

Shield Corporation Limited

Corporate Briefing Session 2023

October 19, 2023
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 48 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. Muhammad Rafique Umer Afinwala Director
- Mr. Muhammad Salman Qassim Director

Product Portfolio





Key Activities / Initiatives

TRANSENDING LIMITS



ACHIEVEMENT
UNLOCKED

Launch of Shield Baby Toiletries



- Formulated with Vitamin-E and Mineral Oil



- Made with Coconut Oil



- Made with Chamomile oil & Coconut Oil
- Tear-free (mild on the eyes)



- Made with Corn-starch
- Talc-free

USP: Paraben-free, Hypoallergenic, No artificial colors



Evenflo with Handle



Glass feeder with Handle



Cleaning Liquid



Soother with Chain

New Launch of Sensitive & Herbal Toothpaste



NEW & IMPROVED -CHAMPS TOOTHPASTE



WOHD 2023

7

15,840

Cities

Patients Reached

Cities	Patients Visited
Karachi	3,484
Islamabad	1,867
Lahore	3,072
Peshawar	1,587
Multan	3,480
Abbottabad	2,104
Faisalabad	210



Visibility Drive





Financial Highlights

Key Highlights

Net-Sales (Rs.)		
2023	2022	%
4,357,631,431	2,662,054,711	63.69

The Company's top line has shown a substantial growth of 63.69% with sales of Rs. 4.36 billion. The growth in sales is due to combination of volume growth and price increases.

Key Highlights

Gross Profit (Rs.)		
2023	2022	%
1,132,351,050	638,293,250	77.40

Gross margin increased by 77.40% on absolute basis due to increase in sales and improvement in gross margin percentage from 23.98% to 25.99%. Price increase also contributed in increase in gross margin percentage.

Key Highlights

Finance Cost (Rs.)		
2023	2022	%
203,126,267	85,037,887	138.87

Finance cost of the Company has significantly increased by Rs. 118.09 million due to very high policy rates and increase in utilization of financing facilities.

Key Highlights

Earnings per Share (Rs.)

2023

2022

37.17

4.55

Future Outlook

Future Challenges

- Instability in global and local macro economic environment.
- Mounting inflation, increased utility and fuel.
- Decreased purchasing power of consumers.
- Very high policy rates.
- Volatility in Rupee Dollar Parity

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.
- Explore new export markets to minimize adverse rupee devaluation impact.
- Focus on operational efficiencies and effective working capital management

Q & A

Thank you