



= SINCE 1933 =

Corporate Briefing Session

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Content

1

Organization Overview

2

Key Strategic Operational Highlight & Financial Review

3

Future Outlook

4

Question and Answer Session



Organization Overview



Governance and Management

Mr. Kashif Sajjad Sheikh
Chairman

Mr. Usman Zafar Butt
Chief Executive Officer

Board of Directors

- | | |
|-------------------------------|-------------------------|
| 1. Kashif Sajjad Sheikh | Chairman of the Board |
| 2. Nadeem Bin Javaid Sheikh | Non-Executive Director |
| 3. Babur Sultan | Independent Director |
| 4. Farooq Nazir | Independent Director |
| 5. Syed Muhammad Mehdi Mohsin | Non- Executive Director |
| 6. Syeda Umme Kulsoom Iman | Female Director |

Audit Committee

- | | |
|-----------------------------|-------------|
| 1. Farooq Nazir | Chairman AC |
| 2. Nadeem Bin Javaid Sheikh | Member |
| 3. Kashif Sajjad Sheikh | Member |

HR & Remuneration Committee

- | | |
|-----------------------------|----------|
| 1. Babur Sultan | Chairman |
| 2. Nadeem Bin Javaid Sheikh | Member |
| 3. Usman Butt | Member |
| 4. Syeda Umme Kulsoom Imam | Member |

Sustainability Committee

- | | |
|-----------------------------|----------|
| 1. Babur Sultan | Chairman |
| 2. Nadeem Bin Javaid Sheikh | Member |
| 3. Syeda Umme Kulsoom Imam | Member |



Governance and Management

Wahab Hameed

Anum Ali

Qaiser Siddiqi

Wajeha Qureshi

Ayesha Tallat

Chief Financial Officer

Company Secretary

Head of Sales

Head of Marketing

Head of Human Resources



Evolution Journey



1933

Indian Mildura Fruit Farms Ltd. is incorporated in Lahore on 25th April

Small-scale operations begin to process citrus fruit into concentrated soft drinks (squashes) and preserves



1939

Recognized as the leading producers of fruit squashes in the country, and expand to lines of jams, marmalades and canned fruits



1945

Kissan Fruit Products (Pvt.) Ltd. factory is established

World War II begins and demand for canned fruits and vegetables grows rapidly



1946

Mitchell's becomes the sole manufacturer and distributor of the world famous Rose's brand of Lime Juice Cordial and Lime Marmalade in Pakistan and Afghanistan



1948

Mitchell's brand name is established after independence in 1948

The company's name is changed from Indian Mildura Fruit Farms to Mitchell's Fruit Farms Ltd.

1957 Richard Mitchell retires



1980

Mitchell's diversifies into confectionery, making sugar candies, milk toffees and chocolate eclairs



1983

Mitchell's celebrates its Golden Jubilee by introducing Jubilee chocolate



1996

ISO 9001 accreditation awarded

Mitchell's takes pride in becoming the first food company in Pakistan to achieve this prestigious distinction



2001

First Molded Chocolate Line introduced



2025-Present



2025

GCL Holding (Pvt) Ltd acquired a controlling stake, signalling investor confidence and new strategic direction.



2007-2008

ISO 9001 accreditation awarded



2004

Chocolate Enrobing Line introduced

Brand Portfolio



Confectionery & Chocolates



Condiments, Preserves
& Sauces



Pastes, RTE, RTC



Squashes & Seasoning



Certifications & Awards



Financial Highlights for FY 2024-25

- **Topline stability:** Net sales grew marginally by **0.8%** to **PKR 2,662.7 million**, supported by export growth and a stronger product mix.
- **Margin pressure:** Gross profit stood at **PKR 770.2 million** mainly due to increased wage and input costs.
- **Operating profit:** Declined **33.4%** to **PKR 180.3 million**, reflecting higher distribution and administrative expenses.
- **Bottom line:** Profit after tax at **PKR 1.67 million**, versus **PKR 456 million** in FY24, which included a one-off land sale gain.
- **Liquidity strengthened:** Secured a **PKR 200 million** short-term finance facility from NBP, ensuring working capital adequacy.



Operational Highlights for FY 2024-25

- **Efficiency gains:** Continued improvements in cost control, waste reduction, and yield optimization despite operating below capacity.
- **Governance:** Strong internal control framework with regular reviews by the **Audit and Sustainability Committees**.
- **Manufacturing & process:** Ongoing process improvements in production, administration, and distribution functions to build resilience.
- **Sustainability & compliance:** No reportable safety incidents; **PKR 433 million** contributed to the national exchequer.
- **Corporate development:** **CCL Holding (Pvt) Ltd** acquired a controlling stake, signalling investor confidence and new strategic direction.



Future Outlook



Transformational Framework – Rebuild, Redesign, Reframe

Rebuild

- Drive **revenue recovery** and **margin improvement** by focusing on high-potential categories and profitable product lines.
- Strengthen exports and B2B pulping business to diversify income streams.
- Consolidate market position through sharper portfolio prioritization and disciplined cost management.

Redesign

- Enforce **SOP compliance** to deliver production efficiency and cost competitiveness.
- Embed **excellence in execution** through a structured **Route-to-Market (RTM)** approach and operational discipline.
- Reinforce systems and processes to support scalable, sustainable growth.

Reframe

- Build strong brand equity based on consumer needs, backed by data driven category insights.
- Align innovation with **emerging food trends** and evolving consumer preferences.



Question and Answer





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Thank you