



Eat Well. Live Well

## Big Bird Foods Limited

**Address** 2-A, Ahmad Block, New Garden Town,  
Lahore, Pakistan

**Phone** +92-42-35835373-74, 35837512-14

**UAN** +92-42-111-111-220 (Phone)

**UAN** +92-42-111-244-111

**Fax** +92-42- 35835371

**Web** www.bigbirdfoods.com

May 12, 2026

The General Manager,  
Pakistan Stock Exchange Limited  
Stock Exchange Building  
Stock Exchange Road  
Karachi.

Subject: **Material Information – Expansion in Retail Segment**

Dear Sir,

In compliance with Section 96 of the Securities Act, 2015 and clause 5.6.1 of the PSX Regulations, we hereby convey the following information.

Big Bird Foods Limited (“BBFL” or “the Company”) is pleased to inform its shareholders and Pakistan Stock Exchange that the Company has further expanded its retail footprint by securing placement of its value-added product range across 27 outlets of Imtiaz Super Market nationwide.

Imtiaz Super Market is among Pakistan’s prominent modern retail chains, with a growing nationwide presence, strong customer traffic, and a diversified offering across grocery, fresh, and frozen food categories. Its expanding store network provides an important platform for enhancing consumer reach.

This development is expected to improve the availability and visibility of BBFL’s products within the modern trade channel and supports the Company’s broader strategy of strengthening its presence in the retail segment alongside its established food service and corporate business.

Based on current internal assessments, management anticipates that, upon full rollout and stabilization, this arrangement may contribute positively to the Company’s revenues, with a potential annual impact in the range of PKR 2.0 – 2.5 billion. However, actual results may vary depending on product availability, rollout timelines, consumer demand, and overall market conditions.

In addition, enhanced demand is expected to increase company’s capacity utilization and improve fixed cost absorption.

The Company remains committed to pursuing sustainable growth opportunities while creating long-term value for its shareholders.

You may please inform the members of the Exchange accordingly.

Sincerely,

**Muhammad Riaz**  
**Company Secretary &**  
**Head of Legal**

**Cc:**

Executive Director/HOD  
Offsite-II Department, Supervision Division  
Securities & Exchange Commission of Pakistan  
63-NIC Building, Jinnah Avenue,  
Islamabad