

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

QUICE®



Since 1980

QUICE[®]

Refreshment

in every Bottle



***CORPORATE BRIEFING SESSION
NOVEMBER 26, 2025***

QUICE FOOD INDUSTRIES LIMITED

FOR THE YEAR ENDED JUNE 30, 2025





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Vision

We aim to offer high quality Jam, Jelly, Syrups, Custard Powder, Pickles, Essence, Juices and Aerated drinks and its Allied Products both in Pakistan and abroad by continuously improving our products quality by keeping the most technologically advanced production machinery.

Mission

We strive to achieve market leadership through technological edge, distinguished by quality and customer satisfaction, and emphasis on employees' long-term welfare and ensure adequate return to shareholders.

We further wish to contribute to the development of the economy and the country through harmonized endeavor.



COMPANY INFORMATION

Board of Directors

Mr. Fakhir Ahmed

Mr. Muhammad Atif

Mr. Muhammad Siraj

Mr. Salman Haroon

Mr. Qazi Muhammad Imran

Ms. Hina Faiyaz

Ms. Saba Irfan

Chairman

Chief Executive

Director

Director

Director

Independent Director

Independent Director

Audit Committee

Ms. Hina Faiyaz

Mr. Muhammad Siraj

Ms. Saba Irfan

Chairperson

Member

Member

HR & Remuneration Committee

Ms. Saba Irfan

Ms. Hina Faiyaz

Mr. Fakhir Ahmed

Chairperson

Member

Member

Company Secretary

Mr. Iqbal Shahid

Company Secretary

Auditor

Aslam Malik & Co.

Chartered Accountants

Legal Advisor

Ahmed & Qazi Advocates &

Legal Consultants

Share Registrar

F.D. Registrar Services (Pvt.) Ltd

Office No. 1705, 17th Floor

Saima Trade Tower –A

I.I. Chundrigar Road

Karachi.

Registered Office

WS7, Mezzanine Floor, Madina Palace

Faran Co-operative Housing Society

Dhoraji Colony

Karachi.





PROFILE OF THE COMPANY

Successfully established it-self as a prominent name in Food & Beverages Sector. The Company was established on March 12, 1990 as a private Limited Company and was subsequently converted into Public Limited Company on December 13, 1993. The Company is Listed on the Pakistan Stock Exchange (PSX). The Stock symbol for dealing in equity shares of the Company is QUICE. The principal activities of the Company are manufacturing and sale of Syrups, Juices and Aerated drinks and its Allied Products



Chairman's Review Report

Dear Shareholders



I am pleased to address You on behalf of the Board of Directors ("the Board") of Quice Foods Industries Limited. The Year 2024-25 is viewed as a period of economic stabilization for the Country, which is supported and abetted by International Agencies such as International Monetary Fund, World Bank and Islamic Development Bank. The Monetary Policy Committee (MPC) has been consistently lowering the discount rate, significant decline in inflation rate, and Pakistan Stock exchange which is one of the best performing markets in the world, are conspicuous sign of road to recovery.

Further, the Special Investment Facilitation Council (SFIC), has fueled growth especially foreign investment and has greatly helped in increasing foreign reserves and achieved stability in the exchange rate, which is crucial for overall economic stability.

Conversely, the rising operational cost especially energy prices, direct and indirect taxes and minimum wages and informal sector are adversely impacting business competitiveness. In summary, Pakistan's economy is on a path to recovery, but the journey is fraught with challenges. The nation's resilience and commitment to reforms will be crucial in overcoming these obstacles and fostering a sustainable economic future. In the year 2024-25, the Company recorded its highest ever turnover of PKR. 1.094 billion. And company satisfactory reduced Loss after taxation to Rs.11.730 from PKR. 27.145 million on year on year, despite facing multiple cost related challenges.

Our Board of Directors provide able guidance and strategic oversight into organizational processes, incorporating ethical consideration and stakeholder interest into the decision-making process. The Board has demonstrated a commitment to building an effective governance model by prioritizing risk management and a strong control environment. The Board of Directors has played a crucial role in guiding Quice and ensuring adherence to the highest standards of corporate governance and ethics. Non-executive and independent directors have played an active role in pivotal decision-making processes. The Board has diligently fulfilled its commitment to the Company and to the stakeholders. The dedication and active involvement of our Board members have been invaluable. In conclusion, as a Chairman, I extend my gratitude to all the stakeholder for their continued trust, support, and confidence in the Company.

Fakhir Ahmed
Chairman

**STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED JUNE 30, 2025**



	2025	2024
	----- Rupees -----	
<u>ASSETS</u>		
NON-CURRENT ASSETS		
Property, plant and equipment	713,976,225	328,594,122
Long term deposits	6,603,800	6,603,800
	720,580,025	335,197,922
CURRENT ASSETS		
Stores and spares	57,287,499	50,317,272
Stock-in-trade	683,268,262	666,424,912
Trade debts	60,123,872	54,647,587
Advances, deposits, prepayments & other receivables	147,986,172	147,337,700
Taxation - net	32,081,512	18,146,998
Cash and bank balances	2,225,266	2,115,761
	982,972,583	938,990,230
	1,703,552,608	1,274,188,152
<u>EQUITY AND LIABILITIES</u>		
SHARE CAPITAL AND RESERVES		
Authorized share capital		
105,100,000 (2024: 105,100,000) ordinary shares of Rs. 10 each	1,051,000,000	1,051,000,000
Issued, subscribed and paid up share capital and reserves		
98,461,828 (2024 : 98,461,828) ordinary shares of Rs.10 each	984,618,280	984,618,280
Reserves	(297,778,355)	(282,573,536)
Discount on issuance of shares	(282,788,556)	(282,788,556)
Surplus on revaluation of property, plant and equipment	51,041,317	27,457,615
	455,092,686	446,713,803
NON-CURRENT LIABILITIES		
Deferred liabilities	26,382,286	12,384,567
Security deposit payables	249,750,000	144,500,000
	276,132,286	156,884,567
CURRENT LIABILITIES		
Trade and other payables	972,327,636	670,589,782
CONTINGENCIES AND COMMITMENTS	-	-
	1,703,552,608	1,274,188,152

**PROFIT OR LOSS ACCOUNT
FOR THE YEAR ENDED JUNE 30, 2025**



	2025	2024
	----- Rupees -----	
SALES	1,094,764,441	903,254,935
Cost of Sales	(907,765,672)	(777,258,658)
GROSS PROFIT	186,998,769	125,996,277
Distribution Cost	(141,519,536)	(108,368,605)
Administrative Expenses	(48,626,763)	(40,566,291)
Other Operating Expenses	(41,133)	-
	(190,187,432)	(148,934,896)
OPERATING LOSS	(3,188,663)	(22,938,619)
Other Income	4,344,164	4,032,335
Finance Cost	(62,289)	(128,223)
PROFIT / (LOSS) BEFORE LEVIES AND TAXATION	1,093,212	(19,034,507)
Levies	(12,823,771)	(8,110,481)
LOSS BEFORE TAXATION	(11,730,559)	(27,144,988)
Taxation	-	-
LOSS AFTER TAXATION	(11,730,559)	(27,144,988)
LOSS PER SHARE	(0.119)	(0.276)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JUNE 30, 2025



	2025	2024
	----- Rupees -----	
CASH FLOWS FROM OPERATING ACTIVITIES		
LOSS BEFORE TAXATION	(11,730,559)	(27,144,988)
Adjustment for non cash items:		
Depreciation	36,614,418	29,145,813
Levies	12,823,771	8,110,481
Provision for gratuity	4,739,919	3,773,029
Provision for slow moving items	29,990,286	24,996,745
Gain on sale of fixed assets	(1,906,490)	-
Impairment loss on leasehold improvement	41,133	-
	82,303,037	66,026,068
Net cash inflows from operations before working capital changes	70,572,478	38,881,080
Working capital changes		
(Increase) / decrease in current assets		
Stores and spares	(6,970,227)	3,822,769
Stock-in-trade	(46,833,636)	151,685,145
Trade debts	(5,476,285)	(883,728)
Advances, deposits, prepayments & other receivables	(648,472)	(30,617,870)
Increase / (decrease) in current liabilities		
Trade and other payables	301,737,854	(108,022,490)
Net working capital changes	241,809,234	15,983,826
Levies paid	(26,754,365)	(16,056,817)
Net cash generated from / (used in) from operating activities	285,627,347	38,808,089
CASH FLOWS FROM INVESTING ACTIVITIES		
Fixed capital expenditure	(392,717,201)	(35,166,836)
Proceeds from sale of property, plant and equipment	1,949,359	
Long term deposits paid	-	(4,668,510)
Net cash used in investing activities	(390,767,842)	(39,835,346)
CASH FLOWS FROM FINANCING ACTIVITIES		
Receipt of long term deposits	105,250,000	-
Net cash inflows from financing activities	105,250,000	-
Net decrease in cash and cash equivalents	109,505	(1,027,257)
Cash and cash equivalents at the beginning of the year	2,115,761	3,143,018
Cash and cash equivalents at the end of the year	2,225,266	2,115,761

A

B

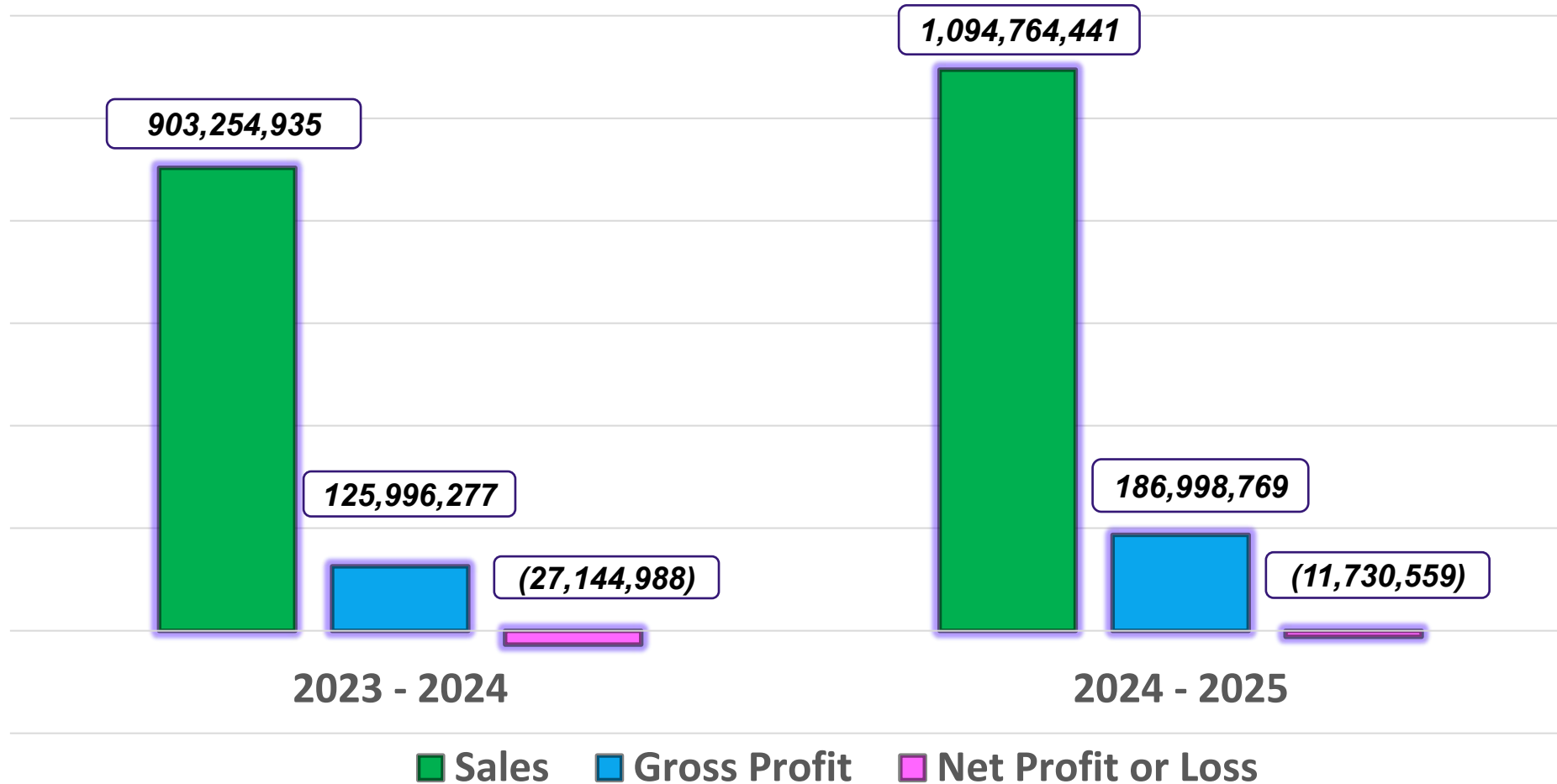
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A + B + C

FINANCIAL PERFORMANCE AND SALES GROWTH



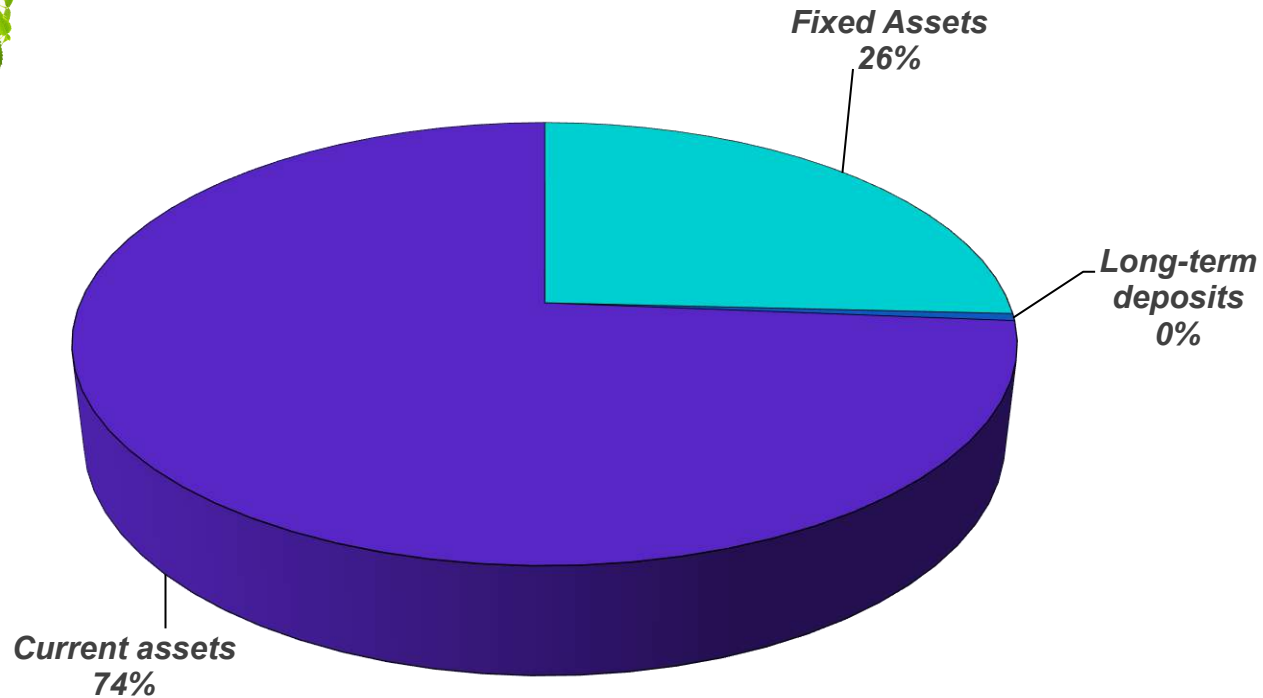
Amount in Rupees



- The financial year 2023-2024 was impacted by price fluctuations in raw materials, particularly Tetra Pack and dollar price, which affected our production costs.
- The expansion of our plant and trial production of new products including Cola and Double up, at lower prices, contributed to the losses incurred during the year.
- Despite paying FED, our financial performance in 2023-2024 was impacted by lower product pricing, resulting in a loss for the year.

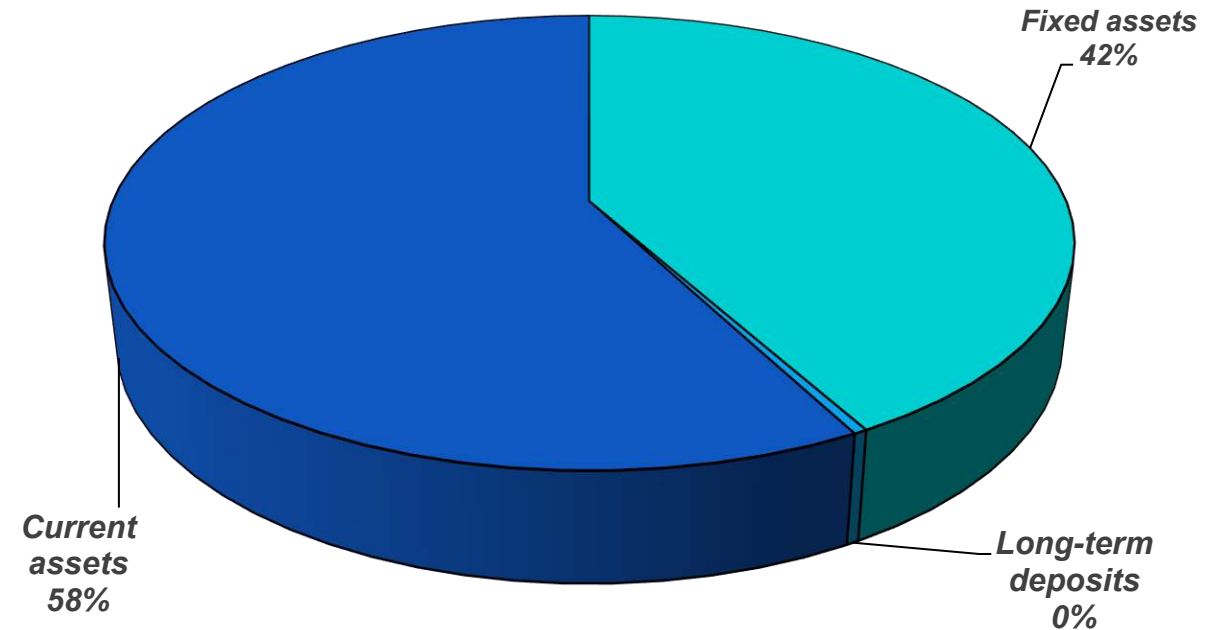
- We have successfully recovered 57% of our losses compared to the previous year, demonstrating a significant turnaround in our financial performance.
- Our sale have increased by 21% compared to the previous year, driven by the induction of new plants and a strong performance from our key brands, including Coke, Doubleup, Domore, and other popular drinks.

FINANCIAL POSITION - ASSETS



■ Fixed Assets ■ Long-term deposits ■ Current assets
2024

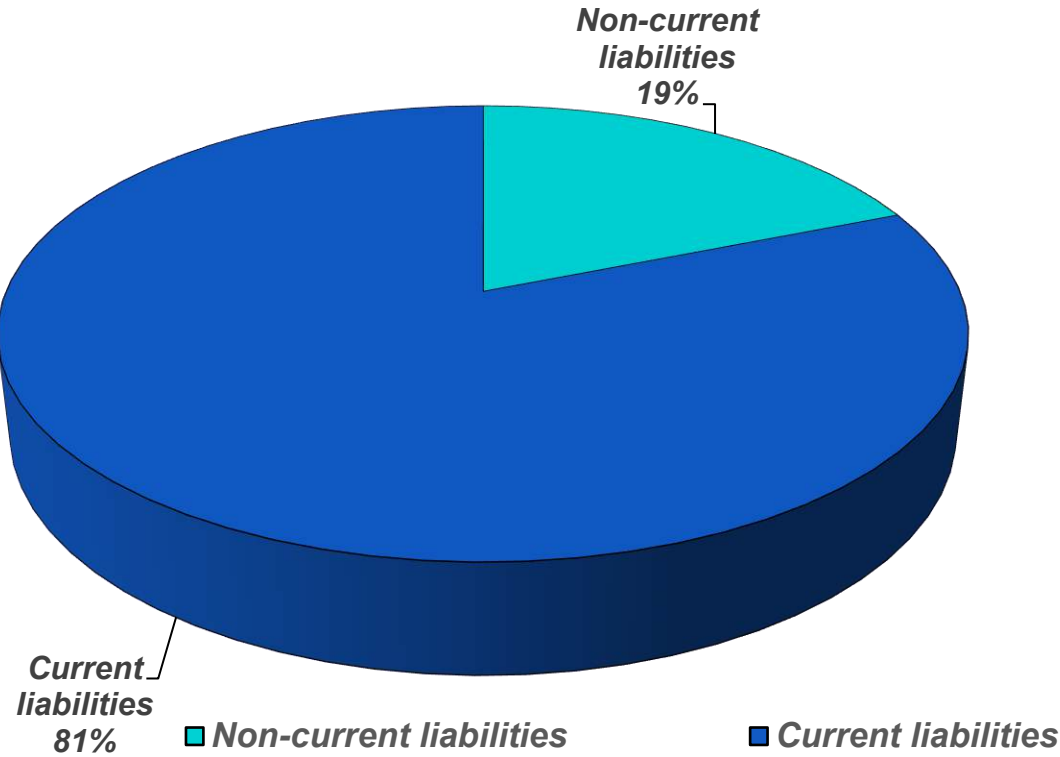
Fixed Assets	328,594,122
Long-term deposits	6,603,800
Current Assets	938,990,230
Total Assets	1,274,188,152



■ Fixed assets ■ Long-term deposits ■ Current assets
2025

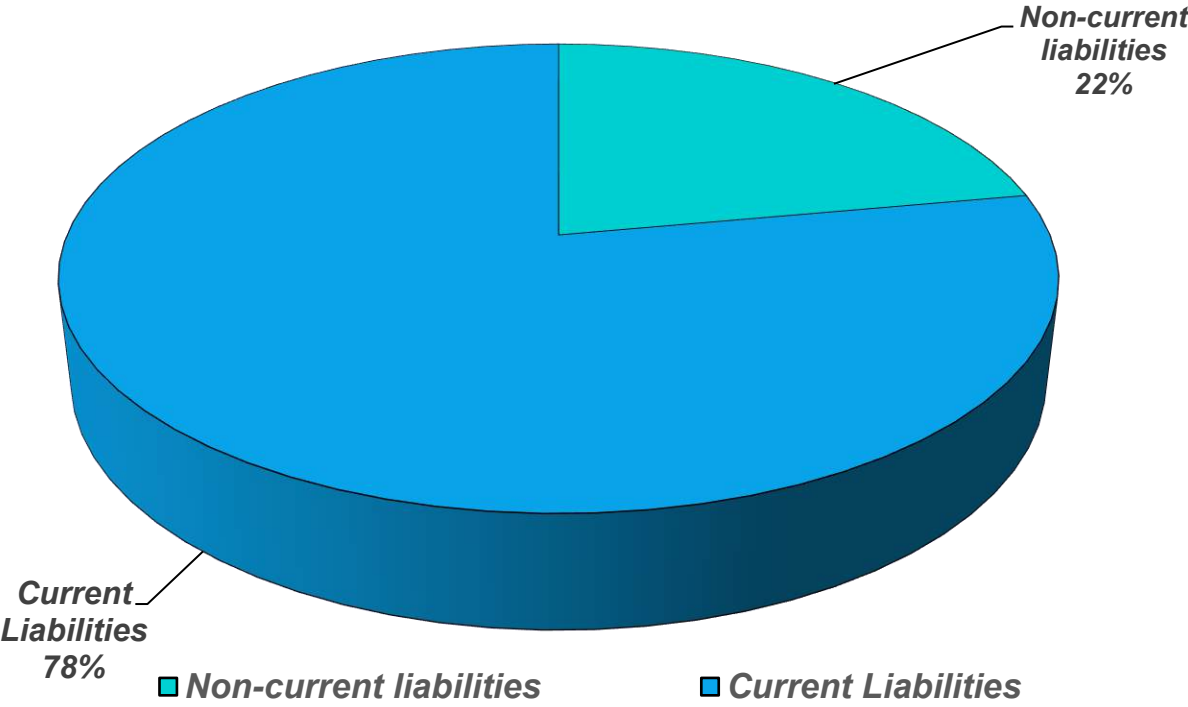
Fixed Assets	713,976,225
Long-term deposits	6,603,800
Current Assets	982,972,583
Total Assets	1,703,552,608

FINANCIAL POSITION - LIABILITIES



2024

Non-current Liabilities	156,884,567
Current Liabilities	670,589,782
Total Liabilities	827,474,349



2025

Non-current Liabilities	276,132,286
Current Liabilities	972,327,636
Total Liabilities	1,248,459,922

Milestones achieved in 2025



Mineral Water Plant:

A new mineral water plant has been installed, enhancing our production capacity and ensuring the highest quality of bottled water for our customers.



Prisma Tetra Machine:

A State-of-the-art Prisma Tetra Machine has been installed, enabling us to offer a wider range of packaging options and improve our overall operational efficiency.



Carbonated Soft Drink Plant Expansion:

We have increased our carbonated drink production capacity with the addition of two new plants, allowing us to meet the growing demand of our popular Coke and CSD brands.



FUTURE OUTLOOK



Pakistan will continue to face economic challenges including at macroeconomic level, modest growth, the purchasing power of our consumers may remain strained due to declining real incomes, lower revenue collection and narrow tax base and climate related vulnerabilities. Further, recent rain and floods have wreaked havoc in Punjab, Gilgit Baltistan and Khyber Pakhtunkhwa and an estimated more than 4 million people have been displaced/ affected by the inundated. The livestock and agriculture washed away, staple crops damaged and infrastructure obliterated.

The Pakistani authorities, amid the latest destruction due to Global warming and extraordinary climate change, have declared a climate emergency to address challenges posed by climate change. In light of the aforementioned reasons, we anticipate lower demand for our products especially from local consumers. With these challenges in horizon Company maintains a cautious outlook for 2025-26 in terms of business performance. However, Pakistan with its large population base is an attractive market for consumer business such as food and Non-alcoholic beverages (NAB). The Company is also focusing and targets to expand its outreach in the international market, where margins are healthy and international diversification also diminish the risk.

Further, the Company is dedicated to relentless and enhancing operational efficiencies and effectively utilizing resources to navigate current and upcoming challenges and protect the interests of all stakeholders.



Question & Answers



Thank You

