

Unilever Pakistan Foods Ltd

Corporate Briefing 2023



21/11/2023



Company Profile

Footprint across Pakistan

1 Owned & 2 Toll Manufacturing Sites

8 Distribution Centers

200K+ outlets

Multi Category Play

Savoury

Dressings

Desserts

Cooking Oil

B2B

Drinks

Brands Across the Pyramid





Board Members

**Mr. Sarfaraz Ahmed
Rehman**

Independent Director &
Chairman of the Board

Mr. Amir R. Paracha

Executive Director & Chief
Executive Officer

Mr. Aly Yusuf

Executive Director & Chief
Financial Officer

Ms. Asima Haq

Executive Director

Mr. Zulfiqar Monnoo

Non-Executive Director

**Mr. Muhammad Adil
Monnoo**

Non-Executive Director

Mr. Kamal Monnoo

Non-Executive Director

Mr. Asad Said Jafar

Independent Director

Mr. Khalid Mansoor

Independent Director

Mr. Ali Tariq

Non-Executive Director

3 Independent Directors | 4 Non-Executive Directors | 1 Female Director



Our Vision and Purpose

“OUR VISION IS TO GROW OUR BUSINESS, WHILE DECOUPLING OUR ENVIRONMENTAL FOOTPRINT FROM OUR GROWTH AND INCREASING OUR POSITIVE SOCIAL IMPACT”



Economic Context



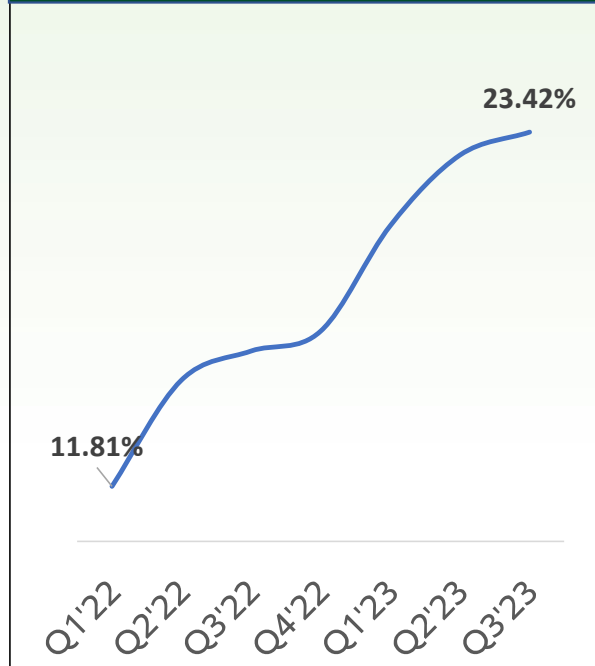


Challenging macro-economic environment

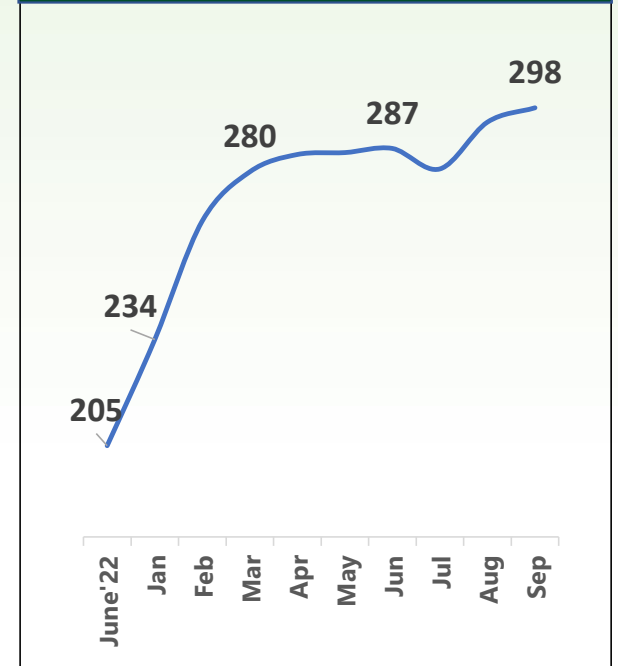
CPI hitting all time high



2x cost of capital vs 2022



45% PKR devaluation vs USD in 15 months



CPI data as per PBS publications
Cost of Capital (1 Year KIBOR) and Forex data as pr SBP

STRATEGY IN ACTION





Our Strategy

Strengthen the Core



Value proposition and Premiumization through extension into young adults

Build Broad Based Growth



Extending portfolio beyond Mini-Meals and tapping the market of Euro 300Mn

Enabled by our 5 Fundamentals of Growth

Purposeful Brands

Improved Penetration

Impactful Innovations

Design 4 Channel

Fuel for Growth



Strengthen the Core: Via Net Revenue Management

Extending value-pack offering

Capturing Rs.30 Price Point



Deep discounts on value-packs





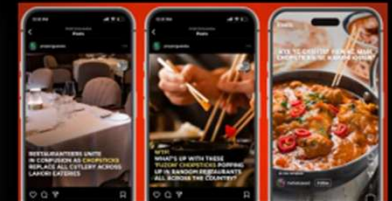
Strengthen the Core: Via Innovation

Extending noodles portfolio into young adults through Blazin'

1. Continue to explode hot & spicy trend
Via Blazin Range Extensions



2. Capture Authentic Cuisines
Via Fuzon Range





Build Broad Based Growth

Via innovations and interventions

Impactful Innovation



New formulation with better Product, Price & Proposition

Product Superiority



Bringing Superior & Iron Fortified Mix

Entered Seasonings market



Introduced Chicken Powder sachet



B2B model continuing its growth momentum

CAGR of 31% in last 3 years

Accelerating Profitable Savory (Knorr Professional) Category



Engaging Digital Content & Customer Interactions to achieve an overall Savory Reach @ **+30%**

Delivering Best-in-Class Content to Own the Chefs Platform



Pakistan's first Digital Reality Web Series with **+1Mn** Views and Average **400k** Episode Wise Youtube Views (+7 Mins)

Being a Force for Good for the restaurant community



Partnering with Robinhood for food wastage collection during Ramadan Season resulting in **+25** Restaurant sign-ups

*YTD Oct '23 vs YTD Oct '22



Improving penetration

Amping up media spends and consumer trials

Increased Media Spend



2X Media investment in last 3 years

Out Of Home Campaigns



Massive OOH covering 100+ Rural and Urban sites

Driving Consumer Trial



10,000 + consumer trials conducted at food events

Expanding business across the Channels

E-Commerce



4X Growth in ECOM Over Three Years

Exports



2.5X Surge in Exports Over Three Years

Retail Landscape



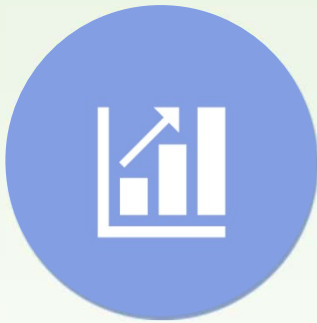
50k Outlets added in Two Years

FINANCIAL PERFORMANCE





Delivering 4G growth model



Market share**
+735 bps

**Competitive
Growth**



3 Year Sales CAGR:
33%

**Consistent
Growth**



3 Year EPS CAGR
44%

**Profitable
Growth**



Renewable
energy consumption
98%

**Responsible
Growth**

*** MAT Mar'23 vs Jul'19 Noodles market*



2023: Resilient performance amid challenging operating environment

YTD'23 Growth

Underlying Sales Growth

+33.8%

Profitability

Operating Margin

30.3%

+429 bps
Vs SPLY

EPS

PKR
1,173.27

+55.2%
Vs SPLY

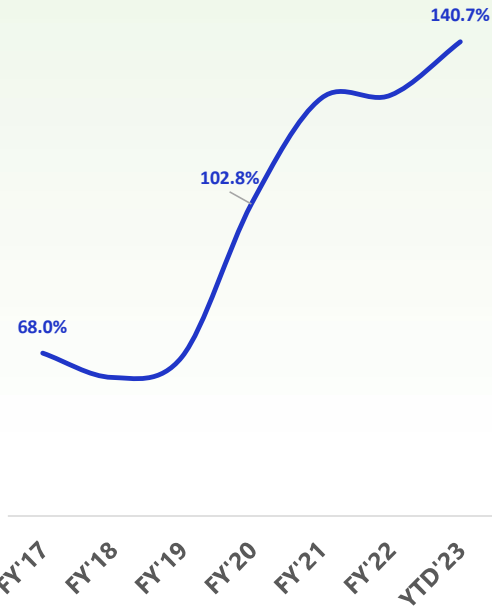


Financial Performance: Key Indicators

Net Margin%



Return on Fixed Assets

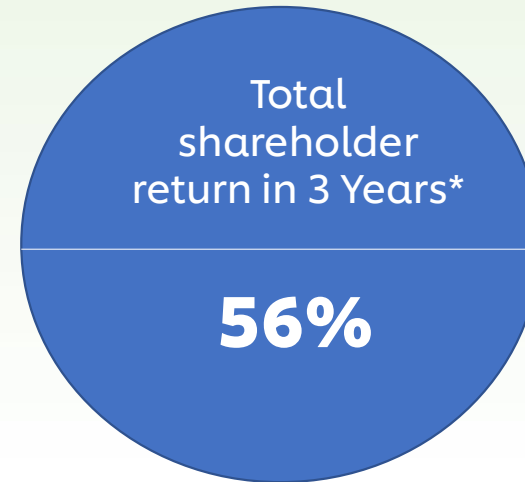
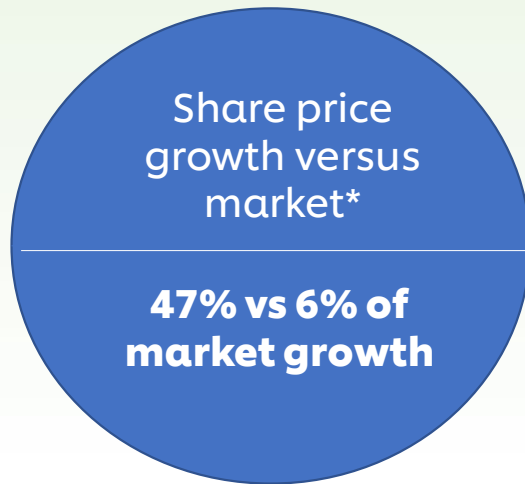


Current Ratio (Times)





Financial Performance: Investors KPIs



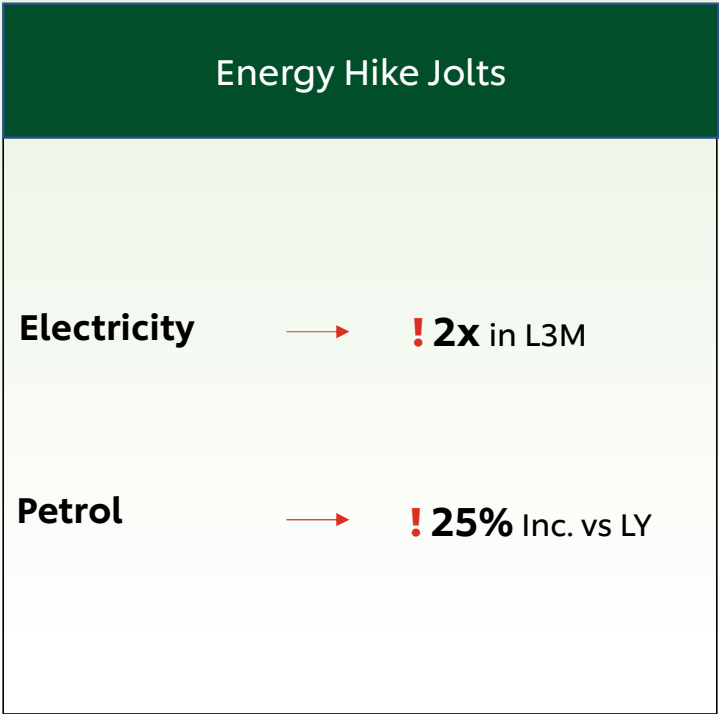
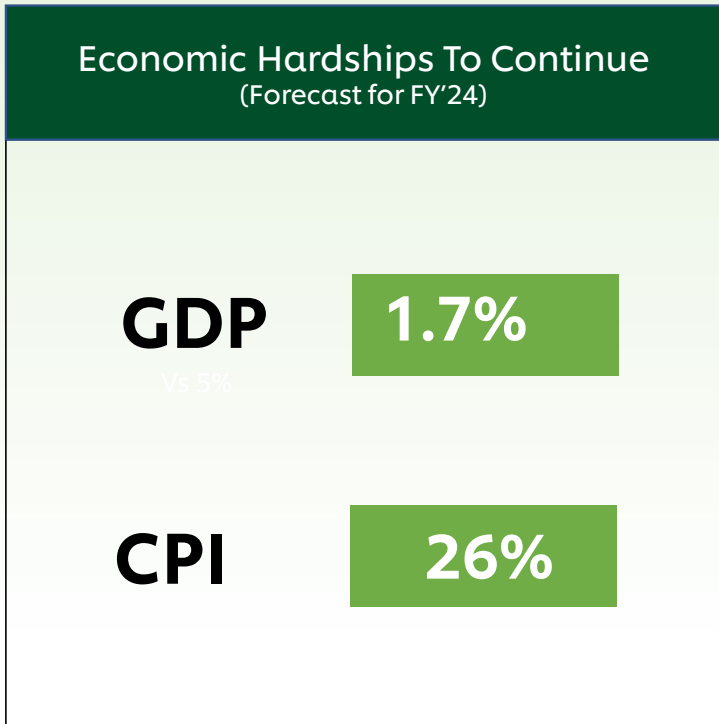
**Share Price growth vs 2020 exit*

FUTURE OUTLOOK





Current challenges to persist



Leading to consumer down-gradation and slow-down in Demand

Figures obtained from World bank & PBS



Our plan to navigate

Predict

External Challenges

Macro-economic Environment
Political Situation
Supply Disruption

Consumer Trends

Purchasing Power

Prepare

Build Resilience

Upstock
Localize

Unlock Capacity

Collaborative
Manufacturing

Hedge FX Exposure

Build Exports

Portfolio Interventions

Create value for
money
propositions

Deliver

Market competitive growth

Environmental, Social & Governance (ESG)





Renewable Energy & Plastic Reduction



Solar



Bio-Mass



Plastic Reduction

More than 90% Consumption via Renewable Sources including carbon credits

Aim to collect and process more plastic than we sell by 2025



External Engagements

Pakistan Climate Conference



OICCI organized the '**2nd Pakistan Climate Conference 2023**' and brings together experts to drive climate urgency in Pakistan

Unilever Model Village



Following the catastrophic floods in 2022, Unilever launched a program **Adopt a Village** with **HANDS** to develop resilient communities with sustainable houses and basic infrastructure

Drive Living Wages in Pakistan



Unilever Pakistan hosted an interactive dialogue on the importance of living wages in Pakistan with industry leaders and organizations



Rewards & Recognitions

Attaining Pinnacle Recognition in Brand Excellence

Daraz Ecommerce Summit 2023



Bagged two wins at the Daraz Ecommerce Summit;
“Ecommerce Company of the Year” and “FMCG Brand of the Year – Knorr”

Effie Awards 2023



Marketer of the year 2023



Rewards & Recognitions

Elevating Excellence as the Top Employer of Choice



Thank You



21/11/2023