

22 November 2023

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

**Subject: Presentation for Corporate Briefing Session 2023**

Dear Sir / Madam,

Further to our letter dated 20 November 2023, the presentation is attached herewith for the upcoming corporate briefing session of Haleon Pakistan Limited, scheduled at 10:00 a.m. on Thursday, 23 November 2023, and is also available on the Company's website.

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

Yours sincerely,

For and on behalf of Haleon Pakistan Limited

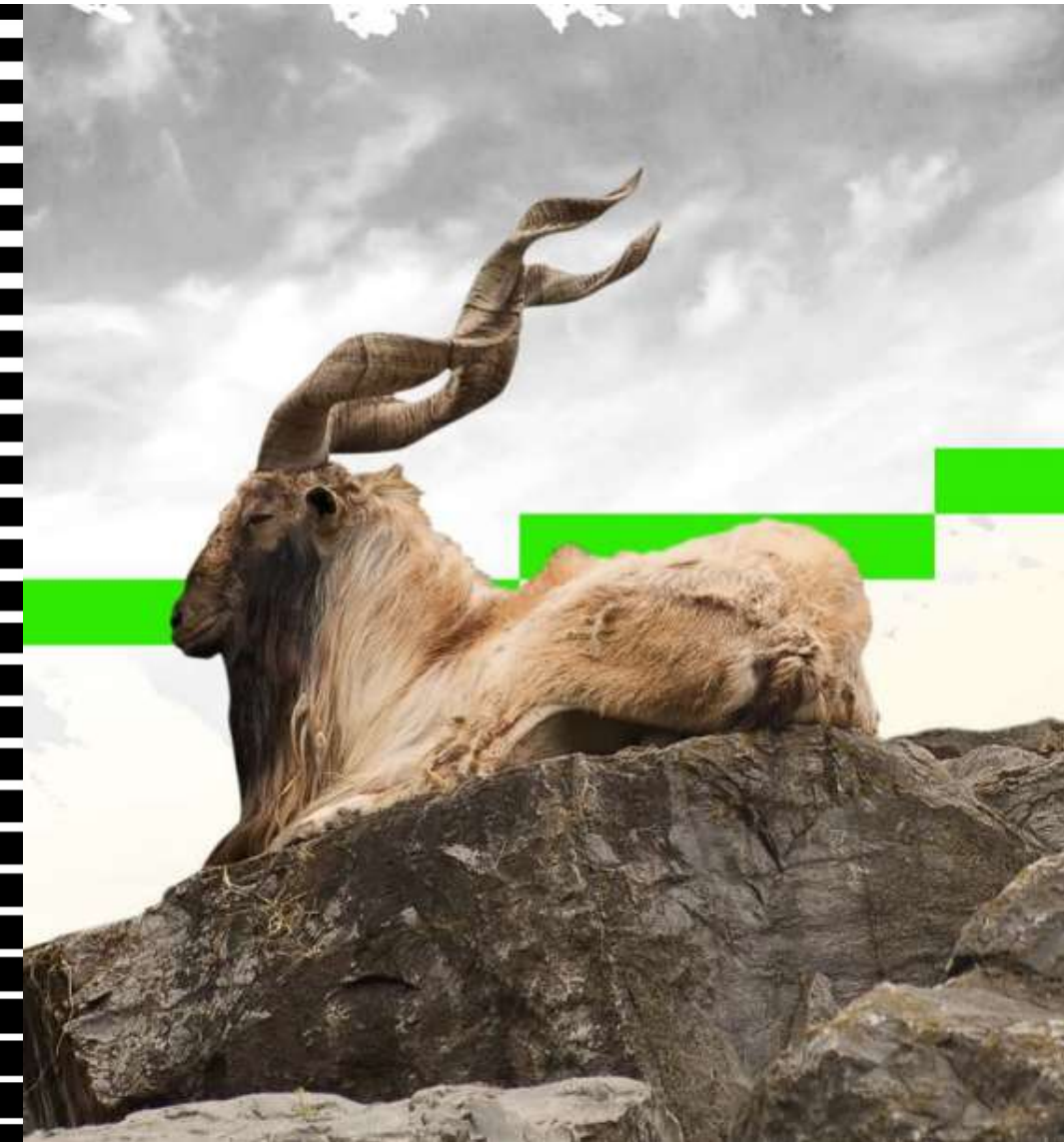


**Ms. Mashal Mohammad**  
Company Secretary



Enclosed: As above

**Corporate  
Briefing  
Session  
2023**



**HALEON**



# HALEON Agenda



**Our Story**



**Business Overview**



**Key Financials**



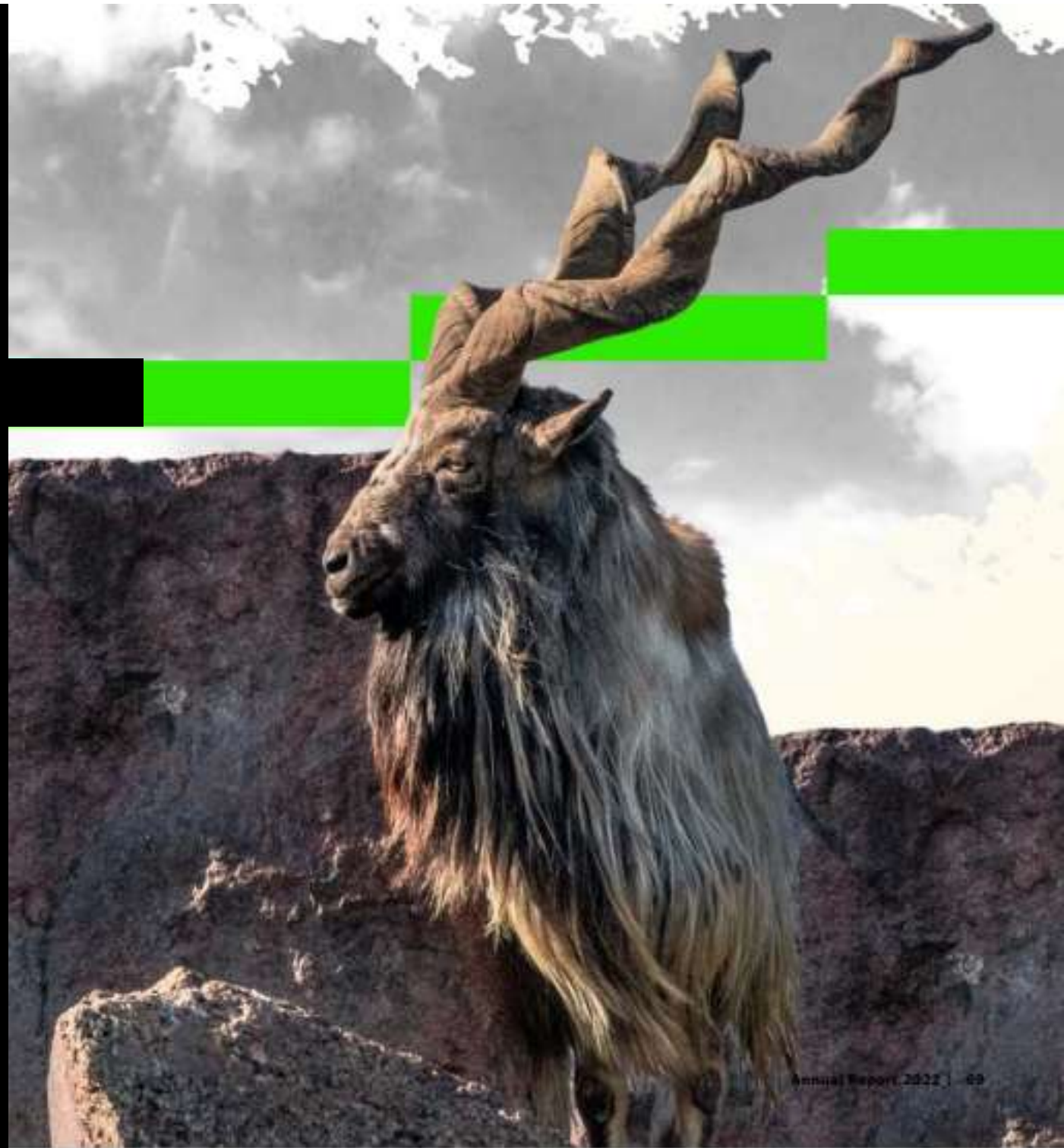
**Question and Answers**



# Our Story

## Vision, Value and Strategy

HALEON



# Our Story and Key facts

- Post merger, GSK Consumer Healthcare Pakistan Limited become one entity effective Jan 2018.
- In pursuant of the demerger of the consumer healthcare business from GlaxoSmithKline plc, UK on July 18, 2022, to Haleon plc. an independent listed Company (listed on London Stock Exchange and New York Stock Exchange), the ultimate parent Company has changed from GlaxoSmithKline plc to **Haleon plc**.
- On 6th January 2023, the name of Company also changed to **Haleon Pakistan Limited (HALEON)** at SECP and PSX respectively.
- Amongst top 3 positions in the Best Corporate and Sustainability Report awards.



## Registered Office:

11-A, 11<sup>th</sup> Floor Sky Tower (East Wing), Dolmen City, HC-3, Block 4, Scheme-5, Clifton, Karachi, Pakistan.

## Sales Offices:

Karachi, Lahore and Islamabad.

## Factory: Jamshoro

State of the art facility for manufacturing and packaging. Currently serving Pakistan, Vietnam and Philippines markets.

# Corporate Information

## Board of Directors

**Mr. M. Z. Moin Mohajir\*** (Chairperson)  
**Mr. Farhan Muhammad Haroon**  
**Mr. Dilawar Meghani**  
**Mr. Syed Anwar Mahmood**  
**Ms. Ayesha Aziz**  
**Ms. Sumru Atalay Besceli †**  
**Mr. Oussama Abbas**

## Board Audit Committee

**Ms. Ayesha Aziz\*\*\*** (Chairperson)  
**Mr. M. Z. Moin Mohajir**  
**Mr. Syed Anwar Mahmood**  
  
**Secretary**  
**Ms. Marrium Ahmed †††**

## Human Resource, Remuneration & Nomination Committee

**Mr. Syed Anwar Mahmood\*\*\*** (Chairperson)  
**Mr. M. Z. Moin Mohajir**  
**Ms. Ayesha Aziz**  
  
**Secretary**  
**Ms. Ensherah Khan ††**

## Supply Chain Executive Committee

**Mr. Oussama Abbas\*\*\*** (Chairperson)  
**Mr. Farhan Muhammad Haroon**  
**Mr. Dilawar Meghani**  
  
**Secretary**  
**Mr. Syed Mohsin Mazhar**

## Management Committee

**Mr. Farhan Muhammad Haroon\*\***  
 Chief Executive Officer  
**Mr. Dilawar Meghani**  
 Chief Financial Officer  
**Ms. Mashal Mohammad**  
 Legal Director and Company Secretary

**Ms. Marrium Ahmed**  
 Head of Internal Audit and Compliance  
**Mr. Moien Ahmed Khan**  
 Pakistan E2E SC and Jamshoro Site Lead  
**Mr. Khurram H. Khan**  
 Head of Commercial Excellence

**Mr. Mazhar Shams**  
 Head of Regulatory Affairs  
**Mr. Faisal Rafiq**  
 Head of Expert  
**Mr. Salman Altaf**  
 Marketing Director

**Mr. Syed Abrar Ali**  
 Sales Director  
**Ms. Ensherah Khan**  
 Head of Human Resources  
**Ms. Sadaf Malik**  
 Head of Corporate Affairs

## Company Secretary

Mashal Muhammad

## Chief Financial Officer

Dilawar Meghani

## Chief Internal Auditor

Marrium Ahmed

## Bankers

- Citi
- Standard Chartered
- MCB
- Habib Metro

## Auditors

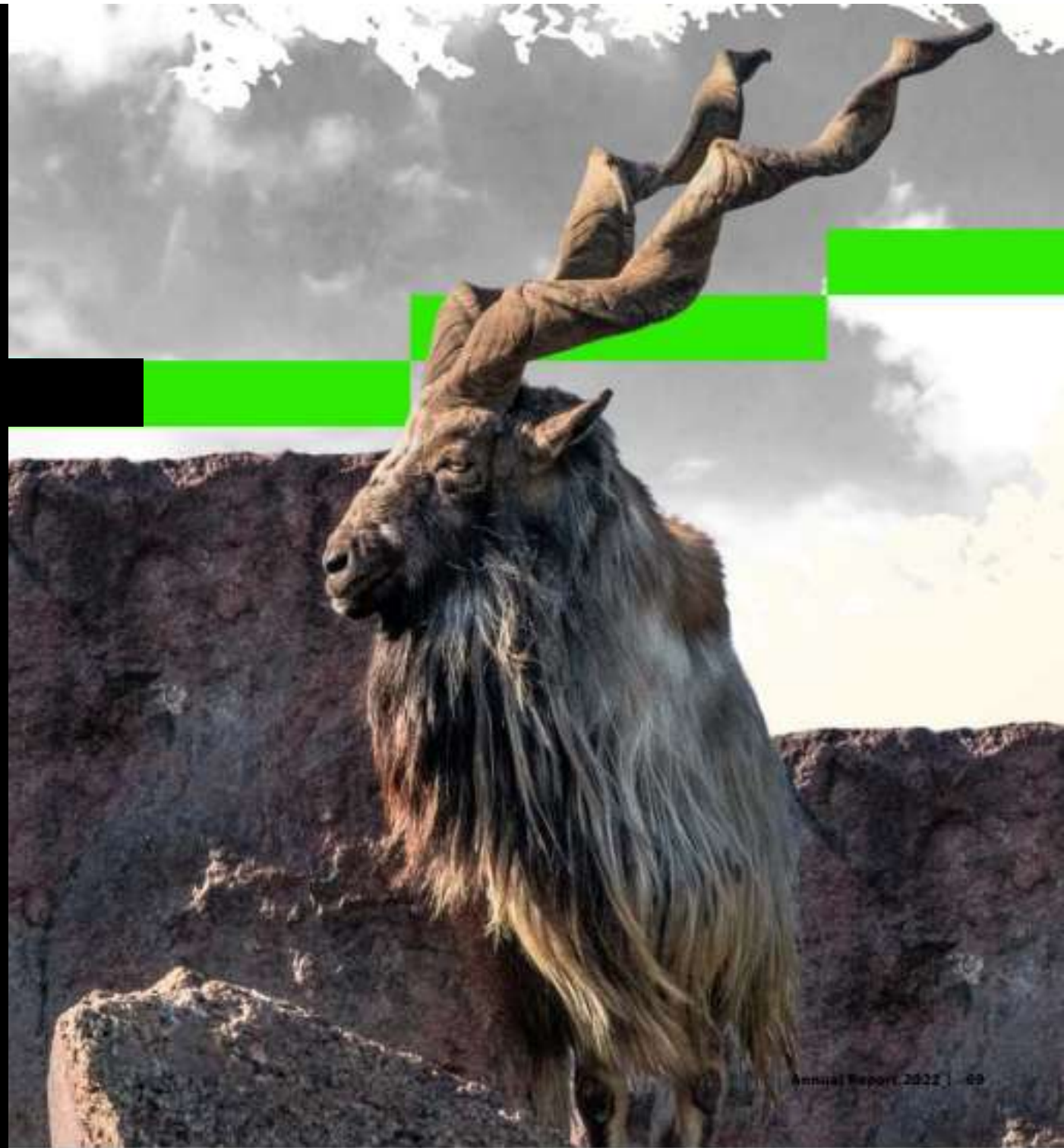
KPMG Taseer Hadi  
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## Legal Advisors

Haroon  
Dugal Law  
Chambers

# Business Overview

HALEON



# Brands Portfolio

# HALEON

**FMCG**  
(Represents 13% business)

**OVER THE COUNTER (Regulated by DRAP)**  
(Represents 87% business)

## Oral Care



## Nutrition & Digestive



## Skin Health



## Respiratory



## Pain Relief





Recent Key Launches

Pain

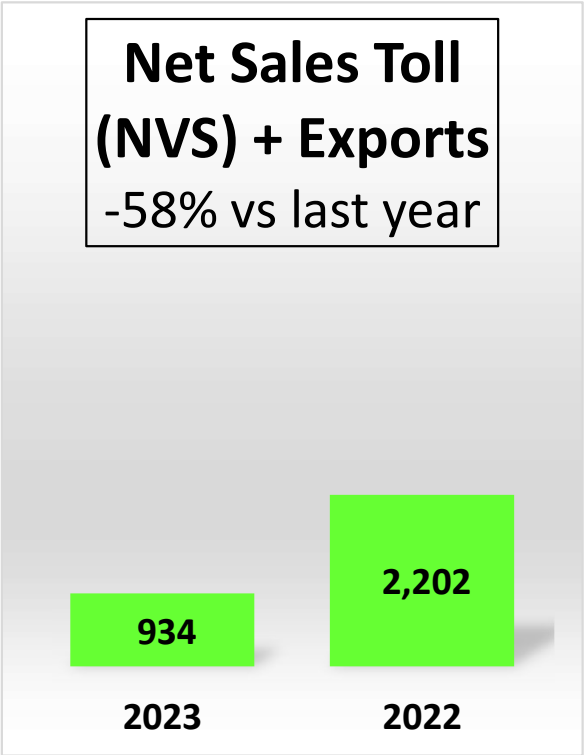
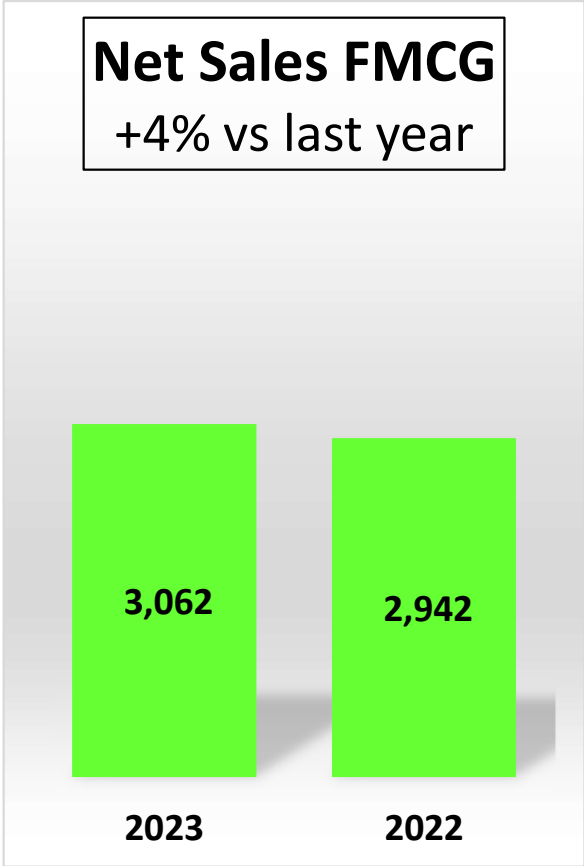
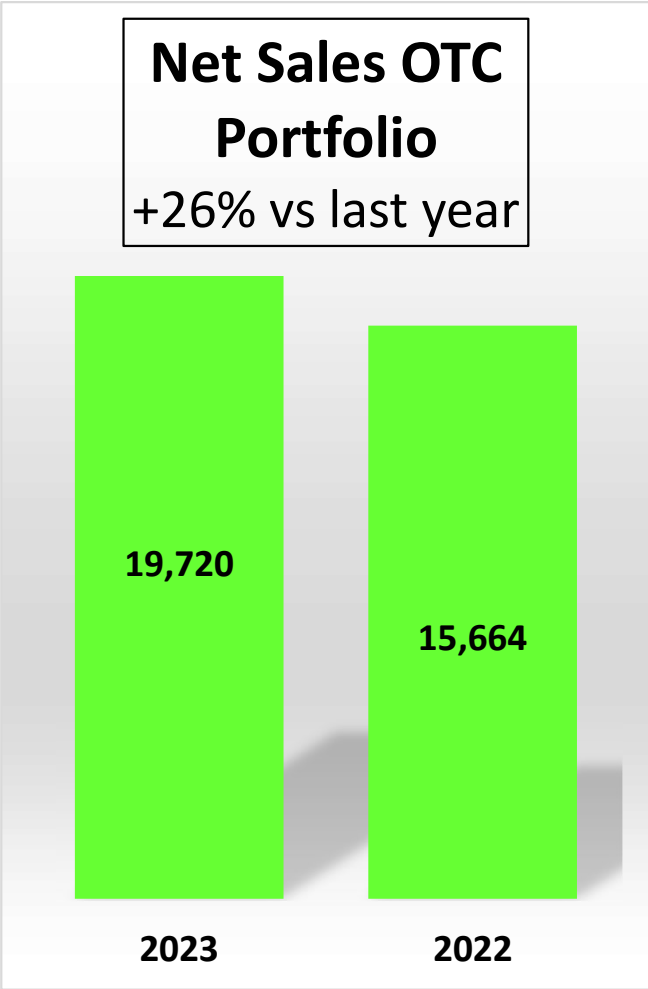
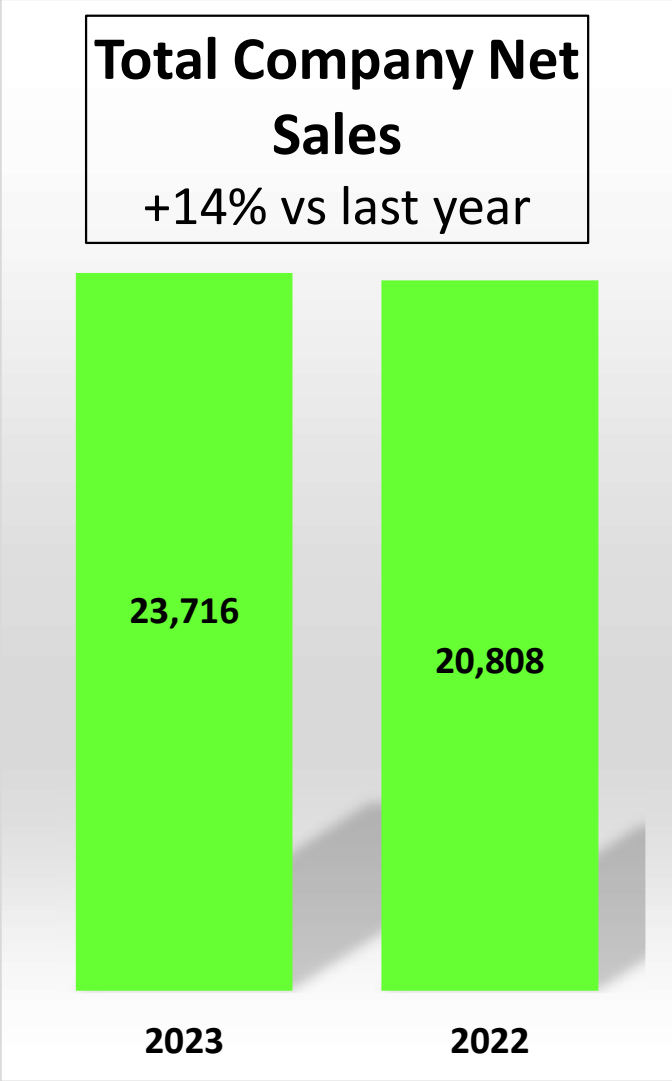


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# Portfolio wise Sales – YTD September

*Maintaining the upward trend by doing what matter most!*



# Key Brands Performance

Top 3 Brands contribute 80% to Total turnover

**#1** in Pain Relief Category



**#1** Prescribed Calcium supplement

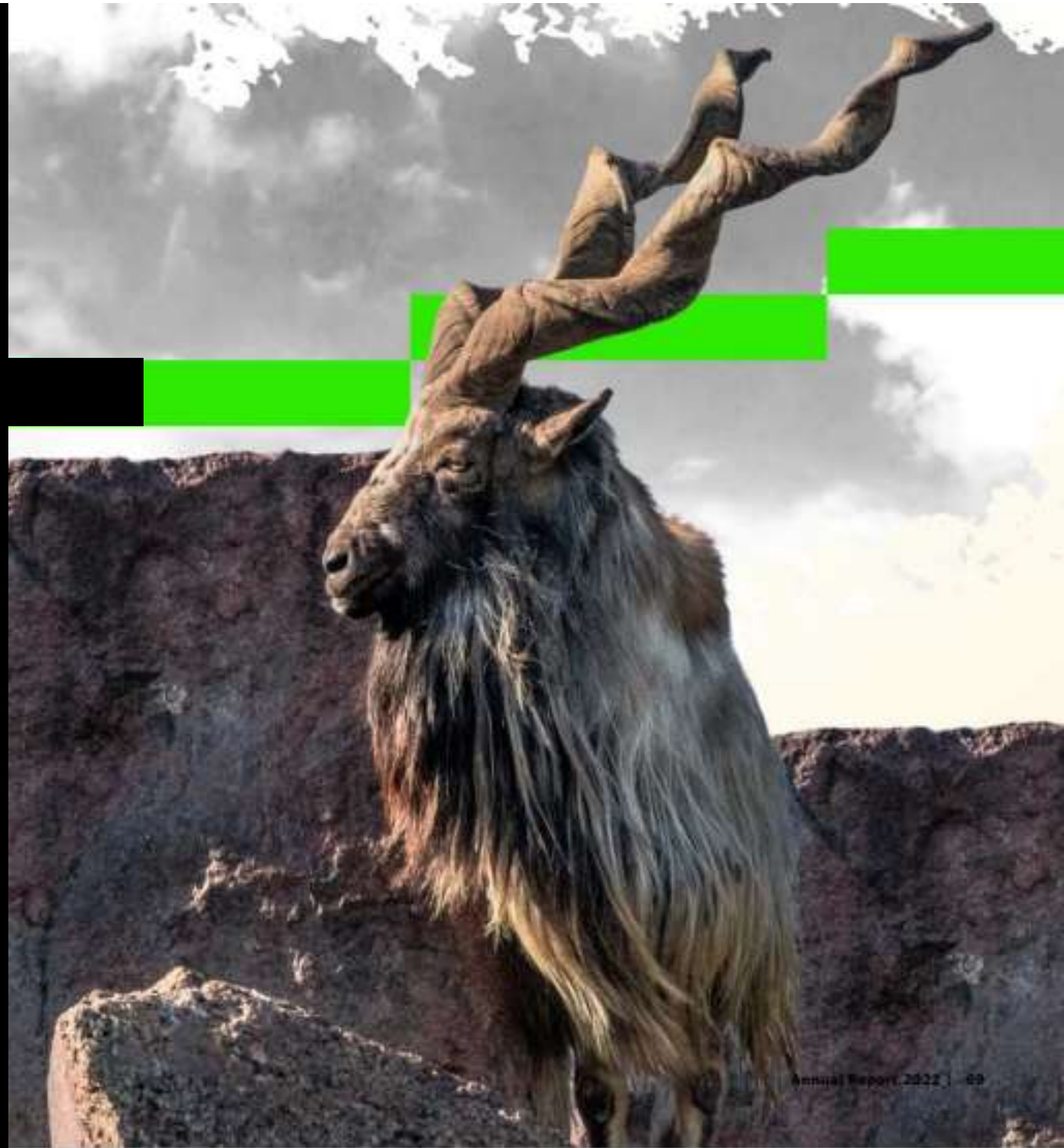


**#1** in Sensitivity Category



# Key Financials

HALEON



## Key Financial Highlights



**Net Sales:** PKR 23.7 bn  
+ 2.9bn / +14% vs LY  
Commercial portfolio +22%



**Gross margin:** PKR 4.5 bn  
+1.0bn vs LY  
18.9% of sales, +2.0% vs LY



**OPEX:** PKR 3.5 bn  
+0.5bn / 18% vs LY



**PBT :** PKR 1.2 bn  
+0.8bn / 202% vs LY  
5.2% of sales, +3.3% vs LY



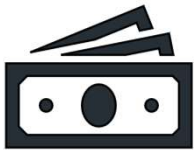
**EPS:** PKR 5.36, +5.94 vs LY



# HALEON



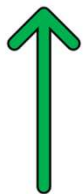
Global commodity prices including logistics remain challenging



Volatile Currency situation



Absence of robust pricing mechanism for loss making products



High inflationary environment



Unpredictable tax regime

# Panadol enhancement – Panadol Portfolio at Jamshoro

The project scope is to insource full volumes of Panadol portfolio to Jamshoro. The objective is to bring the latest manufacturing technology to Pakistan and enhance the production capacity to 8 billion tablets. This will help the Company ensure smooth supplies of Pakistan's largest pharmaceutical / Over the Counter medicine to the consumers and patients in need.

## Wave - 1



- ✓ 2019 **Q2 2019: Project Milestone**  
Business case approval in CIRB
- ✓ 2019 **Q2 2019: Kick-Off Project Wave-1**  
Transfer Panadol Extend to Jamshoro
- ✓ 2021 **Q4 2021: Wave – 1 Completion**  
Panadol Extend packaging at Jamshoro

## Wave - 2



- ✓ 2019 **Q3 2019: Kick-Off project Wave-2**  
Insourcing of Panadol Liquids & Drops
- ✓ 2021 **Q3 2021: Wave – 2 Completion**  
Panadol Liquids & Drops Manufacturing started at Jamshoro

## Wave - 3



- ✓ 2019 **Q1 2019: Wave – 3 Feasibility**  
Feasibility Study on DC Technology
- ✓ 2022 **Q3 2022: Wave – 3 Trial**  
Launch Panadol base & Extra with DC technology (Panadol insourcing to Jamshoro)
- ✓ 2023 **Q1 2023: Wave – 3 Project**  
Panadol insourcing to Jamshoro Pre-Spend approval- Completed
- ✓ 2023 **Q3 2023: Wave – 3 Project**  
Project approval by Capex Board
- 2025 **Q2 2025: Wave – 3 Project Completion**  
Project Wave-3 Project completion

**Thank you**

**Q & A**

