

October 08, 2025

The General Manager
Pakistan Stock Exchange Limited
Stock Exchange Building
Stock Exchange Road
Karachi

SUBJECT: MATERIAL INFORMATION

Expansion into the Personal Care Market and Launch of New Brands “Genesis” and “Estela”

Dear Sir,

In accordance with Section 96 and Section 131 of the Securities Act, 2015 and Clause 5.6.1(a) of the Rule Book issued by the Pakistan Stock Exchange Limited ("PSX").

Treet Corporation Limited (“the Company”) is pleased to inform its shareholders, investors, and stakeholders that the Board of Directors, through circular resolution dated October 08, 2025, has approved the Company’s strategic expansion into the personal care segment, marking a significant milestone in its long-standing legacy of product innovation and diversification.

Under this initiative, the Company will introduce two new proprietary brands: “Genesis” (targeted towards men) and “Estela” (targeted towards women). These brands and products are being developed by the Company’s in-house Innovation Department and are envisioned to offer a comprehensive range of shaving, grooming, and personal care products. The new product lines will include 1-5 blade system/disposable shaving razors, premium double-edge blades, shaving gels/foams, deodorants, and other grooming essentials, designed to meet the expectations of modern consumers in terms of quality, comfort, and style for both men and women.

The launch of Genesis and Estela marks a strategic entry into the fast-growing personal care and grooming category, building on Treet’s over 70 years of manufacturing excellence, brand equity, and deep market reach. Through such initiatives, the Company predicts a strong opportunity to capture a larger market share while focusing on quality, innovation, and affordability in both domestic and global markets.

The Company has successfully obtained trademark registrations for the brand names Genesis and Estela, including protection over their respective logos, get-up, and packaging design, ensuring full proprietary rights and brand identity security.

A soft launch of both brands is planned in the coming weeks, accompanied by a comprehensive digital, retail, and print marketing campaign across key urban centers in Pakistan. The grand launch event for the complete Genesis and Estela product range is scheduled to be held on January 01, 2026 (Thursday).

Through this initiative, the Company aims to further strengthen its consumer product portfolio, diversify revenue streams, and reinforce its commitment to innovation-driven growth. The Company’s robust nationwide distribution network, long-standing customer trust, and supply chain integration are expected to play a pivotal role in the success of this new product category.

The Company remains dedicated to delivering high-quality, value-driven, and sustainable products that resonate with modern consumer lifestyles while maximizing long-term shareholder value.

For further information or queries, kindly reach out on the Company's official communication channels.

You may please inform the TREC holders accordingly.

Yours faithfully,



Zunaira Dar
Chief Legal Officer & Company Secretary