

September 26, 2025

The General Manager  
Pakistan Stock Exchange Limited  
Stock Exchange Building,  
Stock Exchange Road  
Karachi

Dear Sir,

**PRESENTATION OF CORPORATE BRIEFING SESSION  
COLGATE-PALMOLIVE (PAKISTAN) LIMITED**

Further to our letter dated 23 September 2025 regarding Corporate Briefing Session of the Company for the financial year 2025.

Presentation for the Corporate Briefing Session to be held virtually through Zoom on 29 September 2025 at 03:00 p.m. is attached.

You may please inform the TRE Certificate Holders of the Exchange accordingly.

Kindly acknowledge.

Thanking you,

Yours faithfully,  
For **COLGATE-PALMOLIVE (PAKISTAN) LIMITED**

  
**(MANSOOR AHMED)**  
Company Secretary

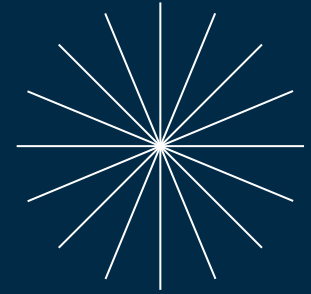
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# Corporate Briefing Session 2025

# Disclaimer

- This communication, except for the historical data, may contain forward-looking statements, including words, phrases, numbers that set forth anticipated results based on management's current plans and assumptions. These statements are made on the basis of the Company's views and assumptions as of this time.
- As such, we do not warrant, endorse or guarantee the completeness, accuracy, integrity, or timeliness of the information. You must evaluate, and bear all risks associated with, the use of any information provided hereunder.
- The Company undertakes no obligation to update these statements whether as a result of new information, future events or otherwise, except as required by law or by the rules and regulations.

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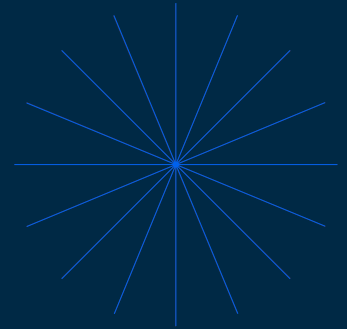
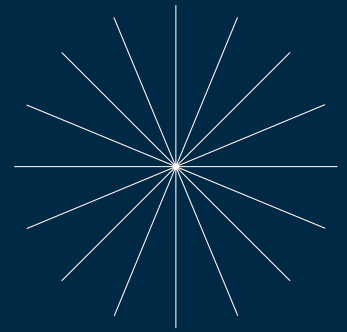
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01

# Company Profile



# 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.

# Milestones and Achievements

Key Milestones:

1977

## Incorporation

Incorporated as public limited company with the name of National Detergents Limited.

1981

## Production

Commenced commercial production.

1984

## Listing on Stock Exchange

Obtained status of listed company on stock exchange.

1985

## Licensing

Entered into licensing agreement with Colgate-Palmolive Company USA.

# Milestones and Achievements

Key Milestones:

1990

## Participation

Colgate-Palmolive Company USA acquired 30% shareholding via participation agreement. Name changed to Colgate-Palmolive (Pakistan) Limited.

1996

## 1 Billion Sales

Gross sales of the Company crossed Rs 1 billion.

2009

## SAP Implementation

Implemented Enterprise Resource Planning – SAP.

2010

## 1 Billion Profit

Net Profit of the company crossed Rs 1 billion.

# Milestones and Achievements

Key Milestones:

2011

## Sundar Plant

Manufacturing facility at Sundar made operational.

2015

## Local Production – Toothbrush

Started local production of toothbrush.

2018

## Local Production – Shampoo

Local Production – Shampoo

2020

## 50 Billion Sales

Gross sales of the Company crossed Rs 50 billion.

# Milestones and Achievements

Key Milestones:

2021

**5 Billion Profit**

Net Profit of the company crossed Rs 5 billion.

2023

**100 Billion Sales and 10 Billion Profit**

Gross Sales crossed Rs. 100 billion and Net Profit of the company crossed Rs 10 billion.

2024

**\$1 Billion Market Cap and Rs. 17 Billion Profit**

Market capitalization exceeded \$1 Billion and net profit crossed Rs. 17 Billion.

2025

**150 Billion Sales**

Gross Sales crossed Rs. 150 billion

# Milestones and Achievements

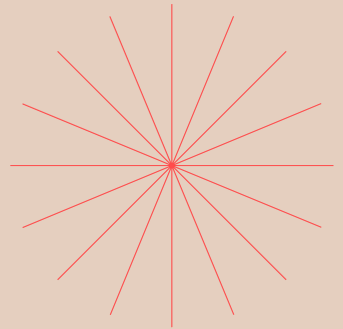
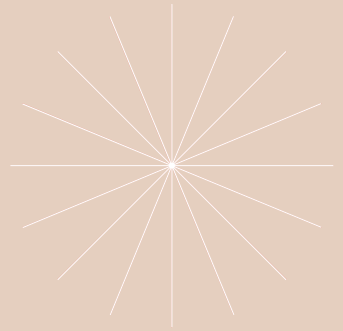
## Achievements

The Company was presented its 13th consecutive 'Corporate Excellence Award' at the 39th Corporate Excellence Awards Ceremony organized by Management Association of Pakistan.



02

# Financial Highlights



# Key Financials Highlights for FY 2025

Annual Turnover

**Rs 157  
billion**

Gross Profit Margin

**35%**

Operating Profit  
Margin

**25%**

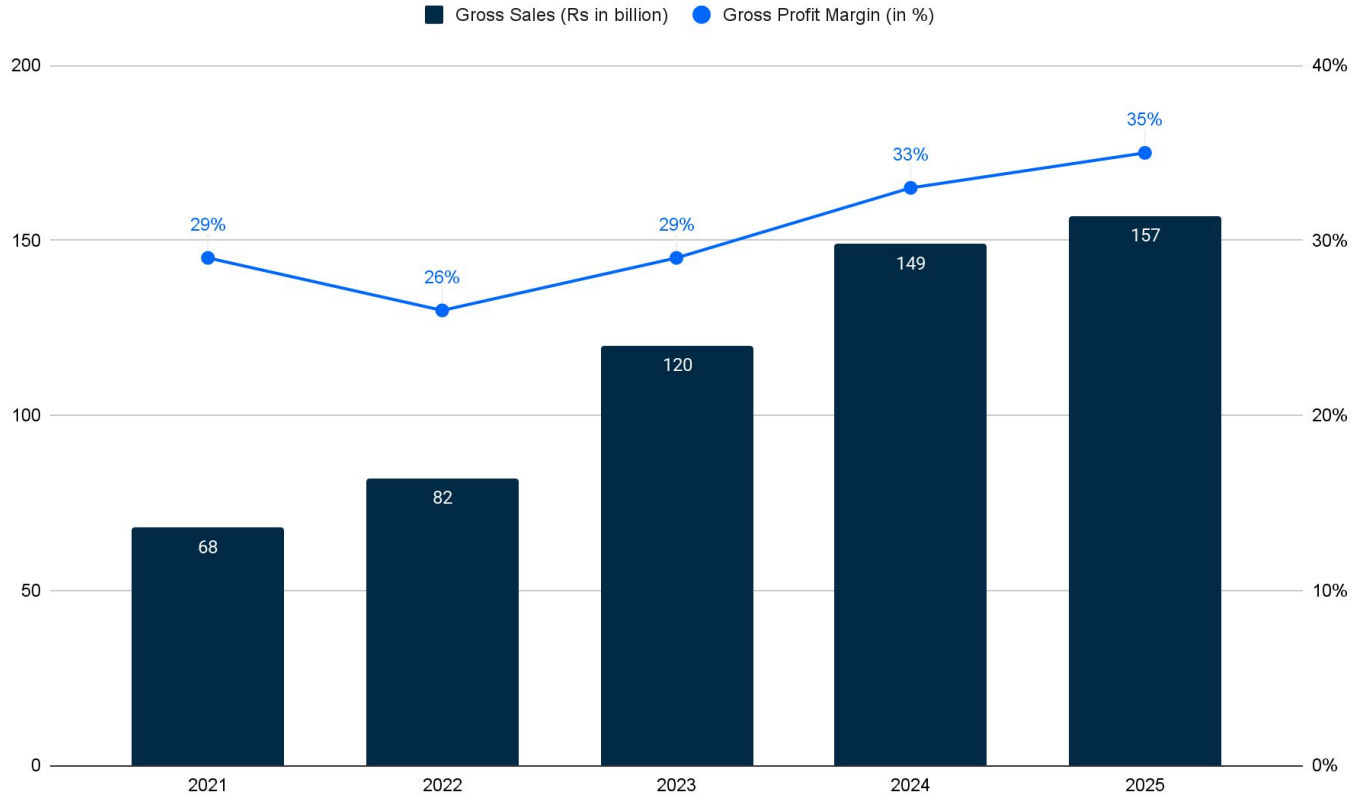
Earnings per Share

**Rs  
75.78**

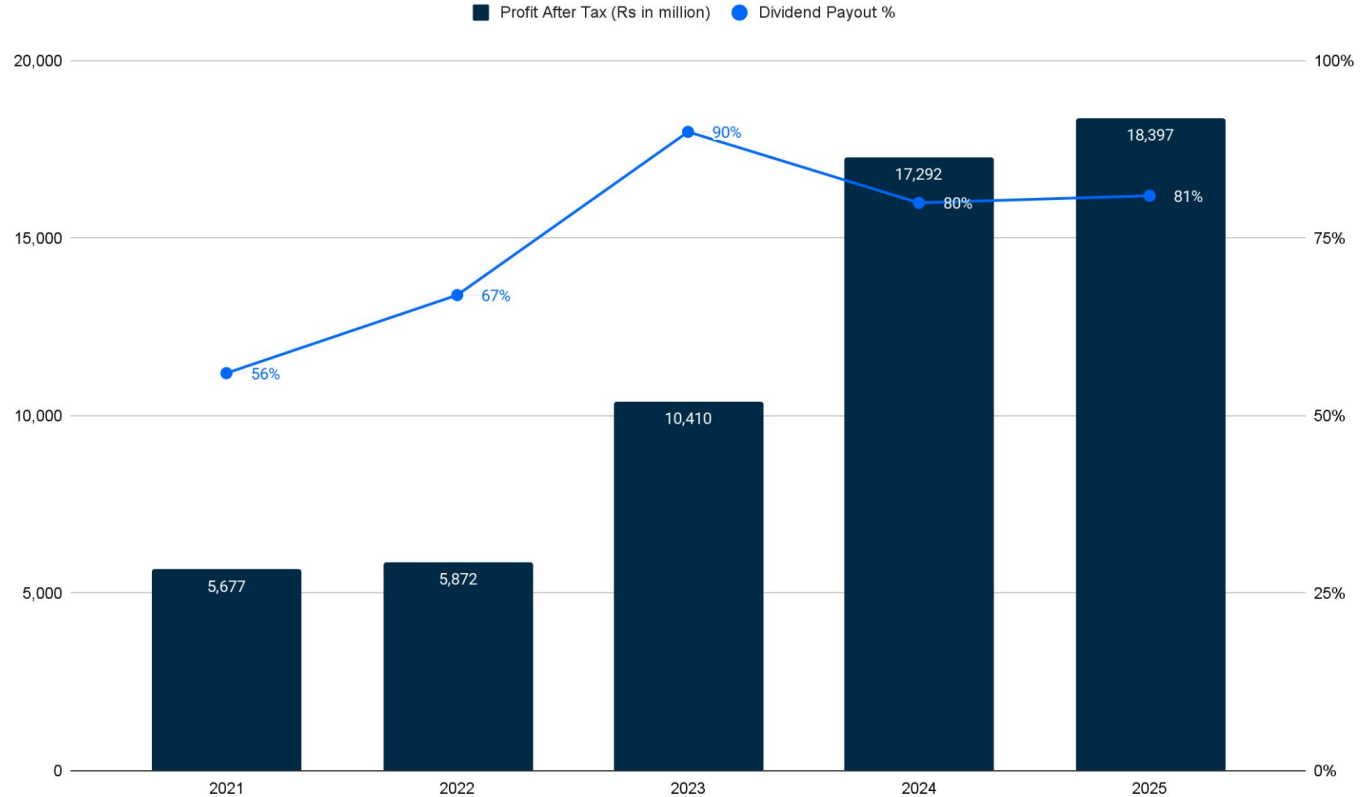
Return on Capital  
Employed

**78%**

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



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

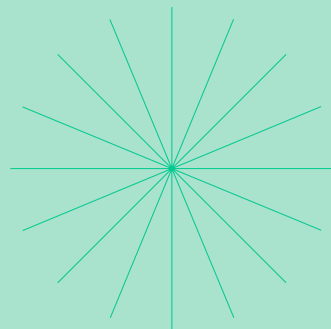
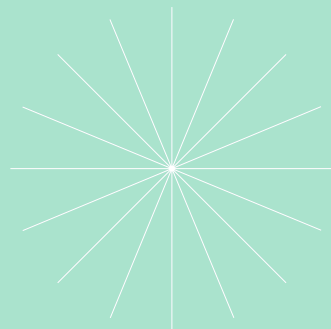


# Profit Reinvestment & Dividend Payout:

Year	Profit After Tax (Rs in Million)	CAPEX (Rs in Million)	CAPEX as % of Profit After Tax	Dividend (Rs in Million)	Dividend Payout %
2021	5,677	2,433	43%	3,197	56%
2022	5,872	1,707	29%	3,931	67%
2023	10,410	1,196	11%	9,334	90%
2024	17,292	2,049	12%	13,838	80%
2025	18,397	2,406	13%	14,931	81%

03

# Strategic and Operational Developments





# Fabric Care Innovation Grid 2024-25

New IMC



New Brite IMC



New Bonus IMC



New Express IMC

New Packaging/  
Formulation



Launch of Toofan



Relaunch of Softlan



Introduction of Softlan Lavender

# Oral Care Innovation Grid 2024-25

New IMC

Launched Night-Time  
Brushing Campaign



Packaging Changes



Sustainable  
packaging  
shift for all  
tubes in  
Colgate with  
cartons



Colgate Herbal



Colgate Maximum Cavity  
Protection

New Formulations



Colgate Max Fresh Restage  
Ultrafreeze Formulation  
Launch

New Launch



Kids Toothpaste Launch

Colgate®

The first ever  
recyclable tube



# Colgate Goes Green – Champion in Sustainability

We're proud to announce a revolutionary step in oral care – **Colgate has gone sustainable!**  
Our toothpaste tubes are now **100% recyclable**, making Colgate the first major oral care brand to do this at scale.

Colgate introduced first of its kind Recyclable Tube

Changed the cartons to UV Laminate – More Sustainable source

Additional benefits: Carbon and water\*

26% reduction in carbon emissions per tube



**2025**

Pakistan's first recyclable  
toothpaste tube

# What does this mean?

**Drive** engagement,  
trade-up & premiumisation



**Align** with peoples' mission  
to do good



**Show** commitment  
to sustainability

✓ **Up to 26% reduction in carbon emissions per tube**

That's equivalent to\*:



Removing the need for thousands of car trips



Saving enough energy to power entire neighborhoods



Preventing tons of waste from reaching landfills



# Home Care Innovation Grid 2024-25

Surface  
Care

## Max Scrub Stainless Steel Spiral Launch



## Launch of Max APC Refill Pouches



# Personal Care Innovation Grid 2024-25

Personal Care  
IMC

## Soap New SKUs



Palmolive 130x5  
Bundle Pack



Palmolive Orange  
Variant in 165g

# Cornerstone of Growth Strategy



1. Consistent Media Presence
2. Category Growth Initiatives – Consumption Building
3. Consumer Engagements
4. Winning in Key Retail Environments



# 1. Consistent Media Presence



Launched new IMC campaigns of Brite, Bonus, Express across multiple media platforms



# 1. Consistent Media Presence

50% less cavities New IMCs were launched in 2025 to build consumption through habit formation



Campaign was paired with strategic OOH placements for amplification



Strong presence on major entertainment, news, and kids' channels



# 1. Consistent Media Presence



Max Bar TVCs



Max Liquid TVCs

# 1. Consistent Media Presence



Launched new IMC campaigns of Palmolive Soap and Palmolive Shampoo across multiple consumer touchpoints in 2025



## 2. Category Growth Initiatives



**My Bright Smile' Global Art Contest** is an annual contest aimed to promote oral hygiene awareness amongst kids. In Pakistan, this competition encourages children to express their creativity and reflect on what their bright smile means to them.



### **BSBF School Program**

The BSBF School Program has reached 17.5 million children since its inception, driving awareness and consumption of oral health and toothpaste. In parallel, Colgate also runs the *Parho aur Barho* scholarship drive to strengthen brand equity.

# 2. Category Growth Initiative: Conversion Activities



4 Sept 2025 12:02:28  
32°56'24.294" N 72°50'58.95" E  
Chakwal  
Punjab

# 3. Consumer Engagements



# 3. Consumer Engagements



**Free Dental Check Ups in store with consumer engagement activities**

# 3. Consumer & Trade Engagements



**In-store interception activities**



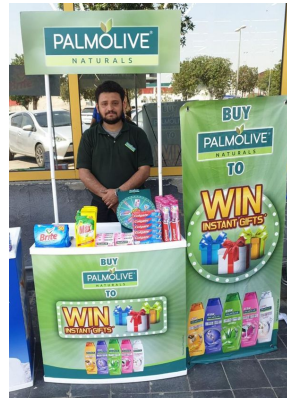
**Mohalla gatherings for awareness building**

# 3. Consumer & Trade Engagements



# 3. Consumer Engagements

## Consumer Engagement with Instant Gifting



# 4. Winning in Key Retail Environments

## General Trade



# 4. Winning in Key Retail Environments

## Modern Trade



# Counterfeits

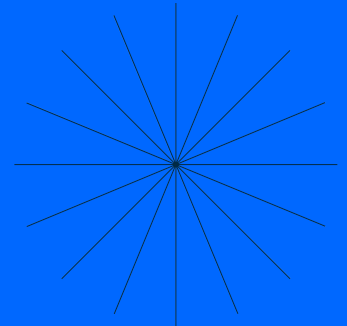
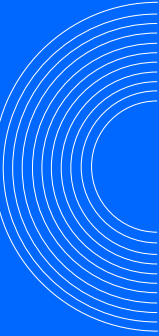
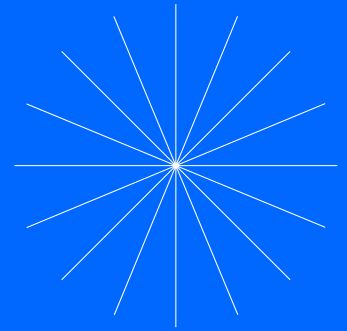
Counterfeit products have been a constant challenge for all FMCGs.

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



04

# Health, Safety and Environment



# Responsible Waste Management – Plastic Reduction / Waste Recycle

We are accelerating our efforts towards plastic reduction to address climate change by setting short-term and long-term objectives, to achieve environmental targets across our entire operations and supply chain. As part of our 2025 sustainability goals, we're aiming more than 90% of our operations to achieve TRUE® Certification for Zero Waste.

Since our initiative, efforts to reduce plastic consumption have led to an impressive 630,000 kg reduction. We're also pioneering the shift to recyclable toothpaste tubes, aiming to convert our entire oral care portfolio and redirect 470,000 kg of plastic into the recycling stream in the coming year. These initiatives directly support SDG 12: Responsible Production and Consumption.



# Energy & Emissions Management

Colgate-Palmolive is making significant strides in sustainability. We have reduced our manufacturing energy footprint by 35% and contributed in reducing carbon emissions since 2010. To further green our operations, we're expanding our use of renewable energy, growing from 6% solar coverage today to 9% by 2030. We also engaged our people across Colgate's operations to participate in our Energy Treasure Hunt program, searching for energy waste and brainstorming opportunities to drive continuous improvement.

The Sundar manufacturing plant installed and commissioned its in-house solar facility in December 2024 and it became operational from January 2025. The new system is expected to generate 367 MWh of green energy annually, boosting renewable energy usage and reducing 132 tons of CO2 emissions annually.

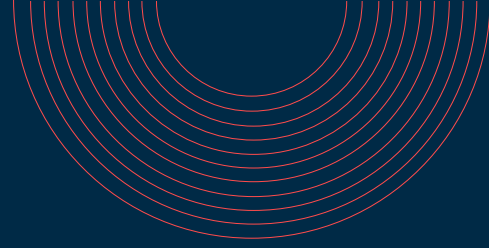


# Reducing Carbon Footprints

We are committed to decarbonizing our operations to align with global warming goals. Our target is to help avoid GHG emissions up to 20% by 2027 against a 2010 baseline and we encourage Colgate-Palmolive (Pakistan) Ltd., manufacturing facilities to achieve this goal.

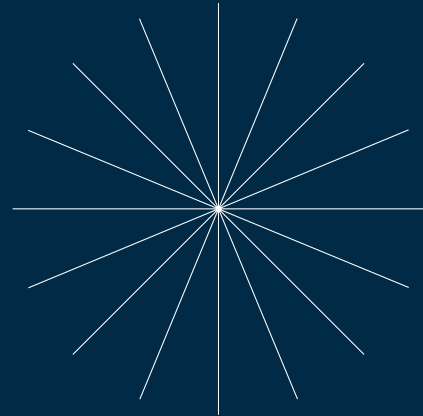
Furthermore, with ongoing efforts to reduce environmental impact, we have successfully planted over 60,000 trees in the past four years, helping to reduce carbon emissions. Beyond that, we have optimized our logistics to save 309,404 liters of fuel, which has led to a further reduction in our carbon footprint.





05

# Question and Answer Session



**Thank You**