

Dated: July 4, 2025
The General Manager
Pakistan Stock Exchange Limited
Stock Exchange Building
Stock Exchange Road
Karachi



SUBJECT: DISCLOSURE OF MATERIAL INFORMATION

Dear Sir,

In accordance with Sections 96 and 131 of the Securities Act, 2015 and Clause 5.6.1(a) of the Rule Book of the Pakistan Stock Exchange Limited, we hereby convey the following information:

The Competition Commission of Pakistan ("CCP") had initiated proceedings against United Distributors Pakistan Limited (the "**Company**") and International Brands (Private) Limited ("**IBL**"), with respect to a non-compete agreement that had been entered into between the parties, in respect of which the Company had made disclosures under the applicable law from time to time (and last on May 15, 2024).

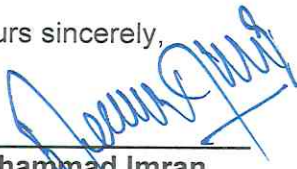
Although the actual implementation of the restrictive arrangement under the said agreement was (and continues to be) subject to seeking the requisite exemption from CCP, regrettably, due to certain internal delays in obtaining the necessary information, the Company and IBL were unable to file the exemption application in a timely manner. Prior to the filing, CCP issued show-cause notices to the companies on the basis that the Company had received consideration under the agreement from IBL (which the CCP became aware of pursuant to the transparent disclosures made by the Company). It may be noted that an exemption application was subsequently filed by the parties, which is currently pending. Furthermore, the Company has always been transparent in its disclosures demonstrating its intention to comply with all applicable laws.

Consequently, pursuant to an order dated July 2, 2025 (received by the Company on July 3, 2025), the CCP has, *inter alia*, levied a penalty of PKR 21,000,000/- (Pak Rupees Twenty One Million) on the Company for allegedly acting upon the restrictive arrangement and disclosing the same without seeking prior clearance / exemption from the CCP.

The Company (along with IBL) are currently reviewing the order and seeking advice regarding appropriate remedies that may be taken, as the parties are of the view that cogent grounds exist in favour of the companies and their actions.

You may please inform the TREC holders accordingly.

Yours sincerely,


Muhammad Imran
Company Secretary

Cc:
Director / HOD
Surveillance, Supervision and Enforcement Department
Securities and Exchange Commission of Pakistan
NIC Building, 63 Jinnah Avenue
Blue Area, Islamabad

The Spirit of Growth

UNITED DISTRIBUTORS PAKISTAN LIMITED

Plot No. 105, Sector 7-A, Mehran Town, Korangi Industrial Area, Karachi - 74900
Telephone: (+92-21) 3511-6823 | Corporate: (+92-331) 111-0835 | Email: info@udpl.com.pk
<http://www.udpl.com.pk>