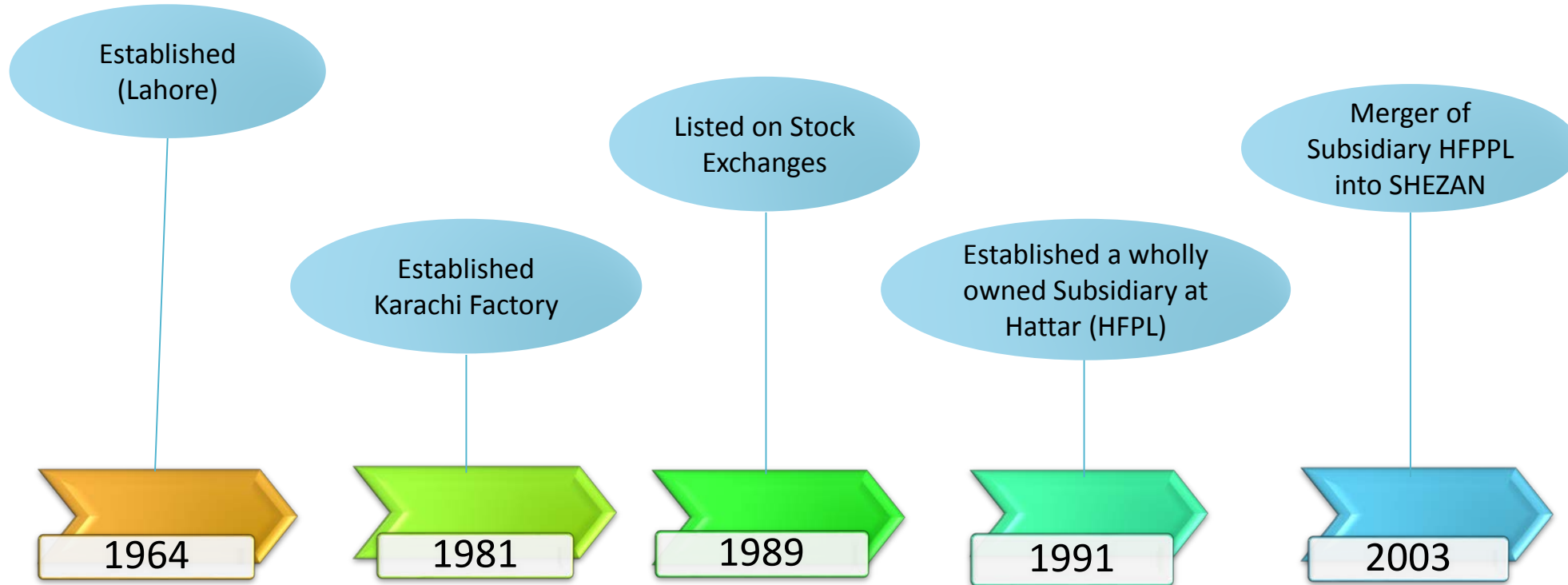




CORPORATE BRIEFING

2021

COMPANY INFORMATION



LAHORE

56-BUND ROAD

KARACHI

PLOT NO. L-9, BLOCK NO. 22,
FEDERAL "B", INDUSTRIAL AREA

HATTAR

PLOT NO. 33-34, PHASE III, HATTAR
INDUSTRIAL ESTATE, KPK

COMPANY INFORMATION.....



**LAHORE CHAMBER
OF COMMERCE**



HACCP INTERNATIONAL
eliminate the hazard - reduce the risk

CORE BUSINESS ACTIVITIES

Manufacturing of Juices, Pickles, Jams, Ketchups, Cooked Food, Syrups & Squashes etc.

Based upon or derived from fruits and vegetables.

Returnable Bottle Juice
Non Returnable Bottle Juice



Tetra Pak Juices
125 ml, 200 ml, 250 ml, 1000 ml



Pickles, Jams, Tomato Ketchup, Sauces, Vinegar, Squashes and Syrups

SIX YEARS REVIEW

Year 2016	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021
Rupees in thousand					

Incomes

Revenue from contracts with customers - net	6,816,540	7,159,015	7,503,273	7,704,097	7,313,042	6,584,452
Other income	51,859	38,321	51,480	91,264	59,501	51,590
	6,868,399	7,197,336	7,554,753	7,795,361	7,372,543	6,636,042

Expenditure

Cost of revenue	4,931,776	5,083,750	5,405,841	6,172,758	6,213,833	5,186,645
Distribution and administrative expenses	1,494,151	1,508,915	1,387,042	1,282,210	1,133,360	1,052,423
Finance cost	52,178	36,419	39,188	68,195	206,986	124,320
Other operating expenses	186,818	206,309	233,450	120,264	121,034	91,749
	6,664,923	6,835,393	7,065,521	7,643,427	7,675,213	6,455,137

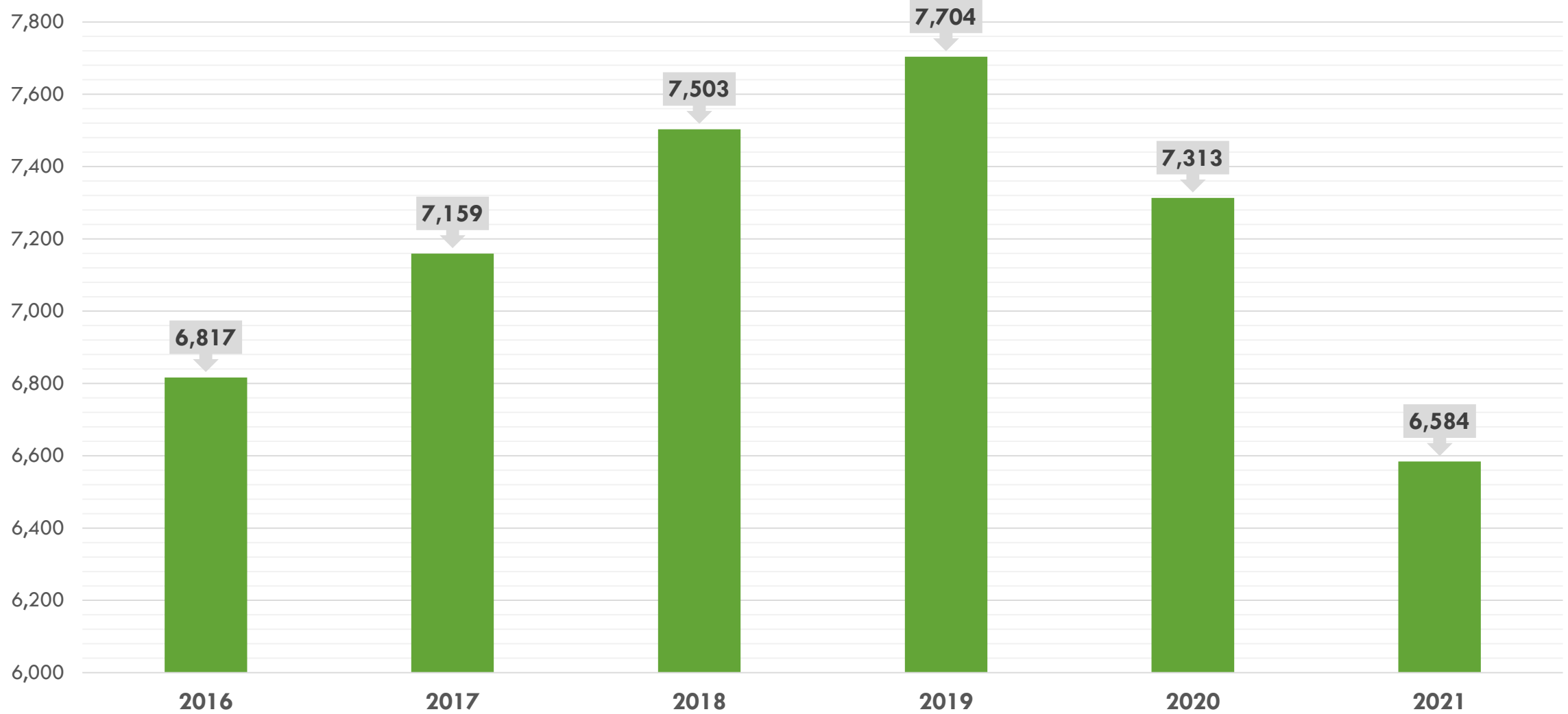
Profit / (loss) before taxation	203,476	361,943	489,232	151,934	(302,670)	180,905
Taxation	9,190	102,625	94,439	38,860	(66,886)	57,926
Profit / (loss) after Taxation	194,286	259,318	394,793	113,074	(235,784)	122,979

Paid-up capital	79,860	79,860	79,860	87,846	87,846	87,846
Reserves & unappropriated profits	1,754,742	1,942,089	2,229,827	2,145,923	1,861,635	1,984,786
Unrealized gain / (loss) on remeasurement of investments available for sale	(237)	756	(210)	(189)	172	1,386

Shareholders equity	1,834,365	2,022,705	2,309,477	2,233,580	1,949,653	2,074,018
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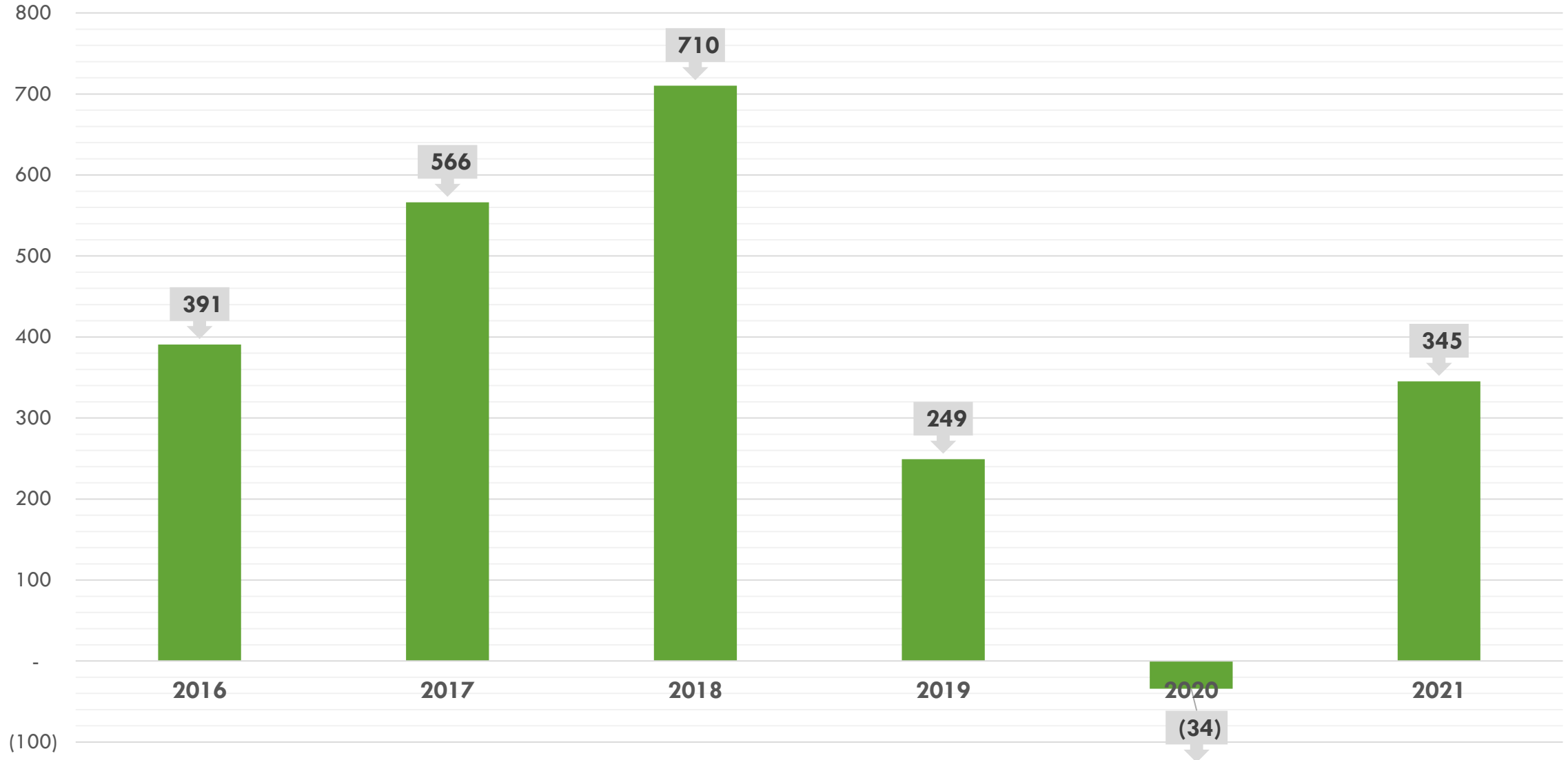
FINANCIAL PERFORMANCE

Revenue (Rupees in Millions)



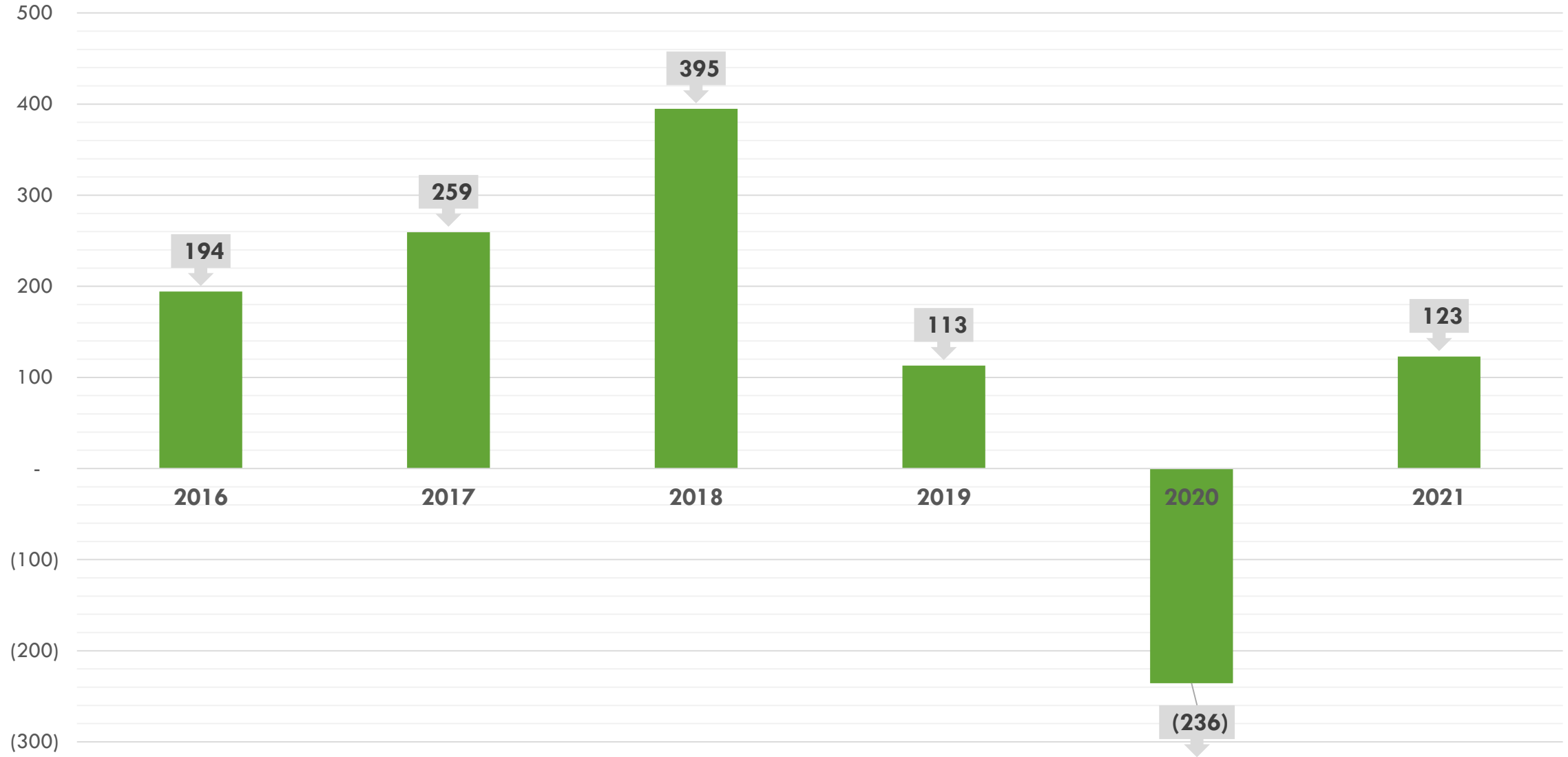
FINANCIAL PERFORMANCE

Operating profit (Rupees in Millions)



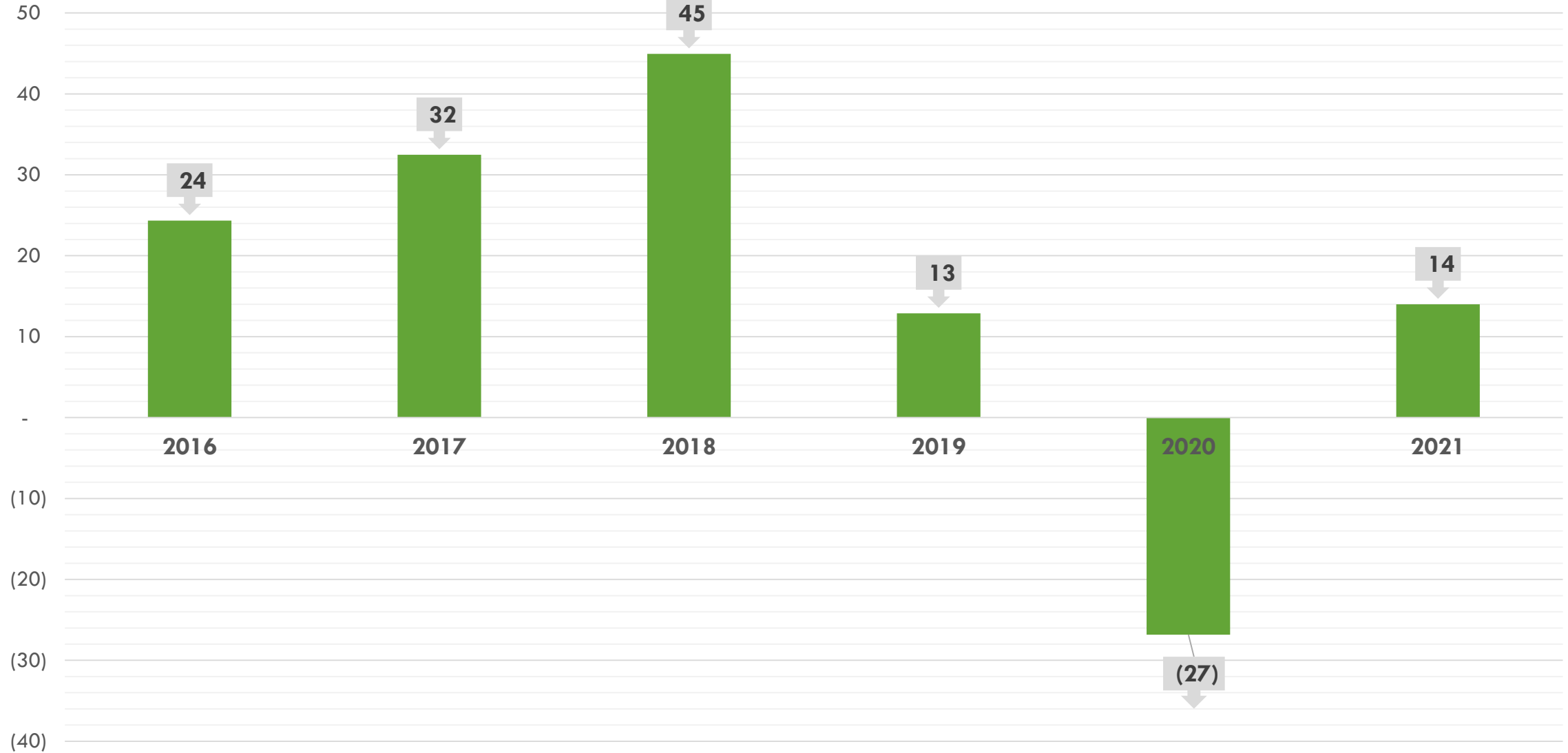
FINANCIAL PERFORMANCE

Profit after tax (Rupees in Millions)



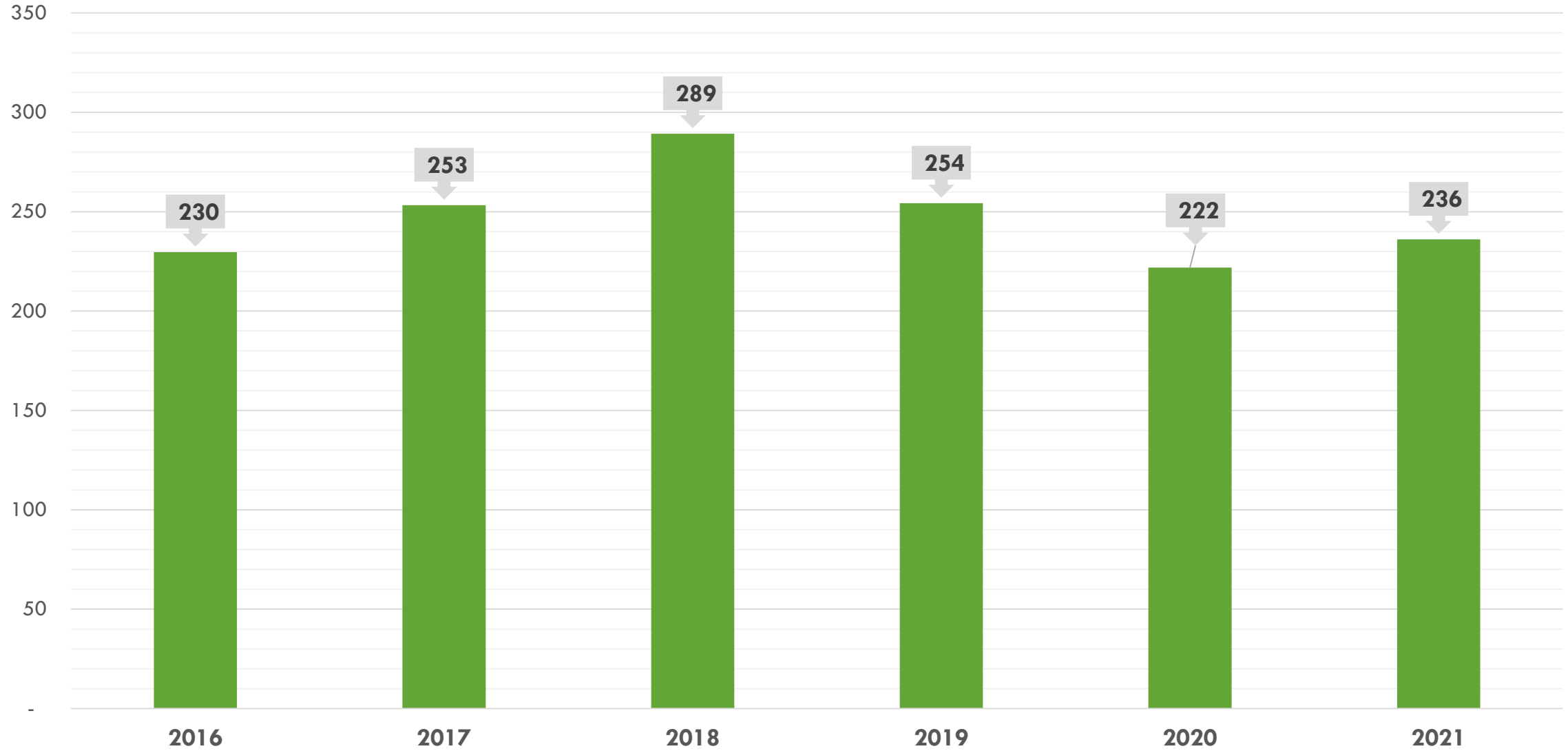
FINANCIAL PERFORMANCE

Earnings / (loss) per share - Rupees



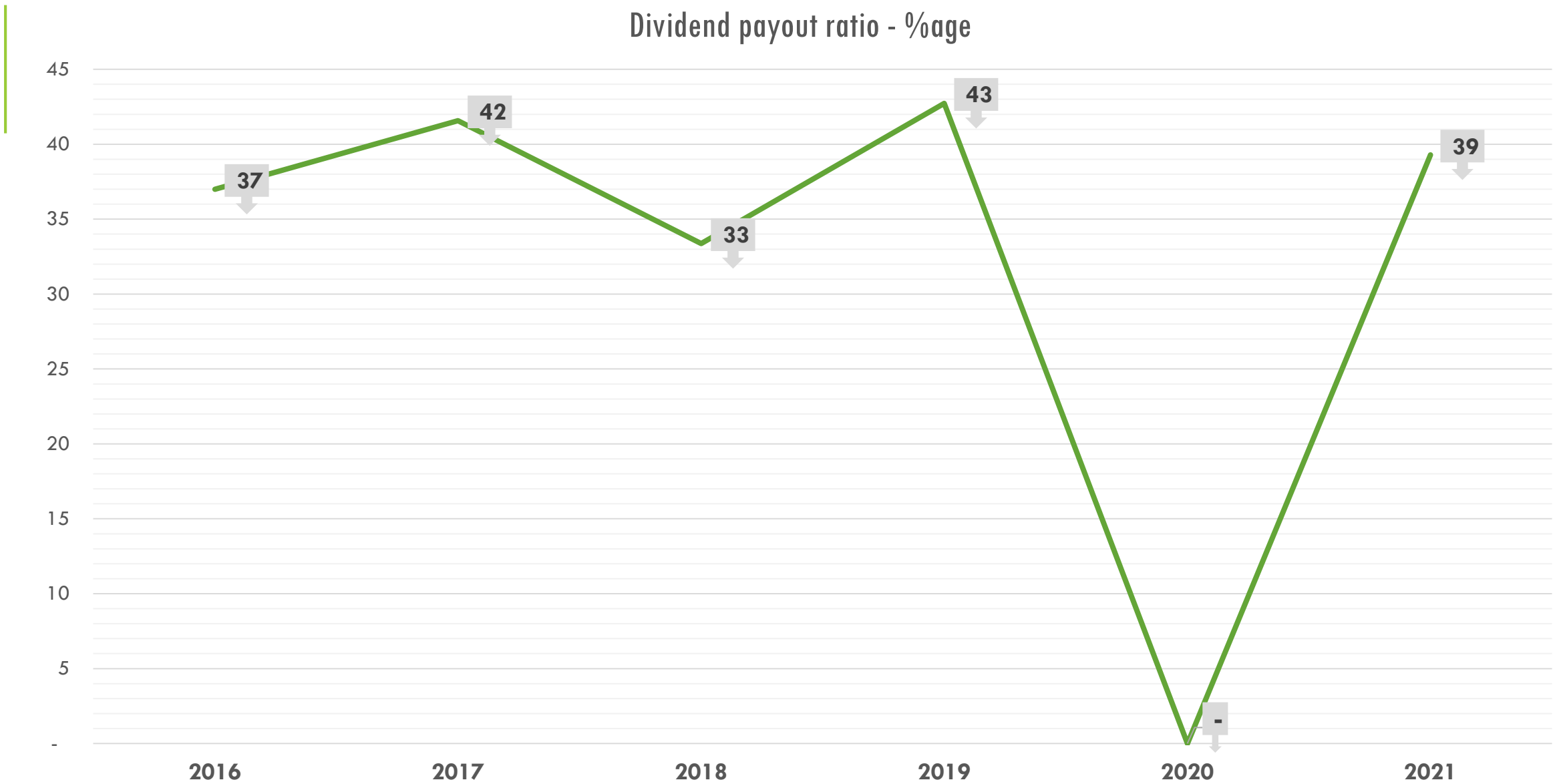
FINANCIAL PERFORMANCE

Break up value per share - Rupees



FINANCIAL PERFORMANCE

Dividend payout ratio - %age



RISKS AND UNCERTAINTIES

The Company is exposed to the following risks and uncertainties: -

- ❑ Continued uncertainty about the length of the Covid -19 health crisis will affect all aspects of the recovery path.
- ❑ The persisting decline in the rupee value against the U.S dollar.
- ❑ Inflation could increase further and will increase the cost of locally available raw and packaging materials and may lead to increased cost of production in the future.
- ❑ Record increase in sugar price, a main ingredient in our products
- ❑ Supply chain disruption due to closure of borders and increased freight cost will be a big challenge for our business.
- ❑ Increase in oil, gas, and electricity prices.
- ❑ Potential water charge of Rs. 1/- per liter on the extraction of ground or use of surface water.

FUTURE OUTLOOK

- Government of Pakistan has waived off the Federal Excise Duty on juices in the federal Budget of 2021-22. This windfall gain will be beneficial for the growth of the juice industry and our Company.
- The Company is striving to attain volumetric growth from its existing customers and will continue to explore local and foreign markets
- Shezan is currently working on launching Mayonnaise family of sauces in the upcoming months.



THANK YOU