

AL SHAHEER CORPORATION LIMITED

CORPORATE BRIEFING SESSION

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01

SECP Notice

SECP issued a formal letter to investors holding over **10% Shares**, including **Sunridge** to call an AGM

02

Independent Board

Shareholders in the AGM elected an independent board to appoint new management team to oversee the reform process including regulatory matters.

03

Regulatory Talks

The new management held various discussions with SECP and SBP on key regulatory matters and was able to resolve these in favor of company.

04

Audit Review

Comprehensive audits were conducted to ensure financial transparency followed by resolution of non-compliance issues with various stakeholders

05

Control Improvements

Measures were taken to remove misstatements and strengthen controls leading to refurbishment of facilities and resumption of commercial operations

06

Reconciled Accounts

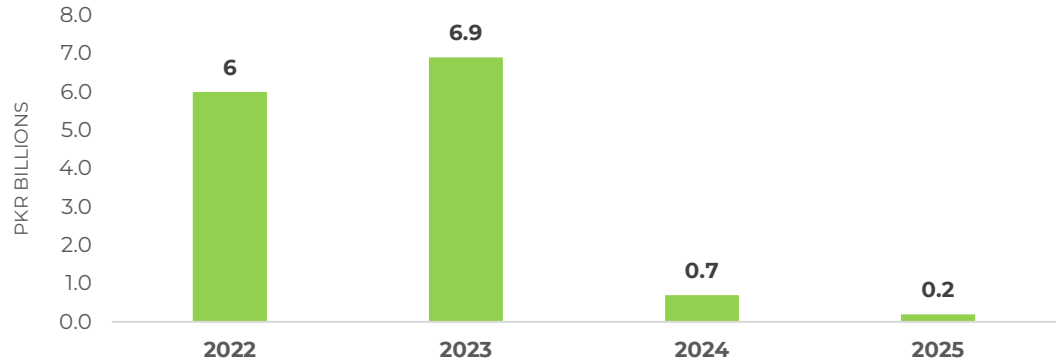
The balance sheet was reconciled, including marking necessary provisions, ensuring accurate financial standing which resulted in a more transparent financial position for investors

- Test runs have been completed to evaluate plant efficiency, fine-tune production parameters, and ensure readiness for full-scale operations.
- Currently major portion of capacity utilization is being derived from both **Red Meat and Value added** however White Meat will also contribute from the second half of the current fiscal year
- The company is targeting an overall capacity utilization of between **40–50%** within the **next two years**, supported by B2B contracts and growing export opportunities.
- **Fixed costs** remain elevated at the current stage; however, as capacity utilization improves, the fixed cost per unit is expected to gradually decline, improving overall cost efficiency and profitability
- **B2B** contracts are currently being finalized with major fast-food chains, which are expected to drive consistent demand and enhance overall plant capacity utilization and production efficiency.
- Collaboration with key food service partners will streamline production planning, minimize idle time, and strengthen supply chain coordination for improved operational performance.
- Through these strategic initiatives and operational improvements, Al Shaheer Foods aims to strengthen profitability, achieve sustainable growth, and expand its footprint across domestic and export markets.

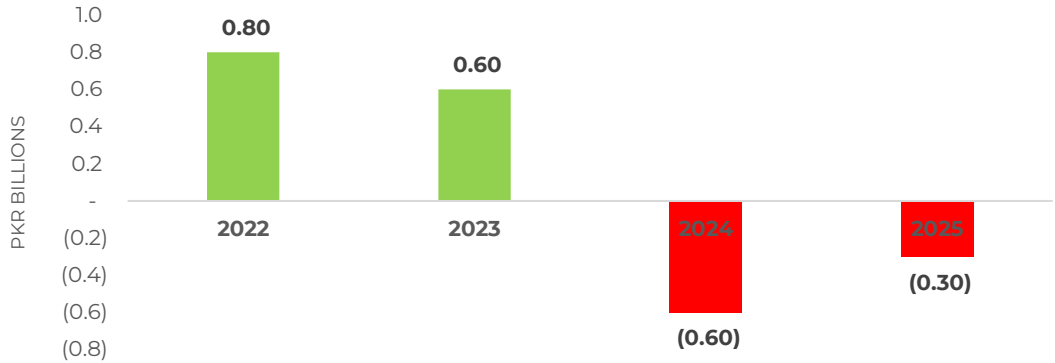
HISTORICAL FIGURES

AL SHAHEER CORPORATION LIMITED

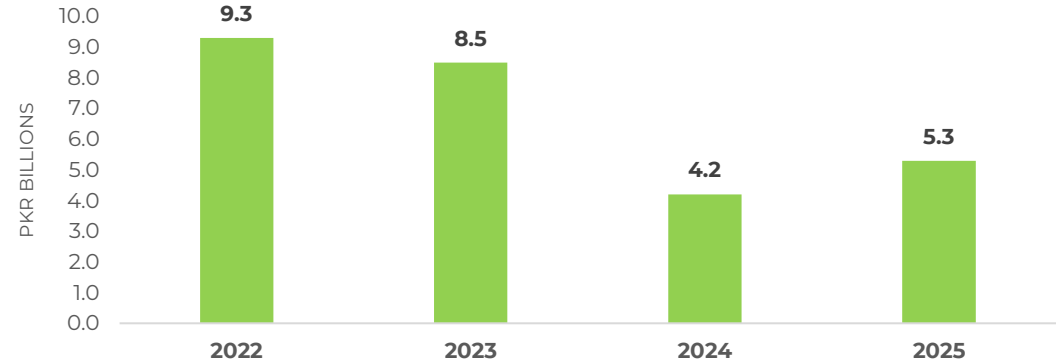
TOTAL SALES



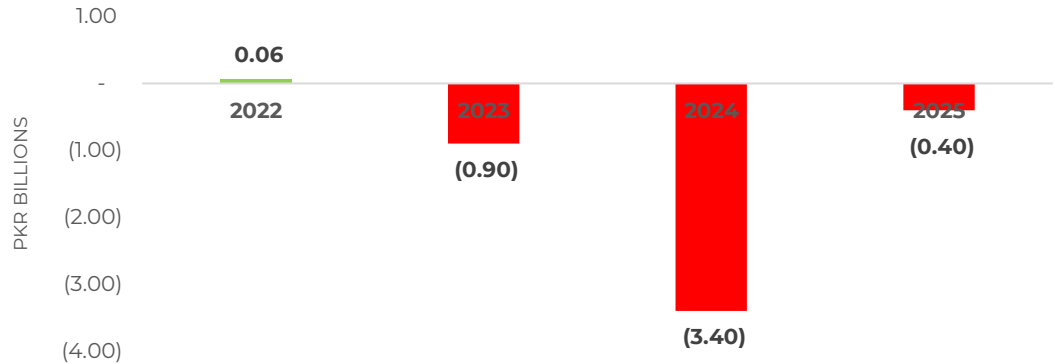
GROSS PROFIT / (LOSS)



TOTAL ASSETS



OPERATING PORFIT / (LOSS)



FACILITY IMAGES – GADAP PLANT

AL SHAHEER CORPORATION LIMITED



FACILITY IMAGES – RAIWAND PLANT

AL SHAHEER CORPORATION LIMITED



**GADAP
FACILITY**
KARACHI



QMS (ISO
9001:2015)



EMS (ISO
14001:2015)



OH&S (ISO
45001:2018)



HACCP



Halal certificate
from Pakistan
Halal Authority



Slaughterhouse
license from Sindh
Food Authority



Halal certificate on
Pakistan and GCC
Halal standard

**RAIWAND
FACILITY**
LAHORE



FSSC 22000 V6
(Food Safety)



Halal Certification From
IFANCA ,Pakistan



Punjab Food Authority
Certification



International Halal
Certification

1. Population Growth and Urbanization

Pakistan's population reached approximately **255 million** in 2025, growing at an annual rate of 1.93%. Urbanization is also on the rise, with 38.82% of the population residing in urban areas as per the 2023 census. This expanding urban populace is fueling demand for meat products, especially in metropolitan centers.

2. Rising Per Capita Meat Consumption at 6.7 kg

Pakistan's per capita meat consumption stands at **6.7 kg** in the national diet. This speaks of the phenomenal potential of increased overall meat consumption driven by cultural practices, increased health awareness, and a shift towards protein-rich diets, especially among urban dwellers.

3. Declining Inflation 5.1 % (2025) and Economic Recovery

Pakistan's inflation rate has seen a significant decrease, dropping to **from 23.4% in 2024 to 5.1% in 2025**. The improved economic conditions are enhancing consumer purchasing power, particularly among the middle class, leading to increased demand for meat products.

4. Emergence and Success of Ready-to-Eat and Value-Added Products

There is a notable shift towards ready-to-eat (RTE) and value-added meat products in Pakistan. Brands like **Big Bird Foods** and **Sabroso** have gained popularity by offering processed and convenient meat options, catering to the fast-paced lifestyles of urban consumers. The success of such brands indicates a growing market for RTE meat products. The demand is also driven by increased women participation in the workforce making them reliant on convenient and quality options.

The global halal meat market size is valued at **USD 1.05 trillion** in 2025 and is expected to grow to USD 1.51 trillion by **2030**, at a CAGR of **2.56%** through **2030**

Some of the recent trends in the global meat consumption are as follows :

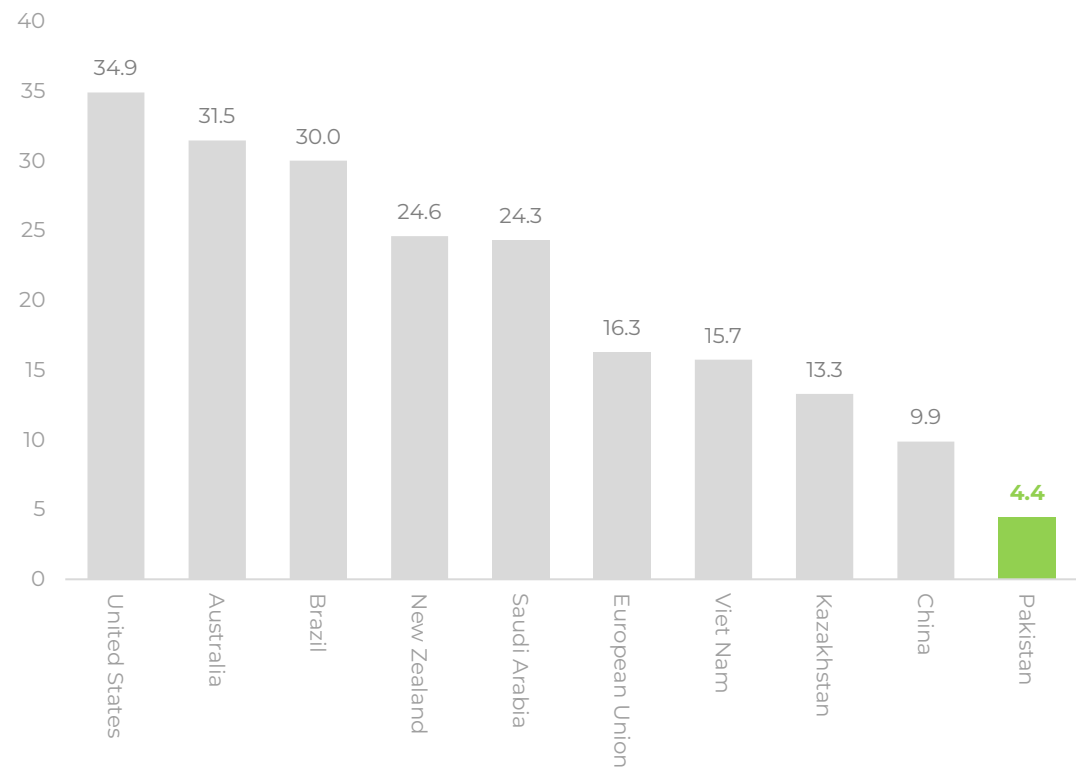
- **Ready to Eat Products** – Faced paced lifestyles, smaller family size, younger population lifestyle choices are some of the factors contributing to this.
- **Preference for High Nutrition Food** – in the post COVID era, people have become conscious about their dietary intake, especially protein (beef).
- **Need for Better Flavors** - The above-mentioned reasons translate into higher demand for better flavoured products and specialized cuts for consumption.
- **Organic Food** – Consumers are more concerned about food value chains using the organic methods for food preparation and processing.



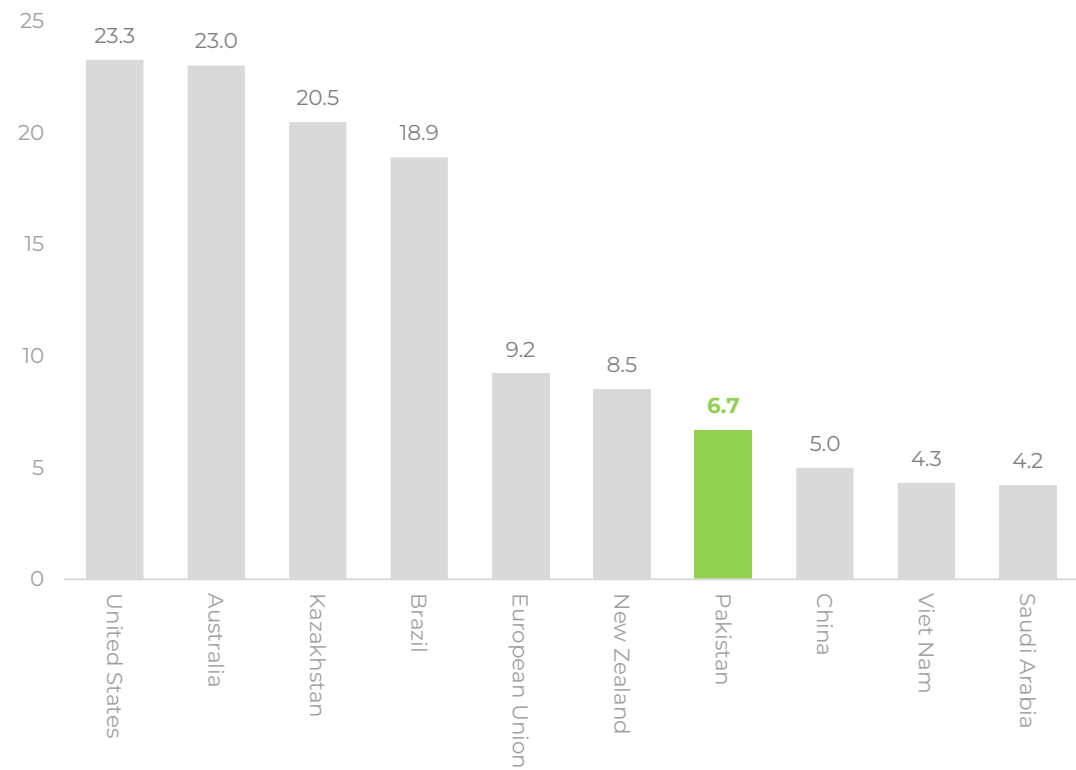
MEAT CONSUMPTION

KILOGRAMS – PER CAPITA

MEAT CONSUMPTION
POULTRY MEAT

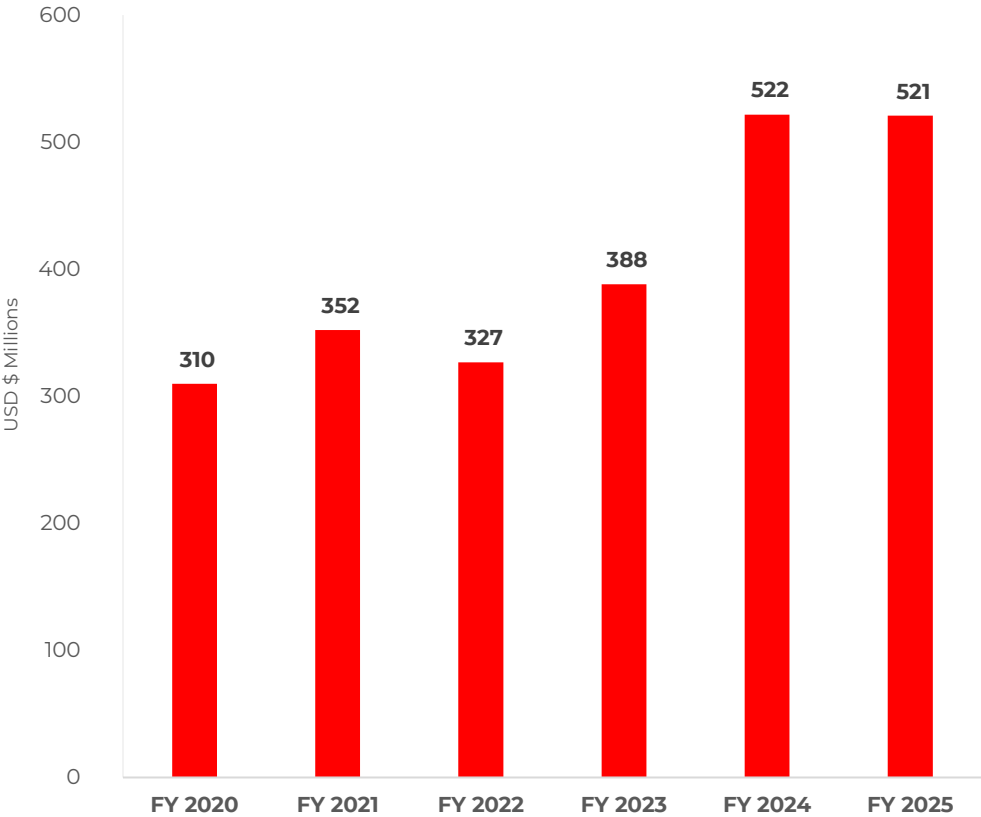


MEAT CONSUMPTION
BEEF AND VEAL

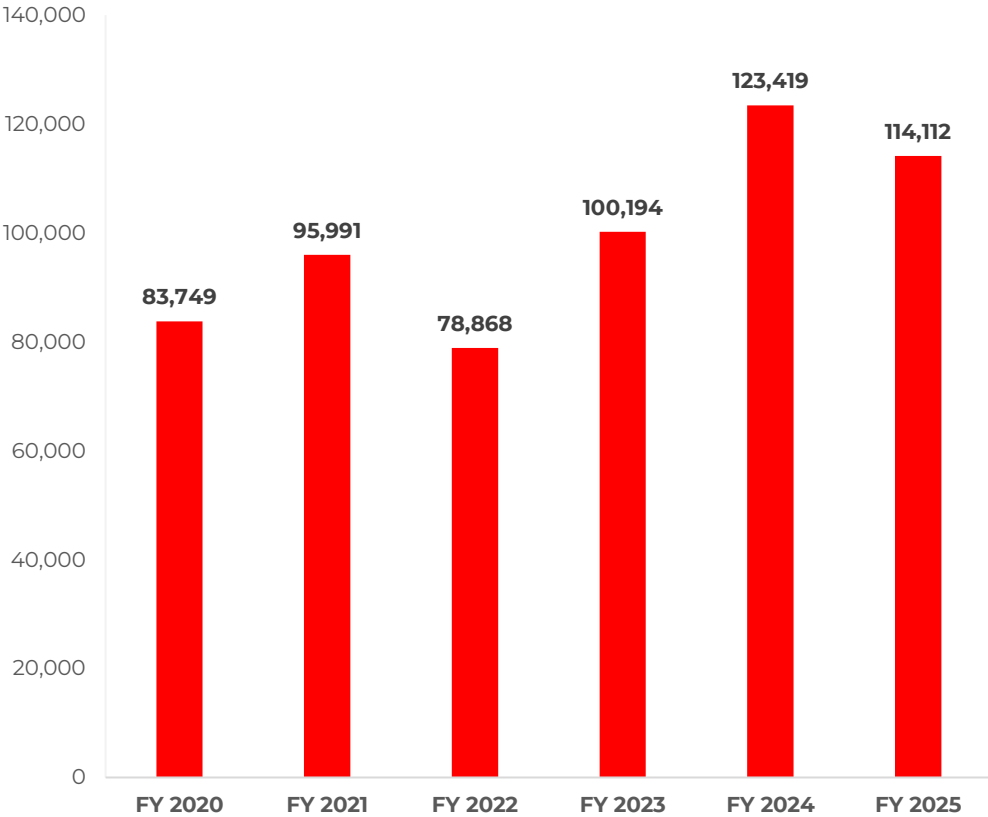


EXPORTS
MEAT & MEAT PREPARATIONS

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VALUE USD \$ Mn



MEAT & MEAT PREPARATIONS
QUANTITY MT



THANKS !