

Trusted Brands, Spreading Smiles



Analyst Briefing - 2021

Contents

- 01** About Colgate-Palmolive Pakistan
- 02** Milestones and Achievements
- 03** Financial Highlights
- 04** Product Categories and Key Challenges
- 05** Corporate Social Responsibility
- 06** Health, Safety and Environment
- 07** Counterfeits

Contents

- 01** About Colgate-Palmolive Pakistan
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- 05** Corporate Social Responsibility
- 06** Health, Safety and Environment
- 07** Counterfeits

About Colgate-Palmolive Pakistan

Company and Its Operations:

Colgate-Palmolive Pakistan Limited is a joint venture between Lakson Group and Colgate-Palmolive Company USA.

The Company's principal activity is to manufacture, market and distribute home care and personal care products.

The Company has manufacturing facilities in Kotri Industrial Estate, Sindh and Sundar Industrial Estate, Punjab.

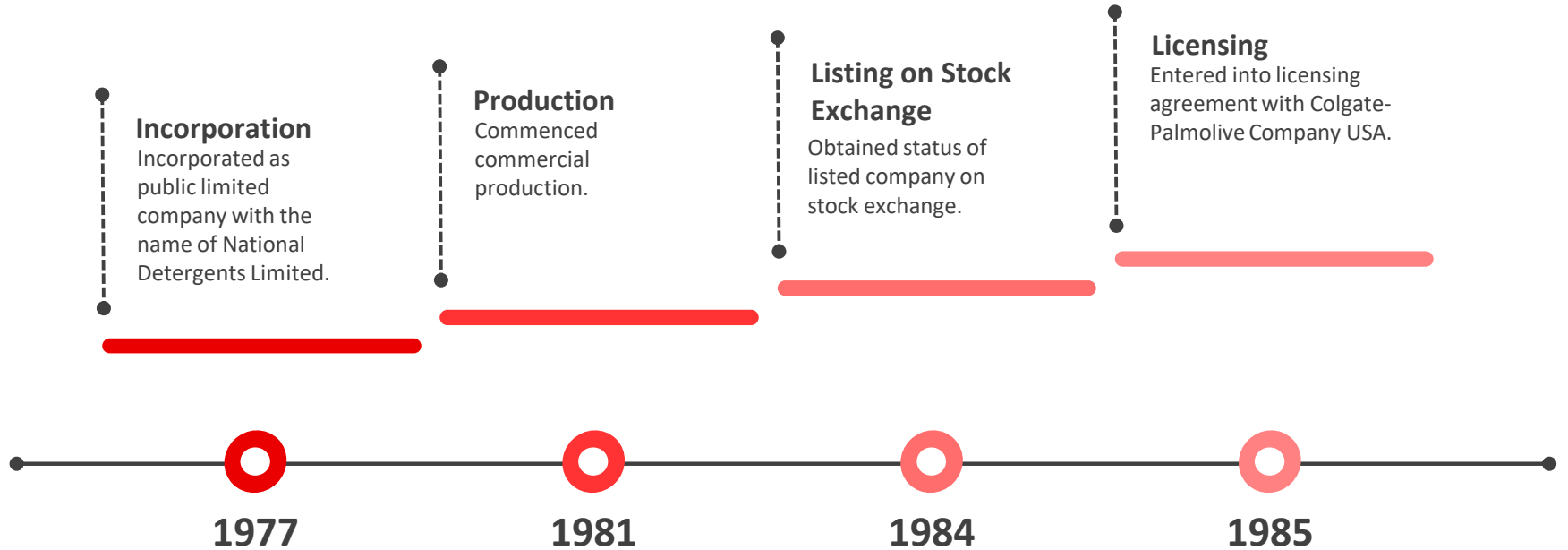
Company's distribution network is spread across Pakistan with sales offices in 11 major cities.

Contents

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- 06** Health, Safety and Environment
- 07** Counterfeits

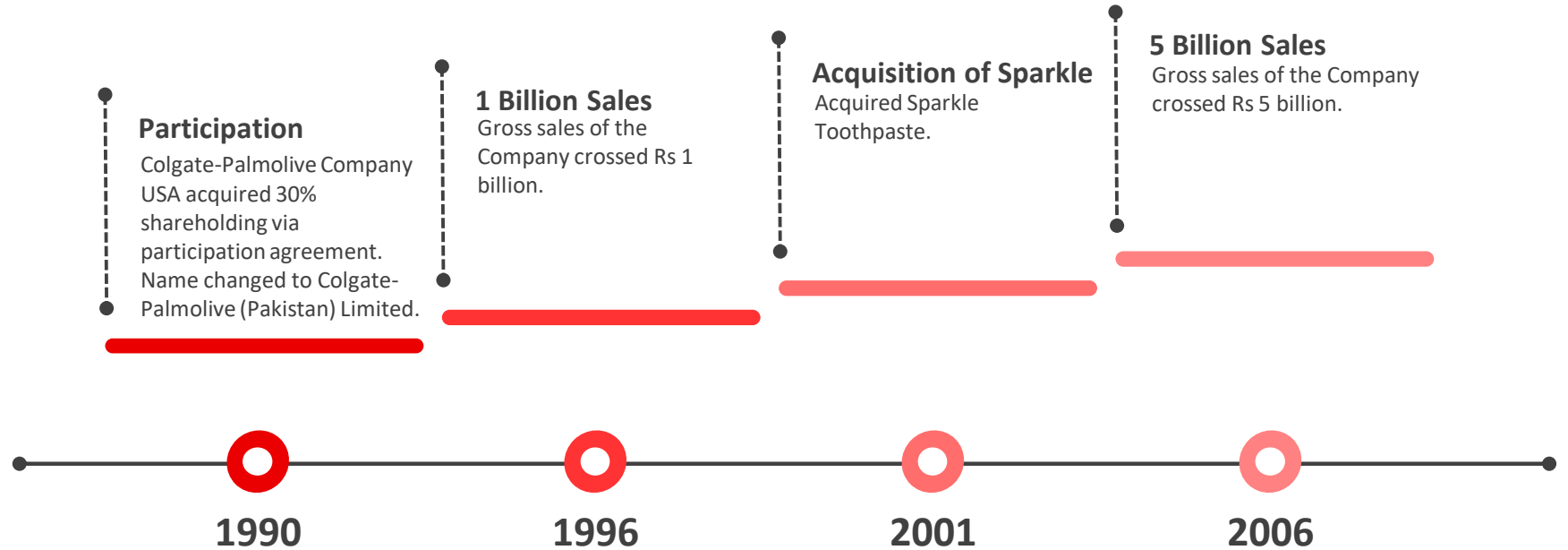
Milestones and Achievements

Key Milestones:



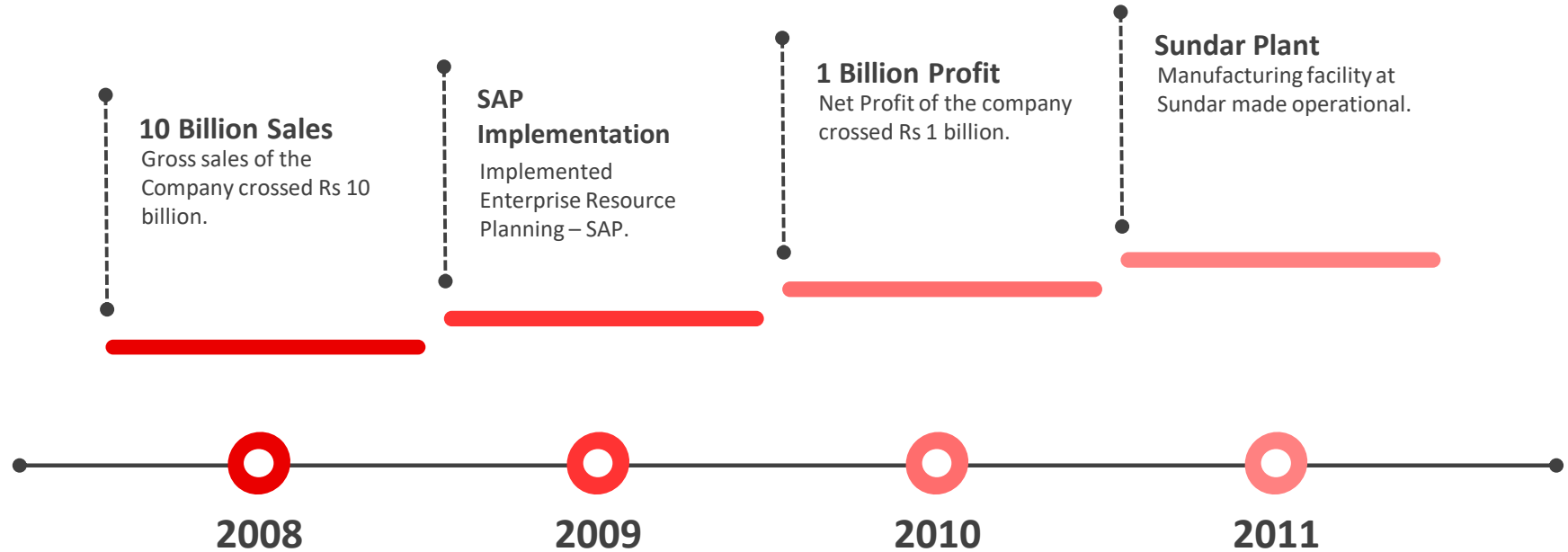
Milestones and Achievements

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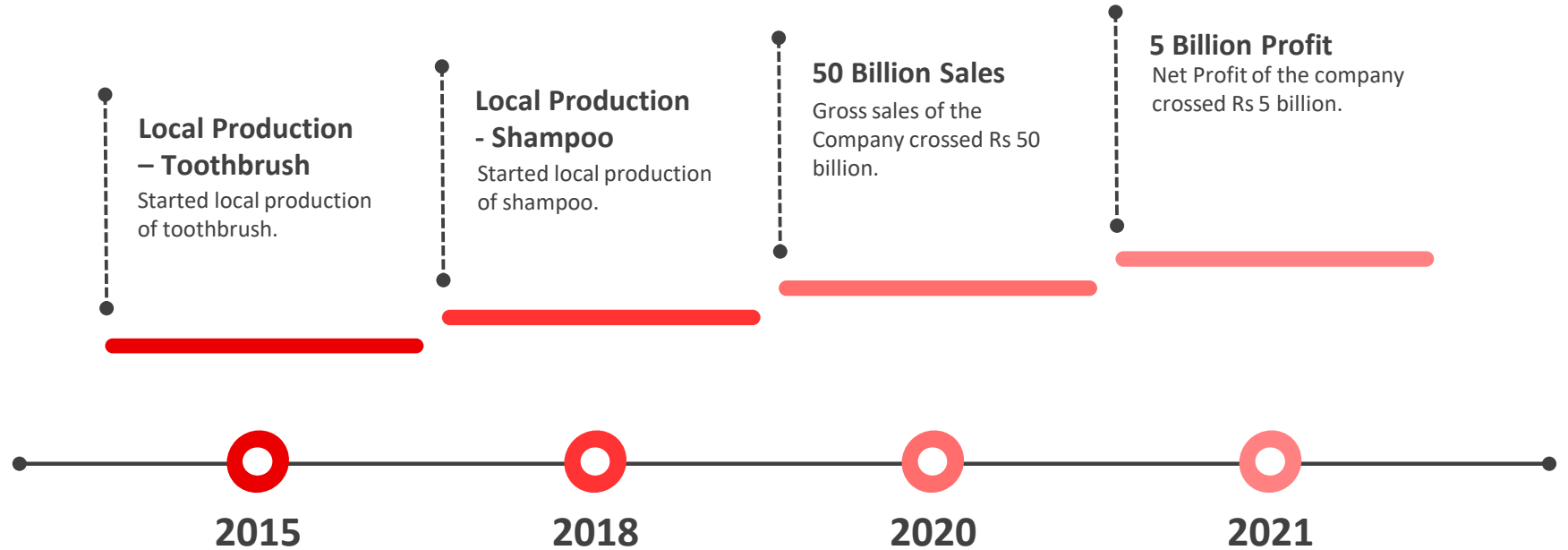
Milestones and Achievements

Key Milestones:



Milestones and Achievements

Key Milestones:



Milestones and Achievements

Achievements:

Winner of 9 consecutive Corporate Excellence Awards of Management Association of Pakistan.

Amongst Top 25 Companies of Pakistan Stock Exchange for 16 consecutive years.

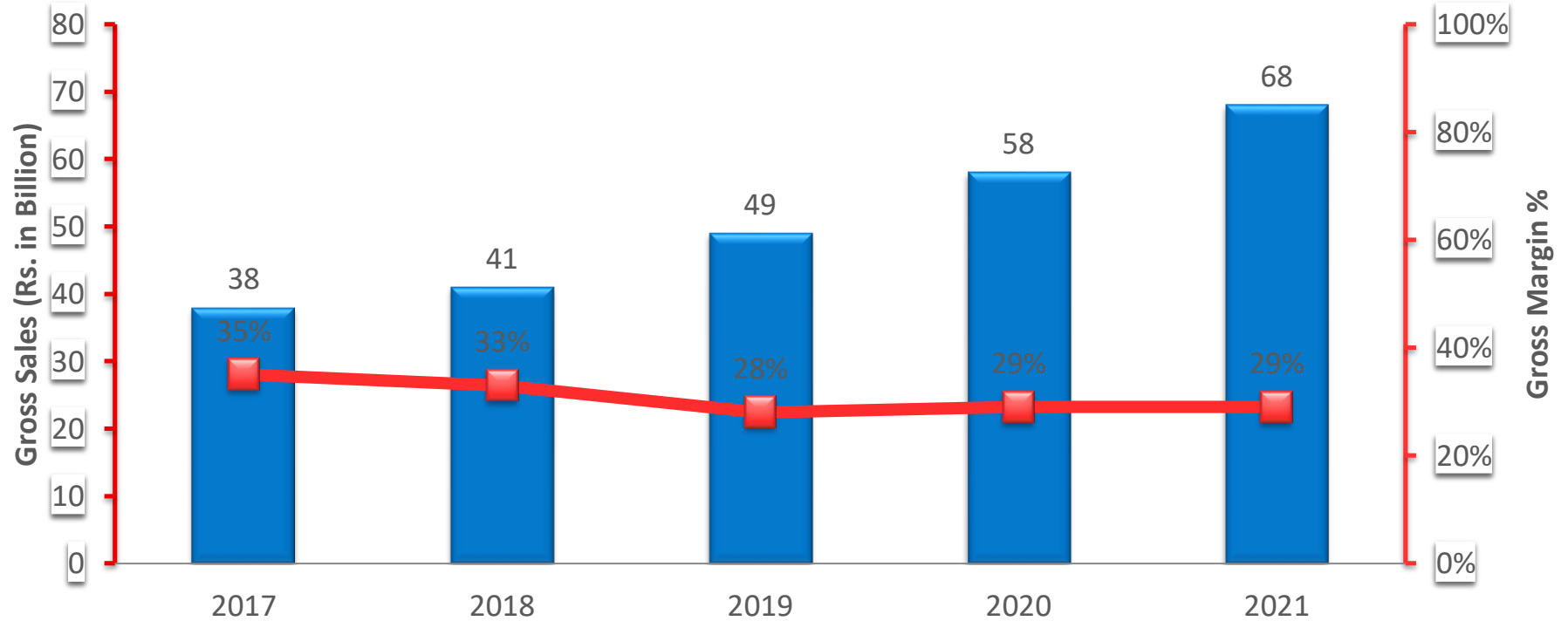


Contents

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- 05** Corporate Social Responsibility
- 06** Health, Safety and Environment
- 07** Counterfeits

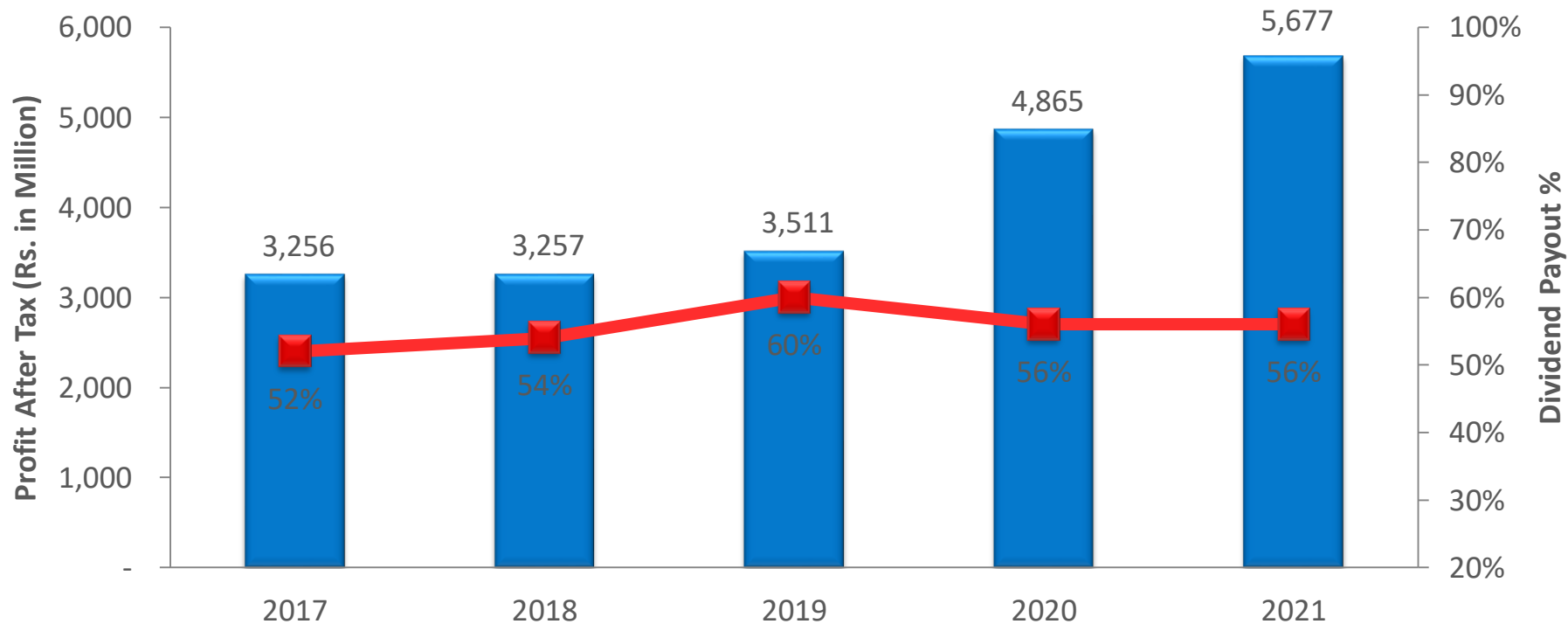
Financial Highlights

Gross Sales (Rs in Billion) and Gross Profit Margin %:



Financial Highlights

Profit After Tax (Rs in Million) and Dividend Payout %:



Financial Highlights

Profit Reinvestment & Dividend Payout:

| Year | Profit After Tax (Rs in Million) | CAPEX (Rs in Million) | CAPEX as % of Profit After Tax | Dividend (Rs in Million) | Dividend Payout % |
|-------|----------------------------------|-----------------------|--------------------------------|--------------------------|-------------------|
| 2017 | 3,256 | 576 | 18% | 1,678 | 52% |
| 2018 | 3,257 | 1,616 | 50% | 1,774 | 54% |
| 2019 | 3,511 | 1,385 | 39% | 2,100 | 60% |
| 2020 | 4,865 | 1,310 | 27% | 2,705 | 56% |
| 2021 | 5,677 | 2,433 | 43% | 3,197 | 56% |
| Total | 20,566 | 7,320 | 36% | 11,454 | 56% |

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Product Categories and Key Challenges

Product Categories:



Home Care



Personal Care

Product Categories and Key Challenges

Key Challenges:

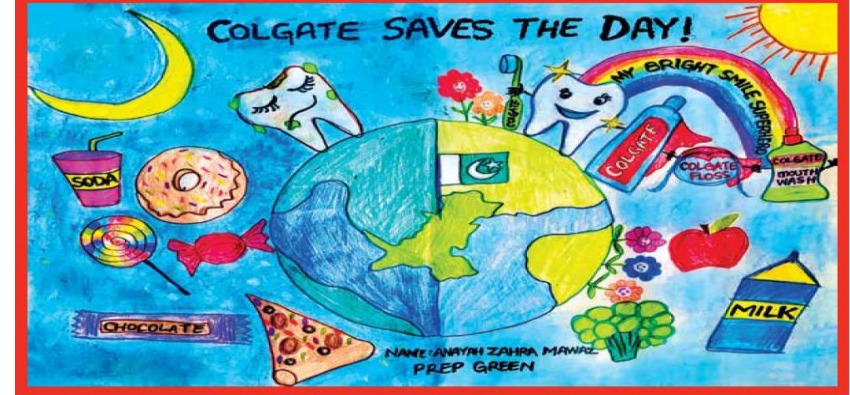
- Devaluation of Rupee against US Dollar
- Rising input costs and supply chain disruptions
- Intense competition with key players to gain market share
- Constant pressure from unorganized / illicit sector

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Corporate Social Responsibility

- Conducted My Bright Smiles Global Art Contest to raise oral health awareness while sparking creativity reaching across 180+ towns with approximately 35,000 entries from all over Pakistan.
- Spread oral health awareness via television ad campaign 'Brush 2x A Day'
- Continued to support social welfare projects and made donations amounting to PKR 25.7 million.



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Health, Safety and Environment

Vaccination Drive:

Carried out COVID-19 vaccination drive at the head office, manufacturing and sales facilities.



Health, Safety and Environment

Solar Panels:

During last three years, the Company has successfully implemented various renewable energy projects resulting in reduced energy consumption of 3,795 KW per day.



Health, Safety and Environment

Effluent (Waste Water) Treatment Plant:

Colgate has also initiated recycling of process water. Waste Water Treatment Plant is an American Bio-Treatment Technology developed by Bio-Cleaner, USA. Company and is currently recycling 250,000 Gallons of water on monthly basis.



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Counterfeits

Counterfeit products have been a constant challenge for all FMCGs.

Brand Protection Unit of the Company works throughout the year for preventing significant quantities of counterfeits from reaching consumers.



Any Questions?



Thank You!