### **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











#### **Auditors**

BDO Ebrahim & Co. Chartered Accountants (External Auditors)



Yousuf Adil Chartered Accountants (Internal Auditors)





#### **Board of Directors**

Mr. Ebrahim Qassim

Mr. Muhammad Haroon Qassim
 Chief Executive

Chairman

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**



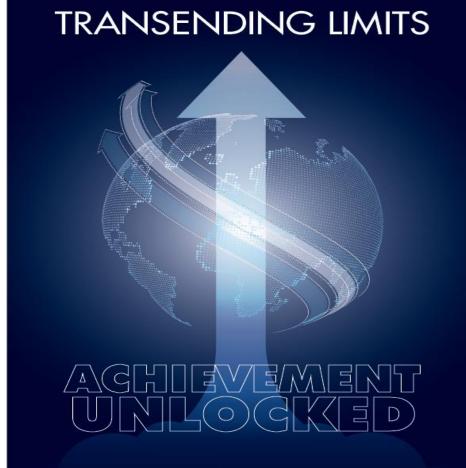








## Key Activities / Initiatives





#### **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**



**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





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.



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.



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.



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

