

October 24, 2023

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

Dear Sir,

**CORPORATE BRIEFING SESSION COLGATE-PALMOLIVE
(PAKISTAN) LIMITED**

This is to advise you that the Corporate Briefing Session of Colgate-Palmolive (Pakistan) Limited will be held on Tuesday, October 31, 2023 at 03:00 p.m. at ICAP Auditorium Karachi, as well as through electronic means/Video link facility to brief the analysts/shareholders about the Company's performance. The Presentation of Corporate Briefing Session is attached herewith.

Interested participants should e-mail their credentials to "mansoor@lakson.com.pk" with the subject "Corporate Briefing Session" before 10:00 a.m. on October 31, 2023.

You may please inform the TRE Certificate Holders of the Exchange accordingly.

Kindly acknowledge.

Thanking you,

Yours faithfully,
For **COLGATE-PALMOLIVE (PAKISTAN) LIMITED**


(MANSOOR AHMED)
Company Secretary

Encls: As above.

Smiling Strong, All Year Long



Corporate Briefing Session - 2023

- 01** **Company Profile**
- 02** **Financial Information**
- 03** **Strategic and Operational Developments**
- 04** **Health, Safety and Environment**
- 05** **Question and Answer Session**

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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.

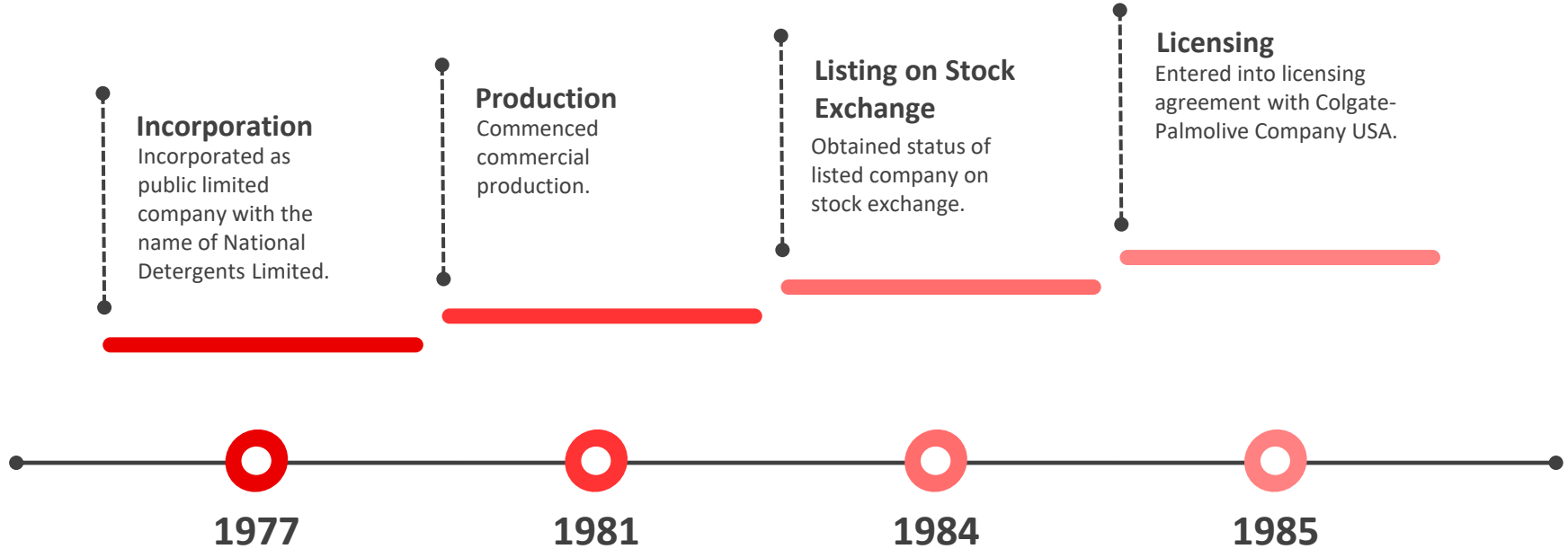
The Company has manufacturing facilities in Kotri Industrial Estate, Sindh and Sundar Industrial Estate, Punjab.

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

Milestones and Achievements



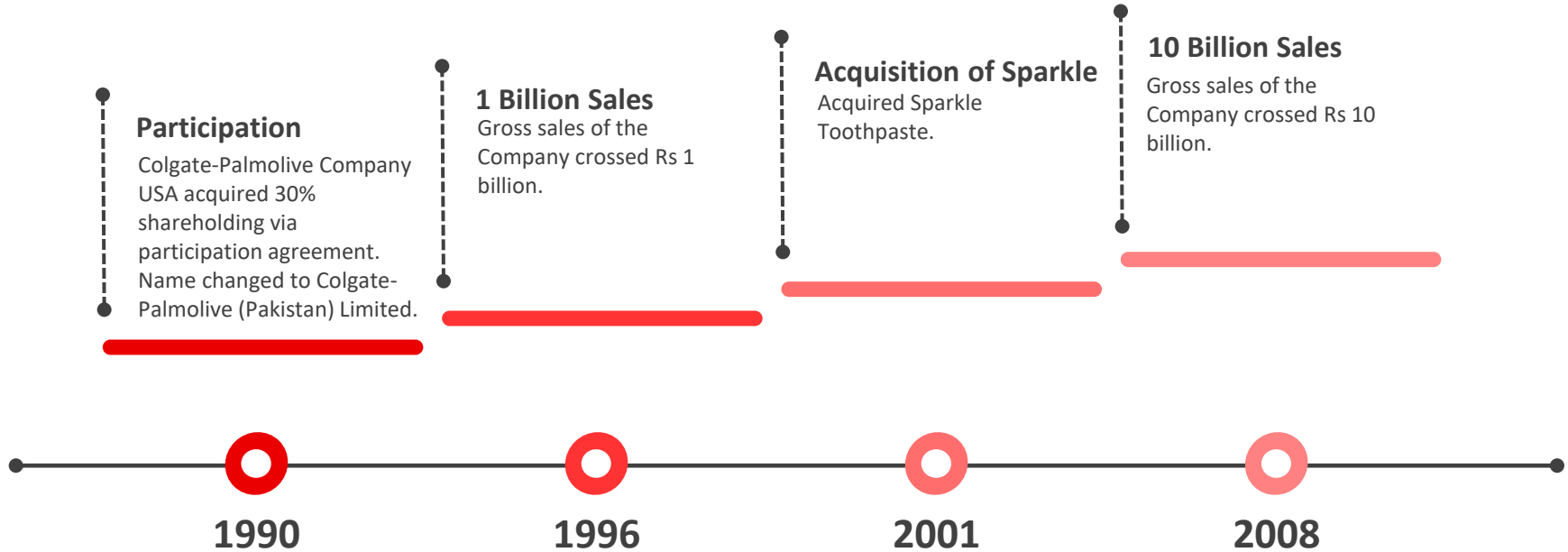
Key Milestones:



Milestones and Achievements



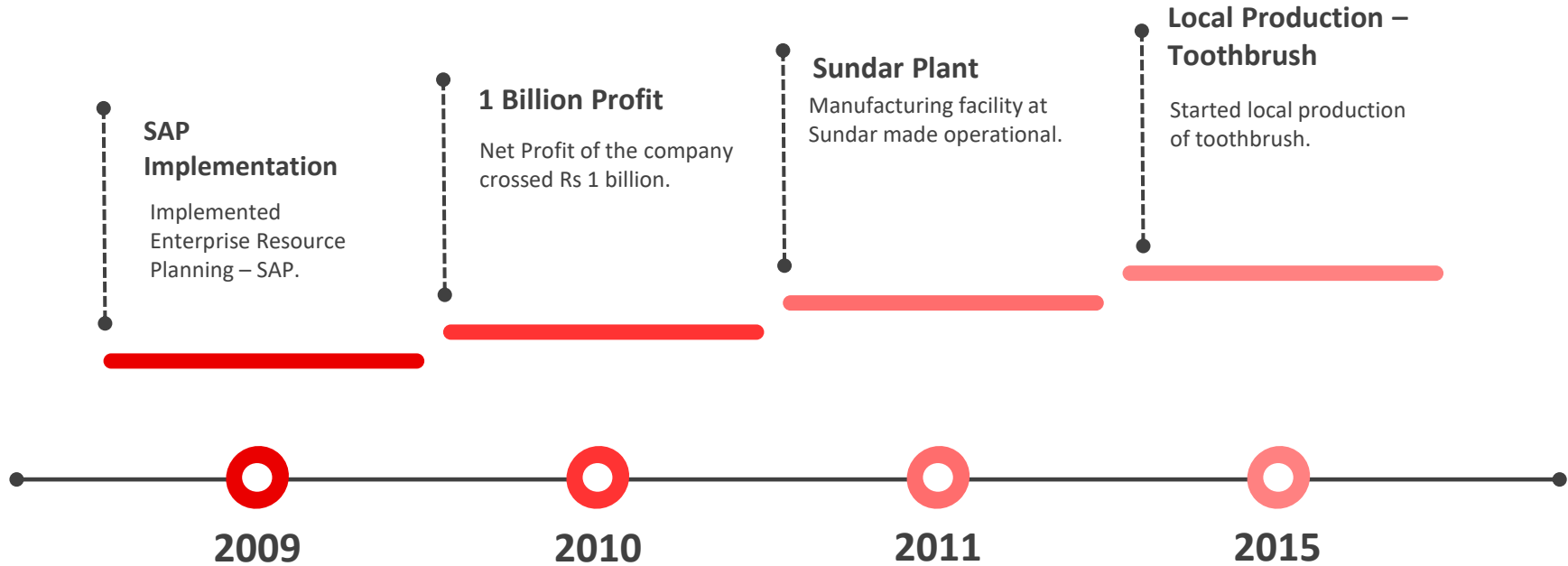
Key Milestones:



Milestones and Achievements



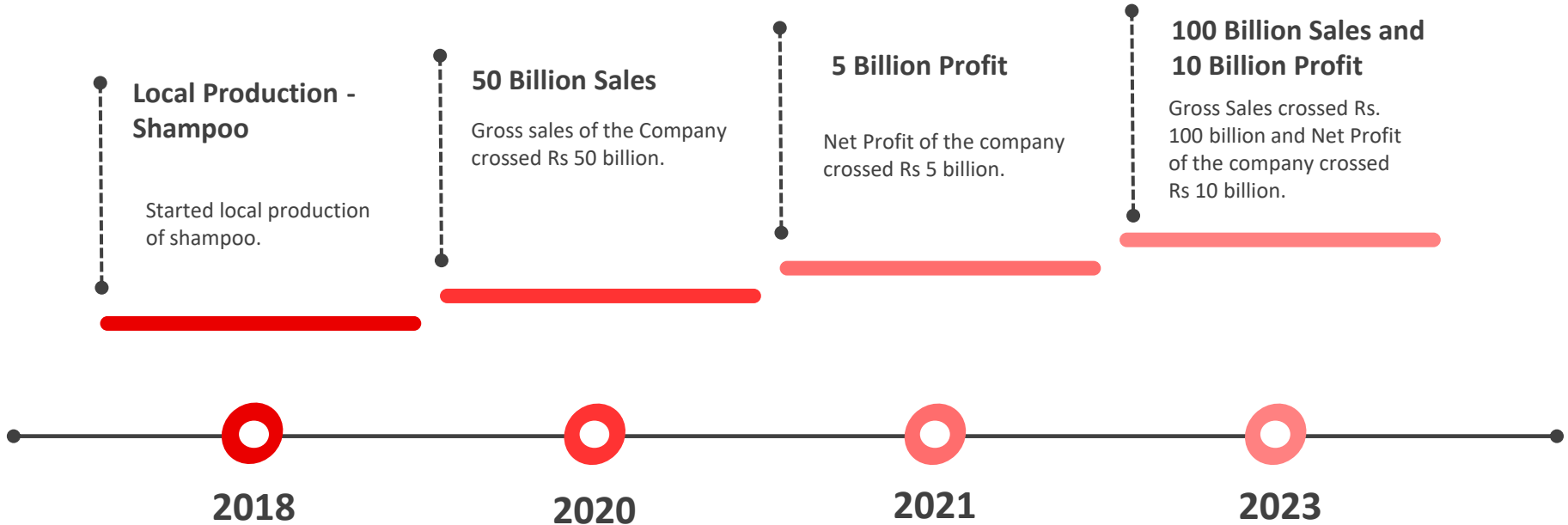
Key Milestones:



Milestones and Achievements



Key Milestones:



Achievements:

The Company was presented its 11th consecutive 'Corporate Excellence Award' at the 37th Corporate Excellence Awards Ceremony organized by Management Association of Pakistan.

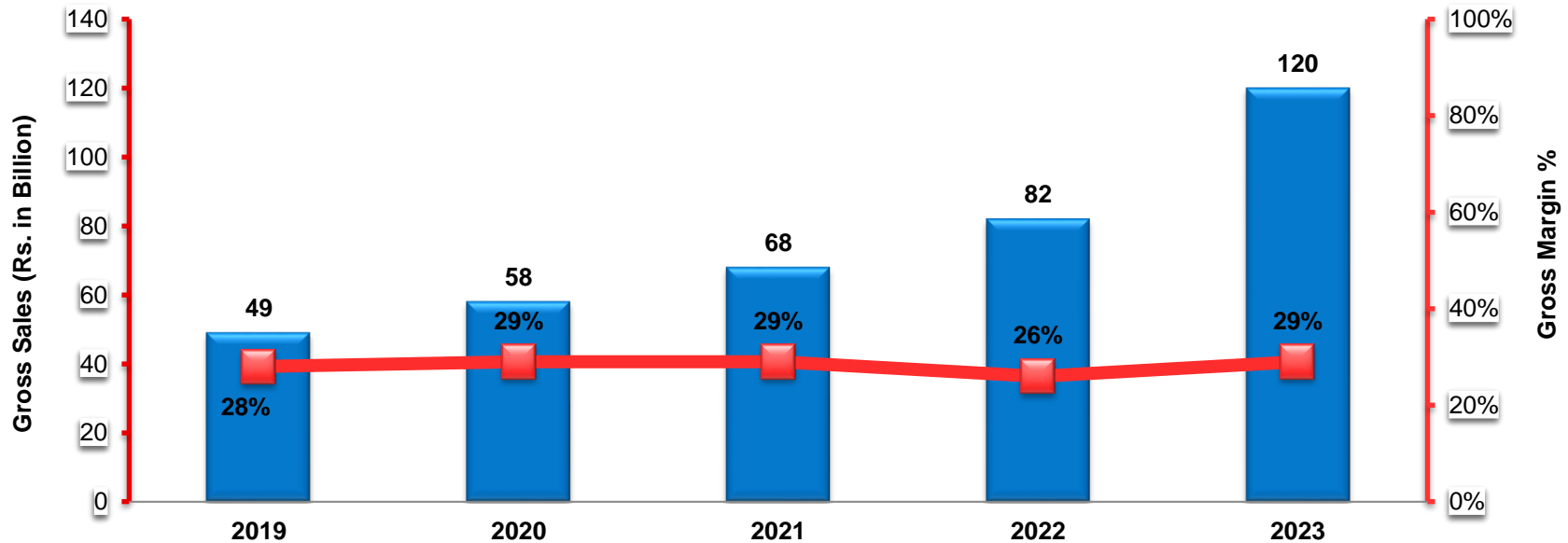


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Financial Highlights



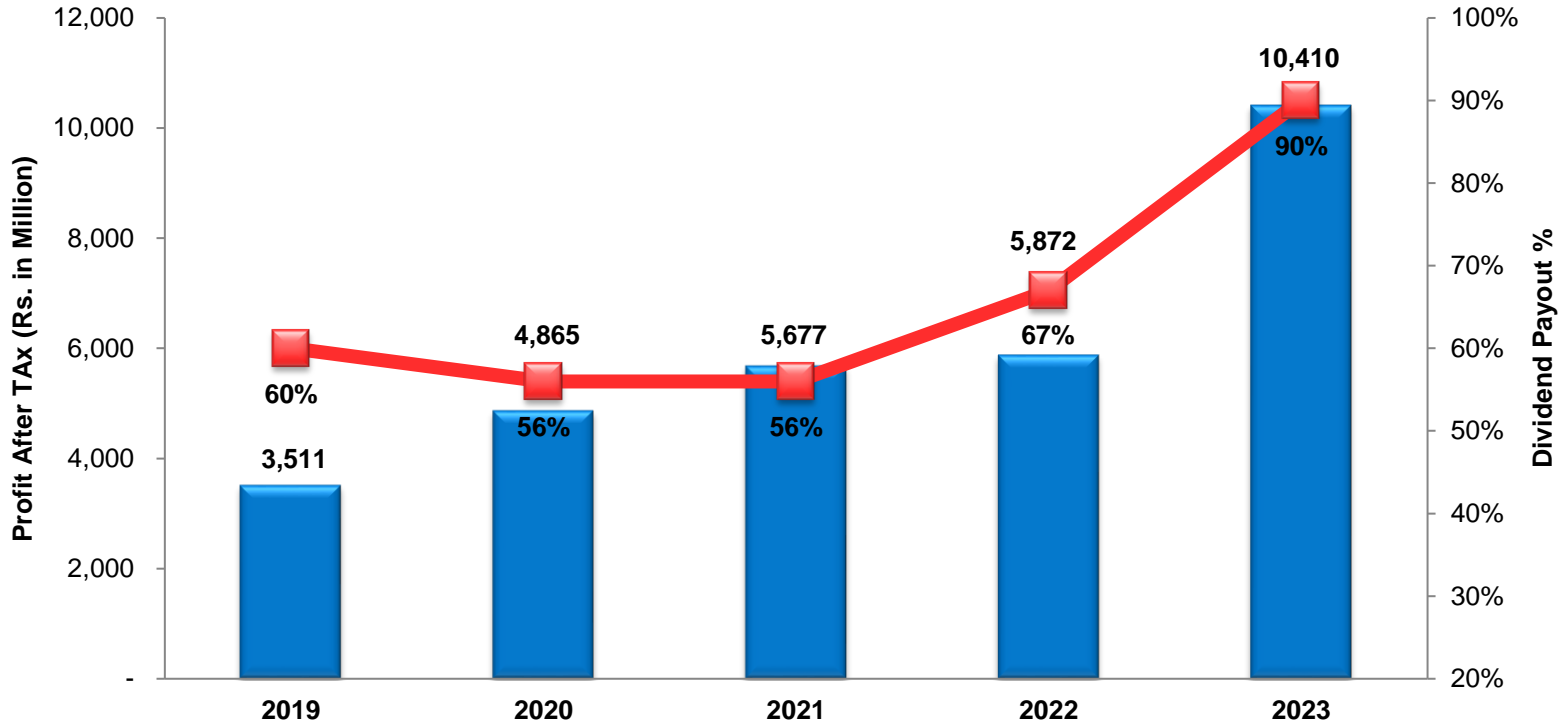
Gross Sales (Rs in Billion) and Gross Profit Margin %:



Financial Highlights



Profit After Tax (Rs in Million) and Dividend Payout %:



Profit Reinvestment & Dividend Payout:

Year	Profit After Tax (Rs in Million)	CAPEX (Rs in Million)	CAPEX as % of Profit After Tax	Dividend (Rs in Million)	Dividend Payout %
2019	3,511	1,385	39%	2,100	60%
2020	4,865	1,310	27%	2,705	56%
2021	5,677	2,433	43%	3,197	56%
2022	5,872	1,707	29%	3,931	67%
2023	10,410	1,196	11%	9,334	90%

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Product Categories



Fabric Care



Home Care



Oral Care



Personal Care

Personal Care Innovation Grid 2022-23



New IMC	
Relaunch	 
Localization of Imported Toothbrush	 <p data-bbox="788 703 962 743">Twister</p>  <p data-bbox="1412 707 1605 748">Slimsoft</p>

Personal Care IMC



Palmolive Shampoo New
IMC's



Palmolive Soap New IMC's

Fabric Care



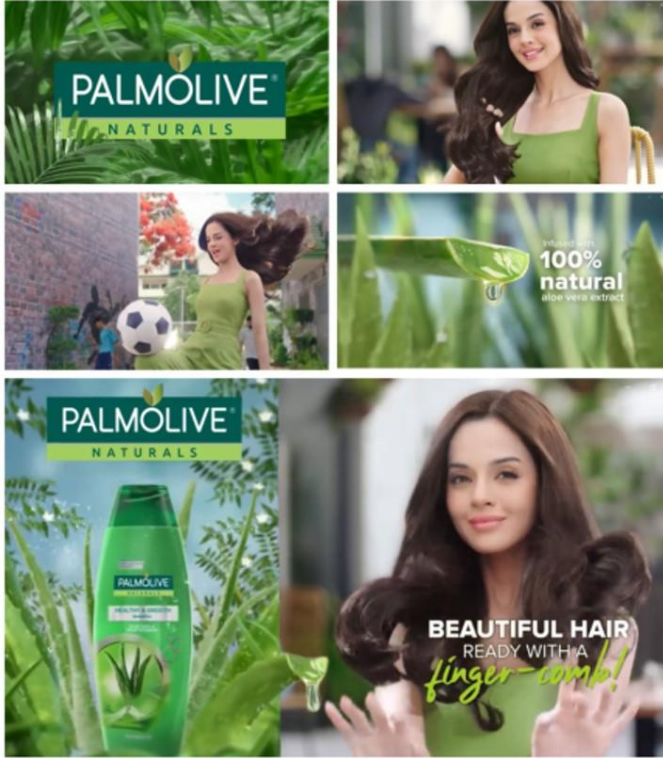
Bonus Active Packaging
Restage

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

1. Consistent Media Presence



1. Consistent Media Presence



2. Category Growth Initiatives

BSBF School Program

The program has reached **15 million** children since its inception

Digital Amplification of BSBF Program with new collaterals of *Adventures in Molar System* on digital channels



GAC

'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



2. Category Growth Initiative: Oral Health Month'23



540k+

Free Checkups to date



21

Cities

Colgate's **'Keep Pakistan Smiling'** campaign raised awareness around healthy oral habits and made dental check-ups accessible to all.

The campaign included free dental check-ups in major institutes, hospitals, and dental clinics, as well as dental camps in schools and modern trade stores.



2. Category Growth Initiative: Conversion Activities



3. Consumer Engagements



Consumer Engagement with Instant Gifting



Free Dental Checkups

4. Winning in Key Retail Environments



Counterfeits

Counterfeit products have been a constant challenge for all FMCGs.

Brand Protection Unit of the Company works throughout the year for preventing significant quantities of counterfeits from reaching consumers.



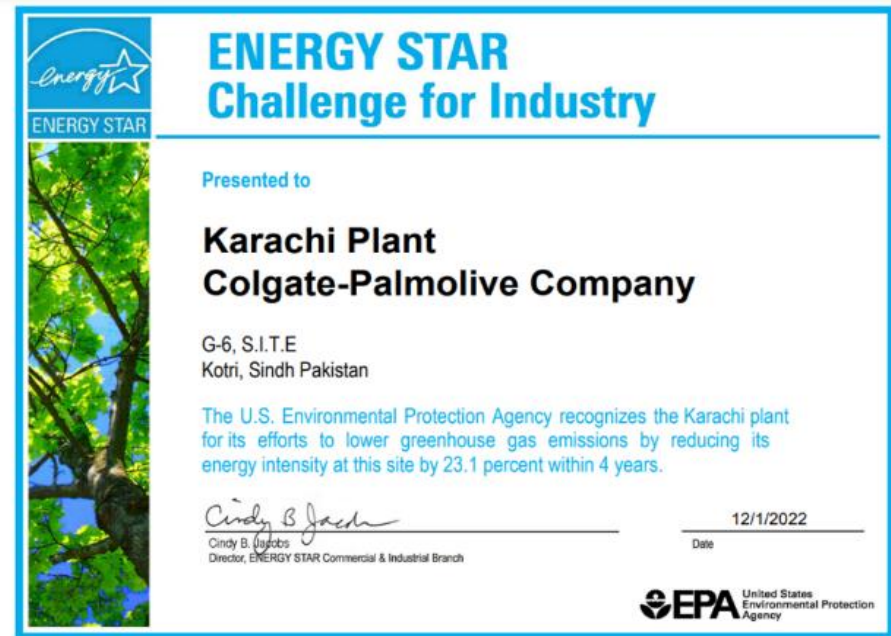
- Upcoming General Elections in Pakistan
- Constant fluctuation of PKR against USD
- Enhancement of Super tax to 10%
- High Inflation at 31.4%
- Policy rate all time high @ 22%
- Delay in opening and retirement of LCs particularly Plant and Machinery
- Further increase in electricity and gas tariff.
- Constant pressure from unorganized / illicit sector

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Energy Conservation:

Our energy saving initiatives reflect our efforts to seize optimum renewable energy sources' opportunities. Solar system installations at plants have resulted in potential energy savings of up to 23 percent over the last 4 years. The United States Environmental Protection Agency has recognized our efforts with an Energy Star Award.

More projects are coming up at both manufacturing sites (Kotri and Lahore plants), reflecting our commitment towards utilizing green resources



Tree Plantation – Go Green:

As part of our efforts in contributing towards a green environment, Colgate Palmolive Pakistan has planted 30,000 trees in Sindh and Punjab to reduce the impact of extreme weather patterns in Pakistan's largest cities. The initiative was coordinated through Punjab and Sindh Environmental Protection Agencies on Earth Day and World Environment Day. As proud citizens of Pakistan, we hope to inspire positivity with this initiative, while also creating dialogue around climate change this year.



Environment Preservation:

We view sustainability as being an integral part of our overall business and growth strategy. Colgate has continued its sustainability journey in the area of product packaging and plastic consumption by resizing and design innovation. A key action of our Sustainability Strategy is to potentially reduce plastic waste. Our strategic framework to achieve this focuses on responsible sourcing and creation of designs that are both efficient and beneficial. These combined efforts helped us to mitigate 32,000 KGs of plastic waste.

Any Questions?



Thank You!