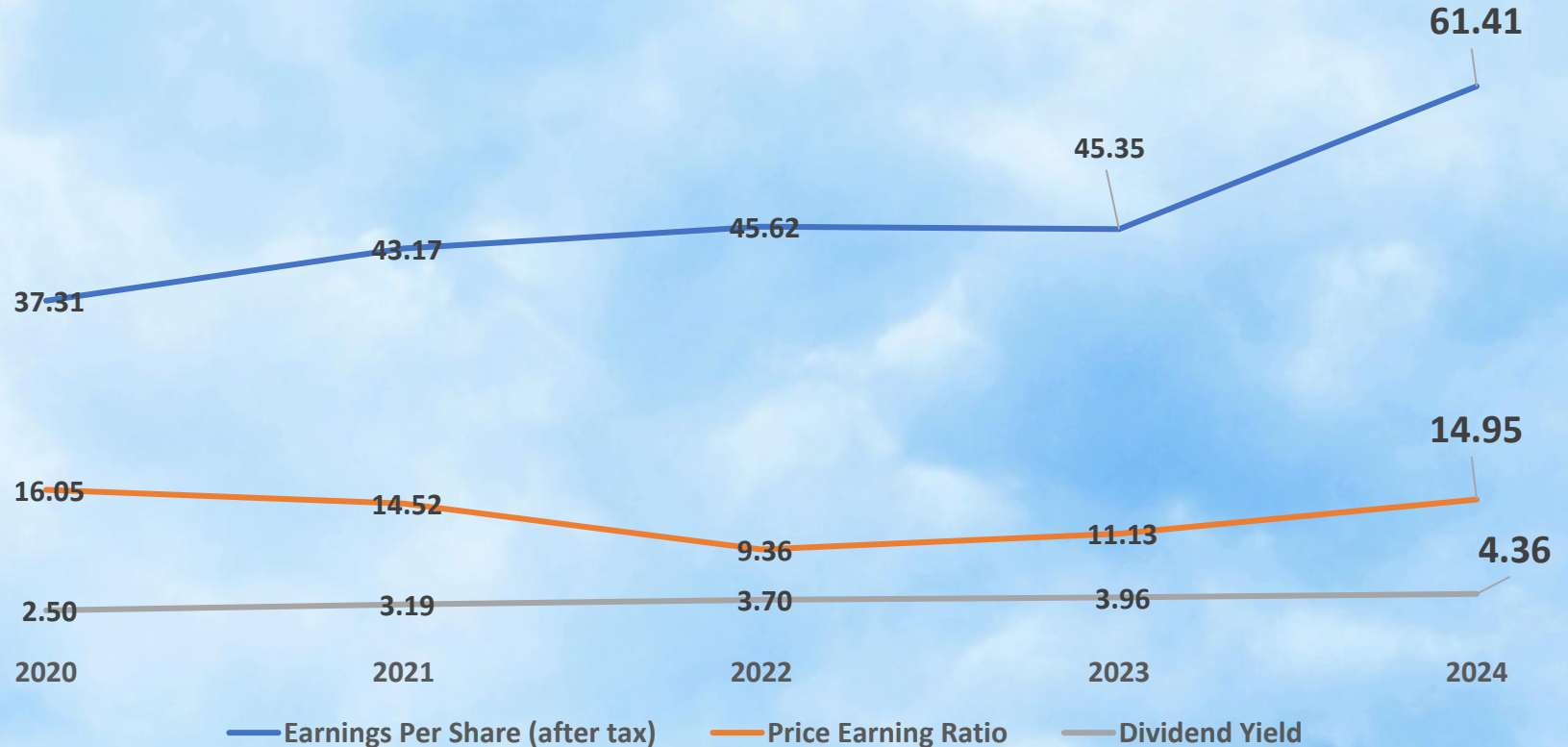


# Market Premium over Breakup Value



# Valuation and Yields

## EPS, Price Earnings Ratio and Dividend Yield



# Free Float

## Industry

Average Pharmaceutical  
Free Float of industry is  
10%

VS

## Highnoon

Free Float is **40%**

Highnoon has outpaced the industry by **4 times**, having a healthy free float is strong indicator of liquidity and market accessibility of the share

# Strategic Directions & Operations



# Strategic Direction

**Consolidating  
growth in  
Chronic Care**

**Strengthening  
position in  
Primary Care**

**Growth in  
International  
Market Share**



# Consolidating Growth in Chronic Disease Segments Highnoon

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- Highnoon is recognized as a leader in Cardiology, Diabetes, and Respiratory care.
- Our robust product range addresses the most prevalent and challenging long term health conditions, delivering high quality, evidence-based solutions.
- Highnoon is dedicated to maintaining and strengthening our leadership through continuous innovation, investment in advanced R&D, and strong collaborations with healthcare professionals.

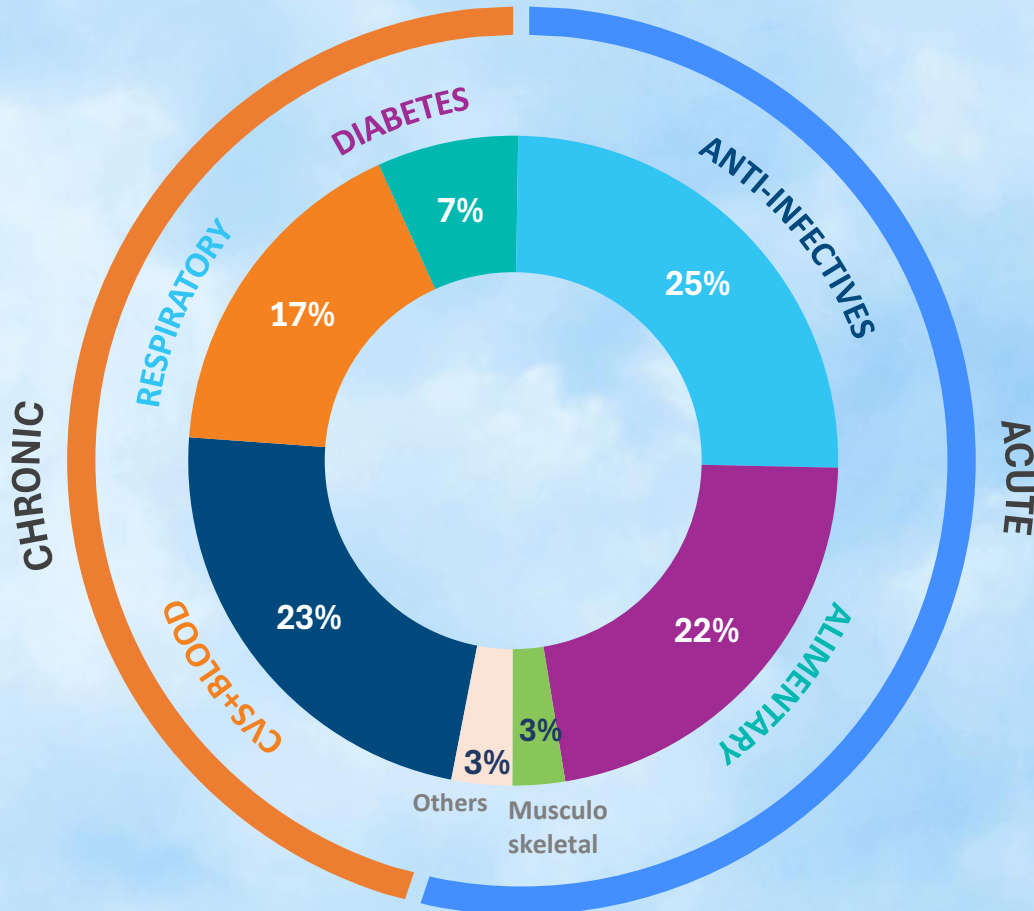
# Strengthening Position in Primary Care

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- Highnoon provides a wide spectrum of acute treatment options, meeting the urgent healthcare needs of patients in primary care settings.
- We are strategically working to broaden our portfolio and make essential treatments more accessible to patients across Pakistan.
- Highnoon is committed to delivering safe, effective, and affordable medicines, ensuring that more patients in both urban and rural community benefit from it.

# Portfolio Mix



**Highnoon**

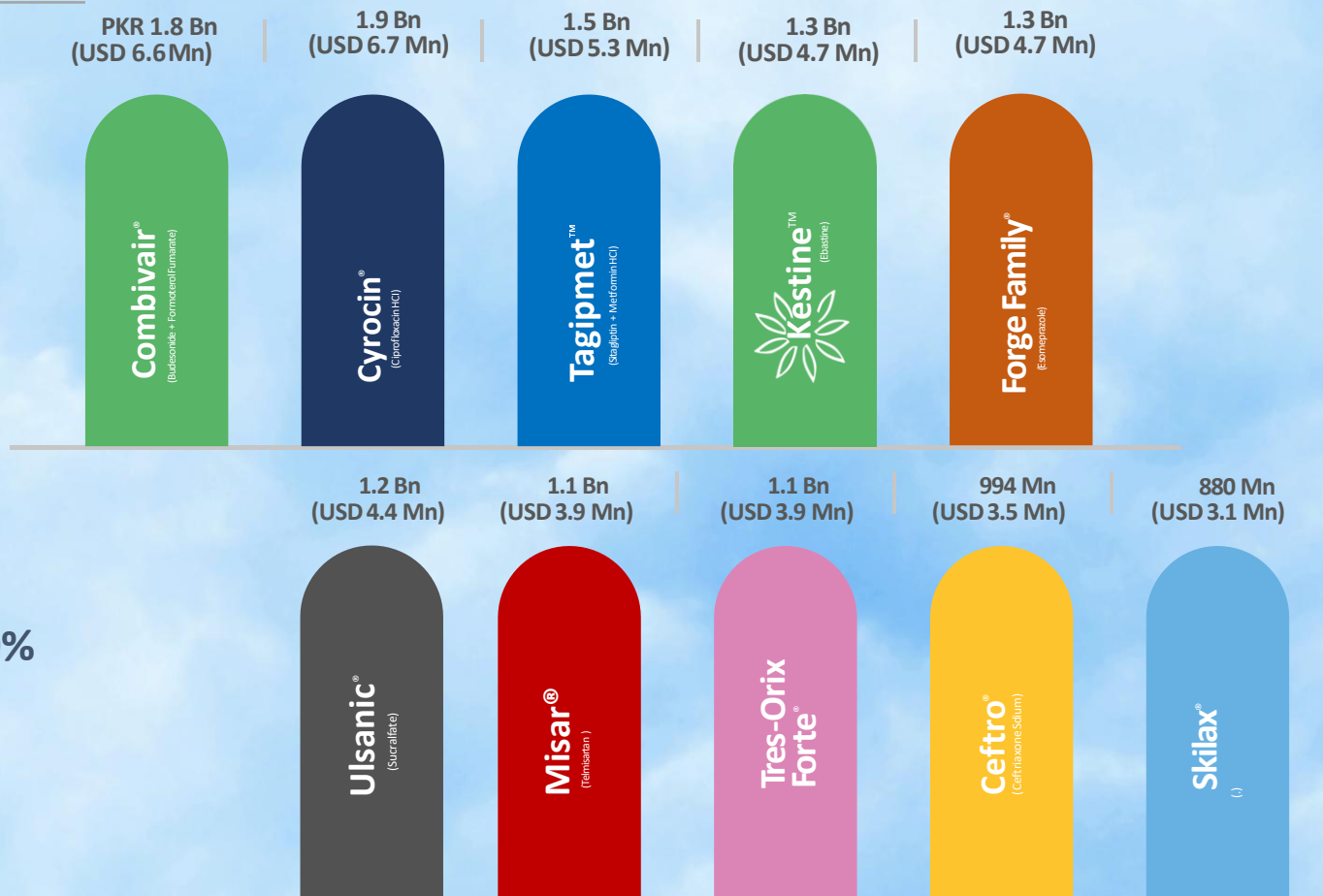
Group Gross Revenue

PKR **30.2Bn\***

US\$ **107.8Mn**

Growth  **28.58 %**

# Leading Brands



Our Top 10 brands  
constitute to more than 50%  
of the total gross  
revenue.

# Expanding Healthcare



## 17 New Product Launches



11 Chronic  
Healthcare Launches



6 Acute  
Healthcare Launches





# Expanding Global Footprint

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- Highnoon has a foothold in international markets, reflecting our commitment to global standards.
- We are actively pursuing entry into new markets by offering effective, innovative, and reliable healthcare solutions tailored to diverse needs.
- We are leveraging world class manufacturing capabilities and a strong product pipeline to meet and exceed international regulatory requirements.
- Highnoon is actively engaged in building alliances and adapting to global market trends to drive sustainable export growth and reinforce our position as a trusted global healthcare partner.
- Highnoon's exports have improved from 5% previous year to 7% in FY 2024 and the trend continues.

# Exports

• 220 Products

• 100 Products in pipeline



# Future Outlook



# Highnoon Future Outlook

## Leadership & Growth

Sustain and strengthen our leadership position in **Cardiology, Respiratory, Diabetes and Anti-Infective** therapeutic segments

## Diversification

Focus on **biologics, novel drug delivery systems and other cutting-edge technologies** to stay ahead of industry growth rate

## Value Creation

Deliver sustainable value for shareholders through **above-industry revenue growth**, margin expansion, and disciplined capital allocation

## Sustainability

Invest in **AI, digital tools, and explore smart manufacturing** to optimize supply chains, improve efficiency, and reduce environmental impact

## Digital Mapping

A snapshot of the existing digital landscape at Highnoon

## Gap Identification

An assessments of the gaps in existing digital landscape and requisite digital structure at Highnoon

## Recommendation

Highnoon has collaborated with IFC to arrive at the best digital solution

## Roadmap

IFC will give us a digital roadmap to implement the chosen digital solution



# Sustainability and ESG



## Readiness Assessment

Highnoon is spearheading the sustainability journey with a readiness assessment with Crowe

## Benchmarking

Based on readiness assessment, a benchmarking report with industry best practices and end to end value chain business modelling will be generated

## Strategic Implementation

Implementation of strategy based on benchmarking and settled business model

## Reporting

Sustainability reporting in accordance with IFRS Sustainability Standards

# Enriching Life

'Enriching Life' is more than a theme; it is the essence of our purpose, driving us to create solutions that improve health, elevate quality of life and inspire a brighter future. Every initiative and partnership we embark on is rooted in this mission, ensuring that our impact reaches far beyond medicine.

Through our community programs and commitment to quality, we strive to make a meaningful difference in people's lives. From offering healthcare solutions to supporting initiatives that empower individuals, our efforts are guided by a deep sense of responsibility and purpose. Every step we take is driven by the belief that true progress is measured by the well-being of the people we serve.



Q & As