

INSPIRING PLACES & SPACES

Corporate Briefing Session July 2022 - Mar 2023

Corporate Briefing Video link



TRUSTED NOT TO COMPROMISE



AMIR S. CHINYOY GROUP



Key Companies of the ASC group are:



Promising Reliability, For Now and Tomorrow

Incorporated in 1948
Listed on PSX since 1984

2022 Turnover

PKR 37.8 bn

Product Lines

GI Pipes
Cold Rolled Steel Tubes
HDPE Pipes
MDPE Pipes & others
Hollow Structural Sections



TRUSTED NOT TO COMPROMISE

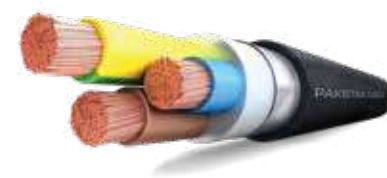
Incorporated in 1953
Listed on PSX since 1955

2022 Turnover

PKR 21.2 bn

Product Lines

Electric Wires /Cables
Overhead Conductors
Copper Rod
Aluminum Profiles
Wiring Accessories
PVC Compound



Shaping Tomorrow

Incorporated in 2007
Listed on PSX since 2012

2022 Turnover

PKR 91.4 bn

Equity Partners

Sumitomo Corporation
JFE Steel Corporation

Product Lines

Cold Rolled Steel
Hot Dip Galvanized Steel
Color Coated Steel





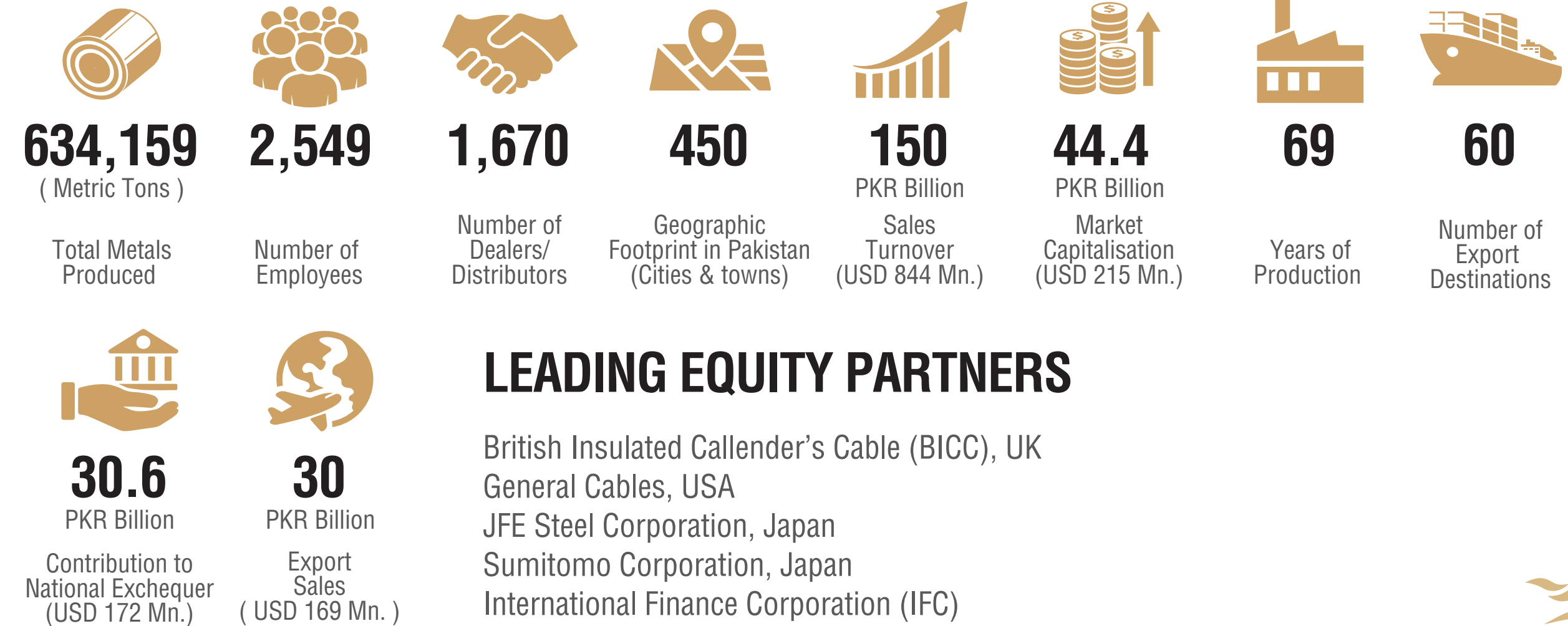
“ We, therefore, have to consider and plan on a long term basis, find and build our own enterprises with a long term view of setting up not just ordinary businesses or industries but institutions surviving and lasting for many generations and fulfilling a social and national objective, which could be identified and be synonymous with our finer sentiments of patriotism, in addition to its benefits for us, and the society”



Founder, Mr. Amir.S. Chinoy
Amir Chinoy
 1921-1998

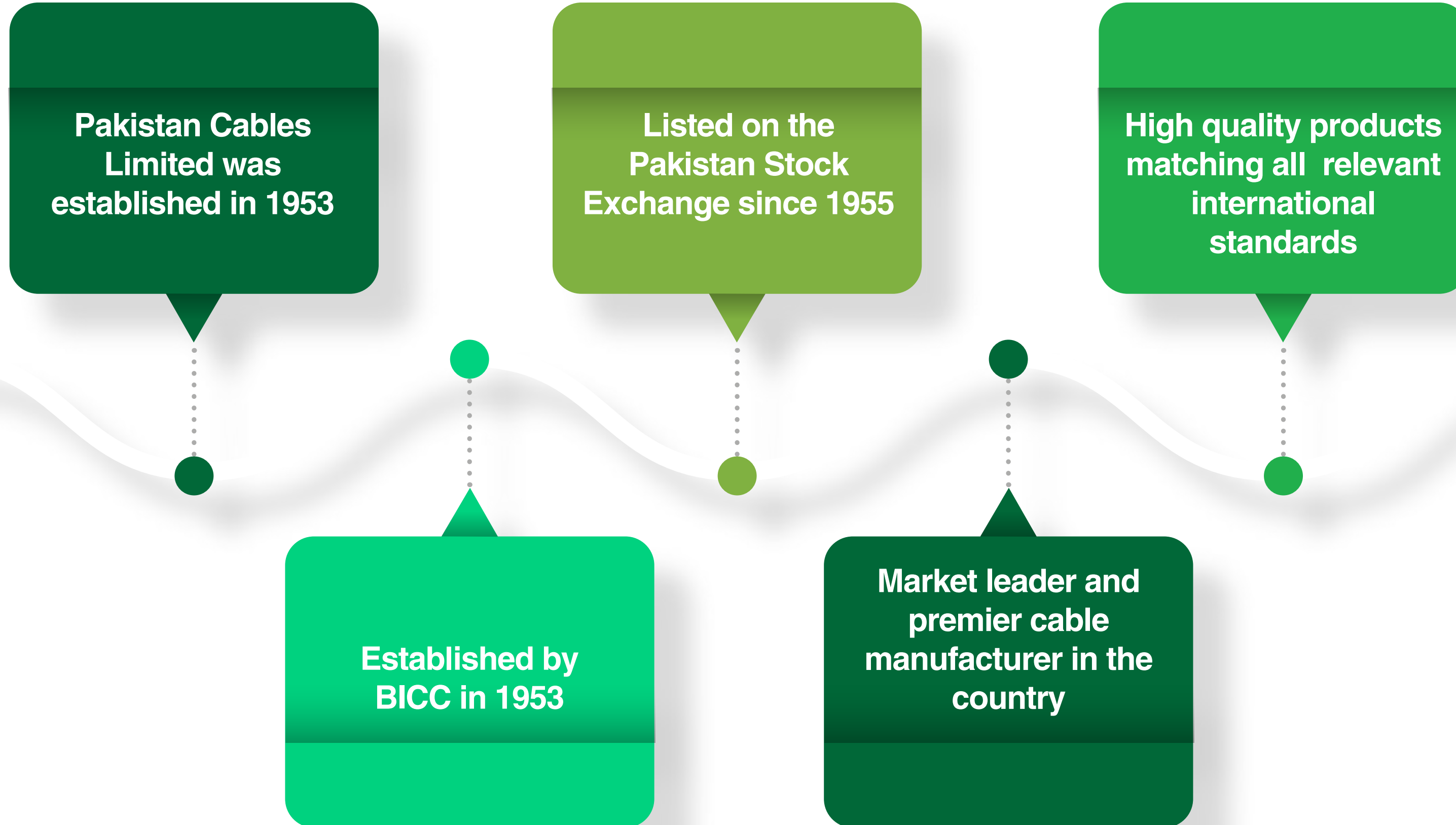
Over 70 years of leading industrialization in Pakistan

- Founded by Mr. Amir S. Chinoy, pioneering in Engineering products since 1947.
- The ASC group has been at the forefront of Pakistan’s industrialization for over 70 years.



LEADING EQUITY PARTNERS

British Insulated Callender’s Cable (BICC), UK
 General Cables, USA
 JFE Steel Corporation, Japan
 Sumitomo Corporation, Japan
 International Finance Corporation (IFC)



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.



BUSINESS





HOW WE DO BUSINESS

Setting an unbeatable benchmark

Sales

PKR 21.2 bn

Pakistan's

1st General Wiring Company

Extensive Portfolio

6,000+ SKUS

Employees

893

Operating Profit

1.7 bn

Active Nationwide

200+ Towns & Cities

JCR-VIZ 2018

A/A-1 Credit Rating

Karachi Site

12 Acre

Nooriabad Site

41 Acres

Urban Forest

3 Acre

Exporting to

35 Countries with Pride

Committed to

UN Global Compact

Dedicated

80+ Machines

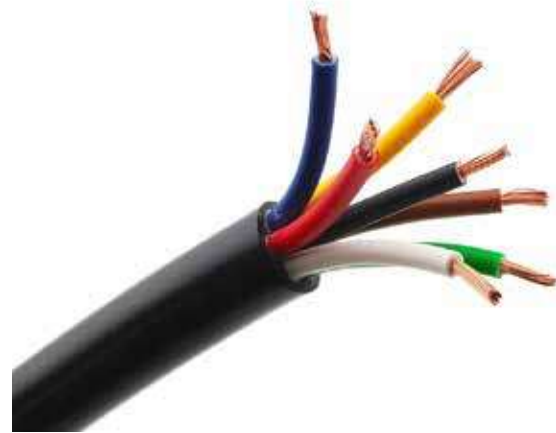
Source: (*) 2021-22 Avg USD= Rs. 178.0



PRODUCTS



PRODUCTS RANGE



WIRES & CABLES

That power and connect



CONDUCTORS

That power the nation



PVC

That insulates our wires



ALUMEX

Aluminium Sections for
Architectural Applications



COPPER RODS

That are unparalleled in quality



WIRING ACCESSORIES

World class Electrical Switches



MARKET SEGMENTS

MARKET SEGMENTS



- Sale of products via a network of distributors and dealers
- Over 1000 dealers and distributors across the country in 200+ cities and towns
- Product sold through trade is mostly General House Wiring



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



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

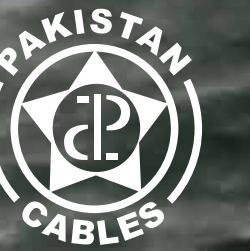


- 35 international markets.



SPEEDY DELIVERY

- Pakistan Cables e-store was launched on September 20, 2019.
- The E-Store is first of it's kind in Pakistan, offering general wiring solution.
- Longest delivery footprint in Pakistan 650+ cities towns.



ACHIEVEMENTS



AWARDS

Results of our hard work

- **Top 25 Companies by the PSX** in 1973, 1980, 2004, 2006, 2007, 2013 and 2022
- **Corporate Excellence Award from Management Association of Pakistan** in 1982,1983, 2021and 2022
- **Achievement Award for Outstanding Performance from the President of Pakistan** in 1998
- **Best Corporate Report from ICMA** in 2006, 2008, 2019, 2020, 2021 (Merit Award)
- **Brand of the Year Award** in 2007 and 2008
- **Environment Excellence Award from the National Forum for Health & Environment** in 2010, 2011, 2013 and 2015
- **Superbrands Pakistan’s Choice Award** in 2015
- **Won FPCCI Export Trophy** in 2016, 2017, 2018, 2019, 2020 and 2021
- **Won “Employer of the Year Award”** in 2014 and **“Best Practices Award in Occupational Health and Safety”** in 2018 from Employer Federation of Pakistan
- **Won the NFEH CSR Award by the National Forum for Health & Environment** in 2018, 2019 and 2021
- **Won 7th FPCCI Achievement Award for Technological Advancement** in 2019 - ACCC®
- **Won 8th FPCCI Achievement Award for PCL E-Store (E-commerce Category)** in 2020
- **Won 14th,15th and 16th Consumer’s Choice Award** in 2019, 2021 and 2022





One Group. Three Wins.

Winners of Pakistan Stock Exchange
Top 25 Best Companies Award 2021

ASC Group congratulates the Board of Directors and the Management of its group companies, International Industries Ltd., Pakistan Cables Ltd. and International Steels Ltd. for their commendable performance and wishes them continued success in the future.





HALLMARK OF TRUST

Global benchmark of quality

- Largest importer of Copper in Pakistan
- Strong linkages with international raw material suppliers
- All products conform to national and international standards
- Seventy year track record of world class quality



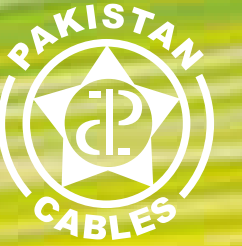


CERTIFICATIONS

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
- Recieved certification for photovoltaic Solar Cable by **TUV Austria**
- **International approvals** DCRP Oman, Maldives Electricity Authority, Ghana Standards Authority, Ethiopia Electricity Authority and Trinidad and Tobago Bureau of Standars amongst others

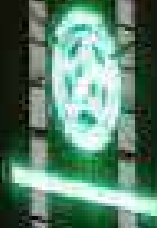




NOORIABAD FACTORY



PAKISTAN CABLES
INDUSTRIAL DEVELOPMENT AUTHORITY

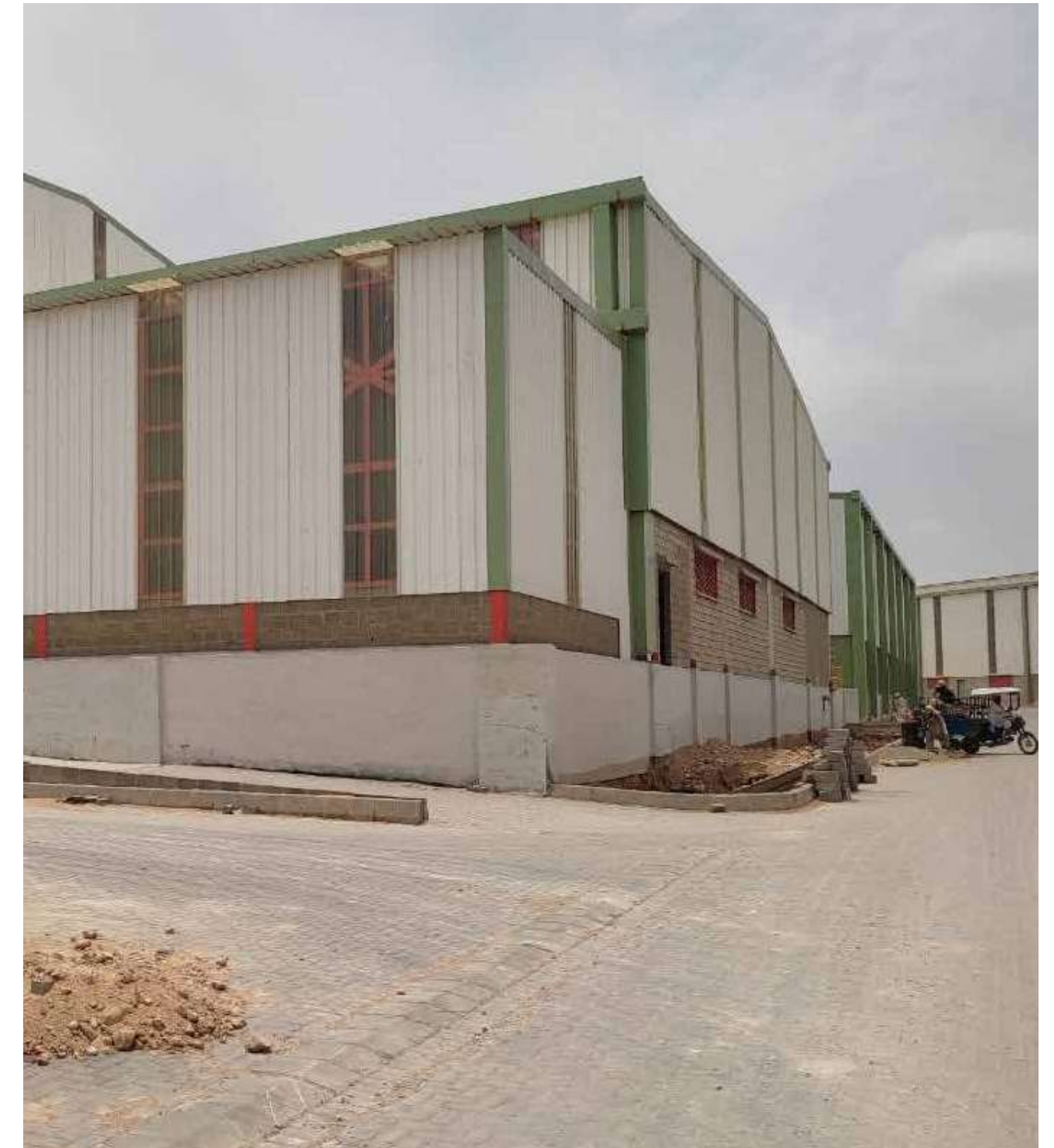




NOORIABAD FACTORY



NOORIABAD FACTORY









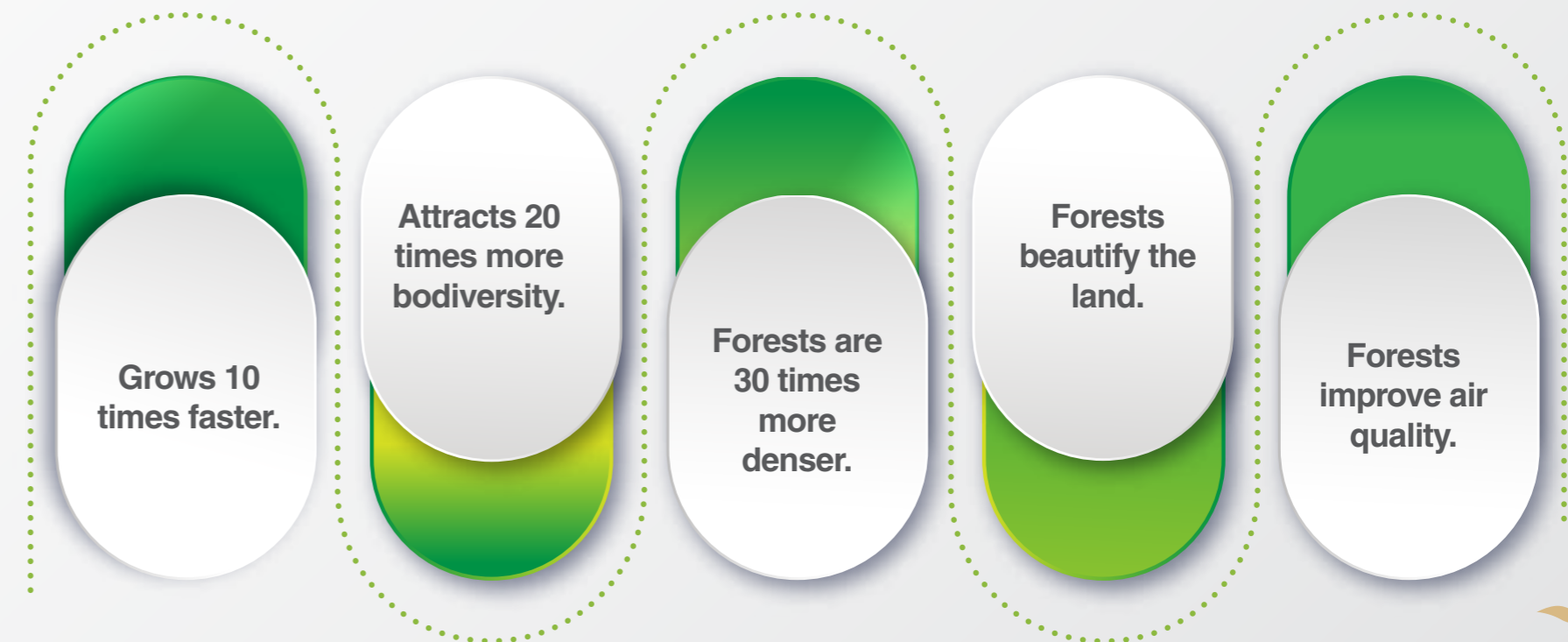
Urban Forest

The tree plantation commenced in 2020, spearheaded by Mr. Kamal A. Chinoy, the Urban Forest is home to over 47,000 trees, spread across 3 acres.

59 species of trees native to the geographical area (Nooriabad) such as Almond, Amla, Fig, Mango, Neem, Sukh Chan, Pomegranate, Peepal, Peelu, Keekar, Olive have been planted.

The first and largest Miyawaki based urban forest on an industrial estate in Pakistan. The Miyawaki approach was developed by Mr. Akira Miyawaki from Japan. It has been implemented by Mr. Shahzad Qureshi in Pakistan.

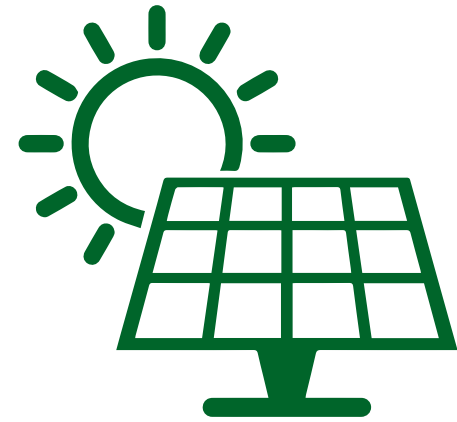
Benefits of the Miyawaki based Urban Forests:





TOWARDS SUSTAINABLE BUSINESS PRACTICES

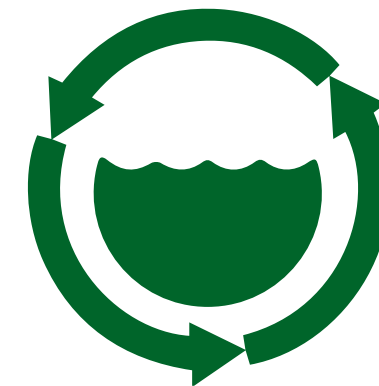
Highlights at Nooriabad



(2MW) SOLAR ENERGY
Reduced Carbon Foot
Print



(45,000 gal.) WATER
CONSERVED
300,000 gal. Storm water
Storage +150,000 gal.
Urban Forest pond



EFFLUENT
TREATMENT PLANT



LEED CERTIFICATION
for Nooriabad Office
Building

47,000 tress = estimated carbonfoot print 1,175 tons/year





Among first 26 compaines in Pakistan to sign up for the pledge to Net Zero emissions

The commitment aligns the Company's ambition with keeping warming to 1.5°C and reaching science-based net-zero emissions by 2050.

Pakistan Cables is amongst the first 26 companies in Pakistan to sign on to the Race to Zero.



British
High Commission
Islamabad



CORPORATE SOCIAL RESPONSIBILITY



Transform Lives.

CSR Collaborations



Employee Volunteer Program

- STEAM Pakistan- Safer Program
300 students | 15 volunteers | 3 cities
- Child Life Foundation
- Clifton Urban Forest
- Panah Foundation

Flood Relief & Rehabilitation

- Employee Donation
- Help balochistan
- Amir S. Chinoy Foundation x DAWN
Relief rehabilitating Bajara, Sindh

Female Empowerment

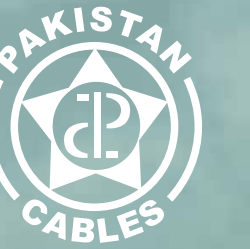
- ASCEND – Cooperative Education Program with NED
- Scholarships for female students at UET (LHR & FSD)
- Student Webinars
- Student Factory Visits



Transform Lives.

Sustainability CSR Collaborations



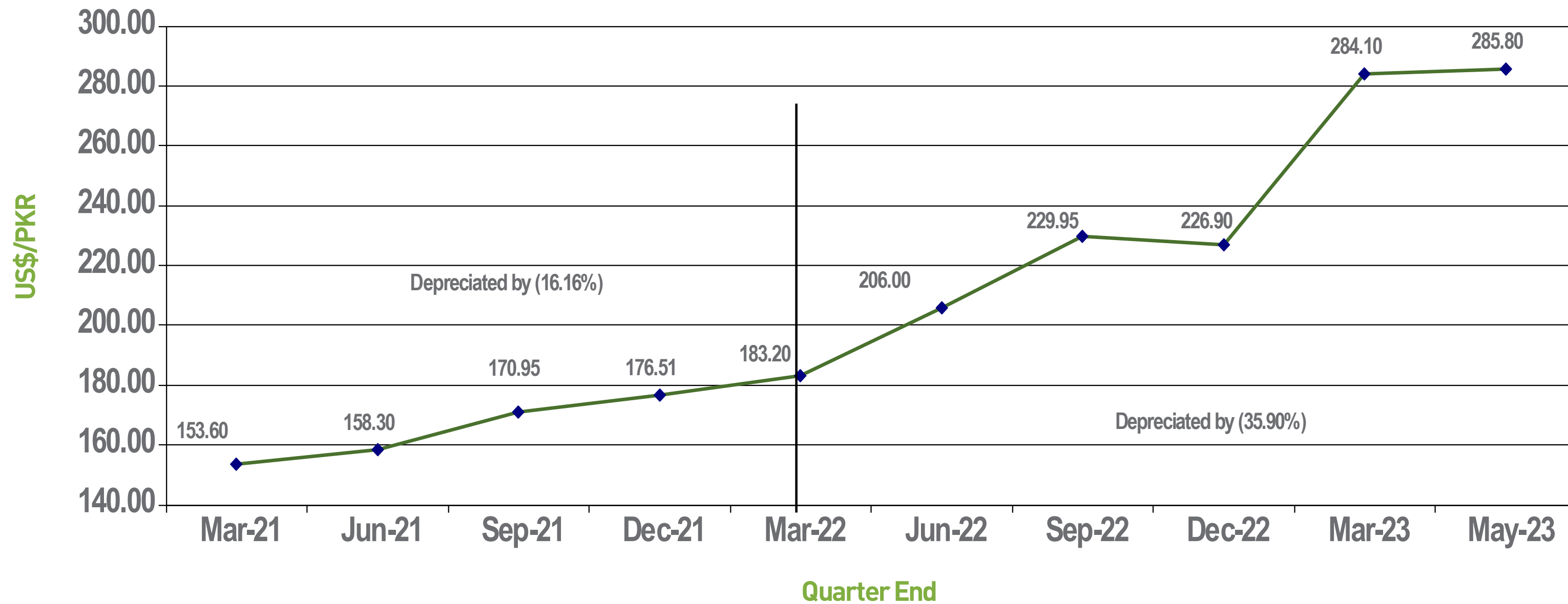


FINANCIAL



Volatile Exchange Rate

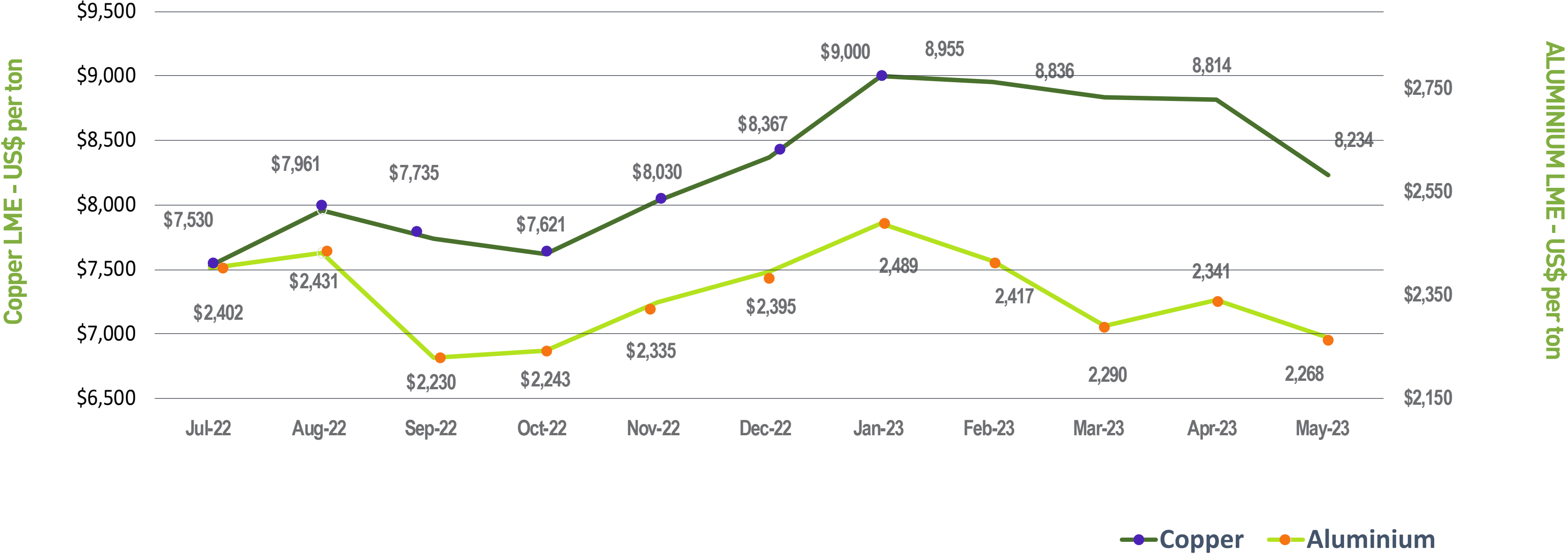
EXCHANGE RATE US\$/PKR MAR 21 - MAR 23





Metals Pricing

AVG. MONTHLY LME OF COPPER AND ALUMINIUM US\$/ TON JULY '22 TO MAY '23



Five Years Financial Details

Statement of Financial Position

	Rs. in Million				
	Jun-19	Jun-20	Jun-21	Jun-22	Mar-23
Total Assets	8,432	8,417	11,032	19,493	21,317
Total Shareholders' Equity	4,878	4,770	5,349	9,006	9,305
Stock-In-Trade	2,203	1,902	2,504	3,863	2,728
Trade Debts	2,089	1,653	2,787	4,104	3,452
Fixed Assets	3,388	4,076	4,791	10,647	13,612
Total Bank Debts	2,328	2,161	3,322	6,546	9,159

Five Years Financial Details

Statement of Profit & Loss Account

	Jun-19	Jun-20	Jun-21	Jun-22	Mar -23 (Nine Months)
Sales – Rs. in Mil.	9,704	9,086	13,145	21,168	16,055
Gross Profit – Rs. in Mil.	1,146	860	1,526	2,751	2,268
Gross Profit – %	11.8%	9.5%	11.6%	13.0%	14.1%
Profit / (Loss) After Tax – Rs. in Mil.	126	(92)	554	828	521
Earnings / (Loss) Per Share - Rupees	3.56	(2.58)	15.56	23.27	12.73

FINANCIAL PERFORMANCE

SALES

- Sales increased to Rs. 16.1 billion (5% over SPLY) despite challenging market circumstances and slowing demand.
- Copper prices declined compared to SPLY but this was offset by devaluation of the rupee.

OTHER

- Despite weakening market dynamics, GP% in the nine month period was 14.1% (slightly higher than SPLY)
- Finance cost increased to Rs. 669 million (vs. Rs. 229 million in SPLY)
- PAT = Rs. 521 million (EPS of 12.7 per share)

FUTURE PROSPECTS

- **Liquidity has improved allowing for better flow of imported raw material**
- **All critical market segments have displayed a slow down over the past 6 months**
- **Federal PSDP of Rs. 950 billion and Provincial PSDP of Rs. 1.6 trillion announced should help stimulate market activity**
- **Demand from solar seems to be picking up again**



THANK YOU



A member of