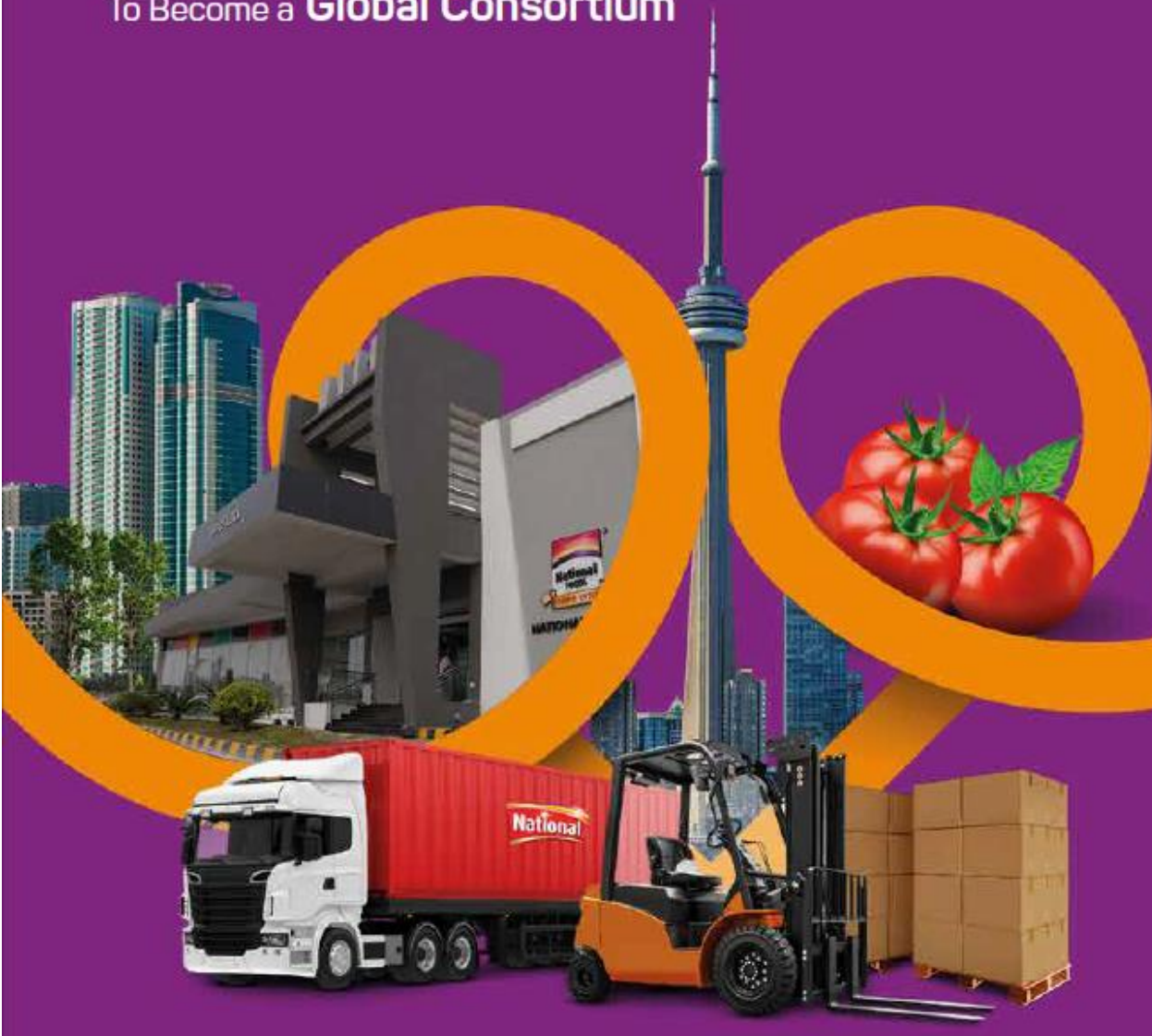


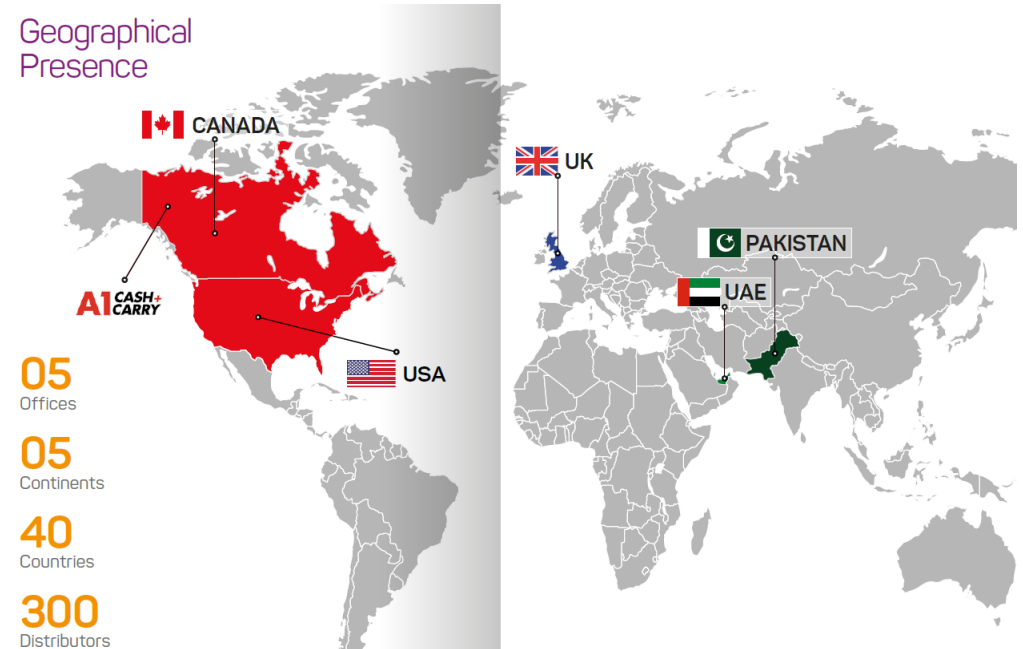
At the Heart of the Future

To Become a **Global Consortium**



GROUP PROFILE

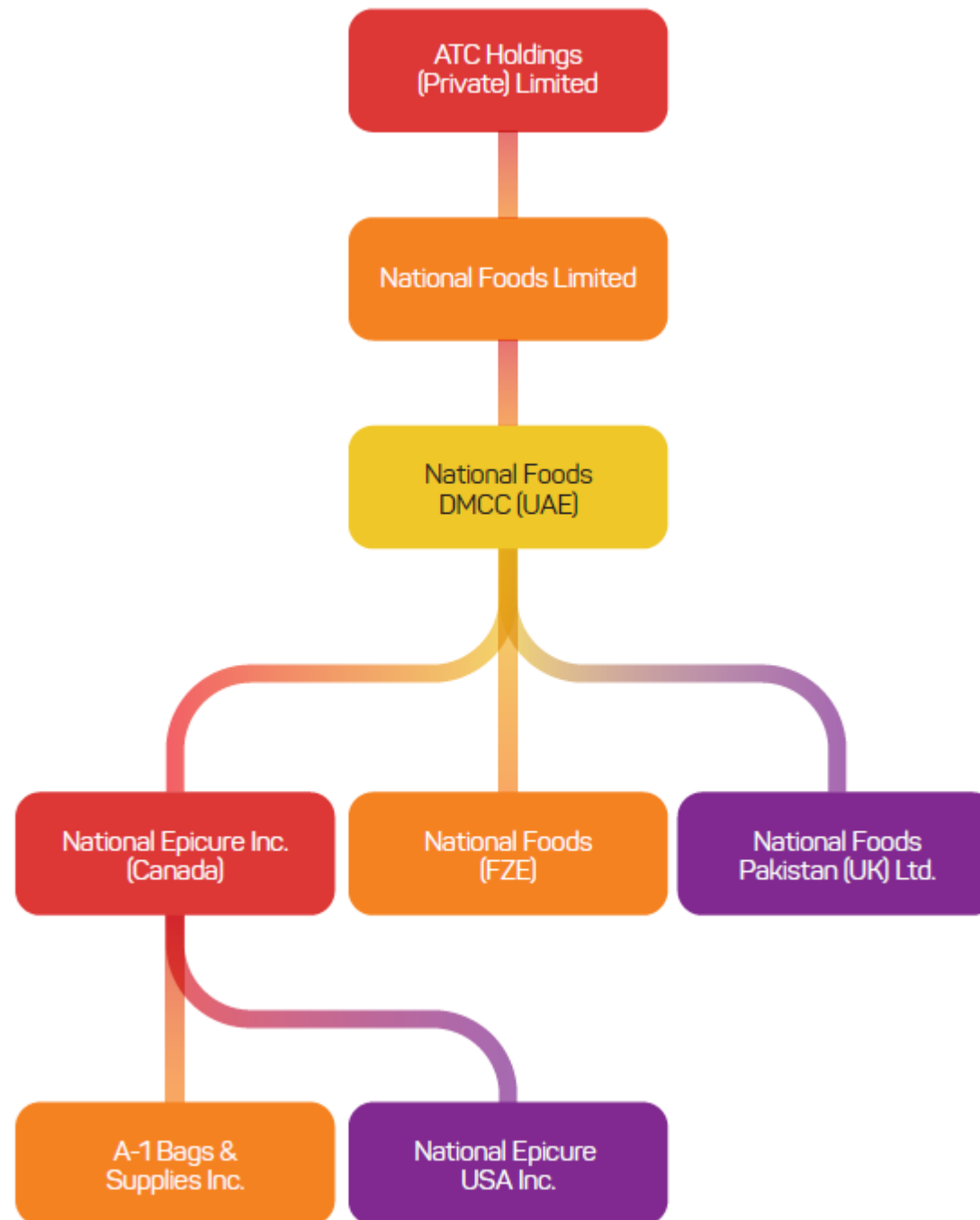
Geographical
Presence



Link to Group Financial Report → <https://www.nfoods.com/investor-relations/#FinancialReport>

info@nfoods.com | nfoods.com
12/CL-6, Claremont Road, Civil Lines, Karachi - Pakistan

NFL Group



Vision | Mission | Values

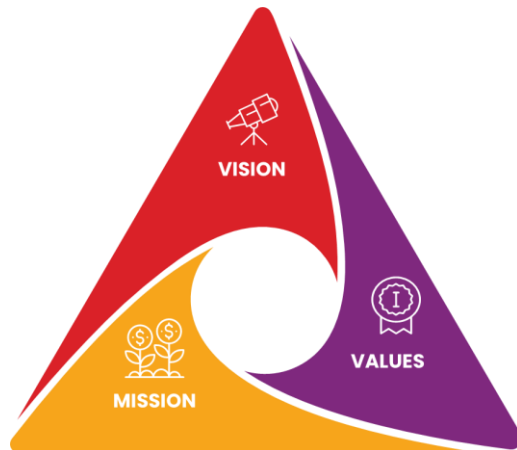


VISION

Creating food that enriches the lives of people everywhere.

MISSION

We will achieve our vision by designing and manufacturing food and related products, conforming to international standards and guidelines for nutrition, health, wellness and quality, bringing joy and happiness to people everywhere.



VALUES



Governance and Management



MR. ZAHID MAJEED
Chairman



MR. ABRAR HASAN
Chief Executive Officer



MRS. NOREEN HASAN
Non-Executive Director



MR. ADAM FAHY MAJEED
Non-Executive Director



MRS. SAADIA NAVEED
Non-Executive Director



MR. EHSAN ALI MALIK
Independent Director



MR. ALI H. SHIRAZI
Independent Director

NFL BOARD

DMCC INT’I DIV BOARD

A1 BOARD

Human Resources & Remuneration Committee

| | |
|-----------------|-----------|
| Ali H. Shirazi | Chairman |
| Noreen Hasan | Member |
| Ehsan Ali Malik | Member |
| Asma Yusuf | Secretary |

Audit Committee

| | |
|------------------|-----------|
| Ehsan Ali Malik | Chairman |
| Saadia Naveed | Member |
| Noreen Hasan | Member |
| Quratulain Mamsa | Secretary |

External / Internal Auditors

KPMG Taseer Hadi & Co Chartered Accountants
Ernst and Young

Management Committee

| | |
|------------------------|--|
| Abrar Hasan | Global Chief Executive Officer |
| Hasan Sarwat | Chief Operating Officer – Pakistan Operations |
| Dominique | Chief Operating Officer – Int’l Operations |
| Syed Farhan Ali Rizvi | Global Chief Financial Officer |
| Ivana Bajamic | Global Chief People & Corporate Reputation Officer |
| Asma Yusuf | Director People & Workplace Services |
| Saleem Rafi Khilji | Director Manufacturing |
| Ali Rashid Khan | Sr. Director Marketing |
| Naveed Zaffar | Director Sales |
| Ahmed Murad Khan | Director Innovation Research & Development |
| Shah Abdullah Raza | Sr. Director Digital, Data & Technology |
| Adnan Naseer Warsi | General Manager Quality |
| Fazal ur Rehman Hajano | Legal Counsel |

A Portfolio We're Proud Of



Culinary Division



Recipe Mixes

Seasonings

Spices & Ingredients

Salt



Condiments Division



Ketchup

Desserts

Pickles

Chinese

Jam & Jellies

Mayo

Our Facilities



Port Qasim

Being one of our flagship plants, it is one of the biggest in the Port Qasim area and hosts the production of multiple categories.



Faisalabad

National Foods has been aspiring since many years to establish a strong production facility in Punjab to serve consumers and avail multiple growth opportunities that the area has to offer. This plant is under construction and will be operational shortly.



Nooriabad

Our state-of-the-art plant at Nooriabad is significant for providing ample space to augment and support the growth of our key categories.



Canada HUB -

Distribution warehouse set up in Canada to serve our customers and improve speed to market. This is a critical facility to enhance our distribution network in Canada



SAIF Zone UAE - This is being setup to serve as a startup Manufacturing Facility outside of Pakistan to enable Int'l expansion of our manufacturing footprint

Our Manufacturing Excellence



Port Qasim Plant Operations

Quality & HSE compliance

National Foods Limited emphasizes on excellent quality and HSE compliance through robust systems and practices. It has been winning the hearts of consumers with its high-quality standard by embedding a systematic Quality Assurance approach in its culture. Some of the major achievements related to Quality and Compliance are as follows:

BRCGS Certification



ISO 9001 Certification



ISO 17025 Certification



ISO 14001 and 45001 Certification



SEDEX Certification



Halal (PS 3733), IFANCA & ACTS & Halal (MS 1500), PHDA



NFL PQ Plant has successfully achieved Halal certification from Halal (PS 3733), IFANCA & ACTS & Halal (MS 1500), PHDA which are crucial for ensuring that its products meet Islamic dietary laws and can be marketed to Muslim consumers globally.

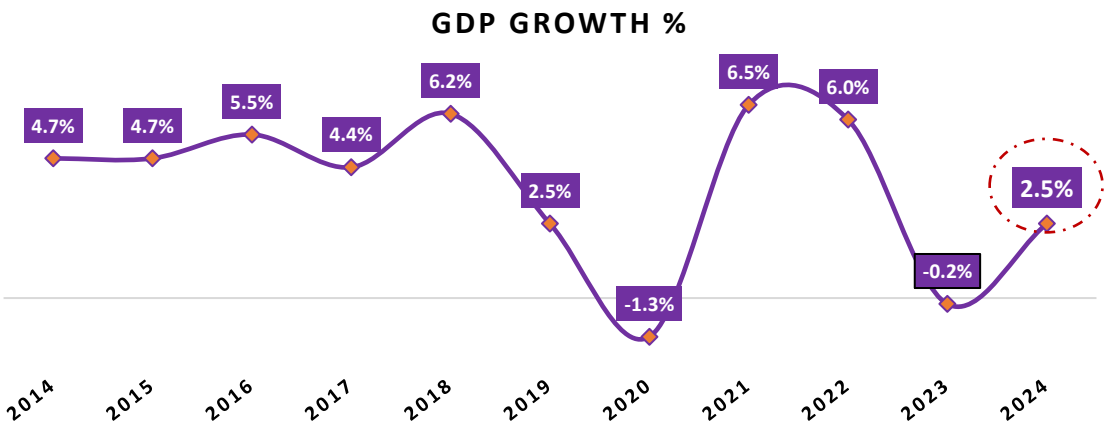
Renewal of PNRA Certification for Recipe Exports Inspection Machines



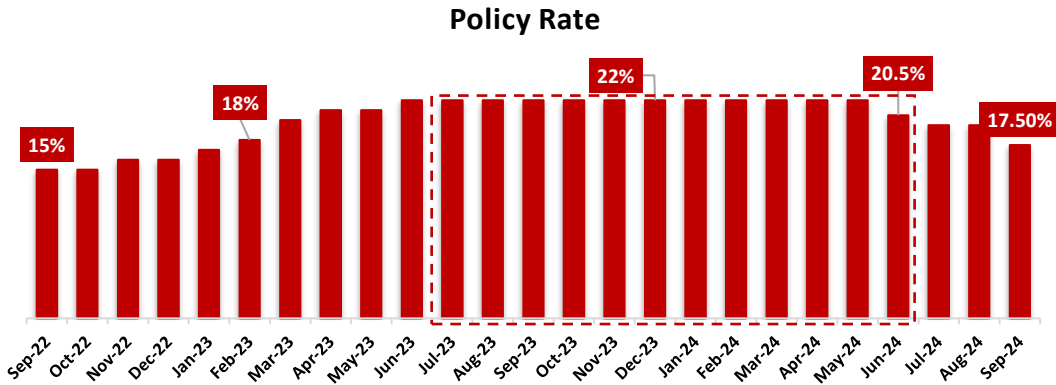
Certification from PNRA is a prerequisite for operation of X-ray machines for packets inspection. There are 02 X-ray machines installed in Export Packing section and are CCP that can detect not only metal contaminants but also plastic, stones, EPDM etc. anything which is denser than good product. The certification from PNRA is for annual basis and we had successfully acquired the license for X-ray machine operation from PNRA for FY24.

Economic Environment

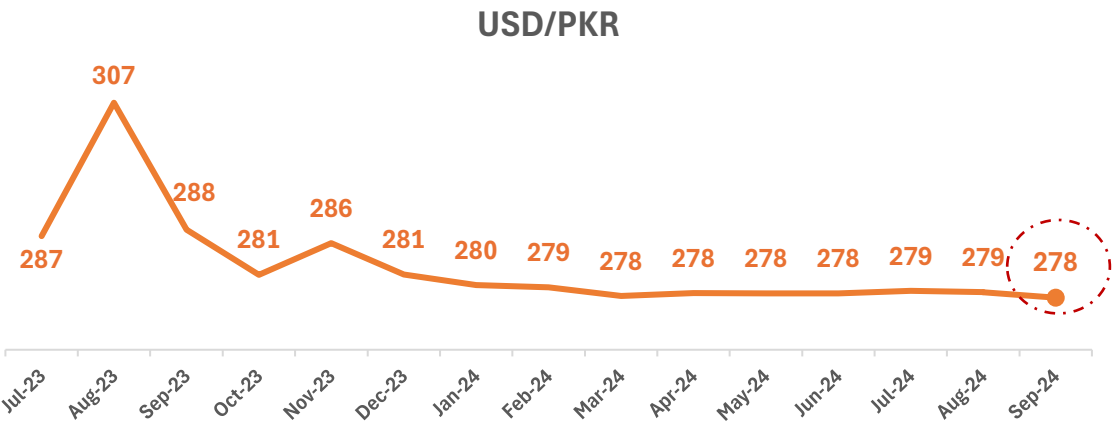
Stabilization | Reforms | IMF pressures



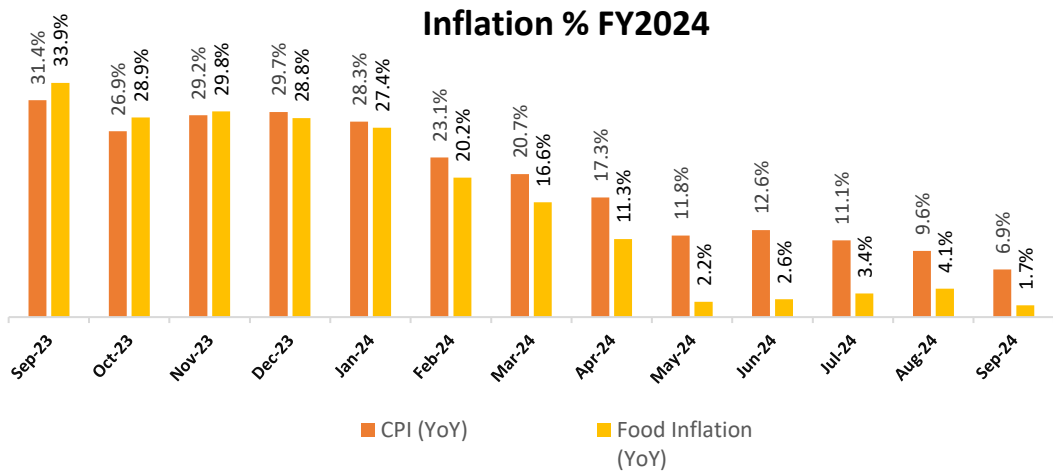
Growth Shifted from negative LY to positive CY
Main drivers: Inflows from multi-lateral partners, agriculture sector growth
Source: Pakistan Economic Survey FY2024, Ministry of Finance



22% rate kept unchanged throughout the year. At FY24 end, monetary policy easing with improved macro indicators towards Sep'24
Source: SBP MPC



PKR/USD stable at 278 - IMF's 22nd Bailout Program of \$7bn, strategic policy measures & stable reserves since Apr'24
Source: Ministry of finance



Source: Pakistan Bureau of Statistics

Business Highlights - Group



Local Business

- **50b topline milestone achieved**
- **Faisalabad Tech Transfer** transition successfully managed. Plant inaugurated and commercial production started | All production lines activated | Capitalization **6.8B**
- **SAP S4 Hana** | Go Live
- **Inflationary Pressures** Impacted volumetric growth. Pricing taken to offset head winds
- **Finance cost** growth of **136%** | LTF 6.2b | Driven by LTF Faisalabad investments and higher interest rate 21%
- **Project Seed to table** – 8,000 MT of superior quality tomatoes produced
- NFL continues to hold market leadership position in key categories

International Division

- Growth in key markets – exports
- Organizational Infrastructure – buildup to drive growth
- Invest to grow –Profitability impacted in the short run
- SAIF Zone entity in Sharjah registered
- Supply Chain Hub operations started in Canada

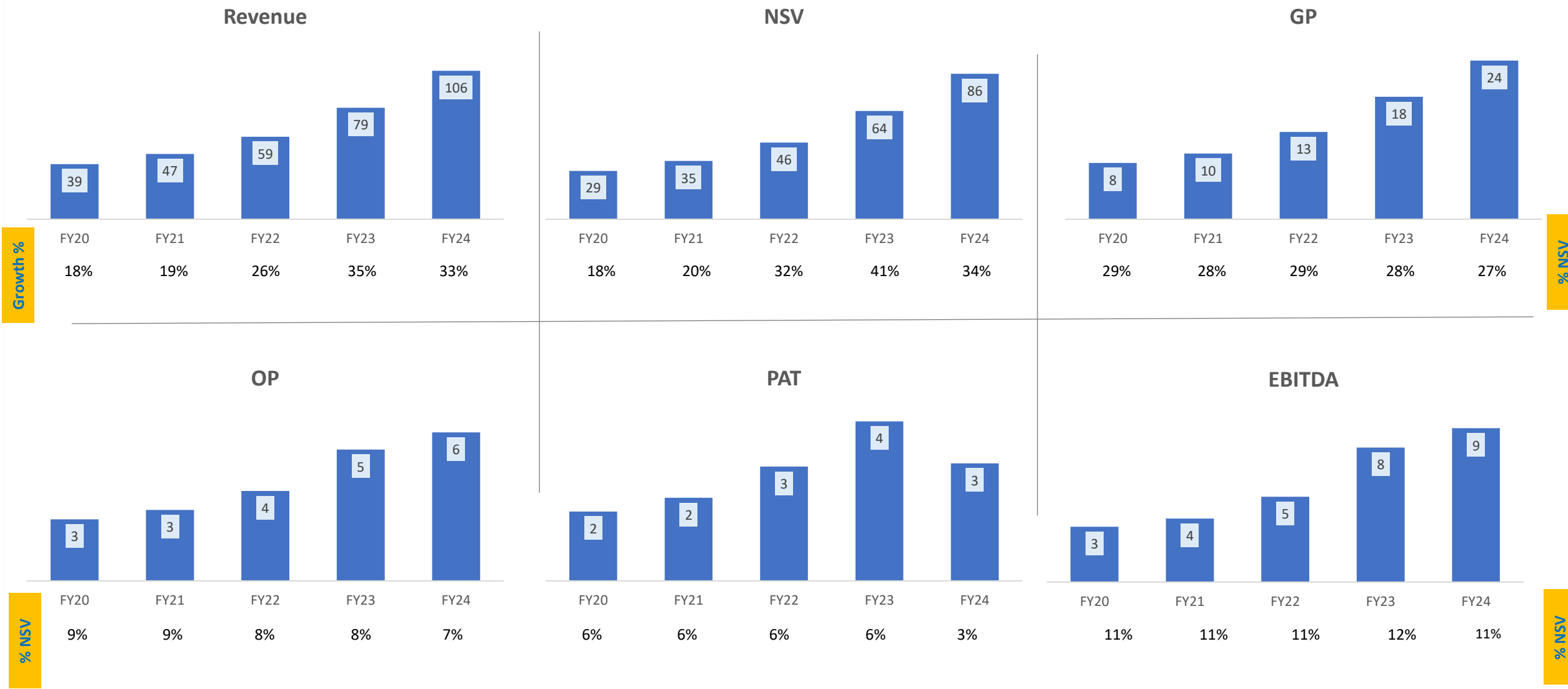
A1 Cash & Carry

- 7 Years of successful partnership with A1
- Robust **topline growth** in CAD terms of 26% (C\$242m CY vs C\$183m PY). PKR Terms +42%
- **Topline contribution** on YTD basis to the group is **48%**
- **Net Profitability : CAD 10.2m** vs 8.7m LY
- **New Stores & facilities:**
 - Addition of new Warehouses **Kennedy** and **Edward**

Group Financial Position FY24

Amounts in PKR Billion

Revenue \$ 377 M (g@ 18%) and OP \$22 M



Group Highlights

Amounts in PKR B



105B

g: +33%

Revenue

86B

g: +34%

Net Sales

27%

vs LY: -100bps

GP%

6.2B

g: +14%

OP

9.1B

g: +14%

EBITDA

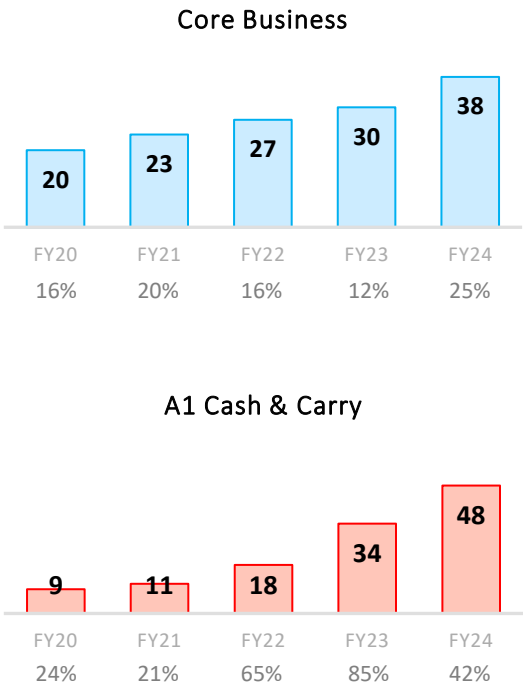
3.3B

g: -19%

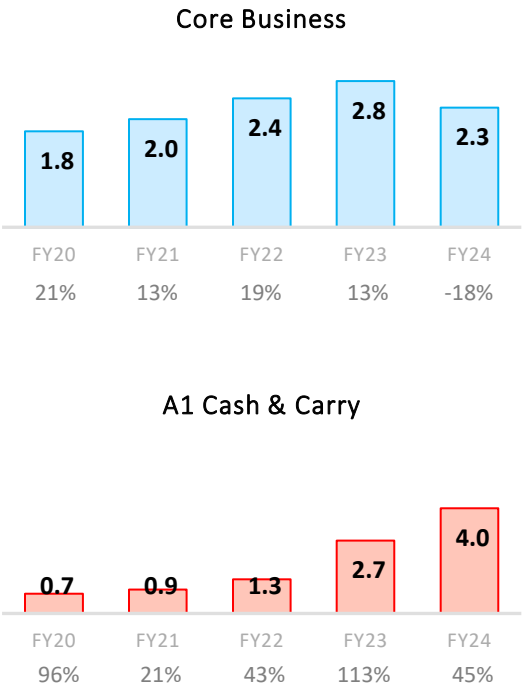
PAT

- Strong topline growth – crossing PKR 100B landmark in FY24.
- Balanced footprint in Pakistan and internationally – holding company’s real value despite fluctuating USD:PKR parity.
- Profitability remained stable – **enabling investment mode for growth in the export business → investment behind organization and market related investments. Longer term value creation.**

Net Sales | Strong momentum



OP | Steady over the years



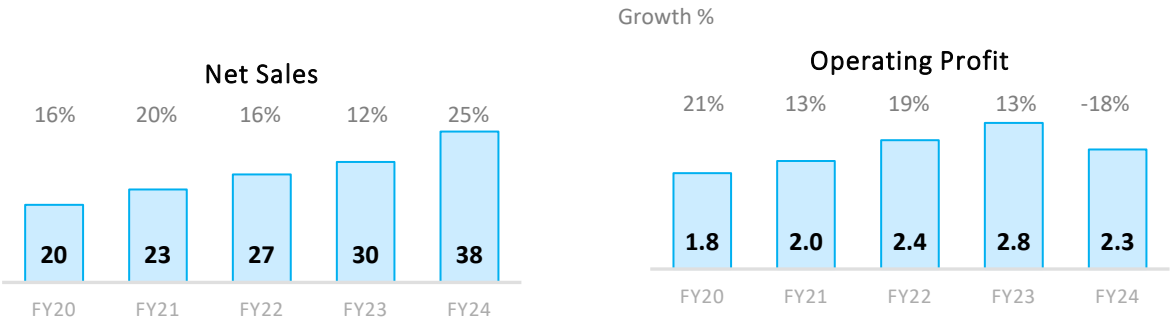
Core Business Highlights

Amounts in PKR Billion

| | | |
|----------------------------------|------------------------------------|-------------------------------------|
| 55B g: +26% Revenue | 38B g: +25% Net Sales | 33% vs LY: -300bps GP% |
| 2.3B g: -18% OP | 3.7B g: -15% EBITDA | 4.8B g: +233% OCF |

- Pakistan market - Capex Investment and Borrowing Cost Impact in 2024.
- Export market - *Topline growth remained strong across the markets – mainly in UK & KSA. Investments made behind organization design, opening of warehousing hub in Canada, appointment of mainstream business partner in US, research around product development – Invest to Grow*


Performance over the years



INTERNATIONAL FOOTPRINT




INVESTING TO GROW PRESENCE



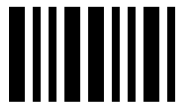
5 Continents



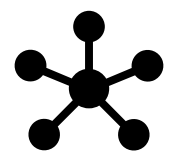
40 Countries



61 Distributors
















194 SKUs















10 Categories






30+ MAINSTREAM PRESENCE











Pakistan Business Highlights

Amounts in PKR Billion

Strong Presence in the Market

8 CHANNELS

3 Manufacturing Sites

10 CATEGORIES

108 Lines

194 SKUs

200K Tons (Back process capacity p.a.)

372 Distributors

90K Direct Coverage Outlets

1,400 On field sales force

650 Vehicles deployed

Digital Footprint – Building brand for success



- Digital marketing
- *Google*
- Market Leadership Position
- Pipeline of Innovation
- Strong Brand Equity

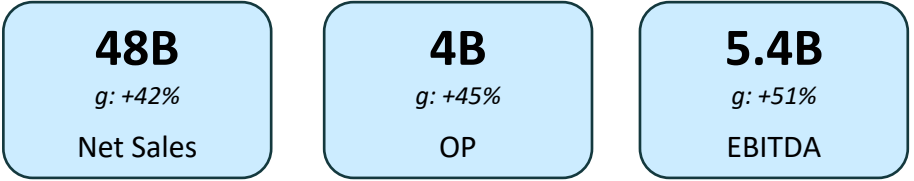
- Key initiatives during the year:
 - *Inauguration of Faisalabad plant*
 - *Seed to Table project – Tomatoes – backward integration*
 - *Go live with SAP S4 Hana*
 - *Inauguration of National Center of Excellence*
 - *Investment behind people, culture and diversity*

Highlights – FY24



A1 Cash & Carry Highlights

Amounts in PKR Billion



Strong Presence in the Market

7 STORES

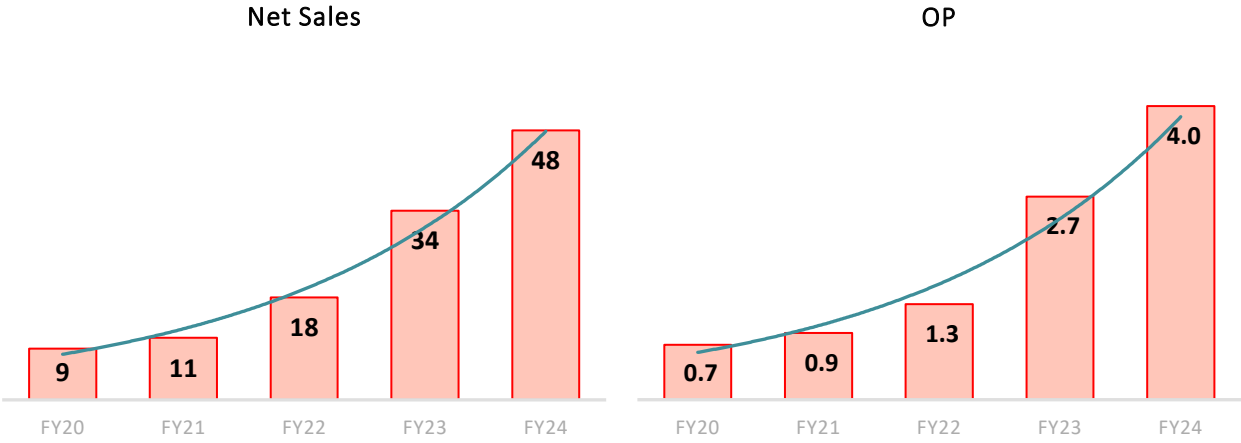
4 CHANNELS

9 CATEGORIES

12K SKUs

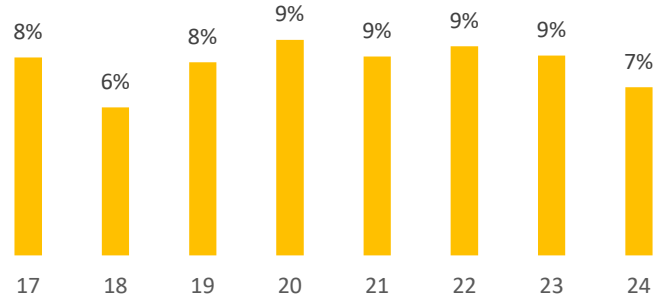


Exponential growth trajectory since acquisition

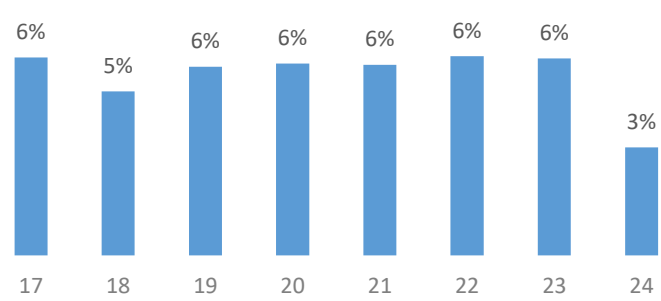


Trend – Profitability Ratios

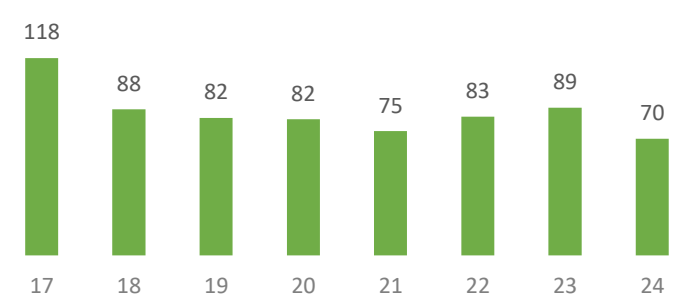
OP % NSV



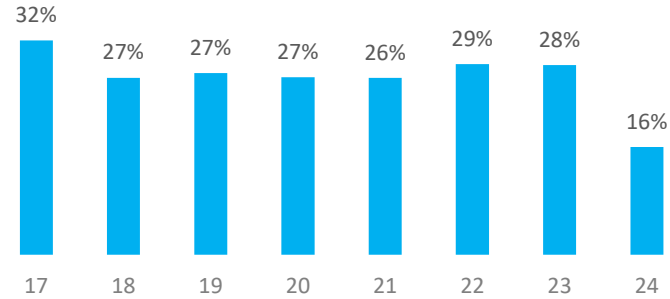
PAT % NSV



Operating cycle

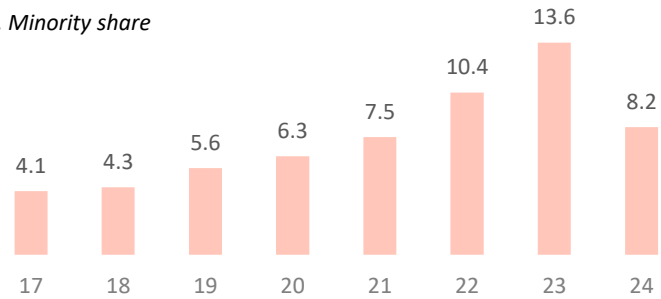


Return on Equity

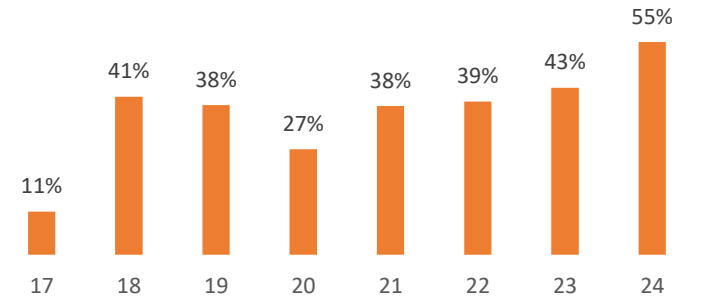


EPS *

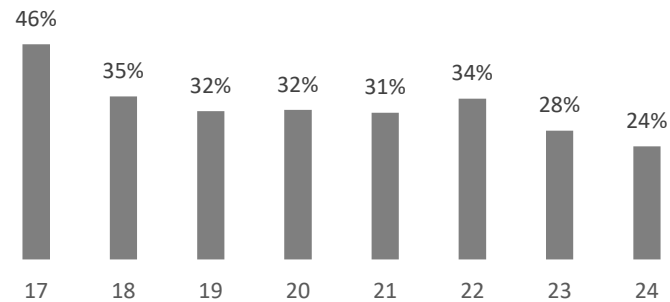
** Excl. Minority share*



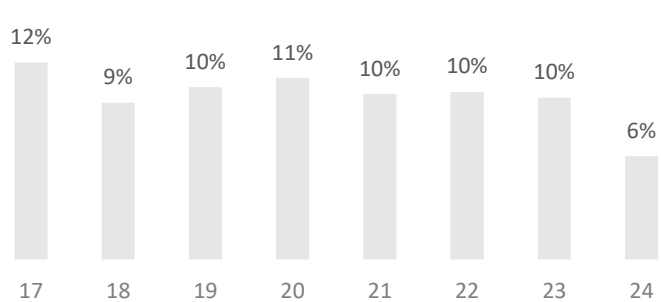
Gearing (debt : debt + equity)



ROCE



Return on assets



Current ratio

