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

02 Milestones and Achievements

03 Financial Highlights

04 Product Categories and Key Challenges

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

01 About Colgate-Palmolive Pakistan

02 Milestones and Achievements

03 Financial Highlights

04 Product Categories and Key Challenges

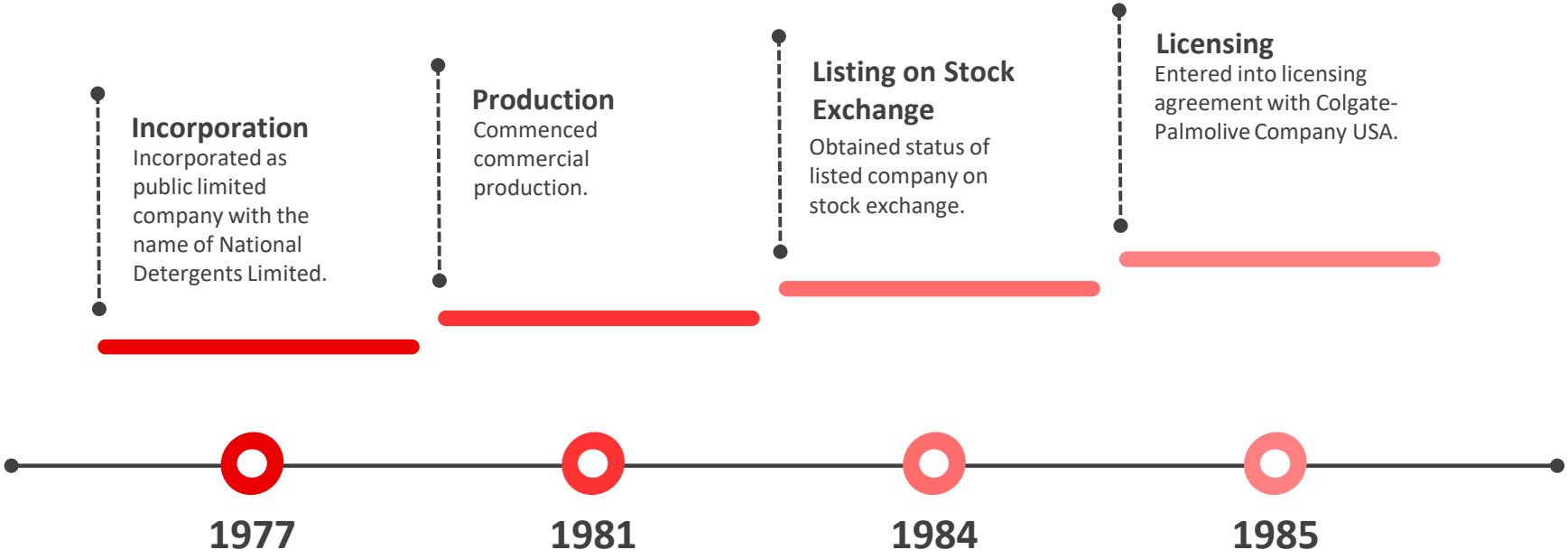
05 Corporate Social Responsibility

06 Health, Safety and Environment

07 Counterfeits

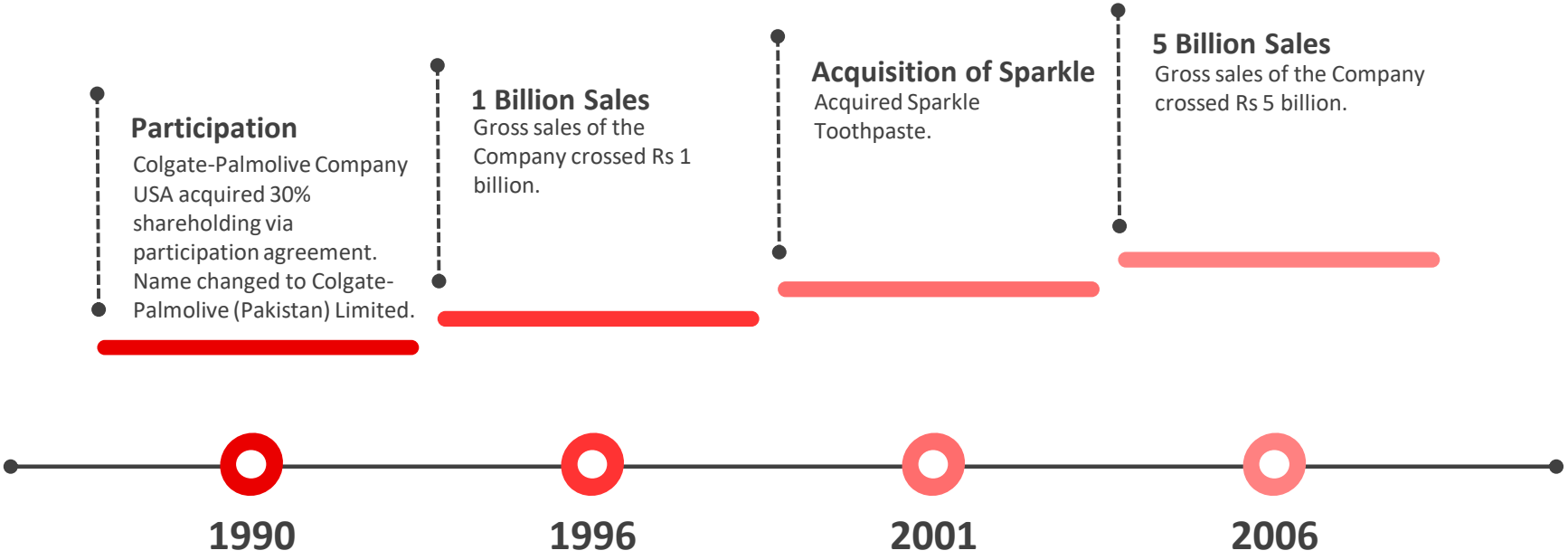
Milestones and Achievements

Key Milestones:



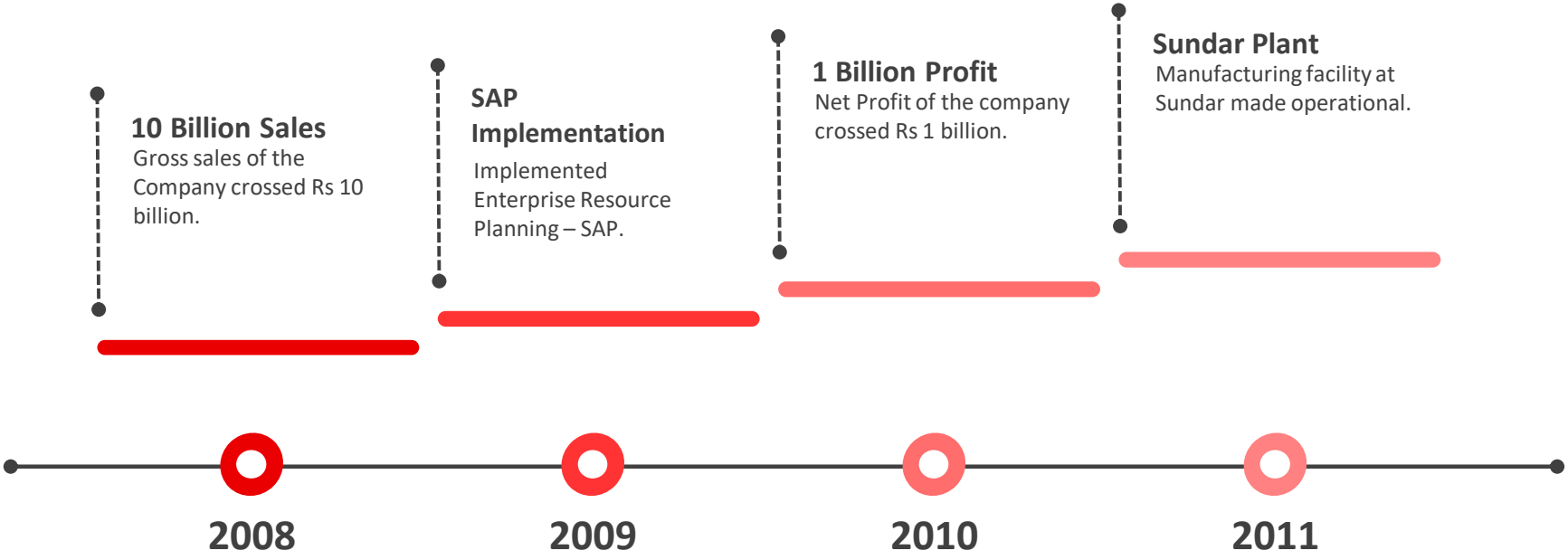
Milestones and Achievements

Key Milestones:



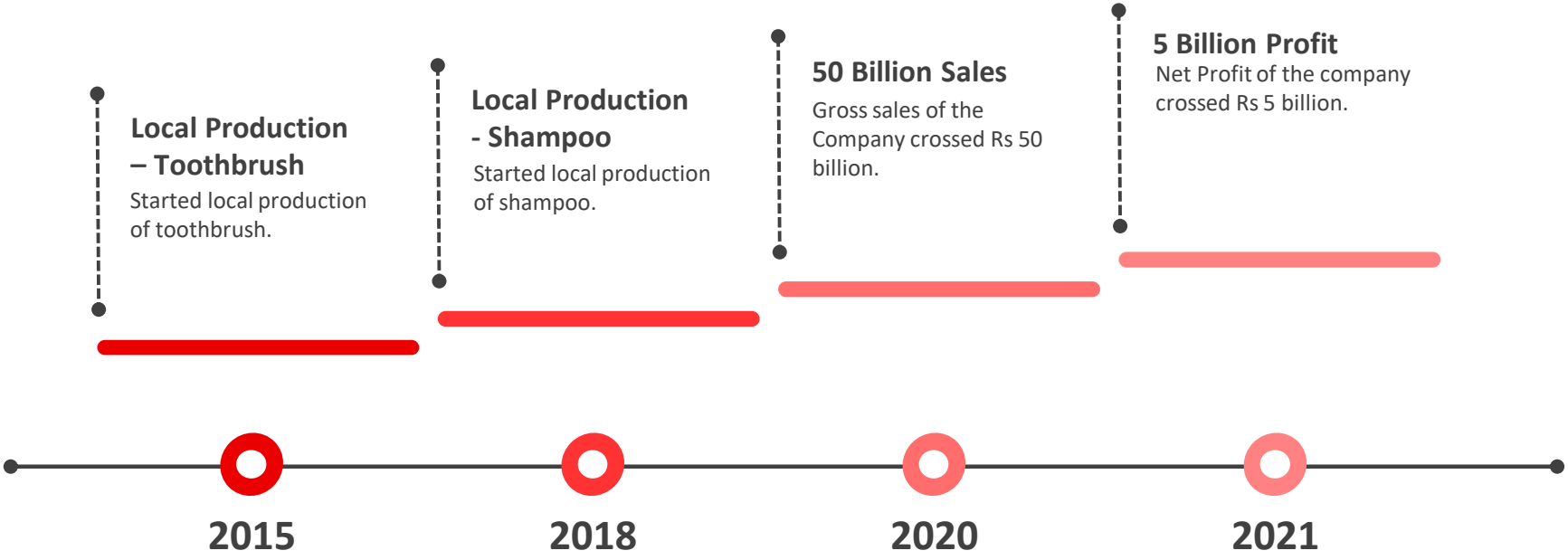
Milestones and Achievements

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

01 About Colgate-Palmolive Pakistan

02 Milestones and Achievements

03 Financial Highlights

04 Product Categories and Key Challenges

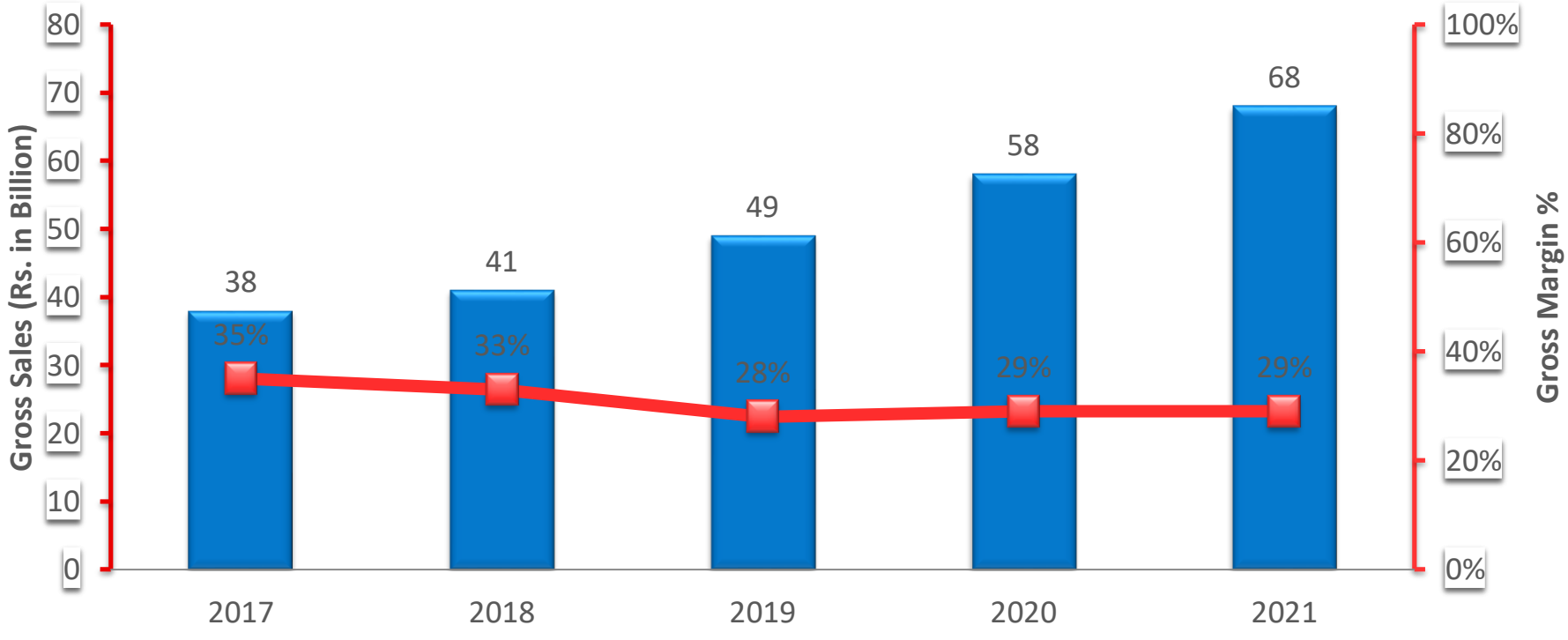
05 Corporate Social Responsibility

06 Health, Safety and Environment

07 Counterfeits

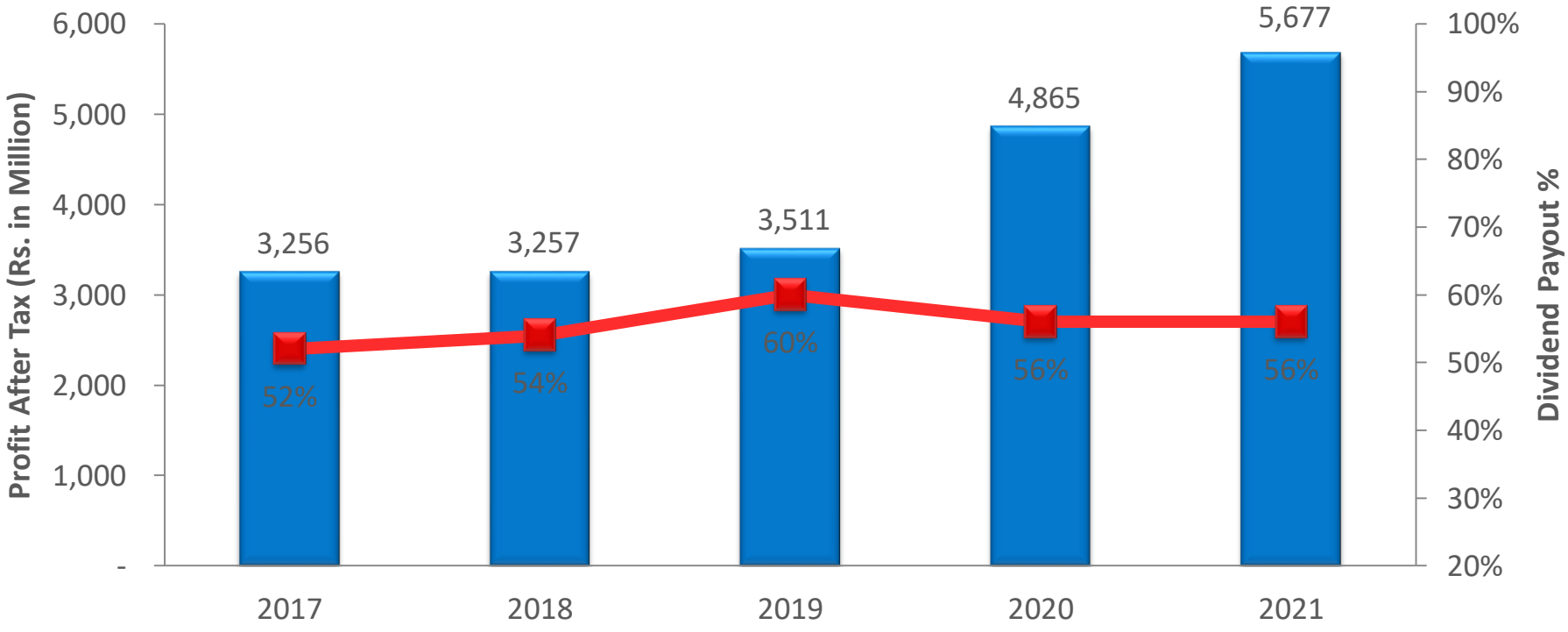
Financial Highlights

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%

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

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

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

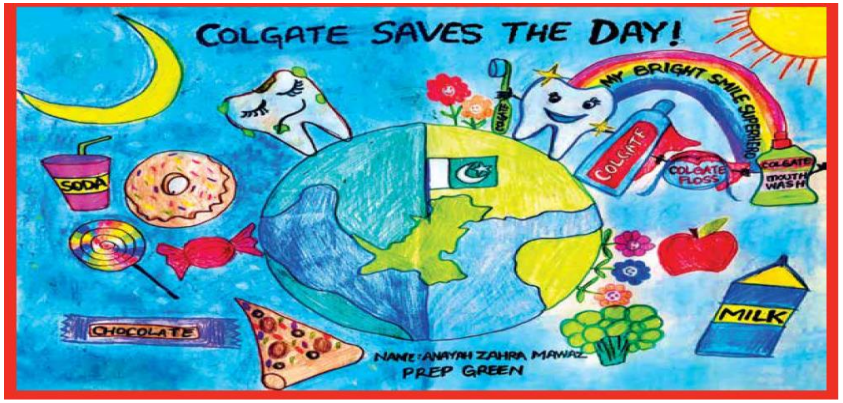
07 Counterfeits

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.



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

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.

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

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!