

Shield Corporation Limited

Corporate Briefing Session 2021

November 24, 2021

Karachi

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The Art of
Caring

Corporate Profile

Shield Corporation Limited was established in 1975. Over the last 46 years Shield has strategically expanded its product portfolio in Baby Care and Oral Care along with the launch of Hygiene category during Covid-19.

Shield is committed to providing best quality products to our consumers under the guidelines of ISO 9001 system requirements, moreover to the protection of the environment and for enforcement of strict code and regulations of ISO 9001 and ISO 14001 system.

Shield Vision & Mission

Vision: To become the best personal and household care company and amongst the most trusted names in product categories we decide to be in.

Mission: To become the best consumer products company by focusing on quality, consumer needs and marketing excellence, while maintaining an ethical code of conduct, showing care and compassion towards employees, being fair to all shareholders and symbolizing responsible corporate citizenship.

Certifications



Auditors

BDO Ebrahim & Co. Chartered Accountants
(External Auditors)



Yousuf Adil Chartered Accountants
(Internal Auditors)



Board of Directors

- Mr. Ebrahim Qassim Chairman
- Mr. Muhammad Haroon Qassim Chief Executive
- Mr. Vali Muhammad A. Habib Director
- Mr. Abdul Ghaffar Umer Kapadia Director
- Mrs. Saadia Naveed Director
- Mr. Imran Chishti Director
- Mr. Muhammad Salman Qassim Director

Board Committees

- Audit Committee
- Human Resource & Remuneration Committee
- Risk Management Committee

Products



New Product Launches

Frost Feeder



Rattle Feeder

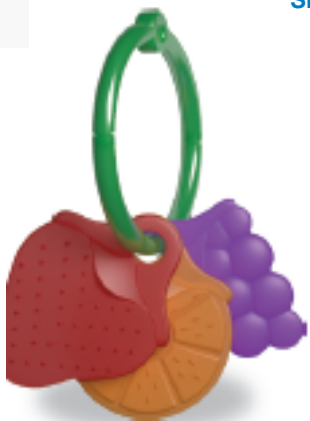




GLOW IN THE DARK
SOOTHER



SIPPY CUP



TRIO TEETHER



GLASS FEEDER NIPPLE BLISTER

BAMBOO TOOTHBRUSH



DIAPERS

Product Range



Feeders

Product Range



CRYSTAL FEEDER



WIDE NECK FEEDER



EVENFLO PLUS FEEDER



EVENFLO FEEDER



GLASS FEEDER



DELUXE EVENFLO SPECIAL EDITION FEEDER

BABY CARE ACCESSORIES

Product Range



WIDE NECK ANTI COLIC NIPPLE



EVENFLO ANTI COLIC NIPPLE



CLEANING BRUSH



TEETHER



Available in 4 colors 

CLASSIC SOOTHER



Available in 2 colors 

SILICONE TEETHER



Available in 4 colors 

CLASSIC SOOTHER



180ml

180ml

180ml

Available in 3 colors 

NON-SPILL TRAINING CUP

Key Activities / Initiatives



**BUILDING
A BRIGHTER FUTURE
TOGETHER**

Shield Mamta ki Zabaan Web series



Shield Corporation Limited
1.8K subscribers

Shield Corporation Limited
YouTube channel
subscribers increased to
1900



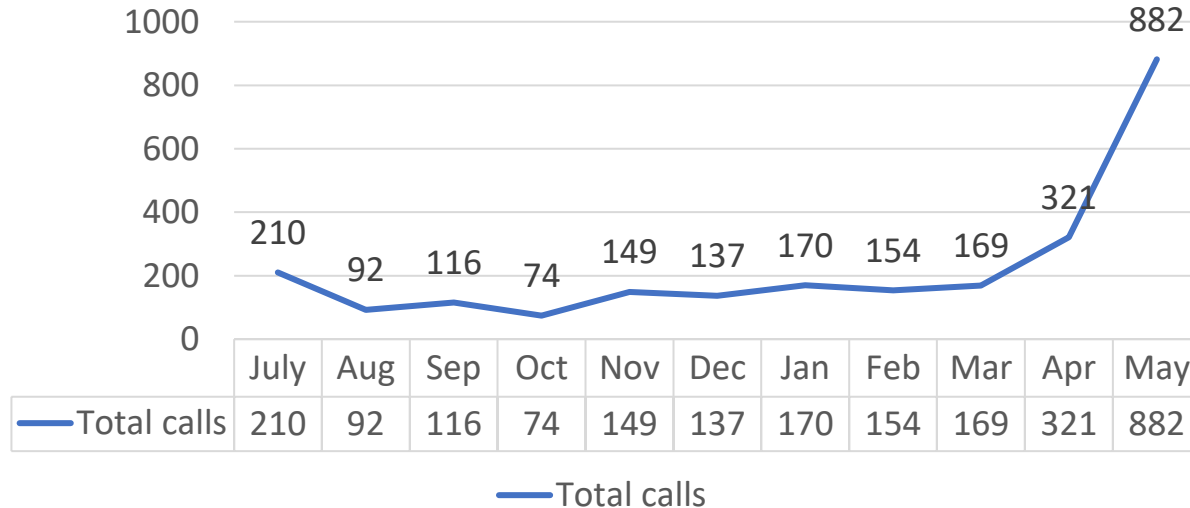
Sponsorship of World Oral Health Day

Free Dental Checkup in 15 Dental Hospitals across major cities.



Shield Teleclinic facility continued this year

Total calls in 2020-21



Free Online Consultancy



0311-2(Babies)222437
www.shield.com.pk

Financial Results



Key Highlights

| Net-Sales (Rs.) | | |
|-----------------|---------------|-------|
| 2021 | 2020 | % |
| 2,148,550,393 | 1,708,620,654 | 25.75 |

The Company's top line has shown a remarkable growth of 25.75% with sales of Rs.2.148 billion. This is the highest ever sale in the history of the Company.

Key Highlights

| Cost of Sales (Rs.) | | |
|---------------------|---------------|-------|
| 2021 | 2020 | % |
| 1,484,717,849 | 1,292,601,578 | 14.86 |

Cost of sales of the Company increased by 14.86%, mainly on account of increased sales of the Company.

| Gross Profit (Rs.) | | |
|--------------------|-------------|-------|
| 2021 | 2020 | % |
| 663,832,544 | 416,019,076 | 59.57 |

Gross margin improved by 59.57% on absolute basis and Gross margin percentage increased by 655 bps from 24.35% to 30.9%, mainly due to increase in sales resulting in better absorption of fixed overheads and favourable input material cost.

Key Highlights

| Finance Cost (Rs.) | | |
|--------------------|-------------|---------|
| 2021 | 2020 | % |
| 52,491,216 | 100,882,938 | (47.97) |

Finance cost of the Company has decreased by Rs. 48.39 million due to the decrease in utilization of short-term financing facilities and a lower Bank rate during the year.

Key Highlights

Earnings/(Loss) per Share (Rs.)

2021

2020

39.77

(4.73)

Future Outlook



Future Challenges

- The overall economic outlook, global and domestic, remains uncertain considering the fear of pandemic's fourth wave.
- Disruption in supply of raw materials due to Covid-19.
- Increase in input cost due to increase in material prices
- High freight cost
- Weakening of Pak Rupee

Action Plans

- Actively on a quest to identify new product categories which will be supplementary to the existing categories.
- Plans to manage it with competitive pricing strategy.
- Building on distribution led competitive edge.
- Increased focus on baby care products to increase market share
- Export market is currently being explored and developed, to create a new platform where the Company can meet demands of the challenging market.

Q & A

Thank you