

INSPIRING PLACES & SPACES

Corporate Briefing Session 2019-2020



TRUSTED NOT TO COMPROMISE



COMPANY BRIEF





HISTORY OF FOREIGN AFFILIATIONS

Rich heritage of global expertise

1953 - 1993



Established as a JV with British Insulated Callender's Cables (BICC), the global cable leader of the time.

2010 - 2017



General Cable maintained 24.6 percent shareholding in Pakistan Cables Limited.

2017 - TO DATE



Technical collaboration with CTC Global Inc. US to introduce first ever Aluminum Conductor Composite Core (ACCC®) in Pakistan.



VISION

- To be the company of first choice for customers and partners, for wires and cables and other engineering products.

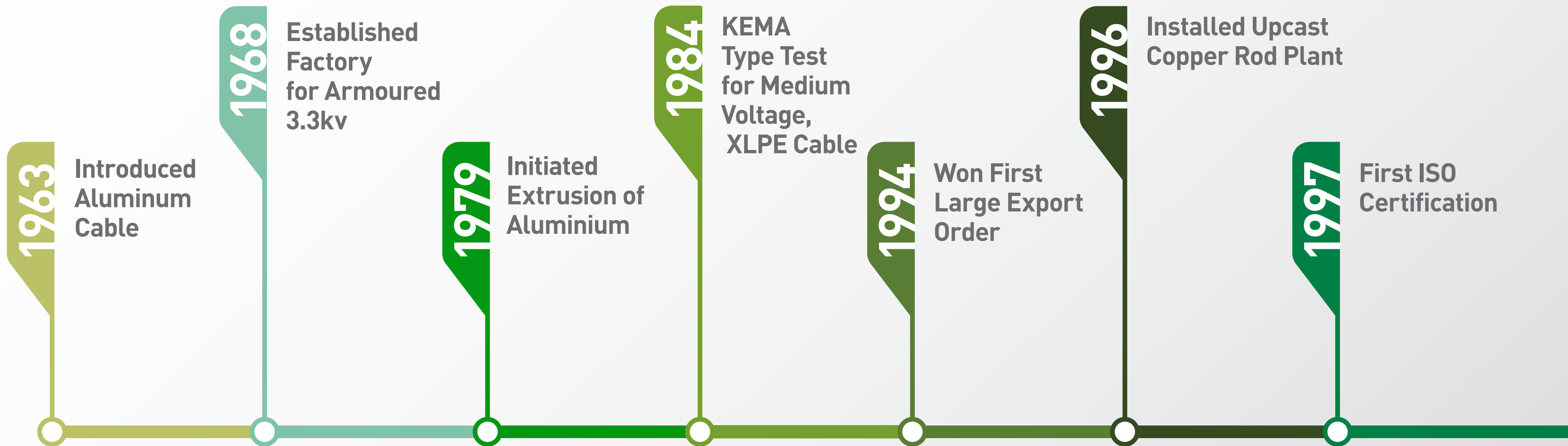
MISSION

- To operate ethically, while maximizing profits and satisfying customers' needs and stakeholders' interests.
- To strengthen industry leadership in the manufacturing and marketing of wire and cables, and to have a strong presence in the engineering products market while retaining options to participate in other profitable businesses.
- To assist in the socio-economic development of Pakistan, by being good corporate citizens.

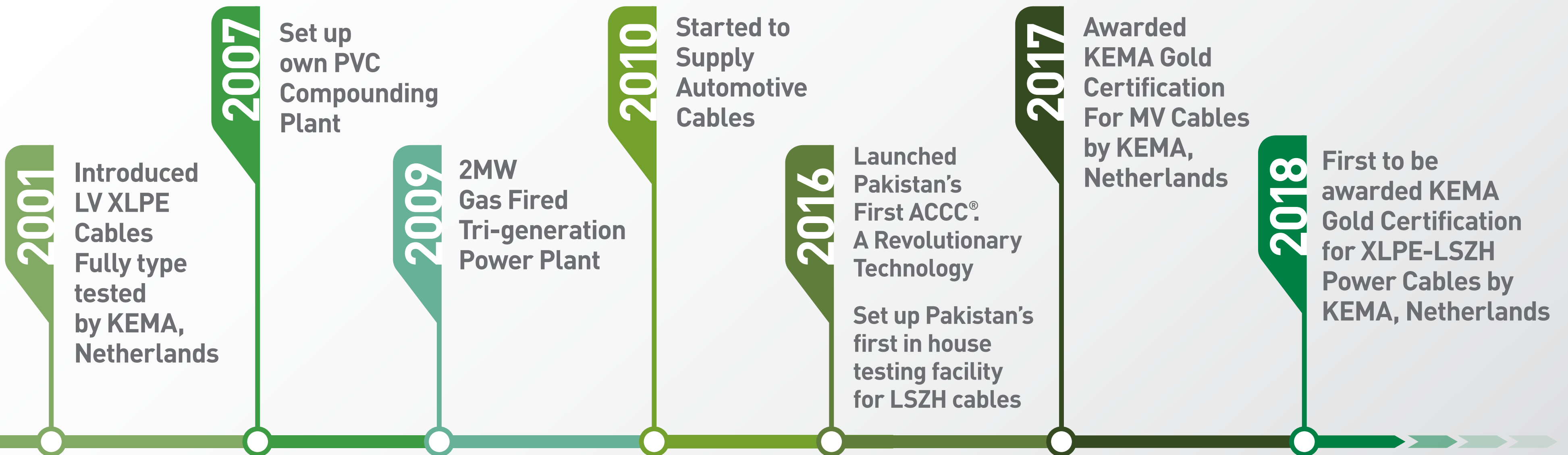


STORY SO FAR

Market leader for over six decades with many firsts in Pakistan's wire and cable industry



STORY SO FAR



BUSINESS





HOW WE DO BUSINESS

Setting an unbeatable benchmark

Sales

Rs 9.7bn*

Active Nationwide

180+ Cities & Towns

Extensive Portfolio

5,000+ SKUS

Operating Profit

Rs 409mn*

Exporting to

25+ Countries with Pride

Pakistan's

1st General Wiring Company

Karachi Site

12 Acre

Employees

450+

JCR-VIZ 2018

A/A-1 Credit Rating

Committed to

UN Global Compact

Dedicated

80+ Machines

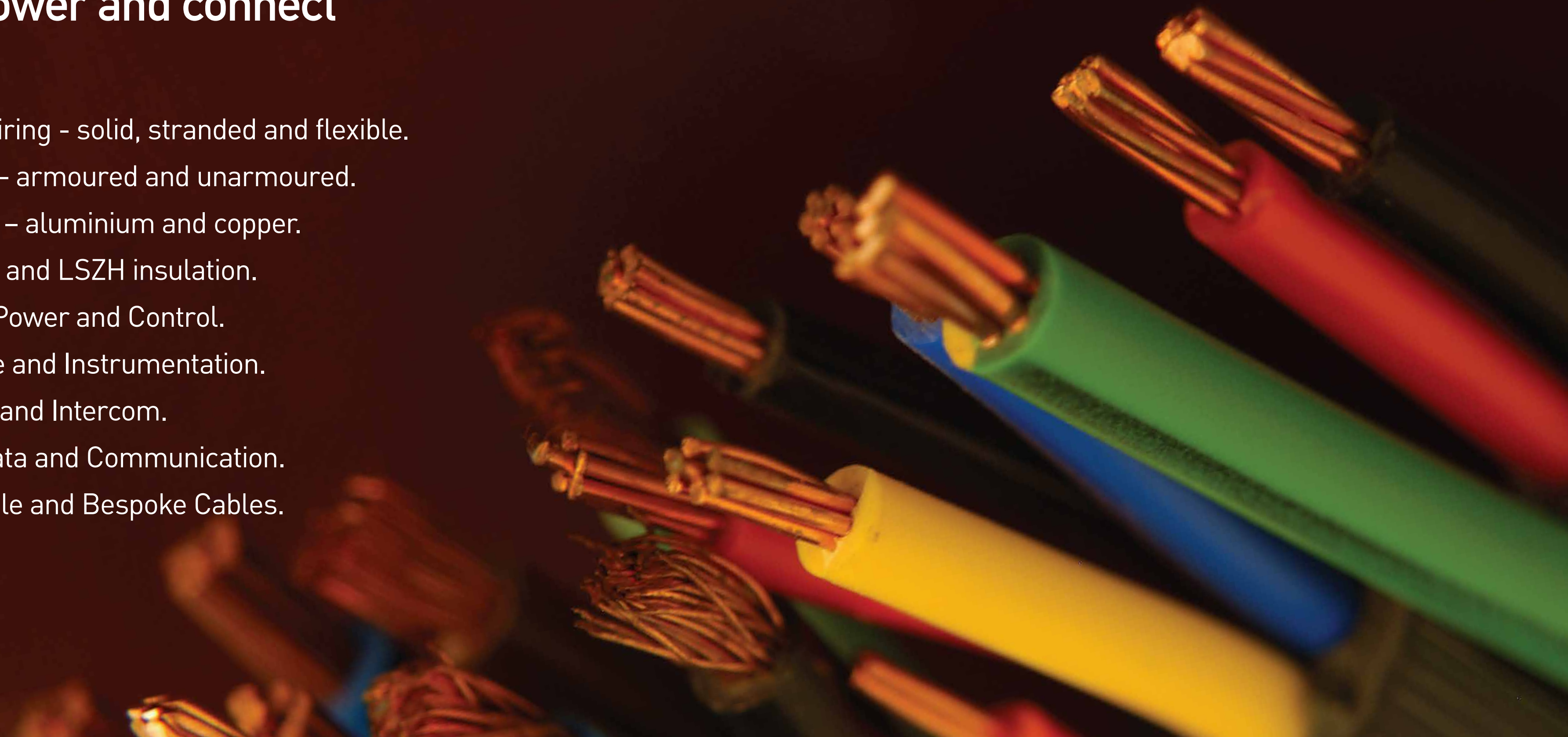
PRODUCTS



WIRES & CABLES

That power and connect

- General Wiring - solid, stranded and flexible.
- LV Cables – armoured and unarmoured.
- MV Cables – aluminium and copper.
- PVC, XLPE and LSZH insulation.
- Screened Power and Control.
- Automotive and Instrumentation.
- Telephone and Intercom.
- Coaxial, Data and Communication.
- Submersible and Bespoke Cables.



CONDUCTORS

That power the nation

- Aluminium Conductor Composite Core (ACCC®)
- Aluminium Conductor Steel Reinforced (ACSR)
- All Aluminium Conductor (AAC)
- Plain Annealed Copper Conductor (PACC)
- Hard Drawn Bare Conductor (HDBC)
- Soft Drawn Bare Conductor (SDBC)



PVC Compounds

That insulates our wires

- Sophisticated German technology including automated weighing and dosing systems.
- Superior operational efficiency.
- Thermal and color stability results in extended product life.
- Ultra violet and weather resistant.
- In-house polymer lab enables developing customized formulations.



COPPER RODS

That are unparalleled in quality

- Manufacturing 8mm Copper Rod that uses only LME registered grade "A" copper cathodes.
- Copper rod achieving 101% IACS conductivity.



ALUMEX

- International grade profiles for architectural, construction & industrial use.
- Extruded from prime quality imported AA 6063 billets.
- Anodized sections available in Silver, Champagne, Bronze, Black, and powder coated sections in any RAL colour.
- Applications include Structural Glazing, Curtain Walls, Double Glazed Doors & Windows, Hinged Doors and Windows, Glass Doors/Swings Doors, Double Glazed Sliding Doors/Windows, Fixed Glazing/Shop Fronts.



MARKET SEGMENTS



MARKET SEGMENTS

TRADE

- Sale of products via a network of distributors and dealers
- 925 dealers and distributors across the country in 184 cities
- Product sold through trade is mostly General House Wiring

PROJECTS

- Direct sales to projects and institutions
- Industry, housing projects, infrastructure
- Large range of products sold including Medium Voltage, Low Voltage, General House Wiring etc.

MARKET SEGMENTS

UTILITIES

- Sales to Utilities – WAPDA, K-Electric, DISCOs and NTDC
- Aluminium conductors and cable

EXPORT

- Markets include Middle East and Africa primarily.

PARTNERS



WHO WE WORK WITH

Powering their growth



WHO WE WORK WITH

Powering their growth



ACHIEVEMENTS



AWARDS

Results of our hard work

- Top 25 Companies by the KSE in 1973, 1980, 2004, 2006, 2007 and 2013.
- Corporate Excellence Award from Management Association of Pakistan in 1982 and 1983.
- Achievement Award for Outstanding Performance from the President of Pakistan in 1998.
- Best Corporate Report from ICAP & ICMA in 2006, 2008, and 2019 (Merit Award).
- Brand of the Year in 2007 and 2008.
- Environment Excellence Award from the National Forum for Health & Environment in 2010, 2011, 2013 and 2015.
- Superbrands' Pakistan's Choice Awards in 2015.
- Won FPCCI Export Trophy in 2016, 2017, 2018, and 2019.
- Won the 11th CSR Award by the National Forum for Environment & Health in 2018.
- 7th FPCCI Achievement Award for Technological Advancement in 2019 - ACCC.
- 14th Consumer Choice Award in 2019.





HALLMARK OF TRUST

Global benchmark of quality

- Largest importer of Copper in Pakistan.
- Strong linkages with international raw material suppliers such as Borealis.
- All products conform to national and international standards.
- Knowledge experts – our people are our Assets.
- One time investment for a lifetime of protection.





BEST IN CLASS

What makes us leaders

- Our quality management system conforms to ISO 45001 across all departments as certified by BVQI, UK.
- The Quality Control program follows three basic steps:



- All our products are subject to rigorous in-house quality control and assurance checks.

CERTIFICATIONS

Proof of our commitment to quality

- First cable manufacturer to attain KEMA certification for LV and MV cables in Pakistan since 1984.
- Received a total of eight KEMA certifications.
- Amongst the first five companies in Pakistan to be certified for ISO 9001:2000.
- First cable manufacturer in Pakistan to update to ISO 9001:2008.
- CE certified – This certifies that Pakistan Cables Limited meets European health, safety, and Environmental protection legislation and can be legally sold and moved within the European Union.
- The Company was the first cable manufacturer to in Pakistan to achieve the OHS&E (Integrated) certifications.



CORPORATE SOCIAL RESPONSIBILITY



POWERING TO EMPOWER

Spreading messages that matter

EMPLOYABILITY

- Recognizing talent and supporting educational initiatives.
- Supporting vocational training.

COMMUNITIES

- Supporting health initiatives.
- Contributing towards women's upliftment.

ENVIRONMENT

- Recycle cable drum reels.
- Contributing to urban landscape with projects like REEL ON HAI.





NGOs and initiatives

To help those in need

Amir Sultan
Chinoy Foundation



Aga Khan Education Services



STRATEGIC/OPERATIONAL DEVELOPMENTS



E-store



- Pakistan Cables e-store was launched on September 20, 2019.
- The e-store is the first of its kind in Pakistan, offering GWC and delivering at consumers' doorstep within three days, initially covering Karachi, Lahore, Islamabad/Rawalpindi.
- In February 2020 the e-store extended its services to all major cities across Pakistan, 50 in total.
- The e-store accepts cash on delivery payment, credit/debit card payments, cross-cheque payments and online transfers.



NEW FACTORY

- The Company purchased a 41.1 acre plot of land in Nooriabad-SITE in 2018 for the purposes of establishing new manufacturing facilities.
- Currently work and planning is underway to design and build the new factory in a manner that is environmentally sustainable.
- The Company expects to complete most of the work on the new factory by end 2021, subsequent to which its manufacturing operations shall be bifurcated between the new Nooriabad factory and the current S.I.T.E factory.



FINANCIALS



Five Year Financial Details

Statement of Profit & Loss Account

	Jun-16	Jun-17	Jun-18	Jun-19	Mar-20 (Nine Months)
Sales – Rs. in Mil.	6,850	8,084	9,561	9,704	7,386
Gross Profit – Rs. in Mil.	1,083	1,268	1,137	1,146	769
Profit After Tax – Rs. in Mil.	264	478	305	126	20
Gross Profit %	15.8%	15.7%	11.9%	11.8%	10.4%
EPS - Rupees	9.29	16.25	9.94	3.56	0.57

Five Year Financial Details

Statement of Financial Position

Rs. in Million

	Jun-16	Jun-17	Jun-18	Jun-19	Mar-20 (Nine Months)
Total Assets	5,076	5,790	7,171	8,432	8,374
Total Shareholders' Equity	2,981	3,112	3,758	4,878	4,866
Stock-in-Trade	1,547	1,915	1,955	2,203	1,949
Trade Debts	1,020	1,319	1,972	2,089	1,636
Fixed Assets	2,101	2,173	2,193	3,388	3,978
Total Bank Debts	701	1,196	2,163	2,328	2,180

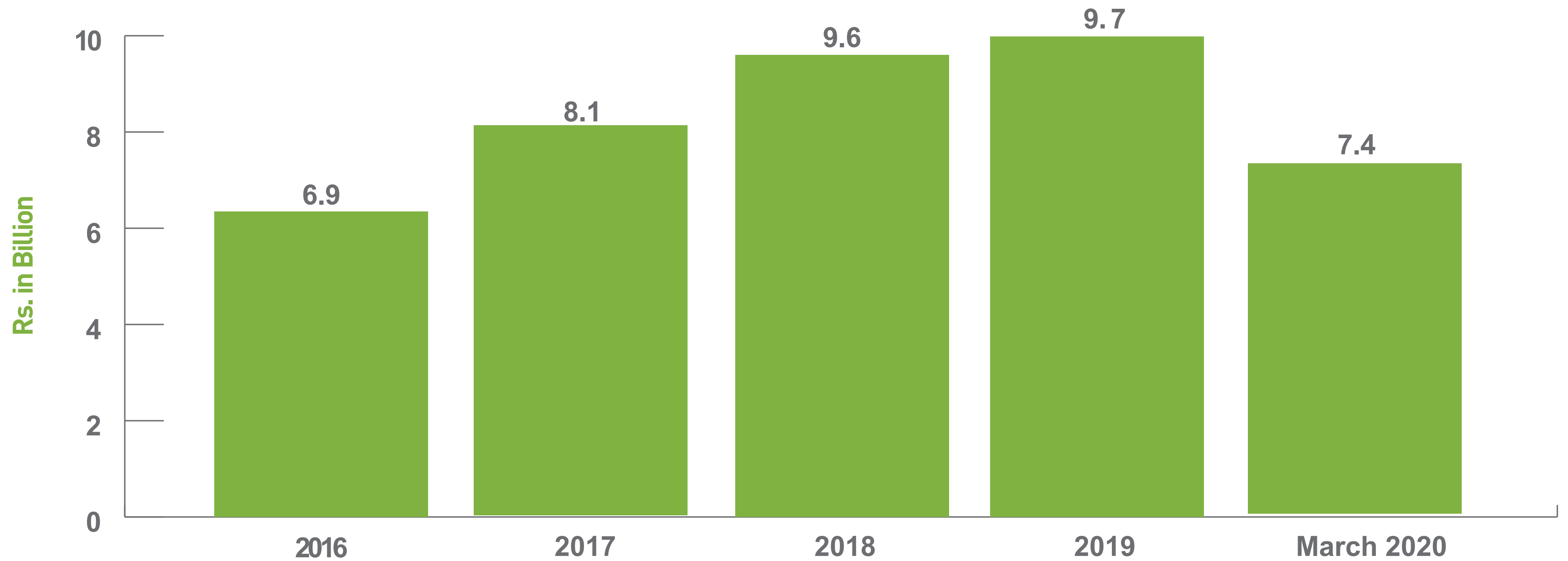
Five Year Financial Details

Statement of Cash Flows

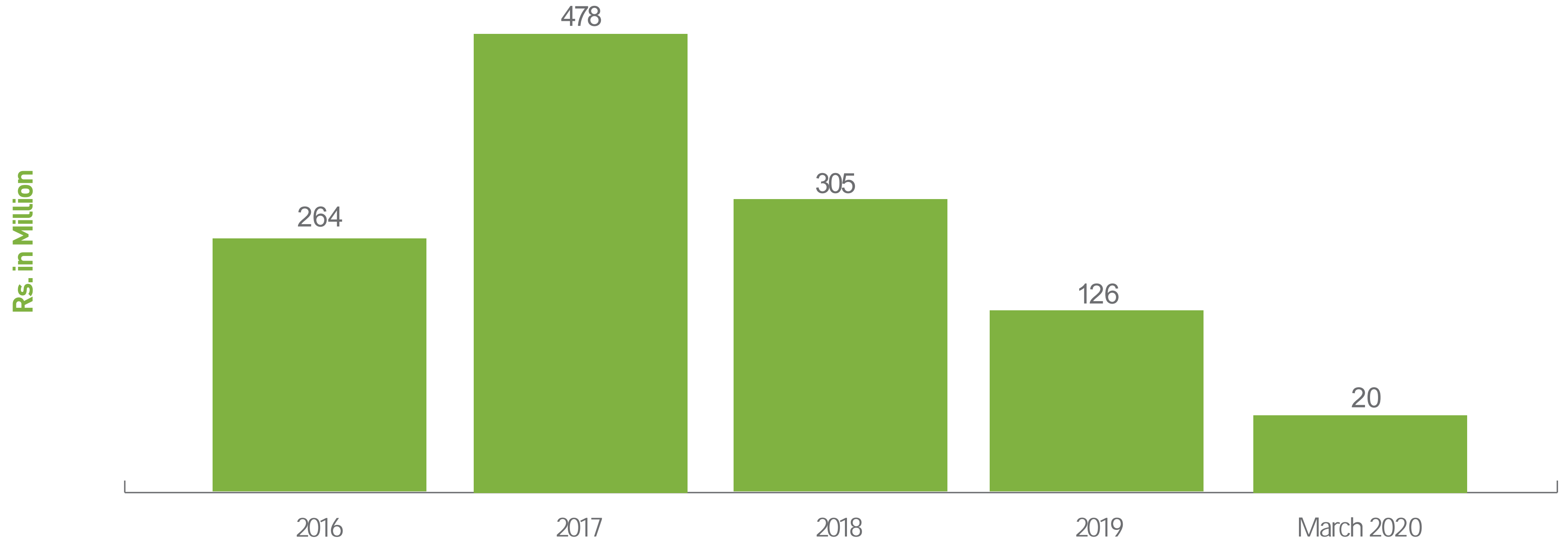
Rs. in Million

	Jun-16	Jun-17	Jun-18	Jun-19	Mar-20 (Nine Months)
Net Cash Flows from Operating Activities	490	110	(544)	(287)	912
Net Cash Flows from Investing Activities	(338)	(263)	(229)	(823)	(742)
Net Cash Flows from Financing Activities	(201)	53	1,100	270	(487)

Revenue



Profit



COVID-19

Due to the imposition of a lockdown by the government, the Company's factory was non-operational in end March and most of April. Upon receipt of an NOC from the government on April 17, 2020, the factory was made operational after putting appropriate SOPs into place.



FUTURE PROSPECTS

- Market expected to remain challenging due to COVID-19 situation and the current business environment.
- Market activity has been subdued but is showing signs of improvement.
- Residential and industrial activity has a direct impact on the Company's business.
- Imports of wire and cable remain a substantial threat due to governmental policies against which the Company is lobbying with the government through the All Pakistan Cables and Conductors Manufacturers' Association (led by PCL).
- Emphasis to remain on internal efficiency and cost management in the present circumstances.

