

Corporate Briefing Session

IMAGE PAKISTAN LIMITED

FOR THE YEAR 2026–27



AGENDA

1. ABOUT IMAGE
2. PRODUCT PORTFOLIO
3. INDUSTRY OVERVIEW
4. FINANCIAL HIGHLIGHTS
5. SUSTAINABILITY INITIATIVES
6. FUTURE OUTLOOK

About Image – Vision, Mission, Values

Image Pakistan Limited is a fashion retail and apparel company with an integrated business model spanning design, manufacturing, retail and e-commerce. Its principal activities include manufacturing and sale of embroidered fabric and ready-to-wear garments.



Vision and Mission Statement

VISION

Image Pakistan Limited is committed to strive for excellence in all areas of its activity.

MISSION

Providing quality products that promote commerce and industry, while contributing to the nation’s prosperity.

CORE VALUES

Continuous improvement and innovation; respect, courtesy and competence; integrity; teamwork and trust; cost consciousness.

Corporate Footprint

FY 2025–26 | 5 NEW OUTLETS OPENED

- Khayaban-e-Bukhari – Karachi
- F-6 – Islamabad
- Lyallpur Galleria Mall – Faisalabad
- Giga Boutique Mall – Islamabad
- Satellite Town - Gujranwala
- Zamzama, major expansion and renovation to enhance the customer shopping experience. - Karachi

Retail Expansion in Pakistan

KARACHI

Karachi Outlet e-Bukhari quiet opened, Zamzama outlet expanded and renovated.

ISLAMABAD

F-6 and Giga Boutique Mall outlets strengthen the capital city footprint.

FAISALABAD

Lyallpur Galleria Mall outlet extends reach in Punjab.

GUJRANWALA

Gujranwala Outlet. Retail strategy: wider customer access and stronger brand visibility.

Online Store Serving Worldwide



DIGITAL COMMERCE

The Company continues to strengthen its digital presence and serve customers through e-commerce platforms in domestic and international markets. Its subsidiaries and fulfilment arrangements support cross-border delivery on a Delivered Duty Paid (DDP) basis.

FY 2027 priority: improve digital reach, customer experience and operational responsiveness.

Growing Presence in International Markets Through E-Commerce

UNITED KINGDOM

Image International Limited operates in the UK and supports international fulfilment.

UNITED STATES

Tri-Star Image (USA) Inc. supports DDP e-commerce volumes in the US.

GLOBAL REACH

Online channels provide access to customers beyond the domestic retail network.

Integrated Ecosystem of Manufacturing + Design + Retail + E-Commerce

MANUFACTURING

A state-of-the-art manufacturing facility having latest multi-head embroidery machines, schiffli embroidery machines and latest/efficient stitching machines mainly being run on solar energy are in place for producing high-quality value added ready to wear and unstitched embroidered fabric.

DESIGN

Creative collections and faster product launches respond to changing consumer preferences.

RETAIL

New outlets and upgraded stores broaden the physical customer experience.

E-COMMERCE

Digital platforms and overseas subsidiaries support online sales and fulfilment.

Timeline / Milestones Achieved

A journey of retail growth, digital development and stronger operating capability

2021	2022	2023	2024	2025	2026
Retail brand recognition; seven stores and online store; Image Tech subsidiary.	Retail network expanded to 11 outlets; overseas subsidiaries established.	57% topline growth; UK fulfilment capability.	Three new stores; MS Dynamics 365 implementation journey.	VIS credit rating A−; Summerkari launch; supply-chain strengthening. cloud ERP and solar power initiatives.	Five new outlets; Image Studio category; Zamzama Karachi outlet expanded and renovated. Credit Rating A- was reaffirmed by VIS.

2021

- Retail Brand of the Year & Designer Lawn of the Year
- 150% growth in topline with 7 brick-and-mortar stores plus online store
- Incorporated wholly owned subsidiary – Image Tech Limited
- 75% right issue fully subscribed for production expansion

2022

- Recipient of Prime Minister Excellence Award for E-Commerce
- Expanded retail outlets to 11
- Incorporated wholly owned subsidiaries in the UK and USA

2023

- 57% growth in topline

- Expanded global footprint with an exclusive fulfilment centre in the UK

2024

- 75% right issue fully subscribed
- Recognized among the Top 25 Companies at PSX
- Successfully implemented MS Dynamics 365
- Three new stores – Multan, Gujrat and Dolmen Mall Lahore

2025

- VIS Credit Rating “A–”
- Launch of new product category – Summerkari
- Strengthened supply-chain operations
- Microsoft Dynamics 365 cloud migration and solar power initiatives

2026

- VIS Credit Rating “A–”
- Opened five new outlets: Karachi, Islamabad, Faisalabad and Gujranwala
- Zamzama Karachi outlet expanded and renovated
- Image Studio was introduced as a new category

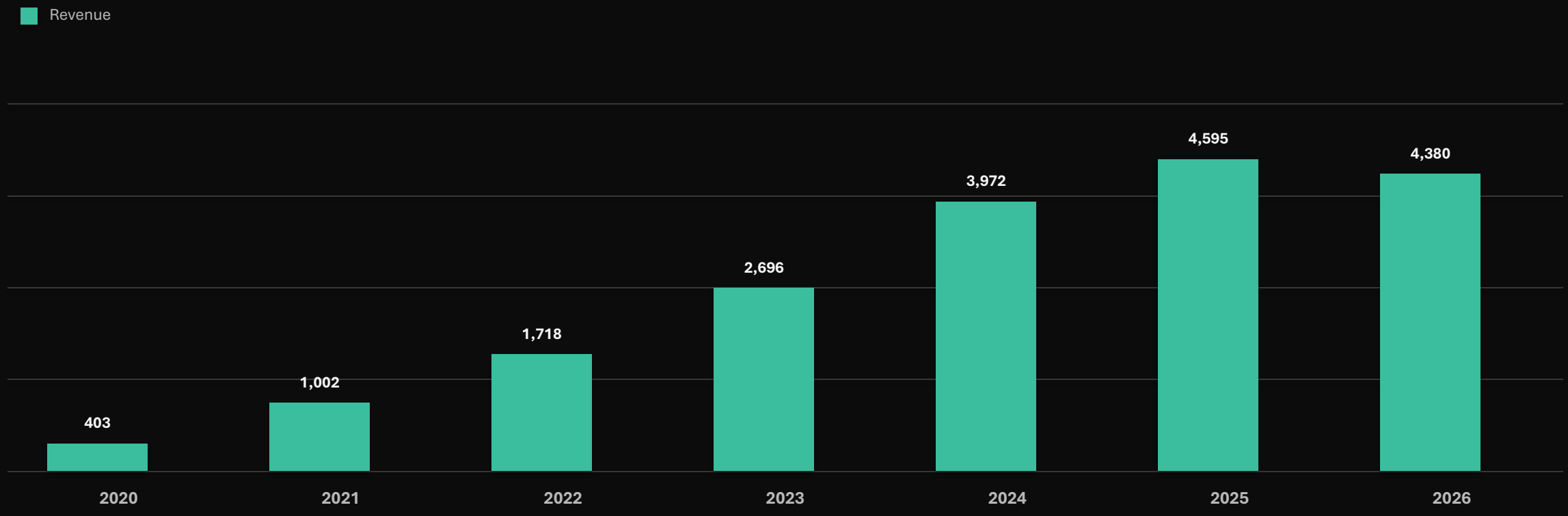
Key Revenue Drivers



- Retail store expansion strategy
- Enhanced online performance metrics
- Exclusive embroidery designs
- Optimized product mix strategies
- Improved inventory and supply-chain planning
- Focused marketing and customer engagement

Image Evolution

Consolidated revenue, EBITDA and profit after taxation | Rs. in millions



2026: revenue moderated to Rs. 4.38bn; EBITDA remained above Rs. 1.42bn and PAT was Rs. 659.6m.

PRODUCT PORTFOLIO



















Lawnkari | Spring Printkari | Winterkari | Summerkari | Reshamkari | Studio | Signature | Daily | Mehfilen

SWOT Analysis

STRENGTHS

Distinctive embroidered designs; established brand recognition; integrated manufacturing, design and retail model; sound equity base.

WEAKNESSES

Exposure to discretionary fashion spending; high production and retail operating costs; dependence on seasonal collections.

OPPORTUNITIES

Retail expansion; e-commerce growth; product diversification; international fulfilment; production automation and efficiency.

THREATS

Inflation and energy costs; raw-material price volatility; intensified local and international competition; changing consumer trends.

Industry Overview

RETAIL MOMENTUM

Retail activity has benefited from urbanization, a growing middle class and a continued shift toward e-commerce.

COMPETITIVE LANDSCAPE

Local and international brands continue to expand, raising competition for customer attention and discretionary spend.

OPERATING ENVIRONMENT

Inflation, energy costs, interest rates, currency volatility and supply-chain uncertainty remain important pressures.

Key Business Risks

01

Macroeconomic pressure and reduced consumer purchasing power

02

Competition and rapidly changing fashion preferences

03

Supply-chain disruption and volatility in textile inputs

04

Cybersecurity, data privacy and system reliability

05

Regulatory, tax, labour and environmental compliance

06

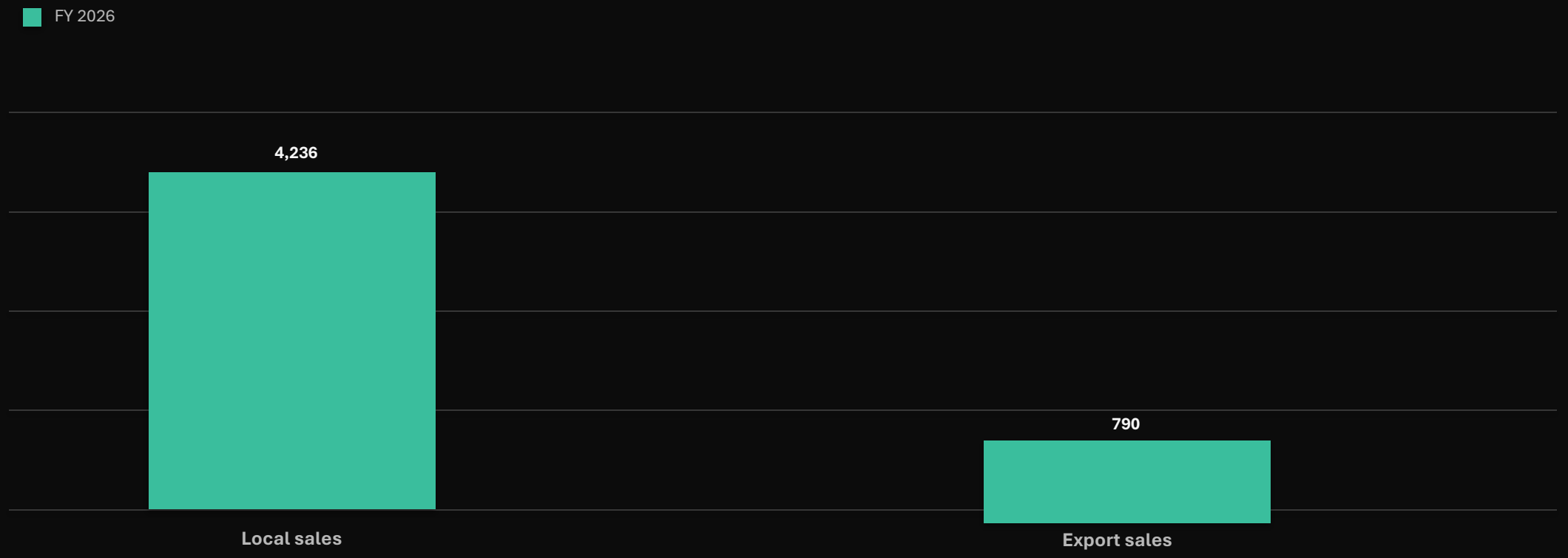
Talent attraction, retention and capability development



FINANCIAL
HIGHLIGHTS

Revenue Breakdown

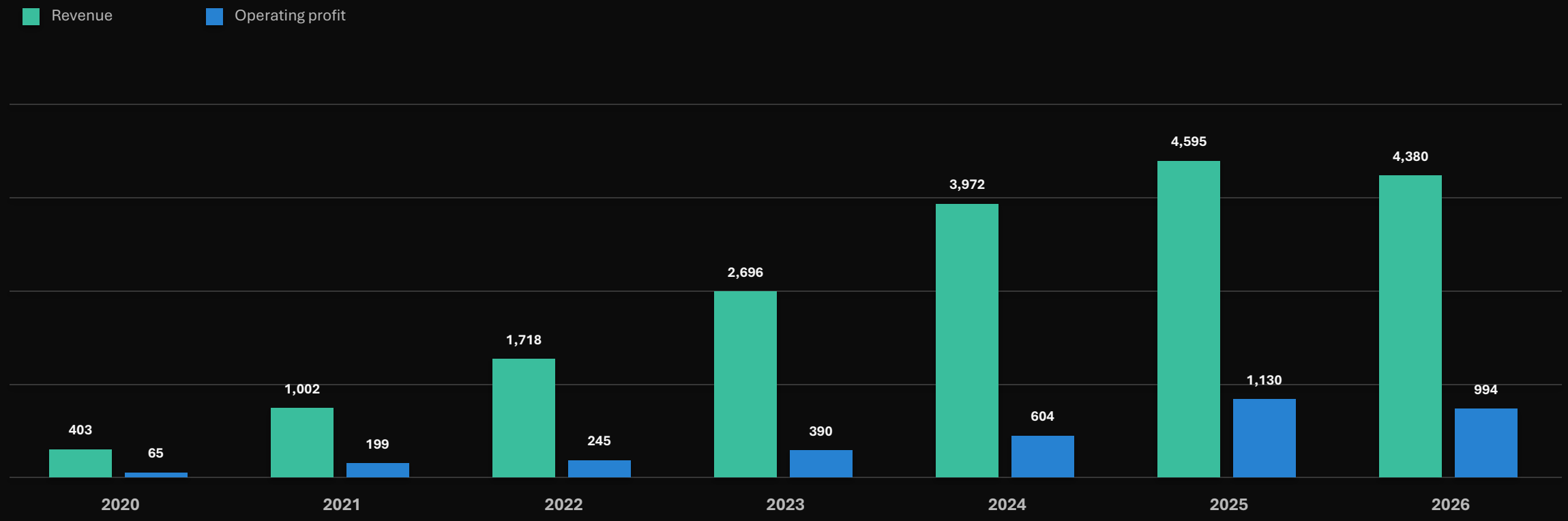
Consolidated Gross revenue | Rs. in millions



Local sales: Rs. 4,235.7m | Export sales: Rs. 789.7m | Gross revenue: Rs. 5,025.4m

Financial Highlights – Revenue & Operating Profit

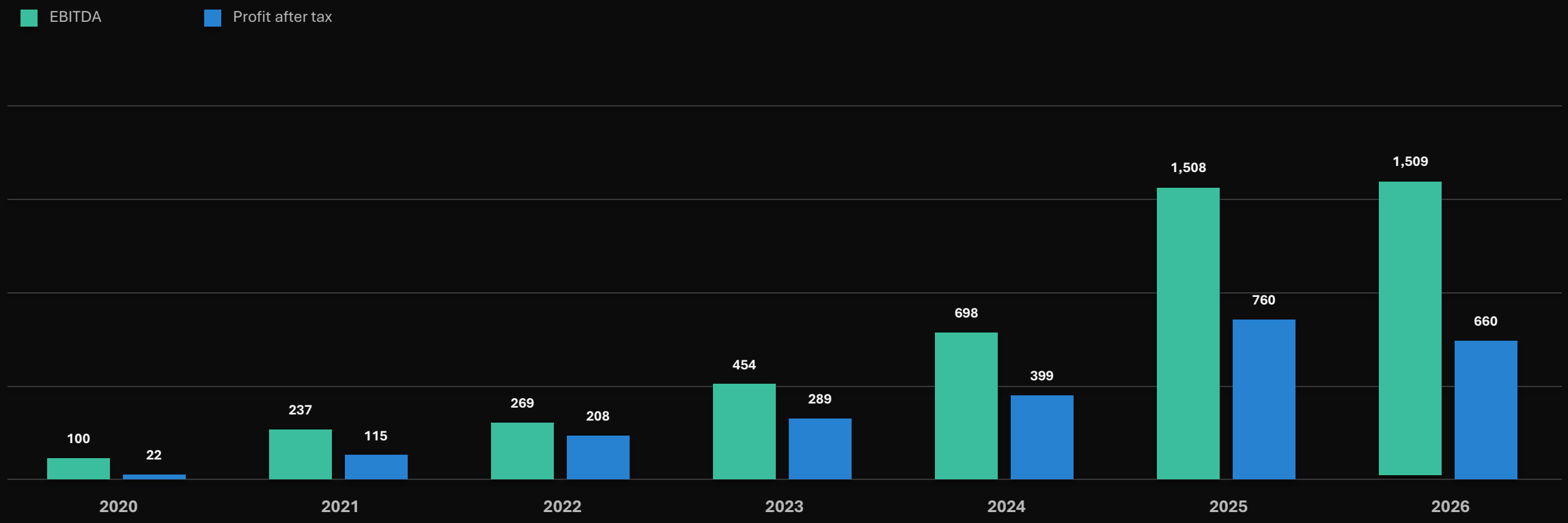
Rs. in millions | Consolidated



Revenue: Rs. 4,380.3m | Operating profit: Rs. 994.1m | Gross profit: Rs. 2,045.5m

Financial Highlights – EBITDA & Profit After Tax

Rs. in millions | Consolidated



Financial Highlights – EPS & Balance Sheet

Consolidated | Rs. in millions unless stated otherwise

EARNINGS PER SHARE

Rs. 2.86

2025: Rs. 3.30

TOTAL ASSETS

8,252.5

2025: 7,171.6

SHAREHOLDERS' EQUITY

4,756.1

2025: 4,326.6

CURRENT ASSETS

5,207.6

2025: 4,502.1

FY 2026 FINANCIAL POSITION



KEY PROFITABILITY

- Gross profit: Rs. 2,045.5m
- Profit before tax: Rs. 704.4m
- Profit after tax: Rs. 659.6m
- EPS: Rs. 2.86



Q&A

Thank You

IMAGE PAKISTAN LIMITED