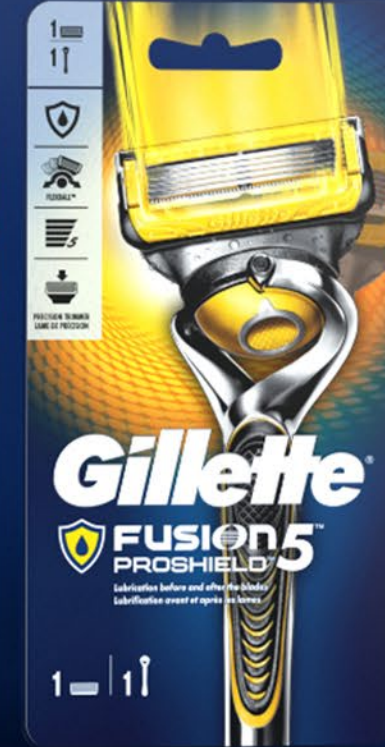




GILLETTE PAKISTAN LIMITED



Corporate Briefing Session 2025

COMPANY OVERVIEW

VISION

To build total brand value by innovating to deliver consumer value & customer leadership faster, better & more completely than our competition

Gillette Pakistan Limited: Incorporated on Dec 9th, 1986, as a public limited company. Is a subsidiary of The Series Acquisition B.V. Netherlands (which is a wholly owned subsidiary of P&G USA).

Gillette Pakistan is a part of Procter & Gamble group Globally.

Principal Activities:

- Manufacturing, Marketing and Selling of Blades & Razors.

PRODUCTS THROUGHOUT THE YEARS



--- 08/09

09/10

10/11

12/13

18/19

20/21

21/22

BUSINESS OVERVIEW

- **Challenges faced this fiscal year :**
 - Macroeconomic headwinds
 - Increase in import duties that impacted cost structures and
 - Decline in consumer's spending power.
- **Key interventions for significant revenue growth of 15%:**
 - Expansion in retail, wholesale and supermarket channels,
 - Improved in-store execution, and
 - Targeted customer acquisition initiatives.

The Company was able to achieve better results behind management's timely decision

Profit & Loss	Rs. in '000	
	30-Jun-25	30-Jun-24
Revenue	1,719,851	1,502,010
Cost of goods sold	(1,379,477)	(1,019,659)
Gross profit	340,374	482,351
<u>Expenses</u>		
Selling & marketing	(126,663)	(211,900)
Administrative & others	(119,211)	(125,458)
Interest & bank charges	(153,495)	(218,136)
Other income	51,374	226,469
(Loss) / profit before levies & tax	(7,621)	153,326
Levies	(48,870)	(67,044)
Tax	30,541	14,921
(Loss) / profit after tax	(25,950)	(25,950)

Balance Sheet	Rs. in '000	
	30-Jun-25	30-Jun-24
ASSETS		
<u>Current assets</u>		
Bank balances	96,230	455,350
Tax receivables	276,828	216,160
Prepayments & others	331,709	731,107
Trade debts	137,871	209,404
Inventories	599,677	1,111,711
	1,442,316	2,723,733
<u>Non-current assets</u>		
Fixed Assets	134,958	156,459
Others	21,556	215
	156,514	156,674
Total assets	1,598,830	2,880,407
LIABILITIES & EQUITY		
<u>Current liabilities</u>		
Trade & other payables	230,217	293,628
Loan from associated company	121,666	1,344,938
Others	119,741	97,716
	471,624	1,736,282
<u>Non-current liabilities</u>		
Retirement obligation & others	30,370	25,135
<u>Share capital & reserves</u>		
Share capital	318,720	318,720
Retained earnings & reserves	778,116	800,270
	1,096,836	1,118,990
Total liabilities & equity	1,598,830	2,880,407

BUSINESS RESULTS & TREND ANALYSIS

Challenges:

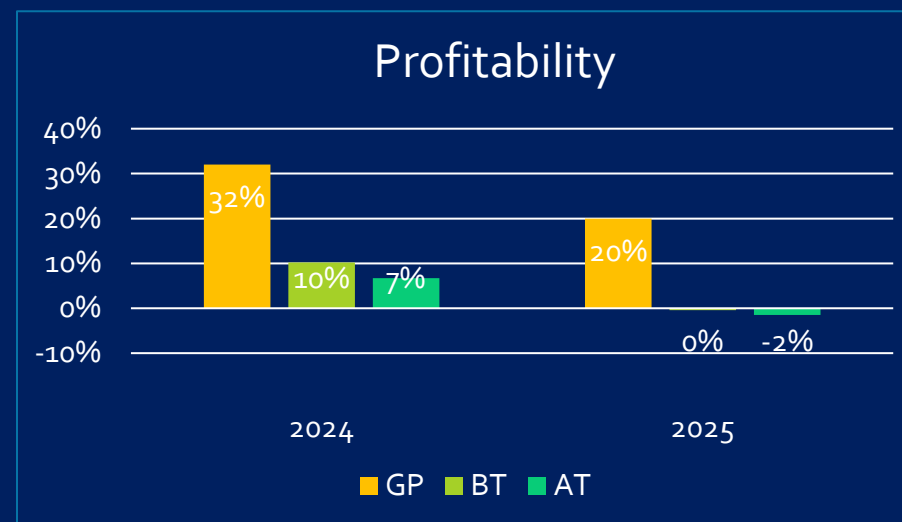
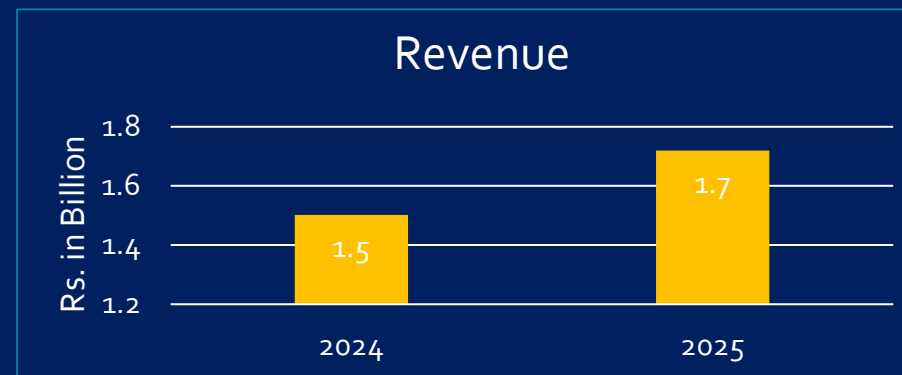
- Import duty impact
- Global commodity price increase

Strategies:

- Negotiated supply prices
- Rationalizing expenses
- Balanced approached in marketing

Results:

- Revenue improved vs. YA
- Challenges on profitability



OTHER MATTERS

- The Gillette Company LLC has conveyed to Gillette Pakistan Limited the decision of The Procter & Gamble Company to discontinue its business in Pakistan as part of its global restructuring program, including portfolio, supply chain and organization choices to accelerate growth and value creation.
- The delisting application has been submitted to PSX, and the sponsor (SABV) has proposed to buy back the shares held by minority shareholders at a minimum price of PKR 216.49 per share, which has been determined in accordance with PSX regulations.

Questions & Answers

Thank You