

October 23, 2023

**Hafiz Maqsood Munshi**  
Head, Listed Companies Compliance - LAD  
Pakistan Stock Exchange Limited  
Stock Exchange Building  
Stock Exchange Road  
Karachi

**Subject: Holding of Corporate Briefing Session (CBS)**

Dear Sir,

With reference to your letter number PSX/Gen-1700 on subject captioned above and in compliance with PSX Notice No. PSX/N-654 dated May 23, 2019 and subsequent notification of holding Mandatory Corporate Briefing Session (CBS) by listed Companies, Gillette Pakistan Limited ("the Company") is holding its CBS on Companies annual audited financial statements on October 25, 2023 wherein Company's Senior Management will brief investors and analyst about the Company's current Financial Performance. The Flyer of CBS is attached herewith.

Interested shareholders/analysts who are interested to participate in CBS may join physically at below address or get registered for online participation by sending their consent on below email ID on or before 08:30 A.M on October 25, 2023. The meeting link be sent after validation of participation before meeting.

**Venue:** Lemon Grill, Ramada Karachi Creek, Zulfiqar Street-1, DHA Phase VIII, Karachi  
**Email:** [ali.fi@pg.com](mailto:ali.fi@pg.com);

We would appreciate your assistance in communicating this information to TRE certificates holders of Exchange.

Yours sincerely,



**Moosa Haroon**  
Company Secretary

*Enc: as above*



# Gillette: Truly Global Brand

# Gillette



**“We will stop making razor blades when we can’t keep making them better”**

-King C. Gillette

# Gillette®

## \$6 Billion Brand

Forbes list of most valuable brands



**Leader in shaving innovation.** Greater than 100 years of innovation to bring consumers the best shave in the world.

# Gillette Pakistan: 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 9<sup>th</sup>, 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

# Committed to Invest & Grow Business in Pakistan



--- 08/09

09/10

10/11

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18/19

20/21

21/22

# Business Overview



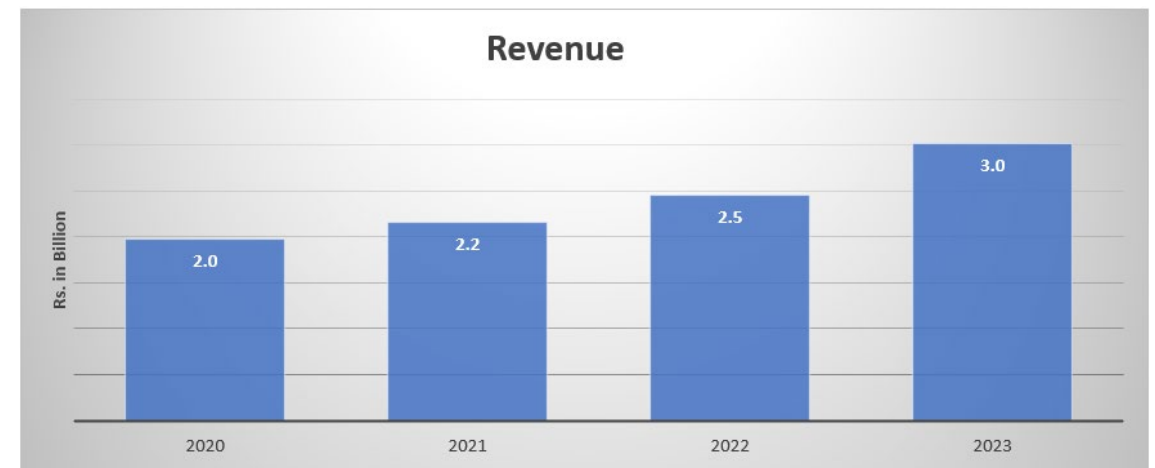
## Business insight:

- 23% Revenue increased
- Strong distribution strategy
- Balanced pricing approached worked well

## Economic Outlook:

Pakistan's economy slipped into stagflation, having 0.3% economic growth with 38% inflation rate during the outgoing fiscal year. Decline in export and workers' remittance behind global inflation aggravated due to Russia – Ukraine crisis.

*Despite these challenges, the Company was able to achieve good results.*



# Business Overview

## Challenges:

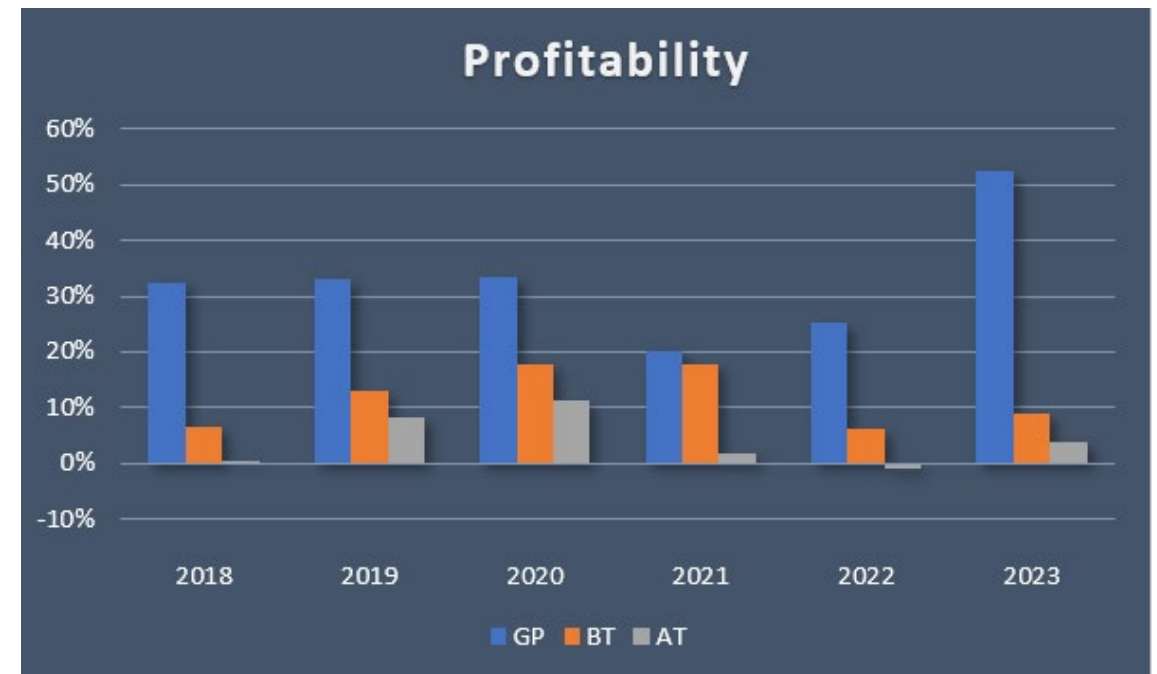
- Devaluation and import duty impact
- Global commodity price increase

## Strategies:

- Negotiated supply prices
- Strong supply chain
- Balanced approached in marketing

## Results:

- Sales increased by 23% and
- GP increased to 53%
- The BT margin was improved to 9% which is higher than market average



***Gillette***

**Q & A**