

Shield Corporation Limited

Corporate Briefing Session 2022

November 24, 2022

Karachi

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Corporate Profile

Shield Corporation Limited established in 1975 has strategically expanded its product portfolio in Baby Care and Oral Care over last 47 years while maintaining prominent position in the market.

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 is the first local brand to introduce entire range of BPA free products including Feeders, Nipples, Soothers, Teethers, Training Cups and Cleaning Brushes.

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



PSQCA

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

New Product Launches

Baby Wipes



Tooth Paste



Toy Teether



Spout Nipple



Soother Chain



Key Activities / Initiatives

RAISING
THE BAR



Aao Likhein Kahani



- 1,200 participants across Pakistan
- 30 participants shortlisted for an online boot camp
- 5 trainer, 10 guest speakers
- 25 stories converted to digital story book
- 5 audio visual stories
- 15 children came to Karachi with their guardian to attend the event
- Exciting educational prizes were distributed amongst the kids
- Digital and conventional PR for opening and closing ceremony



UNAP x Shield



International
Women's Day



Education with
SHIELD



Aaj School, Kal
Dunya

Sponsored three events in collaboration with UNAP i.e.

- International Children's Day
- Education Day
- Women's Day

WOHD 2022

8

Cities

4,331

Patients Reached



Cities	Patients Visited
Karachi	811
Lahore	876
Islamabad	459
Faisalabad	262
Peshawar	1230
Multan	553

Financial Highlights

Key Highlights

Net-Sales (Rs.)		
2022	2021	%
2,662,054,711	2,148,550,393	23.90

The Company's top line has shown a significant growth of 23.90% with sales of Rs.2.66 billion. The growth in sales is due to combination of volume growth and price increases.

Key Highlights

Cost of Sales (Rs.)		
2022	2021	%
2,023,761,461	1,484,717,849	36.31

Cost of sales of the Company increased by 36.31%, mainly due to sharp increase in commodity prices globally.

Gross Profit (Rs.)		
2022	2021	%
638,293,250	663,832,544	(3.85)

Gross margin declined by 3.85% on absolute basis and Gross margin percentage decreased by 692 bps from 30.90% to 23.98%, mainly due to substantial increase in cost of inputs.

Key Highlights

Finance Cost (Rs.)		
2022	2021	%
85,037,887	52,491,216	62.00

Finance cost of the Company has significantly increased by Rs. 32.55 million due to increase in utilization of short-term and long-term financing facilities and higher Bank rate during the year.

Key Highlights

Earnings per Share (Rs.)

2022

4.55

2021

39.77

Future Outlook

Future Challenges

- Instability in global and local macro economic environment.
- Uncertainty in local political scenario.
- Adverse impact on economy due to unprecedented floods in Pakistan.
- Reduction in buying power due to high inflation.
- High policy rates.

Action Plans

- Actively on a quest to identify new product categories which will be supplementary to the existing categories.
- Building on distribution led competitive edge.
- Increased focus on baby care products to increase market share.
- Explore new export markets to minimize adverse rupee devaluation impact.

Q & A

Thank you