



fauji foods

FFL Business Overview – FTY 2023





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DISCLOSURE

All forward – looking statements are management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward – looking statements.

Forward – looking statements should not be relied upon for making investment or other decisions as the statements speak only as of the date they were made



**Unleashing Pakistan's Promise
in everything we touch**



TASTE



CUSTOMERS



EMPLOYEES



STAKEHOLDERS



Key Strengths | Full Spectrum Portfolio & Shareholder Patronage

Extensive Portfolio

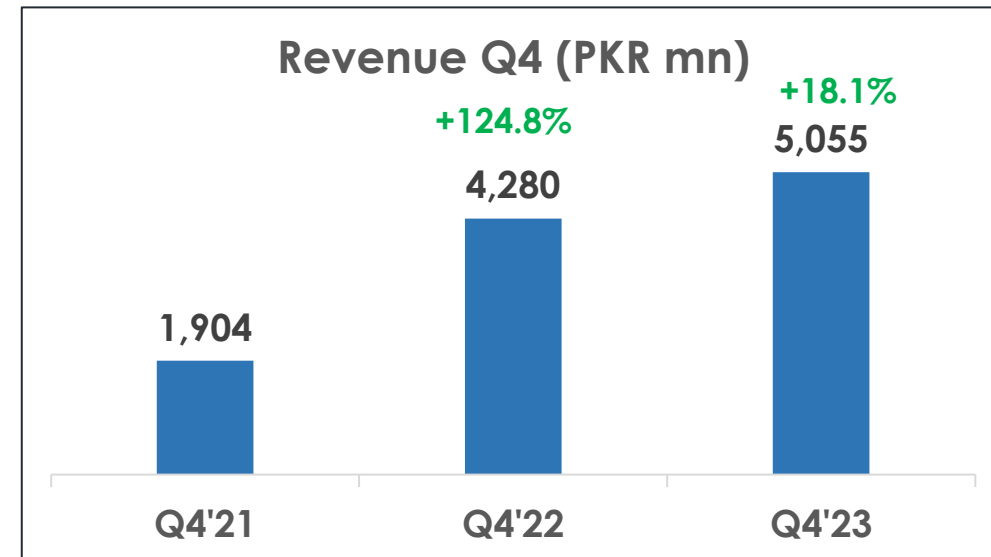
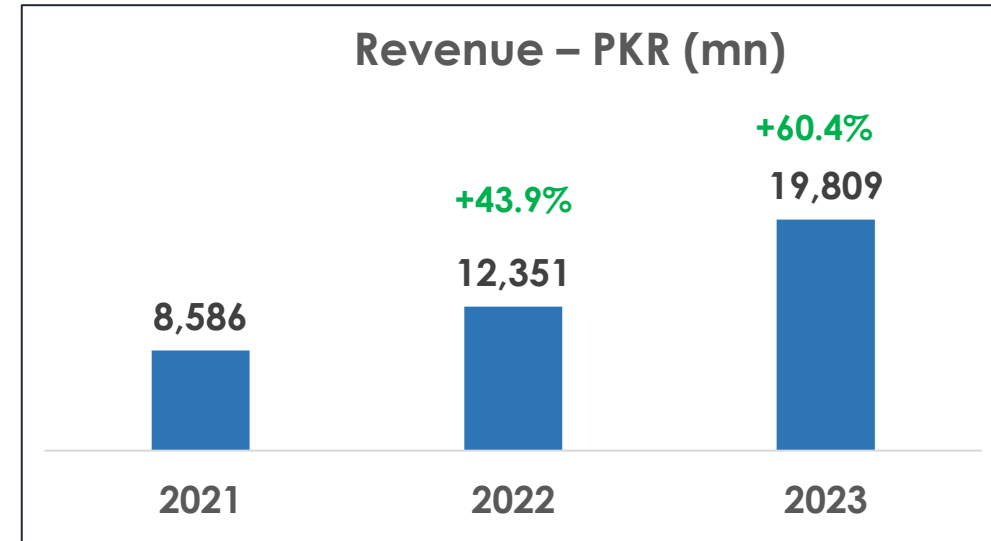


Strong Shareholder Patronage



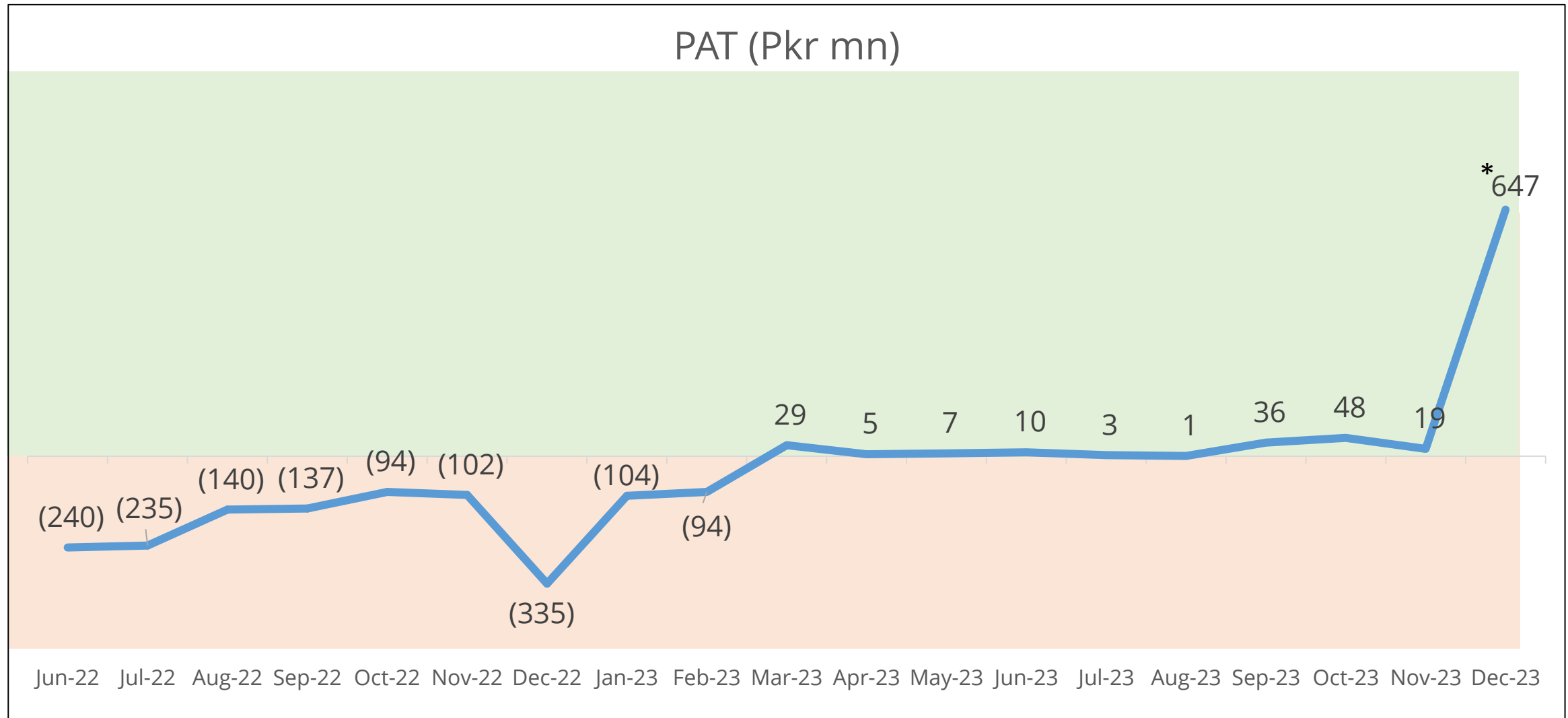
FTY 2023 Business Performance

			Variance
	SPLY	FTY 2023	SPLY
Revenue (PKR Millions)	12,351	19,809	60.4%
Gross Profit (PKR Millions)	969	2,982	207.7%
EBITDA (PKR Millions)	(318)	1,092	443.4%
Profit / (Loss) after Tax (PKR Millions)	(2,169)	*605	127.9%



* 2023 includes deferred tax income of Pkr 596 mn

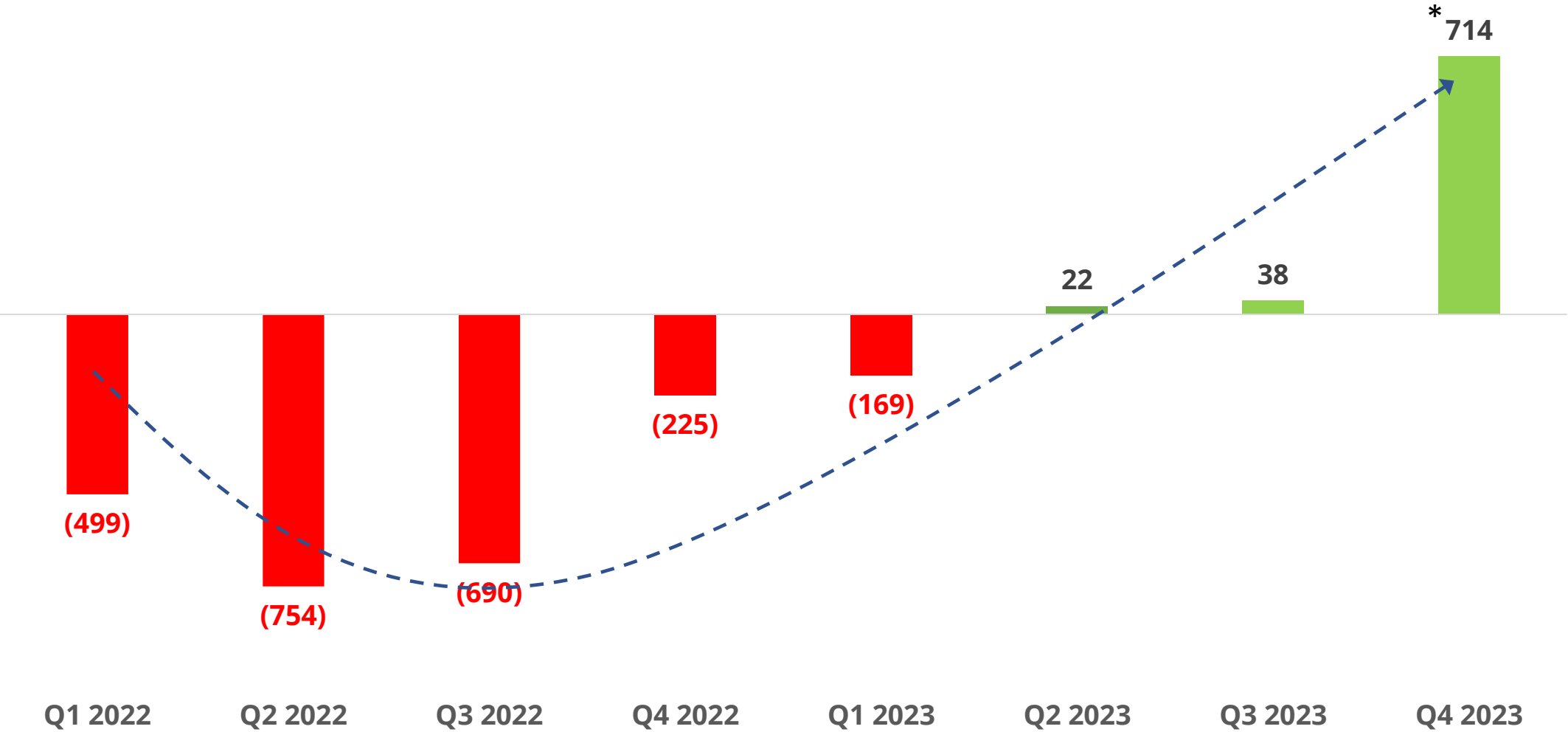
FFL Turnaround Journey | Consecutive 10 months PAT +ive



* Dec'23 includes deferred tax income of Pkr 596 mn

PAT Evolution | 2022 - 2023

Quarterly PAT 2022-23 (PKR mn)



* Q4'23 includes deferred tax income of Pkr 596 mn

Turnaround strategy

Drive sustainable & profitable growth



Fueling Growth

Value led focus

Key Enablers

Portfolio Pivot

Drive value added portfolio

Margin Accretive launches

Margin Focus

Aggressive price increases

Route to Market

Pivot to value added portfolio



COGS Reduction

Operational excellence

Key Enablers

Energy Efficiencies

Bio Mass & Solar Power

Process Optimization

Minimize process loss

Packaging efficiency

1500ml conversion



Capability

People & Processes

Key Enablers

Automation

Salesflo
Milk Collection

Processes

Milk Collection redesign
Credit Mgmt
SAP & process gap review

Talent Backbone

Transform talent backbone
Skill development
Pay for Performance



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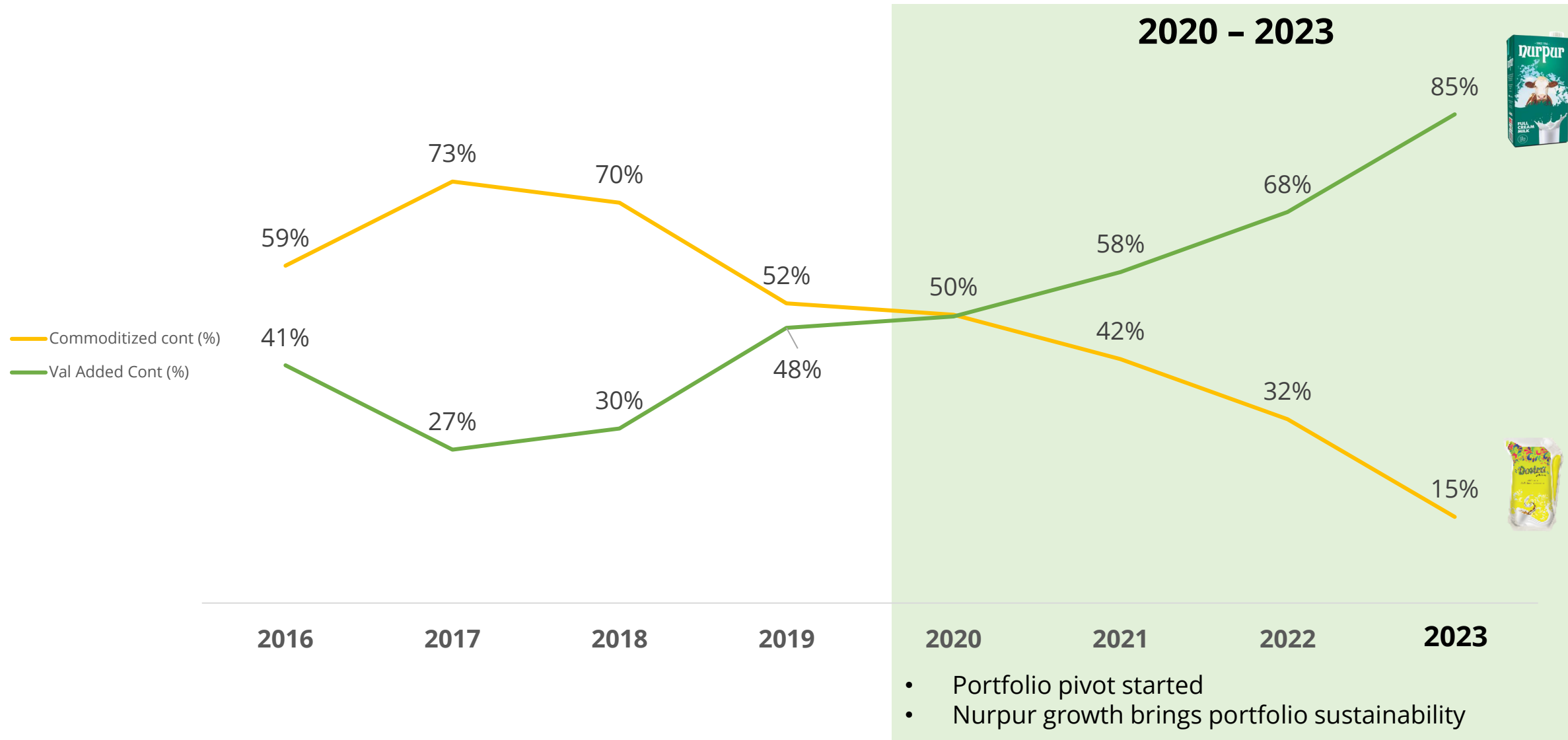
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Milk Collection redesign
Credit Mgmt
SAP & process gap review

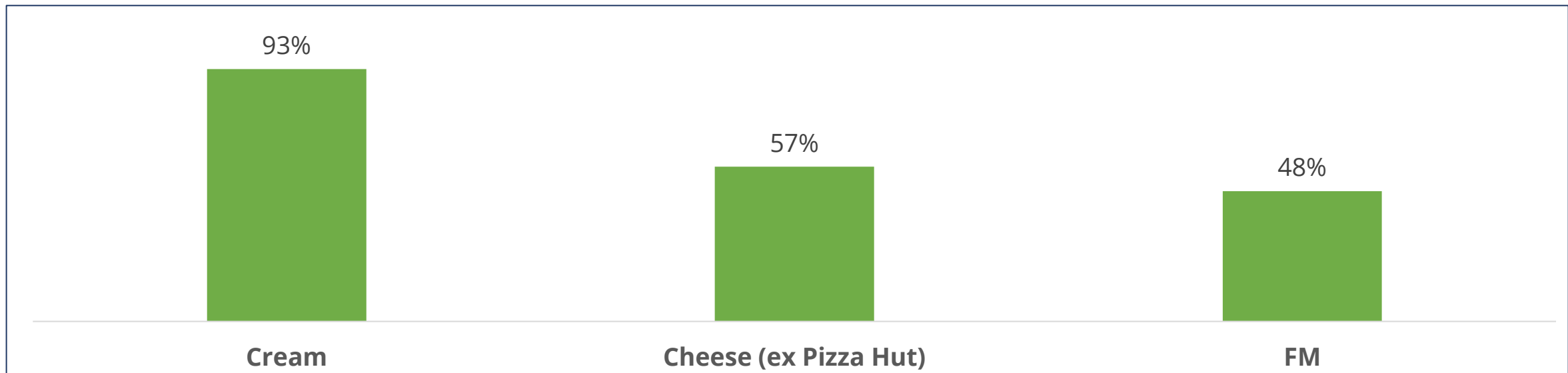
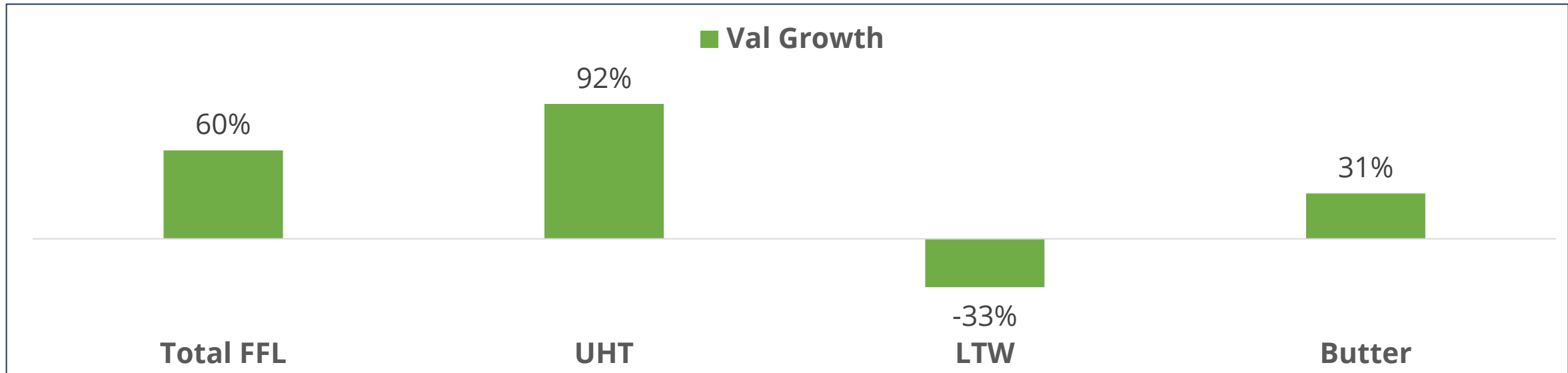
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Transform talent backbone
Skill development
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Fueling Growth | Portfolio Pivot



Volume Growth | FY 23 v 22



Value Added Portfolio Growth | FY 23 v 22

■ Val Growth (FY'23 v FY' 22)

102%



Total Distribution Business

Metro Regions

65%



Lahore

86%



Rawalpindi

143%



Karachi

Non Metro Regions

66%



Gujranwala

170%



Peshawar

71%



S&B

Fueling Growth | Geographical focus yielding quick results in distribution expansion

Optimization

Automation

Distribution
Expansion

Distribution Pivot from Dostea to Nurpur

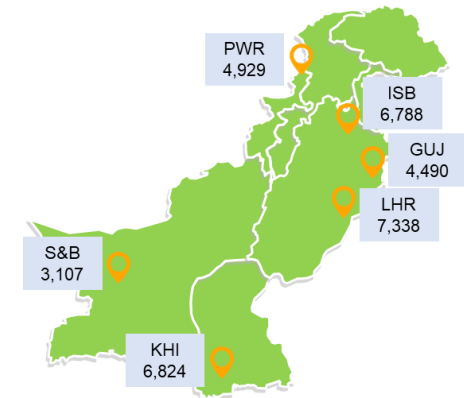
269
towns → **91**
towns

Implementation of Secondary sales software

40
Distributions
170
Order Bookers

Outlet mapping & expansion

Q4 2021
18,000
Outlets → **35,000**
Outlets



Turnaround strategy

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Value led focus



COGS Reduction

Operational excellence



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Energy efficiencies

Packaging efficiencies

1MW Solar plant in production w.e.f Jan' 23



- Coal usage eliminated
- 100% steam production shifted to biomass w.e.f Jan' 23

2023 savings ~ PKR 1bn

Fauji Foods | Portfolio Expansion

Dairy

Cereals & Pasta*



*Subject to regulatory approvals

Unleashing Pakistan's Promise in Everything We Touch

5x

in 5 Years

2028

Revenue **100 bn**

2023

Revenue **19 bn**

PAT **9mn**





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Thank You