

Shield Corporation Limited

Corporate Briefing Session 2024

November 25, 2024
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 49 years while maintaining prominent position in the market.

Shield is committed to providing the best quality products to our consumers in accordance with ISO 9001 system requirements, while also ensuring environmental protection and enforcing the strict codes and regulations of both ISO 9001 and ISO 14001 systems. 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



Financial Highlights

Key Highlights

Net-Sales (Rs.)		
2024	2023	%
3,867,121,389	4,357,631,431	(11.26)

The Company's net sales declined by 11.26% compared to last year, primarily due to a volume drop, particularly in the last quarter.

Key Highlights

Gross Profit (Rs.)		
2024	2023	%
870,755,541	1,132,351,050	(23.10)

Gross profit declined due to increased utility and manpower costs, reduced volumes, and price adjustments taken.

Key Highlights

Finance Cost (Rs.)		
2024	2023	%
300,970,556	203,126,267	48.17

Finance costs surged by 48.17% primarily driven by elevated policy rates, and due to the fact that last year borrowing costs was capitalized.

Key Highlights

(Loss) / Earnings per Share (Rs.)

2024

2023

(92.99)

37.17

Future Outlook

Future Challenges

- Instability in global and local macro economic environment.
- Mounting inflation, increased utility and fuel costs.
- Decreased purchasing power of consumers.

Action Plans

- Achieve volume efficiencies.
- Increase exports to drive growth.
- Keeping check on expenses

Q & A

Thank you