

Corporate Briefing Session

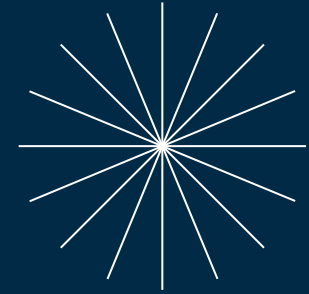
2026



Disclaimer

- This communication, except for the historical data, may contain forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of the Company's views and assumptions as of this time.
- Forward-looking statements generally can be identified by words such as "believes," "expects," "estimates," "intends," "plans," "strives," "may," "could," "projects," "should," "will," "continue," "targets," "goals" and other similar expressions, and are based on the Company's views and assumptions as of the date they were made. The Company does not, nor does any other person, assume responsibility for the accuracy and completeness of those statements.
- As such, we do not warrant, endorse or guarantee the completeness, accuracy, integrity, or timeliness of the information. You must evaluate, and bear all risks associated with, the use of any information provided hereunder.
- The Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations.

Contents



01 Company Profile

02 Financial Highlights

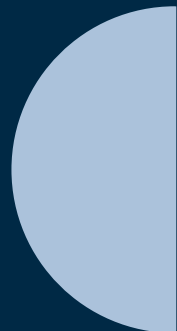
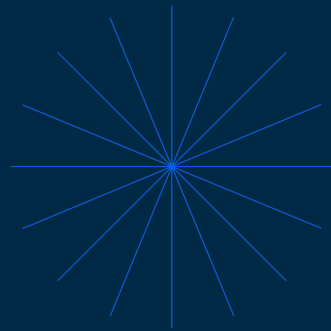
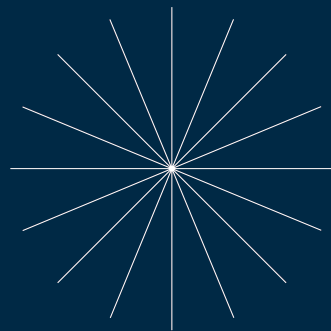
03 Strategic and Operational Developments

04 Health, Safety and Environment

05 Question and Answer Session

01

Company Profile



Company and Its Operations:

Colgate-Palmolive Pakistan Limited is a joint venture between Lakson Group and Colgate-Palmolive Company USA.

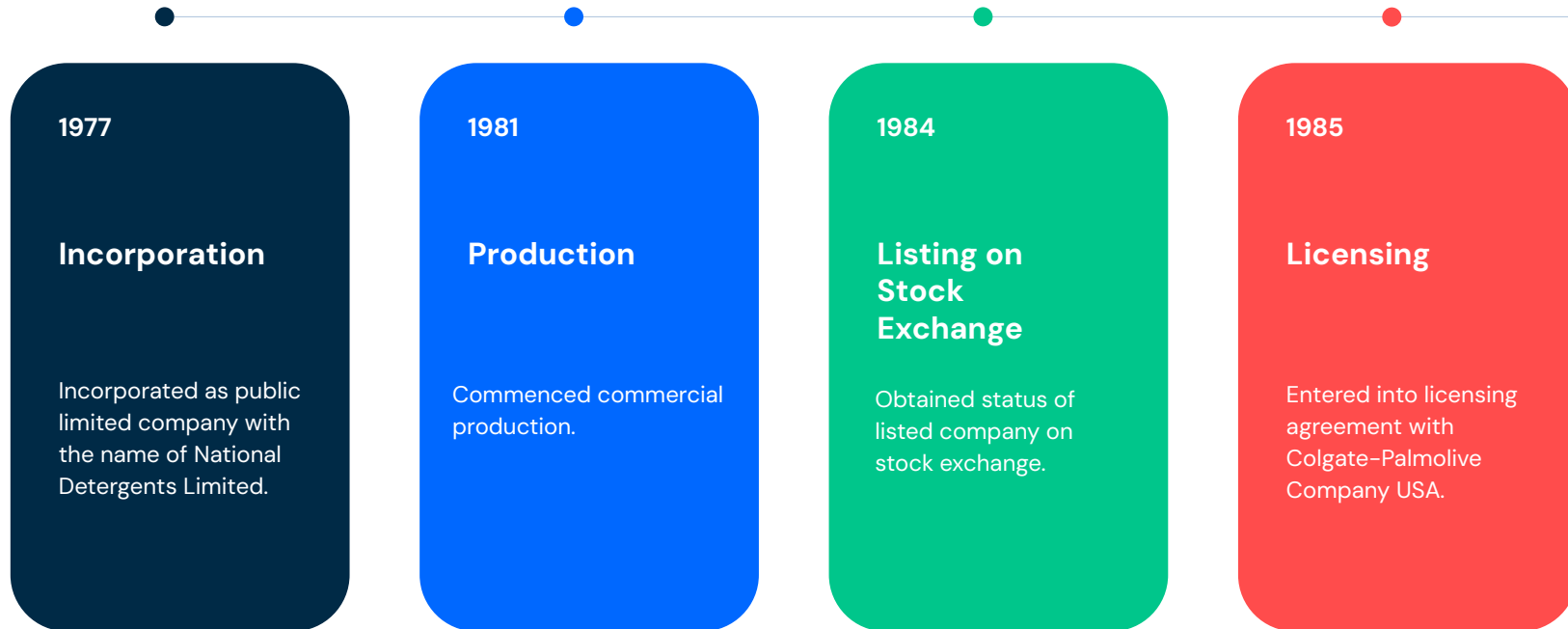
The Company's principal activity is to manufacture, market and distribute home care and personal care products.

The Company has manufacturing facilities in Kotri Industrial Estate, Sindh and Sundar Industrial Estate, Punjab.

Company's distribution network is spread across Pakistan with sales offices in 11 major cities.

Milestones and Achievements

Key Milestones:



Milestones and Achievements

Key Milestones:

1990

Participation

Colgate-Palmolive Company USA acquired 30% shareholding via participation agreement. Name changed to Colgate-Palmolive (Pakistan) Limited.

2009

SAP Implementation

Implemented Enterprise Resource Planning – SAP.

2010

1 Billion Profit

Net Profit of the company crossed Rs 1 billion.

2011

Sundar Plant

Manufacturing facility at Sundar made operational.

Milestones and Achievements

Key Milestones:



Milestones and Achievements

Key Milestones:

2023

**100 Billion Sales
and 10 Billion
Profit**

Gross Sales crossed Rs. 100 billion and Net Profit of the company crossed Rs 10 billion.

2024

**\$1 Billion
Market Cap
and Rs. 17
Billion Profit**

Market capitalization exceeded \$1 Billion and net profit crossed Rs. 17 Billion.

2025

150 Billion Sales

Gross Sales crossed Rs. 150 billion

2026

**Recyclable
Toothpaste
Tubes**

100% Recyclable
Toothpaste
Portfolio

Milestones and Achievements

14th

Consecutive
Award

MAP Corporate Excellence Award

The Company was presented its 14th consecutive 'Corporate Excellence Award' at the 40th Corporate Excellence Awards Ceremony organized by Management Association of Pakistan.

17th

Time Recipient

PSX top 25 Companies Award

Most recently in 2025, the Company was recognized as one of the Top 25 Listed Companies by the Pakistan Stock Exchange (PSX), marking the 17th time it has achieved this prestigious distinction since 2004.



02

Financial Highlights

Key Financials Highlights for FY 2026

Annual Turnover

**Rs 170
billion**

Gross Profit Margin

35%

Operating Profit
Margin

24%

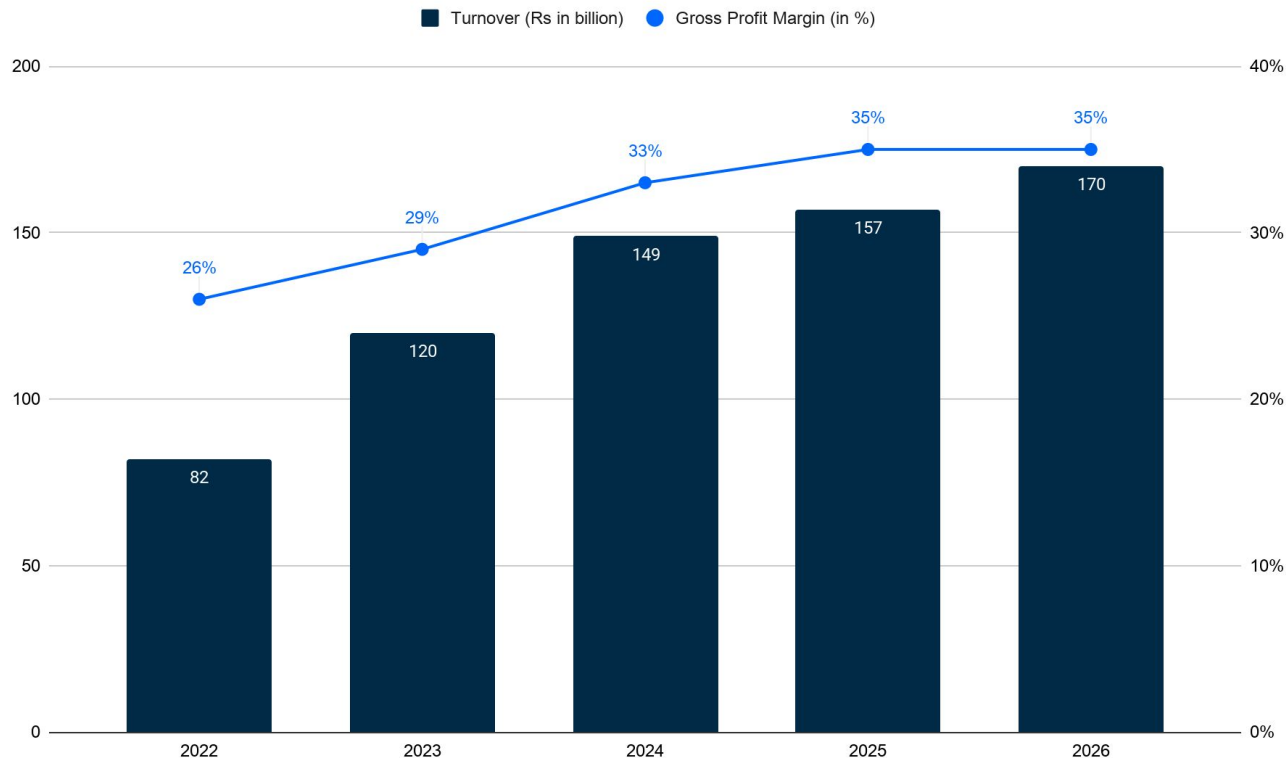
Earnings per Share

**Rs
76.74**

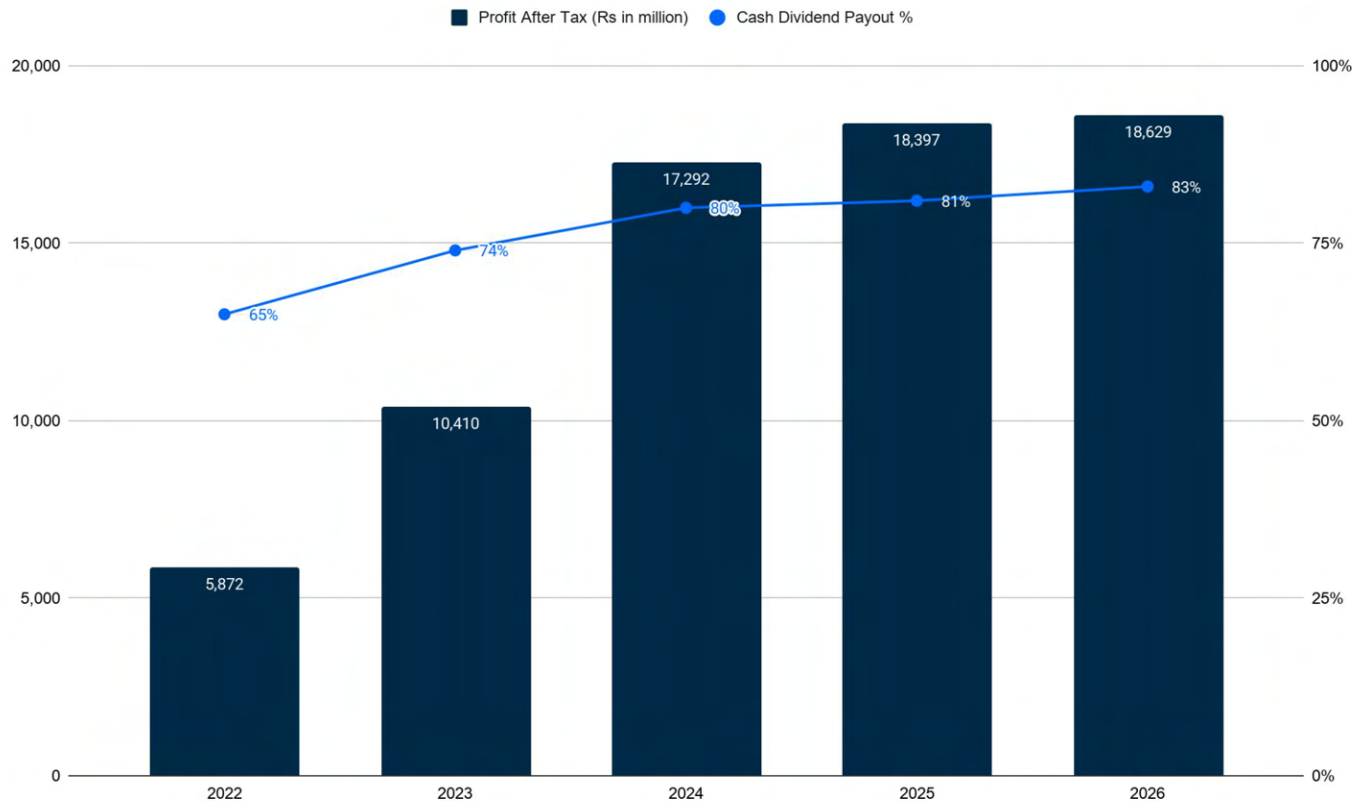
Return on Capital
Employed

74%

Turnover and Gross Profit Margin Trend:



Profit After Tax and Dividend Payout trend:



Financial Performance and Capital Allocation:

Year	Dividend	CAPEX	Advertisement Spend
	Rupees in million		
2022	3,931	1,707	2,633
2023	9,334	1,196	3,291
2024	13,838	2,049	4,210
2025	14,931	2,406	4,578
2026	15,537	1,226	4,489

Balance Sheet Overview



TOTAL ASSETS

Rs. 64 Bn

▲ +12.3% YoY Growth

Total assets grew from Rs. 57 billion in FY2025 to Rs. 64 billion in FY2026.



TOTAL LIABILITIES

Rs. 23 Bn

▲ +15.0% YoY Increase

Total liabilities increased from Rs. 20 billion in FY2025 to Rs. 23 billion in FY2026.



TOTAL EQUITY

Rs. 42 Bn

▲ +13.5% Strengthened

Total equity strengthened from Rs. 37 Bn in FY2025 to Rs. 42 Bn in FY2026.

Macroeconomic Indicators, Key Risks & Challenges



Escalating regional conflicts have driven up commodity prices and disrupted global supply chains.



Sluggish economic growth, continued price volatility, and high taxation continue to suppress demand.



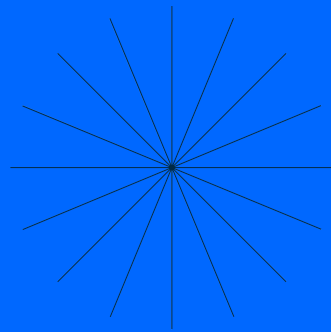
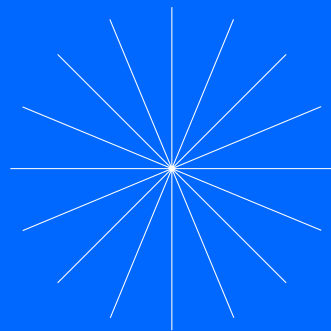
Political uncertainty and evolving global geopolitical dynamics continue to influence the business environment, affecting investor confidence and operational continuity.



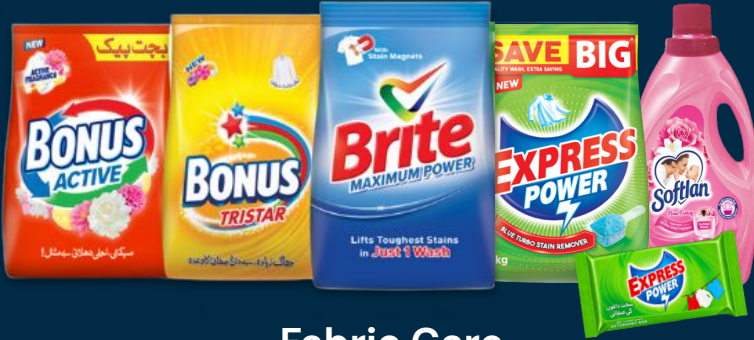
Rising utility and energy prices pose a distinct inflation risk consequently monetary policy stays tight in the near term.

03

Strategic and Operational Developments



Product Categories



Fabric Care



Oral Care



Surface Care



Personal Care

Fabric Care Innovation Grid 2025-26

New IMC



New Express IMC

New
Packaging/
Formulation



Express
Power
Relaunch



Express Ultra
packaging
revamp



Express Bar
new
packaging

Oral Care Innovation Grid 2025–26

New IMC



Maxfresh UltraFresh
IMC for 10x longer
lasting cooling

Oral Health
Movement



Dentist in a Tube



On Pack Scans and Free Dental
Checkups

Personal Care Innovation Grid 2025–26

Personal Care
IMC

Packaging Upgrade



Palmolive Soap



Palmolive Shampoo

Personal Care Innovation Grid 2025-26

Personal Care New SKUs

New SKUs



Palmolive Soap
165g x 3 Bundle



Palmolive Shampoo
680ml Pump Silky Straight

Cornerstone of Growth Strategy



1. Consistent Media Presence
2. Category Growth Initiatives – Consumption Building
3. Consumer Engagements
4. Winning in Key Retail Environments

1. Consistent Media Presence



Launched a new Express IMC campaign, while Brite and Bonus maintained continuous airing of their existing copy across multiple media platforms



1. Consistent Media Presence

Dentist in a Tube IMC was launched, aimed at making preventive oral healthcare more accessible



Paired with strategic OOH placements for amplification



Strong presence on major channels along with Digital Amplification



1. Consistent Media Presence



Max Bar TVCs



New Max Liquid TVC



New Max Scrub TVC

1. Consistent Media Presence



Conventional Media

New TVC launched to announce the new packaging across 13-15 leading news & entertainment channels.



Digital Media

Amplified through affinity-based targeting across Meta & YouTube



Out-of-Home

OOH campaign across high visibility sites in Sindh



Visibility Drive

Nationwide deployment of Banners, shelf strips, pigeon-hole sheet, wobblers, display jackets and gravity hangers



Digital



Digital-first assets to announce new packaging on Meta and YouTube

Tactical Copy



New copy to announce the New Look across top channels

Surgical OOH



OOH campaign across high visibility in Sindh

On-ground



Nationwide deployment of Banners, shelf strips, pigeon-hole sheet, wobblers and hangers.

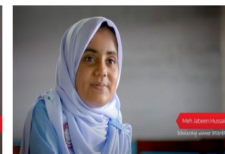
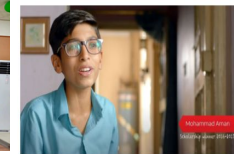
Launched new packaging through IMC campaigns of Palmolive Soap and Palmolive Shampoo across multiple consumer touchpoints in 2025-2026



2. Category Growth Initiatives



'My Bright Smile' Global Art Contest is an annual contest aimed to promote oral hygiene awareness amongst kids. In Pakistan, this competition encourages children to express their creativity and reflect on what their bright smile means to them.



BSBF School Program

The BSBF School Program has reached 19.4 million children since its inception, driving awareness and consumption of oral health and toothpaste. In parallel, Colgate also runs the *Parho aur Barho* scholarship drive to strengthen brand equity.

2. Category Growth Initiative: Conversion Activities



2. Category Growth Initiative: Conversion Activities



3. Consumer Engagements



3. Consumer Engagements

Free Dental Check Ups in store with consumer engagement activities



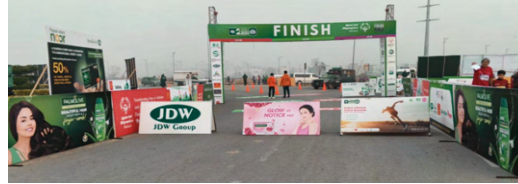
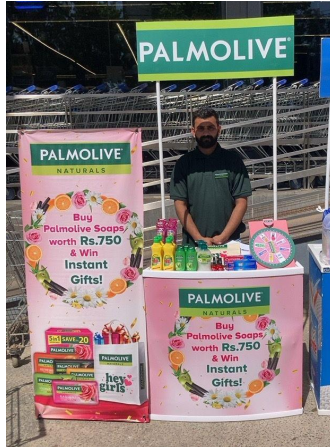
3. Consumer & Trade Engagements



In-store interception activities

3. Consumer Engagements

Consumer Engagement with Instant Gifting



4. Winning in Key Retail Environments

Modern Trade



4. Winning in Key Retail Environments

General Trade



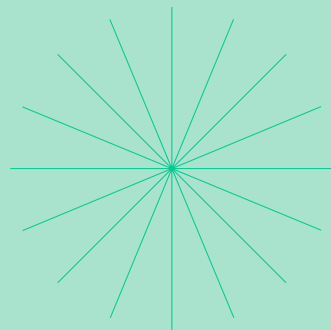
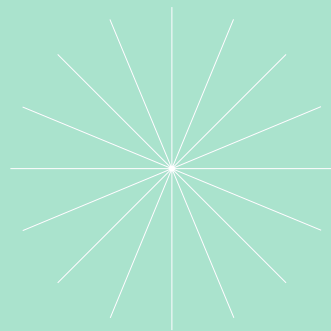
Counterfeits

Counterfeit products have been a constant challenge for all FMCGs. The Brand Protection Unit of the Company works throughout the year for preventing significant quantities of counterfeits from reaching consumers.



04

Health, Safety and Environment



Responsible Waste Management

Colgate-Palmolive (Pakistan) Ltd. continues to advance its sustainable packaging roadmap through innovative design, optimizing package dimensions, re-engineering product structures, and prioritizing responsible sourcing for eco-friendly solutions.



100%

Recyclable Tubes Portfolio

Successfully transitioned 100% of toothpaste portfolio to recyclable tubes, rolled out nationwide.



673k kgs

Plastic Reduction

Reduction in plastic consumption achieved through ongoing sustainability initiatives since launch.



Growing a Greener Future: Our Carbon-Offset Drive

Advancing climate action through supply chain logistics optimization, 100% responsible RSPO sourcing and nature-based carbon sequestration.



100% RSPO-Certified Sourcing

Enforcing strict sustainability mandates requiring all suppliers of palm oil and derivatives to strictly adhere to rigorous RSPO standards.



Logistics & Supply Chain Efficiency

Streamlining distribution routes, optimizing load consolidation, and enhancing fleet management to reduce fuel consumption and transport emissions.



Carbon-Offset Plantation Drive

Participating in tree plantation solutions to actively absorb atmospheric carbon, restore ecosystems, and support local communities.

Energy & Emissions Management

Tackling climate change through improved efficiency, carbon reduction, and steady transition to renewable power aligned with long-term resilience goals.

26%

Manufacturing Energy Reduced

Successfully lowered manufacturing energy consumption intensity against a 2015 baseline, driving significant carbon footprint reduction.



Integrated Energy Management System

Deployed advanced energy analyzers, flow transmitters, and unified software for continuous online monitoring across electricity, natural gas, steam, and compressed air utilities.



Workforce Engagement & Renewable Expansion

Empowering teams to proactively identify efficiency opportunities via Colgate's Energy Treasure Hunt program while expanding renewable power adoption across facilities.



05

Question and Answer Session



Thank You