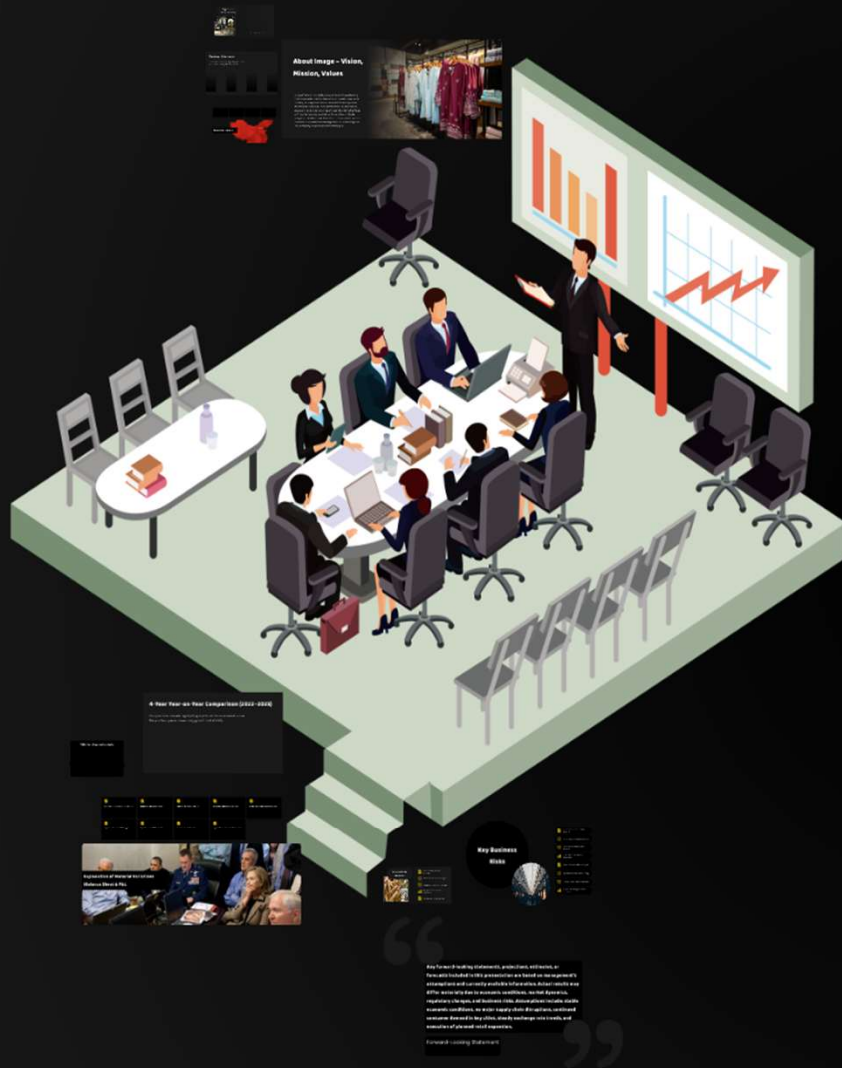




# Corporate Briefing Session

IMAGE PAKISTAN LIMITED  
FOR THE YEAR 2025-26



# AGENDA:

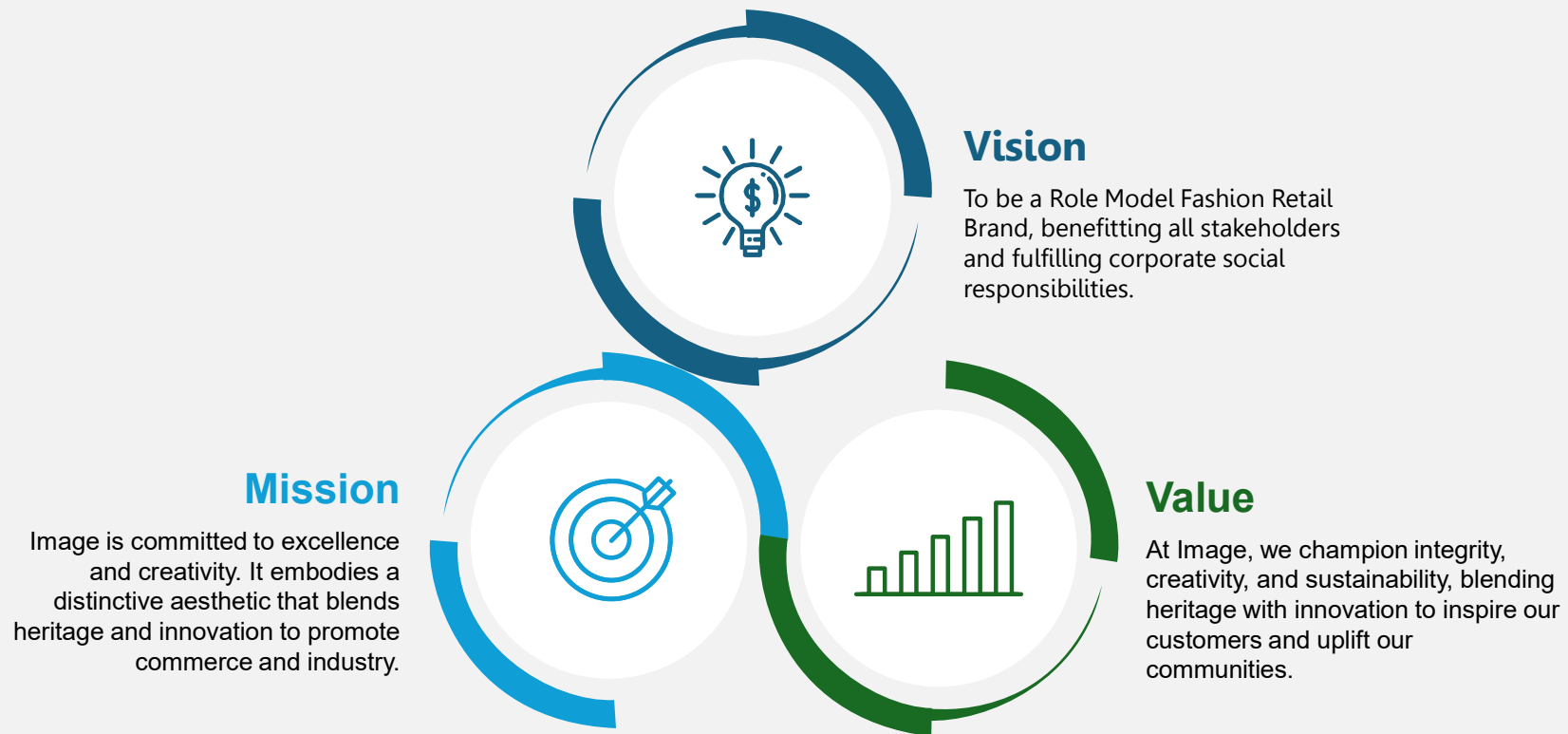
1. ABOUT IMAGE
2. PRODUCT PORTFOLIO
3. INDUSTRY OVERVIEW
4. FINANCIAL HIGHLIGHTS
5. SUSTAINABILITY INITIATIVES
6. FUTURE OUTLOOK

## About Image – Vision, Mission, Values

Image Pakistan Limited envisions becoming a leading fashion retail brand that benefits all stakeholders while fulfilling its corporate social responsibility obligations. The mission is rooted in a commitment to excellence, creativity, and innovation, seamlessly blending heritage with contemporary aesthetics. Core values include integrity, creativity, sustainability, craftsmanship, and a focus on customer-centered growth, all of which guide the company's operations and strategies.



# Vision and Mission Statement





#### Retail Outlets in Pakistan

Image Pakistan Limited's extensive network of retail outlets across the country is a testament to its commitment to customer convenience and brand visibility.



#### Retail Outlets in Pakistan

KARACHI	5 OUTLETS
LAHORE	4 OUTLETS
ISLAMABAD	4 OUTLETS
RAWALPINDI	1 OUTLET
MULTAN	1 OUTLET
GURJAT	1 OUTLET
FAISALABAD	1 OUTLET
PESHAWAR	1 OUTLET



#### Online Store Serving Worldwide

The company's online store provides a platform for customers worldwide to access its products, ensuring a seamless shopping experience regardless of geographical barriers and ensuring duty-free (DFT) sales.



#### Growing Presence in International Markets Through E-Commerce

Image Pakistan is expanding its footprint in key international markets including the UK, USA, UAE, and EU, reflecting its commitment to global growth and brand recognition.



#### Integrated Ecosystem of Manufacturing + Design + Retail + E-commerce

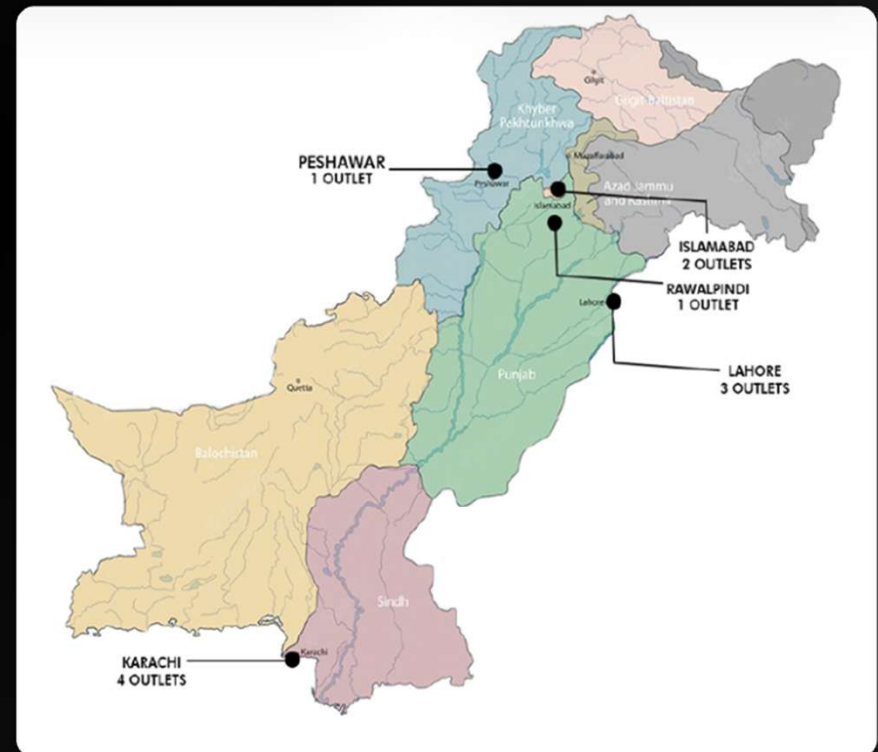
The integrated ecosystem combines manufacturing, design, retail and e-commerce, allowing for efficient operations and a unified approach to product delivery to customers.

## Corporate Footprint

TOTAL OUTLETS : 14 +  
ONLINE STORE SERVING  
WORLDWIDE

NEW STORES – TO BE LAUNCHED BY  
1ST QTR OF CY 2026:

1. DHA BUKHARI – PHASE VI – KARACHI
2. F-6 ISLAMABAD
3. GIGA BOUTIQUE MALL – ISLAMABAD
4. ZAMZAMA – KARACHI (EXPANSION OF EXISTING STORE)
5. FAISALABAD





# Retail Outlets in Pakistan

Image Pakistan Limited currently operates 14 retail outlets which will be increased to 18 strategically located across major cities of Pakistan i.e. Karachi, Lahore, Islamabad, Rawalpindi, Multan, Gujrat, Faisalabad & Peshawar, catering to diverse customer preferences and enhancing brand visibility.





# Retail Outlets in Pakistan

KARACHI	5 OUTLETS
LAHORE	4 OUTLETS
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# Online Store Serving Worldwide

The company's online store provides a platform for customers worldwide to access its products, ensuring a seamless shopping experience regardless of geographical barriers on Delivered Duty Paid (DDP) basis.





## **Growing Presence in International Markets Through E-Commerce**

Image Pakistan is expanding its footprint in key international markets including the UK, USA, UAE, and EU, reflecting its commitment to global growth and brand recognition.



## **Integrated Ecosystem of Manufacturing + Design + Retail + E-commerce**

The integrated ecosystem combines manufacturing, design, retail and e-commerce, allowing for efficient operations and a unified approach to product delivery to customers.

# Timeline / Milestones Achieved in last 5 years

A comprehensive timeline highlighting key events in the journey of Image Pakistan Limited.

2021

- Retail Brand of the Year & Designer Label of the Year
- 100% Growth in offline with 7 brick and mortar stores + online store
- Incorporated a wholly owned subsidiary - Image Tech Limited
- 75% right issue - fully subscribed for expansion in production operations

2022

- Recipient of Prime Minister Excellence Award for E-Commerce
- Expansion in retail outlets - Italy of II achieved
- Incorporated two wholly owned subsidiaries in UK & USA

2023

- 57% Growth in baseline
- Expansion in global footprint with exclusive fulfillment center in UK

2024

- 75% right issue - fully subscribed
- Recognized among the Top 25 Companies of the MS
- Successfully implemented MS IT - 315
- 2 new stores - Multan, Dighal, Gujranwala

2025

- VIS Credit Rating "A"
- Launch of New product category - Summerkari
- Strengthened Supply Chain operations

# 2021

- Retail Brand of the Year & Designer Lawn of the Year
- 150% Growth in topline with 7 brick and mortar stores + online store
- Incorporated a wholly owned subsidiary – Image Tech Limited
- 75% right issue – fully subscribed for expansion in production operations

# 2022

- Recipient of Prime Minister Excellence Award for E-Commerce
- Expansion in retail outlets – tally of 11 achieved.
- Incorporated two wholly owned subsidiaries in UK & USA.

# 2023

- 57% Growth in topline
- Expansion in global footprint with exclusive fulfilment center in UK

# 2024

- 75% right issue – fully subscribed.
- Recognized among the Top 25 Companies at the PSX
- Successfully implemented MS D-365
- 3 new stores – Multan, Gujrat, Dolmen Mall Lahore



# 2025

- VIS Credit Rating "A-"
- Launch of New product category – Summerkari
- Strengthened Supply Chain operations

## Key Revenue Drivers



Retail store expansion strategy



Enhanced online performance metrics



Exclusive embroidery designs



Optimized product mix strategies



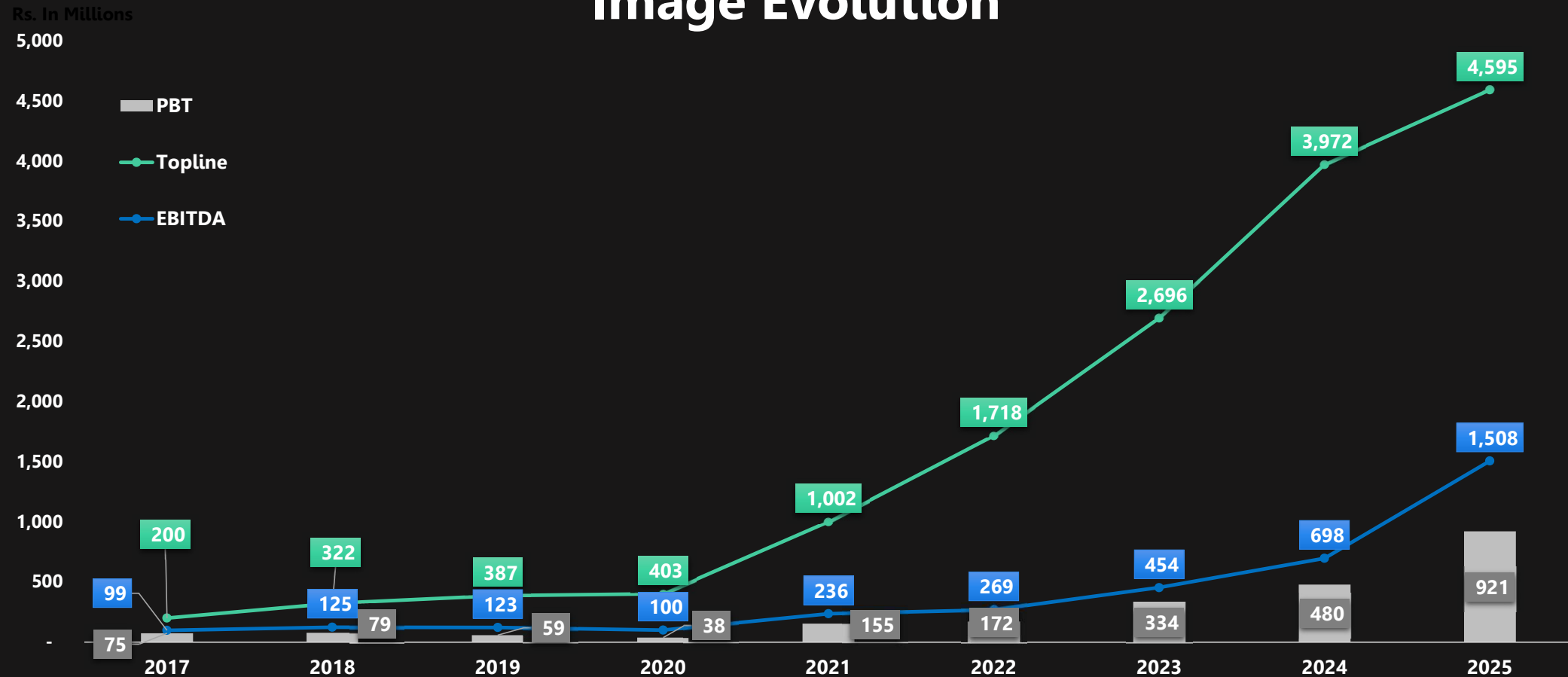
Improved inventory and supply chain planning



Focused marketing strategies

# Image Evolution

Rs. In Millions



## DEVELOPMENT PHASE

- Reshaping the brand into Retail segment
- Low product mix

## BRANDING ERA

- Customer base established
- Product well accepted.
- Target audience identified

## GLOBAL VISION

- Online presence in global market.
- Better mix of product portfolio
- Sustained growth achievement – YoY

# PRODUCT PORTFOLIO



*lawnkari®*



SPRING PRINTKARI® '25



WINTERKARI



SUMMERKARI '25



RESHAMKARI®



STUDIO



SIGNATURE



DAILY



Mehfilen

## Strengths

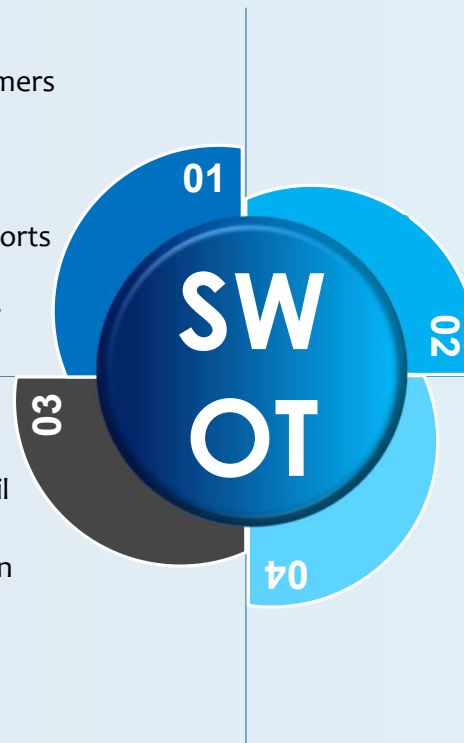
- Pioneer of Schiffli Embroidery
  - Distinctive designs setting the brand apart.
  - High-End Consumer Market – Appeals to upscale consumers with refined tastes.
  - Quick adaptation to market trends with creative design.
  - High brand loyalty and recognition.
  - Sound Capital Structure – Low debt-to-equity ratio supports stability.
  - Established Quality and Craftsmanship – Recognized for premium materials and detailing.
- 
- Expanding Retail Economy
  - Urbanization – Growth in affluent urban areas with retail space opportunities.
  - E-Commerce Channel Growth – Rising digital penetration offers potential for online sales.
  - Potential to expand into perfumes, and lifestyle products.
  - Global Expansion – Potential to target global markets with an affinity for Pakistani fashion.
  - Brand Collaborations – Partnerships with other brands and influencers could enhance reach.

## Opportunities

## Weaknesses

- Limited Physical Presence – Only 14 stores nationwide, limiting accessibility.
  - Seasonal Demand Variability – Fashion retail is susceptible to changing seasonal trends.
  - High Production Costs – Quality-driven production process increases costs.
  - Dependency on a Niche Market – Primarily caters to higher-income brackets, limiting market reach.
- 
- Economic Volatility – High energy and commodity prices strain profitability.
  - Inflationary Pressure on Consumers
  - Increasing competition from other premium brands and international fast fashion.
  - Shifting Fashion Trends – Rapidly changing consumer preferences in fashion may affect demand for traditional designs.

## Threats



## Sustainability Initiatives



Eco-friendly production practices



Waste minimization strategies



Gender equality



Energy-efficient systems evaluation



Ahmad Ismail Medical Center



# Key Business Risks



Economic volatility impacts demand



Exchange rate fluctuations risk



Rising energy costs impact margins



Intensifying competition landscape



Rapid fashion trend changes



Digital marketing costs rising



Supply chain disruptions risk



Regulatory changes impact operations

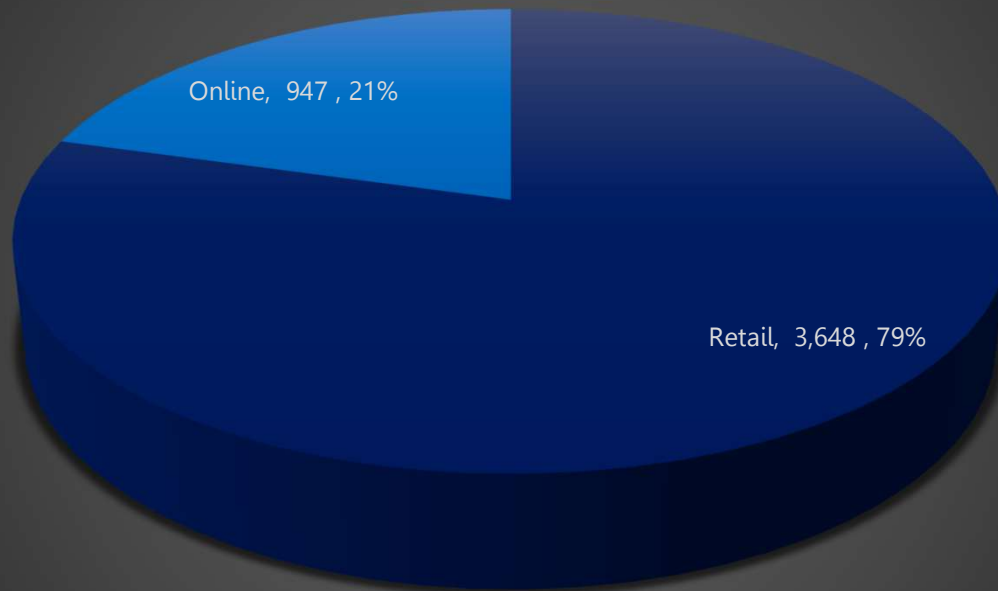


# FINANCIAL HIGHLIGHTS - 2025



# Revenue breakdown

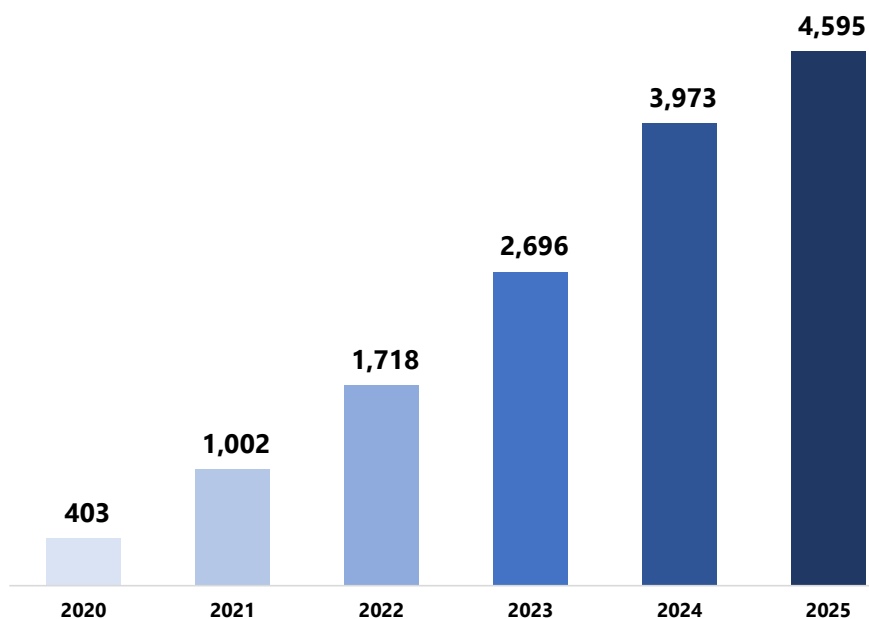
Sales (Rs. In millions)



■ Retail ■ Online

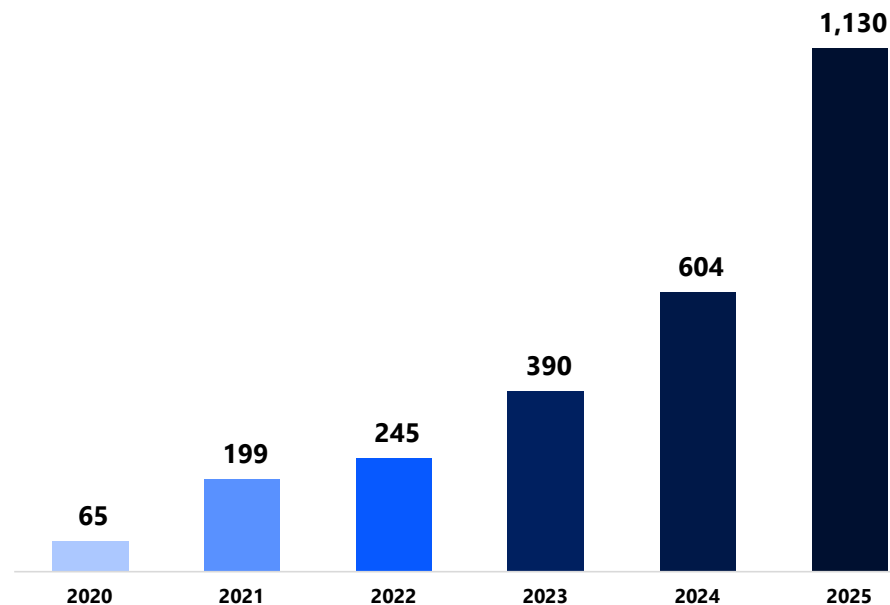
# Financial Highlights

## Revenue



Rs. in millions

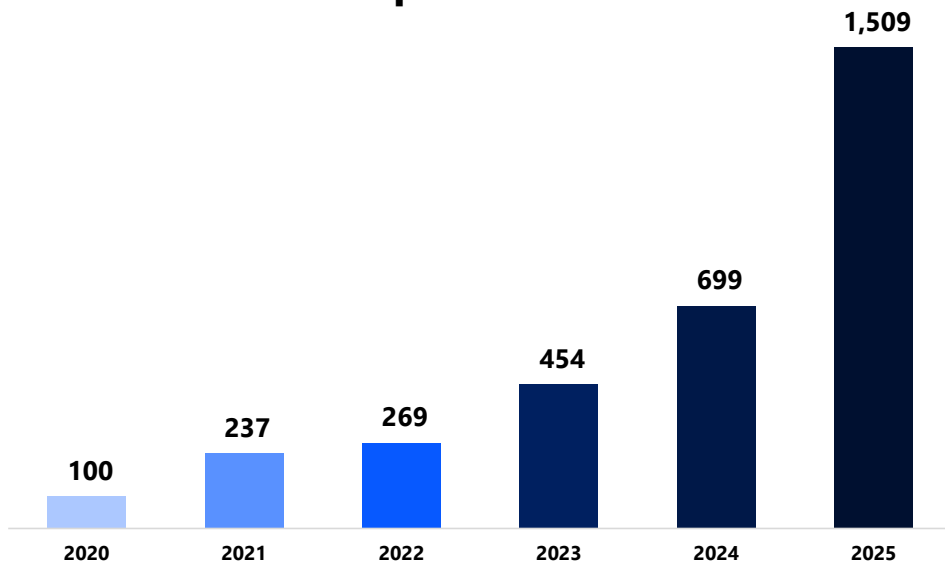
## Operating profit



# Financial Highlights

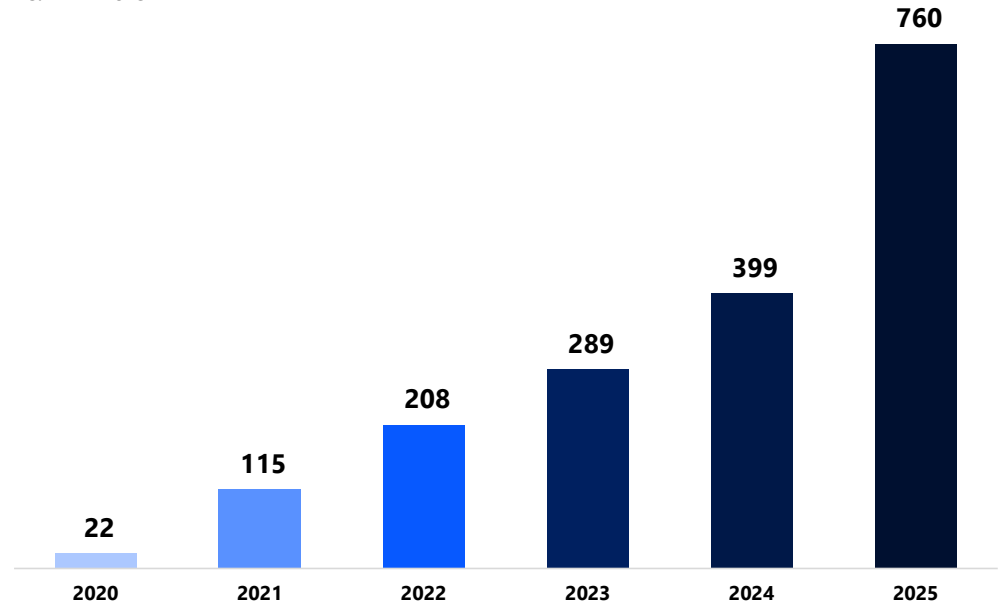
## Earnings Before Interest, Tax & Depreciation

Rs. in millions



## Profit after taxation

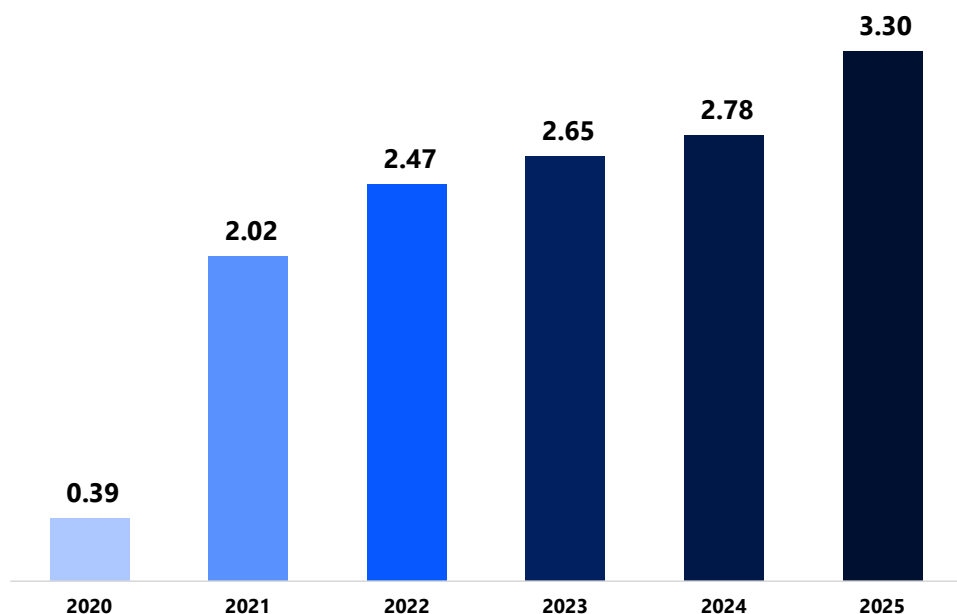
Rs. in millions



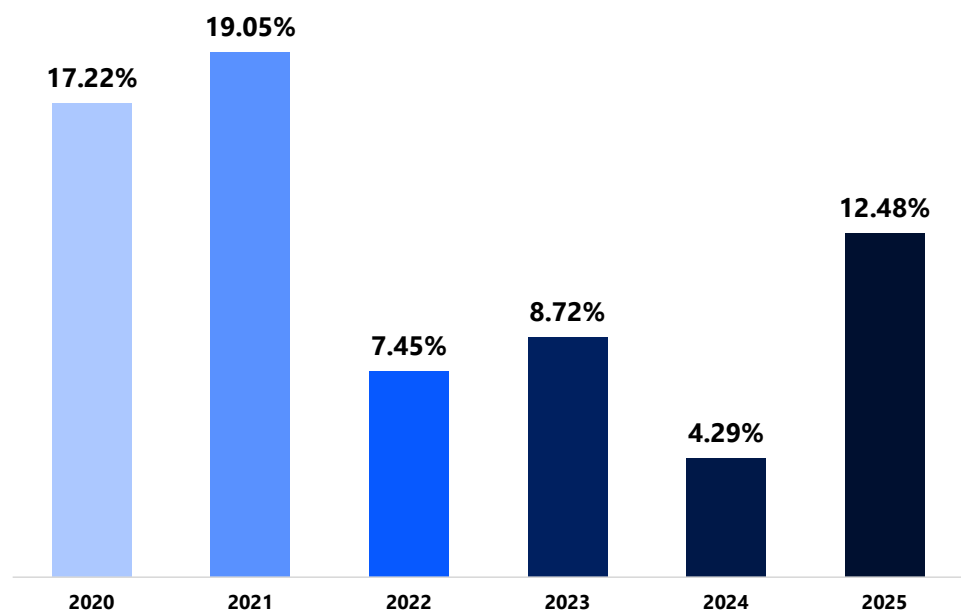
# Financial Highlights

Rs. / share

## Earnings per share



## Gearing ratio



# Q&A!

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